

Broadcasting Aug 6

Incorporating Broadcasting / Cable

59th Year 1990

RADIO / 44

Arbitron, Birch cite stations for ratings bias

TELEVISION / 35

Turner to syndicate, barter 'Wonder Years' in off-network run

CABLE / 50

Two new Spanish networks vie for cable carriage

TECHNOLOGY / 65

U.S. entrepreneur goes after rights to test DAB over here

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Spectrum fee looms
 as new issue for
 broadcasters
 NTIA comments may
 lead way on fin-syn



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THIS WEEK

27 / SPECTRUM FEE DEBATE

National Association of Broadcasters President Eddie Fritts promises to launch extensive lobbying campaign against Bush administration's proposal to levy a 4% fee on the revenue of commercial users of the spectrum, as deficit deflation measure. Fee is said to be designed to raise \$4 billion annually—with about \$1.5 billion of that coming from broadcasters. According to Fritts, that would push a number of broadcast operations into the red.

29 / ALL EYES ON NTIA FIN-SYN PLAN

National Telecommunications and Information Administration's comments to FCC on its financial interest and syndication rules could prove to be the basis for a final ruling by the commission. Both the networks and Hollywood were able to embrace the agency's recommendations, although the networks were not wholly satisfied with every aspect of the proposal. NTIA said the marketplace has changed enough to merit relaxation of the fin-syn rules, but not without some safeguards. The agency also suggested extending the Fox Broadcasting waiver for three to five years.

30 / THE DAB DEBATE BEGINS

The FCC has released an inquiry into the public

interest and technical aspects of digital audio broadcasting (DAB), a new technology that promises better sound and a wider selection of audio programming than is provided by today's radio industry. But the commission will have to wrestle with the tasks of finding spectrum for DAB and the possible loss of local service due to satellite-delivered DAB.

Strother Communications Inc. (SCI), a start-up company in Hammond, La., believes it has answers to some of the questions. It has proposed a full plan for implementation of satellite and terrestrial broadcasting in the U.S. SCI

has also asked the FCC for an experimental license to test terrestrial DAB systems in the Washington and Boston markets (see page 65).

31 / LONG-TERM PICKUPS

New World Entertainment's *The Wonder Years* and Warner Bros. Domestic Television's *Murphy Brown* are among select top-rated shows for which studios have negotiated two-year orders from the networks, guaranteeing that each sitcom will have more than 100 episodes available for off-network syndication.

33 / IS GOODWILL ENOUGH?

The cable industry has begun its assessment of the future of the Goodwill Games. The upside is that the staging of the event itself went well, and gives the industry a high quality exclusive product with which to be associated. On the downside: the games cost operators and Turner millions of dollars, as ratings were lower and losses were higher than initially forecast.

35 / 'WONDER YEARS' IN OFF-NETWORK ORBIT

New World Entertainment reaches deal with Turner Program Services to manage distribution and barter sales for likely fall 1992 off-network launch of *The Wonder Years*.

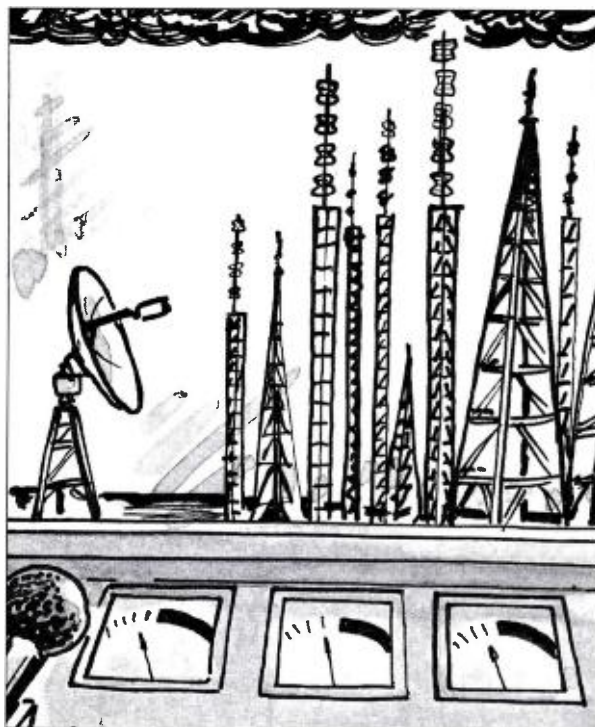
38 / HOME AGAIN

Steve Friedman, who returned to NBC two months ago as executive producer of *The NBC Nightly News with Tom Brokaw*, believes that the time has come to reshape the evening newscast. The former executive producer of *Today* and GTG's ill-fated *USA Today on TV* is, according to those who know him, back where he belongs.

40 / ANOTHER LOOK

ABC's *Twin Peaks*, leading the pack with 14 Emmy nominations, can be seen in reruns from now through its season

Spectrum fee proposal (page 27)



premiere Sept. 30. The network is hoping to attract new viewers as well as bring back fans of the offbeat show for another, ah, peek.

44 / BELOW-THE-LINE LISTING

In the spring 1990 ratings survey, Arbitron listed two stations—WPOM(AM) Riviera Beach, Fla., and WFLY(FM) Troy, N.Y.—below the line for “ratings bias/distortion.” The managers of those stations say they were cited because they don’t subscribe to Arbitron; they claim their “write-it-down” promos are no more misleading or egregious than those aired by many other stations.

46 / INFLUENCING PEOPLE?

Israel is accused of manipulating the radio reports of freelance foreign radio correspondents and secretly channeling money through the studio to pay the reporters’ salaries. Israel’s foreign ministry denies having any reporters on its payroll.

50 / SPANISH-LANGUAGE CABLE

Two new cable-exclusive Spanish-language networks looking to fill a new niche in the Hispanic media are getting ready to launch. They’ve got to contend with competition from each other as well as existing broadcast/cable Spanish networks. And they have a challenge to get carriage from systems at all, given the current channel-capacity crunch.

56 / JUST SAY NO

Stations in Los Angeles and New York said no to Nielsen’s idea of implementing peplemeters for local ratings. Stations were nervous about both the



“The Wonder Years” heads for syndication via Turner (page 35)

reliability of the meters and the practicality of installation when Nielsen is working on a passive meter it hopes to introduce in the next few years. Meanwhile, Nielsen’s national numbers show viewer decline stabilizing. However, contrasts between Nielsen’s local and national numbers are cause for concern to the networks.

59 / TV’S THE STRONG SUIT

Syndication is the good news for Hollywood majors beset by bad fiscal results in other divisions. In the meantime, pay TV is turning out to be a mixed bag with some companies reporting profits from operations while others cite declines.

67 / BUILT TO LAST

Symbolics Inc., Burlington, Mass., is introducing a new workstation, the XL1200, that combines paint and 2D/3D animation in a 2D-priced system and is software-driven for compatibility with HDTV video formats of the future.

68 / HOLLYWOOD OF THE NORTH

U.S. production spending in the Canadian TV and film center of the province of Ontario—on the rise in recent years—has taken a big

dip, falling in 1988-89 by more than 50%. And, according to a new study by the Ontario Film Development Corp., an increase in U.S. co-venture production in Ontario only partially offset the decline. Despite the losses, Ontario’s new minister of culture and communications, Hugh P. O’Neil, indicated continuing support for policies that could aggravate U.S. media companies, particularly the use of program quotas.

70 / GETTING FIT FOR SURVIVAL

J. Lawrence Dunham, president of General Instrument’s VideoCipher Division, believes his company’s de facto hold on the video encryption business will prevail in the long run, thanks to an “evolutionary” plan designed to meet a variety of challenges from competing purveyors of scrambling and compression systems, as well as from video pirates. In an exclusive interview with BROADCASTING, Dunham outlines plans to move by stages into the digital video age with the financial assistance of programers.

72 / S.2800 PASSED

A so-called video dial tone bill was unanimously approved by the Senate Commerce Committee that keeps the telephone industry from becoming full-fledged video providers, free of any common carrier regulation.

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Incorporating

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CLOSED CIRCUIT

New York

Life on the downside

Nielsen numbers for period of July 12 through Aug. 1, one week shy of end of July sweeps, show numbers down for all television viewing choices from comparable period in 1989, with exception of basic cable and PBS. NBC posted 9.7 rating 18.9 share, down 10%; ABC had 8.7/17.1, down 3%, and CBS had 8.7/17.0, down 2%. Fox had 6.1/11.9, with different programming configuration than last year.

Pay cable, encompassing 21 pay service areas, posted 3.6/7.0, down 12%. Independents, not including Fox, had 10.3/20.1, down 12%. PBS, with 2.4/4.6, was up 4%, while basic cable, encompassing 154 services, had 9.3/18.2, up 16%. In most instances, basic cable ratings in each system's universe are unchanged from year ago, according to Larry Hyams, director of audience analysis, ABC, but "because coverage factor is higher, national impact is up as well."

Sauce for the goose

Seems broadcasters aren't only ones who don't always agree with Nielsen numbers. Nielsen report provided by FNN (see "In Brief") gives information on premium channels' subscriber count. It shows Showtime losing 564,000 subscribers since August 1989, or drop of 5.5%. Showtime's Matt Blank, executive vice president, marketing, says numbers are "totally fallacious" and that peplemeter isn't effective way to measure transactional nature of premium services.

Nielsen report's subscriber

count for HBO was at about 3 million higher than HBO's own, which Bob Maxwell, vice president, research, attributes to unadaptability of peplemeter as well. But much of increase is due to theft of signal, which gets picked up in Nielsen's numbers but not HBO's, he said. According to report, HBO subscribers were down by 1.7%, or 350,000 since year ago.

Another kind of jock for Sheridan

New York-based Sheridan Broadcasting Networks is developing all-sports network to serve as umbrella for all SBN sports programming. Current plans are for SBN to add several new sports features to network line-up, primarily targeting urban contemporary stations. Sports network should be in place prior to Radio '90 in Boston. Sheridan currently is not planning on play-by-play sports broad-

casts, but won't rule out possibility in future. Station and advertiser support reportedly has been enthusiastic.

Expansionist

Those Guys International, company behind CBS summer series *Wish You Were Here*, has deal with international partners for *Troubleshooters*, series in development focusing on independent news cameraman living in Hong Kong. Show will blend real and staged footage for creation of "fictitious reality," according to TGI partner Skip Lane. U.S. participation is being sought. TGI has also written script for pilot of comedy series, *The Nielsens*, in which title characters are "ultimate average family," tracked by "The Richter ratings service."

Squeeze on ratings

According to insider at WCBS-TV, New York, station is looking at getting out of its contract with Arbitron. If it does, it

would join WNYW(TV) New York (which did not renew its recently expired contract with Arbitron), WNBC-TV and non-commercial WNET-TV as Nielsen-only subscribers in New York market. Arbitron said it was unaware of WCBS-TV's plans and added that contract is not up for renewal soon. Should WCBS-TV manage to drop Arbitron, it would continue trend of stations going to one ratings service. Recent study by Petry Television showed that in top 50 markets, number of stations subscribing to just one service is more than double what it was three years ago.

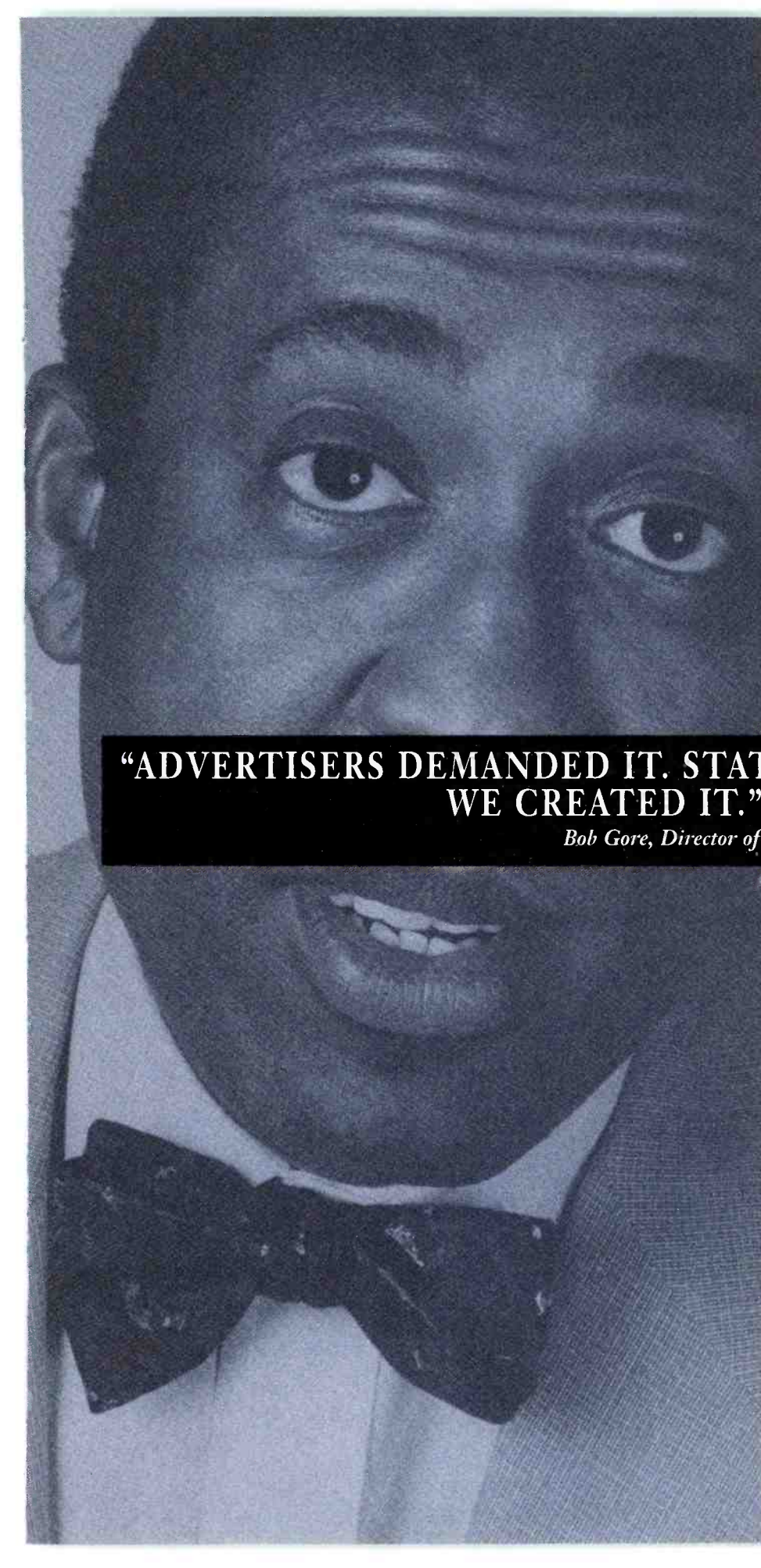
Washington

Cable comes together

Tensions and divisions within cable industry concerning bills in Congress have become more evident in recent months, but word from last week's NCTA board meeting in Washington was that industry is largely united in its stance on legislative activity. Not all problems between operators and programmers have been resolved, but industry, which has had some operator factions pushing hard for legislation while others have been less enthusiastic, seems to have come to consensus that bill, with some continued programming modifications, would be better than starting over in next Congress. If that were case, telcos, broadcasters and other groups that have lobbied against cable would launch new round of attacks, although cable would have broadcasters and newspaper publishers on its side on telco question. Cable has already used certain amount of political capital this year, and its unclear how much would be left next year. Additionally,

TURNER CUTS A BREAK ON TNT

Cable operators who haven't signed TNT contract extension won't see interruption of service when NFL hits TNT schedule next week (Aug. 19). Only handful of major operators—TCI, Cox, Comcast and Sammons—have signed extensions, but work continues on others. Sources at Continental, ATC and Newhouse appeared confident last week that new TNT deals would be signed. NFL acquisition has caused TNT's rate card to jump from 20 to 32 cents this year, then 37 cents next year. But Turner, sensitive to operator's concerns that second NFL bid caught them by surprise—after 1990 budgets were completed—has been flexible in negotiations. Because of lag time between when programmers bill operators and when they cash operator's checks, operators who sign deal effective Nov. 1, for instance, may not see check cashed until Jan. 1. In that case, operator could use monies from Jan. 1 rate increase to help pay for new contract. Conversely, ESPN, which resigned virtually entire industry again for its NFL package, saw its 14 cents per subscriber surcharge kick in earlier this summer.



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delay would continue uncertainty in financial markets toward cable. One event that would overrule strategy of getting bill this year, however, is if cable lost ability to keep program exclusivity.

NCTA President James Mooney was getting high marks last week for his deft handling of different constituent viewpoints that resulted in more unified position. Degree of importance industry places on issue was evident in well attended executive committee and board meetings, as several members interrupted vacations to attend gathering in Washington.

Too little, too late

FCC's cable report was seen as having little if any real impact on cable reregulation legislation, according to House and Senate sources. Released last week, reaction to report on Hill was lukewarm. There is general feeling that FCC had been preempted and that congressional vote will be based more on what lawmakers hear from their constituents than recommendations from FCC. "We're already too far down the track," said one Senate staffer.

And cheaper, too

Supporters of digital audio broadcasting (DAB) say that transmission costs for digital stations will be significantly less than cost of today's AM and FM transmission (see page 65). Studio costs for digital also should be painless. According to NAB survey, 1990 *Broadcast Technology Report*, many stations have already begun to invest in digital studio equipment. Nearly two-thirds (65.9%) of stations responding to survey (out of sample of 595 stations) own compact disk (CD) players that play back digital audio. Seventy-seven percent (132) of FM stations are using CD players and at 56% (93) CD's are common in AM stations as well. Most stations reported owning

INSIDE HARDBALL AT THE FCC

FCC Common Carrier Bureau Chief Richard Firestone's July 23 letter to Senator Conrad Burns (R-Mont.) responding to questions about his bill permitting telephone companies to provide video programming did not attract much notice on Capitol Hill, but it did cause stir on FCC's eighth floor. Commissioners Ervin Duggan and Sherrie Marshall were upset because letter was sent without commissioners being given opportunity for comment. Aide said Duggan is "jealous of the prerogatives" of his office; commissioner sent memo to Chairman Alfred Sikes making that point clear. Marshall said she told Sikes commissioners should be informed of such letters before they are released—even if it means getting only "courtesy copy." Aide to Andrew Barrett said his only concern was that Firestone was using stale record, and Barrett made that point in memo to Sikes. But so long as Firestone made clear he was not writing for commissioners, Barrett was not upset about not having chance to review letter. As for Commissioner James Quello—who has been on commission 16 years—aide said Firestone letter was not matter of concern.

more than one player. Report also found that 35% of stations either own digital audio tape (DAT) recorders or plan to buy them within next five years.

Power of the purse

Senate appropriations action in September will go far toward determining radically different paths for PBS in next decade. Last month, House appropriations committee adopted White House recommendation that public broadcasters get \$46.94 million—\$20 million less than asked for—to complete \$200 million satellite replacement project. Since PBS must commit to configuration of its AT&T Telstar 4 capacity by end of this year, missing \$20 million may force PBS to drop plans to shift from C-band to Ku-band. That shift would allow services to smaller dishes, including national direct-to-schools programming and interactive data. In C-band, no such services would be available. In lieu of federal money, only course to save Ku plan would likely require that stations use programming or other funds to pay for their own Ku earth stations.

Still talking

In ongoing talks over creating national noncommercial cable channel, PBS and The Discovery Channel have narrowed focus in short term to studying feasibility of filling daytime hours only with educational fare, to be provided by PBS, WGBH-TV Boston, WNET(TV) Newark, N.J., and other sources. TDC is in charge of filling prime time, late night and very early morning. BBC programming remains possibility for both groups. PBS executive vice president Neil Mahler said that if two distinct 24-hour services eventually grew out of initial split channel situation, PBS would still be concerned that service sharing PBS channel in no way detracted from noncommercial mission or image of daytime service.

Hollywood

Big one in sight

Source close to New World Entertainment dealmaking with Turner Program Services for off-network 1992-93 or 1993-94 off-network syndication of *Wonder Years* (see page 35), says deal is nearing close for buy of pro-

posed one minute of national barter time by Procter & Gamble consumer product giant. Russ Barry, president of Turner Program Services, confirmed that P&G has "expressed interest" in buying entire barter inventory but any deal is pending for at least six weeks. He said New World and Turner are still deciding whether minute of barter should be marketed with cash license offering of half-hour sitcom to stations. One New York rep source says Turner has guaranteed \$100 million upfront for distribution rights to *Wonder Years*, making it critical for TPS to gamer at least \$1 million per episode in license fees and attaching minute of national barter for "over-the-top profits." Barry declined to comment on financial aspects of TPS-NWE deal.

Two for the show

Cannell Distribution, which has cleared over 80% of country in just four weeks of selling first-run version of *21 Jump Street*, will bring companion program to NATPE International convention next January in New Orleans. Cannell Distribution President Pat Kenney said new show would also be weekly one-hour action/adventure vehicle, possibly *Jump Street* spin-off.

Westward bound?

Steve Doocy, former host of NBC-Group W's now defunct daytime show *House Party*, may be headed for NBC's falagship station in Los Angeles, KNBC-TV. Sources said Doocy has an interest in going to coast and that KNBC-TV General Manager John Rohrbeck is impressed with Doocy's on-air abilities. Two have talked briefly and further talks are scheduled. Another *House Party* alum, Betsy Alexander, who replaced Barry Sand as executive producer, is also expected to stay with NBC station group, as executive producer at WMAQ-TV Chicago.

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DATEBOOK

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THIS WEEK

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. 7-10—*Arbitron* radio advisory council meeting. Santa Fe, N.M.

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.

ALSO IN AUGUST

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. 13-14—"Local Loop Technologies and Strategies Seminar." Sheraton at Fisherman's Wharf, San Francisco. Information: (202) 662-7184.

Aug. 15—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Av Westin, senior vice president, reality-based programming, King World Productions, on "Changes in Television News—The Evolution of Syndication." Copacabana, New York. Information: (212) 768-4510.

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. 15—"Direct Marketing Workshop for National Advertisers," sponsored by *Association of National Advertisers and Direct Marketing Association*. Hyatt Regency, Chicago. Information: (212) 697-5950.

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. 26-28—*Rocky Mountain Cable Show*. Santa Fe, N.M.

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**—*National Academy of Television Arts and Sciences* community service/PSA awards presentation. Marriott Marquis hotel, New York. Information: Trudy Wilson, (212) 586-8424.

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

SEPTEMBER

Sept. 5—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: William Samuels, president, ACTV Inc., with demonstration of individualized participatory programming. Copacabana, New York. Information: (212) 768-4510.

Sept. 5-6—"The 1990 Elections: Looking Toward the Future," conference for journalists sponsored by *Washington Journalism Center*.

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“At first we considered digital too costly and exotic for our needs. In reality, it was neither.”

— Bill Dowd, Operations Manager, KTUU-TV, Anchorage

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But there was still something else we didn’t expect. That the cost of upgrading to digital was comparable to that of analog equipment. Which means we didn’t have to raise our commercial production rates. So that was it. The decision was made”

... Bill Dowd

It’s no surprise that broadcasters everywhere are realizing the benefits of going digital. And in markets of all sizes, they’re going with a Sony DVR-10.

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BROADCAST PRODUCTS

Watergate hotel, Washington. Information: (202) 337-3603.

■ **Sept. 6**—*Association for Maximum Service Television* annual HDTV update conference. Westin hotel, Washington. Information: (202) 462-4351.

■ **Sept. 6-7**—40th annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers, Broadcast Technology Society*. Hotel Washington, Washington. Information: (703) 739-3854.

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. 7-9—*American Women in Radio and Television* Northeast area conference, "Uniting to Make a Difference." Hyatt, Buffalo, N.Y.

Sept. 8—*National Academy of Television Arts and Sciences, St. Louis chapter*. Emmy Awards presentation. Hyatt at Union Stations, St. Louis. Information: Susan Matthews, (314) 644-7460.

Sept. 8—"Journalism Program Open House," career information seminar sponsored by *UCLA Extension*. Dodd Hall, UCLA, Los Angeles. Information: (213) 825-0641.

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—*Cabletelevision Advertising Bureau* lo-

ERRATA

In July 30 "Special Report" on satellites, statement was incorrectly attributed to TCI Vice President Bob Thomson. **NBC Cable President Tom Rogers**, not Thomson, said, "If we became convinced that we were not going to get access to programing, we probably would not want to go forward with [Sky Cable]."

cal advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (212) 751-7770.

Sept. 11-14—*National Broadcast Editorial Association* annual convention. Hilton hotel at Disney 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. 11-14—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by *Siecor Corp.* Siecor, Hickory, N.C. Information: (704) 327-5000.

Sept. 12—*National Academy of Television Arts and Sciences, New York chapter*. drop-in luncheon. Speaker: Thomas Burchill, president-chief executive officer, *Hearst/ABC-Viacom Entertainment Services*. Copacabana, New York. Information: (212) 768-4510.

Sept. 12—*National Academy of Television Arts and Sciences* news and documentary Emmy Awards presentation. Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 644-7460.

Sept. 12-14—*Association of National Advertisers* promotion conference, "Where Is Promotion Heading?" Biltmore hotel, Coral Gables, Fla. Information: (212) 697-5950.

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—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cincinnati Marriott, Cincinnati. Information: (212) 751-7770.

Sept. 13-14—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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.

MAJOR MEETINGS

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 Advertis-*

ers 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.

Jan. 25-31, 1991—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Naples, Fla.

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, Tex.

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.

May 16-19, 1991—*American Women in Radio and Television* 40th annual convention. Omni hotel, Atlanta.

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■ **Sept. 15**—National Academy of Television Arts and Sciences Colorado chapter Emmy awards presentation. Paramount theater, Denver. Information: Daria Castiglione, (303) 860-0040.

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 Au-

ditorium, 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. 20-22—West Coast Public Radio annual conference. Eugene, Ore. Information: Martin Neeb, (206) 535-7180.

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

OPEN MIKE

Not so fast

EDITOR: On the subject of "AM improvement," lets hope the FCC doesn't take any more action than prudent in its major effort to reverse the decline of AM broadcasting.

The first step, NRSC bandwidth limiting, was a good start. It's making most AM stations sound better by reducing odd order distortion in addition to the primary task of eliminating sideband splatter interference.

But some of the other proposals appear less productive. For example, the proposed stringent first adjacent channel protection could do more harm than good to existing stations. Many AM stations will be faced with transmitter site changes for reasons such as floods, highway construction, inability to renew leases, etc. Highly restrictive adjacent channel rules coupled with difficult local zoning laws would create an impossible situation.

The new allocations above 1600 khz raise another sticky problem. It is probable that digital broadcasting may well displace existing AM and FM facilities long before the newly created AM band extension could develop economic viability. The Canadians are leading the way in digital radio, as they did in satellite TV in the mid 1970's. With this prospect, the electronics manufacturers will more likely target their development efforts to digital radio receivers, rather than improve their old design AM radios.

Unlike earlier transitional periods, the digital broadcasting technology, and public response, could leapfrog at an incredibly fast pace. This is because our electronics industry, set back by off-

shore competition and the reduction in defense spending, is poised for a major effort in high-tech consumer products, among them digital radio. And, all to the good: AM has its skywave and bandwidth problems; FM has its multipath problems. Digital has the ideal solution for both.

Perhaps the prudent plan would be to put "AM improvement" on the back burner while we step back and look at the big picture of future radio-broadcasting; particularly the impact that digital will have on the industry.—Herbert P. Michels, president, WKMB(AM) Stirling, N.J.

Call for cooperation

EDITOR: Your July 9 article, "Radio Re-possessed," reminded me of the expression: "If you owe a bank some money and you can't pay, you're in trouble; but, if you owe it a lot of money and can't pay, the bank's in trouble!"

Unfortunately, not all broadcast lenders are as pragmatic as AT&T's Steve Turpin. Some seem unable or unwilling to appreciate the fundamentals of the radio business, which have been strong through all sorts of ups and downs.

Because of my success as an operating bankruptcy trustee for WUST(AM) Washington, and other workout experience which capitalizes on my 15 years in radio, I have been approached by a number of stations owners and lenders to help with difficult situations.

While liquidation, consensual or otherwise, is not a universal solution, the need for rationality and cooperation has never been greater.—Barry Skidelsky, attorney, New York.

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Americans at their best.

MONDAY MEMO

A television advertising commentary from Abbott Wool, group VP, media director, Vitt Media International, New York

The mass media are alive and well, but local media are no less healthy or important. Media pundits and futurists have pointed, with expressions of alarm, to declining shares of audience held by the major broadcast networks and the growth of alternate national media. It has even been said that in the 1990's a cable network could supplant current leader NBC as "number one." Other pundits with their own agendas have issued ringing defenses of the health of the mass media. Both sets of voices, however, overlook important truths.

There is no ignoring the size of mass media today, despite undeniable shrinkage in the 1980's. Defense of the traditional network's importance need not overshadow the importance of other smaller or more local media. These local media turn shotgun blasts of media weight into marketing sharpshooting; network television's important role in national marketing is necessarily complemented by spot TV and this complementary function will grow in the 1990's.

Four trends support this thesis: 1. Rising costs of mass media are driving more careful media selections. 2. The proliferation of consumer brands promotes more localized consumer preferences. 3. The personalization of media parallels more narrowly personalized brand preferences. 4. The attack on agency commissions may be partly a reaction to the perceived low effort involved in implementing of media choices like network TV.

1. The costs of mass media have accelerated faster than inflation for the general economy, driving up the relative costs of mass media advertising.

Advertisers are pushed to the wiser course of using smaller, more demographically, geographically or psychographically targeted media, especially those media that are local, as well as demographically focused. Brands may stay in test markets longer, roll out more slowly and find their business naturally exhibiting market-to-market peaks and valleys. Local media, which on their own scale are mass media, provide the solution to these marketing problems and opportunities, whether used alone or as a supplement to national mass media.



2. Media, like cars or soap, are consumer products. The fragmentation of

media, typified by the growth and success of cable networks, first-run syndication and the proliferation of independent stations, is a reflection of a trend toward the personalization of products. Independent stations alone have grown from 138 in 1981 to 317 today. The cry, "I want my MTV," or VH-1 or Nashville Network, parallels the demand for anti-cavity or anti-tartar or mint-gel-in-the-pump or grape-bubblegum-paste-in-the-tube variations in toothpaste forms and flavors.

Today, LNA reports 38 advertised brands and forms of toothpastes, as compared to 14 in 1981. There are 223 auto models, up 72 from '81, and 318 restaurant chains, compared to 243 in 1981.

3. The explosion of new branding reflects the growth in more personalized product preferences by the "me generation" and the potential localization of sales. Dozens of major advertisers, particularly in packaged goods, have for years planned their advertising investment with regard for local sales. A truism of ancient validity says "all sales are local."

Even advertisers who can readily afford the inflating costs of mass media may find that the mass media deliver twice as much audience where there is only half as much business potential.

A network schedule might average 100 target rating points nationally, while putting 117 TRP in Pittsburgh, and only 77 in Miami. That Pittsburgh might offer half the sales potential of Miami, or vice versa, has no effect on network delivery. Spot TV can provide the balance needed.

4. The standard agency commission of 15% compensates the agency for all its efforts in creative, marketing and media, but it is tied to the media budget while agencies win and lose accounts for their creative. It is the big advertisers, with large proportions of their budgets in national mass media that have led the

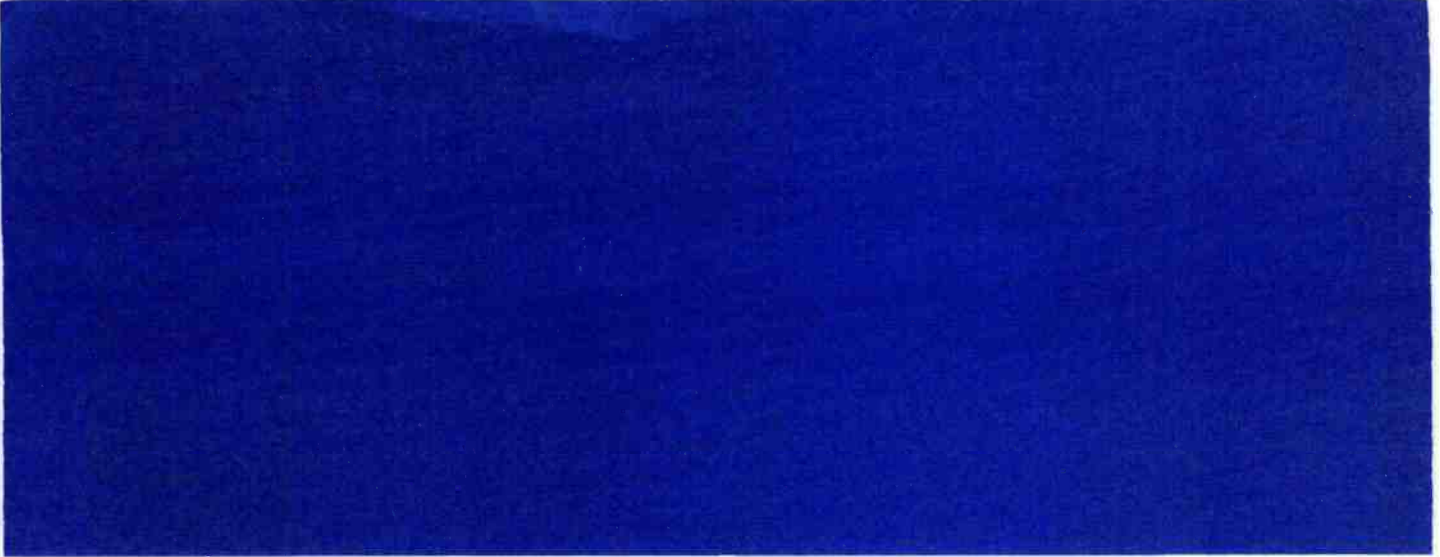
"Network TV's important role in national marketing is necessarily complemented by spot TV and this complementary function will grow in the 1990's."

attack on the commission system. Mass media are blanket approaches to marketing issues which, in fact, require reactions to innumerable local variations and opportunities. Their use encourages the thinking that says it is no more work to plan \$30 million than it is \$3 million,

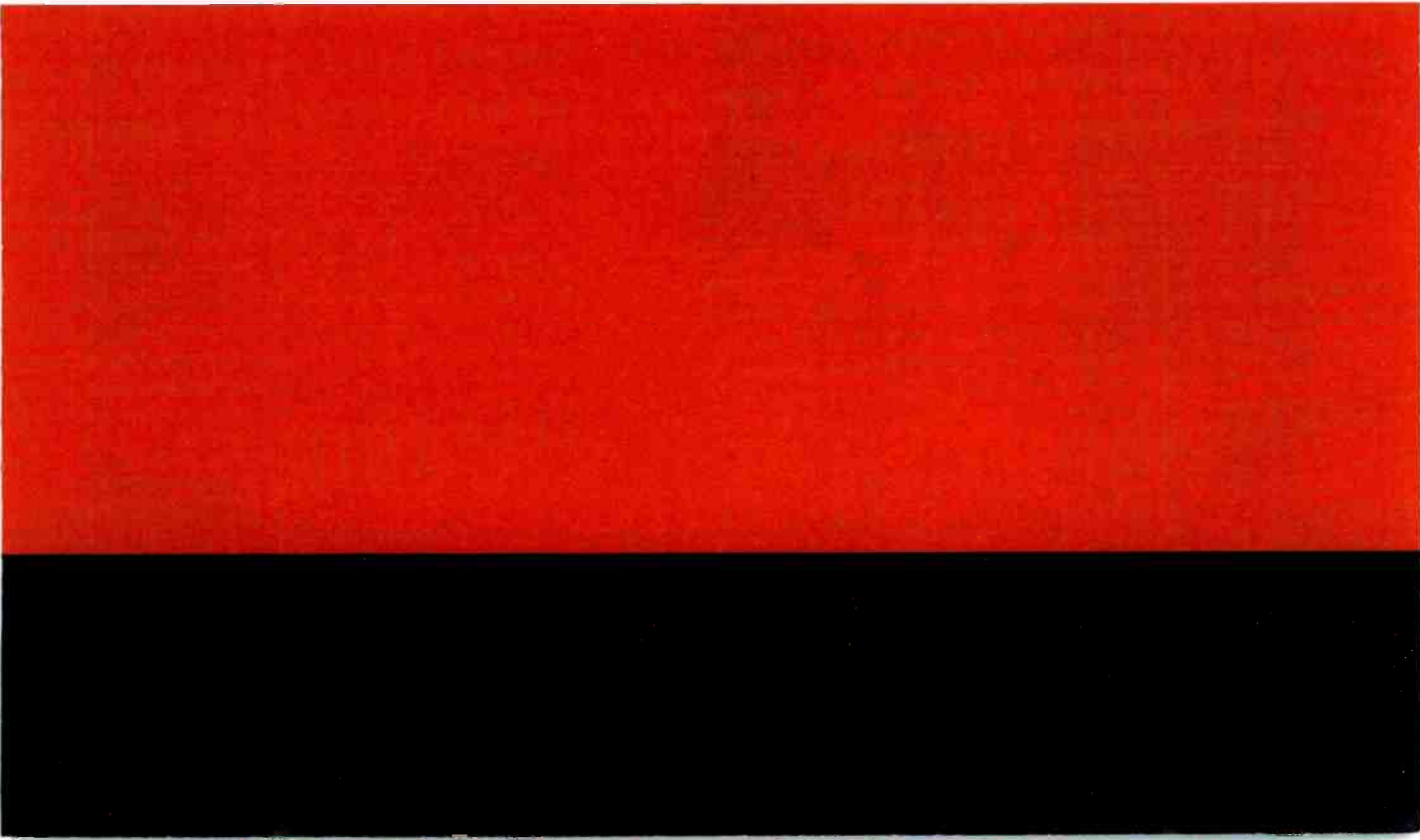
if the only difference is how much mass media to buy.

In such a framework, it is easy to justify attacks on a flat 15% commission system, which rewards agencies for spending money rather than saving it or spending more effectively. Rather than trying to shave a point or two off this 15%, advertisers should find it more productive to concentrate on wiser investment of the 85% of the budget that goes to the media.

There is no denying that the mass media have a place in delivering boxcar numbers needed to support the basic selling proposition of a national brand. There is equally no denying the shrinkage in the power of mass national media. The growing importance of careful spending for marketing mandates the inclusion of the smaller, more selective media as a means of brand survival.



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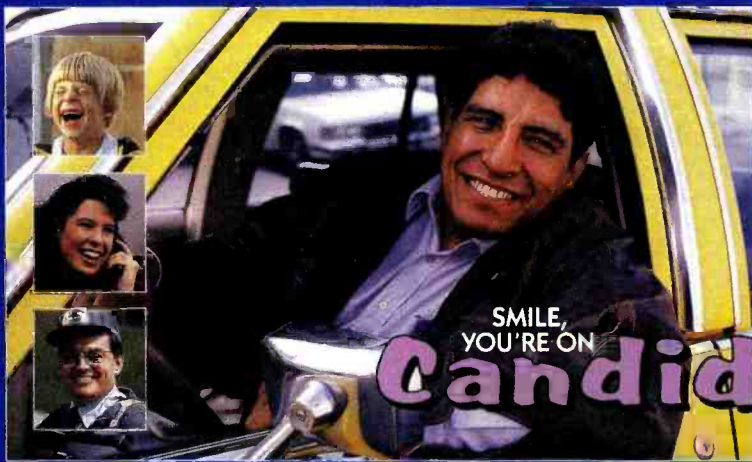
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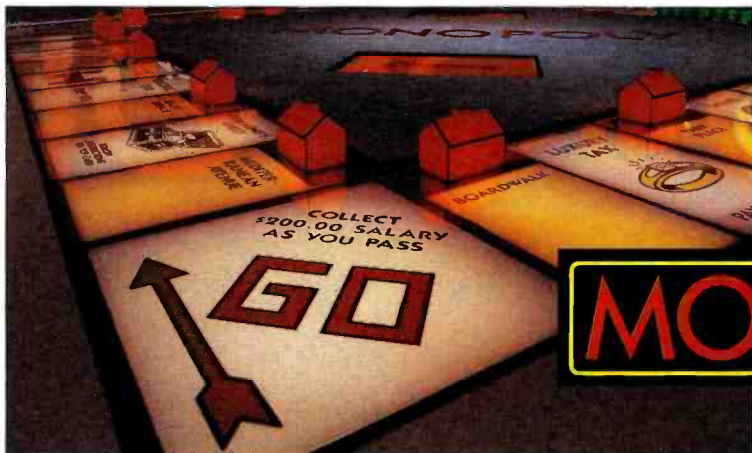
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Source: NSI 6/16/90 - 7/14/90



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TIM & DAPHNE

Produced and distributed by King World.

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TOP OF THE WEEK

NAB PREPARES FOR MAJOR FIGHT OVER SPECTRUM FEE

Administration deficit-reduction proposal would cost broadcasters estimated \$1.5 billion

National Association of Broadcasters president Eddie Fritts calls it "equivalent to a nuclear attack" and promises "probably the most massive grass-roots campaign ever" to prevent the launch. He is talking about the Bush administration proposal to include among its efforts to reduce the federal deficit a 4% fee on the revenues of commercial users of the spectrum. The fee is said to be designed to raise \$4 billion annually, with about \$1.5 billion of that from broadcasters. Such a fee, says Fritts, would push a number of broadcast operations into the red.

The proposal is one of a number in a package assembled by Office of Management and Budget Director Richard Darman as a subject for negotiations with congressional leaders in summit talks on fashioning the fiscal year 1991 budget. But the package is not yet actually on the table; talks broke down last week after some of the administration's proposals were leaked, and Republicans complained Democrats had not offered proposals of their own, and will not be resumed until after Congress's August recess. President Bush is expected to call the congressional leaders together at Camp David for meetings early in September, according to an aide to one of the summit participants.

There is some question as to whether the spectrum fee proposal will ever reach the table. An aide to one of the Republican senators involved in the summit talks said a question of strategy to be decided is whether to focus on "one or two" major proposals for cutting the deficit or a dozen or more small ones. If the summit group decides on the former path, the spectrum fee proposal

would not be put in play. What's more, the spectrum fee proposal itself appears to broadcast industry representatives, as well as members of the summit group, to be an enigma wrapped in mystery.

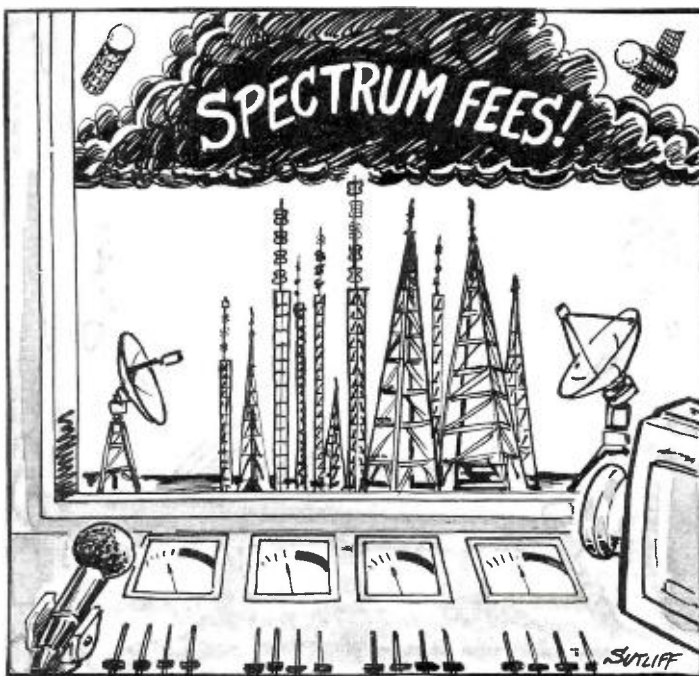
OMB officials, in discussing the proposal with members of the summit, have offered virtually no detail on how it

spectrum." the fee would generate only \$1.7 billion in 1991, and a total after five years of \$9.6 billion. A member of the CBO staff familiar with the estimate said it included receipts only of four categories of spectrum users—television, cellular services, AM and FM radio and satellite services. Presumably,

OMB—whose spokesmen refuse to discuss the issue with reporters—includes other users such as telephone, including air to ground, and cable television (Community Antenna Relay Services). (The OMB estimate may also include some of the air the office is frequently accused of pumping into its revenue estimates.) The CBO estimate of the broadcast revenues—\$29 billion for television and \$9 billion for radio—were taken from the Department of Commerce's "U.S. Industrial Outlook."

Fritts assembled "a strategy group" consisting of outside consultants, Washington representatives of broadcasting companies, including the networks, and NAB staff for a meeting on Thursday

morning. And Fritts said a packet of information containing NAB's reasons for opposing the spectrum fee proposal will be sent to every broadcaster in the country, including those who are not NAB members, this week. A covering letter will call on the members to contact members of their congressional delegation during the August recess and urge them to fight the proposal. Beyond the grass roots effort, NAB and its allies are lobbying members of the summit as well as members of the congressional committees that would be called on to deal with the summit's proposals. Fritts said the spectrum fee issue will be the NAB's



would be applied, other than to say they are considering a 4% fee on gross revenues. But, for instance, would the fee be applied only to that aspect of a business that makes use of the spectrum, or the bottom line of the entire company? Nor does OMB explain the basis for its \$4 billion estimate. It has put nothing in writing. Officials refer broadcast industry questioners to a Congressional Budget Office report, "Reducing the Deficit: Spending and Revenue Options," released in February.

But according to the chapter in the report on "a royalty payment on communications users of the electromagnetic

"highest priority" this month, as it mounts "probably the most massive grass roots efforts ever."

Broadcasters enter the fray—if that is what it is—with two powerful allies: Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee and a member of the Budget and Appropriations Committees, and Representative John Dingell (D-Mich.), chairman of the House Commerce Committee. Both have made clear their opposition to spectrum fees, Hollings as recently as last week. It was Hollings who informed the NAB of the administration proposal.

□

The \$1.5 billion estimate of the effect of a 4% fee on broadcasters is about \$500 million less than the figure Fritts had initially cited. But he accepted it as "definitive," and said he still thought the effect of such a fee on the broadcast industry would be devastating. "The fight is on," said Fritts. And plans are being laid. "This is equivalent to a nuclear attack for an industry with 35% of its stations losing money," Fritts said. "This would push us close to 50%." He said the number of radio stations operating in the red would increase from 3,250 to 4,500 and television stations, from

380 to 540. The number of radio and television stations operating in the black would be reduced, respectively, from 6,050 to 4,800 and from 720 to 560.

Fritts indicated the position paper being prepared for submission to the nation's broadcasters this week—he said it would be a lengthy one—would stress several points. One is that of all the users of the spectrum, broadcasters are the only ones who offer their services free and cannot pass a fee on to subscribers, as, say, cellular radio and telephone companies can. Another is that broadcasters are also "unique" in their "contract with the government to promote the public interest." The NAB has been making the argument of its public interest obligations with increasing frequency in efforts to fend off government actions it feels inimical to broadcasters' interests, or to advance a cause it favors, such as must carry.

But the NAB will also point out in the letter that a spectrum fee would eliminate the argument of some observers that public service broadcasting is the only price broadcasters pay for use of the spectrum. The NAB estimates that broadcasters in 1989 donated a total of \$2.25 billion of air time to public service broadcasting, including \$500 million in

fighting alcohol abuse. Broadcasters' ability to continue such public service broadcasting, Fritts said, "would be put under stress" by a 4% spectrum fee.

OMB's proposal would not be the first time the spectrum was looked to as a source of funds for the U.S. treasury. Three years ago Hollings proposed that a fee be levied on the transfer of broadcast properties. That idea died on the Senate floor. The Reagan administration and (earlier this year) the Bush administration have proposed auctioning 6 mhz of unassigned nonbroadcast spectrum below one ghz. The OMB in the 1990 budget estimated that the auctions would yield \$3.4 billion over a two-year period (BROADCASTING, Feb. 5). That was another case of an estimate that did not match CBO's. It said the auctions would yield \$750 million. In any case, six mhz of unassigned nonbroadcast spectrum—at least below one ghz—no longer exists. The commission earlier this year allocated four mhz to air-to-ground telephone service.

NAB's hope that the 4% spectrum fee would meet the same fate of hostility and indifference that doomed the auction proposals is reflected in the title given the position paper—"Epitaph for a killer tax." —LZ

NTIA CONCERNED OVER REALLOCATION BILL

Administration is skeptical of Senate bill to move block of government spectrum to private sector; suggests working on ways to share frequencies as alternative

Last week's Senate Communications Subcommittee hearing on a bill (S. 2904) that would reallocate 200 mhz of spectrum from the government to the private sector may have set the stage for a showdown between Congress and the administration.

A virtually identical measure has been adopted by the House and has the backing of the powerful chairman of the Commerce Committee, John Dingell (D-Mich.) (see page 73). But the administration and Defense Department have serious problems with the idea of relinquishing substantial government spectrum.

Lawmakers feel there is an increasing need for additional spectrum, especially for such new technologies as high-definition television and digital audio broadcasting, and they see this legislation as a solution to that problem.

But National Telecommunications and Information Administration head Janice Obuchowski found several problems with the bill. "The concept of transferring an arbitrary amount of spectrum to the private sector without a detailed knowledge of requirements, or the potential degradation of government services resulting from a loss of spectrum would be difficult to justify," she said. Obuchowski has made it clear in earlier testimony to the House that the administration opposes the bills.

And the NTIA chief said there will be tremendous costs associated with the reallocation scheme. "Should the government be asked to release 'free' spectrum to entrepreneurs who will make millions of dollars in profit, while the federal agencies must rebuild their systems? Who pays for this 'free' spectrum? Ultimately, the taxpayer pays," Obu-

chowski said.

Lieutenant General James S. Cassidy highlighted the Defense Department's objections to the legislation. He said it would cost \$20 billion to reallocate the spectrum and take seven to 10 years to replace the DOD inventory of air-ground-air, air traffic control, shipboard line-of-sight, and strategic forces' satellite communications systems, Cassidy said.

Both Obuchowski and Cassidy felt there were other ways to deal with the spectrum issue. "Increased sharing of frequency bands, instead of reallocation to the private sector, may in many cases achieve the same result, but without the necessity of reaccommodating government systems and incurring excessive costs," said Obuchowski. In addition, she said the bill should permit spectrum auctions (as does the House version). —KMM

NTIA'S FIN-SYN PLAN: THE GREAT COMPROMISE?

Agency's reply comments to FCC have elements appealing to both Hollywood and networks; suggests extending Fox waiver 3-5 years

To the extent that a middle ground can be found concerning the FCC's financial interest and syndication rules, reply comments filed last week by the National Telecommunications and Information Administration may be the solution the commission is looking for. This was the second round of filings in the FCC's rulemaking proceeding aimed at possibly modifying or repealing the fin-syn rules.

There seemed to be enough in NTIA's comments to encourage both the production community and the big three networks, with the general speculation being that the FCC may come down somewhere between what NTIA has recommended (modification of the fin-syn rules) and the Justice Department's suggestion (total repeal) in the first round of comments.

Among NTIA's key recommendations: repeal the financial interest rule although include safeguards that would require the negotiations for financial interest to occur separate from, and after, the network decision to air a program; lift entirely the prohibition on foreign syndication; modify the restrictions on domestic syndication so the networks can profit from revenues of future syndicated programing but they could not actively participate in the business, and review the impact of those changes after three to five years. Nor does NTIA want the FCC to restrict the networks's in-house production activity or option periods.

Still another recommendation from NTIA is to extend the waiver (which expires May 1991) of the fin-syn rules for Fox Broadcasting until the FCC commences its review. "NTIA believes that the creation of a strong fourth network, as attempted by Fox Broadcasting, serves important public policy goals, and that regulatory action serving to inhibit that effort would be inappropriate at this time," the agency stated.

It was anticipated that NTIA's comments would not advocate total repeal ("Closed Circuit," July 30) as did the Justice Department in an earlier filing. This was the first time NTIA filed comments on fin-syn. Justice had yet to file reply comments.

The networks would like the FCC to abolish the fin-syn rules which prohibit them from acquiring financial interest in

network programs and keeps them out of the domestic syndication business. They were heartened by NTIA's recognition that the marketplace has changed in the 20 years since the rules were adopted and that reforms are needed. "The three traditional broadcast networks face a much greater degree of competition for viewers and programing than they did when the rules were adopted. Accordingly, in NTIA's view, the restrictions imposed on the networks are overbroad and unnecessarily restrictive in today's marketplace," wrote NTIA.

The networks were also happy with the suggestion that there be no restraints on their activity in the area of foreign syndication and they felt they had scored a win with the recommendation that no new restrictions should be imposed, such as limits on in-house production or option periods.

But not all of the agency's filing was acceptable to the big three networks. "NTIA has got the big picture right," said NBC general counsel Richard Cotton. The marketplace has changed but NTIA did not follow through on that conclusion, said Cotton. The proposed restrictions on financial interest are "totally unacceptable," he said. Moreover, Cotton was disturbed by the suggestion that Fox should be permitted to participate in domestic syndication while the

other three networks are precluded.

Fox, however, was ecstatic. "We are gratified by NTIA's recognition that application of FISR to Fox Broadcasting Co. 'would hinder the broader public interest underlying the rules themselves,'" said a statement from Fox Inc. Chairman Barry Diller. "We also appreciate NTIA's conclusion that requiring Fox to chose between its syndication business and its emerging network would be 'antithetical to encouraging competition within the broadcast industry.'"

But to Jay Kriegel, CBS senior vice president, NTIA's suggestion for Fox is "fundamentally unfair." Fox, he said, would have an "enormous competitive advantage."

"The networks should be happy," said Preston Padden, senior vice president, Fox affiliates. "But for the filing of our petition in January, the networks would not now be in a position where NTIA is advocating very substantial relief for them," he said.

Like Cotton, Kriegel, felt NTIA's conclusions about the marketplace are a crucial development in the debate. "Commerce is saying that the world has totally changed and the rules are no longer appropriate," said Kriegel.

Still NTIA's proposal on financial interest is troubling to the big three net-

NTIA'S FIN-SYN FORMULA

The following are key elements of the National Telecommunications and Information Administration's reply comments filed last week as part of the FCC's rulemaking proceeding aimed at repealing or modifying its financial interest and syndication rules. The rules prohibit the big three networks from taking a financial interest in the programing they air and from getting into the syndication business.

- Repeal the financial interest rule but include safeguards that would require the negotiations for financial interest to occur separate from and after the network's decision to air a program.

- Lift entirely the prohibition on foreign syndication.

- Modify the restrictions on domestic syndication so the networks can profit from revenues of future syndicated domestic programing (including independently produced programing) but they could not actively participate in the business.

- Require FCC review of the impact of the changes after three to five years.

- No FCC restrictions on the networks's in-house production activity or option periods.

- Grant a further waiver for Fox Broadcasting to "continue both its syndication business and its efforts to build a fourth national network." The waiver would be re-examined at the same time the FCC looked at its revised fin-syn rules.

works. It is not "workable," said ABC Washington vice president Mark MacCarthy. "It gets the commission involved in the micromanagement of negotiations." Still, as one network source said: "If the worst thing to happen to us is the NTIA proposal...we get considerably more out of NTIA than out of the negotiations."

Hollywood was also making the most of NTIA's comments. "I am very comforted," said Jack Valenti, president of the Motion Picture Association of Amer-

ica. He said NTIA's recommendation "makes the central theme of our case...that the networks do have the power to abuse their power and safeguards are necessary." The networks didn't want any financial interest rule with safeguards, said Valenti. It's an idea, he said, that's been on the table six months.

Hollywood has insisted that the rules remain intact, said one network source, now they are backing something that is "totally contrary to what they were saying." One source thought Hollywood

was merely "puffing smoke. They can't be very happy."

"To the extent that they are expressing satisfaction [with the comments], that's a significant change," said NBC's Cotton.

Hollywood's filing asks that the FCC hold en banc hearings in Los Angeles and Washington. But the networks dismiss this as a delaying tactic. "This is number four of 57 ideas on how to drag this out for another 10 years," said Krieger. -KM

FCC ADDRESSES DIGITAL AUDIO BROADCASTING ISSUE

Commission releases inquiry and request for guidance on what spectrum could be used for DAB service and whether satellite services will damage today's radio industry

The FCC has taken the first step toward possible approval of a technology that could redefine the radio industry as it is known today. Digital audio broadcasting (DAB) was presented during the commission's meeting last Wednesday (Aug. 1). The FCC released an inquiry and a request for guidance from broadcasters and others on what spectrum could be found to establish a DAB service and whether satellite delivery of terrestrial services will severely damage the radio industry.

Commissioner Ervin Duggan seemed to reflect the FCC's general attitude toward DAB. "This item raises a perennial question for the FCC and for incumbent industries. Will we embrace promising new technologies with more or less open arms or will we try to discourage those technologies?" Duggan asked. "I think this whole business of digital audio broadcasting, be it by satellite or by terrestrial transmitter, clearly offers some marvelous benefits."

Throughout 1990, companies and research organizations in Europe and the U.S. have been coming forward with technologies that could provide digital audio over terrestrial transmitters or satellites. These services transmit digital sound with quality equivalent to that of consumer compact disk players and with much greater spectrum efficiency (up to 16 channels per 4 mhz) than is possible for analog AM or FM stations. DAB would also clear up most of the interference that degrades radio broadcasting today, including adjacent-channel interference and FM multipath echoes.

What the FCC would like to gain from its inquiry is a series of full DAB implementation plans, such as the one which was recently submitted by Ron Strother, president of Strother Communications

Inc. (see page 65). SCI's plan includes proposed spectrum options for terrestrial and satellite operation, licensing procedures, cost analysis for operating digital radio stations, analysis of the public interest benefits of terrestrial and satellite DAB and a list of new radio local and national services that could be established with DAB's authorization.

Spectrum and public interest questions are likely to be the most contentious. According to FCC Chief Engineer Tom Stanley, the Office of Engineering and Technology (OET) has not yet begun to assess the specific spectrum possibilities for DAB. OET has been looking at possible spectrum availability of high-definition television, especially in the UHF band. "While doing that, the question of spare spectrum always comes up, but [DAB] has not been the object of any current study," he said. The SCI proposal lists seven different bands for possible DAB allocation, all of which have already been heavily allocated to commercial and government spectrum users.

Last Thursday (Aug. 2), National Public Radio President Douglas Bennett, testifying before the Senate Commerce Committee on the Emerging Telecommunications Technologies Act—a measure which proposes transfer of 200 mhz of government spectrum below 5 ghz to commercial users (see page 28)—called for transfer of more than 200 mhz. He also requested that 20% of the newly transferred spectrum be set aside as DAB spectrum for exclusive use by non-commercial stations. That set-aside "will be necessary to insure availability of the diverse programing envisioned by Congress," Bennett said.

After last week's meeting, National Association of Broadcasters President Eddie Fritts said the NAB's comments

in the inquiry will "explain the possible dire consequences to broadcasters of satellite-delivered DAB." The public interest controversy turns on whether the commission will eventually find the benefits of national satellite DAB services worth risking possible negative economic impact on current AM and FM stations. The NAB's radio board has taken a strict stand against any introduction of satellite services because of the possible damage to the concept of "localism" in radio broadcasting.

But during the meeting, FCC Chairman Alfred Sikes referred to the precedent set by the commission under past Chairman Dennis Patrick in considering the establishment of terrestrial high-definition television broadcasting. That earlier FCC "established a clear direction...not to preclude satellite delivery of high-definition television, and for that matter not to preclude telephone company delivery or cable delivery," Sikes said. "As I look at digital audio broadcasting, that is clearly one of the key considerations in my mind."

Duggan suggested another parallel with HDTV by asking whether the commission should appoint a DAB industry advisory committee, similar to the FCC's advisory committee on advanced television service. Stanley replied that it is "a little early to jump to an advisory committee," but that a committee could be useful in six to nine months after many of the technical and policy questions have been fleshed out. Sikes endorsed the idea of eventually setting up an advisory committee and suggest that the National Radio Standards Committee, a standards-setting organization co-sponsored by NAB and the Electronics Industries Association, also serve as a good forum for DAB issues. -RMS

TOPS ON THE TUBE GETTING LONGER RENEWALS

Some of the better performing TV shows are asking for, and getting, two-year renewals from the networks; deals help producers guarantee episodes needed for syndication

A handful of top-rated TV series are extracting out of the ordinary two-year orders from ABC, CBS and NBC. The deficit financing of several top-rated programs has led studios to seek deals for a greater number of episodes to give them a better chance of recouping money from back-end syndication revenue. ABC and New World Television confirmed last week that *Wonder Years* has obtained a two-year order from the network (see page 35), and Warner Bros. Domestic Television recently received the same commitment from CBS for its *Murphy Brown*, providing the studios the ability to guarantee stations that each program will have approximately 100 episodes available for off-network stripping.

None of the top programming executives from the networks wanted to comment on which programs have two-year deals or what inherent benefits they might see in locking down long-term deals for shows with an established track record. "It's a tightrope situation," one network insider said. "If word spreads that we are handing out two-year contracts like candy, each one of our other suppliers would be knocking down our door for the same deal."

In the cases of *Murphy Brown* and *Wonder Years*, several sources indicate that studio leverage and/or certain concessions played a part in the new multi-year deals with the networks. One source close to the *Wonder Years* production expressed concern that New World, which he says "lacks the kind of leverage that Warner Bros. or Columbia Pictures Television has with the networks, must have given away the store to obtain a two-year commitment from ABC." He said the deal may have also come about as a concession from ABC for moving *Wonder Years* from its established 8:30 p.m. Tuesday slot (which it has possessed for the last two seasons) to an 8 p.m. Wednesday anchor position against NBC's consistent time period winner, *Unsolved Mysteries*.

"What's funny is that New World has a series that can run seven or eight seasons but in order to work a two-year guarantee for 100 episodes in syndication, its network life could be reduced to five or six seasons if the new time period

doesn't work out," said the source. "On the other hand, maybe [ABC Entertainment president] Bob Iger's gamble will work out. But New World is still the one out on a limb."

In the past, according to Bill Carroll, vice president, director of programming for New York-based station rep Katz Communications, studio syndicators would "wait until three or four seasons are in the can before announcing a sales launch" for a program. He said that under heavy pressure to generate back-end revenues for the product, syndicators are beginning the off-network sales after two seasons on the network and guaranteeing four years and 100 episodes to stations for stripping. "The tightness of the syndication market certainly has each syndicator thinking about striking into the market while the coal is hot—the time in which a sitcom may have achieved its peak ratings on the

network."

With *Murphy Brown*'s two-year order from CBS, Warner Bros. Domestic Television had begun marketing the show in syndication with just two seasons in the can, but assured it will have a minimum of four seasons to offer local stations. Warner Bros. Domestic Television and its co-owned division, Lorimar Television, count six series on CBS's fall schedule.

Being targeted for syndicated launch in the 1992-93 season, *Murphy*, according to Les Moonves, executive vice president of Lorimar Television, is CBS's "security blanket" on Monday evenings. "CBS wanted insurance that *Murphy* wouldn't jump ship and that its creative talent would stay in place, and the deal gives Warner Bros. a syndicated show with clout."

In fact, Lorimar Television has previously worked long-term deals with CBS

'TWIN PEAKS' TOPS EMMY NOMINATIONS

Nominations for the 42nd Annual Primetime Emmy Awards covering the 1989-90 broadcast season were announced last Thursday in Los Angeles, with ABC and NBC the leaders with 95 nominations each. CBS's prime time programming picked up 73 nominations, Fox got 26 and PBS earned 24. A total of 361 nominations were handed out for the Emmy Awards, which will be broadcast Sept. 16 by Fox.

Cable had its biggest year ever with 35 nominations, including Blair Brown for outstanding lead actress in a comedy series for Lifetime's *Days and Nights of Molly Dodd*. Other cable networks with nominees included HBO (20), The Disney Channel (8) and seven other basic cable networks (A&E, The Family Channel, MTV, TBS, TNT and USA) which received single nominations. Thirteen nominations went to syndicated programmers.

Among individual series, director and producer David Lynch's off-beat vision of film and television was lauded last week by his Hollywood peers, who nominated *Twin Peaks* for 14 awards, the most for any single pro-

gram for the 1989-90 broadcast season. Lynch and television producer partner Mark Frost created the series for ABC, which debuted last spring. NBC's Thursday night veteran *L.A. Law* came in second in nominations with 14, while its *Cheers* (in its eighth season) was third with 12.

CBS's *Murphy Brown* picked up 12 nominations for CBS, whose next highest nominated sitcom was *Designing Women* with six. ABC received 11 nominations for *thirtysomething*, and its *China Beach* and *The Wonder Years* each earned seven. Fox's recently canceled *Tracey Ullman Show* got nine nominations, its cartoon sensation *The Simpsons* received three. Other popular Fox comedies, *In Living Color* and *Married...with Children*, received three and two nominations, respectively.

Shows nominated for outstanding comedy series included: *Cheers*, *Designing Women*, *The Golden Girls*, *Murphy Brown* and *Wonder Years*. Contending for outstanding drama series: *China Beach*, *L.A. Law*, *Quantum Leap*, *thirtysomething* and *Twin Peaks*.

for its two hour soaps, *Dallas* and *Knots Landing*, which are both in their last season of two-year contracts with the network. "Every deal is different," Moonves said. "The networks don't like to talk about it, but I'm sure there are several producers out there that will brag about getting long-term deals. However, there are a lot of production companies that would rather negotiate renewals on a year-to-year basis. Ever since its fifth season [in 1988-89], *The Cosby Show* has brought in huge yearly renewal for Carsey-Warner Productions from NBC. There is always a reluctance to give early or long-term pickups for a series on the networks' part. Egos on both sides are involved, plus millions of dollars of

programming."

Among veteran programs that have received two-year deals from the networks are Warner Bros.' *Head of the Class* (ABC has it on midseason status), Columbia Picture Television's *Married...with Children* (Fox Broadcasting Co.) and Paramount Domestic Television's *Cheers* (NBC). With three seasons in off-network syndication already behind it, *Cheers* is still consistently rated among the top five network shows broadcast weekly after eight seasons on NBC. However, James Burrows, director and partner in Charles/Burrows/Charles Co., says that single season orders will remain the dominant means of doing business with the three television

networks.

"Getting a long-term deal depends on who you go into the [network] office with, someone like a Ted Danson, a Bill Cosby or a Roseanne Barr," Burrows said. "If you have the artillery and a highly rated show, then a deal can be turned, but it is very rare. On the positive side, a two-year deal allows us to keep our writers and actors in the stable, but if a show is canceled after the first season, the producers are responsible for paying out actors' contracts. Right now, we're on the last year of our contract, but I'm comfortable with living year-to-year on what Mr. Danson decides. As long as Ted is having fun, he may let us come back." —MF

NEW SYSTEM USES COMPUTERS TO MONITOR RADIO STATIONS

After two years in development, BDS's RadioTrack is ready to be marketed

RadioTrack, an airplay tracking system that uses computers to monitor radio stations, is making its debut next fall at the National Association of Broadcasters' Radio '90 convention in Boston. In the developmental and testing stages for the last two years, RadioTrack, according to Broadcast Data Systems (BDS) President Martin Feely, is ready to be marketed.

BDS currently has listening stations in 69 markets and plans to increase that to 75 in two weeks and to 100 by the first quarter of 1991. In simplest form, the listening station is a computer hooked up to a series of receivers that listen to radio stations 24 hours a day, seven days a week. The computer translates the analog signal from radio stations to a series of digital tones. Those tones, specific to each piece of music, according to Feely, are the "electronic fingerprint" of each song. The computer matches the fingerprint with the fingerprints in its memory banks, identifies the song, the time it was played, and the call sign of the station that played the song. According to Feely, the computer is programmed to compensate for broadcast transmitter variations—that is, stations speeding up or slowing down the signal.

The listening posts are all hooked up to a central computer located in Kansas City that downloads the information from the listening posts on a daily basis. Feely noted that even while downloading information into the central comput-



Martin Feely, BDS president

er, the listening posts are still monitoring the stations. Currently, the company is monitoring CHR- and country-formatted stations.

"Radio stations subscribing to the service can access an unlimited amount of information," said Feely. The station will have a pre-designed report, he said, listing the information from a combination of stations. In other words, the operator decides which stations he or she would like to monitor, and the report is designed to bring up the information from the stations selected.

Kevin McCabe, music director at Emmis Broadcasting's WQHT(FM) New York, is enthusiastic about the concept. "From my point of view," he said, "this is one of the programming tools of the 90's—it is going to bring new meaning to chart methodology." According

to McCabe, it is the difference between looking at charts in "total reality" as opposed to charts that have "a little shading or a little coloring," that will bring a higher level of professionalism and accuracy to the business.

Another supporter of the concept is Malrite's Todd Fisher, program director for WEGX(FM) Philadelphia. "I like the whole concept," he said, "for the purpose of research and putting together sound charts." The evolution of the radio business, says Fisher, makes accuracy and speed essential. "Things have become data obsessive," he said, "but it is the competitive nature of the business—people have a need to see what everybody else is doing."

In addition to the broadcast applications, BDS is looking to amortize the cost of the system by massaging the data into various products. In Feely's view, the data can be used by record companies to monitor record performances, by performing rights societies to simplify the distribution and allocation of money to artists, and, down the road, by advertisers.

The pricing of the service, said Feely, is dependent on radio market size. The costs can range from \$100 to \$600 per month.

BDS has a quality control staff in Kansas City that double checks the information in the system by listening to tapes and verifying their lists against those that are computer-monitored. —K

GOODWILL GAMES FACE UNCERTAIN FUTURE

Lower than promised ratings, spotty press coverage, other factors may cause cable operators to reconsider support for '94 event

As the Goodwill Games wrapped up this past weekend, cable operators began assessing the success of the event, and early indications are there will be quite a bit of wrestling over whether the industry will go forward with support for the 1994 games. Ultimately, the Turner board controlled by cable operators will decide, although TBS Chairman Ted Turner very much wants to go forward.

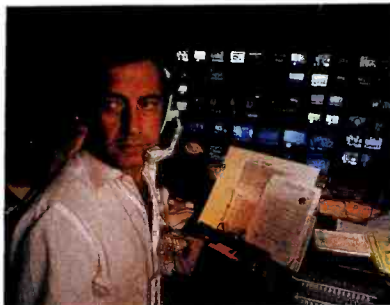
From a straight monetary perspective, the games delivered less than advertised, with prime time ratings of 2.6 almost 50% off what Turner guaranteed (5.0). That meant not only makegoods for Turner nationally, but less money for local cable ad sales, which MSO's hoped would be high enough to make a dent in the the \$1 per subscriber license fee.

But the level of competition (two world records were broken), as well as the level of interest in some markets, were high enough for some operators to see the games as providing cable a significant benefit. Those operators see the financial side balanced by the attendant benefits of developing cable-exclusive product that carries with it extra positive public relations.

What argues against continued support of the games are several factors, principally the cost, both to cable operators, and TBS, which could lose upwards of \$26 million, the same as in 1986. Political events have changed since the games began on the original East vs. West premise. Both sides are now full participants in the Olympics. Summer remains a difficult time to attract viewers and the 1994 games are scheduled for Leningrad, a different country and a different time period. Additionally, viewers will have been through a winter Olympics in 1994 (with the cable portion on TNT), and judging by the experience in 1990, local sports pages in late July have as much, if not more, coverage of local professional baseball and football than international sports competitions. Plus the industry's level of support in 1990 was only slightly more than 80%, down from the near universal support in 1986, largely because of the rights fees.

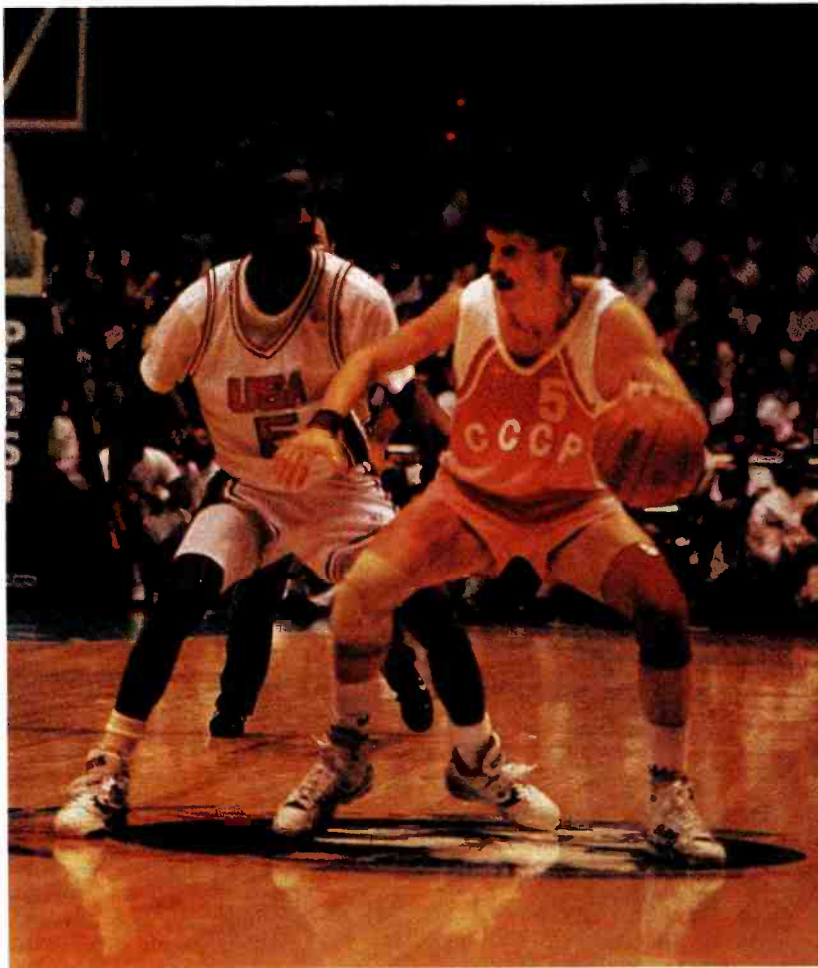
On the other hand, the games provide cable a relatively high profile exclusive product, and Soviet organizers have in-

dicated the games will go on, with or without Turner. The ratings may have been off from initial projections, but they were high enough to give cable



Executive producer Tony Verna (above) oversees Goodwill Games coverage that included the U.S.-Soviet basketball matchup won by the Soviets.

operators a great cross promotion vehicle for fall product, such as the NFL. Additionally, there were local promotions leading up to the games that benefited local operators. And some of the games' deficiencies are correctable. Some operators admit they didn't do the promotional job they could have, and there is also a belief that limiting much of the promotion to Turner networks didn't help the cause. But promotional tactics could be changed to bring them more in line with viewer and advertiser expectations for the '94 games. And although the games lost money, Turner Broadcasting is in sound financial shape and that should only improve by 1994,



as TNT becomes as major a financial center as CNN or WTBS(TV).

Athletes were paid for their appearances and the games were set up as a for-profit event, which may have turned off some viewers, one operator said. But if the profits were donated to amateur sports federations in the U.S., for instance, it would help the games take on more of the luster of the Olympics, and less of a purely capitalistic venture.

Paul Beckham, president of the games, said last Friday "we are very, very pleased with how the event has come off," adding that the board was also "very, very positive from an event point of view." Staging a top quality event and giving it credibility "is not an easy task," he said, and "I think we got there."

The board, he said, will look at several criteria in determining the status of the 1994 games: the event itself, how much it costs and possible changes in the structure going forward. He expects a decision by October, he said, as Turner is anxious about wrapping up the matter.

For the cable industry, the question of whether the money was well spent is one with which they are grappling. "I don't know if we know the answer," said Rob Stengel, senior vice president, Continental Cablevision, who said it's a question operators will answer after further study. But in Boston, the *Globe* did not send a sportswriter to the games, he said, thus local newspaper coverage, critical to tune-in, was lacking, a situation not unique to that city.

On the other hand, John Mathwick, group vice president, marketing, Jones Intercable, pointed out that there had been extensive coverage in *USA Today*. "It's been a positive experience for us," he said. "We see it as part of an ongoing process of developing cable-exclusive product," he said. Although Jones is aware of the bottom line costs of the games, "we also recognize that programming is a little more complicated than other businesses," he said, and requires a longer-term focus.

The industry has to be "courageous enough to take some losses to provide attractive programming," said Dick Aurelio, president, Time Warner New York City Cable. While the games "are not doing very well," Aurelio stressed that "the concept is worthwhile and ought to be nurtured and encouraged." He said too much emphasis has been placed on the money the games are losing, and not enough on the sporting events.

Advertising sales in the New York City systems, which have 670,000 subscribers, have yielded only 40% of sold

inventory, according to Larry Fischer, president, Time Warner City Cable Advertising. Total ad inventory was priced at \$160,000. Even if the systems had sold their entire inventory, they still stood to lose half a million dollars, according to Fischer, so "we obviously didn't get into it for the money."

Time Warner made good use of the spot ad time, according to Fischer, for cross-channel promotion, particularly highlighting NFL football on ESPN and TNT, and baseball on ESPN as well as regional sports networks.

Bill Cullen, president of United Artists's Los Angeles system, said that while the "jury is out" on whether cable should continue to support the games, there were certainly problems. "There is not a great amount of excitement" about the games, he said, which has been affected by changing political circumstances as well as negative press and cable industry marketing and promotion.

Cable operators "didn't do enough to publicize the games," he said, and although radio and television time was bought during the games, "it didn't go on six weeks ago, maybe when it should have."

Negative press, particularly a *Wall Street Journal* story, he said, also hurt the games. Local spot advertisers who may have come in at the last minute were scared away by stories of possible low ratings, athlete no-shows and projected losses, he said. "If it had a better public image, more people would tune in," he said last week. Events, such as if President Bush and Mikhail Gorbachev

would have attended the games, or if the Soviet Navy, which sailed into San Diego last week and would have sailed into Seattle, he said, would have served to draw greater attention to the games.

In some markets, ad sales have been good, he said, and there were "tremendous tie-in events" that helped cable operators. Cullen plans to do viewer surveys, and analyze advertising revenue and the games effect on subscriber growth and retention before deciding whether the games should continue. "If it didn't help, no we shouldn't do it," he said.

Larry Zipin, vice president of advertising sales for Warner Cable, said from a pure ad perspective, the games were "very disappointing. Maybe advertiser skepticism was more accurate than our advanced hype," he said, and he's concerned cable's "overall credibility may have suffered somewhat" in the eyes of some advertisers. Although the ratings for ESPN's MLB are lower nationally than expected, said Zipin, local advertisers are not dissatisfied because the product wasn't billed as a blockbuster. The games' 2.6 rating is good for cable programming, said Zipin, but doesn't require the special marketing and sales effort that came with the event.

But Beckham said the ratings "have been good for an event like this," and next time, viewers and advertisers will have an even better understanding of the event. Although the financial loss could be large, he said, the product "is an investment in the future of the cable industry."

-MS

EX-EMPLOYEE CHARGED IN ARBITRON THEFT

Criminal charges have been filed against a former employe of the Arbitron Co., Barry David Glick, alleging that he stole confidential corporate information and distributed it to the A.C. Nielsen Co. earlier this year.

Glick was charged with one count of Criminal Information with Interstate Transportation of Stolen Property in U.S. District Court in Baltimore. He was employed by Arbitron at its Laurel, Md., offices from August 1988 until March 1990 as a quality control specialist in Arbitron's master operations division.

Prior to his position with Arbitron, Glick served as a police officer with the D.C. Metropolitan Police Department in 1969-73, and from 1978 to 1986 he worked as the project director for the Police Foundation, a criminal

justice research organization.

According to the U.S. District Attorney's office, Glick sent the information between January and March of this year with the purpose of obtaining a position as an independent consultant with Nielsen. The Arbitron data sent to Nielsen is described as including internal corporate memoranda, a company manual, a remote control device and related technology, said to be worth more than \$200,000.

Upon receipt of the material, Nielsen immediately notified Arbitron, and both companies cooperated with the ensuing investigation conducted by the FBI and the U.S. Department of Justice. The criminal count carries a maximum sentence of 10 years in prison and a \$250,000 fine. Glick's initial appearance before the court has not yet been scheduled.

PROGRAMING

TURNER HANDLING BARTER SALES OF 'WONDER YEARS'

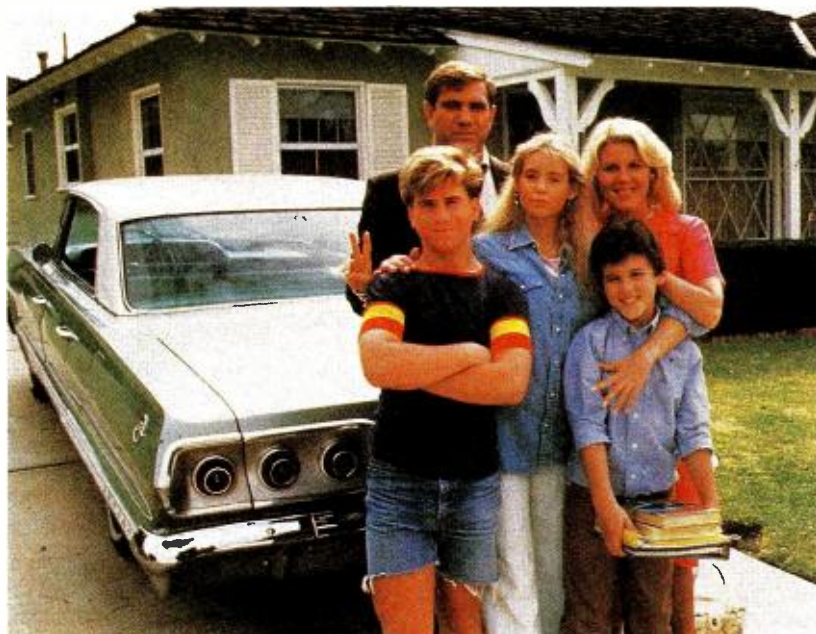
Deal with New World Entertainment has TPS handling domestic distribution, New World international; it may result in future arrangements between two companies

Ending speculation over how it will be handling the off-network syndication of *Wonder Years*, New World Entertainment (NWE) has reached an agreement with Turner Program Services (TPS) to manage the distribution and barter sales for the likely fall 1992 launch of the program. The Turner Broadcasting System division, reportedly paid \$100 million for distribution rights, according to a source.

The deal marks the first time that Turner Program Services will distribute a program for an outside program supplier, and hints of other far-reaching distribution and co-production opportunities for both companies.

Under terms of the deal, TPS will be handling domestic distribution, in addition to sales in Canada and Puerto Rico, while New World International will be handling all other overseas sales. Jon Feltheimer, president of New World Entertainment, said the new "relationship" is part of a long-term deal, which is meant to help the independent Hollywood studio utilize TPS's "expertise and physical resources" in distributing and selling barter time for its syndicated movie packages and other short-form programming.

While the marketing plan for *Wonder Years* will not be formally unveiled to stations until sometime early next month, Feltheimer indicated the half-hour ABC series (which started on the network in March 1988) will be offered on a cash basis, with the "realistic" possibility of one minute of national barter time attached to the cash license fee. Russ Barry, president of Turner Program Services, shied away from discussing specifics of the new arrangement, but said TPS will be receiving a "flat fee" for distribution and barter services rendered. However, a New York-based station rep said that TPS put up a \$100 million guaranteed rights fee to handle *Wonder Years*, "hoping they can achieve at least an average \$1 million per episode license fee and meet bottom



line profit projections by squeezing stations for one minute of local ad inventory." A more "realistic" per episode cost of \$800,000, or \$80 million over four years, said the source, can only be expected if the barter time is attached. Officials at both New World and TPS declined to comment on the \$100 million figure.

"When *The Cosby Show* came into syndication [1988-89] season, Viacom positioned the program as the greatest sitcom in history and got away with attaching one minute of barter," said the rep. "Now *Married...with Children* is in the market promising exclusion from prime access rules and is getting away with one minute of barter. If Turner goes with barter on *Wonder Years*, I don't think stations will be in a frenzy to mortgage ad inventory, on top of bidding for a show that will probably be too high priced to begin with. The trend of cash-plus-barter deals for off-network sitcoms

is out of control."

Targeted for the 6-8 p.m. access slots, Feltheimer says 100 episodes are being guaranteed for stripping, although he left open the "outside longshot" that a cable play on one of Ted Turner's two basic cable entertainment networks—superstation WTBS(TV) Atlanta and Turner Network Television—could be worked out in the "distant future." Downplaying such an option, TPS's Barry said there are no plans to sell the show to any cable network, and added that if a cable deal was done, it would follow the broadcast window.

When asked how New World will meet its 100-episode guarantee, Feltheimer made a veiled reference to a forthcoming announcement, which sources speculate is a multi-season commitment on *Wonder Years* from ABC beyond the 1990-91 season. In the unlikely event ABC does not decide to renew the highly-rated series for a fourth full season,

Feltheimer said it is "probable" that a first-run, barter front-end deal would be offered to stations, but the program "will likely never have to exercise that option." TPS's Barry added: "I think CBS or NBC would jump at the opportunity to pick up *Wonder Years* if ABC dropped the ball. With a flagship 8 p.m. position leading into Wednesday's schedule, I think ABC has indicated its confidence in the program."

A window of opportunity may also be opening up for New World's only other long-running network series, *Tour of Duty*. Feltheimer told BROADCASTING that the recently canceled CBS hour Vietnam War drama could be revived for first-run and off-network play on cable. "*Tour of Duty* could end up on a Turner network, but we really haven't had substantive discussions yet," Feltheimer revealed.

Turner Broadcasting System, which does not yet have a full-time in-house production unit, could also be eyeing an opportunity in its fledgling relationship with New World to establish a ready production pipeline for its various channels of distribution. The publicly-held programing conglomerate lacks a firm foothold in the Hollywood production community, a situation Barry says will be remedied with TBS's financing of co-productions with New World. (In 1986, TBS made a takeover bid for MGM/UA Communications, but then opted instead to buy the MGM film library. Barry says that deal also included the syndicated properties *Gilligan's Island* and *CHiPS*.)

"If the distribution arrangement [for *Wonder Years*] proves to be mutually advantageous to both parties, I think it's fair to assume that the relationship between New World and Turner Broadcasting will expand into other areas," said Barry.

Left in question is the future of New World's New York sales office, which is headed by Tony Brown, senior vice president and general sales manager. Eight employees are part of NWE's sales division, and with *Wonder Years* the first regular off-network series offering going to Turner, NWE's remaining inventory consists mainly of movie packages and animated programing. Other upcoming network programing—*Bagdad Cafe* on CBS (on midseason status) and *Get A Life* on Fox—is several seasons away from exhibiting any off-network potential. Feltheimer said meetings have been scheduled with the New York office to discuss its future role within the studio, while Barry stated flatly that Turner Broadcasting System has no plans to "absorb" part or all of NWE.

NBC, ABC UNVEIL FALL SLOGANS

CBS to stick with campaign it used last season; Fox creates slogan but decides to promote individual shows rather than network

NBC and ABC have unveiled new on-air promotional themes designed to entice viewers to sample new and returning programs this fall. CBS is sticking with its "Get Ready" campaign, which network officials believe succeeded in attracting viewers to programs initially, despite the fact that viewers rejected most of CBS's new programs after sampling it.

NBC's new promotional tag line is "NBC The Place to Be," which replaces the four-year-old "Come Home to NBC," instituted the season after the network jumped to first place.

ABC has also launched a new theme, "America's Watching," which replaces "Something's Happening," used for the past three seasons.

Fox developed a tagline, according to Sandy Grushow, senior vice president, advertising and promotion, but decided not to use it, opting instead to spend more resources on promoting programs individually. The big three networks do individual program promotion in addition to the generic themes.

"We did do an image campaign," said Grushow. "But like last year, we decided once again not to utilize it. My own theory is that [network image campaigns] are a bunch of hogwash that nobody cares about. We are selling each of our shows individually."

John Miller, executive vice president, advertising, NBC-TV, agreed generic on-air promotions are not the key to viewer sampling. But affiliates have come to depend on them as a foundation for the local on-air look. "They really have very little meaning or impact on anybody's fall launch," said Miller. "The reason you do them is so affiliates have a groundwork to tie into. The affiliates' [local] approach is far more important."

"People are going to watch *Fresh Prince* if you can convince them it's a funny show," said Miller.

George Schweitzer, senior vice president, communications, CBS/Broadcast Group, said the network felt its "Get Ready" campaign from last season, coupled with the K mart cross promotion, "increased our premiere week ratings substantially." Schweitzer said after viewers sampled the network's

program lineup, "they voted against most of it, with the exception of *Major Dad*. But we got the sampling and that is what the aim is: to deliver viewers to the new shows."

This season, CBS has reinforced the "Get Ready" campaign by hiring the Temptations to sing an adaption of the group's 1960's hit song, *Get Ready*, with stars of CBS series.

Of the three networks and Fox, only NBC and CBS will continue efforts to boost viewer sampling with retail cross-promotion campaigns. CBS is doing another giveaway promotion with K mart this season, and is doing similar tie-ins with Mastercard International, Isuzu, Pepsi and Quaker.

The network is also delaying the launch of three new shows, *WIOU*, *Over My Dead Body* and *Dallas*, so it can be promoted extensively during the network's playoff and World Series coverage of Major League Baseball.

NBC is doing cross-promotion campaigns with McDonald's (McMillions on NBC), as well as campaigns with Stouffer's and Toys 'R' Us (BROADCASTING, June 4).

The network also recently decided to take a cue from Fox and promote shows by debuting several weeks earlier than the official start of the new season, which is the week of Sept. 17. Miller said five of NBC's nine new shows will be seen the week of Aug. 20, which the network has dubbed "Fall Preview Week."

ABC and Fox have both opted against the cross-promotion strategy. "I don't believe they are terribly effective," said Grushow. "It may be right for NBC or CBS, but I'd rather use our resources to sell individual programs than use methods that drive the audience into some third party venture. You sell TV with TV."

Grushow also said Fox has challenges that are different from those of the big three, including the launch of two new nights of prime time television. Last season, Fox used the "Fox Monday" theme as a way of letting viewers know the network was programing a new night, and will do the same this season on Thursday and Friday nights, said Grushow.

-MF

-SM

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<i>to affiliates of</i>	
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Cable	January 1990
WestMarc Communications, Inc.	
<i>has merged with a subsidiary of</i>	
Tele-Communications, Inc.	
Cellular	April 1990
\$56,787,600	
McCaw Cellular Communications, Inc.	
Sale of 2,046,400 shares of Class A Common Stock	
Publishing	Pending
<i>A subsidiary of</i>	
Wolters Kluwer nv	
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NBC'S STEVE FRIEDMAN: LOOKING FOR A COMEBACK ON THE NIGHTLY NEWS



Steve Friedman, who returned to NBC and his journalistic roots June 4 as executive producer of *NBC Nightly News with Tom Brokaw*, is in the midst of redefining the concept of the network newscast. "The program of record is over," said Friedman, in that viewers know what happened by the time they tune in to Brokaw or Rather or Jennings.

"When we were kids, we'd look at evening news to try to find out what was going on," he said. "Now, we can get it from different places. The goal is to make [*Nightly News*] relevant in the landscape of television and not exist as an island," Friedman told BROADCASTING. "We have to be cognizant of what goes on around us: local news, radio, CNN, etc., and design a program that fits in with that reality."

Friedman, who spent nine years as a news writer and producer in the late 1960's and early '70s, joined the *Today* show in 1977 as an associate producer and served as its executive producer from 1980-87. He is credited with *Today's* success during a great part of the 1980's, as well as with the failure of last year's problematic *USA Today on TV*, for which he served as chief architect.

Now, ensconced at the network where he scored his biggest success, Friedman is once again putting his rehabilitative powers to the test, and detractors and advocates alike will be closely charting his progress.

According to Tom Brokaw, Friedman's friend since the early 1970's, changes in the program include longer, "more analytical" treatments of the big stories of the day. Viewers can also expect to see more "state-of-the-art production techniques, enhancing what it is we're talking about."

Friedman said that *Nightly News'* new format will feature a different, regular segment each night of the week: the American family on Monday, what works on Tuesday, vital signs on Wednesday, guns and drugs on Thursday, and follow-ups on newsmakers and stories on Friday.

One way to make the news more relevant, Friedman explained, is to "have experts in things rather than straight reporters." He is also going to make the program "harder," and will make "major commitments to major issues."

USA Today on TV, which premiered Sept. 12, 1988, and was canceled effective Jan. 7, 1990, suffered from low ratings and was consistently trashed by the press and the stations that carried it. Friedman, who built the show as the first of four executive producers, lasted fewer than two months in his post. "*USA Today on TV* was a failure," Friedman admitted. "I was the guiding light behind it, and I have to shoulder that blame."

Grant Tinker, who as president of GTG hired Friedman away from *Today* to take charge of *USA Today*, echoed a

sentiment expressed by a number of Friedman's compatriots: that he is perhaps better off in the middle, not the start, of a project.

"Some people have said [Steve's] not the guy to start something, as opposed to improve it, and that's true of some of us," said Tinker. "Some of us are better at being critical of what exists and maybe improving it. Others, who are the most creative, I guess, can take things and build them from the ground up. People make that distinction about Steve."

"They say he was great doing *Today*, and not such a good choice, though obviously he was mine, to do *USA Today*. If they're right, and I think maybe they are, then his assignment to *Nightly News* is very appropriate."

In response to the criticism that he is better at fixing things than creating them, Friedman said: "Most television doesn't work; it's unfair to say [about me] that because he hasn't made any new shows, he's incapable of doing it. *USA Today on TV* was a financial failure, but lots of good things came out of there."

Brokaw, asked if he feels Friedman got a bad rap on *USA Today*, said: "No, I don't think so. A couple of times I've used the [following] phrase, and I think he approves of it," Brokaw said. "Steve was always a very skillful, and sometimes slightly reckless, driver when I knew him. Then he left here and caused a nine-car pileup called *USA Today on TV*. So he returns a very skillful driver but a little more cautious."

Bob Jacobs, who was responsible for selling and promoting *USA Today on TV* as president of GTG Marketing, frames his portrait of Friedman in harsher terms than some other colleagues. "He was absolutely the wrong man [to produce *USA Today on TV*]. He had the greatest start of a first-run syndicated show in the history of television, anybody will tell you that. He had 156 stations, 122 of them in access, and everybody was paying a lot of money."

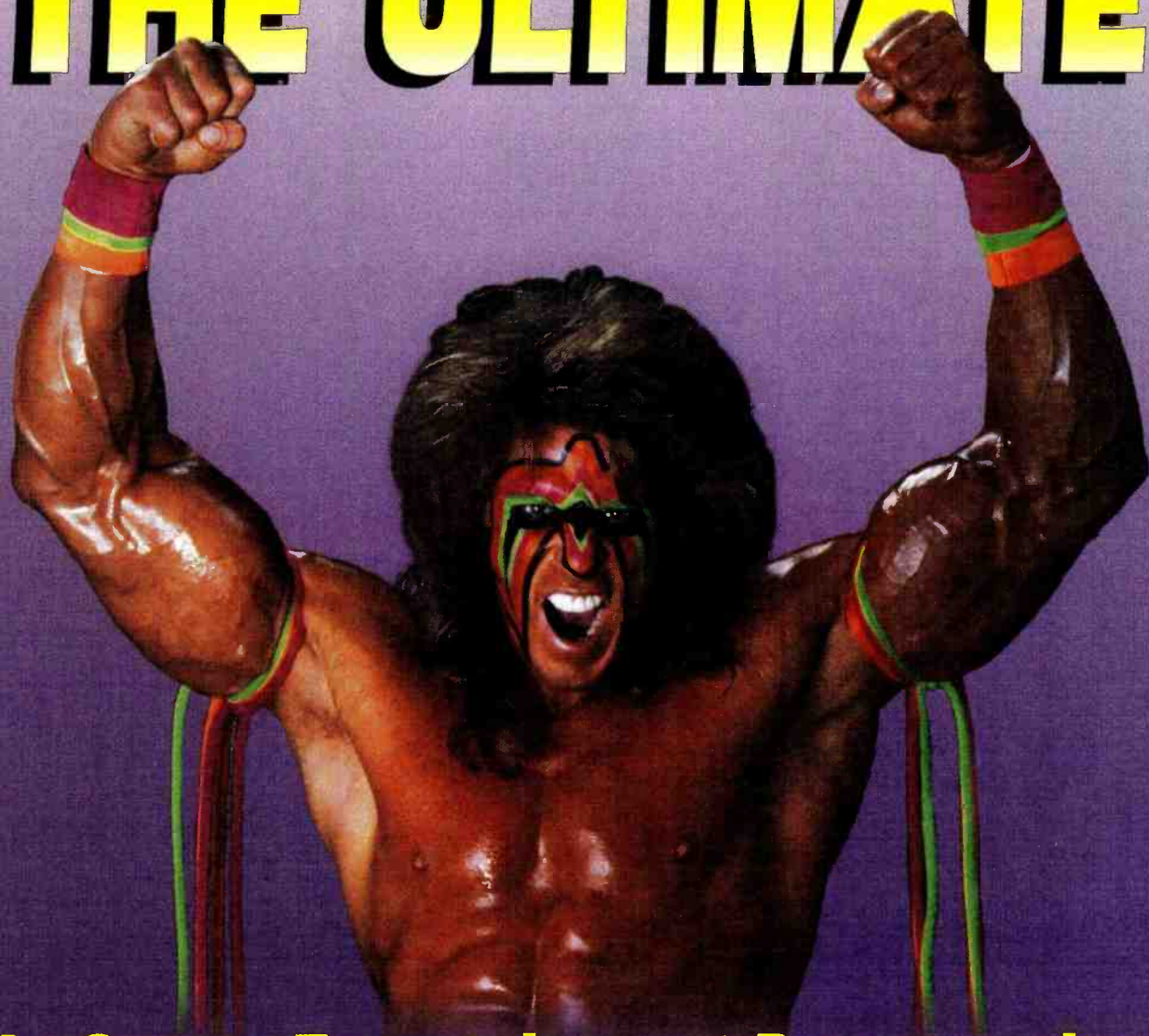
"All he had to do," Jacobs continued, "was produce a show that took the spirit of *USA Today* and put it on TV, and he couldn't do that. He put some mishmash together that was hard to believe."

According to Tinker: "When you go around pointing at the centerfield fence, you better hit the ball over it, or don't do



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it. Steve does like to go out there and make extravagant predictions. He's a noisy guy, but some guys do business that way.

"In the same way that *Today* was an existing vehicle that he got running a lot faster, I think he has exactly that opportunity with *Nightly News*," Tinker said. "When he's doing that kind of work, I don't know that there's anybody any better."

Don Browne, executive vice president, NBC News, agrees with Tinker's assessment. Friedman's "greatest strength is producing shows," he said. "It's very difficult to build something from scratch and worry about producing the show at the same time."

The job Friedman holds now is a better one for him, said Browne, in part because "he's surrounded by a terrifically strong organization that's already been built. The basic car is there; what he's doing is souping it up."

For his part, Friedman looking toward the future, not reflecting on the past. "I made a lot of mistakes on *USA Today* on TV. Right now I'm worried about *Nightly News*." -RG

ABC HOPES TO PIQUE INTEREST IN 'PEAKS' WITH SUMMER RERUNS

Last season's original nine hours began re-airing last night and will run until fall season's new episodes debut Sept. 29

The beginning of the 1990-91 season is almost two months away, but it's *Twin Peaks* time again on ABC.

Last night (Aug. 5), the network began reruns of the much discussed series' initial nine hours, which will lead into new *Peaks* episodes starting Sept. 29th. ABC, along with Lynch Frost Productions, is hoping the now famous question of "Who killed Laura Palmer?" will not only intrigue new viewers but bring former *Peak* fans back for a second look.

Weekly rebroadcasts of the program's one-hour episodes will begin this Saturday at 10 p.m., which is the new time

period for *Peaks* this fall. Reruns will continue through Sept. 22, and, on Sept. 29, a two-hour recap of the first nine hours will air, aimed at viewers who, to that point, haven't *Peak*-ed.

ABC will kick off the second season as it did the first, on a Sunday night (Sept. 30), with a two-hour episode directed by series co-creator David Lynch. *Peaks* will then settle into its Saturday night slot Oct. 6, with a one-hour episode, also directed by Lynch.

Those viewers looking for a solution to the mystery of character Laura Palmer's death will be in luck as *Peaks* begins its second season...maybe. During last month's press tour, Robert Iger, president, ABC Entertainment, said, "I do think that the murder mystery should be...I'm not going to say resolved, but I think it should be brought to a closer point in its closure. And, in fact, it will."

Iger explained that earlier this year, he had said that "in the first episode, the killer will be revealed to the audience. I never said [the mystery] would be solved. I said the killer will be revealed. I think you have to think about those words. The viewer will see the killer and know that it's the killer. Now that doesn't mean that the case is solved."

Peaks could also "sustain" the Laura Palmer mystery being solved and still succeed, Iger said. "I think there's enough about that show that's interesting. There are a number of other storylines that are compelling. And I think the characters are wonderful."

ABC is also expressing confidence in *Peaks*' Saturday night time period, traditionally believed to be a weak television viewing night. According to Alan Wurtzel, ABC's senior vice president, marketing and research services, "When you look at the Nielsen ratings, what you see is that there are some 41 million adults, 18-49, that are home, can't get a date, and seem to be watching television on Saturday night. And that accounts for 46% of the audience," Wurtzel told last month's press tour. Nielsen also shows that 31% of adults, 18-49, are Persons

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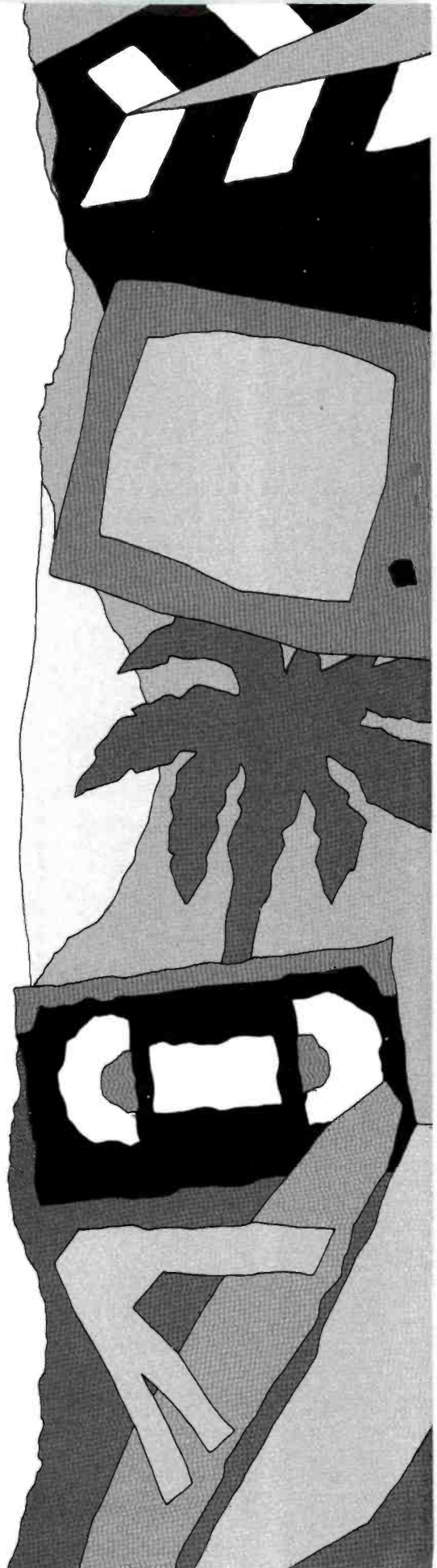
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Using Television, or PUTS, Wurtzel said.

The audience is there, but the networks are not reaching them on Saturday, Wurtzel said, pointing to figures that indicate alternative forms of programming are stronger that night. In an effort to find if the networks might attract more of an audience, ABC put together in what Wurtzel described as "primary research," calling a random sample of people on two consecutive Sundays regarding their television habits.

The results, he said, indicate "there is about 50% of the 18-49 audience that is kind of available to watch TV, as opposed to the 31% that Nielsen suspected. These figures account, for the most part, for the *Peaks* move to Saturday night at 10," Wurtzel said.

"By and large, we think there's a lot more of our audience available on Saturday night that we simply haven't programmed to," he said. "And we'll know how smart we were sometime in September."

In other news designed to pique the

interest of *Peaks* fans, Worldvision Enterprises, which has domestic off-network, foreign first-run and worldwide home video rights to the show, has signed Hamilton Projects Inc. as the exclusive worldwide licensing agent for the series.

Hamilton will coordinate with manufacturers and retailers the building and implementation of a domestic and international licensing, merchandising and consumer promotion program for *Peaks*. Lynch and partner Mark Frost will maintain creative control over the entire licensing program.

Consumer products, including clothing, giftware and housewares, will begin to be available in late August, with a larger presence planned for October in conjunction with the Christmas retailing

season.

According to Bert Cohen, Worldvision's executive vice president and chief operating officer, *Peaks* is licensed in more than 50 countries, including every "major" country of the world. Warner Bros.' foreign home video window of *Peaks*' first two hours (complete with different ending) expires this fall, Cohen told BROADCASTING, and the entire series will begin its international television run in October.

Cohen also said Worldvision is in the process of looking at various domestic and international opportunities to begin the distribution of the home video version of *Twin Peaks*. Viewers should be able to rent or buy their favorite *Peaks* experience, Cohen said, "in the very near future." -RG

SYNDEX VALUE TO INDIES UNDERScoreD IN KATZ STUDY

A Katz Television survey on the usefulness of syndicated exclusivity for television programs indicates that almost 40% of those independents surveyed in the top 100 markets would "never or rarely consider buying a program from a syndicator not offering syndex."

The Katz survey comes about eight months after the re-imposition of syndex rules requiring cable systems to black out syndicated programs from out-of-market stations if a local station has purchased exclusive rights.

Of the 201 television stations represented by Katz, 135 participated in the study.

Among top-100 affiliates, Katz reported that just 16% of those stations responding to the survey said they would rarely or never purchase non-syndex programming.

In its survey, Katz said syndex was of greater importance to independents because of the greater similarity between their schedules and those of cable superstations, which are local independents picked up by cable systems around the country.

The survey found that 76% of independents in the top 100, and 62% of independents overall, "always seek" syndex protection in program contracts. On the affiliate side, 63% of those in the top 100 and 56% of affiliates in the total sample said they always seek syndex protection.

The Katz study also found that cable systems have generally been cooperative in complying with syndex-related black-out requests. About 75% of stations said that cable systems "always or usually cooperate" with syndex requests.

Syndex also appears to be used as a negotiating point, both with cable operators and syndicators. Over 50% of the survey stations said syndex was a negotiating point with cable operators, over such issues as channel positioning and station promotion.

More than 85% of responding stations said syndex came into play as a negotiable contract element with syndicators. However, 42% responding said it "rarely" was a deal point, while 35% said it was "sometimes" a deal point. Ten percent said syndex was "usually" a negotiable element.

While the majority of stations responding to the survey seem to welcome the return of syndex, on principle, about two-thirds of the stations also said it was "too soon to tell" whether syndex has been beneficial.

"While it may be too soon to tell for sure whether syndex is actually working, it's clear that it's off to a good start," said John Von Soosten, vice president, director of programming for the Katz Television Group. Von Soosten added that the syndex survey will probably be updated just prior to the next NATPE International convention, Jan. 14-18 in New Orleans. -SM

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RATINGS ROUNDUP

The three-network share of viewing in prime time sank to 51% for the week ending July 29. All three networks averaged a 17 share, with NBC and ABC each averaging 8.9, while CBS was third with 8.4. A *Roseanne* repeat was the top show of the week. In fact, the only non-repeats making it to the top 20 were 6th-ranked *60 Minutes* and 12th-ranked *20/20*. A Jane Pauley special, *Real Life with Jane Pauley*, won its

period Tuesday, July 24, at 10 p.m., finishing 21st overall with 11/20. A new CBS summer show, *Top Cops*, was first in its period Wednesday, July 25, with 10.6/20, finishing 23rd. Another new CBS summer show, *Northern Exposure*, finished second behind *L.A. Law* repeat on Thursday, July 26, beating ABC's *Prime Time Live*. ABC won the evening news race once again, with 8.9/20, followed by CBS's 7.8/17 and NBC's 7.6/17.

Week 44

July 23-July 29

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	▲	14.6/26	A	Roseanne
2		14.4/28	N	Cheers
3	▲	13.3/28	N	Cosby
3	▲	13.3/24	C	Murder Ordained, Pt. 1
5		13.1/27	N	Empty Nest
6	▲	12.9/28	N	Golden Grills
6	▲	12.9/29	C	60 Minutes
8	▲	12.3/25	N	A Different World
8	▲	13.3/26	N	Unsolved Mysteries
10	▲	12.2/25	A	Amer. Funniest Videos
10	▼	12.2/22	F	Married...With Children
12	▼	12.0/25	A	20/20
13	▲	11.7/20	A	Coach
13	▲	11.7/20	C	Designing Women
13	▲	11.7/22	A	Wonder Years
16	▲	11.6/23	A	Who's the Boss?
17	▼	11.5/21	N	Grand
18		11.4/20	C	Murphy Brown
19	▲	11.2/21	N	Night Court
19	▼	11.2/21	F	Simpsons
21	▼	11.0/19	F	In Living Color
21	▼	11.0/20	N	Real Life w J. Pauley
23	▲	10.6/19	N	Heat of The Night
23	▲	10.6/20	C	Top Cops
25	▲	10.5/18	A	Movie:In Self Defense
25	▲	10.5/21	A	Just the 10 Of Us
27		10.3/18	C	Face To Face w C. Chung
27	▲	10.3/22	A	Perfect Strangers
29		10.2/22	A	Family Matters
29	▼	10.2/20	C	Murder, She Wrote

29		10.2/22	C	Rescue: 911
29	■	10.2/19	A	Tim Conway
33	▲	10.1/18	N	Dear John
33	▼	10.1/23	A	Full House
35	▼	9.8/21	N	Hunter
36	▼	9.6/19	C	Major Dad
37	▲	9.5/18	A	Doogie Howser, M.D.
38	▲	9.4/17	C	Jake and The Fatman
38	▼	9.4/18	N	Matlock
40	▼	9.3/20	A	Growing Pains
41	▼	9.2/18	N	L.A. Law
41	▼	9.2/18	N	Quantum Leap
43	▼	9.1/18	A	Head Of The Class
43	▼	9.1/18	C	Northern Exposure
45	▼	9.0/16	N	Movie:Kate's Secret
46	▲	8.9/17	A	Movie:Moonraker
46		8.9/17	C	Sydney
48	▼	8.8/16	C	Tarzan In Manhattan
49	▲	8.4/17	A	Primetime Live
50	▲	8.3/18	A	Mystery Movie:Columbo
51	▼	8.1/17	C	48 Hours
52		8.0/15	A	Checkered Flag
53		7.7/15	F	Amer. Most Wanted
53	▲	7.7/14	A	Anything But Love
53	▲	7.7/14	A	thirtysomething
56	▲	7.6/18	N	2/27
57		7.4/14	A	Just Life
58	▼	7.2/16	C	Primetime Pets
59	▲	7.0/15	N	Midnight Caller
60	▲	6.8/14	A	Father Dowling

61	▼	6.6/12	N	Movie:Johnny Ryan
61	▼	6.6/13	N	Sister Kate
63	▼	6.5/12	N	Working Girl
64	▲	6.3/15	F	Cops
64	▼	6.3/15	A	Super Jeopardy!
66		6.0/12	A	China Beach
67		5.9/13	N	Bret Maverick
67	▼	5.9/12	N	Yellow Rose
69	▲	5.8/11	F	Booker
70		5.6/11	C	Eddie Capra Mysteries
71	▲	5.2/11	C	Tour Of Duty
72	▼	5.1/12	C	Paradise
73		5.0/11	C	Close Encounters
73	▲	5.0/11	A	Life Goes On
73		5.0/11	A	Monopoly
76		4.9/10	C	Hurricane Sam
76		4.9/10	N	Movie:A Family For Joe
76	▼	4.9/10	C	Newhart
76		4.9/11	F	Totally Hidden Video
80	■	4.5/9	C	Room For Romance
80		4.5/10	C	America:C.Brown
82		4.3/9	F	King Of The Mountain
82	▼	4.3/8	F	21 Jump Street
82		4.3/9	C	Wish You Were Here
85	▼	4.1/9	C	Beauty & The Beast
86	▲	4.0/7	F	Alien Nation
87	▲	3.5/8	F	Outsiders
88		2.9/5	F	Hollywood Dog
89	■	2.5/5	F	Molloy
90		2.4/5	F	Glory Days Preview I

FREEZE FRAMES: Syndication Scorecard *

Week ended July 23

Rank	Program (Syndicator)	Rtg	Sns	Covg			
1	Wheel of Fortune, syn. (King World)	11.6	233	99	9	Wheel of Fortune, wknd. (King World)	6.5 213 93
2	Jeopardy! (King World)	10.6	221	99	10	Donahue (Multimedia)	5.8 230 99
3	Universal Pict. Debut Network (MCA TV)	8.6	139	94	11	Geraldo (Tribune)	5.1 189 98
4	Star Trek: Next Generation (Paramount)	8.1	235	98	12	People's Court (Warner Bros Domestic TV)	4.8 183 91
5	Oprah Winfrey (King World)	8.0	217	99	13	Friday the 13th (Paramount)	4.6 192 93
6	Cosby Show (Viacom)	7.5	204	98	14	Star Search (TPE)	4.5 172 96
6	Current Affair(20th Century Fox TV)	7.5	196	98	15	Arsenio Hall Show (Paramount)	4.4 204 97
8	Entertainment Tonight (Paramount)	6.8	181	96	15	Chip 'N' Dale (Buena Vista)	4.4 179 97
					15	Family Feud 2 (LBS)	4.4 134 83
					15	Inside Edition (King World)	4.4 122 58

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

RADIO

ARBITRON LISTS TWO STATIONS 'BELOW THE LINE'

Special activity stemming from 'write-it-down' promos causes below-the-line listing of Troy, N.Y., and Riviera Beach, Fla., stations

With the release of the Spring 1990 Arbitron ratings, at least eight stations were flagged for engaging in "special station activities" which, according to Arbitron, interfered with, or distorted, the ratings process. As with similar situations in past surveys, these activities were indicated by a cover note, a mention on page 5B of that market's ratings book, and client tape flags. In two cases—WFLY(FM) Troy N.Y. (Albany), and WPOM(AM) Riviera Beach, Fla. (West Palm Beach market)—had below-the-line listings. Birch/Scarborough cited two stations for ratings violations, but neither was listed below the "outside metro" dividing line in the Spring 1990 books.

The two stations Arbitron listed below the line ran on-air promos urging listeners to "write it down" if anyone asked to what station they were listening. Management for each of the two stations claim that a number of stations have used identical promotions, but they were singled out because neither is an Arbitron subscriber. Furthermore, they said they were "turned in" by other stations in the market who were looking for a competitive edge.

John Kelly, president and general manager, WFLY, claimed Arbitron is us-

ing his station as an example for other program directors who might be considering on-air promos similar to those he used. "They were looking for scapegoats," Kelly told BROADCASTING. "We're a single station owned by a car dealer in Albany, and we were vulnerable because we're not part of a group, we don't subscribe, and we're not in a major market. They can't slap a station in New York because the group corporate lawyers would eat them alive in court, so instead they pick a hot station in a smaller market and hope it will be in all the press, and other PD's will think twice."

Steve Nettore, general manager, WPOM(AM), also claims he was vulnerable because his station is a nonsubscriber. "They took information from another station, but no one [from the Arbitron Radio Advisory Council] has ever contacted me," he said. Nettore said the lack of clear guidelines leads to confusion, and claimed that encouragement from Arbitron "to get stations to turn other stations in" creates a petty radio climate in the market.

"We're a 1 kw AM at 1600—just about the weakest signal in America," Nettore said. "We go a grand total of seven miles up and down the road, and

we were turned in by a competitor I've been hammering for a long time. There are a million things out there that can hurt local small broadcasters; to find out that I've been hurt by another broadcaster—and that Arbitron encourages this—just indicates how tainted this industry has become."

WFLY's Kelly finds similar fault with Arbitron's policy. "It's disgraceful that the radio industry has put itself in the position of policing each other for a company like Arbitron," he said. "They shouldn't use other radio stations to do their bidding. We're in an industry that is struggling to keep its head above water, and we're turned into radio police by organizations like Arbitron."

Arbitron spokeswoman Nan Myers said she understood these stations' frustrations, but told BROADCASTING that the rating firm's objective is "to keep the survey as clear and unbiased as possible, and to provide objective, reliable, credible radio audience estimates. Improper activities may interfere with the survey process and/or call into question the validity of the survey." She said that, to the extent that Arbitron's involvement prevents or discourages such activities, "its clients and the radio industry as a whole are better served."

STATIONS CITED BY ARBITRON AND BIRCH

Stations cited by Arbitron for "special activity" include KFDDI-AM-FM Wichita, Kan.; KRAV(FM) Tulsa, Okla.; KQRS-FM Golden Valley, Minn. (Minneapolis-St. Paul); WGLU(FM) Johnstown, Pa.; WPOM(AM) Riviera Beach, Fla. (West Palm Beach), and WGY-FM Schenectady, and WFLY(FM) Troy (both in the Albany, N.Y., market). While six of these stations were indicated by cover notes, explanations on page 5B of the book and client tape flags, two stations—WPOM(AM) and WFLY—were listed below the line. The two stations cited by Birch/Scarborough were KISR-FM Fort Smith, Ark., and WLTQ(FM) Milwaukee, Wis.

On-air promos cited by Arbitron for below-the-line listing included: ■ WFLY: "Serving the capital—whether it's on the phone or through the mail, if anyone asks, please remember what station you heard today: FLY 92"; "If anyone asks, tell them you listen to Fly 92 all day at work. Digital stereo 92.3. Fly 92."

■ WPOM: "When someone asks you what station you listen to...remember to write this down. Write it down...16 WPOM"; "Don't kid yourself when asked what station you listen to, it's cool to write down WPOM...", and "Thanks to all of you, WPOM has become a top West Palm Beach station. More listeners than ever before. All of you who wrote down WPOM when they were asked, helped your local station...When someone asks by phone or mail, write down 1600 AM...."

Station activity which did not lead to below-the-line listing, but which did receive mention on page 5B, included:

■ WGY-FM: "The radio station you hear at work all day is Electric 99...write it down, Electric 99"; and "Right now, the station you're hearing all day at work is Electric 99...."

■ WGLU(FM): "If you heard a radio station at work today it was Power 92...write it down."

■ KRAV(FM): "If anyone asks what station you listen to, tell them you listen all day to 96.5, KRAV."

-REB

Myers said that Arbitron doesn't encourage or discourage any type of promotion, because all programming decisions must be left to the station. She acknowledged that stations have the right to run whatever promotions they choose, but said "we also have our rules and regulations, and we can review promotional materials for possible violations of guidelines."

These guideline violations, defined by Arbitron as special station activities, are explained in its *Ratings Distortion & Rating Bias* handbook. According to these guidelines, special station activities include "any radio station activity which may sensitize, bias, distort, or otherwise interfere with the survey process, or objectivity of the survey results." Further, these activities include—but are not limited to—"contests, promotions, pre-planned liners, casual, extemporaneous or one-time only statements or some forms of station research."

She said that "Arbitron is not operating in a vacuum," noting that the Electronic Media Rating Council "mandates that we have such a policy. The Arbitron Radio Advisory Council supports this and we are encouraged by the American Association of Advertising Agencies, the Radio Advertising Bureau and the National Association of Broadcasters."

Melvin Goldberg, EMRC executive director, explained the EMRC's mandate: "Ratings are supposed to represent usual listener behavior so that an advertiser knows what he's buying, and can judge what he's bought. The special activities generally means that the advertiser can't really depend on that particular rating to represent either."

Goldberg said that at one time the EMRC and ratings services looked unfavorably on such station promotions as \$100,000 cash giveaways, which also potentially distorted listening levels or reported listening. However, he said that "because everyone is doing these contests they wash each other out." He said that an increase in "write-it-down" promos also could cause the EMRC's policy to be reviewed again, especially since—in many cases—stations aren't necessarily trying to distort listening levels but "are attempting to increase the cooperation rate." Goldberg noted that increased cooperation of diarykeepers has long been a goal of ratings services and that in these cases "we're caught on the horns of the dilemma. We really have to leave it up to the stations and the buyers, and it's truly a case of caveat emptor."

At present, many advertisers seem un-

concerned about potential ratings distortion. "Being listed below the line has very little impact on advertisers' decisions," says Larry Julius, senior account manager at the Interep Radio Store. "Most buys aren't made on one book; they're based on the overall knowledge of the station and its ratings history. Historically, we haven't seen any huge increases or decreases due to any special station activity. Also, many advertising agencies don't look at the actual book—they look at computer rankers, which list stations in order and list special activity elsewhere on the page." Julius said he has never seen a cited station left off a buy or negotiated with any differently because of any special activity.

"The history of being put below the line is that it doesn't affect the advertising community's perception of the radio station," WFLY's John Kelly said. "Other stations that have been put below the line haven't been affected. We're in business to get numbers. Advertisers buy numbers, and they don't necessarily

care how you get them. Some stations get their numbers by giving away \$100,000, and some encourage listeners just to 'write it down.' Which one do you think should be illegal?" —REB

LOCAL AD REVENUE UP IN FIRST HALF

Radio ad sales increased through the second quarter of 1990, according to a composite revenue report released by the Radio Advertising Bureau. Total radio revenue for the first half of 1990 increased 4.9% over the comparable period in 1989; local radio advertising grew 5%, while national radio ad sales increased 4.7%.

RAB's composite revenue statistics represent a summary of information provided by accounting firms Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

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ISRAEL SAID TO HAVE MANIPULATED RADIO REPORTERS

Israel, which has seen its once-bright image tarnished in recent years, was accused last week of attempting to manipulate the radio reports of freelance foreign correspondents serving stations around the world, including some in the U.S. *The New York Times* last week said the Israeli foreign ministry had run a "covert program" through a Jerusalem radio studio, giving the reporters "guidance" on what they should report and secretly channeling money through the studio to pay the reporters' salaries. The story said the aim was to generate reports favorable to Israel.

The foreign ministry promptly announced that on July 18—10 days before the *Times* questioned it about the matter—it had ended a relationship it had with the studio. It said in a statement that aspects of the arrangement might be "misconstrued" to suggest that the ministry kept reporters on its payroll. The ministry said it has none. The owner of

the studio, Avi Yaffe, in a telephone interview, also denied any financial link with the ministry. "We have never accepted or got money from the foreign ministry for our correspondents," he said. "The reporters usually get their money from the stations they serve."

The foreign ministry and Yaffe said Yaffe's studio had provided a variety of recording and program production services for the ministry. And the Ministry said that, to its knowledge, some of those doing that work "are journalists employed by other radio stations." The studio, said to have state-of-the-art equipment, is also used by American network correspondents.

A reporter who talked to the Associated Press on condition of anonymity said freelancers had taken money from the Foreign Ministry to do stories favorable to Israel that were broadcast as independent news reports. The *Times* also quoted one reporter as saying: "The ministry pays me because the sort of stations I work for don't pay very well." Beyond the financial considerations, the *Times* said reporters it had interviewed said they worked with the Foreign Ministry because they believe Israel's image has been given an unfair presentation. The Ministry said in its statement that "the very notion of a briefing implies our hope that our side of the story will also get a hearing."

Yaffe said the reporters who operate out of his studio—about 10 out of a larger number were said to be involved in the operation—"are professional" and "do not take orders from the ministry." But he said he sometimes intercedes with ministry officials with whom he is friendly when reporters are having difficulty gaining access to information or obtaining interviews. And the Foreign Ministry said in its statement that the journalists from the studio are "occasionally briefed by the Foreign Ministry," but that the briefings are identical to those conducted with "outside people as a matter of routine."

Yaffe said the stations and networks served by the journalists who use the studio are located in Latin America, Asia, Europe and the U.S. He declined, "for commercial reasons," to identify the U.S. operations, other than to say there are "two or three" of them, none of them "major." The story quoted a program administrator as saying "many

Spanish-language and Christian fundamentalist stations" are among the clients.

A man who was in the studio when Yaffe was called and served as an interpreter identified himself as Avi Nadra, a Spanish-language reporter who, like many others in the studio, works for Israeli Radio as well as filing freelance reports. He said he serves clients in Latin America and has "one" in the U.S.—WQBA(AM) Miami, a Spanish-language station owned by Tichenor Media Systems Inc. Station officials confirmed that Nadra has done work for the station but said he generally had not been paid for it. The station's general manager, Julio Mendez, who recalled one check of "\$200 or \$300" said, by way of explanation, that Nadra is a friend of the station's news director, Tomas Garcia Fuste. There was no indication as to which Christian fundamentalist stations were among the clients referred to in Jerusalem.

As for the allegations in the *Times* story, Nadra said the Foreign Ministry "would be happy to have that situation, but wouldn't find reporters ready" to cooperate. -LZ

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RADIO CLAIMS MOTEL 6 SUCCESS STORY

The Radio Advertising Bureau in New York is crediting a successful radio ad campaign with being the catalyst of the purchase of the Motel 6 lodging chain by Accor S.A., a French lodging and tourism company, for \$1.3 billion in cash and the assumption of \$1.3 billion in debt (BROADCASTING, June 25). The seller is Kohlberg Kravis Roberts & Co., which acquired Motel 6 in 1985 for \$125 million in equity and \$756 million in debt.

Since KKR purchased the chain, occupancy rates have increased from a low of 66.7% to 75.6%, annual revenue has increased from \$236 million to \$424 million, and the overall number of rooms has increased from 42,000 rooms to 64,000.

RAB President Warren Potash said he was "proud of radio's role in helping Motel 6 grow so rapidly," noting that the chain's "growth in size, in occupancy, in revenues and in profits is a classic story of radio's ability to generate exceptional return on a marketing investment."

SATELLITE-DELIVERED FORMATS: LOCAL PROGRAMING FROM THE SKY

Two of largest providers of satellite-delivered formats, Unistar and SMN, say customer service and programing are keys to improving business

For the past several years the radio industry has focused on the first bullish—and now bearish—station trading marketplace and the ensuing emphasis on the bottom line. But partly because of cost efficiency needs, and partly as a result of improved technology and programing, providers of satellite-delivered formats have managed to increase their segment of the radio industry.

The two largest players in the field are Unistar Radio Networks and Satellite Music Networks. Currently SMN offers 10 24-hour, satellite-delivered formats, with 30 affiliates in the top 25 markets. Unistar offers 10 formats with 43 affiliates in the top 25 markets. (Both companies have more than 1,100 affiliates.)

Gary Fries, president of Unistar Radio Networks, thinks the growth will continue, provided the program distributors retain the focus on customer service. Said Fries: "I think it is going to grow because of the ability of syndicators like us to see the development of various programing trends before they are seen by the local market. By implementing those trends and providing operators with well-researched, major-market quality programing that is very difficult to duplicate at a local level on a consistent basis, we will continue to grow."

SMN Chairman John Tyler believes the product has been the key to the industry's expansion for the last decade. "If I go back to the time we started this company," said Tyler, "and frame that against what it is today, the difference is incredible. We now have a number of class C FM's carrying our service. Nine or 10 years ago that wouldn't have happened."

"Technology, talent and resources have made us on par or better than most local programing," said Marty Raab, SMN vice president, marketing. "I dare anybody to go into a market of a well-produced satellite network affiliate and tell me that they can tell the difference between the locally produced program and the feed coming off the satellite."

A side effect to the financial crisis affecting the industry, said Raab, is that the product has to be desirable to both



SMN's 'Pure Gold' personality Jim Zippo

station owners and to bankers. "In some cases," he said, "I can sit down with your bottom line and show you a 35% reduction. I don't mean to say that every time it will be 35%—or that those savings will go directly into your pocket—but," he said, "from the bankers' end of it, they see the stability and the success of our formats and the other costs that can be eliminated."

Increasingly, program providers are also marketers, sales and promotions consultants and publicists. "The mission here is partnership," said Unistar's Fries, "you cannot just provide syndicated programing. You have to provide a vehicle that allows merchandising, marketing and advertising sales, because you have to be a partner with the radio station to bring in bottom line results."

At SMN, said Raab, research is another key element in the services they provide. Using a system called PRIZM that is based on the clustering of the United States by zip code, Raab said SMN "can go in and find the hole in your market—and the market potential for it—that is provided as a free service for considering our programing."

Another plus for stations, said Raab, is that an operation like SMN precludes the need for an operator to hire a consultant. With renowned radio consultants such as Lee Abrams and Larry Daniels, he said, they needn't go elsewhere for advice.

In addition, marketing support is given to affiliates. Said Raab: "Everything from sales kits for the station, to a logo, to a special promotion for a specific weekend." SMN can also provide affiliates with television spots and merchandising packages. "We have a person that will go into your market and set up the merchandising program to make it a profit center for you," said Raab. "He/she will get the items into the local 7-11's, or the local department stores."

Fries said the emphasis on affiliate relations has led Unistar to expand its affiliate relations staff. The staff trains station personnel on how "to interface the programing properly and how to insert local elements," said Fries. Conversely, he added, they make sure that stations don't go to the other extreme "and lose the main essence of the format."

As a result of emphasizing the on-air

personalities of the formats, and partly to further promote them, SMN and Unistar jocks are available for market appearances.

According to Raab, this feature has become very popular over the last year. "The aggressive stations are the ones taking advantage of having the talent come out to the market," he said. Underwriting for the appearance can be set up doing a trade with local airline or hotel merchants, he added. "You sell the promotion much the same way you would for your local on-air talent," said Raab.

What the format providers are trying to redefine is the perception of what they are now, from what satellite service has been. "In the past," said Raab, "satellite services were seen as playing three songs, then a liner." The push is now on talent, he explained, everything from zany publicity shots to appearances in the local markets by the jocks, three out of four weekends a month. He added: "Our Z-Rock jocks have appeared in every one of their markets."

To operators concerned with losing the local flavor of the station, the flexibility of the program clocks is another plus. Stations can even opt not to air the programing, provided they air the spots from the network.

To operators concerned with leaving their imprint on the programing aired by the station, SMN offers up their operations managers, said Raab. "We have operations managers that listen to you. If you don't like a song that we are playing, if you feel the talent should focus on something else, you call up the OM," he said.

"The challenges of managing a radio station today are far greater than they have ever been," said Fries. Using satellite programing allows a good manager to concentrate on other areas of the station he said. He added, "the preoccupation with making debt service makes operators less worried about leaving their thumbprint on the programing than they are about the bottom line."

But Fries noted that the key question for operators should still be, "What is the quality of the programing we are putting on the air?" He added: "How much money do satellite-delivered formats save you is the wrong way to look at it." In Fries's estimation, money has not been the key ingredient as to why satellite-delivered formats have flourished over the last few years. And he noted: "I think it will continue to be a challenge to the satellite industry to continue to become more sophisticated and to become better." —LC



NPR'S 'PREJUDICE PUZZLE' SPECIALS

National Public Radio has developed a special broadcast project that focuses on prejudice and how young people perceive and cope with it. The week-long series of special news reports, *Class Of 2000: The Prejudice Puzzle*, will air the week of Sept. 9-15 as part of NPR's *All Things Considered*, *Morning Edition*, *Weekend Edition* and *Horizons* magazine programs.

The Prejudice Puzzle will feature young people from "diverse ethnic, racial and cultural backgrounds" who will describe how they deal with "intolerance, stereotypes and how prejudice affects their hopes for the future," according to NPR spokesman Richard Hebert. The five-to-22-minute segments will focus on such topics as "High School 1990," "Non-Standard English," "Incarcerated Youth," "Multicultural Children," "The Problem Child," "Getting An Education in the Bush," "Amerasian Children's American Dreams" and "Perceptions Of Native American Youth." The week of specials will conclude with a national, two-hour call-in show conducted by *Morning Edition*

host Scott Simon.

A number of noncommercial radio stations nationwide are planning to augment *The Prejudice Puzzle* by adding news coverage focusing on local prejudice challenges as well as sponsoring a wide range of community activities that shed light on the problems of ethnic relations. These local shows include: community forums looking at local prejudice concerns and featuring live interviews with local youth, sponsored by WCMU-FM Mt. Pleasant, Mich.; essay and poetry contests sponsored by WYSO(FM) Yellow Springs, Ohio, with winning entries read on the air. Its local call-in shows will focus on prejudice and host a book show featuring prejudice-related titles; a one-hour live forum on prejudice sponsored by KQED-FM San Francisco, and a public forum of adults and students hosted by WBFO(FM) Buffalo, N.Y.

The series of special reports is "timed for the start of the school year," said Sallie Bodie, NPR outreach coordinator, adding: "Involvement of the education community is vitally important to the success of this effort." —REB

RIDING GAIN

CALARCO NAMED VP, CBS-OWNED FM'S

CBS has named Rod Calarco vice president of the CBS-owned FM stations. Calarco will take over Aug. 27, replacing George Sosson, who is leaving to become president and chief operating officer of WIN Communications (BROADCASTING, July 30). Calarco, currently vice president and general manager of WCBS-FM New York, will oversee the group operators' 12 FM's: WCBS-FM; WODS(FM) Boston; WOGL(FM) Philadelphia; WLTT(FM) Washington; WYNF(FM) Tampa, Fla.; WBBM-FM Chicago; WJOI(FM) Detroit; KLOU(FM) St. Louis; KTXQ(FM) Dallas; KLTR(FM) Houston; KRQR(FM) San Francisco, and KODI(FM) Los Angeles.

"This is a fabulous opportunity," Calarco told BROADCASTING last week. He praised Sosson for doing "a marvelous job with our FM division," adding: "I think there is still the potential for growth for our group yet to be realized."

Calarco joined CBS in 1972. He has served as account executive for WCBS(AM) New York and the New York CBS Spot Radio Sales office. He served as local sales manager at WCAU(AM) Philadelphia and was then promoted to manager of the Chicago office of CBS Radio Spot Sales. From 1980-85, Calarco was general sales manager of WCBS-FM New York. He was vice president and general manager of KRQR(FM) San Francisco from 1985-86, when he was promoted to his current position.



Rod Calarco



JAMMING IN WHEELING

Ankle-deep mud and pouring rain did not deter country music fans at the 14th annual "Jamboree in the Hills" just outside of Wheeling, W.Va., late last month. The three-day event, owned by Osborn Communications Corp. and produced by Osborn outlet WWVA(AM) Wheeling, featured over 20

top country music stars, including Randy Travis, the Oak Ridge Boys, Tanya Tucker and Tammy Wynette.

The jamboree, which last year drew more than 50,000 fans, was held at the newly constructed, permanent festival site, 15 miles outside of Wheeling, near St. Clairsville, Ohio.

JUNE DIP

National spot radio billings were \$98,770,500 for June 1990, a decrease of 0.2% over June 1989's \$99,003,600. The year-to-date total for 1990 is \$513,243,600, a decrease of 0.4% over 1989's unadjusted year-to-date figure of \$515,320,800, and a 3.6% increase over the adjusted total of \$495,500,800. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected

from the top 15 rep agencies.

BIGGER BIT OF BRITAIN

New York-based Group W Radio announced it has increased its ownership in London Jazz Radio from less than 5% to approximately 11%. London Jazz Radio, according to Group W, achieved a weekly audience reach of 14% in its initial five weeks on the air (percentage is based on AGB ratings subsidiary, "Audience Selection" numbers).

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CABLE

HISPANIC PROGRAMING IS CABLE'S LATEST TREND

Two Spanish-language channels, Cable Television Nacional and Viva Television Network, prepare to address what's seen as underserved, and growing, market

Unlike socks back from the laundry, ideas in the cable industry seem to come in pairs—two comedy channels, two law channels, and now two Spanish-language channels.

But unlike the existing comedy or pending court networks, both of the new Hispanic services already have direct programming competition. Though primarily delivered as broadcast networks, Univision, Telemundo and Galavisión, are also positioned as cable services. To establish their own niche, the new services—Cable Television Nacional and Viva Television Network—are promoting themselves as cable exclusive to dangle the prospects of increased Hispanic cable penetration in front of operators.

That is attractive, concedes John Mathwick, group vice president, marketing, Jones Intercable, which has systems in both the southeastern and southwestern United States. With cable penetration in Hispanic households only 34%, according to Viva, Mathwick agrees that cable-exclusive Spanish-language programming should help drive penetration, something cable operators are looking to do as traditional markets mature.

Both networks are counting on the exploding Hispanic population, growing at three times the national average, to provide viewers for their programming. CTN in particular is going after the



Figueroa

younger Hispanic, while Viva is looking for the whole family. Both are looking to capture the interest of increasingly affluent and assimilating Hispanics.

The influx of largely middle class South and Central Americans, emigrating due to social and economic pres-

ures, are "more inclined to tune into cable," said Christian Robles, senior vice president, creative services, Hispanic division of Uniworld Group. The kind of programming that will attract them and other assimilating Hispanics will be "bicultural, bilingual programming," he said. But programming that attracts not just the young, but the entire family is important, since the extended family is very much a part of Hispanic life. "The quality of programming on Univision and Telemundo is still lacking," he said. "They can't fulfill the needs of the whole Hispanic family unit."

Cable Television Nacional, founded by nine-year Galavisión veteran John Figueroa, will target the low end of the 18-49 demographic spectrum. CTN's programming plan is designed to attract "the young ambitious new arrivals as well as second-generation Hispanics who are maintaining the language," said Figueroa. The programming will be designed to have universal Hispanic appeal. According to Figueroa, programming available now is too heavily Mexican, and doesn't appeal to the many other Hispanic groups in the country.

The network is scheduled to launch in the spring of 1991 as a 24-hour channel. Operator costs range from 4 to 7 cents per subscriber depending on carriage. CTN expects to launch with between 500,000 and 750,000 subscribers, and at the end of its first year, expects a base of 2.2 million, of which 800,000 would be Hispanic. Losses in the first three years are expected to be between \$8 million and \$10 million.

Figueroa said his network will not rely on novellas and news, which are considered the staples of the current Spanish-language networks. Programming will be one-third classic films, one-third music videos, and one-third a mixture of children's animated, public affairs and sports. Between 5% and 8% of all programming will be bilingual. Figueroa doesn't see the network able to afford original programming until its third year.

Black Entertainment Television is

MORE CABLE IN BROADCASTING

- Larry Dunham, president of General Instrument's VideoCipher division, discusses the progress on the VC-II phase in, the DigiCipher HDTV system and the Forstmann Little & Co. buyout of GI (see page 70).
- The Senate Commerce Committee passes a bill limiting telcos to providing video dial tone service, which is seen as a victory for the cable industry (see page 72).
- As the Goodwill Games wrapup, cable operators begin an assessment of their monetary and nonmonetary value (see "Top of the Week").

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providing the seed money to help CTN get out of the starting blocks. The cable network currently owns 40% of CTN, with Figueroa maintaining the controlling interest. Both plan to reduce their stakes and accept equity bids. Forty-nine percent of CTN is for sale to MSO's and non-minority owned companies. But Figueroa wants to keep the majority of the company minority owned. He's currently in negotiation with an undisclosed venture group and cable channel, both minority-owned, to take a 20% stake in the channel.

Viva Television Network, owned by four Latino-Americans with experience in producing Hispanic programming, is planning to launch at the end of September to 500,000 subscribers. The goal is to reach 5 million by the fall of 1991. Viva, in development for over a year, has already acquired much of its programming, including 35,000 hours from Imevision, which is owned by the Mexican government. It is the first U.S. company to land the rights to the library, said Mark Carreno, chief executive officer, beating out a number of U.S. cable companies, which last fall tried to secure the rights.

He stressed that the eclectic library, which will be exclusive to cable and to the United States, contains product from all over Latin America and the Caribbean, not just Mexico, and includes programming from "samba to rock videos to soccer to children's shows." Viva has also acquired a collection of Puerto Rican films and documentaries, and has a letter of interest from the American Film Institute.

About 15% of the programming will be bilingual, mostly contained in a fringe prime time block between 5 and 7 p.m. weekdays. From Imevision, Viva will also get a daily international news report. Viva plans to produce what Carreno terms "new minutes, though not full blown news reports" and is forming a joint venture with an undisclosed company to do so. Documentary production is planned as well, although only 5% will be original programming, increasing slightly to 7% or 8% in its second year of operation.

The license fee is 5 cents, and according to Leo Perez, executive vice president, Viva has an agreement in principle with two top 10 MSOs for a total of 300,000 subscribers at launch. Perez expects that commitment to expand to 1.5 million by the end of 1991. Perez also said equity discussions are going on with MSO's and other entertainment companies, both domestic and international.

Dave Andersen, vice president, public

affairs, Cox Cable, said both networks have approached Cox, which has systems in Santa Barbara and San Diego, where the Hispanic population is 22%, and is expected to reach 50% by the year 2000, according to Bobbi Didier. He conceded that until the 35-channel systems are rebuilt, neither has too good a chance of getting on. "There are lots of proven networks that we haven't been able to carry that might get first crack," said Andersen, who also said that in San Diego, the system brings in a signal



from Mexico (Didier).

What has kept Hispanics out of cable has not just been price, but lack of familiarity with the product. "The technical aspect of cable is perceived as something complicated," said Dobles. "But once Hispanics cross the barrier, they'll gobble it up," he predicted, noting that Hispanics have a higher use of VCR's than the rest of the U.S. population. Having Viva and CTN could provide an incentive for Hispanics to warm up to cable, according to Dobles.

While channel capacity is a problem, services such as CTN or Viva have a "better than average priority," said Mathwick, because they go after an immature audience. "We don't need huge numbers to justify a service if it will help attract underdeveloped markets," he said. CTM has made a presentation to Mathwick, who said Jones is very interested and will make a decision on carriage in some systems by the end of the year. In several of these systems Mathwick said Jones picks up Univision's signal, but adding a cable exclusive Spanish-language channel would not necessarily mean getting rid of Univision. "Competition doesn't hurt," he said.

Bruce Clark, president, Colony Communications, which has had a presenta-

tion from CTN, seemed impressed with the network's concept to appeal to all Hispanic groups. While discussions for carriage are in very early stages, Clark said if the MSO wants to carry the service, channel constraints won't stand in its way. "If you decide you want to carry it, then you make room," he said.

If Colony, which covers Hispanic populations in Los Angeles and Florida, decides to participate "we're going to do it early on. And if we take equity, we're going to support it at launch," he said. The network, though, has yet to show any pilots of its programming, and Clark said he has reservations about launching it without having seen it.

Advertisers that specialize in Hispanic media remain skeptical about the viability of two or even one new Spanish-language cable network. But with the Hispanic population getting younger, and more adept at the English language, networks that target younger Hispanic audiences could show some strength, according to Sy Davis, president, Adelante Advertising. Davis said that advertisers have a difficult time finding programming that grabs the Hispanic 13-17 year old market, and any programming that could attract them "would be welcome."

But advertisers haven't really expressed much interest in going after the younger Hispanic market, according to George L. San Jose, president, San Jose Associates. Most advertisers of Hispanic programs promote package goods, aimed at women, he said. "They haven't yet recognized the economic potential of Hispanic youths the way they have Anglo youths."

CTN and Viva shouldn't expect existing Spanish-language networks to let them take over the cable landscape. Univision, the largest service which covers 89% of the Hispanic population, and functions as both a broadcast and cable network, is making some changes in how it projects its cable universe that could give the new networks a run for their money.

Univision previously lumped broadcast and cable together, and created confusion, acknowledged Mario Rodriguez, Univision's east coast affiliate cable manager. New Nielsen data shows that Univision is carried by 526 cable systems covering 9.3 million households (2.1 million Hispanic households). They pick up the broadcast signal, but an additional 801 cable systems (10.8 million households, of which 895,000 are Hispanic) directly receive the satellite signal at no license fee. By separating the two, Univision is showing cable services, and advertisers, the extent of its cable reach.

-SDM

ACCENTUATE THE POSITIVE, CABLECASTERS TOLD

Industry needs to tell Congress and public of its contributions and value, say speakers at New England Cable Television Association meeting

As Congress ponders cable reregulation, New England Cable Television Association members were told last week to keep smiling, trumpet their achievements, and embrace, not attack, emerging technology.

Keynote speaker Jerry Lindauer, National Cable Television Association chairman and senior vice president of Prime Cable Corp., called cable's mission to "take [Capitol] Hill by telling our story over and over and over, and to work with Congress on real and imagined problems."

Cable has a "hell of a story to tell," and local operators must "tell that story over and over and over" at the grassroots level, Lindauer said. Despite the failure of Senator Conrad Burns' (R-Montana) measure to let phone companies compete with cable, he said, "We're going to have to keep on telling our story. The telcos aren't going to go away."

He told the group's 25th annual convention, which drew 1,200 to Newport, R.I., that the FCC's cable report was "very balanced" and "a hell of a lot better" than predicted.

Although the prospect of reregulation is "clouding" the industry, Lindauer said, any legislation enacted this year "will focus on specific issues and not damage the fundamentals of our business."

Lindauer said cable must:

- Continue to improve customer service. If not, the competition will "smell blood."

- Develop and implement such new technologies as advanced fiber coaxial delivery systems and high-definition television.

- Produce the best and most original programming, since that is "our real life blood."

FCC Commissioner Ervin Duggan was similarly optimistic about cable's future. "You should have a tremendous opportunity despite whatever happens in Washington," he said in his first talk to an industry group since joining the commission in February. "I'm still learning. I need cable operators' visits and advice. Think of me as willing to listen. I'm an admirer of your achievements."

He questioned whether the House and Senate could "get to the finish line at all" before the Congressional session

ends. "No one has a crystal ball," Duggan said, "and Congress may assign all tough questions to the FCC."

An assistant to Senate Communications Subcommittee member John Kerry (D-Mass.), Tim Todreas, said the Senate's cable bill is unlikely to reach the floor if it is debated, and amendments proposed. Todreas said that though "we've tried to moderate the anti-cable frenzy, the bill was written by Senators upset over past, not present, rate increases."

Turner Broadcasting Systems' executive vice president Bert Carp sees a better-than-even chance of Congress passing cable reregulation because House and Senate measures have drawn such little negative reaction from lawmakers.

"The wild card is the administration," he said. "It would like to stop a bill, but it's very mindful that no House Republican and only a single Senate Republican is against it, and it's very difficult to follow through on what clearly are their desires here."

Paul Glist, a lawyer with Cole, Raywid & Braverman, said his headline on the commission's report would read: "What the FCC didn't do." And Frank Lloyd, of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, called the report "far more positive than we had any right to expect."

But Community Antenna Television Association president Steve Effros was negative about the prospects of cooperating with any cable reregulation.



PHILLY TO GET CABLE-BROADCAST NEWS CHANNEL

Another broadcasting-cable news venture was announced last week, as Group W's KYW-TV Philadelphia said it will produce a separate two- to four-minute "Citycast" news segment that will be fed separately to two city cable systems serving 110,000 homes beginning Sept. 10.

Beverly Williams and Steve Bell (above), the station's 11 p.m. anchors, will tape the Citycast segment before the live 11 p.m. news. The segment will then be fed separately to Greater Media Cable and Wade CableVision, which will insert the segment at the end of the KYW-TV newscast for their cable subscribers. That segment will

replace a feature story or two that will be seen on the over-the-air feed.

The segment will include special city news, traffic reports, school lunch menu information and community calendar items, and is "the TV equivalent of a city's newspaper's regional section," said KYW-TV Vice President and General Manager Jonathan Klein. "While this is a pilot project [one year], if viewer reaction is positive, we could be producing additional regional segments in the future, for example, a South Jersey edition or a Bucks County [Pa.] one."

Talks with the city's other large operator, Comsat, continue.

National Cable Television Association is opposed to the Senate cable bill. NCTA has not come out against the House bill, taking a stand that it does not support the bill.

Effros said Congressmen and Senators will always try to regulate cable—"it's a good political issue; people don't understand the value of what they're getting."

He urged cable operators to "fight back"; to explain costs when raising rates and to tell subscribers how much choice they're receiving, because "our lack of self-promotion is going to come back to bite us. Our enemies have talked, and we haven't."

Colony Communications Inc. president Bruce Clark agreed with Effros that cable should blame itself for some of its woes.

"When we got deregulation [in 1984], we thought that this was no longer a political business," he said, and "we've lost touch with our subscribers."

Clark said operators "have to get back to our roots, and be a business partner in our communities." He said Colony operators meet regularly with state, local and federal officials in "non-crisis" situations to boost their credibility when something important comes up.

"We need to tell our story to the Mayor, to politicians, to subscribers. Repetition breeds acknowledgement," he said.

Duggan praised cable's ability to "face and embrace" such innovations as HDTV and fiber optics. "I don't see in cable broadcasting's tendency to throw up its hand against the tide, like King Canute."

"Wise entrepreneurs plant their flags on new technology, they don't fight them," Duggan advised. "Virtually every new technology has an inevitability about it. Create alliances with new delivery systems; don't resist them." Emphasize convergence and cooperation



Duggan

rather than "sterile competition," he said, because viewers care about programs, not how they are delivered.

During the commission's debate over the cable report, Duggan said, "I was determined to be a force for moderation." The newest commissioner said, "I intend to be a light-handed regulator, and some of my Democratic colleagues might be surprised at how light-handed I am."

He called his FCC moderate and pragmatic, "committed to a free market and disinclined to ensnare the [cable] industry in excessive regulation."

If Congress doesn't drastically change the effective competition standard (BROADCASTING, July 23), Duggan said the commission would probably opt for a "menu of standards—a flexible sense of definitions." He said the FCC thinks the current three broadcasts' signal definition of effective competition is no longer viable, and predicted that if Congress doesn't act, the commission would proceed to a rulemaking to try to draft a

behavioral standard.

Duggan proposes this "good actor" standard: If a cable operator could "gouge" customers and doesn't, and if he doesn't act like a monopolist, he shouldn't be regulated. "If your rates are OK, that's prima facie evidence of good conduct even if you have no competition."

Thomas Rogers, president of NBC Cable and Business Development, also stressed the cooperation theme, saying that tough financial times accentuate the need to "encourage others to take financial risk to improve your image." He said: "The cable industry should look at itself as a provider of information packages to the home, not just as a cable operator."

He called NBC's original consumer news programing the "right service at the right time" and something which members of Congress appreciate. He boosted his network's pay-per-view Olympics' coverage as a great way to highlight cable's technical ability with "image and sizzle."

Rogers said Sky Cable, the proposed DBS service and consortium of NBC, Cablevision, Rupert Murdoch and Hughes, would give cable operators raw channel capacity without the need to rebuild. And Cablevision executive vice president, James Kofalt, said the future will demonstrate that Sky Cable "compliments" cable offerings.

Kofalt said the \$9.6 billion VCR industry is a more direct competitor than broadcast television, with more than 65% of TV households owning VCR's.

But Home Box Office Inc. president, Thayer Bigelow Jr., said that although nearly 80% of cable homes have VCR's, HBO customers have "good attitudes" and tape quite a bit off the air. He said HBO's presentation of "Batman" drew a 22.3 rating/35 share despite the movie's eight to nine million cassette sales.

Bigelow said cable "must push forward" on the customer service, marketing, programing and technological fronts "to compete with superior technologies and very deep pockets."

William Schleyer, Continental Cablevision executive vice president, calling cable technology in a state of transition, said it will cost \$15 billion to \$20 billion in the next decade to provide more channels, more tiers, better pictures and more reliable service.

Disney Channel President John Cooke called the European market a great opportunity for cable companies and programers, and said his company has a strong interest in Japan, England and Eastern and Western Europe. —Bill Kirtz



Lindauer and Paul Cianelli, president of NECTA

CABLECASTINGS

MTV: 90% MUSIC VIDEOS

MTV President John Reardon reaffirmed the channel's commitment to keep its programming lineup 90% music videos, although the network will continue to package them in formatted shows to attract a fragmented music audience.

Reardon told attendees of a New York Television Academy luncheon that MTV's international efforts are going strong, with carriage in 100 million households in 34 countries. The network will launch in Brazil Oct. 5 and, according to Reardon, soon in Hong Kong, Singapore, Thailand and Malaysia. Negotiations with the Soviets to build a receiving transmitter to carry MTV are ongoing, and Reardon promised that MTV "will be pervasive in Eastern Europe." A new domestic show called *Earth to MTV* will showcase international videos that appear on MTV around the world.

Down the road, Reardon said he hopes to see MTV producing shows for syndication to broadcast. He said he has been approached by broadcasters, but no specific negotiations are going on.

THEY REMEMBER

News 12 Long Island said a Nielsen telephone coincidental survey of cable homes on Long Island showed News 12 with a higher recall factor than any other news outlet. Of those surveyed in the June study, 58% said they watched News 12 in the past 24 hours, followed by New York City stations WABC-TV (35%), WNBC-TV (34%), WCBS-TV (25%) and WNYW-TV (16%).

SUNDAY FIXTURE

The Magical World of Disney will debut on The Disney Channel Sept. 23. The program, hosted by Disney Chairman Michael Eisner, will feature specials, Disney classics and original movies, such as "Honey, I Shrunk the Kids," which is set for the premiere program. The show is a continuation of Disney television programming on Sunday evenings that began in 1954.

CUP RUNNETH OVER

ESPN has landed the rights to the first Grand Slam Cup, a single elimination men's tennis tournament

featuring 16 top performers from the four Grand Slam events. The tournament, with \$6 million in prize money, begins Tuesday, Dec. 11, at noon, with daily matches running until the finals, at 2 p.m. on Sunday, Dec. 16.

MORE CHINESE

C-SPAN has added Voice of Free China to its C-SPAN Audio 1 service, weekdays from 10-11 p.m. Service from Taipei, Taiwan, joins Radio Beijing on Audio 1.

PPV FLORIDA FOOTBALL

The Sunshine Network will carry at least four Florida State University football games on pay per view next fall at a retail price of \$21.95. Sunshine will carry one game live and the rest on a tape delayed basis, due to exclusivity clauses in CFA and ESPN contracts. However, those clauses do not extend to PPV, so Sunshine will be carrying the Sept. 8, 15, 22 and 29 FSU games on PPV, then on a tape-delayed basis on the network later that evening.

PROMOTION PLANS

MTV, E! Entertainment Television and Prime Time Tonight are each conducting major national promotions.

MTV is supporting its Sept. 6 Video Music Awards with a record store promotion sponsored by Pioneer. Stores will display tune-in messages and run a contest in which one customer per chain will win an all-expense paid trip to the awards show and a laser disk player.

E!'s promotion is a college tuition sweepstakes worth up to \$15,000, tied in with the release of Tri-Star's "The Freshman." Co-sponsored by Colors de Benetton and Tri-Star, the winner of the contest must be a college student. Matthew Broderick, star of "The Freshman," will present the winner with a check.

PTT's "Frequent Promoter Campaign" enables operators to win prizes by advertising PTT to viewers in September and October. Operators who carry eight 30-second spots daily during those two months will enter a drawing for a 1991 Toyota truck. And nine operators who compile the most points by carrying print and TV ads will win entertainment products

from Sony. Prizes will be awarded Dec. 15.

THIS FALL ON DISCOVERY

The Discovery Channel launches its fall season on Sept. 30, with *The Nature of Things* host David Suzuki introducing several new premieres that evening. *The Best of the BBC* will be hosted by Margot Kidder, while Doug McConnell, an environmental reporter with KPIX-TV San Francisco, will host *Wild Things*. Nancy Glass will host *A World Away*, a new anthology series on cultures around the world.

On Sept. 9, Discovery will premiere *Treasure of a Lost Voyage*, a two-hour special on a gold-laden ship that sunk off the Carolina coast 133 years ago. WTTG-TV anchorman Morris Jones will host the special.

Beginning in the fourth quarter, Discovery will premiere a new special each quarter. On Dec. 3, *The Wild Horses of Australia* will premiere. A behind the scenes look at former President Jimmy Carter, entitled *Citizen Carter*, will premiere March 4. And *Rediscovering America*, looking at America's past civilization, will premiere next summer.

In addition to the names above, news correspondent Lucky Severson and Smithsonian Institution museum director Roger Kennedy will host *Invention*.

NOTES FROM ALL OVER

AMC has signed Newhouse Broadcasting to affiliation agreement covering 720,000 homes ■ Texas Cable TV Association has published book on ad rates for Texas systems, designed to aid politicians, among others, to buy time on cable systems.

TRANSITION REQUEST

Request 2, the second pay-per-view channel offered by Request Television, is moving its transmission from Satcom FIIIR, Transponder 24, to Satcom FIV, Transponder 17.

From Aug. 1-23, Request 2 will be transmitted on both FIIIR and FIV to smooth the transition. Beginning Aug. 24, Request 2 will be delivered solely on Satcom FIV. The primary Request channel will continue to be delivered on Satcom FIIIR, Transponder 19.

BUSINESS

NIELSEN DROPS LOCAL PEOPLEMETER PLAN

After stations in New York and Los Angeles tell company they won't pay for meter service, it pulls plug

The beleaguered peplemeter of A.C. Nielsen, under attack by the networks for showing a decline in television viewership, has been rejected as the measurement tool of choice for local markets by stations in Los Angeles and New York.

Nielsen had been planning to introduce its peplemeter locally for some time and was set to start to wire the top two markets this fall after delays of over a year. Nielsen eventually hoped to do all of its local ratings via peplemeters.

However, stations in Los Angeles and New York told Nielsen that they would not support or fund the plan, and on July 27 Nielsen sent letters to stations in those markets saying that the ratings company would abandon the project.

Currently, local ratings are determined through a combination of household meters and diaries and stations in New York and Los Angeles reportedly

pay Nielsen upwards of \$1 million annually for the service. Nielsen will continue with that service until it is ready to introduce a passive peplemeter that, among other things, would automatically determine who is viewing a set. No introduction date for a passive peplemeter has been announced.

The potential introduction of a new passive system was one of the key reasons that stations rejected the peplemeter. Fred Gold, vice president, planning and research WWOR-TV New York told BROADCASTING that one major concern was that switching from diaries to peplemeters and then to passive meters would create chaos. "While we agree that diaries have problems, using three different [measurement] techniques in a short period of time would be really disruptive."

WNYW(TV) New York's director of research, Jackie Todtman, added that the

goals of a good sample are to gain viewer cooperation and achieve stability, which becomes harder and harder to do as the technology becomes more complicated.

Joyce Inouye, director of research, KCOP(TV) Los Angeles agreed that radical changes in methodology in a short period of time would be a lot for Nielsen families to handle.

Although several station research executives said that their negative thoughts on peplemeters preceded the current controversy regarding viewer decline, that may have also played a part in the decision not to support Nielsen's plan. Kathy Lenard, vice president, research, NBC-TV Stations, expressed concern about "questionable drops" in children's viewing when peplemeters went into effect nationally. Said Lenard: "When you look at ratings on a day-to-day basis you should be able to make

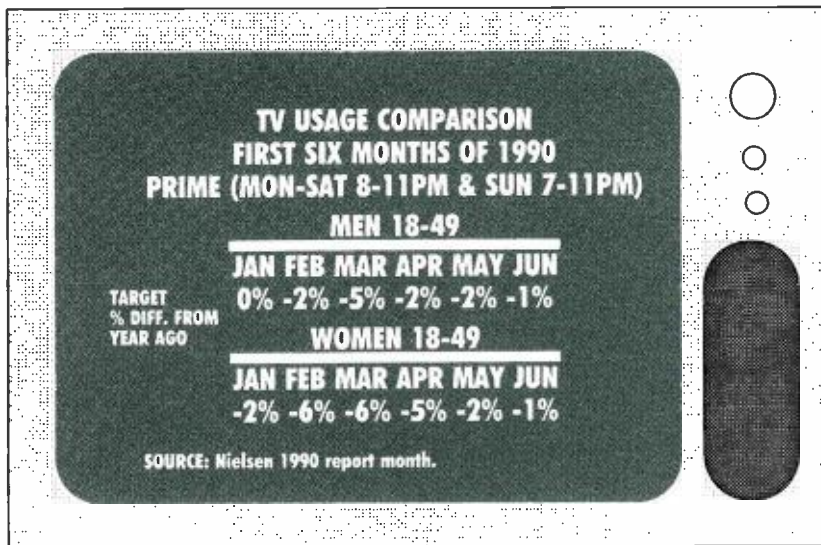
SHARING THE WEALTH IN BROADCASTING



Determined to see that the upfront success Fox Broadcasting has enjoyed nationally (BROADCASTING, July 2) spills over to its affiliates, the network has designed a series of regional sales seminars in 15 cities to inculcate local account executives with the Fox sales story. The third was held at Atlanta affiliate WATL(TV) July 30. Above left: Patt Corcoran, WATL sales account executive, takes the fac-



ulty role in discussing MRI/product usage and audience psychographics. Above right: Caton Easterling, account executive, WACH(TV) Columbia, S.C., rises among his colleagues to discuss how sales promotion for one of the station's accounts increased both viewership and revenues at WACH. Some 1,100 station sales executives have signed up for the one-day seminars.



assumptions about [viewer] interest in certain programs, but if you have continual turnover in large chunks you don't know if it is because different people are reporting [their viewing habits to the meter] of dissatisfaction with the program, it makes ratings questionable." She continued: "Until there is a passive system, there is a burden upon the respondent to act on the machine.... The [viewer] decline is the symptom and there are several methodological flaws."

Nielsen's chief competitor, Arbitron, has also been working on both local and national peplemeters. Arbitron's Scan America service is designed to measure not only viewership but also product purchases tied to TV commercials. The system is currently running in Denver and Arbitron plans to start installing the service in New York, Phoenix, St. Louis and possibly Pittsburgh. Whether Arbitron can capitalize on Nielsen's problems remains to be seen.

Some station executives don't think that Scan America will have a big impact on the ratings business and expressed concern that Arbitron's systems are geared towards the advertising business, not the TV business. Said one station research executive: "On the surface you might think that it [Nielsen's decision] gives Arbitron a leg up, however, any company coming in to market local meters is being very precipitous." As for Scan America, the executive said that Arbitron may be trying to get agencies to support Scan America as the sole means of buying time as a method of getting stations to "bite the bullet" on Scan America and that may not happen.

Arbitron President Rick Aurchio said that he viewed Nielsen's decision as a

"temporary cave in to what they are experiencing nationally." As for the idea that Arbitron may use advertisers as a tool to force Scan America on broadcasters, Aurchio said that won't be the case. While agreeing that advertisers have expressed interest in Scan America, the Arbitron president went on to say that advertisers will use the service more than they do the current one and will also be paying significantly for the service. However, Aurchio said, it's silly to think that Arbitron will "ram the system down people who are going to pay the lion's share of the money."

Meanwhile, Nielsen is still in talks with the networks to resolve differences over the viability of the peplemeter and the drop in TV viewing.

That drop has stabilized as of late. In prime time, viewing among men 18-49 for the month of March was off by 5% compared to a year ago. In April and May viewing was off by only 2% and in June it was down to a 1% decline from a year ago. It's a similar story for women 18-49. March viewing was off 6% and April 5%; in May the dropoff dipped to 2% and in June it was at 1% compared to a year ago.

Household viewing for the months of February, March, April and May was off 2% compared to a year ago. In June that figure levelled off and there was no difference in viewing compared to a year ago.

ABC's director of analysis, Larry Hyams, said that the current fall off is more or less in line with what normal erosion would be. That does not mean that Hyams is relaxing. "Even though things are returning to normal now,

continues on page 62

CLOSED!

WEJZ-FM, Jacksonville, Florida and KBEZ-FM, Tulsa, Oklahoma to Renda Broadcasting Corporation, Anthony F. Renda, President from Win Communications, Walter A. Tiburski, President and Anthony S. Ocepek, Executive Vice President, an ML Media Partners, L.P. company, I. Martin Pompador, C.E.O., for \$10,787,500.

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CHANGING HANDS

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

KCOL(AM)-KIMN(FM) Fort Collins, Colo. □ Sold by KCOL Corp. to University Broadcasting Co. for price estimated to be between \$2.3 million and \$2.4 million. Stations were acquired in February 1986 for \$2.5 million. Seller is headed by Jack Minkow, Don Durden, Van Zandt Hawn, Ronald Harwith and Addison L. Piper. Buyer is headed by Arthur A. Angotti, Robert A. Borns, David R. Frick, Jerry L. Neal, Michael L. Smith, Glenn M. Swisher, Robert T. Wildman and Julia M. Rogers, and is licensee of WAZY-FM Lafayette and WBWB-FM Bloomington, both Indiana. KCOL is fulltimer with oldies format on 1410 khz with 1 kw. KIMN has CHR format on 107.9 mhz with 100 kw and antenna 470 feet above average terrain. *Broker: William A. Exline Co.*

WDRM(FM) Decatur, Ala. □ Sold by Dixie Broadcasting Inc., debtor in possession, to Radio WBHP Inc. for \$575,000. Total is

PROPOSED STATION TRADES

Station deals last week: 10

Dollar value: **\$1,881,943**

1990 station deals: 543

1990 value: **\$1,469,422,813**

due in cash at closing and includes \$25,000 noncompete covenant. Station was acquired in 1976 for \$500,000. Seller is headed by Donald G. Martin and Johnny Mack Bramlett and has interest in WHO-5(AM) Decatur, Ala. Buyer is headed by W.H. Pollard Jr., Anne C. Pollard, M. Louis Salmon and W.L. Pollard, and is licensee of WBHP(AM) Huntsville, Ala. WDRM has country format on 102.1 mhz with 100 kw and antenna 984 feet.

WKLA-AM-FM Ludington, Mich. □ Sold by WKLA Inc. to Chickering Associates

Inc. for \$450,000. Price includes \$20,000 deposit, \$230,000 cash at closing and \$200,000 consult and noncompete agreement for five years. WKLA(AM) was acquired in 1950 and WKLA-FM went on air in May 1971. Seller is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. Buyer is headed by John E. Chickering and has no other broadcast interests. WKLA has easy listening format on 1450 khz with 1 kw day and 250 watts night. WKLA-FM has adult contemporary format on 106.3 mhz with 3 kw and antenna 2,983 ft.

KJOP(AM) Lemoore, Calif. □ Sold by Carol Willis, receiver, to Goodwill Broadcasting Co. for \$376,942. Price reflects total amount of default judgment. Station was acquired in November 1985 for \$375,000. Seller has no other broadcast interests. Buyer is headed by John H. Pembroke and Ophelia Beckwith. Pembroke is licensee of WONG(AM) Canton and WOTA(AM) Vicksburg, both Mississippi. KJOP is fulltimer with Spanish format on 1240 khz with 1 kw.

WBBC-AM-FM Blackstone, Va. □ Sold by Blackstone Communications Inc. to Central Virginia Communications Corp. for \$250,000. Total is due in cash at closing. WBBC was acquired in Dec. 1951 and WBBC(FM) went on air Nov. 1975. Seller is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield and has no other broadcast interests. Buyer is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, S.C.; WHCC(AM)-WQNS-FM Waynesville and WFLB(AM) Fayetteville, both North Carolina; WSVS-AM-FM Crewe, Va., and WETT(AM)-WWTR(FM) Ocean City, Md. WBBC is daytimer with black and country format on 1440 khz with 5 kw. WBBC(FM) has country format on 93.5 mhz with 1.8 kw and antenna 370 feet.

Cable

System serving 51% of Ottawa □ Sold by Skyline Cablevision Ltd. to Rogers Communications Inc. Price was not disclosed, but has been estimated to be \$1.1 million to \$1.4 million. Skyline was formed in 1966. Seller is headed by Hyman Soloway and has no other cable interests. Buyer is headed by Ted Rogers and has systems serving more than 1.6 million subscribers in Ontario, British Columbia and Alberta, all Canada. System passes 124,000 homes and serves 115,000 basic subscribers and 20,500 premium subscribers.

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TV REVENUE GIVES PROGRAMERS A BOOST

Syndication stems weak revenue gains incurred by other divisions, including home video and movie theaters

Televison programming revenue, especially domestic and international syndication, helped stabilize a decline in theatrical film revenue and some home video revenue, according to recently released results from major programming companies.

Paramount Communications, which reported a 16% second quarter gain in revenue overall and a 22.6% gain in entertainment revenues from \$461.3 million in second quarter 1989 to \$565.8 million for second quarter 1990, said its syndication efforts benefited from the profitability of *The Arsenio Hall Show* in first-run syndication, the continued success of *Cheers* and domestic cable sales of *The Lucy Show* and *Love American Style*. Detracting from the syndication results, according to Paramount, was the "absence" of income from *Webster* and *Family Ties* registered in previous quarters, although early 1990 was helped out by renewed availability of *Happy Days* in domestic and international syndication markets. Paramount also cited increased spending in new programming.

Entertainment profit for Paramount also rose because of theatrical films sold to the networks like "The Untouchables" and "Beverly Hills Cop II." Pay cable results were also up for the same reason.

Second quarter operating results for Paramount also improved because of "strong contributions from the October 1989 acquisition of SRO/Pace Motor Sports and income from the annual Miss Universe Pageant, which was held in the second quarter of fiscal 1990."

Orion Pictures Corp., which reported a first quarter net loss of \$2,542,000 on revenues of \$119,000, said that there are two "significant factors" that need to be considered when comparing first quarter 1990 to first quarter 1989 when the company had a net income of \$4,026,000 on revenues of \$128,841,000. Operating results for the just-completed first quarter were hurt by accounting losses related to delivering the show *Equal Justice* to ABC. Orion says that without those amounts, results would have been profitable. Comparisons to last year's first quarter were also hurt because the prior-year period contained revenues and gross profits from the May 1989 sale of pay and free television rights for theatrical and television library titles to British



Paramount's 'Happy Days' helped boost company's syndication results for second quarter



Revenue decrease for King World's 'Inside Edition' hindered company's third quarter revenue gain

Satellite Broadcasting. Free TV revenues for first quarter 1990 were down \$8.1 million in 1990 to \$29.9 million. Nonetheless, pay TV revenue of \$19.9 million compared favorably to \$13.2 million for first quarter 1989.

The decline in gross profit for Orion was attributed to poor theatrical re-

leases. Some of the films, Orion says, are now generating revenue in home video and pay cable.

Domestic syndication and foreign television sales gave MCA a boost at a time when pay TV revenue was down. Television revenues, which includes syndication and international sales, was

SOME 1990 SALES

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	Buyer	Price
WAFX — Norfolk, VA	Radio Ventures	\$10,000,000
WCIB — Falmouth, MA	Ardman Broadcasting	\$ 2,500,000
WIRA/WOVV — Ft. Pierce West Palm Beach	Ardman Broadcasting	\$ 8,900,000
* WHBG/WRDJ — Harrisonburg, VA	Clark Broadcasting	\$ 1,250,000
* WVSR AM/FM — Charleston, W VA	ML Media	\$ 5,750,000
* KCKN/KBCQ — Roswell, NM		
* WAWK/WBTU — Ft. Wayne, IN	Kempff Communications	\$ 5,600,000

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up 8.5% from \$171,618,000 to \$186,339,000 for the second quarter, 1990. Home video and pay TV revenue for MCA was down 2% from \$131,159,000 for first quarter 1989 to \$128,719,000 for first quarter 1990. Revenues for WWOR-TV New York and the USA Network, which MCA jointly owns with Paramount Entertainment, saw a record 14.2% increase to \$64.4 million, which MCA attributed to more cable advertising and higher revenues at WWOR-TV.

MGM/UA Communications, in the news for its ongoing, ever-changing merger with Pathe Communications, saw its television distribution revenue increase by 143% to \$20,898,000. Home video and pay TV revenues were up 1.6% to \$83,654,000.

King World Productions attributed its 12% third quarter revenue gain to \$81,225,000 to increased licensing fees per show for *Oprah*, *Jeopardy!* and *Wheel of Fortune*. Those increases though were hindered by a revenue de-

crease for *Inside Edition* which the syndication company said was due to a smaller number of shows produced in the period, although revenue per show increased. King World's net income of \$14,179,000, a 23% increase over first quarter 1989, was affected by non-cash charges for amortization and depreciation stemming from the purchase of WIVB-TV Buffalo, which lowered earnings per share by \$0.06 for the period.

Nelson Holdings International (NHI) is another programming company that is seeing benefits from network television. Filmed entertainment revenues for first quarter 1990, NHI said, increased "primarily as a result of other revenues increasing 1,951% for the three months ending March 31, 1990."

Analysts following the entertainment industry may have been disappointed by some of the results for these companies and the industry overall. Zacks Investment Research Inc., which provides corporate earnings estimates, estimated higher per-share earnings for several of the entertainment companies. The earnings-per-share for Paramount's first quarter of 18 cents and Orion's negative earnings-per-share of 14 cents most likely came as some surprise to industry analysts; Zacks predicted that Paramount would have an EPS of 26 cents, while Orion's would be 13 cents. MCA's EPS of 54 cents was 6 cents off from Zacks' prediction. The firm's 54 cents per share estimate for King World was right on the money. **-JF**

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MANAGEMENT BUYS MMT

Meredith Corp. announced last week closure of the sale of its rep firm MMT Sales Inc. to management of MMT Sales, headed by president Jack Oken. Terms of deal were not announced, however one insider in the rep business said that Meredith provided seller paper to MMT and backed a loan from Citibank meaning that the publisher and group owner of five TV stations will still have an interest in MMT's business.

In 1989, MMT Sales lost \$1.9 million on revenues of \$28.9 million, following a loss of \$1 million in 1988 on \$28.9 million. Besides Oken, members of management buyout are said to be Executive Vice President Charles Lizzo and Senior Vice Presidents Ted Van Erk and Murray Berkowitz. **-JF**

DANISH INVESTOR INCREASES STAKE IN CHYRON

A Danish investor increased his stake in the Chyron Group to 6.7%, making him the largest shareholder of the manufacturer of digital electronic graphics equipment, video, film and audio editing systems and paint/animation systems for the broadcasting industry.

Gunnar Holm bought 608,000 shares of Chyron Corp. common stock on the open market last week from institutional investor Trust Co. of the West for 87 cents a share. The close to \$529,000 purchase brings the number of shares held by Holm to 780,000. Chyron said it has been advised that the shares have been bought for investment purposes. The Danmon Group is a distributor of Chyron Group products in Scandinavia and the United Kingdom.

Chyron also announced last week that based on preliminary figures, final quarter shipments were about \$10 million versus a projected \$14 million. The iN-FiNiTi, a graphics generator, did not

meet projected shipments.

The company attributed part of its problems on "working capital pressures which impaired its production schedule." Chyron has failed to make recently due payments of principal and interest to its two banks, European American Bank and Manufacturers Hanover Trust Co. Payments, the company said, which have not been made because Chyron is in discussions with the two banks about restructuring its loan arrangements. The company has been in technical default since July 30, 1989. The banks, Chyron said, have shown no intention of calling in the loans.

The two banks are also involved in a dispute regarding the sharing of collateral. In September 1989, Chyron agreed to grant a security interest in its accounts receivable to both banks. The dispute, according to Chyron, has prevented the company from restructuring its loans and receiving additional financing from Manufacturers Hanover Trust.

TRACKING SYNDICATION PERFORMANCE VIA COMPUTER

Computers have made the nation's workplace more efficient and cost-effective over the last 10 years; and now a small software design company based in Springfield, Mo., says its New Buy Analysis (NBA) software is designed to ease the life of program directors confronted with an ever dizzying array of syndicated programming to choose from. According to Phillip Case, marketing director and owner of Horizon Consulting, this is the first such computer system available nationally that provides everything from ratings evaluations to profit and loss projections for new off-network and first-run programming.

NBA has five primary output functions—statistical evaluations, run scheduling, revenue projections, profit-and-loss projections and depreciation—that are not meant to replace program directors' decisions, but to "augment and ease up the acquisition process for station executives," says Case. However, Case's software does not track past network ratings for off-network programs, rather, it bases ratings projections on the

rating guarantees syndicators claim for the individual market.

"Most syndicators come into sales presentations with inflated performance claims for their programming," Case said. "If all the ratings and contract terms are input correctly, New Buy Analysis will project ratings and revenues based on targeted time slots and the size of the ADI market. Certainly, the instincts of the program director are applied better in judging how well a show's content will succeed in his market, but New Buy will arm them with a wealth of data that they can use to combat syndicators' inflated claims."

Case, whose six-year-old company originally offered customized software for businesses in the Springfield area, was approached over a year ago by KYTV(TV), the NBC affiliate there, to design customized software for the station's program director, Natalie Murphy. With the software just now being made available on a national basis, Case says that KYTV and CableVision of Central Florida (based in Orlando) are currently the only customers.



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BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Aug 1	Closing Wed Jul 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (BLC) A.H. Belo	34	3/4 33	3/4	1	02.96	29 675
N (AFL) American Family	16	5/8 16	3/4	- 1/8	-00.74	17 1,351
O (ACCM) Assoc. Comm.	27	1/2 29	1/4	- 1 3/4	-05.98	-62 512
N (CCN) Chris-Craft	29	1/2 28	3/4	3/4	02.60	1 741
O (DUCO) Durham Corp.	31	28	1/2	2 1/2	08.77	17 261
N (GCI) Gannett Co.	36	1/4 35	5/8	5/8	01.75	14 5,835
N (GE) General Electric	72	73	1/4	- 1 1/4	-01.70	16 64,594
D (GACC) Great American	5	1/8 4	5/8	1/2	10.81	-1 179
A (HTG) Heritage Media	5	1/4 5	1/4		00.00	-7 236
N (JP) Jefferson-Pilot	44	1/2 42	3/4	1 3/4	04.09	11 1,662
N (LEE) Lee Enterprises	23	7/8 23	1/4	5/8	02.68	14 574
N (LIC) Liberty	47	1/4 47	3/4	- 1/2	-01.04	10 402
N (MHP) McGraw-Hill	55	3/4 54	1/8	1 5/8	03.00	81 2,713
A (MEGA) Media General	26	1/2 27		- 1/2	-01.85	60 683
N (MDP) Meredith Corp.	28	1/2 29		- 1/2	-01.72	17 529
O (MMEDC) Multimedia	64	1/2 67		- 2 1/2	-03.73	19 729
A (NYTA) New York Times	21	1/2 22	1/8	- 5/8	-02.82	6 1,678
N (NWS) News Corp. Ltd.	19	3/4 19	7/8	- 1/8	-00.62	12 5,302
O (PARC) Park Comm.	20	3/4 19	3/4	1	05.06	22 429
O (PLTZ) Pulitzer Pub.	25	1/2 25	3/4	- 1/4	-00.97	9 267
O (RTRSY) Reuters Ltd.	59	1/4 57	1/8	2 1/8	03.71	28 25,541
O (STAUF) Stauffer Comm.	145	145			00.00	48 144
N (TMC) Times Mirror	28	5/8 29	5/8	- 1	-03.37	13 3,678
O (TMCI) TM Comm.	3/16	3/16			-00.00	-1 1
N (TRB) Tribune	41	1/8 41	1/2	- 3/8	-00.90	13 2,822

	Closing Wed Aug 1	Closing Wed Jul 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (TBSA) Turner Bestg.'A'	45	5/8 49	3/4	- 4 1/8	-08.29	-126 2,261
A (TBSB) Turner Bestg.'B'	43	3/4 48	1/8	- 4 3/8	-09.09	-121 1,172
N (WPO) Washington Post	244	3/4 255		-10 1/4	-04.01	15 3,056

CABLE

	Closing Wed Aug 1	Closing Wed Jul 25	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (ATN) Acton Corp.	9	1/2 9	7/8	- 3/8	-03.79	35 15
O (ATCMA) ATC	33	1/4 34	1/4	- 1	-02.91	35 3,625
O (CTEX) C-Tec Corp.	18	1/2 19		- 1/2	-02.63	308 313
A (CVC) Cablevision Sys.'A'	23	3/4 25	1/8	- 1 3/8	-05.47	-3 525
A (CTY) Century Commun.	7	1/2 7	3/4	- 1/4	-03.22	-7 489
O (CMCSA) Comcast	13	1/8 13	1/4	- 1/8	-00.94	-9 1,480
A (FAL) Falcon Cable	12	3/4 12	7/8	- 1/8	-00.97	-12 81
O (JOIN) Jones Intercable	8	1/4 9	1/4	- 1	-10.81	-4 102
N (KRI) Knight-Ridder	48	48	1/4	- 1/4	-00.51	9 2,469
T (RCLA) Rogers 'A'	12	12	1/2	- 1/2	-04.00	-17 349
T (RCLB) Rogers 'B'	8	1/2 8	1/4	1/2	-03.00	-12 568
O (TCAT) TCA Cable TV	13	3/4 14		- 1/4	-01.78	37 332
O (TCOMA) Tele-Commun.	13	3/8 13	7/8	- 1/2	-03.60	-17 4,722
N (TWX) Time Warner	91	3/8 93		- 1 5/8	-01.74	-10 5,244
O (UAECA) United Art.'A'	13	1/2 13	3/8	1/8	00.93	-13 1,885
O (UAECB) United Art.'B'	14	5/8 14	5/8		00.00	-14 977
A (VIA) Viacom	24	3/8 26		- 1 5/8	-06.25	-12 1,300

Standard & Poor's 400 419.84 423.11 -3.27 -0.78

LOCAL AD SALESMEN GEAR FOR TIERS

Promotion and cable guides may offset negative effects of tiering

Cable's return to tiering is creating a small amount of fallout on the local advertising front, but most of the front line players do not see tiering creating a great deal of problems.

Still, operators are showing signs of concern about the effects of tiering on local advertising, judging by questions at a Cable Television Administration & Marketing Society panel session.

Panelist Connie Pettit, vice president of Times Mirror's cable advertising division, Dimension Media Services, said advertisers have questions about tiering based on their previous experience. When the industry de-tiered, it moved cable services to the VHF band, which helped ad sales, she said. Now, with the movement out of the V band, she acknowledged in response to a question, "it's hurting us" in some communities.

David Kantor, vice president, advertising sales, Cox Cable, said he has not seen any negative reaction. Cox has been one of the few MSO's not to imple-

ment a new tiering scheme. He said the net result of more tiering may not be a drop in ad revenue as much as increased costs for market research to prove viewers are finding cable channels that have moved.

One key to reducing any negative effects will be increased promotion, said Robert Alter, president of the Cabletelevision Advertising Bureau. "It is going to require a lot of audience promotion."

Pettit said Times Mirror sets aside 20% of local ad avails for cross promotion, more weighted to the pay networks than basic. But with tiering (Times Mirror has created a negative option tier in many systems), it is being suggested that the promotional weight should swing to the basic networks, she said. With services like MTV and ESPN, viewers will find them, said Pettit, but lesser known channels may be affected.

Although it is early in cable's second tiering phase, Ron Fischmann, senior

vice president, local advertising, CAB, said, "I don't believe it's going to be a problem now because so many networks are so popular," compared to five years ago. More viewers consult guides, then find it on the dial, he said, as opposed to turning on the set and flipping through the lower band. Cable networks report surveys showing ratings would drop 20% to 30% with a movement to higher channels, but Fischmann said, "My guess is it's going to be much less." He said, "Dial position was more of a problem five years ago than it is today."

That view was reflected at CTAM by Greg Hunt, vice president, programming and operations, for ATC's WGRC in Rochester, N.Y. He said that although many older viewers are used to watching channels 2-13, the younger generation of cable viewers are used to scanning the dial, and that cable services in higher channel slots will be less of a problem as the population of subscribers grows older.

Jerry Machovina, corporate director of ad sales at TeleCable, said when the company created tiers years ago, it pushed the fact that "people invested additional money with these programs," and therefore watched them. That idea has been accepted by advertisers, he said, and "we're very pleased with the way it's worked."

TECHNOLOGY

U.S. COMPANY WANTS TO TAKE A STAB AT DAB

Louisiana-based Strother Communications Inc. asks FCC for permission to test Eureka 147 digital audio broadcasting system and for rulemaking to set up such a service

As the excitement grows about the potential business opportunities that could arise out of the implementation of digital audio broadcasting service (DAB) in the U.S., one company attempting to get an early piece of the action is Strother Communications Inc. (SCI), Hammond, La. It has requested a 12-month experimental license from the FCC to test the technical characteristics and market reaction to the European Eureka 147 DAB system.

Late last month, SCI also filed a rule-

making request for FCC establishment of both terrestrial and satellite DAB service. The document outlines a detailed implementation plan and suggests several possible portions of the radio spectrum that could be used for the new digital service. (The commission released an inquiry to get general industry reaction to DAB implementation during its regular meeting last week. See "Top of the Week.")

SCI is "a newly formed corporation for research and development," said

the company's president and sole stockholder, Ron Strother. He is setting up a limited partnership, Digital Audio Broadcasting Ltd., to fund the test program. "It will be funded through the private sector. It is anticipated that one or two [partners] will be broadcasters, but that remains to be seen," he said.

In the end, SCI's hopes to get "pioneer preference" for allocation of some of the new DAB channels which the FCC might give "parties who undertake the effort and risk associated with the

WHO'S WHO AMONG THE DAB PLAYERS...SO FAR

In the seven months since the possibility of digital audio broadcasting in the United States was raised as an issue by John Abel, executive vice president of the National Association of Broadcasters, during NAB's winter board meeting (BROADCASTING, Feb. 5), several organizations have revealed details of their DAB systems. Other organizations have made political statements concerning DAB's impact on the current radio industry. Here are the main players:

■ Eureka and the European Broadcasting Union have been developing what is commonly called the Eureka 147 system over the last 10 years at a cost of about \$47 million (BROADCASTING, April 4). The system, which has undergone field tests in Europe, delivers up to 16 compact disk-quality audio signals over 4 mhz—significantly greater spectrum efficiency than is possible over analog AM or FM channels. Error correction written into Eureka's transmission algorithm turns negative multipath echoes into positive echoes, strengthening the received signal.

■ The Canadian Association of Broadcasters, The Canadian Broadcasting Corp. and Communications Canada are sponsoring demonstrations and testing of the Eureka system in four Canadian cities this summer. The

demonstrations will end on Aug. 18 in Vancouver. The object of the program has been to raise the awareness of DAB in Canada, a country that could find satellite DAB broadcasting to remote regions a useful tool. At the request of these Canadian organizations, terrestrial DAB was recently included as an agenda item for the 1992 World Administrative Radio Conference (WARC) in Spain.

■ Satellite CD Radio, Washington, last May requested an FCC proceeding for establishment of its DAB system for terrestrial and satellite DAB (BROADCASTING, May 21). The company has proposed a 100-channel service over 70 mhz in the band between 1,460 mhz and 1,530 mhz. Seventy of those channels would be national satellite-delivered services while the spectrum for the other 30 would be reserved for terrestrial broadcasting, with room for most current AM and FM stations to be assigned a DAB channel.

■ Radio Satellite Corp. (RSC), Pasadena, Calif., is proposing the distribution of 10 national satellite-delivered radio channels. RSC plans to lease spectrum already allocated to the American Mobile Satellite Corp. (AMSC) for satellite communications to automobiles and other mobile vehi-

cles (BROADCASTING, June 4). Under its plan, audio channels over the RSC service would be received on consumer electronic devices which would also receive telephone, paging and other communications services. The target for start-up of the RSC system is Christmas 1993, when it hopes to have the radio/telephone/pager devices in retail stores. The services will operate over spectrum just above the band requested by Satellite CD Radio (1,545-1,559 mhz and 1,646.5-1,660.5 mhz).

■ NAB is resisting any suggestion of satellite-delivered radio service. During its annual June meeting, the NAB's radio board passed a resolution finding that satellite DAB would "run counter to the concept of local community service" (BROADCASTING, July 2). It further claimed that a coexistence of both terrestrial and satellite DBS services, as proposed by Eureka and Satellite CD Radio, would also damage the system of localism now provided by AM and FM stations. The board urged the FCC and other government bodies to establish internationally recognized frequencies of terrestrial DAB during the 1992 WARC. International satellite DAB is currently expected to be one of the main issues of the WARC. —RMS

development of new services and technologies," it said in its experimental license request.

Strother's background is in broadcasting and consulting. "I'm not an engineer, but I have done a lot of work in the creative application of the FM spectrum," he said. One of Strother's recent noteworthy consulting jobs involved the controversial request by Tom Gammon's Emerald Broadcasting of the South to transfer the city of license of WHMA-FM Anniston, Ga., to Sandy Springs, Ga., an Atlanta suburb (BROADCASTING, March 12). "I did all of the engineering work and all of the spectrum work on that," he said.

Strother said that he would like to begin testing the Eureka system around the beginning of 1991. SCI has requested one-year experimental licenses for UHF channels in the Washington and Boston markets. Those markets were chosen because they are "characterized by difficult terrain and building structures that cause severe multipath and variant signal levels for conventional broadcast technology," but which SCI plans to show are no impediment to DAB. In addition, Washington "will have the added advantage of making it easier for commission personnel and federal law makers to observe testing first hand."

A main goal of the testing is to "test the maximum number of channels that a DAB channel can propagate" in a typical urban U.S. market, Strother said. "We feel that [the SCI tests] would also be invaluable for testing the consumer receptivity of digital audio broadcasting." There are plans to organize consumer focus groups to gather reaction to the DAB transmissions.

The system SCI seeks to test is the Eureka 147 system, a system co-developed by the European Broadcasting Union and the Eureka Consortium, an organization of European electronics manufacturers and government-funded research labs. It has already been tested extensively in Europe and Canada and is believed to be currently the most highly developed DAB system. But SCI's testing will not necessarily be limited to the Eureka system. "If there are any other systems that have been developed at the time we begin testing, we will test the prototypes of digital audio systems that are available," Strother said. Two systems developed by U.S. owned companies, Satellite CD Radio and Radio Satellite Corp. (RSC), have filed requests with the FCC for implementation of their systems (see box, page 65).

The National Association of Broad-

casters reaction to the announcement of these systems has been to oppose the establishment of satellite DAB. "That's where I differ," Strother said. "To think that one could exclude the satellite usage of this kind of audio internationally is folly. That's doing the technology a disservice." SCI's proposed implementation plan, like Satellite CD Radio's, would provide for "AM, FM and public radio getting preference and then the development of other innovative audio services to really utilize this technology."

Just as many have said that the U.S. government and industry should get in-

"To think that one could exclude the satellite usage of this kind of audio internationally is folly. That's doing the technology a disservice."

—Ron Strother

involved in development of high-definition television technology, Strother argues that involvement in DAB technology is in the national interest. Leaving development of DAB to other countries "would not only disadvantage United States radio listeners, broadcasters and equipment manufacturers, it would also erode the United States position as a world leader in the field of emerging technologies," SCI said in its rulemaking petition.

"We see that there is a need for the global application of satellite-delivered audio, but we don't see it being done at the expense of conventional broadcasting and localism," Strother said. He foresees the development of a "wireless audio cable" service to a national audience due to the expanded channel capacity of DAB. SCI's request for experimental channels lists several possibilities for narrowcasting on a local and national basis with services "that could offer some public service apart from the conventional broadcasting application." Among his proposals are:

- Government channels with reports of state and local importance. "While C-SPAN covers national issues on television, there is no comparable audio service that is devoted to local issues."

- A local weather channel, local commuter channels and a national traveler's advisory channel.

- National and local services for the

blind in which data transmissions are broadcast to special digital receivers capable of producing output in Braille.

- Classified ad and employment listing channels.

- Local sports channels to air "the games of local schools that do not have sufficient widespread interest to be carried by commercial broadcast outlets."

- Public access channels, similar to those now operating on cable systems.

Although these services do not directly compete with the types of programming that are now offered over AM and FM radio, Strother admitted that their existence could potentially affect the current services. They will most likely be supported by advertising dollars from local and national advertisers that now advertise over radio. "But all of the innovative audio services that people could develop in the marketplace would serve an excellent public service. It would be up to the communications entrepreneur to make them economically viable," Strother said.

SCI's proposed implementation plan for terrestrial digital broadcasting calls for dividing the U.S. into special DAB markets which would be assigned 4 mhz of spectrum each. Enough channel groupings would be formed to provide DAB space for all current AM and FM stations and some local specialized services. Sixteen individual stations would operate over each 4 mhz grouping. Stations would be licensed to use common transmission facilities. "Those licensees would be required to form a consortium or cooperative venture for construction, operation and maintenance of their common transmission plant," the SCI filing says.

Analog and digital broadcasting would be simulcast side by side until the FCC determines that digital receiver penetration has reached a certain level in each market (SCI suggests 65% of all households). After a market reaches that penetration, a two-year transition phase would begin. "At the end of the two-year phase-out period, AM and FM operations in the market area would cease and all stations in the market area would operate exclusively with DAB channels." Eventually, stations will have drastically lower transmission expenses with 16 stations sharing the expenses for transmitters, towers and antennas. Because digital transmission requires lower power consumption, electrical costs will go down and the possible health danger from RF radiation will be reduced. AM adjacent-channel interference and FM multipath will be totally eliminated. In fact, the current technical quality gap between AM and FM will be erased as

all stations in the consortium will deliver equivalent CD-quality sound over the same licensed area.

SCI is requesting the 48 MHz be set aside for the establishment of terrestrial DAB. In its rulemaking request, SCI identifies seven separate spectrum areas between 225 and 2,700 mhz where the service might be placed. They include portions of the spectrum currently allocated for several commercial and government applications, and all would likely be used for DAB only after a fight.

From broadcasters' point of view, the most controversial band proposed by SCI is 470-608 mhz, which currently is reserved for UHF television. Unused channels in that band are now being reserved for eventual high-definition TV channels. Land-mobile radio interests and others have also long sought spectrum sharing in the UHF band. "It appears that recent developments in the field of video compression, however, may greatly lower spectrum requirements for HDTV," the SCI filing says. "Furthermore, after conversion to DAB,

the present FM band [located between VHF channels 6 and 7] could be reallocated for television broadcasting."

In addition to the 45 mhz for terrestrial service, SCI proposed that additional space be set aside for national satellite services. While the satellite and terrestrial services would be ideally located in the same band, it is likely to be impossible to achieve on an international basis, SCI says. "SCI proposes that the satellite band be placed in a higher frequency, and separate from the terrestrial band." -RMS

NEW GRAPHICS WORKSTATION DESIGNED AS 'INSURANCE POLICY' FOR BROADCASTERS

Economic considerations go into design of new Symbolics 2D/3D system

Symbolics Inc., Burlington, Mass., developer and manufacturer of video graphics workstations, is introducing a new workstation that could be a heavy seller with broadcasters. The XL1200 combines paint and both two dimensional and three dimensional animation output capability in a system priced about the same as a 2D workstation. It is software driven, providing capability to work in any desired video format.

A question many have been asking is: "How are broadcasters going to get from today's TV to advanced TV? Standards are changing and they don't know what the standard is going to be and when it's going to be adopted," said Joseph Plonski, Symbolics director of graphics marketing. "Symbolics is providing somewhat of an insurance policy here. We can adapt to all of the proposed systems and if they make some modifications to them next year, our hardware will drive that, too, with a different software program."

In addition, the XL-1200 will provide extensive real-time graphics editing capability. "We will be supporting an upgrade later this year that will allow it to input or output D-1 [component digital] in real time," Plonski said. Input and output is currently in an R-G-B form. "Our long-range goal is to be able to input as well as output. We want to have a unified environment of all these media as well as unifying the 2D and 3D environment," he said.

At 65 nanoseconds, the XL-1200 processes 300% faster than the earlier Sym-



Combination 2D and 3D animation produced on Symbolics XL1200

bolics 3650 workstation. Components of the XL-1200 package include FrameThrower, a recently introduced Symbolics high-definition television graphics processor capable of working in any HDTV format, and the company's PaintAmation 2D and XL Animation 3D graphics software packages, a monochrome display, a cordless pen and pad system and 40 megabytes of memory.

The system sells for \$99,000, or \$86,000 if a customer chooses not to purchase XL Animation and have 2D capability only. A special effort was put into keeping the price of the system under \$100,000. "The traditional marketplace has had a view that all of these [paint] devices cost over \$100,000 for a completely configured system," Plonski said. "We feel that with capital budgets

being constrained right now, they are going to want to invest in something that can do a range of jobs as opposed to one special-purpose job."

Deliveries of the XL-1200 are set to begin around the end of August. Systems will be delivered about 30 days after orders are received, Plonski said. Customers that have already bought the XL-400 system, introduced during the National Association of Broadcasters convention last spring (BROADCASTING, April 23), can upgrade their systems to XL-1200 capability at a price of \$1,200. Also, users of the earlier 3650 workstation are being given some of the XL-1200's software enhancements free of charge. Full XL-1200 capability for 3650 users, however, will require additional hardware purchases. -RMS

INTERNATIONAL

TOUGH TV TIMES IN ONTARIO

U.S. investment in video and film production has dropped; government study sees other problems ahead

Ontario, dubbed "Hollywood of the North" in recent years because of an explosion in American location shooting, has seen a severe reduction in U.S. TV and film production expenditures, according to a comprehensive study of video and film activities there.

An increase in U.S. coventure production in Ontario only partially offset the decline, which the study attributed to an erosion of the province's cost competitiveness against other provinces and U.S. states.

Despite the losses, Ontario's new Minister of Culture and Communications, Hugh P. O'Neil, in an interview with *BROADCASTING*, indicated continuing support for policies that could aggravate U.S. media companies, particularly the use of program quotas enforcing minimum amounts of Canadian programming on its broadcast channels.

Sixty percent of programming exhibited between 6 a.m. and midnight is Canadian by regulation, with supporters arguing that such mandates have greatly increased the capacity of the independent production sector and the level of Canadian programming.

Said O'Neil: "We feel that people

should have choices. It's very important that first of all the [film and TV] industry in Ontario and in Canada be healthy, but we do want to make sure there is Canadian content.... Any time that we can give [Canadian artists] a market, a Canadian market, within our system, whatever the field may be, I think that's very important to develop."

According to the 200-plus page report, commissioned by the government agency, Ontario Film Development Corp., as part of an effort to develop federal and provincial legislation for the industry, Ontario's billion-dollar production and post-production industry may face serious growth pains.

The favored destination of Canadian producers, Ontario's total revenues generated by production companies grew five-fold over the decade to \$334 million, while the number of production companies there increased from 151 to 250.

But in the most recent period studied, 1989-90, direct expenditures for U.S. TV and film location shooting in Ontario totaled \$31.4 million, more than 50% less than 1988-89's \$69.6 million (all totals in Canadian dollars). Growing coventure production expenditures helped

boost total expenditures, increasing 28% to \$47.8 million in 1989-90 from the previous year's \$37.2 million.

Contributing to the drop in total U.S. expenditures, said the study, were the rise in the Canadian dollar, aggressive competition from other U.S. jurisdictions like North Carolina, Florida and the Canadian province of British Columbia, increased costs for Canadian crews and other services and the high cost of living and working in Toronto, among other factors.

"The industry has an impressive economic and socio-cultural impact on Ontario. Yet [it] is faced with many critical and long-standing problems that prevent it from reaching its full economic and cultural potential," said the study. "The essential issue facing the industry now is whether the federal government will provide new incentives...to stimulate capital investment in firms or whether an industry shakeout will occur as government production financing support cannot keep up with demand."

Canada's relations with U.S. media underly many of the policy considerations raised by the study, particularly on a federal level.

"With the dominance of our TV and film industries by U.S. product, especially in the area of feature films and television drama, American, not Canadian, values, traditions and goals are being disseminated," charged the study.

For instance, it was argued, Ontario-controlled distributors of feature film and TV production have a weak presence in the marketplace, and generally cannot get access to foreign product, whose rights are sold on a North American basis to American distributors.

"The lack of legislative action by the federal government to pry away Canadian rights from North American rights is a major barrier to further development of Canadian distributors."

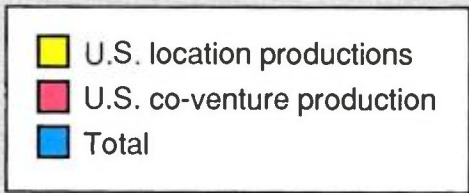
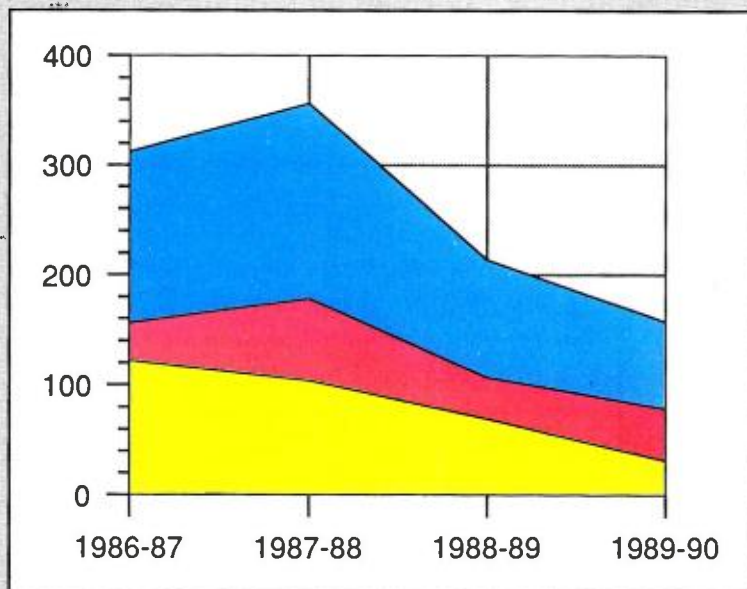
Also cited as a future threat was the potential bypass of the Canadian broadcasting system by future U.S. direct broadcast satellite systems.

LINKING EASTERN EUROPE TV WITH THE WEST

The U.S. Information Agency's television service is doing what it can to help the broadcasting services in Eastern Europe link up with program providers in the West. It has provided C-band dishes now being used by Czechoslovak and Romanian television services to take down USIA Worldnet and other programming. The USIA service also intends to deliver a C-band dish to private television service in Budapest, Nap TV. However, that delivery is dependent on Nap TV's plans—not yet formulated—to move to new quarters. The USIA TV service also intends to deliver a C-band dish to Sofia, Bulgaria. A private donor, An-

draws Corp., provided the Polish television service with a Ku-band downlink earlier this year. And Hungarian Television is working with one received from another private donor last year. The Soviet Union's Gostelradio is also operating with a Ku-band dish, one loaned by USIA TV about a year-and-a-half ago. Besides dishes, USIA TV has demonstrated a readiness to make programming available. I.T.I., a large private production house in Warsaw, has an agreement to provide programming on Poland's state-owned Channel Two, and has asked USIA TV for some material. USIA TV's director Steve Murphy said it will oblige.

Estimated volume of foreign and co-venture film and TV production activity in Ontario (\$000,000, Canadian)



The study acknowledged, however, that much of the production sector's infrastructure has been built upon and sustained by the presence of foreign production, and added that the United States market, particularly satellite-to-cable television services, represents an important revenue source for producers.

According to the report, factors outside the U.S.-Canadian relationship are also important problems for the Ontario industry.

Among constraints to future development are the lack of a sufficiently large domestic market in theatrical release, pay TV and video retail to support feature film production; difficulty in raising production financing; budget reductions for public network Canadian Broadcasting Corp., and declining profitability for private broadcasters, limiting broadcaster investments in Canadian production to current levels; anticipated large capital investments required to utilize advanced broadcasting technologies, and international consolidation of the adver-

tising business, undercutting an important source of income for Canadian producers.

The double-edged sword of dependence on government by part of the industry remains an additional fact of life, according to the report, which reported government subsidies in 1989-90 totaled \$550 million.

The public financing infrastructure, which has largely replaced a tax-based incentive system over the last half of the decade, has been advantageous in creating a more viable independent production sector in Ontario, argued the study.

However, at the same time, a battle over federal and provincial financing mechanisms has caused industry uncertainty.

One of the most pressing concerns outlined in the study, for instance, is the ending of the Ontario Film Investment Program prior to a "revitalized" federal tax incentive system.

"While the federal government remains the major public player in film/video development, there already has been a shift in responsibility toward Ontario," the study said. "If the province does not change this direction or take on appropriate responsibilities, there could be short-term dislocation of this sector in Ontario."

Concluded the report: "Ontario could become a thriving global center (albeit second tier to New York and Los Angeles) by constant re-investment in human resource and corporate development, coordination of federal and provincial policies (particularly in financing), rapid responsiveness of those policies to changing circumstances and further vertical integration of production, distribution and perhaps exhibition." **-AAG**

RFE ENTERS CZECHOSLOVAKIA

Radio Free Europe has reached a lease agreement with the Czechoslovakian government that will enable the American service to broadcast inside that country. Eugene Pell, president of Radio Free Europe/Radio Liberty said that RFE will broadcast simultaneously on three AM transmitters with a total of 900 kw, beginning Aug. 1. RFE has been using its facilities in Germany to broadcast 20 hours daily in Czech and Slovak languages on shortwave and one AM frequency. Pell said that under the new agreement, RFE will broadcast 12 of those hours via Czech transmitters. Programming will be fed from RFE/RL studios in Munich by landline until arrangements

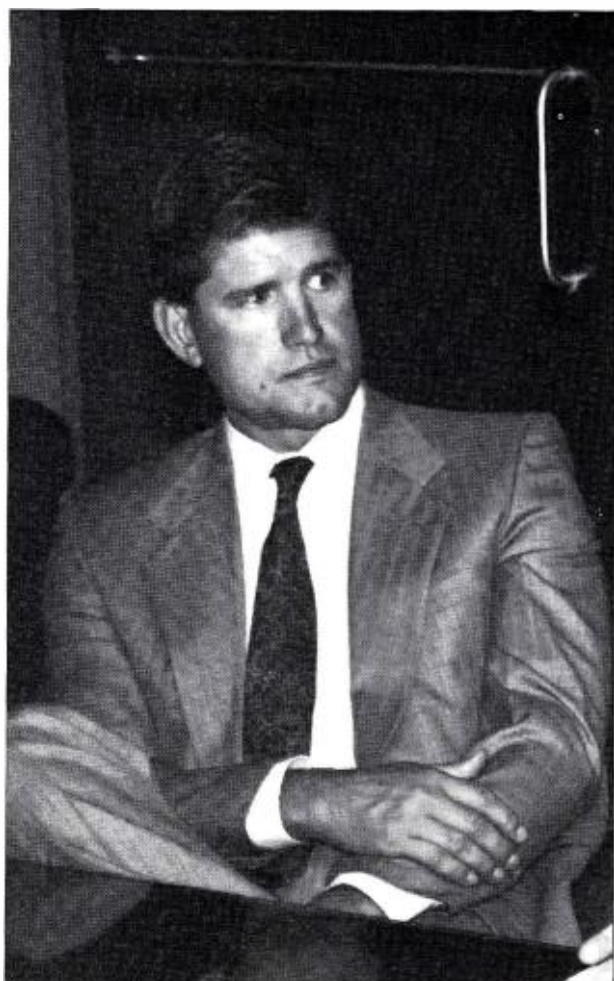
for a satellite relay can be arranged.

Pell said the three-transmitter arrangement—which will cost RFE \$283,000 for the balance of the year, \$680,000 on an annual basis—will give RFE a footprint covering virtually all of Czechoslovakia. Pell said the agreement signifies the Czechoslovak government's interest in continuing to receive RFE broadcasts. The government reached the agreement despite the fact that legislation to permit nongovernment broadcasting has yet to clear parliament.

Pell hopes to conclude similar arrangements with Warsaw and Budapest for RFE broadcasts in Poland and Hungary.

SATELLITE

GENERAL INSTRUMENT DESIGNS VIDEOCIPHER EVOLUTION



Last January, General Instrument's VideoCipher Division ceased manufacture of its long broken VideoCipher II encryption system and began making only VC-II Plus. In May, K Prime Partners adopted Scientific-Atlanta's B-MAC to scramble its mid-power satellite TV service, representing the cable industry's first break from VideoCipher since 1986. On June 1, GI entered the FCC's high-definition television standard testing process with DigiCipher, a system it says will also compress and scramble 10 NTSC video signals into one satellite transponder by 1992. And in early July, GI agreed to a \$1.6 billion buyout by Forstmann Little & Co., due to close as early as next week.

High on GI's agenda is maintaining VideoCipher's de facto standard status. By the end of June, about 30,000 Plus units had been authorized in the field—only a fraction of the 1.2 million legitimate VC-II's GI must replace. Toward that end, GI has begun talks with cable programmers, suggesting, said one of the latter, that programmers devote 10% of subscriber revenues to ongoing security.

J. Lawrence Dunham, president of the VideoCipher Division, talked with BROADCASTING about this and other long term company plans.

Would you describe VideoCipher's various efforts to get more VC II's out of the field and more VC II Pluses into the field?

Ken [Kinsman, senior vice president of DBS services under Dunham] is working with the various programmers and with the industry as a whole on ways of accelerating the population of VC II Pluses and, over time, the reduction of VC II's. I think it will be in the interests of the industry to work together in accomplishing that. It clearly will be done in a consumer friendly mode: I think that's critical for all parties in the industry.

When you say 'consumer friendly,' you mean cost to them?

Yes.

Would it be accurate to describe the central part of GI's plan as creating a VideoCipher II Plus warranty kitty using GI and programmer revenues?

That is true as far as ongoing security. Pirates are going to be attacking, whatever the system is. That is the issue that the security warranty addresses going forward. The reaction has been generally positive. It took all of us some very painful times together to come to the realization that piracy is a fact of life, and it's a cost of doing business. We are doing everything we can to fulfill what we feel are our legal and moral obligations on VC II Plus, but going forward, we have to work with the industry and just accept that piracy is a fact of life. As far as the cleanup of the VC II, General Instrument will take the lead in that.

Is one long-term goal to do a complete VC II recall?

Yes. I predict that there will be a major industry coordinated VC II upgrade initiated, possibly completed, in less than two years.

Have you estimated the cost of the total changeover?

Yes, we have. We've been talking in private sessions with programmers and others, but I don't think, with the Forstmann-Little situation, that I should speak publicly on that.

Should programmers be hesitant to invest in a Plus warranty program with digital video right around the corner? How does GI plan for that?

We have a clear strategy of providing an evolution path for programmers to digital compression. We will be offering VideoCipher II Plus-DigiCipher-capable equipment in the early 1992 time frame. There will be IRD's [integrated receiver-decoders] going into the marketplace that will be capable of receiving both VC-II Plus and DigiCipher. Due to the technology, it can't be a perfect compatibility. It's more of an AM-FM radio concept. We will start building a base of digital compression equipment for programmers that have additional program offerings or are creating new ways of presenting programming. And as that base builds up, it will give all programmers the ability to switch technologies in some rational, evolutionary approach. The bottom line is that I don't think anyone is going to disenfranchise VC II Plus. I think that is going to be here for a long time.

It appears that you've got a couple layers of upgrade already, in the sense that there are VC II Pluses out there that cannot accept the proposed security cartridge, and then you will have VC II Pluses out there that will not be DigiCipher ready, correct?

Yes, but the transition to DigiCipher, I think, should be distinguished as separate from the upgrade to VC II Plus, [which] should be characterized more as a security measure. The transition to DigiCipher is more of a transition for additional benefits to the consumer, such as digital video, [increased] quality, increased number of channels. I think those two upgrades are distinct and separate. One is not even an upgrade; it is a migration or future enhancement, and it is at the consumer's discretion if he wants additional services and capabilities.

In DigiCipher, will there be an element of increased security over the Plus system?

There clearly is in the area of video encryption, which will be more robust. When you go to digital, the video is bits—zeros and ones—and, by definition, is hard encrypted. The access control system of VideoCipher today is a digital data stream mixed with the audio. Yes, it will be enhanced, but the VC II Plus conditional access system we think will be an inherent part of DigiCipher [and] the strongest system out there because of the experience embodied in that technology.

Sources confirm that [Seattle-based] Northwest Starscan's digital compression system is already chipped. How does the Starscan story affect your NTSC compression hardware marketing plans?

First, my observation is that it may indeed be accurate that Starscan, through Compression Labs Inc. [CLI], is a couple of months ahead of us in development of the actual chip. I would disagree that the system itself is ahead of our system—I mean the total system, including the digital compression engine, which is basically what CLI is working on. That engine has to be married with a conditional access control system, which, in addition to the hardware and the chips, has to have the soft-

ware that is prerequisite to managing the business side in any DBS service. Then you have the transmission side—the modem, air correction, etc. I'm not sure where CLI is on that, but all of that has to be integrated into a total system and a consumer product. There's a tendency to underestimate the complexity and the issues of getting out an encryption system with all of the business supports that make it viable. On the chips themselves, based on information I've had, I don't doubt that they're ahead of us by a few months.

According to NBC Cable President Tom Rogers, there is a consensus among compression developers that there might be a five- to eight-year lag in applying NTSC compression hardware to cable, as opposed to DBS. Do you agree?

GI is clearly focusing on the system having the capability of being passed through coaxial cable into the home, and having the same electronics there that would perform the same function as a satellite receiver. I would say it's not necessarily true that it will be years behind the satellite implementation. It's really a question of whether the cable industry desires that capability in the same time frame as satellite. It can be done in the same time frame; there's no doubt about it.

If Starscan or some other competing compression system gets out there and is being used by any number of consumers, are you concerned about ultimate compatibility with DigiCipher, were that to be adopted by the FCC as the national HDTV standard?

I guess I'm less worried about that than people using the other technology should be. That's one of the reasons that we accelerated our HDTV effort and went into the FCC process. Having the potential of evolving with HDTV should be a very powerful marketing tool to users considering digital compression. We see it as a positive marketing issue.

When is FCC testing of DigiCipher likely?

We haven't been advised of a specific date. We're expecting something in the summer of 1991.

At least two new national satellite services propose the use of encryption systems other than VC II Plus—Scientific-Atlanta's B-MAC by K Prime and Leitch's D-Code by TVN Entertainment. In the next two or three years, what do you foresee happening with the industry standard in encryption?

Clearly things are in a flux that hasn't been experienced since 1986. I think the marketplace will choose, and obviously our strategic direction is making sure that we have a VC II Plus-DigiCipher-capable system available as soon as possible, which we anticipate being at the end of 1991 or the first part of '92. Independent of the reports of Starscan being ahead, I would predict that DigiCipher will be very close to being the first, if not the first, to roll out in a full-scale manner. There may be some private application—commercial hardware—before then. But as far as a full system—compressors, scramblers, uplinks, commercial descramblers, receivers at the downlink and the consumer product—I'm not sure that Starscan will have the whole system in place any sooner than DigiCipher will.

Since the Forstmann Little & Co. offer to buyout GI, has there been another offer?

No. As a matter of fact, yesterday afternoon [Tuesday, July 24], GI announced that two entities that had requested financial information had advised us that there would not be an offer forthcoming. The stock dropped seven-eighths yesterday, and today it is trading at 44¼, which is the level you would expect with a tender offer in at 44½. So, basically, the speculators that ran the stock up have decided that the Forstmann Little deal looks like it's going to prevail.

WASHINGTON

'VIDEO-DIAL TONE' BILL APPROVED

Senate Commerce Committee adopts S. 2800, which retains telcos' common carrier status and allows them to deliver video without franchise agreement

The telephone industry failed in its bid to become full-fledged video providers free of any common carrier regulation when last week a so-called video-dial tone bill (S. 2800) was unanimously approved by the Senate Commerce Committee. It was adopted as a substitute to legislation that would have eliminated the cable-telco cross-ownership prohibition in the 1984 Cable Act and permit telcos to deliver cable services in their service area as well as own the programming carried on the telco network.

The so-called video-dial tone bill retains the telcos' common carrier status (for both independent phone companies and the Bell operating companies), but

under this proposal, they can deliver video without a franchise agreement. "It's a step forward because it eases entry and there is no need for a franchise," said one Senate source.

The measure is a last-minute compromise reached by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Conrad Burns (R-Mont.), the author of the original telco-entry bill. It also requires the FCC to study and report back in a year on the original intent of the Burns bill. Inouye promised that if the FCC concludes that it is a "good bill" he would sponsor it.

While the telcos would have preferred to enter the television business unfettered by common carrier regulations,



Burns



Inouye

they still felt progress had been made. "It's a step in the right direction," said BellSouth executive David Markey. He admitted the Bell operating companies have a "long way to go" and that opposition from the broadcast and cable industries has made things difficult.

Ron Stowe of Pactel did not see the Senate action as a serious setback. "This issue is very much alive, it keeps open the prospect of competition," said Stowe. As Jim Graf, with independent phone company Contel, said: "I agree with BROADCASTING's [July 30] editorial: this issue won't go away; 'count on it.'"

United States Telephone Association president John Sodolski said in a statement that, while the FCC's feasibility study is "yet another hurdle, we are confident that the commission will recommend that telephone companies be allowed into video programming to inject competition and encourage the deployment of fiber optics."

For broadcasters, cable and the newspaper industry, the Senate action was considered a victory. "This is another major victory for broadcasters, as the Commerce Committee has endorsed the NAB position of common carrier status for telephone companies," said Eddie Fritts, president of the National Association of Broadcasters. "We believe the Commerce Committee did the right thing," said Jim Hedlund, president of the Association of Independent Television Stations.

The cable industry appeared equally

FCC STUDYING SATELLITE TV STATION RULES

The FCC has broadened the focus of an existing rulemaking proceeding examining the regulations for satellite television stations (full-powered stations that rebroadcast programming of parent stations to underserved areas). The commission is seeking opinion on whether it should retain its current case-by-case authorization of satellite stations, "or whether it is possible or desirable to define a fixed class of circumstances in which authorization to operate as a satellite would be presumptively in the public interest," said Michael Ruger, senior attorney in the Mass Media Bureau's policy and rules division, during an FCC meeting last Wednesday (Aug. 1).

The satellite TV station proceeding was first opened in 1987, but the commission began to pay greater attention to the issue following a controversial decision earlier this year to deny a request by Anchor Media to buy WAXA-TV Anderson, S.C., and operate it as a satellite of its WLOS-TV Asheville, N.C. (BROADCASTING, April 16).

"An important issue in this proceeding is what constitutes an 'underserved

area' based on the number of signals received," Ruger said, especially when authorization is being sought for satellites in urban areas. If the FCC should decide to set criteria for satellite authorization, it is asking whether a service area's population should be examined on an absolute or percentage basis to determine if it is underserved. Other possible factors could be the number of signals in a service area from TV translators and low-power TV stations.

Commissioners Sherrie Marshall and Ervin Duggan favored continuation of the current case-by-case procedure. "I am concerned whether it's actually time to tighten up the satellite policy. The way things are going for stations, we may be simply forcing stations off the air, leaving viewers with fewer broadcast choices at the same time we're trying to promote viable over-the-air alternatives to cable television," Marshall said.

Commissioner James Quello spoke favorably about the idea of setting authorization criteria. "At least it would be easier to administer and maybe a little clearer," he said.

pleased with the outcome. Once again the telcos didn't have the votes, said James Mooney, National Cable Television Association president.

The new Burns bill is based on an earlier video-dial tone provision included in a staff draft of the cable reregulation bill approved by Commerce last June. The language, however, was pulled from the final version because of objections from cable that it was unfair for the telcos not to be subject to franchise requirements.

But last week, NCTA's Mooney told reporters that cable would not oppose S. 2800. In Mooney's opinion the telcos are not any better off under this bill than they are today. And while NCTA would prefer that "everybody" get a franchise, he did not think any of the state public utility commissions will let the telcos operate without authorization. But one observer felt cable was merely being pragmatic, and recognized that the video-dial tone proposal would have been "tough to stop."

There is some argument as to whether the bill represents a significant change or merely clarifies the current law. Mooney for one said the current law does not prevent the telcos from building and operating cable plants. But to some in the telephone industry, this is a "great advance," said one phone company source.

Burns was also calling the measure a "major step." He feels it will provide competition to cable and spur the deployment of fiber. The senator said he was not disappointed that his original bill did not pass. This is a "win-win

SHORTWAVE GO-AHEAD

An Israeli planning board has cleared what had been an obstacle to the completion of a major U.S. shortwave relay station in Negev. By a 19-6 vote, the National Board for Planning and Building reversed an earlier decision to postpone work on the project pending an environmental study. However, that decision came with a majority of the board absent. And the vote came after U.S. Ambassador William Brown wrote to Communication Minister Rafael Pinhasi urging approval of the station that will be used by Radio Free Europe/Radio Liberty and Voice of America. The planning board's decision will be forwarded to the Israeli cabinet, where formal approval is expected.

The station is expected to begin operating in 1994, relaying RFE/RL and VOA broadcasts in more than 30

languages to Africa, India, Pakistan, Afghanistan, Soviet Central Asia and parts of Eastern Europe. The Israeli facility is being built at a cost of \$300 million—Congress is expected to include final \$24 million in 1991 budget—and will include 37 antennas up to 300 feet tall and 16 transmitters with a maximum capacity of 500 kw each.

The agency overseeing the project is the Board for International Broadcasting. Malcolm Forbes Jr., BIB chairman, besides expressing delight at the board's decision, took note of environmentalists' concerns about the possible effect of the station's emissions on migratory birds. He promised that the station will operate with the most stringent safety and environmental safeguards of any shortwave relay station in the world.

situation," he told BROADCASTING. Burns is especially pleased that the FCC will have a chance to report back to Congress on the issue of telco entry.

There is no companion to the Burns measure in the House. The telcos did not have enough support in the Energy and Commerce Committee two weeks ago to pass a proposed amendment by Representatives Rick Boucher (D-Va.) and Edward Madigan (R-Ill.) that, like the original Burns bill, would enable telephone companies to compete head-to-head with cable. —KM

MUSIC PUBLISHERS SUE SONY OVER DAT

The National Music Publishers Association (NMPA) has filed suit against Sony Corp. to block its marketing of consumer digital audio tape (DAT) recorders in the U.S. Sony began selling the units for about \$900 in retail stores in June following an agreement between Home Recording Rights Coalition (HRRRC, the group which has led fight to sell DAT in the U.S.), and the Recording Industry Association of America (RIAA), which had over several years threatened to sue Japanese companies that attempted to begin selling DAT recorders in the U.S. Under the HRRRC-RIAA agreement, the recorders would have built-in circuitry to block digital dubs past the second generation. But NMPA, which had not been a party to agreement, decided to bring suit on its own.

Gary Shapiro, HRRRC chairman and vice president of the Electronics Industries Association, predicted that the suit will fail because courts will follow the home recording rights precedent established in the *Sony Betamax* case a decade ago.

HOUSE WANTS TO SWITCH SPECTRUM

The House last week approved by unanimous consent a bill (H.R. 2965) that would reallocate 200 mhz of spectrum from the government to the private sector. Authored by House Commerce Committee Chairman John Dingell (D-Mich) and Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), the bill requires the Commerce Department, within 24 months of enactment, to submit to the President and Congress a report identifying and recommending for reassignment 200 mhz of spectrum, all below 5 ghz. "It encourages the government to employ more efficient spectrum management techniques and to free some of the unused and under-utilized spectrum for reassignment to emerging commercial technologies," said Mar-

key.

A portion of the identified spectrum will be reserved for later distribution over a 15 year period. The bill also allows for the establishment of a private sector advisory committee that would submit to the Commerce Department and Congress recommendations for the reform of the process of reallocating spectrum.

Meanwhile, last week the Senate Communications Subcommittee was scheduled to convene a hearing on the Senate version of the House bill (S. 2904). Quick action on the legislation could also occur in the upper chamber (see story, "Top of the Week"), although the Bush Administration may have some other plans for that spectrum.

FOR THE RECORD

As compiled by BROADCASTING from July 24 through July 31 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

- **WDRM(FM) Decatur, AL** (BALH900718HH; 102.1 mhz; 100 kw; ant. 984 ft.)—Seeks assignment of license from Dixie Broadcasting Inc., debtor in possession, to Radio WBHP Inc. for \$575,000. Seller is headed by Donald G. Martin and Johnny Mack Bramlett and has interest in WHOS(AM) Decatur, AL. Buyer is headed by W.H. Pollard Jr., Anne C. Pollard, M. Louis Salmon and W.L. Pollard, and is licensee of WBHP(AM) Huntsville, AL. Filed July 18.
- **WFPA(AM) Fort Payne, AL** (BAL900716EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Fort Payne Broadcasting Co Inc. to PEPA Communications Inc. for \$200,000. Seller is headed by Gilbert H. Watts Jr. and has interest in KLSQ(AM) Dalton, GA. Buyer is headed by Richard P. and Wanda M. White, and has no other broadcast interests. Filed July 16.
- **KMJX(FM) Conway, AR** (BALH900716HK; 105.1 mhz; 81 kw; ant. 1,054 ft.)—Seeks assignment of license from Coastal Communications Ltd. to Magic Broadcasting of Little Rock Inc. for \$3.3 million ("Changing Hands," July 30). Seller is headed by Richard D. Booth and has interest in KAMX(AM)-KFMG(FM) Albuquerque, NM, and is principal of Magic Broadcasting. Buyer is headed by Richard D. Booth and David C. Cheroniak. Later is director of Douglas Broadcasting Inc., licensee of KMAX(FM) Arcadia, KEST(AM) San Francisco, KHTN(FM) Placerville, both California. He is 49% shareholder of East Shore Broadcasting Corp., licensee of WRHZ(AM)-WRCN(FM) Riverhead, NY, and High View Broadcasting of Westchester Inc., which recently bought WFAS-AM-FM White Plains, NY. Filed July 16.
- **KJOP(AM) Lemoore, CA** (BAL900711EA; 1240 khz; 1 kw-U; HAAT:—)—Seeks assignment of license from Carol Willis, receiver, to Goodwill Broadcasting Co. for \$376,942. Seller has no other broadcast interests. Buyer is headed by John H. Pembroke and Ophelia Beckwith. Pembroke is licensee of WONG(AM) Canton and WOTA(AM) Vicksburg, both Mississippi. Filed July 11.
- **KCOL(AM)-KIMN(FM) Fort Collins, CO** (AM: BAL900717EF; 1410 khz; 1 kw-U; FM: BALH900717EG; 107.9 mhz; 100 kw; ant. 470 ft.)—Seeks assignment of license from KCOL Corp. to University

Broadcasting Co. for no financial considerations. Seller is headed by Jack Minkow, Don Durden, Van Zandt Hawn, Ronald Harwith and Addison L. Piper. Buyer is headed by Arthur A. Angotti, Robert A. Borns, David R. Frick, Jerry L. Neal, Michael L. Smith, Glenn M. Swisher, Robert T. Wildman and Julia M. Rogers, and is licensee of WAZY-FM Lafayette and WBWB-FM Bloomington, both Indiana. Filed July 17.

- **WKEN(AM) Dover, DE** (BTC900717EE; 1600 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from First State Broadcasting Inc. to Rosemary P. Farley for \$1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has no other broadcast interests. Buyer is 50% voting shareholder of Blue Hen Broadcasting Inc., licensee of WAMS(AM) Wilmington, DE. Filed July 17.
- **WAMS(AM) Wilmington, DE** (BAL900717EH; 1380 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Blue Hen Broadcasting Inc. to New Castle County Broadcasting Inc. for \$1. Seller is headed by Joseph P. Farley Sr. and Paul Teevan, and has interest in WKEN(AM) Dover, DE. Buyer is headed by Joseph P. Farley Sr., and Rosemary P. Farley (see WKEN[AM] Dover, DE). Filed July 17.
- **WKLA-AM-FM Ludington, MI** (AM: BAL900712HF; 1450 khz; 1 kw-D, 250 w-N; FM: BALH900712HG; 106.3 mhz; 3 kw; ant. 2,983 ft.)—Seeks assignment of license from WKLA Inc. to Chickering Associates Inc. for \$450,000. Seller is headed by R. Thomas and Ann Plank, husband and wife, and has no other broadcast interests. Buyer is headed by John E. Chickering and has no other broadcast interests. Filed July 12.
- **WJCS(FM) Bayboro, NC** (BAPH900716HJ; 97.9 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Theresa Schreiber, et al., to Spartan Broadcasting Inc. for no financial considerations. Transfer is part of reorganization of company. Sellers have interests Spartan Broadcasting. Buyer is headed by Edward L. Bolding, S. Paul Schreiber, Edward L. Bolding, J. Thomas Moore, and have interest in WJCS(FM). Filed 900716
- **KHJM(FM) Taft, OK** (BTCH900717HI; 100.3 mhz; 3 kw; ant. 67 ft.)—Seeks assignment of license from Taft Broadcasting Inc. to Bryant W. Ellis and George L. Chambers for \$30,000. Seller is headed by Michael and Tareca McKee, George L. Chambers and Bryant Ellis. Buyers have interest in Taft Broadcasting, Chambers has interest in KKHR(FM) Anson, TX, and Grace Broadcasting, permittee of KGBM(FM) Randsburg, CA. Filed July 17.
- **KSTA-AM-FM Coleman, TX** (AM: BAL900713EA; 1000 khz; 250 w-D; FM: BALH900713EB; 107.1 mhz; 3 kw; ant. 180 ft.)—Seeks assignment of license from Long Broadcasters Inc. to Coleman County Broadcasters Inc. for no financial considerations. Seller is headed by Joseph C. and Kathryn Long, husband and wife, and Richard A. Long. Buyer is headed by Ross L. Jones, Don Johnson, Ray Parker, R.O. McCarty and Ben A. Flynn, and has no other broadcast interests. Filed July 13.
- **KRGE(AM) Weslaco and KRIX(FM) Brownsville, both Texas** (AM: BAL900711EI; 1290 khz; 5 kw-U; FM: BALH900711EJ; 99.5 mhz; 100 kw; ant. 1,042 ft.)—Seeks assignment of license from Daytona Group of Texas Inc. to Sunbelt Radio Group Inc. for \$1.1 million. Seller is headed by Norman Drubner, who also heads WVGQ(FM) Richmond, VA; WPAP(FM) Panama City and WJLQ(AM)-WCOA(FM) Pensacola, both Florida; KXYQ(AM)-KZRC(FM) Portland, OR; KIVA(AM) Santa Fe and KZRQ(FM) Albuquerque, both New Mexico. It is in process of selling KGRX(FM) Globe, Ariz. ("Changing Hands," April 2) for \$2 million. Buyer is headed by Richard N. Lea and has interest in KRRG(FM)

Laredo, TX. Filed July 11.

- **WBBC-AM-FM Blackstone, VA** (AM: BAL900718EC; 1440 khz; 5 kw-D; FM: BALH900718ED; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Seeks assignment of license from Blackstone Communications Inc. to Central Virginia Communications Corp. for \$250,000. Seller is headed by Michael C. and Robert Rau, brothers, and E.B. Crutchfield, and has no other broadcast interests. Buyer is headed by Gardner H. Altman Jr., who is 100% shareholder of Kat Broadcasting Corp., licensee of WDSC(AM)-WZNS(FM) Dillon, SC; WHCC(AM)-WQNS-FM Waynesville and WFLB-AM Fayetteville, both North Carolina; WSVS-AM-FM Crewe, VA, and WET-T(AM)-WWTR(FM) Ocean City, MD. Filed July 18.
- **KJUN(AM) Puyallup, WA** (BAPL900608EF; 1450 khz; 1 kw-U; HAAT:—)—Seeks assignment of license from 777 Broadcasting Inc. to Joy Broadcasting Inc. for \$350,000. Seller is headed by Ray E. Courtemanche and has no other broadcast interests. Buyer is new Washington corporation headed by Barbara Geesman and has no other broadcast interests. Filed June 8.

Actions

- **KFMF-FM Chico, CA** (BALH900522HX; 93.9 mhz; 2 kw; ant. 1,128 ft.)—Granted app. of assignment of license from Fuller-Jeffrey Broadcasting Corp. to Nova Broadcasting for \$1.9 million ("Changing Hands," May 28). Seller is headed by Robert Fuller and J.J. Jeffrey and has interest in WBLM(FM) Portland, ME; WOKQ(FM) Portsmouth, NH; KJJY(AM) Des Moines and KJJY-FM Ankeny, both Iowa; KRXC(AM)-KRXQ(FM) Sacramento, KHOP(FM) Modesto, KSRO(AM) Santa Rosa and KHTT(FM) Healdsburg, all California. It recently sold KLR5(FM) Santa Cruz, Calif. to Viacom Inc. for \$5.75 million ("Changing Hands," May 14). Buyer is headed by Gregg Peterson, and recently purchased KRQK(AM) Santa Maria and KTME(FM) Lompoc, both California, from Crystal Broadcasting Inc. for \$1.427 million ("Changing Hands," Feb. 5). Action July 11.
- **KSJX(AM)-KSJO(FM) San Jose, CA** (AM: BAL900511EA; 1500 khz; 10 kw-D, 5 kw-N; FM: BAPLH900511EB; 92.3 mhz; 50 kw; ant. 464 ft.)—Granted app. of assignment of license from Narragansett Broadcasting Co. of California to KSJO-KSJX Broadcasting Co. for \$6.5 million ("Changing Hands," May 28). Seller is headed by Greg Barber and Jonathon Nelson and has interest in WYNK-AM-FM Omaha; KAYI(FM) Muskogee, OK; WPRI-TV Providence, RI, and WTKR-TV Norfolk, VA. Buyer is owned by Harold A. Frank and has interest in KTRO(AM) Port Hueneme and KCAQ(FM) FM Oxnard, both California. Action July 11.
- **KNIC-FM Lamar, CO** (BTCH900226GH; 105.7 mhz; 100 kw; ant. 545 ft.)—Granted approval for transfer of ownership shares between principals of FM-105 Inc for no financial considerations. Seller is Clara Ines Oxley, who will maintain majority control with 40.79%. Previously she held 42%. Buyer's share will increase from 16% to 17.21%. Neither of the principals have any other broadcast interests. Action July 6.
- **KIKX(FM) Manitou Springs, CO** (BALH900327GF; 102.7 mhz; 100 kw; ant. 2,000 ft.)—Granted app. of assignment of license from Michael Haman, receiver, to Wiskes-Abaris Communications KIIQ for \$4,733,414. Seller has no other broadcast interests. Buyer is headed by Don J. Wiskes and John Higgins. Action July 6.
- **WYSI(FM) Irwinton, GA** (BAPH900516GU; 103.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from Peachstate Media to Frank Jennings for \$21,000. Seller is headed by Lee Anthony

Archdeacon, Kurt Pavey and Stan G. Savransky. Archdeacon has interest in WXZE(AM) Sylvester and WLKQ-FM Buford, both Georgia. Buyer has no other broadcast interests. Action July 12.

■ **WBZL(AM)-WSDM(FM) Brazil, IN (AM: BAL900516GG; 1130 khz; 500 kw-D; FM: BALH900516GH; 97.7 mhz; 3 kw; ant. 300 ft.)**—Granted app. of assignment of license from Clay County Community Broadcasters Inc. to Equity One Media Partners for \$350,000. Seller is headed by Mark and Sandra Lane, husband and wife, and Bruce A. and Jacalyn M. Smith, husband and wife, and has interest in WZDM(FM) Vincennes, Ind. Buyer is headed by Jerry Weimer, Michael A. Peterson, Dan Lacy, Steven Cashdollar, Denise A. Miller, Jerry Weimer, Denise A. Miller and William Gaither, and has no other broadcast interests. Action July 11.

■ **KAYL-AM-FM Storm Lake, IA (AM: BTC900601EE; 990 khz; 250 w-D; FM: BTCH900601EF; 101.5 mhz; 91 kw, ant. 300 ft.)**—Granted app. of assignment of license from Northwestern Iowa Broadcasting Corp. to Paul C. and Mark P. Hedberg for \$921,400. Seller is headed by Paul R. Benson and Kenneth Putzier, and has no other broadcast interests. Buyers have interest in KLSS-AM-FM Mason City and KUOO-FM Spirit Lake, both Iowa, and KEEZ-FM Mankato and KMRS(AM)-KKOK(FM) Morris, both Minnesota. Action July 16.

■ **KSKT-FM Wamego, KS (BTCH900430HG; 95.3 mhz; 3 kw; ant. 328 ft.)**—Granted app. of assignment of license from Wild-Kat Radio Inc. to Bill E. Stallard for \$101,000. Seller is headed by Sam and Marita Prisco Elliot, husband and wife, and Barney and Carol Graham, husband and wife. Elliots have interest in Grant County Broadcasting, licensee of KULY(AM) Ulysses and KHUQ(FM) Hugoton, both Kansas. Buyer has no other broadcast interests. Action July 6.

■ **WQKS(AM)-WZZF(FM) Hopkinsville, KY (AM: BAL900406GK; 1480 khz; 1 kw-D, 24 w-N; FM: BAPLH900406GL; 100.3 mhz; 100 kw; ant. 602 ft.)**—Granted app. of assignment of license from Tommy King, receiver, to Regional Broadcasting Inc. for \$756,000. Seller has no other broadcast interests. Buyer is headed by James S. Darwin, Gerald W. Hunt and Gerard Bullard. Hunt is owner of WORM-AM-FM Savannah, TN, and KAHR(FM) Poplar Bluff, MO. Bullard is vice president and owns less than 1% stockholder of Newcity Broadcasting Co., licensee of WZZK-AM-FM Birmingham AL, of which he is general manager; WEZN(FM) Bridgeport, CT; WDBO(AM) and WWKA(FM) Orlando, FL; WYAY(FM) Gainesville, GA; WYAI(FM) La Grange, GA; WSYR(AM) and WYYY(FM) Syracuse, NY; KRMG(AM) and KWEN(FM) Tulsa, OK, and KKYX(AM) and KCYY(FM) San Antonio, TX. Action July 12.

■ **WBVR(FM) Russellville, KY (BAPLH900517GV; 101.1 mhz; 100 kw; ant. 1,047 ft.)**—Granted app. of assignment of license from Target Communications of Kentucky Inc. to The Tremont Group Ltd. for \$6 million. Seller is headed by Don Alt, who owns WRUS(AM) Russellville, KY. Buyer is headed by Joseph C. Amatur, Winifred J. Amatur, Douglas Q. Amatur, Lawrence V. Amatur, Winifred L. Amatur, Elizabeth M. Eisenstein and Lorna J. Amatur, Joseph C. Amatur, as court appointed receiver, is licensee of KHGI-TV Kearney, KSNB-TV Superior KWNB(TV) Hayes Center, all Nebraska. Action July 12.

■ **WZIX(FM) Artesia, MS (BALH900424HU; 100.1 mhz; 3 kw; ant. 328 ft.)**—Granted app. of assignment of license from WYS Inc. to Bravo Communications Inc. for \$460,000 ("Changing Hands," May 21). Seller is headed by James D. Wheeler and has no other broadcast interests. Buyer is headed by Michael and Avis L. Comfort, husband and wife, and has no other broadcast interests. Action July 13.

■ **WDLJ(FM) Indianola, MS (BAPH900516GT; 96.9 mhz; 3 kw; ant. 213 ft.)**—Granted app. of assignment of license from Walter Gray Gilbert to Son Rise Broadcasting Inc. for \$110,000. Seller has no other broadcast interests. Buyer is headed by Mark Motely Manning, Andy Turner Arant Jr., Andy Turner Arant and James Lawrence Brown Jr., and has no other broadcast interests. Action July 13.

■ **WJIC(AM) Salem and WNNN(FM) Canton, both New Jersey (AM: BAL900413HA; 1510 khz; 2.5 kw-D; FM: BALH900413HB; 101.7 mhz; 3 kw; ant. 263 ft.)**—Granted app. of assignment of license from P.J.F. Broadcasters Inc. to Ambrose Byside Communications Inc. for \$1.25 million ("Changing Hands," Apr. 30). Seller is headed by Gloria Jennings and Ben Ferguson, who own WESR(AM) Onley and WESR-FM Onancock, both Virginia. Buyer is headed by Robert A. and Miriam Klein, husband and wife, and Robert Mendelsohn. Robert A. Klein was minority shareholder in Max M. Leon Inc., former licensee of WDAS-AM-FM Philadelphia, PA. Action July 13.

■ **WTYN(AM) Tryon, NC (BAL900518EN; 1160 khz; 10 kw-D, 500 w-N)**—Granted app. of assignment of license from Gene Alan Milstien to Radio Hendersonville for \$75,000. Seller has no other broadcast interests. Buyer is headed by Kermit Edney and is licensee of WHKP(AM) Hendersonville, NC. Action July 17.

■ **KMAV-AM-FM Mayville, ND (AM: BAL900531EG; 1520 khz; 2.5 kw-D; FM: BALH900531EH; 105.5 mhz; 3 kw; ant. 148 ft.)**—Granted app. of assignment of license from KMAV Radio Inc. to DJ Broadcasting Co. for \$325,000. Seller is headed by Richard R. Flacksbarth and Larry and Phyllis Gilworth, husband and wife, and has no other broadcast interests. Buyer is headed by Gordon A. Dexheimer and Warren D. Johnson, and has no other broadcast interests. Action July 13.

■ **WKLM(FM) Millersburg, OH (BALH900410GU; 95.3 mhz; 3 kw; ant. 328 ft.)**—Granted app. of assignment of license from Graphic Publications Inc. to Co-shocon Broadcasting Co. for \$490,000. Seller is headed by Abe L. and Frances A. Mast, husband and wife. Buyer is headed by Bruce W. Wallace and is licensee of WTNS-AM-FM Coshocton, OH. Action July 10.

■ **WCDL(AM)-WSDG(FM) Carbondale, PA (AM: BAL900501GN; 1440 khz; 5 kw-D; FM: BAPLH900501GO; 94.3 mhz; 330 w; ant. 770 ft.)**—Granted app. of assignment of license from Sage Broadcasting Corp. of Sioux City to S&P Broadcasting Ltd. III for \$2 million ("Changing Hands," May 14). Seller is headed by Gerald Poch and has interest in WGNE(FM) Titusville, FL; WACO-AM-FM Waco, TX, and WRFB(FM) Stowe, Vt. In past year Sage has sold WLVB(AM) Hartford, WKHT(AM) Manchester and WNAQ(AM) Naugatuck, all Connecticut; WTAX(AM)-WDBR(FM) Springfield, IL; WKOL-AM-FM Amsterdam, NY; WBSM-FM Fairhaven and WBSM(AM) New Bedford, both Massachusetts. Buyer is headed by Ron Swanson and John Piccirillo and owns WALY(FM) Altoona and WWP(A)M)-WRKA(FM) Williamsport, both Pennsylvania. Action July 17.

■ **WUJA(TV) Caguas, PR (BALET900323KG; ch. 58; 55 kw-V; 5.5 kw-A; ant. 1,078 ft.)**—Granted app. of assignment of license from Faith Pleases God Church Corp. to Caguas Educational TV Inc. for \$95,000. Seller is headed by Carlos Ortiz, Aracelis Ortiz, John Jacobson and Minerva Jacobson and has interests in licensee of WUJA(TV) Caguas and WELU(TV) Aguadilla, both Puerto Rico; and is permittee of LPTV's W03AY and K18CA. Buyer is headed by Rodolfo Font, Magali Nadal Negron, Juan Jose Escribano Miro and Anabelle Fontant De Escribano, and has no other broadcast interests. Action July 13.

■ **WYKO(AM) Sabana Grande, PR (BAL900601ED; 880 khz; 1 kw-D, 500 w-N)**—Granted app. of assignment of license from Southwestern Broadcasting Corp. to Juan Galiano Rivra for \$450,000. Seller is headed by Pedro Roman Collazo and Margarita Nazario, and has interest in WVOZ(AM) San Juan and WVOZ(FM) Carolina, both San Juan. Buyer has no other broadcast interests. Action July 19.

■ **WTGH(AM) Cayce, SC (BAL891222EA; 620 khz; 1 kw-D)**—Granted app. of assignment of license from Midland Communications, Co. to Willis Broadcasting Corp. for \$500,000. Seller is headed by Raleigh Williams, Golie Lorick Sr. and Isaac Heyward, and has no other broadcast interests. Buyer is headed by L.E. Willis Sr. and Hortense Willis and is licensee of WIMG(AM) Ewing, N.Y.; WBOK(AM) New Orleans, La.; KFTH(FM) Marion and KSNE(FM) Marshall, both

Arkansas; WGSP(AM) Charlotte, WBXB(FM) Eden-ton, WKWQ(FM) Batesburg, WSR(AM) Durham, WVRS(FM) Warrenton, WKJA(FM) Belhaven, and WGTM(AM) Wilson, all North Carolina; WSFU-FM Union Springs and WAYE(AM) Birmingham, both Alabama; WWPD(FM) Marion, S.C.; WPZZ(FM) Franklin and WWCA(AM) Gary, both Indiana; WURD(AM) Philadelphia, PA; WGN(FM) Alberta, WPCE(AM) Portsmouth and WFTH(AM) Richmond, all Virginia; WIMV(FM) Madison, Fla; WESL(AM) East St. Louis, Ill and WTJH(AM) East Point, Ga. Action July 13.

■ **WLJ(AM) Shelbyville, TN (BAL900531EI; 1580 khz; 1 kw-D, 12 w-N)**—Granted app. of assignment of license from WLJ Radio to Hopkins-Hall Broadcasting Inc. for \$110,000. Seller is headed by Arthur Wilkerson, who has interest in WLIL(AM) Lenoir and WLK(AM) Newport, both Tennessee. Buyer is headed by Nadine A. Hopkins, Paul A. Hopkins, Lori Hopkins Hall, David M. Hopkins and Terry A. Hall, and has no other broadcast interests. Action July 19.

■ **WKNF-FM Oak Ridge, TN (BALH900510HY; 94.3 mhz; 1.82 kw; ant. 395 ft.)**—Granted app. of assignment of license from Key Broadcasting Co. to O.K. Broadcast Trust Inc. for \$1,362,500. Seller is headed by Anthony J. Ciano and has no other broadcast interests. Buyer is headed by William S. Scott and Marcelle T. Sailors, who is wife of media broker Don Sailors. Action July 10.

■ **KQIZ(FM) Amarillo, TX (BALH900130HV; 93.1 mhz; 100 kw; ant. 700 ft.)**—Granted app. of assignment of license from Michael Haman, receiver, to Wiskes-Abaris Communications KQIZ Partnership for no financial considerations. Seller has no other broadcast interests. Buyer is headed by John P. Higgins and Don J. Wiskes, and has no other broadcast interests. Action July 16.

■ **KQFX-FM Georgetown, TX (BAPLH900502GZ; 96.5 mhz; 100 kw; ant. 930 ft.)**—Granted app. of assignment of license from Capitol Broadcasting Corp. to Gold Broadcasting Inc. for \$3,199 million. Seller is headed by Kenneth S. Johnson, and owns WMJJ(FM) Birmingham and WKSJ-AM-FM Mobile, both Alabama; WRKA(FM) Louisville, KY; WGF(FM) Gallatin (Nashville), TN, and WCAW(AM)-WVAF(FM) Charleston, WV. Buyer is headed by A. Thomas Joyner, David Weil, Gregg P. Skall and Lynette Leto. Action July 9.

■ **KDOA(FM) Tulsa, TX (BAPH900418HB; 104.9 mhz; 3 kw; ant. 312 ft.)**—Granted app. of assignment of license from Dominion Communications Inc. to Amburn Communications for \$7,500. Seller is headed by Peter Winslow, Nanette Markunas, Alton Finley and Samuel Winslow, as head of Balton Corp. Dominion has interest in KLZK(FM) Farwell, NM. Peter Winslow has interest in CP for new FM at Jal, NM. Markunas has 90% interest in Markey Broadcasting Co., which holds CP for WMK(FM) Ridgebury, PA and holds CPs for new FMs at Milton, Reedsport and Oakridge, all Oregon. Buyer is headed by Jay N. Amburn and has no other broadcast interests. Action July 6.

■ **WJJR-FM Rutland, VT (BALH900425GG; 98.1 mhz; 1.15 kw; ant. 2,953 ft.)**—Granted app. of assignment of license from Caravelle Broadcast Group of Vermont Inc. to Jewel Radio Inc. for no financial interests. Seller is headed by Howard L. Schrott. Buyer is headed by Harrison M. Fuerst, George Joachim, Richard Noble, Harry Weinhaben, William H. Albers and Robert A. Fuerst. Harrison M. Fuerst, Joachim, Albers and Robert A. Fuerst have interest in Treasure Radio Associates Ltd., licensee of WMAN(AM)-WYHT(FM) Mansfield, OH. Action July 13.

■ **WBTX(AM) Broadway-Timberville and WLTK(FM) Broadway, both Virginia (AM: BTC900517EB; 1470 khz; 5 kw-D; FM: BTCH900517EC; 96.1 mhz; 25 kw; ant. 300 ft.)**—Granted app. of assignment of license from Massanutten Broadcasting Co. to Massanutten Broadcasting Co. for no financial considerations. Application is to transfer class B stock to class A. Seller is headed by David M. Eshleman, Roy Simmons, Barry Brubaker and Marlin Burkholder and has no other broadcast interests. Buyer is headed by David M. Eshleman, Roy Simmons, Barry Brubaker and Marlin Burkholder. Action July 12.

■ **WOAY(AM) Oak Hill, WV** (BAL900514EB; 860 khz; 10 kw-D, 5 kw-CH)—Granted app. of assignment of license from Adventure Communications Inc. to Commissioned Communications Inc. for \$100,000. Seller is headed by Michael R. Shott, Karen A. Shott and John H. Shott, and is licensee of WHIS(AM)-WHAJ(FM) Bluefield, WV. Adventure Communications has interest in Adventure Two Inc., licensee of WKEE-AM-FM Huntington, WV, and Adventure Four Inc., licensee of WSIC(AM)-WFMX(FM) Statesville, NC. Michael R. Shott owns 49% of Adventure Three Inc., permittee of WBJY-FM Wheeling, WV. Buyer is headed by Eugene C. Ellison and Judith L. Ellison, and has no other broadcast interests. Action July 13.

■ **WHYB(FM) Peshigo, WI** (BTCH900425GK; 96.1 mhz; 3 kw; ant. 250 ft.)—Granted app. of assignment of license from Marshall Harris to Gary R. Johnson and William J. Suave for \$75,000 (includes WAGN(AM) Menominee, MI). Sale is for Harris stock (54%) of Good Neighbor Broadcasting Inc., licensee of WAGN(AM) Menominee. Seller has no other broadcast interests. Johnson had 46% of stock prior to transfer and will now have 90%. Action July 6.

■ **WCWC(AM)-WYUR(FM) Ripon, WI** (AM: BTC900516GO; 1600 khz; 5 kw-U; FM: BTCH900516GN; 95.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Radio Broadcasting Ltd. to Radio Broadcasting Ltd. for no financial considerations. Deal is for 50% of station. Seller is Martin James Cowie, who is 100% general partner prior to sale. Buyer is Tom Boyson, who has no other broadcast interests. Action July 13.

NEW STATIONS

Applications

■ **Jonesboro, AR** (BPCT900703K1)—Banner Broadcasting Corp. seeks ch. 48; 2,500 kw; ant. 1,121 ft. Address: 1730 Crestview, Jonesboro, AR 72401. Principal is headed by William Barber, Brian Williams and George F. Williams, and has no other broadcast interests. Filed July 3.

■ **Harlem, GA** (BPH900709MA)—Harlem Media Co. seeks 95.1 mhz; 6 kw; ant. 328 ft. Address: P.O. Box 52, Greenville, SC 29602. Principal is headed by J.R. McClure, who is 50% stockholder of WMAX Inc., licensee of WMAX(AM) Odessa, TX; 100% stockholder of Tower Power Corp., licensee of KKKK(FM) Odessa, TX; 100% stockholder of Family Broadcasters Inc., licensee of WFAM(AM) Augusta, GA; 100% owner of Tri-City Media Co., CP holder WMYF-FM Schoharie, NY; 100% owner of Valley Media Co., CP holder for new FM in Kingsburg, CA. Filed July 9.

■ **South Bend, IN** (BPED900717MG)—Cross Country Broadcasting Inc. seeks 89.7 mhz; .87 kw. Address: P.O. Box 797, Crown Point, IN 46307. Principal is headed by George A. Zarris, Barbara R. Zarris and Terry Crague, and holds CP for WBPT(FM) Naples, FL. Filed July 17.

■ **Philpot, KY** (BPH900703MB)—Ruth H. Steele seeks 94.7 mhz; 3 kw; ant. 328 ft. Address: 1007 Griffith Ave., Owensboro, KY 42301. Steele has no other broadcast interests. Filed July 3.

■ **Philpot, KY** (BPH900705MJ)—Bluegrass on the Air Inc. seeks 94.7 mhz; 3 kw; ant. 328 ft. Address: 4230 Southeastern Parkway, Owensboro, KY 42303. Principal is headed by Kristina Chapman and Kenneth L. Ramsey, and has no other broadcast interests. Filed July 5.

■ **Philpot, KY** (BPH900706ME)—Commonwealth Communications Corp. seeks 94.7 mhz; 3 kw; ant. 328 ft. Address: 4314 Cherry Ct., Evansville, IN 47715. Principal is headed by Randolph V. Bell, Beverly Gwen Hensley, Ted H. Johnson and Martin L. Hensley. Randolph V. Bell holds CP LPTV W67CB at Evansville, IN. Filed July 6.

■ **Philpot, KY** (BPH900706MI)—Phil Eans seeks 94.7 mhz; 3 kw; ant. 328 ft. Address: 5704 Old Kentucky, #54, Philpot, KY 42366. Eans has no other broadcast interests. Filed July 6.

■ **Ellington, MO** (BPH900706MJ)—Jack G. Hunt

seeks 103.9 mhz; 3 kw; ant. 328 ft. Address: 204 Washington, Doniphan, MO 63935. Principal is headed by Jack G. Hunt, who is licensee of KBMV-AM-FM Birch Tree and KDFN(AM)-KOE(AM) Doniphan, both Missouri, and is permittee of new FM at Campbell, MO. Hunt's son James M. Hunt is permittee of KXOZ(FM) Mountain View, MO. Filed July 6.

■ **Jamestown, NY** (BPED900705MF)—Family Life Ministries Radio Inc. seeks 90.9 mhz; 10 kw; ant. 492 ft. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is headed by Richard M. Snavely, Rick Snavely, Charles Alsheimer, Levi Weaver, Lee Ryan and Bob Burdick, and is licensee of WCIK(FM) Bath, NY; permittee of WCIH-FM Elmira, WCID-FM Friendship and WCII-FM Spencer, all New York. Filed July 5.

■ **Youngstown, NY** (BP900702AF)—Jeffrey N. Eustis seeks 770 khz. Address: 862 Lathrop Dr., Stanford, CA 94305. Eustis has no other broadcast interests. Filed July 2.

■ **Durham, NC** (BPED900717MC)—Central Florida Educational Foundation Inc. seeks 90.7 mhz; 50 kw; ant. 455 ft. Address: 2607 S. Woodland Blvd., Suite 100, Deland, FL 32720. Principal is headed by Thomas Harvey Moffit Jr., James S. Hoge and Richard A. Rosenberg. Moffit owns 100% of voting stock of Tennessee Media Association Inc., licensee of WRJZ(AM) Knoxville, TN, and is president and chairman of non-commercial WYLV(FM) Alcoa, TN. Filed July 17.

■ **Ridgway, PA** (BP900702AG)—Charles L. Imlay seeks 770 khz. Address: 19120 Swinging Bridge Rd., Boonsboro, MD 21713. Imlay has no other broadcast interests. Filed July 2.

■ **Abilene, TX** (BPH900626MG)—Abilene Community Radio seeks 100.7 mhz; 100 kw; ant. 1,272 ft. Address: P.O. Box 7147, Amarillo, TX 79114. Principal is headed by C.K. Adams, who over past three years sold interests in KYXX(FM) Ozona, KORQ-AM-FM Abilene and KKYN-AM-FM Plainview, all Texas. Filed June 26.

■ **Amarillo, TX** (BPH900625MO)—Westwood Two seeks 96.9 mhz; 100 kw; ant. 2,010 ft. Address: P.O. Box 7147, Amarillo, TX 79114. Principal is headed by C.K. Adams (see Abilene, TX). Filed June 25.

■ **Amarillo, TX** (BPH900703MC)—Williams Broadcasting Group seeks 102.9 mhz; 100 kw; ant. 980 ft. Address: 101 Centre, Suite R, Woodward, OK 73801. Principal is headed by Karen Laubhan, Lois Williams, J. Douglas Williams and Jay M. Galt, and is licensee of KJAK(FM) Slaton, TX; J. Douglas Williams and Karen Laubhan are officers, directors and stockholders in Omni Communications Inc., licensee of KWOX(FM) Woodward, OK, and Alva Omni Inc., licensee of KALV(AM) Alva, OK. Filed July 3.

■ **Brownfield, TX** (BPED900629MJ)—Southwest Educational Media Foundation of Texas Inc. seeks 103.9 mhz; 3 kw; ant. 328 ft. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Principal is headed by T. Kent Atkins, Mary Helen Atkins and Charles Delap, and has interest in KENT-AM-FM Odessa, TX. Atkins are board members of South Educational Media Foundation Inc., CP holder for non-commercial FM in Lake Charles, LA; Caprock Educational Broadcasting, CP holder for KAMY-FM Lubbock and KLMN-FM Amarillo, both Texas. Mary Helen Atkins is licensee of LPTV K56DF Amarillo, TX. T. Kent Atkins is sole principal of Atkins Broadcasting Co., licensee of KRGN(FM) Amarillo, TX, and is president of Channel 54 Broadcasting Inc., CP holder for KTHP-TV Lovin' TX. Filed June 29.

■ **Howe, TX** (BPH900710MA)—Maple Communications Ltd. seeks 95.3 mhz; 6 kw; ant. 328 ft. Address: 1207 Hudgins, Grapevine, TX 76051. Principal is headed by Kevin P. McCauley and Evergreen Media Corp., which has interest in KFAC(FM) Los Angeles, WLUP-AM-FM Chicago, KHYI(FM) Arlington, TX; WVCG(AM) Coral Gables, WAPE(FM) Jacksonville, both Florida. Filed July 10.

■ **Lubbock, TX** (BPED900629MK)—Southwest Educational Media Foundation of Texas Inc. seeks 93.7 mhz; 100 kw; ant. 724 ft. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Principal is headed by T. Kent Atkins, Mary Helen Atkins and Charles Delap (see Brownfield, TX, above), and has no other broadcast interests. Filed June 29.

■ **Midland, TX** (BPED900629MM)—Southwest Educational Media Foundation of Texas Inc. seeks 92.3 mhz; 100 kw; ant. 984 ft. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Principal is headed by T. Kent Atkins, Mary Helen Atkins and Charles Delap (see Brownfield, TX, above). Filed June 29.

■ **Midland, TX** (BPED900629MM)—Southwest Educational Media Foundation of Texas Inc. seeks 92.3 mhz; 100 kw; ant. 724 ft. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Principal is headed by T. Kent Atkins, Mary Helen Atkins and Charles Delap (see Brownfield, TX, above). Filed June 29.

■ **San Angelo, TX** (BPH900702MB)—Criswell Center for Biblical Studies seeks 93.9 mhz; 100 kw; ant. 669 ft. Address: 525 N. Ervay, Dallas, TX 75201. Principal is headed by Bo Sexton, Richard Kearley, Dewey Hunt Jr., James L. Ervin, Gerald Harris, Andy Harris and Ruth Ray Hunt, and has interest in KCBI(FM) Dallas, KGAN(FM) Abilene, KTDN(FM) Palestine and KCRN(AM) Wichita Falls, all Texas, and KSYE-FM Frederick, OK. Filed July 2.

■ **San Angelo, TX** (BPED900629MI)—Southwest Educational Media Foundation of Texas Inc. seeks 93.9 mhz; 100 kw; ant. 646 ft. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Principal is headed by T. Kent Atkins, Mary Helen Atkins and Charles Delap (see Brownfield, TX, above). Filed June 29.

■ **Slaton, TX** (BPED900629ML)—Southwest Educational Media Foundation of Texas Inc. seeks 92.7 mhz; 100 kw; ant. 724 ft. Address: 2921 Brown Trail, Suite 140, Bedford, TX 76021. Principal is headed by T. Kent Atkins, Mary Helen Atkins and Charles Delap (see Brownfield, TX, above). Filed June 29.

■ **Charleston-Belle, WV** (BPED900703MA)—Maranatha Broadcasting Inc. seeks 90.9 mhz; .8 kw; ant. 623 ft. Address: Rt. 4, Box 295, Chesapeake, OH 45619. Principal is headed by Paul S. Warren, James M. Thompson, Marilynn Ann Warren, Nancy M. Havens, Larry Angel and J.T. Warren, and has interest in WMEI(FM) Proctorville, OH. Filed July 3.

Actions

■ **Firebaugh, CA** (BPED881017MD)—Returned app. of Central Valley Educational Services Inc. for 103.1 mhz; 3 kw; ant. 328 ft. Address: 12550 Brookhurst St., Ste A, Garden Grove, CA 92640. Principal is headed by Linda Ross and has no other broadcast interests. Action July 19.

■ **Ford City, CA** (BPH880504MB)—Granted app. of Ford City Broadcasting for 102.1 mhz; 3 kw. Address: 12550 Brookhurst St., Suite A, Garden Grove, CA 92640. Principal is headed by H.L. Charles and has no other broadcast interests. Action July 12.

■ **Thousand Oaks, CA** (BPED880413ME)—Granted app. of California Lutheran University for 88.3 mhz; 3 kw. Address: 60 West Olsen Rd., Thousand Oaks, CA 91360. Principal is headed by Jerry H. Miller, John Wise, Marvin B. Jaynes, Donna Wolfe and Leon Scott, and has no other broadcast interests. Action July 18.

■ **Thomaston, ME** (BPH880208MI)—Granted app. of Jonathan Lee Levean for 106.9 mhz; 50 kw; ant. 492 ft. Address: 59 Mechanic St., Camden, ME 04843. Levean has no other broadcast interests. Action July 13.

■ **Ash Grove, MO** (BPH880201MQ)—Granted app. of Ashgrove Inc. for 104.1 mhz; 3 kw; ant. 328 ft. Address: 491 W. 3300 N. Vernal, UT 84078. Principal is headed by Joseph L. Evans and Aaron Shainia, and has no other broadcast interests. Action July 17.

■ **Berwick, PA** (BPH871110NK)—Granted app. of Robert J. Moisey for 103.5 mhz; 2.1 kw; ant. 393 ft. Address: Box 94L, Sugarloaf, PA 18249. Moisey has no other broadcast interests. Action July 19.

■ **Belle Fourche, SD** (BPH890210MG)—Granted app. of Lovcom Inc. for 95.9 mhz; 3 kw; ant. 328 ft. Address: 721 State Street, Belle Fourche, SD 57717. Principal is headed by W.K. Love, Christy Love and Jean Lobach, and has no other broadcast interests. Action July 13.

■ **Moab, UT** (BPED900117MI)—Granted app. of Moab Public Radio for 89.7 mhz; 100 kw; ant. 580 ft.

ft. Address: 895 E. Oak, Moab, UT 84532. Principal is headed by Susanne Mayberry. Frank Wilson, Carl A. Rappe, Jim Kelly, Mike Merritt, William L. Bengel and Kyle Bailey, and has no other broadcast interests. Action July 19.

■ **Goldendale, WA** (BPH890713MG)—Granted app. of Colin B. Malcolm for 102.3 mhz; 3 kw. Address: 418 W. Nesbitt, Goldendale, WA 98620. Malcolm is president, director and 34.5% shareholder of Klickitat Valley Broadcasting Service Inc., licensee of KLCK(AM) Goldendale, WA. Action July 17.

■ **Clarksburg, WV** (BPED890221MB)—Granted app. of Maranatha Broadcasting Inc. for 90.1 mhz; 1.5 kw; ant. 803 ft. Address: Rt. 4, Box 295, Chesapeake, OH 45619. Principal is headed by Paul S. Warren, James M. Thompson, Marilynn Ann Warren, Nancy M. Havens, Larry Angel and J.T. Warren, and has interest in WMEJ(FM) Proctorville, OH. Action July 18.

FACILITIES CHANGES

Applications

AM's

- **San Jose, CA** KLOK(AM) 1170 khz—July 12 application for CP to augment directional pattern.
- **Santa Clara, CA** KNTA(AM) 1430 khz—July 13 application for mod. of CP (BP850313AC) to change TL: to San Jose Sewage Disposal site, 2 km bearing 303 degrees (T) from intersection of Calaveras Blvd. and Nimitz Freeway, Santa Clara, CA; make changes in ant. system and reduce night power to 1 kw.
- **Fort Myers, FL** WCRM(AM) 1350 khz—July 18 application resubmitted nunc pro tunc (BP900405BS).
- **Punta Gorda, FL** WCCF(AM) 1580 khz—July 18 application for CP to reduce power to 710 watts and make changes in ant. system.
- **Winnfield, LA** KVCL(AM) 1270 khz—July 16 application for CP to reduce daytime power to .820 kw and make changes in ant. system.
- **Brevard, NC** WPNF(AM) 1240 khz—July 11 application for CP to make changes in ant. system and change TL: to SW corner Elm Bend Rd. and Wilson Rd., 2.9 km ESE of Center of Brevard, NC 35 13 23N 82 42 20W.
- **East Liverpool, OH** WOHI(AM) 1490 khz—July 9 application for CP to reduce power to 660 watts and make changes in ant. system.
- **Richmond, VA** WRNL(AM) 910 khz—July 13 application for CP to make changes in ant. system.

FM's

- **Oxford, AL** WKFN(FM) 97.9 mhz—July 11 application for CP to change ERP: .28 kw H&V; change ant.: 1.082 ft.
- **Springdale, AR** KCIZ(FM) 104.9 mhz—July 13 application for CP to change ERP: 2.75 kw H&V.
- **George, CA** KATJ(FM) 100.7 mhz—July 10 application for CP to change ERP: .26 kw H&V.
- **Lakeland, GA** 105.9 mhz—July 13 application for mod. of CP (BPH870910NV) to change ERP: 6 kw H&V; and to change TL: 3.6 km SW of Ray City, GA 31 03 26N 83 13 50W.
- **Blue Ridge, GA** WPPL(FM) 103.9 mhz—July 16 application for CP to change ERP: 6 kw H&V; change ant.: 255 ft.; and to correct coordinates.
- **Aurora, IL** WYSY-FM 107.9 mhz—July 10 application for mod. of CP (BPH870302OO) to change ERP: 21.2 kw H&V; change ant.: 760 ft.; TL: approximately .7 km SE of intersection of Army Trail Rd. and Bloomingdale Rd., IL.
- **Somerset, KY** WSEK(FM) 96.7 mhz—July 10 application for CP to change freq: 97.1 mhz; ERP: 27.5 kw H&V; ant. 659 ft.; TL: 1 km E. of Tateville, KY; change class to 246 (per docket 88-31).
- **Dover-Foxcroft, ME** WDME-FM 103.1 mhz—July 12 application for CP to change ERP: 4.78 kw H&V; change ant.: 357 ft.; change TL: Seboc Lake Rd., Goff's Comer, 1.9 miles NW of Dover-Foxcroft, ME.

■ **Flint, MI** WFUM-FM 91.1 mhz—July 10 application for CP to change ERP: 18 kw H&V.

■ **Rochester, MN** KRCH(FM) 101.7 mhz—July 10 application for CP to change ERP: 39.1 kw H&V; ant.: 554 ft.; change TL: 2.65 km NE of Village of Danesville, Milton Township, MN; change to class C2 (per docket #89-321).

■ **Thief River Falls, MN** KKAQ(FM) 99.3 mhz—July 6 application for mod. of CP (BPH880705MA) to change ERP: 6 kw H&V; change ant.: 160 ft.; TL: 1.5 miles E. of Thief River Falls on State Hwy. 1, at KKAQ(AM) site.

■ **Thief River Falls, MN** KSNR(FM) 99.3 mhz—July 3 application for mod. of CP (BPH880705MA) to change ERP: 6 kw H&V; change ant.: 160 ft.; TL: 1.5 mile E. of Thief River Falls on State Hwy. 1, at KKAQ(AM) site.

■ **Red Lodge, MT** KAFM(FM) 99.3 mhz—July 12 application for mod. of CP (BPH8904111B) to change freq: 99.3 mhz; change ERP: 45 kw H&V; change to class C (per docket #89-125).

■ **Newport, NC** WZYC(FM) 103.3 mhz—July 13 application for CP to change ant.: 980 ft.

■ **West Point, NE** KWPN-FM 107.9 mhz—July 13 application for CP to change ERP: 100 kw H&V; ant.: 547 ft.; change TL: 20 km SE of W. Point, .48 km of U.S. 71, Hooper-Logan Twp. Line, NE 41 39 15N 96 30 27W; and to change class: C1 (per docket #88-493).

■ **Archbold, OH** WMTR-FM 95.9 mhz—July 6 application for CP to change ERP: 3.8 kw H&V.

■ **Myrtle Beach, SC** WJYR(FM) 92.1 mhz—July 10 application for CP to change ERP: 50 kw H&V; ant.: 295 ft.; change to class C2 (per docket #88-572).

■ **Churchville, VA** WJNA(FM) 106.7 mhz—July 12 application for mod. of CP (BPH861126ND) to change freq: 106.3 mhz; change ERP: 25 kw H&V; change to class B1 (per docket #89-95).

■ **Clinchco, VA** WDCI-FM 93.1 mhz—July 6 application for mod. of License to increase ERP: 6.0 kw H&V (pursuant to docket #88-375).

TV's

- **Porterville, CA** KKAK(TV) ch. 61—July application for mod. of CP (BPCT870526KK) to change ERP: 2.500 kw (vis); ant.: 224 ft.; TL: Blue Ridge Peak, section 9, R28E, T18S, Visalia, CA; ant.: Bogner-BUI(B)-20(DA)(BT): 36 17 14N 118 50 17W.
- **Lansing, MI** WLAI-TV ch. 53—July 17 application for mod. of CP (BPCT800602LE) to change ERP: 1.740 kw (vis); ant.: 980 ft.; TL: on Baseline Rd., E. of Arland Rd., 4 km SE of Onondaga, MI; ant.: Harris TWSC-25 P(V)(DA)(BT): 42 25 11N 84 31 26W.
- **Minneapolis, MN** KJTN(TV) ch. 29—July 19 application for CP to change ant.: 1.223 ft.; ERP: 4.556 kw (vis); change TL: 550 Grams Rd., Shoreview, MN; ant.: Andrew ATW30H3-ESC2-29H, (DA) (BT).

Actions

AM's

- **Barrow, AK** KBRW(AM) 680 khz—July 20 application (BMP890111AE) granted for mod. of CP (BP880107A) to change TL: 8.9 km SE of Barrow, AK 71 15 15N 156 30 27W.
- **Terrell, TX** KTER(AM) 1570 khz—July 16 application (BP900104AA) granted for CP to increase power to 600 watts and make changes in ant. system: change from non-DA to DA.
- **Milwaukee, WI** WNOV(AM) 860 khz—July 17 application (BP900425AD) granted for CP to move transmitter location to 3042 W. Locust St., Milwaukee, WI 43 04 20N 87 57 07W.
- **New Richmond, WI** WIXK(AM) 1590 khz—July 20 application (BP900212AD) dismissed for CP to reduce power to 3.9 kw and make changes in ant. system.

FM's

- **Harrison, AR** KCWD(FM) 96.7 mhz—July 18 application (BPH900420ID) granted for CP to change freq: 96.1 mhz; change ERP: 8 kw H&V; ant.: 1.197

ft.; TL: 3.2 miles SW of Valley Springs, AR, on Boat Mountain Newton County; change class to C2 (per docket #87-73).

■ **Atwater, CA** KVRK(FM) 92.5 mhz—July 19 application (BMPH900112IF) granted for mod. of CP (BPH871208MD) to change TL: proposed site is on N. side of Dickenson Ferry Rd. at intersection of Quinley Ave. in Rural Merced County, CA.

■ **Branford, FL** WOLR(FM) 91.3 mhz—July 12 application (BPED890306MH) granted for CP to change community of license: Lake City, FL; install DA.

■ **Spirit Lake, IA** KUOO(FM) 103.9 mhz—July 13 application (BPH9004111B) granted for CP to change ERP: 50 kw H&V; change ant.: 492 ft.; TL: R.R. 6781, Spirit Lake, IA; change class to C2 (per docket #89-315).

■ **Williamsburg, KY** 104.3 mhz—July 17 application (BMPH9004271B) granted for mod. of CP (BPH880212MV) to change ERP: 1.38 kw H&V; ant.: 656 ft.; TL: Mt. Morgan, W. of St. Rd. 204 Williamsburg, KY.

■ **Detroit, MI** WWWW(FM) 106.7 mhz—July 20 application (BPH9005101B) granted for CP to change ERP: 28.5 kw H&V; change ant.: 728 ft.; TL: atop Renaissance Tower Building, adjacent to Civic Center.

■ **Monett, MO** KKBL(FM) 95.9 mhz—July 12 application (BPH9005141D) granted for CP to change ERP: 6 kw H&V.

■ **Monett, MO** KKBL(FM) 95.9 mhz—July 18 application (BMLH891206KC) granted for mod. of License (BLH7618) to increase ERP: 3.5 kw H&V (pursuant to docket #88-375).

■ **Las Vegas, NV** KCEP(FM) 88.1 mhz—July 20 application (BPED890907MF) granted for CP to change ERP: 10 kw H&V; change ant.: 1.079 ft.; TL: Black Mountain adjacent to Henderson, NV.

■ **Las Vegas, NV** KOMP(FM) 92.3 mhz—July 18 application (BPH891017IE) granted for CP to change ERP: 22.9 kw H&V; change ant.: 3.844 ft.; TL: Potosi Mountain, 12.9 km SW of Blue Diamond Clark County, NV.

■ **Cape Vincent, NY** WMHI(FM) 94.7 mhz—July 17 application (BMPH891222IC) granted for mod. of CP (BPH880505MA) to change to Non-DA.

■ **Cookeville, TN** WHUB-FM 98.3 mhz—July 16 application (BPH9004191F) granted for CP to change freq: 98.5 mhz; change ERP: 50 kw H&V; ant.: 492 ft.; change to class C2 (per docket #88-563).

■ **Amarillo, TX** KATP(FM) 101.9 mhz—July 19 application (BMPH9006141E) granted for mod. of CP (BPH8702261L as mod. and reinst.) to change ant.: 934 ft.; change to class C1 (per docket #88-118).

■ **Eagle River, WI** WRJO(FM) 94.3 mhz—July 12 application (BPH9005011A) granted for CP to change freq: 94.5 mhz; change ERP: 50 kw H&V; ant.: 492 ft. H&V; TL: .5 km N. of County Hwy. B at Merrill Lake, town of Land O Lakes, WI; class: C2 (per docket #88-313).

TV's

- **Ozark, AL** WSDW(TV) ch. 34—July 20 application (BMPCT891117KH) granted for mod. of CP (BPCT870610KP) to change ERP: 1128 kw (vis); ant.: 465 ft.; TL: Northside of State Hwy. #103, .7 km E. of Wicksburg, AL; ant.: Andrew ATW30L3-HSP34(DA)(BT): 31 12 30N 86 36 51W.
- **Nogales, AZ** KMSB-TV ch. 11—July 9 application (BPCT900423KG) granted for CP to change community license from Nogales, AZ to Tucson, AZ.
- **Castle Rock, CO** KWHHD(TV) ch. 53—July 20 application (BMPCT900621KE) granted for mod. of CP to change ant.: 626 ft.; TL: 400 County Rd. 158, Elizabeth, CO; ant.: Andrew ATW16H5-HTP-53, (DA) (BT): 39 25 58N 104 39 18W.
- **Baton Rouge, LA** WPFT(TV) ch. 44—July 5 application (BMPCT900316KH) dismissed for mod. of CP (BPCT830603KE) to change ERP: 2286 kw (vis); ant.: 1.397 ft.; ant.: HarrisTW5-30C(DA)(BT).
- **Salisbury, MD** WMDT(TV) ch. 47—July 13 appli-

cation (BMPCT900518KQ) granted for mod. of CP (BPCT900314KE) to change ERP: 2190 kw-H (vis), 324-V (vis); TL: 0.3 km NW of intersection of State Rds. 452 & 477 in Wicomico County, MD; ant.: Dielectric TFU-30JDAS/V, (DA) (BT): 38 30 06N 75 44 09W.

■ **Durham, NC** WPTF-TV ch. 28—July 20 application (BPCT900518KM) granted for CP to change ERP: 5,000 kw (vis); ant.: 1.918 ft.; TL: 1.6 miles SE of Auburn, NC; ANT: Dielectric TFU 28EVS(BT) 35 40 35N 78 32 09W.

ACTIONS

■ **Hampton, AR.** Admonished KKOL for violation of commission rules requiring broadcast stations to maintain and permit public inspection of complete record of all requests for time made by or on behalf of political candidates, disposition of each request, and charges, if any, made for time. Also, directed KKOL to submit to commission procedures implemented by KKOL to ensure that this type of conduct does not recur, further

rebates required as result of KKOL's review of possible additional overcharges, and steps KKOL has taken to refund the overcharges in connection with lowest unit charge violation. (By letter [DA 90-965] adopted July 16 by chief, Mass Media Bureau).

■ **Oro Valley, AZ.** Conditionally granted application of Pueblo Radio Broadcasting Service for new FM station on channel 248A in Oro Valley and denied competing applications of Sanchez Communications Inc., Hal S. Wildsen, and O-V Communications. (MM docket 88-137 by Initial Decision [FCC 90R-61] adopted June 26 by Review Board).

■ **Phoenix, AZ.** Granted applications of Arizona State University and Maricopa County Community College District to construct new FM educational broadcast station on channel 208A at Phoenix, except that two parties shall share same frequency and, unless they can agree otherwise before final commission order, Maricopa is authorized to operate on Monday, Wednesday, Friday and alternate Sundays and Arizona is authorized to operate on Tuesday, Thursday, Saturday and alternate Sundays; denied competing application of Sun Health Corp. (MM docket 88-442, by ID [FCC 90D-32] issued June 26 by ALJ Richard L. Sippel).

■ **Modesto, CA.** Denied petition for grant of extraordinary relief filed by Pamela R. Jones for new FM station on channel 230A in Modesto. (MM docket 90-68 by MO&O [FCC 90R-65] adopted July 16 by Review Board).

■ **Roswell, GA.** FCC denied Johnson Broadcasting Inc.'s application for review of an ALJ Order: rescinded stay imposed by Georgia Telecommunications commission; directed ALJ to compile full record in proceeding involving ten mutually exclusive applications for new FM station at Roswell, GA. (MM docket 89-337 by MO&O [FCC 90-247] adopted July 3 by commission).

■ **Port Huron, FL.** Granted application of Port Huron Family Radio Inc. for new FM station at Port Huron. (MM docket 86-438 by MO&O [FCC 90-250] adopted July 9 by commission).

■ **Seaside, OR.** Granted Mass Media Bureau appeal in new FM station on channel 234A at Seaside proceeding and remanded proceeding to presiding ALJ for action consistent with Hearing Designated Order. (MM docket 90-179 by MO&O [FCC 90R-63] adopted July 3 by Review Board).

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Sales manager for new DeKalb, Illinois FM. Great compensation plan and equity opportunity for pro with a track record able to train, lead and motivate a start-up staff. Letter & resume to Steve Sinicropi, 5152 N. Santa Monica Blvd., Whitefish Bay, WI 53217. 414-964-6170 or 414-785-1021.

Account executives: If you like to sail, fish, camp, backpack, ski, canoe, white water kayak, hunt and live in the largest city on the largest lake in the world...all the above is available if you're bright, creative, energetic and willing to work hard and grow with a progressive young broadcast group. Send your resume to Robert Christy, President, Northland Broadcasting, 1001 East 9th Street, Duluth, MN 55805. EOE.

Radio network sales manager: Must have 3-5 years medium market sales experience. We are a young group of broadcasters dedicated to professional and personal growth. Interested in joining us? Send letter to: Richard J. Young, Chief Operating Officer, Martz Communications Group, 5595 Liberty Road, Chagrin Falls, OH 44022. EOE.

Regional California FM seeks experienced SM who can manage sales people and carry a list. Excellent compensation and benefits package. Box M-66.

General sales manager needed for fast growing Los Angeles radio station. Must have significant retail experience and understand numbers. Stable employment history, high energy level and the proven ability to train, lead and manage a large sales staff is a must. Excellent compensation package for the right person. Send resumes to PO Box 4492, North Hollywood, CA 91607. EOE.

Midwest group is seeking GSM for an all new 50KW FM in Columbia-Jefferson City, MO. Must be leader with strong selling skills. Possess ability to hire, train, and motivate new sales staff. No ratings, new staff, and market leader on rates, promises to make this position challenging for right individual. Resume to Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702 or call David Zimmer at 314-335-8291. EOE.

Manager: Manager needed for 100,000 watt FM in Southeast market. Manager must be a leader/motivator, and be able to hit the ground running. The station has the best signal in the market. Send resume to: NSC, PO Box 5797, Meridian, MS 39301. EOE M/F.

Account executive: Fast track station, well established on California's central coast, looking for aggressive, motivated self-starter. Track record of success in radio sales. EOE. Box N-7.

General manager wanted for sunny Florida panhandle class C AM/FM combo with excellent ratings. Solid radio management background with proven sales record required. Please reply in confidence stating salary history and requirements to: Box N-10. EOE.

General manager wanted for west Tennessee AM/FM combo. Solid radio management background with proven sales record required. Please reply in confidence stating salary history and requirements to: Box N-11. EOE.

General sales manager: Group Broadcaster, Entercom, is seeking a GSM for WDSY-FM, Pittsburgh's exclusive country station. We need a creative, driven sales professional capable of training and motivating a top-notch sales department. You must have excellent technical, research and presentation skills, plus sales management experience in a top 60 market. You will have all the resources you need to succeed, including ratings. Resumes to: WDSY, Fulton Building, 107 Sixth Street, Pittsburgh, PA 15222-3371. EOE.

General manager needed for unique station in the Midwest. Strong sales a must. Need to be able to run a lean operation and take station to the next level. Excellent upside opportunity. Send resume and salary requirements to Box N-12. EOE.

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Experienced account executive position available in Hilton Head Island, South Carolina. Apply to the Island's first radio station WHHR-FM, 803-785-9447 - Contact Leslie Richardson. EOE.

Major market, group-owned CHR seeks competitive, aggressive seller who prospects, proposes, crunches numbers, covers all bases and closes. He/she is good at relationship and strategic selling, time managing and thorough in agency and direct development. Excellent compensation and work environment. Skip Broussard, KAY-107, Tulsa, OK. 918-492-2020. EOE.

New 50KW FM in Columbia-Jefferson City, MO needs top notch sales reps to help build powerhouse. Salary plus commission and benefits. Resumes to Zimmer Broadcasting, PO Box 1610, Cape Girardeau, MO 63702 or call David Zimmer at 314-335-8291. EOE.

General Manager: Sales background. 50,000 Watt C&W Virgin Islands. A very special opportunity for knowledgeable, sales intensive leader. Write Box N-4. EOE.

Sales exec: Excellent opportunity. Top station in growing market, Sacramento area. Near skiing, wine country. Need proven seller. Call Mr. Norman at 916-742-5555. EOE.

Veterans only, an established account list at established Class C FM. WEZK, Knoxville has a rare opening for an aggressive dedicated sales veteran. Guaranteed 30,000 first year. Call Steve Bowman 615-525-7380. EOE.

Aggressive sales manager for AM/FM combo in Midwestern university town. Looking for a selling sales manager who is adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. Send resume and sales history to: Betty Baudler, KA-SI/KCCQ, Box 728, Ames, IA 50010. EOE.

Need combo radio sales and play by play sports. Consider talented entry level. Tape & resume. Darrell Sehorn, Box 1779, Pampa, TX 79065. EOE.

AE needed for top rated Charlotte radio station. Excellent opportunity for sales professionals wishing to make career change or experienced radio sales people. Resumes to Box 30247, Charlotte, NC 28230. EOE.

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Chief engineer: Southern California based combo seeks chief engineer. Looking for person with significant background in directional AM, resolving RF interference problems and studio design and maintenance. Applicant should possess excellent technical and interpersonal skills. Send resume to KWIZ AM/FM, 3101 West Fifth Street, Santa Ana, CA 92703. EOE.

Radio maintenance engineer - KPBS Radio: Equipment technician sought by KPBS-FM, San Diego's public radio station. Responsibilities include the planning, installation, maintenance and skilled repair of broadcast equipment. In addition, the equipment technician will be required to maintain an inventory of repair parts, provide instruction to operators, perform emergency repairs, and assist in remote productions. Qualifications: Minimum of two years skilled experience in the installation, maintenance, repair and operation of radio broadcast equipment. In addition, general knowledge of MS-DOS based computer systems is desirable. Candidate should have understanding of single-point and multi-mic music recording techniques. Applicant must have highly developed diagnostic skills and a good working knowledge of modern solid-state electronic equipment. Applicant must be able to communicate effectively, demonstrate personal initiative, and be able to work independently. Two years of electronics trade school or related technical arts training strongly preferred. ASEE or ASEET highly desirable. FCC General Class Radiotelephone or SBE Certification preferred. Salary Range: \$2310 to \$2776 per month. Excellent benefit package. Apply: Obtain a SDSU employment application along with a supplemental application for Equipment Technician I, KPBS-FM Engineering (Announcement #A9139), directly from: SDSU Employment Office, Third Floor - Administration Building, San Diego, CA 92182. Position deadline has been extended, and completed applications must be received no later than August 24, 1990. EEO/AA/Title IX Employer.

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Classical music/news announcer: Host afternoon classical music and news shift in relaxed, authoritative manner, six hours on air daily, five days. Ability to program classical music shift; experience with live on-air fundraising. Production skills desirable. Qualifications: Bachelor's degree in Music or Communications, or equivalent in experience. Demonstrated knowledge of Classical music, radio production techniques, broadcast regulations, forward promotions, and pronunciation of artists' names and music terms. Public radio experience desirable. Salary: \$17,000 to \$19,000 annually. Benefits. Send letter of application, resume, cassette with classical air check, one produced feature (if available) and three references to: Bill Zeeble, Program Director, WWNO-FM University of New Orleans, New Orleans, LA 70148. Deadline: August 13, 1990. UNO is an equal opportunity, affirmative action employer.

HELP WANTED NEWS

News director - KPBS-FM, San Diego's only Public Radio Station in the nation's 6th largest city, seeks an experienced, energetic and innovative news director. KPBS-FM is a professionally staffed NPR/AM affiliate with a major commitment to news and public affairs programming serving one of the country's fastest growing and most desirable markets. The news director will supervise the news gathering and producing activities of the station's full and part time news staff. In addition, the news director produces long and short form news stories for local and national air; gathers, writes and delivers news; produces interviews, documentaries and features; and develops station's news agenda. Qualifications: A minimum of 3 years full-time, professional experience as a radio news director or equivalent, with supervisory responsibilities over a professional staff. Demonstrated experience in broadcast news gathering, writing and long form production. Superb announcing, management, interview and editorial skills. Prior network news submissions important. Familiarity with public radio news required. Word processing skills a must, other computer skills helpful and bachelor's degree or equivalent is required. Salary: In addition to a full complement of benefits, the salary for this position starts in the low 30's. Submit your letter of interest along with a resume and a request for an employment application directly to: SDSU Foundation Personnel Office, 6475 Alvarado Road, Suite 128, San Diego, CA 92120. Or you may call 619-594-5703 to request employment application materials. Completed employment application along with a cassette audition tape with aircheck and long and short form news production samples must be received at this address no later than Monday, August 20, 1990. EEO/AA/Title IX Employer.

Serious radio newscaster needed for aggressive small town AM/FM with major market approach to news. Cassette and resume to: Paul Lester, WDLC/WTSX, PO Box 920, Port Jervis, NY 12771. No phone calls. EOE.

News director with experience needed to manage news department in award winning, DC suburban station. Call 703-777-1200, T/R to WAGE, 711 WAGE Drive, SW, Leesburg, VA 22075.

Progressive SW Okla station seeking news director with strong writing & delivery skills. Experience required. Send tape & resume to Harold Wright, POB 1360, Anadarko, OK 73005. EOE.

News personality: Real radio seeks entry-level journalist who wants to be great. Long days, short dollars, excellent opportunity. Tape, resume, photo, KQSS, Miami, Arizona, 85539. EOE.

The news director at Classical KNAU, Flagstaff, Arizona has built one of the finest, most respected broadcast news operations in the state, but we are losing him. Can you fill these requirements: Supervise news gathering and production of a student news staff; budgeting, training and administration of student reporters and news producers; produce short and long form stories for local, regional and national air; gather, write and deliver news; develop station news agenda. Requirements: minimum 6 years experience in electronic news reporting and production or a Bachelor's degree in Journalism, Radio/TV or related area with 3 years experience. Superb announcing, management, interviewing and editorial skills necessary. Heavy production background essential. Word processing skills and familiarity with public radio news style desired. Salary starts in low 20's. Position begins September 4, 1990. Apply by 4:30 pm, August 10, 1990 to Human Resources Dept., PO Box 4113, Northern Arizona University, Flagstaff, AZ 86011-4113. For information contact Matt Markiewicz or Russ Hamnett, Sln. Mgr. 602-523-KNAU. NAU is an equal opportunity/affirmative action institution.

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Full service consultant for your station. 13 years experience in management, sales, programming, promotion. Specialists in FCC rules and regulations. Regardless of market size, can analyze and improve your operation. Reasonable rates, personal service. Call Gregory J. Eyerman today! 614-687-1080.

GM experienced in sales and programming: Excellent references - available August 1st. Replies to Box M-56.

GSM, Florida growth market, interested in your Southeastern or Atlantic states opportunity. Strong trainer, motivator, producer. Success driven. 301-656-0643.

General sales manager available: 20 years experience, proven record of cash flow improvement and profit enhancement, sophisticated yield management controller, CRMC trained, demonstrated expertise in sales training, exceptional new business developer, former RAB Regional Director, excellent industry references. Please call Carl Kitts at 513-489-7163.

GM sales pro, leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM. 409-630-6040.

Has Glasnost got you in a language bind? Professional interpreter of Russian languages available to translate from Russian to English or vice versa any media - articles, science and technical journals, film, scripts, video, etc. On a per diem basis. 215-878-0645 or 878-3645.

Single, rubber-to-the-road manager seeks attractive college market CHR -- objective matrimony (great GMs marry stations). Diligent businessman, broadcasting guru, community leader with degrees, awards and references. Call Thomas 813-778-2458.

SITUATIONS WANTED ANNOUNCERS

Engineer/air talent: Will engineer AM/FM. Prefer airshift on rock FM; milder climate; medium to large market. Experienced. Eric, evenings 219-924-7004.

Reliable broadcast professional: 25 years small to major market and network experience, PD, promotions, announcer, news, etc. All markets considered. 813-536-0143.

Seasoned announcer. Dependable college graduate. Speech trained, nonsmoker. Was morning man. AC Soft Rock, Big Bands, Country. 804-253-0939.

SITUATIONS WANTED TECHNICAL

Experienced engineer/ancr, strong technical background, xmtr and studios. Excellent employment record, seeking maintenance position with some air work. SW location preferred. Engineer, 7894 Palm Grove, Indianapolis, IN 46219.

Capable, dependable chief engineer: Extensive studio, transmitter and STL troubleshooting experience. Degree, 1st phone, SBE certification. Reply to Box M-46.

Been working in LA at number five station for last ten years. Need four seasons again. Programming, news, and AT. Call Tom 818-242-4373.

SITUATIONS WANTED NEWS

Sports specialist: Knowledgeable, opinionated; accurate, concise; humorous; dependable. 15 yrs pro award winning sportscast/PBP 303 241-6452.

Creative news pro: 30 years experience, 10 in LA, seeks challenge in area. I deliver the best! Peter, 805-498-5191.

Professional sportscaster (anchorman, play-by-play) looking for a solid station with strong commitment to news/information...Boston Celtics, Bruins and Patriots beat...UMass football radio network. Talk show and AM/FM drive sports reports experience. Will relocate for the right opportunity. Would like Fall/Winter play-by-play schedules...but will consider all. Marty 413-774-7883.

Imagine a sports talk show with insight, humor, knowledge and controversy that appeals to both the hardcore and casual fan. Your station could be a contenda'. Jim, 201-855-9171.

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 programming 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.

Blimpy floating signs: Giant blimps, hot air balloons, rooftop balloons. Increase recognition by 25% instantly! Special sale..12 ft blimp or balloon only \$299.00. Custom messages. Shipping in 24 hours! 407-738-5300.

Free traffic, logs, and billing software for IBM or MS-DOS compatible computers. Call Epilog toll free at 1-800-292-3569.

TELEVISION

HELP WANTED MANAGEMENT

Station manager For our new satellite operation. We need someone who can do it all. Sell, produce, organize, direct a small staff, and come up with some great ideas. This is a small market, so expect a small guarantee, a small budget, a lot of long days, and a great opportunity to grow with a new station. Send resume and cover letter to Box M-60. EOE, M/F.

Graphic and design manager: Ready to make your mark on a major market? We're looking for a hands-on designer and great manager to take a leadership role in addressing the station's complete graphics needs. You must be expert in designing electronic graphics, animation, knowledgeable in print, signage, merchandising, etc. Experience with Bosch, Barco and Vertigo helpful. Strong people skills and experience managing a design department for television a must. Tape and resume to: Pame Gardner/KARE 11, 8811 Olson Memorial Hwy., Minneapolis, MN 55427. Gannett Broadcasting. EOE.

Creative services director: Seek a creative pro to become part of our management team. Winning candidate will have expertise in all aspects of advertising, graphics, and promotion with an emphasis on news promotion, as well as experience in campaign planning and departmental budgeting. Applicants should have five years television experience with at least two years managing a promotion department. Experience with promotion in a metered market a plus. Qualified applicants submit resume, sample reel and print ads to: KCRA-TV, Attn: Dept. CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please! Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F.

HELP WANTED SALES

Account executive: Strong NBC looking for highly motivated self-starter with ability to develop new business. Experience preferred, but will strongly consider successful radio candidates looking to move into TV. Resume to Tim Sharky, General Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

Post-Newsweek station - WJXT, killer CBS affiliate in dynamic Jacksonville, Florida is looking for an assertive local salesperson with a strong desire to succeed. New business should be your strength. Send resume and compensation history to Jack Potter, LSM, 185 Southampton Rd., Jacksonville, FL 32207. No phone calls. EOE.

Account executive: Houston TV station seeks aggressive professional. Minimum two years experience. Tremendous opportunity with young network affiliate. Guaranteed base, benefits, EOE. Send resume to: Personnel Dept., 256 North Belt, Suite 49, Houston, TX 77060.

Local sales manager: The job requires a highly motivated, competitive individual to lead a seasoned local sales staff into the nineties. This individual should possess a strong background in local or national sales. Additionally, they should have exceptional people skills, innovative ideas for generating new revenue, as well as strong organization and communication skills. Send resumes to Box N-5. EOE.

Do you have experience in radio advertising sales? A nationally known broadcast organization is looking for individuals with radio sales experience who are interested in traveling and willing to relocate to pursue a rewarding career in sales and marketing. If that sounds right for you, please send a resume and salary requirements to Box N-1. EOE.

Account exec's: Spanish language television network seeks AE's, must have a minimum of 3 years either media sales or account ad agency experience. First position involves primarily the development of new business, the second position requires maintaining an existing client base. Spanish a plus. No phone calls. Send resume to: Telemundo Group, Inc., Attn.: Corporate Human Resources Department X, 1740 Broadway - 18th Floor, New York, NY 10019. EOE.

HELP WANTED TECHNICAL

Studio maintenance engineer: WTEN/WCDC-TV the ABC affiliate in Albany, NY is searching for an experienced studio maintenance engineer to join our excellent technical staff. Three years studio maintenance background is preferred. troubleshooting to a component level; Sony 1" and 1/2" VTR's, Sony camcorders and Grass Valley switchers. Competitive salary and benefits (health insurance, paid vacations, holidays and 401K). Send resumes to WTEN-TV, 341 Northern Blvd., Albany, NY 12204. Attn: Skeeter Lansing, Chief Engineer. EOE.

Chief engineer for network affiliate. Must have leadership and good people skills. Excellent maintenance skills required. Send resumes to WANE-TV, Business Manager, Box 1515, Fort Wayne, IN 46801. EOE.

EFP editor/cameraperson: Programming Department seeks talented, flexible, and organized editor/cameraperson. Must be able to perform under tight deadlines and high pressure. Knowledge of BVE 600 editor and Betacam a must. Send resumes only to Joseph Cook, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

Due to expansion of facilities Atlantic Video is looking for qualified maintenance engineers to fill several openings. Qualifications should include Associate degree and/or 3 years experience with broadcast equipment. Computer networking literacy a plus. Please send resumes to Willy Halla, 650 Massachusetts Ave., NW, Washington, DC 20001. EOE.

WTMJ-TV has full time maintenance position for person with minimum three years broadcast TV, AM or FM maintenance experience. VHS, AM or FM transmitter maintenance a plus. Able to troubleshoot to the component level analog and digital circuits. Degree in electronics technology and General Class FCC license or SBE certification preferred. Send resume to Randy Price, Director of Engineering, WTMJ-TV, 720 E. Capitol Dr., Milwaukee, WI 53201. WTMJ, Inc. is an equal opportunity and affirmative action employer.

Director of engineering: Los Angeles-based postproduction facility seeks experienced professional to manage its engineering department. Direct experience with state-of-the-art telecine, editing, audio and computer graphics systems is required. Strong interpersonal and communication skills are also essential. Will be responsible for managing on-going maintenance and support of technical systems for busy, customer-driven post facility, and for supervising planned facility expansion. Young, aggressive company offering competitive salary/benefits and excellent growth potential. Please respond to: Box M-65. EOE.

Chief engineer: Top 50 Independent UHF seeks innovative, hands-on chief engineer. Responsible for the maintenance and technical operation of the station. We are aggressive and into local, live sports and remote production. Candidate must be experienced with Ampex 1", Sony 3/4" & SP VTRs, vital switchers, Ikegami cameras, microwave and computers. (We have a transmitter engineer.) Good opportunity for an "assistant chief" to move up. Send resume and salary requirements to Jim Thrash, GM, WGGT-TV 48, 330 S. Greene Street, Greensboro, NC 27401. EOE.

Graphics designer: Responsibilities: Development of television graphics on paint box. Requirements: Minimum of 2 years television graphics experience. Send 3/4 inch tape and resume to: Bruce Bryant, Director of Creative Services, KPRC-TV, PO Box 2222, Houston, TX 77074. No phone calls. KPRC-TV and KPRC-AM are equal opportunity employers.

Northeast market, network affiliate is seeking a hands-on chief engineer. This facility is being re-modeled and we need someone with strong studio background and UHF experience. EOE. Reply to Box N-6.

MTCE engr: Need engr. to maintain 300-/Kscope, Digital FX200, 141, Post Prod., Harris 9100 AM-FM-TV Remote Control. VPR-2's, ACR's, 3's, 80's, FM 2, SCA's, AM Stereo, 5 ENG Remote Sites, Transmitter Sites. Not an entry level position. Experienced in all areas desirable. CMML lic or SBE certificate. Contact KFMB, John Weigand, AM-FM TV, PO Box 85888, San Diego, CA 92138. EOE.

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.

Industry leader infomercial direct response advertising seeks creative, sales oriented editor experienced in 3/4", 1", Beta SP computer editing. State-of-the-art facility in small, wonderful mid-western community. Salary negotiable. Resume, tape to: Terry Prechtel, Hawthorne, Communications Inc., PO Box 1366, Fairfield, IA 52556. EOE.

TV maintenance technician: Position available at top 20 ABC affiliate, KSTP-TV, Minneapolis. 3 to 5 years experience in general video maintenance with a specialization in Sony 1" and Beta Cart, maintenance required. Send resumes to: John Degan, VP/Station Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal Opportunity Employer M/F.

Videotape editor: Full service production company seeks full-time editor. CMX 3600, ADO, A62, VPR3. Resume to: Scene Three, Inc., 1813 Eighth Ave., South, Nashville, TN 37203. 615-385-2820. Attention: Mike Arnold. EOE.

TV station in Indianapolis, IN has an opening for engineering supervisor. Requires SBE certification or FCC General license. Prefer Assoc. degree in Electrical Engineering. Experience with videotape equipment and high power transmitters. Ability to troubleshoot to component level & supervise part-time operations staff. Salary commensurate with exp. EOE. Send resume to: Mary Ann Renne, GM, WIIB TV 63, PO Box 130, Trafalgar, IN 46181.

HELP WANTED NEWS

Weekend anchor reporter: KSAX-TV, a satellite of KSTP-TV, has an opening for a weekend anchor/reporter. This person will work W-F as a reporter, and will shoot, anchor and produce the weekend news. Must have at least two years experience. Must have good writing skills, be able to shoot and edit your own video and must have good anchoring and reporting skills. Send resume and tape to Mark Vanderwerf, News Director, Box 637, Alexandria, MN. Equal opportunity employer M/F.

Pro-active news director needed for Midwestern news-centered network affiliate. Outstanding people management skills are a must. Previous news management skills preferred. Send resumes to Box M-57. EOE.

Entry-level reporter position. Send non-returnable tape to WOWL TV, PO Box 2220, Florence, AL 35630. EOE.

Number one station looking for aggressive reporter. Degree and at least one year professional experience required. Send tape and resume to: EEO-TV/R1-BM, PO Box 44227, Shreveport, LA 71134. We are an equal opportunity employer.

Executive producer: Oversee four daily newscasts and supervise staff of 35 at aggressive, medium market NBC affiliate. Looking for creative, well-rounded candidates with strong editorial, news operations and visual graphics skills. Need a detail person with excellent interpersonal communications skills and willingness to perform wide variety of administrative duties. Applicants must have a minimum of four years television news experience. Send letter, resume and tape to Ralph Green, News Director, KSEE-TV, 5035 E. McKinley, Fresno, CA 93727. EOE, M/F/H/V.

#1 Station looking for experienced, aggressive reporters. Strong writing first priority. Send tapes to KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Writer/producer/reporter: Independent production company is looking for an individual with strong interviewing and people skills to produce a monthly video news program. 1 year contract. Reply to Box M-74. EOE.

Aggressive Midwest NBC affiliate seeks weekday news anchor. Need ability to write, report, produce, make public appearances. Grow with company. Experience preferred. Send resume with photo, references and salary to Box M-59. EOE.

Producer needed for 6 and 10 weekly newscast. Good writing essential with live experience preferred. Send tape and resume to: Bob Totten, KTKA-TV 49, PO Box 2229, Topeka, KS 66601. EOE.

Anchor: Upstate New York CBS affiliate needs a dynamic co-anchor for 6 & 11 pm newscasts. Strong reporting background is a must and three years experience preferred. Send non-returnable tapes and resumes to: Scott Benjamin, News Director, WRCC-TV, 201 Humboldt St., Rochester, NY 14610-0997. EEO, M/F.

Producer: Early riser needed to produce one-month-old morning news/talk show. Must have minimum 2 years producing experience. Knowledge of microwave, satellite and computers a plus. Should be creative enough to make an hour long morning show interesting and informative. Send resume and tape to Gena Parsons, KOTV, 302 S. Frankfort, Tulsa, OK 74120. Applicant finalist will be required to furnish evidence of employment authorization and identification. EOE, M/F.

Reporter: Station on the move wants a hard news reporter. Don't bother sending features on your tape. Experience preferred. Send resume and non-returnable tape to KMIZ-TV, Christine Sciole, 501 Bus Loop 70 E, Columbia, MO 65203. No calls. EOE.

South Florida affiliate needs creative news photographer/editor. 2 years minimum experience. Top-notch operation, visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Ft. Myers, FL 33901. EOE.

Television newscast executive producer: Aggressive independent television station seeks creative and energetic news production expert to oversee Ten O'Clock News. Excellent people management and news writing skills a must. College degree and three years experience as a commercial newscast producer are required. Send cover letter describing your news philosophy and goals and a resume to: Doug Ballin, News Director, WTTV-TV, 3490 Bluff Road, Indianapolis, IN 46217. EOE.

TV reporter for dynamic news operation of ABC affiliate in Peoria. Minimum one year experience in television news. College degree. Minorities encouraged to apply. Non-smoking environment. Send resume and non-returnable tape by August 15 to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Weathercaster with reporter skills needed for major market. Strong on knowledge, experience and presentation skills. Send non-returnable tape along with resume and salary history to: Newspeople, 20300 Civic Center Drive, Suite 201, Southfield, MI 48076. EOE.

Reporter/producer needed for a Black news magazine show. East coast location. Send resume and cassette. Replies to Box N-8.

Reporter/anchor: Weekend co-anchor and general assignments reporter. At least one year anchoring and reporting experience required. Send tape, resume, references and writing samples to: Andy Lyon, News Director, KOAA-TV, 530 Communications Circle, Colorado Springs, CO 80905. Include postage paid addressed envelope if you want the tape back. EOE.

Anchor/reporter position opening at small station Midwest. Need aggressive person who can write, shoot and edit. Possible entry level, experience preferred. Send resume & salary wishes to Box N-15. EOE.

Sports anchor/reporter: Midwest CBS station is looking for an enthusiastic and personable sports-caster to anchor our primary sportscasts, as well as report from the field. Applicants should demonstrate strong on-air personality, creative sports reporting, and the ability to produce a lively, informative sportscast. Send qualifications and resume to Box N-14. EOE, M/F.

Reporter: We'll provide an environment that supports quality journalism and high ethical standards. You must have excellent fact gathering, story telling and people skills. No beginners. Tapes/resumes to: Perry Box, WWMT, 590 West Maple, Kalamazoo, MI 49008. An equal opportunity employer.

Anchor/producer/reporter: Great entry level opportunity in Lake George area. Must have had either a news internship or strong experience at college stations. Send resume and tape to Bill Raffel, News Director, WO8CJ-TV, Mark Plaza, 28 Quaker Road, Queensbury, NY 12804. EOE.

NBC affiliate accepting applications for news director. Mid-size market located in Mid-South looking for person with strong leadership qualities, skilled at working cooperatively with others. Solid news background. Submit resume and salary requirements to: John McCutcheon, Vice President/General Manager, KPOM-TV, PO Box 4610, Fort Smith, AR 72914. No phone calls, please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Southeastern network affiliate with all the bells and whistles is looking for a commercial producer with excellent creative writing skills, strong production background, quality minded, deadline driven, and the ability to work under pressure. If you fit the description send resume to Box N-9. EOE, M/F.

Director - production and operations: WITF, Public Broadcasting Station, looking for dynamic individual to supervise and direct activities of station departments responsible for technical and production activities. Requires five to seven years production experience including substantial production credits. Send resume to Personnel, WITF, PO Box 2954, Harrisburg, PA 17105. EOE, M/F.

Lighting designer: Houston Public Television seeks an organized self starter for lighting designer position. BA in Radio/TV and 3 years prior TV production experience with minimum 18 months as lighting designer or lighting director required. Background in lighting for performing arts, theater and film desirable. Strong electronics and budgetary skills necessary. Minimum salary \$25,000/yr. Resume w/references/portfolio/tape to Laura Gonzales, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Application deadline 8/24/90. KUHT/UH is an equal opportunity employer.

Television production specialist - Experienced, creative, quality-minded persons needed to operate broadcast audio, video and other studio production equipment, and floor direct for a Midwest commercial television station/production house. Facilities include GVG 300-3A, Kaleidoscope, Vidifont V, Ikegami HK 322's and CMX. Send resume and salary history to Box N-3. EOE.

Senior writer/producer: Top 30 market seeks innovative news promotion producer. 2-3 years experience in writing and producing news promotion. Must have knowledge of top-shelf production techniques combined with award winning attitude. If it's time for a change...rush resume and tape to: Scott Steffey, WITI-TV6, N. Green Bay Road, PO Box 17600, Milwaukee, WI 53217. Please no phone calls!

Production supervisor: Top twenty market network affiliate seeking production supervisor with at least five years in broadcast production as producer/director or production manager. Knowledge of field production, studio, editing, and lighting essential, as well as technical knowledge of broadcast equipment. Computer literacy helpful. Send resumes only - no tapes - to Box N-2. EEO/M-F.

KREM-TV, a division of King Broadcasting Company, is seeking an aggressive, innovative and creative special projects producer to join our team. Candidates must have a minimum of 2 years experience writing and producing long form programs. Send tape and resume to: Program Director, KREM-TV, 4013 South Regal, Spokane, WA 99223. EOE.

Industry leader infomercial direct response advertising seeks creative, sales oriented, experienced producer-director. Will supervise all production phases of 30 minute programs including: location/studio shooting, off/on-line post production. Small, wonderful midwestern community. Salary negotiable. Resume, tape to: Terry Prechtel, Hawthorne Communications Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Industry leader infomercial direct response advertising seeks creative, sales oriented, experienced scriptwriter. Responsibilities include: product research, show treatment, final scripting. Small, wonderful midwestern community. Salary negotiable. Resume, scripts to: Terry Prechtel, Hawthorne Communications Inc., PO Box 1366, Fairfield, IA 52556. EOE.

Industry leader infomercial direct response advertising seeks creative, sales oriented, experienced writer-producer-director. Will supervise all phases of production including: creative concept, scriptwriting, on-location/studio production, post production. Small, wonderful midwestern community. Salary negotiable. Resume, scripts to: Terry Prechtel, Hawthorne Communications Inc., PO Box 1366, Fairfield, IA 52556. EOE.

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 & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9009. 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 & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9009. EOE.

SITUATIONS WANTED SALES

Currently employed, hard working proven producer 214-297-9722.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering. 14 years as hands-on television chief engineer & director of engineering. Experience with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box M-63.

Experienced operations engineer, 14 years master control and video tape operations, with midwest and southwest net affiliates, and major cable net. Seeks related position in medium market station. Excellent references. Call 612-432-6430.

SITUATIONS WANTED NEWS

Excellent experienced sportscaster looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

Experienced news photographer: (3 years ENG), currently working in Charlotte, NC (30th market), is ready to make transition to reporter or reporter/shooter. This Columbia University grad is experienced at one-man-band. Ready to relocate. Call Steve at 704-527-7608 for reel and resume.

Host of very successful small market daily talk show looking to move up. Open phones, interviews. 6 years experience. Wayne Byers 701-251-2336.

Producer/writer/reporter 10 years Washington DC experience in hard news, features, health issues a specialty. Looking for FT or PT position. Call 703-768-4465.

PROGRAMING PRODUCTION & OTHERS

College grad looking for computer graphics position. Design degree, 1 yr. comp graphics experience (2 & 3D), IBM, Mac, Inovion. Call Robert, 503-255-6221.

MISCELLANEOUS

Attention job-hunters! Frustrated by dead-ends and form letters of rejection? Or perhaps your "good job" is no longer good enough. Get the competitive edge--we're broadcasting's most comprehensive employment listings service! Media Marketing/THE HOT SHEET, PO Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Major market promo voice available for your station. Reasonable retainer, primo talent. Voice. Box 21293, So. Euclid, Ohio 44121.

Bill Slatter & Associates get you that better job in TV. Talent coaching and placement help for reporters and anchors. Help with audition tape. 601-446-6347. EOE.

CABLE

HELP WANTED TECHNICAL

Studio engineer: Heritage Cablevision has an opportunity for an experienced studio engineer. Responsibilities include maintenance and repair of Sony, Grass Valley, Dubner Production equipment. Previous TV production equipment maintenance experience and formal electronics training required. Ability to work well with people in a variety of situations required. Heritage serves 120,000 customers with two new studios, and daily live one-half hour newscast, plus over 50 remote van events annually. Submit resume to: Heritage Cablevision, Attention: Michael Williams, PO Box 10210, Wilmington, DE 19850. EO employer - minorities and females encouraged to apply. No calls, please. A condition of employment with Heritage is satisfactory completion of a pre-employment physical, which includes a drug screen.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Midwestern University: seeking a Director of Television Operations to manage TV facility in brand new Center for Contemporary Media. Applicant should have full range of experience operating mid-market TV station or university equivalent, including expertise in producing, directing, editing, and ENG/EFP in Beta, 3/4" and Hi-8. Engineering skills a plus. Individual will supervise daily operations of the facility, teach students and faculty basic production skills, and coordinate daily operations with new city local origination channel. Flexible starting date: September 1 to November 1. Send resume, tape, or other supportive items to: Center for Contemporary Media, 109 Asbury Hall, DePauw University, Greencastle, IN 46135. AA/EOE.

The University of Utah seeks assistant/associate professor for tenure track position in broadcast journalism beginning September 1991 to direct the broadcast journalism sequence. Significant industry experience and professional recognition expected; advanced academic credentials preferred. Salary is competitive. Submit an application letter, resume, three letters of recommendation and samples of professional or scholarly activity to: Professor Tim Larson, University of Utah, Department of Communication, LCB 204, Salt Lake City, UT 84112. Screening will begin February 1, 1991 and will continue until the position is filled. AA/EOE.

HELP WANTED MANAGEMENT

Challenging employment opportunity: Decision, Inc., a supplier of broadcast computer systems for radio and TV, is immediately seeking several support team members. Advanced products include Broadcast System III, Real World accounting, Word Perfect, and X-Windows/Motif on very sophisticated computers such as the new IBM RISC System/6000. The mission of Decision, Inc. support team members is to help people understand and effectively use advanced computer hardware and software in the management of radio and TV stations. The position involves frequent travel and telephone support. Good interpersonal skills and a teamwork attitude are required. Applicants with an understanding of radio/TV broadcasting and some knowledge of computer operations will be considered first. Send resume with references to: Judy Young, Business Manager, Decision, Inc., 402 South Ragsdale, Jacksonville, TX 75766. 800-251-6677.

EMPLOYMENT SERVICES

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885 Est. Bk. 8435.

Government jobs: \$16,412-\$59,932/yr. Now Hiring. Your area. Call 1-805-687-6000 Ext. R. 7833.

Looking for a position in radio or television? Need personnel for your station? I can help! Bill Elliott, Consultant, 413-442-1283.

EDUCATIONAL SERVICES

On-camera coaching & demo: Now in our 5th year helping entry level reporters. Call The Media Training Center 619-270-6808.

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).

WANTED TO BUY EQUIPMENT

Wanted: 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Used 1", 3/4", VHS videotape. Looking for large quantities. No minis or Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

Top dollar for your used AM or FM transmitter. Call now. Transcom Corp., 800-441-8454.

Strobe parts: We buy re-buildable flash technology and EG&G circuit boards and system components. Discount Technical Supply, 305-962-0718.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50Kw AM: CCA-AM 50,000 (1976), excellent condition. Transcom Corp., 215-884-0888. Fax: 215-884-0738.

FM transmitters: RCA 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 copy, 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.

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

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497 FAX 314-664-9427.

Copper: All sizes of wire and strap for AM, FM and TV. Construction, counter poise, grounding. 800-622-0022.

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EOE/M-F

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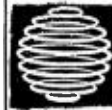
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Help Wanted Technical Continued

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Must be skilled in booking procedures for both domestic and international feeds, with an emphasis on the international. Some technical operations experience would be helpful, but is not required, provided there is a desire to learn.

BOX N-19

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To be considered for one of these positions, you'll have to have significant experience, a track record of success, and a burning desire to be a part of one of America's best news operations.

If you think you've got what it takes, DON'T CALL. Send two copies of your resume and cover letter along with a nonreturnable tape (3/4 inch or VHS only) to:

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Word count: Count each abbreviation, initial,
single figure or group of figures or letters as
one word each. Symbols such as 35mm,
COD, PD, etc., count as one word each. A
phone number with area code and the zip
code count as one word each.

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Help Wanted: \$90 per inch. Situations Wanti-
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Agency commission only on display space.

FATES & FORTUNES

MEDIA



Masucci

James E. Masucci, operations manager, KTRK-TV Houston, named president and general manager, succeeding **Paul Bures**, who retires.

Rod Calarco, VP and general manager, WCBS-FM New York, joins

CBS Owned FM Stations, there as VP, succeeding **George Sosson** ("Fates & Fortunes," July 30). **Chris Witting**, VP and general manager, WCAU(AM) Philadelphia, joins WCBS(AM) New York in same capacity.

Chuck Beck, program director, WDFX(FM) Detroit, joins WAVA(FM) Arlington, Va. (Washington), in same capacity.

Jim MacDonald, general sales manager, KZKC(TV) Kansas City, Mo., named general manager.

Mike Shipley, news assignment manager, KSDK(TV) St. Louis, Mo., named news operations manager.

Julie M. Brown, of First Boston Corp., joins Price Communications Corp., New York, as VP, controller.

David L. Samp, general manager, KWSS(FM) Gilroy, Calif. (San Jose), joins KNST(AM)-KRQQ(FM) Tucson, Ariz., in same capacity.

William Padalino, VP, affiliate relations, Eastern region, Lifetime Television, Astoria, N.Y., named VP, national accounts, affiliate relations.

Jeff Howlett, operations manager, WHAM (AM) Rochester, N.Y., named station manager.

Jerry Heilman, president and general manager, KTVO(TV) Kirksville, Mo., joins WSET(TV) Lynchburg, Va., in same capacity.

Tom Foos, director of programming and marketing, KOLD-TV Tucson, Ariz., joins WPBF(TV) Tequesta, Fla. (West Palm Beach), as operations manager.

SALES AND MARKETING



Levy

Rick Levy, president, sales and marketing, DLT Entertainment Ltd., resigns to form own company, Levy TV Marketing Inc., New York. New company, which retains DLT Entertainment as client, will provide consultation in areas of marketing and sales in broadcast and cable to advertisers, agencies, producers, distributors and stations.

Marshall Hites, director of advertising and marketing, KCAL(TV) Norwalk, Calif. (Los Angeles), named VP, advertising and marketing.

Michael Damsky, national sales manager, wxrt(TV) Chicago, adds duties as general sales manager.

Jan Renner, of Turner Television Sales, joins Time Warner CityCable Advertising, New York, as Manhattan director, local sales.

Nina Gladir, network radio buyer, NW Ayer, joins CBS Radio Networks, Eastern sales office, New York, as account executive.

Larry Burak, territory representative, Commerce Clearing House, joins Republic Radio, New York, as account executive. **Til Levesque**, account executive, Banner Radio, New York, named manager, San Francisco office.

Chris Quinlan, controller, advertising, Cable Authority, joins Cabletime, Newbury, England, as marketing director.

Shellie Rosenbaum, national sales coordinator, WGB0-TV Joliet, Ill. (Chicago), named account executive.

Julia Myers-Bartley, recent graduate, St. John's University, Jamaica, N.Y., joins WYNY(FM) Lake Success, N.Y. (New York), as advertising and promotion assistant.

Tim Dotson, national sales manager, WBFF(TV) Baltimore, named local sales manager.

Trish Silvas, promotion manager, KHTV(TV) Houston, named marketing director.

Elizabeth Vendely, of KCBS-TV Los Angeles, joins Chuck Blore & Don Richman Inc., creative services company, there as VP, marketing and client services.

Bonnie J. Sullivan, national sales manager, special markets, AEI Music Network, joins Capitol Satellite & Communications Systems, Raleigh, N.C., as account executive.

Craig A. Miller, advertising and promotion manager, KDAF(TV) Dallas, joins KPDX(TV), in same capacity.

Mari Kimura, manager of station sales, Select Media Communications, joins Group W Television Sales Target Marketing unit, New York, as account executive.

Timothy Mason, news promotion manager, WDAF-TV Kansas City, Mo., joins WYOU(TV) Scranton, Pa., as marketing director.

Appointments at Young Broadcasting Inc.: **Mickey Martin**, senior account executive, WKRN-TV Nashville, named local sales manager. **Timothy Sharkey**, senior account executive, WILX-TV Onondaga, Mich. (Lansing), joins WTVO(TV) Rockford, Ill., as general sales manager.

Andrea Silverman and **John McGuinness** of Petry Television sales training program, named account executives, New York.

Rod Hall, general sales manager, WFTX(TV) Cape Coral, Fla. (Fort Myers), joins WYZZ-TV Bloomington, Ind., in same capacity.

Tim Griggs, account executive, KUSA-TV Denver, joins Prime Sports Network there, as director of advertising sales.

Glenn D. Lucas, director of sales promotion and merchandising, WBZ(AM) Boston, joins WDRC-AM-FM Hartford, Conn., as general sales manager.

Cindy Rucker, public affairs director, KABB(TV) San Antonio, Tex., named director of sales promotion.

Marcy Kimball, senior marketing consultant, KZFX(FM) Lake Jackson, Tex. (Houston), joins KFON(AM)-KKMJ(FM) Austin, Tex., as general sales manager.

Appointments at Petry Television: **Geoff Spades**, of WCCO-TV Minneapolis,

named account executive there; **Paul Perozeni**, account executive, WUAB(TV) Loraine, Ohio (Cleveland), named account executive there, and **Craig Fabricant**, of MMT Sales, named account executive, Ravens team, New York.

VP's elected at DDB Needham Worldwide, Chicago: **Gerald Cole**, associate director of strategic planning and research, and **Ethel Duble**, account supervisor. **Timothy Hawley**, account executive, named account supervisor.

Appointments at Gillespie Advertising Inc., Princeton, N.J.: **Craig Simpson**, senior art director, Lyons Advertising, to same capacity; **Robert Nelson**, senior media planner and buyer, McAdams Richman & Ong Inc., named media planner and buyer, and **Bereth Euler**, recent graduate, Bucknell University, Lewisburg, Pa., named media assistant.

Randy Frank, national account executive, National Cable Advertising, New York, joins SportsChannel, there as account executive.

Mark Henderson, of WRKA(FM) St. Matthews, Ky. (Louisville), joins WGTO(AM) Cypress Gardens, Fla. (Orlando), as general sales manager.

Appointments at Katz Radio Co.: **Darryl Claggett**, account executive, KRLA(AM)-KLSX(FM) Los Angeles, joins Banner Radio, there in same capacity; **Sherri Sadon**, account executive, Christal Radio, St. Louis, named senior account executive, and **Nancy Jaeger**, account executive, Christal Radio, Atlanta, named senior account executive.

PROGRAMING

Matthew Carlson, former co-producer and producer, ABC's *The Wonder Years*, ABC Productions, Century City, Calif., named writer and producer, ABC Productions to create series programming. **Elliot Shoelman**, former co-executive producer, NBC's *The Cosby Show*, joins ABC Productions as writer, producer and director for series programming. **Ame Simon**, director, children's programs, ABC Television Network Group, Los Angeles, as director, children's programs, afterschool specials.

Stephanie Noonan Drachkovitch, VP and chairman, 44 Blue Productions Inc., San Francisco, joins Buena Vista Productions, Burbank, Calif., as director of development.

Leslie Learner, creative services manager, Orbis Communications Inc., New York, named director, creative services.

Dennis Brown, executive VP in charge of production, ITC Entertainment Group, Studio City, Calif., named senior executive VP, production.



Brown



Pottash

Bruce G. Pottash, director of business affairs, Viacom Enterprises, New York, named VP, business affairs.

Jamie Padnos, supervisor, film evaluations, Showtime Networks Inc., Los Angeles, named manager, film evaluations.

Anne Lieberman, senior VP, business development and acquisitions, Leonard and Associates Inc., joins DIC Enterprises, Burbank, Calif., as VP, home video and business development.

Susan Cho, VP, director of sales, World Events Productions, production/syndication company owned by Koplal Communications, St. Louis, named VP, director of international affairs, Koplal Communications Inc.

Appointments at Orion Television Entertainment, Los Angeles: **Rick Rosen**, senior VP, comedy development, named senior VP, production; **Nancy Perlman**, manager, development, named director, drama development, and **Lori Plager**, feature development executive, Melinda Jason Co., named director, comedy development.

Mark Reilly, director, international affairs, ESPN Inc., Bristol, Conn., named VP, international sales.



Bean

Becky Bean, former executive producer, Television Homefinders Guide, forms BB Post, Syracuse, N.Y., marketing commercial, corporate and industrial video production and consultation.

Susan Collins, manager, affiliate marketing, Viewer's Choice, New York, named director, affiliate marketing. **Doreen Mauro**, manager, financial systems, Viewer's Choice, named director, financial systems.

Peter Golden, VP, talent and casting, GTG Entertainment, joins Stephen J. Cannell Productions Inc., Los Angeles, as VP, talent and casting. **Gail Stoltze**, director, Stephen J. Cannell Productions, named VP, human resources.

Don Perkins, executive manager, American TV Video, joins Tylie Jones/East post-production services company, New York, as VP.

Dora Lauria, administrative assistant, Keystone Communications, New York, joins STARS Production Services Inc., there in same capacity. **Rosemarie Mahieu**, affidavit processor, Keystone Communications, New York, joins STARS there as accountant.

Doris Guerrasio, manager, financial planning, MGM/UA Home Entertainment Group, joins Viacom Entertainment Group, New York, as director of sales planning and analysis. **Brunella Lisi**, manager, domestic sales service, Viacom Enterprises, New York, named director, domestic and barter sales service.

Penny Perry, independent casting director, Los Angeles, joins Columbia Pictures, Culver City, Calif., as VP, talent.

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Elizabeth Huszarik, senior research analyst, Paramount Television, joins Warner Bros. Domestic Television Distribution, Burbank, Calif., as manager, first-run research. **Rusty Mintz**, senior research analyst, Warner Bros., named manager, off-network research.

Mark Rafalowski, former president, Ascot Syndication television distribution company, joins Western International Syndication, Los Angeles, as VP, sales.

Fred Noriega, director of public affairs programing, and correspondent, *Channel 2 News Sunday Edition*, WCBS-TV New York, joins WNET(TV) there as director of public affairs programing, succeeding **Richard Hutton**, ("Fates & Fortunes," April 2).

Jay Barchas, head, Western region sales office, The Learning Channel, Denver, named regional VP, affiliate sales and marketing there. **Richard Conlon**, director, Eastern region office, The Learning Channel, New York, named regional VP, affiliate sales and marketing there.

Michael Binkow, director, current programing, Fox Broadcasting Co., joins Castle Rock Entertainment, Beverly Hills, Calif., as VP, development, syndication and cable.

Nancy E. Allen, national sales manager, business development, Showtime Network Inc., joins Osborn Entertainment Corp., Los Angeles, as director of sales.

Ken Parks, director of legal affairs, Warner Bros., Burbank, Calif., named director of business affairs.

Michael Bair, regional director, Showtime Networks Inc., San Francisco, joins SportsChannel, there as VP, general manager, Bay Area region. **James M. Bates**, director of sales and marketing, SportsChannel, New York, adds duties as assistant general manager.

Brian Yell, director, international operations, MGM/UA, London, named managing director, international operations.

Carolyn C. Alford, director of quality, Westinghouse Broadcasting Corp., New York, named VP, quality.

Mark Lipinski, segment producer, *Joan Rivers Show*, joins Lifetime Television, Astoria, N.Y., as producer, *Attitudes*.

Dan Michaels, director of marketing, WCKG(FM) Elmwood Park, Ill., named program director.

Kenneth Walker, former anchor, USA Today Television and panelist, *Off The Record*, Fox Television's public affairs program, joins Quincy Jones Entertainment, Los Angeles as senior producer, *The Jesse Jackson Show*.

NEWS AND PUBLIC AFFAIRS

Tom Foreman, anchor and reporter, WWL-TV New Orleans, joins ABC News, Denver, as correspondent. **Sheila MacVicar**, co-host, *The Fifth Estate*, Canadian Broadcasting Corp., joins ABC News, London, as correspondent.



Kent

Peter Kent, former correspondent, NBC News, joins *World Monitor*, Boston, as senior correspondent and substitute anchor.

David Michaels, producer, CBS Sports, joins NBC Sports, New York, in same capacity.

Jon Wilkes, VP and general manager, Financial News Network Business Radio Network, New York, adds duties as New York bureau chief. **Eve Krzyzanowski**, VP, news programing, FNN, named VP, international syndication.

Tom Reilly, producer, *SportsCenter*, ESPN, joins Prime Ticket Network, Los Angeles, as senior producer.

Karl Spring, weather anchor, WHP-TV Harrisburg, Pa., joins WHBF-TV Rock Island, Ill., in same capacity.

David Todd Rudnick, of WCSJ(AM)-WCFL(FM) Morris, Ill., joins WGEN-AM-FM Geneseo, Ill., as news director.

Christi O'Connor, weekend anchor and investigative reporter, WGHP-TV Highpoint, N.C. (Greensboro), joins KUTV(TV) Salt Lake City, Utah, as co-anchor and reporter.

Pat Frisch, news director, KLKY(AM) Prescott Valley, Ariz., joins KAFF-AM-FM Flagstaff, Ariz., assistant news and sports director.

Tina Douglas, claims adjuster, State Farm Insurance, Wichita, Kan., joins WSET-TV Lynchburg, Va., as weekend anchor.

Jerry Gumbert, VP and executive news director, KLT(TV) Tyler, Tex., joins KFOR(TV) Oklahoma City as news director.

John Doyle, weathercaster and morning weather anchor, Weather Channel, Atlanta, joins WAGA-TV there as weekend weathercaster.

Ronald J. Bilek, news director, WCMH-TV Columbus, Ohio, joins WXIA-TV Atlanta in same capacity.

Terry L. Mitchell, news producer,

WFSB(TV) Hartford, Conn., joins WVIT(TV) New Britain, Conn. (Hartford), as public affairs producer.

Toni Chappell, anchor, KCOY-TV Santa Maria, Calif., joins KOVR(TV) Stockton, Calif. (Sacramento), as general assignment reporter.

Ron Plants, reporter and anchor, WFMZ-TV Allentown, Pa., joins WHEC-TV Rochester, N.Y., in same capacity.

Brad Pautsch, sports reporter, KTVI(TV) Sioux City, Iowa, named weekend sports anchor, succeeding **Larry Punteney**, named sports director.

Bob Coleman, producer, 10 p.m. newscasts, KMOV(TV) St. Louis, joins WCJB(TV) Gainesville, Fla., as news director.

William Foy, news director, WBT(TV) Charlotte, N.C., joins WSL-TV Roanoke, Va., in same capacity.

Marcy Simon, producer and account executive, Visnews International, international news organization, New York, named producer, corporate television, Visnews International, Miami.

Dara Welles, anchor and reporter, News 12 Long Island cable station, joins WLIW(TV) Garden City, N.Y., as anchor and senior producer, *The 21 Edition*.

John Gerard, weather anchor, WATE-TV Knoxville, Tenn., joins WLWT(TV) Cincinnati, in same capacity.

Mark Tudino, general assignment reporter, WVEC-TV Hampton, Va. (Norfolk), joins WJBK-TV Detroit, in same capacity.

Coleen Marren, managing editor, WTNH-TV New Haven, Conn., joins WTIC-TV Hartford, Conn., as news director.

Bruce Whiteaker, news director, WNEM-TV Bay City, Mich. (Saginaw), joins WMC-TV Memphis in same capacity.

Amy Marsalis, of WTOL-TV Toledo, Ohio, joins WCCO-TV Minneapolis, as weekend news anchor.

Janice Torres, 5 p.m. and 6 p.m. producer, KNTV(TV) San Jose, Calif., joins KOVR(TV) Stockton, Calif. (Sacramento), as midday producer. **Joyce Mitchell**, of California State University, Sacramento, Calif., joins KOVR(TV) there as special projects producer.

Mark Pfister, weekday weather anchor, WVLA(TV) Baton Rouge, joins WSPA-TV Spartanburg, S.C., as weekend weather anchor.

Jim Mattson, news photographer, WHOI(TV) Peoria, Ill., named sports director, 5:30 p.m. and 10 p.m. anchor, succeeding **Paul Zacovic**, named account executive.

Tom Newberry, news director, KXTV(TV) Sacramento, Calif., joins KWTW(TV) Oklahoma City, in same capacity.

Kristina Wozniak, accounting consultant, Los Angeles, joins Group W Productions there as manager of accounting.

Appointments at KFSN-TV Fresno, Calif.: **Dennis Milligan**, assignment editor, named executive producer, operations; **Jennifer Rigby**, news producer, KTSP-TV Phoenix, named executive producer, news programs, and **Rachel McDougal**, morning news editor, KMJ(AM) Fresno, Calif., named day assignment editor.

Sam Bickel, program director, KABB(TV) San Antonio, adds duties as public affairs director.

Steve LaRocco, general assignment reporter and anchor, KTBS-TV Shreveport, La., joins KOLR(TV) Springfield, Mo., as weekday co-anchor.

Melissa Anderson, of KEVN-TV Rapid City, S.D., joins KTVH(TV) Helena, Mont., as reporter and anchor.

Jeff Hill, of KDAE(AM)-KLTG(FM) Corpus Christi, Tex., joins KRYS-AM-FM there as news director.

Terry Bryant, director, program scheduling and on-air promotion, WETA-TV Washington, named programing director. **Sue Dacat**, producer, *Washington Week In Review*, WETA-TV, named senior producer, news and public affairs.

Appointments at CNN: **Peter Humi**, assignment manager, London, named bureau chief, Paris. **Susan Bennett**, of Levine Schneider Public Relations, Los Angeles, joins CNN's *Crossfire*, Washington, as associate producer; **Andrea Kaiser**, freelancer, production, CNN, named production coordinator, *Crossfire*; **Leslie Bachman**, producer, *Larry King Live*, Washington, named senior producer; **Charles Crawford**, science editor and correspondent, Atlanta, named anchor, *CNN Newsnight Update*, *News Overnight* and *Newsnight* and **David Compton**, anchor, *Newsworld*, Canadian Broadcasting Corp., named anchor, CNN International, Atlanta.

Roseanne Tellez, reporter and anchor, WTLV(TV) Jacksonville, Fla., joins WGN-TV Chicago as reporter and anchor.

Melanie Chilek, supervising producer, *This Evening*, Group W Productions, Los Angeles, named executive producer. *The Entertainment Report*, Group W

News Services.

Lena Sadiwskyj, former executive producer, KBIA(AM) Columbia, Mo., joins KOMU(TV) there as executive producer and faculty editor.

TECHNOLOGY

Charles Bigot, director general, Ariane-space Inc., Washington, named chairman and CEO.

Appointments at E-Systems, Engineering Research Associates, Vienna, Va.: **Paul Arnone**, founder and president, named VP, advanced technology marketing; **Terry Collins**, group manager, electronic systems group, named VP and general manager, and **Victor Sellier**, assistant to president, named VP, assistant general manager.

Leonard Staskiewicz, Midwest regional sales manager, Panasonic Broadcast Systems Co., joins Broadcast Television Systems Inc., Salt Lake City as North-east zone manager.

Triathloning Sillerman Style: Swim. Bike. Run. Save Some Lives.

A lot of Vietnam Vets lives are a living hell because of Post Traumatic Stress Disorder. Finally they have been saved—by an Outward Bound Program developed by Bob Rheault, a vet himself. It's a program that needs funds. Mine. And yours.

As underwriter of the New York City Triathlon, I'm asking you to help me foot the bill for this miracle that has helped Vietnam Veterans get on their feet again. I'll swim, bike and run the 25-mile course. You send a per-mile donation.

Together we'll win the race to bring back the men who went so far for us.

Yes, I'll help Bob Sillerman foot the bill.

Enclosed please find a donation in the amount of \$_____. It represents a pledge of _____ per mile of the 25 mile New York City Triathlon dedicated to Bob Rheault's Outward Bound Program for treating PTSD in Vietnam Vets. Please make checks payable to: The Outward Bound Program for Vietnam Veterans.

Name: _____

Company: _____

Address: _____

Please return to:

Anne-Mary Diana
The Sillerman Companies
150 East 58th Street
New York, NY 10155

*Your contribution is 100% tax deductible.

Anthony M. Piccone, recent graduate, Temple University, Philadelphia, joins Lighting Prevention Systems, Berlin, N.J., as assistant sales director.

Bob Campana, senior editor, Windsor Video, New York, joins Modern Telecommunications Inc. there as corporate video editor.

Appointments at Sony, San Jose, Calif.: **Olaf Olafsson**, general manager, CD-ROM hardware and software products, named VP, optical products division; **Robert Headrick**, general manager, recorded media, named general manager, recorded media; **Richard Green**, product marketing manager for rewriter optical, Maxtor, named marketing manager, rewritable optical products, and **Alan C. Sund**, product marketing specialist and product marketing manager, CD-ROM drives, named marketing manager, CD-ROM hardware.

PROMOTION AND PR



Marian Effinger, director of advertising, publicity and promotion, Walt Disney Television, Burbank, Calif., named VP, advertising, publicity and promotion.

Robin McMillan, VP, corporate communications

and publicity, Grant Tinker/Gannett Entertainment, Los Angeles, joins Show-

time Networks Inc., there as director, public relations, West Coast.

Roger Brust, director, applications systems, New York applications systems staff, BMI, named assistant VP, applications systems.

Neil Schubert, manager, advertising, ABC Entertainment, joins Orion Television Entertainment, Los Angeles, as director, advertising, publicity and promotion.

Scott Steffey, senior writer/producer, WITI-TV Milwaukee, named director of creative services.

Carina Sayles, account executive, Lippin Group public relations, joins Buena Vista Television, Burbank, Calif., as manager of publicity.

George Paul Tzamaras, director of media relations, American Psychiatric Association, joins Kamber Group communications firm, Washington, as media specialist.

Debra Jones, partner, Jones/Rusk, producers of educational documentaries, videos and TV specials, joins KHNL(TV) Honolulu as promotion coordinator.

ALLIED FIELDS

Martin Starger, president, Marstar Productions, Los Angeles, named executive producer, Academy of Television Arts & Sciences, *42nd Annual Primetime Emmy Awards Presentation*. **Maggie Barrett**, freelance talent executive, Los Angeles, named executive in charge of talent, *42nd Annual Primetime Emmy Awards Presentation*.

Kenneth M. Kaufman, partner, Wilner & Scheiner, Washington, joins Fisher, Wayland, Cooper & Leader, there in same capacity.

Chuck Buell, air personality, WBSB(FM) Baltimore, joins Saul Foos & Associates Inc., broadcast management company, Chicago, as VP, radio division.

New directors at International Council, National Academy of Television Arts & Sciences, New York: **Jordi Garcia Candau**, director general, RTVE Spain; **Shaw Yu-ming**, chairman, Broadcasting Development Fund, Taiwan TV; **Suh Kiwon**, president, Korean Broadcasting System; **Michael Collyer**, chairman, NATAS, and **Lawrence Gershman**, CEO, World International Network.

DEATHS

John Reisenbach, 33, senior vice president, advertiser sales, All American Television, New York, was shot and killed July 30 at pay phone one block from his Greenwich Village apartment building at approximately 11:45 p.m. New York City; police spokesman said Reisenbach was shot twice in chest and once in right leg and died at about 12:25 a.m. Tuesday morning. Reisenbach, worked at LBS Communications before joining All American three years ago. He is survived by his wife, Victoria, and father, Sandy, an advertising and promotion executive with Warner Bros. film studio in Los Angeles.

Albert Rose, 80, father of electronic imaging, died of lung cancer July 26 at Princeton (N.J.) Medical Center. Joining Radio Corporation of America in 1935, Rose invented image orthicon television camera tube during World War II. Later heading group of RCA scientists that developed photoconductive sensor, Rose was named director of Zurich RCA Laboratories in 1955 and returned in 1957 to RCA-David Sarnoff Research Center, Princeton, N.J. until his retirement in 1975. He is survived by his wife, Lillian; daughter, Jane; son, Mark, and brother, Martin.

Frank Willis, 33, technical manager, NBC News, was shot and killed July 22 in Philadelphia airport parking lot on his way to interview with head hunter agency about possible new job opening. Police are investigating murder. Willis had been with NBC News and NBC Sky Path since 1986. He is survived by his wife, Tonya; daughter, Latoya; son, Frank; father Frank, and mother, Willie Mae.

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FIFTH ESTATE

DICK AURELIO: TIME WARNER'S MASTERFUL POLITICIAN

Lavender shirts were Dick Aurelio's trademark when he was deputy mayor of New York. He'd haggled a terrific price on two dozen at a Times Square shop. When he left city hall, he left the shirts behind, but his negotiator's true colors came with him.

Aurelio has been wearing white shirts for the past 10 years. So he was ready when Warner, where he'd worked for 10 years, merged last year with Time Inc., which has a reputation for a white-shirted corporate culture.

President of Time Warner's New York City Cable Group since September 1989, Aurelio doesn't sense the clash of the cultures many talk about. "In fact, I'm amazed at some of the similarities, down to the reports and analyses."

Aurelio sees similarities in everything he does. "My whole career, in one form or another, has been in communications." From journalism to government to cable, much of that communicating has been on the political front. His government expertise is what attracted Warner to him in the first place, and got Time Warner's attention when the two media giants merged. "He's very well plugged in, and so is Time Warner. From their perspective, that makes a nice combination," says one source.

Most recently Aurelio was charged with renewing Time Warner's Manhattan cable franchises, and his connections and shrewd negotiating tactics came in handy, according to those familiar with the often contentious renewal process. "Poker face" is a term several use to describe him.

Those skills were honed during Aurelio's time in politics, as campaign manager and a key aide to both Senator Jacob Javits (R-N.Y.) and New York Mayor John Lindsay.

Aurelio met Javits during Aurelio's tenure at *Newsday*, where he had become news editor after several years covering local Long Island politics. He was one of the reporters writing about harness racing scandals, whose coverage won a Pulitzer Prize for the paper. After four years as an editor, Aurelio was "dying to get to Washington." Describing himself as "always a Democrat and a liberal," Aurelio wanted to be in Washington by John Kennedy's inauguration, and made it with a month to



spare, landing a job as Javits' press secretary.

Aurelio spent much of the Johnson years involved in a Washington group that was opposed to the Vietnam war. In 1967 Aurelio accompanied Javits, now his administrative assistant, and a Congressional group on a fact finding mission to Vietnam. "All of us left feeling there's something not right about this. We came back and raised a lot of question. Eventually it led to Javits breaking with the administration and opposing the war." When Nixon came into the White House, Aurelio knew it was time to leave Washington, and go back to New York.

After a brief public relations stint, Aurelio found himself drawn back into the world of politics, serving as Mayor Lindsay's campaign manager for a tough reelection bid, and then spending two years as deputy mayor. "It was a tough time," he remembers. "There were civil rights marches and riots in the streets. But while cities like Newark and Chicago and Detroit and Los Angeles all blew up in terms of riots, New York was relatively calm because of the attention and sensitivity the mayor and his administration gave to minorities."

Aurelio served as campaign manager

during Lindsay's four-month stab at the White House. "We didn't seriously think he'd win. We wanted to raise issues about the problems of the inner cities." And then Aurelio left public service.

He joined the private sector as president of the international public relations firm D.J. Edelman, performing tasks such as organizing Marshall Tito's last trip to the United States.

He joined Warner in 1979 to handle government affairs, and helped the cable MSO secure 82 franchise agreements during his four-year tenure. His political experience made him well prepared to deal with local, state and federal governments as the job demanded.

Aurelio was also attracted to Warner, although he admits that then "cable wasn't uppermost in my mind." Now, he concedes, "I have a love affair with cable the way our subscribers do. They have a love affair with television, and I think, with the choices cable provides." Although he acknowledges service problems still exist, most, he says, are "ancient history. It takes a while for people to quit the bashing and quit the complaining."

While he has remained at Warner longer than anywhere else, Aurelio stresses diversity of jobs has kept him there. "You get stale if you do the same thing more than four or five years."

Then he got the chance he says he wanted, to manage a cable system. "I relished the opportunity to run a system myself to show that it can be done in a way that serves the customer." Aurelio calls

the Brooklyn and Queens systems he headed "the most advanced systems in the country." Now he's got his attention focused on Manhattan. "My passion and my objective is to get past ancient history and have those systems become known as the most customer friendly systems in America. And I'm absolutely convinced that we're going to get there."

Richard Roberto Luigi Aurelio

President, Time Warner New York City Cable Group; b. April 19, 1929, North Providence, R.I.;

BA, journalism, Boston University, 1949; Air Force, 1949-51; political reporter and news editor, Newsday, 1952-61; press secretary and administrative assistant to U.S. Senator Jacob Javits, 1961-68; VP, Gottlieb & Associates, New York, 1969; deputy mayor of New York under Mayor John Lindsay, 1970-71; president, D.J. Edelman, New York, 1974-79; various positions, Warner Cable, 1979-89; present position since 1989; m. Suzanne Berger, 1960; son: Marco, 28.

IN BRIEF

CBS will meet this week with former ABC affiliate WLKY(TV) Louisville to discuss station becoming CBS affiliate. CBS's previous affiliate WHAS(TV) Louisville (ch. 11), switched to ABC in June ("In Brief," June 4). CBS tried unsuccessfully last week to get NBC affiliate WAVE-TV Louisville (ch. 3), to switch. WLKY is UHF owned by Pulitzer Publishing Co.

National Association of Broadcast Employees and Technicians (NABET) will meet Aug. 7 in New York for negotiations. Meeting is first since NABET rejected NBC's second contract offer July 27. (NABET rejected network's first offer in May; it has been working without contract since March.)

FCC issued 100-page plus report on cable industry last week, which serves as backdrop for its call for more competition for cable industry (BROADCASTING, July 30).

Community Antenna Television Association last week declared opposition to House Commerce Committee cable bill (H.R. 5267), saying rate regulation and program access provisions go too far. Action comes on top of CATA's opposition to S. 2800, video-dial tone bill. Move puts CATA at odds with National Cable Television Association, which does not oppose S. 2800 and maintains stance of "not supporting" H.R. 5267.

TCI invested \$5 million in Video Jukebox Network last week, half of what interactive music video service hopes to raise in planned \$10 million private placement. TCI paid \$5 each for one million shares, less than 10% of company. Newhouse Broadcasting also is major investor in service.

Lifetime's first original movie, *Memories of Murder*, got 2.2 rating (1,117,000 households) on July 31. Tuesday, 9-11 p.m. slot where movie ran had averaged 1.0 for July, and prime time rating for month was 0.9. Women VPVH's (viewers per viewing household) also improved. Movie pulled in 44 VPVH for women 18-49, while monthly average for time slot was 39 and for prime time,

37. Working women VPVH's for movie were 44, compared with 30 for time slot and 29 for prime time.

UA Entertainment, Sammons, Western Communications and Continental's launching of **FNN** helped give network strongest subscriber growth in July of any cable network. It **posted 2% increase, from 33.7 million to 34.4 million subscribers.** In addition, network's weekend distribution jumped 2.8% to 24.9 million.

Meredith Corp., owner of five TV stations, **reported \$49.9 million loss for fourth quarter.** Meredith said losses from discontinued operations included \$17.9 million from sale of rep firm MMT Sales Inc. to rep firm's employees (see page 60). Company's fourth-quarter earnings last year were \$7.4 million. Meredith also announced that its **board has authorized repurchase of additional one million**

shares of company's common stock. Board had approved similar repurchase last November and company repurchased maximum one million shares.

After just four weeks on market, first-run version of **Cannell Distribution's 21 Jump Street**, debuting in October, **has cleared more than 80%** of country, including Tribune Broadcasting's three largest stations, WPIX-TV New York, KTLA(TV) Los Angeles and WGN-TV Chicago. LBS Communications subsidiary TV Horizons will sell barter time in program (split is 6½ minutes each for local and national). LBS Chairman Henry Siegel said program was already about two-thirds sold out, and that he expects show to generate \$30 million in national barter sales for 1990-91 season.

Last Tuesday's (July 31) overnight numbers for ABC's *Roseanne* included its lowest-ever share level (13/22) following flap over Roseanne Barr's rendition of national anthem at July 26 San Diego Padres game. ABC aired repeat and blamed *Roseanne*'s drop on 12.7/22 performance of 9-11 p.m. CBS telefilm, *Murder Ordained*, but during 9-9:30, made-for scored 11.4/20, two full points behind *Roseanne*. NBC's *Sex, Buys & Advertising* measured 8.8/16 at 9-10.

Christian Science Monitor's emerging cable television project has recruited aide to House Foreign Affairs Committee Chairman Dante Fascell (D-Fla.). **Tommy Bruce** is leaving Fascell staff this summer to anchor and help produce weekly news program about Capitol Hill. Bruce will officially sign on with **Monitor Channel** on Sept. 15. Cable network is scheduled to begin operating next May 1. Bruce has been active in international communications matters in which Fascell committee is involved.

Summer launch of ABC's *Into the Night* with **Rick Dees** has been less than auspicious against NBC's late night veterans Johnny Carson and David Letterman, but Dees hour talk show exhibited early strength against CBS's off-network and talk show fare in battle for third place for late fringe ratings. For three-week period ending July 13, ABC's *Into the Night* scored 2.7 rating/12 share metered

CHUNG CUTTING BACK

Connie Chung, deciding to focus on her biological clock rather than peoplemeters, last week removed herself and her new *Face to Face With Connie Chung* from CBS's fall lineup, and announced her intention to "take a very aggressive approach to having a baby." Chung, who is married to Maury Povich, said "We very much want to have a child. Unfortunately, time is running out for me when it comes to childbearing. I will be 44 next month."

Chung said she will do periodic *Face to Face* specials instead of her series. Howard Stringer, CBS/Broadcast Group president, expressed his support of Chung's decision. "When Connie is ready," he said, "we will happily welcome *Face to Face* back to the schedule as a weekly series."

CBS will fill its Monday night time slot with *The Trials of Rosie O'Neill*, a one-hour drama starring Sharon Gless as a recently divorced lawyer who becomes a public defender.

market average for midnight slot, while NBC's last half-hour of *The Tonight Show with Johnny Carson* and first half-hour of *Latenight with David Letterman* finished with top-rated 3.6/15 average. Surprisingly, CBS's revolving off-network fare (including *Wiseguy*, *21 Jump Street* and *Wolf*), which started half-hour earlier at 11:30 p.m., was in second place with 3.2/13, only half rating point ahead of ABC's *Into the Night*. However, in subsequent two-week period ending July 27, *Into the Night* trailed downward with 2.1/10 average, while CBS's July 23 introduction of *The Midnight Hour* talk show at 12:30 a.m. helped pick up ratings with second-place 3.0/14 score. *The Midnight Hour* features revolving host format with various prominent radio disk jockeys from around country serving weekly stints.

NAB is inviting developers of TV ghost canceling systems to submit their systems for consideration as voluntary U.S. standard. NAB is, acting as standard-setting body. It is working in cooperation with Advanced Television Systems Committee, PBS and Cable Television Laboratories, which already have ghost canceling evaluation and testing programs in place. Written proposals should be submitted to NAB by Oct. 31.

National Education Association presented its annual media awards to variety of cable entities. Cox Cable received 1990 Broadcast Award for company's efforts in providing instructional materials for schools. Continental Cable was honored for its "Cable in the Classroom" program. Other cable winners: BET for *Teen Summit: The Chessboard*; the Disney Channel for *The Disney Channel Salutes the American Teacher*; CNN for *CNN Newsroom*; Discovery Channel for *Assignment Discovery*; Turner Broadcasting for *Chico Mendes: Voice of the Amazon*, and Nickelodeon for *Mr. Wizard's World*.

Hubbard Broadcasting subsidiary F&F Productions believes that providing NBC Sports with remote production facilities for coverage of July 21 game between U.S. and Cuban national baseball teams occasioned **first visit by U.S. vehicle and driver on Cuban soil**—as well as first appearance of U.S. vessel in Havana harbor—allowed by Havana government since 1961. F&F, which shares its St. Petersburg, Fla., headquarters with three other Hubbard companies (Diamond P Sports, Variety Sports Entertainment Programming and Hubcom),

OPENING UP SOVIET TV

A People's Deputy of the USSR and chairman of one of Moscow's districts was the latest Soviet visitor to Washington to talk of plans for independent television service in the Soviet Union. Ilya Zaslavsky, at a meeting sponsored by the Center for Strategic and International Studies, expressed confidence that private television is likely soon in Moscow and other areas of the Soviet Union. The People's Deputy predicted that his Oktyabrski District would have an independent television station within six months.

Zaslavsky spoke several weeks after Vladimir Posner, the commentator on Soviet television who frequently expresses his views on American television, told a CSIS-sponsored meeting he was part of a group organizing what would be the Soviet Union's first independent television network. He said his group of some 30 people would look for joint ventures and had been approached by "powerful American organizations" interested in the project. He said the project would become a reality by the end of this year (BROADCASTING, June 25).

Whereas Posner has had considerable experience in broadcasting and is known to have important contacts in the Soviet hierarchy—indeed, Zaslavsky said Posner is part of the "establishment"—Zaslavsky would appear to be facing a difficult road ahead. He indicated he knows little about independent broadcasting and that there are no rules or precedents to follow. He said those interested in developing private television in the Soviet Union need expertise in a variety of areas, from the hardware and technology of delivery systems to how a staff is organized and a television station is operated.

Still, as central authority in the Soviet Union weakens, opportunities for independent broadcasting appear to be emerging on the local level. And it appears that local political influence will hold the key to establishing entrepreneurship within the Soviet Union. It was in that context that Zaslavsky was seen as likely to have the political power necessary to bring private television to the Oktyabrski District within six months.

But he was looking for help. He said he would like to obtain U.S. software, particularly entertainment programming, to augment local news and information programming planned for the station. However, it was not clear how the station would pay for the material. He expressed specific interest in Russian language captioning. He said that service would not only benefit the hearing-impaired but would give the Russian-speaking audience an opportunity to hear English-language programming. —LZ

took its GTXII transportable via freighter, and combined NBC and F&F crew of 32 covered game, as well as taping scenes around Havana for piece on Cuban lifestyle. As best as could be ascertained, said F&F spokesman, no American had driven vehicle on island since Bay of Pigs invasion in 1961.

Minorities and women made little progress last year in increasing their numbers in television and radio newsrooms. Survey conducted for Radio-Television News Directors Association by University of Missouri journalism professor Vernon Stone concludes that minority share of news workforce at commercial TV and radio stations had increased by only 1% since 1988. In article published in August issue of *RTNDA Communicator*, Stone says that **minority share of news workforce at commercial TV stations was 17% in 1989**, compared to 16% in 1988. At **commercial radio stations, minorities con-**

stituted 9% of workforce last year and 8% in 1988. As for **women, they were found to hold about one third of jobs in both television and radio news**, proportion that has held fairly steady in recent years. Stone said findings were similar with respect to executive positions. Survey found that 9% of 379 television news directors questioned were minority-group members, compared to 8% in preceding year. As for 324 radio news directors sampled, 6% were minority, 1% more than in 1988. Gains were made primarily by Hispanic men. Women were news directors at 18% of television stations and 25% of radio outlets, same as in 1988.

Police arrested 42-year-old homeless man, William Emerson, in murder of John Reisenbach, senior vice president at All American Television Corp., who was shot last week while making call at phone booth in New York (see page 78).

EDITORIALS

Committed to the First Amendment and the Fifth Estate

GETTING WARM?

Repl'y comments aren't always the high point in an FCC proceeding, and we don't suggest they're lighting up the sky in the financial interest docket. But it's worth an onlooker's time to examine the filing made by the National Telecommunications and Information Administration, which has the merit of being hailed as a victory for each side—the networks and Hollywood. It similarly has the merit of being denounced by each side for the good things it has to say about the other. All of which suggests the NTIA may be zeroing in on a compromise the parties could live with. We don't mean to get ahead of the curve but, as we say, it's worth watching. Page 29.

WINNING THE WAR WHILE LOSING THE BATTLE

The telephone industry finally won one last week. The Senate Commerce Committee passed a bill permitting so-called "video-dial tone" service by that industry to the television business. Essentially, it means the telephone companies can play, if only as common carriers. We hope that's the case, and that 10 years from now, when several more chapters in the telecommunications revolution have been written, we won't be lamenting that July 31, 1990 was the day the camel got its nose under the tent.

The precipitating agent was a bill by Senator Conrad Burns (R-Mont.) that would have permitted the telcos to participate in program ownership, which is their eventual intent. He wanted to add his bill to the original Senate cable bill, but accepted stand-alone status offered by Senator Ernest Hollings (D-S.C.), chairman of the Commerce Committee, along with promise of hearings and a markup.

In the final analysis, Burns didn't have the votes to carry the day for his full penetration measure, so he fell back on the video-dial tone version, which succeeded. (And, in the process, expanded telco entry from just independents to the entire phone universe, including the Bell operating companies.) The revised version must, of course, pass the full Senate and join up with a similar bill from the House before becoming the law of the land.

What it will mean:

- That telephone companies may bring television service to the general public, so long as they are acting as the agents of others.
- They may provide such service within their normal service areas.
- They need not be franchised, as are competing cable companies, nor be liable for franchise fees.
- They will have been enabled to begin putting in place a "one-wire-to-the-home" telephone/television/data informa-

tion system that eventually will stagger the mind.

Telcos as common carriers is a concept that's all well and good, of course—or at least one hard to argue against. But it's hard to fashion a practical way to limit them to that activity, especially once they've been allowed to cross-subsidize their way into every home in the land.

The rationale for letting the telcos in is to create more competition for cable. The reality is that, eventually, there is likely to be only one television wire into the home. That's what makes cable a natural monopoly; it's just not economically feasible to run two wires down the same street. But it might be possible, with fiber optics, to run the equivalent of several cable systems into the same home. If that system could be kept content-neutral, it might well make possible greater access in the long run.

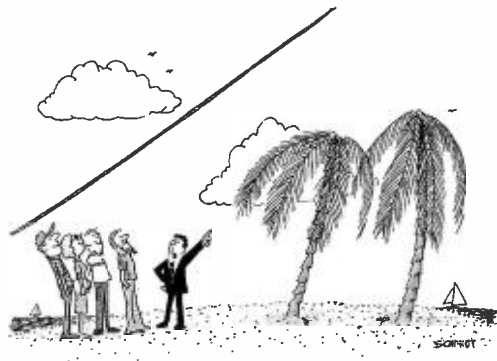
We tend to be more comfortable with the devil we know—and to be wary of the devil broadcasters and cablecasters well remember—but these are ever new times and no new technology should be arbitrarily denied.

Not a bad week's work for John Sodolski (president of the U. S. Telephone Association) et al.

BAD NEWS BUDGETEERS

Like Banquo's ghost, the spectre of a spectrum fee rose over Washington last week, pushed into renewed prominence by a budget process that seeks to extract revenue from every stone along the road. Or, in this case, to shake out a shower of pennies from heaven. The sought after goal is now \$4 billion, with almost half targeted to come from the broadcasting industry—an improper impost that averages out to over \$100,000 annually for every AM, FM and TV station in the country. It's a formula for decimation.

The National Association of Broadcasters is right to sound the alarm in face of such an impending confiscation, and broadcasters are well advised to heed NAB's call to arms.



Drawn for BROADCASTING by Jack Schmidt

"Who put the Busch Beer balloon up there instead of TV Marti?"

Radio. Special Reports.

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

Deadline for materials:
10 days prior to publication date.

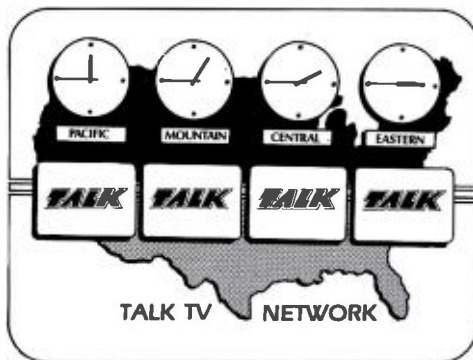


Thanks! You really did... **TALK TO US!** ... about ...
Who Would YOU Like to See and Talk with on TV... ALL DAY LONG?

In early July this advertisement appeared in a number of Broadcasting and Cable TV publications ... TALK TV NETWORK asked for suggestions from professionals reading these trade magazines who they would like to see as Hosts on these TALK TV programs with general or specific subjects in such a proposed schedule.

THANK YOU for the hundreds of names you did send in! ... Most were serious suggestions and a few were funny. (We're not sure Imelda Marcos would agree to host TALK SHOES!)

Keeping our promise to publish the results of this informal survey, listed below are names which appeared a number of times, with some suggested in multiple subject areas. (Additional subjects were also recommended; indeed the subjects below are not "etched in stone"!)



- TALK TV NETWORK** adds these few points:
- Some Talk Show hosts presently broadcasting had been contacted previously by TALK TV NETWORK.
 - Many people whose names are suggested surely have no idea of this - perhaps until they see this advertisement ... With respect for these outstanding personalities, we intend to notify them personally as best we can and to learn if some would indeed consider such national broadcast work on a daily, weekly, or occasional participation in their areas of expertise.
 - Thanks for all your affirmative comments about this ALL TALK-ALL DAY-ALL LIVE! concept on a single channel ... and responding in a manner whereby you really did TALK TO US!

TALK TV NETWORK 18 HOURS DAILY	
TIMES	MONDAY -FRIDAY
6AM-8AM PACIFIC 7AM-9AM MOUNTAIN 8AM-10AM CENTRAL 9AM-11AM EASTERN	TALK BUSINESS/FINANCE Lou Dobbs Bob Rosefsky Donald Trump Ralph Nader Louis Rukseyser Bruce Williams
8AM-10AM PACIFIC 9AM-11AM MOUNTAIN 10AM-NOON CENTRAL 11AM-1PM EASTERN	TALK HEALTH/LIFESTYLE Dr. Robert Atkins Dr. C. Everett Koop Richard Simmons Joan Hamburg Jack LaLanne
10AM-NOON PACIFIC 11AM-1PM MOUNTAIN NOON-2PM CENTRAL 1PM-3PM EASTERN	TALK PSYCHOLOGY Dr. Michael Broder Dr. Barbara DeAngelis Dr. Laura Schlessinger Dr. Joyce Brothers Dr. Susan Forward Dr. David Viscott Dr. Joy Brown Dr. Lynne Logan Dr. Ruth Westheimer
NOON-2PM PACIFIC 1PM-3PM MOUNTAIN 2PM-4PM CENTRAL 3PM-5PM EASTERN	TALK WITH . . . Jim Bohannon Michael Jackson Ted Koppel Neil Rogers Erna Bombbeck Larry King Tom Leykis Tom Snyder Bob Grant Ed Koch William Raspberry
2PM-4PM PACIFIC 3PM-5PM MOUNTAIN 4PM-6PM CENTRAL 5PM-7PM EASTERN	TALK WITH . . . Gene Burns Rush Limbaugh Regis Philbin Jane Wallace Carole Hemingway Mario Machado Lynn Sarmuets Jerry Williams Joyce Keiler Neil Myers Barbara Simpson
4PM-6PM PACIFIC 5PM-7PM MOUNTAIN 6PM-8PM CENTRAL 7PM-9PM EASTERN	TALK WITH . . . Bill Boggs Brad Crandall Larry Glick Ronn Owens Art Buchwald Jim Eason Lee Leonard Susan Sikora William F. Buckley Ira Fiestell Pat McMahon
6PM-8PM PACIFIC 7PM-9PM MOUNTAIN 8PM-10PM CENTRAL 9PM-11PM EASTERN	TALK TODAY'S NEWS Walter Cronkite Edwin Newman Eric Sevareid Gil Gross Daniel Schorr Stephani Shelton
8PM-10PM PACIFIC 9PM-11PM MOUNTAIN 10PM-MID CENTRAL 11PM-1AM EASTERN	TALK SPORTS Roy Firestone Bill Mazer Karle Ross Reggie Jackson Jim Palmer Art Rust, Jr. Dave Marsh Fred Roggin Fred Wallin
10PM-MID PACIFIC 11PM-1AM MOUNTAIN MID-2AM CENTRAL 1AM-3AM EASTERN	TALK SHOW BUSINESS Army Archard Leeza Gibbons Stu Schreberg Rona Barrett Bill Moran Liz Smith Marilyn Beck Jack Murphy Marci Weiner

WEEKENDS ROTATING/ALTERNATING HOSTS	
SATURDAY	SUNDAY
TALK FASHION Helen G. Brown Ralph Lauren Liz Claiborne Diana Vreeland Donna Karan	TALK GARDENING Thalia Cruseo Ralph Snodgrass The Dworkins
LEGAL TALK F. Lee Bailey Arthur Miller Melvin Belli William Kunstler Robert Bork Jerry Spence Allan Dershowitz	MEDICAL TALK Dr. Dean Edell Dr. Gabe Mirkin Dr. Tim Johnson Dr. Art Ulene
TALK NATIONAL NEWS Tip O'Neill Tom Wicker Kathleen Sullivan George Will	TALK WORLD NEWS Jimmy Carter Henry Kissinger Jean Kirkpatrick George Shultz
TALK PRESS/MEDIA Jimmy Breslin Paul Kagan Jerry Dunklee	TALK BUSINESS Lee Iacocca William Seidman Jane B. Quinn Paul Volcker
TALK MUSIC Dick Clark Billy Joel Marvin Hamlisch Beverly Sills	TALK BROADWAY Walter Kerr Joe Papp Rita Moreno Neil Simon
SATURDAY HOLLYWOOD TALK Jack Lemmon Rex Reed Bette Midler Steven Spielberg	SUNDAY HOLLYWOOD TALK Michael Eisner Mary Hart Jane Fonda Jack Valenti
TALK SATURDAY'S NEWS Tom Brokaw Mike Royko Dan Rather	TALK SUNDAY'S NEWS Morton Dean Peter Jennings Hugh Downs
SATURDAY SPORTS TALK Suzy Chaffee Rafer Johnson Joe Garagiola	SUNDAY SPORTS TALK Howard Cosell Kurt Thomas Jack Nicklaus
TALK ENTERTAINMENT Albert Brooks Carl Reiner Billy Crystal Howard Rosenberg	TALK ENTERTAINMENT Mel Brooks Steve Landesberg John Denver Shirley MacLaine

MID-6AM PACIFIC
1AM-7AM MOUNTAIN
2AM-8AM CENTRAL
3AM-9AM EASTERN

TALK THROUGH THE NIGHT
PHASE II

**A New Cable
Television Program Network**
Starting Early 1991
Top Hosts! Great Guests! Viewer Call-Ins On All Programs All Day!
SOMEBODY TO TALK WITH!



LOOK FOR THE
TALK TV NETWORK
FINAL SCHEDULE
IN SEPTEMBER!