

Broadcasting Jul 9

Incorporating Broadcasting / Cable 59th Year 1990

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GTE opens up 28-channel PPV world in Cerritos

TECHNOLOGY / 74

AM improvement: after the deadlines comes the wait



FALL Game Show SCORECARD

	YES	NO
CURRENTLY IN PRODUCTION	YES	NO
ACTUAL SHOWS AVAILABLE	YES	NO
FULL NATIONAL SPONSORSHIP	YES	NO
PROMOTIONAL T-SHIRT	YES	MAYBE

THE JOKERS Wild

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Vol. 119 No. 2
The growing debate over TELCO ENTRY
New partners bolster Hubbard DBS plans

THE ORIGINALS.



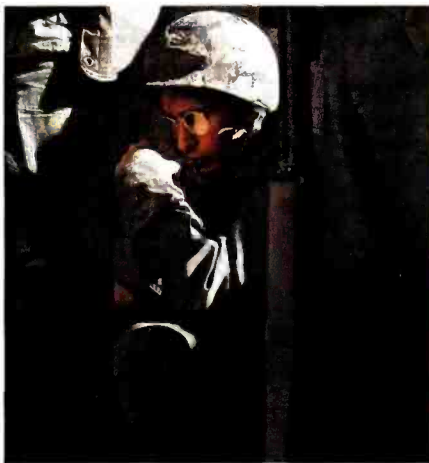
TREASURE ISLAND



COLD SASSY TREE



BILLY THE KID



NIGHTBREAKER



DINNER AT EIGHT



SEASON OF GIANTS



SECRET LIFE OF
IAN FLEMING



MAX AND HELEN



THE LAST ELEPHANT*

*Title subject to change.

AND STILL THE GREATEST.



GONE WITH THE WIND

Over a hundred and five of America's top stations have *Gone With The Wind* and twenty-three film legends of the future.

Turner Pictures I: *The Legends* is an extraordinary collection of twenty-four first-run theatrical quality films.

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And just like *Gone With The Wind* every Turner Picture is filled with the elements that will make them a legend...incredible production quality, powerful storylines and Hollywood's brightest stars including Charlton

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WPHL Philadelphia	WIII Cincinnati	WUHF Rochester	KEYT Santa Barbara	WXXV Biloxi
KTVU San Francisco	KSHB Kansas City	KDSM Des Moines	WXTX Columbus, GA	KTGF Great Falls
WSBK Boston	WCCB Charlotte	KFVE Honolulu	KLSR Eugene	KIEM Eureka
WDCA Washington, DC	WKRN Nashville	KPTM Omaha	KCIT Amarillo	WQQB Bowling Green
WXYZ Detroit	WCMH Columbus, OH	KTBC Austin	KCY/KBW Yakima	KTWO Casper
KTxA Dallas, TX	WNOL New Orleans	WLEX Lexington	KFDM Beaumont	KTVM Butte
WEWS Cleveland, OH	WLMT Memphis	KBSI Paducah	KDOB Bakersfield	WTLW Lima
KTXH Houston	WUTV Buffalo	KAYU Spokane	KFDX Wichita Falls	KKTU Cheyenne
WTOG Tampa	KOKH Oklahoma City	WPXT Portland	KBCI Boise	WHIZ Zanesville
KITN Minneapolis	KSL Salt Lake City	KWWL Cedar Rapids	KCPM Chico	KMVT Twin Falls
KSTW Seattle	KRRT San Antonio	KWQC Davenport, IA	WJET Erie	KATN Fairbanks
WSVN Miami	WGNT Norfolk	KMSB Tucson	KOSA Odessa	KTvH Helena
KPLR St. Louis	WNAC Providence	WDSI Chattanooga	KJTV Lubbock	KXGN Glendive
KPHO Phoenix	WPMT Harrisburg, PA	WWCP Johnstown, PA	KIMO Anchorage	KFTY Santa Rosa
KSCH Sacramento	WHAS Louisville	WKPT Tri-Cities	WDHN Dothan	WAC McComb
WNUV Baltimore	WNRW Greensboro	KLAS Las Vegas	KIDK Idaho Falls	KJUD Juneau
WTTX Hartford	KKTO Albuquerque	WTVW Evansville	WTUV Utica	KTNL Sitka
KUSI San Diego	WXXA Albany, NY	KHGI Lincoln	WDAM Hattiesburg	KCFW Kalispell, MT
WFTV Orlando	KLRT Little Rock	KCEN Waco	KOUS Billings	WLiG Riverhead
			WOGX Gainesville, FL	WJAL Hagerstown

TURNER PROGRAM SERVICES

Offices in Atlanta, New York, Los Angeles and Chicago. Phone (404) 827-2085 in Atlanta.
For advertising sales information contact Rich Goldfarb (212) 692-6907.

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THIS WEEK

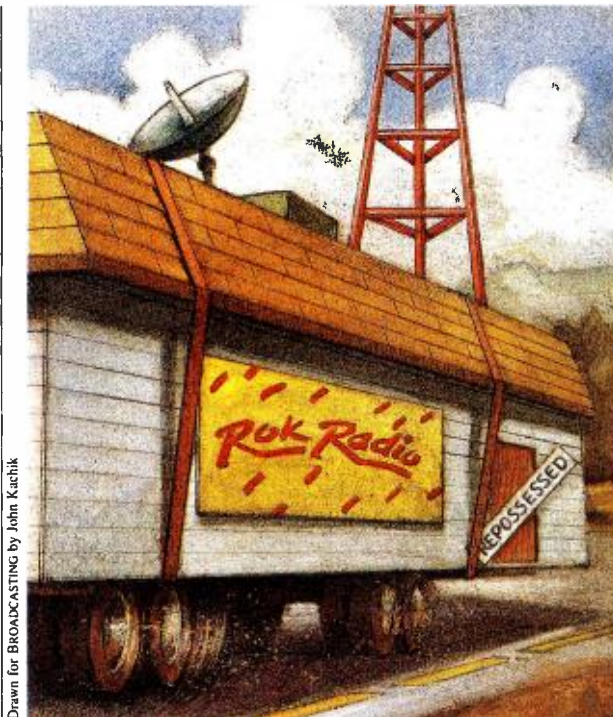
27 / CABLE BILLS, TELCO PROSPECTS PRIORITY ISSUES ON HILL

Cable legislation and the issue of telco entry top the Hill's agenda as lawmakers return from their July 4th recess. Broadcast and telephone lobbyists will be out in force lobbying members of the House Commerce Committee, which is likely to vote on a proposed telco amendment when it takes up cable legislation as early as July 17 or 18. In the Senate, a July 24 hearing is scheduled on legislation that would permit phone companies to deliver video services, and the parent Commerce Committee may vote on it soon after.

United States Telephone Association President John Sodolski is bullish about his industry's prospects. He says there is support in the House for a telco-entry amendment. The National Association of Broadcasters, on the other hand, stands ready to fight telco entry. National Association of Broadcasters President Eddie Fritts says telcos have been riding an anti-cable wave and that their campaign has not advanced on the merits of the issue.

28 / 'LAST GREAT (DBS) OPPORTUNITY'

Stanley S. Hubbard's USSB high-power direct broadcast satellite venture became "all set" with startup equity last week, when Pittway Corp. and broadcast/cable veteran Burt Harris committed tens of millions of dollars to that



Drawn for BROADCASTING by John Kuchik

The 'Repo Man' comes to radio: page 48

partnership—the "last great opportunity in broadcasting," in the eyes of Pittway President King Harris.

30 / HANDS ACROSS THE MEDIA

Cable advertising executives give high creative marks to WBZ-TV Boston for its proposal to sell local avails for cable to resell. The question remains, however: Can a formula be worked out that is beneficial to both sides?

31 / DIVIDED CBS LOYALTIES

Just two weeks after CBS announced its late night plans and made

strong appeals for loyalty among its affiliates, a poll of the top 20 markets reveals that the network will not have an easy time clearing its late night lineup next fall. Six stations will not carry the lineup at all.

32 / GI BUYOUT

General Instrument Corp. has agreed to a \$1.6 billion buyout by Forstmann Little & Co., a New York-based investment firm. GI spokesmen say that the deal will not affect new technologies now being developed by its VideoCipher and Jerrold divisions.

33 / HAPPY DAYS

Just-completed daytime upfront brought ABC, CBS and NBC \$950 million, a 13% increase over last year's \$840 million daytime upfront. According to network and agency sources, ABC pulled in \$360 million, CBS \$340 million and NBC \$250 million.

34 / TV SYNDICATION: MORE COMPETITION, FEWER SLOTS

The pieces of first-run syndication programs for the 1991-92 season are beginning to come together, including new entries in the late night race and more competition among talk and game shows.

35 / GOING FOR BEST OF TIMES

Faced with a tight market in 1990-91, first-run game show and reality program syndicators are trying to negotiate the best time periods for their shows from stations. Among the incentives being offered are more co-op promotional dollars and reduced cash license fees.

48 / RADIO REPOSSESSED

Many radio broadcasters who purchased stations at unrealistic cash flow multiples in the late 1980's are falling into performance default. As a result, many financial institutions—senior and subdebt lenders alike—are finding themselves in the role of "repo man."

52 / AM TO THE RESCUE

A Jackson, Miss., FM will simulcast co-located AM programing in an effort to become economically viable. The 10-year agreement is set up as a network affiliation.

54 / THE CERRITOS PROJECT

GTE has unveiled the country's most ambitious pay-per-view project, a 28-channel offering in its video/voice test bed in Cerritos, Calif.

57 / CTAM 1990

There is no understatement in the theme of this year's CTAM conference in San Diego—"The Rules Are Changing"—as cable faces new challenges in a new decade.

58 / WHAT ABOUT PTAR?

Even if the FCC grants Fox exemption from fin-syn or elimination of the rules, the prime time access rule could still cause Fox affiliates to lose. According to the affiliates, unless the FCC also grants them relief from PTAR, those in the top 50 markets that are subject to the rule could be forced to shelve millions of dollars in syndicated off-network programing and to scramble for replacement programing in what would be a sellers' market.



Lew Rywin, VP, Committee for Radio & TV, Poland: page 72



Pat Sajak is among possible players in 1991-92 syndication development: page 34

60 / WCA GETS WIRED

The Wireless Cable Association heads to Denver July 22 for its annual convention. Among topics of concern at the meeting is the need for strong program access provisions in cable legislation now before both the Senate and the House. The three-day convention, where some 750 to 1,000 attendees and about 60 exhibitors are expected at the Sheraton Denver Tech Center, will focus on the how to's of establishing and operating profitable systems.

62 / HEY BUDDY, SELL ME A NOTE

Seller paper—when the seller of a property provides a note or loan to the buyer—is playing a bigger role in completing station deals. And, with banks tightening up and mezzanine lenders vanishing, seller paper may move beyond radio deals into television and cable.

71 / MIXED STANDARD RECEPTION

Less than satisfied with the FCC's adoption of the subcarrier method as the automatic transmitter identification system (ATIS) standard, major video uplinkers, including NBC and ABC,

will take advantage of a waiver allowing the continued use of an alternate method.

72 / POLAND SEARCHES FOR A FIFTH ESTATE IDENTITY

Poland moves toward a reorganization of a broadcasting system that for more than 40 years has worked to serve the state. Commercialization of radio and television is in the works, as the parliament prepares to consider

legislation to establish the framework for broadcasting in a nonCommunist Poland. Meanwhile, the government's foray into cable television in a joint venture with an American company is expected to get under way next fall.

74 / AM IMPROVEMENT PROGRESSING SLOWLY

Following the FCC's June 30 deadline for implementation of the National Radio Systems Committee emission standard, as many as a third of all AM stations could be in violation of FCC rules. July 1 was the date for Western Hemisphere countries to begin broadcasting in the expanded AM band (1605 khz-1705 khz). But an FCC plan for allotment of U.S. stations in the expanded band appears to be several months away from being final.

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 Broadcasting
 & Cable**

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Captain Planet and the Planeteers is a co-production of TBS Productions, Inc. and DIC Enterprises, Inc.
For Advertising Sales Information Contact Rich Goldfarb at (212) 692-6907.



CAPTAIN PLANET™ **IS ALREADY CLEANING UP.**

It's a powerful action-adventure series unlike any other ever created. 26 half-hours that entertain as they motivate and inform today's children (and their parents) about the urgent need for environmental change. And even though this exciting new series doesn't debut

until this fall, it's already cleaning up.

Find out how the awesome power of Captain Planet and the Planeteers can be yours and how you can help clean up more than the environment in the process.

"The Power Is Yours" to create an ideal environment for our world and your viewers.

WNYW New York
KTTV Los Angeles
WLS Chicago
KYW Philadelphia
KRON San Francisco
WFXT Boston
WDCA Washington, D.C.
WXYZ Detroit
KTXA Dallas
WEWS Cleveland
KTXH Houston
WTVT Tampa
WCCO Minneapolis
KOMO Seattle
WTVJ Miami
WTAE Pittsburgh
KPLR St. Louis
KDVR Denver
KPNX Phoenix
KQVR Sacramento
WMAR Baltimore
WFSB Hartford
KNSD San Diego
WFTV Orlando
WRTV Indianapolis
KATU Portland, OR
WTMJ Milwaukee

WXIX Cincinnati
KCTV Kansas City
WBTV Charlotte
WSMV Nashville
WCMH Columbus, OH
WYFF Greenville
WOTV Grand Rapids
WLMT Memphis
WGRZ Buffalo
KAUT Oklahoma City
KUTV Salt Lake City
KENS San Antonio
WVEC Norfolk
WJAR Providence
WPMT Harrisburg
WNEP Wilkes Barre
WHAS Louisville
WNRW Greensboro
WPTV West Palm Beach
KGGM Albuquerque
WDTN Dayton
WTEN Albany, NY
WTLV Jacksonville
KASN Little Rock
WEAR Mobile
WNEM Flint
WXEX Richmond

KJEO Fresno
WATE Knoxville
WTVG Toledo, OH
WXGZ Green Bay
WSTM Syracuse, NY
WHEC Rochester
WHO Des Moines
WDBJ Roanoke
KHNL Honolulu
KETV Omaha
KXAN Austin, TX
WAND Springfield, IL
WLEX Lexington
KREM Spokane
WMTW Portland, ME
KGAN Cedar Rapids
KTTU Tucson
WRCB Chattanooga
WSBT Southbend
WWCP Johnstown
WACH Columbia, SC
WKPT Tri-Cities
WISC Madison
KVVU Las Vegas
KHGI Lincoln
WBRZ Baton Rouge
KCEN Waco

KKTV Colorado Springs
KCIK El Paso
WANE Ft. Wayne
WLNS Lansing
WHOA Montgomery
WJCL Savannah
WTAT Charleston, SC
KSBW Monterey
KVEO Brownsville
WXTX Columbus, GA
KOLO Reno
KLSR Eugene
KVII Amarillo
WGXA Macon
KDLH Duluth
KIMA Yakima
KTIV Sioux City
KDOB Bakersfield
WCBI Columbus, MS
KFDX Wichita Falls
WQRF Rockford
KTRV Boise
KCPM Chico
WJET Erie
KMID Odessa
KTKA Topeka
KJTV Lubbock

WVII Bangor
KTUU Anchorage
KMIR Palm Springs
KIDK Idaho Falls
WTUV Utica
WDAM Hattiesburg
KOUS Billings
WCJB Gainesville, FL
WBOY Clarksburg
KPAX Missoula
KECY Yuma
WTOK Meridian
WXXV Biloxi
KRTV Great Falls
WMTU Jackson, TN
WBKO Bowling Green
KGWC Casper
KXLF Butte
KGWN Cheyenne
KTVF Fairbanks
KTVZ Bend
KTVH Helena
KXGN Glendive
WAC McComb



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Please recycle.

CLOSED CIRCUIT

Washington

Back to court

FCC is expected to adopt report at open meeting this Thursday (July 12) undergirding statutory 24-hour-a-day ban against broadcast indecency. After broadcasters and others challenged FCC implementing rules, U.S. Court of Appeals gave FCC chance to build supporting record. If FCC does expected, case will resume in court with broadcasters arguing that indecency is protected speech that cannot be banned around clock.

Indecency is one of just three items on meeting agenda. In other mass media item, FCC is expected to propose new rules governing satellite television stations—full power stations that rebroadcast all, or most, of programming of other full power stations. According to one FCC official, rules would have effect of limiting satellite stations to underserved areas.

□

Although FCC received only handful of formal comments in support of 24-hour ban on indecency, it has been overwhelmed since last fall with some 88,000 cards and letters from individuals urging FCC to keep airwaves clean. By contrast, FCC received only 4,500 cards and letters asking FCC not to crack down on indecency.

Preview

Four FCC commissioners should get first look at what FCC Chairman Alfred Sikes has in mind for cable this week. Offices putting together cable report for Congress (with legislation recommendations) had first draft in

CAPTIVE AUDIENCE

Montana Republican Senator Conrad Burns will ride with President George Bush on Air Force One July 19 on President's party boosting trip to Burns's home state. Burns is the author of legislation that would permit the telcos to enter the television business and has already talked with Bush chief of staff John Sununu about administration support for his initiative. On July 24, Senate Communications Subcommittee has scheduled a hearing on the Burns's bill and an administration witness is expected to testify. A letter from Commerce Secretary Robert Mosbacher and James Rill, assistant attorney general for the Justice Department's antitrust division, two weeks ago suggested Congress "should consider removing the current legislative prohibitions on telephone company entry found in the 1984 Cable Act."

hand last Friday and planned to hone it over weekend and early this week before delivering it to commissioners. Some offices are miffed that they have not already received it, pointing out that time is running out. FCC has scheduled vote on report for July 26. In addition to Sikes's own office, Office of Plans and Policy, Office of General Counsel and Mass Media Bureau have hand in writing report. OPP has already sent series of discussion papers to commissioners on various cable issues.

Still no final word on whether FCC will take up "effective competition" rule-making at July 26 meeting. Deferring to Congress and, some say, to other commissioners, Sikes has been considering putting off action to give Congress time to act or not act on rate reregulation, which is integral part of bill's moving through both houses of Congress.

The fight goes on

Home Shopping Network-led ad hoc station group, which

is fighting must carry accord reached by National Association of Broadcasters, Association of Independent TV Stations and National Cable Television Association, plans to conduct study into number of stations left out in cold by 2%/5% viewing test. Group feels 100 or more stations could fall through cracks if latest compromise embodied in House cable bill is adopted. Group feels better about Senate bill, which has no viewing test but does include 50-mile radius standard, not 35 miler. That gives cable greater range within which to cherry pick.

Hollywood

Starcrossed

Fox is having more troubles with production of what is scheduled to be first strip in Fox Children's Network debuting this fall. After producing about 35 episodes of series, producers have decided to replace female actress doing voice of Pan in favor of

male actor, who will have to redub earlier episodes. Decision, sources said, was due in large part to affiliate concern that show was too "female" in its appeal, also said to be reason for change in show's title from *The Nevertold Tales of Peter Pan* to *Peter Pan and the Pirates*. Show has been plagued with production problems due mainly, sources say, to late production start. No word from Fox officials last week as to whether replacement of lead character's voice would further delay availability of first-run episodes. Fox had originally planned to launch show in September as strip with different original episode each day. That plan was recently amended, to have show debut with four original episodes each week and one repeat, until production is up to speed.

Mr. Fix-it

Tom Patchett, creator of *ALF* and recently named to oversee production of CBS's *Bagdad Cafe*, starring Jean Stapleton and Whoopi Goldberg, has agreed to oversee production of CBS midseason candidate, *The Pink Panther*, from MGM Television. Show, blend of live action and animation, has undergone several changes since its inception, including replacement of Charlie Schlatter, who starred in pilot for series.

Picking up the beat

Pipeline of homemade programming from Fox Station Inc. O&O's is delivering another first-run offering to Twentieth Television (Fox's syndication arm), with weekend hour *Pump It Up*. Weekly late-fringe rap music pro-

DO-ER'S PROFILE:

MURPHY BROWN

HOME: Washington, D.C.

AGE: 41

PROFESSION: Co-anchor of top-rated "FYI" news magazine.

HOBBY: Singing along with Motown. Loud.

LAST BOOK READ: *MY TURN*, Nancy Reagan. "I wanted to see what she said about me."

VICE: Chewing number 2 pencils.

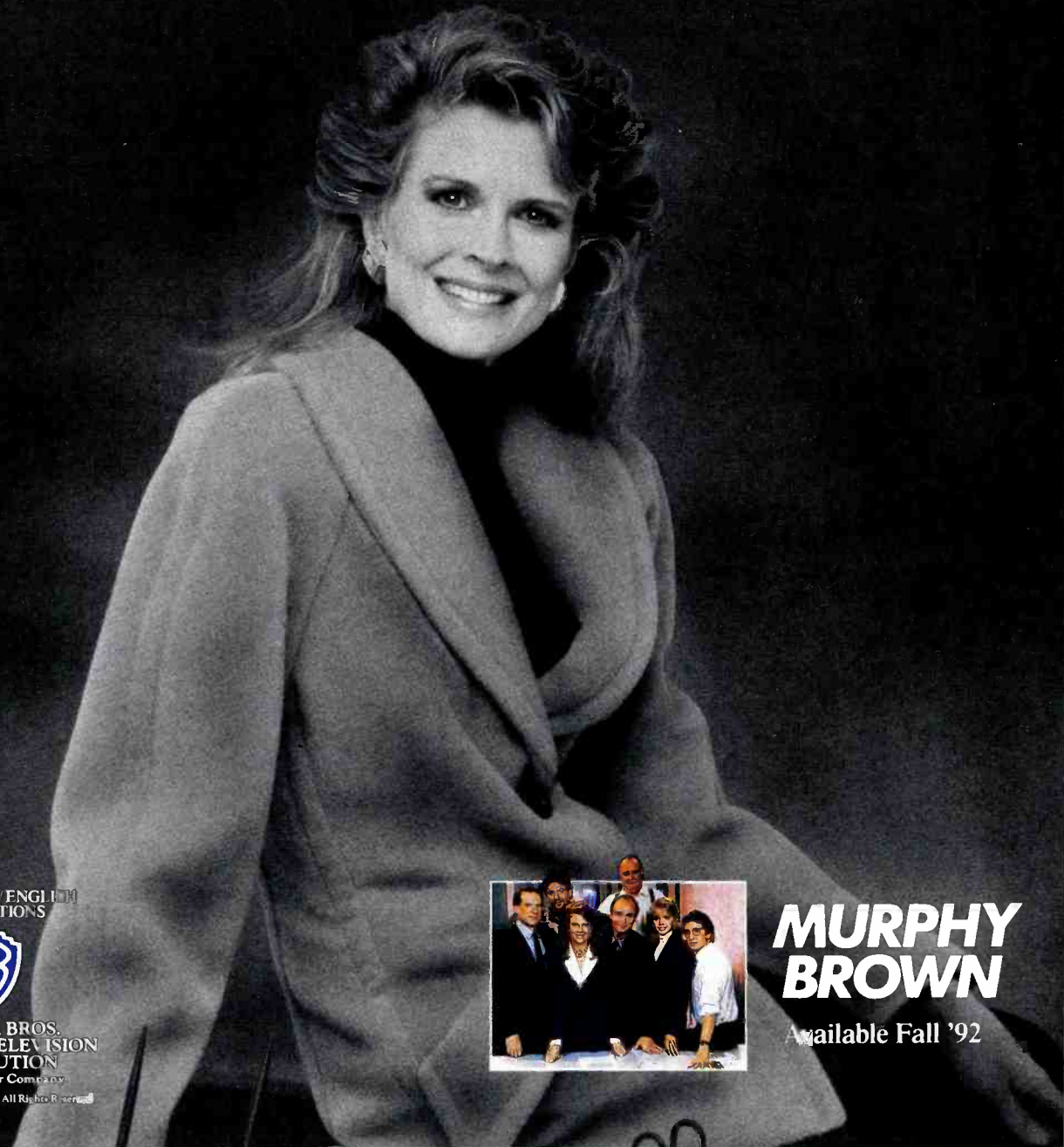
LATEST ACCOMPLISHMENT: Winning an Emmy for her performance on CBS's top-rated comedy series.

WHY I DO WHAT I DO: "I couldn't sleep nights knowing the American public was receiving vital information from an ex-beauty queen who can't pronounce 'Shiite.'"

ROLE MODELS: Edward R. Murrow, Studs Terkel, Wile E. Coyote (not necessarily in that order).

PROFILE: Tough, controversial, yet human. More at ease taking on Khadaffi than handling her personal affairs.

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



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PRODUCTIONS



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MURPHY BROWN

Available Fall '92

gram hosted by Denise Barnes from rap group Body and Soul originates from Fox's KTTV(TV) Los Angeles and is carried on six of seven Fox O&O's (KSTU(TV) Salt Lake City is not carrying it).

According to Fred Bierman, senior vice president, marketing, Twentieth TV, station deals for program include WFXT-TV Boston, WDIV-TV Detroit, WGNX-TV Atlanta and WGNO-TV New Orleans. Show features music videos and rap artists including Tone-Loc, MC Hammer, Big Daddy Kane and Fresh Prince. *Pump It Up* is being offered on barter basis, but details on split were unavailable.

Jury's in

Tribune's KTLA(TV) Los Angeles and game show producer Barry & Enright are developing new version of court show for kids, *Juvenile Jury*. Production run-throughs on project will start this week at KTLA, and station executives and producers say they expect to test show on station in fourth quarter. If test goes well, Tribune plans to roll it out to co-owned stations and, ultimately, to national syndication in 1991. Concept is based on Barry & Enright radio and TV show of same name. TV version has had many incarnations dating back to 1947, with syndicated version as recently as 1970.

Tulsa

Status quo

Board of directors of The Kravis Co., which owns KGTO(AM)-KRAV(FM) Tulsa, expects charges of solicitation, possession of child pornography and drug possession against company president and sole stockholder, George Kravis, to be dropped, thus making issue of Kravis's "character" moot. Board member and station executive vice president,



JOINING THE CLUB

DIC Enterprises President Andy Heyward, flanked to his left and right respectively by new "Club Mario" hosts Tommy Treehugger (Chris Coombs) and Co-MC (Michael Anthony Rollins), faces severe grilling over his authenticity as a "big shot Hollywood producer" of animated children's programming during DIC's recent taping of new five-minute wraparounds for existing 65 episodes of half-hour strip *Super Mario Bros. Super Show*, distributed by Viacom Enterprises. Cameo appearances have been turned in by comedian Joe Piscopo and video disk jockey "Downtown" Julie Brown, but Heyward's visit was unscheduled and followed the DIC president's spur-of-the-moment request of segment producer Kevin O'Donnell during a taping session.

Jim VanSickle, says board has not discussed sale of station to financier-brother Henry Kravis (as reported in "Closed Circuit," July 2) and attorney representing latter flatly denies transfer of stations was ever contemplated.

Philadelphia

First Storyteller

First lady Barbara Bush is currently recording series of radio broadcasts in conjunction with Linda Katz and Marcia Moon, co-founder, with Ragan Henry of Kidwaves Radio Network. Recordings of stories for children are tentatively titled "Mrs. Bush's Storytime," and are scheduled to air on Mutual Broadcasting and ABC Radio Networks beginning in September.

Seattle

Short on unanimity

Goodwill Games will fall short of 90% clearance among cable systems they had originally targeted. Games, which start July 20, will be seen in 41 million cable homes, about 81% of country, with large MSO holdouts Scripps-Howard and Maclean-Hunter. That hurts games coverage in major markets of New York, Atlanta and Sacramento, Calif. Sizable portion of MSO's Hauser Communications, Multivision, Times Mirror and Wometco also have declined to pay \$1-per-subscriber rights fee for games.

Eau Claire

No deal

One interesting feature of sta-

tion transaction marketplace is relatively high number of announced and FCC-approved deals that fail to close. One such collapse may compound problems of Busse Broadcasting, four-TV station group created as trust by George Gillett for children. Busse had previously announced intention to sell WEAU-TV Eau Claire, Wis., to Benedek Broadcasting for \$31 million. Proceeds of now-collapsed deal would probably have gone to restructuring over \$100 million in debt, service on which has been source of ongoing discussions with handful of major financial institutions. Among them is said to be Robert M. Bass-linked Acadia Partners, which may hold majority of subordinated issue.

New York Grand Slam

CBS anticipates pulling in record \$20 million in advertising revenue when it airs Major League Baseball All Star game on July 10. One 30-second spot, according to industry source, is going for \$300,000. Last year, NBC made \$16.6 million off All Star game, source said.

Atlanta

How fortune favors the Braves

Turner Broadcasting 10-K reveals price superstition WTBS(TV) Atlanta pays for continued carriage of Braves: \$9 million this year, \$10 million in 1991 and \$12 million and \$15 million, respectively, in '92 and '93 for use of certain amount of Braves games without incurring objection of Major League Baseball. Numbers are about wash of Braves portion of CBS-ESPN contracts—\$12.7 million in 1990, \$13.3 million in '91, \$14.3 million in '92 and \$15.3 million in '93.

How do you
protect your
program
schedule?

Cover your

New York

WWOR

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Los Angeles

KTTV

Fox Television Stations

Chicago

WMAQ

NBC O&O

San Francisco

KTVU

Cox Enterprises

St. Louis

KMOV

Viacom Broadcasting

MARRIED

**WITH
CHILDREN**

access, they are.



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

DATEBOOK

■ indicates new listing or changed item.

THIS WEEK

July 9—Deadline for applications to attend *National Public Radio* workshop for radio and television technical, production and operations personnel involved with audio, to be held in Denver, Aug. 8-14. Information: (202) 822-2730.

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

July 11—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. 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 11-12—Seventh annual *Advertising Research Foundation* copy research workshop, "The Copy Research Agenda for the 90's." Omni Park Central hotel, New York. Information: (212) 751-5656.

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 12-13—*USA Network* local ad sales/marketing seminar. Marriott Center City, Minneapolis. Information: Karen Yashon, (312) 644-5413.

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 uni-

versity, 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. Marriott, San Diego. Information: (703) 549-4200.

July 15-18—*New York State Broadcasters Association* 29th executive conference. Gideon Putnam/Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

ALSO IN JULY

July 16-18—*Television Bureau of Advertising* sales management meeting and product usage seminar. Sheraton International at O'Hare, Rosemont, Ill. Information: (212) 486-1111.

MAJOR MEETINGS

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. Future meeting: Aug. 25-27, 1991, Atlanta.

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. 25-29, 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.



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July 18—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Lance Heflin, executive producer, *America's Most Wanted*. Fox Broadcasting Corp. Copacabana, New York. Information: (212) 768-4510.

July 18-19—*Sony Government Technology Exposition*. Washington Sheraton hotel. Washington. Information: (212) 505-9900.

July 18-19—*Wisconsin Broadcasters Association* annual summer convention. Landmark Resort. Egg Harbor, Wis. Information: (608) 255-2600.

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.

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 19-21—*Cabletelevision Advertising Bureau* fourth annual sales management school. University Place Executive Conference Center on campus of Indiana/Purdue Universities, Indianapolis. Information: (212) 751-7770.

July 21—"Trends in Public Television: A View for the 90's," co-sponsored by *KCET* and *Public Broadcasting Service*. Mark Goodson Screening Room, AFI campus, Los Angeles.

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.

July 26—*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." Kansas City.

Information: (212) 254-4800.

July 26—*USA Network* local ad sales/marketing seminar. Marriott Research Triangle Park, Morrisville, N.C. Information: Tracey Muhlfeld, (212) 408-9170.

July 26—*National University Teleconferencing Network* teleconference, "Video Conferencing, Marketing and More." Originates at Utah State University, Logan, Utah. Information: Myra Traynor, (405) 744-5191.

July 26-28—*Louisiana Association of Broadcasters* radio and television management session. Hyatt Regency, New Orleans. Information: (504) 383-7486.

July 27—*USA Network* local ad sales/marketing seminar. Cincinnati Marriott, Cincinnati. Information: Karen Yashon, (312) 644-5413.

July 27-29—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Milwaukee. Information: (212) 254-4800.

July 28—"The Drought and the Rest of Our Environment," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. KEYT-TV Santa Barbara, Calif. Information: Rachel Ambrose, (213) 746-1200.

July 29-31—Communications investment conference, sponsored by *CFM Capital, Denver*, and *Financial Conference International, Hong Kong*. Hong Kong. Information: (303) 721-9767.

July 29-Aug. 1—*New England Cable Television Association* annual convention and exhibition. Newport Marriott and Sheraton Islander hotels, Newport, R.I. Information: (617) 843-3418.

AUGUST

Aug. 1—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John Reardon, president, MTV. Copacabana, New York. Information: (212) 768-4510.

Aug. 1-3—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Information: (517) 482-2622.

Aug. 1-5—*National Association of Black Journalists* 15th annual convention. Theme: "Words and Images: Challenges for the Future." Century Plaza hotel, Los Angeles. Information: (703) 648-1270.

Aug. 2-4—*Michigan Association of Broadcasters* annual convention and awards banquet. Shanty Creek, Bellaire, Mich. Information: (517) 484-7444.

Aug. 4—*Texas Associated Press Broadcasters* regional seminar. Sheraton Wichita Falls, Wichita Falls, Tex. Information: (214) 991-2100.

Aug. 6-8—*Television Bureau of Advertising* sales management meeting and product usage seminar. Hotels at Syracuse Square/Hilton, Syracuse, N.Y. Information: (212) 486-1111.

Aug. 8—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Dick Robertson, president, Warner Bros. Domestic Distribution. Copacabana, New York. Information: (212) 768-4510.

Aug. 8-14—"Stereo Audio for Broadcast," workshop for radio and television technical, production and operations personnel involved with audio, sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

Aug. 10-11—*Utah Broadcasters Association* annual convention. Park City, Utah. Information: (801) 359-9521.

Aug. 11-14—*Georgia Association of Broadcasters* annual convention. Jekyll Island, Ga. Information: (404) 993-2200.

Aug. 12-14—*North Carolina CATV Association and South Carolina Cable Association* joint annual meeting. Radisson Resort, Myrtle Beach, S.C. Information: (919) 821-4711.

Aug. 12-14—*Arkansas Broadcasters Association* annual convention. Hot Springs Park Hilton, Hot Springs, Ark.

Aug. 15—Deadline for nominations for Women at Work broadcast awards for news and entertainment programs about working women that encourage greater recognition of women workers through accurate portrayals of their lives, sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 16—*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." Portland, Ore. Information: (212) 254-4800.

Aug. 17-19—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. San Diego. Information: (212) 254-4800.

Aug. 20-22—*Television Bureau of Advertising* sales management meeting and product usage seminar. Stouffer Concourse hotel. Denver. Information: (212) 486-1111.

Aug. 23-25—*West Virginia Broadcasters Association* 44th annual fall meeting. Greenbrier, White Sulphur Springs, W.Va.

Aug. 26-28—*Nebraska Broadcasters Association* annual convention. Holiday Inn, North Platte, Neb. Information: (402) 333-3034.

Aug. 26-29—*National Computer Graphics Association* fourth annual conference and exposition. Westin Galleria, Houston. Information: (703) 698-9600.

Aug. 26-31—"Ethics in Broadcast News," seminar sponsored by *Poynter Institute for Media Studies*. Poynter Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Aug. 28—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Ruth Otte, president, Discovery Channel. Westin Lenox, Atlanta. Information: (404) 928-0333.

SEPTEMBER

Sept. 6-10—Cinetex 1990, film market, production exposition, international comedy film festival and conference sponsored by *The Interface Group*, in collaboration with *The American Film Institute*. Bally's, Las Vegas.

Sept. 9-13—*National Association of Telecommunications Officers and Advisors* tenth annual conference. Theme: "A Decade of Service." Dearborn, Mich. Information: (202) 626-3061.

Sept. 10-12—"Financial Planning and Analysis," cable management program sponsored by *Women in Cable and Denver University*. Denver University campus, Denver. Information: Nancy Ring, (312) 661-1700.

Sept. 11-14—*National Broadcast Editorial Association* annual convention. Hilton hotel at Dis-



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ney World Village, Orlando, Fla. Information: (301) 468-3959.

Sept. 11-14—*Cable Television Administration and Marketing Society*: sales management master course. Philadelphia. Information: (703) 549-4200.

Sept. 12-15—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Center, Boston. Information: (202) 429-5300.

Sept. 12-16—*First National Association of Broadcasters/Broadcast Education Association* Radio Only conference. Hynes Center, Boston. Information: (913) 532-7645.

Sept. 13—"Celebrate the Winners—Creative Blockbusting," sponsored by *Cable Television Administration and Marketing Society, New York City chapter*. HBO auditorium, New York.

Sept. 13-14—*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.

Sept. 13-15—*Public Radio in Mid-America* fall conference and annual business meeting. Best Western Inn of Chicago.

Sept. 14—*Society of Broadcast Engineers, Central New York chapter* 22, 18th annual regional convention. Sheraton Inn Convention Center, Liverpool, N.Y. Information: John Soergel, (315) 437-5805.

■ **Sept. 16**—*Broadcast Education Association "Radio Only Conference,"* following *National Association of Broadcasters' Radio 1990* convention (see listing above). Boston. Information: (202) 429-5355.

Sept. 16—42nd annual prime time Emmy Awards telecast, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*Women in Cable, Washington chapter*, annual fall gala, honoring Sidney Topol, chairman of Scientific-Atlanta. Grand Hyatt hotel, Washington. Information: (202) 872-9200.

Sept. 16-18—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington. Information: (804) 782-9501.

Sept. 16-18—Fifth annual *National Association of Broadcasters Hundred Plus Exchange*, seminar for small market TV stations. Tabor Center Westin, Denver. Information: (202) 429-5350.

■ **Sept. 17**—Regional pay-per-view day, sponsored by *Cable Television Administration and Marketing Society*. Chicago. Information: (703) 549-4200.

■ **Sept. 17-19**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Bally's Casino Resort, Las Vegas. Information: (212) 486-1111.

Sept. 18—*International Radio and Television Society* newsmaker luncheon, featuring FCC Chairman Al Sikes. Waldorf Astoria, New York. Information: (212) 490-7707.

Sept. 18-20—*Great Lakes Cable Show*, sponsored by *Michigan, Indiana, Illinois, Wisconsin and Ohio cable TV associations*. Convention Center, Indianapolis. Information: (317) 634-9393.

Sept. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin

ERRATA

According to CBS, ad revenue from upfront prime time sales is expected to be \$1 billion, not \$900 million, as estimated in BROADCASTING July 2 issue. In last year's prime time upfront, CBS did \$1.1 billion in sales.

Neeb, (206) 535-7180.

Sept. 21-23—*Maine Association of Broadcasters* annual meeting. Sebasco, Me.

Sept. 21-25—89th *Audio Engineering Society* convention. Los Angeles. Information: (212) 661-8528.

■ **Sept. 22**—"A Salute to Betty White," sponsored by *Museum of Broadcast Communications*. Chicago Hilton and Towers, Chicago. Information: (312) 987-1500.

Sept. 24-27—*Radio-Television News Directors Association* international conference and exhibition. Speakers: Michael Gartner, president, NBC News, and Charles Osgood, CBS News. Convention Center, San Jose, Calif. Information: (202) 659-6510.

Sept. 27-28—Fourth annual *National Cable Television Association/National Association of Minorities in Cable* urban markets seminar. Waldorf-Astoria, New York. Information: (202) 775-3669.

■ **Sept. 28-29**—*National Broadcasting Society, Alpha Epsilon Rho*, north central regional meeting. University of Wisconsin-Oshkosh. Information: Ken Metz, (715) 723-2257.

Sept. 30-Oct. 2—*Oregon Association of Broadcasters and Washington State Association of Broadcasters* joint annual meeting. Marriott, Portland, Ore. Information: (503) 257-3041.

■ **Sept. 30-Oct. 2**—*Minnesota Cable Communications Association* annual convention. Radisson Centerplace Hotel, Rochester. Information: Mike Martin, (612) 641-0268.

Sept. 30-Oct. 3—*Southern Educational Communications Association* conference. Hyatt Regency, Miami, Fla. Information: Kathleen McDermott, (803) 799-5517.

OCTOBER

■ **Oct. 1-3**—*Television Bureau of Advertising* sales management meeting and product usage seminar. Radisson Hotel Seattle Airport, Seattle. Information: (212) 486-1111.

Oct. 3-9—21st Photokina Cologne, "World's Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne, Germany. Information: German American Chamber of Commerce, (212) 974-8830.

■ **Oct. 4-7**—*Society of Broadcast Engineers* convention. St. Louis. Information: (317) 842-0836.

Oct. 9—*Caucus for Producers, Writers and Directors* general membership meeting. Los Angeles. Information: (213) 652-0222.

Oct. 9-11—*Mid-America Cable TV Association* 33rd annual meeting and show. Hilton Plaza Inn, Kansas City, Mo. Information: Rob Marshall, (913) 841-9241.

Oct. 11-14—*Society of Professional Journalists* national convention. Galt House East, Louisville, Ky. Information: (312) 922-7424.

Oct. 11-14—*Women in Communications* national professional conference. Theme: "Capture the Opportunity." Riviera hotel, Las Vegas. Information: (703) 528-4200.

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. 12-14—*Missouri Broadcasters Association* fall meeting and training seminar. Marriott's Tan-Tar-A Resort, Lake of the Ozarks, Mo.

■ **Oct. 12-14**—*National Broadcasting Society, Alpha Epsilon Rho*, east regional meeting. Syracuse University, Syracuse, N.Y. Information: (718) 780-5555.

Oct. 13-15—*Texas Association of Broadcasters* annual convention. San Antonio Convention Center, San Antonio. Information: (512) 322-9944.

Oct. 13-17—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Information: (914) 761-1100.

Oct. 15-17—*Kentucky Cable Television Association's* annual fall convention. Hyatt Hotel, Lexington. Information: Randa Wright, (502) 864-5352.

Oct. 15-17—12th annual *Satellite Communications Users Conference*. Las Vegas Hilton, Las Vegas. Information: (303) 220-0600.

Oct. 16-17—*Broadcast Credit Association* 24th credit and collection seminar. Harbour Castle Westin hotel, Toronto. Information: Mark Matz, (708) 827-9330.

■ **Oct. 18**—*Communications Excellence to Black Audiences* awards dinner, sponsored by *World Institute of Black Communications*. New York Hilton, New York. Information: (212) 714-1508.

Oct. 18-19—*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.

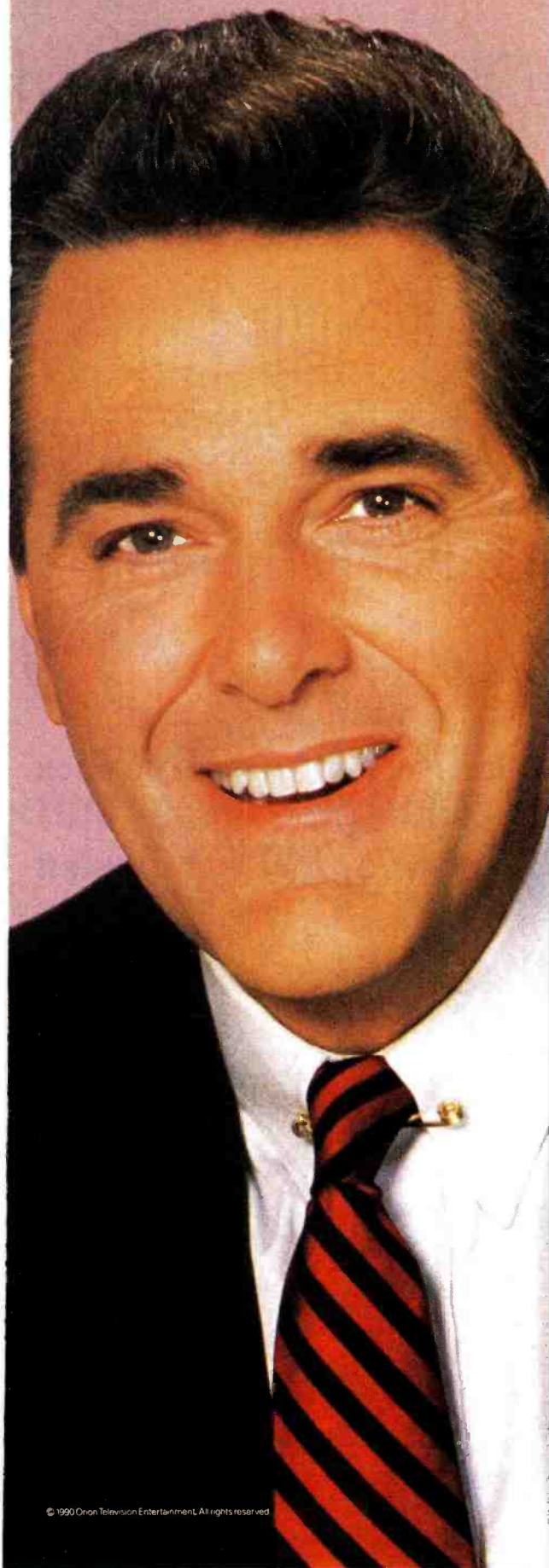
Oct. 18-20—*National Religious Broadcasters, Eastern chapter*, meeting. Sandy Cove Conference Center, Northeast, Md. Information: Sue Bahner, (716) 461-9212.

Oct. 18-20—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 18-21—*Minnesota Broadcasters Association* 41st annual convention. Radisson hotel. St. Paul. Information: (612) 926-8123.

Oct. 20-23—*North Carolina Association of Broadcasters* annual convention. Adams Mark hotel, Charlotte, N.C. Information: (919) 821-7300.

Oct. 21-24—*Association of National Advertisers* annual convention. Ritz Carlton, Naples, Fla. Information: (212) 697-5950.



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WDTN-TV Reporter Bruce Pompeani, co-anchor of "Planet Earth: The Garbage Glut"

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OPEN MIKE

EDITOR: I noticed the improvement in the stock listings chart and applaud you for it. It is much easier to read now, and, I think, adds to the overall attractiveness of a very sharp looking magazine.—*Roy H. Park, chairman, Park Communications Inc., Ithaca, N.Y.*

EDITOR: The redesigned BROADCASTING looks great! Much cleaner. I can even read it *without* my glasses.—*Alan Mor-*

ris, vice president-marketing, ABC affiliate relations, New York.

EDITOR: Congratulations on the "new look," it looks great!—*Eddie Barker, Eddie Barker & Associates, Dallas.*

EDITOR: The new format of BROADCASTING is well conceived and executed.—*Howard J. Brown, president, United Communications Corp., Wilmington, Del.*

Oct. 22-23—British Academy of Film and Television Arts salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences, its Emmy Awards and American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. Ambassador at his official residence in London, Winfield House, all on Oct. 22. Information: (818) 953-4182.

■ **Oct. 24**—Cable Television Administration and Marketing Society management day. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 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." Detroit. Information: (212) 254-4800.

Oct. 26-27—New Hampshire Association of Broadcasters annual convention. Margate hotel, Laconia, N.H.

Oct. 26-28—Radio Advertising Bureau sales university, designed for salespeople with fewer than two years' sales experience. Cincinnati. Information: (212) 254-4800.

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Yadira Crawford, advertising assistant
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MONDAY MEMO

A children/host-selling commentary from Dale Kunkel, assistant professor, Indiana University

Maybe you didn't notice when Angela Lansbury began to appear in coffee commercials placed during *Murder, She Wrote*. Bill Cosby is found in so many ads these days that you might well have thought it mere coincidence that his ads for a well-known gelatin product were consistently popping up amidst *The Cosby Show*. But an emerging trend in television advertising can no longer be denied.

One of the hottest properties on television, *The Simpsons*, recently featured young Bart munching a candy bar in a commercial aired alongside the program. This is no coincidence, and, of course, neither are the other commercial placements noted above. Advertisers are well aware of the value of celebrity endorsements for their products and have employed this practice for years. Only recently, however, has the additional step been taken whereby such endorsements are aired adjacent to programs featuring the same celebrity. This practice, known as host-selling, is increasingly being used in campaigns.

To be fair, this trend is actually part of a much larger phenomenon: the blurring of distinctions between commercial and noncommercial content on television. "Infomercials" is a new term the industry has coined to describe programs that seem to fit the definition of advertising better than they do programing as we have known it. With the deregulation in 1984 of virtually all FCC policies limiting the amount and type of advertising permitted on broadcast television, the path was cleared for the more creative approaches to advertising that are emerging today.

Interestingly, an important consideration seems to have been lost in the shuffle of these recent developments. That concern is the protection of the child audience, a group with only limited ability to recognize and defend against commercial persuasion. Children's limited understanding of advertising's persuasive intent increases their vulnerability to all commercial appeals. Younger children cannot even distinguish consistently between programs and ads, much less identify a commercial's inherent bias, and thus are the most easily persuaded.

Host-selling presents particular prob-



lems for children trying to differentiate the boundaries between programs and commercials. It also takes advantage of child-viewers' trust in and affection for the program character, right at the moment when those feelings are likely to be most strongly felt.

Because of these concerns, the FCC in 1974 established policies designed to maintain a "clear separation" between program and commercial content during children's programing. Among those policies was a restriction on host-selling. Some may be surprised to learn that this policy remains in effect today.

In establishing its policy, the FCC noted it "does not believe that the use of a program host, or other program personality, to promote products in the program in which he appears is a practice which is consistent with licensees' obligation to operate in the public interest." This policy applies only to programs designed primarily for child audiences, a determination that rests initially with the licensee.

Perhaps because stations erroneously assume that the FCC is no longer in the business of regulating children's advertising, their guard is down and more host-selling slips by. When I first observed violations, I began to file complaints with the FCC against individual stations. Unfortunately, this finger-in-the-dike approach no longer seems adequate.

The Children's Advertising Review Unit (CARU), an ad industry self-regulatory body, has commissioned a national study of the children's advertising en-

vironment which I am currently conducting with Professor Walter Gantz. The study is not yet complete, but preliminary analyses indicate a number of host-selling violations.

While the host-selling seen on *Cosby* and *The Simpsons* technically may not violate FCC policy because these programs are not "primarily intended for child audiences," the spirit of the rule is surely flouted.

The growth in host-selling, along with the more widespread trend of blurring the boundaries between program and commercial content, raises fundamental issues of fairness in directing such advertising to the child audience. Clearly, it is time for a comprehensive assessment of regulation in this area.

Other areas of children's advertising policy seem equally confused. The FCC is currently under order from the U.S. Court of Appeals to reconsider its 1984 deregulation of long-standing limits on the amount of advertising permitted during children's programing. In this proceeding, the commission abandoned ceilings of 9.5 (weekends) and 12 (weekdays) minutes per hour of ads during children's programs, arguing that marketplace competition would effectively restrain commercial practices. The

court held that the FCC failed to consider the special needs of children in reaching its decision. Now, roughly three years after

receiving that remand order, the FCC has yet to craft a reply.

Congress passed legislation in 1988 to reinstate limits similar to those deregulated by the FCC. That bill, however, was vetoed by President Reagan. Now Congress appears ready to try again. Unfortunately, neither body has adequately addressed the more thorny problem of program/commercial separation issues.

By avoiding this issue, a new policy may be created that adds to the confusion. Limits could be placed on the number of commercial minutes during breaks in children's programs, while unlimited advertising appeals would remain acceptable within the programs themselves.

Shouldn't somebody do something about this?

"Host-selling presents particular problems for children."

TOP OF THE WEEK

WASHINGTON SUMMER HEATS UP OVER TELCO ENTRY

NAB and USTA are stepping up efforts as Congress returns to consider legislation in both houses on cable competition

Congressional efforts to reregulate cable resume this week as lawmakers return from the July 4 recess. First up, possibly on July 17 or 18, is a House Commerce Committee vote on a cable bill. In the Senate, a measure permitting telcos to compete in the television business will be the focus of a Communications Subcommittee hearing on July 24. It could be marked up soon after by the Commerce Committee.

House Commerce Committee members can expect an earful on the subject of telco entry. Members Rick Boucher (D-Va.) and Edward Madigan (R-Ill.) are prepared to offer an amendment similar to the Senate bill during the markup. As for the Senate action, Republican Conrad Burns of Montana is the author of the telco measure that would let phone companies compete with cable.

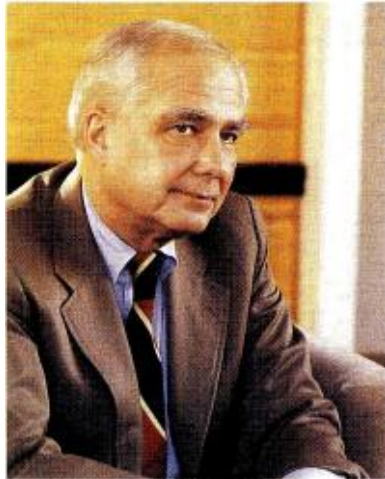
The National Association of Broadcasters has been engaged in a serious lobbying campaign to kill Burns's bill and the Boucher-Madigan telco initiative. Any legislation that grants the phone companies anything other than common carrier status is a target for the NAB, said President Eddie Fritts.

At this point, however, "we haven't seen evidence of anybody else doing much lobbying other than broadcasters," Fritts said. He questioned whether the American Newspaper Publishers Association will enter the fray and whether cable is going to "bring out its cannons."

But National Cable Television Association President Jim Mooney said it was "silly" to contend that cable is not actively fighting the telcos. "We'll go to the wall on this," said Mooney.

In the best of all worlds, said Fritts, cable should be a common carrier, but "we know we can't roll the clock back." But, he asked, should "we replace one monopoly, which is sure to have some form of regulation either in this Congress or the next, with another monopoly that is so large that it could virtually consume the entire video marketplace?"

Fritts said he also believes the phone industry has been riding an anti-cable wave and that their campaign has not ad-



Squaring off over telco entry are the leading proponent, USTA's John Sodolski (left), and the chief opponent, NAB's Eddie Fritts.

vanced on the merits of the issue. He said it was a matter of the "sale of the sizzle. How do you make a hamburger more appealing? When you eat it, it's still a hamburger, but you sell the sizzle, you put the gimmicks to it. I think they've done a good job selling the sizzle."

The telcos dismiss naysayers like Fritts. "We're right. The rightness of competition is becoming more and more apparent," said United States Telephone Association President John Sodolski. And while Boucher and Madigan lacked the votes to move their telco amendment in the Telecommunications Subcommittee two weeks ago, USTA says support is growing among members of the full House Commerce Committee.

Sodolski said the idea has taken hold.

"At this time last year I don't think anybody would have predicted we would have two bills moving along."

Ward White, USTA

About this time last year, he said, "during what was portrayed as my disastrous appearance in front of the NAB board, they asked me if I thought there was a chance of anything happening in 1990. I said there was a 50-50 chance this issue will take hold, catch fire and something will happen. It has happened. It has taken hold. Yet, there were those who thought telco entry was several years off."

"At this time last year I don't think anybody would have predicted that we would have two bills moving along," said Ward White, USTA vice president for government and public affairs. Furthermore, White said he believes it may be easier to get a telco amendment on the floor than in the committee: "As you move away from the subcommittee, the further you get, the less influence cable has over the content of this legislation."

To Fritts, the phone companies are using a flimsy argument when they say they need an economic incentive to lay fiber. He said the phone companies are already spending \$20 billion a year to lay fiber. Moreover, said Fritts, "it's clear to Burns and others that it is not economically feasible for cable operators to run cable services to the remote areas. They're just hopeful that it will be



Leading the telco charge on Capitol Hill are Montana Republican Senator Conrad Burns and Congressmen Rick Boucher (D-Va.) and Edward Madigan (R-Ill.).

economically feasible some day, many years out, to fiber America." What the telcos "really lust" for are the major metropolitan areas which they can fiber easily and economically, he said. "I would predict that you won't have a great deal of difference between what cable's done and what phone companies will do."

But Sodolski argues that telco entry is of "major import" to the public and is not a minor inter-industry squabble. Moreover, he is puzzled by the NAB's position. "It strikes me as shortsighted and not state of the art." He said they've

"talked to the broadcasters until we're blue in the face. We've suggested alternative revenue streams, we've suggested things we are willing to do to accommodate them. They continue to chant like a Greek chorus, 'common carrier, common carrier, common carrier.'"

Fritts concurred that the telcos have offered to pay for broadcasting signals, but not any time soon, he said, adding that in 15 years they may be able to.

In the meantime, the two sides continue preparing for a major Hill fight. USTA sees the Bush administration's call for competition as a plus for their

case (BROADCASTING, July 2). "They've come down on the side of competition, specifically telco entry," said Sodolski, referring to a letter from Commerce Secretary Robert Mosbacher and James Rill, assistant attorney general for the Justice Department's antitrust division, to House Commerce Committee leaders. It said Congress "should consider removing the current legislative prohibitions on telephone company entry found in the 1984 Cable Act."

NAB, on the other hand, does not view it as a definitive endorsement of telco entry. "We read it as stating support for common carrier status," said Fritts.

Will the telcos kill the cable bill if they don't get their amendment? "We have no current plans or intentions to kill any legislation," Sodolski said. But he also emphasized that the telcos are not going to go away. "The opposition is going to find it increasingly difficult to cover every front," he said. While these things are happening on the Hill and at the FCC, he said, "the fundamentals remain unchanged; that is, we are the only likely competition for cable in the foreseeable future." -RM

USSB LINES UP NEW INVESTORS

Stanley Hubbard says Pittway's contribution is the last needed to make the DBS service a reality; also on board is Burt Harris

We feel that DBS is the last great opportunity in broadcasting," said King Harris, president of Pittway Corp., confirming last week the decision of the Chicago-based manufacturer and publisher to join Hubbard Broadcasting and others in launching a direct broadcast satellite service in the first half of the 1990's.

Harris would not say how much the publicly traded Pittway was investing or how big a share of United States Satellite Broadcasting, the DBS venture, it was buying. However, he told BROADCASTING, the commitment will run into the "tens of millions of dollars."

Also confirming his participation in USSB last week was longtime broadcaster and cable operator Burt Harris. As stingy with details as his cousin King Harris, Burt Harris said his "small percentage" in USSB will cost millions of dollars.

With the contributions of Pittway and Harris, said Stanley S. Hubbard, president of Hubbard Broadcasting and



Burt Harris



Stanley Hubbard

founder of USSB, the DBS venture has all the equity it needs to get its service off the ground, although it will still consider additional partners. "We're all set," said Hubbard, who has spent eight years and between \$15 million and \$20 million bringing his DBS plans to fruition.

Hubbard Broadcasting, a Minneapolis-based group broadcaster, continues to hold a majority interest in USSB, Hubbard said.

As was announced last summer, USSB's other equity partners are Na-

tionwide Mutual Insurance and its broadcasting subsidiary, Nationwide Communications (BROADCASTING, Aug. 14, 1989). Like those of Pittway and Harris, the interests of the two Nationwide entities have not been disclosed.

According to Hubbard, who first applied for a DBS license in 1982, all that is now needed to get USSB off the ground is finalization of a contract with a leasing company, which he declined to identify. That deal would call for the leasing company to supply the hundreds of millions of dollars needed for construction and launch of the satellite system, Hubbard said, and, once it is in orbit, to lease all of its capacity to USSB.

USSB now plans to launch a five-transponder DBS system into orbit at 101 degrees west longitude—the same slot Sky Cable plans to use for its 27-transponder multi-satellite system within the next three or four years. Sky Cable is a partnership of NBC, Cablevision Systems, Rupert Murdoch's News Corp.

and Hughes Communications.

By using the same orbital slot as Sky Cable, USSB will be able to piggyback on it. Consumers who aim their one- or two-foot receiving antennas at 101 degrees to receive Sky Cable's services will also be able to lock onto USSB's, assuming USSB uses the same transmission and scrambling technology.

USSB has applied for five channels at 101 degrees and fully expects the FCC to grant them. However, Hubbard said, neither the equity investments nor the leasing agreement are contingent on getting the 101 grant or, for that matter, on Sky Cable. USSB already has FCC permits to build and launch satellites at other orbital slots, he said.

USSB intends to be technically compatible, according to Hubbard. Like Sky Cable, he said, USSB anticipates using a digital video compression technology to expand the number of services that can be delivered over each of the satellite transponders from one to four or more. In other words, Hubbard said, USSB could use its five satellite channels to beam at least 20 services to the home.

Hubbard said he and his engineers are impressed with General Instrument's Digicipher system. "There is no doubt in my mind that it is going to work beautifully," he said. "You are going to have two channels of HDTV on a transponder or four channels of broadcast-quality television and 10 channels of better-than-VHS-quality movies."

Hubbard declined to elaborate on his discussions with Sky Cable. According to an earlier report, ("Closed Circuit," May 28), Sky Cable has been urging USSB to forgo launching a separate satellite system and, instead, lease capacity from Sky Cable.

Hubbard opposes Sky Cable's current effort to persuade Congress to pass legislation requiring cable programming to distribute their services via DBS, although he agrees that such programming is important to the success of the medium.

Such legislation runs against his belief that the government should stay out of the marketplace, he said. What's more, it is unnecessary. With the possible exception of Turner Broadcasting System (CNN, CNN Headline News and TNT), he said, cable services will seek out DBS distribution once the satellite is in orbit. "I've talked to so many of them I can't tell you, and they all know they have to be there," said Hubbard.

The investment in USSB is "a marked departure" from a Pittway strategy that has produced no moves into new business since 1964, said King Harris. Longtime ties among Hubbard, Burt

and King Harris and Sidney Harris—King Harris's uncle and vice chairman of Pittway's board, as well as a Hubbard attorney—do not explain the investment, he said. "We are very impressed with Stanley's research and due diligence. He is a cautious innovator [and] we believe DBS will become a reality."

Traded on the American Stock Exchange, Pittway earned nearly \$33 million on revenues of \$847 million in sales in 1989. Its operating companies make, package and distribute smoke detectors, pumps and valves, burglar alarms, trade

publications and other products.

Although Pittway has no immediate plans for direct involvement in USSB, said Harris, "there may be some insights into the distribution of consumer products...market penetration, sale rates...that we can bring to the table."

Burt Harris, president of Los Angeles-based HARRISCOPE, remains principal owner of KWHY-TV Los Angeles and part owner of WNSN(TV) Chicago. Harris also has investments in a number of cable properties and sits on the advisory board of Falcon Communications. —HAJ, PDI

TCI AND FOX IN AFFILIATION TALKS

TV group wants to increase its coverage through arrangement with systems in 'white areas'

Tele-Communications Inc. and Fox confirmed last week that they have been discussing since May the possibility of selected TCI systems in Fox's "white areas" becoming cable affiliates.

According to Preston Padden, Fox senior vice president, affiliates, the network is interested in extending its reach so its programming, like that of the big three networks, is available in virtually every television home. Fox's some 130 broadcast affiliates reach only 91% of the country, he said.

"We believe it's going to be a win-win-win for TCI, Fox and its [broadcast] affiliates," Padden said.

Lela Cocoros, filling in last week for the vacationing Bob Thomson, vice president, government affairs, who has been representing TCI in the talks, would not comment on what TCI expected to gain from affiliating with Fox beyond saying there are "mutual benefits. We are in the preliminary stages of discussion.... It's hard to say what will come out of this, if anything."

Padden agreed with Cocoros's assessment that the talks were in preliminary stages. "There have been no conversations about compensation, how local avails will get sold or how the services get promoted," he said.

Padden said that Fox has broached the subject of affiliation with several cable operators, but that those with TCI are key because of the large number of systems TCI has in Fox white areas.

News of the TCI-Fox talks comes on the heels of TCI's letter to NBC proposing that TCI systems without local NBC broadcast affiliates become cable affili-

ates and use the programming to create "hometown" cable channels (BROADCASTING, June 25).

However, most observers agree with NBC that the TCI proposal was little more than a "political ploy" aimed at making a point about the importance of exclusivity to television networks.

TCI and other cable operators and NBC have been battling over access-to-programming legislation that would force cable networks to distribute their services via direct broadcast satellites. NBC is a partner (with Cablevision Systems, Rupert Murdoch and Hughes Communications) in Sky Cable, which announced plans to launch a 108-channel DBS service by 1994.

Unlike TCI's proposal to NBC, the Fox proposal to TCI and other cable operators is "for real," said Padden.

According to Padden, Fox's affiliates have been informed about the cable talks every step of the way and no deal will be struck without their full approval.

The broadcast affiliates have wanted, and have received, full assurances that the cable affiliates will not cut into the audiences of the broadcast affiliates, he said. "We have a plan for complementing existing distribution, not competing with it," Padden said.

Michael Fisher, general manager, KTXL(TV) Sacramento, Calif., and chairman of the Fox affiliate group, confirmed that the affiliates have signed off on Fox's cable initiatives. But, he said, the affiliates have not given Fox carte blanche. "There is a scenario under which everybody wins," he said. "If that scenario doesn't come to fruition, the Fox affiliates will back right away from this." —HAJ

CABLE OPERATORS PONDER AD PROPOSAL FROM WBZ-TV

Group W station getting high marks for creativity with plan to have operators sell some local avails; question remains whether numbers can work for both

Boston area cable advertising executives are intrigued with an offer put forth by WBZ-TV Boston to sell to cable operators a small portion of the station's local avails in selected news programming ("Closed Circuit," July 2). Many major hurdles remain, but if an arrangement is struck, it could usher in a new era in cooperation between broadcaster and cable operator.

"It is the best possible way for a station and cable operator to basically work together toward a common goal," said John Spinola, vice president and general manager of WBZ-TV. The talks are in the early stages, and, he said, "there are more questions than there are ready answers." But, he added, "this is a program that we think can work."

The proposal is getting high marks on ingenuity from cable executives, with the big question being whether the numbers can be worked out to benefit both sides. "It's a very creative idea," said

Nancy Jackson, vice president, marketing and programming, New England region, Continental Cablevision.

Bob Williams, president of National Cable Advertising, a cable rep based in Boston that also runs the area's interconnect, said the proposal "is an intriguing idea." The issue, he said, is whether "the pricing will work for both parties."

Dan Viles, regional sales manager for Cable AdNet, said Spinola "should be applauded," because the proposal potentially "creates a bridge to all the cable players in New England, and may only be the opening round" for other broadcasting-cable ventures.

What WBZ-TV is proposing to the local cable operators is that they sell one 30-second avail in the *Today* show, *Eyewitness News* at noon, *Live on 4* at 5:30 and *Eyewitness News Evening*, at 6-7 p.m. In year two, another spot in *Today* and the evening news would be added. By year four, operators could be selling 10

spots in six different programs, with the addition of spots in the early morning news before *Today* and *Evening Magazine*, at 7:30-8.

The wholesale rate card—the per-subscriber fee operators would pay WBZ-TV monthly—would depend on the system's size. The rate card that was initially floated called for a payment of .005 cents per subscriber per month in systems of up to 7,500 subscribers in year one, rising to .007 by year five. For systems above 50,000, the figures were .0025 and .0035. Cable operators would set their own retail rates.

The proposal would only kick in if 60% of the area's cable systems signed on. Continental and Cablevision Systems are the area's largest operators, and both those companies (and probably a few more systems) would have to come aboard to reach the 60% level, Spinola estimated.

Spinola said the proposal stems from

CABLE NETWORKS POST SECOND-QUARTER GAINS

Second-quarter prime time ratings for the 15 cable networks reporting figures totaled 16.65, a 6.7% increase over last year's second quarter, during which the networks earned a combined 15.6 rating. Showing marked improvement was TNT, which had the NBA playoffs during the quarter, and rose to a 1.9 from a 1.3 last year.

Although ratings for the first quarter of ESPN's baseball package haven't been as high as the network expected, they

were still good enough to raise the network from a 1.3 in prime time last year at this time to a 1.8.

A&E also showed improvement in prime time.

WTBS(TV) Atlanta was down from a 2.8 in last year's second quarter to a 2.1 this year. A spokeswoman attributed the decrease to a decline in HUT's (homes using television), which dropped from 58.5 last year to 57.5 this year. MTV and Headline News both declined slightly.

Network	Prime Time				Full Day			
	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)	2Q 90 Rating	(HH)	2Q 89 Rating	(HH)
USA	2.3	(1,209,000)	2.2	(1,037,000)	1.1	(595,000)	1.1	(513,000)
WTBS	2.1	(1,136,000)	2.8	(1,377,000)	1.5	(794,000)	1.5	(751,000)
TNT	1.9	(865,000)	1.3	(355,000)	0.9	(434,000)	0.8	(224,000)
ESPN	1.8	(1,009,800)	1.3	(661,700)	0.8	(448,800)	0.7	(356,300)
CNN	1.1	(580,000)	1.0	(504,000)	0.6	(317,000)	0.6	(297,000)
A&E	1.05	(479,000)	0.8	(328,000)	0.4	(184,000)	0.3	(115,000)
Nashville	1.0	(502,000)	0.9	(446,000)	0.5	(251,000)	0.4	(204,000)
Discovery	0.9	(453,100)	0.7	(287,200)	0.5	(251,700)	0.4	(164,100)
Nick at Nite	0.9	(446,200)	0.8	(365,600)	0.6	(310,800)	0.5	(228,500)
Lifetime	0.9	(434,000)	0.9	(400,000)	0.5	(261,000)	0.6	(226,000)
Family Ch.	0.9	(424,000)	0.9	(401,000)	0.6	(318,000)	0.7	(302,000)
MTV	0.7	(359,000)	0.8	(368,520)	0.6	(309,000)	0.6	(276,390)
BET	0.6	(165,000)	0.5	(121,000)	0.5	(137,000)	0.5	(105,000)
HL News	0.3	(135,000)	0.4	(132,000)	0.3	(127,000)	0.3	(126,000)
VH-1	0.2	(75,000)	0.3	(96,000)	0.2	(75,000)	0.2	(64,600)
Nick	—	—	—	—	1.0	(518,000)	1.1	(502,700)

Discovery's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; BET's is noon-1 a.m.; Family Channel's is 9 a.m.-3 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m. A&E figures are the combined unit rating of its two programming blocks from 8 p.m. to 4 a.m.

a recognition that cable is here to stay and isn't going away. For the cable operator, he said, it gives them something to sell in their media kits that has more than a 1 rating. The small number of high quality units would be an enhancement to their inventory, he said. Just as cable sells the higher rated NFL as the keystone of a larger package, so too could cable operators sell the WBZ-TV spots as the centerpiece of a bundled package. Local news and the *Today* show are very attractive advertising environments, said Spinola, and draw early morning viewers that other cable networks don't. Local advertisers could get broadcast ratings at cable rates in those time periods, which could attract new advertisers.

That is part of the upside WBZ-TV sees, of building allegiances with existing and new advertisers, said Spinola. To make it work, he said, "you have to bring the best stuff you have," which is why the local news and *Today* are in the proposal.

The venture is a "long-term prospect for WBZ-TV," Spinola said, and could lead to other co-ventures in the long term.

To Jackson, a chief concern is whether the advertising that the operators would sell would come from other local cable budgets or from other media.

Jackson is consulting with area advertisers to get their feedback, but she expressed the desire to at least test the arrangement in the marketplace.

To Williams, the question will be whether the prices are high enough for WBZ-TV and low enough for the cable operator to make it work for both sides. The proposal has the net effect of trying to reconcile the differences in the way local cable, versus local broadcasting, is sold. Local cable is sold largely without ratings. Local cable deals involving ratings are done only "when they need to," said Williams. "The proposal introduces the concept of ratings level, which is a foreign concept for many cable systems," said Williams.

Some operators might not be enticed by the prospect of buying a handful of spots when they already have 35,000 spots to sell, said Williams. On the other hand, an operator might say: "How many 10-rated shows do I have?" said Williams, and jump at the opportunity.

Spinola said discussions with operators are in the early stages and acknowledged there is a "certain amount of conservative reluctance" to go along with the concept. Those cable ad salesmen with spot broadcast backgrounds readily

understand, said Spinola, but other cable executives are more conservative. There "obviously needs to be a level of trust, and a willingness to believe" in the concept, he said.

WBZ-TV stands ready not only to provide the insertion equipment (there are a potential of at least 50 cable headends in the DMA), but also to assist in bundling and packaging the spots. WBZ-TV can also bring expertise on "how to look at competing media," such as newspaper, magazine or radio. And whether there are enough advertisers to fill the bill at the prices being discussed remains an

open question.

"Even if nothing happens," said Spinola, "it still is a wonderful opportunity to meet some people at a higher level" in cable and discuss possible joint ventures. Meanwhile, both sides are working on the numbers to see if an arrangement can be worked out.

Just as the idea of broadcasters and cable operators developing local and regional news ventures was easier said than done, WBZ-TV's advertising proposal starts out somewhat on the same path. "If it was easy," said Spinola, "it would have existed a long time ago." **-MS**

CBS AFFILIATES STAND DIVIDED ON LATE NIGHT

Survey of top 20 markets shows mix of clearances, delays and defections for network's late night lineup

Despite the calls for late night clearance support by CBS executives at the affiliate meeting two weeks ago, a survey of the top 20 markets (with 17 stations responding) reveals that the network won't have the clearance strength for its late night lineup this fall that it had when it launched *The Sajak Show* in January 1989.

Outside of the network's five owned and operated stations, no affiliate in the top 10 markets intends to air the late night feed live (11:30-1), and of the 17 of the top 20 whose plans could be obtained, only KIRO-TV Seattle plans to carry the fall late night lineup live.

Six stations, representing about 10% coverage of the country, will not carry the lineup at all. Another five stations will delay the network feed by a half-hour. Of the three remaining stations, KTSP-TV Phoenix is unconfirmed but is rumored also to be delaying a half-hour, and WTVT Tampa-St. Petersburg and WCCO-TV Minneapolis-St. Paul are

undecided.

With the available plans of the top 20 stations alone, CBS will have less than 80% of the country cleared live for its late night lineup.

Affiliate clearance of the late night lineup was one of the hottest topics of conversation between station executives and network representatives at the meeting. Ironically, while CBS was working to secure loyalty among the affiliate ranks, syndicators were roaming the Century Plaza hotel turning the heads of station managers with their programming. Tony Malara, president, affiliate relations, CBS, spent much of his time at the meeting working to garner support for the network's late night plans. "It's easy for some of these stations to make the deal for *Arsenio*, but what they don't realize is the possible damage they're doing to the affiliate-network relationship," he said. "There's no free ride for them [the affiliates]. You can't have it both ways," he said, explaining that af-

CBS YEAS, NAYS AND OTHERS

Following is a list of CBS affiliates in the top 20 markets. Stations carrying the late night feed live are shown with a Y; those delaying the feed a half-hour have a D; those not carrying the lineup have an N, and those undecided are shown with a U. The New York, Los Angeles, Chicago, Philadelphia and Miami stations are CBS O&O's. * means unconfirmed.

WCBS-TV New York	Y	WJW-TV Cleveland	N
KCBS-TV Los Angeles	Y	WAGA-TV Atlanta	N
WBBM-TV Chicago	Y	WCCO-TV Mn.-St. Paul	U
WCAU-TV Philadelphia	Y	WTVT Tampa	U
KPIX San Francisco	D	KIRO-TV Seattle	Y
WNEV-TV Boston	D	WCIX Miami	Y
KDFW-TV Dallas	D	KDKA-TV Pittsburgh	N
WJBK-TV Detroit	N	KMOV St. Louis	N
WUSA Washington	N	KMGH-TV Denver	D
KHOU-TV Houston	D	KTSP-TV Phoenix	D*

filiates who preempt the lineup shouldn't expect full compensation without giving full support to the network's schedule.

While stations for the most part give CBS high marks for its late night efforts, affiliates are choosing to put the welfare of the station first. "It's a daypart we win with our current lineup, and we're going to continue to program that daypart to win," said an affiliate who will not carry the lineup.

"Late night especially is a big money

earner for both the station and the network, so it comes down to each going nose to nose, eyeball to eyeball, with neither willing to back off," said one affiliate who also will preempt the lineup.

Among the most visible syndication companies present at the meeting was Paramount's team of Lucy Salhany, president, domestic television, Steve Goldman, executive vice president, domestic television, and Greg Meidel, executive vice president and general sales manager, domestic television, pitching

The Arsenio Hall Show, among other product for late night. When asked, however, Salhany said her company's presence at the meeting was not part of a campaign to clear CBS affiliates with *Arsenio*. (Of the 6 stations completely preempting the CBS feed, five have purchased *The Arsenio Hall Show*.) "My feeling is that Paramount was doing blockbuster business," said one affiliate. "They were circling around the Century Plaza like sharks around the trout pool," he said. **-SC**

G.I. PROPOSES TO GO PRIVATE FOR \$1.25 BILLION-PLUS

Parent company of VideoCipher, CommScope and Jerrold agrees to leveraged buyout proposal; spokespeople claim increased leverage will have little or no impact on operations

General Instrument announced last week that it had entered into a definitive \$1.6 billion buyout agreement, undertaken with financing from Forstmann Little & Co., a New York-based investment firm. The offer for the New York-based diversified electronics company, and a major supplier to the cable industry, is \$44.50 cash per share plus the assumption or refinancing of existing debt, and is expected to be undertaken through a tender offer begin-

ning today (July 9) or tomorrow and expiring on Aug. 13. A completed merger between the company and the Forstmann Little acquisition vehicle is subject to, among other things, the purchase of at least a majority of the outstanding shares.

By late last Friday the General Instrument stock (NYSE: GRL) was trading at \$45.50, indicating the market was expecting another offer. One apparently cautious arbitrageur said prospects for a

competing bid were uncertain, but that one shareholder suit seeking a better offer had already been filed and he expected more. Typically, such shareholder suits have resulted in only modest increments to the initial offer.

Two General Instrument divisions are of considerable importance to the broadcast and cable television industries: San Diego-based VideoCipher, specializing in satellite encryption systems, and Hatboro, Pa.-based Jerrold, specializing in cable TV equipment.

VideoCipher has developed what is considered the de facto satellite encryption standard, used for program distribution by broadcast and cable networks. The San Diego-based division has also gained notoriety for the announcement of its DigiCipher system for delivering compressed digital video (BROADCASTING, June 4). When fully developed (tests will begin later this year), it promises to compress 10 NTSC video signals or two HDTV signals for transmission over conventional satellite transponders, a feature that puts it in the running for use by the Sky Cable DBS consortium. DigiCipher could also compress five NTSC signals into 6 mhz cable channels, allowing for simple and inexpensive channel expansion at many systems, and is also considered a leading candidate for FCC approval as an HDTV terrestrial transmission system in 1993.

Jerrold competes with Scientific-Atlanta and Zenith Electronics in sales of addressable converters to cable systems.

Although a buyout would increase the company's debt, those involved generally claimed the company's activities would not be affected. **-GF, RMS**

INTV CLOSING NEW YORK, L.A. OFFICES

The Association of Independent Television Stations is eliminating its marketing offices in New York and Los Angeles by the end of the year, according to a statement released last week. INTV's decision to shut down its marketing division is part of an effort to concentrate more of the association's energy and financial resources in Washington, INTV Chairman John Serrao told BROADCASTING. He said there was a general sense that INTV's marketing division had done a "good job" but it had done all it could do. (Two years ago, INTV closed its marketing offices in Chicago and Dallas.) "We feel there is more bang for the buck in Washington," said Serrao.

He denied that the restructuring was a result of any financial problems or an indication that the association was on shaky ground. But one industry source said the association has been dipping

into its financial reserves and that this retrenchment could save INTV roughly \$1 million.

There has been considerable speculation about INTV's fate and whether its convention might eventually be folded into the annual NATPE International show. Serrao, however, insisted INTV was "stronger than ever." Plans for the annual convention are still under way, he said. Furthermore, Serrao expects the Washington staff to grow.

"This reorganization will allow us to be even more aggressive in pursuing the interests of independent television in Washington," said INTV President Jim Hedlund in the statement. Despite the shutdown of those offices, which will affect four INTV staffers, the association's director of marketing and research, Sue Rynn, will continue working for INTV out of her home in the New York area, according to INTV spokesman Larry Laurent. **-KIM**

'JUMP STREET' JUMPS BACK

Televentures President Pat Kenney confirmed last week that *21 Jump Street*, canceled by the Fox network after three seasons, will continue in production for another season as a first-run syndication program (BROADCASTING, July 2). Kenney also confirmed that an announcement would be made this week outlining a reorganization of Televentures, which will become a unit of Stephen J. Cannell Productions. Cannell and Tri-Star Pictures, a division of Columbia Pictures Entertainment, which have been partners in Televentures, have been working toward a dissolution of the partnership for several months.

"*21 Jump Street* is a go for the fall," Kenney said. The deal not only keeps the show alive for another season, it also assures stations that have picked up the *Jump Street* rerun package that they will get the 100 episodes that Televentures assumed it would have in the can when it started selling the reruns last year.

The reorganization of the company amounts to a dissolution of a partnership that was forged in 1986 to syndicate programs of Cannell and Tri-Star. It has been speculated that the partners would go their separate ways since the Sony Corp. purchase of Columbia Pictures.

Kenney, who will continue to run the reorganized Televentures, said last week there would be "a minimum" of 22 first-run episodes of *Jump Street* produced this season. Fox canceled the show at the end of the 1989-90 season, after 83 episodes. The first-run deal will mean the production of at least another 22 episodes, for a total of 105. While some off-network packages are sold with just three seasons' worth of shows, stations are more comfortable with four (100).

Kenney said last week that Tribune stations WPIX-TV New York and KTLA-TV Los Angeles, both of which have the rerun rights to the show, had agreed to air the first-run episodes next season on a barter basis, with 6½ minutes of local time and 6½ minutes of national time. Kenney said those stations, and others to be announced this week, had also agreed to a double run of the program on the weekends (different episodes), to help boost its weekly cumulative rating.

Next season's first-run episodes will be offered first to stations with the three seasons of off-Fox episodes. The first-run repeats will be included in the first-cycle off-Fox package. —SM



More than 1,000 attendees and over 100 exhibitors are expected to gather at Nashville's Opryland hotel July 8-11 for the Satellite Broadcasting and Communications Association trade show. Addresses by Representative Billy Tauzin (D-La.) and Robert Wussler, president, Comsat Video Enterprises, and demonstrations of General Instrument's DigiCipher compression/HDTV system will launch an agenda featuring session panelists Tom Rogers, president, NBC Cable and Development; Joseph Flaherty, vice president of engineering and development, CBS, and Stanley Hubbard Sr., chairman and president, Hubbard Broadcasting.

NETWORK DAYTIME UPFRONT UP 13%

The just-completed daytime upfront market brought the three TV networks \$950 million to go with the \$4.4 billion that ABC, CBS and NBC pulled in during the prime time and news upfront.

The \$950 million figure is a 13% increase over last year's \$840 million daytime upfront. The network breakdown for daytime, according to industry sources, has ABC the leader with \$360 million followed by CBS at \$340 million and NBC at \$250 million. All three networks, sources said, enjoyed double-digit growth from a year ago. Much of the increased spending, according to network executives and media buyers, came from consumer and packaged goods companies that are moving away from promotional efforts and back into broadcasting. One company that was said to have increased its daytime spending was Procter & Gamble. Auto manufacturers, contrary to some predictions, did not make a big dent in the daytime daypart. One network executive said that the problem with auto spending in daytime may have more to do with the dealers and the efforts they're willing to put forth in reaching the typical daytime demographic (women 18 to 49) than the manufacturers.

The daytime daypart, according to one media buyer, was a "fairly strong market and still a bargain versus other dayparts." The networks, the buyer

added, "can sell at a bullish rating because they don't have to worry about people-using-television numbers (PUT) dropoffs." The buyer was referring to the plan that the networks are using for providing rating guarantees by comparing current PUT numbers to trends established over the last eight years.

One network executive agreed that the daytime daypart is a bargain. The executive attributed the increased revenue for the networks and increases in cost-per-thousands (CPM's) and unit costs to the fact that "people have finally figured out that daytime was too cheap relative to the other dayparts." Five years ago, the network executive said, daytime CPM's were half those of prime, and as late as last year were less than 30% of prime.

The ad load in daytime is also said to have increased. A study by the American Association of Advertising Agencies and the Association of National Advertisers reported that during one week monitored late last year, the three networks had 57 seconds more commercials during an average hour of daytime (BROADCASTING, June 18). With approximately 40 hours of daytime programming a week, that is an increase of more than 30 minutes a week. NBC, according to one industry source, is said to have the heaviest load, followed by CBS. ABC, a source said, has no plans for an increase. —JF

PROGRAMING

SPECIAL REPORT: SYNDICATION

FIRST-RUN: ASSEMBLING THE PIECES FOR 1991-92

Garry Shandling and Pat Sajak are among the personalities reported to be considering roles in first-run syndication programs for the 1991-92 season. Several syndicators hope to tap the late night vein that Paramount has mined so productively for the past year and a half with *Arsenio Hall*. Others will try to buck the odds and break into the crowded talk show and game show marketplaces.

According to a source at the Brillstein Co., which represents Shandling, Warner Bros. Television Distribution has offered Shandling a deal to do a late night project. However, Shandling passed, the source said. The comedian, who recently ended a four-year run in the sitcom, *It's Garry Shandling's Show*, is currently mulling offers from several other television producers for both late night and prime time, sources said.

It's Garry Shandling's Show premiered on Showtime in 1986 and was later picked up by Fox. "Warner thinks Shandling has the ability to take on Ar-



senio in late night," said one station executive. "They really want to compete with Paramount in that area because Paramount is making a fortune there," he said.

Viacom's syndication division is also planning a new late night strip for 1991. Toby Martin, senior vice president, programs, Viacom Enterprises, confirmed a



project was in the works that would be a joint effort of Viacom's syndication unit and co-owned MTV. Martin said the show would be a magazine show "with a sense of comedy and culture" that will cover entertainment, current events, fashion and music.

Meanwhile, game show kingpin Merv Griffin is said to have a plan on the drawing board to put Pat Sajak into a daytime talk show. Before getting into the game show business, Griffin was the host of his own daytime talk show for many years. "Merv thinks Pat is the ideal host for a daytime talk show," said one station rep source. "He thinks CBS blew it by putting him in late night. Pat's humor tends to skew older and more toward women, which is why *Wheel of Fortune* has been so successful for so many years," he said.

The talk show has been a staple of daytime television for years, and a number of other projects are in development for the 1991-92 syndication season.

Paramount is already out selling a proposed new talk show to be hosted by Maury Povich, who will leave *A Current Affair* at the end of next season to do the show. KRON-TV San Francisco was the first major market station to sign up for the new Povich show (BROADCASTING, June 25). David Salinger, program director at KRON-TV, said the station plans to use the show as a news lead-in at 4 p.m., where the station currently airs *Geraldo*.

Orion is also planning a new talk show for 1991, hosted by Chuck Woolery (*Love Connection*). The company is positioning the show as a less weighty ("the only issue is entertainment") alternative to *Donahue*, *Oprah Winfrey* and *Geraldo*.

King World has signed husband and wife acting team Tim and Daphne Reid for a daytime talk strip that may also debut next year. Few details are available, but a company source said the project was still on track and that some details may be announced in the next few weeks.

Also kicking around in Warner Bros.' development tank is a possible daytime talk show to be hosted by actress Janet Jones, wife of hockey star Wayne Gretzke.

In the reality genre, King World announced in May that it was bringing back a new first-run version of *Candid Camera* (BROADCASTING, May 21). *Candid Camera* creator Allen Funt will serve as executive consultant on the show, and Vin Di Bona (*America's Funniest Home Videos*) will be executive producer. The show is scheduled to debut in Fall 1991.

Viacom is also developing several reality strips targeted for early fringe, Martin confirmed. In recent seasons, Viacom has succeeded in launching first-run weekly shows, but failed to





launch any strips. "This year our greatest development effort is Monday to Friday programming," said Martin. "The weekend shows are fun, but now we're going after the brass ring. Up to this point that's eluded us."

One of the reality strips Viacom is developing has the working title *Code Blue*, and will follow the rescue efforts of paramedics. The show is being produced by Greystone Communications, Los Angeles, which produced *Group One Medical* for MGM Telecommunications last season, as well *Eye on L.A.*, now in its final season on KABC-TV Los Angeles.

Martin also said the company was developing a women's magazine show for early fringe that would not be "personality driven," such as *Donahue* and *Oprah* tend to be. The show is being positioned as a "news compatible" program dealing with "relevant" and "hard" issues, Martin said.

Despite denials from the company, sources report Warner Bros. Domestic Television may try to develop a reality strip based on one of the Time-Warner print magazines, such as *People*, *Life* or *Fortune*. The company recently hired Mark Monsky, who produced *Hard Copy* for Paramount, and word is he will get the nod to develop one of the Time-Warner properties.

Once again, the game show development pool for next year is brimming with new and used concepts. King World may relaunch *Monopoly* in syndication next year, after abandoning its attempt to launch it for next fall (BROADCASTING, July 2). Dick Clark Productions has several game shows in development and hopes to take *Let's Make a Deal* to first-run if it does well on NBC (where it debuts today, July 9) during the last half of 1990.

Barry & Enright is testing two games this summer on a consortium of stations, including the Chris-Craft United Television and Gillett groups and WWOR-TV New York. The games

are *All About the Opposite Sex*, a variation on the *Newlywed Game* (but reportedly not as tawdry) and *Hold Everything*, where celebrities try to predict the actions of people monitored by hidden cameras. If the test is successful, B&E will bring the two shows to next January's NAPTE convention in New Orleans.

There is also speculation that Mark Goodson Productions will do a deal to bring its updated network versions of *Match Game* and *To Tell the Truth* to syndication next year. Goodson officials could not be reached at deadline for comment last week.

Scrabble, which NBC has pulled from its daytime schedule, may enter syndication in 1991. Group W Productions has acquired the rights for a first-run version of the game show. If the show goes forward, it would be available beginning in the fall of 1991. Group W beat out Genesis for the rights.

Fox/Lorber has the national distribution rights to a game show called *Get the Picture*, which is being produced by Zink Communications, New York. The Fox station group agreed to pick up the show for this fall, with wider distribution to follow if the game gets salable ratings. But a snag developed when Gordon Elliott, first choice to host the show, signed to host *To Tell the Truth* instead (BROADCASTING, July 2). Zink confirmed last week it has filed a suit in New York challenging Elliott's signing with Goodson.



As for weekly program development, Viacom is attempting to develop two additional half-hour action adventures to join two current weeklies, *Super Boy* and *Super Force*. Viacom has signed a deal with Neufeld-Rehne Productions to develop one of the shows, *Freedom Force* (working title), about a special military unit that reports directly to the president. Mace Neufeld produced "Hunt for Red October," while Robert Rehne is the former chairman of New World Entertainment.

Viacom is also working on an action half-hour with Canada's Alliance Entertainment, about a former secret agent now on his own, and dividing his time between Aspen, Colo., and the South of France. If the show goes forward, a French partner may also participate in the production, said Viacom's Martin. -SM

SYNDICATORS BATTLE OVER PRIME TIMES

Incentives mount from programmers in search of quality schedule space

First-run game show and reality program syndicators, faced with another tight market in 1990-91, are engaged in a fierce battle to capture the best possible time periods for their shows from stations. In many cases, stations have picked up the rights to more shows than they have time periods for, and distributors are now offering all manner of incentives to get the best time periods possible.

The inducements being offered as distributors enter the last leg of the sales season include increased co-op promo-

tional dollars, station officials said, as well as reduced cash license fees. Sources also said that some syndicators have been offering "consideration" payments for major market stations who commit quality time periods to programs.

Of the five game shows left in the market from last January's NATPE convention (see chart, page 42), one major market general manager says those same syndicators are currently in the position of "having to beg and squirm" for better time periods in large to medium mar-

A painting of a hand in a blue suit jacket holding a yellow object against a green background. The hand is rendered in warm, orange and red tones, contrasting with the cool blue of the jacket and the vibrant green of the background. The brushstrokes are visible, giving the image a textured, expressive feel.

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Ed Schaffer, General Sales Manager WGBS-TV Philadelphia

"Independence Blue Cross is now an advertiser on our station because of GRAHAM KERR. . . the vignettes and the series give prestigious advertisers an opportunity to identify with sound, healthful information and to ensure a proper setting for their message. . . the "KERR PACKAGE" gives us an explosive sales tool."

Craig Smith, Program Director KING-TV Seattle

"Our sales department found the vignettes to be an effective tool. They are a great way to approach new advertisers. In one case, we were able to secure additional dollars from one of our existing clients. GRAHAM KERR is going to be a great addition to our fall line-up."

Jon E. Ruby, President & General Manager KVOA-TV Tucson

"It's a most promising alternative for daytime television and is perfectly compatible with KVOA-TV's image as the news and information leader in the market. The sales potential of the vignettes makes it all the better."

Jim Connell, Media Manager Procter & Gamble

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Joker's Wild

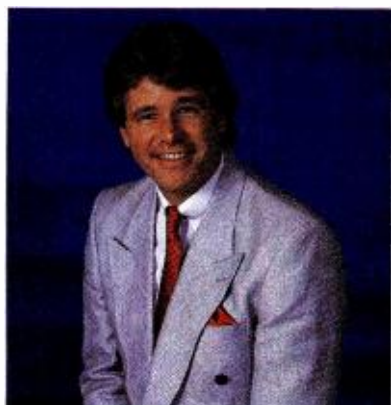
kets. "They [distributors] are trying to hang on like barnacles on a rock," a West Coast general manager said. "During the last three or four years, it has been a real demolition derby out there for syndicators."

However, the abundance of prime access challengers to King World Productions' top-rated *Wheel of Fortune* and *Jeopardy!* has actually proved to be a boon for certain stations. In New York, for example, stations have stockpiled more shows than they can use, and are extracting favorable licensing terms that distributors are meeting to get the clearance.

WCBS-TV New York has tier deals for *Challengers*, *Quiz Kids Challenge* and *Trump Card*. But Roger Colloff, vice president and general manager, WCBS-TV, says the station will likely stay with *Hard Copy* and the recently acquired *Entertainment Tonight* (obtained in a swap with WABC-TV for *Wheel of Fortune*) in the 7-8 p.m. block.

However, at 9 a.m., the soon-to-be departing *Joan Rivers Show* goes from the CBS-owned station to WNBC-TV this fall, leaving Colloff to possibly move incumbent *Geraldo* into the morning slot and place two of the three game shows into *Geraldo's* current 4-5 p.m. slot. Alternatively, two of the game shows could run in the morning slot.

Although Bill Moll, vice president and general manager, WNBC-TV, declined to outline the station's fall programming strategy (which he said will be announced in the next couple of weeks), sources indicate that Moll will move entries *Tic Tac Dough* and *Joker's Wild* into the 9-10 a.m. slot, where the ill-fated NBC-Group W venture *House Party* will end its single-season run this September. It is believed that King World's new reality-based strip, *Only Yesterday*, may be paired with K-W sophomore companion and current ac-



Preview's Chuck Henry

cess entry *Inside Edition* in the 7-8 p.m. block.

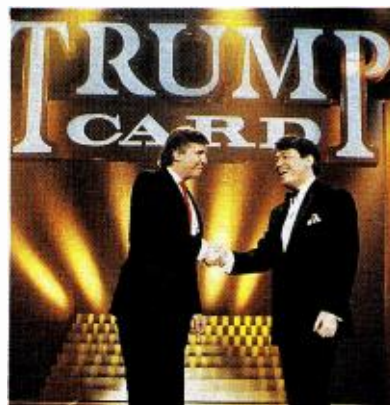
But Moll did say that consideration is also being given to Television Program Enterprises' magazine *Preview: The Best of the New* for the 3:30 p.m. slot or possibly in access.

One NBC source who wished to remain nameless said that WNBC-TV last season was given "replacement compensation" from King World to clear *Inside Edition* to make up for any early ratings losses caused by the departure of LBS Communications' game show, *Family Feud*, from access. If King World's nostalgia strip, *Only Yesterday*, is to gain an access berth, the source said that the syndicator is prepared to again provide some "financial incentives."

King World President and CEO Michael King said "promotional incentives" were part of the *Inside Edition* deal in New York, but he stated flatly that no such incentives will be applied to *Only Yesterday*, which he said is relying on "the strength of its clearances" (see page 40).

Another report circulating around the market is that Guber-Peters Television, which has already established a co-op advertising budget for client stations, is, by some accounts, offering to fund \$10,000 "scholarship award programs" for stations as a means to secure early fringe and access clearances for *Quiz Kids Challenge* (92 stations, 74% coverage). "Unequivocally not true," responded Guber-Peters President Jeff Wald. "All that is sour grapes on the part of rival syndicators. A long time ago we decided to budget \$2 million into a co-op advertising campaign, and the scholarship plan was part of that."

As indicated by station sources that were surveyed in New York, Los Angeles, Chicago, Philadelphia and Detroit, reduced cash license fees and tiered



Trump Card

deals figure into almost every reality-based program and game show contract.

In Los Angeles, Chris Craft-owned independent KCOP-TV will be inserting *Quiz Kids Challenge*, *Jokers Wild*, *Tic Tac Dough* and *Family Feud* (acquired for next season from KCAL-TV) as a two-hour block from 2 p.m. to 6 p.m., according to Carol Martz, program director at KCOP-TV. "We made it clear to the syndicators that we did not buy these shows for access and intend to use them in early fringe, so no one has been bothering us," Martz said. Across town, KCAL-TV, which is owned by Walt Disney Co., picked up Buena Vista Television's *Challengers* and Warner Bros. Domestic TV's *Trump Card*. Sources in the market say KCAL is eyeing the 11 p.m.-midnight slot for both shows.

Among reality-based programming, KABC-TV has King World's *Only Yesterday* and *Inside Edition* to consider for access, but it is believed that TPE's *Preview: The Best of the New* has the inside track at 7:30 p.m., since local talent Chuck Henry (host of KABC's *Eye On L.A.*) will be anchoring the half-hour magazine.

Chicago has been perhaps the toughest major market for syndicators to crack because of an access time period that is limited to 6:30 p.m. in the central time zone. WMAQ-TV is rumored to be considering a "reconfiguration" of its 6 p.m.-7 p.m. access by possibly eliminating local news at 6 p.m., but a station source said such a change might not occur until the 1991-92 season. Currently, the source indicated, WMAQ is being pitched "heavily" to give either Orbis Communications' *Joker's Wild* or ITC Distribution's *Tic Tac Dough* the single access slot or late fringe. The NBC O&O also recently acquired the 1991-92 access rights to Columbia Pictures' off-network sitcom, *Married...with Children*, and is currently airing Para-

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WKRN *Nashville*
WYFF *Greenville*
WCCL *New Orleans*
WOTV *Grand Rapids*
WLMT *Memphis*
WKBW *Buffalo*
KAUT *Oklahoma City*
KENS *San Antonio*
WGNT *Norfolk*
WPRI *Providence*
WDBB *Birmingham*
WLKY *Louisville*
WFMY *Greensboro/
Hgt. Pt./Win. S.*
WPTV *West Palm Beach*
KGSW *Albuquerque*

WKEF *Dayton*
WXXX *Albany/
Schenectady/Troy*
KJRH *Tulsa*
KASN *Little Rock*
WKRC *Mobile*
KTAL *Shreveport*
KAKE *Wichita*
WXGZ *Green Bay*
WSYT *Syracuse*
WOI *Des Moines*
WJPR *Roanoke*
KHNL *Honolulu*
KHQ *Spokane*
WPXT *Portland*
KOLR *Springfield*
KLJB *Davenport*
KMSB *Tucson*
WDSI *Chattanooga*
WSJV *South Bend*
WWCP *Johnstown/
Altoona*
WPTZ *Burlington*
KVVU *Las Vegas*
WFTX *Ft. Myers*
KXRM *Colorado Springs*
KZIA *El Paso*
WANE *Ft. Wayne*
WSYM *Lansing*
WTAT *Charleston*
WHOI *Peoria*
KMTR *Eugene*
KAPP *Yakima*
KERO *Bakersfield*
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Eau Claire*
KTRV *Boise*
KRCR *Chico/
Redding*
WSEE *Erie*
KOBH *Medford*
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WMTU *Jackson*
KAEP *Eureka*
WGRB *Bowling Green*

mount's *Hard Copy* at 6:30 p.m.

Among other Windy City stations, WLS-TV picked up *Challengers* for an early fringe run (the ABC station already has *Wheel* and *Jeopardy!* in access, and *Trump Card* seems destined for early fringe on WBBM-TV, with *Entertainment Tonight* solidly entrenched at 6:30 p.m. Fox affiliate WFLD-TV is said to be committed to airing *Quiz Kids Challenge* in early fringe (possibly at 2 p.m.).

"They [syndicators] are still coming in at times to pitch us about making a commitment to time slots," said WJBK-TV Detroit General Manager Steve Antoniotti, whose CBS station has acquired *Trump Card*, *Tic Tac Dough* and *Joker's Wild* for potential single half-hour slots in daytime, early fringe and access dayparts. "We are not going to make a programming decision by any 'come-on' marketing scheme. While I think it is very encouraging that syndicators are budgeting more for co-op campaigns and on-air promotions, our access slots are not available to the highest bidder."

The capsules below provide a brief snapshot of the progress in the market of game and reality-based shows.

Game shows

■ Mort Marcus, senior vice president of sales, Buena Vista Television, indicated that *Challengers* (over 100 stations and 85% national coverage) has nearly 50% of its clearances in early fringe, 25% in access and the remaining in daytime. Marcus also refuted recent reports that the marketed day-and-date quiz show will not be taping its promised complement of 52 weeks of original episodes. He said all 52 weeks will be first-run, but that possibly two weeks will be produced in advance to accommodate host Dick Clark's personal schedule.

■ *Joker's Wild* has apparently locked up 50% of its 75 signed stations (75% coverage) to early fringe slots, and has six of its top 25 markets committing to access, according to Bob Turner, president, Orbis Communications. Turner said that Orbis is producing 52 weeks of original episodes. "I've got all seven of my sales guys armed with finished episodes on the road for the next month to hit hard for better clearances," Turner said.

■ Guber-Peters Television (a unit of Columbia Pictures) received its first access commitment for *Quiz Kids Challenge* (92 stations, 74% coverage) from WXIA-TV Atlanta, says Wald, president of Guber-Peters TV. Wald said 55% of *Quiz Kids'* stations plan to run it in early

fringe, while 40% have slated it for daytime.

■ Going with a nostalgia-based on-air promotional theme, ITC Distribution is banking that viewers will recognize *Tic Tac Dough's* past performance in syndication. Ritch Colbert, senior executive vice president, domestic syndication, ITC, said the syndicator is focusing primarily on that name recognition with station executives, in the hopes that it will earn *Tic Tac* better time period commitments. At latest count, Colbert says over 80 stations (representing 80% of the country) are set to clear *Tic Tac*, with 55% so far committing to early fringe, 20% to access slots and 25% to daytime.

■ Warner Bros. Domestic Television has cleared *Trump Card* with 120 stations, representing 85% of the country, according to Scott Carlin, president, first-run syndication. Carlin said daypart commitments range from 60% in early fringe to 20%-plus in access for the Jimmy Cefalo-hosted program. While all the new game shows have one minute of national barter time attached to cash license fees, Carlin says 30 seconds of air time has been "given back" to stations to "eliminate promotional clutter" in the show, but that Warner Bros. has taken 1½ minutes of national barter time in exchange.

Reality-based programs

■ *Only Yesterday*, King World's second stab at reality-based programming after *Inside Edition's* January 1989 midseason rollout, has cleared over 62% of the country, with President and CEO Mi-

chael King estimating that daypart commitments are being spread out in almost equal thirds among early fringe, access and late fringe. "With Av Westin's [vice president of reality programming] reputation in helping build up viewership with *Inside Edition*, we think those same stations will eventually see *Only Yesterday* as an ideal companion piece," King said.

■ Based on the success of Twentieth (Fox) Television's *A Current Affair*, *Personalities* has one of the strongest clearance lists among new first-run shows, with 50% of its clearances in early fringe and 30% in access, according to Fred Bierman, senior vice president, marketing, Twentieth TV. Twentieth Television President Michael Lambert says that a \$6 million co-op advertising blitz, similar to one instituted for the launch of *A Current Affair*, is being budgeted for *Personalities*.

■ Television Program Enterprises Chairman Al Masini has always been known to take a gamble, most notably in the launches of such staples as *Entertainment Tonight*, *Star Search* and *Lifestyles of the Rich and Famous*. With a \$25 million-\$30 million first-year production budget and a "guarantee" of 312 original episodes, Masini is out on a limb to get upgrades for *Preview: The Best of the New* (75 stations, 75% coverage). Masini received a shot in the arm with WSVN-TV promising a 7 p.m. access clearance for *Preview* (to replace *Inside Report*, which will end production this September), but the half-hour strip's clearances are split in equal thirds among early fringe, access and late fringe. "Tier deals are a fact of life," Masini said. —MF

HANDICAPPING FIRST-RUNNERS

Number of entries tops last season's level, but traditional game show and talk show competition continues to decline

As the sales season enters the home stretch and programs near production startup, it appears that the crop of 1990-91 first-run syndication entries is larger than the 1989-90 market, but the continued decline in the number of high profile game show and talk show entries raises questions about how the market will support those genres next season. Perhaps, even more startling, is the almost complete collapse of talk show projects developed for fall

1990.

Overall, 41 programs are set for launch, up 27% from last season's 30 shows. Approximately 60 programs were brought to the NATPE convention last January, and with 20 projects failing due to a lack of available quality time periods, that represents a 33% rate of failure among potential 1990-91 product. In terms of possible last-minute programming acquisitions following the May sweeps period, station executives and

WCBS New York
 KCBS Los Angeles
 WMAQ Chicago
 KYW Philadelphia
 KPIX San Francisco
 WBZ Boston
 WJLA Washington
 WXYZ Detroit
 KTXA Dallas/Ft. Worth
 WKYC Cleveland
 KPRC Houston
 WXIA Atlanta
 WTOG Tampa/
 St. Petersburg
 KMSP Minneapolis/
 St. Paul
 KING Seattle
 WPLG Miami
 KDKA Pittsburgh
 KDNL St. Louis
 KUSA Denver
 KPNX Phoenix
 KOVR Sacramento
 WJZ Baltimore
 WFSB Hartford/
 New Haven
 KGTV San Diego
 WESH Orlando
 KGW Portland
 WISN Milwaukee
 WKRC Cincinnati
 KSHB Kansas City
 WCCB Charlotte
 WSMV Nashville
 WPTF Raleigh/
 Durham
 WSPA Greenville
 WCCL New Orleans
 WWMT Grand Rapids
 KWTU Oklahoma City
 KUTV Salt Lake City
 KSAT San Antonio
 WAVY Norfolk
 WJAR Providence
 WPMT Harrisburg/
 Lancaster
 WBRE Wilkes-Barre/
 Scranton
 WTTQ Birmingham
 WLKY Louisville
 WFMY Greensboro/
 Hg. Pt./Win. S.
 WPTV West Palm Beach
 WKEF Dayton
 WVAH Charleston/
 Huntington
 WTEN Albany/
 Schenectady/Troy

86% Coverage!

These stations
 have all said...
Yes!

They've made a home for
 "Home Again with Bob Vila"

*One of television's
 most popular
 personalities
 returns with practical
 home renovations
 the average consumer
 can relate to.*



HOME AGAIN
 BOB VILA



WEEKLY HALF HOUR
 NOW IN PRODUCTION
 FOR SEPTEMBER 1990

Produced by
 Creative Television Associates

**GROUP W
 PRODUCTIONS**
 A WESTINGHOUSE BROADCASTING COMPANY

Advertiser Sales
 Group W Productions
 Media Sales

International Sales
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WJXT Jacksonville
 KTUL Tulsa
 KATV Little Rock
 WKRG Mobile
 WEYI Flint/Saginaw/
 Bay City
 KMSS Shreveport
 WRIL Richmond
 WNNW Toledo
 WGBA Green Bay
 WIXT Syracuse
 WROC Rochester
 WOI Des Moines
 WJPR Roanoke
 KXAN Austin
 WAND Champaign/
 Springfield
 WDKY Lexington
 KHQ Spokane
 WMTW Portland
 KLJB Davenport
 KMSB Tucson
 WTVC Chattanooga
 WDBD Jackson
 WTAJ Johnstown/
 Altoona
 WTRT Huntsville
 WMSN Madison
 WPTZ Burlington
 KVVU Las Vegas
 KOLN Lincoln
 WKG Baton Rouge
 WBBH Ft. Myers
 KZIA El Paso
 WANE Ft. Wayne
 WSYM Lansing
 WTAT Charleston
 WWLP Springfield
 WEEK Peoria
 KSBY Santa Barbara/
 Santa Maria
 KMTR Eugene
 KDLH Duluth
 WTOV Wheeling/
 Steubenville
 KERO Bakersfield
 WEAU La Crosse/
 Eau Claire
 WICZ Binghamton
 KSWO Wichita Falls/
 Lawton
 WREX Rockford
 KIVI Boise
 WETG Erie
 WMDT Salisbury
 WPGX Panama City
 KVIQ Eureka

station reps seem to be in agreement that some 90%-plus of all acquisitions were completed prior to the ratings period, so the situation isn't expected to get any better soon.

While the number of game show entries was flat (five) compared to last season (four), and talk show projects are scarce this coming season (with exceptions noted for daytime cooking show *Graham Kerr* and late fringe strips *My Talk Show* and *The Party Machine with Nia Peeples* [set for a January 1991 launch]), weekly hour and half-hour programs are in abundance. There are 20 weekly programs launching next season, compared to seven last season. Reality-based strips showed a 58% drop against last year; from seven to three strips for fall 1990.

"It really has come down to the stations giving Viacom and MCA TV the favorable time periods, and in our case, the chance to double-run programs on the weekends to build the asset value of our products," stated Michael Gerber, president, first-run syndication, Viacom Enterprises, which distributes weeklies *Super Boy* and *Super Force* (formerly *Supercop*). "Hour weeklies are a little more exorbitant in their production costs, with prices surpassing \$1 million per episode, but the continuing appetite for advertiser-friendly half-hours has made the \$400,000-\$500,000 cost per episode more palatable. The international market has been growing at a 20% annual clip, so that has been another catalyst for first-run weeklies."

Janeen Bjork, vice president/director of programing, Seltel, pointed out that the recent cancellations of *Freddy's Nightmares* (Warner Bros. Domestic TV), *Friday the 13th: The Series* and *War of the Worlds* freed up weekend slots on many stations, and with those programs double-run on most stations, that untied over three hours of slots on those stations. "Advertiser-friendly programing is definitely in its highest demand during weekend access," Bjork said. "Horror programing has been having a harder time commanding premium advertising dollars over the last couple of years."

Children's programing also showed continued strength, with all 10 programs (eight strips, two weeklies) pitched at last January's NATPE convention earning clearances in daytime and early fringe slots; that compares to eight shows last season.

The following chart lists the first-run firm go's and contenders on the left and those projects of undetermined status or off the market on the right.

-MF

1990-91 FIRST-RUN SCORECARD

IN THE RUNNING

Challengers (Buena Vista TV)*
Joker's Wild (Orbis)*
Trump Card (Warner Bros.)*
Quiz Kids Challenge (Guber-Peters)*
Tic Tac Dough (ITC Dist. Group)*

Graham Kerr (MTM)*²

The Party Machine with Nia Peeples (Paramount)+
My Talk Show (MCA TV)*

Personalities (20th [Fox] TV)*
Preview: The Best of the New (TPE)*
Only Yesterday (King World)*

G.I. Joe (Claster Television)*
Gummy Bears (Buena Vista)*
Merrie Melodies (Warner Bros.)*
Mighty Mouse & Friends (Viacom)*
The New Adventures of He-Man (LBS)*
Title Spin (Buena Vista)*
Tiny Toon Adventures (Warner Bros.)*
Wake, Rattle & Roll (Worldvision)*

Captain Planet (Turner)*
Widget (Zodiac)*

Adam 12 (MCA TV)*
Dracula (Blair Ent.)*
Dragnet (MCA TV)*
Fabian Turns It Loose (First Media)
Krypton Factor (Western Int'l)*
Harry & The Hendersons (MCA TV)+
Home Again (Group W)*
Memories (LBS)*
On Scene: Emergency Response (Group W)*
1,000,000 Video Challenge (World Events)*
Super Force [formerly *Super Cop*] (Viacom)*
What A Dummy (MCA TV)*
New Music Report (Guber-Peters)*

Big Break (Multimedia)*
The Jesse Jackson Show (Warner Bros.)*
After Hours (Worldvision)³
A Current Affair Extra (Fox)*
The Party Machine with Nia Peeples (Paramount)+⁴
Preview: The Next 7 Days (TPE)*
Pump it Up (20th TV)*

* Announced firm go.

+ January 1991 launch dates.

¹ King World received 13-episode summer commitment on *Monopoly* from ABC, effectively taking it out of the syndication market.

² *Graham Kerr* is a cooking show, but is technically being targeted to stations as half-hour daytime entry.

³ *After Hours* discontinued as half-hour strip this past season and is available as hour weekly.

⁴ Paramount is planning sixth night availability of *Party Machine* in hour weekend format.

OFF THE MARKET/ON HOLD

GAME SHOW STRIPS

Name That Tune (Orion)
Divorce Wars (Orion)
Love Thy Neighbor (GTG)
Puzzle Game (Tribune)
Monopoly (King World)¹

TALK SHOW STRIPS

Entertainment Coast to Coast (Viacom)
Just Between Us (GTG)
Not For Men Only (Viacom)
A Question of Scruples (Worldvision)
Kelly & Gail (Tribune Ent.)
Studio 33, Hollywood (MCA TV)

HALF-HOUR LATE FRINGE STRIPS

REALITY-BASED STRIPS

CHILDREN'S ANIMATED STRIPS

CHILDREN'S ANIMATED WEEKLIES

Adventures on Rainbow Pond (Harmony Gold)
Sabrina's Journey (Harmony Gold)

HALF-HOUR WEEKLIES

Kids Say The Darndest Things (Turner)
Acropolis Now (Harmony Gold)
The New Lone Ranger (Palladium)
Future Stuff (Worldvision)
Kids Say The Darndest Things (Turner)

HOURLY WEEKLIES

All Together Now (All American)
Classic Rock TV (LBS)

82% Coverage!

**These stations
have all said...
Yes Again!**

**They're ready for year two of
"Missing/Reward"**

*Announcing another
big season for
the reality program
that's rewarding
to viewers,
stations and
advertisers.*



**WEEKLY HALF HOUR
NOW IN PRODUCTION
FOR SEPTEMBER 1990**

Produced by

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Dave Bell Associates and
Group W Productions**

Distributed by

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A WESTINGHOUSE BROADCASTING COMPANY

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International Sales

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WBZ Boston
WJLA Washington
WJBK Detroit
KTXA Dallas/Ft. Worth
WKYC Cleveland
KHOU Houston
WSB Atlanta
WFLA Tampa/St. Petersburg
KMSP Minneapolis/St. Paul
KING Seattle
WTVJ Miami
KDKA Pittsburgh
KMOV St. Louis
KMGH Denver
KNXV Phoenix
KQVR Sacramento
WJZ Baltimore
WTIC Hartford/New Haven
WKCF Orlando
WTHR Indianapolis
KCW Portland
WISN Milwaukee
KGTV Kansas City
WCCB Charlotte
WKRN Nashville
WNOL New Orleans
WXMI Grand Rapids
WMC Memphis
KAUT Oklahoma City
KUTV Salt Lake City
KENS San Antonio
WAVY Norfolk
WPMT Harrisburg/Lancaster
WVTM Birmingham
WLKY Louisville
WXII Greensboro/Hg. Pt./
Win. S.
WPTV West Palm Beach
KGSW Albuquerque
WKEF Dayton
WRGB Albany/Schenectady/
Troy

KJRH Tulsa
KASN Little Rock
WKRG Mobile
KTAL Shreveport
KJEO Fresno
WFRV Green Bay
WSYT Syracuse
WOI Des Moines
WJPR Roanoke
KGMB Honolulu
KTBC Austin
KHQ Spokane
WPXT Portland
KLJB Davenport
KMSB Tucson
WDSI Chattanooga
WWCP Johnstown/Altoona
WOLO Columbia
KVUU Las Vegas
WFTX Ft. Myers
KXRM Colorado Springs
KZIA El Paso
WANE Ft. Wayne
WSYM Lansing
WCBD Charleston
KCBA Monterey
WMBD Peoria
KMTR Eugene
KAPP Yakima
KERO Bakersfield
WLAX La Crosse/Eau Claire
WVSB Columbus/Tupelo/
West Point
WREX Rockford
KIVI Boise
KRCR Chico/Redding
WSEE Erie
KOSA Odessa/Midland
KOB Medford
KTVA Anchorage
WFXV Utica
KTVO Billings
WETM Elmira
WPGX Panama City
KAEF Eureka
WGRB Bowling Green



Stacy Keach



PBS LOOKS AT MURROW

'American Masters' production was made with cooperation of Murrow's widow and CBS

The first television documentary on Edward R. Murrow since 1965, the year of his death, will be broadcast on PBS this summer. Produced and directed by Susan Steinberg as an in-house production of the *American Masters* series, *Edward R. Murrow: This Reporter*, was made with the cooperation of the Murrow family and CBS, the network for which the legendary journalist worked for 22 years.

"I was able to make the film with the help of Janet Murrow [the journalist's widow], who very much wanted something done on the 25th anniversary of her husband's death," said Steinberg. CBS, who for years would not let any outside organization attempt a Murrow documentary, was "wonderful," Steinberg said. CBS News President David Burke sent a memo to the network's correspondents and departments "asking them to help in any way they could."

Steinberg was also allowed to shoot footage in various CBS offices and studios.

This Reporter is divided into two, one-hour programs, set to air July 30 and Aug. 6. Part one "starts in Murrow's days in radio, in London during World War II," said Steinberg, "and then takes us into the age of television." The first hour leads up to the beginning of the [Joseph] McCarthy era, "and ends with the notion that Murrow has now entered an area of controversy; he has taken a stand," Steinberg said.

Part two starts with Murrow's famous attack on McCarthy, "and continues with the controversy and problems surrounding that, his fight with CBS and his eventual demise," Steinberg explained.

For the program, Steinberg did 32 on-camera interviews with two sets of peo-

ple: Murrow's family and friends, including his wife, son Casey, and several nieces; and news correspondents, among whom were "The Murrow boys, who are still alive and well and kicking." These included Eric Sevareid, Howard K. Smith, Richard C. Hottelet and Larry LeSueur.

The documentary's second hour includes a detailed look at Murrow's *See It Now* series, featuring interviews with several people who worked on that show, including Fred Friendly, Joe Wershba, Palmer Williams (production manager), Mili Bonsignori (editor) and Don Hewitt (technical director).

Among the contemporary broadcast journalists interviewed on-camera are Dan Rather, Bill Moyers, Diane Sawyer, David Brinkley, Ted Koppel, Tom Brokaw and Charles Kuralt, who will handle the show's segues. "We have basically structured the program by cutting together all the interviews as if they're dialogue, interspersed with clips of Murrow," said Steinberg, who explained that Friendly and Sevareid "have vital roles in the telling of the story." Also interviewed on-camera in the documentary is A.M. Sperber, author of the 1986 biography *Murrow: His Life and Times*.

Neither William Paley, chairman of CBS, nor Frank Stanton, former president of the network, participated, according to Steinberg, although Paley's office cooperated with the filmmakers. William Shirer, with whom Murrow worked, "refused to participate in the show," Steinberg said.

Steinberg made use of rare audio and visual material culled from a variety of sources, including Murrow archives at Washington State and Tufts universities. Among the radio pieces are an excerpt from Murrow's very first broadcast, from Vienna, his descriptions of Berlin bombing raids, and an eye-witness view of a parachute drop over Holland. "He went up on 24 missions in planes until CBS said, 'you can't do this anymore,'" Steinberg said.

The television footage includes a scene of Murrow giving a good-bye speech to CBS affiliates when he left the network.

The 25th anniversary of Murrow's death was April 27th, and Steinberg hopes that *This Reporter* will not only honor his memory, but introduce him to a generation that has grown up not knowing of his accomplishments. "I teach at NYU, and I asked my students how many people knew who Murrow was. They're 19-20 years old, and about three raised their hands." —RG

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RATINGS ROUNDUP

For the week ending July 1, NBC won the weekly ratings battle, its 10.4 rating/21 share signaling its 38th victory in 41 weeks. ABC was second with an 8.7/18, while CBS placed third with an 8.6/17. Fox turned in a 6/12 for the week. NBC won Tuesday, Wednesday, Thursday and Saturday

nights, and was tied for Monday night with CBS, which also won Sunday night. ABC won Friday night. The top five programs of the week were *Cheers* (NBC), *A Different World* (NBC), *Roseanne* (ABC), *Designing Women* (CBS) and an *FM Special* (NBC).

Week 40

June 25-July 1

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. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	16.8/32	N	Cheers
2	▲ 13.8/28	N	A Different World
3	▲ 13.7/25	C	Designing Women
3	▼ 13.7/26	A	Roseanne
5	13.5/26	N	FM Special
6	▼ 13.3/29	N	Empty Nest
7	▼ 13.2/28	N	Cosby
7	▼ 13.2/29	N	Golden Girls
7	▼ 13.2/30	C	60 Minutes
10	▲ 13.1/27	N	Unsolved Mysteries
11	▼ 12.6/24	F	Simpsons
12	12.2/24	N	Quantum Leap/Thurs.
13	▲ 12.0/22	C	Murphy Brown
14	▼ 11.9/22	A	Coach
14	▼ 11.9/22	F	Married... With Children
14	▲ 11.9/22	N	Sun. Movie: Perry Mason
17	▲ 11.8/24	A	Amer. Funniest Videos
18	▲ 11.7/27	A	Full House
19	11.6/22	N	Quantum Leap/Tues.
20	▲ 11.5/21	N	Heat of the Night
20	▲ 11.5/22	A	Wonder Years
22	▲ 11.3/21	C	Movie: Babycakes
22	11.3/25	A	Family Matters
24	▼ 11.2/21	C	Newhart
24	▼ 11.2/23	A	20/20
26	▲ 10.9/22	N	Matlock
26	▲ 10.9/22	A	Who's the Boss?
28	10.8/21	C	48 Hours Special
28	▼ 10.8/19	F	In Living Color

30	▼ 10.7/20	N	Movie: Chapel
30	10.7/20	N	Night Court
32	▼ 10.5/21	C	Murder, She Wrote
32	10.5/20	N	Quantum Leap/Mon.
34	▼ 10.4/20	A	Doogie Howser, M.D.
34	▲ 10.4/20	C	Jake and the Fatman
34	10.4/22	A	Just the 10 of Us
34	▼ 10.4/21	C	Rescue: 911
38	▼ 10.3/23	A	Perfect Strangers
38	▲ 10.3/20	N	Quantum Leap
40	▼ 10.2/21	A	Head of the Class
41	▼ 10.1/23	N	Hunter
42	▲ 10.0/19	A	Sun. Movie: Dead Zone
43	▼ 9.6/20	A	Growing Pains
44	9.5/20	N	Quantum Leap/Fri.
44	▲ 9.5/18	N	Singer & Sons
46	9.2/18	A	Primetime Live
47	▼ 9.1/19	C	Major Dad
47	▼ 9.1/18	C	Sydney
49	▼ 8.8/16	C	Sunday Movie: Desperate
50	▼ 8.7/17	A	Equal Justice
51	▼ 8.2/16	C	Dave Thomas Show
52	▼ 7.9/16	C	48 Hours
53	▼ 7.8/16	A	Macgyver
54	▲ 7.7/17	A	Mystery Movie: Kojak
55	▲ 7.6/18	N	Amen
55	▼ 7.6/14	A	Brewster Place
57	▲ 7.5/14	A	Young Riders

58	▼ 7.3/15	C	Movie: Return/McCloud
59	7.0/13	A	All-Star Sports Awards
59	7.0/13	A	Mr. Belvedere
59	7.0/14	C	Wolf Special
62	▲ 6.7/14	F	Amer. Most Wanted
62	▲ 6.7/14	N	Hardball
62	▲ 6.7/17	A	Super Jeopardy!
65	6.6/14	A	Charlie
66	▼ 6.5/15	N	Baywatch
66	▲ 6.5/15	A	Monopoly
68	▼ 6.4/16	N	227
69	▲ 6.1/15	C	Paradise
70	▲ 6.0/11	F	Booker
71	▲ 5.9/13	C	Snoops
71	▼ 5.9/11	A	thirtysomething
73	5.6/14	F	Cops
73	▼ 5.6/12	N	Disney: D. Crockett
75	5.5/11	C	Wiseguy
76	5.4/11	C	America: C. Brown
77	▼ 5.2/12	F	Totally Hidden Video
78	▼ 4.9/11	A	Life Goes On
78	▲ 4.9/10	C	Normal Life
78	▲ 4.9/11	C	Tour of Duty
81	4.6/10	F	Married/Children Spec.
82	▼ 4.5/10	C	Beauty & The Beast
83	▼ 4.4/9	F	21 Jump Street
84	▼ 4.0/7	F	Alien Nation
85	▼ 3.3/7	F	Outsiders
86	2.6/6	F	Tracey Ullman

FREEZE FRAMES: Syndication Scorecard *

Week ended June 24

Rank	Program (Syndicator)	Rtg	Stns	Covg	8	Wheel of Fortune, wknd. (King World)	7.3	211	93
1	Wheel of Fortune, syn. (King World)	11.5	233	98	9	Cosby Show (Viacom)	7.2	202	98
2	Jeopardy! (King World)	10.7	218	97	10	Donahue (Multimedia)	5.6	224	98
3	Star Trek: Next Generation (Paramount)	8.5	234	98	11	Star Search (TPE)	5.2	172	97
4	Current Affair (20th Century Fox TV)	7.5	194	97	12	Dick Tracy Spec. (Buena Vista)	5.1	174	95
4	Entertainment Tonight (Paramount)	7.5	179	96	13	Geraldo (Tribune)	5.0	187	98
4	Oprah Winfrey Prime Spec. (King World)	7.5	215	99	14	People's Court (Warner Bros. Dom. TV)	4.9	175	91
4	Oprah Winfrey (King World)	7.5	217	99	15	Mama's Family, syn. (Warner Bros.)	4.6	178	92

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

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RADIO



RADIO'S NEWEST PARTNER: THE 'REPO MAN'

Owner-operators who overextended themselves with broadcast lenders during late 1980's buying spree are searching for equitable solutions to cover debt

The feeding frenzy of the late 1980's has forced many broadcasters and lenders to go on a liquid diet. Operators who purchased properties two years ago at prices based on double-digit cash flow multiples, and banks that loaned money on multiples based on projected revenue, today are faced with stations that are falling short of anticipated performance levels.

The result: many operators are finding themselves falling behind on interest and principal payments, entering into technical default or, even worse, considering filing for Chapter 11 protection.

Because neither the operator nor the lender are eager for their finances to be publicly inspected, little raw data is available to illustrate the extent of the situation. Yet, general consensus is that the problem is widespread in the radio

industry, with some brokers estimating that upwards of 50% of all radio stations sold in the last three years are seriously underperforming and in danger of default or are already in receivership.

Brokers and lenders alike trace these troubles back to the market elements that created the station glut between 1987 and 1989. Easy access to capital, projections of double-digit annual revenue growth, a liberal climate of complicated deal structures and highly leveraged transactions, and a bullish marketplace philosophy lured many operators into deals where economic reality quickly overtook spreadsheet fantasy.

Owners soon discovered that annual market growth was much closer to 4%-5% than the predicted 10%, and financial institutions found themselves with assets that rarely could perform up to the

6- or 6½-times multiples upon which considerable senior lending was based.

Broadcasters who bought stations based on futures were looking at unreal factors, said Ron Ninowski, QuestStar Capital president and chief executive officer. "In many cases these people were buying at unreasonable multiples in excess of eight times, and they were predicting growth of 10% in markets that were growing only 2% a year, while expenses grew at 7% when they predicted 5%. It doesn't take a mathematical genius to figure out what went wrong."

Ninowski said that "some stations were burdened by insurmountable interest and/or principal payments and then the sub-debt started kicking in. They got to the point where they were required to pay large sums of money for debt service but the money just wasn't available."

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FNNTM

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RADIO NETWORKS

The most obvious solution to the problem (and often the least desirable) is for the lender to place the property in receivership and liquidate the assets. While this option prevails in the real estate market, it is generally seen as a final course of action in broadcast lending. "Senior lenders aren't going to throw these properties into receivership," said Jack Koo, vice president, communications and entertainment at the Canadian Imperial Bank of Commerce. "Many of these deals are complex arrangements with multiple layers of debt and very complicated equity structures, and it really isn't just a case of forcing an operator to hand over the keys. The reality is that more often than not, the preferred method of working out of a difficult situation is through a mutually agreed upon plan for consensual sale."

Not necessarily, said broadcast broker Gary Stevens. In many cases where broadcasters have entered into technical default (most commonly when cash flow is below the multiple upon which the senior money was loaned), foreclosure is not preferred. "Nobody's anxious to take possession of a property," he said. "Lenders don't want to be operators and they aren't too anxious to move [assets] into the nonperforming column. They have an underlying sense that these properties can recover, and it's not a good time for a fire sale."

As a result, most lenders are eager to work out some sort of equitable solution to a problem of technical—and even payment—default. Short of repossessing the station, the lender can reorganize a poor performance situation so that most (although often not all) financial players get something. According to Dan Gammon, president of Americom Radio Brokers, the challenge here is to find an agreeable solution that meets some, if not all, of the needs of all debt players.

"In most of these cases you have a senior lender who has first lien on the stations assets," Gammon said. "Many times there's also a mezzanine lender, maybe the seller, or a venture capital company, all of whom might have a piece of it. Generally, the senior lender has a standstill agreement with the other players, meaning that if the borrower is in default with either the mezzanine or junior player, those players can't do anything." Upon expiration of the standstill agreement (generally ranging from 180 days to 18 months), the mezzanine player usually can exercise whatever veto powers have been written into the original contract. At that point the situation can become very sticky, Gammon said.

In theory, all debt players at some point share the same rights as the senior lender,

depending on specific provisions written into the loan agreement, said Ninowski. "A borrower can satisfy his senior lender and still be in default to his secondary lender," he said. "The secondary lender has the right to come in and exercise his position, forgiving his subordinated debt and taking over the senior portion, foreclosing on the property and taking possession of the station."

At present, this scenario is more an exercise on paper than a lesson in fact—but the subdebt lender conceivably could feel pressured into action if his position is unsecured and the property in question is at risk of being devalued to a level below senior debt. "If a station was purchased for \$10 million and financed for \$6 million in senior paper, and if the station is now valued at \$5 million, the subdebt lender is lost," Ninowski said.

Rather than repossess or liquidate assets, lenders most often issue an order of compliance prior to resorting to drastic

measures. For instance, Gammon said, if an owner is in technical default, the lender can grant an extension for the operator to bring the station into compliance. "This usually means being paid up and bringing cash flow back within the terms of the loan," Gammon said.

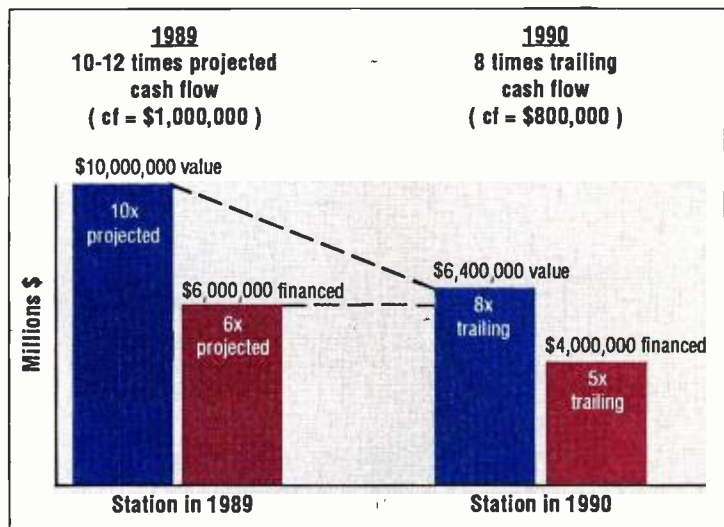
Stations in payment default—not able to meet either interest or principal payments—are in deeper trouble, but "short of pulling the trigger, there's not much the lender can do besides yell," he said.

Because neither party (except for some subdebt players) wishes to take a substantial loss and walk away, most broadcasters and banks are receptive to the idea of a work-out. In the typical work-out situation, the senior lender brings in a new principal player whose objective is to turn the station around and bring it into performance. But, for such an arrangement to work, the lender and borrower must be willing to cooperate, said Steve Turpin, vice president,

SENIOR LENDERS HOLD CARDS IN DEFAULT SITUATION

In 1989 a hypothetical property with trailing cash flow of \$800,000 might have had projected cash flow of \$1 million for 1990. Based on a 10-times-cash-flow multiple, that station could have been purchased for \$10 million a year ago. Senior lender funding typically would have been six times the projected cash flow, or a total of \$6 million. The remaining \$4 million would have been funded through equity and subordinated debt.

In 1990, that same station—underperforming and faced with technical default—could see its value reduced to eight times trailing cash flow. Today that station would be valued at \$6.4 million—a \$3.6 million loss over its 1989 value. If the senior lender decided to exercise its position and liquidate at present value, he could recoup his \$6 million principal, but the subdebt and equity position would be valued at just \$400,000—10% of what it was just a year before. □



(Based on information furnished by Americom Radio Brokers, Washington)

general manager, AT&T Commercial Finance Corp. Turpin, who has moved against several broadcast properties in recent months, identifies two types of owner-operators: the kind who will "roll up his sleeves and sit down and work things out" and the kind who "operates by remote control and lives with the dinosaurs." Turpin said he is always willing to work with the shirt-sleeves player, but has no qualms about "going after" the dinosaur.

Meanwhile, the lender has to remain unemotional, Turpin said. "He's got to be fair, but he also has to know when to say 'enough is enough.' At that point the lender has to be willing to move against the owner. It's a tough decision."

Compounding the problem, said Stevens, is a prevailing sense that broadcasters "have no sense of what's going on except with their own bottom line and they're not going to talk to anyone about themselves." He said operators believe everything they read about how the bottom is falling out of the station market and they're concerned about the highly leveraged debt loads they're carrying. "They don't understand that the strongest position anybody could be in right now is to owe money," Stevens said.

Tim Menowsky, Communications Equity Associates vice president, radio, said many broadcasters are getting nervous because they "lack the financial expertise to work with creditors and are afraid that lenders will foreclose on their lives."

Many broadcasters and brokers are predicting sharp drops in station prices and a glut of stations on the market. While some properties will be liquidated for senior debt coverage, many lenders—particularly those with a long-term objective—will sit on their properties rather than take the money and run.

CIBC's Koo disregarded the fire sale theory as just another tool to boost a lagging marketplace. "There is a perception that with exploding debt structures all over the place there are going to be fire sales—but the fact is that the fire sale serves nobody's interest—including the senior lender. Obviously, it's in the broker's self-interest to create this panic, but most lenders believe radio naturally is a sound industry, and it's just in a down cycle right now."

AT&T's Turpin agreed. "Just as in a market where prices are going up, you have to deal with a target of rationality," he said. A lot of people are expecting the banks to panic and unload their bad properties, Turpin said, "but the fact is that AT&T and most other lenders are very comfortable with the fundamentals of radio."

—REB

AIRWAYS

Blackburn Capital's Steve Pruett: following station performance

Steven Pruett is managing partner of Blackburn Capital Markets, an investment banking firm that was founded in conjunction with Blackburn & Co. three years ago. Since then it has placed in excess of \$200 million in broadcast transactions, funding deals ranging from \$5 million to \$50 million. Prior to forming Blackburn Capital, Pruett independently arranged media financing in excess of \$150 million for the acquisition of radio and TV properties. He has held a variety of on-air and management positions in radio and also was principal owner of six radio stations.

Pruett contends that much of today's current uncertain climate is easily traced to the buying frenzy that pervaded the late 1980's. "People were buying stations based on multiples that had gotten out of sight, and many properties sold for 10 times cash flow," he says. "I don't think radio is, or ever was, a 10-times-cash-flow business, or even a 9½-times business for mature properties, because you have no insulation against a stalled market." Pruett says that the problem was compounded by unrealistic market forecasts of 10%-11% annual growth, projections which were almost twice what actually prevailed.

These economic factors, combined with a preponderance of highly leveraged transactions (HLT's) and a failure by some banks to submit their loans to normal bank tests, burdened many stations with insurmountable debt loads, Pruett says. Ultimately, he adds, "banks found themselves with assets that weren't performing, properties that were getting into technical default." In the past these problems were resolved through sales, and at closing, the lender might have broken even or made money. "But in the fourth quarter of last year, as banks started suggesting that these people sell these stations, the multiples began dropping and values dipped to a level below debt," he says. "The market simply couldn't absorb them and all of a sudden there are more sellers than buyers—and the buyers are getting smart. They know that the longer they wait, the further prices fall. Collectively, the buying community has gotten wise and prices are tumbling."

As more properties are falling on trou-



Steven Pruett

bled times, however, fewer lenders are willing to hold fire sales to rid themselves of their liabilities. Says Pruett: "The banks have tended to sit on the fence as long as their properties were not going backward, or if the properties were cash flowing but not performing on the loans, but still holding their values or getting better." Because of the highly leveraged structure of many deals, the subdebt holder has the most to lose, right ahead of the equity player, says Pruett. This places the subdebt holder in a sensitive situation and usually makes him vulnerable (and sometimes agreeable) to a negotiated solution between the principal and the senior lender.

"The subordinated lenders are getting restless," Pruett says, since subdebt players often stand to lose more than the senior lender, depending on the structure of the deal. While a bank may be willing to forestall liquidation to work out a nonperforming situation, the subordinated lender might be content with getting out with whatever he can. "This can be a problem when you've got an inter-creditor agreement," Pruett says. "In many cases the subordinated lenders have certain rights, and after their standstill period [typically 180 days], they can be the swing vote."

In such cases, the subdebt lender usually has the option of either suing or working with the senior lender and principal to reach an equitable solution. Pruett says the sensible subdebt player will opt for the latter situation "because if the property is sold in a fire sale, or if it is put into Chapter 11, the property might be sold for coverage of senior debt, leaving the subdebt with zero."

In situations where the lenders decide they have to move to shore up their assets, Pruett says they have the option

of either working out a troubled situation or liquidating the station. He cites two recent examples, both of which involved some risk—and some lender sensibility.

■ **Work-out:** This option, which Pruett says is becoming more common, allowed the senior lender to bring in a new "principal" to work out the troubled spots. "Often when the lender loses faith in management performance, he'll let the borrower out of his personal guarantees and bring in a new management team to turn the station around," Pruett says. "Usually the lender puts up whatever money is required and the new 'principal' puts up management expertise." The benefit of this approach, Pruett says, is that—in all likelihood—the lender will recover all his principal and all his paid interest. By not cooperating, the subdebt could force the property into Chapter 11 or a foreclosure, "which everybody would like to avoid," he says.

■ **Equitable liquidation:** When a property is in trouble, or if the subdebt player is too anxious to want to turn around a performance problem, all parties can negotiate an amicable liquidation wherein everybody walks away with something. In his case example, Pruett says "an accommodation was reached wherein the senior debt player waived prepayment penalties and interest, but recovered their principal and current interest. The subdebt guy took a reduction of almost 50% at closing. The entrepreneur was allowed to walk with some money, but he lost the most, recovering only 25% on the dollar." Generally speaking, Pruett contends, "if everybody's desire is to get out within reference to what their risk factor was, senior debt got out with everything, subdebt got 50%, and equity took 25%."

The banks are becoming increasingly concerned and cautious. "They're being real careful about what they do," Pruett says, adding: "They don't want to cre-

ate something akin to a panic. Radio is a people intensive business, so they're trying to keep as much of the good stuff going while they perform their fiduciary responsibility."

In funding new deals, Pruett says lenders aren't necessarily becoming more conservative, "just more selective. They've pulled back on multiples. Banks are active, but they're active at five times, rather than 6½ times, cash flow. Credit companies also have pulled back; if they were at seven, they're now back to six."

Most current station transactions—primarily those in smaller markets—are triggered by financial need, Pruett says. "A lot of the sales we're seeing right now are driven by financial pressure. We're in a buyer's market right now and the people who have great properties are buying, not selling. We're going to see a tremendous surge of people who have kept their powder dry and are ready to go bottom-fishing," says Pruett. **-REB**

MISSISSIPPI AM TO PROVIDE PROGRAMING TO AILING FM

Capstar agrees to offer programing broadcast on its AM to competing FM; deal is similar to ones used by networks for satellite-delivered formats

Broadcasters and regulators have been scrutinizing the health of AM radio lately, in an effort to shore up broadcasting's oldest medium. But in Jackson, Miss., it is a healthy AM station that has been tapped to save an "economically unviable" FM. Austin, Tex.-based Capstar Communications has entered into an unusual "local market affiliation agreement" with Spur Jackson Ltd. to provide 24-hour programing broadcast on Capstar's AM to Spur Jackson's FM.

Spur Jackson's WSLI-FM Jackson, Miss., will simulcast in some time periods with Capstar Communications' adult contemporary outlet, WDJX(AM) Jackson. According to Steve Hicks, Capstar president, the deal is similar to network agreements used for satellite-delivered formats. Said Hicks: "We feel this local affiliation will better serve the Jackson market than a national service."

According to Hicks, the deal came about after Spur Jackson approached Capstar "asking for assistance to improve" the station. Spur Jackson Ltd. purchased the AM-FM combination earlier this year for \$3,375,000 ("Changing Hands," March 5).

Since the deal is a network affiliation

agreement, said Hicks, permission is not needed from the FCC to begin simulcasting. Capstar will pay some "financial consideration" to WSLI-FM, as affiliate compensation, said Hicks. "The agreement is for 10 years," he said, "with a one-year window. Our intent



was to get good programing from AM into the FM band."

WSLI-FM will continue to provide news and public service programing independently of the simulcast program, said Hicks. Spur Jackson has filed an application with the FCC to change the call sign of WSLI-FM to WJDX-FM. It will con-

tinue to operate WSLI(AM).

Chuck Kelly, chief of the FCC Mass Media Bureau's enforcement division, has seen this situation arise in other markets. The main thing he tells broadcasters, he said, is to insure that "each licensee maintain control of their operation and be in compliance [individually] with FCC rules." "Assuming they do all that," said Kelly, "and that they are more than just passive receivers, it is not unlike hooking into a network."

Kelly added that the FCC will not stand as a barrier to programing, even if it originates in the same market.

WDJX(AM) has been on the air since 1929 and operates on 620 khz with 5 kw day and 1 kw night. WSLI-FM has been on the air since 1966 and operates on 96 mhz with 100 kw and antenna 1,450 feet above average terrain. **-LC**

ELSEWHERE IN BROADCASTING

□ June 30 deadline for implementation of National Radio Systems Committee standards by all AM stations has passed, but it is believed that as many as third of those stations are not in compliance. FCC once hoped to have plan to award licenses on expanded AM band (1605 khz-1705 khz) by July 1. As of last week, that accomplishment seemed to be months away. *Page 74.*

RIDING GAIN

BIRCH IMPROVEMENTS

Birch/Scarborough has introduced several measures it claims are designed to help target specific Hispanic and black radio listeners and improve the company's overall research methodology.

In an effort to further improve its Hispanic audience measurement, Birch is conducting tests to determine how to better reach older, less-educated, nonassimilated Hispanics. This two-tier testing process is using focus group studies and Hispanic household panel studies to determine how the fundamental telephone interview process can be improved for Hispanic listeners and whether household interviews would provide more comprehensive and accurate Hispanic listenership reporting.

Birch also has implemented a program to use Spanish-speaking interviewers, which the company claims helps to develop a stronger rapport with the respondents. Birch also has developed a plan to provide additional weighting of an undermeasured, nonassimilated Hispanic audience.

In response to advertiser requests for more frequent information on urban radio listening, Birch now intends to issue its Black Target Market Report on a quarterly, rather than a bi-annual, basis. The company feels that more frequent reports will enhance the use and reliability of Birch's black target market data.

Additionally, Birch has introduced Survey Area Maps in its Spring 1990 Quarterly Summary Reports. The new, easy-to-read maps are designed to more easily identify key and secondary cities in the survey areas, said a company spokeswoman.

NYMRAD ELECTIONS

New York Market Radio Broadcasters Association (NYMRAD) appointed Dick McAuley, vice president of business development, Republic Radio Sales, New York, as president,

effective Jan. 1, 1991. McAuley will serve as executive vice president of NYMRAD until he succeeds Maurie Webster next year. Webster announced earlier this year that he would retire from NYMRAD at the end of the year.

NYMRAD also elected officers and board members at their annual dinner June 27. Warren Maurer, vice president/news, Group W Radio, and vice president and general manager of WINS(AM) New York was elected chairman; Rod Calarco, vice president and general manager, WCBS-FM New York, was elected vice chairman; Peg Kelly, station manager, WYNY(FM) Lake Success, N.Y., was elected treasurer, and Scott Meier, vice president and general manager, WFAN(AM) New York was elected secretary.

K.D. K-O'D

SireWarner Bros. country recording artist k.d. lang has caused a number of radio stations in America's heartland to "have a cow" after recording a "Meat Stinks" TV spot for the Washington, D.C.-based advocacy group People for the Ethical Treatment of Animals.

The spot, which reportedly features lang hugging a cow and questioning why some animals are called pets "and some of them dinner," has prompted at least three dozen stations to drop her records from their playlists. Curiously, lang currently does not have a record on any of the major weekly trade charts. The controversial spot, slated for release later this summer, had not yet aired when stations began their protest.

Broadcasters who have joined the boycott against lang primarily are located in such heavy beef-producing states as Kansas, Oklahoma, Nebraska, Missouri and Montana, and include LS Radio and the Shepherd Group. Great Empire Broadcasting, which operates 10 stations in five Midwestern states, decided not to join the protest against lang after conducting a listener poll.

KIDWAVES ADVISOR

Philadelphia-based Kidwaves Radio Network has named its advisory board, selected from educators and entertainers across the U.S.A. Included on the board is Harry Belafonte, singer, entertainer and spokesperson for UNICEF. Kidwaves has a target launch date of Aug. 1.

EASTMAN HEADS WEST

Eastman Radio has reached an agreement with Art Moore Inc., that gives Eastman Radio sales offices in both Denver and Salt Lake City. The offices will continue to be owned by Art Moore, but will also function as Eastman Sales offices.

Art Moore Inc. was founded in 1958 and is headed by Greg Smith, president. Eastman is a division of Cincinnati-based Jacor Communications and is headed by Carl Butrum.

RADIO '90 SHOWCASE

The National Association of Broadcasters' Radio 1990 convention will feature the fifth Programming and Production Showcase. Exhibitors will present their products and services, including syndicated programs, programming software, jingles, entertainment graphics, voiceovers and production libraries. Last year's showcase was attended by 2,000 members and 41 exhibitors.

OSBORN ACTIVITY

New York-based Osborn Communications will repurchase its 13 $\frac{1}{2}$ % senior subordinated notes, with a face amount of \$4 million, for approximately \$2.8 million. The notes were due in 1997. As a result of the repurchase, Osborn will report a pretax gain of 14 cents per share.

Osborn's Patient Network, which supplies cable and information services to hospitals, has added two affiliates to its roster: the Methodist Hospitals of Memphis and Herman Hospital in Houston.

CABLE



GTE's living room demonstration center

GTE CERRITOS LAUNCHES 28 CHANNELS OF PPV

It's the next step in the telco's California trial, with fiber video experiment set for fall

GTE inaugurated another major feature of its experimental voice and video test in Cerritos, Calif., last week, launching a 28-channel PPV service to the city's 7,000-plus cable homes.

The launch completes a graduated rollout of PPV on GTE's portion of the system. Since March, subscribers have had access to nine channels of PPV from noon to midnight, said Maggie McDermott, an independent programing consultant who is programing GTE's "Center Screen" PPV service.

McDermott will be scheduling 25 titles a month, to start, across 28 channels, 24 hours a day. The top movies of the month, such as "Steel Magnolias" in July, will be seen on four channels, starting every half hour during a two-hour time period. Secondary titles, such as "Next of Kin" and "Old Gringo," will each be seen on two channels, starting every hour, said McDermott. The scheduling mirrors the multiplex scheduling at movie theaters. McDermott said all the major Hollywood studios are par-

ticipating, with GTE getting movies day and date with other cable PPV services. Major movie premieres will be shown on Thursday, she said.

There will also be two additional promotional channels, one showing movie previews and giving viewers information on how to order, and the other running a movie schedule.

In addition to movies, GTE plans to carry the major PPV events that come down the line, with McDermott saying they are negotiating with Titan Sports for the World Wrestling Federation match in August.



The PPV rollout will mean 30 of GTE's 39 channels on the system will be devoted to PPV. (Apollo Cablevision provides basic and pay cable service on the other 39 channels on the 78-channel system.) GTE is carrying its Main Street home shopping experiment on another channel, with the remaining eight channels slated for other, narrower PPV programming. McDermott is planning to carry several Asian-language versions (subtitled) of the major movies playing on Center Screen, as well as developing some instructional PPV channels, built around such subjects as cooking or fishing.

Apollo, which has no PPV service on its channels, will handle the PPV billing. The Oak decoders installed in the system have both parental view and buy lock devices.

About 4,000 cable homes are equipped to receive Center Screen, said McDermott. A telephone interface device is needed, installed free of charge by GTE, to access Center Screen. McDermott declined to release buy rates

TNT, ESPN NFL BROADCAST STATIONS ANNOUNCED

Tuner Network Television and ESPN have concluded most of the broadcast station agreements for carriage of their NFL schedules this fall.

A number of stations have landed the local rights for both networks, including WKBW Buffalo, WLS-TV Chicago, WKRC-TV Cincinnati, KUSA-TV Denver, WJBK-TV Detroit, WPIX(TV) New York, WPXI(TV) Pittsburgh and KTVU(TV) San Francisco.

New to the ESPN schedule for this contract are WPIX,

replacing WABC-TV and KING-TV Seattle and KCPQ(TV) Tacoma, Wash.

If the games are sold out 72 hours before game time, the game is seen on both local broadcast stations and ESPN. If the game is not sold out, then ESPN carries alternative programming in the two local markets. In the past, the majority of games have been sellouts.

An asterisk denotes station to be announced.

TNT

Aug. 19 Minnesota vs. Cleveland	(WCCO, *)
Aug. 25 Denver vs. Miami	(KUSA, *)
Aug. 31 L.A. Rams vs. Washington	(KCAL, WJLA)
Sept. 9 Philadelphia vs. New York	(WPVI, WPIX)
Sept. 16 Houston vs. Pittsburgh	(KHTV, WPXI)
Sept. 23 Detroit vs. Tampa Bay	(WJBK, WTSP)
Sept. 30 Washington vs. Phoenix	(WJLA, KTVK)
Oct. 7 LA Raiders vs. Buffalo	(KCAL, WKBW)
Oct. 14 LA Rams vs. Chicago	(KCAL, WLS)
Oct. 18 New England vs. Miami	(WCVB, *)
Oct. 28 Cincinnati vs. Atlanta	(WKRC, *)
Nov. 4 Denver vs. Minnesota	(KUSA, WCCO)

TNT has signed KTVU Oakland for games in future years

ESPN

Aug. 4 Denver vs. Seattle (Tokyo)	(KUSA, KING)
Aug. 18 N.Y. Giants vs Houston	(WPIX, KHOU)
Aug. 30 Buffalo vs. Chicago, at Columbus, S.C.	(WKBW, WLS)
Nov. 11 San Francisco vs. Dallas	(KTVU, KXAS)
Nov. 18 Pittsburgh vs. Cincinnati	(WPXI, WKRC)
Nov. 25 Seattle vs. San Diego	(KING, KGTV)
Dec. 2 Green Bay vs. Minn.	(WLUK-WISN, KARE)
Dec. 9 Philadelphia vs. Miami	(KYW, *)
Dec. 16 Chicago vs. Detroit	(WLS, WJBK)
Dec. 23 Denver vs. Seattle	(KUSA, KING)
Dec. 30 Pittsburgh vs. Houston	(WPXI, KHOU)

on the initial nine-channel test, saying those early results were not meaningful, as the test was designed to work out the glitches. The increase from nine to 28 channels is a major step forward, said McDermott, because "we can give more channels to titles that need it."

Subscribers began receiving information on Center Screen in June, said McDermott. There were introductory letters, a \$2 rebate coupon and the PPV guide, which was delivered the last week of June. GTE has produced a brand ID and customer education spots for the PPV service and is carrying them on the service.

The movies will retail for \$4.95 initially, although McDermott plans to roll out four price points by the fourth quarter. The blockbuster titles will remain at \$4.95; 'B' movie titles will be \$3.95; movies in the post pay TV or syndication window will be \$2.95, and the half-hour instructional videos will be \$1.95, said McDermott.

The PPV launch is the latest voice and/or video test under way in Cerritos. The Main Street experiment was launched this spring, and the handful of customers now is expected to grow to 150 by year's end. About 100 area homes are receiving phone service through fiber, and the fiber video test in four homes will begin next fall.

That will include the video-on-demand test, where viewers will be able to call up programming from a menu at any time, as well as have full video telephone communications. Lauren Calaby, manager of advanced operations testing, GTE Telephone Operations, said the video-on-demand service will be driven off VCR's. An optical disk with multiple heads would be the best solution, she said, but that technology does not yet exist. For now, the back office will be

staffed 24 hours a day to handle video requests.

"You've got to create a prototype to solve some of these low-tech issues," she said. Although there are some similarities between the 28-channel PPV test and the fiber test (such as scheduling convenience), each test has different goals, said Calaby. The PPV experiment "is much more of a marketing test," she said, while the video on demand test is geared toward customer viewing habits. **-MS**

ELSEWHERE IN BROADCASTING

- TCI and Fox Television are discussing possible network affiliations in number of cable markets (see "Top of the Week").
- WBZ-TV Boston's proposal to have local cable operators sell small amount of their commercial inventory in news programs has cable ad salesman intrigued (see "Top of the Week").
- General Instrument is object of \$1.6 billion buyout bid by Forstmann-Little (see "Top of the Week").
- Cable networks' second quarter ratings reviewed (see "Top of the Week").
- Wireless Cable Association gets ready for its annual convention in Denver, July 22-24 (see page 60).

CABLECASTINGS

PRE-NCAA ACTION

ESPN will carry the new six-conference, three-game college basketball "play-in" to the NCAA tournament on Wednesday, March 6, 1991. The playoff is needed because 33 conference champions are eligible for the post-season tournament, but they vie for 30 automatic slots. Winners from the Big South, Mid-Eastern, Northeast, Patriot, Southland and Southwestern Athletic conferences will participate.

PRIORITIES

A Barna Research Group report that compared the entertainment value of six events found respondents saying that cable television was last on the list. Of 607 adults interviewed, 49% said live concerts and live theater provided "a lot" of value. That was followed by videotape rental (46%), a pro sports event (43%), going to a movie (34%) and watching cable TV (33%).

In a further breakdown, another 40% said cable provided some value, 20% said a little value and 7% said no value. Older adults were less likely to watch cable, but those that did thought better of it than their younger counterparts. A total of 39% of those 45-plus described cable as having a lot of value, while only 29% of those younger said the same thing. Pay subscribers saw greater value than basic only subscribers (42% to 31%). Those with incomes under \$20,000 were more likely to see cable as valuable, versus those earning more than \$20,000 (41% to 29%).

George Barna, president of the group, said "although a lot of people are participating in these entertainment activities (referring to cable and tape rentals), many of the participants are not convinced that they are getting their money's worth.... Yet, despite their lower perceived value, movies and cable TV will continue to attract people because they are relatively inexpensive, easily accessible and don't require much advanced planning. In comparison, going to a

concert or sports event can involve considerable travel, expense and advance preparation, but people still see these events as giving them a lot of value for their money."

SETTING WESTERN AGENDA

Western Cable Show organizers plan to highlight five specialized areas for the Nov. 28-30 conference, the week after Thanksgiving, in Anaheim, Calif. In addition to the standard sessions on management issues,



marketing, ad sales, programing, government, community relations, finance and public policy, the specialized areas will focus on customer service, technology, education, competition and global cable. The conference's planning committee is being chaired by Richard Maul, senior vice president, InterMedia Partners.

CHANNEL ONE BRINGS IN ADS

Although currently caught in battles in California and Indiana to ban advertiser-supported Channel One in public schools, the 12-minute Whittle Communications news service is raising advertising revenue, and not at the expense of broadcast teen and children's programing, as some had feared. Sports programing and alternative media are the ones being hit, at least initially.

Gillette, which will advertise its male and female shaving products on the channel beginning in 1991, said it declined to take part in the channel's launch because it did not want to take money already designated to other media. Money coming from the 1991 budget most

likely would have been spent on youth magazines or sports programs if it had not gone to Whittle, said spokeswoman Michele Szynal.

Nike's ads are part of its \$5 million stay-in-school campaign, which begins airing next year, and the company used sneaker ads in Channel One's test phase, according to spokeswoman Liz Dolan. She also said that if the spots were not running on Channel One, sports programing would be the likely candidate to reap the benefits.

Procter & Gamble, advertising Clearasil on the channel, said the ad budget for Whittle is money that would otherwise have gone to alternative media and non-traditional advertising vehicles.

To make a profit at the end of three years, Channel One needs advertising revenue of approximately \$80 million to \$100 million a year, and has already has lined up about \$200 million, mostly in the form of three-year contracts. Channel One, which began airing in March of this year, is currently seen in 4,000 schools.

COX AND COLLEGE

Cox Cable plans to award two \$60,000 college scholarships in a sweepstakes running in conjunction with a subscriber acquisition campaign. One scholarship will go to a Cox employe, the other to the general public.

The nonsubscriber promotion highlights the education services on cable, including Discovery, CNN and Headline News, C-SPAN, CNBC and the Weather Channel. The campaigns begin this month, with the winners to be chosen in September. The campaign also includes a brochure on the educational programing on Discovery and a child safety campaign with Nickelodeon.

NOTES FROM ALL OVER

SportsChannel America has signed a sponsorship agreement with Thompson Medical Inc. for SCA's boxing series. ■ *thirtysomething* star Melanie

Mayron will host Lifetime's sixth Your Family Matters special, "The Party's Over," on drugs and alcohol abuse premiering Aug. 29. ■ United Cable of Boise, Warner Cable of Milwaukee and Daniels' Newport News Cablevision won Warner Bros. "Batman" PPV operator contest ■ Summer previews for pay services include The Movie Channel (July 14-16), Showtime (July 21-23) and

Disney Channel (Aug. 23-26) ■ Monmouth Cablevision will donate \$1 for each new subscriber and \$1 for each subscriber upgrade in months of July and August to Clean Ocean Action, nonprofit environmental group. Showtime will also provide \$1 for each new Showtime or Movie Channel subscriber during campaign. ■ New Jersey Cable Television Association said that

it successfully fought legislative efforts to impose 7% sale taxes on cable customers and 7% tax on cable operator's gross receipts. ■ New York State Supreme Court dismissed lawsuit filed by citizens against Cablevision Systems concerning its carriage of MSG. ■ MSG has expanded its MSG SportsDesk weeknight wrapup show from five minutes to 15 minutes.

CABLE MARKETERS PLAN FOR NEW CHALLENGES

If more competition is headed cable's way, as is the intent of federal policy, the industry's marketers will have their work cut out for them. The Cable Television Administration and Marketing Society is expecting more than 2,000 attendees at its annual conference next week in San Diego (July 16-18), and its theme, "The Rules Are Changing," reflects the changes in Washington and how they are changing, and may change, the cable business.

The convention is divided into four

The new business track also kicks off Monday morning with three concurrent sessions: "Advanced Television—What's in the Middle," with moderator Ted Hartson, Post-Newsweek, and panelists Vito Brugliera, Zenith Cable Partners; Ed Horowitz, Viacom, and Malcolm Thompson, Xerox; "Consumer Electronics Interface of Tomorrow," with moderator Claude Baggett, CableLabs, and panelists Walt Ciciora, ATC; Michael Losier, United Cable, and Bruce Huber, Zenith, and "Local Ad-

phone Entertainment Network, and "Choice Packaging—Letting the Customer Choose His Own Channel Line-up," with moderator Brad Johnston, Warner Cable, and panelists Alex Best, Cox Cable; Roger Williams, ESPN; Kevin Leddy, Warner Cable, and Bobbie Kamil, Cable Alliance for Education.

Monday's luncheon speaker will be Bill Daniels, addressing the subject "Cable Cares." Both Rosabeth Kantor and Ohio State University professor

THE RULES ARE CHANGING

tracks—base business, new business, human resources and service management—with the first two tracks repeated on day two of the conference.

Monday's opening general session speaker is Rosabeth Moss Kantor, author of "The Change Masters" and editor of the *Harvard Business Review*. At 10 a.m., the base business session focusing on basic and pay television will begin with presenters Sharon Patrick, president, Rainbow Programing, and Bernard Shaw, CNN anchor. They will be followed by Apple Computer's John Sculley and *Vanity Fair's* Tina Brown. Cable panelists—Michael Fuchs, chairman and chief executive officer, HBO; Tony Cox, chairman and chief executive officer of Showtime Networks Inc., and Ted Livingston, senior vice president, Continental Cable—will apply the preceding discussions to cable. From there, attendees in that track will meet in smaller discussions groups that afternoon.

vertising: A \$55 Billion Business Cable Operators Can Share In," with moderator Robert Alter, CAB, and panelists Frank Chiano, Greater Rochester Cablevision; David Kantor, Cox Cable; Connie Pettit, Times Mirror Cable, and Frank Woodbeck, Post-Newsweek Cable.

The afternoon new business track features four concurrent sessions—"DBS," with moderator Char Beales, Comsat, and panelists Paul Jones, Warner Cable, and Tom Elliott, CableLabs; "International Cable Opportunities," with moderator Nimrod Kovacs, United International, and panelists Roy Emerson, Coventry Cable; Gregory Dunn, Central European Business Advisors; Victor Arrington, consultant, and Mark Schneider, United Artists International; "PPV: Perspectives from the Other 'Pay Per' Businesses," with moderator Scott Kurnit, SET, and panelists Joe Cece, *TV Guide*; Fred Rosen, Ticketmaster, and Richard Ellis, Tele-

Roger Blackwell will lead discussions at the CEO mini-conference that will take place at the US Grant hotel on Monday.

Human resource sessions on Monday will feature sessions on customer service strategies, changing work forces and management skills.

Tuesday will open with a general session, "Future*Vision," moderated by Trygve Myhren. The base and new business tracks will be repeated on Tuesday, as will some aspects of the human resources track. Tuesday's luncheon will feature CTAM's awards presentation.

Wednesday morning will open with a "Projections for the Future" session moderated by Lee Clayton, Bortz and Co., which will feature a presentation of the implementation plans developed by attendees in the base business track. There will also be repeats of human resources and service management sessions.

—MS

WASHINGTON

FOX AFFILIATES FEAR PTAR LIABILITY

The Fox affiliates are vigorously supporting Fox's six-month-old effort to win a long-term exemption from the financial interest and syndication rules (or to simply have the rules eliminated) so the network can expand its programming and, thereby, strengthen itself and the affiliates.

But even if the FCC grants the exemption or eliminates the rules, many of the affiliates could end up losers. The reason: the prime time access rule.

Unless the FCC also grants the affiliates relief from PTAR, the affiliates claim, those in the top 50 markets that are subject to the rule could be forced to shelve millions of dollars in syndicated off-network programming and to scramble for replacement programming in what would be a sellers' market.

At Fox's prompting, the FCC launched a rulemaking last March to review the fin-syn rules, which, among other things, prohibit networks from syndicating off-network programming. The rules define a network as any entity delivering at least 15 hours of programming to at least 25 affiliates in at least 10 states.

Because of the broad definition, the rules effectively capped Fox's weekly schedule at 15 hours. Fox has a thriving syndication business that it has no intention of spinning off.

However, the FCC granted Fox last May a one-year waiver that will allow Fox to double its weekly schedule to 18 and a half hours this fall. What's more, it is considering in the fin-syn rulemaking redefining "network" so that the rules would not apply to Fox or other networks for many years. Fox has urged the FCC to rewrite the rules so that they apply only to networks that approach the size or market power of ABC, CBS and NBC.

The Fox affiliates' concern is that when all is said and done, many may be subject to PTAR, which limits affiliates in the top 50 markets to filling no more than three of the four prime time hours each weekday with network or off-network syndicated programming. When it comes to applicability, PTAR uses the same definition of network as the fin-syn rules—that is, it applies to the affiliates of any network meeting the 15-25-10 test.

In its June 14 comments to the FCC, the Fox Television Affiliate Association described what it called the "double whammy" that affiliates would be hit with if the FCC adopts a definition of network for PTAR that encompasses Fox.

Top-50 affiliates "will continue to be bound by their contracts for off-network and feature film programming, but will be unable to air that programming in the time slot where it would be most compensatory," the affiliate group said. "To compound matters, the affiliates would have to incur additional costs purchasing, for example, nonnetwork programming for the access period. Little nonoff-network programming of any quality will be available on such short notice, and the cost of such programming will be even higher because its syndicators will know the affiliates are required to have it. The many UHF Fox affiliates—and, indeed, any affiliate of an emerging network—simply cannot afford to face such a situation."

To head off this "unfair" situation, the affiliate group made some recommendations:

- Tie the applicability of PTAR to a showing that the network in question has "market power equivalent" to those of ABC, CBS and NBC.

- Grandfather the airing of off-network and feature film programming acquired before action is taken in the proceeding.

TOP OF THE PAC'S

House members received \$7.2 million from political action committees representing telephone, broadcast, cable and other communications-related interests between 1983 and 1988, according to a study released by Common Cause. Representative Al Swift (D-Wash.), a key House Telecommunications Subcommittee member, received \$122,425 from the PAC's, putting him at the top. John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, was next with \$120,440.

- Permit the airing of off-network and feature film programming acquired after action is taken for at least two years after the Fox affiliates become subject to PTAR.

Some grandfathering provision is critical to the affiliates, said Michael Fisher, general manager, KTXL(TV), Sacramento, Calif., and chairman of the affiliate group. Stations have "spent millions" for programming for prime time access [7-8 p.m.], he said. "They want to be able to continue to run it for the life of the contract," he said. "Give us some relief on the product we have already gone out and purchased."

According to Fisher, contracts for off-network programming lock in stations for the life of the shows' network run. KTXL, for instance, he said, has purchased *Cheers*, which is still being aired on NBC. "I'm hooked into the show," he said. "If it's still running in 2020, I'm obligated to buy them at a predetermined price."

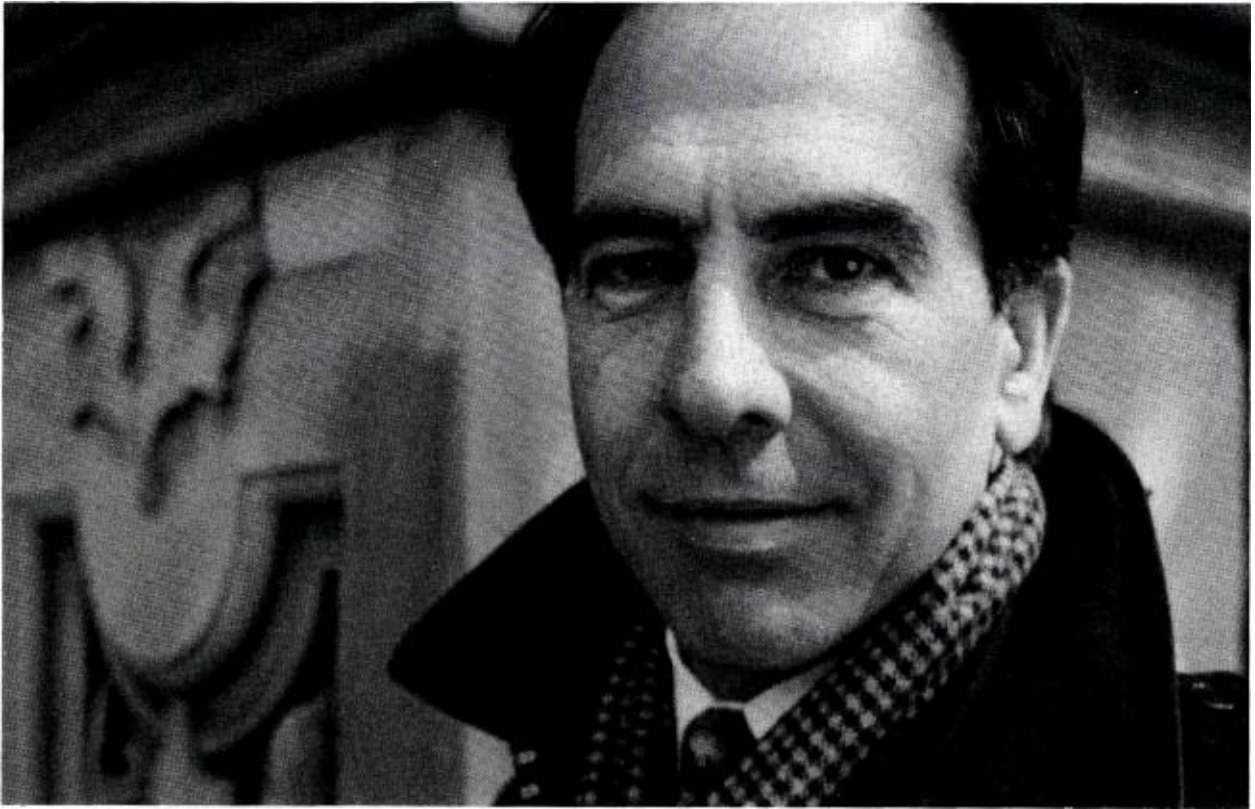
Stations are already being hurt by the uncertainty surrounding PTAR. "If Warner Bros. walks in with a new show," Fisher said, "stations don't know what to do. If they buy it, they don't know whether they will be able to run it. That's the dilemma they're in."

The FCC has shown some sympathy toward the affiliate plight. When it granted Fox its one-year waiver of the fin-syn rules, it granted the affiliates a one-year waiver of PTAR so that they can continue airing their off-network product.

And at least one of the five commissioners seems prepared to give the affiliates some grandfathering protection. FCC Commissioner James Quello told BROADCASTING last week that it would be "a little bit unfair" to force stations to shelve programming they have already purchased. He said he would favor "limited grandfathering" to give stations "reasonable time" to air programming after they become subject to PTAR.

First Media Corp., licensee of CBS affiliate WCPX-TV, petitioned the FCC last April to repeal the PTAR. But, according to Quello, there is little, if any, sentiment at the commission to do so. "I don't see it going away," he said.

-HAJ



How Jacques discovered *joie de vivre* in his TV.

The answer: France deregulated its TV. Which means that rather than just two channels, there are now many. With exciting new programming, entertaining new options.

What's interesting is that the French, like many Europeans, are basing their TV system on ours. Obviously, they thought there was a lot to emulate. Thanks to Congress and the 1984 Cable Act, we agree.

Think of program innovations like those of The Discovery Channel, BET, C-SPAN and CNN.

Think of the technical advancements we pioneered in fiber optics and satellite technology.

Think of the dollars saved. Cable TV costs about as much as taking a family of four to the movies just once a month.

Think of the dollars spent. Cable operators continually plow back profits into better programming and greater channel capacity.

All of which, we think, points to an industry acting in a caring, responsible manner.

No wonder the French looked to us for guidance. They know a good thing when they see it.

C'est si bon!



TIME WARNER

The world is our audience.

MEDIA

WIRELESS ASSOCIATION GOES TO CABLE COUNTRY

The Wireless Cable Association's annual convention travels to Denver for three days beginning Sunday, July 22, and ending Tuesday, July 24. It will be held at the Sheraton Denver Tech Center and will focus on competition, financing, technology and programming.

Robert Schmidt, WCA president, said that 750-1,000 people are expected at the convention, up "from about 100 in 1988." Exhibitor totals have grown over 25% each of the last two years, he said, to about 60 this year.

The past two conventions were held in Washington so that the industry could address its legislative concerns, most notably program access. Now that access seems close at hand, said Schmidt, Denver was chosen as the site for this year's convention "because we needed to get out of Washington." Some have wondered, he conceded, whether the choice of Denver might not be intended as some grand symbolic gesture toward cable. Schmidt denied it, saying the site "was purely coincidental."

Wireless cable relies on microwave transmissions over multipoint distribution service (MDS); multichannel, multipoint distribution service (MMDS); instructional television fixed service (ITFS), and operational fixed service (OFS) channels, of which there are a combined 33 in any one market. Currently Cleveland, Detroit, New York and Washington have systems, and over 350,000 homes are served nationwide, according to WCA.

Since its last convention in September (BROADCASTING, Sept. 18, 1989), one of the industry's biggest players, Microband, saw a management shake-out last November that forced out industry pioneers and Microband founders Mark Foster, chairman, and Don Franco, president. Two months later, Microband filed for bankruptcy, leaving debts to HBO of \$1,744,514; Showtime \$663,896; Madison Square Garden Network, \$311,469, and ESPN, \$103,784 (BROADCASTING, Jan. 15).

The bankruptcy threatened to undermine the industry's advances—albeit slow—in attracting big ticket cable pro-

gram suppliers such as HBO and ESPN, the absence of which has long been a major stumbling block for the struggling industry. Schmidt called Microband's bankruptcy "untimely" but said the damage done was "more perceptionwise than substantively." Microband "has turned things around" under new management, said Schmidt.

Program access will soon be better, because both the Senate and the House are addressing access problems while working on cable reregulation, Schmidt said. It has become apparent to both Congress and the FCC, he said, that "without access, there is no competition."

Gene Kimmelman, legislative director for the Consumer Federation of America, a consumer advocacy group with an interest in seeing viable competitors to cable, said that "the cable industry has excessively increased its rates and reflects a monopoly situation unrestricted by regulation." The problem with cable, from a consumer point of view, is "the absence of competition. Wireless cable offers competition," he said. Kimmelman will be on a July 23 panel, "Will There Be Real Competition in the Marketplace?" with Robert Pettit, general counsel, FCC; Dirk Forester, aide to Congressman Jim Cooper (D-Tenn.), and Roy Neel, aide to Senator Al Gore (D-Tenn.).

Wireless won't be the only industry to benefit from increased program access,

however. Chuck Hewitt, president, Satellite Broadcasting and Communications Association, said that by the mid-nineties home satellite systems and wireless will "clearly compete" for the same niche, but he believes the advantage lies with home satellite because digital compression will allow for home dish users to receive more channels at higher quality than wireless. Wireless might be cheaper, he said, so it is likely to remain a competitor. Along with Hewitt, Steve Effros, Community Antenna Television Association; Tom Rogers, Sky Cable; and Bob Vogel-sang, *Private Cable* magazine, will be on the Tuesday panel "Competition in the 90's: Cable, DBS, TVRO."

The convention begins at 1 p.m. Sunday, July 22, with the exhibit hall opening at 3 p.m.

Monday panel sessions include "Signing Up Subscribers Today and Tomorrow" with Brian Reynolds, Pacific West; Gregg Oswald, Capital Wireless; John Sauder, Supreme Cable, and Paul von Schreiber, Technivision; "Programming for the 90's" with HBO's Larry Carlson, CNBC's Tom Rogers and Sci-Fi channel's Mitchell Rubenstein; "Financing Wireless Cable Systems" with Walter Corcoran, Phillips Credit; Bruce Dickinson, Daniels & Associates; Beatrice Liu, Gerard Klauer Mattison & Co.; Tom Moffitt, Amsterdam Pacific, and Sal Muoio, Gabelli and Co.; "Technical Innovations" with Barry Hall of California Amplifier and Gerry Kalb of VidiScan, and "New Revenue Sources in the Marketplace" with Dick Glover, World Wrestling Federation; Jeffrey Reiss, Reiss Communications, and Bob Titsch, Virgo Publishing.

Tuesday panel sessions include "Marketing Public Affairs and Educational Programming for Profit" with James M. Caufield, Union Township (N.J.) Board of Education; Hal Morris, Learning Channel; Susan Swain, C-Span, and Robert Threlkeld, Cal State University; "Steps in Building a Wireless System" with Sam Book, Malarkey-Taylor Research; Paul Sinderbrand, Keck, Mahin & Cate, and Alan Sonnenberg, ACS Enterprises Inc.

The Tuesday luncheon features Schmidt's "State of the Industry" address.

—PJS



WCA President Bob Schmidt

FM Community Changes Reduce Localism?

Some critics of the Commission's "community of license change" rule say that the rule spells doom for localism in radio.

They're wrong. Look at the facts.

More and Better Localism; Not Less.

Last year, the Commission adopted a rule which allowed broadcasters to change their communities of license if the "new" community would be preferred to the "old" community under the FCC's allocations criteria. Proposals to leave any community without service were ineligible. About a dozen broadcasters have found opportunities to move facilities, change communities of license, and improve service through this rule. I'm one of them.

The idea here is that, if the "new" community has greater need for the service than the "old", the move is permitted. Otherwise, it is not. Every case, including mine, has to pass this public interest test.

I've filed an application to move my station, WHMA-FM, from Anniston, Alabama to Sandy Springs, Georgia. Sandy Springs is near Atlanta, and we'll be providing service to that market. Some Atlanta stations are attacking our proposal, and the Commission's "community of license change" rule. They say that it "spells the end of localism" to allow an Anniston station move into the Atlanta market.

My Anniston Proposal Creates Three Local Stations From One.

Here are the facts:

- 1. Sandy Springs has no local service; Anniston has four.** Anniston has four radio stations serving a community of 29,000 people. Sandy Springs, with 77,000 residents, has none. Which local community has a greater need for radio service?
- 2. We'll meet Sandy Springs' public interest needs.** Sure, we hope to serve Atlanta listeners. But as a licensee at Sandy Springs, that's where our public interest service obligations will be. We'll be the only station with a focus on and coverage of Sandy Springs' problems and needs. Localism wins in Sandy Springs.
- 3. Anniston loses no radio service.** As part of our proposal, because we are moving, we're able to put a new, Class C-3 FM in Anniston. So Anniston isn't losing any service at all. What's more, there's an opportunity here for local (and perhaps minority) ownership of this new Anniston station. And we're even willing to run it until a new licensee is chosen. No service is lost. Localism wins in Anniston.
- 4. Lineville gets new local FM station.** Our moving WHMA to Sandy Springs allows a new Class A FM into Lineville, Alabama. It's a first local FM service for that community and another opportunity for local residents to own and operate the local radio station. Localism wins in Lineville.

Localism wins – Anniston, Sandy Springs and Lineville vs. just Anniston.

In short, all communities win: three new local stations in exchange for one local station. More service – and more **local service** – to tens of thousands of people.

If this rule is changed or our proposal is denied, neither Lineville nor Sandy Springs will receive their own local FM service. Maintaining the "status quo" means Anniston would retain four local radio services - **the same number of services as if our proposal were approved**. And two unserved local communities would not receive local service.

It's a Good Rule That Enhances and Improves Local Service.

Anti-competitive talk has stirred the passions, but the facts just aren't there. The so-called threat to localism is a phony. The rule requires that every proposal meet the FCC's tests for localism. And like our proposal outlined above, broadcasters who follow the rule will enhance and improve local service.

Sincerely,



Thomas P. Gammon

BUSINESS

THE (SELLER) PAPER CHASE

Once a fixture of station deals, seller financing reemerges in a new form; often it makes the difference in today's credit-crunch marketplace

For Fifth Estaters looking to sell their properties, the difference between getting the deal done now or sitting on the sidelines may be seller paper. Seller paper—when the seller of a property provides a note or loan to the buyer—is on its way to becoming the norm for radio deals in general, particularly those in the \$1 million to \$5 million range, and is starting to appear in some smaller TV and cable transactions.

According to brokers and bankers, as banks have lowered the multiples of cash flow at which they are willing to lend for Fifth Estate deals, seller paper has emerged to fill the gap. Senior lenders currently loan at an average of five to six times the trailing cash flow of the property for sale. Seller paper also comes into play when banks are reluctant to lend because they feel the property for sale is a risky bet. "Sellers," said one broker, "have to make the station an easier and more attractive buy to the less heavily financed buyer."

Terms for seller paper differ from deal to deal. The most common terms, according to brokers interviewed by BROADCASTING, are for loans at two to three times cash flow for a five-year period. Interest rates can be fixed or floating. Most rates are floating and vary depending on the prime rate or the rate of the senior lender. Principal payments

on seller paper are deferred, usually for 18 months.

"The function of seller paper," said Paul Leonard of Americom Radio Brokers Inc., "is that it allows sellers to get closer to their price and yet still assume some of the risk for the upside development of the property being sold." Not only is the seller taking some of the risk, he is also playing the waiting game. Seller paper takes a back seat to the senior lender both in terms of a repayment schedule and in terms of "liquidity preference" or proceeds from a liquidation if a station goes bankrupt. The banks, according to one senior lender, usually do not allow the buyer to start making principal payments to the seller until 18 months have passed, and if a buyer should default on a loan, the bank has first lien on the buyer to repossess the property. The seller, according to the executive, has to wait anywhere from 90 to 180 days before taking any sort of action against the buyer. The banks, the executive added, are more leery of deals with a substantial amount of seller paper, but said, "It cuts both ways, though... If the seller is more comfortable leaving a chunk of his money in the deal, it says something for him."

Seller paper has evolved over the last 10 years. Steve Hicks, president of Capstar Communications (three AM's and

three FM's), told BROADCASTING that sellers in the late 1970's used to finance 70%-80% of the deal and took a first lien position.

That seems to be the main attraction of seller paper. Said Dick Kozacko of Kozacko-Horton Co.: "Seller paper has reverted to an important stage to get many sales done.... In the present atmosphere, seller paper can make the difference of a deal happening or not happening; if the seller refuses, there won't be a deal."

Eric Bernthal, a partner at the communications law firm of Latham & Watkins, said that he still sees a traditional reluctance to seller paper on the part of the owners. "People are [still] looking to sell and walk away cleanly, but some sellers are in a position where they have no alternative [but to give seller paper]," Bernthal said.

There are no real tax breaks for sellers who take back a note either. The seller may be able to spread out the tax consequences over time, but "if the seller had a choice," says Thomas Buono, president of Broadcast Investment Analysts, "of deferring taxes or getting all the cash today, they'd get it today."

Buono went on to say that he is seeing more seller paper in "weaker" independent TV deals. Oftentimes, he says, a \$6 million deal turns out to be about \$600,000 in cash and all sorts of seller paper. "It's really a necessary part of today's environment to close the gap between buyer and seller expectations."

Not all seller paper deals work out as planned. Pittsburgh-based broker Ray Rosenblum is handling the sale of WPTJ(TV) Johnstown, Pa. The station was sold with a certain amount of seller paper in 1982 by Cover Broadcasting to Leon Crosby for \$1.59 million (BROADCASTING, Nov. 1, 1982). In 1986, according to Rosenblum, the new owner turned down a chance to sell the station for \$2.4 million. Since then, the station filed for Chapter 11, then Chapter 7, and finally went dark. The equipment, Rosenblum said, is now in "somebody's

SON OF GRAY FOUNDER MAKES BUYOUT OFFER

A buyout offer of Gray Communications Systems has been made by James Gray Jr., son of the group owner's late founder. The \$162.50 per-share offer follows a settlement between Gray and his brother and sister, who between them control 51.7% of the company's shares.

The offer has already been approved, in principle, by the company's board, which has set up a special committee to obtain a fairness opinion. The board has given Gray until Oct. 1 to obtain financing, and the offer is also subject to a shareholder vote. The thinly traded stock—Gray has roughly 490,000 shares outstanding—was quoted by one trader recently in a range of \$145 bid/\$180 asked. Major shareholders include the New York-based Sandler Capital Management.

Gray owns KTVE(TV) El Dorado, Ark. (Monroe, La.), WJHG-TV Panama City, Fla., WALB-TV Albany, Ga., *The Albany Herald*, and several other businesses.

basement, and the landlord repossessed the studio site." The previous owner, Rosenblum said, has been left out in the cold. "I'll be lucky if I get \$150,000 for it," Rosenblum said.

Rosenblum, who has handled deals from \$400,000 to \$4 million, has also been involved in seller paper deals where there is no senior lender. "Sellers

those deals less," he said, adding that the risk is still there and that he advises his clients not to take paper based on quarterly or semi-annual payments, but on a monthly basis. "Anything else and the seller can be oblivious to any problems the buyer may be having with the deal." No seller, Rosenblum added, "wants to repossess a wreck." **-JF**

AN ENTREPRENEUR'S MOVE INTO TV

Between hard-to-find financing, increased competition for ad revenues and rising programming costs, the margin for error in acquiring and successfully running independent television stations has narrowed in recent years. There are, however, opportunities for entrepreneurs like Elvin Feltner who have equity capital and the means to keep programming costs in check.

Feltner is sole stockholder of the Krypton Corp., which owns one of the nation's largest film libraries, publishes magazines such as *Women's Digest* and owns the Palm Beach Stingrays of the U.S. Basketball League.

It is through the successes of Krypton (named after his hometown in Kentucky) that Feltner has the capital to finance the first few deals of what he hopes is a 12-city empire of "super regional" television stations. And it is from Krypton's 4,000-plus film library that a major portion of his programming will come.

Krypton closed a \$3 million deal for WNFT(TV) Jacksonville, Fla., on June 24. Jacksonville is the 56th ADI, and has, in addition to WNFT, three network affiliates, Fox and PBS outlets and a station not yet on the air. The Fox station, WAWS(TV), was bought last year by Clear Channel Communications for \$8.1 million. Felton said the price he paid reflects "below asset value."

Feltner is buying into Green Bay, Wis., as well, where the transfer of WGBA(TV) has been approved by the FCC ("For The Record," June 12, 1989), but the seller has not yet been released from Chapter 11 bankruptcy proceedings. The Green Bay Market, ADI number 63, is the smallest he will enter, he said, and he plans to keep his operations east of the Mississippi.

He is close to signing deals for WYED(TV) Goldsboro, N.C. (Raleigh), and WCAJ(TV) Birmingham, Ala., and is pursuing stations serving Orlando, Tampa, Miami and Palm Beach.

Although his intention is to stay with



independents, he said he "may go after weak affiliates, especially those on UHF." Feltner also said he may bid for affiliation contracts when they become available.

In Jacksonville, cable penetration is about 63%, and WNFT is on ch. 6. Although, he said, "you can't ask for much better than that," he is not relying on cable; he's got the most powerful station in town, with 500 kw. He plans to outfit all his stations with 500 kw transmitters.

His first task will be to cut programming costs, which he says can be done by refinancing some of the program payment schedules. Programming costs for WNFT, for example, are currently about \$400,000 a month, but he expects to have them down to \$18,000 by the end of his first month of ownership. The eventual goal for each of his stations, he said, is to keep programming costs around 20% of gross revenues.

Feltner said that each "super regional" will also be known as "The Free Movie Channel," with more than 50% of all programming being movies, 80% coming from his library. The 8 p.m. movie will be promoted as a "Megabuck Movie" and will feature films like "The Terminator" and "Rocky."

The rest of his programming will be new specialized daytime shows such as Jacksonville's *Midday Live*, and proven syndication winners like *Cheers*. He is not planning to schedule traditional newscasts, but instead will air short news briefs throughout the day. **-PJS**

CLOSED!

The sale of KKBB(FM), Bakersfield, California from Clayton Communications, Inc., Rick Dames, President, to Kohl Communications, Inc., Ken Kohl, President, for \$3,100,000 cash has been closed.

Elliot B. Evers
Broker

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CHANGING HANDS

This week's tabulation of station and system sales (\$250,000 and above)

WMTR(AM) Morristown and WDHA-FM Dover, both New Jersey □ Sold by Drexell Hill Associates to Legend Communications for \$12 million plus tax certificate. WMTR was acquired Nov. 1971. WDHA-FM went on air Feb. 22, 1961. **Seller** is headed by Peter Arnow and has interest in WKIZ(AM)-WEOW(FM) Key West, Fla. **Buyer** is headed by W. Lawrence Patrick and has interest in WSOM(AM)-WQKY(FM) Salem, Ohio, KMNS(AM)-KSEZ(FM) Sioux City, Iowa, and WYCL(FM) Boyertown, Pa. WMTR has adult contemporary format on 1250 with 5 kw day and 1 kw night (CP granted for 5 kw night). WDHA-FM has AOR format on 105.5 mhz with 1 kw with antenna 564 feet above terrain. **Broker: Ronald L. Hickman of Hickman Associates.**

WECK(AM) Cheektowaga and WJYE(FM) Buffalo, both New York □ Sold by Williams Broadcasting Corp. to EBE Communications Ltd. for \$12 million. Sale is

PROPOSED STATION TRADES

Station deals last week: 19
Dollar value: \$49,653,950
1990 station deals: 470
1990 value: \$1,268,303,990

transfer of assets from corporation to limited partner. WECK was acquired in July 1988 for \$800,000 and WJYE was acquired in May 1989 for \$6 million. **Seller** is headed by Robert L. Williams and Richard H. McGraw and has interest in WSOL(AM) Tampa and WSTU(AM)-WKRY(FM) Steubenville, Ohio. **Buyer** is headed by Ralph C. Guild, and owns WCSE(AM)-WXTG(FM) Charleston, S.C.; KFRE(AM)-KNAX(FM) Fresno, Calif., and WMQX-AM-FM Winston-Salem, N.C. Guild is 20% stockholder of

Williams Broadcasting Corp., and has interest in KAZN(AM) Pasadena, Calif. WECK(AM) is fulltimer with MOR format on 1230 khz with 1 kw. WJYE(FM) has adult contemporary format on 96.1 mhz with 50 kw and antenna 480 feet above average terrain.

WKGR(FM) Fort Pierce, Fla. □ Sold by Gulfstream Broadcasting Company Inc. to The Tremont Group Ltd. for \$11.6 million. Total is due, in cash, at closing and includes \$1.5 million non-compete covenant. Station was acquired in Jan. 1981. **Seller** is subsidiary of 99 Broadcasting Co., headed by Henry D. Vara Jr., Cara Ebert Cameron and Francis J. Di Mento. 99 Broadcasting also owns WJTC(TV) Pensacola and WRCC(FM) Cape Corral, both Florida. **Buyer** is headed by Joseph C. Amaturio, Winifred J. Amaturio, Lawrence Amaturio, Douglas Amaturio, Lorna Amaturio, Elizabeth Eisenstein and Winifred L. Amaturio and owns 20% of WJTC(TV) Pensacola Fla. Joseph C. Amaturio, as court appointed receiver, is licensee of KHGI-TV Kearney, Neb., and its satellites, KSNB-TV Superior and KWNB(TV) Hayes Center, both Nebraska. WKGR(FM) has rock format on 98.7 mhz with 100 kw and antenna 1,500 feet above average terrain.

WTXL(TV) Tallahassee, Fla. □ Sold by Tallahassee 27 Ltd. to Southern Broadcast Corp. of Tallahassee for \$6.8 million. Price includes \$5.72 million cash at closing and \$1.08 million promissory note payable in five years at 10%. Station was acquired in April 1984 for \$3.8 million. **Seller** is headed by Michael Kassner and Joseph Tydings and has interest in KTRS(FM) Casper, Wyo., and KIXX(AM)-KTCL(FM) Fort Collins, Colo. **Buyer** is subsidiary of Calkins Newspaper Inc. and is headed by Douglas Barker, Carolyn C. Smith, Shirley C. Ellis, Sandra C. Hardy. Calkins has interest in WWSB-TV Sarasota, Fla. Barker is director of Trivest Financial Services Corp., which owns 56% of American Communications and Television Inc. which owns WTGS-TV Hardeville, S.C., and KOOG-TV Ogden, Utah. WTXL(TV) is ABC affiliate on ch. 27 with 1,184 kw vis., 118 kw aur., and antenna 1,041 feet above average terrain.

WAQX-FM Manilus, N.Y. (Syracuse) □ Sold by Atlantic Ventures of New York to Pilot Communications of Syracuse for \$4 million. Price includes \$3 million cash at closing and \$1 million seller-held promissory note. Station was acquired in Oct. 1988. **Seller** is headed by Stephen Dodge

MID-ATLANTIC BROADCASTING COMPANY

\$9,250,000

Refinancing of Senior Credit Facility

The undersigned acted as financial advisor to the borrower and arranged for the private placement of the notes.

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and Joseph Winn, and has interest in WRKQ(AM)-WROR(FM) Boston and WRMM-AM-FM Rochester, N.Y. Buyer is headed by James Leven and William Vassar, and has no other broadcast interests. WAQX(FM) has AOR format on 95.7 mhz with 25 kw and antenna 328 feet above average terrain. Broker: Daniel T. Gammon of Americom.

WJBD-AM-FM Salem, Ill. □ Sold by Salem Broadcasting Co. to Virginia Broadcasting Corp. for \$800,000. Price includes \$5,000 deposit, \$595,000 cash at closing and \$200,000 non-compete and consult agreement. Seller is headed by Brian and Hazel Davidson, husband and wife, and has no other broadcast interests. Buyer is headed by Richard E. Fister, T. Daniel Parker, Virginia M. Fister and Patrick J. Fister. Richard E. and Virginia M. Fister jointly own WCMY(AM)-WRKX(FM) Ottawa, Ill., and KLPW-AM-FM Union, MO. T. Daniel Parker has interest in WCMY(AM)-WRKX(FM) and KLPW-AM-FM. WJBD duplicates FM program on 1350 khz with 430 w day, 60 w night. WJBD(FM) has MOR format on 100.1 mhz with 1.6 kw and antenna 451 feet above average terrain.

WTHZ-FM Tallahassee, Fla. □ Sold by Dolcom Broadcasting Inc. to Dolcom Inc. for \$761,450. Total is due, in cash, at closing and includes \$61,450 assumption of debt. Station was acquired in Dec. 1987. Seller is headed by Lois Dolgoff and Howard Dolgoff, mother and son. Buyer is headed by Howard and Michelle Dolgoff, husband and wife, and has no other broadcast interests. WTHZ-FM has CHR format on 103.1 mhz with 3 kw and antenna 300 feet above average terrain.

WGTM(AM) Georgetown and WGTN-FM Andrews, both South Carolina □ Sold by Fogel Media Inc. to Saltzer Broadcasting Co. Inc. for \$500,000. Price includes \$20,000 deposit, \$350,000 assumption of debt and \$130,000 cash at closing. Station was acquired in September 1989. Seller is headed by Harry Fogel and has no other broadcast interests. Buyer is headed by Gerald Saltzer and Barbara Alpert, and has no other broadcast interests. WGTN is full-timer with oldies format on 1400 khz with 1 kw. WGTN-FM has country format on 100.9 mhz with 3 kw and antenna 100 feet above average terrain.

WBHH(FM) Parris Island, S.C. □ Sold by Music Radio of South Carolina Inc. to O.C. Welch Broadcasting Corp. for \$387,500. Price includes \$25,000 deposit and \$362,500 cash at closing. Station was acquired in Oct. 1987. Seller is headed by Darryl E. and Leslie L. Nixon, husband and wife, who have interest in WOCQ(FM) Berlin, Md. Buyer is headed by O.C. Welch III and P. Janey Welch, and has no other broadcast interests. WBHH-FM has country format on 92.1 mhz with 3 kw and antenna 284 feet above terrain.

WPSO(AM) New Port Richey, Fla. □ Sold by Ceresoli Communications Inc. to Lowrey Communications Inc. for \$354,010. Price includes \$10 deposit, \$9,000 cash at closing and \$345,000 assumption of debt. Station was acquired in Sept. 1988. Seller is headed by Anthony D. Ceresoli and Anthony and Anna M. Ceresoli Jr., husband and wife, and has no other broadcast interests. Buyer is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. WPSO is daytime with talk format on 1500 khz with 250 w.

KCRF-FM Lincoln City, Ore. □ Sold by Thomas A. Huntsberger, trustee, to Oceanlake Broadcasting Co. for \$305,000. Price includes \$5,000 deposit and \$300,000 cash at closing. Station was acquired in April 1987. Seller is trustee to bankrupt Matrix Media, which has interest in KBCH(AM) Lincoln City and KCYX(AM) McMinnville, both Oregon. Buyer is headed by Hal D. Fowler and Barbara M. Fowler, and has no other broadcast interests. KCRF-FM has soft contemporary format on 96.7 mhz with 610 w and antenna 670 feet above average terrain.

For other proposed and approved sales see "For the Record," page 76.

ON THE BEAM

ABS Communications Corp. has been approved by the Bankruptcy Court of Miami to purchase the five TV stations formerly owned by Beam Broadcasting (now Beacon Broadcasting) for \$56 million. The stations are WCFT-TV Tuscaloosa, Ala.; KYEL-TV Yuma, Ariz.; WTOM-TV Cheboygan and WPBN-TV Traverse City, both Michigan, and WDAM-TV Laurel, Miss. According to Clyde Haehnle, a partner in ABS, the company has 60 days to arrange financing and complete the purchase. ABS won over Federal Broadcasting, which wanted the Michigan and Mississippi properties for \$40 million. If ABS is unable to complete the deal, Federal Broadcasting will have the opportunity to close its proposed deal, while the Arizona and Alabama properties may go to a third party.

SOME 1990 SALES

While other brokers tell you there are no buyers out there now, one broker continues to sell and close deals...

	Buyer	Price
WAFX - Norfolk, VA	Radio Ventures	\$10,000,000
WCIB - Falmouth, MA	Ardman Broadcasting	\$2,500,000
* WHBG/WRDJ - Harrisonburg, VA	Clark Broadcasting	\$1,250,000
* WWSR AM/FM - Charleston, W VA	ML Media	\$5,750,000
* KCKN/KBCQ - Roswell, NM		
WIRAWOVV - Ft. Pierce/ West Palm Beach	Ardman Broadcasting	\$8,900,000

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* Subject to FCC approval

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TIME WARNER SUES PATHÉ FOR BREACH OF CONTRACT

The "impasse" that Pathé Communications Corp. said it had reached two weeks ago with Time Warner Inc. regarding \$650 million that the communications giant loaned Pathé to help the Paris-based media firm close its purchase of MGM/UA took a turn for the worse last week when Time Warner filed a \$100 million lawsuit against Pathé charging breach of contract with regard to the loan.

The suit, filed last week in the Superior Court of California in Los Angeles, throws another obstacle into the path of Pathé's \$1.3 billion attempt to buy MGM/UA.

A Pathé spokesperson said the company had no comment on the suit, pending a full review, and that the company is still proceeding as planned with the MGM/UA deal. An MGM/UA spokesperson also would not comment on the deal except to say that it did not affect the company.

The suit says that "almost from the day" an April 9, 1990, agreement be-

tween Pathé and Time Warner was reached that was to provide Pathé with \$650 million in financing and Time Warner with theatrical and video distribution rights to newly produced films and the Pathé-MGM/UA film library, "Pathé acted as if the contract gave Pathé a one-way option to decide which of its obligations it would honor, which it could ignore, and which conditions it would satisfy."

For example, the suit says, Pathé chairman and CEO Giancarlo Parretti signed an agreement with Warner Bros. promising exclusive video distribution rights after signing a practically identical exclusive deal with MGM/UA.

The suit also claims breach of an exclusive theatrical distribution agreement covering Pathé Entertainment films.

Pathé, the suit says, agreed that it would not amend or modify its acquisition agreement with MGM/UA or "waive any right thereunder, without the prior written consent of Time Warner, if such amendment, modifica-

tion or waiver would adversely affect the rights or benefits of Time Warner." On June 25, Pathé Communications Corp. and MGM/UA signed an agreement making official terms of a merger in which holders of MGM/UA common and preferred shares would receive a total of \$21.50 per share, \$4 of which will be paid on July 20 (the original agreement was for \$20 per share and was set to expire on June 23). Payment of the \$4 per share will be made from an escrow account into which Pathé has already put \$200 million. Under the new terms, Pathé will deposit \$53 million by July 16 and two installments of \$50 million on Aug. 21 and Sept. 20. The closing, Pathé said, will happen before or on Oct. 23. The new agreement, the suit says, materially adversely affects Time Warner's rights and benefits under the letter agreement. Among other changes, it removes restrictions in the acquisition agreement on MGM/UA's ability to commence principal photography or release theatrical motion pictures and it

March 1990
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Charles Farmer has sold radio stations
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HELPING HAND

CBS President and Chief Executive Officer Laurence A. Tisch (r) helps break ground for a new biomolecular medicine center at New York University with Dr. Saul J. Farber, provost and dean of the university's Medical Center. Tisch is chairman of the school's board of trustees.

removes restrictions in the acquisition agreement on MGM/UA's ability to sell or license its film library.

Other obligations included Pathé's coming up with \$600 million in cash (not debt) to finance the deal. Since then, Pathé announced that it would receive a \$450 million loan necessary to buy out MGM/UA from its Luxembourg-based holding company, Comfinance SA.

As for Pathé's June 28 release announcing the "impasse," the suit says that Pathé was creating a "smoke screen to obscure the actual fact that Pathé was unable or unwilling to perform under the April 9 agreement and as an excuse seeks 'alternative financing.' "

Besides \$100 million in damages, Time Warner is also asking for punitive damages according to proof at the trial, an award of fees and expenses for Time Warner attorneys as a result of this action and any other further relief that the court "deems just and proper." **-JF**

FOCUS ON FINANCE

MGM, the subject of a \$21.50 buyout offer due to close no later than Oct. 23, closed at \$17 last Tuesday—the market was closed on Wednesday, July 4 (see "Stock Index," pages 68, 69). General Instrument rose 22%, to 45%, above the \$44.50 offer the equipment manufacturer has received from Forstmann Little.

News Corp. increased 8%, to 19¼, while short interest in the most recent reporting period jumped 189%, to 2,564,533 shares. Reports say the company's Fox TV has performed well in the recent "upfront" advertising marketplace. News Corp. also completed the sale of *Star* magazine and recently held a press conference to announce that its European DBS venture, Sky TV, was performing ahead of expectations.

The other company said to be benefiting the most in the upfront marketplace, Capital Cities/ABC, was also up. 5%, to 629¾. Multimedia was off 5%, to \$73. The company announced a recapitalization that included debt repurchase but no special dividends or dividend increases.

Jacor Communications hit its 52-week low, at 3¾. The company recently announced the termination of plans to sell one of its radio stations.

MCA was flat for the week after declining 6% in the previous week to 54¼. The company agreed, along with another major shareholder in Cineplex Odeon,

to lend the partly owned theater chain up to \$100 million if planned asset sales are not completed or if Cineplex should default on debt.

The usually linked price relationship of affiliated companies United Television (UTVI), Chris-Craft Industries (CCN) and BHC Communications (BHC) has been upset recently by a 9% drop in CCN over the past month, compared to a 3% decline in the other two.

The Commerce Department has included CCN in a pollution lawsuit related to the latter's prior part ownership of a DDT manufacturing factory.

The Nostalgia Network continued its recent increase, rising 62% over the past two weeks, to 1 5/16. Video Juke Box has been declining recently; the company announced a 60-day extension of a \$5 million-\$10 million private placement effort.

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STOCK INDEX

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. † Olympia was delisted by NASDAQ on June 21.

	Closing Tue Jul 3	Closing Wed Jun 27	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation(000,000)
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	Closing Tue Jul 3	Closing Wed Jun 27	Net Change	Percent Change	P/E Ratio(000,000)	Market Capitali- zation(000,000)
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BROADCASTING

N	(CCB) Capital Cities/ABC 629	3/4	600		29 3/4	04.95	21	11,044
N	(CBS) CBS	201	7/8	195 5/8	6 1/4	03.19	15	4,773
A	(CCU) Clear Channel	11	5/8	11 3/8	1/4	02.19	-50	44
O	(JCOR) Jacor Commun.	3	3/4	4	- 1/4	-06.25	-2	37
O	(LINB) LIN	74	1/4	73 1/4	1	01.36	69	3,827
O	(OSBN) Osborn Commun.	10	1/2	10 1/2		00.00	-65	73
O	(OCOMA) Outlet Comm.	17	1/2	17 1/2		00.00	11	114
A	(PR) Price Commun.	3	3/8	3 1/2	- 1/8	-03.57	-2	31
O	(SAGB) Sage Bcst.	111/16	1	111/16		00.00	-1	6
O	(SCRIP) Scripps Howard	59	1/2	57 1/4	2 1/4	03.93	29	614
O	(SUNNC) SunGroup Inc.	3/4		3/4		00.00	-1	1
O	(TLMD) Telemundo	6	3/4	6 1/2	1/4	03.84	-2	154
O	(TVXGC) TVX Broadcast	5	4	13/16	3/16	03.89		36
O	(UTVI) United Television	34	1/2	34 1/4	1/4	00.72	6	376

PROGRAMING

O	(ALLT) All American TV	3	1/2	3 1/2		00.00		6
A	(CLR) Color Systems	2		2		00.00	-2	12
O	(DCPI) dick clark prod.	6	3/4	6 5/8	1/8	01.88	30	55
N	(DIS) Disney	130	5/8	127	3 5/8	02.85	23	17,660
O	(FNND) FNN	8	1/2	8 5/8	- 1/8	-01.44	32	153
A	(FE) Fries Entertain.	1	1	1 1/8	- 1/8	-11.11	-1	4
A	(HHH) Heritage Ent.	2		2		00.00	-1	15
N	(HSN) Home Shop. Net.	8		8		00.00	-88	718
N	(KWP) King World	36	1/2	36 1/2		00.00	11	922
O	(KREN) Kings Road Ent.	7/32		7/32		00.00		1
N	(MCA) MCA	54	1/4	54 1/8	1/8	00.23	20	3,985
N	(MGM) MGM/UA Comm.	17	17	3/4	- 3/4	-04.22	-25	865
A	(NNH) Nelson Holdings	6	1/8	5 7/8	1/4	04.25		26
O	(NNET) Nostalgia Net.	1	5/16	1	5/16	31.25	-1	7
N	(OPC) Orion Pictures	16	7/8	16 1/2	3/8	02.27	20	304
N	(PCI) Paramount Comm.	47	7/8	43 1/8	4 3/4	11.01	27	5,689
N	(PLA) Playboy Ent.	6	3/8	6	3/8	06.25	-39	59
O	(QNTQE) Qintex Ent.	1	1/4	1 1/4		00.00		26
O	(QVCN) QVC Network	11	7/8	12	- 1/8	-01.04	33	179
O	(RVCC) Reeves Commun.	6	3/4	6 3/4		00.00	-6	85
O	(RPICA) Republic Pic.'A'	7	7/8	7 1/2	3/8	05.00	34	33
O	(RPICB) Republic Pic.'B'	8		8		00.00	88	34
O	(SP) Spelling Ent.	8	1/4	7 3/8	7/8	11.86	34	273
O	(JUKE) Video Jukebox	5	7/8	6	- 1/8	-02.08	-23	55
O	(WONE) Westwood One	5	1/2	5 1/4	1/4	04.76	-3	80

BROADCASTING WITH OTHER MAJOR INTERESTS

N	(BLC) A.H. Belo	35	1/2	35 3/4	- 1/4	-00.69	30	690
N	(AFL) American Family	16	3/8	15 5/8	3/4	04.80	16	1,330
O	(ACCMA) Assoc. Comm.	31	1/4	31	1/4	00.80	-71	582
N	(CCN) Chris-Craft	31	1/2	30 7/8	5/8	02.02	1	788
O	(DUCO) Durham Corp.	29	1/2	28	1 1/2	05.35	18	249
N	(GCI) Gannett Co.	37	1/2	39 3/8	- 1 7/8	-04.76	15	6,036
N	(GE) General Electric	71	1/8	69 1/8	2	02.89	15	63,926
O	(GACC) Great American	5	1/2	4 3/8	1 1/8	25.71	-1	192
A	(HTG) Heritage Media	5	1/4	5 1/8	1/8	02.43	-7	234
N	(JP) Jefferson-Pilot	44		42 3/4	1 1/4	02.92	12	1,644
N	(LEE) Lee Enterprises	25		25 1/4	- 1/4	-00.99	14	601
N	(LC) Liberty	46	1/8	47 3/8	- 1 1/4	-02.63	10	390
N	(MHP) McGraw-Hill	57		56 3/4	1/4	00.44	83	2,774
A	(MEGA) Media General	27	3/8	27 3/4	- 3/8	-01.35	62	706
N	(MDP) Meredith Corp.	30	3/8	30 3/8		00.00	18	564
O	(MMEDC) Multimedia	73		77	- 4	-05.19	22	825
A	(NYTA) New York Times	24	3/8	23 7/8	1/2	02.09	7	1,903
N	(NWS) News Corp. Ltd.	19	1/4	17 3/4	1 1/2	08.45	8	5,167
O	(PARC) Park Commun.	20	5/8	21	- 3/8	-01.78	22	426
O	(PLTZ) Pultitzer Pub.	24	3/4	24 3/4		00.00	8	259
O	(RTRSY) Reuters Ltd.	69	3/8	65 1/2	3 7/8	05.91	32	31,514
O	(STAUF) Stauffer Comm.	145		145		00.00	48	144
N	(TMC) Times Mirror	31	1/8	31 1/2	- 3/8	-01.19	13	4,021
O	(TMCI) TM Commun.	3/16		3/16		00.00	-1	1
N	(TRB) Tribune	43	1/2	42 5/8	7/8	02.05	13	3,072
A	(TBSA) Turner Bcstg.'A'	51	1/2	49 7/8	1 5/8	03.25	-66	2,553
A	(TBSB) Turner Bcstg.'B'	50	1/4	48 7/8	1 3/8	02.81	-65	1,346
N	(WPO) Washington Post	262	1/4	262 3/4	- 1/2	-00.19	16	3,308

CABLE

A	(ATN) Acton Corp.	11	3/8	11 7/8	- 1/2	-04.21	2	18
O	(ATCMA) ATC	36	7/8	35 1/4	1 5/8	04.60	39	4,020
O	(CTEX) C-Teec Corp.	20		20 1/8	- 1/8	-00.62	333	341
A	(CVC) Cablevision Sys.'A'	25	3/4	27	- 1 1/4	-04.62	-3	570
A	(CTY) Century Comm.	8	1/8	8 5/8	- 1/2	-05.79	-7	530
O	(CMCSA) Comcast	13	1/2	13 1/2		00.00	-9	1,514
A	(FAL) Falcon Cable Sys.	13	1/8	14	- 7/8	-06.25	-17	83
O	(JOIN) Jones Intercable	9	3/4	10 3/4	- 1	-09.30	-4	121
N	(KRI) Knight-Ridder	49	7/8	51 1/2	- 1 5/8	-03.15	10	2,565
I	(RCLA) Rogers 'A'	10	3/4	10 3/4		00.00	-17	349
I	(RCLB) Rogers 'B'	8	1/4	8 1/8	1/8	01.50	-12	568
O	(TCAD) TCA Cable TV	15		15		00.00	40	363
O	(TCOMA) Tele-Commun.	14	1/4	14 1/8	1/8	00.88	-19	5,028
N	(TWX) Time Warner	100		99 1/4	3/4	00.75	-23	6,432
O	(UAECA) United Art.'A'	14	3/4	15 1/2	- 3/4	-04.83	-7	2,054
O	(UAECB) United Art.'B'	15	1/4	15 1/2	- 1/4	-01.61	-8	1,018
N	(VIA) Viacom	26	3/4	27 3/8	- 5/8	-02.28	12	1,427

STOCK INDEX (CONT.)

Closing Closing
Tues Wed
Jul 3 Jun 27
Net Percent
Change Change
P/E Market
Ratio Capitali-
(000,000) zation

EQUIPMENT & MANUFACTURING

N	(MMM) 3M	87	5/8	85	1/4	2	3/8	02.78	15 19,510
N	(ARV) Arvin Industries	16	3/4	15	3/4	1		06.34	30 314
D	(CCBL) C-Cor Electronics	11	1/8	11		1/8		01.13	9 47
N	(CHY) Chyron	1	7/8	1	7/8			00.00	-10 21
A	(COH) Cohu	11	5/8	11	7/8	-	1/4	-02.10	9 22
N	(EK) Eastman Kodak	41		40		1		02.50	25 13,307
N	(GRI) Gen. Instrument	45	5/8	37	3/8	8	1/4	22.07	13 1,255
N	(HRS) Harris Corp.	34	1/4	34	3/8	-	1/8	-00.36	35 1,371
N	(IV) Mark IV Indus.	13	3/8	13	3/8			00.00	3 188
O	(MAT) Matthews Equip.	2	1/8	2	1/8			00.00	106 12
O	(MCDY) Microdyne	4	1/8	4	1/8			00.00	137 16
O	(MCOM) Midwest Comm.	3	1/4	3	1/4			00.00	9 9
N	(MOT) Motorola	85	1/2	83	1/8	2	3/8	02.85	22 11,149
A	(PPD) Pico Products	1	1/8	1	1/8			00.00	-1 4
N	(SFA) Sci-Atlanta	27	3/4	26	5/8	1	1/8	04.22	16 614
N	(SNE) Sony Corp.	58	3/4	57	3/8	1	3/8	02.39	26 16,602
N	(TEK) Tektronix	16	1/8	15	1/8	1		06.61	-15 468
N	(VAR) Varian	28	3/8	28		3/8		01.33	19 540

Closing Closing
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Jul 3 Jun 27
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Ratio Capitali-
(000,000) zation

O	(WGNR) Wegener	1	3/4	1	3/4			00.00	13 12
N	(WX) Westinghouse	36	7/8	36	1/4			5/8	01.72 5 5,336
N	(ZE) Zenith	8	1/4	8	3/8	-	1/8	-01.49	-12 220

SERVICE

O	(AGRPC) Andrews Group	2	3/8	2	3/8			00.00	-1 21
O	(BSM) Burnup & Sims	13	3/8	13	5/8	-	1/4	-01.83	28 168
N	(CQ) Comsat	32	5/8	33	1/2	-	7/8	-02.61	9 543
N	(DNB) Dun & Bradstreet	46	1/2	46	5/8	-	1/8	-00.26	15 8,610
N	(FCB) Foote Cone & B.	29	1/2	29	1/4			1/4	00.85 15 315
O	(GREY) Grey Ad.	165		174		-	9	-05.17	15 188
O	(IDBX) IDB Comm.	11	1/4	10		1	1/4	12.50	31 55
N	(IPG) Interpublic Group	35	1/2	33	7/8	1	5/8	04.79	16 1,227
O	(OMCM) Omnicom	26		26				00.00	14 682
N	(SAA) Saatchi & Saatchi	4	5/8	4	3/4	-	1/8	-02.63	-4 733
O	(TLMT) Telemation	2	1/4	2	1/4			00.00	4 10
A	(UNV) Unitel Video	8	1/4	8	1/2	-	1/4	-02.94	-35 17
Standard & Poor's 400		419.50		416.78				2.72	0.7

This announcement appears as a matter of record only.

TCS Television Partners, L.P.

\$35,000,000 Senior Notes due 1997

\$10,000,000 Subordinated Notes due 1997

Financing related to the acquisition of

WRBL-TV Columbus, Georgia
WTWO-TV Terre Haute, Indiana
KQTV-TV St. Joseph, Missouri

We acted as financial advisor
in connection with the private placement
of these securities to institutional investors.

Merrill Lynch Capital Markets

June 1990

SATELLITE

FOOTPRINTS

Silent partners. Subject to its submitting additional financial information, Orion Satellite Corp. has received FCC authority to construct, launch and operate its separate international satellite system. With plans to place a first Ku-band bird at 37.5 degrees west longitude in the fourth quarter of 1992 and a second Ku bird at 47 degrees in the second quarter of 1993, Orion has satisfied FCC and Intelsat technical requirements. But according to the conditional grant issued late last month, Orion must still "amend its application to demonstrate its current financial ability to meet both the costs of construction and launch and operating expenses for one year." Still at issue, apparently, are FCC concerns about foreign interests in Orion, which submitted financial disclosure data after achieving Intelsat coordination last August. Steven Salamoff, vice president of marketing for Orion, said the company has not yet publicly named its partners, which have requested anonymity for the time being. Orion has proposed that its birds, to be procured from Satcom International, a partnership of British Aerospace Ltd. and Matra Espace, serve North America, Western Europe and of Africa.

Back on track. Last February, a small piece of cloth blocked a valve in an Ariane 4 rocket, causing an explosion moments after launch that destroyed two Japanese communications satellites. A month later, a Martin Marietta Commercial Titan III rocket successfully carried Intelsat VI (F-3) into low orbit, then, because of a miscommunication among assembly engineers, failed to release the satellite into higher orbit. But on June 23, another Commercial Titan rocket carried Intelsat VI (F-4) into orbit and released the satellite. By last week, F-4 had reached its permanent spot at 332.5, Intelsat's main transatlantic path, where its solar array and antennas were successfully deployed. The three-ton, four-story-high Hughes Aircraft-built bird equipped with 38 C-band and 10 Ku-



Titan carries Intelsat VI (F-4) into orbit

band transponders can carry up to 120,000 telephone calls and three color TV signals.

Back in the business. Three years after leaving his post as assistant general counsel for Turner Broadcasting System to become vice president of government affairs and general counsel for the Satellite Broadcasting and Communications Association, Mark Ellison turned from the business of government back to the business of business, joining K Prime Partners as vice president of business affairs and general counsel. Having served the SBCA through perhaps its toughest years fighting against signal piracy and for support on Capitol Hill and in the programming community, said K Prime Vice President and Gen-



eral Manager David Beddow, "Mark's experience in developing strategic initiatives for the home satellite business is a valuable asset." In addition to influencing overall strategy, Ellison will be charged with developing audio-text and data services ancillary to K Prime's direct-to-home satellite TV service to be launched in early 1991.

Satellite school. Hughes Aircraft Company's Space and Communications Group (SCG) has announced plans to launch in the fall of 1991 a project to deliver educational programming to public elementary schools via satellite. Thirty schools "from diverse and low-income urban and rural areas" will be involved in a pilot phase. Lois Fortune, executive producer for Children's Television Workshop, has joined SCG as executive producer for public education systems. Hughes said it ultimately seeks to offer the service to all elementary schools in the nation.

Collared in Colorado. In a coordinated strike June 26, FBI agents arrested six persons in Colorado, charging them with unlawful possession, manufacture and distribution of modified satellite signal descramblers, the Anti-Piracy Task Force of the Satellite Broadcasting and Communications Association said last week. Search warrants took agents to Nunnery Satellite, the residence of Larry Nunnery and the Sugar Shack bar, all Colorado Springs; Vega Satellite TV Systems (already a defendant in a civil suit filed by HBO, Showtime and General Instrument in July 1989), Grand Junction; W.M. Incorporated and the residence of Wayne Martinez, Trinidad; Moss Appliance, Cortez, and the residence of Waylon Moore, Dinosaur, all Colorado. Individuals were also charged with conspiracy, unauthorized reception and copyright infringement, and, in the raid in Trinidad, Juanita Martinez was arrested and charged with assault on a federal officer.

REVIEWS MIXED FOR 'UNIVERSAL' TRANSMITTER ID STANDARD

The FCC's adoption last month of an automatic transmitter identification system (ATIS) has received an uneven reception in the satellite industry. Network television uplinkers in particular found the FCC's choice of an audio subcarrier method to be unnecessarily narrow and expensive, but a waiver in the first order and report on the subject appears to allow the networks some room for variation.

As noted by the FCC, "an extensive record has been produced" in the nearly four years since the initial notice of proposed rulemaking and notice of inquiry was adopted in August 1986. A further notice of proposed rulemaking followed in June 1987, and in May 1988 an oral proceeding ensued. During that time, several industry players developed and proposed identification systems to the commission. And, as most industry veterans agreed, the proliferation of new data, voice and video transmission markets—as well as greater disparities in depth of training—has served to exacerbate the problem of interference in satellite transmission during that time.

By the spring of 1989, Benjamin Griffin, attorney for one ATIS proponent, HBO, was accusing the commission of footdragging on the subject. "We still have no decision on this very important issue, a total mystery after three years and hundreds of thousands of dollars" spent by system proponents.

However, in a first report and order released May 17, the commission announced that, by March 1, 1991, all broadband video uplinkers must install ATIS encoders that use a subcarrier automatically activated by any radio frequency (RF) emission. The 7.1 mhz signal (plus or minus 25 khz) must be injected at no less than minus 26 db. And the 15- to 25-words-per-minute International Morse Code message must include the FCC-assigned earth station call sign, a telephone number that accesses "personnel capable of resolving ongoing interference or coordination problems" and a unique 10-digit serial number or random number code permanently programmed into the ATIS device.

The subcarrier method proposed by HBO is, the FCC said, "operationally ready, relatively inexpensive, very interceptable, compatible with various video systems and can become an integral part of the transmitter."

However, many of the major television uplinkers have been using vertical

blanking interval (VBI) systems to identify their uplinks, and last week several of them expressed disappointment at the subcarrier choice.

Only one VBI system—NBC's Source Identification Automatic Measurement of Lineup (SID AMOL) system—has been given a waiver, allowing those already using SID AMOL to continue with that system "as long as the station utilizes transmitting equipment manufactured prior to March 1, 1991." SID AMOL was rejected as a universal standard, said the FCC, because it is "somewhat less interceptable than other systems..., would require processing of the video [and would cause] the loss of the vertical blanking interval for other potential uses."

*"We do not have
subcarrier generators.
For us to implement
what they are
proposing would be a
nightmare."*

—Antoon Uyttendaele

According to Antoon Uyttendaele, director of RF systems for ABC, the network plans, like NBC, to expand and complete its SID AMOL system by the end of 1990. Network uplinkers, he said, do not normally use subcarrier generators. And in reality, he argued, the subcarrier method would cost five, perhaps 10, times as much as projected by the FCC (1,000 units at \$2,000 per unit) and, in logistical terms, "would be a nightmare" to implement.

But of additional concern, said Uyttendaele, the commission appears to have ignored ABC testimony that, unlike SID AMOL or the energy dispersal method proposed by AT&T, the subcarrier method would identify only the source of a signal, not the actual hardware originating a signal in question. AT&T's energy dispersal method would have accomplished such specific C-band facility identification, said Uyttendaele. However, the FCC rejected energy dispersal as a method that appeared sound theoretically but untested in the field.

In the past, he noted, ABC received a complaint that ABC programming was in-

terfering with another satellite signal; eventually, the programming was traced to a source outside the network who had uplinked taped ABC programming without authority. That incident, he said, illustrated the need for the hardware, not the source, to be automatically identified.

In any case, ABC and others choosing to maintain SID AMOL identification of their own transmissions will still need to make at least a nominal investment in persons or machines to read Morse Code messages used by others.

Turner Broadcasting System, which had been using a VBI system other than SID AMOL, may spend \$20,000, \$30,000 or more to install ATIS encoders and electronic Morse Code readers in the fixed and transportable uplinks used to distribute superstation WTBS(TV) Atlanta, TNT, CNN, Headline News and Turner Broadcasting's new regional sports service SportsSouth, as well as transmit both domestic and international backhaul of news and events programming, said Charles Hoff, managing director of CNN NewsBeam.

According to Hoff, TBS had assumed that the commission would adopt the VBI method, which, he said, is "real simple...everybody could see the uplink source" on the screen. Nevertheless, Turner will make the adjustment to subcarrier ID rather than extend the four-year-old regulatory battle, he said, adding, that "the problem is no one has developed this yet. Somebody will, but there won't be much money in it." In Turner's case, transmission equipment manufacturer and distributor Wegener Communications has agreed to develop a system.

In concurrence with Uyttendaele, Hoff also noted that the standard chosen by the FCC does not address nonvideo uplinkers. During coverage of the San Francisco earthquake last October, CNN spent two full days identifying the source of a data transmission interfering with distribution signals. Although such low-power transmission is generally not as egregious as a video double illumination of a transponder, he said, the interference proved troublesome for some CNN affiliates, and "it was really difficult to find the source."

Although most double illuminations result from unintentional operator error, a few spurious uplinkers "will find a way to defeat the system," said Hoff, adding, "but everybody agrees that something needed to be done." —PDL

INTERNATIONAL

POLAND SEARCHES FOR A FIFTH ESTATE IDENTITY

Some time in October or November (the date has slipped from June), Polska Telewizja Kablowa, the ambitious cable television joint venture 70% owned by Chase Enterprises of Hartford, Conn., will hook up the home of its first cable television subscriber, in Gdansk. Appropriately enough, the subscriber will be Lech Walesa, founder and leader of Solidarity, the man who led the movement now making it possible for the Polish government to join hands with an American company in a capitalistic venture. And it is truly a major one.

Over the next five to seven years, Chase, a \$2 billion conglomerate whose holdings include broadcasting properties but, until now, no cable interests, expects to invest up to \$900 million in a network of cable systems throughout the country.

The project represents in many respects the kind of help Poland—and other East European countries emerging from socialism—needs: financial support, know-how and a readiness to share it (in capitalist accounting and management methods, as well as in constructing a system and serving customers), and, perhaps most important in these first days of capitalism, faith, or, more precisely, a willingness to gamble. Like everyone else, Poles like television, the more the better. But in a country being administered a painful dose of "shock therapy"—the government's prescription for transforming the economy from socialist to capitalist—and, as a result, suffering from rising prices and a loss of jobs, the average monthly income is only \$150. (Chase has not yet determined its pricing structure, though initially it contemplated charging from \$8.50 a month for one tier to \$22.50 for three tiers.)

But Chase is a special case. David Chase, the founder and chairman and chief executive officer, is a native of Kielce, Poland, who at the age of 14, during the German occupation, escaped from the concentration camp at Auschwitz and, after the war, made his way to America with, as he recalls, 25 cents in his pocket. He says he wants to do something for his homeland (BROADCASTING, Dec. 11). Moreover, Roger



M. Freedman, Chase's son-in-law and the president and CEO of Chase International Corp., which is in charge of the Polish operation, says Chase "likes speculative deals. We're a risk-oriented company." But, speaking in the company's Warsaw headquarters, on Podbielny Street, he also said, "We expect this to be a sound investment." One reason for such confidence may be that Chase, in its joint venture with elements of the Polish government, has Poland locked up, so far as cable television is concerned.

Still, no one else had stepped forward.

□

The Polish government is hoping for substantial breakthroughs in broadcasting—but not comparable ones. Late last year, two of the world's major players in the international media business—Italy's Silvio Berlusconi and the Czech-born Britisher Robert Maxwell—approached the government, separately, with major deals the government chose to reject. Berlusconi wanted exclusive rights to operate Poland's two national channels; he would sell time in the Italian programming he would run. That was turned down, said Lew Rywin, who is first vice president of Poland's Committee for Radio and Television and speaks English with an American accent, because it would limit government revenues and offer only "spaghetti programming." Maxwell proposed a joint venture for ownership of the second of the two national channels. Maxwell would have been the majority shareholder. The government, not willing to see a national resource privatized, said no.

The conflicting responses to the pro-

posals made by Chase and by Berlusconi and Maxwell appear to indicate a country feeling its way toward a free market economy. There are other signs of uncertainty, over the kind of broadcast system the country will fashion, for instance. Later this summer, the parliament is expected to enact an amendment to the telecommunications law that will end the government monopoly on ownership of radio and television services. It would permit any Polish citizen or company to own a broadcast station. But it would limit foreign ownership to 20% of equity. And since joint ventures with foreign capitalists are seen, in broadcasting as in any other endeavor in the emerging capitalist country, to be essential, some question the 20% cap; they say it would be too low to attract foreign investment. Rywin confidently predicts the final version of the legislation will permit 35% to 40% foreign ownership.

Not only would it be a question of not being generous enough to attract foreign investment, some say 20% would not provide enough capital for the proposed station. One Pole, who along with a countryman and a Swede has already applied for authorization to build a radio station in Warsaw, makes the point. "We need money for equipment," said Wogciech Mann, who is host of a couple of popular radio shows on state-owned radio—and producer of two television shows appearing on state-owned television—"and 20% would not be enough. Polish radio sets are poorly made; so with a lot of stations, we'd need proper equipment, including a good transmitter, to insure good reception." What would happen if there were a 20% limit? "There would be illegal money coming in; the Pole would simply be the front man."

The amendment to the telecommunications law is not the only major piece of legislation dealing with broadcasting likely to be enacted this year. Parliament is expected in a matter of months to consider two competing broadcasting bills. One was introduced by the Peasants Party in response to political parties' complaints that the state-owned broadcasting services favor the government and deny them adequate access to

their facilities. The bill would provide for direct parliamentary oversight of the country's broadcast services. The other, a government measure being hurried into draft form to counter the Peasants' proposal, would provide for an FCC-like National Broadcasting Council. It would assign frequencies, grant licenses and handle all regulatory functions—including provisions reminiscent of the commission's fairness and right-of-reply doctrines. But its 11 members would—in what is described as a "compromise" of conflicting concerns and ambitions—be chosen by the parliament and the government.

That measure is based on recommendations of a committee established to recommend reform of the Polish radio and television services. And the chairman of the committee, Karol Jakubowicz, seems to concede the proposal would leave broadcasting less than free. "Broadcasting is a political issue," he said in an interview in Warsaw in May. "It would be good for all [parliamentary and governmental] authority to be involved in the creation of this body [the National Broadcasting Council]. In the future, once political passions subside, it will be possible to depoliticize even more. But now, given the conditions, we can't say broadcasting will be completely independent."

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If the amendment to the Telecommunications law and the government's broadcasting bill are enacted, the face of broadcasting in Poland will be transformed. The broadcasting bill would rewrite the state-owned radio and television services into a public service corporation. The two national television and four national radio networks and eight regional television and 17 regional radio stations would be "apolitical," as Jakubowicz put it, barred from editorializing. (Poland is sensitive to the possible use of public broadcasting for propaganda.) They would be supported principally by license fees, but could also help themselves with advertising. And Jakubowicz sees the nonpublic stations evolving into two "sectors," as he calls them. One would comprise stations owned and operated by trade unions, political parties and other interest groups, while the other would consist of privately owned stations, supported entirely by commercials.

Officials say the legislation breaking the government monopoly on broadcast stations will have something in it for foreign program producers. Indeed, Rywin, the Committee for Radio and

Television vice president, says the 1,200-1,400 hours of television programming that Poland buys from the west—about 40% of the total shown in Poland—would be increased by one third, as new stations come on the air. But a question being asked is how the Poles would pay for the additional programming. Barter, in which programs are made available at no cost in return for the right to sell advertising in the programming, is one suggestion. Polish Television is filling much of the time on its Program 2 network with programming offered on a modified barter basis—including *Wonder Years*, *Santa Barbara* and *Sesame Street*, provided by C.I. Films of Annapolis, Md.

One bright spot in the Polish situation is that there appear to be enough radio and television frequency slots available to meet what is said to be a healthy demand for broadcast authorizations—several dozen pending applications, all told. According to calculations made by the National Telecommunications and Information Administration, Poland is served by 30 AM, 28 FM and 41 television outlets, as well as four television relay stations. International agreements examined by NTIA indicate there is room for a total of 148 television stations (20 VHF's and 128 UHF's) and as many as 434 FM stations, if assigned to frequencies between 87.5 and 108 mhz. While allocated for use in Poland, those bands have never been used, at least not for civilian operations.

The downside of the FM situation is that new transmitters would be required if the unused spectrum were to be employed. Still, if the demand is great enough, the laws of the market indicate, there will be a brisk business in new transmitters.

□

But if spectrum shortage is not a problem, there are others for Poland to confront as it tries to develop its radio and television services into a major force. Equipment used in both services, for instance, is old, dating back at least to the 1970's. And it isn't only that equipment is old; the television service lacks some essential items, like ENG cameras, and could use additional modern VCR's; only a handful are relatively new. And in the radio studios, at least one mixer in use is said to be "home-made." The possible answer to the equipment problem is the same one heard as an answer to other problems: Rywin sees the equipment "brought in as a capital investment as part of a joint venture."

And, as in other Eastern European countries, the broadcasting services confront a problem of egregious overstaffing as they seek to make themselves more competitive in the emerging market economy. "This has been a welfare system," says Jakubowicz, in commenting on the more than 12,000 employees on the books of the two services. "People are going to wake up to what a free market means. It's not pleasant." Indeed, Rywin talks of eliminating 15% to 20% of the employees. "That's not an easy job." And it may not be only the grunts who lose jobs. A report prepared for Polish Radio and Television by John Howkins, a London consultant who is a member of the Transatlantic Dialogue on European Broadcasting, said there is an urgent need to replace "the traditional bureaucratic ways of working with new professional standards." The report calls for a system that is "producer-led."

All of which supports the proposition that moving from a command economy to one that is market driven has its problems. Still, the Poles in the broadcasting community are scrambling for ways to make the transition. Commercial stations will be coming on to the scene. And in the meantime, the two state-owned networks—Program One, which is home to news and public affairs programs as well as to shows like *Dynasty*, and Program Two, which is shedding a high-brow reputation as it makes barter deals with program suppliers—struggle to satisfy viewers' needs. In time, Rywin says, there may even be a third network, built on the eight regional stations now in service, a number he expects to increase to 18. And he sees those stations a melange, some commercial but partly owned by Polish Television, some financed in part from abroad, others by private capital.

When the framework of the broadcasting system in Poland is finally in place and enough interior work is done to give it shape, it probably will not look like any system in the West. It may bear a resemblance to the U.S.'s if the government bill providing for an FCC-like agency is enacted. It may look somewhat like the system in the United Kingdom, where private and commercial operations exist cheek by jowl. And a network based on the coordination of a number of regional stations recalls the situation in West Germany. But basically, the system will look Polish, reflecting the influences of its past and the hopes for its future. —LEONARD ZEIDENBERG

TECHNOLOGY

WAITING FOR FULL AM IMPROVEMENT

Milestone dates for technical quality improvement—implementation of NRSC emission standard and band's expansion—have passed, but those involved in efforts to improve AM will have to wait for full benefits

Two important dates on the calendars of those who have been involved in efforts to improve AM technical quality have just passed. But broadcasters and listeners will have to wait for the full benefits that were originally expected to follow.

■ June 30 was the FCC's deadline for implementation of the National Radio Systems Committee (NRSC) emission standard by all AM stations. NRSC's widespread adoption should significantly reduce adjacent-channel interference on AM. But NRSC's effect is not yet noticeable in many areas. It is believed that 33% or more of the nearly 5,000 AM stations currently on the air have not adopted the standard and are in violation of FCC rules.

■ July 1 was the date that the International Telecommunications Union (ITU) had set for expansion of the AM band from 1605 khz to 1705 khz in the Western Hemisphere. July 1 had also once been the FCC's target for the beginning of commercial broadcasting in that band

by U.S. stations. It now appears that it will take several months before those new channels can be assigned.

The NRSC is an industry group co-sponsored by the National Association of Broadcasters and the Electronic Industries Association that was formed in the mid-1980's to develop technical standards for radio broadcasters and receiver manufacturers. To improve the quality of AM broadcasting, the NRSC developed two voluntary standards, one designed to limit the audio input into AM transmitters to 10 khz (NRSC-1) and one to limit transmitter emissions to 10 khz (NRSC-2).

Both standards were designed to sharply reduce AM adjacent-channel interference and to encourage receiver manufacturers to build AM radios with higher fidelity. The audio response of most AM radios built today is under 4 khz. So far two radio manufacturers, Philips Consumer Electronics and Denon America Inc., have introduced wider-band radios to take advantage of

the NRSC interference reduction.

Last year, at the urging of the NAB and many individual broadcasters, the FCC mandated NRSC-2 implementation for all AM stations by June 30, 1990 (BROADCASTING, April 17, 1989). But because implementation of NRSC-1 is inexpensive (audio processors with NRSC filters are sold for about \$500) and because transmitters in properly working order emit signals within 10 khz if fed 10-khz input, the commission said that those stations that had adopted NRSC-1 by June 30 would be given extra time (until June 30, 1994) to install NRSC-2.

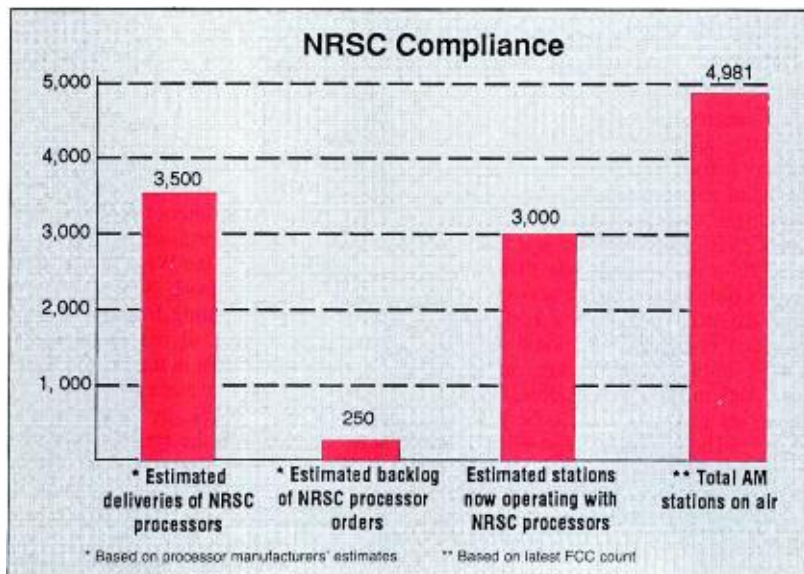
No one had exact figures last week on how many stations made the deadline. "I get conflicting information. I'm really puzzled," said Richard Smith, chief of the FCC's Field Operations Bureau (FOB), who said that he has heard reports of both high and low compliance with the rule. "It's going to be very interesting to us when we get out there to find out what the compliance level is. Frankly, I just don't know."

"It doesn't seem like a large amount [of noncompliance]," said Stan Salek, NAB's staff engineer specializing in radio technology. "The flood of calls from nervous people is not as high as I've been expecting."

Manufacturers of NRSC-1 processors say that noncompliance is high. There was a surge of orders just before the deadline, they say, but not what was expected.

"We've shipped about half of what we've shipped so far in the last month. Between 500 and 600 units have gone out in the past 30 days," Jim Wood, president, Inovonics Inc., Santa Cruz, Calif., said last week. But at the same time, Wood estimated that at least a third of all AM stations (approximately 1,660 stations) have so far done nothing to install NRSC-1 or NRSC-2.

Bill Ammons, head of marketing for Circuit Research Labs (CRL), Tempe, Ariz. (currently the company with the



most NRSC-1 processor deliveries, 1750), agreed with Wood's estimate. While telemarketing their products, CRL has spoken to several stations that have no plans to install NRSC. "There are several reasons given time after time," Ammons said. "Number one is that they don't have the money. The second reason is that they think the FCC is going to extend this or not enforce it. You get maybe 1% of the guys who say they don't like it and they don't like being forced to do it."

Another possible reason for NRSC's implementation rate is "the lack of dedicated engineers; there's no one staying on top of these things," said Jesse Maxenchs, regional manager, Western Hemisphere, Orban Associates, San Francisco. Many stations do not employ full-time engineers, relying instead on contract engineers to oversee their facilities. Both Ammons and Maxenchs said that they have been receiving many NRSC-related inquiries from station owners and general managers rather than engineers.

A similar problem occurred earlier this year, Maxenchs said, when many radio stations were unable to meet an FCC deadline requiring new technical standards for microwave studio-to-transmitter links. The commission eventually decided to extend that deadline (BROADCASTING, Feb. 26).

AM broadcasters should not expect the same outcome for NRSC. "In this particular case, the commission went to some considerable length to put the industry on notice," FOB's Smith said. On May 11, the commission released a statement announcing that it had no intention to extend the June 30 deadline. "We believe that compliance with the NRSC standards is very important to alleviating adjacent-channel interference and to improving the quality of the AM broadcast service. Any delay in conforming AM stations to the NRSC standards would not serve the public interest," the statement said.

In the same statement, the FCC also warned broadcasters that "the Field Operations Bureau has an ongoing broadcast inspection program and that the commission's forfeiture authority has been raised from \$2,000 to \$25,000 per willful or repeated violation."

"Ordinarily when a new rule goes into effect, after adequate public notice and education so that everyone is aware of it, we always follow up with a compliance effort," Smith said. "The compliance effort is going in to see if some number of stations, as a sample, have installed the proper equipment or to see

"In this case [NRSC compliance], the commission went to considerable length to put the industry on notice."

—Richard Smith, FCC

if their emissions are in compliance with the new standards." The compliance effort for NRSC will last for a few weeks, Smith said.

Later on, FCC enforcement will be based on complaints of out-of-band violations received from third parties. It is hoped that in NRSC's case, those stations that are in compliance but continue to have their coverages degraded by noncomplying stations will have an incentive to report violations.

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The AM band expansion had been an issue for several years by the time a plan to extend the band by 100 khz to 1705 khz in ITU Region 2 (Western Hemisphere) was approved during a conference two years ago in Rio de Janeiro (BROADCASTING, June 13, 1988). Under the plan, expanded-band stations are to be limited to 10 kw, except along international border lines where the limit will be 1 kw. Details on how to allot frequencies were left to the regulatory agencies in each country.

In the U.S., it is expected that between 250 and 300 stations may be assigned to the new frequencies. Several allotment plans have been discussed over the years, with many broadcasters backing an NAB-proposed plan to homestead current daytime-only stations in the expanded band with nighttime authority. After a period of several years of simulcasting, those stations would then give up their licenses on the conventional band and relieve some of the overall crowding of AM stations.

The commission proposed a variation of the NAB plan in a sweeping AM improvement package unveiled last spring (BROADCASTING, April 16). Rather than homesteading daytimers, the FCC plans to study each region of the U.S. to determine which AM stations are the source of the most co-channel and adjacent-channel interference to their neighbors. Those stations will be given preference for assignments above 1605 khz.

As of last week, however, the text of the FCC's AM improvement plan had not yet been released and no comment

dates had been set. "They've been beating around the bush on this for two months," NAB's Salek complained.

Mass Media Bureau Chief Roy Stewart said that the text has taken longer to release because it deals with a large new set of new AM rules which the FCC would like to implement at the same time. Along with the expanded band provisions, the AM improvement plan is expected to also propose stricter interference protection standards, new standard techniques for measuring AM propagation, a prohibition of AM-FM simulcasting and several other items.

The document has been written and is now in the printing process, which means that it may be released within the next few weeks. After it is released, interested parties will be given time to comment on the proposal, and after several months the FCC is expected to approve it or some variation of it.

Meanwhile, the FCC staff said last week that it was not aware of any other Western Hemisphere countries that have already begun assigning channels between 1605 khz and 1705 khz. According to Larry Olson, chief of the international branch within the Mass Media Bureau, Canada is among the countries most anxious to begin expanded band broadcasting. However, to Olson's knowledge, it had not yet begun assigning stations there. Negotiations between the U.S. and Canada and Mexico on how to manage allotments along border areas have also not yet been concluded.

—RMS

WINNERS ARE...

The Academy of Television Arts and Sciences announced that it will present 1990 Emmy awards for "Outstanding Achievement in Engineering Development" to two organizations this year. Co-mark Communications and its parent company, British-owned Varian/Eimac, will be honored for the development of klystron tubes for UHF transmitters that consume up to 50% less electrical power than conventional klystron tubes. Also receiving an Emmy will be Zaxcom Video Inc., Garfield, N.J., for its TBC Control System, which provides control of time-base correctors and composite digital videotape recorders from multiple locations during the editing process. The awards will be presented during the 42nd annual prime time Emmy awards on Sept. 15 in Pasadena.

FOR THE RECORD

As compiled by BROADCASTING from June 27 through July 3 and based on filings, authorizations and other FCC actions.

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

OWNERSHIP CHANGES

Applications

■ WRAG(AM) Carrollton, AL (BAL900621ED): 590

khz; 1 kw-D)—Seeks assignment of license from Pickens County Broadcasting Co. to Vintage Broadcasting Corp. for \$100,200. Seller is headed by Roth E. Hook and Alza Farrar, and has interest in WAQT(FM) Carrollton, AL, and WQST-AM-FM Forest, MS. Buyer is headed by Terry Fulton, Stanley Lockridge, Michael Hall, William Fancher and John Duren, and has no other broadcast interests. Filed June 21.

■ WAVH(FM) Mobile, AL (BAPLH900601GT): 96.1 mhz; 100 kw; ant. 1,141 ft.)—Seeks assignment of license from Marathon Communications Inc. to Atmor Properties Inc. for assumption of debt worth approximately \$5.5 million (includes KBUL(FM) Carson City, NV, and KHAT-AM-FM Lincoln, NE). Seller is headed by Patrick Shaughnessy and has no other broadcast interests. Buyer is subsidiary of AT&T Credit Corp., is headed by T.C. Wajner, R.B. Lasken, C.S. Whittaker, and J.H. Krollfeifer, and has no other broadcast interests. Filed June 1.

■ KDJQ-FM Red Bluff, CA (BALH900605HV): 102.7 mhz; 12 kw; ant. 1,017 ft.)—Seeks assignment of license from California Radio Inc. to ERA Communications Ltd. for \$725,000. Seller is headed by Wallace Heusser and Stephen Marriot. Heusser is sole shareholder of Pacific Quadracating, licensee of KKDJ(FM) Fresno, CA, and has interest in KDJK(FM) Oakdale, CA. Buyer is headed by Thomas Wilson and Thomas Embrescia, who each have interest in WWWE(AM)-WDOK(FM) Cleveland and WUPW-

TV Toledo, both Ohio. Filed June 5.

■ WKGR(FM) Ft. Pierce, FL (BALH900618HD): 98.7 mhz; 100 kw; ant. 1,500 ft.)—Seeks assignment of license from Gulfstream Broadcasting Company Inc. to The Tremont Group Ltd. for \$11.6 million. Seller is subsidiary of 99 Broadcasting Co. and headed by Henry D. Vara Jr., Cara Ebert Cameron and Francis J. Di Mento. 99 Broadcasting Co. is parent of TV 44 Inc., licensee of WJTC(TV) Pensacola and WRCC(FM) Cape Coral, both Florida. Buyer is headed by Joseph C. Amaturio, Winifred J. Amaturio, Lawrence Amaturio, Douglas Amaturio, Lorna Amaturio, Elizabeth Eisenstein and Winifred L. Amaturio, and has 20% interest in Channel 44 Ltd., licensee of WJTC(TV) Pensacola, FL. Joseph C. Amaturio, as court appointed receiver, is licensee of KHGI-TV Kearney, NE, and its satellites. KSNB-TV Superior and KWNB(TV) Hayes Center, both Nebraska. Filed June 18.

■ WPSO(AM) New Port Richey, FL (BAL900615EA): 1500 khz; 250 w-D)—Seeks assignment of license from Ceresoli Communications Inc. to Lowrey Communications Inc. for \$354,010. Seller is headed by Anthony D. Ceresoli and Anthony and Anna M. Ceresoli Jr., husband and wife, and has no other broadcast interests. Buyer is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Filed June 15.

■ WTHZ-FM Tallahassee, FL (BALH900614GY): 103.1 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Dolcom Broadcasting Inc. to Dolcom Inc. for \$761,450. Seller is headed by Lois Dolgoff and Howard Dolgoff, mother and son. Buyer is headed by Howard and Michelle Dolgoff, husband and wife, and has no other broadcast interests. Filed June 14.

■ WTXL(TV) Tallahassee, FL (BALCT900620KG): ch. 27; 1,184.7 kw-V; 118.46 kw-A; ant. 1,041 ft.)—Seeks assignment of license from Tallahassee 27 Ltd. to Southern Broadcast Corp. of Tallahassee for \$6.8 million. Seller is headed by Michael Kassner and Joseph Tydings and has interest in KTRS(FM) Casper, WY, and KIIIX(AM)-KTCL(FM) Fort Collins, CO. Buyer is subsidiary of Calkins Newspaper Inc. and is headed by Douglas Barker, Carolyn C. Smith, Shirley C. Ellis and Sandra C. Hardy. Calkins Newspapers Inc. has interest in Southern Broadcast Corp. of Sarasota, licensee of WWSB-TV Sarasota, FL. Barker is director of Trivest Financial Services Corp., which owns 56% of American Communications and Television Inc. (ACTV). ACTV owns 100% of Hilton Head Television, licensee of WTGS-TV Hardeville, SC, and 100% of Ogden TV, licensee of KOOG-TV Ogden, UT. Filed June 20.

■ WGHC(AM) Clayton, GA (BTC900523EA): 1370 khz; 2.5 kw-D)—Seeks assignment of license from Turner-Rabun Radio Inc. to Richard J. Turner Jr. for no financial considerations. Seller is headed by Richard J. and Sylvia Turner, husband and wife, and has interest in WGHC(AM) Clayton, GA. Buyer is son of Richard J. and Sylvia Turner and has no other broadcast interests. Filed May 23.

■ WJBD-AM-FM Salem, IL (AM: BAL900608GV; 1350 khz; 430 w-D, 60 w-N; FM: BALH900608GW; 100.1 mhz; 1.6 kw; ant. 451 ft.)—Seeks assignment of license from Salem Broadcasting Co. to Virginia Broadcasting Corp. for \$800,000. Seller is headed by Brian and Hazel Davidson, husband and wife, and has no other broadcast interests. Buyer is headed by Richard E. Fister, T. Daniel Parker, Virginia M. Fister and Patrick J. Fister. Richard E. and Virginia M. Fister have joint ownership interest in WCMY(AM)-WRKX(FM) Ottawa, IL, and KLPW-AM-FM Union, MO. T. Daniel Parker has interest in WCMY(AM)-WRKX(FM) and KLPW-AM-FM. Filed June 8.

■ WPDJ(AM) Huntington, IN (BAL900530EB): 1300 khz; 500 w-D)—Seeks assignment of license from

June 12, 1990

BALTIMORE RADIO SHOW, INC.

Harry R. Shriver, President

has acquired

WBVP (AM) & WWKS (FM)

Beaver Falls (Pittsburgh), Pennsylvania

from

MT COMMUNICATIONS, INC.

Ted & Marilee Ruscitti

The undersigned initiated the above, assisted in the negotiations and acted as the exclusive broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting

330 Emery Drive East
Stamford, Connecticut 06902
203/327-2800



Acme Inc. to Williams Radio Inc. for \$60,000. Seller is headed by Allen C. Moore and has no other broadcast interests. Buyer is headed by Willie D. Williams and has no other broadcast interests. Filed May 30.

■ **KCKN(AM)-KBCQ(FM)** Roswell, NM (AM: BAL900618EA; 1020 khz; 50 kw-U; FM: BALH900618EB; 97.1 mhz; 100 kw; ant. 300 ft.)—Seeks assignment of license from Ardman Broadcasting Corp to Amlar Broadcasting Ltd. for \$5.75 million. Seller is headed by Myer and Adrienne Feldman, who have interests in WVSR-AM-FM Charleston, WV; WNWZ(AM)-WEZI(FM) Germantown, TN; WPHR(FM) Cleveland, OH, and WZOU(FM) Boston. Buyer is headed by Dennis Scott Rooker and Michael J. Ludgate, and has interest in WIBM-AM-FM Jackson, MI; WKYD(AM)-WWSF(FM) Andalusia, AL; WKWK-AM-FM Wheeling, WV; WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WMXX(FM) Jackson, TN. Filed June 18.

■ **WECK(AM)** Cheektowaga and WJYE(FM) Buffalo, both New York (AM: BAL900612GP; 1230 khz; 1 kw-U; FM: BALH900612GQ; 96.1 mhz; 50 kw; ant. 480 ft.)—Seeks assignment of license from Williams Broadcasting Corp. to EBE Communications Ltd. for \$12 million. Seller is headed by Richard H. McGraw and has interest in WSOL(AM) Tampa and WSTU(AM)-WKRY(FM) Steubenville, OH. Buyer is headed by Ralph C. Guild, and is licensee of WCSE(AM)-WXTC(FM) Charleston, SC; KFER(AM)-KNAX(FM) Fresno, CA, and WMQX-AM-FM Winston-Salem, NC. Guild is 20% stockholder of Williams Broadcasting Corp., and has interest in P.D.&G. Pacific Rim Broadcasting Ltd., licensee of KAZN(AM) Pasadena, CA. Filed June 12.

■ **KBUL(FM)** Carson City, NV (BALH900601GU; 98.1 mhz; 75.9 kw; ant. 2,273 ft.)—Seeks assignment of license from Marathon Communications Inc. to Atom Properties Inc. for assumption of debt worth approximately \$5.5 million (includes WAVH(FM) Mobile, AL, and KHAT-AM-FM Lincoln, NE). Seller is headed by Patrick Shaughnessy and has no other broadcast interests. Buyer is subsidiary of AT&T Credit Corp. and is headed by T.C. Wajner, R.B. Lasken, C.S. Whittaker, and J.H. Krollfifer, and has no other broadcast interests. Filed June 1.

■ **WGNV-AM-FM** Newburgh, NY (AM: BTC900608GN; 1220 khz; 5 kw-D; BTCH900608GO; 103.1 mhz; 3 kw; ant. 275 ft.)—Seeks assignment of license from Advance Broadcasting Corp. to CVC Capital Corp. for \$10,000. Seller is headed by Kelly Guglielmi and CVC Capital Corp. Buyer is headed by Joerg G. Klebe, and has interest in Sunrise Broadcasting Corp., licensee of KBWH-FM Blair, NE. Is proposed assignee of WFSF(AM)-WNER-FM Ozark, AL, and has interest in WCKX Enterprises Ltd., licensee of WCKX(FM) London, OH. Filed June 8.

■ **WADO(AM)** New York, NY (BTC900621EG; 1280 khz; 5 kw-U)—Seeks assignment of license from Spanish Radio Network to SRN Texas Inc. for no financial considerations. Seller is headed by McHenry T. Tichenor. Buyer is headed by McHenry T. Tichenor, David D. Lykes and Ricardo A. Del Castillo, and has interest in Spanish Radio Network, licensee of WQBA-AM-FM Miami, FL, and WGLI(AM) Babylon, NY. Tichenor heads Tichenor Media Systems Inc., licensee of KGBT(AM)-KIWW(FM) Harlingen, KCOR(AM) San Antonio, KLAT(AM) Houston and KBNA-AM-FM El Paso, all Texas, and WIND(AM) Chicago and WOJO-FM Evanston, both Illinois. Filed June 21.

■ **WKT(AM)** Cortland, OH (BAL900615EB; 830 khz; 1 kw-D)—Seeks assignment of license from Trumbull County Broadcasting Corp. to Tobin Communications Inc. for \$250,000. Seller is headed by Patrick Engrao, Albert Zippay, Steve Hannah and Steve Kramer. Zippay and Kramer have interest in Mercer County Broadcasting Co., licensee of WKT(AM) Mercer, PA. Buyer is headed by Jeffrey E. Tobin and Joseph S. Dobosh, and has no other broadcast interests. Filed June 15.

■ **KCRF-FM** Lincoln City, OR (BALH900606GX; 96.7 mhz; 610 w; ant. 670 ft.)—Seeks assignment of

license from Thomas A. Huntsberger, trustee, to Oceanlake Broadcasting Co. for \$305,000. Seller is trustee to bankrupt Matrix Media, which has interest in KBCH(AM) Lincoln City and KCYX(AM) McMinnville, both Oregon. Buyer is headed by Hal D. Fowler and Barbara M. Fowler, and has no other broadcast interests. Filed June 6.

■ **WFGN(AM)** Gaffney, SC (BAL900621EC; 1180 khz; 2.5 kw-D)—Seeks assignment of license from WFGN Inc. to Hope Broadcasting Inc. for \$160,000. Seller is headed by Pamela J. Sutherland and has no other broadcast interests. Buyer is headed by Eddie Leroy Bridges Jr., Charles Allen Montgomery and Eula Miller Jr., and has no other broadcast interests. Filed June 21.

■ **WGTT(AM)** Georgetown and WGTT(FM) Andrews, both South Carolina (AM: BAL900608GK; 1400 khz; 1 kw-U; FM: BALH900608GL; 100.9 mhz; 3.00 kw; ant. 100 ft.)—Seeks assignment of license from Fogel Media Inc. to Saltzer Broadcasting Co. Inc. for \$500,000. Seller is headed by Harry R. Fogel and has no other broadcast interests. Buyer is headed by Gerald L. Saltzer and Barbara A. Alpert, and has no other broadcast interests. Filed June 8.

■ **WBHH-FM** Parris Island, SC (BALH900614GZ; 92.1 mhz; 3 kw; ant. 284 ft.)—Seeks assignment of license from Music Radio of South Carolina Inc. to O.C. Welch Broadcasting Corp. for \$387,500. Seller is headed by Darryl E. and Leslie L. Nixon, husband and wife, who have interest in Music Radio of Maryland, licensee of WOCQ(FM) Berlin, MD. Buyer is headed by O.C. Welch III and P. Janey Welch, and has no other broadcast interests. Filed June 14.

■ **WDXB(AM)** Chattanooga, TN (BAL900614EA; 1490 khz; 1 kw-U)—Seeks assignment of license from Chattanooga Sound Inc. to Chattanooga Sound Co. for \$165,000. Seller is headed by William Grant Jr. and William Grant III. Buyer is headed by Homer E. Nelson and James S. Grant, and has no other broadcast interests. Filed June 14.

■ **KMLA(AM)** Texarkana, TX (BAL900621EE; 1400 khz; 1 kw-U)—Seeks assignment of license from KTFB Radio Inc. and KMLA Radio to Waller Broadcasting Inc. for \$250,000. Seller is headed by John David Crow and David C. Crow. Buyer is headed by William D. Waller, Dorothy Reid Waller and William D. Waller Jr., and recently sold KEBE(AM)-KOOL-FM Jacksonville, TX, to Broad Based Communications Inc. Filed June 21.

■ **WVSR-AM-FM** Charleston, WV (AM: BAL900618HE; 1240 khz; 1 kw-U; FM: BALH900618HF; 102.7 mhz; 50 kw; ant. 403 ft.)—Seeks assignment of license from Ardman Broadcasting Corp. to Amlar Broadcasting Ltd. for \$5.75 million. Seller is headed by Myer and Adrienne Feldman (see KCKN(AM) Roswell, NM). Buyer is headed by Dennis Scott Rooker and Michael J. Ludgate, and has interest in WIBM-AM-FM Jackson, MI; WKYD(AM)-WWSF(FM) Andalusia, AL; WKWK-AM-FM Wheeling, WV; WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WMXX(FM) Jackson, TN. Filed June 18.

Actions

■ **KHOZ-AM-FM** Harrison, AR (AM: BAL900420EA; 900 khz; 1 kw-D; FM: BAPLH900420EB; 102.9 mhz; 100 kw; ant. 984 ft.)—Granted app. of assignment of license from Harrison Broadcasting Corp. to New Century Broadcasting Co. for \$2 million ("Changing Hands," May 21). Seller is headed by W.J. Wheeler has interest in New Century Broadcasting (through Omni Communications) has interest in KQLV(AM) Sheridan, AR. Buyer is headed by John Rodriguez in partnership with Sunbelt Media Inc. and Omni Communications Inc. Sunbelt Media is headed by Bill and Linda Cate, husband and wife. Bill Cate is president of Chapman Associates media brokers. Linda Cate has interest in WMOG(AM) Brunswick, Ga. Rodriguez is general manager of WGUS-AM-FM Augusta, GA. Action June 18.

■ **KLOK(AM)** San Jose and KBRG-FM Fremont, both California (AM: BTCH891002ED; 104.9 mhz; 3 kw; ant. 300 ft.; FM: BAL891002EC; 1170 khz; 50 kw-D, 5 kw-N)—Dismissed app. of assignment of license from Dan Villanueva Jr. and James Villanueva

(brothers) to Excl Communications Inc. for \$15 million. Sellers have no other broadcast properties. Buyer is headed by Christopher Marks and Athena Marks (husband and wife) and John Marks (brother of Christopher). Athena Marks is former general manager of WOJO(FM) Evanston (Chicago), IL. Action June 19.

■ **WOIR(AM)** Homestead, FL (BAL900427EA; 1430 khz; 5 kw-D, 500 w-N)—Granted app. of assignment of license from Continental Broadcasting Corp. to Omni-Lingual Broadcasting Corp. for \$1.15 million. Seller is headed by Fernando A. Alvarez, Vicente Rodriguez and Luis Rojas, and has no other broadcast interests. Buyer is headed by Emil and Lilly Antonoff, Ervant Manoukian and Evelyn Jose. Emil Antonoff is trustee of Global Broadcasting System, licensee of WNWK-FM Newark, NJ. Action June 21.

■ **WNFT(TV)** Jacksonville, FL (BALCT900416KE; ch. 47; 5,000 kw-V; 500 kw-A; ant. 980ft.)—Granted app. of assignment of license from North Florida 47 Inc. to Krypton Broadcasting Corp. for \$3.3 million ("Changing Hands," April 23). Seller is headed by Thomas McGhee and Frank S. McGhee, brothers. Buyer is headed by C.E. Feltner Jr. and has no other broadcast interests. Action June 19.

■ **WSUZ(AM)** Palatka, FL (BAL900427EB; 800 khz; 1 kw-D)—Granted app. of assignment of license from Valerie J. Hall, trustee, to Radio Palatka Inc. for \$180,000. Seller is headed by Gregg Merrick and has no other broadcast interests. Buyer is headed by Janice J. Register, Lowell L. Register and Debbie R. Hart. Janice J. Register has interest in Radio Perry Inc., licensee of WPGA-AM-FM Perry, GA. Action June 21.

■ **WPSL(AM)** Port St. Lucie, FL (BAL900416EJ; 1590 khz; 5 kw-D)—Granted app. of assignment of license from St. Lucie Radio Corp. to Belmont Street Broadcasting Inc. for \$325,000. Seller is headed by Ray L. Sherwood. Buyer is headed by Roger Ailes and Robert Gordon, and has no other broadcast interests. Action June 18.

■ **WHKR(FM)** Rockledge, FL (BAPH900412GJ; 102.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from D.V.R. Broadcasting to Roper Broadcasting Inc. for no financial consideration. Seller is headed by Valaree Ann Peralta, Douglas Lee Peralta and Robert Thomas Rowland Jr., and has no other broadcast interests. Buyer is headed by Robert T. Rowland, Gwendolyn G. Rowland, Valree Ann Peralta, Douglas L. Peralta and Robert T. Rowland Jr., and is licensee of WITS(AM)-WCAC(FM) Sebring, FL. Action June 11.

■ **WSUN(AM)** St. Petersburg, FL (BAL900329EA; 620 khz; 10 kw-U)—Granted app. of assignment of license from CBS Broadcast Group Inc. to WWRM Inc. for \$4.1 million ("Changing Hands," Feb. 26.) Seller is headed by Howard Stringer and is subsidiary of CBS Inc., which is headed by Laurence A. Tisch and owns WCBW-AM-FM New York; WBBM-AM-FM Chicago; KNX(AM)-HODJ(FM) Los Angeles; WCAU(AM)-WQGL(FM) Philadelphia; WWJ(AM)-WJOL(FM) Detroit; KCBS(AM)-KRQR(FM) San Francisco; KMOX(AM)-KLOU(FM) St. Louis; WODS(FM) Boston; KLTR(FM) Houston; KTXQ(FM) Dallas; WYNF(FM) Tampa, FL, and WLTT(FM) Washington, DC. Buyer is subsidiary of Cox Enterprises Inc., and is headed by Nicholas D. Trigony, Robert E. Huntley, Michael J. Faherty, James A. Hatcher and John J. Rouse Jr. Cox Enterprises Inc. is headed by James C. Kennedy, John R. Dillon, Warren V. Young, Janet M. Lavine and James A. Hatcher, and has interest in WSB-AM-FM-TV Atlanta; WSOC-AM-FM-TV Charlotte, NC; WHIO-AM-TV and WHKO(FM) Dayton, OH; WKBD(TV) Detroit; WCKG(FM) Elmwood Park, IL; KFI(AM)-KOST(FM) Los Angeles; WIOD(AM)-WGTR(FM) Miami; KTVU(TV) Oakland, CA; WWRM(FM) St. Petersburg and WFTV(TV) Orlando, both Florida, and WPXI(TV) Pittsburgh. Action June 20.

■ **WWGS(AM)-WSGY(FM)** Tifton, GA (AM: BAL890718GN; 1430 khz; 5 kw-D, 1 kw-N; FM: BALH890718GO; 100.3 mhz; 100 kw; ant. 1,100 ft.)—Dismissed app. of assignment of license from WWGSWCP Partnership to Taylor Broadcasting for \$3,000,000 ("Changing Hands," July 17, 1989). Sell-

er is headed by Michael Levine, who also owns KCHX-FM Midland, TX, and KWVL-FM Wichita, KS. Buyer is headed by Stephen J. Taylor, who also owns WTLZ(FM) Saginaw, MI. Action June 19.

■ **WIMO(AM) Winder, GA** (BTC900417EC: 1300 khz; 1 kw-D, 59 w-N)—Granted app. of assignment of license from Winder-Monroe Broadcasting Co. to Sherrie J. Miller for \$400,000. Seller is headed by Sidney K. Griffin and has no other broadcast interests. Buyer has no other broadcast interests. Action June 18.

■ **WEBQ-AM-FM Harrisburg, IL** (AM: BAL900329HK: 1240 khz; 1 kw-U; FM: BALH900329HL: 102.3 mhz; 3 kw; ant. 91 ft.)—Granted app. of assignment of license from Visher-Choate II to Turner Communications Inc. for \$330,000. Seller is headed by Sargent Visher, Belle Choate and Lynn Turner. Buyer is headed by O.L. Turner and has no other broadcast interests. Action June 13.

■ **WZON(AM) Bangor, ME** (BAL900418EB: 620 khz; 5 kw-U)—Granted app. of assignment of license from Bangor Public Communications Inc. to John E. Tozer for \$185,750. Seller is headed by Christopher

Spruce and has no other broadcast interests. Buyer has no other broadcast interests. Action June 18.

■ **WKYO(AM)-WIDL(FM) Caro, MI** (AM: BAL900406HS: 1360 khz; 1 kw-U; FM: BALH900406HT: 104.9 mhz; 3 kw; ant. 298 ft.)—Granted app. of assignment of license from Prime Time Radio Inc. to Jackson Communications Ltd. for \$425,000 ("Changing Hands," May 14). Seller is headed by Robert F. and Lorraine Benkelman, husband and wife. Buyer is headed by William G. Jackson and his uncle James G. Jackson. William G. Jackson owns less than 1% of Meredith Corp., licensee of WNEM-TV Bay City, MI; WTVH-TV Syracuse, NY; KPHO-TV Phoenix; KCTV(TV) Kansas City, MO; WPGH-TV Pittsburgh; KSEE(TV) Fresno, CA; WOFL-TV Orlando, FL, and KVVU-TV Henderson-Las Vegas, NV. Action June 13.

■ **WKQZ-FM Midland, MI** (BALH900409GM: 93.3 mhz; 39.2 kw; ant. 554 ft.)—Granted app. of assignment of license from Josi Broadcasting Corp. to Windward Communications Inc. for \$2.011 million. Seller is headed by Thomas J. Beauvais and Gregory R. Theokas. Buyer is headed by R. Charles McLravy, George H. Arbaugh Jr. and G. Woodward Stover II.

McLravy is 70% owner of Benko Broadcasting Co., permittee of WLAI-TV Lansing, MI. Action June 15.

■ **KATE(AM)-KCPI-FM Albert Lea, MN** (AM: BAL891221EA: 1450 khz; 1 kw-D, 250 w-N; FM: BALH891221EB: 95.3 mhz; 3 kw; ant. 300 ft.)—Dismissed app. of assignment of license from Communications Properties Inc. to Broadcast Properties Inc. for \$3 million. Seller is headed by Philip T. Kelly and has interest in KLXV(AM)-WDBQ(FM) DuBouque, IA. Buyer is headed by Charles J. Burns, Philip T. Kelly and John Morrison and has no other broadcast interests. Action June 11.

■ **KHAT-AM-FM Lincoln, NE** (AM: BAL900611ED: 1530 khz; 5 kw-D; FM: BALH900611EE: 106.3 mhz; 2.9 kw; ant. 145 ft.)—Dismissed app. of assignment of license from Marathon Communications Inc. to Atmor Properties Inc. for no financial considerations. Seller is headed by Patrick Shaughnessy and has interest in KBUL(FM) Carson City, NV. Buyer is subsidiary of AT&T Credit Corp., is headed by T.C. Wajnert, R.B. Lasken, C.S. Whittaker, and J.H. Krollfeifer, and has no other broadcast interests. Action June 20.

■ **KNCY-AM-FM Nebraska City, NE** (AM: BAL900425EB: 1600 khz; 500 w-D, 31 w-N; FM: BALH900425EC: 97.7 mhz; 26 kw; ant. 300 ft.)—Granted app. of assignment of license from Great Lakes Broadcasting Co. to Sunrise Broadcasting Corp. for \$675,000. Seller is headed by Carl Adams and has interest in WHAP Inc., licensee of KHAP(AM) Hopewell, VA; WXVQ Inc., licensee of WXVQ(AM) DeLand, FL; Pecos Valley Broadcasting Co., licensee of KSVI(AM)-KTZA(FM) Artesia, MS, and Amendment One Inc., licensee of WZTN(AM) Montgomery, AL. Buyer is headed by Joerg G. Klebe and is licensee of KBWH-FM Blair, NE. CVC Capital Corp., parent of Sunrise Broadcasting Corp., holds 20% stock interest in Advance Broadcasting Corp., licensee of WGNV-AM-FM Newburgh, NY, and has interest in WCKX Enterprises, licensee of WCKX-FM London, OH. Action June 19.

■ **KPOC(TV) Omaha, NE** (BAPT900223KF: ch. 15; 5,000 kw-V; 500 kw-A; ant. 544 ft.)—Granted app. of assignment of license from Mid-America Broadcasting Inc. to Pappas Telecasting of the Midlands for \$350,000. Seller is headed by Larry D. Hudson. Buyer is headed by Harry J. Pappas and is licensee of KPTM(TV) Omaha, NE. Action June 21.

■ **KRNO-AM-FM Reno, NV** (AM: BAL900402EB: 1230 khz; 1 kw-U; FM: BALH900402EC: 106.9 mhz; 37 kw; ant. 2,956 ft.)—Granted app. of assignment of license from Comstock Communications Inc. to A&A Broadcasting Corp. for \$224,103. Seller is headed by David A. Roth and Robert N. Odenez (see WIR-A[AM]-WOVV[F] Ft. Pierce, FL). Buyer is headed by Lorraine Walker, Judith Moore and Kevin Mirch, and has no other broadcast interests. Action June 20.

■ **WIAM(AM) Williamston, NC** (BTC900328EA: 900 khz; 1 kw-D, 258 w-N)—Granted app. of assignment of license from Lifeline Ministries Inc. to Johnny C. Bryant for \$70,500. Seller is headed by Raymond Hoggard, who is selling his 51% in station. Buyer is president and 49% stockholder in Lifeline Ministries Inc. Action June 18.

■ **WMJI-FM Cleveland, OH** (BALH900416GU: 105.7 mhz; 27 kw; ant. 900 ft.)—Granted app. of assignment of license from Jacor Communications Inc. to LBI of Cleveland Inc. for \$31.25 million ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs (see WQIK-AM-FM Jacksonville, FL). Buyer is headed by Robert F.X. Sillerman, Carl E. Hirsch, Harold Dean Thacker, Howard J. Tytel, Gary Chetkof and Richard Anderson. Sillerman owns 5.3% of class B stock in Group W Radio Acquisition Corp., licensee of WMMR-FM Philadelphia, PA; KFWB(AM)-KTWV-FM Los Angeles and KFBK(AM)-KAER(FM) Sacramento, both California; WINS(AM)-WNEW(FM) New York; KILT-AM-FM Houston; WLLZ-FM Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; KDKA(AM) Pittsburgh and KYW(AM) Philadelphia, both Pennsylvania; KQZY-FM Dallas; KMEO-AM-FM Phoenix; WMAQ(AM) Chicago, IL, and WBZ(AM) Boston, MA. Sillerman owns 100% of Northampton Corp., licensee of WHMP-AM-FM Northampton, MA, and

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

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

Sillerman Assets Corp., which has 50% interest in WNEW(AM) New York. Action June 15.

■ **WUAB(TV) Lorain, OH** (BALCT900321LC; ch. 43; 1239 kw-V; 248 kw-A; ant. 1.074 ft.)—Granted app. of assignment of license from Gaylord Broadcasting Co. of Ohio to Cannell Communications Ltd. for \$60 million ("Changing Hands," March 26). Seller is headed by Edward L. Gaylord and James R. Terrell, and owns KTVT(TV) Fort Worth and KHTV(TV) Houston; KSTW(TV) Tacoma, WA; KSTW(TV) Milwaukee; WKY(AM) Oklahoma City; and WSM-AM-FM Nashville. Buyer is headed by Steven J. Cannell, Kenneth Ziffren and Michael J. Dubelko. Action June 19.

■ **WQJZ(AM)-WKQB(FM) St. George, SC** (AM: BAL891012HT; 810 khz; 5 kw-D; FM: BAL891012HU; 107.5 mhz; 100 kw; ant. 500 ft.)—Dismissed app. of assignment of license from Trident Communications Corp. to QNP Corp. for \$2.45 million. Seller is headed by Robert O'Leary, Christopher M. Johnson, Thomas J. Greiner and Stephen Judy. O'Leary has interest in Minority Communications of CA, licensee of KMCE(AM) Cordova, CA. Buyer is headed by Carl C. and Mary P. Nourse, has interest in WBYY(FM) Westerville, OH. Action June 20.

■ **WWGR(AM)-WQLA(FM) LaFollette, TN** (AM: BTC891107HW; 960 khz; 1 kw-D; FM: BTCH891107HX; 104.9 mhz; 3 kw; ant. 563 ft.)—Granted app. of assignment of license from W. Alvin Fox to Cherokee Communications Corp. for \$400,000. Seller has no other broadcast interests. Buyer is headed by Ronald A. Scott and has no other broadcast interests. Action June 12.

■ **WYHY-FM Lebanon, TN** (BALH900416GV; 107.5 mhz; 58 kw; ant. 1,233 ft.)—Granted app. of assignment of license from Jacor Broadcasting of Atlanta Inc. to LBI of Cleveland Inc. for \$31.25 million. Sale includes WMJI-FM Cleveland, OH ("Changing Hands," April 16). Seller is headed by Terry S. Jacobs (see WQIK-AM-FM Jacksonville, FL). Buyer is headed by Robert F.X. Sillerman, Carl E. Hirsch, Harold Dean Thacker, Howard J. Tytel, Gary Chetkof and Richard Anderson. See WMJI-FM Cleveland, OH. Action June 15.

■ **WSTX-AM-FM Christiansted, St. Croix, VI** (AM: BAL900420HE; 970 khz; 5 kw-D; 1 kw-N; FM: BALH900420HF; 100.3 mhz; 38 kw; ant. 235 ft.)—Granted app. of assignment of license from Suburban Caribbean Communications Inc. to Family Broadcasting Inc. for \$525,000. Seller is headed by Robert R. Hilker and William R. Rollins. Hilker has interest in WJJI(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia; WSVM(AM) Valdese, WFXI(TV) Morehead City, WEGO(AM) Concord and WABZ(AM) Albemarle, all North Carolina, and WJOT-AM-FM Lake City, SC. Buyer is headed by Luz A. James, Asta K. James, Leonie A. Sealey, Barbara James-Petersen, Gerald L. James II, Emmeth C. James and Kelsey Gerard James, and has no other broadcast interests. Action June 14.

NEW STATIONS

Applications

■ **Baker, CA** (BPH900607MB)—Robert Adelman seeks 101.5 mhz; 50kw; ant. -101 ft. Address: P.O. Box 128, Johannesburg, CA 93528. Adelman is sole proprietor of KRAJ-FM Johannesburg, CA. Filed June 7.

■ **Baker, CA** (BPH900607MF)—Mount Wilson FM Broadcasters Inc. seeks 101.5 mhz; 50kw. Address: 1500 Cotner Ave., Los Angeles, CA 90025. Principal is headed by Saul and Anita Levine and Ellis Guskys, and has interest in KULA(AM) Maunawili and KRTR-FM Kailua, both Hawaii, and KKGQ-FM Los Angeles, KKJZ(AM) Costa Mesa and KSUR-AM-FM Greenfield, all California. Anita L. Levine is permittee of KNOB(AM) Frazier Park, CA. Filed June 7.

■ **Baker, CA** (BPH900608MK)—Kenneth B. Orchard seeks 101.5 mhz; 4.65 kw; ant. 1,292 ft. Address: 11920 Hesperia Rd., Hesperia, CA 92345. Orchard is permittee of KVVQ(AM) Hesperia, CA, and licensee of KVVQ-FM Victorville, CA. Filed June 8.

■ **Bayside, CA** (BPED900607)—Community of Humboldt Educational Enhancement Radio Service seeks 91.5 mhz; ant. 820 ft. Address: 280 Greenwood Hts Rd., Kneeland, CA 95549. Principal is headed by Robert A. Wallace, Orr Marshall and Monica Olsen, and has no other broadcast interests. Filed June 7.

■ **Lompoc, CA** (BPH900516MS)—Lee Wardlaw Jafurs seeks 104.9 mhz; .50 kw; ant. 774 ft. Address: 2319 Foothill Ln., Santa Barbara, CA 93105. Principal is headed by Lee Wardlaw Jafurs, Patt Wardlaw, Scott P. Wardlaw, John J. Wardlaw, John M. Regan, Carl Lindros, Edwin B. Mack and Jim McCoy, and has no other broadcast interests. Filed May 16.

■ **Lompoc, CA** (BPH900518MM)—Great Scott Broadcasting seeks 104.9 mhz; 1.19 kw; ant. 708 ft. Address: P.O. Box 638 Pottstown, PA 19464. Principal is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and is licensee of WKST(AM) New Castle, WKST-FM Elmwood and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA(AM)-WZBH(FM) Georgetown, DE, and WMBO(AM)-WPCX(FM) Auburn, NY. Filed May 18.

■ **Lompoc, CA** (BPH900518MO)—Lompoc Minority Broadcasters Partnership seeks 104.9 mhz; .33 kw; ant. 1,000 ft. Address: 312 W. Barton #2, Lompoc, CA 93436. Principal is headed by Richard P. Keating and Lydia M. Cordero, and has no other broadcast interests. Filed May 18.

■ **Warner Robins, GA** (BPH900518MS)—Donald L. Jones seeks 102.5 mhz; 6 kw; ant. 328 ft. Address: 3017 Piedmont Rd. NE, Suite 200, Atlanta, GA 30305. Jones has interest in LPTVs for Daytona Beach, Cocoa Beach, Titusville, and Sebastian, all Florida; and has interest in WNNQ(AM) Ashburn, GA. Filed May 18.

■ **Warner Robins, GA** (BPH900518MD)—Great Scott Broadcasting seeks 102.5 mhz; 4.2 kw; ant. 328 ft. Address: P.O. Box 638 Pottstown, PA 19464. Principal is headed by Faye Scott, Elmer S. Friedberg and Harold Litvin, and is licensee of WKST(AM) New Castle, WKST-FM Elmwood and WPAZ(AM) Pottstown, all Pennsylvania; WTTM(AM)-WCHR(FM) Trenton, NJ; WSEA(AM)-WZBH(FM) Georgetown, DE, and WMBO(AM)-WPCX(FM) Auburn, NY. Filed May 31.

■ **Seneca, IL** (BPH900517MI)—Maureen Bellinger seeks 95.7 mhz; 3 kw; ant. 328 ft. Address: 4175 E. Lake Shore Dr., Decatur, IL 62521. Bellinger has no other broadcast interests. Filed May 17.

■ **Streator, IL** (BPH900517MG)—Carolyn Kleven seeks 106.1 mhz; 6 kw; ant. 328 ft. Address: R.R. 1, Box 121, Monticello, IL 61856. Kleven owns 170 shares of common stock in Sound Alternative Inc., licensee of WVLJ-FM Monticello, IL. Filed May 17.

■ **Stamping Ground, KY** (BPH900606MB)—Scott County Communications Inc. seeks 99.1 mhz; 3 kw; ant. 328 ft. Address: 402 Hiawatha Trail, Georgetown, KY 40324. Principal is headed by Maurice Alsop and Edward S. Ford, and has no other broadcast interests. Filed June 12.

■ **Manistee, MI** (BPH900518MQ)—Unicorn-Slidell LPTV seeks 107.9 mhz; 1.9 kw. Address: 1536 Logan Ave., Altoona, PA 16602. Principal is headed by Caroline K. Powley and has no other broadcast interests. Filed May 18.

■ **Endwell, NY** (BPH900516MT)—Mary C. Murray seeks 107.5 mhz; 1.4kw; ant. 482 ft. Address: 40 Crestmont Rd., Binghamton, NY 13905. Murray has no other broadcast interests. Filed May 16.

■ **Endwell, NY** (BPH900516MU)—Carol A. Morgan seeks 107.5 mhz; 1.36 kw; ant. 189 ft. Address: 1201 Chenango St., Binghamton, NY 13901. Morgan has no other broadcast interests. Filed May 16.

■ **Southport, NY** (BPH900515MH)—Deborah J. Freeman seeks 99.5 mhz; 1.09 kw; ant. 547 ft. Address: R.D. 1-Laurel Run Rd., Southport, NY 14871. She has no other broadcast interests. Filed May 15.

■ **Murrysville, PA** (BPED900606MC)—He's Alive Inc. seeks 88.1 mhz; .100 kw. Address: 1000 Springs Rd., Grantsville, MD 21536. Principal is headed by James Dewayne Johnson, Sharon Faye Johnson and

Roger Brenneman, and is licensee of non-commercial educational WAJJ-FM Grantsville and WLIC-FM Frosburg, both Maryland, and WRJ(FM) Mason-town, PA. Filed June 6.

■ **Dresden, TN** (BPH900612MA)—Dresden Broadcasting Inc. seeks 95.1 mhz; 6 kw; ant. 328 ft. Address: 117 Vicksburg, Camden, TN 38320. Principal is headed by Ron Lane, Ray Smith and John Latham, who have interest in WFWL(AM)-WRJB(FM) Camden, TN.

■ **Madisonville, TN** (BPH900518MR)—Bomark Broadcasters seeks 99.5 mhz; 6 kw; ant. 328 ft. Address: 803 Ingleside, Athens, TN 37303. Principal is headed by Robert M. Ketchersid and Mark R. Lefler. Lefler is 20% shareholder of Cornerstone Broadcasting Inc., licensee of WYXI(AM) Athens, TN, and is general manager of WYXI(AM). Ketchersid is 20% shareholder of Cornerstone Broadcasting Inc., and is station manager and program and news director of WYXI(AM). Filed May 18.

■ **South Boston, VA** (BPH900510MT)—Barbara D. Purcell seeks 95.3 mhz; 6 kw; ant. 328 ft. Address: 15010 Carrollton Rd., Rockville, MD 20853. Purcell is former officer and director of Lawrence County Broadcasting Corp., licensee of WBZY(AM) New Castle, PA. Filed May 10.

■ **Altoona, WI** (BPH900518ML)—Lynn Bushland seeks 98.1 mhz; 3.9kw; ant. 406 ft. Address: 615 Mt. Memo-Apt. C, Eau Claire, WI 54703. Bushland has no other broadcast interests. Filed May 18.

■ **Lake Geneva, WI** (BPH900606MG)—Northwest Broadcasting Co. seeks 96.1 mhz; 1,492 kw; ant. 459 ft. Address: P.O. Box 847, Barrington, IL 60011. Principal is headed by Michael H. Krafcsin and has no other broadcast interests. Filed June 6.

■ **Lake Geneva, WI** (BPH900611MG)—Radio Lake Geneva Corp. seeks 96.1 mhz; 6 kw; ant. 328 ft. Address: 738 W. Main St., Lake Geneva, WI 53147. Principal is headed by Elizabeth Sanders, Robert Sanders, William L. Huston and John F. Monroe Jr. Huston owns 27.78% of Lake Southern Wisconsin Co., licensee of WMIR(AM) Lake Geneva, WI.

■ **Lake Geneva, WI** (BPH900612MR)—State Long Distance Telephone Co. seeks 96.1 mhz; 3 kw; ant. 328 ft. Address: 216 W. Walworth St., Elkhorn, WI 53121. Principal is headed by William C. Wiswell, Ellen B. Wiswell, Florence L. Coleman, William P. Pappa, Anne E. Wiswell, Jerry Guetschow, William L. Seymour, William Morrissey, Grant W. Wiswell, Charles W. Coleman, Wyman Wiswell and Elleb B. Wiswell, and has no other broadcast interests. Filed June 12.

■ **Lake Geneva, WI** (BPH900613MA)—Tom Kwiatkowski seeks 96.1 mhz; 3 kw; ant. 328 ft. Address: Rte. 1, Box 1404, Lake Geneva, WI 53147. Kwiatkowski has no other broadcast interests. Filed June 13.

■ **Lake Geneva, WI** (BPH900613MB)—David A. Nelson seeks 96.1 mhz; 3 kw; ant. 328 ft. Address: 1943 Lake Trail, Delavan, WI 53115. Nelson has no other broadcast interests. Filed June 13.

■ **Lake Geneva, WI** (BPH900614MA)—Lake Geneva Broadcasting Inc. seeks 96.1 mhz; 3 kw; ant. 328 ft. Address: 5152 N. Santa Monica Blvd., Whitefish Bay, WI 53217. Principal is headed by Stephen A. Sincropi, Randal L. Phillips, Anthony V. Sincropi, F. William Russo and Clifford M. Harrington. Stephen A. Sincropi is 15% shareholder of Dekalb County Radio Ltd., permittee of new FM at Dekalb, IL, and is VP of Suburbanair Inc., licensee of WMVP(AM) Greenfield and WLUM-FM Milwaukee, both Wisconsin. Filed June 14.

■ **Whitewater, WI** (BPH900606MA)—Mianne Nelson seeks 106.5 mhz; 3 kw; ant. 328 ft. Address: 1943 Lake Trail, Delavan, WI 53115. Nelson has interest in Mitchell Broadcasting Co., licensee of WMCW(AM) Harvard, IL, and has interest in KVLH(AM)-KGOK-FM Pauls Valley, OK. Filed June 6.

■ **Whitewater, WI** (BPH900606MF)—F.W.K. Broadcasting Co. seeks 106.5 mhz; 3 kw; ant. 328 ft. Address: W-238, S. 6825, Hwy. 164, Waukesha, WI 53186. Principal is headed by Frederick W. Kinlow and has interest in KFKQ-FM New Holstein, WI. Filed June 6.

Actions

- **Seaside, CA (BPH880701MV)**—Dismissed app. of Seaside Valley Service Radio Ltd. for 103.5 mhz; 3 kw; ant. 328 ft. Address: 1165 Elmwood Dr., Walnut Creek, CA 94596. Principal is headed by Dale A. Tucker, and has no other broadcast interests. Action June 19.
- **Dalton, GA (BPH881025MD)**—Dismissed app. of Knight Radio Inc. for 104.5 mhz; 3 kw; ant. 328 ft. Address: 63 Bay State Rd., Boston, MA 02215. Principal is headed by Norman Knight and N. Scott Knight, and has no other broadcast interests. Action June 20.
- **Crown Point, IN (BPED891019MA)**—Returned app. of Hyles-Anderson College for 90.5 mhz; 10 kw. Address: 8400 Burr St., Crown Point, TN 46307. Principal is headed by George Zarris and has no other broadcast interests. Action June 19.
- **Giddings, TX (BP900405CA)**—Returned app. of Radio Lee County for 1600 khz. Address: P.O. Box 78716, Austin, TX 78716. Principal is headed by Paul M. Jamar and William M. Jamar Jr., and is licensee of KGID(FM) Giddings, TX. William W. Jamar Jr. has interest in Brown County Broadcasting Co., licensee of KBWD(AM)-KOXE(FM) Brownwood, TX; Snyder Broadcasting Co., licensee of KSNY(AM) Snyder.

TX: KCRM Broadcasting, licensee of KCRM(FM) Cameron, TX, and KFIT Inc., licensee of KFIT(AM) Lockhart, TX. Action June 19. OK?

■ **Burns, WY (BPH890407MH)**—Granted app. of William L. Moir for 101.9 mhz; 50 kw; ant. 492 ft. Address: 11920 Gay Glen, St. Louis, MO 63043. Moir has no other broadcast interests. Action June 18.

- **Flowood, MS 1240 khz**—June 18 petition for recon. nunc pro tunc.
- **Summer, WA KZIZ(AM) 1560 khz**—June 20 petition for recon. nunc pro tunc for mod. of CP (BP891120AD).

FACILITIES CHANGES

Applications

AM's

- **Tucson, AZ KSAZ(AM) 580 khz**—June 18 application resubmitted nunc pro tunc.
- **Pasadena CA KPPC(AM) 1240 khz**—June 20 application for CP to change TL: to 54 N Oakland Ave., Pasadena, CA, and make changes in ant. system.
- **Golden Gate, FL 840 khz**—June 18 application resubmitted nunc pro tunc.
- **St. Cloud, FL WNZQ(AM) 1500 khz**—June 20 application resubmitted nunc pro tunc for mod. of CP (BP850701AH).

FM's

- **Apple Valley, CA KZXY-FM 102.3 mhz**—June 12 petition for recon. application (BPH9002081B).
- **Kailua-Kona, HI KLUA(FM) 93.5 mhz**—June 11 application for CP to change freq: 93.9 mhz; ERP: 32 kw H&V; ant. 2.925 ft.; change to class C (per docket #89-395).
- **Chubbuck, ID KRCD-FM 98.3 mhz**—June 12 application for CP to change ERP: 6.24 kw H&V; change freq: 98.5 mhz; and to change class to C2.
- **Marshall, IL WMMC(FM) 105.9 mhz**—June 8 application petition for recon. (BPH9002211A).
- **Glen Arbor, MI WMLB(FM) 98.1 mhz**—May 18 application for CP to change ERP: 7.9 kw H&V; ant. 590 ft.; change TL: site is E. of Valley Rd. (Co. Rd. 677), 9 km S. of Glen Arbor, Leelanau, MI; change to class C3 (per DA 90-461).

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RADIO

HELP WANTED MANAGEMENT

General manager position in Seattle, Washington for AM/FM Combo with Park Communications. Must have stable employment history, good sales experience and solid budget and expense control. Need to be able to set example to proven sales staff by personal selling. Submit a letter giving complete career, salary history and references to: PO Box 550, Ithaca, NY 14851. EOE.

General manager wanted for central Michigan. Candidate should possess strong leadership skills in sales, programming, and operations. Group broadcasting benefits. Send replies in confidence to Box M-3. EOE.

Lead the charge! One of broadcasting's top groups is looking for our next great GSM. The stations are top rated. The facility is state-of-the-art; the medium market is a lucrative Midwest state capitol. You'll get all the tools you need to capture top billing. Simply put, there's money and a reputation to be made and we need an experienced, make-it-happen general sales manager to lead the charge. We'll treat your response with the strictest of confidence. So pardon the blind box and send your best shot to Box M-2. EOE.

Operations manager/program director for central Florida AM/FM radio station. Candidate should possess broad broadcasting experience; including programming, promotions, production and news. Computer experience is preferred. Good managerial skills a must. Resumes to: Tunie Moss, PO Box 2038, Lakeland, FL 33806. We are an equal opportunity employer and encourage minority and female applicants.

Sales manager: We're looking for a good salesperson who wants to be sales manager. For us you can sell and the job is yours. Compensation negotiable. You'll work in Seacoast Maine/New Hampshire. Send resume to: WCDQ, PO Box 631, Sanford, ME 04073 or call 207-324-7271 to arrange FAX. We are an equal opportunity employer.

Great GSM opportunity created by promotion to GM. Must have winning track record. Strong management skills. Join the best and help us get better. Resume to Jim Glassman, President, WIRL/WSWT, Box 3335, Peoria, IL 61614. EOE, M/F.

Sales manager for top station in Lake County, Florida. 35 minutes north of Orlando. Must be a pro with solid track record ready to hit the streets running. CRMC preferred. Strong compensation package with benefits. Send or fax your resume to WQBQ, The Lake Square Mall, 10401-328 Highway 441, Leesburg, FL 34788 - FAX 904-787-4446. EOE.

Take Charge-GM for AM/FM combo in dynamic growing California market. Candidate with promising track record for high sales and low costs could also earn equity position. Send resume, cover letter on your success history, and references. Inquiries confidential. Box M-19. EOE.

Station manager needed for Southern Gospel, Class C FM. Florida's gulf coast. Must carry list, train and direct sales staff. Call Ron Kight 904-785-9549. EOE/M/F.

Radio station general manager sought for small New Mexico market. Must have demonstrated commitments to healthy entertainment. As Christian must be willing to program AC format. Must have high recommendations in sales and community relations. Call 512-327-4034 or 817-451-3960. Write PO Box 1208, Austin, TX 78767. EOE.

General manager wanted for central Michigan. Candidate should possess strong leadership skills in sales, programming, and operations. Group broadcasting benefits. Send replies in confidence to Box M-3. 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.

General manager: 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, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE.

The position of sales manager is available at Memphis power house WMC FM. Rare opportunity for a person with sales manager experience. WMC FM is owned by Scripps Howard Broadcasting and has for many years been one of the markets leading radio stations. We are interested in a sales manager who can build on our progress through his/her leadership, and creativity. Southeast preferred. Send your letter and resume to: Sidney Mendelson, General Sales Manager, WMC AM/FM, 1960 Union Avenue, Memphis, TN 38104. Equal opportunity employer.

HELP WANTED SALES

TV/radio national sales position. Immediate opening with broadcasting's oldest! (37 years) media merchandising/sales-promotion firm. TV/radio sales experience required. Full-time travel (Mon/Fri) required. Substantial draw against generous commission. Resume and recent picture to John Gilmore, President, CCA Inc., PO Box 151, Westport, CT 06881 203-226-3377.

WHP-AM and B-97.3 want only the best radio sales people. Benefits, continual training and management support. Resumes only to Russ Whitnah-WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

Account executive: Long Island's monster AC powerhouse and ratings leader, WALK FM/AM, has exceptional opportunity for an established radio sales professional. Join strong, progressive group at flagship station in nation's 13th MSA. Resumes to Tracy Soto, General Sales Manager, WALK FM/AM, PO Box 230, Patchogue, NY 11772. EOE, M/F.

Indiana-Group owned WBOW/WZZQ has an opening for sales manager with good people skills, and the ability to manage staff with emphasis on sales and market development. Good opportunity for advancement to GM within growing Midwest chain. Send resume to Tom Lawrence, GM, WBOW/WZZQ, 1341 Ohio, Terre Haute, IN 47807. EOE, M/F.

Salesperson: Experienced person, but still willing to learn, to represent the area's top station and enjoy Ocean City, MD. Must be ambitious and a team player. Growing area and a fun place to live. Must produce! List and benefits. Resume to: General Sales Manager Stevie Prettyman, PO Box 758, Ocean City, MD 21842. EOE.

Southern California Coast FM is putting together the best sales department in the market. An excellent opportunity for the right person, at the #1 adult music station in one of the nation's hottest growth markets. Part of fast-growing communications group. Contact Tim Curtin. 805-653-5111. EOE.

Energetic sales manager needed to lead young CHR into Virginia's fastest growing region. Must be promotion-minded and goal oriented. Salary + commission. Send track record to: WGRQ, Box 689, King George, VA 22485. EOE.

HELP WANTED TECHNICAL

Project engineers - satellites (Two positions). Radio network seeks electrical engineers with three or more years hands-on satellite operations or maintenance experience. Familiarity with radio or TV station operations helpful. Become part of a team designing and implementing national satellite network improvements, including new control facility and enhancements to local radio station satellite equipment. BSEE, FCC license and SBE certification desirable, good communication skills, some travel required. Familiarity with standard spreadsheet, database or project management software desirable. Fixed term position through December 1993. Salary commensurate with experience. Applicants should include salary history. Submit resumes to Personnel, National Public Radio, 2025 M St., NW, Washington, DC 20036. EOE.

Warm water, sand, sun, palm trees. Take charge engineer, 3 powerful FM's in Virgin Islands. Relocation assistance. Salary, tremendous benefits, commensurate with experience. FAX 809-775-6063.

HELP WANTED ANNOUNCERS

KMPL-AM: Full Service/AC has opening for experienced AT willing to work mornings or midday in pleasant Midwest town of 20,000 convenient to St. Louis & Memphis. Tape/resume to John David, PO Box 907, Sikeston, MO 63801. EOE.

Northeast medium market AM looking for unique talk show host to turn station around. Creative compensation package. This is your opportunity to put your mouth where the money is. Send T + R to 284 Winding Road South, Ardsley, NY 10502. EOE.

HELP WANTED NEWS

Midwest radio news network seeks news director. Strong writing and leadership skills a must. Experience in covering state government helpful. Send resume to Box M-26.

**HELP WANTED PROGRAMING
PRODUCTION AND OTHERS**

Eastern Long Island FM station seeks hands-on production operations manager, who can also host morning program. Excellent opportunity with #1 Adult 25-54 station. Mature professionals only. EOE, M/F. Write or call Jeff Fisher, Station Manager, WBAZ, Box 1200, Southold, NY 11971. 516-765-1017.

Operations manager for Cape Cod's leading radio station, programming news, easy listening, jazz and classical. Requires strong management ability, precise programming skills, high caliber production capability, and computer experience. If you've got everything it takes to keep us on top for another 10 years, send a letter, resume and tape to Stephen Colella, General Manager, WQRC-FM, 737 West Main Street, Hyannis, MA 02601. EOE/MF.

SITUATIONS WANTED MANAGEMENT

Problems? Sales, programing, financial, acquisitions, management, whatever Solution! A total management consultant. Up your bottom line now! Call RPM, 804-232-5197.

Need a take charge, experienced GM/SM immediately...interim, long range? Strong retail background plus programming, promotion expertise. NJ, NY, CT area. Call Rich Rapiti 201-429-7323.

Owners: Get this guy out of our market! In less than three years he's taken poor equipment, talent and no money and buried us (8 stations!). He's taken his staff and stations through the roof! Your inquiries go to him. Box D-53

General sales manager with 5 years of Combo sales experience/14 years of programing experience available for general manager position. Bob-by Rivers 602-297-4808.

Major market PD available now for PD or station manager position in a medium to major market. Sales and programing experience in AC, Lite AC, and Oldies formats. 21 years radio experience. Win with ratings and revenue! Call now: 619-672-2225.

Metro/medium management slot sought by major market radio veteran. Currently SM related field. 55K minimum. 305-770-5149.

NYC satellite opr mgr: Seeking P.D. position in South Fla. Exp to AOR, MOR, CHR, Carl, 201-351-3637, good ref.

General manager available. Considerable experience winning in medium and major markets. Group management and acquisitions experience. Highest industry references and credentials. Dean Johnson 503-472-1221.

Mature media pro wants to return to station management. Sales and promotion strengths. Smaller market, mid-Atlantic preferred. Box M-17.

Make money with any radio station! It's a fact there are more stations than experts to run them. Deal with a professional with 26 years of expertise. Available on a consultant basis anywhere for start ups or turnarounds. Bill Elliott, 413-442-1283.

Creative problem solver ready for next opportunity! 20 years all phases station leadership! Willing to relocate! I'm ready to take off to help your station(s) do the same! Jack Davison. 1542 Nottingham Drive, North Mankato, MN 56001 507-387-2565.

Attention owners! Dynamic highly motivated GM available for small to medium market turnaround. Former owner with a winning track record. Reply Box M-25.

General manager: Successful, quality GM seeks small-mid sized market opportunity. Proven results, 20+ years experience, CRMC. Strong on sales and programming. Outstanding credentials and references. If you can offer a quality situation, I can offer results! East coast preferred. Call 301-426-5344.

SITUATIONS WANTED SALES

Degreed individual with radio background wants to return. Currently GM of a \$1.5M service business. Interested in a sales position with a growing company. Send inquiries to: Tom Newhouse, 5110 Azalea Trace, #1216, Houston, TX 77063.

SITUATIONS WANTED ANNOUNCERS

Major Washington, DC-based freelance voice seeks to establish long-distance, next-day turnaround production relationships with TV and radio stations. Have fully equipped digital (Dyaxis) audio production studio and fax. Need an out-of-market voice? Let's talk. Mike Weiner 1-800-950-2834 Ext. 2.

SITUATIONS WANTED NEWS

Sports pro. 5 yrs exp. incl. P/T in suburban NYC. Sophisticated, exciting PBP and solid anchoring. Impeccable knowledge. Bob, 201-546-5546.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Let's make \$\$\$\$! Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programing top rated AC/FSAC combo. Call 603-448-6589. EOE.

MISCELLANEOUS

Make money in voiceovers. Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

Fax your scripts, I'll FedEx tape. Lowest rates. For demo write or call: Mix Productions, Box 200, Budd Lake, NJ 07828. 201-691-6919.

TELEVISION

HELP WANTED MANAGEMENT

Commercial manager with proven sales and administrative ability for station in growing Texas city. EOE. Box D-49.

Account exec's: Radio, TV and print. Staff expansion due to booming economy and strong market. Tropical Western Pacific location. Excellent earning potential and benefit package for individual with proven track record. Send resume and income history to Harrison O. Flora, Group Vice President, 530 W. O'Brien Dr., Agana Guam 96910. Fax: 671-477-7847. EOE.

Marketing consultant and fundraiser: New non-profit television production company funded by grant from the National Institute of Mental Health, managed entirely by former mental patients, seeks individual with VHF marketing, fund raising and public education campaign expertise. Prefer someone who has experienced psychiatric institutionalization. Send detailed letter and resume to: White Light Communications, 7 Kilburn St., Burlington, VT 05401. EOE.

Local sales manager: WPTY-TV, dominant Fox affiliate in Memphis, TN (39th ADI) seeks a highly motivated and competitive individual to lead sales staff. Successful local sales management required. Chase Communications, one of the fastest growing broadcast companies, offers terrific growth potential and benefits. Replies are confidential. EOE. Jack Peck, PO Box 42424, Memphis, TN 38104.

HELP WANTED SALES

Florida sales pro? Help us sign advertisers for our barter positions in innovative new "advertiser friendly" regional news magazine. Quality show sells itself, set to launch in September on Florida's top stations. 305-384-8765. EOE.

National sales manager: WLIG-TV, Long Island, NY, seeks Manhattan-based sales pro. Successful station or rep experience required. Outstanding growth opportunity with full benefit package. Contact Marvin Chauvin, GM, WLIG-TV, 300 Crossways Park Dr., Woodbury, NY 11797. 516-364-1500. EOE.

Account executive: Join the fastest growing broadcast group in America! ABRY Communications in Cincinnati is seeking an experienced television salesperson with a proven track record. Minimum 2 years experience. Fastrack to management. Call Mark Kessler or Greg Kingery, WIII-TV, 513-641-4400. EOE.

HELP WANTED TECHNICAL

WTXX-TV seeks experienced transmitter supervisor for Hartford/New Haven Independent. High power Klystron experience required. Challenging opportunity. Contact Charles Allen, 203-575-2020. Equal opportunity employer.

Chief engineer for Christian station. Hands-on exp. with UHF transmitters, studio maintenance and ability to train and supervise small engineering staff. SBE certification a plus. Send resume to Ruth Ward, Personnel Dir., Trinity Broadcasting Network, 2442 Michelle Dr., Tustin, CA 92680. 714-832-2950. EOE.

Maintenance engineer must have minimum of 2 years recent exp. in TV broadcasting maintenance. Should be able to repair, to component level, equipment such as VCR's, cameras, switchers and edit suites. Please contact Ruth Ward, Personnel Dir., Trinity Broadcasting Network, 2442 Michelle Dr., Tustin, CA 92680. 714-832-2950. EOE.

Midwestern market, network affiliate is seeking a hands-on maintenance driven chief engineer. Strong RF, VTR and ENG is preferred. Send resume to Don Hicks, KOAM-TV, PO Box 659, Pittsburg, KS 66762. EOE.

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.

TV maintenance technician: Require tape, computer and automation experience. WTTV-4 is independent with small, aggressive engineering department, remote truck, MI, hour news, state lottery shows. Resumes to Fred Baumgartner, WTTV, 3490 Bluff Rd., Indianapolis, IN 46217. 317-787-2211. EOE, M/F.

Assistant chief engineer. WNOL-TV Fox 38 New Orleans is looking for an experienced hard working engineer who wants to enter a career of engineering management. Strong knowledge of digital and analogue electronics is required as well as background in studio electronics, including Sony Betacam and one inch formats. Minimum of three years experience in broadcast engineering as well as FCC General Class license or SBE certification essential. Please send resume complete with salary history to Ernest Harvey, Chief Engineer, WNOL-TV, 1661 Canal St., New Orleans, LA 70112-2862. No phone calls, please. Deadline is July 17, 1990. EOE.

Master control operator/maintenance engineer for UHF ABC affiliate. Must have technical schooling and minimum 3 years maintenance experience. Ampex ACR-25, VPR-6 and Sony Betacam experience helpful. FCC General or SBE certification desirable. Send resume to Chief Engineer, WAND-TV, 904 Southside Dr., Decatur, IL 62521. EOE.

Network affiliate and production facility in Rocky Mountains has openings for chief engineer with UHF transmitter experience and engineer with production house experience. Background with start-up operation helpful. Good communication/budgeting skills a must. Call Cheryl at KTGF 406-761-8816.

Online videotape editor: Top 30 market TV production facility looking for an experienced online editor. Five years computerized editing experience required. Extensive background with one inch/Beta-SP, Ampex 200 editing system or equivalent. Client skills a plus. Send resume, salary history and demo reel to: M-23.

Assistant chief engineer: Strong knowledge of UHF transmitters and microwave systems. Maintenance of transmitter, microwave, studio and over-seeing remotes. Valid FCC General or SBE certification required. Salary DOE. Resume to Steven Ellis DE, R&R Media Corp., PO Box 991, New London, CT 06320. EOE.

Position available at Christian TV station: Chief engineer; must have previous experience with TV systems and equipment maintenance. Some RF experience helpful. Good people skills a must. Call Mr. Mowbray, Operations or Personnel Dept., WCFC-TV38 Ch. 38, Chicago ** 312-977-3838. An equal opportunity employer.

HELP WANTED NEWS

Photojournalist: Top station in top thirties market is accepting applications for experienced ENG shooter/editor. Minimum 1 year experience shooting TV news. If you can tell stories using pictures, if you strive for excellence, send resume and tape to David Tamez, KWTV, PO Box 14159, Oklahoma City, OK 73113. No phone calls, please! EOE, M/F.

Best regional newsmagazine in America adding experienced enterprise reporter, field producer and researcher. Investigative-style weekly broadcast with network news standards debuts in September on Florida's top stations. Production already underway. Fax letter, resume today! 305-384-8852. EOE.

Co-anchor for weeknight 6 and 10 news. Some reporting and producing. The right candidate will work with our male anchor. Apply to Box M-6. EOE, M/F.

Producer: KDKA-TV is looking for a take-charge person who can produce and write top notch newscasts. Must have at least two years experience as a producer in medium market. No calls. Send resume only to Chuck Samuels, Executive Producer, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222. EOE.

News anchor/reporter: #1 rated, CBS affiliate in Oklahoma City is looking for a dynamic and enthusiastic anchor/reporter for 6 and 10 p.m. newscasts. If you're a strong, comfortable communicator with anchoring and reporting experience, send resume and tape to: Jerry Dalrymple, Vice President, KWTV-9, 7401 N. Kelley, Oklahoma City, OK 73111. No phone calls, please! EOE, M/F.

News director: Growing northern California Independent seeks creative and energetic news director or assistant eager for a challenge. Must be innovative and have outstanding people skills. Please send resume, cover letter and salary history to Elliott Troshinsky, KRBK-TV, 500 Media Pl., Sacramento, CA 95815. No phone calls, please. EOE, M/F.

Weekend reporter: Television is like baseball, except with more intensity. That triple "A" farm club in Austin just sent another one to "the show". We just lost a reporter to KCRA-TV in Sacramento. The guy was terrific. Now, we need another terrific person to fill that role. It's a full time gig. A highly motivated team player with positive attitude, good news judgement, strong writing skills, common sense, sense of humor, heart of a champion and will to win is what we're looking for. Call before you send tape and resume!!! Ask for Tim Gardner, News Director, or Suzanne Haffey, Assistant to the ND, 512-476-7777. KTBC-TV, Austin, TX. EOE, M/F.

Nashville's Newschannel 5 will soon be expanding again! We'll need more top reporters, photographers, producers, assignment editors and a business manager. At least two years experience, a college degree and the real desire to work hard and win are requirements for all these positions. We do more news than any other station in the market and we've got all the tools to do it right--SNG, NewStar computers, Beta and a brand new facility. If you're among the best, send a non-returnable tape, resume and references along with salary requirements to: Mike Cavender, News Director, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. Absolutely no phone calls, please. WTVF is an equal opportunity employer and encourages applications from minority group members.

Anchor/reporter needed for aggressive hard news Independent. Must have live ability and capacity to work under tight deadlines. Send tape to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. Absolutely no calls. EOE.

Reporter/photographer: Number one NBC affiliate seeking qualified reporter/photographer. Applicant should have knowledge of video equipment and strong journalistic skills. Send tape and resume to Kelly Buechler, KUMV-TV, PO Box 1287, Williston, ND 58802. EOE.

TV news producer: Top 25 Northeast affiliate needs creative, imaginative, aggressive producer for daily newscast. Must be excellent writer, who will manage, supervise and lead other production and news personnel. Prior TV news production and good people skills required. Confidential letter and resume to Box M-16.

Assignment editor: Midwest TV station looking for quality assignment editor. Must have Bachelor's in Broadcast Journalism or equivalency in education & experience in TV news reporting and production. Additionally, must have 2-3 years current full time, related experience at commercial TV station. Salary negotiable. Send application letter & up-to-date resume to Box M-18. EOE/AAF.

KTIV-TV in Sioux City, IA is seeking a weather director for number one NBC affiliate with three to five years on-air experience. Meteorology degree. AMS seal preferred but not required. Send tapes and resumes to: Dave Smetter, News Director, KTIV-TV, 3135 Floyd Blvd., Sioux City, IA 51105. Phone: 712-239-4100. EOE.

Primary sports anchor: High energy creative team player who knows sports, knows how to have fun with sports, and knows sports isn't just football, basketball and baseball. 10 years TV sports experience preferred. Tapes and resumes to Andy Barton, News Director, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. No calls please. EOE, M/F

News producer, The Weather Channel: We need a television news producer with one to two years experience, good writing skills, lots of live-shots under his/her belt, the ability to work well with people, and a big interest in weather. Please send your resume and salary requirements to Production Supervisor, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

Photographers: Expanding news dept. seeking creative photographers for news and sports. 2 yrs exp and some live work preferred. Send non-returnable tapes to Jerry Gasser, Chief Photographer, WRQC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EEO, M/F.

Director: Top 50 market station seeks director for 6 and 11 newscasts. Applicants should have experience with multiple live-shot newscasts and be a team player. Send resume, salary requirements and directing philosophy to: Box M-22. EOE.

Anchor/reporter - Must be able to produce a show. Tape and resume to News Director, KTTCTV, 601 1st Ave., SW, Rochester, MN 55902. No phone calls. EOE.

Producer/reporter for national-international network newscast based in Los Angeles. Must be able to edit 3/4" tape. Resume and tape (no phone calls) to JTN News, Jewish Television Network, 9021 Melrose Ave., #309, Los Angeles, CA 90069.

News photographer/editor: Immediate position open at Independent UHF station for photog with one-two years experience. Send non-returnable tape and resume to: WCVX-TV 58, News Department, Room 9, 29 Bassett Ln., Hyannis, MA 02601. No phone calls. EOE.

Talent search: Personable, intelligent host wanted for pilot -- and possible future episodes -- of "20/20" style show focusing on celebrities, entertainment, business and the arts. International background or interests helpful. Send resume and video ASAP to: Brian Mertens, Anand Productions, 250 East 63rd St., New York, NY 10021. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Senior associate producer for major market daily talk show. Candidate must be top-notch writer with excellent leadership abilities, strong production skills, good news judgement and the ability to think under pressure. Competitive salary and benefits with a rapidly expanding organization. Two years experience and Bachelor's degree required. Send resume and tape to: The First Church of Christ Science, Personnel Dept., A130, 175 Huntington Ave., Boston, MA 02115. EOE.

Editor wanted to join Midwest production house post facility. Work with commercial and industrial clients in a friendly atmosphere. Prefer experience with ACE 200 editor, AVC 23 switcher, ADO 1000. Post facility includes AVA graphic system and the Vertigo 3-D graphic system. Send resume to Stan Newman, Jim Gilmore Productions, PO Box 25, Evansville, IN 47701. EOE, M/F.

Leading Nashville production company seeks innovative, enthusiastic paintbox artist. AVA experience preferred, 3D animation experience helpful. Ability to handle projects from concept to completion a must! Contact Scene Three, Inc., 1813 Avenue South, Nashville, TN 37203, Attn: Mike Arnold, 615-385-2820. EOE.

Promotion manager for central Texas' leading news station. KWTX-TV needs an innovative, "hands-on" manager who can successfully market our news. Experience in television news promotion required. Send written resume and a recent tape to Virgil Teter, VP/News, PO Box 2636, Waco, TX 76702. EOE.

Technical director for Spanish language LA television station. Need two years experience as TD on live news show, ability w/Grass Valley 1680 switcher w/E-mem, Abekas A42 still store w/library system, NEC system 10 DVE, and Chyron RGU-2. Bilingual (Spanish/English) preferred. Good benefits, growing station. Send resume and demo tape to Personnel, KVEA, 1139 Grand Central Ave., Glendale, CA 91201. 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.

Videographer: PTV station in Southwest seeks creative shooter/editor experienced in public/cultural affairs, able to work closely with producers and crew in demanding, professional atmosphere. Flexible hours. BA in Broadcasting or related field plus two years directly related experience required. Salary: \$16,307 DOE. Submit applications to UNM Personnel Department, 1717 Roma, NE, Albuquerque, NM 87131-3186. Important - reference this ad. AA/EOE. Closing date: July 20, 1990.

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.

Videographer/editor for northern Nevada PTV. Shoot, edit field/studio segments and programs: set design and lighting. Two year's experience, B.A. or equivalent, strong visualization skills. Apply: Linda Tabakin, KNPB, POB 14730, Reno, NV 89507.

Accounting manager: Group television station owner is seeking a business manager for its mid-sized station in the western states. You need to have an accounting degree and 3-5 years experience in broadcasting; BIAS experience preferred. You will supervise all accounts payable, receivable and payroll functions. We offer excellent health benefits. Reply to Box M-20. EOE.

Broadcast controller: KSBW-TV, the NBC affiliate serving Salinas/Monterey, CA, is seeking a self-motivated starter as broadcast controller. Ideal candidate is a CPA with public accounting experience or a person with a four year accounting degree and 2-4 years of experience as a broadcast controller or assistant controller. Applicants must also possess good managerial skills and a strong background in computer systems and PC software. Send resume to: Larry Haugen, Gillett Group Management, Inc., 555 17th St., Suite 3300, Denver, CO 80202. EOE.

Promotion writer/producer: Top 20 affiliate is looking for someone who wants to do breakthrough work. If you have excellent creative writing skills, at least two years experience in advertising or broadcast promotion and want to work for an innovative station where promotion really counts, send us a reel. Big budget, competitive market with a great lifestyle. Send tape and resume to Lynn Handley, Creative Services Manager, KTVK-TV, 3435 N 16th St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

Promotion manager: Top 100 mid-western CBS affiliate looking for a promotion manager to run a 2-person department. Experience necessary. Send resume and salary requirements to Box M-30.

Photographer/director/editor: Join the team at a major academic medical center on sunny Galveston Island. Creative, talented person with four-year degree needed to produce health news insert series for distribution to broadcast stations. Challenging opportunity in a non-smoking, stable environment with excellent benefits. Rush resume and non-returnable tape to Human Resources, Box 146-A39, The University of Texas Medical Branch, Galveston, TX 77550. UTMB is an equal opportunity, M/F/H/V affirmative action employer. UTMB hires only individuals authorized to work in the United States.

SITUATIONS WANTED MANAGEMENT

General manager available with 26 years experience in all phases of television operation. Great profit record. Station sold. Call Bill Acker 417-781-4110.

SITUATIONS WANTED SALES

I am looking for a new challenge and opportunity. If you have a need in your sales force for an account executive with a solid sales record, extensive success and use of vendor programs and Marshall Marketing Data, please write to Box M-24.

SITUATIONS WANTED TECHNICAL

Mobile EIC: Video/maintenance engineer SNV/ENG engineer. 17 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: 201-494-9443.

26 years broadcast engineering, 15 years as hands-on television chief engineer & director of engineering. Start-up & upgrade construction both studios and transmitters. Experienced people management and departmental budgeting. Please reply Box M-9.

Sony, Ampex, GVG maint. engineer. Ntwk exp., ref. Tim 614-898-9120.

SITUATIONS WANTED NEWS

News director, 20 years in TV news, 3 as ND. Winner, people skills, a strong budget administrator. Box D-52.

Experienced law enforcement officer top 30 market wants TV news opportunity. Sharp college grad and reporting experience makes great police beat reporter. Add unique experience to your news team. Call Brian 317-298-3708.

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newsperson. 216-929-0131.

Top-notch entertainment reporter will bring exclusive reports, interviews and reviews to your medium to large market. Contract with major station group ends soon. Great for news, talk and magazine formats. Currently seen on top 20 local news, network and syndicated programs. Box M-8.

Experienced, award-winning anchor seeks top sixty relocation. Quality shops only. Call 904-439-1425.

Meteorologist. Hire a proven raqings winner. Major market weekend talent seeks medium to large market. Degreed/AMS seal. Personable. Award winning reporter. Call Jeff 703-845-5919.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Small fish in big pond ready to jump into small pond as sports producer. Currently at top Indy in LA. Creative ideas including one NEVER done before (FCC legal). Erik, 818-243-5125.

Videographer with 7 years experience shooting: sports, news, public affairs and commercials, seeks position with production house or top 100 station. 904-769-6518.

MISCELLANEOUS

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.

We're catching rising stars! Subscribe to The Hot Sheet-our popular job-listings journal-and we'll provide optional FREE employment referral with client companies nationwide. No placement fees or contractual obligations. Serving broadcast professionals since 1985. Media Marketing, PO Box 1476-ERB, Palm Harbor, FL 34682-1476. 813-786-3603.

Career videos: Our broadcast professionals will prepare your personalized video resume tape. Excellent rates, unique format. Coaching/referrals. 708-272-2917.

CABLE

HELP WANTED NEWS

Writer/reporter for Telemundo/CNN. Applicant must be able to speak and write both Spanish and English fluently. Should write conversationally with emphasis on simplicity and clarity. Ability to do voice tracks and/or reporting is a plus. Should be familiar with Hispanic issues in the US as well as political issues in Spanish-speaking countries. Must be free to travel occasionally. Previous work experience in television and radio news very helpful. Send resume, references, and examples of writing/reporting to: Jon Petrovich, Telemundo/CNN, One CNN Center, Box 105366, Atlanta, GA 30348. No calls, please. Telemundo/CNN is an equal opportunity employer.

Reporter for Telemundo/CNN. Applicant must be able to speak and write both Spanish and English fluently. Should pull together facts and report them in a concise, clear manner. Five years previous experience as a reporter required. College degree in Journalism helpful. Must be free to travel occasionally. Applicant should be familiar with Hispanic issues in the US as well as political issues in Spanish-speaking countries. Send resume, references, and examples of writing/reporting to: Jon Petrovich, Telemundo/CNN, One CNN Center, Box 105366, Atlanta, GA 30348. No calls, please. Telemundo/CNN is an equal opportunity employer.

CABLE continued

EMPLOYMENT SERVICES

Help wanted: Advertising sales people. Tired of working for 15% commissions? I did...and...you can too...Start and operate your own local cable television channel and keep up to 80% commissions! Let me show you how to: Get the cable company to give you a channel (often required by law) deal to make with them, equipment needed, how to operate it, how to videotape (with play-by-play) high school sports and broadcast them on cable (using home video equipment), be a local hero and make thousands of dollars monthly. Two hour videotape well worth \$49.95 (refundable) VISA/Mastercard 1-800-54HOWTO.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Kansas regents Educational Communications Center (ECC) seeks the following: TV producer/director. BA & 3 years broadcast experience required (MA preferred). Must be a "whiz" on Betacam EFP, EDL editing, Vista 18 or GVG200/ADO, and studio/mobile unit directing. \$20-\$24M. Senior producer. MA & 5 years PTV/ETV experience required. (Ph.D. & 8 years preferred). PBS or regional/national ETV/ITV series production/direction credits required, including writing (grants, treatments, scripts, budgets, billing) shooting, directing, editing. Excellent interpersonal & management skills mandatory. \$31M-\$35M. The 2 year old ECC serves the Kansa Regents Institutions, public schools, and the general public. Fixed and transportable uplink and mobile unit on hand. \$4 million building complete by Fall. Send resume and three reference letters (no calls) by July 27, 1990 to Mel Chastain, Director, ECC, 301 Umberger Hall, Kansas State University, Manhattan, KS 66506. EEO/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.

Government jobs: \$16,412-\$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R. 7833.

EDUCATIONAL SERVICES

On-camera coaching: For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. 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: Pierrot Productions, 2101 Browns Lane, A-7, 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.

Syndication company looking to purchase used 1" dubbing package. please call Victor Rumore at 615-329-4112.

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 BTF20E1 (1976), McMartin BF5K (1981), CSI T-3-F (1981), Harris 2.5K (1983), CCA 2500R (1978), 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: Cont 314R1 (1986), Harris BC1H1 (1974), 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.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Blank tape, half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free, 800-238-4300.

Utah-Scientific MC-502 stereo master control switcher and SAS-1 automation. New. Save 40%. Maze Broadcast, 205-956-2227.

Used towers. Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's, etc. Save thousands. Broadcasting Systems. 602-582-6550.

For sale: Recent on line ACR-25 with 3000 carts. Make best offer. Contact Don Clausen, 402-978-8911.

Copper! All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

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 Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen, 303-786-8111.

Strobe parts: We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service, 305-989-8703.

Sony edit suite. 2-Sony 2860 decks, 1-Sony RM 440. Includes control cables. Excellent condition. \$3,000. Pinnacle Productions, 804-270-4288.

Under construction. 28' remote truck. Interior finished with, 14 racks, ADO, CMX3100A, ClearCom/IFB, video patching, B/W monitors. Needs additional equipment. Call for more info: 305-972-0660, ask for Rick.

Grass Valley switcher 1600-1X, 10 inputs, 1 M/E, DS key, E-MEM, RGB Chroma key and switcher, borderline, very good condition. \$15,000. Call 303-893-4000, Ext. 433.

3 Sony BVP-300A cameras: Very good condition, primarily studio use, low hours. Plumbicon tubes, Fujinon lenses, ENG viewfinders, CCU adapters, \$10,000 each. Call 303-893-4000 Ext. 433.

2 TV RCA transmitter magnets. High band Varian 1592B \$3500 each. Marvin 815-964-4191.

New telemet 3706-A1 TV sideband analyzer - in original box. Never used. On your channel. \$4990. Gene Landau 205-424-8544.

Sony Betacam: BVP-3 Camera/BVV-1 Deck. With tripod plate and all accessories. Low hours, production use. Excellent condition. \$11,000. 301-439-8254.

Ikegami 730-A camera: Sony VO-6800 3/4" deck. DC adaptors and all accessories. Good condition. \$3500. 301-439-8254.

JVC edit system: CR-8200, CP-5500, ECS-90/TC/Fade, RM-86U status/Mon.; excellent condition, all manuals. Must sell. Move to new studio. \$6000. David (Caribbean Broadcasting Network Inc.) 718-856-7315 or 516-595-4709.

Attention new station owners!!! One year old CADO traffic system at rock bottom price. Why be buried by expensive payments? Traffic software used by hundred of stations. Hardware alone originally cost over \$12,000.00. You can buy the complete system for only \$6,000.00. 512-423-5068.

Satellite automation unit, complete in roll around rack (3) Carousells, 1000 event Satmaster programmer wired into 19" rack 84" high. \$62000 or best offer. J. Kiefer, WMKO, Millen, GA. 912-982-5695.

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**WANTED: TOP-NOTCH SMALL MARKET
GENERAL MANAGER**

Medium-sized Broadcast Group is in search of a top-notch General Manager with strong background in sales for a new FM station in a small Mid-Atlantic Market.

Great growth potential and excellent earnings potential including a strong base salary and bonus opportunities.

Looking for a General Manager in whom we can make a true long term commitment for this station in one of the truly "good life" small waterfront communities in the DelMarVa Region.
Please Reply to box M-29

An EOE Employer.

DIRECTOR OF MARKETING

College graduate with a degree in communications or marketing preferred. Prior experience in a similar position. Radio experience helpful. A creative thinker with a positive attitude, good communication skills both written and verbal, good problem solving skills and the ability to lead and motivate others. Send resumes to:

Philip C. Lamka,
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2930 E. Jefferson,
Detroit, MI 48207.

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Start-up cable radio programming network seeks highly motivated, risk-taking Sales and Marketing Executive to complete founding management team in preparation for national satellite launch.

Responsibilities will include strategic planning, management of marketing, sales and affiliate relations. This key employe position offers an opportunity for significant equity participation to a qualified individual. Experience in sales, advertising strongly preferred, budgeting skills essential, good sense of humor and affinity for rock music a strong plus. Background in media management, knowledge of cable industry also a plus.

Send letter and resume to
PO Box 2337,
Providence, RI 02906
EOE, M/F

RADIO STATION MANAGER

PBS News & Information radio for No. California seeks individual with minimum 5 years executive radio management experience. Demonstrated success with news & information formats, and with implementing fundraising/sales promotions. Excellent community relations, interpersonal and persuasive communication skills. EOE. Cover letter & resume by 7/16 to:

Theresa Timpson
KQED, Inc.
500 8th Street
San Francisco, CA 94103

Help Wanted Sales



WNSR FM is currently interviewing for possible openings in our business development sales department. To qualify you must have at least three years experience as a brand manager or marketing manager. Those who have successfully made the transition to radio sales in the past come from backgrounds including sports marketing, the food industry and special events. If you are qualified, a potentially highly rewarding opportunity may await you. Call Sherri Lewis today at: 212-752-3586 EEO

Help Wanted News

**NEWS ANCHOR/REPORTER
WEEI NEWSRADIO, BOSTON**

Boston's all-news station is accepting applications for an anchor/reporter. Applicants should have three to five years major market experience, preferably in all-news. Exceptional anchoring skills, authoritative yet contemporary delivery, and creative writing ability are essential. Minorities encouraged to apply. Tapes and resumes to:

WEEI Newsradio,
529 Main Street,
Boston, MA 02129.
No phone calls.
EOE, M/F.

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Now available for your Independent or Affiliate station. Over 20 years of experience and success in News, Production, Sales, Operations, Engineering, Programming and Management. I have a proven track record with excellent references and credentials.

For complete resume, call
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TELEVISION
Help Wanted Sales

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We are seeking a professional to assume the responsibility of NATIONAL SALES MANAGER in our Maywood, N.J. office. If you are experienced with Broadcast Color Cameras and Monitors, have a proven record of quality sales and management, and a desire to join a staff selling an established and prestigious product line, we are interested in talking to you. Our compensation includes salary plus commission, car allowance and a paid benefits package. Please send a resume in confidence outlining your qualifications and salary history to:

Dept. PTG-1
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37 Brook Avenue, Maywood, N.J. 07607
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Help Wanted Programing, Production & Others

**ON-AIR PROMOTION
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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

STUDENT LOAN PAYOFF PROGRAM

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



SPORTS ANCHOR

At least 3-4 years experience in Top 30 Market. Familiarity with 30- or 60-minute formats preferable. Extensive knowledge of wide range of sports a must. Send tape & resume.

SPORTS PRODUCER

At least 3-4 years experience in Top 30 Market or experience in national sports or news production. Familiarity with long-format programming preferable. Send resume to:

Carlotta Eike,
SNN,
1100 Wilson Blvd.,
27th Floor,
Arlington, Va 22209.

ABSOLUTELY NO CALLS, PLEASE

Help Wanted Programing
Production & Others

Design Manager

Exciting position available to manage graphic department of Washington's top-rated, Gannett-owned CBS affiliate. Responsible for designing and implementing on-air graphic look of W★USA-TV. Includes designs and formats for news graphics, news opens and bumps, news promotion graphics, etc. Knowledge of Quantel Paintbox and Chyron Superscribe a must. Management experience required. Opportunity to work with creative graphics team in one of the USA's top TV stations. Are you creative, highly motivated and ready to make your mark in TV? Then rush your tape, resume and references to:

Mark DeSantis/Promotion Mgr.
W★USA-TV
4001 Brandywine St., NW
Washington, D.C. 20016

WUSA 9



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Help Wanted News

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1-800-776-7877

ALLIED FIELDS
Help Wanted Instruction

**Electronic Media Producer/
Assistant Professor.**

Masters and 5 years experience. To obtain a position description, write: Agricultural Communications, Oregon State University, Corvallis, OR 97331-2119, or call Tammy Barr at (503) 737-0796. Application deadline: July 23, 1990. OSU is an EEO/AA employer.

Public Notice

PUBLIC NOTICE
The Board of Directors of National Public Radio will meet in open session on Thursday, July 19, beginning at 9:00 a.m. in the Board Room of National Public Radio, 2025 M Street, NW, Washington, DC. Subject to amendment, the agenda is: Chair's Report, President's Report and Committee Reports. The committees will meet on Tuesday, July 17, and Wednesday, July 18, in the same location. The D/I Committee and the Membership Committee will begin meeting on Tuesday, July 17 at noon. The D/I Committee will be meeting in the Diplomat Room of the Embassy Suites Hotel, 1250 22nd Street, NW on Tuesday, July 17.

Business Opportunities

"The Info-Lab"
Audio text systems for all media
Audio text information systems manufacturer and programming provider can supply complete turnkey systems for \$9,999 and up. Weather, news, and sports audio text provided. Joint ventures are welcomed. Call Mr. I. H. Line 1-800-722-9847.

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Wanted to Buy Stations Continued

WANTED:

Very small market station AM standalone or AM-FM combo in Northern Midwest, Wisconsin, Minnesota, Michigan U.P., Northern Iowa, or Eastern SD. Mom and pop operation desired.
Box M-31

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AM/FM	FL. GULF 50KW C/F	\$2.8M

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"Adrian has written
everything you've ever
read copy is contained in."
Ed McMahon

"Stimulating for the novice, at
recommend some parts to several
Peter Allen
Voice of the Texaco Metropolitan
Broadcasts

Adrian Cronauer is one of the most famous
broadcasters around today, thanks in part to
Williams' award-winning portrayal of him in the
movie *Good Morning Vietnam*. Cronauer now has
written a book for both professional announcers and
aspiring broadcasters: *How to Read Copy:
Professionals' Guide to Delivering Voice-overs and
Broadcast Commercials*. This book, Cronauer states,
"points out in great detail the most important aspect
of voice-over work (and almost all kinds of
broadcasting): how to do a good job reading copy
and sounding natural on the air."

Cronauer focuses on:
Working with recording studios
Using your voice to its best advantage
Words to stress and not to stress
*What common mistakes mark an amateur from a
professional*

He offers dozens of tips to help an announcer in his
or her career:
Marketing yourself
The truth about agents and casting directors
Performers unions: Are they right for you?
How to audition
*Tips on starting out, and what to do when you get
a real job*

Based on a broadcasting course Cronauer taught for
five years at the New School for Social Research in
Manhattan, this book and audio tape companion is
essential for aspiring broadcasters and actors alike. It
teaches something that is primarily an acting skill:
how to take another person's words and convey them
as though they were your own.

Cronauer gained world fame as an Armed Forces DJ
in Vietnam. He has also worked as an anchorman
(WIMA-TV), operations manager and program
director (WFRT-TV), and station manager (WPVR-
FM). Mr. Cronauer spent many years in New York
City with station WQXR and as a freelancer.

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FATES & FORTUNES

MEDIA



Vanlier

Charlene Vanlier, general counsel to Congressman Robert H. Michel (R-Ill.), Republican Leader of House of Representatives, Washington, joins Capital Cities/ABC Inc. there as VP and Washington counsel.

Edwin W. Hamowy, senior VP, corporate strategic planning, Warner Communications Inc., named senior VP, strategy and development, Time Warner Inc., New York.

Peggy K. Binzel, legislative director to the Honorable Jack Fields (R-Tex.), joins Turner Broadcasting System Inc., Washington, as director of government affairs.

Mark Ellison, VP, government affairs and general counsel, Satellite Broadcasting and Communications Association, joins K Prime Partners, Bala Cynwyd, Pa., as VP, business affairs and general counsel.



Carroll

general manager, succeeding **John Adams**, who resigned.

David A. Bialis, customer operations manager and interim general manager, Cox Cable Bakersfield (Calif.) Inc., named director of operations, finance and administration, Atlanta, succeeding **Claus F. Kroeger**, named VP and general manager, Cox Cable Middle Georgia Inc., Macon, Ga. **J. Lacey Lewis**, manager of internal audit, Cox Cable

Communications Inc., Atlanta, named director of operations, finance and administration.

Tim Gilbert, general sales manager, KATC(TV) Lafayette, La., joins WTWO(TV) Terre Haute, Ind., as general manager.

Skip Painton, general sales manager, WNFT(TV) Jacksonville, Fla., named general manager.

SALES AND MARKETING

Rosemary Serviss and **Joe Venturini**, senior VP's, associate creative directors, Saatchi & Saatchi Advertising, New York, named senior VP's, creative directors.



Healey

Unistar Radio Networks, New York, named senior VP's, sales. **Cristina Wilson**, VP, Midwest sales, Unistar, Chicago, named senior VP.

Appointments at Independent Television Network Inc., New York: **Frank Henderson**, senior account executive, named VP, sales; **Larry Tompkins**, senior VP, media services, Bohbot Communications, named VP, Midwest sales; **Jim Ring**, account executive, prime time sales, NBC Network, named VP, account management; **Susan Samuels Pauls**, senior account executive, named VP, account management; **Joe Cacciabaud**, of JTC Communications Inc., named account executive; **Tim Greenier**, sales manager, WGBO-TV Joliet, Ill., named account executive, Chicago; **Jose Abarquez**, senior VP, finance, Avrett Free & Ginsberg, named VP, finance and administration, and **Maureen Ripin**, director of MIS, Samuel Aaron Inc., to same capacity.

Appointments at Interep Radio Store: **Will Schutte**, regional manager, Durpetti and Associates, Los Angeles, named VP, Western divisional manager there; **Kelly Chandler**, radio division manager, Thatcher Co., Seattle, joins Durpetti and Associates there as regional manager; **Jane Greenfield**, assistant, Interep Radio Store Networks, named manager of information services, New York; **Christine Graveline**, manager, national sales office, New York, WFNX(FM) Lynn, Mass. (Boston), joins McGavren Guild Radio, New York, as account executive; **Lori R. Perman**, sales assistant, Torbet Radio, Los Angeles, named account executive, and **Erin Malina**, sales assistant, Torbet Radio, New York, named office manager.

Clark Bosley, Southeast regional manager, The Weather Channel, Atlanta, named regional director, Eastern division, affiliate sales and marketing department.

Nancy Dervin, Fort Worth account executive, KXAS-TV Dallas, named Fort Worth regional sales manager.

Vernon Wright, director of marketing, *Class* magazine, joins National Black Network, New York, as Eastern region sales and marketing manager.

Marge Wilson, president and managing partner, Postmaster Sales Inc., joins KOLD-TV Tucson, Ariz., as general sales manager.

Kevin M. Mirek, of WAAY-TV Huntsville, Ala., joins KFVE(TV) Honolulu as general sales manager.

Judy Fremont, director of entertainment sales, WNCN(FM) New York, joins WVOX(AM)-WRTN(FM) New Rochelle, N.Y., as senior VP and general manager.

Mike Morgan, regional sales manager, SWMM Broadcasting, Midland, Tex., joins Business Radio Network, Colorado Springs, as Western regional sales manager.

Andrea Golden, account executive, KLAC(AM)-KZLA(FM) Los Angeles, joins Caballero Spanish Media Inc. there in same capacity. **Leonor Garcia**, sales assistant, Caballero Spanish Media, named account executive.

Bill Ryan, local account executive, WGCI-FM Chicago, named national sales manager.

Shari Valentine, account executive and account supervisor, Blair Television, Chicago, joins WGBO-TV Joliet, Ill. (Chicago), as account executive. **Sharon Yoel**, account executive, direct marketing specialist, WOWT(TV) Omaha, joins WGBO-TV as national sales coordinator.

Appointments, Arts & Entertainment Cable Network, New York: **Arlene Kekalos**, director of New York sales, named director of Eastern sales. **Joel Schwartz**, marketing manager, Viewer's Choice Television, New York, named account manager, Eastern region, affiliate sales and marketing. **Kathy Trullender**, affiliate marketing representative, Disney Channel, New York, named account representative, Eastern region.

Marina Palmerio, account executive, WJIB(FM) Boston, joins WRKO(AM) there in same capacity.

Appointments at Continental Cablevision, Boston: **Marshall H. Strickland**, regional director of marketing, Illinois, Iowa and Missouri, named director of field marketing services; **Brenda R. Stevens**, regional marketing manager, New England regional office, named director of marketing, research and analysis; **Patricia Wagner**, corporate manag-

er, training and customer service, named manager, new product marketing; **Peg Pinto Birmingham**, director of field marketing, Marriott Corporation, contract food division, named manager, customer satisfaction; **James P. Delande**, corporate manager of sales and telemarketing, adds duties as manager, acquisition marketing, and **Carolyn Gould**, system marketing manager, Cambridge-Arlington, Mass., office, named program promotion manager.

Hal Atkins, co-creative director, Wall & Associates, Seattle, retires.

Appointments at BBDO Chicago: **Harold Woodridge**, senior art director, named executive art director; **Mark Ingraham**, **Tony Katalinic** and **Kerry Sabieski**, junior art directors, named art directors; **Jerome Stanley**, mount room assistant, named junior art director; **Jonna Friel** and **John Hansa**, junior copywriters, named copywriters.

Scot D. Herd, account executive, Great Entertainment Co., New York, joins KDFI-TV Dallas in same capacity.

Linda Welch, account executive, Katz Communications, Dallas, joins Petry Television there in same capacity.

Appointments at Katz Communications

Inc.: New York: **Glenn Littman**, account executive, Telerep, New York, named sales executive, Katz Independent Television; **Stephen Duer**, sales assistant, Katz Continental Television, named research analyst; **Linda Vaccaro**, sales coordinator, Katz Independent Television, named research administrator, Katz Television Group; **Lina Gelsomino**, sales associate, Katz Continental, New York, named sales executive, Katz Television Group, Washington; **Carole Bona**, network coordinator, Katz Radio Group Network, Los Angeles, named account executive, and **Rich Siden**, account executive, WODS(FM) Boston, to same capacity, Christal Radio there.

PROGRAMING

Steven Mendelson, VP, comedy development, Columbia Pictures Television, Los Angeles, named senior VP, comedy development.

Evan Weiss, director of business affairs, Walt Disney Television, Burbank, Calif., named VP, business affairs, network television.



Large

Phillip Large, VP, program services, Warner Bros. Domestic Television, forms Another Large Production Inc. promotion and production company, Los Angeles, and serves as president.

Nicolas Noxon, independent filmmaker, joins National Geographic Television, Washington, as senior producer, specials.

David Collins, VP, programing, Saatchi & Saatchi Advertising, joins Procter & Gamble Productions, Beverly Hills, Calif., as director of development.



Kelly

Kurt Kelly, program director, KODJ(FM) Los Angeles, joins KNRJ(FM) Houston as assistant program director.

John Grant, manager, WPSX-TV Clearfield, Pa., joins Public Broadcasting Service, Alexandria, Va., as VP, national program service scheduling and administration.

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Lee S. Bartlett, VP, Reeves Communications and general counsel, Reeves International Ltd., New York, joins MGM/UA, Culver City, Calif., as production counsel.

Andra L. Shapiro, business affairs executive counsel, Nickelodeon/Nick at Nite, New York, named VP, senior counsel, law and business affairs. **Vanessa Coffey**, producer, *Nick's Thanksgiving Fest*, Nickelodeon, named executive producer, animation.

Hal Wilson, of U.S. Army radio and television service, joins Nickelodeon Studios, Orlando, Fla., as VP, operations and administration.

Tracey L. McCarthy, sales promotion manager, Multimedia Entertainment, New York, named sales promotion manager.

Dennis Patton, VP, Eastern region, American Movie Classics, joins In Court national legal network, Woodbury, N.Y., as VP and general manager.

Steven N. Blue, VP, production and program development, KTTV(TV) Los Angeles, joins Television Program Enterprises, New York, as supervising producer, *Preview: The Best of the New*.

George Davis, assistant business manager, magazine group, Time-Warner, joins The Disney Channel, New York, as marketing manager, Eastern region.

NEWS AND PUBLIC AFFAIRS



Kahn

Jack Kahn, producer, *The Nightly Business Report*, NBR Enterprises, Miami, division of Community Television Foundation of South Florida, named senior producer, special projects and program development, *The Nightly Business Report*. **Christyna Copeland**, special projects producer/reporter, *The Nightly Business Report*, named producer, *The Nightly Business Report*.

Thomas A. Todisco, producer and director, WSBK-TV Boston, joins WFXT(TV) there as executive producer, sports.

Carl Cherkin, weekend sportscaster, WWOR-TV Secaucus, N.J., joins WTXF-TV Philadelphia as sports anchor, 10 p.m.

Susan Cohen-Dickler, executive producer, *Evening Magazine*, KYW-TV Phil-

adelphia, named executive producer for programming.

Cathy Chermol, producer, *Pittsburgh's Talking*, WTAE-TV Pittsburgh, joins KPIX(TV) San Francisco as senior producer, *People Are Talking*.

Jill M. Grever, night supervisor, WLWT(TV) Cincinnati, named weekend assignment editor. **Stephanie Jill Evans**, intern, WLWT(TV) named prop and floor person.

Winifred King, emergency medicine attending physician, Baltimore County General Hospital, joins WMAR-TV Baltimore as medical reporter.

Appointments at KWGN-TV Denver: **Paul Herbel** of KMGH-TV Denver named news photographer; **Ann Lindstrom**, executive producer and anchor, KKTU(TV) Colorado Springs, named general assignment reporter, and **Jim Hucks**, news photographer, KTSM-TV El Paso, named part-time news photographer and editor.

Michael Barnes, general assignment reporter, WVEC-TV Hampton, Va. (Norfolk), joins KHOU-TV Houston in same capacity.

Tom Stringfellow, Broward bureau chief, WSVN(TV) Miami, named assignment manager.

Steve Hausmann, of WPXY-FM Rochester, N.Y., joins WHEC-TV there as part-time sportscaster.

Kai Jackson, of WSAV-TV Savannah, Ga., joins KSNW(TV) Wichita, Kan., as reporter.

Appointments at WHO-TV Des Moines: **Ric Silverstein**, weekend sports anchor, named sports director; **Pat Parris**, sports reporter, named weekend sports anchor, and **Jim Zebel**, sports director, WHO(AM) Des Moines, named 10 p.m. sports anchor.

Bob Karstens, weekend anchor and general assignment reporter, WBZ-TV Boston, joins KCOY-TV Santa Maria, Calif., as co-anchor, 5, 6, and 11 p.m.

Therese Champagne, freelance producer, joins KFTY(TV) Santa Rosa, Calif., as producer, creative services department.

Rita Richardson, morning producer, KARN(AM) Little Rock, Ark., named managing editor. **Dennis M. Kelly**, afternoon assignment editor and news anchor, KOMO(AM) Seattle, joins KARN(AM) as director of news programming.

Chris Wheylock, senior reporter, WJBF(TV) Augusta, Ga., joins WDEF-TV Chattanooga, as assistant news director, assignment editor.

Rob Sumner, of WEDU(TV) Tampa, Fla., joins WTOG(TV) St. Petersburg, Fla., as reporter.

Tom Gasparoli, investigative reporter, WTVF(TV) Nashville, joins WCCO-TV Minneapolis, as reporter.

TECHNOLOGY



Lazzeri

Bob Lazzeri, financial analyst, Daniels & Associates, Denver, named VP, mobile communications division.

G.W. (Jerry) Collins, engineering consultant, Harris Corp., Quincy, Ill., named director of

TV product development.

Appointments at STARS Production Services Inc., New York: **Angelo Ricco**, VP and general manager, WOLD Teletape, named president and chief operating officer; **Leonard Shaver**, producer, location specialist, Visnews International, named director, New York sales; **Gerry Cantwell**, of SYNAPSE, named customer service representative, sales; **Peter Flickinger**, office manager, Keystone Communications, named office manager, sales; **Richie Mahieu**, manager, Keystone Communications, named operations manager, and **Sal Polizzi**, manager, Keystone Communications, named director of syndication services.

Herbert N. Didier, sales manager, communication products, industrial telecommunications division, TFT Inc., Santa Clara, Calif., named sales director, broadcast equipment division.

Donald Bage, Eastern regional sales manager, Convergence Corp., joins CEL Electronics Inc., Overland Park, Kan., as national sales coordinator.

Bob Heenan, director of data base operations, Amperif Corp., joins American Express Information Services, Cable Services Group, Omaha, as viewpoint manager, information products.

Sherry Eager, manager, technical service contracts, *CNN Washington* and *USA Today on TV*, Professional Video Services, Washington, named director, field production and video equipment rental department.

Denis Giroux, freelancer, Swell Pictures, joins BBDO Chicago, Chicago, as manager, A/V services.

Kelly K. Hannig, product line specialist, Gentner Electronics Corp., Salt Lake City, Utah, named director of re-

search and development.

Shyamoli Pyne, director of corporate communications, Editel, joins VSC Post, Video Services Corporation Co., New York, in same capacity. **Suzanne Potashnick**, independent production consultant, joins VSC Post as senior account executive, commercial sales.

Victor Van Rees, director of marketing, Image Producers, joins Sure Shot Teleproductions & Transmissions, Youngstown, Ohio, as VP, studio productions.

PROMOTION AND PR

Dana Freedman, account executive, Bender Goldman & Helper, Los Angeles, adds duties as VP, consumer television and special projects. **Susan Roth**, manager, television program publicity, Bender Goldman & Helper, Los Angeles, named VP, consumer television division.

Jerold Clark, program manager, Adelphia Cable Communications, Toms River, N.J., named manager of public relations.

Appointments at KFMB-AM-FM San Diego: **Sandi Banister**, AM/FM assistant promotion manager, named AM promotion manager; **Dianna Eades**, assistant promotion manager, KGB-FM San Diego, named FM promotion manager, and **Joan Hiser**, advertising and promotion manager, named advertising/creative services manager.

Kathy Friedman, of ICF Kaiser Engineers Inc., joins Gray Kirk & Evans

CORRECTION

In BROADCASTING's July 2 "Fates & Fortunes," captions for photos on pages 77 and 78—"Changing Times" and "Pro Bono"—were transposed.

advertising and public relations, Baltimore, as assistant media planner.

ALLIED FIELDS

Steven Singer, senior VP, director of communications information services, Young & Rubicam, New York, joins Network Television Association there as senior VP and director of research.



Singer



MacNider

Lea MacNider, marketing and communications consultant, Washington, elected president and CEO, American Women in Radio and Television Inc., Washington chapter.

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Ruth Milkman, special assistant, common carrier, Office of General Counsel, FCC, Washington, named deputy chief, policy and program planning division, Common Carrier Bureau.

New York State Associated Press Broadcasters Association elects new board: president, **Paul Conti**, assistant news director, WNYT(TV) Albany, N.Y.; 1st VP, **Paul Sagan**, news director, WCBS-TV New York; 2nd VP, **Nancy Sanders**, assistant news director, WKBW-TV Buffalo, N.Y.; immediate past president, **Bernard Gershon**, associate news director and program director, WCBS-TV New York, and secretary, **LeW Wheaton**, chief of bureau, Associated Press, Albany, N.Y.

Appointments at Television Bureau of Advertising, New York: **Steve Herson**, president and general manager, Telerep, New York, named chairman, national sales advisory committee, succeeding **Peter Ryan**, executive VP, Harrington Righter & Parsons, named chairman ex-officio; New executive committee members: **Peter Goulazian**, president, Katz Television, New York; **Tim McAuliff**, president, Blair Television, New York; **John Watkins**, president, Capital Cities/ABC National Spot Sales, New York, and **John Heise**, president, Petry Television, New York.

Robert Pusey, associate producer, Biz-Net, Washington, named producer and director.

DEATHS

Snooky Lanson, 76, television performer best known as member of *Your Hit Parade* cast, died July 2 of lung cancer at Saint Thomas Hospital in Nashville. Singing on NBC's *Your Hit Parade* from 1950-1957, Lanson made transition with show from radio to television. From 1976 until his retirement in 1986, Lanson worked at WAMB(AM) Donelson, Tenn. (Nashville), on weekend radio program *The All-Time Great Parade*. He is survived by his wife, Florence; daughter, Beth; two sons, Ernest and Daniel, and eight grandchildren.

Jeffrey Sprung, 50, ABC News executive, died of heart attack July 1 at his home in New York. Having joined ABC Radio, New York, in 1968 as manager of public relations and press information, Sprung moved to radio news writing and editing. Before being appointed to his most recent position as news director, Entertainment and Direction Radio Networks, he was manager of news for ABC American FM Radio Network (now FM Radio Network). Sprung is survived by two sisters.

FIFTH ESTATE

CHARLIE SCHOTT: KEEPING FCC'S HOUSE IN ORDER

Shortly after he was named chief of FCC Chairman Alfred Sikes's staff last August, Charlie Schott received as a gift a copy of *Chief of Staff*, a compilation of recollections of the chiefs of staff of several Presidents. One described the job as a "utility infielder," Schott recalls, another as a "javelin catcher."

After nearly a year as Sikes's top aide, Schott says, he appreciates both characterizations—the latter, humorously; the former, seriously. Like the utility infielder, he says, he winds up filling many roles—line manager, budget coordinator, policy adviser and, in a pinch, pitch man for Sikes's agenda. And, he says, "If there is an area where you have to keep your eye on the ball, it's process. You have to make sure items are teed up properly and that they have had the full benefit of the people at the FCC who have expertise in the area."

According to Schott's boss, he is ably fulfilling the functions of chief of staff, however one defines them. "He knows and understands the policy and he is also good at managing and working with people," Sikes says. "He's got a very good mix to do the job he's doing."

Sikes's relationship with Schott dates to 1986. After being named head of the National Telecommunications and Information Administration in 1986, Sikes tapped Schott, then a division chief in the FCC's mass media bureau, to be his chief aide.

At the time, Schott says, he was planning to return to the private sector—business or law or some combination of both. But when he heard a fellow Missourian was set to come to Washington to head NTIA, he contacted Sikes. They met and Sikes persuaded Schott to remain in government as his deputy.

At NTIA, Schott helped Sikes develop some of the themes that are coloring Sikes's administration and some of the ideas that it is trying to advance. Among the latter is "video dial tone"—a series of proposals for encouraging telephone companies to build broadband networks capable of delivering video to the home and leasing capacity on them to independent video suppliers.

Like Sikes, Schott believes work at NTIA is ideal preparation for the FCC. "You get to deal with policy issues



without the in-box type of pressure that you have at the FCC."

Schott's experience as chief of the Mass Media Bureau's policy and rules division over the last two years of Mark Fowler's chairmanship (1984-86) gave him a thorough grounding in broadcast-

ing and cable law and regulation. During his tenure, he says, his office prepared more than 200 items for action, including those dealing with radio and television deregulation, repeal of the fairness doctrine, implementation of the Cable Communications Policy Act of 1984 and establishment of a policy to accommodate hostile takeovers of companies with broadcast properties.

The years in the division also introduced him to people who have moved up to become important parts of the FCC policymaking process. "It's fun to work with these people again," he says. And having long-established relationships with them "helps to get things resolved," he said.

Communications attorneys around Washington and some other FCC officials were pointing the finger at Schott late last year for a slowdown in action on circulated items—adjudicatory and

policymaking items of narrow interest that are voted on by passing them among the commissioners.

Schott implicitly acknowledges that the process was somewhat mired several months ago, but says he has taken steps to get it moving again. "Some of the procedures had to be fixed," he says. Indeed, complaints about stalled items have dissipated of late.

Politics—that is, Republican politics—is in his blood. His uncles include a former Republican Missouri governor and senator (the late Forrest Donnell) and a Republican National Committeeman from Pennsylvania (the late Mason Owlett).

When Ronald Reagan made his run for the White House in 1980, Schott volunteered as an adviser to the campaign's general counsel and later to the transition team for the Securities and Exchange Commission.

Such effort is usually rewarded with a

job in the administration, but Schott was not interested. After four years as an associate at the high-powered New York-based law firm of Dewey, Ballantine, Bushby, Palmer & Wood, Schott was planning to return to school to earn an MBA. He fulfilled that ambition in 1983 at Stanford, where he had picked up his bachelor's degree nearly a decade earlier. The case studies that formed the core of the Stanford curriculum "provided a great set of tools to approach work like this," he says.

Schott becomes evasive when asked about his ambitions, saying he does not intend to make

a career out of government service, but that he committed to staying at the FCC to make the Sikes administration as successful as it can be. Eventually, he allows, he will resume the career path that Sikes diverted him from six years ago. "I'll probably head off into the law-business sector."

Charles George Schott III

Chief of staff, Office of the Chairman, FCC, Washington; b. Sept. 21, 1951, St. Louis; BA, Stanford (Calif.) University, 1974; JD, University of Michigan Law School, Ann Arbor, Mich., 1977; MBA, Stanford, 1983; Dewey, Ballantine, Bushby, Palmer & Wood, New York and Washington, 1977-81; adviser to chief counsel, Reagan-Bush for President, 1980; senior adviser, Reagan administration's transition team for SEC (1980-81); chief, policy and rules division, FCC, 1984-86; deputy assistant secretary of commerce for communications and information and deputy administrator, NTIA, 1986-89, present position since August 1989; m. Anne Hellquist, May 31, 1986.

IN BRIEF

Senate Minority Leader **Robert Dole (R-Kan.)** has signed off on telco entry. Dole is co-sponsoring legislation that would permit phone companies to compete in television business. He is supporting bill offered by Conrad Burns (R-Mont.), which will be focus of Senate Communications Subcommittee hearing July 24. Among possible witnesses are Commerce Secretary Robert Mosbacher and James Rill, assistant attorney general for Justice Department's antitrust division. Both have written Congress twice (BROADCASTING, June 18 and July 2) stating their aversion to cable reregulation and suggesting Congress consider removing current legislative prohibitions on telephone company entry found in 1984 Cable Act. **Dole thinks competition is "best answer."** He said legislation is not "anticable." Rather, he credited cable for providing "outstanding service and diversity," but Dole wants to see more done and he thinks others should have opportunity to compete.

Legislative alert by NAB that inveighs against inclusion of LPTV stations in must carry requirements of House cable TV reregulation bill has drawn expression of "dis-may" from John Kompas, president of Community Broadcasters Association, LPTV trade group. "We're not trying to hurt them, but they're determined to

squash us anyway," Kompas said. CBA position is that low-power stations be accorded must carry status in event cable system's must carry capacity (one-third in Senate bill, one-quarter in House) has not been filled. Senate bill incorporates "finding" encouraging carriage of LPTV stations with substantial local programming.

MCA TV, looking to capitalize on programming ventures outside normal turf of first-run and off-network syndication markets, **has created newly formed cable marketing and sales division** to sell library product to medium. Bob Raleigh, who formerly served as MCA TV's VP of Northeast regional sales, has already assumed new cable post, maintaining his office in New York and reporting to Jim Kraus, senior VP/director of sales. In addition, company's sales division has been reorganized with newly structured East and Midwest territories. Steven Rosenberg has been named Eastern regional manager (after serving as VP of Northeast sales), and will supervise MCA TV's New York and Atlanta sales offices, while Paul Hoffman has been appointed Midwest program manager (formerly vice president, Midwest sales) and will oversee Chicago office. Company's Dallas and Los Angeles sales staffs will continue to report to Kraus.

Group of broadcasters has asked Office of Management and Budget to use authority under Paperwork Reduction Act to **overturn FCC requirement that broadcasters notify agency within 30 days of felony convictions or antitrust judgment** against them, which could trigger license revocation proceedings. Reporting requirements were part of FCC character policy reforms adopted last May. Group, Chronicle Broadcasting, LIN Broadcasting, Post-Newsweek Stations and four others, recommended requiring licensees to report convictions and adverse judgments as part of annual ownership report. Annual requirement "would more than adequately service [FCC's] objective of providing the commission with relevant character information...more frequently than every five or seven years when a licensee applies for renewal," it said.

WWOR-TV New York has taken Michael Krauss Productions to bankruptcy court in attempt to recover more than \$1 million company allegedly owes station for production costs surrounding *Everyday With Joan Lunden*. WWOR-TV spokeswoman confirmed that station filed involuntary creditors petition in U.S. Bankruptcy Court for Southern District of New York in White Plains. MKP rented studio facilities from WWOR-TV for production of syndicated *Lunden*, which station carried in initial season. Krauss himself reportedly denies station's version of events and plans to seek damages of about \$5 million in suit charging WWOR-TV with violating antitrust and other U.S. laws.

Joe Zaleski, former president of Viacom Enterprises' syndication arm, has **formed independent consulting company,** Joseph D. Zaleski Inc., completing sales and marketing consultancy deals with NATPE International's national NATPE*Net computer service and syndicator Worldvision Enterprises. Zaleski resigned from Viacom (BROADCASTING, Feb. 5) as result of reorganization of first-run and off-network distribution divisions. His new office is based in Morristown, N.J. Zaleski is best known as marketing architect responsible for record \$700 million-plus cash licensing

THIS PSA'S FOR YOU

KSDK(TV) St. Louis has joined with beer maker Anheuser-Busch to produce a public service campaign based on the brewer's "Know When to Say When" commercial campaign. The campaign, which includes a series of 30-second spots hosted by KSDK personalities and started on July 2, will run through Labor Day (Sept. 3). Bill Bolster, president of KSDK parent Multimedia Broadcasting Co., said the station would spend about \$200,000 in air time for the campaign. Anheuser-Busch, according to Steven Burrows, vice president, consumer awareness and education, will spend between \$60,000 and \$100,000 on displays at retail stores.

Burrows also told BROADCASTING that the campaign may go national after the St. Louis run and could also be adapted for radio.

A spokesperson for Mothers Against Drunk Driving (MADD) said the campaign is a "step in the right direction," but added that the group does have some concern about the phrase "know when to say when" because "most people don't know when to say when."

According to the National Association of Broadcasters, this is the first time a brewer and a broadcaster have cooperated to produce spots about the dangers of alcohol abuse.

revenue generated from 1988 first-cycle offering for Viacom's off-network sitcom, *The Cosby Show*.

Comsat and Turner Broadcasting System finalized seven-year lease of transponder for Europe to United States transmissions, beginning last week with World Cup Football and newsgathering over bird currently at 332.5 degrees east longitude. Intelsat VI (F-4) will become operational at that spot next September, allowing additional access to Middle East and Africa. Lease, said Wes Hanemayer, vice president of satellite systems for TBS, "will be used by all of Turner's networks as a mechanism for collecting sports, news and entertainment programming for worldwide dissemination."

ABC announced last week it plans to repeat all seven episodes and 2-hour pilot of *Twin Peaks*, beginning in August. Two-hour premiere will be rebroadcast on Sunday, Aug. 5, with seven following episodes to air on consecutive Saturday nights. Show will return in fall on Saturday at 10-11 p.m.

Members of ad hoc **Moscow HDTV Test Group met last week** in Montreux, Switzerland, to discuss results of comparative subjective tests of 1,125/60 and 1,250/50 high-definition production systems performed in Moscow last April and May. According to press release from Montreux on Friday (July 6), all members of group expressed satisfaction with test procedures and results, which were released in preliminary form few weeks earlier (BROADCASTING, June 18). "The test results from both expert and non-expert observers correlated very well, and showed that both systems provide images close to reality," release said. Group said it plans to continue tests on other aspects of two systems at labs around world.

Another Large Production (ALP), Los Angeles-based promotion and commercial production company headed by Phillip Large, **has signed agreements with Buena Vista Television, ITC Entertainment Group and MCA TV** to produce on-air spots for fall 1990 syndication launches. Large will produce launch and episodic spots for half-hour game show strips *Challengers (BVT)* and *Tic Tac Dough (ITC)* and MCA TV's off-network sitcom, *Amen*. ALP spokesman declined to reveal gross revenue to be generated from those deals.

Bill Daniels has donated \$100,000 to

COURT UPHOLDS BAR OF PAN AM GAMES BROADCAST

A federal judge in New York has affirmed the government's right under the Trading with the Enemy Act to bar ABC from broadcasting the 1991 Pan America Games in Cuba. But ABC is not taking that as the last word. It plans to appeal the ruling to the U.S. Court of Appeals in New York.

The Treasury Department refused to license the broadcast of the games, to be held Aug. 2-18, 1991, because \$6.5 million of the \$8.5 million ABC agreed to pay to the Pan American Sports Organization, the sponsor of the games, would go to Cuba. The Treasury Department said that would violate the TWEA and that broadcast coverage would be allowed only if no royalty payment was made to Cuba.

ABC sued Treasury in federal district court in December after asserting that its agreement with PASO required that funds be remitted to Cuba. In seeking a declaratory ruling barring enforcement of Treasury's ban, ABC said an amendment to the TWEA—the so-called Berman amendment, enacted in 1988—authorized the ABC agreement. The amendment exempts from the ban "informational materials." ABC also relied on the First and Fifth Amendments.

Judge John Sprizzo rejected both arguments. He said the phrase "other informational materials" is vague, even when read against the legislative history of the amendment. Accordingly, he said, "the court must defer" to Treasury's interpretation—unless such deference, as ABC contends, is precluded by the First Amendment, or unless the regulations as construed by Treasury "are so arbitrary and irrational as to violate substantive due process."

Sprizzo said he could not find for ABC on either ground. He said the executive, in the conduct of foreign affairs, can impose restrictions on information that might not be permissible in a domestic setting. He noted that the U.S. Court of Appeals in New York in 1968 upheld the constitutionality of the Cuban embargo, even though a ban on the kind of informational materials now permitted by the Berman amendment was at issue.

ABC's argument of irrationality and arbitrariness was based on the contention that, while the regulations prohibit royalty payments for works not yet in existence at the time of the transaction, they permit royalty payments for works in existence. But Prizzo said "the court cannot say that it was 'irrational' for Treasury to conclude that the payments at issue in the case 'presented a greater potential for assisting a hostile government than payments for tangible informational materials already in being.'"

ABC had also argued that the proposed transaction is authorized under Treasury's general licensing provision for newsgathering activities and that, as a result, Treasury "misapplied its own regulations." Not so, said Prizzo. He said "an agency's interpretation of its own regulations is entitled to controlling weight unless that interpretation is contrary to the plain language of the regulation." Prizzo said the regulation concerning newsgathering activities merely authorizes transactions "incident to travel to Cuba for newsgathering purposes."

A. Douglas Melamed, of the Washington law firm of Wilmer, Cutler & Pickering, counsel for ABC in the case, said an appeal would be filed. "The judge was mistaken in upholding the agency's interpretation of the statute," he said.

-LZ

cause of bringing **Major League Baseball** to Denver, supporting Colorado Baseball Commission's drive for "yes" vote on sales tax referendum to bring state MLB team.

Joan Lunden, co-host of ABC's *Good Morning, America*, has **signed three-year contract with Whittle Communications** to serve as host for *Special Reports Television*, slated to debut next fall in doctors' waiting rooms across U.S. Hour-

long program will be divided into eight repeating segments, on topics including health, style, travel, money, home, parenting and entertainment. Whittle field representatives will replace videos with new show every two weeks.

Turner Cable Network Sales has added weekly unscrambled program promotion feed, starting Monday, July 16, on Galaxy 3, transponder 2, between 5 and 5:30 p.m.

EDITORIALS

Committed to the First Amendment and the Fifth Estate

TIGER AT THE GATES

After seeming to slumber for the past year or so, the issue of telco entry has sprung suddenly to eminence among Fifth Estate concerns. Spurred principally by radio broadcaster Conrad Burns and eight co-sponsors in the Senate and by Rick Boucher and Edward Madigan and perhaps 100 co-sponsors in the House, the idea of permitting telephone companies to enter as full players into the television business can no longer be wished away.

Not to say that they'll make it, this time; the odds are that they won't. But it's none too soon for those who believe in the relative pluralism of the present system to raise their voices against the takeover of video communications by master monopolists of the western world.

The foot in the door, of course, is optical fiber. The telcos insist they can't take fiber to the home unless they can take television with them. At the same time, they say only they can effectively wire the country for this new medium. Both counts debatable.

Moreover, they say it isn't enough to be a common carrier, but that they must own a sizable part of the action in programming, too.

Understandably, broadcasters and cablecasters are alarmed. They've spent enough years at the mercy of a telephone monopoly not to want to repeat the experience. Nor do they want their entire plants supplanted by a third force that could in short order be *the* national broadcasting company, without benefit of chimes.

We're more comfortable as things are, uneven as that competition may seem at times. If we're going for a television of even greater abundance—say, 200 channels, if Cablevision's Chuck Dolan is your accepted seer—we'd like to see it distributed among over-the-air broadcasters, cablecasters, MMDS'ers, DBS'ers and even home video (although the latter's not a medium in our usual sense). Thus our predilection against telco entry.

Now, the telephone system as the common carrier backbone for the wired nation? Very worth considering. Both they and the nation might be better off if that alternative could be settled upon early in the game, rather than later. It could hasten fiber's development and the expansion of most other Fifth Estate media as well.

At the moment, the telcos are effectively blocked by three proscriptions: the MFJ (modified final judgment), which precludes their participation in content; the Cable Act, which precludes their operating cable systems in their own service areas, and the FCC's rules, which duplicate the Cable Act barriers. They may not be enough.

HERE'S THE BEEF

A number of Midwest radio stations are boycotting the music of country singer and vegetarian k.d. lang (the lower case is correct) because of her participation in a "meat stinks" TV campaign for the Washington-based activist

group People for the Ethical Treatment of Animals.

We understand the reaction of the three dozen or so beef belt stations to a message that strikes at the economic jugular of their communities of license, but we also believe the extreme sanction of a boycott is the wrong answer. From a practical standpoint, the ban puts a spotlight on the campaign (witness this editorial) that would not likely be there otherwise, particularly considering that lang, as far as can be determined, does not have a song on any of the major charts anyway.

A second issue is more sensitive. Ostracizing artists for their political/ethical leanings is thin ice upon which to travel. If such leanings can be treated as an issue separate from the artist's work, as is the case with lang (a singer of smoky ballads and country barn burners and not of meat protest songs), broadcasters should make every effort to do so, both in service to the artist and to their listeners. We encourage broadcasters to exercise their First Amendment rights, it's just that they've picked the wrong target.

OVERDUE

On the seismograph of Fifth Estate issues, a stamp honoring the late Edward R. Murrow does not significantly jog the needle, but with the continued passing of appropriate Murrow-related anniversaries—the Post Office prefers to affix its commemorative releases to such red letter days—this page has registered its dismay that he has been consistently passed over for stamphood. Each time some new stamp honoring antique cement mixers or the patenting of the ring binder is issued, the thought resurfaces: What about a Murrow stamp?

There now appears new cause for optimism. The chairman of the Citizen's Stamp Advisory Committee, which selects the subjects for new issues, is retiring. His replacement is committee member and broadcaster Jack Rosenthal, president of Clear Channel Radio Inc., Casper, Wyo. (BROADCASTING, Oct. 16, 1989). Rosenthal is familiar with Murrow's credentials, and even met him on several occasions.

The RTNDA, which has carried the flag for years on this issue, may have its best chance yet to make a case for Murrow. We encourage it to try, try again.



"Everything in my life is black and white—I'm a TV cameraman."

Drawn for BROADCASTING by Jack Schmidt

Radio. Special Reports.

Jul23. Radio Syndication.

- This special report will examine how to effectively and creatively use syndicated long and short-form programming.
- The pros and cons of satellite/automated national programming.
- A close-up of over 50 program suppliers.

Sep10. Radio '90 Special.

(Bonus distribution at Radio '90 Convention)

- State of the medium in Boston, Philadelphia, Chicago, Miami and Seattle.
- Top 10 stations in top 50 markets.
- Interviews that focus on regulatory issues such as obscenity and fitness of licensees.
- Radio '90 advance and agenda.

Nov12. Business Special.

- State of the radio industry in 1990. Examine projections for radio in 1991 from brokers, financial institutions, NAB and RAB.
- Group, network and rep predictions for radio sales in 1991.

Broadcasting 

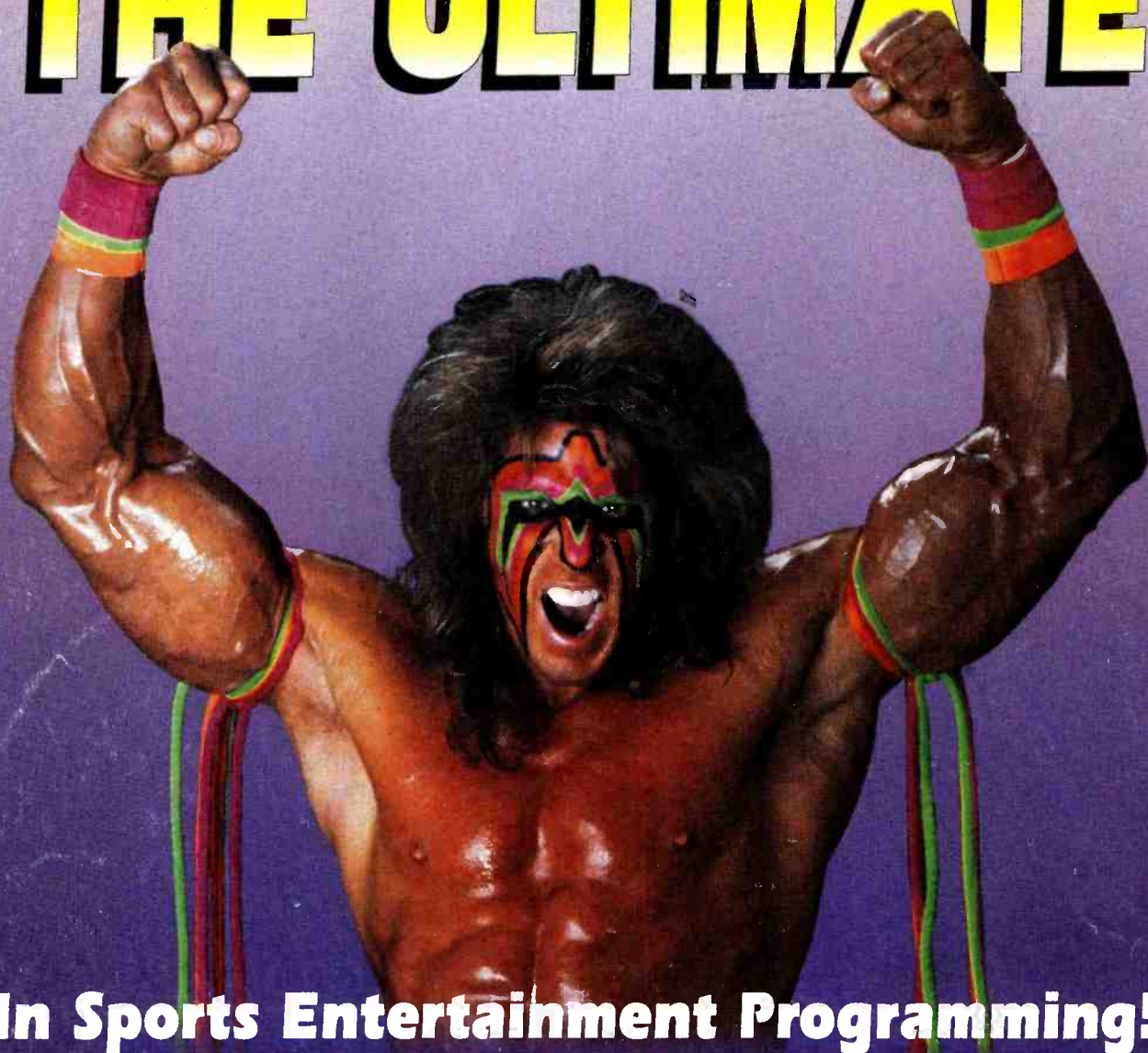
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