

# Broadcasting Oct 1

Incorporating Broadcasting / Cable

59th Year 1990

## TELEVISION / 36

*Tribune takes Rivers, Geraldo in-house  
PBS wins with 'War'*

## RADIO / 41

*KKBT(FM)'s urban sound moves it closer to lead in L.A.*


## WASHINGTON / 59

*High-definition television bill is tabled, but closed captioning law is likely*

## CABLE / 68

*DBS, cable bill talk of towns in Atlantic City and New York*

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AT THE MOVIES  
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RTNDA in  
San Jose

# Instant

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# Toon-In!

Market	Station	Time Period	Beats
#1 in Los Angeles	KTTV	5:00PM	Sitcoms
#1 in Chicago	WFLD	4:00PM	Ninja Turtles, Chip & Dale
#1 in Philadelphia	WTFX	4:00PM	Alvin, Denver the Dinosaur
#1 in San Francisco	KTVU	4:30PM	New Adventures of He-Man
#1 in Boston	WLVI	4:30PM	Tale Spin, Peter Pan, Children's Room
#1 in Washington	WTTG	4:00PM	Chip & Dale Rescue Rangers
#1 in Detroit	WKBD	4:30PM	Jetsons
#1 in Cleveland	WUAB*	4:30PM	Peter Pan, Dukes of Hazzard
#1 in Houston	KRIV	4:00PM	Ninja Turtles, Chip & Dale
#1 in Atlanta	WGNX	5:30PM	Silver Spoons
#1 in Tampa	WFTS	4:00PM	Chip & Dale Rescue Rangers
#1 in Denver	KWGN	3:00PM	Real Ghostbusters, New He-Man
#1 in St. Louis	KDNL	4:30PM	Duck Tales
#1 in Phoenix	KPHO	3:30PM	Duck Tales, New He-Man

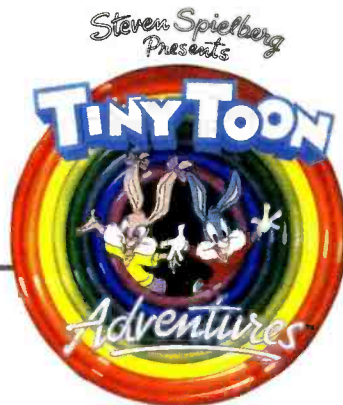
SOURCE: NSI/\*\*ARB Overnights 9/17-9/21/90 vs All Kids Shows



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# THIS WEEK



Broadcasters unveiled plans for enhanced widescreen TV at Brighton (page 64)

## 27 / SURPRISE START

The television networks' official prime time "premiere week" got off to an unexpected start last week, with CBS winning the round—with no more than three-tenths of a rating point separating first and third place. An also unexpected contender: *The Civil War* on the Public Broadcasting Service, which diverted attention from the big four but helped on-air television bolster its homes-using-television numbers.

In addition to CBS's unexpected showing to date, unusual turns included low numbers for such franchise programs as NBC's *The Cosby Show* and ABC's *Roseanne*, compared to last year, and talk by some observers that NBC may, or should, be

the first of the networks to make schedule changes.

## 32 / EXTENDING GOODWILL

Less than two months after the final losses of \$44 million for the 1990 Goodwill Games were tallied, the board of Turner Broadcasting System voted unanimously to proceed with the 1994 games and offset losses by selling a weekend package of events to ABC.

The games will be cable exclusive during the week, with events in prime time and late night, while ABC will have 18 hours of weekend afternoon coverage.

## 36 / CORPORATE SPLIT

Tribune Entertainment will not renew its agreement with Paramount to sell

Tribune's *Geraldo* and *Joan Rivers* shows. Instead, sales of the two talk strips are being taken in house.

## 38 / RATINGS VICTORY

Ken Burn's \$3.5 million, critically acclaimed 12-hour documentary *The Civil War* was a major victory for the Public Broadcasting Service, giving the noncommercial network its largest-ever series debut audience, a number that increased for the program's second outing.

## 41 / URBAN ROCKET

KKBT(FM) Los Angeles was a classical music station when Evergreen Media bought it in May 1989. After a false start as an urban rock station, it switched to an urban contemporary sound, which has propelled it

just a fraction away from the market leaders.

## 44 / ABC'S CROSS-PROMOTION

ABC-TV is looking to its radio network to promote three fall TV shows: *Twin Peaks*, *China Beach* and *Cop Rock*. The marketing plan is designed to serve as an "extension of the entertainment value of the show," said ABC-TV.

## 45 / AM, FM IMPROVEMENT AHEAD

Radio can look forward to the expanded AM band, new FCC rules governing FM translators, improved fidelity for AM receivers, RDS for FM receivers and several other near-term developments.



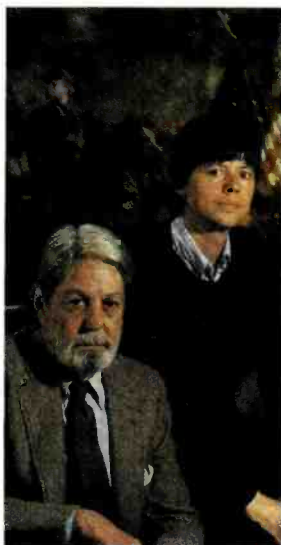
## 47 / THE WAY TO SAN JOSE

Radio-Television News Directors Association members found their way to northern California last week for the organization's 45th annual international conference and exhibition. During the show, NBC News President Michael Gartner drove home his point that pooling the resources of the networks and their affiliates is one way to curb the personnel and economic constraints of the 1990's. Other panelists addressed the blurring of traditional boundaries between news media, and maintaining journalistic integrity while meeting bottom-line corporate budget projections.

## 49, 60 / SIKES STUMP

FCC Chairman Alfred Sikes called on those attending the RTNDA convention to bring their journalistic skills to bear on an examination of prime time television and its effects on society. To date, he said, the issue has not drawn the "level of media scrutiny that accompanies

PBS's 'Civil War' was hit (pages 27, 38). Shown below: writer Shelby Foote and producer Ken Burns (r)



the important issues of the day."

Further south, Sikes told members of the Hollywood production community that the agency is seeking to write new rules that balance the interests of the broadcast networks and Hollywood producers.

## 52 / SEASON FINALE

Many general sales managers start the fourth quarter having little picture of what the next three months will hold for TV station revenue. That uncertainty has begun to breed some doubt about whether revenue will grow for the fourth quarter and into 1991.

## 59 / ON THE HILL

Foreign Affairs Committee efforts to review a high-definition test funding measure dims its chances. In the meantime, the Commerce Committee reports out a bill mandating that TV set manufacturers include decoders for closed captioning for the hearing impaired into most TV sets.

## 60 / ON BOARD

The Corporation for Public Broadcasting has elected a new board chairman: Marshall Turner, general partner and co-founder of the San Francisco-based venture capital investment firm Taylor & Turner Associates. Daniel Brenner, former legal adviser to FCC chairmen Mark Fowler and Charles Ferris, was elected vice chairman.

## 62 / DAB DILEMMAS

The FCC is offering three possible DAB bands up for public comment, including one set of frequencies that now resides in the UHF-TV band. Strong opposition to all three options is expected.



FCC Chairman Alfred Sikes (pages 49, 60)

## 64 / BRIGHTON BEACH MEMOIRS

According to the consensus of TV technical experts at the International Broadcasting Convention in Brighton, England, widescreen television will emerge as the first, and

perhaps most important, step toward advanced TV systems worldwide. Additionally, this year's breakthroughs in applying digital compression techniques to television and a new push to enhance terrestrial broadcast services also dominated the talk at the engineering forum and equipment exhibition.

## 68 / CABLE CONCERNS

TCI's John Malone, during the Cable Television Administration and Marketing Society's management conference in Atlantic City last week, said that the cable industry, regarded as highly-leveraged, is in a credit squeeze, causing stock prices to decline. It will be increasingly difficult for the cable industry to find financing, he said. But cable will be in better shape than other industries hit by recession because it is "supported by its own internal cash flow," he said.

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Incorporating

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# CLOSED CIRCUIT

## Washington Looking up

Window of opportunity has opened for many independent consultants who, despite generally gloomy banking, brokering and station trading picture, are finding themselves benefactors in current market. Change comes as banks draft new ways to combat HLT restrictions and broadcasters spend more time in litigation. Lending institutions that entered broadcasting in late 1970's developed in-house expertise, reducing need for independent consultants. For now, however, pendulum has swung back, at least for short term.

Appraisals are being done in increasing numbers due to rise in litigation involving bankruptcies, partnership dissolutions, employe disputes, and, surprisingly, divorces, said several consultants. Window may close by late October if federal regulations allow banks to change some loans currently classified as HLT (BROADCASTING, Sept. 17). Also, many small to mid-size broker firms are expanding financial consultant and appraisal efforts to make up for lost revenues.

## Hold that (PTAR) line

NATPE International Chairman Vicky Gregorian and President Phil Corvo met individually with five FCC commissioners in Washington two weeks ago. Commission has made no secret of its desire to keep intact prime time access rule as it reexamines other rules, such as financial interest and syndication. According to Gregorian, commissioners urged NATPE to suggest language that might be used in revision of network affiliation rules

(which include fin-syn and PTAR) to ensure that PTAR is not undermined.

## Seattle Step closer

Seattle-based SkyPix's proposal to launch 80-channel, direct-to-home satellite movie service by next spring will take one large step toward reality today (Oct. 1) when Hughes Communications announces it has leased SkyPix satellite capacity to do job. Constituting deal of same magnitude as HBO-Turner Broadcasting purchase last year of next-generation capacity aboard Hughes's Galaxy IR and V birds, long-term SkyPix lease will give it 10 transponders aboard 41-watt, Ku-band bird, SBS 6, to be launched later this month. SkyPix will migrate to huge hybrid Ku/C-band bird, Galaxy IV, where its lease will expand to 12 transponders in early 1993. SkyPix, which promised soon to announce strategic equity partners, has said its own dig-

ital compression system will allow it to deliver eight video signals per transponder as soon as next May or June.

## Sacramento Powering up

Fuller-Jeffrey Broadcasting Companies Inc. is on move. Group owner of KHOP(FM) on 104.1 mhz in Modesto, Calif., is buying construction permit for 103.9 mhz in Mariposa, Southeast of Modesto, and is also moving KRCX(AM) Santa Rosa (Sacramento) from 1110 khz to 650 khz. Move will allow Fuller-Jeffrey to increase power from 5 kw to 25 kw day and 500 w night to 1 kw night.

## Chicago Taking care of business

Arbitron Co. apparently knows potential customer when it sees it. Word has it that Chicago office of ratings

company is looking to pitch its broadcast advertiser tracking services to Christian Leaders for Responsible Television. CLear-TV, based in nearby Carol Stream, Ill., is group that keeps tabs on TV shows and commercials with eye toward boycotting advertisers in programs it decides contain too much sex, violence or profanity ("Closed Circuit," Sept. 17).

## Hollywood Looking for leak

News of MCA's talks with Matsushita (see "Top of the Week," page 27) inspired almost as much discussion on how news was gotten as on news itself. *Wall Street Journal* had distinction of breaking story, leading to much speculation, perhaps unfair, that word of negotiations was tactically leaked. Among various scenarios were that perhaps leak was devised to test Washington's reaction to another Japanese-based owner of Hollywood studio. Also suggested were conflicting explanations that either story was leaked to pressure Wasserman into finally agreeing to sell company, or that pressure was meant to scare off supposedly "publicity shy" Matsushita. Among rumored possible sources were said to be investment banker acquainted with one of reporters or MCA executive and major shareholder.

## Keeping together

Buena Vista, looking to get more stations in line to air *The Disney Afternoon* (BROADCASTING, Sept. 24) in two-hour seamless form rather than breaking up four-show block, will use research

## Revolving door

With one-year "cooling off" period expiring this week, former FCC Commissioner Patricia Diaz Dennis and current partner at Jones, Day, Reavis & Pogue, is free to meet with FCC officials on behalf of clients. "Old commissioners never die, they just return to old haunts," she said.

Year-long prohibition against lobbying former agency also lapses for two key figures of FCC Chairman Dennis Patrick's administration: Lex Felker, chief of Mass Media Bureau, and Diane Killory, general counsel. Felker is now working on HDTV matters at law firm of Wiley, Rein & Fielding. Killory, partner at Morrison & Foerster, who is working for Coalition to Preserve the Financial Interest and Syndication Rules, said prohibition has been frustrating. "It will be nice to be able to follow through and talk to people on some of these issues," she says. Patrick's own prohibition lapsed in mid-August, as did that of Chief of Staff Peter Pitsch.

What's  
Up  
Doc?<sup>TM</sup>

# Our Rating

What's Up Doc? The ratings thanks to "Merrie Melodies starring Bugs Bunny and Friends."

In overnight markets across the country, Bugs Bunny and his toon gang's debut week has been a hare-raising success. Instantly turning on kid blocks and significantly boosting their time period share over previous programming.

Looking for the right show to help you hop to the top with kids? Turn to "Merrie Melodies starring Bugs Bunny and Friends" and you'll have the best ears of your career!

Market	Station	Time Period	May 90 Programming	Merrie Melodies vs. 5/90
New York	WWOR*	7:30AM	Jetsons	+63%
Los Angeles	KTV	4:00PM	Super Mario Bros.	+44%
Philadelphia	WPHL*	4:30PM	Tom & Jerry	+50%
San Francisco	KTVU*	8:30AM	Yogi Bear	+20%
Boston	WLVI	4:00PM	Police Academy	+60%
Detroit	WXON*	4:00PM	Muppet Babies	+10%
Washington	WDCA	8:00AM	Police Academy	+175%
Dallas	KTXA*	3:30PM	Police Academy	+38%
Cleveland	WOIO*	3:00PM	Comic Strip	+14%
Houston	KTXH	3:00PM	Dennis The Menace	+29%
Atlanta	WATL*	3:30PM	Muppet Babies	+25%
Minneapolis	KITN	4:30PM	Silver Spoons	+33%
St. Louis	KDNL	3:00PM	Tom & Jerry	+25%
Denver	KWGN*	7:30AM	Dennis The Menace	+29%
Phoenix	KPHO	4:00PM	Super Mario Bros.	+38%
Hartford	WTXX	4:30PM	Fun House	+100%
Indianapolis	WXIN	4:00PM	Real Ghostbusters	+22%
Cincinnati	WSTR	4:30PM	Super Mario Bros.	+133%

SOURCE: NSI/ARB Overnights 9/17-9/21/90 vs. 5/90



S!



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to convince stations that of 23 metered markets, 16 stations that air block in seamless form have 25% rating advantage over seven remaining stations that break up *The Disney Afternoon*. Of Buena Vista's 95% clearance for block, nearly 30% do not run shows seamlessly from 3 to 5 p.m. as Disney wants.

## Ready for Saturday morning player?

Latest live-action character to make translation to Saturday morning animation may be Jaleel White, young actor who plays Steve Urkel on ABC's *Family Matters*. According to Jenny Trias, vice president, children's programs, ABC Entertainment, network is considering developing series around character, whom she described as "likeable nerd." Other possibilities include using animated character in wrap-arounds. Developing prime time character for Saturday animation has two benefits: it already has established audience from its prime time airing, and the Saturday show will in turn cross-promote nighttime series.

## Parting is such

Fox executives are said to be having spirited debate over how best to ease Maury Povich out of anchor chair on *Current Affair* without disrupting viewing patterns for show, which remains one of highest-rated access strips and contributes around \$30 million in annual profits to Fox coffers. Sources say Fox Chairman Barry Diller wants to yank him immediately, to cut off his on-air exposure, so that his persona won't be as fresh in viewers' minds when he jumps to Paramount to do talk show, scheduled to launch next fall. But cooler heads are urging gradual phase-out of Povich this season, perhaps through introduction of co-anchor, who might take over full-time next spring. Decision is expected



## Boston's best

At an awards ceremony Sept. 26 at the Library of Congress, the National Association of Broadcasters gave out its "Service to Children" television awards for excellence in children's programming and public service campaigns targeted to children. Among the 16 winning stations were four singled out as "Best of the Best." Of those four, two were from Boston. Shown above at the ceremony with presenter Massachusetts Senator Ed Markey (second from left) are representatives of winning Boston stations (l-r) Bob Glover, WHDH-TV; Elizabeth Chung, WCVB-TV, and William Ryan, president, Post-Newsweek Stations, which sponsored the \$2,500 award to WCVB-TV. The other two "Best of the Best Winners" were KIRO-TV Seattle and KOLN(TV)-KGIN(TV) Lincoln, Neb.

in next month. Leading candidate to replace Povich on *Affair* is Maureen O'Boyle, who has been substituting more frequently for Povich in recent months. She also anchors sixth night of *Affair*, called *Current Affair Extra*, which debuted this season with strong numbers, generally improving time period in metered markets.

## San Jose Chipping in

According to Radio-Television News Directors Association Chairman Rob Sunde, association had to dip into its own pocket to help Keystone and Conus defer cost of extended satellite feed time for panel on crisis in Middle East at last week's conference in San Jose.

Dual satellite feeds featured Arthur Hughes, assis-

tant deputy secretary of defense, from Washington, and New York feed with exiled Kuwaitis Dr. Hassan El-Abreheam (president of Citizens for a Free Kuwait) and Dr. Suleimin Mutawwa (minister of planning, Kuwaiti government).

One news director estimated that RTNDA may have had to pay \$5,000-\$7,000 to maintain downlinks.

## New York

### Olympian gains

Although TV stations are facing near-term revenue uncertainty (see story, page 52), network-owned station groups for both NBC and CBS are making progress on sales for 1992 Olympics. Former effort, headed by Bud Hirsch, owned stations vice

president, sales and marketing, has made several "significant" sales, which are non-cancellable. CBS sales effort has sold almost two dozen packages under Phil Press, vice president and general manager, sales and marketing, and recently hired Lynell Antonelli as executive director of Olympic marketing and sales. In addition to spots, packages include such bonuses as viewer magazines and videotapes for advertiser employees, helping advertisers arrange client Olympic parties and merchandising catalogues.

## Drive time

CBS Radio and Group W Radio have each donated 1,000 radio receivers for industry-wide AIR/LIFT campaign, announced last month at Radio 1990 in Boston. Goal for campaign is 25,000 receivers and batteries for U.S. Armed Forces in Persian Gulf. Listeners from around country have donated \$4,000 in days of drive. Cox Radio, NewCity Communications, The Sillerman Companies and Unistar have pledged support for drive as well.

## Israel

### Discovery in Israel

Discovery Channel has signed deal to distribute programming with Tevel, largest MSO in Israel, which has 1.1 million TV homes and has awarded cable franchises for entire country, with Tevel gaining most homes with 142,000. Tevel will carry separate Discovery feed, packaged for Israel, as well as sell Discovery to other MSO's. Discovery and United International Holdings have 50% of venture, Tevel other 50%. Israeli cable industry expects to pass 800,000 homes in three years. Discovery's Israeli service will launch initially in prime time.



# Who's John Robinson's favorite star on ABC Sports?

All those rough  
and tough  
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Football!

"Are you kidding me?  
There's nothing I enjoy more than  
sitting back on a Saturday to watch  
ABC's College Football.

It's more fun than scouting films.

I especially get a kick  
out of all the spirit those kids show,  
and I don't just mean the players.

Just ask my friend here.

(His Bruins may "bear it all"  
on the field, but I'm still partial  
to my old USC Trojans.)

And the way a lot of these kids  
are playing, who knows,  
maybe some of them will be doing  
their graduate football work  
with me and the Rams!"

## College Football is one of the stars on ABC Sports!

ABC's College Football '90

(Sept. 8–Nov. 24)

Bowl Day '91 (Jan. 1)

Florida Citrus Bowl,

Rose Bowl,

USF&G Sugar Bowl.



## ABC Sports Superstar Lineup!

ABC'S MONDAY NIGHT FOOTBALL  
NEW YORK CITY MARATHON  
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KELLY TIRE BLUE-GRAY ALL STAR CLASSIC  
EAGLE ALOHA BOWL  
PEACH BOWL  
NFL PLAYOFFS  
SUPER BOWL XXV  
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# With most cassette make countless system, and manually And they call th

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manual labor isn't usually the first thing that comes to mind.

But fact is, some systems can create more work than they



*Variable Cut systems are kind  
enough to warn you about  
potential problems. But you'll  
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eliminate. Especially systems that  
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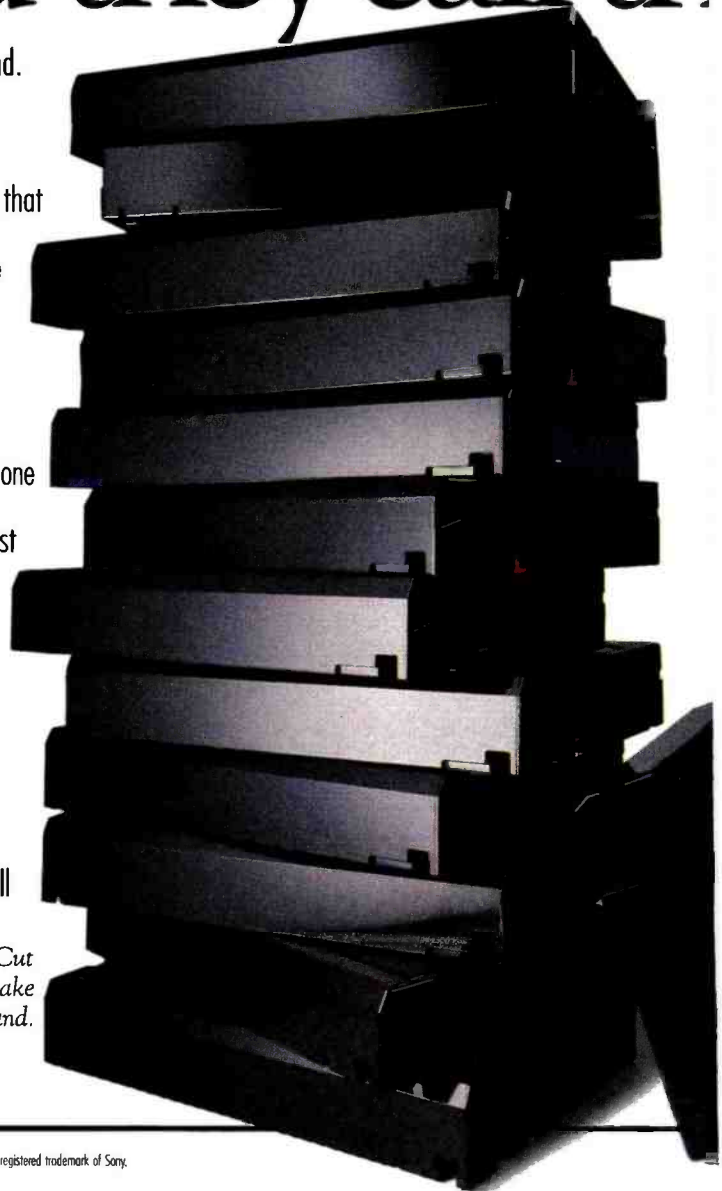
A Variable Cut system  
allows you to put more than one  
spot on each cassette. A method of automation which at first  
may seem quite efficient. But when compared to Sony's  
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To begin with, a Variable Cut system requires you to  
make dubs manually. With Sony's multi-cassette systems, all  
you have to do is push a button.

And it will automatically make

two dubs for you right in the machine. Secondly, a Variable

*With a Variable Cut  
system, you may have to make  
a lot of dubs by hand.*



# systems, you have to dubs, devise a filing correct system errors. at automation?

Cut system requires you to figure out how to file your spots on your cassettes. Which means you'll have to start working even before your multi-cassette system does. How will you classify your spots? By advertiser? By product type? By running time? In the end, the burden is on you.

But with a Sony system, filing is done by the machine. All you have to do is load the source tapes,



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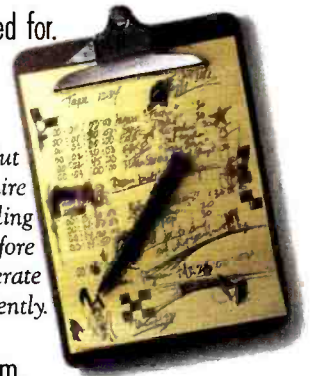
and the system files them. Automatically.

Lastly, Variable Cut systems tend to have difficulty dealing with tape conflicts. More often than not, their solution is just to flash a warning. Which simply indicates that you'll have to correct the problem manually.

With a Sony system, however, tape conflicts aren't a problem. So you won't have to spend all your time and energy correcting them.

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*Variable Cut systems require you to devise a filing system before they'll operate efficiently.*



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# DATEBOOK

■ indicates new listing or changed item.

## THIS WEEK

- Sept. 30-Oct. 2**—Oregon Association of Broadcasters and Washington State Association of Broadcasters joint annual meeting. Portland Marriott Waterfront, Portland, Ore. Information: (503) 257-3041.
- Sept. 30-Oct. 2**—Minnesota Cable Communications Association annual convention. Radisson Centerplace Hotel, Rochester. Information: Mike Martin, (612) 641-0268.
- Sept. 30-Oct. 3**—Southern Educational Communications Association conference. Hyatt Regency, Miami, Fla. Information: Kathleen McDermott, (803) 799-5517.
- Oct. 1**—Deadline for applications for 55th annual Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by Ohio State's Institute for Education by Radio-Television. Information: (614) 292-0185.
- Oct. 1-3**—Television Bureau of Advertising sales management meeting and product usage seminar. Radisson Hotel Seattle Airport, Seattle. Information: (212) 486-1111.
- Oct. 1-4**—"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.
- Oct. 2**—Cabletelevision Advertising Bureau local advertising sales workshop. Raleigh Marriott, Raleigh, N.C. Information: (212) 751-7770.
- Oct. 2**—American Advertising Federation law and business conference. Drake Hotel, Chicago. Information: (202) 898-0089.
- Oct. 2**—"Lintas: Future Day" seminar on "impact of a united Europe on American marketing abroad," sponsored by Lintas:USA. Ritz-Carlton, Chicago. Information: (212) 605-8000.
- Oct. 2-3**—West Coast conference of Advertising Research Foundation. "Research for the Entertainment and Programming Industries: Working with the Creative Process to Add Value." Luncheon speaker: Brandon Tartikoff, president, NBC Entertainment. Loews Santa Monica Beach Hotel, Los Angeles.
- Oct. 2-6**—"The Awards," screening segment on the advertising of Chiat/Day, as part of screenings and seminars on Chiat/Day running Sept. 18-Dec. 5 at Museum of Broadcasting. MOB, New York. Information: (212) 752-4690.
- Oct. 3**—Cabletelevision Advertising Bureau local advertising sales workshop. Atlanta Marriott Northwest, Atlanta, Ga. Information: (212) 751-7770.
- Oct. 3**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York. Information: (212) 768-4510.
- Oct. 3**—New Jersey Broadcasters Association annual fall managers' conference. Woodlawn, Rutgers, The State University, New Brunswick, N.J. Information: (201) 247-3337.
- Oct. 3**—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.
- Oct. 3**—Opening reception for screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at Museum of Broadcast Communications. Museum, Chicago. Information: (312) 987-1500.
- **Oct. 3**—Eighth annual Broadcasters Hall of Fame ceremony. Quaker Hilton, Akron, Ohio. Information: Jean Hartz, (216) 633-2504.
- Oct. 3-7**—Ottawa '90 International Animation Festival, sponsored by Canadian Film Institute, including 70-year retrospective of animated commercials. National Arts Center, Ottawa. Information: (613) 232-6727.
- Oct. 3-9**—21st Photokina Cologne, "World's

## MAJOR MEETINGS

- 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) 689-4220. Future conference: Oct. 10-14, 1991, Cannes.
- Oct. 13-17**—Society of Motion Picture and Television Engineers 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.
- Oct. 21-24**—Association of National Advertisers annual convention. Ritz-Carlton Hotel, Naples, Fla.
- Oct. 30-Nov. 4**—National Black Media Coalition annual conference. Hyatt Regency, Bethesda, Md.
- Nov. 14-16**—Television Bureau of Advertising annual members meeting. Loews Anatole, Dallas.
- Nov. 17-19**—LPTV annual conference and exposition, sponsored by Community Broadcasters Association. Riviera, Las Vegas. (800) 225-8183.
- Nov. 28-30**—Western Cable Television Conference & Exposition, 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. Future convention: Jan. 7-10, 1992, Fairmont Hotel, Stanford Court and Mark Hopkins Hotel, San Francisco.
- Jan. 14-18, 1991**—26th annual NATPE International convention. New Orleans Convention Center, New Orleans.
- Jan. 21-23, 1991**—Satellite Broadcasting and Communications Association trade show. Bally's, Las Vegas. Information: (800) 654-9276.
- 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 Cable Financial Management Association 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.
- May 15-19, 1991**—Annual public radio conference, sponsored by National Public Radio. Sheraton, New Orleans.
- May 16-19, 1991**—American Women in Radio and Television 40th annual convention. Omni Hotel, Atlanta. Future convention: May 27-30, 1992, Phoenix.
- June 16-19, 1991**—Broadcast Promotion and Marketing Executives & Broadcast Designers Association annual conference. Baltimore Convention Center, Baltimore.
- Aug. 25-27, 1991**—Eastern Cable Show, sponsored by Southern Cable Television Association. Atlanta.
- Sept. 11-14, 1991**—Radio '91 convention, sponsored by National Association of Broadcasters. San Francisco.
- **Sept. 25-28, 1991**—Radio-Television News Directors Association international conference and exhibition. Denver.



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Fair of Imaging Systems," for photo, film, video, audio, photofinishing and professional image and sound communication. Cologne, Germany. Information: German American Chamber of Commerce, (212) 974-8830.

**Oct. 4**—"The Business of Comedy," seminar sponsored by *Center for Communication*. Speakers: Ed Bennett, VH-1 and HA!; Betsy Borns, HBO's Comedy Channel; Gregory Gotts, Second City Comedy Marketing Group; Joy Golden, Joy Radio, and Ed Bleier, Warner Bros. (moderator). General Electric Auditorium, New York. Information: (212) 836-3050.

■ **Oct. 4**—*Federal Communications Bar Association, New York chapter*, annual fall luncheon. Speaker: FCC Commissioner Sherrie Marshall. Association of the Bar of the City of New York, New York. Information: (212) 986-1116.

**Oct. 4-5**—"Local Loop Technologies and Strategies Seminar." Cottages Resort and Conference Center, Hilton Head, S.C. Information: (202) 662-7184.

**Oct. 4-5**—"International Telecommunications Futures," second annual symposium sponsored by *International Center for Telecommunications Management and the College of Continuing Studies*. Peter Kiewit Conference Center, University of Nebraska, Omaha. Information: (402) 595-2300.

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

**Oct. 4-7**—*American Women in Radio and Televi-*

*sion* Southeast area conference. Radisson hotel, Memphis. Information: Cris Stovall, (901) 278-2424.

**Oct. 5**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Orlando Airport Marriott, Orlando, Fla. Information: (212) 751-7770.

**Oct. 5**—17th annual "CSU Broadcast Day," sponsored by *Colorado State University*. Theme: "Domestic and Global Concerns: Radio-Television in the Next 10 Years." Featured luncheon speaker: James Dowdle, president and chief executive officer, Tribune Broadcasting Co., Chicago. CSU, Fort Collins, Colo. Information: Robert MacLaughlin, (303) 491-6140.

**Oct. 5**—Agency management seminar for ad agency principals, CEO's and senior management executives, sponsored by *American Association of Advertising Agencies*. Hotel Nikko, San Francisco. Information: (212) 682-2500.

**Oct. 6**—*National Academy of Television Arts and Sciences* Chicago chapter Emmy Awards presentation. NBC Tower, Chicago. Information: Nick Aaronson, (312) 836-5507.

**Oct. 6**—*National Academy of Television Arts and Sciences* Philadelphia chapter Emmy Awards presentation. Hotel Atop the Bellevue, Philadelphia. Information: Grace Stewart, (215) 233-4554.

**Oct. 6**—"Career Enhancement/Advancement," sponsored by *Associated Press Television-Radio Association of California-Nevada*. Sunnysvale Hilton, Sunnyvale, Calif. Information:

Rachel Ambrose, (213) 746-1200.

**Oct. 6**—*National Association of College Broadcasters/National Broadcasting Society, Alpha Epsilon Rho* regional conference of college broadcasters. Ithaca College, Ithaca, N.Y. Information: (401) 863-2225 or (607) 274-3242.

■ **Oct. 6-7**—*Institute of Electrical and Electronics Engineers* 1990 honors ceremonies. Royal York hotel, Toronto. Information: (212) 705-7847.

## ALSO IN OCTOBER

**Oct. 9**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Boston Marriott Newton, Boston. Information: (212) 751-7770.

**Oct. 9**—*National Academy of Television Arts and Sciences* Engineering Emmy Awards presentation. Marriott Marquis, New York. Information: Trudy Wilson, (212) 586-8424.

**Oct. 9-10**—"Education in the 90's: Training for Tomorrow's Workplace," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

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

**Oct. 10**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Jeffrey Reiss, chairman, president

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and CEO, Reiss Media Enterprises, Copacabana, New York. Information: (212) 768-4510.

**Oct. 10**—*World Press Freedom Committee* conference for "all organizations aiding emerging free news media in Central and Eastern Europe." National Press Club, Washington. Information: (703) 648-1000.

**Oct. 10**—"The Role of Women in Television and Radio News/Talk Shows," meeting of *American Women in Radio and Television, Washington chapter*. Washington. Information: Jan Du Plain, (202) 998-2696.

**Oct. 10**—"1984: Chiat/Day in Microcosm," seminar sponsored by *Museum of Broadcasting* featuring Jay Chiat, chairman-CEO, Chiat/Day/Mojo. Seminar is part of series sponsored by MOB. "The Advertising of Chiat/Day: Examining the New Creativity," which runs Sept. 18-Dec. 15. Museum, New York. Information: (212) 752-4690.

**Oct. 10-11**—*Society of Professional Journalists* job fair. Galt House East, Louisville, Ky. Information: (312) 922-7424.

**Oct. 10-12**—*Kansas Association of Broadcasters* annual convention. Holiday Inn/Holidome, Lawrence, Kan. Information: (913) 235-1307.

**Oct. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Philadelphia Airport Marriott, Philadelphia. Information: (212) 751-7770.

**Oct. 11**—*Federal Communications Bar Association* monthly luncheon. Speaker: Ervin Duggan, FCC commissioner. Washington Marriott, Washington. Information: (202) 833-2684.

**Oct. 11**—Reception for new members of *American Women in Radio and Television, Washington chapter*. Washington. Information: (202) 998-2696.

**Oct. 11-12**—*Arizona Broadcasters Association* annual convention. Scottsdale Plaza Resort, Scottsdale, Ariz. Information: (602) 274-1418.

**Oct. 11-13**—*Howard University School of Communications*' 19th annual communications conference. "Global Communications: Economic, Political and Social Perspectives." Armour J. Blackburn University Center and The Howard Inn, Howard University campus. Washington. Information: (202) 636-7690.

**Oct. 11-14**—*Society of Professional Journalists* national convention. Speakers include Vice President Dan Quayle and NBC News President Michael Gartner. Galt House East, Louisville, Ky. Information: (312) 922-7424.

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

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

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

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

**Oct. 13**—"An Afternoon with Jeff Smith (Frugal Gourmet)," part of screening exhibition, "WTTW/Channel 11: A 35th Anniversary Celebration," which runs Oct. 3-Dec. 3, at *Museum of Broadcast Communications*. Museum, Chicago. Information: (312) 987-1500.

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

**Oct. 13-15**—*American Women in Radio and Television* western area conference. Westin hotel, Denver. Information: Lavonna Stathes, (303) 832-5665.

**Oct. 13-15**—*American Women in Radio and Television* Northeast area conference. Philadelphia.

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

**Oct. 14-16**—*Pennsylvania Association of Broadcasters* annual convention. Hershey Lodge and Convention Center, Hershey, Pa. (717) 534-2504.

**Oct. 14-17**—*Women in Cable* national cable management conference. Theme: "Mastering-Trade Offs: Results by Design." Tampa, Fla. Information: (312) 661-1700.

**Oct. 15**—*Women in Cable* presentation of Annual Chapter Recognition Awards. Tampa, Fla. Information: (314) 298-6322.

**Oct. 15**—Deadline for nominations for 1990 Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: Dick Blatt or Karen Gilanyi, (202) 898-0089.

■ **Oct. 15**—Deadline for entries in Hispanic Journalism Awards program, sponsored by

*Media Institute*, for best news and feature stories in Hispanic newspapers and magazines and on Spanish-language broadcast outlets. Information: Elena Castellanos, (202) 298-7512.

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

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

■ **Oct. 15-18**—*Electronic Industries Association* 66th annual fall conference. Hotel del Coronado, San Diego. Information: (202) 457-4900.

**Oct. 16**—"Visual Communications," seminar sponsored by *Center for Communication*. Speakers: Tom Bodkin, *New York Times*; Rick Levine, Wells, Rich, Greene; Bill Wurtzel, Advertising & Graphic Design; Will Hopkins, Hopkins/Baumann, and Lou Dorfsman, former CBS Inc. creative director. General Electric Auditorium, New York. Information: (212) 836-3050.

■ **Oct. 16**—"Negligent Dissemination of Computer Viruses: Liability to Injured Parties," seminar sponsored by *Communications Media Center*. New York Law School, New York. Information: (212) 431-2160.

■ **Oct. 16**—12th annual Business Advertising Research conference, sponsored by *Advertising Research Foundation*. Theme: "New Opportunities in Business Marketing." Omni Park Central, New York. Information: (212) 840-1661.

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

**Oct. 17**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Robert MacNeil, *MacNeill/Lehrer News Hour*. Copacabana, New York. Information: (212) 768-4510.

**Oct. 17-18**—*San Diego Communications Council's* fourth annual conference. Theme: "Uncertain Future: New Directions for Communications Technologies and Public Policy." Participants include: FCC Chairman Al Sikes; Ambassador Diana Lady Dougan; Brian Lamb, C-SPAN; James Robbins, Cox Cable Communications; Stephen Petrucci, Hughes Communications, and David Bartlett, Radio-Television News Directors Association. La Jolla Marriott, La Jolla, Calif. Information: (619) 237-2430.

**Oct. 17-18**—*Kentucky Broadcasters Association* convention. Radisson, Lexington, Ky.

**Oct. 17-19**—*Indiana Broadcasters Association* fall convention. Theme: "Broadcasting's Changing Landscape." Airport Holiday Inn, Indianapolis. Information: (317) 638-1332.

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

**Oct. 18-19**—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters, Washington. Information: (202) 737-3220.

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

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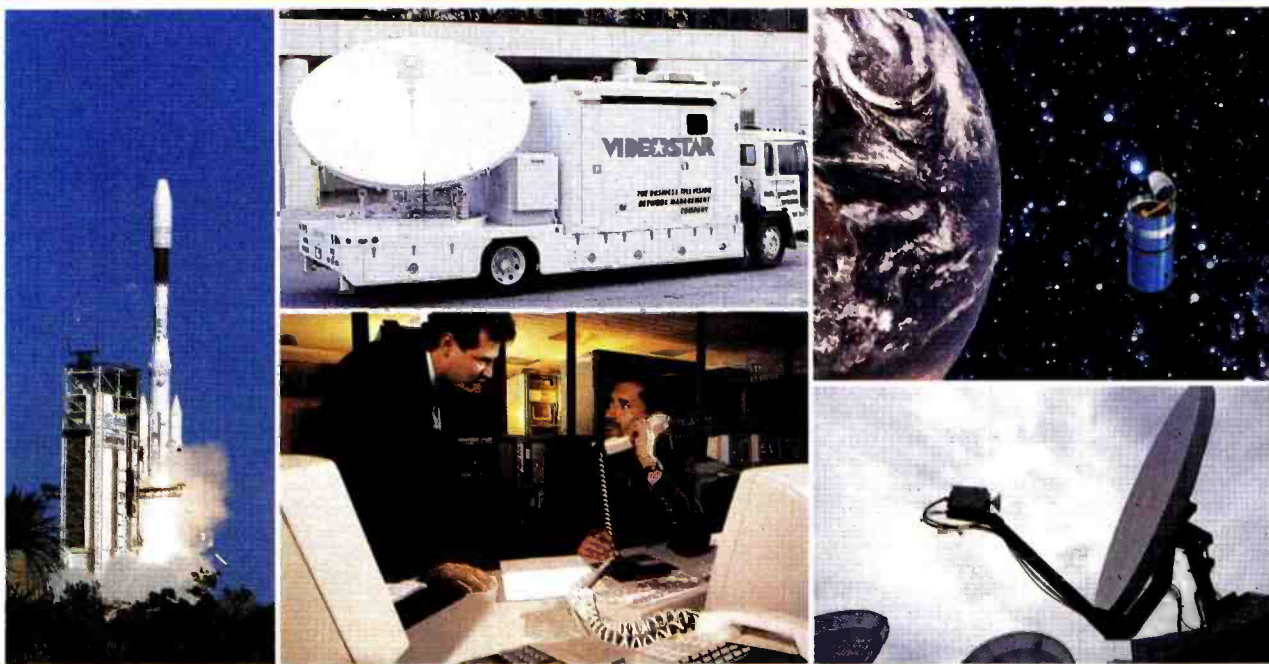
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**Oct. 18-20**—*Friends of Old-Time Radio* 15th annual convention. Holiday Inn-North, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

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

**Oct. 19**—*Minnesota Association of Cable Television Administrators* sixth annual fall conference. Theme: "Expanding Visions of Community Television: What's Your City's Role?" Holiday Inn-St. Louis Park, Minneapolis. Information: (612) 347-0434.

**Oct. 19-20**—*American Women in Radio and Television* South Central area conference. Hilton Inn, Northwest, Oklahoma City. Information: (405) 728-1111.

■ **Oct. 19-21**—*Investigative Reporters & Editors* regional conference. Westin hotel, Detroit. Information: (314) 882-2042.

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

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

**Oct. 22-23**—*British Academy of Film and Television Arts* salute (reception and banquet, Oct. 23) to Academy of Television Arts and Sciences and National Academy of Television Arts and Sciences, its Emmy Awards and

## ERRATA

BROADCASTING erred in suggesting that CBS Radio has committed to using Scientific-Atlanta's SEDAT compression algorithm for digital audio network distribution (Sept. 24). CBS and ABC Radio both commissioned S-A to develop distribution system, both will use S-A-manufactured equipment and CBS will lease time on ABC transponder. But **CBS has reserved right to distribute with other digital compression algorithms** if it chooses.

American television. Guildhall, London. As part of event, there will be seminar on prospects and challenges for television in Europe after 1992, visit to BBC or independent British TV company and reception held by U.S. ambassador at his official residence in London, Winfield House, all on Oct. 22. Information: (818) 763-2975.

**Oct. 23**—"The New Realities of Women's Power," conference sponsored by *Women, Men and Media*, including panel on "Women in Broadcast News." Columbia University Graduate School of Journalism, New York. Information: (212) 877-1250.

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

**Oct. 24**—Annual Bayliss Media Roast, sponsored by *John Bayliss Broadcast Foundation*. Plaza Hotel, New York. Information: Kit Hunter Franke, (408) 624-1536.

**Oct. 24**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Thomas Morgan, president, WNYC Communications Group. Copacabana, New York. Information: (212) 768-4510.

**Oct. 24-25**—"Prejudice in America: Racial, Cultural and Religious," conference for journalists sponsored by *Washington Journalism Center*. Watergate Hotel, Washington. Information: (202) 337-3603.

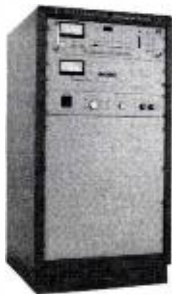
**Oct. 24-26**—Third annual short course on "Management of Electromagnetic Energy Hazards," sponsored by *Rutgers University* and *Electromagnetic Energy Policy Alliance*. Cook College Campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-9271.

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

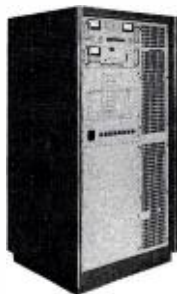
**Oct. 25-27**—*Tennessee Association of Broadcast-*

"Datebook" continues on page 24

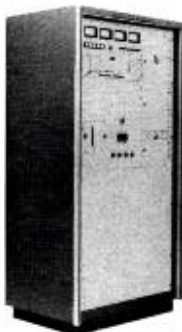
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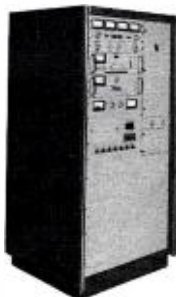
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## Anti ASCAP

EDITOR: The Boston Radio '90 convention was the best yet! The highlight for me was Paul Harvey's lambaste of the American Society of Composers, Authors and Publishers. His comments should be fortified by broadcasters throughout the nation.

How does ASCAP justify demanding fees from bars, lounges, restaurants, gift shops and shopping malls that pipe my station over their loud speakers when I don't charge for the service. We broadcasters, while paying ASCAP/Broadcast Music Inc./SESAC fees, provide our music to the listeners for free, then the hired goons from ASCAP demand payment from our audience. Double dipping is mild. Extortion is more descriptive.

What's next? Should our listeners send payment if they have a backyard party, a picnic or bar mitzvah?

ASCAP has had their way with us broadcasters long enough. Let's get behind the All-Industry Radio Music License Committee and fight, not only their ever-growing fees but their manner of doing business. Let's take the threat out of their attitude. Speak out for the

broadcasters' side. We're not chopped liver and neither are the listeners.—Joseph P. Tabback, president/general manager, KAZM(AM) Sedona, Ariz.

## Tributes

EDITOR: Len Zeidenberg was a gifted, fair-minded and thorough reporter. His most recent work for BROADCASTING was an exceptionally distinguished series on Eastern Europe media development. I have known and respected Len ever since I met him in my day at the FCC. His contributions are of enduring value.—Newton N. Minow, Sidley & Austin, Washington.

EDITOR: The board of directors of the D.C. chapter of the Broadcast Pioneers of America voted to present one of its awards for excellence posthumously to Len Zeidenberg. The award will be presented at the annual Awards Banquet, which is currently scheduled for Friday, Nov. 30. —Vincent J. Curtis Jr., chapter chairman, Broadcast Pioneers, Washington Area Chapter.

Continued from page 22

ers annual convention. Park Vista Hotel, Gatlinburg, Tenn. Information: (615) 399-3791.

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

**Oct. 26-27**—National Academy of Television Arts and Sciences trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

**Oct. 26-27**—"Covering the Clean Air Act in 1990's," science and economics conference for journalists sponsored by Foundation for American Communications and Gunnett Foundation. Harrison Conference Center, Wellesley, Mass. Information: (213) 851-7372.

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

**Oct. 26-28**—American Women in Radio and Television North Central area conference. Louisville, Ky. Information: Sondra Lee, (502) 426-2626.

**Oct. 28-31**—Canadian Association of Broadcasters/Western Association of Broadcast Engineers annual convention and trade show. Edmonton, Alberta. Information: (613) 233-4035.

**Oct. 29-31**—Third annual international conference on interactive entertainment. Inter-Tain-

ment '90, co-sponsored by Alexander & Associates and NYNEX Corp. Marriott Marquis, New York. Information: (212) 382-3929.

**Oct. 30**—Women in Cable, Atlanta chapter, breakfast meeting. Speaker: Margaret Richebourg, president, Richebourg Marketing, Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

**Oct. 30-Nov. 1**—Utilities Telecommunications Council board of directors meeting. Capitol Hilton, Washington. Information: (202) 872-0030.

**Oct. 30-Nov. 4**—National Black Media Coalition annual conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

■ **Oct. 31**—"Terrific! Let's Do It!" or Convincing Your Clients to Buy Your Ideas," personal development seminar sponsored by American Association of Advertising Agencies. Ritz Carlton Buckhead, Atlanta. Information: (212) 682-2500.

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■ **Nov. 1**—Deadline for applications for focus news workshop, to be held Dec. 13-16, for radio reporters and producers working in bilingual environments, sponsored by Alaska Public Radio Workshop and Corporation for Public Broadcasting and hosted by Western Public Radio and KQED-FM San Francisco. Information: Karen Cox, (907) 563-7733.

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# MONDAY MEMO

*A children's television advertising commentary from Helen Boehm,  
vice president, Fox Children's Network, New York*

Several years ago, I was summoned to the television by my four-year old daughter. Her screech was commanding—reminiscent of my own plea to her grandmother when, during the closing minutes of *Ding Dong School* each day, Miss Francis beckoned all moms to gather around the television to review the learning that had taken place. "Mom, come quick. There she is...that is the doll I want!"

And there she was. The doll who could walk and talk and be your friend forever (or, at least until her batteries ran out). Thanks to a sophisticated combination of computer graphics and stop-action photography techniques, the doll did appear to be quite talented. Throughout the 30 second spot, she skipped over bridges, chased butterflies and sand and danced rather adeptly. Fortunately, for the adult viewers, the words "DOLL DOES NOT WALK" were superimposed on the screen. Unfortunately, however, my disappointed daughter did not yet know how to read.

At Fox, we understand the power and influence of television advertising upon children and we are concerned about their special vulnerabilities as well as emerging abilities to evaluate these powerful messages. As we strive to provide an advantageous environment—and a quality vehicle—in which advertisers can clearly and effectively communicate with children, we are pleased to share some of our general children's guidelines with the broadcasting community. Our guidelines address many of the creative elements and strategies used in advertising to children. They are offered to encourage concern—and creativity—in the early stages of a commercial's development so that, unlike the walking doll example, children will have a clear understanding of the product for sale and its capabilities. We hope that these guidelines will be helpful when reviewing advertising directed towards children:

■ A children's commercial should not over glamorize, exaggerate or po-



tentially mislead children about the actual performance, benefits or characteristics of the product advertised.

■ A children's commercial should never utilize extreme sales pressure and/or exhortative language to reinforce the product sell or strongly compel the young consumer to purchase the product.

■ A children's commercial should not communicate attitudes and/or demonstrate social behaviors that are in consistent with those considered to be generally acceptable, mainstream American family values.

■ A children's commercial should be balanced in the portrayal of realistic play as contrasted with any special fantasy techniques

which may be employed in the commercial.

■ The original product or primary purchase should not be represented as secondary to a premium offer in a premium or sweepstakes commercial directed towards children.

■ A children's commercial should never unrealistically imply that a child's ability will be altered or enhanced through possession or use of the product advertised.

■ A children's commercial should avoid exclusivity claims and/or price minimizations regarding the product advertised using words such as "only" and "just."

It is true that children of the 90's are more sophisticated than even before. These young consumers have more discretionary income and actually function as "brand managers" in many households. They are increasingly comfortable with technology ranging from computers to microwave ovens and influence billions of dollars of family spending.

But children are still kids. They are not small adults. They are still developing the skills needed to understand and evaluate the world around them.

At Fox, we shoulder our responsibility to children with great care as we seek to provide necessary and accurate product information to this active and influential consumer base. Truthful and appropriate advertising messages are not only good for kids—they are crucial to the success of the children's business.

*"A children's commercial should not overglamorize, exaggerate or potentially mislead children about the actual performance, benefits or characteristics of the product advertised. It should never utilize extreme sales pressure and/or exhortative language."*

# Is Local Advertising Becoming an Issue After Issue?



Winning over local newspaper advertisers can be an important new source of revenue for your television station. The Local Multimedia Report is a new tool to help you target newspaper advertising dollars and move them into television.

With the Local Multimedia Report, you can identify which advertisers are concentrating their buys in newspaper, how much they're spending and when they advertise. Using trends provided in the Report, you can time your sales proposal to get to advertisers before they make

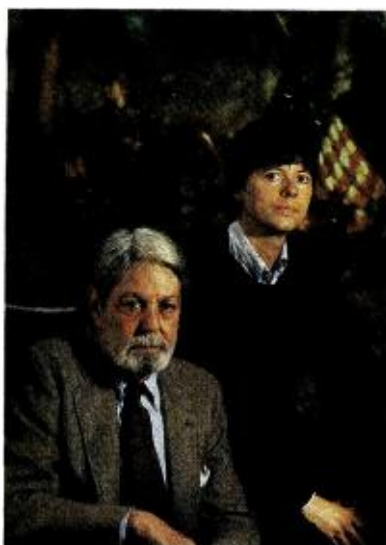
their media plans.

The Local Multimedia Report is just one more example of the Arbitron commitment to the business of local market television. So when you want local market tools that solve local market problems, turn to the champion who's been at it since 1949. Contact your local Arbitron representative for answers to the issues.

**ARBITRON**  
*The Local Market Champion*



# TOP OF THE WEEK



Historian Shelby Foote (center, seated) and producer Ken Burns of PBS's 'Civil War,' flanked by CBS offerings 'The Flash' and 'Major Dad'

## CBS, PBS FACTORS IN SURPRISING PRIME TIME START

*CBS is winner of fall season's official premiere week; PBS makes its presence known with showpiece, 'Civil War'; prime time ratings race is tightest since mid-60's*

If the official start of the prime time season sent any message, it was to expect the unexpected. The most talked-about show of the new season was on PBS and CBS won the first week in a race with no more than three-tenths of a rating point separating first and third places—the closest bunching in nearly a quarter century.

"Premiere week almost by definition is an atypical week," said NBC in its ratings wrap-up for the week. Even granting NBC's understandable downplaying of the results, the network's characterization of the young season was particularly accurate.

In addition to CBS's unexpected showing to date, unusual turns included: low numbers recorded by franchise programs *The Cosby Show* on NBC and ABC's *Roseanne* compared to last year and talk by some observers that NBC may, or should, be the first of the networks to make schedule changes.

Perhaps most surprising, however, was the emergence of PBS as a force to be reckoned with due to the record-set-

ting numbers for its 12-hour documentary, *The Civil War* (see story, page 38). For the five nights of *War*, the show averaged a 9 rating/13 share, making it the highest rated series in the service's history.

There was some indication that PBS's entry was not only taking viewers from the competition, but bringing some new ones to the party. According to CBS senior VP, planning and research, CBS/Broadcast Group, David Poltrack, on Sunday, Sept. 16, officially the first night of the new season, the level of homes using television stood at 61.9%. For the 23rd, the first night of *Civil War*, the HUT number was 65.7. "In our view," said Poltrack, "it's all the *Civil War*. We figure they're bringing in an additional 3-4 rating points, and of the *Civil War*'s total ratings, I estimate about half those ratings can be attributed to new viewers."

Officials at PBS are counting on the big numbers scored by *The Civil War* last week to translate into increased sampling of PBS programing in this week's

Showcase Week and beyond. "The promotional value of *The Civil War* is invaluable. Many stations used the series to heavily promote Showcase Week which is the start of the PBS season," said PBS's John Grant, vice president, program scheduling and administration, national programing and promotion services. "We definitely believe there will be some residual effect. At least it will cause some viewers to come back and try to find out whether there is other programing they like." Grant also said an upcoming series, *Race to Save the Planet*, will be scheduled similarly to *The Civil War*, spreading 10 hours across five nights.

The new season in general is shaping up to be the closest race in years. As of last Wednesday night, NBC held a one-tenth of a rating point lead over second place CBS, which was only two-tenths of a rating point ahead of ABC.

Calling the race so far, Poltrack said: "NBC has come back to the field. NBC is slower than they have been, CBS is a lot faster than we've been, and ABC is

about the same or a little faster than they've been," he said. Poltrack said he expects that each week from here on out, the performance of movies and ABC's *Monday Night Football* will determine the weekly winner. "By the November sweeps, movies and football will make the difference and we feel good about that because of the substantial investment we've made in movies," he said.

The reason for the closeness of the race can be traced to the performance of several CBS new and returning shows, and the weaker-than-expected showing of some ABC and NBC series.

CBS has won both Monday nights of the season led by returning shows *Major Dad*, *Murphy Brown* and *Designing Women*. In fact, as of last Thursday, *Murphy Brown* and *Designing Women* were the two highest-rated shows of the week. And in its premiere, *Uncle Buck* won the 8 p.m. time period beating NBC's highly touted *Fresh Prince of Bel Air* in the process. Also, CBS's *The Trials of Rosie O'Neill* averaged a 14.8/25 during its premiere two weeks ago, coming in second for the 10-11 time period.

In addition to the network's strength on both Monday nights, CBS won last Sunday night handily, and placed second on four other nights out of the first 10 days. Other strong premiering shows included the two-hour premiere of *The Flash* on Thursday, Sept. 20, and the debut of *Evening Shade* on Friday, Sept. 21. Both series finished strong, placing a competitive second in the time period.

For ABC and NBC, each got disappointing numbers from their schedule anchors, *Roseanne* and *The Cosby Show*. In *Roseanne*'s case, the series scored a 17.6/6 last Thursday night, an 18 share-point drop from last year at this time. And *The Cosby Show* dropped 11 share points from its premiere this time last year.

Although in first place by a whisker, NBC, some observers are suggesting, could be the first network to make changes to its schedule, and others are saying that the network shouldn't wait too long to shake up its lineup. "I think what's clear to the industry is that NBC has had one of those warning heart attacks. If they go get some immediate treatment they'll be okay," said Jon Mandel, senior vice president, director of national broadcasting, Grey Advertising. "There just doesn't seem to be any snap or sizzle in their programing. You don't need 22 minutes of jokes in a show, but you do need more than two minutes of jokes and 20 minutes of laugh track," he said.

Paul Schulman of the Paul Schulman Co., pointed to three time periods where he thinks NBC will have to make a change, possibly sooner than the other networks. "They have to do something quickly with *Ferris Bueller* at 8:30 on Monday. NBC can't allow CBS's *Major Dad* to continue to deliver the kinds of numbers it has to *Murphy Brown*," he said. He also singled out Friday night, "When *Evening Shade* and *Full House* get a combined 52 share, that's not much left over to start your Friday night with." NBC's Wednesday is "peak, valley, peak," he said, due to the drop-

*"I think what's clear to the industry is that NBC has had one of those warning heart attacks. If they go get some immediate treatment they'll be okay."*

—Jon Mandel  
Grey Advertising

off that *The Fanelli Boys* experiences between *Unsolved Mysteries* at 8-9 p.m. and *Dear John* at 9:30-10 p.m. Schulman also noted that "the biggest gamble of all of NBC's shows hasn't started yet, and that's Sunday at 8 p.m. with *Lifestyles*."

According to Schulman and others, NBC was joined by Fox in getting out of the gate slowly. "Fox is doing dismal numbers," said Schulman, who expects them also to make some early moves. One of the first places Fox may look to change is Friday night, where Fox averaged a 4.3/7 for the night with *D.E.A.* pulling in a 3.5/6 at 9-10 p.m. "They're really not doing any damage on this night," said Jody Hecker, program coordinator, Seltel. Grey's Mandel also feels Fox will have to make some moves. "I think they realize they can't move everything on the schedule. The issue wasn't whether *The Simpsons* would beat *The Cosby Show*, but whether Sunday night would fall apart after the move," he said.

What is probably the most startling development of the new season is the role of PBS in the race of the big three networks.

According to Poltrack, public television's epic documentary of the war between the states, which aired over five nights (Sept. 23-27), pulled viewers

from shows that skew older, male and upscale. "Last night [Wednesday] the three network share was 58% at 10 p.m. and at 10:30 it was 63% and that five share points came from PBS because the PBS program ended at 10:30. So there's no question they're affecting us," said Poltrack.

"We think we were hurt the most on Sunday night because of our older audience, and again on Monday night because our audience tends to be more upscale. On Tuesday night, it probably hurt everyone, but NBC in particular because of its older-skewing shows *Matlock* and *In the Heat of the Night*. On Wednesday night it was us because of our older shows *Jake and the Fatman* and the Mike Wallace special, and also NBC early on with *Unsolved Mysteries* [at 8-9 p.m.], which also skews older," he said. Poltrack said he expects that ABC and NBC would be affected the most on Thursday night because of shows like ABC's *Father Dowling* and *Gabriel's Fire* and NBC's *Tonight Show* special.

Poltrack said the full effect of *The Civil War* may not be felt until all the research is in. "There's a hell of a lot of taping going on. What will be extraordinary is when we get the VCR usage numbers in," he said. "It goes to show you can produce quality with a simple presentation and you can captivate people."

Less than two full weeks into the new season, observers cautioned against drawing any end-of-season conclusions from the early returns. All have pointed out that CBS's K mart promotion had a strong effect on the first week and NBC's McMillions campaign will have swayed viewers during the second week. In addition, they point out that ABC and NBC have more shows to premiere than CBS.

However, CBS's Poltrack sees that as an indication that CBS's performance to date is no fluke. "The fact is that we debuted 80% of our schedule in premiere week," compared to 66% for NBC and 77% for ABC, "so we think our schedule is fairly representative," he said. "The important thing is that we premiered our entire Saturday night, which is expected to be our lowest-rated night. However, NBC hasn't premiered its Friday night, which is expected to be its lowest-rated night, and ABC hasn't premiered the last two hours of its Saturday night lineup, which is expected to be its lowest-rated night. The atypicality of the week was understating CBS's performance rather than overstating it," he said.

—SC

## "IT IS NOT TO BE"—DANFORTH

*Cable bill all but dead after Wirth intervention*

Senator Timothy Wirth (D-Colo.), a longtime friend of the cable industry, with the help of some other senators last Friday morning blocked the Senate from considering cable regulation legislation, virtually smothering any chance of its becoming law this year.

Objecting to Senate Majority Leader George Mitchell's (D-Maine) motion to take up the bill on the Senate floor, Wirth said he was concerned that provisions "extraneous" to the bill's central goals of holding down cable rates and improving customer service may end up

he feared turning the bill into a "flat car" that could be loaded with all sorts of provisions once on the floor. "I'd rather not have one related to something as important as this."

Nonetheless, Wirth said, he was willing to negotiate with the Commerce Committee leadership about resolving their differences. "I think we can probably—working today and over the weekend—finish this bill on Monday or Tuesday on the floor."

But committee staff was not encouraging talk of anything being worked out.

vowed to do all it could to kill the Senate bill if provisions it found too onerous were not watered down.

After Mitchell announced late Thursday that he would try to bring up the bill Friday morning, Wirth and Stevens submitted to the subcommittee amendments that would, if adopted, have fixed cable's biggest problems with the bill. One of those amendments would have added language to the bill's access-to-programming provision that would insure cable programmers' right to enter into exclusive distribution agreements.



The cons and pros on cable bill: (top) Wirth, Stevens Packwood; (bottom) Hollings, Inouye, Danforth, Gore.



"shackling or damaging" the cable industry. Then and later, he cited the denial of program exclusivity, the prohibition against cable-DBS crossownership and the multiple ownership limits as points that needed to be modified.

During the heated debate that followed, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), one of the bill's leading proponents, declared the bill "killed and buried," but vowed to return next year with similar legislation.

Another proponent, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), asked Wirth to lift his objection so the the Senate could consider the bill and the many amendments that had been submitted to the Commerce Committee by Wirth and others. But Wirth declined the invitation, saying

"I think it's dead," said a staffer on the Senate Commerce Committee, which reported out the measure by an 18-to-1 vote last summer and worked hard in recent weeks to win passage. "I think we buried it today."

Asked if a deal could be worked out that might resurrect the legislation, the staffer said, "I really don't. It's just too late in the year."

Also voicing objection to the bill were Ted Stevens (R-Alaska), Bob Packwood (R-Ore.) and Malcolm Wallop (R-Wyo.). Packwood called the bill "an overreaction to no necessity at all."

The four may have been expressing, at least in part, opposition to the measure emanating from the cable industry and the Bush administration.

The cable industry, led by the National Cable Television Association, had

As it did when the House passed its version of the cable legislation three weeks ago, the Office of Management and Budget sent a letter to the Senate saying it "strongly opposes reregulation of cable" and threatening a veto if sent to the President "in its current form."

After meeting with administration officials two weeks ago, the National Association of Broadcasters concluded that the administration's opposition alone was enough to scuttle the legislation (BROADCASTING, Sept. 24).

Joining Inouye in pledging to return with new legislation next year were Hollings and Senator Albert Gore (D-Tenn.). Hollings added that the cable industry had made a "bad record" for itself "by standing in an obstructionist fashion and saying, 'Don't bring up the bill unless I can be agreed to.'"



The cable industry continued to hold out hope for the bill. Brian Conboy, vice president, government affairs, Time Warner: "There is an opportunity for a meeting of minds. Time Warner still believes a bill is in the industry's best interest and we continue to move forward to achieve that goal."

Although the Commerce Committee leadership said it was prepared to start anew next year, Conboy said: "I'm not sure they really want to do that."

"We still hold on to some slim hope of working out an agreement with the [Senate Commerce Committee] leadership," said Robert Sachs, senior vice president, corporate and legal affairs, Continental Cablevision. "If it does not come to pass, it's a loss. We would have preferred to have a reasonable measure and acted this year."

"These things get worked out at the 11th hour," Sachs said. "If people have a mind to, there is still time to do it. It's not like the session's out. Danforth and Inouye are holding the cards at this point."

NCTA was expressing no opinion on the bill's prospects following last Friday's events. However, said a spokes-

man, "NCTA remains willing to participate in the process to develop a reasonable cable bill."

"It's a damn shame that, after years of exceedingly hard work and intense negotiations, the cable industry would resort to parliamentary tactics to kill cable legislation that enjoyed overwhelm-

*"It's a damn shame...the cable industry would resort to parliamentary tactics to kill the cable legislation."*

—Eddie Fritts  
NAB

ing Senate support," said NAB President Eddie Fritts.

"There may well come a time when the cable industry will devoutly wish they had taken today's deal," Fritts warned. "Unfortunately, their actions have given new life to the telephone companies' demands to be allowed into the video service business."

The telephone industry has been pushing hard for a measure that would lift the prohibition against telephone companies' offering cable services in their telephone service areas. It failed to attach such a measure to either the House or Senate legislation that began moving through Congress this year. But with the leadership ready to move bills in the next Congress, it will have another shot.

The United States Telephone Association, which has been leading the fight for "telco entry," had no comment last week on the bill's troubles.

The Satellite Broadcasting and Communications Association, which was looking forward to the enactment of the access-to-programming provision, expressed disappointment. Chances for the bill appear "very remote," said Andy Paul, vice president, government affairs. "Now we will have to dig in our heels and try again next year."

"For now, the cable industry has won," said John Danforth (R-Mo.), who got the legislative ball rolling with his cable bill last November. "They get to increase the cost of service and allow the quality of service to deteriorate until the Congress acts." —HAJ

## LOOK WHO'S TALKING...AGAIN

*Sale of MCA, deal waiting to happen, is once again in news; talks to take place with Japanese industrial giant, Matsushita*

**M**CA released a statement last Tuesday (Sept. 25) saying that it was "in discussions with a major international company regarding a possible negotiated acquisition of MCA. There is no assurance that an agreement will be reached." Matsushita Electric Industrial Co., presumed to be the company referred to, acknowledged that it was talking with MCA. Akio Tanii, president of the Osaka, Japan-based manufacturer, said: "It's true that all kinds of proposals have been brought to us regarding...U.S. movie companies. There have been some feelers from MCA. But they are no more than one of these talks." A meeting is reliably said to be planned for this coming weekend.

That both corporate parties to the discussion (neither of whose officers are said to have yet met face to face) were cautioning against premature conclusions, did not stop a deal-starved Hollywood-struck media from analyzing and speculating about the news. Nor did those cautions stop MCA's stock from



Akio Tanii, president, Matsushita

jumping more than \$25, or 66%, in the two days following the first leaked word of the "discussions." It closed last Friday at 58%.

The healthy \$31 discount to a \$90-



per-share hypothetical deal which existed last Friday was evidence of skepticism about the deal being concluded, skepticism nurtured over the years by the examples of other discussions MCA has had with suitors, including, it is reliably said, RCA, Sony and Atlantic Richfield. That this was the first such "discussion" ever publicly commented on by MCA may have been due not to its seriousness, but rather to the possibility,



Lew Wasserman, chairman-CEO, MCA

addressed in a recent Supreme Court decision, that a company's refusal to acknowledge such discussions could, under certain circumstances, be a violation of law.

As of last week an MCA-Matsushita combination was being both explained and handicapped with the same criteria applying to most mergers: management personalities, money, strategy or some combination thereof.

As for personalities, much educated speculation has one looming far above anyone else on the MCA side: Chairman and Chief Executive Officer Lew Wasserman, who is assumed by many to be the sole arbiter of the sell decision. The MCA chairman directly, and it is said, through various trusts, does not vote as much MCA stock has he did five years ago, but nonetheless is said to control at least half the 25% necessary to block any offer he does not approve of. (MCA by laws are said to require 75% of voting shares to approve a change in management.)

In fact, it is the question of Wasserman's succession that has put a possible sale of MCA in the headline of just about every business periodical profile of MCA over the past five years. That, at 77, Wasserman still retains the CEO mantle suggests to some that he does not expect the company's president and chief operating officer, Sidney Sheinberg, to replace him. Invoking memories of ABC's Leonard Goldenson (who was still CEO at 79 when he decided to sell ABC to Capital Cities), some suggest that Wasserman will likewise "put" the "succession question" to someone else, perhaps Matsushita. But there are differences with the ABC situation, and it is possible that both buyer and seller would insist on some continu-

# MCA

ity of existing management.

This theory is furthered by negative publicity MCA management has received in the past two years, including its purchase of LJN Toys, which over several years lost more than \$100 million before MCA decided to sell it last year. Potentially even larger losses loom from an investment in Cineplex Odeon, the debt-laden Toronto-based theater chain. MCA continues to be subject to allegations of ties with organized crime, and most recently the company's Orlando, Fla. theme park suffered an inauspicious debut because of operating malfunctions.

As for the second reason, money, some industry gossip suggests that Lew Wasserman has a price for MCA that no one has yet met. Presumably Matsushita, which at the end of last year had \$21 billion in "cash and cash equivalents, short-term investments and marketable bonds" could pay any price Wasserman might name. Whether the industrial giant wants to pay—at, say, \$90 per share plus assumption of \$15 per share debt—roughly 20 times MCA's projected 1990 cash flow is another matter.

Those speculating last week were most skeptical about corporate strategy as the *raison d'être* for a merger. From Matsushita's point of view, some theorizing has been offered about a synergy

between MCA's software and Matsushita's hardware. But so far, whether in the introduction of color television or Sony's purchase of Columbia, there is little evidence of such a benefit.

Matsushita would find in MCA a Hollywood studio very much in the television age. Estimates in a report this past summer by Alan Kassin of Morgan Stanley, are that in 1990 MCA will derive roughly half its operating profit from movies and other programming sold to broadcast television, cable or home video, and from the company's WWOR-TV New York and its 50% interest in the USA Network.

From MCA's point of view, some think that deep pockets will help achieve, as one paper opined, "the advantages of global reach and might." Already last year MCA was deriving 20% of its revenue from abroad, more than most and perhaps all of the other major studios. The company last year had reduced its debt burden and was pursuing the most expensive foreign projects, theme parks, with Nippon Steel, Rank Organization Plc. and others on a project-by-project basis.

The international strategy of MCA may have been altered some over the past year through its increased involvement in the record industry. Earlier this year the company issued an additional 10% of its stock in purchasing Geffen Records, and last week signed a joint venture with Victor Co. of Japan, 51%-owned by Matsushita, to market and distribute record labels owned by MCA. Helping represent Matsushita in the merger talks is Michael Ovitz, chairman of talent agency, Creative Artists. —GF

## SIKES INTERESTED IN MCA-MATSUSHITA DEAL

That another major studio (MCA) may be sold to a Japanese company (Matsushita) underscores an argument the broadcast networks have been making in the debate over the FCC's financial interest and syndication rules: That foreign companies are getting a leg up on U.S. networks because the networks are restricted from full participation in program production and distribution because of the fin-syn rules.

And it is an argument that could carry some weight at the FCC, now in the middle of a proceeding aimed at relaxing the rules. "If the MCA-Matsushita deal is consummated," FCC Chairman Alfred Sikes told BROADCASTING, "it will be taken into account" in the proceeding.

"I don't want a global market that consolidates away from the U.S.," Sikes said, "especially considering that [program production] has been an area of great strength" for the U.S. "To me, if we have rules that drive consolidation away from the U.S., we would be disserving our country."

The impact of foreign ownership of the studios "becomes a very legitimate question in our proceedings," Sikes said. "My intent is to ask several questions about it in the further notice and at the en banc hearing."

The FCC hopes to issue a further notice—a request for comments on various fin-syn options—later this month and to hold a hearing sometime in November.



## PARAMOUNT, MCA OPT FOR USA OVER SYNDICATION

*Studios sell feature film packages to cable network rather than offering them to TV stations*

**P**aramount and MCA have decided to sell their most recent premium movie packages to jointly owned USA Network, bypassing the syndication market. Paramount's 24 film package Portfolio XIV ("Fatal Attraction," "Coming to America") and MCA's Debut IV ("Born on the Fourth of July," "Sea of Love") become available to USA in January 1991.

USA is said to have paid around \$2 million per title for the 43 films, or \$86 million. The two deals are the latest in a series of transactions in which movie studios have bypassed syndication in favor of one-stop basic cable sales.

In the last year, USA has picked up major packages from Buena Vista Television, 20th Century Fox and Orbis. Orion and Warner Bros. have sold packages to Lifetime, while Viacom recently sold a film package to the superstationed consortium of Turner's WTBS(TV) Atlanta and Tribune's WGN-TV Chicago.

According to Paramount Domestic Television Distribution President Lucie Salhany, the company surveyed station interest in the Portfolio XIV package and found less interest in it than in the previous Portfolio package, which attracted stations with such titles as "Top Gun." She noted that Fox independents

require far fewer movies as they make the transition to affiliate status.

"We have a responsibility to the producers of these films to get the most [revenue] we can," said Salhany. She declined to talk price, but sources said Paramount projected it could get per title revenue of about \$1.5 million from syn-



'Born on the Fourth of July,' one in the package of blockbuster hits sold to USA

dication for Portfolio XIV, about \$500,000 per title less than USA was willing to pay.

The MCA package, which CBS picked up for the current season at a reported cost \$50 million-\$55 million, will have had more exposure by the time it gets to USA, said the network's Programming Executive Vice President David Kenin. About a third of the package will

also have previous exposure on pay cable. The Portfolio XIV package will have had pay cable exposure but no network exposure.

The diminishing number of movies in syndication may force non-Fox independents to develop more program consortiums among themselves, said Bill Carroll, vice president, programming, Katz American Television. "I think you'll see more and more relationships like the one between WWOR(TV) New York, KCOP-TV Los Angeles and MCA," said Carroll. The three companies are co-producing three first-run prime time programs this season.

Michael Eigner, vice president and general manager of Tribune's WPIX-TV New York, agreed that stations will increasingly band together in consortiums to buy product. He cited the Tribune-TBS led consortium that recently bought Viacom's Features 14 package.

But Eigner also said that while USA and Lifetime have reduced the pool of movies available to syndication, they can't afford to buy everything. "I think there will be enough for everyone," he said. "Warner split its package, selling half of it to Lifetime, the other half to syndication. I think we'll see more of that in the future." -SM

## TBS BOARD GIVES GREEN LIGHT ON GOODWILL GAMES

*To eliminate charge to operators, it is selling weekend package of '94 events to ABC*

**L**ess than two months after the final losses of \$44 million for the 1990 Goodwill Games were tallied, the board of Turner Broadcasting System unanimously voted to proceed with the 1994 games and offset losses by selling a weekend package of events to ABC.

Jack Kelly, president of the Goodwill Games and former head of the U.S. Olympic Festival, said the board supported the more conservative business plan that would bring the games close to breakeven in 1994 and certainly to breakeven by 1998. "We have a solid foundation on which to build the Goodwill Games in the 1990's and beyond," Kelly said.

The games will be cable exclusive during the week, with events in prime time and late night, while ABC will have weekend afternoon coverage

amounting to 15-18 hours. Turner will carry 60-70 hours. While the expected ABC deal has not been completed, cable operators won't be paying a fee this time around, Kelly said. Operators paid \$1 per subscriber for the 1990 games, which received about 80% coverage and fell far short of its expected rating of a 5.0, contributing to the losses. The '94 games, Kelly said, will be sold on the numbers generated in 1990, which averaged about a 2.5.

A number of factors will contribute to the games getting closer to breakeven, said Kelly. One is the ABC deal, which could be in the form of a time buy, a straight rights deal or a barter arrangement. Although the dollars being discussed are significant, they do not represent the majority of the \$80 million

budget slated for the games in 1994. Indications are ABC's remuneration will be less than \$20 million. Kelly said all three networks were approached, but that ABC showed the most interest. CBS and Turner are partners in the 1992 and '94 winter Olympics, but CBS's summer baseball schedule kept it from becoming involved in the games.

The \$80 million is lower than the total costs of the Seattle games, said Kelly, because the overhead in Russia (the '94 games will be held in Leningrad and Moscow) will be lower. Kelly sees additional revenue opportunities from international broadcast rights (which could double from \$5 million to \$10 million in 1994), sponsorships for the event not tied to advertisers, and the ABC revenue.

The games themselves will be another 16- or 17-day affair. Kelly said there was some discussion of shortening them to 10 days, but that did not give the host

The competition will be the same, with the top eight athletes performing in 20 or so events. There may be minor changes in events, Kelly said, with some being added or dropped. Kelly hopes the Soviet location will improve attendance among some European athletes who did not participate in the Seattle games. And, he said, Turner is looking to tie international rights deals with better promotions in those countries to entice athletes to participate.

Kelly also said there would be other changes in how Turner operates the games, in addition to the ABC connection, the no cost to operators and more realistic ratings guarantee. Kelly indicated promotion budgets will be better spent leading up to the games. Apparently, one of the problems with the Seattle games was that little money remained for last-minute promotional pushes. Additionally, the ABC weekend coverage and cross-promotion spots should help build awareness of the games and help improve ratings.

Despite the financial losses from 1990, the Goodwill Games still represent a cherished franchise for Turner, Kelly said. People are used to seeing a summer Olympics after the winter games, said Kelly. But starting in 1994, the winter games will not be followed by a summer Olympics, but instead by the Goodwill Games, thus providing a benefit in viewer interest. Likewise, the summer games on American soil (Atlanta) in 1996 will help build awareness for the '98 Goodwill Games, which will be back in the U.S. (Kelly said there are six or seven cities that have shown serious interest in hosting those games.)

Kelly expects to complete a deal with the Russians in the next month or so for 1994. And he has been assured that under whatever economic scheme the country will be operating in 1994, the cost of venues, etc., will not change significantly from initial estimates. The Russians will originate the games, but will receive technical help from the Turner organization. Because of the eight-hour time difference, most weekend events will be seen on a taped basis, although some weekend events may be live.

No decision has been made as to whether the games will be on TNT or WTBS(TV) Atlanta. The 1990 games on WTBS gave operators some problems because they normally do not insert advertising on WTBS.

—MS

## SEPARATE SYSTEM CONCERNED OVER INTELSAT PLAN

*Orion fears satellite size threshold would make revised Article XIV more onerous*

**S**et to meet late this month in Lisbon, the International Telecommunications Satellite Organization Assembly of Parties will consider revising Article XIV (d) consultation procedures—a rewrite that, on the surface at least, will reduce time- and money-consuming analysis of potential economic harm to Intelsat now required of privately owned international satellite system operators.

However, several sources told BROADCASTING last week that there is a fly in the ointment: Despite strong opposition from the U.S., United Kingdom, Australia and the Netherlands, a maximum satellite capacity threshold written

*“The threshold is unnecessary and cannot be implemented fairly or rationally.”*

—Steven Lett  
State Department

into the proposed revision would make the streamlining of procedures meaningless to any operator planning a system larger than 30 (36 mhz equivalent) transponders—little larger than a single standard C-band bird.

In addition to the threshold's having the effect of discounting two existing separate systems—PanAmSat and Orion Network Systems—which plan systems larger than 30 transponders, “more cumbersome and expensive procedures to the consultation process [and other] changes are likely to make it even more difficult for advanced, low-cost telecommunications services to reach the market,” Orion Vice Chairman Christopher Vizas II told U.S. State Department Ambassador Bradley Holmes in a letter dated Aug. 8 and obtained by BROADCASTING. “If enacted,” Vizas told Holmes, “the revision may well be significantly more restrictive than it is liberalizing.” Orion declined to comment.

The revision, approved for recommendation to the assembly by the Intelsat Board of Governors two weeks ago, would create a “fast track” for separate systems so long as they are not connect-

ed with public switched networks (PSN's), which accounts for more than three-quarters of Intelsat's revenue. Any “operator/network” offering under 30 or fewer (36 mhz), non-PSN transponders could gain virtually instant approval from the Board of Governors (which meets every three months)—without undergoing lengthy economic harm analysis and consultation with representatives of 119 member nations through the Assembly of Parties (which meets every two years).

PanAmSat has consulted for more than 30 transponders aboard its one orbiting bird, PAS 1, which carries the equivalent of 36 36-mhz transponders. PanAmSat apparently could not launch its planned second or third satellites without breaking the threshold.

The two-satellite Orion system would carry 96 transponders, although Orion has consulted 33 transponders for international use, designating the remainder for domestic services and in-orbit spare use. The assembly has considered whether that number might expand in the future, and thereby threaten economic harm to Intelsat that the latter could not mitigate with investments in its own system. Several sources said they believe that some nations fear Orion will indeed expand beyond 33, perhaps explaining the creation of the threshold.

Only Columbia Communications Corp. at its current size—a total of 24 transponders aboard NASA TDRSS satellites over the Atlantic and Pacific oceans—would be a beneficiary of the policy.

Following President Reagan's 1985 decision that private international carriers be unleashed in competition with what PanAmSat, Orion and others have charged is a monopoly, the State Department had encouraged Intelsat to create the fast track for non-PSN systems, said State international satellite and cable expert Steven Lett. State “argued strongly,” he said, that the threshold is “unnecessary and cannot be implemented fairly or rationally.”

“The U.S. believes that instead of Article XIV economic examinations,” he said, Intelsat's health can best be maintained through its own marketplace strategic planning. “We believe it can do that.”

—PDL

## COMPANIES COUNTING DOWN TO DBS LAUNCHES

*At Kagan seminar SkyPix's McCauley targets next May-June; Reiss says Request TVRO rollout should be ready to roll in 15-18 months; others offer more details on programing and financing plans; some on financial side question whether services will be sufficiently different from other options to attract enough subscribers*

**D**BS proponents were bullish, while financial analysts were somewhat skeptical, that DBS would be a major force in the 1990's in the U.S.

Those on the front line of DBS made a number of disclosures, at the Kagan Seminars Inc. "Economics of DBS" seminar last Thursday (Sept. 27) in New York.

Among them:

■ Brian McCauley, president of SkyPix, said the company is now looking at May-June 1991 for its launch. (And sources continue to point to the likelihood that Comsat and SkyPix will do a deal together.)

■ Comsat Video Enterprises President Robert Wussler provided a DBS example that may provide clues to Comsat's PPV plans. He said an initial service of 30 movie channels and 30 sports channels could be a viable PPV service. Such a service could achieve one million subscribers at the end of one year, 6.5 million by 1995 and countless millions by the end of the decade, he said. Specialized services, such as news, children's programing and financial information could come later, he said.

■ Jeffrey Reiss, president, chairman and chief executive officer of Reiss Media Enterprises, 50% owner of Request Television, said with advancements in General Instrument's Digicipher, he expected that Request TV would roll out its PPV services to the TVRO industry in 15 to 18 months. A three-channel DBS service Reiss is involved with in Japan is looking to launch next year.

■ John Sie, senior vice president of Tele-Communications Inc. and chairman of K Prime Partners, discussed how DBS would be an adjunct to cable, since cable would maintain superiority in programing and service, and provide the capability for local and interactive services that DBS services could not deliver.

■ Tom Wolzien, senior vice president, NBC Cable and Business Development, and the only Sky Cable representative on hand, said Sky Cable's programing foundation was a three-sided

pyramid—movies, mainstream-type cable services and "subniche channels." The latter would have small, but loyal subscriber bases whose monthly fees would be enough to keep such channels afloat. A service with 400,000 people paying \$4 per month would generate about \$20 million in annual revenue, enough to cover expenses, as long as programing acquisition costs were reasonable, Wolzien said.

Wolzien was asked where the financing would come from in a tight credit market. He said that Hughes would not have presented the proposal without the full backing of General Motors. And some of the \$2 billion needed to launch and roll out the service included the purchase of receive equipment by customers. Wolzien, like his counterpart, Tom Rogers, a day earlier at a separate forum, acknowledged that without guaranteed program access, the economics of Sky Cable's plans would likely change, because one of the three sides of the pyramid would not be assured. Sky Cable could negotiate in the open market, and there were some on the panels, including Steve Schulte, former Showtime executive, now president of General Management Associates, who felt programers, no matter what their affiliation, would sell to new technologies to increase their reach. But others feel that MSO-owned or closely affiliated programing services will not go out of their way to make deals with Sky Cable.

Hollywood is intrigued with the possibilities of DBS, especially the multichannel PPV aspects and the opportunity for another revenue source to offset the continued skyrocketing costs of making and marketing movies. To Ed Bleier, president, pay TV, Warner Bros., the big question was what will cable do in the face of such a strong PPV threat from the DBS industry. Most of the early DBS plans are built around PPV Hollywood movies, an area where they see cable as vulnerable. Will operators commit to more channel space for PPV and make its marketing a priority? Bleier asked.

Hal Richardson, senior vice president, worldwide pay TV, Walt Disney TV, said

he was not sure that the present TVRO universe and noncable subscribers made a large enough base for DBS PPV to launch a successful business. Richardson, like his counterparts at other studios, is talking with DBS proponents about licensing product and said programers always welcome additional distribution systems.

But he was cautious, saying DBS will either have to be an add-on to present cable service or take away existing cable subscribers for it to be successful.

Richardson and Reiss seemed to believe McCauley's prognostications on buy rates for DBS PPV might be too optimistic. McCauley said he expected they will follow the pattern seen with home video—heavy renters watch seven to eight movies a month, while the average home might watch two to three movies a month. Reiss and Richardson pointed out that with the multitude of other programing sources, sustaining those buy rates after the initial "honeymoon" period may be difficult.

One thing DBS will have to do is give consumers something they have not received before, said Chris Dixon, vice president, Kidder Peabody. Cable offered consumers more programing choices, and VCR's and home video offered viewers convenience, time shifting and an earlier window for movies.

Several analysts in the audience raised questions on financing and consumer buying habits. McCauley pointed out that his business plan for breakeven is less than one million subscribers, thus lowering the amount of money needed to finance SkyPix. Some analysts wondered whether consumers would pay \$500 to \$700 in a worsening economy and face buying tuners for each of their TV sets for programing that may not clearly be differentiated from that on cable or home video.

But DBS proponents such as McCauley pointed out that one million VCR's were bought in the early 1980's when the price was between \$1,200 and \$2,000. And just as cable subscribers rent additional boxes for multiset hook-ups, the same principle would also be applicable with DBS, panelists said. —MS





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

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# PROGRAMMING

## TRIBUNE, PARAMOUNT PART COMPANY

*Tribune decides to take sales of 'Geraldo' and 'Rivers' in-house*

**T**ribune Entertainment said last week it would not renew its distribution agreement with Paramount Domestic Television to sell its two talk strips *Geraldo* and *Joan Rivers*. Instead, Tribune will sell the two programs itself, as it plans to expand its program development and sales activity in the months ahead.

Those plans, said Tribune Entertainment executive vice president, Donald Hacker, include the launch of two, and possibly three new strips at the NATPE convention in New Orleans in January that would be available for fall 1991.

The new shows include a proposed daily half-hour investigative program, *Now it Can Be Told*, from Geraldo Rivera's production company, Investigative News Group. Rivera will be managing editor and host of the new program. He will also report some of the bigger stories the program tackles, a source close to Rivera said. But most of the stories will be reported by a staff of regular and contributing correspondents. *Now it Can Be Told* is a more ambitious version of a weekly show from Rivera that Tribune considered taking out last year, called *The Investigators*. Last week, Rivera was en route to the Middle East to report on a story that will be used in a selling presentation for the new show, and may also be seen on *Geraldo* the talk show later this season.

Also, Hacker said, Tribune would offer a new late-night strip at NATPE, details to follow. In addition, Tribune is about to test a half-hour version of *Kelly and Gail*, the talk show the company tried to launch last year, on KNBC-TV Los Angeles. If the results are promising, Hacker said, it too would be offered at NATPE.

*Kelly and Gail* is co-hosted by KNBC-TV anchor Kelly Lange and Gail Parent. The program will be tested starting this week on KNBC-TV at 9 a.m., leading into NBC's talk show hosted by Marcia Warfield.

Speculation on the future of the Tribune-Paramount relationship began last spring when Paramount announced plans to produce and distribute its own talk show a year from now, to be hosted by Maury Povich, the current anchor of



Joan Rivers interviews Donald Trump. Sales of the Rivers and Geraldo Rivera talk shows are being taken in-house by Tribune.

Fox's popular syndication strip, *A Current Affair*.

Paramount has already sold Povich to stations covering more than 40% of the country. Paramount has not focused on renewing *Geraldo* or *Rivers* beyond the current season, said David Sifford, executive vice president, sales and marketing, Tribune Entertainment. Sifford reported he had just renewed *Geraldo* on KCBS-TV Los Angeles, where it airs at 4 p.m. for two more years, through 1992-93 season. "We're just beginning renewals on both shows," he said.

Until two weeks ago, Tribune expected to renew its sales agreement with Paramount. "A lot of people have put this situation in the context of the conflict with Povich," said Hacker. "I guess that gave us impetus to make a decision. But it really had more to do with expanding the entertainment side of Tribune. We always anticipated getting into the business."

Currently, Sifford heads a sales staff of seven, spread over four offices (New York, Los Angeles, Chicago and Nashville). Sifford said he hopes to add five or six new sales people as the company gears up its program development and

distribution effort, and will open two new regional sales offices.

Tribune's decision to take over distribution of its two talk shows was viewed as a positive move by station reps, who cited the obvious conflict Paramount would face selling its own talk show on one hand, and two others that compete for key time periods on station schedules.

Even though fact, Povich has cleared more than 40% of the country for fall 1991, Sifford said he was not concerned that renewal efforts for Joan and Geraldo is just beginning for next year. "If they didn't have that 40%, then somebody else would," he said. (Fox was planning its own Povich talk show for 1991 before Paramount intervened.)

Hacker said that the company will also take on more of its international selling effort in-house. To date, much of that work has been contracted out on a piecemeal basis, to such companies as Freemantle, Worldvision, and local representatives in various countries.

Paramount is said to have been collecting a 35% gross sales commission for distributing the two shows, or between \$15 million and \$20 million, sources said.

-SM

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# FIELD OF DREAMS





## PBS TURNS SWORDS INTO SHARES

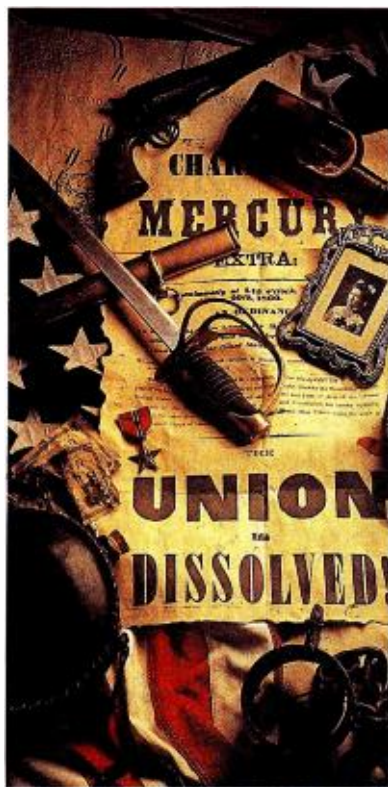
*'Civil War' is major victory for Public Broadcasting Service*

**T**he *Civil War* marched to a major ratings victory for PBS last week. Ken Burns' \$3.5 million, 12-hour documentary, the centerpiece of the noncommercial service's campaign to counterprogram the competition, gave the network its largest-ever series debut audience, a number that increased for the program's second outing. Approximately 14 million viewers across the U.S. watched each of the first two installments—the program was on the same days and times throughout the public broadcasting system.

"The Cause—1861," the two-hour opening episode that aired September 24, received an average 9.0 rating/13 share in Nielsen's 24 overnight markets. In Nielsen's top four overnight markets—New York, Los Angeles, Chicago and San Francisco—the opening episode scored an 11.2 rating/16 share. The previous record holder, *Cosmos*, averaged a 9.1/13 in those same markets when it premiered on September 18, 1980.

"Cause" had its highest audience on San Francisco's KQED(TV), receiving a 14.7/21. In New York, on WNET-TV, the opening episode registered a 10.6/15; in Los Angeles, on KCET, it received a 7.4/11, and on Chicago's WTTW it scored a 12.1/17.

*War's* second installment, the two and a half hour "A Very Bloody Affair—Forever Free—1862," registered a 9.1 rating/13 share in Nielsen's 24 overnight markets, besting the previous night's debut episode. Thirteen overnight cities posted larger audiences on Monday than



on Sunday. "Affair" had its biggest Monday audience on WNET, New York, which received a 12.7 rating/18 share. The New York figures represent a 19.8% increase over Sunday's numbers.

On Washington's WETA-TV, *War's* presenting station, ratings were up significantly for the program's second night, despite the fact that the cable system was out in the northwest section of the city, according to program director Terry Bryant. *War* scored a 7.5 rating on Sunday night and an 8.5 on Monday.

"Everything you know about ratings tells you they should have dropped [on Monday]," said Bryant, who expects word of mouth, and the upcoming, more well known sections of the *Civil War* story to continue to drive ratings up. National ratings for *War* aren't expected to be available until mid-October, according to a PBS spokesman.

*War*-related projects include videocassette sales, a companion coffee-table book, marketing of the program overseas and a videodisk edition.

Burns, who began work on *War* more than five years ago, received funding along the way from the National Endowment for the Humanities, the Arthur Vining Davis Foundation, General Motors, the MacArthur Foundation and the Corporation for Public Broadcasting.

Burns is currently in production on his next project, *Empire of the Air*, a 90-minute special on the history of radio. *Air* is expected to air on PBS in the fall of 1991. Following that, Burns will turn his attention to baseball, producing a documentary on the history of the sport in the U.S. WETA-TV will serve as the presenting station for both of these projects. **-RC**

## HOUR DRAMAS: DOWN BUT NOT OUT?

**A**lthough Walt Disney Co. reported last week it would cease production of one-hour dramas, that move does not appear to signal a trend among Hollywood studios. Even though studio executives acknowledge that the soft market for off-network hour-long dramas has not improved, production companies generally are not cutting back their development of the drama format.

"We don't see this as an indication of things to come," said Leslie Moonves, executive vice president, Lorimar Television, who pointed out that Lorimar has hour-dramas currently on the network schedule and recently struck develop-

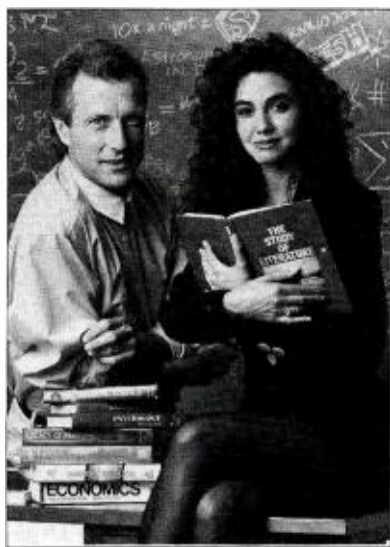
ment deals with drama producers. "We believe it's still a good business and will be in the future," he said.

Disney reportedly decided to halt production of hour-long dramas because of trouble overcoming deficit financing on shows; Disney executives have declined to comment. However, an executive at another studio said the decision was probably based on its recent experience with *Hull High*, an hour-long musical-drama for NBC, rather than a long-term problem with the genre. "They didn't do it [*Hull High*] very well," said the executive. "They spent \$4.5 million on the pilot alone. How do you do that in a

series?" asked the executive, who suggested that it would be almost impossible to make a profit on a show with those kinds of costs.

Currently, *Hull High* is Disney's only drama on the network schedule, but it is developing the *Disney Action-Adventure Hour* for NBC as a midseason replacement series. Whether the studio phases out its drama development or not, Disney will continue to produce *Hull High* or the *Disney Action-Adventure Hour* for as long as the network wants to keep them on the schedule.

With or without dramas, Disney will be kept busy with its production of com-



'Hull High'

edies. The studio now has five on the air (*Empty Nest*, *Golden Girls*, *The Fanelli Boys*, and *Carol & Co.* for NBC, and *Lenny* for CBS), and three more in development for midseason (*Blossom* and *Anna* for NBC, and *S.T.A.T* for ABC).

John Pike, president, Paramount Television, also expressed confidence in the hour-drama form and said that it's not the length of the show that dictates whether it will be profitable but that each show should be evaluated on its own merits. "You have to look at each show on a case-by-case basis. A lot of people in this town are making hour-long television shows and making money at it. None of us are in the business to make programs that cause our companies to lose money," he said.

Pike also indicated that Paramount has no plans to cut back on drama production. "We produce *Star Trek: The Next Generation* and *MacGyver*, which are returning shows, and *E.A.R.T.H. Force* and *Sons and Daughters*, which are new this season. The way we do things around here is if it makes sense creatively and economically, we do it. Apparently, it doesn't make sense to them [Disney] right now," he said.

Although the syndication market has not grown stronger for off-network hours, Moonves said the recent growth of other areas for delivery has continued to make the production of dramas a viable business. "We're getting some renewed life from cable, which is purchasing some dramas before they go out into syndication. Also, the foreign market is getting more lucrative and foreign co-productions are more viable, so there are more ways to skin a cat," he said. -SC

## HBO FORMS NEW PRODUCTION UNIT

*Subsidiary will produce for syndication and broadcast as well as cable*

**H**BO announced the formation of a new production subsidiary, based in Los Angeles, to produce television programs and specials for cable, syndication and broadcast networks. In addition, the company will produce small-budget theatrical films.

The company is being run by Chris Albrecht, 38, who will serve as president of the new unit. HBO Independent Productions, and who will also continue in his role as senior vice president, original programming, West Coast, HBO. Before joining HBO five years ago, Albrecht was a talent agent with ICM, Los Angeles.

Strategically, HBO's new production company is the latest step the company has taken to diversify beyond its core cable network business. "This network has been the launching pad for a lot of talent," said Albrecht, citing Roseanne Barr as one example. "Along the way we've developed executive talent and a lot of relationships in the production community. We're a buyer as well and we have financial muscle. So, what we want to do is turn those assets into a moneymaking business."

The production unit will focus on producing half-hour comedies and dramas, as well as specials, both for HBO (such as the ongoing series of *One Night Stand* specials) and other television exhibitors.

Albrecht confirmed the company already has a commitment from Fox Broadcasting Co. to produce a pilot and possibly a comedy-sketch series starring Michael O'Donohue, formerly of *Saturday Night Live*. Fox has had a lot of success with the form, with such programs as *In Living Color*, and before that the critically acclaimed and this

year's big Emmy winner, *The Tracey Ullman Show*.

On the talent side, the company has signed Charles Dutton, star of the Broadway play, *Piano Lesson*, for a yet-to-be-determined project.

Albrecht said the company will focus on the production of half-hour series, both comedy and drama, and specials of varying length. "We had an opportunity to do a series with Roseanne Barr, but we didn't have this kind of apparatus in place to act on it," said Albrecht.

Albrecht also will try to exploit what he sees as a growing market for half-hour dramas. HBO received acclaim two years ago for the drama anthology show, *Vietnam War Stories*. The network also produced *The Hitchhiker*, which subsequently went to USA Network.

Albrecht said he has had talks with several syndication companies concerning shows for first run, including co-owned Warner Bros. Domestic Distribution, and the Fox-owned stations.

One possible first-run project is a late-night show with comedian Paula Poundstone, who HBO is currently developing its own late-night show around. "There is some interest on Paula's part and from syndicators about taking the show into first-run," said Albrecht.

HBO Independent Productions will have executive and production offices in the Los Angeles area, but apart from HBO's West Coast headquarters in Century City, Albrecht has recruited Sasha Emmerson to be the new company's vice president, creative affairs. Emmerson had been vice president, original programming, West Coast, HBO. He has also hired ABC program executive Lowell Mate as director of creative services.

### GOING SOUTH

**T**urner Program Services has begun exporting versions of Turner Network Television, the basic cable network. Last week, TPS said it completed its major deal for TNT Latin America. The buyer was cable television service Omnivision of Venezuela, who will start carrying the service in January. The scrambled feed will be programed in an eight-hour time block, repeated twice. The Latin American feed will be primarily a movie service consisting of films from the Turner Entertainment library of MGM and pre-1950's Warner Bros. titles, among others. Some cartoons and documentaries will also be featured in the Latin feed. TPS said that TNT is the first entertainment channel in the Venezuelan market. The films will be subtitled in Spanish and Portuguese. The agreement also gives Omnivision exclusive rights to CNN and CNN Headline News.



# RATINGS ROUNDUP

**C**BS, which ended up in third place for the 1989-1990 season, started out the 1990-91 season with a bang: it won the week of Sept. 17-23 with a 13.6/23 share, edging second place NBC's 13.4/23 and ABC's 13.2/22. CBS's victory marked its first win in the premiere week of a season since the fall of 1984.

CBS won Monday and Sunday nights, NBC won Tuesday, Thursday, and Saturday, and ABC won Wednesday and Fri-

day. NBC's season premiere of *Cheers* was the top rated prime time show for the week, with a 22/35 share. Rounding out the top five shows for the week were: ABC's *Roseanne* (premiere), with a 20.1/30; CBS's *60 Minutes*, 20/33; CBS's *Designing Women* (premiere), 20/31; and NBC's *The Bill Cosby Show* (premiere), 19.8/33. Fox's highest rated show for the week, the season premiere of *Married...With Children*, finished in 46th place with a 12.3/18.

## Week 1

Sept. 17-Sept. 23

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	■	22.0/35	N	<i>Cheers</i>
2	■	20.1/30	A	<i>Roseanne</i>
3	■	20.0/31	C	<i>Designing Women</i>
3	▼	20.0/33	C	<i>60 Minutes</i>
5	■	19.8/33	N	<i>Cosby</i>
6	■	19.6/30	C	<i>Murphy Brown</i>
7	■	18.8/34	N	<i>Golden Girls</i>
8	■	18.6/30	N	<i>A Different World</i>
9	■	18.4/32	N	<i>Empty Nest</i>
10	■	17.7/27	C	<i>Major Dad</i>
10	■	17.7/30	N	<i>Unsolved Mysteries</i>
12	▼	17.3/28	A	<i>Doogie Howser, M.D.</i>
13	▼	17.1/25	C	<i>Murder, She Wrote</i>
14	■	16.8/27	A	<i>Growing Pains</i>
15	■	16.7/26	N	<i>Heat Of The Night</i>
16	■	16.6/27	A	<i>Who's The Boss</i>
17	■	16.4/26	C	<i>Movie:Field Of Dreams</i>
17	■	16.4/26	N	<i>Matlock</i>
19	■	16.3/20	A	<i>Wonder Years</i>
20	■	16.0/26	N	<i>Amer. Dreamer Prev.</i>
20	■	16.0/24	A	<i>Married People Spec.</i>
22	▼	15.9/20	A	<i>Monday Night Football</i>
23	▼	15.8/24	A	<i>Head Of The Class</i>
24	▲	15.7/26	C	<i>Movie:Leona Helmsley</i>
25	▼	15.6/28	C	<i>Knots Landing</i>
26	▼	15.3/23	A	<i>Amer. Funniest Videos</i>
27	■	14.9/27	A	<i>Family Matters</i>
28	■	14.8/25	C	<i>Trials Rosie O'Neill</i>
29	■	14.7/23	N	<i>Movie:She Said No</i>
30	■	14.6/28	A	<i>Full House</i>

31	▼	14.4/23	C	<i>Jake and The Fatman</i>
32	▼	14.3/21	A	<i>Amer. Funniest People</i>
32	■	14.3/23	A	<i>Married People</i>
34	■	14.2/23	C	<i>Flash</i>
35	▲	14.1/23	C	<i>Uncle Buck</i>
36	■	14.0/22	C	<i>Rescue:911</i>
37	■	13.9/26	N	<i>Carol &amp; Company</i>
38	▼	13.5/22	N	<i>Movie:Babies</i>
39	■	13.1/24	A	<i>Bev. Hills Cop</i>
40	▼	12.7/21	N	<i>Fresh Prince of Bel Air</i>
40	■	12.7/23	A	<i>Going Places</i>
40	■	12.7/23	N	<i>Hunter</i>
40	■	12.7/24	A	<i>20/20</i>
44	■	12.6/24	C	<i>Evening Shade</i>
45	■	12.3/18	F	<i>Married...With Children</i>
46	■	12.1/19	A	<i>Movie:The Running Man</i>
46	■	12.1/22	A	<i>An Evening w B. Midler</i>
48	▲	11.9/22	C	<i>Movie:Oldest Bridesmaid</i>
49	■	11.7/19	A	<i>Tribute:Oprah Winfrey</i>
50	▼	11.4/18	N	<i>Fanelli Boys</i>
50	■	11.4/19	A	<i>Macgyver</i>
52	■	11.3/22	N	<i>American Dreamer</i>
52	▼	11.3/21	N	<i>Law and Order Preview</i>
54	■	11.1/18	N	<i>Dear John</i>
55	■	10.9/20	C	<i>Top Cops</i>
56	■	10.7/17	N	<i>Ferris Bueller</i>
57	■	10.6/17	A	<i>Father Dowling</i>
57	■	10.6/20	N	<i>Working It Out</i>

59	■	10.3/16	F	<i>In Living Color</i>
59	■	10.3/19	N	<i>Movie:Murder C.O.D.</i>
61	■	10.2/16	A	<i>Gabriel's Fire</i>
62	■	9.9/16	A	<i>Young Riders</i>
63	■	9.4/14	F	<i>Get A Life</i>
64	■	9.3/17	A	<i>Primetime Live</i>
65	▼	9.0/16	A	<i>A Life Goes On</i>
66	■	8.7/17	N	<i>Parenthood</i>
67	▼	8.3/16	C	<i>Hogan Family</i>
67	■	8.3/14	N	<i>Movie:Camp Cucamonga</i>
67	▼	8.3/14	F	<i>Simpsons</i>
70	■	8.1/16	C	<i>Family Man</i>
71	■	7.4/12	C	<i>Doctor, Doctor</i>
71	■	7.4/14	C	<i>48 Hours</i>
71	■	7.4/13	C	<i>Lenny</i>
74	■	7.3/14	N	<i>Super Bloopers/Prac.Jokes</i>
75	▼	6.5/10	F	<i>Babes</i>
76	■	6.2/11	C	<i>E.A.R.T.H. Force</i>
77	▲	5.8/10	F	<i>Parker Lewis</i>
78	▼	5.0/9	F	<i>Amer. Most Wanted</i>
79	▲	4.9/9	F	<i>True Colors</i>
80	▼	4.7/8	F	<i>Cops</i>
81	▲	4.5/9	F	<i>Totally Hidden Video</i>
82	▲	4.2/8	F	<i>Haywire</i>
83	■	3.9/6	F	<i>Against The Law</i>
84	▼	3.5/6	F	<i>DEA</i>
84	■	3.5/6	F	<i>21 Jump Street</i>
86	■	3.1/5	F	<i>Glory Days</i>
87	▼	2.7/4	F	<i>Alien Nation</i>
88	▼	2.6/5	F	<i>Amer. Chronicles</i>

## FREEZE FRAMES: Syndication Scorecard \*

Week ended Sept. 16

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.2	218	98	9	Tale Spin Spec. (Buena Vista)	6.2	161	95
2	Jeopardy! (King World)	11.1	213	97	10	Donahue (Multimedia)	5.7	226	97
3	Oprah Winfrey (King World)	8.8	222	99	11	Tale Spin (Buena Vista)	5.4	161	94
4	Star Trek: Next Generation (Paramount)	7.8	230	98	12	Inside Edition (King World)	5.1	126	86
5	Cosby Show (Viacom)	7.6	204	97	12	Universal Pict. Debut Net. (Universal)	5.1	147	95
6	Current Affair (20th Century Fox TV)	7.5	187	95	14	Chip 'N' Dale (Buena Vista)	4.8	180	83
7	Entertainment Tonight (Paramount)	7.3	158	95	15	Geraldo (Tribune)	4.5	144	94
8	Wheel of Fortune, wknd. (King World)	6.4	178	81	15	Teen Mutant Ninja Turtles (Group W)	4.5	145	90

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.



# RADIO



Anita Baker is among artists endorsing KKBT in marketwide outdoor campaign.

## KKBT TAKES ON LOS ANGELES WITH URBAN SOUND

*After lackluster debut with urban rock format in fall 1989, FM is moving up in market with its urban contemporary sound*

**F**rom Bach, Beethoven and Brahms, to Baker (as in Anita) and Bell Biv DeVoe, the playlist of Evergreen Media's KKBT(FM) Los Angeles has moved light years ahead since the company purchased the property in May 1989. After an inauspicious debut that fall with an urban rock format, the station regrouped, refocused and launched a full service, urban contemporary sound.

Evergreen seems to have hit the bull's-eye. KKBT is within a fraction of becoming a market leader in Birch, with only 0.2 (adults 12-plus, Monday-Sunday, 6 a.m.-midnight) separating it from CHR outlet and market leader KIIS-AM-FM, and just 0.1 away from CHR outlet KPWR(FM) (BROADCASTING, Sept. 24). KKBT has been trending steadily upward in Arbitron as well.

The battle for Los Angeles is only going to heat up as KKBT is just now rolling out its first major marketing cam-

paign since installing the new format. Jim de Castro, president and general manager of the station, and chief operating officer for Evergreen Media, said the station has barely tapped its potential. "There are three or four major things that bring new audience to a radio station that we haven't gotten involved in yet," he said, adding that the station has just started to build up its mornings and have yet to do a major, on-air giveaway. "While we know that contesting does not make a radio station," he said, "it does help increase time spent listening and improve the cume."

For the first two months after going urban (BROADCASTING, Feb. 26), de Castro said, the station had no disk jockeys. The station has since hired personalities that were well-known in Los Angeles, including "Mucho Morales," top-rated afternoon personality at KPWR, and Cliff Winston, former program director at competing urban-

formatted KJLH(FM).

de Castro also hired Mike Stradford away from Houston's urban outlet—and market leader—KMJQ(FM). Stradford defined his charter for the station: "[T]o be a full service, urban contemporary radio station that reflects the needs and concerns of its listening community and provides quality entertainment."

While there have been some questions from other urban stations in the market as to the degree of commitment KKBT has made to the black community, de Castro noted that the station has "gone overboard" in its efforts to be involved. "The Beat," as the station is identified, has been involved with community events ranging from the Mexican Day parade to putting two rival street gang members (the Crips and the Bloods) on the air together. Said de Castro: "Our message is that we are a full-service station and we want to be involved in Los Angeles."

The sound of the station depends on a

playlist that is 80%-90% currents and 10% oldies dating back to Motown, said Stradford. "Staple artists for us include Prince; Luther Vandross; Anita Baker; Tony! Toni! Tone!; The Whispers; M.C. Hammer, and Quincy Jones."

Los Angeles, the strongest radio market in the country in terms of revenue, and second in size only to New York City, is also one of the most ethnically diverse. The area boasts a population mix made up of about 35% Hispanic, 12% black, 10% Asian, and 43% white and other.

"We have tried to make the sound of the station very general market," said de Castro. "Fifty-three percent of our cume was black, and 47% white and Hispanic. That is about as perfect a mix as you could possibly hope to have," he said.

The station personality is more adult and less mainstream urban, said de



Jim de Castro

Castro. That emphasis is apparent in the station's target demographic numbers, Birch 25-54, Monday-Sunday, 6 a.m.-midnight, where the station is well ahead of KIIS-AM-FM and KPWR(FM) (which skew younger), closing in on KTWV-FM (only 0.1 separate them) and behind only KLOS-FM and KOST(FM).

The urban station is rolling out a billboard campaign, based on artist endorsements, including Luther Vandross, Bobby Brown, Anita Baker, Prince and Janet Jackson. The station is also working on television and direct mail campaigns. "There are a lot of people out there who don't even know we've changed—that we are here yet," said de Castro, adding: "I don't think we are anywhere near where we are going to be." —LC

## RECORDS, RADIO NEEDS PARALLEL

*As market fragmentation, shifting demographics affect radio airplay and record sales, the two industries set individual priorities for change*

**T**he goals of the radio and record industries often are complementary, but the perspectives of both can be totally and dramatically different—especially in the climate of today's confusing niche-target programming. This was the consensus of representatives of both industries who, at Radio '90, spoke of balancing the needs of radio's older-skewing listeners with those of younger record consumers.

Emmis Broadcasting's executive vice president/programming, Rick Cummings, drew some parallels between the objectives and operations of radio stations and record labels. "Radio has charts and music has charts," he said. "We have world premieres and they have cease and desists. We have burned out records, they have replacements. We have market studies, they have A&R [artist and repertoire]. Actually, what we have most in common is a sagging economy, ever-increasing fragmentation of markets and shifting demographics." Cummings characterized both the radio and record industries as being on the edge of a recession, and suggested that demographic shifts "likely will affect the music we play, how A&R people read trends, and what the next big musical push will be."

Brad Hunt, Elektra Entertainment senior vice president and general manager, said the record industry is beginning to hit a financial downturn, despite the surge in compact disk technology. "We've phased out vinyl almost completely and we went through a five-year catalog exploitation putting everything on CD," he said. "There were some fat years and profits were high. But we're running out of catalog, and for the most part we've hit a wall." He said that record companies are being forced to return to the development of new artists, which at present is difficult because Top 40 radio is reluctant to play anything that isn't already proven.

Hunt said the record industry was fundamentally aware of radio's role in promoting new product, but because of the staggering costs involved, the record labels are primarily interested in getting records into stores. "We're looking at outlays of \$500,000 to \$600,000 before a new project hits the streets, so we have

to go into it without a total consideration for radio in our marketing plans. We have to think of what is best for the artist in the marketplace, and we need to recover some of the costs as quickly as possible," he said.

Contrary to popular belief, music videos are having less impact on record promotion than they did a few years ago, DGC Records General Manager Marko Babineau said. "Videos are becoming less important because MTV is getting much more fragmented," he said. "If an act invests in a video that may be played only a couple times a week, it's wasting money that could be invested elsewhere."

Guy Zapoleon, Nationwide Communications national program director, criticized CHR radio and the record labels for pushing mainstream music too far toward the dance-rap edge—similar to the stagnation it entered in the late 1970's. "Top 40 has gone to an extreme," he said. "Every 10-12 years it goes through a cycle, and right now we're at the end of a cycle." Zapoleon said he shuddered at the thought that Top 40 could evolve into a form similar to post-disco blandness, however. "It's frightening to think we could fall into Juice Newton- or Eddie Rabbit-type stuff," he said, adding that the recent attraction of "Mix" radio stations is that "people who've grown up with Fleetwood Mac, Phil Collins, and the Eagles don't have a radio station anymore."

Babineau agreed that rock 'n' roll might be stuck in a rut, but he said that industry consensus is that 1991 will be different. "Next year you will see a lot more interesting music coming out. A&R people are trying to be one step ahead of the music scene, trying to judge what's going to be the next fad coming up." One of the greatest mistakes a record company can do is to look at radio demographics, Babineau said, "because you have to produce good music and be one step ahead of the next company."

Elektra's Hunt concurred, insisting that the best A&R people never listen to radio. "When these guys start work on a project that's nine to 12 months away, we want them to have visions of where they want to be tomorrow, not end up sounding like radio today." —REB



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ABC-TV's radio ads aim to pique viewer interest while beaching other networks' match-and-win contests

## ABC LOOKS TO RADIO TO PROMOTE FALL TV SEASON

*As other television networks rely on retail giveaway contests to advance fall line-up, ABC hypes selected shows with local radio buys, listener tie-ins*

**W**ith the 1990 fall television season shifting into high gear this week, ABC-TV is looking to radio as its primary promotion medium. While CBS is pushing a K mart "match-and-win" promotion and NBC pushes its McMillions giveaway, ABC has singled out three shows—*Twin Peaks*, *China Beach* and *Cop Rock*—as guinea pigs in a promotion targeted to younger-skewing stations in the top five television ADI's. The cross-promotion marketing plan is designed to serve as an "extension of the entertainment value of the show," according to Mark Zakarin, ABC-TV vice president of marketing.

Going against the "match-and-win" tactics of the other two major networks could prove somewhat risky, but Zakarin said that because up to 25% of prime time commercial avails are dedicated to promoting fall program line-ups, "we wanted to spend that time promoting our shows, not contests. We firmly believe that the best way to bring an audience to a program is by showing them an entertaining TV spot for that show, not a K mart spot. It's a philo-

sophical difference with the other networks, but until proven otherwise, that's what we believe."

Competitive jostling aside, ABC executives definitely believe in their radio promotion plan. Since the network in the past had used extensive radio promotion to augment its TV promos, the ABC marketing team decided to extend this strategy one step further—to the listener tie-in. To develop this radio-exclusive strategy, ABC contracted with Cincinnati-based Local Marketing Corp. to create a plan that "combined the excitement of the show with the fun of the promotion," according to Zakarin. "We've had companies approach us for the if-we-call-you-you'll-win kind of contests, but that's not what we're interested in doing."

Instead, ABC was interested in developing a "creative, image-building approach" that drew on a viewer's desire to watch a show because of its content rather than to win a prize, said Jon Kramer, LMC executive vice president. "We wanted to develop interest in the shows in terms of their creative communication—

so they're not looking for a number flashed on the screen and missing the concept of the show," he explained.

LMC decided to focus on radio because of its local orientation and its ability to target specific core audiences, Kramer said. "People watch TV shows, but they listen to radio stations. The image of the stations in the market is critical to associating our client's products with the market, and identifying our client's product as a local product and creating a local image for that product." Kramer added that radio's targeting strength allows ABC to align the TV shows' primary demographics with the station's demos.

"Radio provides a number of very strong positive elements," Kramer continued. "*Cop Rock* and *China Beach* are very music-intensive shows, and they form a good synergy with radio." While this synergy is appealing, it's not required for an effective radio-TV cross promotion—although it does help to cut through today's glut of advertising clutter, he said. "People are hit by advertising every time they turn around," he said. "Bus cards, matchbook covers,

TV, radio—everybody's looking for an advertising venue. These radio promotions take the advertising outside the commercial environment and put it in a very creative, fun and entertaining package—the promotions. These radio stations are not really advertising; they're talking in a person-to-person way to create interest in the shows."

Radio stations involved in the promotion include classic rock, contemporary hits, and modern rock—"the whole spectrum," Kramer said. Individual stations in the selected markets—New York, Los Angeles, Chicago, Philadelphia and San Francisco—have been urged to tie in on-air promotions with the spot buys. For instance, WKQX(FM) Chicago last week tied in with *Twin Peaks* by staging a "find the body" contest. The station augmented its regular "hide the salami" contest by hiding the plastic-wrapped body of traffic reporter Brooke Belson at the edge of a lagoon.

Similar promotions have been specially tailored to each market and station, said ABC's Zakarin. Some *Cop Rock* promotions offer a special tour and trip to Alcatraz ("the original cop rock," according to Zakarin), while listeners in New York could "cop some rock" in a CD tie-in at local retailer Record World. In Los Angeles, KROQ-FM developed a "Saturday night party patrol," where station personalities verified whether listeners who promised to watch ABC on Saturday night actually were. Those who did received cherry pie, coffee and other trappings from *Twin Peaks*.

Such promotions generally work "only when you have the right vehicles," Zakarin said. "With *Twin Peaks*, *Cop Rock* and *China Beach*, we have younger-appeal shows with a hip feeling to them that works really well with a radio promotion. It would be difficult to promote the average 35-plus show on an 18-34 radio station. You really need the kind of show that has the 1991 feel these shows exude."

Zakarin conceded that "we may have our eyes opened by the weeks to come," but he said that extensive research indicates the promotion will be successful. "With the other networks, once the prize money goes away, so do the viewers—if they were lured by money in the first place. But if the audience is lured by a radio promotion, augmented by TV spots that show a star and plot they're interested in, with dialogue they think is interesting and entertaining, they're liable to watch the show and stay." And if they do, "we'll probably do this again next fall," Zakarin concluded.

—REB

## MUCH AHEAD FOR AM, FM

*Broadcasters, FCC and receiver manufacturers acting on AM expanded band, RDS and other developments to improve AM, FM technical quality*

**A**lmost lost at times in the flood of recent news stories about digital audio broadcasting is the vast amount of work that has gone into improving the current analog radio services. Even many of DAB's most ardent supporters do not see widespread consumer use of digital receivers until the early 2000's. Better AM and FM is happening now.

For both bands, FCC rule changes designed to reduce interference have been made—or appear likely to be made—in the next year. Technical advances in broadcast equipment and, perhaps more importantly, consumer radio receivers are expected to soon provide higher fidelity and other features.

AM broadcasters are preparing comments for the FCC's rulemaking on technical improvement (due Oct. 15). A main topic of that proceeding will be the expansion of the AM band to 1705 khz and the procedures available to some broadcasters to migrate to the new frequencies.

The rulemaking also contains a number of separate proposals for reducing AM adjacent-channel interference to go beyond the benefits provided by the National Radio Systems Committee (NRSC) standard, which went into effect for all AM stations this summer

(BROADCASTING, July 9). Some of that interference could be cut through new transmitting antenna technology. The NAB has released a report on its four-year AM antenna project which yielded some encouraging test results.

With the reduction of AM interference, manufacturers of consumer AM radios are now free to build high-fidelity units. Wider audio response is one of several criteria worked out by the NAB and the Electronic Industries Association for placement of an improved-AM certification mark on consumer radios. The mark is expected to begin appearing on store shelves by early 1991.

For FM, the up and coming consumer product is radio data service (RDS), a technology allowing stations to send alphanumeric signals in their sidebands to liquid crystal displays on home and car radios. RDS is already in use in Europe and its rollout in the U.S. is not expected to be lengthy since stations do not require FCC approval to install it. Some engineers are still discussing whether private industry should study RDS and develop a voluntary standard of its own.

FM is awaiting the FCC's release of a proposal that would restore earlier restrictions on translator stations. It has been feared by many that increases in the numbers of translators are beginning

### WESTWOOD ONE SIGNS DEAL WITH INFINITY

**E**nding speculation that Westwood One Radio Networks was considering a buyout or merger offer supposedly being tendered by Infinity Broadcasting, the two companies have announced a multi-year group affiliation agreement.

The pact, which includes 14 of Infinity's 17 radio stations, brings eight top-10 markets under Westwood One's wing. Depending on format, the stations will become affiliates of either the Mutual Broadcasting System, NBC Radio Network, The Source, or Westwood One News and Entertainment.

Mel Karmazin, Infinity president and chief executive officer, told BROADCASTING that some of the group's radio stations already are affiliates of the ABC Radio Networks and Unistar Radio Net-

works, and those arrangements will not change.

He said the pact with Westwood One is designed to augment the stations' programming, and he indicated that "some stations will be affiliated with two networks, and some will be affiliated with one."

Norm Pattiz, Westwood One chairman and chief executive officer, said that he had "heard the talk that Infinity was buying us, which was just about the most ludicrous rumor I'd heard about us in a long time." He added that he is extremely pleased with the Infinity agreement, and said that "the significance of a 14-station major market affiliation deal with one of the best broadcast groups in radio cannot be overstated."



to degrade the FM signal, just as a crowded band degraded AM. FM receiver manufacturers have begun narrowing the audio response to filter out interference. The NRSC's FM subcommittee is now organizing a study on the quality of FM receivers.

The FCC's goal in its AM improvement proceeding, which was opened last spring (BROADCASTING, April 16), is "a full-time service with stereo, with a competitive quality sound equivalent to FM, extensive day and night coverage, interference-free, using simple antennas," said Larry Eads, chief of the FCC's Audio Service Division during a session at Radio 90.

He summarized a three-part strategy to reduce interference: adopt new technical standards; give stations incentives to reduce power or hand in their licenses by consolidating with other AM's in their market, and use the expanded AM band to reduce density in the conventional band by relocating the stations causing the most interference.

The consolidation procedure has already been approved by the FCC, but implementation of it will not begin until all the provisions of the overall AM improvement package go into effect.

"The most important issue on the expanded band is the tentative conclusion the commission has reached to use those 10 channels to eliminate interference on the old band," said Alan C. Campbell, partner, Dow, Lohnes & Albertson, Washington. He advised that stations emphasize that moving to the new band will help eliminate interference in all applications and letters to the FCC.

Letters of intent from stations wishing to homestead in the expanded band are due at the FCC Oct. 15, the same day as comments on the rulemaking. Missing that deadline will not disqualify stations from applying later, Eads said, although

## RADIO REVENUE

Network radio revenue, as compiled by Ernst & Young for August 1990, were \$38,365,800, an 11.7% increase over August 1989's figure of \$34,356,006. Year-to-date 1990 total is \$278,727,700 a 3.9% increase over last year's \$268,265,351 for the same period.

National spot radio billings were \$98,919,700 for August 1990, an increase of 5.5% over August 1989's \$93,801,900 figure. The year-to-date figure for 1990 was \$734,433,900, a 2.2% increase over the unadjusted 1989 figure of \$714,882,900, and a 5.8% increase over the 1989 adjusted total of \$694,457,700. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

sending it early could help a station.

□

The NAB AM antenna project report concluded that the Sky Wave Suppression Project would not "function adequately as a sky wave suppression system," whereas the Low Profile Antenna Project was deemed a success. The goal of that project was to design a low-cost antenna system that was physically small (50 feet or under) compared to typical AM systems and that could be located near the population centers of communities for small daytime-only stations. NAB commissioned Richard Adler of AGL Inc., Pacific Grove, Calif., to develop the mathematical model of

the system. In the end, AGL produced a family of low profile antennas that met, and in some cases surpassed, NAB's criteria. NAB next plans to seek FCC acceptance for the low profile antenna.

Interference is generally considered to be half of AM's problem. "The bandwidth of most AM radios is too narrow," said Ted Snider, president, Snider Corp., and former NAB joint board chairman. "That's not the receiver manufacturers' fault. That's the fault of broadcasters and the FCC" for allowing the interference problem to get out of control, he said.

Snider has been active on the committee working with EIA to develop a certification mark for high-end AM receivers. He listed six NAB-approved criteria for the certification mark: 1) a minimum bandwidth of 7.5 khz after an interim period at 6.5 khz; 2) either manual or automatic bandwidth control for areas with heavy adjacent-channel interference; 3) AM stereo capability if the receiver has FM stereo; 4) AM noise blanking to reduce noise; 5) outlet for an external AM antenna if there is also an FM antenna outlet; 6) expanded band to 1705 khz.

The next feature to be offered in consumer receiver design may be RDS. The NRSC's FM subcommittee wants to study RDS to determine whether a standards group on the technology should be formed. "I think it's going to be a problem for U.S. broadcasters because AM stations can't really participate," said Wes Whiddon, director of engineering for Group W FM Stations, Houston, and chairman of NRSC's FM subcommittee.

The European-developed system now in use is built only for FM. "That's one of the things we certainly need to address if we're going to have standards. And the standards are going to be different from the European standards," Whiddon said. He estimated it would cost between \$5,000 and \$10,000 for stations to install RDS transmission capability and that the first receivers would appear on the market in the next few years.

Whiddon also announced the FM receiver study now being organized by NRSC. "There's been some concern about what receivers do under certain audio processing and other audio conditions," he said. Robert Orban of AKG Acoustics/Orban, San Leandro, Calif., is developing the test procedures. Whiddon said trials will include 432 tests of 1,296 separate receiver operations. Once the trial starts it will last several days. He could not predict when the project would be completed.

-RMS

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# JOURNALISM

## GARTNER BACKS NETWORK AND AFFILIATE POOLS

*During RTNDA conference, NBC News president cites networks' previous cooperative efforts and says same policy should extend to coverage of Persian Gulf crisis or any other potential overseas conflict*

**N**BC News President Michael Gartner's opening address at the Radio-Television News Directors Association's 45th annual conference in San Jose, Calif., centered on his network's effort to "pool" live news coverage between the major broadcast networks and with its own affiliates in the face of growing economic and personnel constraints in the 1990's. Gartner also briefly described the network's January 1991 launch of the 24-hour satellite NBC News Channel affiliate news cooperative (after which one Midwestern NBC affiliate news director jokingly said he expected Gartner to set mandatory car pooling requirements for news division employees).

Preceding the presentation of the Edward R. Murrow Awards, Gartner's speech last Monday (Sept. 24) was but one part of the news from NBC News, which dominated the first stage of RTNDA's international conference and exhibition. NBC also announced the choice of affiliate station WCNC-TV Charlotte, N.C., as the future headquarters for NBC News Channel; the unexpected layoff of up to 25 full-time NBC News staffers later this year; the signing of Jane Pauley to a new five-year contract reportedly worth \$7 million; a proposal for the broadcast networks to jointly coordinate projections for the 1992 U.S. presidential election, and suggested pool coverage of any "war," such as the designation Gartner applied to the recent mobilization of U.S. armed forces in the Middle East.

Concentrating most of his speech on why the networks "should not destroy ourselves economically by trying to compete on stories where competition is unimportant," Gartner later told the press that laying off 25 employees (or 2½% of NBC's 1,000 news staffers) was a matter of "restructuring" a division in need of "matching people to the right jobs."

The NBC News chief said some employees would be reassigned to expanded investigative units or *Real Life with Jane*



NBC News's Michael Gartner

*Pauley*, to which, as part of Pauley's new contract, a midseason 1990-91 commitment has been given to a half-hour version of the show. (During its five-episode summer run, *Real Life* averaged an 11.6 rating/21 share, according to an NBC News spokeswoman.)

Gartner stressed that the news division will have 100 more employees a year from now, but the current lay offs are expected to cross management and union lines, with those employees nearing retirement to receive "enhanced early retirement packages."

NBC, however, has the lowest staff levels of the three networks, with CBS News employing close to 1,400 people

in its division, and ABC News at about 1,200 full-time staffers.

With an estimated fiscal 1990 operating budget hovering at \$250 million, Gartner said that figure is ballooning since NBC began sending news crews to cover the Mideast crisis, which is costing more than \$1 million per week. "In one week's time the three networks and CNN probably spent the same amount of money on satellites from the Gulf that many of you spend on your news budgets for the entire year," Gartner said.

While stating that the ratings for each of the three network's nightly news coverage of the crisis briefly surpassed entertainment programming in prime time, Gartner expressed the hope that operational costs can be contained to \$300,000 during the military stalemate. "unless a shooting war breaks out" and the news division mobilizes additional production forces to the region. Nonetheless, Gartner said he expects the news division to end up \$15 million to \$20 million in the black for the season.

To drive home his point on pooling the resources of the networks and their affiliates, Gartner cited the networks' long-standing agreement to share video feeds of NASA space shots, Democratic and Republican conventions, congressional hearings and presidential press conferences. He said that same policy should extend to coverage of the Persian Gulf crisis or any other potential overseas conflict.

"As we move into the 1990's, the networks will have to pool on much of the generic news in order to redirect resources to the producers and reporters and editors and crews that we so desperately need to seek the exclusive, the unique, the investigative, the explanatory," Gartner said. "I think it is silly the way the networks rush to be the first on the air with news that is less than momentous. And it's even sillier the way the newspaper reporters rate television so much on who got on first, who got what interview. Television people live by perception, not reality, and they

## ON THE FLOOR

A number of deals and product debuts were announced at the RTNDA convention, among them: ■ A major redesign of the Conus Satellite News Cooperative, the first in its six-year history, was announced Wednesday by Charles Dutcher III, vice president and general manager of Conus Communications. Nine regional cooperatives, run directly by local television stations, will be established across the country. ■ Fox Broadcasting Co. and BASYS Inc. reached agreement whereby Fox affiliates may participate in a group-wide lease or purchase program for advanced newsroom computer systems. In addition, BASYS will provide an interactive communications network link between Fox News Service (FBC's soon-to-be launched news feed service) and affiliates. ■ Associated Press Broadcast Services introduced its AP GraphicsBank system, an electronic library of high-resolution graphic elements and finished images available this fall, and the T-1 Audio Delivery (TAD) system, which will be provided to all 1,000 AP Network News affiliates to eliminate the "noise" inherent in standard analog systems. ■ Odetics introduced a production model of the TCS2000 Broadcast Cart Machine and the Odetics News Control Terminal. ■ Vyvx National Video Network (Vyvx NVN) announced a five-year deal with NBC to transmit television programming between New York and Washington over its nationwide route-switched fiber optic TV network. ABC and CBS are also using Vyvx NVN fiber optic system for those same two cities, while CNN utilizes the service for its bureaus in New York, Washington and Atlanta.

believe the race is important because the newspaper people say it is," added Gartner, who was a 35-year veteran print journalist prior to joining NBC News in 1988.

Such a possible relationship between the networks, Gartner contended, also extends to the potential to forge an expanded network-affiliate cooperative for the exchange of international, national and local news footage. In fact, NBC News Channel (NNC) is the first 24-hour dedicated satellite transponder service among the broadcast networks that will set up shop separate from its news division headquarters.

"It is folly, absolute folly, for networks to send in crews...for a 90-second network-news spot on the flood in your town, the murder at your college, the strike at your factory," Gartner said. "It is even dumber for networks to send in crews and producers to get a small element in a broad network story—the quick quote from the parents of the young women sent to the Gulf, the shot of the local filling station guy changing the fuel price sign. We must rely on our affiliates—our partners in newsgathering—for that material."

The naming of Horner as president of NNC and the selection of WCNC-TV Charlotte as its headquarters, represents a major shift in strategy for NBC. Gartner told NBC affiliates they will receive "strong" network news packages in time for their newscasts, "even if those newscasts end up scooping our own network programs." Later, howev-

er, Gartner told the press that the offer does not extend to exclusive *NBC Nightly News* investigative feature packages produced for that broadcast.

In all, Gartner estimated that affiliates will contribute \$4 million (and "scads" of locally shot news footage) to NBC News Channel's annual \$20 million projected operational budget, while the network picks up the rest of the tab. Charlotte was selected as the site, said Gartner, because WCNC-TV is expanding its news facilities: the locale has the "right footprint" to receive satellite feeds from Europe; there is an airport hub near the station, and it has a lower cost of living than New York. When asked if the National Association of Broadcast Employees & Technicians (NABET) union members would be employed in technical positions at NNC, Gartner only said that North Carolina is a "right to work state," possibly leaving the door open to nonunion employees. Horner is set to oversee a staff of 50 people when NNC launches, with two or three staffers operating satellite hubs in New York, Los Angeles and Washington, full time, according to Gartner.

"I think we at the network must throw away our supercilious attitude, our feeling that network people are superior," said Gartner. "We aren't superior. We are just lucky, some of the time, to make more money. We can learn a lot from affiliates. You have been where we are going—providing strong journalism under the watchful eye of the ledger keepers." —MF

□  
In his presentation to CBS affiliates, CBS News President Eric Ober announced that veteran correspondents Lesley Stahl and Charles Kuralt will host a new half-hour late-fringe news program, *America Tonight* (working title) starting October 1 at 11:30 p.m. The program is an outgrowth of CBS News' six late night summer specials on the Persian Gulf crisis (*Showdown in the Gulf*).

A spokeswoman for CBS News said that *America Tonight* will be broadcast live, with Kuralt anchoring and contributing lifestyle features from New York and Stahl contributing interviews from Washington. She added that Stahl will continue as CBS News' senior White House correspondent and moderator of *Face the Nation* while serving nightly duty at 11:30 p.m. (ET) on the new program. Kuralt, host of *Sunday Morning*, will also continue to host the hour magazine.

In terms of scheduling, CBS will follow *America Tonight* with its revolving lineup of off-network programming. The new series marks the first time that ABC's *Nightline* will be opposed by regular news programming in the 11:30 p.m. slot. The CBS spokeswoman noted that the network's late August and early September installments of *Showdown in the Persian Gulf* (which included Dan Rather's exclusive interview with Iraqi leader Saddam Hussein) surpassed *Nightline*'s ratings for its first three days.

Based on that performance, Howard Stringer, president of CBS Broadcast Group, said the "enthusiastic response to our coverage from viewers and affiliates...is another indication of our commitment to providing the most comprehensive coverage of important news events." Ober, who less than two months ago became CBS News president, said it is the division's "goal to present a fresh mix of interesting and compelling stories that will give greater perspective and understanding to the important issues of the day."

No first-year estimates on the show's budget were made available, but 50 staffers are expected to be culled from the news division's existing employment rolls. Lane Venardos, who has produced special event news productions, has been named executive producer of *America Tonight*.

□  
Although details are unavailable, ABC

News' senior vice president, Dick Wald, apparently offered affiliates specifics on an expansion of the network's late night news franchise, with a 1-6 a.m. (ET) news program to be hosted by two yet-to-be named anchors starting in January 1991. An ABC News spokeswoman said John Armstrong, who is currently assistant deputy bureau chief of ABC's Washington news bureau, will be executive producer of the new program.

Scheduled immediately after Rick Dees' hour-long talk show, *Into the Night*, the untitled overnight news service will feature a combination of live and taped interviews and taped news packages, according to the spokeswoman. It is expected that a "few" people will be hired, but most of the staffers will be those reassigned from other news programming.

## SIKES ASKS JOURNALISTS TO EXAMINE THEIR MEDIUM

*FCC chairman says effects of television on society is overdue subject of scrutiny*

**F**CC Chairman Alfred Sikes called on broadcast news directors at the RTNDA convention last week to bring their journalistic skills to bear on an examination of prime time television and its effects on society. To date, he said, the issue has not drawn the "level of media scrutiny that accompanies the important issues of the day."

"The kind of vigorous fact gathering and analysis used to bring us the stories of educational decline and candidate marketing need to be used to explore the nature and effects of today's prime time TV as well," he said.

According to Sikes, he was prompted to ponder the state of television in part by an interview with Ken Burns, producer of the critically acclaimed PBS documentary, *Civil War*, who said that despite television's extraordinary opportunity to "enliven history," it all too often "deadens the mind and heart of America."

Television has changed from the medium that then FCC Chairman Newton Minow characterized in 1961 as "a vast

wasteland," Sikes said, citing public broadcasting and cable (C-SPAN, CNN and the Discovery Channel) as part of that change.

Today's problems, he said, are "associated with how long people watch, or what people choose to watch, or, in the case of children, are allowed to watch." The FCC, he said, "is not and never should be a censor." The gatekeepers are ultimately, he suggested, "a handful of men and women who write, direct, produce and distribute popular programming. And at times, I wonder whether those people fortunate enough to reach the mass audiences with mass programming measure their work against any value other than anticipated Nielsen ratings." He also told the crowd of journalists that they were in many cases the government's "principal watchdog. Self-correcting behavior often results from your relationship with the public—and how well you fulfill it."

He assured his audience that the commission's action on a "handful of obscene or indecent broadcasts" did not mean that it would next be editing Dan

Rather's newscasts. "I yield to no one in my respect for the First Amendment," he said.

Although he said he proposed the journalistic investigation into television without anticipating findings, conclusions or resulting public pressures, he did provide what he thought were some critical questions to ask about the medium:

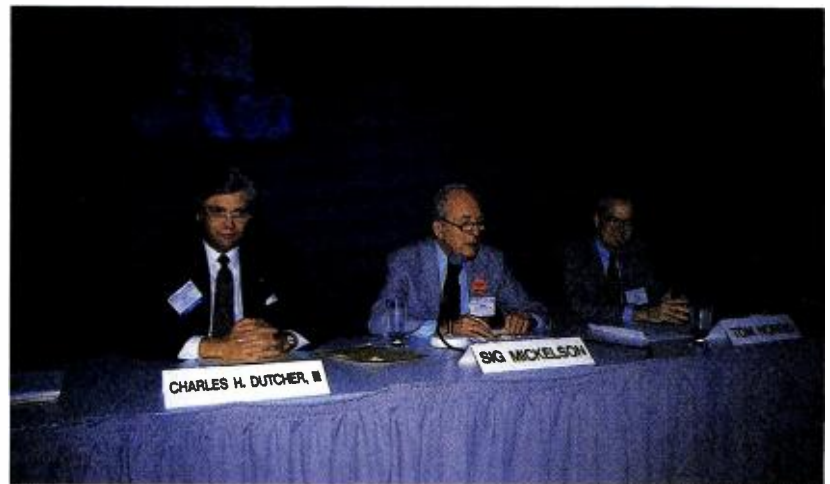
- "Are there clearly discernable patterns, for example, between TV watching and educational attainment?"

- "How does television affect the propensity toward violence which is all too evident in some parts of our pluralistic society?"

- "Is TV an unwitting collaborator in robbing us of knowledge which is essential to the perpetuation of a healthy society?"

- "Is our virtue of being a fundamentally decent nation threatened?"

"Only by facing tough questions," Sikes concluded, "will we make progress toward realizing the full potential of this powerful medium." —JSE



'Future Shock' panelists Dutcher, Mickelson and Norris

## MEDIA MERGING: GETTING INTO EACH OTHER'S BUSINESS

*Panelists see technologies breaking down boundaries*

**A**ccording to six RTNDA panelists discussing "Future Shock: Media Convergence in the 1990's," new information technologies are blurring the traditional boundaries between

news media, providing new opportunities in the exchange of information that outweigh the downsides of that convergence.

As a representative of the print medi-



um, Jerry Ceppos, managing editor of the hometown *San Jose Mercury News*, sounded a common theme: "We're going to be getting into each other's business" in the 1990's. Ceppos said print journalists have usually lacked the marketing savvy of their broadcast counterparts and has relegated its self to the role of reinforcement of broadcast news. "I can't tell how it feels that CNN provides news at 6:30 a.m., just as I start work, and as a 20-year print journalist, I find that somewhat discouraging," Ceppos said. "CNN typifies the convergence of media and the problems we face."

Sig Mickelson, president of the San Diego Communications Council, voiced a similar skepticism, but his conviction was that broadcast journalism is on "shaky ground." With cable penetration at 60% currently, and projected to be at 80% by the year 2000, Mickelson added that 60 million home computers with higher capacity "super" chip technological advances, are bringing unprecedented competition to local broadcasters and networks. "Once telcos enter with fiber optic, and DBS services become reality by 2010, broadcasters will have to find opportunities to remain competitive," he said.

Charles Dutcher III, vice president and general manager, Conus Communications, was optimistic that broadcasters would find those opportunities, especially in Europe. "The United States had better get ready to deal something called international-local news," said Dutcher, whose Minneapolis-based satellite news cooperative provides breaking national and international news feeds. "In fact, the oxymoron of the 1990's—national/international/local news—may become the commonplace," as Europe, Japan and Asia broadcast their news to the world. "In order to survive, U.S. media must become all things to its audience."

On the national level, Peter Dolan, president, Satellite CD Radio, says his company is preparing to take radio broadcasters to the next level with satellite-delivered digital radio "superstations," creating new markets for compact disk-quality sound. Pending FCC approval, Dolan hopes to have two birds launched for service by 1994, offering major market radio stations the opportunity to participate as equity investors in the planned \$300 million system.

Dolan said a number of major electronic manufacturers have expressed interest in developing digital radio receivers capable of receiving the planned 33-channel satellite system. He indicated the key marketing appeal of the service is to provide news and information ser-

vices in remote areas where existing radio signals are consistently blocked or weakened by obstacles such as buildings and mountain ranges.

"The technology is already here, but there is a fear it may affect local broadcasters," Dolan conceded. "From all the research that has been done, local broadcasting will never fade away because there is increasing interest in local news. We are merely providing the signal facilities to existing broadcasters and it will be up to them what kind of services they would like to provide."

Nonetheless, Larry Scharff, RTNDA's counsel and communications lawyer for Reed, Smith, Shaw and McClay of Washington, expressed a continued note of caution regarding

emerging technologies.

"My concern is that the 'religion of the First Amendment' won't follow the new technologies," Scharff said. "The regulatory standards of broadcasting might be applied to these new technologies. I don't understand why the FCC has not repealed the corollaries of the Fairness Doctrine."

"New technologies won't operate under the freedom newspapers now enjoy," said Scharff. "The [U.S.] Supreme Court will have to look for opportunities to revisit the opinions those rules are based on, particularly since those opinions stem from a scarcity of broadcast channels is a thing of the past. Notwithstanding technology, media content should not be restricted."—MF

## THE ECONOMICS OF ETHICS: DOING THE RIGHT THING

*Panelists say sticking to good journalism is good business*

**W**ith rising oil prices, a massive savings and loan bailout and a ballooning federal budget deficit fueling the threat of economic recession, a panel discussion at last week's RTNDA conventions on maintaining journalistic integrity while meeting bottom-line corporate budget projections took on a real sense of urgency.

Stories that implicate an advertiser, or a potential advertiser, are a fact of life in the news business. However, as the economy continues to contract, will new pressures compromise journalism standards at already cash-starved stations?

"We are going to come under increasing pressure with the economy continuing to worsen," said Allan Horlick, general manager of NBC O&O WRC-TV Washington. Horlick cited a May 1989 investigative series by reporter Lee Thompson on consumer credit fraud in the automobile industry. After much talk between Horlick and senior NBC station officials, WRC-TV got approval to air the report, and was immediately boycotted for 12 months by most of the automobile dealers in the D.C. area, a key advertising category. "Our third quarter losses were horrible, but we had to stand behind the integrity of Lee's reporting," Horlick said. "That May piece on our station helped us win the May book and meant long-term substantial profits, so sticking by your guns doesn't necessarily spell doom for a station. I brief station division officials about the potential

downside—that's almost standard procedure for most stations—and they knew it wasn't some naive reporter doing the research for the report."

Henry Fuller, news director for San Francisco's KPIX(TV), talked of a similar advertiser backlash when the Westinghouse-owned CBS affiliate did an investigative series on fastfood chains advertising new low cholesterol, low-fat hamburgers. "That was a lot of bull," Fuller said. "In scientific studies, those hamburgers had the same amount of fat and cholesterol as the old burgers. Sure, we lost some ad revenues and came under pressure, but it was in the best interest of the public's health. I'd just hate to have people getting heart bypass surgery before ever actually finding out."

To "insulate" the reporter from competitive marketplace pressures, Stanford University professor Theodore Glasser suggested a proposal that stations stagger competing newscasts to "decommercialize" broadcast news. "Freeing the newsroom is not just a concern of news directors and general managers, it is of concern to the entire industry," Glasser said.

However, Horlick objected to Glasser's proposal, finding instead that "marketplace solutions are more in line with what I believe in. I'm sorry, but I don't believe in bowing to any organization's demand to where I should place my newscast or what I should put in it."—MF

# CAMERAS, MICROPHONES EXCLUDED FROM BUSH HEARING

*Exclusion from savings and loan hearing featuring President's son leaves Fifth Estate unhappily on outside looking in*

**N**eil Bush and the "Silverado" show wasn't live, and that bothered a lot of Fifth Estaters. Although the President's son has been described by many at the Office of Thrift Supervision (OTS) as "a bit player," he has in many ways become the face of the Savings and Loan crisis. Until Bush came along, the story had been a news director's nightmare because, despite its national importance, it simply did not interest many viewers. Now with interest piqued, the exclusion of cameras and microphones from Bush's hearing before the OTS last week, had some broadcasters suggesting that blood is thicker than public interest.

The cameras and microphones weren't stuck outside the Federal Court house in Denver, site of last week's hearing, for lack of trying. Groups such as C-SPAN, Colorado Broadcasters Association, Radio-Television News Directors Association, Gannett and the like petitioned Timothy Ryan Jr., director of OTS, to let cameras and microphones in. After they were turned down, Representative Pat Schroeder (D-Colo.) asked him to reconsider.

He didn't.

The hearing was an administrative law, not a federal, matter, and so was under Ryan's authority. The Federal Courthouse in Denver has a policy of its own barring cameras regardless of whose authority a hearing is under. Ryan, a Presidential appointee who took office in April, said in his order: "The interests of justice are best served by not permitting video and audio recordings" into the hearings because "the presence of video and audio recording equipment in the hearing room is unduly intrusive and may adversely affect" them.

RTNDA President David Bartlett countered that "the likelihood of disruption is much greater" when reporters, cameramen and soundmen are forced to "chase witnesses around the steps of the courthouse."

The Federal Court, said Andrew Low, a Denver-based attorney representing the CBA, "may be the only building in Colorado in which videotape equipment is not permitted." The CBA, Low said, "can think of no reason to exclude cameras and tape recorders except for a desire not to have Mr. Bush's testimony seen by the American public."

The issue was "one of the hottest topics" at the RTNDA convention last week according to Jeffrey Marks, station manager and corporation news director for WSCH-TV Portland and WLBZ-TV Bangor, both Maine. Marks said, "It is difficult to believe that a government agency is making a case for an outside hearing that can be kept from the watchful eyes and ears of TV and radio journalists."

Schroeder, in her letter to Ryan, said "Given that most Americans rely on news reports: the restrictions that have been imposed on the media will hamper the public's right to know the circumstances surrounding the \$1 billion failure of Silverado." The restrictions will "severely hamper" television and radio reporters and will lessen the chance that print reporters will have "accurate transcription of hearing testimony."

The selection of the Federal Court, because of its restrictions, had many Fifth Estaters up in arms. Some in the media believed that if there was any effort from the administration to keep the President's son out of the limelight—and many news people and congressional staffers believe that was the case—those efforts would be, as Barlet put it, "self-defeating" and only "serve to highlight" the hearings.

Neil Bush is the first to have a public hearing, although he certainly won't be the last. Much larger "players" such as Charles Keating and Tom Spiegel have the same fate awaiting them. There is great interest in getting cameras and microphones into those hearings.

Butch Montoya, news director, KUSA (TV) Denver, is concerned that a precedent is being set. Montoya called Ryan's decision "a bit outdated" and said it appeared "the [Bush] Administration" had "a hand in it." He added that when Bill Walters or Ken Goode, who defaulted on loans made by Silverado totaling \$132 million, have their day, Colorado newsgatherers will have "almost as much interest" in getting cameras and microphones into those hearings. Neil Bush "is clearly paramount," said Montoya, who believes the obstacles barring cameras and microphones will not be as large once "the Administration no longer has the same interest."

Bartlett, like Montoya, is "fearful that this establishes the precedent" for

future hearings.

The potential wild card in all this had been Administrative Law Judge Daniel J. Davidson, who heard Bush's testimony. Davidson, a Food and Drug Administration ALJ frequently used by other agencies, told Schroeder that he had "no problems" with cameras being there, according to Dan Buck, an aid to Schroeder.

RTNDA, Bartlett said, continues to be "disturbed at what we feel is an arbitrary decision" by OTS. He called the proceedings "an important hearing of great interest to the American people. We wonder why the OTS [was] suddenly so reluctant to do its business in the full light of day."

Tim Maxwell, assistant news director, KOA(AM) Denver, said his station had planned to air portions of the hearing live. As it was, he had to rely on a "couple of reporters inside" the courtroom.

-PJS

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# BUSINESS

## 1990'S FINAL TV ACT: REVENUE STILL A MYSTERY

*Station sales managers uncertain about next three months, following strong third quarter*

If the 1980's ended up with excessive optimism, the 1990's are starting out with a pessimistic chorus. Whether the mood is excessive or not may soon be told, but mostly the revenue picture for TV stations, especially affiliates, is uncertain. Many general sales managers start the fourth quarter today having little idea of what the next 90 days will hold. That uncertainty has begun to breed, although not confirm, some doubt about whether revenue will grow for the fourth quarter and into 1991.

The concern over fourth quarter spot sales represents a sharp mood swing from the just-completed quarter, when a pickup in national spot seen earlier this year continued at least into July and August for many stations. Although third-quarter results for publicly reporting broadcasters will not be available for another few weeks, July revenue numbers for the broadcasting divisions of Scripps-Howard and Multimedia

showed double-digit increases from July '89. The August "flash" survey of broadcasting group owners by the Television Bureau of Advertising was up double digit as well. Said Tom Olson, president of Katz Continental Television: "The pattern that emerged in July and August surprised a lot of people."

Presumably, the gains continued to be somewhat unevenly distributed with most of them accruing to the benefit of independent stations, particularly those affiliated with Fox Broadcasting Co. In the second quarter, independents had revenue gains of 19.7%, while affiliates were up 2.1%, according to TVB numbers compiled by INTV.

Among the more than a dozen station general sales managers surveyed by BROADCASTING, the commentary was mostly negative. Said the head of spot TV sales for one network-owned group: "Fast food is down, retail in general is down, overall automotive is flat to minus numbers. If I don't have those three

categories in positive numbers, I can't turn in positive numbers."

Even in the West, generally held to be a faster growth region, there was as much pessimism as optimism. One general sales manager in Salt Lake City said, "We're not really sure that the fourth quarter has started to break. I hope it hasn't, because if it has, we really are in trouble." Opined another Western market general sales manager along similar lines: "Our picture for the fourth quarter is that the market is either soft or late or both."

Among advertisers putting more money into local and national station coffers in the third quarter were said to be movie and packaged goods companies. It is the sense, or worry, that such advertisers will not continue to boost spending through the rest of the year that has station sales managers and reps worried. At the same time, existing weaknesses in the auto, financial and retail categories threaten to continue or even worsen.

### TVB FORECASTS THE FUTURE: 1991

	Original 1990 est	Revised 1990 est	1991 est
Local	6%-8%	3%-5%	3%-5%
Spot	5%-7%	6%-8%	3%-5%
Network	6%-8%	6%-8%	4%-6%
National syndication**	15%-17%	20%-22%	15%-17%
Cable	20%-22%	14%-16%	13%-15%

\*\*Includes Fox



Whether the 1991 TV revenue forecast released last week by the Television Bureau of Advertising is bullish depends on the eye of the beholder. In real inflation-adjusted dollars, TVB expects both station and network revenue (excluding Fox) to be down, that is, if one accepts the 5.4% inflation forecast by the Conference Board which TVB uses as one of its assumptions. Looked at another way, nominal station revenue, excluding political dollars, is scheduled to grow at roughly 7%, or just ahead of a 6% nominal GNP forecast by Merrill Lynch Econometrics, another source for the TVB estimate.

The moderation in the industry organization's estimate was also reflected in the input TVB got from members and others, according to Harold Simpson, vice president, research: "The various inputs were clustered around the ranges we came up with, not like in past years when someone would

be saying 9% and another 18%."

Presumably, extreme optimism has been deflated by events in the Mideast, corporate earnings disappointments and continuing headlines of shaky financial institutions. Holding back negative estimates is the simple fact that slow revenue growth over the past few years has made it easier for next year to show a gain. In particular, the TVB board, which approved the 1991 forecast, said in a release: "Local revenues are most affected by automotive, retail and financial institution activity, which the board forecasts to begin a measurable turnaround in 1991, following a soft 1990 for those industries. Added TVB President Jim Joyella: "Not unlike what the packaged goods people went through three or four years ago, retail is beginning to get their mergers and buyouts behind them. We are not talking about a dramatic turnaround, just a little stability, a return to normalcy."



Said Sharon Lalik, senior vice president, director of broadcast, D'Arcy Masius Benton & Bowles. "Car phone money, I think, was the only new money around this year...I don't see anyone to take over slack from "political" after early November."

That fourth-quarter growth should be in doubt is surprising if for no other reason than this being a "political" year. One month ago, TVB estimated 1990 political advertising on stations would be 21.4% above 1988, to \$230 million, much of that falling in the fourth quarter. There is some thought, however, that the tight inventories created by the political demand might have kept away some normal advertisers in certain markets.

External events have obviously conspired against fourth-quarter revenue increases, although the Iraqi invasion has perhaps helped oil-based markets, ranging from Bakersfield, Calif., to Denver to Houston to New Orleans. In the latter market, one owner of an affiliate said its results were up in August for the first time in five years. Among the markets specifically hurt included Norfolk-Portsmouth-Newport News, where a measurable share of the viewing audience is now serving overseas.

Also affecting fourth-quarter comparisons to a year ago are problems limited to certain sectors, such as automobiles, retail and finance. The uncertain outlook may be creating enough havoc that advertisers are waiting to see whether their year-end earnings need sprucing up using dollars previously budgeted for advertising.

Stations may soon be feeling, if they are not already, another effect of advertising uncertainty. Reports that budgets are also being delayed, or withheld, from the TV networks' scatter market (BROADCASTING, Sept. 24) may reduce pricing in that market, attracting some advertising dollars previously allocated to spot. Peter Stassi, director of local broadcast for BBDO, said he knew of some packaged goods money that already moved from spot to the networks for this month.

Even if the pessimism shown last week proves premature or erroneous, it is already causing some station groups to rethink the 1991 budget process currently under way. Said one head of a top-10 station group: "When we budgeted for 1991 a month or two ago, we were basing the numbers on a positive fourth quarter. But if the fourth quarter is not flat, those 1991 budgets are inflated and will have to be redevise." —GF

## NEWS CORP. SEEKS NEW STOCK

*Nonvoting or restricted voting shares would provide nondebt currency for acquisition while retaining Murdoch control; company details Fox TV financial results*

**N**ews Corp. last week reported financial results for its fiscal 1990 and at the same time said it was seeking approval to issue at least one new class of securities. The purpose of the additional capitalization, said the company's proxy, was to insure that the current 45% of voting stock owned by Rupert Murdoch and family would not be diluted, while facilitating additional acquisitions. Last week's news was apparently ill received by investors, as News Corp. and American Depository Receipts (ADR) fell 25% to close at 13 $\frac{1}{8}$  last Wednesday.

Subsidiary Fox Broadcasting Co. reported a prime time revenue increase of 109% for the year ending June 30 and, as previously reported, showed an operating profit for the first time. In fiscal 1989, 9.5% of News Corp. revenue came from television operations, which besides Fox includes Sky Television. News Corp.'s European direct broadcast satellite operation. In the recently completed fiscal year, the percent of revenue from television climbed to 13.4%. The majority of News Corp. revenue derives from newspaper, magazine and book publishing.

Fox Television stations showed a revenue increase of 10%, while operating profits were leveraged upwards 27%, a jump the company attributed to keeping the group's "operating expenses flat. In large part, this is due to the group's plan to develop and produce station-originated programming for

its dayparts in place of costly acquisitions from outside."

During the year, News Corp. was forced to divest WFXT(TV) Boston, for which the company took a \$33 million write-off while retaining an equity interest. It purchased KSTU(TV) Salt Lake City for \$52.3 million.

The company said it was proposing that shareholders adopt the creation of two new classes of stock: one of preferred stock and the other of nonvoting ordinary (common) shares. Depending on what decision is made by shareholders and by the Australian Stock Exchange, News Corp.'s board of directors said it plans to issue one or the other class of stock as a bonus, with each issued share carrying enough to provide a 50% dividend boost. Jim Platt, a spokesman for News Corp., said such a "bonus" distribution would probably take place next February or March.

News Corp. said new classes of shares would "...permit the further expansion and development of the company by employing new equity funds rather than solely debt, and yet not dilute the voting rights of the major shareholders (or other shareholders) and thereby endanger continuation of the benefits such control has provided or fostered."

Additionally, the company's directors asked shareholders for authority to undertake either proportional or "selective" repurchases of shares, which it is currently restrained from doing. —GF

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# CHANGING HANDS

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

**KXXX-FM San Francisco** ■ Sold by Emmis Broadcasting to Bedford Broadcasting for \$18.5 million. Price includes non-compete and consulting agreement. Station was acquired in September 1988 as part of five station deal with NBC for \$121.5 million. **Seller** is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, Ind.; WOHT(FM) New York; WFAN(AM)-WLOL(FM) Minneapolis; KSHE(FM) Crestwood, Mo.; KPWR(FM) Los Angeles; WAVA(FM) Washington; WJIB(FM) Boston and WKQX(FM) Chicago. **Buyer** is headed by Peter J. Bedford and has interest in KSSK-AM-FM Honolulu and publishes nine weekly newspapers in Southern California. KXXX-FM has top 40 format on 99.7 mhz with 45 kw and antenna 1,241 feet above average terrain.

**KSLA-TV Shreveport, La.** ■ Sold by VSC Communications Inc. to KSLA-TV Ltd. for \$2.3 million. Total is due in cash at closing. Station was acquired in June 1983 for approximately \$32 million. **Seller** is headed by Henry S. Schleiff and is subsidiary of Viacom Inc., which is headed by Frank Biondi. Viacom has interests in WVT(TV) New Britain, Conn.; WMZQ-FM Washington; WLIT-FM Chicago; WLT(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, Va., and KBSG(FM) Tacoma, Wash. **Buyer** is headed by Birney and Nancy Imes Jr., husband and wife, and has interest in WCBI-TV Columbus, Miss. Imes's have interest in WMUR-TV Inc., licensee of WMUR-TV Manchester, N.H.; WBOY-TV Inc., licensee of WBOY-TV Clarksburg, W.Va., and KDBC-TV Acquisition Ltd., licensee of KDBC-TV Shreveport, La. KSLA-TV is CBS affiliate on ch. 12 with 316 kw visual, 40.7 kw aural and antenna 1,070 feet above average terrain.

**KFTY-TV Santa Rosa, Calif.** ■ Sold by Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for \$2.25 million. Total is due in cash at closing and includes \$1.75 million assumption of debt. Station went on air in May 1981. **Seller** is headed by Wishard A. Brown and has no other broadcast interests. **Buyer** is headed by Gary B. Heck, Marsha K. Heck and George I. Hoffman. Gary B. Heck is chairman of Korbel Champagne Cellers of California. KFTY is independent on ch. 50 with 302 kw visual, 60.4 kw aural and antenna 3,080 feet above average terrain.

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$1,096,294 □ 8  
FM's □ \$19,497,711 □ 4  
AM-FM's □ \$1,096,294 □ 8  
TV's □ \$6,450,000 □ 3  
Total □ \$28,717,505 □ 23

Year to Date:

AM's □ \$85,887,053 □ 216  
FM's □ \$419,525,783 □ 200  
AM-FM's □ \$336,180,640 □ 180  
TV's □ \$771,641,900 □ 80  
Total □ \$1,605,912,572 □ 665

For 1989 total see Feb. 5, 1990 BROADCASTING.

**KBLR-TV Paradise, Nev.** ■ Sold by Rose Communications to T.G.N. Productions Inc. for \$1.9 million. Price includes \$300,000 deposit, \$700,000 assumption of debt and promissory notes totaling \$820,000. Station is not yet on air. **Seller** is headed by Glenn A. Rose and has no other broadcast interests. **Buyer** is headed by John Locke, Donald Mustain and Clifford A. Jones, and has no other broadcast interests. KBLR-TV is independent with CP for ch. 39 with 1,330 kw visual and antenna 1,204 feet above average terrain.

**WJTO(AM)-WIGY(FM) Bath, Me.** ■ Sold by Donald A. White Jr., receiver, to Kaleidoscope Inc. for \$750,000. Stations are currently dark. **Seller** is receiver to Maritime Broadcasting Associates, which also owns WIBX(AM)-WLZW(FM) Utica, NY. **Buyer** is headed by J. Frank Burke of Minneapolis, who formerly worked for General Mills in product development. WJTO is daytime on 730 khz with 1 kw. WJTO(FM) is on 105.9 mhz with 50 kw and antenna 500 feet above average terrain. **Broker:** Kozacko-Horton Co.

**WMQM(AM) Memphis** ■ Sold by WMQM Inc. to Bountiful Blessings Inc. for \$462,000. Total is due in cash at closing. Station was acquired in September 1977. **Seller** is headed by Fred P. Wostengerger and is subsidiary of F.W. Robbert Broadcasting Co., licensee of WVOG(AM) New Orleans, WITA(AM) Knoxville, Tenn., and WNQM(AM) Nashville. **Buyer** is headed by Gilbert E. Patterson, Helen E. Flagg, Min-

nie L. Jackson, Annie R. Echols, and James L. Godwin, and has no other broadcast interests. WQM has religious format on 1480 khz with 5 kw day and 100 w night.

**KTNT-FM Edmond, Okla.** ■ Sold by John S. Arnold, receiver, to Life Broadcasting Inc. for \$375,000. Total is due in cash at closing. Station went on air in June 1962. Seller is receiver to KCLR Broadcast Co. and has no other broadcast interests. Buyer is headed by Porter H. Davis and has no other broadcast interests. KTNT-FM has adult rock format on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WVSV-FM Stevenson, Ala.** ■ Sold by Lynn Ltd. to George Guess for \$347,711. Price includes \$90,000 deposit with balance due in cash at closing. Station was acquired in August 1983. Seller is headed by Tommy J. Nelson and Jerry Nelson, and has no other broadcast interests. Buyer has no other broadcast interests. WVSV has modern country format on 101.7 mhz with 940 w and antenna 490 feet above average terrain.

**KYJC(AM) Medford-KFMJ(FM) Grants Pass, both Oregon** ■ Sold by Andrew McClure, receiver, to Encore Broadcasting Corp. for \$300,000. Total is due in cash at closing. KYJC(AM) went on air in 1981. KFMJ(FM) was acquired in February 1985. Seller is receiver to Lindavox, licensee of KYJC and KFMJ(FM), and has no other broadcast interests. Buyer is headed by Arnold Sias, John D. Feldmann and Arthur B. Hogan, who have interest in River Cities Radio Ltd., licensee of KMYC(AM)-KFRD(FM) Marysville, Calif. Hogan and Feldmann are principals in Encino, Calif., brokerage firm of Hogan-Feldmann Inc. KYJC is fulltimer with adult contemporary format on 810 khz with 5 kw. KFMJ has adult contemporary format on 96.9 mhz with 25 kw and antenna 2,178 feet.

**WDSM(FM) Reynoldsville, Pa.** ■ Sold by Clarion County Broadcasting Corp. to Priority Communications Inc. for \$275,000. Station is not yet on air. Seller is headed by William S. Hearst and has interest in WCH(AM)-WCCR(FM) Clarion and WLMJ(FM) Kane, both Pennsylvania. Buyer is headed by Jay M. Philippone, program manager at WVOR-FM Rochester, N.Y. WDSM(FM) is on 99.5 mhz with 3 kw and antenna 328 feet above average terrain. Broker: Kozacko-Horton Co.

**KNOC(AM)-KDBH(FM) Natchitoches, La.** ■ Sold by Mark K. Sutton, trustee, to Cane River Communications Inc. for \$267,000. Total is due in cash at closing. Stations went on air in May 1947 and July 1965, respectively. Seller is headed by Karl F. Bailey and B. Hillman Bailey Jr., and has no other broadcast interests. Buyer is headed by Joseph P. Cunningham Jr., Terri E. Cunningham, Joseph P. Cunning-

ham Sr., and Marva G. Cunningham, and has no other broadcast interests. KNOC(AM) is fulltimer with oldies format on 1450 khz with 1 kw. KDBH has C&W format on 97.7 mhz with 3 kw and antenna 328 feet.

**KLLR-AM-FM Walker, Minn.** ■ Sold by Thomas L. Ferebee to Sioux Valley Broadcasting Co. for \$255,000. Price includes \$2,500 down payment, \$52,500 cash at closing, \$25,000 consulting agreement and \$175,000 assumption of debt. Station was acquired in June 1988 for \$260,000. Seller has no other broadcast interests. Buyer is headed by Robert E. and Jan Ingstad, husband and wife. Robert Ingstad has interest in KGFY-AM-FM Pierre, S.D.; KBUF(AM) Holcomb and KJQ-FM Garden City, both Kansas; KKO(AM)-KKPR(FM) Kearney, Neb.; KLIZ(AM)-KLIZ-FM Brainerd, KDHL(AM)-KQCL(FM) Faribault, and KQPR-FM Albert Lea, all Minnesota; and KFKA(AM)-KSQI(FM) Greeley, Colo. Jan Ingstad has interest in Radio Ingstad Nebraska Inc. and is licensee of KKO(AM)-KKPR(FM) Kearney, Neb. KLLR(AM) simulcasts FM programming on 1600 khz with 1 kw day and 47 w night. KLLR-FM has adult contemporary format on 99.3 mhz with 3 kw and antenna 161 feet above average terrain. Johnson Communications Properties Inc.

## TVX BOARD ACCEPTS PARAMOUNT OFFER

Paramount Communications Inc., 83% owner of the TVX Broadcast Group, increased its previous \$7.50-per-share offer to \$9.50 per share last week for the 17% it does not already own. The TVX Board accepted the offer after receiving a favorable recommendation from the board's special committee, which had been advised by First Boston Corp. Informal discussions between Paramount and TVX are reliably said to have continued since the latter's board rejected the \$7.50 offer in early August.

A formal merger agreement is expected within 10 days after which a proxy statement must pass SEC approval and a shareholders' vote. TVX owns five major-market independent stations, including two Fox affiliates.

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# FOCUS ON FINANCE

Return of activity to stock market did not end litany of suffering media stocks. Big news of week was MCA, which jumped two-thirds to close Wednesday at 61 1/4 on possibility of sale (see "Top of the Week"). Those seeking signs that sale would close were encouraged by fact that stock continued to rise on Pacific Exchange after New York trading had ended. MCA talks had short coattails however, pulling along Paramount Communications, up 6% to 35 1/2, but leaving other programming stocks to fall including Orion Pictures, down 15%, Spelling, down 14%, and even MGM, which has contract to be sold, down 5%. TVX Broadcast Group jumped 16%, to 9 1/8, after board recommend accepting Paramount's increased \$9.50 per share offer for remaining stock (see page 55). Other industry sectors, including equipment and publi-

shing/group owners were mostly negative. Harris Corp. had one-day drop of 17% last Wednesday, after stating that first-half earnings would probably be lower than year ago, primarily due to semiconductor problems. C-Cor fell 32%, to 5 1/8. Cable equipment manufacturer said it expected first-quarter loss and blamed pending legislation and MSO lending problems. Disappointing earnings forecast was also behind 23% drop of QVC Network. Shares of News Corp. fell steadily, ending down 25% by Wednesday. Among possible reasons were company's decision to seek authority to issue additional equity and impressions from investors meeting in New York. Possible reason for decline by most newspaper-related stocks was announcement by Stone Container of 5% newsprint rise for 1991.

Closing Closing Net Percent P/E Market  
Wed Wed Sep 19 Change Change Ratio Capitali-  
Sep 26 Sep 19 (000,000)

## BROADCASTING

	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (BHC) BHC Comm.	41 5/8	41 1/2	1/8	00.30	-8	1,219
N (CCB) Cap. Cities/ABC	455 1/4	471 7/8	-16 5/8	-03.52	15	7,890
N (CBS) CBS	165 3/8	162	3 3/8	02.08	12	3,915
A (CCU) Clear Channel	10 3/4	11	- 1/4	-02.27	-63	61
O (JCOR) Jacor Commun.	2	2		00.00	-1	19
O (OSBN) Osborn Commun.	7 3/4	8	- 1/4	-03.12	-11	54
O (OCOMA) Outlet Comm.	15 1/4	15 1/4		00.00	18	99
A (PR) Price Commun.	1 5/8	1 7/8	- 1/4	-13.33		14
O (SAGB) Sage Bsg.	1 1/2	1 1/2		00.00	-1	5
O (SCRIP) Scripps Howard	46	46		00.00	19	475
O (SUNNC) SunGroup Inc.	3/4	3/4		00.00	-1	5
O (TLMD) Telemundo	5 1/4	5 1/2	- 1/4	-04.54	-2	119
O (TVXGC) TVX Group	9 1/8	7 7/8	1 1/4	15.87		66
O (UTVI) United Television	29 1/4	30 1/8	- 7/8	-02.90	3	317

## PROGRAMING

	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
O (IATV) ACTV Inc.	2 1/2	3	- 1/2	-16.66		2
O (ALLT) All American TV	2 3/4	2 7/8	- 1/8	-04.34		5
N (CRC) Carolco Pictures	7 3/4	8	- 1/4	-03.12	12	234
O (DCPI) dick clark prod.	3 3/4	4 1/4	- 1/2	-11.76	16	30
N (DIS) Disney	90 1/2	90 3/8	1/8	00.13	15	12,049
O (ENNI) FNN	5 5/8	6 1/4	- 5/8	-10.00	17	102
A (FE) Fries Entertain.	1/2	5/8	- 1/8	-20.00		2
A (HHH) Heritage Ent.	1 1/8	1 1/4	- 1/8	-10.00	-2	8
N (HSN) Home Shop. Net.	4 3/4	5 1/8	- 3/8	-07.31	118	428
O (IBTV) IBS	1 3/8	1 3/8		00.00	17	4
N (KWP) King World	21 3/8	21 1/2	- 1/8	-00.58	10	812
O (KREN) Kings Road Ent.	1/4	1/4		00.00	-1	1
N (MCA) MCA	61 1/2	36 5/8	24 7/8	67.91	23	4,586
N (MGM) MGM/UA Comm.	13	13 3/4	- 3/4	-05.45	-13	663
A (NNH) Nelson Holdings	3 1/8	3	1/8	04.16		13
O (NNET) Nostalgia Net.	9/16	9/16		00.00		3
N (OPC) Orion Pictures	8	9 3/8	- 1 3/8	-14.66	22	145
N (PCI) Paramount Comm.	34 7/8	34	7/8	02.57	25	4,148
N (PLA) Playboy Ent.	4 1/4	4 3/8	- 1/8	-02.85	22	78
O (QNTQE) Qintex Ent.	1/8	1/8		-00.00		26
O (QVCN) QVC Network	5 3/4	7 1/2	- 1 3/4	-23.33	-15	99
O (RVCC) Reeves Commun.	6 3/4	6 3/4		00.00	-16	85
O (RPICA) Republic Pic.'A'	5 1/4	5 3/8	- 1/8	-02.32	29	22
O (SP) Spelling Ent.	3 7/8	4 1/2	- 5/8	-13.88	19	128
O (JUKE) Video Jukebox	4 5/8	4 3/4	- 1/8	-02.63	-35	43
O (WONE) Westwood One	2 1/2	3	- 1/2	-16.66	-1	36

Closing Closing Net Percent P/E Market  
Wed Wed Sep 19 Change Change Ratio Capitali-  
Sep 26 Sep 19 (000,000)

## BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
N (BLC) A.H. Belo	33 3/8	34 3/8	- 1	-02.90	28	623
N (AFL) American Family	14	14 1/2	- 1/2	-03.44	10	1,139
O (ACCMA) Assoc. Comm.	18	19 1/4	- 1 1/4	-06.49	46	335
N (CCN) Chris-Craft	25	26 1/8	- 1 1/8	-04.30		636
O (DUCO) Durham Corp.	26	27	- 1	-03.70	13	219
N (GCI) Gannett Co.	30 1/4	33 1/8	- 2 7/8	-08.67	12	4,779
N (GE) General Electric	55	56 1/8	- 1 1/8	-02.00	11	48,873
O (GACC) Great American	2	2 1/4	- 1/4	-11.11		70
A (HTG) Heritage Media	3 1/4	3 5/8	- 3/8	-10.34	-7	146
N (JP) Jefferson-Pilot	35 1/2	37 1/2	- 2	-05.33	8	1,304
N (LEE) Lee Enterprises	20 1/4	22	- 1 3/4	-07.95	11	483
N (LC) Liberty	41 1/2	45	- 3 1/2	-07.77	9	354
O (LINB) LIN	44 3/4	47 1/4	- 2 1/2	-05.29	-14	2,319
N (MHP) McGraw-Hill	43 1/8	47 1/8	- 4	-08.48	107	2,099
A (MEGA) Media General	21 1/8	22 3/8	- 1 1/4	-05.58	30	546
N (MDP) Meredith Corp.	22 1/8	23 3/4	- 1 5/8	-06.84	-15	406
O (MMEDC) Multimedia	59 1/8	62 1/8	- 3	-04.82	17	668
A (NYTA) New York Times	17 1/2	18 3/8	- 7/8	-04.76	5	1,333
N (NWS) News Corp. Ltd.	3 1/8	17 1/2	-14 3/8	-82.14	2	838
O (PARC) Park Commun.	16 1/4	16 3/8	- 1/8	-00.76	17	336
O (PLTZ) Pulitzer Pub.	20 1/2	21 1/2	- 1	-04.65	7	214
O (STAUF) Stauffer Comm.	130	135	- 5	-03.80	48	144
N (NTM) Times Mirror	23 5/8	25 3/8	- 1 3/4	-06.89	12	3,036
N (TRB) Tribune Co.	36 1/2	7 3/4	28 3/4		12	2,415
A (TBSA) Turner Bestg.'A'	12 3/8	12 3/4	- 3/8	-02.94	-28	615
N (WPO) Washington Post	211 1/2	233	-21 1/2	-09.22	13	2,584
N (WX) Westinghouse	27 3/4	28 1/8	- 3/8	-01.33	8	8,091

## CABLE

	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
A (ATN) Acton Corp.	7	7		00.00	-5	10
O (ATCMA) ATC	26 3/4	30 1/2	- 3 3/4	-12.29	27	2,917
A (CVC) Cablevision Sys.'A'	13 5/8	14 3/4	- 1 1/8	-07.62	-1	302
A (CTY) Century Comm.	5	5 5/8	- 5/8	-11.11	-5	326
O (CMCSA) Comcast	10 1/4	11 3/8	- 1 1/8	-09.89	-6	1,157
A (FAL) Falcon Cable	11 3/8	13 5/8	- 2 1/4	-16.51	-8	72
O (JOIN) Jones Intercable	5 1/2	6 1/2	- 1	-15.38	-3	68
N (KRI) Knight-Ridder	40 7/8	42 3/8	- 1 1/2	-03.53	12	2,057
O (RCLA) Rogers'A'	9 1/2	9 7/8	- 3/8	-03.80	-17	349
O (TCAT) TCA Cable TV	12	12		00.00	40	290
O (TCOMA) TCI	9 3/4	11 1/8	- 1 3/8	-12.35	-14	3,471
N (TWX) Time Warner	70 7/8	77 5/8	- 6 3/4	-08.69	-5	4,074
O (UAECA) United Art.'A'	12 1/8	12 7/8	- 3/4	-05.82	-17	1,693
A (VIA) Viacom	17 7/8	19 3/4	- 1 7/8	-09.49	-21	1,907

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WWL-TV*

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	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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### EQUIPMENT & MANUFACTURING

N	(MMM) 3M	78	79	1/2	- 1 1/2	-01.88	13	17,355
N	(ARV) Arvin Industries	15 5/8	16 3/8	-	3/4	-04.58	22	293
O	(CCBL) C-Cor Electronics	5 1/8	7 1/2	- 2 3/8		-31.66	4	22
O	(CTEX) C-Tec Corp.	15	15 1/4	-	1/4	-01.63	-55	246
N	(CHY) Chyron	9/16	3/4	-	3/16	-25.00	-1	6
A	(COH) Cohu	8 3/4	9 1/8	-	3/8	-04.10	6	17
N	(EK) Eastman Kodak	40 1/8	42 1/8	- 2		-04.74	15	13,018
N	(HRS) Harris Corp.	21	24 5/8	- 3 5/8		-14.72	6	840
N	(IV) Mark IV Indus.	9 7/8	10 1/2	-	5/8	-05.95	2	137
O	(MATT) Matthews Equip.	1 11/16	1 3/4	-	1/16	-03.57	84	10
O	(MCDY) Microdyne	3 1/8	3 1/16		1/16	02.04	44	13
O	(MCOM) Midwest Comm.	1 1/2	1 1/2			00.00	4	4
N	(MOT) Motorola	60 5/8	61	-	3/8	-00.61	15	7,973
A	(PPI) Pico Products	3/4	3/4			00.00		2
N	(SFA) Sci-Atlanta	13 5/8	14 3/4	- 1 1/8		-07.62	7	303
N	(SNE) Sony Corp.	43 1/8	48 5/8	- 5 1/2		-11.31	22	14,314
N	(TEK) Tektronix	13 3/4	14	-	1/4	-01.78	-4	399
N	(VAR) Varian Assoc.	31	31			00.00	-34	592
O	(WGNR) Wegener	1	7/8 1/8			14.28	-6	7
N	(ZE) Zenith	5 1/2	5 3/4	- 1/4		-04.34	-1	146

	Closing Wed Sep 26	Closing Wed Sep 19	Net Change	Percent Change	P/E Ratio (000,000)	Market Capitali- zation
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### SERVICE

O	(AFTI) Am. Film Tech.	7 1/4	8 1/4	- 1		-12.12	24	70
O	(AGRPC) Andrews Group	2 3/8	2 3/8			00.00	-1	21
O	(BSIM) Burnup & Sims	8 1/4	8 5/8	-	3/8	-04.34	91	103
A	(CLR) Color Systems	1 3/4	2 1/8	-	3/8	-17.64	-1	10
N	(CQ) Comsat	29 1/8	30 1/2	- 1 3/8		-04.50	8	544
N	(CDA) Control Data	10	30 1/2	-20 1/2		-67.21	-2	425
N	(DNB) Dun & Bradstreet	41 3/4	41 1/2		1/4	00.60	14	7,618
N	(FCB) Foote Cone & B.	22 1/2	24	- 1 1/2		-06.25	11	240
O	(GREY) Grey Advertising	147	139 1/2		7 1/2	05.37	13	166
O	(IDBX) IDB Commun.	6	6 1/4	-	1/4	-04.00	66	37
N	(IPG) Interpublic Group	29 1/4	30 5/8	- 1 3/8		-04.48	13	1,012
O	(OMCM) Omnicom	26	26			00.00	13	683
O	(RTRSY) Reuters	40 7/8	43 1/2	- 2 5/8		-06.03	19	17,620
N	(SAA) Saatchi & Saatchi	1 3/4	2	-	1/4	-12.50	-1	277
N	(TLMT) Telemation	2	2			00.00	4	9
O	(TMCI) TM Commun.	1/8	1/8			00.00		2
A	(UNV) Unitel Video	6	6 1/4	-	1/4	-04.00	-10	9
O	(WPPGY) WPP Group	15 3/4	14		1 3/4	12.50	7	419
Standard & Poor's 400		359.99	374.05	-14.06		-3.8		

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# WASHINGTON

## HDTV BILL TABLED, CLOSED CAPTIONING LAW LIKELY

*Foreign Affairs Committee efforts to review high-definition test funding measure dims its chances; Commerce Committee reports out mandatory closed captioning decoder bill*

In a minor setback for high-definition television broadcast standards-setting efforts, House legislation containing FCC funding for evaluation of proposed HDTV systems ran aground last week as a result of a congressional turf fight.

The Commerce Committee removed the bill (H.R. 4933) from its extensive markup agenda last Tuesday due to the Foreign Affairs Committee's efforts to review it, all but killing its chances for passage during the 101st Congress, which is heading for a mid-October adjournment.

The committee did report out with minor amendments legislation mandating that TV set manufacturers include decoders for receiving closed captions for the hearing-impaired into most sets (13 inch or bigger) after July 1993.

If all goes well, the House will pass the closed captioning bill (H.R. 4267) today (Oct. 1) on its suspension calendar for noncontroversial bills. Since the Senate has already passed a companion measure, House action would send it on to the President, who is expected to sign it into law.

The failure of the HDTV bill to move was a disappointment to HDTV proponents, who had pushed for FCC funding to complement the millions of dollars private industry is putting into HDTV development and testing. "The commission really needs the resources," said Association for Maximum Service Television President Margita White.

The FCC did not share the disappointment, however. William Hassinger, deputy chief of the Mass Media Bureau, said that the FCC was not counting on the additional funds and that plans to adopt a standard by spring 1993 would be unaffected.

The HDTV bill would create an FCC task force on HDTV development and authorize \$2.45 million in fiscal 1991 for testing of proposed HDTV systems. It would also make promotion of U.S. research and manufacturing one of the criteria the FCC must use in evaluating



Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) received Words for the World Award from National Captioning Institute last week for his role in Senate's passage of closed captioning TV decoder legislation. Award was presented by Roslyn Rosen of Gallaudet University, who is also president of National Association for Deaf and NCI board member.

HDTV systems.

The Foreign Affairs Committee's interest in the bill was stirred by a provision that would require the National Telecommunications and Information Administration to come up with recommendations for what position the U.S. should take in international HDTV standards-setting activity to further the goal of promoting trade in video programming.

According to a Commerce Committee staff aide, the Foreign Affairs Committee, chaired by Dante Fascell (D-Fla.), first indicated its interest in the bill last spring after it was introduced by House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.).

The Commerce Committee has resisted Foreign Affairs' effort, the aide said, believing it would set a precedent for giving Foreign Affairs a role in matters that Commerce believes are strictly within its purview.

The two committees tried to work something out, the aide said. But when it came time to mark up the bill last week, he said, "It did not appear we could reach a negotiated settlement that

would not have prejudiced future bills on these issues."

If the Commerce Committee had reported out the bill last week, the question of whether it should be referred to Foreign Affairs would have gone to the House Parliamentarian. With much to do before Congress adjourns, the aide said, the Commerce Committee was not prepared to fight it out in that forum. Consequently, he said, it was decided to put off action on the bill and the resolution of the jurisdictional dispute until next year.

The National Captioning Institute, which pushed for the closed-captioning decoder legislation, was "delighted" the Commerce Committee sent it to the House floor, said Don Thieme, executive director, NCI. "We anticipate a signed bill in the near future," he said.

That most new sets sold after July 1993 will have captioning capability will "put captioning into warp speed," Thieme said, noting that some 20 million sets are sold in the U.S. every year. At that rate of penetration, program producers will have a greater incentive than

ever to caption their programs.

Since its inception 10 years ago, NCI has been vigorously promoting captioning. But to date, only about 300,000 homes are equipped with them. And, according to NCI's best estimates, only about one-third of broadcast television, including all of the broadcast networks' prime time, and an unknown, but lesser amount of cable television, now contain captions.

Program producers pay NCI and other

captioning centers to insert the captions into their programs. The captions are broadcast during the vertical blanking interval (Line 21) of a television signal and are visible only with a decoder.

According to Thieme, ITT, under a \$1 million contract from NCI, developed a closed captioning decoding chip that should be available to set manufacturers early next year. ITT expects to have a prototype set with the chip ready for demonstrations by the end of the

year, he said.

As amended, the legislation allows set manufacturers to shop around for decoding chips, Thieme said. Although the NCI-ITT chip is the only one close to market today, he said, NCI expects others to come to market in the next couple of years. NCI also expects some television set manufacturers to begin incorporating captioning chips into some of their models next year and not wait until 1993, he said. —HAJ

## CPB BOARD ELECTS MARSHALL TURNER CHAIRMAN

*During meeting last week, it also names Daniel Brenner vice chairman and reallocates \$290,000 for 'MacNeil-Lehrer NewsHour' to provide Spanish-language audio*

**M**eeting last Monday and Tuesday (Sept. 24-25) in Washington, the board of directors of the Corporation for Public Broadcasting elected a new chairman and vice chairman, Marshall Turner and Daniel Brenner, respectively. Also, having heard members of the CPB staff report that fiscal 1990 should come in 2% under budget, the board reallocated \$290,000 to allow *MacNeil-Lehrer NewsHour* to provide Spanish-language audio and \$750,000 to increase education outreach radio and TV programming.

The board also heard CPB policy development and planning Deputy Director Edward (Ted) Colman say that the corporation had conducted focus groups and interviews with viewers and potential viewers, laying the initial groundwork for CPB's central role in the newly restructured noncommercial TV system: assessing whether PBS programming is meeting public needs. Those efforts will expand in 1991, when it is budgeted at approximately \$500,000.

Elected unanimously, Turner was appointed to a five-year term on the board in June 1987 and is chairman of the board's mission and goals committee. A former special assistant to the U.S. Secretary of the then Health, Education and Welfare (1970-71), and now general partner and co-founder of the San Francisco-based venture capital investment firm Taylor & Turner Associates, He succeeds Ken Towery, chairman since February 1989 and reelected a year ago.

Turner told BROADCASTING he foresees no significant changes in the direction of the board, which, he noted, will seat its full 10 members for the first time in many years, given Senate approval of WETA-TV Washington President Sharon



Turner



Brenner

Rockefeller's appointment expected later this month. Satisfied that the restructuring of public TV has assigned "appropriate roles" to CPB, the PBS and the stations, Turner said critical issues

include implementing CPB's needs assessment infrastructure, pushing for full satellite replacement appropriations, facilitating international program acquisition and distribution and seeing that education is "preserved and enhanced as the central aspect of public broadcasting."

Brenner, former legal adviser to FCC Chairmen Mark Fowler and Charles Ferris, is director of the Communications Law Program at the University of California, Los Angeles, and senior fellow of the Annenberg Washington Program in Communications Studies of Northwestern University. He was appointed to a five-year term in October 1986 and elected vice chairman September 1989. —PDL

## SIKES ASKS HOLLYWOOD'S HELP IN RESOLVING FIN-SYN

**F**CC Chairman Alfred Sikes, in his most telling public comments on the FCC's controversial review of its financial interest and syndication rules to date, told members of the Hollywood production community that the agency is seeking to write new rules that balance the interests of the broadcast networks and Hollywood producers.

"Like my colleagues on the commission," Sikes said in a speech before the Academy of Television Arts & Science in Los Angeles, "I want to resolve this controversy in a way that is fair for all the private parties concerned."

In an apparent plea for their help in reaching a compromise, Sikes asked the networks and producers to recognize their common ground. The fin-syn debate has

had its "fierce moments," he said. "It is time, however, for all the warring groups to appreciate that, in the final analysis, their fundamental interests are much more alike than different."

Sikes said he has not resolved in his own mind "what substantive actions" the FCC should take. However, he said he has identified six "important and fundamental principles" that would guide him in his decisionmaking, which range from the public interest to international competitiveness.

Sikes's talk of compromise is at odds with the position of producers, which have been urging the FCC to preserve the rules as is, and that of the networks, which have demanded that the agency repeal them altogether.

The 20-year-old rules prohibit the networks from acquiring financial interest in programs produced by others for network airing and, in effect, any share of the hundreds of millions of dollars that flow from syndication of the off-network shows. The rules also bar the networks from syndicating programs themselves, except for overseas syndication of programs the networks produce themselves.

The FCC wants to act quickly, despite the complexity of the issues and the "strong feelings all around," said Sikes. "We have two major industries with billions of dollars in assets and tens of thousands of employes and both are trying to get on with a job," he said. "I don't think you need—and I assure you the FCC does not want—continuing strife, turmoil and uncertainty."

Sikes formally announced that the FCC would call "later this fall" for further comments in the fin-syn rule-making on "the more concrete proposals advanced this summer and seek information on variations of those proposals on the minds of individual commissioners" (BROADCASTING, Sept. 24).

Sikes also confirmed that the FCC will hold a public hearing "to give the protagonists and others a chance publicly to expand and defend their positions."

(According to FCC sources in Washington, Sikes would like to take action on the further notice by Oct. 11 and schedule the hearing in November.)

Sikes did not say when the FCC would render a final decision, but in a speech in New York two weeks ago he said he hoped to wrap things up by next March.

Sikes's six guiding principles in the fin-syn proceeding:

■ **Public interest**—Although there is some truth in the observation that the proceeding is simply a battle between "the rich and the wealthy."

■ **Adaptive regulation**—The businesses of the networks and producers have changed greatly since the rules were adopted, and the FCC has "an obligation to tailor [its] rules to today's facts."

■ **Individual freedom**—"It is important that producers, especially the small companies that represent so large a component of Hollywood's creative assets, have the freedom to do business.... While our [fin-syn] rules protect producers from potential network power abuses, they also curtail the bargaining freedom of the producers."

■ **Diversity**—"I don't want to see the New York-based networks and their executives taking over any more than I

would want the Los Angeles-based studios and their executives completely in charge."

■ **Avoidance of bureaucratic micro-management**—"I have no compelling interest in becoming enmeshed in your day-to-day business." Yet, the inability of the networks and producers "to coalesce around a single workable solution is, in effect, tantamount to inviting a

government solution."

■ **International competitiveness**—"If change in global market conditions warrants changing our rules, it would be unfair for us to leave them untouched. Failure to adapt our rules also carries with it significant, long-run risks for these two sectors of our economy which have proven globally competitive—at least so far." —HAJ

## QUELLO SEES SOME PROS IN NATIONAL OR REGIONAL DAB

*FCC commissioner sees it as way to augment local service*

**F**CC Commissioner James Quello, arguably the strongest proponent of local broadcasting at the FCC, is not ruling out the establishment of national or regional satellite-delivered digital audio broadcasting services.

In a speech at the Intelevent 90 symposium in Cannes, France, last Tuesday, Quello said satellite DAB could benefit the public by delivering programming that may be uneconomical for local stations to offer.

Small communities may not support a local all-news station, he said. But "an all-news format offered to several small communities in a region or nationally is likely to be viable," he said. "Ultimately, DAB allocations should not be determined by the best service to the public not merely based on advanced technology for technology's sake."

From either terrestrial or satellite transmitters, DAB promises to provide consumers with audio quality comparable to compact disks and far superior to that of AM or FM stations. Europe is ahead of the U.S. in implementing the digital technology, but several entities have proposed services for the U.S.

Quello indicated that he supports giving AM and FM stations first crack at any new DAB channels. "I believe those that have either pioneered or invested substantially in radio...service to the public should receive priority consideration in bringing these improved services to the public."

The inquiry the FCC launched last August into DAB and its spectrum requirements will consider the impact of the service on the 11,000 AM and FM services, Quello said. "Is there sufficient spectrum for all radio stations to provide DAB?" he asked. "Will AM daytime-only stations be comparable in audio quality and range with full power FM stations? If so, what does this mean in the regulatory and business contexts? Will DAB obviate the AM improvement proceeding at the FCC?"

The National Association of Broadcasters opposes national DAB service as a threat to the concept of localism and, more importantly, to existing AM and FM stations. Like Quello, it feels AM and FM should be given some preference when it comes time to parcel out terrestrial DAB channels. —HAJ

## CHILDREN'S BILL SAILS THROUGH SENATE

**A**s expected, the Senate last Monday (Sept. 24) passed unanimously legislation limiting commercial time in children's programming and underwriting children's programming for public television (BROADCASTING, Sept. 24). The House is expected to adopt the measure next Monday. Despite White House reservations about the constitutionality of the measure, most observ-

ers believe Bush will sign it into law. Commercial limits—10½ minutes per hour on weekends and 12½ minutes per hour on weekdays—would apply to cable as well as broadcasting. The programming endowment, to be administered by the Commerce Department or the Corporation for Public Broadcasting, would amount to \$2 million in fiscal 1991 and \$4 million in 1992.



# TECHNOLOGY

## FCC OFFERS THREE SPECTRUM OPTIONS FOR DAB

*Commission seeks comments on different suggestions for new audio service prior to 1992 WARC; proposals are 728-788 mhz, 1493-1525 mhz, 2390-2450 mhz*

Three specific RF bands for the international allocation of digital audio broadcasting spectrum are proposed in the FCC's second inquiry on the issues to be taken up at the 1992 World Administrative Radio Conference (WARC), sponsored by the International Telecommunication Union. The commission is bracing itself for a storm of criticism that is almost certain to be leveled at all three proposals.

"These three options all have major problems. That's the message from our point of view. No one is a favorite of ours at this point," said Thomas P. Stanley, chief engineer of the FCC's Office of Engineering and Technology (OET). But because these options are the most commonly discussed, the FCC has decided to get all of the opposition to the three bands on the record now. "We're interested in getting people to say 'No. Try harder,'" to find a DAB band, Stanley said.

Television broadcasters are among those beginning to feel nervous about the investigations. "Our concern is that it raises the possibility of using UHF spectrum that is needed for HDTV," said Margita White, president, Association for Maximum Service Television (MSTV).

Comments from the WARC inquiry will be used by the commission to formulate policy recommendations to be submitted to the State Department, which will represent the U.S. at the meeting in Spain, Feb. 3-March 5, 1992. Last month the FCC also released an inquiry on establishment of domestic DAB services (BROADCASTING, Aug. 6).

But the commission is not expected to approve any DAB transmission for this country until after the international spectrum allocations have been completed at WARC. The DAB band chosen there is likely to be adopted by the FCC for U.S. domestic satellite and terrestrial services.

The commission asked for comments on three proposed bands for hybrid satellite/terrestrial DAB services: 728-788

mhz (channels 57-66); 1493-1525 mhz, and 2390-2450 mhz. In the case of 1493-1525 mhz, aeronautical mobile telemetry spectrum users now allocated there would be relocated to 2390-2450 mhz.

"For reasons unknown to us, it looks like the commission did a 180 degree turn with their second notice," said Julian Shepard, MSTV general counsel, in reaction to the 728-788 mhz proposal. He pointed to a footnote in the FCC's first WARC inquiry, released in 1989, which explicitly stated that UHF spectrum must remain untouched in order to assure adequate space for terrestrial HDTV service. "I think the commission made the right choice in the first notice, that you already have a significant commitment to advanced television systems in the UHF band. It's just not a promising place to look for a domestic allocation [of DAB]," Shepard said.

According to Stanley, the FCC's position on the use of UHF spectrum has not changed. The long-standing freeze on the allocation of new UHF stations or

sharing with other spectrum users, such as land-mobile radio, is still in place, pending the expected selection of an HDTV terrestrial system in 1993. But many DAB supporters have claimed that UHF would be an ideal location for the new radio service.

"There's really no change in position... Since it is such a high-profile issue, we thought we would air it and get the reaction we strongly suspect will be out there," Stanley said. "The commission, going back 10 years or so now, has been strongly defensive of the UHF-TV spectrum." Stanley also cited the footnote in the first WARC inquiry.

"I'm struck by the similarity between digital audio broadcasting as a technology for the radio industry and HDTV for the television industry," Shepard said. He favored a more deliberate approach to DAB's implementation, similar to the process now being used to consider HDTV options. He suggested the formation of an FCC technical advisory group, such as the FCC's advisory committee on advanced television services, to discuss all the implications of DAB's establishment and to look at other digital data compression systems that may be more promising for the U.S. marketplace than the two systems now proposed. FCC Commissioner Ervin Duggan raised the idea of a DAB advisory committee when the FCC released its domestic DAB inquiry.

If the FCC were to choose the third option, 2390-2450 mhz, the implementation would be complicated. Those frequencies are now used for noncommunications microwave applications, officially designated for "industrial, scientific and medical" (ISM) users. Use of the band would involve a complex sharing system based on more spectrum-efficient techniques to be adopted by ISM users. "The ISM signals tend to be a little different from communications signals. They are microwave ovens and devices where energy is treated a little bit differently. They have design changes they could do and still function in a tighter band," Stanley said.

### POSSIBLE HOMES FOR DAB

#### FCC PROPOSALS

Frequencies (mhz)	Current allocation
728-788	UHF-TV channels 57-66
1493-1525	Aeronautical telemetry
2390-2420	Industrial, scientific and medical microwave

#### IWG-2 PROPOSALS

Frequencies (mhz)	Current allocation
500-608	UHF-TV channels 19-36
614-806	UHF-TV channels 38-69
1460-1530	Aeronautical telemetry
1710-1850	Govt. fixed & mobile
1850-1990	Fixed microwave
2200-2290	Govt. fixed & mobile
2500-2655	Instruct. TV & MDS

Stanley added that he is expecting a much-heated reaction in the WARC inquiry's comment round for the 2390-2450 mhz proposal both from the ISM users and ham radio operators who are licensed to the band on a secondary basis. Depending on what system eventually is approved for broadcasting digital audio, broadcasters might also have reason to oppose 2390-2450 mhz. The European developers of the Eureka/EBU system say that transmissions above 2 ghz will not be suitable for car radios and other mobile receivers because of the need to constantly adjust the antenna at high frequencies (BROADCASTING, April 2).

The FCC is also asking for comments on a report by Informal Working Group 2 (IWG-2, a subgroup of the commission's WARC advisory committee) that proposes seven bands for possible DAB allocation (BROADCASTING, Sept. 3). Two of the IWG-2 proposals, 614-806 mhz and 1460-1530 mhz, overlap two of the FCC's proposals.

A major difference between the FCC and IWG-2 proposals is that none of the IWG-2 bands is narrower than 70 mhz, while the FCC proposals are 60 mhz or less. "We couldn't find more than 60 mhz. When we scoured the entire table, we just couldn't find more. Another question the industry is going to have to answer is whether they can live with less than what they originally said they needed," said OET's William Torak.

Ron Strother of Strother Communications Inc., Hammond, La., has studied the largest U.S. radio markets and estimates that 40 mhz would be enough spectrum to provide a simulcast DAB channel for all current AM and FM stations. His studies assumed implementation of the Eureka/EBU system, the most highly developed DAB technology.

Satellite CD Radio Inc. (CD Radio), Washington, a company that has developed a rival DAB compression algorithm and transmission system, has petitioned the FCC for establishment of its system on 1460-1530 mhz. Its proposal overlaps the FCC's second option (1493-1525 mhz), but is much wider at 70 mhz than the FCC's suggested 32 mhz. Stanley said the suggestion of taking 70 mhz away from current "aeronautical mobile telemetering" users is unrealistic.

Aeronautical interests, represented by the Aerospace & Flight Test Radio Coordinating Council (AFTRCC), were the harshest opponents to the Satellite CD Radio system when it came up for comments to the FCC last month

## AWARD TIME

The National Association of Broadcasters' science and technology department is accepting nominations for its annual Engineering Achievement Awards, presented to engineers who have advanced the state of broadcast engineering. For the first time, NAB will honor a radio and a TV engineer with separate awards when presentations are made during the 1991 NAB Convention in Las Vegas, April 15-18. The deadline for nominations is Dec. 1.

In other news, the NAB has selected Feb. 10-15, 1991, as the dates for its 26th annual management development seminars for broadcast engineers at Notre Dame University, South Bend, Ind. The seminars will be led by Richard D. Cupka, president, Cupka Corp., West Lafayette, Ind. Fees are \$1,550 for NAB members and \$1,750 for nonmembers. Deadline for registration is Feb. 1, 1991.

NAB also announced the availability of the second edition of "Radio and Television Towers: Maintaining, Modifying and Leasing," with tips on protecting broadcast towers and maintaining them within federal regulations. The book sells for \$15 to NAB members and \$30 to nonmembers.

(BROADCASTING, Sept. 3). "CD Radio's attempt to reallocate that spectrum for yet more entertainment programming that can be provided via other, less wasteful means should be rejected." AFTRCC said.

In recently filed reply comments, CD Radio said that there could be some spectrum sharing with aeronautical users and that other users could be relocated above 2 ghz. Reallocation for some aeronautical users has also been proposed in the WARC inquiry.

CD Radio also responded to comments from the National Association of Broadcasters and others protesting its plan for a hybrid satellite/terrestrial DAB allocation. "Our hybrid satellite/local CD radio system lets every broadcaster enter the digital age. Regional and national radio markets are wholly distinct from local markets." CD Radio said.

On the satellite issue, CD Radio appears to have more support within the

FCC. The commission did not completely endorse the goal of satellite-delivered DAB systems, but continued the tone set in the domestic DAB inquiry that suggested that satellite systems are worth a serious look. "In that item, we pointed out the benefits of satellite-delivered service. There are very clear benefits to locally derived service, but then the same thing goes for regional or national services," Stanley said.

□

NAB and its DAB task force took two actions last week. The task force released a request for proposal (RFP) to attract research organizations that could do a DAB spectrum study. Also, NAB named a 12-member technical advisory group which will provide technical information on DAB to the task force.

The goals of the NAB study are similar to the studies that have been done by Strother Communications—to find out how much spectrum will be needed to provide a DAB channel for all existing AM and FM stations and determine which bands will provide the most efficient DAB propagation. The deadline for bids is Oct. 10. Companies interested in conducting the research can obtain a copy of the RFP through Michael Rau or Stan Salek of the NAB Science and Technology Department.

Don Wilkinson, vice president and director, Fisher Broadcasting, Seattle, was named chairman of the new technical advisory group. Paul Donahue, vice president, engineering, Gannett Radio, Los Angeles, and chairman of the Committee for Digital Radio Broadcasting, an independent technical DAB study group formed earlier (BROADCASTING, Sept. 10), has also been named.

Others named are: Bud Aiello, EZ Communications, director of engineering, Fairfax, Va.; Bob Donnelly, general manager, satellite system, Radio Division, Capcities/ABC Broadcast Group, New York; Terry Greiger, vice president and director of engineering, Emmis Broadcasting, Burbank, Calif.; Donald Lockett, director of engineering, National Public Radio, Washington; Tony Masiello, director, technical operations, CBS Radio Division, New York; Charles Morgan, vice president and director of engineering, Susquehanna Radio Corp., York, Pa.; Tom Montgomery, director of engineering, Federated Media, Elkhart, Ind.; Milford Smith, vice president, engineering, Greater Media, East Brunswick, N.J.; Dave Murray, chief engineer, WWNZ(AM)-WSSP(FM) Orlando, Fla., and Dennis Snyder, chief engineer, WJOY(AM)-WOKO(FM) Burlington, Vt.

-RMS



# INTERNATIONAL



## WIDE SCREENS, NARROW SIGNALS ARE TALK OF BRIGHTON

*Magic numbers at biennial international equipment exhibition are 16:9 as broadcasters unveil plans for enhanced PAL TV widescreen system; DigiCipher digital compression system gets European debut*

**W**idescreen television will emerge as the first, and perhaps most important, step toward advanced TV systems worldwide, according to the consensus of television technical experts at the International Broadcasting Convention in Brighton, England, ending last Tuesday, Sept. 25.

Also dominating talk at the engineering forum and equipment exhibition were this year's breakthroughs in applying digital compression techniques to television and a new push to enhance terrestrial broadcast services backed by a powerful grouping of European broadcasters and receiver manufacturers.

And not far from anyone's mind at the show was high-definition television, casting its shadow on all advanced TV discussions at the meeting, which boast-

ed numerous displays of HDTV technologies and equipment.

The biennial convention, which moves permanently to Amsterdam beginning in 1992, drew some 20,000 attendees, including nearly 11,000 for an equipment exhibition with more than 280 exhibitors and numerous new product introductions (virtually all European PAL versions of gear first shown at the National Association of Broadcasters annual equipment fair in Las Vegas last April), while almost 1,900 attended three days of technical sessions and more than 80 paper presentations.

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Wide-aspect-ratio TV has most often been considered as one of several features that define high-definition televi-

sion, along with advances such as a doubling of picture resolution and compact-disk quality sound.

But as is made increasingly apparent both in Europe's progression toward its MAC TV standard for satellite and cable advanced TV distribution and the U.S.'s own HDTV concepts, widescreen TV need not come only with HDTV.

As evidenced at the show, British Satellite Broadcasting and Britain's quasi-governmental Independent Broadcasting Authority (IBA) demonstrated live and with videotape BSB's new wide-MAC 16:9 (16-to-9 width-to-height is the agreed upon ratio for widescreen TV) signal system in what was touted as the world's first widescreen TV service on display. Wide-MAC is now in preliminary use on the BSB's Movie Channel,



one of five program services the direct broadcast satellite operator has been offering British viewers since last spring.

To bring the point home further, Britain's leading maker of TV and VCR's, Ferguson, displayed a new 16:9 widescreen TV on the exhibition stand of the UK's Independent TV Association (ITVA). Ferguson, which is a part of France's Thomson Group, said the set can switch between 16:9 and the current standard of 4:3 and will be launched on the UK market next spring at around £3,000. The set is to be upwardly compatible with the planned high-definition version of Europe's MAC standard TV system.

"For Europe, the focus is on 16-to-9," commented Jacques Sabatier, senior vice president, business development, for Thomson Consumer Electronics. "16-to-9 is the big step in the '90's."

The emphasis was also on widescreen TV as some of Europe's most important broadcasters and consumer electronics companies unveiled plans at IBC to develop an enhanced version of Europe's 625-line PAL TV system, called PALplus, with the new 16:9 aspect ratio at its heart.

The PALplus group counts among its members national broadcasters ZDF and NDR of Germany, along with that nation's Institute of Broadcasting Engineering (IRT), as well as Austrian and Swiss state channels and consumer equipment makers Philips, Thomson, Grundig and Nokia.

British Broadcasting Corp. and Britain's IBA and ITVA have also coordinated their own parallel work on enhancing AL and at the press conference announcing the PALplus initiative. BBC spokesman Charles Sandbank, who emphasized that the work was not meant to compete with MAC, said detailed discussions in the last three months between the UK and German group could lead to formal collaboration.

French broadcasters have similar concerns to respond to the MAC competition, but according to a representative of French transmission agency TDF, broadcasters have not yet decided whether to pursue an enhanced 625-line approach or try other advances, such as MAC terrestrial transmission, digital transmission or satellite simulcasts.

Central to the PALplus development, detailed at the briefing by Albrecht Ziemer, engineering head for ZDF and chairman of the PALplus strategy group, is that its improvements still leave it downwardly compatible with PAL.

"It is an evolution, not a revolution," said Ziemer. With Europe's PAL terres-



Ziemer

trial broadcasting facing the competition of satellites, as well as new videotape formats using wide screen MAC. Ziemer said the group has pursued the work "to keep our terrestrial distribution alive. It is not a competition against MAC, but a strategy to survive."

Ziemer explained that the PALplus effort, whose work started informally some two-and-a-half years ago, believes the most important working step is to widen PAL's aspect ratio. To maintain compatibility with 4:3 sets, Ziemer said the group has chosen to use the so-called letter box approach, with viewers of 4:3 sets seeing black bars above and below the image when a widescreen program is

aired, rather than the side-panel approach, which would keep a widescreen broadcast invisible to 4:3 viewers, but use hidden signals to stitch additional image areas on either side of a 16:9 set.

The letter box approach avoids the more work-intensive format conversion and post-production of the side-panel approach, which requires the use of pan and scan, Ziemer explained. Avoiding pan and scan also makes live broadcasting easier. In addition, he said, television services on the European continent already commonly telecast films in the letter box format.

Whether the British are comfortable with the letter box technique, which has so far been rejected by U.S. widescreen proponents, remains unclear. Chris Dalton of the ITVA, in a paper, pointed to an experiment with new TV systems in a UK village. One of the experiment's findings was that 70% of the viewers objected to a permanent letter box format.

PALplus proposes to do more than just widen the screen, however. The system under development would also seek to enhance signal quality with filtering techniques to reduce cross-color and cross-luminance interference and to improve horizontal resolution through progressively scanned TV displays.

While these concepts were raised as long ago as the 1970's, engineers can now benefit from better understanding of the TV waveform and broadcast spectrum, and from techniques such as the BBC's DATV, or digital assistance data signal, originally developed for use with HD-MAC.

According to Ulrich Messerschmid of Germany's IRT, among signal processing proposals under examination are Q-PAL, or quality-PAL, developed at the University of Dortmund, and I-PAL, or improved-PAL of IRT.

Also a candidate for the PALplus effort is BBC research into digital TV techniques. The BBC was demonstrating at the convention an enhanced PAL with motion estimation using phase correlation techniques, decoded for display on a European 1,250-line HDTV monitor. BBC engineers acknowledged, however, the chrominance bandwidth of the display was inadequate and there was evidence of the impairment known as judder on some moving objects.

Further enhancing the result for PALplus viewers would be improvements in picture sources, with broadcasters switching either to 625-line component 16:9 studios or to 625-line progressive or high-definition studios. Ziemer acknowledged that the switch

## DAB DEBRIEFING

Digital audio broadcasting, which has gained so much interest as a new transmission form in the U.S., has undergone extensive testing in Europe, where it was developed as part of the Eureka 147 project. BBC engineering researcher C.P. Bell at IBC last week outlined UK tests of the technology, noting that when reception quality was good, it was exceptional. He added, however, that the service required virtual line-of-sight conditions, was very dependent on local clutter and failed suddenly at its coverage limit, as opposed to the more graceful degradation at the limit of conventional FM service.

to 16:9 for his company would add 10% to normal equipment replacement costs.

The PALplus group apparently will not focus yet on ghost cancelling work. IRT's Messersmid said research done in Japan had been examined, but the consortium will first survey the main multipath problems in European coverage areas before moving ahead in that area.

The effort's time schedule could bring PALplus into the marketplace by 1995, when a gradual switchover to 16:9 broadcasts would begin. The time frame, Ziemer noted, was highly dependent on the penetration of the new 16:9 receivers into the marketplace.

The first hardware prototypes are expected by next fall's Berlin Audio-Video show, simulations are scheduled through fall 1992, hardware goes into its second prototype, integrated circuit IC development begins in late 1992 and set development is to begin in late 1993.

But as it advances, the group also faces numerous difficulties, among them the lack of compatibility with the accept-

ed European digital stereo sound for TV systems known as NICAM, as well as the uncertainty over letter boxing.

And as Aleksandar Todorovic of Yugoslav RadioTelevision pointed out in a talk on technical standardization, viewer confusion over Europe's competing systems is a looming reality. Should a viewer buy a 16:9 MAC receiver and continue to watch terrestrial channels on his existing PAL receiver, ignoring terrestrial improvements? asked Todorovic. Or should he instead purchase the PALplus receiver and disregard wide-MAC or even standard MAC's improved transmissions?

Added Ken Davies, Canadian Broadcasting Corp.: "There is little doubt that the consumers will soon have available to them wide-screen receivers with CD-quality sound capability and that some of them will include sophisticated in-receiver processing. The choice for broadcasters is when to get into this game and at what level. A timid approach will not achieve the necessary audience penetration, while an overly aggressive approach may be financially

unsustainable." □

Little has done more to change the prospects for advanced television in 1990 than the breakthrough digital TV compression system, DigiCipher, unveiled last spring by General Instrument and demonstrated for the first time in Europe last week at the IBC.

Serious questions were being raised, however, over how to make the digital signal robust enough to be transmitted through the broadcast spectrum's interference-ridden airwaves.

For a steady crowd of onlookers, GI demonstrated in computer simulations how its proprietary techniques compressed standard PAL pictures into 4 or more channels per satellite transponder and a high-definition signal first into a single satellite transponder at 30 megabits per second compression rate, then onto a single terrestrial channel at 15 megabits per second.

While the basic digital coding scheme, or algorithm, has been known to engineers for some time, having been developed first within the computer graphics industry, Jerry Heller, executive vice president of GI's VideoCipher Division and head of the GI team that designed DigiCipher, noted that the key to GI's approach is "very powerful error correction techniques."

It is just such successful motion compensation that remains missing from similar compression schemes developed by European researchers, notably in Italy and the UK.

Mario Cominetti, of the research center for Italian broadcaster RAI, who outlined experiments in digital compression during a talk, told BROADCASTING the 70 megabit per second signal RAI demonstrated during World Cup soccer matches in Italy last summer was probably higher quality than necessary and could have been reduced to 54-55 mbps without any change in approach. With motion compensation added, he explained, a further reduction to the 30 mbps range could be achieved, although he acknowledged the step was a year away.

Cominetti pointed out that the RAI digital compression system, developed along with Telettra, the \$1.2 billion Fiat Group telecommunications company, broadcaster Retevisión of Spain and the University of Madrid, was meant not for broadcast to home viewers, but for the exchange of high quality high-definition material between production centers. He said the system was flexible for other applications, although they have not yet been explored.

## STATE OF THE HDTV ART

**W**hile the path leading to the broadcast of full high-definition television winds on, proponents of HDTV gave abundant examples at IBC of progress in developing the system's capabilities, particularly in the production arena.

At the last IBC in 1988, Europe's Eureka 1,250-line, 50 hz HDTV system showed its first complete working chain from production through satellite transmission, reception and replay. Now the European Community-backed project has entered its second phase, outlining in July funding for preparation of Eureka HDTV for pilot use, including production of the 1992 Olympic games, and for later market introduction, driven by HD-MAC satellite and other distribution systems.

This year at IBC, the focus was on the display of numerous Eureka programs shot in the last two years, along with the display of working HDTV outside broadcast vehicles, and the telecast of HDTV signals over German satellites Kopernikus and TV-SAT2 and redistribution over 140 megabit per second fiber optic lines to various viewing sites around the convention.

As to new production equipment, Thomson Video Equipement introduced a lightweight addition to its HD camera



line, along with the first in the family of HD monitors to be used for the 1992 Olympic games. Eureka HDTV equipment was also shown by BTS, Rank Cintel, Barco, Nikon, Angenieux, Philips, Quantel, Rohde & Schwarz and Snell and Wilcox.

Proponents of the rival 1,125-line, 60 hz production system pioneered in Japan (where satellite broadcasts of HDTV will expand to 8-10 hours daily late next year) were no less active. Sony had on display its 9 meter-long HDTV outside broadcast truck, sold to the HDTV Holland Group, and was touting new facilities being establishing at Sony Broadcast and Communications headquarters in the UK to provide services to HDTV users in Europe, similar to an existing operation in Tokyo, and third planned for Hollywood later this year. -AAG



Japanese investigations of digital transmission for HDTV, while just now surfacing—Japan has spent hundreds of millions developing its MUSE analog compression techniques—did emerge in greater detail at IBC. NHK engineers reported on tests, which like RAI's, explored digital compression for inter-studio HDTV transmission and international program exchanges, and simulated the signal over the broadband-ISDN pathways designed for digital telecommunications. NHK, using vector quantization techniques that differed from GI's and RAI's algorithm, were able to reduce the HDTV signal to 135 mbps and conventional TV to 30-34 mbps.

Veteran engineers at the show, even those impressed by GI's display, remain unconvinced of the new digital TV system's broadcasting potential, particularly in the crowded terrestrial band. One European technical expert with experience in digital television expressed concern with 30 mbps signals achieving adequate carrier-to-noise ratios through satellite transponders, particularly during deep rain fades. The same executive, who asked not to be named, also expressed uncertainty about the signal's response to multipath interference in terrestrial transmission.

IBA engineer Arthur Mason, in a presentation on research into the agency's SPECTRE program for digital transmission in the UHF TV spectrum using low bit-rates of 12 mbps, said one critical need was to minimize interference between the digital signal and existing TV signals, which he said could be achieved by radiating the digital signal at a very low level. In addition, he said, IBA research found parallel data transmission, or orthogonal frequency division multiplexing, to be the most effective modulation technique for use with the digital signal.

Thomson's Sabatier noted that although just a short time ago, the technical community thought the problem was determining the compression technique, it believes it has virtually solved that dilemma. The question of the right modulation scheme with the right bit-rate signal now is the greater challenge, he said, particularly for terrestrial TV, where he said the effort would be "very, very tough."

GI's Heller, in response to questions about DigiCipher's transmission prospects, noted that paralleling its effort to develop high-definition compression hardware for the pending FCC HDTV tests, GI is developing modulation techniques incorporating adaptive equalization and expect tests to show the signal to be "robust enough."

-AAG



Takashi Fujio (right), a leading developer of Japan's 1,125-line high-definition technology, was presented the IBC 90 Award and a £5,000 check (\$9,500) by IBC 90 Management Committee Chairman John Tucker (left), before more than 1,000 onlookers at a ceremony at the IBC in Brighton. Fujio, currently director of the Matsushita HDTV Development Center, worked for a decade with NHK's Technical Research Lab in the advanced television area before retiring from the company in 1986. He holds numerous patents in the HDTV field.

## BBC PICKS PANASONIC D-X

The British Broadcasting Corp. gave Panasonic's new half-inch digital composite D-X format a big boost at the IBC last week, when it selected the format "in principle" over the rival 19 mm digital composite D-2.

Panasonic, which introduced a prototype of its first D-X studio deck last spring, is also supplying the format to the television center for the 1992 Olympic Games, and Japan's NHK and Austrian broadcaster ORF are users.

NBC has also gone D-X, although last week Michael Sherlock, president of technical operations and services, said the company has not decided whether to use the D-X decks in place of half-inch analog composite MII at the 1992 Olympics, but would make the determination by year's end, based solely on cost considerations.

The BBC decision, which the broadcaster said "followed a period of intense evaluation and testing," appears to be based largely on the greater econ-

omies afforded by the half-inch cassette over the larger 19 mm cassette of D-2, since it said its findings showed the two formats offered "broadly" the same performance and operation features.

The D-X decks will first be used in the BBC's new post-production center, due for completion in 1991, although how many of the facility's approximately 180 decks will be D-X, as opposed to Beta SP and Type C one-inch, was not detailed. The units will replace mostly aging Type C one-inch decks. The extent to which the D-X format, which will offer a full range of studio and field systems, will replace BBC News's existing complement of Beta SP units, was also not known.

Sony, meanwhile, was marking its 3000th D-2 VTR sold at the show, the unit going to London Weekend TV, while Ampex and BTS were showing new PAL versions of their D-2 VTR families.



# CABLE

## MALONE SPELLS OUT LEGISLATIVE CONCERNS

*TCI CEO says telcos did better job lobbying Congress during deliberations on House and Senate bills; says industry's economic woes not due to reregulation, but to country's general economic downturn*

**T**he economic stagnation that has come to characterize the cable industry is not a result of the wait for regulation to be enacted from Washington, but of the recession into which the U.S. economy is lapsing, said John Malone, TeleCommunications Inc.'s chairman and chief executive officer, in a speech at the Cable Television Administration and Marketing Society's management conference in Atlantic City last week.

"The uncertainty [in Washington] isn't helping, but it's not the principal reason" for declining stock prices, said Malone. The main problem, he continued, is that the cable industry, regarded as highly-leveraged, is in a credit squeeze.

It will be increasingly difficult for the cable industry to find financing, according to Malone. But cable, which is "historically recession-proof," will be in better shape than other industries hit by recession, because it is "supported by its own internal cash flow," he said. And even though cable is highly leveraged, it has been able to meet its debt payments, another element that is keeping the industry basically sound. The industry will, however, be under pressure from lenders to shrink the amount of leverage. Money will be hard to come by, according to Malone.

He said despite the industry's stagnation, TCI is "coming off our best year in history in terms of growth and internal cash flow generation."

Malone faulted the cable industry for not doing a better job of lobbying Washington during the reregulation furor. "The industry has been essentially toothless in deliberations with Congress," he said. He also credited the telephone companies with doing an "effective job of undermining us and we did a poor job of countering."

Getting a bill passed this session provides the cable industry with relief from telco entry into cable, but "on the other hand, it's a terrible piece of legislation," said Malone, who had few kind



words to say for either the Senate or House bills. "I personally feel if [either] went into place, it would have an opposite effect of what even its most altruistic supporters believe" it would do, said Malone. And while the short-term effect on cable would be minimal, the long-term result would be bad, he said.


In the House bill, Malone stressed concern about provisions against vertically integrated cable companies which he said would stifle new programming services. "A lot of these services exist because large MSO's give them carriage," Malone said. He also criticized the Senate bill's mandate that programming be made available to other technologies. New technologies such as DBS "do represent a threat," he said, and "cable technology is not enough with which to go into the 21st century." Cable has to continue to invest in technologies such as fiber, and cable will have to find a way to come up with the money to pay for it, according to Malone. But making system upgrades and getting the capital to pay for it will be easier if systems wait a couple of years, he said.

Malone repeated his support for tiering and unbundling services, particularly in light of rising programming and sports

costs, and said TCI has been successful in negotiating contracts that allow the MSO to unbundle services. But he addressed cable programmers who complain about tiering by saying: "Give me a long-term contract at a fixed cost with adjustments for inflation, and I'll put you on basic."

On TCI's recent deal with Fox to become essentially a broadcast affiliate on some of the MSO's systems, Malone said it represented a way for broadcasters to "program for cable rather than against cable." Although the deal has been criticized by some in the cable industry, Malone said that giving Fox VHF parity is "something we'd end up conceding to them later anyway."

Malone characterized TCI's year-old proposed acquisition of 50% of Showtime from Viacom as "so old it's grown whiskers." TCI had asked the government for a quick decision on the purchase, a decision it is still waiting on one year later. Malone said the deal is also caught up in the Viacom-Time Warner lawsuit. "The minute we buy into Showtime, we're a defendant in the huge counterclaim. For me to go forward, I have to be protected from that exposure," Malone said. -SOM



# Who's put America on the line with

- ★ George Bush
  - ★ Over one half of the 101st Congress
  - ★ Minister Louis Farrakhan
  - ★ Hundreds of national and international journalists
  - ★ Charles Keating
  - ★ British Foreign Secretary Douglas Hurd
  - ★ and Governor Doug Wilder?
- 

## CABLE SHOULD BE DBS RETAILER, SAYS DOLAN

*As partner in DBS service, Cablevision's executive tells Atlantic Cable Show crowd he hopes cable will use service to supplement their current systems*

Cable operators should concentrate on being the video services supplier for their communities and not worry about the technology used to get it there, even if that service is DBS, according to Chuck Dolan, chairman and chief executive officer, Cablevision Systems.

Cable operators should "think of themselves as not just wire on the pole, but as having a reputation and an organization in a community, as an established source of video programming to the home," he said. And producing local programming is one sure-fire way for cable systems to endear themselves to their communities, he said.

In an open forum with Stephen Efros, president, Community Antenna Television Association, Dolan encouraged cable operators to become DBS sellers as well, or to use any technological means to offer programming. "It could be that in time, cable conduits are no longer as efficient" as other delivery methods, he said. Cable operators still have an advantage over other services that may come along, according to Dolan, because they have a head start by already being entrenched in their communities.

Cablevision, as both a cable operator and a partner in the high-powered DBS service SkyCable, along with NBC, Hughes Communications and Rupert Murdoch's News Corp., has a vested interest in gaining acceptance of DBS, and is looking to have cable operators use the service to supplement their current systems and sell SkyCable directly to their customers. He urged operators to view DBS as a means to increase channel capacity and as an alternative to investing in expensive rebuilds. Dolan also said he is advising his partners in the venture of the wisdom of using the cable industry to reach their market.

The four partners in SkyCable, which plans to launch in 1994, still have yet to formalize a business agreement. Dolan said later he expects an agreement to be hammered out within 30 days, perhaps even sooner. "I'm more confident now than when I said 30 days in June," he said.

Dolan is confident SkyCable will

have no problem getting programming when it launches. "If SkyCable is efficient, programming will flow over to SkyCable to the marketplace," he said. But Dolan said he did not think it necessary that there be any language in reregulation legislation that requires programming to be sold to any technology that wants it. "If it is mandatory, I doubt it will be effective," he said. The argument of exclusivity is exaggerated, he said, and "won't make a difference to either side." Dolan's opinion, which he said was stated "as recently as last week to Congress," differs dramatically from two of his SkyCable partners, NBC and News Corp., both of which have actively lobbied Congress to insert exclusivity language.

Dolan termed medium-powered DBS services SkyPix and K-Prime as "competition in a sense, but not unwelcome." Both are set to launch before SkyCable and will "perform some of the technical

and marketing research that otherwise would have waited for us," he said. "They'll travel the ground that has to be traveled," in areas such as channel compression and dish size.

There is no need for the telephone companies to get into the cable business, according to Dolan. "There's nothing they can do that cable can't do," he said. But he did predict the telcos would "in time" get into the video business as a common carrier, although regulation would still prevent them from getting into the business of programming content. And if "we leave a need in the community unaddressed, then there is room for them to exploit that, and they will succeed in convincing regulators that they can fulfill that need," he said. As for cable companies getting into the telephone business, Dolan said it as unlikely, but, "it could be a way to further amortize costs. If it does, we should explore it."

-SDM



### TOPOL HONORED BY WOMEN IN CABLE

The Washington chapter of Women in Cable raised more than \$35,000 from its annual black-tie gala in Washington which honored Scientific-Atlanta Chairman Sidney Topol. Topol was feted by a crowd of nearly 700, who heard from Robert Rosencrans, president of Columbia International, and Gerald Levin, vice chairman Time Warner Inc., pay tribute to Topol for his contributions that helped HBO get off the ground in the 1970's. "It is just a microwave dish in the sky," Levin

said were Topol's words of the marriage of earth station and satellite, "and we were persuaded. We knew he was right."

On hand for the dinner were (l-r): Lynn Levine, WIC Washington chapter president; Rosencrans; Lucille Larkin, president of Larkin & Co., and chair of the gala; Topol; Levin; Gail Sermersheim, vice president, affiliate operations, HBO, Atlanta, and Kate Hampford, regional vice president, AMC, Chicago.



# C-SPAN's live viewer call-in programs

## **Morning Call-ins**

Start every weekday by discussing the morning headlines with today's journalists. And on Tuesdays, Wednesdays and Thursdays, phone in to speak to members of Congress and administration officials about news and current events.

**8 am ET / 5 am PT**

## **Evening Call-ins**

End each weekday with an insider's understanding of the events of the day by speaking to public policy experts, legislators and other Washington decision makers.

**6:30 pm ET / 3:30 pm PT**

## **Election '90 Call-ins**

On Monday nights, talk to incumbents and their challengers, as well as political consultants and journalists during the 1990 campaign.

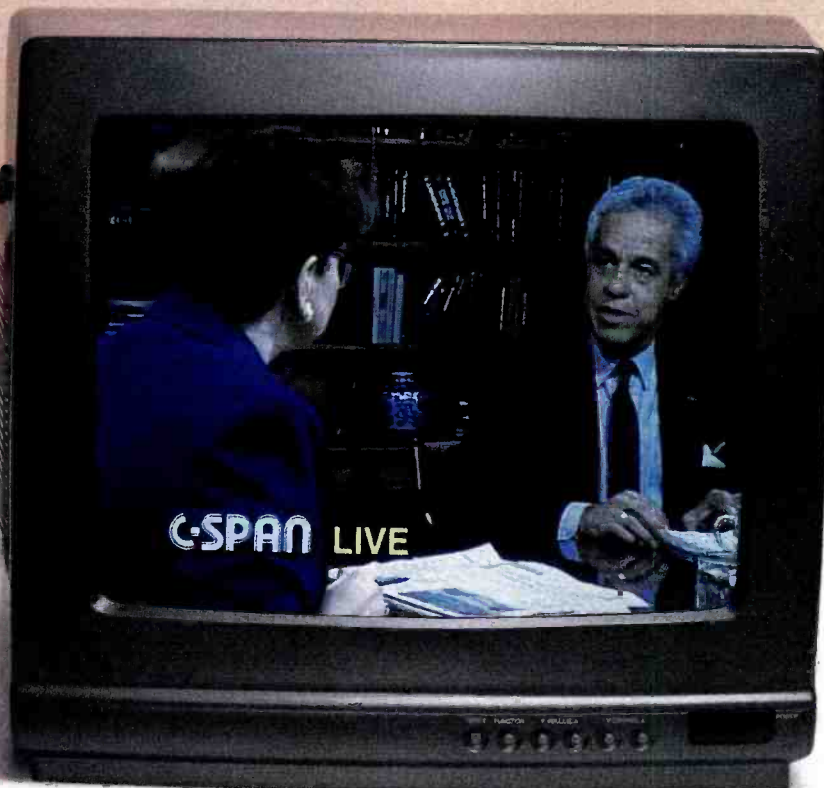
**6:30 pm ET / 3:30 pm PT**

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Tune in to find out what the politicians, opinion leaders and journalists in London, Tokyo, Berlin, Ottawa and other world capitals are saying about themselves, their countries and the United States.

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# C-SPAN

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C-SPAN is a public service of the cable television industry.

## TIERING: THE TALK OF CTAM CONFERENCE

*During Atlantic Cable Show, CTAM holds management meeting where cable operators disagree on whether tiering is beneficial for cable; DBS also debated*

**A**lthough programmers cringe at the thought of tiering, many will be happy to know that cable operators are still divided about how beneficial it is for their businesses.

Gerry Lenfest, president, The Lenfest Group, said at the CTAM management conference in Atlantic City last week that the cable industry should concentrate not on tiering, but on better promoting basic services. Lenfest challenged the assumption that tiering would work without a totally addressable system, and said the costs are too high for most systems to go that route. "We spent \$100 million five years ago to upgrade. We're not going to do that again," he said, adding that it would cost The Lenfest Group an additional \$60 million to become completely addressable.

Alan Gerry, chairman and chief executive officer, Cablevision Industries, likened tiering to the sections of the Sunday paper, saying there would be chaos and a higher cost for buyers if newspaper stores sold the sections separately and if cable systems sold their services that way.

Nor did Gerry express much distress at a government-mandated broadcast tier. Cablevision Industries has rolled



Talking tiering were John Calveti, Heritage Cablevision; James Kofalt, Cablevisions Systems Corp.; John Gault, American Television & Communications; Gerry Lenfest, The Lenfest Group, and Alan Gerry, Cablevision Industries.

out such a tier to 16,000 subscribers and only 1% have chosen it.

Whatever happens in Washington, Cablevision Systems will continue to experiment with a variety of tiers and clusters, according to James Kofalt, the company's chief operating officer. "Once we know what's expected of us" from reregulation, then "we can plan" how to market services, he said. Kofalt predicted the line between basic and pre-

mium channels "would become blurred."

There seemed to be little worry that a recession would adversely affect the cable industry. "Cable is the last thing to go if there is a recessionary environment or unemployment in the home," said Gerry.

Nor does DBS strike fear in the hearts of the operators. On the contrary, DBS is seen as a possible auxiliary service to cable. Lenfest said DBS services could benefit cable systems that do not want to upgrade or do not have money to rebuild their systems.

As competitors, there is no immediate threat from DBS, since it only exists on paper, said Gerry. DBS's role, "if nothing else, is to make us operate better," said John Gault, executive vice president, American Television and Communications.

Lenfest warned that if operators persist in tiering, it would drive programmers into the arms of DBS and away from cable. Tiering will hurt networks' advertising revenue and force them to seek DBS as an additional revenue stream, he said.

But Gault disagreed that tiering would affect advertising revenue. With strategies such as a la carte programming, advertisers will be able to hit specific targets who purchase niche programming services. What will hurt the networks, he said, is the moving to higher bands the broadcast tier will make necessary.

-SDM

### DIGITAL PLANET EXPANDS TO ANOTHER UNIVERSE

**D**igital Planet, one of three CD-quality cable radio services being marketed to cable operators, turned on its satellite Sept. 7 in Continental Cablevision's Westchester, Calif., system, and is expanding its test launch to two more California cities in the next two weeks. The service plans a national rollout early next year.

Each of the California systems has about 100,000 subscribers, but Digital Planet will only be available to 200 subscribers in each system for an \$8 monthly charge. Digital Planet is airing 26 channels, and plans to expand to 91 by the end of next year. The current 26 include 16 formatted, commercial-free channels, six cable simulcasts and four radio simulcasts, including a London station.

The service is initially looking for

5%-6% penetration, which, according to President Bill DeLany, will be "profitable for everyone concerned." Digital Planet has named Communications Equity Associates as its investment banker. "We're in the process of seeking investors within the cable industry," said DeLany.

However, one of those investors could come from outside the cable industry. Mitsui Comtek, the trading arm of Mitsui Group, could be interested in a stake in the service, according to Koichi Suzuki, senior vice president. Mitsui Comtek and Digital Planet have already entered into a two-year, \$85 million agreement whereby Mitsui Comtek provides the financing for Digital Planet's digital tuners, which are being manufactured in Japan by Hitachi Ltd.



## CABLE EXECUTIVES FOCUS ON FUTURE OF CABLE PROGRAMING

*Comsat's Wussler calls PPV Olympics 'ill conceived'; ABC's Granath bullish on future of over-the-air networks at cable luncheon in New York*

**L**ife After 35 Channels: The Future of Cable Programing" was the title of the National Academy of Cable Programing's fifth anniversary fall forum luncheon, held last week in New York.

Panel members included Herb Granath, president, Capcities/ABC Video Enterprises; Gustave Hauser, chairman and chief executive officer, Hauser Communications; Sharon Patrick, president, Rainbow Programing Holdings; Arnie Semsy, executive vice president, media and programing services, BBDO, New York, and Robert Wussler, president and chief executive officer, Comsat Video Enterprises. Ralph Baruch, chairman, National Academy of Cable Programing, served as moderator.

Topics covered included the continued expansion and permutation of the cable industry as technology continues to develop, the economic realities of that expansion and predictions for future developments.

The cable industry has always faced the challenge of having enough channel capacity, said Hauser, but "absent any governmental involvement in our revenue structure, we should be able to [continue] this expansion." Hauser intends to continue funding programing, he said, and although some "repackaging" may be necessary, the "appetite" for cable continues to grow.

Patrick said this is a "frustrating" time for cable programers, as "growth is not what it was projected [to be] three to four years ago." According to Semsy, the trend of growth will continue and "those services that can build will be supported by advertisers."

All panelists agreed pay per view will continue to expand. Wussler predicted that within a year and a half, some cable systems will have as many as 55-60 pay-per-view channels. He also said that "around 1995-96," a pay-per-view movie will gross \$1 million in one night.

Granath said that while pay per view is "a business we're all looking forward to," it's a mistake to consider the experiment with the 1992 Olympics a test of pay per view's viability. "I feel the Olympics should not be postured as the

ultimate test of pay per view," he said. A Broadway opening seen "across America" would be an excellent example of pay per view put to good use, Granath said. "and I don't want to see that depending on an Olympic test."

Wussler went further and termed it an "ill-conceived venture," in that viewers will not pay to see the Olympics on television due to NBC's over-the-air coverage. Hauser disagreed, saying there "will be viewers who love sports enough who will pay for pay per view Olympics." It will be a small group, he said, but "that's what pay-per-view is about."

Granath also said a "point of saturation" has been reached in bidding for sports rights. "The next negotiation will offer fewer rights dollars from the traditional sources, opening the door for pay

per view," he said. "The networks can no longer afford these prices." Sinsky predicted the next NFL television contract will have pay-per-view options. Wussler predicted the era of direct DBS to the home is "less than a year away," as there are "five viable DBS plans afoot today." He also forecast that by the year 2000, most cable systems would have 150-175 channels. Over-the-air networks will continue to exist, said Granath, "because they are the only mass audience delivery [system] advertisers can go to."

As the cable industry develops, there will be a certain amount of programing that is subscription based, Patrick said, while at the "other end of the spectrum" there will be full advertiser-supported channels. As technology advances, there will be more room for different kinds of programing, but we "don't have the infrastructure today to support that system, although we have the ideas."

Hauser, agreeing with Patrick, said "the most significant thing that will happen [in the cable industry] will be an unlimited capacity environment." Programing will need to be broken up into "packages and individual channels," he said, and the technology to do that is "at hand." **-RG**

## PROGRAM SCHEDULE FOR 1992 SUMMER GAMES RELEASED

**A**mid all the hoopla that surrounded the International Olympic Committee's award of the 1996 summer games to Atlanta, the organization more quietly released the program schedule for the 1992 summer games in Barcelona, Spain, enabling NBC/Cablevision System's pay-per-view Olympics to begin the complicated process of programing and marketing their three channels of Olympic coverage.

PPV Olympic officials believe that Atlanta's gain is theirs as well, and will boost U.S. interest in the 1992 games. And Atlanta's winning the games as a result of "superior campaigning" is, according to Peter Diamond, NBC vice president, Olympic programing, evidence that "the Olympic movement is in a good position in this country," which will also prove to be an asset for the 1992 games.

NBC has begun to make some programing decisions of its own, although officials caution that nothing is set in stone, and they are willing to take input from the cable industry, as is evidenced

by their advisory teams. NBC, having completed research of the most popular sports, has decided to focus programing on what it has researched are the seven most popular: gymnastics, track and field, swimming, diving, basketball, boxing, and volleyball. In total, 12 to 14 sports will be shown on the three channels, foregoing the niche programing of less popular sports that the PPV Olympics had initially been considering.

The channels will not be thematically programed, although NBC will attempt to program all sessions of the same sport on the same channel over the two-week run of the games to avoid viewer confusion. Sessions will be shown in their entirety and live whenever possible. Live programing will take place 11 a.m. to 11 p.m. Barcelona time, or 5 a.m. to 5 p.m., ET, and will be repeated in full beginning at 5 p.m.

While PPV Olympics executives continue to acknowledge that the three-channel, \$150 package will be unbundled, no decisions on how it will be sold have been made. **-SDM**



## NBC WILLING TO TAKE RISKS TO MOVE CABLE FORWARD, SAYS ROGERS

**T**om Rogers, president of NBC Cable and Business Development, said last week NBC is willing to take programing risks to help move the cable industry forward, at a time when money is tight and stock prices are deflated.

In a speech before the New York chapter of the National Academy of Television Arts and Sciences, he sought to redefine the relationship between broadcast networks and cable.

He said CNBC "can help build a positive image for the cable operator" by aligning with a pro-consumer network, and, in referring to CNBC's \$50 million, \$3 per subscriber rebate plan, a way for operators to gain some needed cash. Rogers said there will be an announcement next week on CNBC's goal to sign up 10 million subscribers under the program by Oct. 1, but he said "things are looking pretty good.... We're very encouraged by what we're

seeing." (Separately, CNBC announced a co-production with *Popular Science* for a prime time special on Nov. 18, "Best of What's New.")

SportsChannel America has altered its programing schedule to emphasize theme nights, and introduced lower per-subscriber rates when packaged with other Rainbow services, he said.

SkyCable, said Rogers, is the hardware equivalent of CNBC and SportsChannel, he said. Cable's rebuild process "has been considerably slowed," he said, because money has dried up. SkyCable is a way for cable operators to expand channel capacity.

SkyCable proponents have been lobbying for program access provisions in the cable bill, whose chances of passage have dimmed. Rogers said SkyCable's future prospects depend on getting programing either through the marketplace or through government action, and there is concern if "we don't have a clear path

of access to programing." "Without legislation, it is a much more difficult road," he said. "We certainly have to take it into account, but we're still continuing down that path for now."

On the 1992 summer PPV Olympics, Rogers said NBC and Cablevision has taken a risk in excess of \$200 million, and is looking for 2% to 3% household participation. The three-channel, \$150 package works out to about \$10 a day, or less, he said, which is a better deal with better programing than previous PPV events.

Rogers responded to comments the previous day at a National Academy of Cable Programing luncheon, where Robert Wussler, president of Comsat Video Enterprises, said the summer PPV Olympics were "ill conceived," according to Rogers. Rogers said he found that ironic, since "Comsat has been very interested in becoming a hotel distributor of that product." Rogers also said Request had agreed to carry the Olympics and presumed the PPV service had made arrangements with Hollywood studios whose movies would be preempted by the games. The operator/programer split for the games will await final pricing, Rogers said. -MS

## CABLECASTINGS

### NOT QUITE FOR QVC

QVC Network Chairman Joseph Segel announced that QVC would not achieve its original sales and profit goals for the year. In a speech before the New York Society of Security Analysts, he said third quarter would not be profitable, as had been previously expected. Fourth quarter, though, will see some gains, but not enough to offset the year's losses.

QVC's original estimates were off, said Segel, because the network's acquisition of home-shopping channel CVN was more costly than anticipated. And because the network will show no profit in the third quarter, what Segel termed "accounting rules" will force the company to reverse \$14.9 million in tax benefits, exaggerating third quarter losses, he said.

QVC's initial sales goal for the year was \$900 million, which the network will not meet, but which Segel said he will not revise for fear

of being wrong again. Segel noted the decrease was not caused by the softening consumer market, which is affecting retail sales, but by the difficulty in assimilating QVC programing onto CVN channels. At times, the replacement caused temporary disruption of viewing. Consolidation of CVN is now essentially completed, Segel said.

### SALES MOTIVATION

The Discovery Channel is planning an incentive contest to reward six top-selling local cable ad salespersons. Discovery is accepting entries from sales departments with the highest gross revenue per subscriber for ad time on Discovery from Oct. 1 through Oct. 28. Winners will win trips, which include airfare, hotel, rental car and spending money, to either Washington or Los Angeles.

Discovery also said it added one million subscribers in September, according to Nielsen, surpassing MTV as the sixth largest

cable network with 52,445,000 subscribers.

Nielsen's top 15, according to Discovery, are ESPN, 56,918,000; CNN, 56,405,000; WTBS(TV) Atlanta, 55,244,000; USA, 53,740,000; Nick, 52,851,000; Discovery, 52,445,000; MTV, 52,424,000; Nashville, 51,803,000; Family, 51,518,000; Lifetime, 50,577,000; TNT, 49,614,000; A&E Night, 47,610,000; Weather Channel, 46,094,000; A&E Day, 45,274,000; Headline News, 44,208,000.

### MORE ELECTION NEWS

C-SPAN is increasing the range and marketing of its election 1990 coverage. The network will add a weeknight election program on Monday at 6:30 to its 90-minute Sunday program seen at 12:30 p.m. The network has unveiled new advertising and marketing campaigns in Washington and San Francisco, which includes buys on mass transit and radio.

# FOR THE RECORD

As compiled by BROADCASTING from Sep 19 through Sep 25 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

■ **WVSV-FM Stevenson, AL** (BAPLH90091IGW; 101.7 mhz; 940 w; ant. 490 ft.)—Seeks assignment of license from Lynn Ltd. to George Guess for \$347,711. Seller is headed by Tommy J. Nelson and Jerry Nelson, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 11.

■ **KFTY-TV Santa Rosa, CA** (BALCT900910KJ; ch. 50; 302 kw-V; 60.4 kw-A.; ant. 3,080 ft.)—Seeks assignment of license from Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for \$2.25 million. Seller is headed by Wishard A. Brown and has no other broadcast interests. Buyer is headed by Gary B. and Marsha K. Heck, and George I. Hoffman and has no other broadcast interests. Filed Sept. 10.

■ **WBGCA(AM) Chipley, FL** (BAL900904ED; 1240 khz; 1 kw-U)—Seeks assignment of license from Panhandle Radio Corp. to Ashley Norman Davis Jr. for \$170,000. Seller is headed by Homer L. Rhoden. Buyer has interest in LPTV W24AM and WZEP(AM) DeFuniak Springs and WBGCA(AM) Chipley, both Florida, and holds CP for new TV at Luverne, AL. Filed Sept. 4.

■ **WZEP(AM) DeFuniak Springs, FL** (BAL900913EA; 1460 khz; 5 kw-D, 186 w-N)—Seeks assignment of license from Wyatt V. Cox to Ashley N. Davis Jr. for \$70,000. Seller has no other broadcast interests. Buyer has interest in LPTV W24AM and WZEP(AM), both DeFuniak Springs, FL.; CP for new TV at Luverne, AL, and WBGCA(AM) Chipley, FL. Filed Sept. 13.13.

■ **WFXP(AM) Gulf Breeze, FL** (BAL900913EE; 980 khz; 2.5 kw-D, 1 kw-N, DA-2)—Seeks assignment of license from The Main Street Broadcast Group to Media One Communications Inc. for \$284,000. Seller is headed by Samuel Showah and John Deep. Buyer is headed by Robert and Linda E. Hill, husband and wife; Bernice Horison, and Robert Hill, and has interest in Bob Carl Bailey Broadcasting Service, licensee of WTOX-AM Selma, AL. Filed Sept. 13.

■ **WDPCA(AM) Dallas, GA** (BAL900913EB; 1500 khz; 1 kw-D)—Seeks assignment of license from Carden Communications Inc. to Worthy Communications Inc. for \$65,000. Seller is headed by Paul F. and Mary Lee Carden, and has no other broadcast interests. Buyer is headed by Jerry L. and Mary J. Worthy, Shirley White, and Jerry L. Worthy Jr., and has no other

broadcast interests. Filed Sept. 13.

■ **KNOC(AM)-KDBH(FM) Natchitoches, LA** (AM: BAL900912EB; 1450 khz; 1 kw-U; FM: BALH900912EC; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Mark K. Sutton, trustee, to Cane River Communications Inc. for \$267,000. Seller is headed by Karl F. Bailey and B. Hillman Bailey Jr. and has no other broadcast interests. Buyer is headed by Joseph P. Cunningham Jr., Terri E. Cunningham, Joseph P. Cunningham Sr., and Marva G. Cunningham, and has no other broadcast interests. Filed Sept. 12.

■ **KSLA-TV Shreveport, LA** (BALCT900910KH; ch. 12; 316 kw-V; 40.7 kw-A; ant. 1,070 ft.)—Seeks assignment of license from Vsc Communications Inc. to KSLA-TV Ltd. for \$2.3 million. Henry S. Schleiff

and is subsidiary of Viacom Inc., which is headed by Frank Biondi. Viacom has interests in WVIT(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, VA, and KBSG(FM) Tacoma, Wash. Buyer is headed by Birney and Nancy Imes Jr., husband and wife, Birney Imes III, Nancy Musso, Eugene B. Imes, Stephen B. Imes, George S. Imes and Frank B. Imes, and has interest in Columbus Television Inc., licensee of WCBI-TV Columbus, MS. Birney and Nancy Imes Jr. own 90% of WMUR-TV Inc., licensee of WMUR-TV Manchester, NH. Imes Jr. is principal stockholder of WBOY-TV Inc., licensee of

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CPs <sup>1</sup>	TOTAL <sup>2</sup>
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
<b>Total Radio</b>	<b>10,717</b>	<b>1,396</b>	<b>12,118</b>
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ <b>Total TV</b>	<b>1,452</b>	<b>233</b>	<b>1,680</b>
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ <b>Total LPTV</b>	<b>757</b>	<b>1,713</b>	<b>2,470</b>
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

### CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

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



WBOY-TV Clarksburg, WV, and has interest in KDABC-TV Acquisition Ltd., licensee of KDABC-TV Shreveport, LA. Filed Sept. 10.

■ **WGAN(AM)-WGMX(FM) Portland, ME** (AM: BAL90091IGT; 560 khz; 5 kw-U; FM: BALH90091IGU; 93.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Sunshine Group Broadcasting to Saga Communications Ltd. for undisclosed amount (purchase includes WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts, and WFEA(AM)-WZID(FM) Manchester, NH). Seller is headed by George Silverman. Buyer is headed by Edward K. Christian, Stephen Goldstein, Norman L. Mckee, Marshal K. Lobaito and Stephen O. Meredith. Saga Communications Inc. is parent of WYMG-FM Jacksonville and WLRW(FM) Champaign, both Illinois; KRNT-AM-FM Des Moines; WNOR-AM-FM Norfolk, VA; WVKO(AM)-WSNY(FM) Columbus, OH, and WKLH(FM) Milwaukee. Filed Sept. 11.

■ **WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts** (AM: BAL90091IGP; 1600 khz; 5 kw-D, 2.5 kw-N; FM: BALH90091IGQ; 102.1 mhz; 50 kw; ant. 780 ft.)—Seeks assignment of license from Sunshine Group Broadcasting to Saga Communications Ltd. for undisclosed amount (purchase includes WFEA(AM)-WZID(FM) Manchester, NH, and WGAN(AM)-WGMX(FM) Portland, ME). Seller is headed by George Silverman, who has interests in WCQL(AM) Portsmouth, NH and WCQL(FM) York Center, ME. Buyer is headed by Edward K. Christian (see above). Filed Sept. 11.

■ **KLLR-AM-FM Walker, MN** (AM: BAL900906EA; 1600 khz; 1 kw-D, 47 w-N; FM: BALH900906EB; 99.3 mhz; 3 kw; ant. 161 ft.)—Seeks assignment of license from Thomas L. Ferebee to Sioux Valley Broadcasting Co. for \$255,000. Seller has no other broadcast interests. Buyer is headed by Robert E. and Jan Ingstad, husband and wife. Robert Ingstad has interest in KGFX-AM-FM Pierre, SD; KBUF(AM) Holcomb and KKJQ-FM Garden City, both Kansas; KKO(AM)-KKPR(FM) Kearney, NE; KLI(AM)-KLIZ(FM) Brainard, KDHL(AM)-KQCL(FM) Faribault, and KQPR-FM Albert Lea, all Minnesota, and KFKA(AM)-KSQI(FM) Greeley, CO. Jan Ingstad has interest in Radio Ingstad Nebraska Inc. and is licensee of KKO(AM)-KKPR(FM) Kearney, NE. Filed Sept. 6.

■ **KJSK(AM)-KLIR(FM) Columbus, NE** (AM: BTC900907EA; 900 khz; 1 kw-D 66 w-N; FM: BTCH900907EB; 101.1 mhz; 100 kw; ant. 760 ft.)—Seeks assignment of license from KJSK Inc., to Roger P. Anderson for \$101,500. Seller is headed by George B. and Florence L. Anderson. Buyer has interest in KRKS(AM) Denver, and KJSK(AM)-KLIR(FM) Columbus, OH. Filed Sept. 7.

■ **KBLR-TV Paradise, NV** (BTCCT900910K1; ch. 39; 1,330 kw-V; ant. 1,204 ft.)—Seeks assignment of license from Glenn A. Rose to T.G.N. Productions Inc. for \$1.9 million. Seller has no other broadcast interests. Buyer is headed by John Locke, Donald Mustain and Clifford A. Jones and has no other broadcast interests. Filed Sept. 10.

■ **WFEA(AM)-WZID(FM) Manchester, NH** (AM: BAL900911GR; 1370 khz; 5 kw-U, DA-2; FM: BALH900911GS; 95.7 mhz; 14.5 kw; ant. 930 ft.)—Seeks assignment of license from Sunshine Group Broadcasting to SAGA Communications Ltd. for undisclosed amount (purchase includes WGAN(AM)-WGMX(FM) Portland, ME, and WIXY(AM) East Longmeadow and WAQY(FM) Springfield, both Massachusetts). Seller is headed by George Silverman, who has interests in WCQL (AM) Portsmouth, NH and WCQL(FM) York Center, ME. Buyer is headed by Edward K. Christian (see above). Filed Sept. 11.

■ **WDSL(AM) Mocksville, NC** (BAL900913EC; 1520 khz; 5 kw-D, 1 kw-CH)—Seeks assignment of license from WDSL Inc. to WDSL Radio Inc. for \$52,000. Seller is headed by Roland B. Potter, who has interests in WATA(AM) Boone and WZJS(FM) Banner Elk, both North Carolina. Buyer is headed by Ouida B. Watts, Noble B. Mills II and Jeff L. Watts Sr., and has no other broadcast interests. Filed Sept. 13.

■ **KTNT-FM Edmond, OK** (BALH900906GK; 97.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from John S. Arnold, receiver, to Life Broadcasting Inc., for \$375,000. Seller is headed by John S. Arnold. Buyer is headed by Porter H. Davis and has no other broadcast interests. Filed Sept. 6.

■ **KYJC(AM) Medford and KFMJ(FM) Grants Pass, both Oregon** (AM: BAL900822EC; 810 khz; 5 kw-U; FM: BALH900822ED; 96.9 mhz; 25 kw; ant. 2,178 ft.)—Seeks assignment of license from Andrew McClure, receiver, to Encore Broadcasting Corp. for \$300,000. Seller has no other broadcast interests. Buyer is headed by Arnold Sias, John D. Feldman and Arthur B. Hogan, who have interest in River Cities Radio Ltd., licensee of KMYC(AM)-KFRD(FM) Marysville, CA. Filed Aug. 22.

■ **WYSH(AM) Clinton, TN** (BTC900911EA; 1380 khz; 1kw-D, 500 w-N)—Seeks assignment of license from Clinton Broadcasters Inc. to Jim Stair for \$65,005. Seller is headed by George Guertin, who has interest in WBNT-AM-FM Oneida, TN. Buyer has no other broadcast interests. Filed Sept. 11.

■ **WMQM(AM) Memphis, TN** (BAL900912EA; 1480 khz; 5 kw-D, 100 w-N) Seeks assignment of license from WMQM Inc. to Bountiful Blessings Inc. for \$462,000. Seller is headed by Fred P. Wostenger and is subsidiary of F.W. Robbert Broadcasting Co., licensee of WVOC(AM) New Orleans, WITA(AM) Knoxville, TN, and WNQM(AM) Nashville. Buyer is headed by Gilbert E. Patterson, Helen E. Flagg, Minnie L. Jackson, Annie R. Echols and James L. Godwin, and no other broadcast interests. Filed Sept. 12.

■ **WGHK(AM) Fairlawn, VA** (BAP900907EC; 890 khz; 2.5 kw-D)—Seeks assignment of license from Fairlawn Broadcasting Co. to Positive Radio Group Inc. for \$8,294. Seller is headed by Larry W. Cobb Sr. and has no other broadcast interests. Buyer is headed by Vernon H. and Virginia L. Baker, and is licensee of WFTK(AM) Wake Forest, NC. Bakers have interest in Baker Broadcasters Inc., licensee of WBZI(AM)-WDKJ(FM) Xenia, OH; Now Radio Inc., licensee of WNOW(AM) Mint Hill, NC; WAMN Inc., licensee of WAMN(AM) Green Valley, WV; WKGm Inc., licensee of WKGm(FM) Smithfield, VA; Winston-Salem-Greensboro-High Point Area Radio Inc., licensee of WSGH(AM) Lewisville, NC; Point Pleasant Broadcasting Co., licensee of WTGR(AM) Point Pleasant, WV; Radio Eleven Sixty, licensee of WBYG(AM) Fieldale, VA. Filed Sept. 7.

#### Actions

■ **KMJX(FM) Conway, AR** (BALH900716HK; 105.1 mhz; 81 kw; ant. 1,054 ft.)—Granted app. of 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, N.M., and is principal of Magic Broadcasting. Buyer is headed by Richard D. Booth and David C. Cherboniak, Cherboniak is director of Douglas Broadcasting Inc., licensee of KMAX(FM) Arcadia, KESTAM San Francisco, KHTN(FM) Placerville, all 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. Action Sept. 6.

■ **KRZR-FM Hanford, CA** (BALH900625HG; 103.7 mhz; 50 kw; ant. 499 ft.)—Granted app. of assignment of license from KMGX Corp. to Fred C. Sands for \$1.62 million ("Changing Hands," June 25). Seller is subsidiary of Olympia Broadcasting Corp., which is headed by James D. Ireland, Robert E. Yaw II and Ivan E. Braiker and has interest in KYAK(AM)-KGOT(FM) Anchorage and K1AK(AM)-KQRZ(FM) Fairbanks, both Alaska; KXXR(FM) Liberty, MO, and KTRW(AM)-KZZU-FM Spokane, WA. Buyer is president, CEO and 100% shareholder of Flagship Broadcasting, licensee of KNAC-FM Long Beach, CA. Sands has yet to close on deal for KDAY(AM) Santa Monica, CA, which FCC granted. Action Sept. 6.

■ **WJBF-TV Augusta, GA** (BTCCT900425KH; ch. 6; 100 kw-V; ant. 1,370 ft.)—Granted app. of assignment

of license from Pegasus Broadcasting of Augusta, Georgia to General Electric Capital Corp. for no financial considerations (sale includes WAPA(TV) San Juan). Seller is headed by Christopher J. Brennan and Terry R. Sans and has interest in WAPA(TV) San Juan; KCAP(AM)-KZMT(FM) Helena, MT, and KSCH-TV Stockton, CA. Buyer is headed by John F. Welch Jr., Lawrence A. Bossidy Jr., Edward E. Hood Jr., John M. Trani, John A. Urquhart Sr. and Paul W. Van Orden, and is subsidiary of General Electric (GE). GE owns National Broadcasting Co. (NBC), licensee WNBC-TV New York; WRC-TV Washington; WMAQ-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KCNC-TV Denver, and WTVJ-TV Miami. Action Sept. 11.

■ **WBEZ(FM) Chicago, IL** (BALED900727HV; 91.5 mhz; 8.3 kw; ant. 1,180 ft.)—Granted app. of assignment of license from City of Chicago Board of Education to The WBEZ Alliance Inc. for no financial considerations. Seller is headed by James Compton and has no other broadcast interests. Buyer is headed by Allan Arlow, Carole R. Nolan, Robert Einberge, Kay W. McCurd, V. Timothy Goodsel, Wendy Posner and D. John Ayers, and has no other broadcast interests. Action Sept. 7.

■ **WCLX(FM) Boyne City, MI** (BALH900625HL; 93.5 mhz; 1.2 kw; ant. 460 ft.)—Granted app. of assignment of license from Charlevoix Broadcasting Co. to Biederman Investments Inc. for \$250,000. Seller is headed by William F. Gipperich and has no other broadcast interests. Buyer is headed by Ross A. Biederman, Russell H. Loomis, Drew McClay, and is wholly-headed subsidiary of Midwestern Broadcasting Co. MBC IS 100% owner of WTCM Radio Inc., licensee of WYCM-AM-FM Traverse City, MI; and WATZ Radio Inc., licensee of WATZ-AM-FM Alpena, MI. Action Sept. 6.

■ **KOFI-AM-FM Kalispell, MT** (AM: BTC900730EA; 1180 khz; 50 kw-D, 10 kw-N; FM: BTCH900730EB; 103.9 mhz; 3 kw; ant. 155 ft.)—Granted app. of assignment of license from KOFI Inc. to Crown Glacier Association for \$750,000. Seller is headed by William H. and Lois Patterson, husband and wife, and has no other broadcast interests. Buyer is headed by G. George and Iris A. Ostrom, Ronald J. and Katherine M. Hopkins, Douglas D. and Darlene P. Kohibeck, and Curtis W. and Rolane Meyer. G. George Ostrom is currently news director of KOFI-AM-FM. Action Sept. 11.

■ **KDRQ(AM) Wishek, ND** (BAL900625EC; 1330 khz; 500 w-D, 214 w-N)—Granted app. of assignment of license from R&R Radio Inc. to Stolle Communications Inc. for \$100,000. Seller is headed by Richard R. Flacksbarth, who has interest in KMAV-AM-FM Mayville, ND. Buyer is headed by Chris Stolee and has no other broadcast interests. Action Sept. 12.

■ **WELW(AM) Willoughby, OH** (BAL900329EC; 1330 khz; 500 w-D, 350 w-N)—Granted app. of assignment of license from Sullivan Shamrock Broadcasting Co. to Harris Broadcasting Inc. for \$25,000. Seller is headed by Howard Sullivan and has no other broadcast interests. Buyer is headed by Raymond Somich, Mark Mussig, and Michael Kotula, and has no other broadcast interests. Action Sept. 11.

■ **KXTD(AM) Wagoner, OK** (BAL900604EA; 1530 khz; 5 kw-D)—Granted app. of assignment of license from Superior International Comms. Inc. to Sportsradio Inc. for \$75,000. Seller is headed by John and J. Riley Cranston, and has no other broadcast interests. Buyer is headed by John and Cathie Fox, Josephine A. Fox, Karen F. Gunderson and Janice F. Meister. John and Cathie Fox own 75% of Fox Broadcasting Co., licensee of WWLS(AM) Moore, OK. John W. Fox owns 10% of KBLP-FM Lindsay, OK. Action Sept. 13.

■ **KRVC(AM)-KBOY(FM) Medford, OR** (AM: BAL900820EC; 730 khz; 1 kw-D, 74 w-N; FM: BALH900820ED; 95.7 mhz; 100 kw; ant. 935 ft.)—Dismissed app. of assignment of license from KBOY Radio Inc. to Dove Communications Inc. for \$400,000. Seller is headed by Thomas R. Carnes and Robert Estgowns, Estgowns has interest in KRKT-AM-FM Albany, OR. Buyer is headed by Perry A. and Peggy Atkinson, and Dallas Rhoden, and has no other broadcast interests. Action Sept. 13.



■ **WAPA-TV San Juan, PR** (BTCCT900425K1; ch. 4; 53.7 kw-V; ant. 2,865 ft.)—Granted app. of assignment of license from Pegasus Broadcasting of Augusta, Georgia to General Electric Capital Corp. for no financial considerations. Seller is headed by Christopher J. Brennan and Terry R. Sans (see WJBF-TV Augusta, GA). Buyer is headed by John F. Welch Jr. (see WJBF-TV Augusta, GA). Action Sept. 11.

■ **WXQK(AM) Spring City, TN** (BTC900719EF; 970 khz; 500 w-D)—Granted app. of assignment of license from Radio 970 Inc. to Walter Hooper III for \$1. Seller is headed by Walter Hooper Jr., who has interest in Spring City Cable TV Inc. Buyer is son of seller, permittee of WAYA(FM) Spring City, TN, and 42% owner of Spring City Cable TV Inc., which serves Spring City, TN. Action Sept. 13.

■ **KPUR(AM) Amarillo, TX** (BAL900801EC; 1440 khz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Holder Broadcast Services of Texas Inc. to Tules T. Gamboa for \$500,000. Seller is headed by Harold D. and Shirlee Holder and has interest in KHWK(FM) Canyon, TX. Buyer has no other broadcast interests. Action Sept. 13.

■ **KVWC-AM-FM Vernon, TX** (AM: BTC900719EG; 1490 khz; 1 kw-U; FM: BTCH900719EH; 102.3 mhz; 3 kw; ant. 138 ft.)—Granted app. of assignment of license from Joe and Dorothy Garrison to KVWC Inc. for \$322,000. Sellers have no other broadcast interests. Buyer is headed by Mike Klappenbach, who has interest in and is general manager of KVWC-AM-FM Vernon, TX. Action Sept. 13.

■ **KAN(AM) Wharton, TX** (BAL900620EC; 1500 khz; 500 w-U.)—Granted app. of assignment of license from Ammerman Enterprises Inc. to Martin Broadcasting Inc. for \$150,000. Seller is headed by Dan Ammerman and has no other broadcast interests. Buyer is headed by Darrell E. Martin, Brenda J. Martin and Jerry Martin. Darrell E. Martin owns 81% of Salt of the Earth Broadcasting, licensee of KWWJ(AM) Baytown, TX. Action Sept. 11.

■ **WPAJ-TV Danville, VA** (BAPCT900302KH; ch. 24; 5000 kw-V; ant. 30 ft.)—Granted app. of assignment of license from Danville Communications to Thomas Eaton for no financial considerations. Seller is headed by William R. Mouer and has no other broadcast interests. Eaton is president of Lynchburg Roanoke Television Corp., which has interest in Lynchburg-Roanoke Television Partners, debtor-in-possession, licensee of WJPR-TV Lynchburg, VA. Action Sept. 12.

■ **WVSR-AM-FM Charleston, WV** (AM: BAL900618HE; 1240 khz; 1 kw-U; FM: BALH900618HF; 102.7 mhz; 50 kw; ant. 403 ft.)—Seeks assignment of license from Ardman Broadcasting Corp to Amlar Broadcasting Ltd. for \$5.75 million (see "Changing Hands," June 25). Seller is headed by Myer and Adrienne Feldman KCKN(AM) Roswell, N; MWNWZ(AM)-WEZII(FM) Germantown, TN; WPHR(FM) Cleveland, OH, and WZOU(FM) Boston. Buyer is headed by Michael L. Ludgate, who is former general manager of WCHV(AM)-WWWV(FM) Charlottesville, VA.

#### NEW STATIONS

##### Applications

■ **Parker, AZ** (BPH900830MF)—W. Keith Walker seeks 99.3 mhz; 180 kw; ant. 1007 ft. Address: P.O. Box 1726, Lake Havasu City, AZ 86405. Walker is stockholder with in Mad Dog Wireless Inc., and licensee of KZUL(FM) Lake Havasu City, AZ. Filed Aug. 30.

■ **Minneapolis, KS** (BPH900824MD)—Belinda S. Ohlemeier seeks 92.7 mhz; 6 kw; ant. 328 ft. Address: 2734 Colonial, Apt. A-4 Hays, KS 67601. Ohlemeier has no other broadcast interests. Filed Aug. 24.

■ **Minneapolis, KS** (BPED900830MA)—New Life Fellowship Inc. seeks 92.7 mhz; 6 kw; ant. 328 ft. Address: 2020 E. Blake, Wichita, KS 67211. Principal is headed by David G. and Tammie L. Brace, and is

licensee of noncommercial KGAM(FM) Wichita, KS. Filed Aug. 30.

■ **Minneapolis, KS** (BPH900831MH)—Rebecca S. Hoeflicker seeks 92.7 mhz; 4.26 kw; ant. 390 ft. Address: 1822 K St., Belleville, KS 66935. Hoeflicker has no other broadcast interests. Filed Aug. 31.

■ **Alexandria, LA** (BPED900905MK)—Missionary Action Projects seeks 89.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 6506, Shreveport, LA 71136. Principal is headed by William D. Franks, David Radford and Kathy Sullivan. Franks has interest in KWDF(AM) Ball, LA. Filed Sept. 5.

■ **Bozeman, MT** (BPH900828MK)—KBSC Broadcasting Ltd. seeks 99.9 mhz; 100 kw; ant. 689 ft.

Address: 500 E. Kagy Blvd., Bozeman, MT 59715. Principal is headed by Wendy N. Cowdrey, Marvin R. Cowdrey and Judy G. Cowdrey, and has no other broadcast interests. Filed Aug. 28.

■ **Allentown, PA** (BPED900905ML)—Beacon Broadcasting Corp. seeks 89.3 mhz.; 15 kw; ant. 804 ft. Address: 401 N. 7th St., #205, Allentown, PA 18104. Principal is headed by John P. Pentosh, Nestor E. Barolin, Brooke Harman Sr., George Becker, John Carpenter and Robert Walker, and has no other broadcast interests. Filed Sept. 5.

■ **Ogden, UT** (BPH900904MM)—Rees Broadcasting Inc. seeks 95.5 mhz; 100 kw; ant. 679 ft. Address: 356 E. Harvard Ave., Salt Lake City 84111. Principal has

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no other broadcast interests. Filed Sept. 4.

**Actions**

■ **Clarksville, AR (BPH881017MI)**—Granted app. of J. L. Richardson for 100.5 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 37. Clarksville. AR 72830. Principal has no other broadcast interests. Filed Sept. 12.

■ **Bakersfield, CA (BPED890815MC)**—Returned app. of Family Stations Inc. for 90.9 mhz; 50 kw; ant. 459 ft. Address: 3108 Fulton Ave., Sacramento. CA 95821. Principal is licensee of KARR(AM) Kirkland, WA; KEBR(AM) Rocklin and KFRN(AM) Long Beach, both California. KYFR(AM) Shenandoah and KDFR(FM) Des Moines, both Iowa; WCTF(AM) Vernon. CT: WCUE-AM Cuyahoga Falls. OH. Filed Aug. 29.

■ **Lompoc, CA (BPH881011MH)**—Dismissed app. to R&L Broadcasters for 106.7; 2.5 kw; ant. 984 ft. Address: 1234 Ramona Ave., Grover City, CA 93433. Principal is headed by Rod B. and Laura A. Funston. and is licensee of KOSZ(FM) Grover

■ **Rohnerville, CA (BPH880126NQ)**—Granted app. of North Star Communications for 100.5 mhz; 16 kw; ant. 1,722 ft. Address: P.O. Box 291, Fortuna, CA 95540. Principal is headed by Steve Hastings and Melvin Kudle. Filed Sept. 6.

■ **Warner Robins, GA (BPH900531MC)**—Returned app. of Voice North Inc. for 102.5 mhz; 4 kw; ant. 328 ft. Address: 125 Holly St., Warner Robins, GA 31093. Principal is headed by John Norville, Andrew J. Guest and G. Troy Mattox, and are shareholders of Mattox Guest Broadcasting Inc., licensee of WKUB(FM) Blackshear and WDEC-AM-FM Americus, both Georgia. and WCOG(AM)-WZBZ(FM) Ridgeland, SC. Filed Sept. 11.

■ **Waynesboro, GA (BPH890427MI)**—Granted app. of Clifford Jones for 107.1 mhz; 3 kw; 328 ft. Address: Highway 56 N. Waynesboro, GA 30830. Jones is owner of WBR(AM) Waynesboro, GA. Filed Aug. 30.

■ **Waynesboro, GA (BPH890427MJ)**—Dismissed app. for Gralean Broadcasting Co., for 107.1 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 389, Baxley, GA 31513. Principal is headed by Al and Margaret Graham, who are sole principals of South Georgia Broadcasters Inc., licensee of WUFE(AM)-WBYZ(FM) Baxley, GA. Filed Aug. 30.

■ **Christopher, IL (BPH890405MJ)**—Granted app. of Brandt Broadcasting, Inc. for 103.5 mhz; 3 kw; ant. 328 ft. Address: 1325 Dunklin Ave., Cape Girardeau, MO 63701. Principal has no other broadcast interests. Filed Sept. 7.

■ **Christopher, IL (BPH890405ML)**—Dismissed app. to Kenneth W. and Jane A. Anderson for 103.5 mhz; 3 kw; ant. 328 ft. Address: Route 7, Box 385B. Marion, IL 62959. Principals have no other broadcast interests. Filed Sept. 7.

■ **Kankakee, IL (BPH880419MB)**—Granted app. of Baldrige Shelton Partnership for 95.1 mhz; 3 kw; ant. 328 ft. Address: 1080 Shawnee, Bourbonnais, IL 60914. Principal is headed by Dennis C. and Jane C. Baldrige. has no other broadcast interests. Filed Sept. 7.

■ **Peoria, IL (BPH880421ML)**—Granted app. of B&G Broadcasting Ltd. for 92.3 mhz; 3 kw; ant. 328 ft. Address: 1608 Columbia Terrace, Peoria, IL 61606. Principal is headed by Joyce K. Banks, Girtha Gulley, McFarland Bragg and Keith W. Budd Jr. Filed Sept. 6.

■ **Bicknell, IN (BPH881114MA)**—Granted app. of Robert M. Mason for 105.7 mhz; 3 kw; ant. 328 ft. Address: 1943 Greenview, Northbrook, IL 60062. Principal has no other broadcast interests. Filed Aug. 31.

■ **Columbus, MS (BPH880616NK)**—Granted app. of Golden Triangle Radio for 94.9 mhz; 50 kw; ant. 480 ft. Address: 510 N. 7th St., Columbus, MS 39701. Principal has no other broadcast interests. Filed Sept. 10.

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■ **Columbus, MS (BPH880616MB)**—Dismissed app. to Beard Inc. for 94.9; 50 kw; ant 480 ft. Address: 2512 Bluecutt Rd., Columbus, MS 39701. Principal is headed by Fred Beard, Susanne Beard and David H. Beard, and has no other broadcast interests. Filed Sept. 10.

■ **Columbus, MS (BPH880616ME)**—Dismissed app. to Charisma Radio Partners for 94.9 mhz; 50 kw; ant. 480 ft. Address: P.O. Box 540327, Orlando, FL 32854. Principal is headed by Charles B. and Wanda D. Cooper, and have interest in FM CP Orlando, FL. Filed Sept. 10.

■ **Columbus, MS (BPH880616NI)**—Dismissed app. to WCAM Inc. for 94.9 mhz; 50 kw; ant. 480 ft. Address: 2225 5th St. North, Columbus, MS 39701. Principal is headed by Naomi Cyrus, Alvin L. Lovett, Roland F. Colom and Frederick J. Hunter. Filed Sept. 10.

■ **Albany, MN (BPH880914MM)**—Dismissed app. to Craig A. Pfeffer for 105.5; 3 kw; ant. 326 ft. Address: 390 Park Meadows Dr., #305, Albany, MN 56387. Principal has no other broadcast interests. Filed Sept. 11.

■ **Chadron, NE (BPED881209MA)**—Granted app. of Nebraska Educational Telecommunications Commission for 91.9 mhz; 8.4 kw; ant. 338 ft. Address: 1800 N. 33d St., P.O. Box 83111, Lincoln, NE 68501. Principal has no other broadcast interests. Filed Sept. 4.

■ **Merriman, NE (BPED881216MF)**—Granted app. of Nebraska Educational Telecommunications Commission for 91.5 mhz; 92.3 kw; ant. 964 ft. Address: 1800 N. 33d St., P.O. Box 83111, Lincoln, NE 68501. Principal has no other broadcast interests. Filed Aug. 31.

■ **Harrisburg, PA (BPED870909MB)**—Granted app. of Temple University for 88.1 mhz; .26 kw. Address: Broad and Montgomery Sts., Philadelphia. Principal has no other broadcast interests. Filed Sept. 14.

■ **Lawrenceburg, TN (BPH890320MC)**—Granted app. of Prospect Communications for 97.5 mhz; 1.8 kw; ant. 420 ft. Address: P.O. Box 156, Lawrenceburg, TN 38464. Principal has no other broadcast interests. Filed Sept. 11.

■ **Lawrenceburg, TN (BPH890324MG)**—Dismissed app. of C.W. Rawdon for 97.5 mhz; 3.0 kw; ant. 328 ft. Address: 208 Pulaski St., Lawrenceburg, TN. Principal has no other broadcast interests. Filed Sept. 11.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Rocklin, CA KEBR(AM)** 1210 khz—Sept. 12 application for CP to make changes in ant. system.

■ **Eagle, ID KIDH(AM)** 1000 khz—Sept. 11 application for mod. of CP (BP861229AH) to change transmitter site to: 2 miles W. of Star, ID.

■ **Scottsville, KY WLCK(AM)** 1250 khz—Sept. 7 application for CP to reduce power to 860 watts; correct coordinates to: 36 44 25N 86 10 31W; and make changes in ant. system.

■ **St. Joseph, TN WJOR(AM)** 1040 khz—Sept. 12 application for CP to correct coordinates to: 35 00 52N 87 30 46W and make changes in ant. system.

#### FM's

■ **Linden, AL WDAL(FM)** 107.1 mhz—Sept. 4 application for mod. of CP (BPH890526ID) to change ERP: 100 kw H&V; ant.: 817 ft.; TL: 20.3 km SE of Linden, AL; change to class C1 (per docket #89-409).

■ **Vernon, AL WJEC(FM)** 106.5 mhz—Sept. 10 application for mod. of CP (BPH880712MK) to change ERP: 6 kw H&V; change TL: just off Taylor Springs Rd., NE of Vernon, AL.

■ **Arizona City, AZ KXMK(FM)** 106.3 mhz—Aug. 31 application for CP to change ERP: 1.334 kw H&V; change ant.: 1,396 ft.; and TL: no exact location.

■ **Kingsburg, CA KJET(FM)** 106.3 mhz—Sept. 11

application for mod. of CP (BPH880912MD as mod.) to change ERP: 3.926 kw H&V; ant.: 397 ft.; TL: W. side of 9th Ave., 9.9 km SW of Kingsburg, California.

■ **Mariposa, CA KHRA(FM)** 103.9 mhz—Sept. 6 application for mod. of CP (BPH880512MB) to change ERP: .071 kw H&V; change ant.: 2.047ft. TL: Hughes site #1, 6286 Morrissey Rd., Mariposa, CA.

■ **Tracy, CA KSGO(FM)** 100.9 mhz—Aug. 29 application for mod. of CP (BPH881117ID) to change ERP: 6.0 kw H&V.

■ **New Smyrna Beach, FL WJLU(FM)** 89.7 mhz—Sept. 10 application for CP to change ERP: 5 kw H&V; ant.: 328 ft.; class: C3.

■ **Sun Valley, ID KECH-FM** 95.3 mhz—Sept. 4 application for CP to change ERP: .435 kw H&V; change to class C3 (per Docket #89-176).

■ **Danville, IL WZMF(FM)** 94.9 mhz—Sept. 4 application for mod. of CP (BPH891012MQ) to change TL: intersection of County Rds. 875 & 950 S. 3.5 km N. of Foster, IN.

■ **Mendota, IL WGLC-FM** 100.1 mhz—Sept. 4 application for CP to change directional ant.

■ **Grinnell, IA KICL(FM)** 106.7 mhz—July 31 CP forfeited and cancelled.

■ **Buffalo, KY WRZH(FM)** 101.5 mhz—Sept. 11 application for mod. of CP (BPH880406MAs mod.) to change ERP: 6 kw H&V; TL: approximately 1.7 miles W. of Glendale interchange on I-65 S of Elizabethtown, KY, on S.R. 222.

■ **Henderson, KY WKPB(FM)** 89.5 mhz—Sept. 5 application for CP to change ERP: 43 kw H&V; ant.: 377 ft.; class: as result of power increase.

■ **Scottsville, KY WVLE(FM)** 99.3 mhz—Sept. 6 application for CP to change ERP: 3.0 kw H&V; change ant.: 382 ft.; change TL: 480 miles N. of Rte. 100 in Scottsville, KY.

■ **Ely, NV KBXS(FM)** 92.7 mhz—Aug. 17 application for CP to change ERP: 24,000 kw H&V.

■ **Watertown, SD** 92.9 mhz—Sept. 7 application for mod. of CP (BPH880428MN) to change ant.: 977 ft.; change TL: Grant County Hwy. 5, .5 km S. of Grant County Hwy. 14, .9 km NW of S. Shore, SD.

■ **Tappahannock, VA WRAR(FM)**, 105.5 mhz—Sept. 11 application for CP to change ERP: 4 kw H&V; ant.: 272 ft.

■ **Spokane, WA KXLY-FM** 99.9 mhz—Sept. 4 application for CP to change ant.: 2,997 ft.

■ **Huntington, WV WMUL(FM)** 88.1 mhz—July 30 application for CP to change antenna supporting-structure height.

■ **Stevens Point, WI WWSP(FM)** 89.9 mhz—Sept. 6 application for CP to change ERP: 11.5 kw H&V; class: C3.

■ **Springfield, WY** 101.9 mhz—Aug. 31 application for mod. of CP (BPH870629MT) to change ant.: 230 ft.; change TL: .68 mile to Hiland Park at bearing of 255.4 degrees.

#### TV's

■ **Paradise, CA KBCP-TV** ch. 46—Aug. 21 application for mod. of CP (BPCT840627KE) to change ERP: 2510 kw (vis); ant.: 1,443 ft.; ant.: Andrew Corp./ATW24G3-HSS-30(DA)(BT).

■ **Jacksonville, FL WJEB-TV** ch. 59—Sept. 12 application for mod. of CP to change ant.: 948 ft.; ERP: 3311 kw (vis); change ant.: LDL communications; ADC-T59H8.3ES60S. (DA)(BT).

■ **Katy, TX** ch. 51—Sept. 10 application for mod. of CP (BPCT840711K1) to change ERP: 2,560 kw (vis); change ant.: 964 ft.; TL: 5th St., E. of Road 1092, Missouri City, TX; ant.: Dielectric Communications TFU-25JDAS (DA)(BT); 29 35 20N 95 33 26W.

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## RADIO

### HELP WANTED MANAGEMENT

**Central Texas AM/FM** (KTEM/KPLE, Temple, Texas) soon to increase power seeks aggressive sales minded manager. Must be community oriented. Same ownership for 17 years with three managers in that entire period. Opening is immediate. EOE. Letter/resume by mail only, please. Clint Formby, President, Formby Stations, Drawer 1757, Hereford, TX 79045.

**GM or GSM** capable of eventually moving up. Join a growing Pacific Northwest radio group. Great small market southern Oregon location. Call 503-882-8833 or Fax resume 503-882-8836. EOE.

**Southeast group** seeking GM and GSM candidates for our top rated stations. Please document your leadership, training, and fiscal skills in first letter. Reply Box Q-1. EOE.

**General sales manager:** The Triad's power station is seeking an individual who is capable of bringing out the best in our sales staff. If you're organized, inspirational, creative and a strong closer, we'd like to hear from you. Experience in Urban Contemporary format preferred. Send resume to Nancy Cooper, WQMG, PO Box 14702, Greensboro, NC 27415-4702. EOE.

**CEO for radio group:** Solid performer, both sales oriented and focused on bottom line. Heavy travel in mid-Atlantic tri-state area. Ten years of supervisory experience required. Excellent salary and benefits. 1-800-456-9339. EOE.

**Radio sales manager AM/FM**, small market. 40K+, experience required. "The speed of the leader determines the rate of the pack!". Reply to Box Q-4. EOE.

**Sales manager:** K-LITE 94/KBIS in Little Rock needs a superior sales manager to pilot our sales growth and dominance of market. Solid management skills required and previous successful media sales management experience of at least 3 years preferred. Great benefits and opportunity. Reply to: Signal Media Corp., 14951 Dallas Pkwy, Suite 1030, Dallas, TX 75240. 214-458-8400. EOE.

**Local sales manager:** Professional radio sales veteran with management experience to direct, motivate, train and lead our sales executives. Minimum of 3 years experience required. Please send resume and salary requirements to: General Manager, KIWW FM 96.1 Spanish Radio, 1519 W. Harrison, Harlingen, Texas 78550. No calls please. KIWW FM Radio/Tichenor Media System, Inc. is an affirmative action, equal opportunity employer.

**Station manager:** Nation's most powerful FM. WJFM 93.7 Classic Rock, Grand Rapids, Michigan needs your organizational and motivational skills. Call for particulars: Stan Smart, V.P., Fetzer Broadcasting Service 616-345-2101. EOE.

**Equity position:** General sales manager for Raleigh/Durham FM. Must be aggressive and extremely talented in the management of medium-sized sales team. Only top performers need apply. Send your resume in confidence to Box P-31. EOE.

**Sales manager wanted:** Must be a strong leader, willing to carry accounts on own. Excellent opportunity to move into general management, and possible equity position. Cheyenne, Wyoming's leading stations, well respected in the community. Close to the mountains, wonderful skiing, hunting and fishing. Contact John Shideler, KFBC/KFBQ, 307-634-4461. EOE.

### HELP WANTED SALES

**Experienced,** enthusiastic sales professional who is looking to move to sales management. Preferably now in the Western states. Stable operation in Southwest Sunbelt. Call GM 505-863-4444. 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.

**Excellent opportunity** for account executive. Fastest-growing station in market with AC format. One of the nation's top ten most livable cities. WKWK-AM/FM, Wheeling, West Virginia. Growth potential unlimited. Call 304-232-2250. EOE.

**Telecommunications marketing rep.** NPR Satellite Services, a leading supplier of satellite transmission services for the radio broadcasting industry, is looking for a marketing representative with excellent presentation skills. Our services include sports satellite networking, transportable uplinking, adhoc network services and dedicated transponder channel leasing. Qualified applicants must have: a proven sales track record (3 years minimum); excellent written and oral communications skills; degree or equivalent experience; an aptitude for technical products, and demonstrated knowledge of broadcasting and satellite industries. Salary, commission and bonus plan, company paid expenses and benefit package. Send cover letter and salary history to: National Public Radio Personnel Department, 2025 M Street, NW Washington DC 20036. EOE.

**Selling sales manager:** Promotion minded. Combo. Start-up FM, prosperous eastern Pennsylvania university town. Guaranteed base or percent of sales. Benefits. Reply Box Q-2. EOE.

**Sales manager** for FM Oldies station. Contact Star 95-WZTR, 520 W. Capitol Dr., Milwaukee, WI 53212. 414-964-8300, Raymond Cal. EOE.

**Co-Op/vendor director:** Aggressive, creative, experienced individual needed in Philadelphia. Capable of creating quarterly new business plans and leading sales staff. Excellent compensation package. Real opportunity for advancement. Send resume to: Elise Elfman, WXTU, 23 West City Avenue, Bala Cynwyd, PA 19004. EOE.

### HELP WANTED TECHNICAL

**NW Washington AM/FM** seeks chief engineer with computer knowledge. Send resume to GM, KGMI/KISM, 2219 Yew St., Bellingham, WA 98226. KGMI is an equal opportunity employer.

**Chief/maintenance technician.** Modern AM, new FM. Automation satellite, RPU, station two-way. Benefits. WTGC/WUNS, PO Box 592, Lewisburg, PA 17837. EOE.

**Satellite project engineer:** National Public Radio seeks qualified individuals to design, develop and manage various Satellite Earth Terminal projects. Qualified applicants should have a minimum of five years experience in the operation and engineering of broadcast or satellite transmit/receive facilities and equipment, and will have demonstrated an ability to handle full administrative and technical responsibilities for projects in these fields. Knowledge of SCPC technology will be a definite plus. Salary range is upper 30's but is negotiable DOE. We are looking for the person who can take an idea and turn it into a finished product with minimum supervision. Please send resume and salary requirements to: National Public Radio Personnel Department, 2025 M Street, NW Washington DC 20036. EOE.

### HELP WANTED ANNOUNCERS

**WPAT radio** is seeking a full time announcer. Experience in broadcasting necessary. Send tape and resume to WPAT Operations, 1396 Broad Street, Clifton, NJ 07013. EOE.

### HELP WANTED NEWS

**Chief reporter: WUFT-FM** Gainesville, Florida. Chief reporter with RTNDA and Ohio State award winning highly rated news staff. Supervise local news, contributes in-depth reports to state and national networks. Teach student reporters long-form reporting helpful. Salary range 17,351-20,000. High school diploma and 5 years experience or appropriate college coursework may substitute at an equivalent rate for the required experience. Send tape, current resume and reference letters to: University of Florida, Division of University Personnel Service, Referral #807340, 434 Stadium, Gainesville, FL 32611, by 10/22/90. An EEO/AA employer.

**Assistant producer, newscasts.** National Public Radio seeks talented individual to assist in the production of the air product. Responsibilities include assisting in the production of material and in directing newscasts. Requirements include Bachelor's degree or equivalent; 3 years radio production experience including 2 years in live broadcasting; editorial decision making experience; and tape editing ability. Excellent communications and interpersonal skills a must. Excellent salary and company paid benefits. Send resume and cover letter to: National Public Radio Personnel Department, 2025 M Street, NW Washington, DC 20036. EOE.

**Radio news:** Assistant professor of broadcasting. Teach courses in radio news writing, reporting, performing and producing. Serve as news director for WJTK-AM, a commercial all-news radio station. Conduct research in the area of radio news. Supervise students in news operations of station. Ph.D. in Broadcasting or related field preferred. Master's degree required. Professional experience as a radio news director required. Teaching experience at a university required. Research potential desired. Ability to work with students in a newsroom environment is important. Send letter, resume, and three letters of recommendation by December 1, 1990 to Dr Sam Swan, Department of Broadcasting, 295 Communications, University of Tennessee, Knoxville, TN 37996. UTK is an EEO/AA/Title IX/Section 504 employer.



**News writer/anchor** needed for a three person department. Tape, resume and salary requirements to Allison Michaels, WGHC, 82 John St., Kingston, NY 12401. EOE.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Live assist/production:** Coastal North Carolina's exclusive 100,000 watt beautiful music leader. T/R to WNCT A/F, PO Box 7167, Greenville, NC 27835. EOE.

**Associate director-WOSU stations:** WOSU stations of The Ohio State University is seeking an associate director to formulate, evaluate and review policies of educational, informational and cultural programming on WOSU-AM/FM and WOSV-FM radio. This individual will determine audience needs and create/acquire programs, originate and implement budget policies, serve as liaison with local, state and national organizations concerning programming goals and objectives, and establish and administer organizational and personnel policies of radio program/production areas. This individual will also oversee operation of programming, technical and production areas, direct long-range planning of equipment needs, assist in developing funding plans and coordinate fundraising activities, and coordinate licensing and broadcast activities with the FCC. Candidates must have a Bachelor's degree in Communications or an equivalent combination of education and experience. Considerable experience in radio administration, and knowledge of radio programming and operations and FCC regulations are required. Master's degree desired. Starting salary: \$38,400-44,880. To assure consideration, materials must be received by October 19, 1990. Send resume and a copy of this ad to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity, affirmative action employer.

#### SITUATIONS WANTED MANAGEMENT

**Experience:** 20 plus years in top 20 markets from sales, start up and turn arounds. Want GM position in South Florida. Tom 305-431-8472.

**Turnaround GM:** Present station billing up 160%. Previous station moved 7th to 3rd in market revenue. Good crisis manager; see radio as war. Top 50 markets, no standalone AMs. Call 800-835-2246 ext. 126.

**GM sales pro,** leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM, 409-639-6040.

**General manager:** Successful, sales oriented broadcaster with over 20 years of proven experience. New station & turnarounds welcomed. Box P-43.

**Operations mgr/PD** for Easy Listening or Soft Rock. I have the experience and the voice. Alan 904-642-6787.

**Twenty-five year pro,** sales motivating, bottom line manager, seeks challenging and rewarding situation. Small-medium market. Carolinas, Florida, Georgia, Alabama, near coast. Reply: Winner, 114 Levee Road, Mt. Sterling, KY 40353.

#### SITUATIONS WANTED ANNOUNCERS

**Desperately seeking disk jockey job.** Articulate, witty, yet low key college grad with college radio experience in search of full-time on air position with small station anywhere in 48 states. Tape and resume available. Please contact John Godkin 132-35 79th St. Ozone Park, NY 11417 or call 718-641-7140.

**Intelligent AT** looking for bigger and greener pastures. Three years S/M market experience. Willing to relocate. Todd: 815-436-9135.

#### SITUATIONS WANTED NEWS

**Radio news producer** looking to write on the West Coast. Strong production and writing. Six years all news/full service experience in Los Angeles and Boston. Call Victor 508-620-0325.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Cost-effective professional** consultation designed for small market radio. I specialize in news, information, and community involvement/not a condescending big city jerk. Prepared to serve your small or medium station. Reply Box Q-7.

#### MISCELLANEOUS

**Make money in voiceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkeley, 1-800-333-8108.

**Lease-option wanted!** Married couple, experienced, desires lease/lease option, radio station. NE, CO, WY, SD. Call 308-995-5006.

**Radio Sales Training Workshop** for new salespeople conducted by C.R.M.C.'s. Two weeks (60 classroom hours) starting October 22. Call Coin 1-800-336-7329 free information.

**Lease negotiator:** National data communications company seeks a FM radio station lease negotiator. Candidates must have proven communication and negotiating skills and must be PC literate. Good attention to detail and follow-up essential. Radio background a plus. References required. Send resume to Human Resources, Cue Paging Corporation, 2737 Campus Drive, Irvine, CA 92715. EOE.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**Business manager:** Top 30 group-owned Independent is seeking business manager with at least 2 yrs. TV experience, preferably with Columbine software. Strong accounting background a plus. Respond to Box P-54. EOE.

**Local sales manager** needed for satellite TV station in small Midwestern community. If you have experience in TV sales and would like to move into management this is an opportunity for you. Applicant must be interested in becoming involved in the community, coordinating progressive sales promotions and developing a winning sales team. EOE. Reply Box P-55.

**Looking for an aggressive** company or individual to sell advertising for an established outdoor show. Opportunity to make money and get on ground floor with an aggressive producer. For more information, call 503-884-2999. EOE.

**General manager-KMBH-TV/FM,** Harlingen, TX. Community-oriented public radio and television stations seek CEO. Must be skilled in fund-raising and programming. Knowledge of the Hispanic community, ITV a plus. Must be an innovator, self-starter, tireless, community organizer. 5 years experience in broadcasting essential, public television very desirable. Send salary history, names of three references, resume and cover letter to: Sonia Perez, Chair, KMBH Search Committee, Southwestern Bell Co., PO Box 2407, McAllen, TX. 78502. No phone calls, please. Equal opportunity employer.

**WFFT-TV Super 55,** a Midwest Fox affiliate seeks an experienced television salesperson to manage our national sales department. The successful candidate must have previous national sales, national rep. or regional sales experience, preferably with an Independent station. This person must also have a thorough working knowledge of ratings. Will work with our rep firm to maximize station share of national dollars. Competitive benefits include 401K and Flexible Spending Plans. Send resume to General Sales Manager, WFFT-TV, PO Box 2255, Fort Wayne, IN 46801. EOE.

**General manager:** WFWA-TV39, a non-commercial public broadcasting station in Fort Wayne, Indiana is now accepting applications from qualified individuals for the position of general manager. The successful candidate will be responsible for the day-to-day operations of the station and prudent fiscal management of the corporation. He/she reports directly to the chairman of the board and is responsible for accomplishing the goals and objectives outlined in the station long-range strategic plan. Candidates should possess a bachelor's degree from a recognized college or university and a minimum of five years senior level management in a television broadcast setting, preferably public television. A working knowledge of television production, accounting procedures, and FCC regulations is highly desirable. WFWA offers a comprehensive benefit package and competitive salary. Interested applicants should submit a cover letter, resume, salary requirements, and three professional references to William N. D'Onofrio, Chairman, Search Committee, PO Box 60, Fort Wayne, IN 46801 no later than October 15, 1990. No phone calls, please. WFWA is an equal opportunity employer.

**Regional managers,** Conus Satellite News Cooperatives. Will serve as coordinator for a regional news gathering cooperative; organize and facilitate a daily feed to news material for the stations of the region. Act as field producer during major news events in the region, assist other Conus operations and serve as regional liaison. Applicants must have experience with local television news gathering operations; must have appropriate experience in news management and demonstrated leadership qualities. Applicants should also have experience in SNG management and booking, and a working knowledge of SNG operations. On-air reporting experience a plus. This position requires professional experience and excellent people skills. Submit resume, references & salary requirements to: Steve Cope, Managing Editor, Conus Communications, 3415 University Ave., Minneapolis/St. Paul, MN 55414. EOE.

**Regional manager needed:** Highly motivated, take charge sales person for TV affiliate. Must be street wise and competitive. All replies to PO Box 2787, Florence, AL 35630. EOE.

**Community relations director:** Responsibilities include, but are not limited to, marketing and development, scholarship and internship programs, public service announcements, a community liaison. Person will develop and create projects for corporate underwriting, interview and place student interns stationwide, administrate scholarship programs, supervise writing and production of all station public service announcements and occasional long form programming. This is a management level position which requires a well-rounded background in television and public relations. A creative writing ability is essential, as is a basic knowledge of television production techniques. Should have excellent organizational skills and the ability to deal with all types of people under varying circumstances. Submit resume, writing samples and salary requirement to: Jan Young, Creative Services Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE, M/F.

**General sales manager:** KPTM Fox 42 is currently accepting applications for a general sales manager. We are a highly successful station with Fox, News, Arsenio Hall and Sports. The position requires an aggressive manager with proven sales management experience. Please send resume to Harold Protter, VP/GM, KPTM Fox 42, 4625 Farnam St., Omaha, NE 68132. Phone: 402-554-4201. EOE.

**Assistant sales manager:** If you're good and you know it and want to manage your own list and three people, we have an immediate opening in our Peoria Satellite office. You must have at least three years TV sales experience, work well with people and keep up with our growth. Call Rod Hall, GSM, WYZZ Fox 43, 309-662-4373, 2714 E. Lincoln, Bloomington, IL 61704. EOE.

#### HELP WANTED SALES

**Account executive:** WHP-TV, Harrisburg, PA (ADI 45) is looking for an experienced account executive. 2-3 years experience preferred. Must be a self-starter who is proven in new business development, and creative selling. If you're interested in top 50 and want to be on the ground floor of major growth, send resume and salary requirements to David Mollidrem, GSM, 3300 N 6th St., Harrisburg, PA 17105. EOE.

**General sales manager:** WDKY-TV, Lexington, Kentucky has an excellent opportunity for the right individual. Five plus years of broadcast sales management experience with demonstrated training skills are a must. Experience with JDS traffic, BMP, TVB, INTV, and Lotus research/software programs necessary. Send resume and salary history in confidence to: Tylin J. Smith, Vice President/General Manager, WDKY-TV, 434 Interstate Avenue, Lexington, KY 40505. WDKY is an ACT III station. We are an equal opportunity employer.

**KVTN-Reno** has an opening for the position of general sales manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research/marketing skills. Please send resumes to Dennis E. Siewert, President/General Manager, KVTN-TV, PO Box 7220, Reno, NV 89510. No phone calls please. KVTN-TV is an equal opportunity employer.

**Local sales manager:** NBC affiliate in upstate New York seeking an experienced leader for market's top sales staff. Must have proven success in new business development, ability to work with station's established marketing department, and desire to lead and motivate seasoned sales staff. Desire an aggressive competitor to join strong management team. Send letter and resume (no phone calls) to Karl Davis, WNYT-TV, 15 North Pearl St., Albany, NY 12204. EOE.

**Sales manager:** Prefer candidate with 3-4 years experience in all aspects of sales management. Candidate should be proficient in managing a local sales team, with national rep. experience a plus. Looking for creative, marketing and/or sales promotion minded people. Send resume to Lynda Peterson, GSM, WROC-TV, 201 Humboldt St., Rochester, NY 14610. No phone calls. EOE, M/F.

**Broadcast Equities**, a for profit subsidiary of the Christian Broadcasting Network, Inc. is receiving applications for the position of international TV sales. Requires previous international sales experience with a proven track record in media sales. Experience in lead generation, sales presentation & closing, and conceptual sellability is a must. Send your resume to: CBN Employment Dept., CBN Center, Box M-1, Virginia Beach, VA 23463. EOE.

**General sales manager** for strong Midwest affiliate. Previous sales management experience preferred, plus good people skills. This is an excellent growth opportunity. Please respond to Box Q-6. EOE.

#### HELP WANTED TECHNICAL

**Senior maintenance position** at affiliate station in California's San Joaquin Valley area. Candidate must have strong background in UHF transmitters and studio maintenance experience. Send letter with resume to T. Arthur Bone, Bone & Associates, Inc., 6 Blackstone Valley Pl., Suite 109, Lincoln, RI 02865. EOE.

**Broadcast/studio maintenance engineer:** 3-5 years experience required on studio equipment repair and maintenance. Send resume to WXEL-Personnel, PO Drawer 6607, West Palm Beach, FL 33405. EOE.

**VHF NBC network affiliate** in beautiful Montana Rockies. Engineer, assistant to chief. Maintenance, studio/transmitter. Mechanically inclined willing to learn. Good physical condition. Trainee OK. Send letter/resume and salary requirements to: KTVH, PO Box 6125, Helena, MT 59604. EOE.

**Mtce. engr.** Need engr to maintain 300/Kscope, digital F/X200, 141 post prod., Harris 9100 AM-FM-TV remote control. VPR-2's, ACR's, 3's, 80's, FM 2 SCA's, AM stereo, 5 ENG remote sites, transmitter sites. Not an entry level position. Experienced in all areas desirable. CMMML lic. or SBE certificate. Contact KFMB, John Weigand, AM-FM-TV, PO Box 85888, San Diego, CA 92138. EOE.

**Maintenance engineer.** To install and maintain all types of television broadcast equipment. Associate degree in Electronics Technology or equivalent training and experience. FCC General Class license or SBE certification preferred. Send resumes to Lyle Kaufman, KOLN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

**Affiliate in medium size** Midwest market seeking hands-on chief engineer. Responsibilities include supervising and training technicians and operators, maintaining FCC Standards, maintenance of all technical equipment. Must have good people skills, be a good team player and UHF experience. Good benefits, salary mid 30's. Group owned. EOE. Reply to Box P-57.

**California dreaming?** Odetics Inc., manufacturer of Broadcast Cart Machines has immediate openings for video maintenance technicians. A sound video fundamentals background required. Experience on U-matic, Betacam or MII preferred. As "One of the 100 best companies to work for", we offer exciting opportunities, excellent benefits and an unbeatable location. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802. EOE.

**Maintenance engineer:** Ability to repair all types of broadcast equipment, ENG equipment, television transmitter; technical school with background in electronics; 5 years electronic repair in television equipment; ability to troubleshoot to board level, good mechanical aptitude, work well under pressure, read electronic schematics. Send resume to Becky Strother, WVTM-TV 13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

**TV maintenance engineer needed** for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Maintenance technician:** 100 plus market affiliate seeking full-time maintenance technician. One year electronic maintenance experience necessary: Some master control experience preferred. Send resume to Lawrence Richesin, KCAU-TV, Sioux City, IA 51101. EOE, M/F.

**Engineer sought** for New York City facility. Experience with digital television, tape machine, Television, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box P-40, or FAX resume to 212-867-4914.

**Experienced engineers, senior technicians:** National ATV testing lab seeks fulltime technical staff to perform a variety of technical and operational tasks in the testing of proposed ATV broadcast transmission systems for new US standard. Duties involve operating variety of test equipment; constructing cables and fabricating interface circuits, installing equipment and maintaining lab facility stocks. Successful applicants will have five to ten years with electronic equipment including maintenance, set-up and use, knowledge and experience with digital and analog circuitry and equipment. 2-year Associate degree in Electronics and some supervisory experience desirable. Advanced Television Test Center, Attn: Joseph Widoff, 1330 Broadrock Pl., Suite 200, Alexandria, VA 22314. EOE.

**Television:** Full-time master control air operator. Basic understanding of FCC regulations, switchboard and program logging. Knowledge of Beta Cart system, Model BVC, a plus. Familiarity of waveform monitor and blanking perimeters needed. Experience preferred. Send resume to: Trinity Broadcasting Network, Attn: Personnel Dept., 14131 Chambers St., Tustin, CA 92680. 714-832-2950. EOE.

**Assistant chief engineer:** Must have 3 years minimum experience in a TV station or production facility. Prefer FCC General Class license or SBE certification. Requires managerial skills and ability to repair broadcast equipment to component level. Send resume to: Chief Engineer, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE.

#### HELP WANTED NEWS

**News photographer.** NPPA oriented. Minimum two years experience. Working knowledge of field lighting and audio equipment. Betacam and 3/4 inch editing skills essential. Contact Mark S. Jacobs, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

**Meteorologist** for All News Channel. Twenty-four hour news service is planning a possible weather expansion. Send tape with resume to Jon Janes, Executive Producer, All News Channel, 3415 University Ave., Minneapolis, MN 55414. No phone calls. EOE.

**News promotion writer/producer:** CBS affiliate in Nashville seeks trendsetter to create effective live daily news teases and dynamic special report spots. Knowledge of newsroom operations and electronic graphics is desired. Rush tape and resume to: Jodi Bull, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE, M/F.

**Anchor/reporter:** Need experience for top-rated noon newscast. Three to four years experience with exceptional live reporting background. Tape and resume to: Ken Elmore, News Director, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. EOE.

**Utility player needed:** Assignment person who can also report. Primarily an assignment desk job, but will require occasional reporting, writing, and producing. Send non-returnable tape to Brad Rinehart, ND, WFMZ-TV, East Rock Road, Allentown, PA 18103. Absolutely no calls. EOE.

**Producer:** We're looking for a highly motivated newscast producer for our 5:00pm newscast. Applicant must have good news judgement and writing skills. Must be able to deal with fast paced, hard news format. We need someone who is creative. No stackers. Tape and resume to Ed Scripps, News Director, KJRH-TV, 3701 South Peoria Avenue, Tulsa, OK 74105. No phone calls. EOE.

**WCBD-TV2 Action News** in Charleston, SC, one of the best small market news operations in the country, needs aggressive, team orientated news director. Solid experience and successful track mandatory. All replies totally confidential. Will seriously consider top market assistant news director /executive producers. Send resume to: WCBD-TV, Personnel Dept. #676, PO Box 879, Charleston, SC 29402. WCBD-TV EOE M/F. Applicant drug screened.

**Executive news producer:** Candidate should have minimum of ten years news experience, at least five years production experience in major market and familiarity with all phases of news production. Send resumes only to: Henry Florshiem, WABC-TV, 7 Lincoln Sq., New York, NY 10023. No phone calls, please. We are an equal opportunity employer.

**Top rated west Texas** affiliate seeks a self-motivated chief photographer. Expertise in 3/4-inch ENG operation and editing. Degree preferred. Must be willing to train and supervise 3 entry-level photogs, oversee on-air quality control for 5 daily newscasts and maintain all ENG equipment. Seek person with good people skills who will compliment our 23-person news team. Send tape and resume to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Top 50 market** seeks experienced co-anchor for 6 and 11pm weekday newscasts. Must be great writer, reporter, and communicator. Emphasis on live reporting and field anchoring. Resume, references, and non-returnable tape to News Director, WBRE-TV, 62 S. Franklin St., Wilkes Barre, PA 18773. EOE.

**We're looking for someone** who can do it all! Aggressive general assignment reporter with live experience. Will also serve as an associate newscast producer. Send non-returnable tape and resume to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EEO, M/F.

**Producer, Conus Communications:** This position requires a Bachelor's degree in Journalism or a related field and television news production experience. Excellent editorial judgement is required and previous management experience preferred. Computer skills, knowledge of SNG and familiarity with master control operation all helpful. A producer at Conus helps direct daily editorial operations for several news feeds. Producers may also perform special project work, including breaking news and planned events which may involve field producing with some travel. Submit resume, references & salary requirements to: Steve Cope, Managing Editor, Conus Communications, 3415 University Ave., Minneapolis/St. Paul, MN 55414. EOE.

**Investigative reporter,** WSMV-TV Nashville, is looking for a reporter for its investigative position. Strong experience and skills required. Send tapes and resumes to Alan Griggs, News Director, WSMV Channel Four, PO Box Four, Nashville, TN 37202. EOE.

**Sports director.** 100+ SW affiliate needs experienced sports person for 6 & 10pm newscasts. On-air, writing, editing must be strong. Some shooting. Minorities encouraged to apply. Box Q-8. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Exciting opportunity for Columbine** experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

**Executive producer: KTCATV,** Minneapolis/St. Paul, is looking for gifted executive producer for local arts/cultural programming. This is an extraordinary opportunity to lead a production group in one of the most creative stations in public broadcasting. We are looking for someone with extensive arts background, and outstanding production skills in multi-camera performance and documentary work. Must have strong leadership skills and demonstrated ability to produce work with originality, spark and power. This is a rare and exceptional job, with the mandate to do highly innovative and knock-the-world-out work. Send resume and tape to: Box EP, KTCATV, 172 E. 4th St., St. Paul, MN 55101. EOE.

**We're looking** for a graphics artist who can produce dazzling daily news graphics. Candidate will be working on a Colorgraphics ArtStar 3-D paint box and animation system. Sound like fun? Send resume and tape to: David Earnhardt, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. EOE. M/F.

**Promotion manager:** WFXI Fox 8 is looking for a very creative and organized individual with a television production background to manage the marketing of a successful VHF Fox affiliate in beautiful coastal North Carolina. Send resume & demo tape to: General Manager, WFXI Fox 8, PO Box 2069, Morehead City, NC 28557. EOE.

**Creative services director:** enthusiastic pro to write and produce for WOWT sales, promotion and public affairs. Must demonstrate superior creative and production skills with at least two years experience in creating television spots. Prefer experienced television producer. Prefer candidate with experience in camera operation and tape editing at a television station. Candidate must be a good manager of time, self-motivated and able to sell ideas. Send resumes and tapes to: Judy Horan, Director of Marketing, WOWT, 3501 Farnam Street, Omaha, NE 68131. WOWT is an equal opportunity employer.

**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 75381-9099. 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 75381-9099. EOE.

**Video editor:** We are a high-end, television production facility located in beautiful Green Bay, Wisconsin. The candidate we are looking for must have at least 2 solid years experience editing and working knowledge of BVE-9000 editor, Grass Valley 200 switcher, ADO-2000, and Chyron SuperScribe. Send resume, salary requirements, tapes (any format and non-returnable) to: Dave Moorman, Pulse Communications, 2830 Ramada Way, Green Bay, WI 54304. EOE.

**Production coordinator:** Statewide ETV network has a position available for an experienced production manager to supervise and coordinate crew personnel; schedule the use of equipment and facilities; and maintain and improve equipment inventory. Assist executive producer in developing project budgets and producing special assignments. Applicants should have education and work experience equivalent to a four-year degree and four years of related work experience. Salary range \$19,422 - 32,318 DOE. Send letter of application with 2 copies of current resume including the names and telephone numbers of three professional references and salary history to: Arkansas ETV Network; Personnel Office; PO Box 1250; Conway, AR 72032 prior to October 8, 1990. AETN is an AA/EEO employer. All qualified individuals are encouraged to apply.

**On air promotion director:** New position. Applicant should have degree and minimum one year experience. Strong hands on ability and background in news promotion essential. Send resume, tape and salary history to Brett K. Smith WCBI TV PO Box 271 Columbus, MS 39703. EOE.

**Associate producer/director:** Hilton Head, South Carolina (Headquarters - WJWJ-TV - Beaufort, SC). News reporter for small market station in coastal South Carolina. Develop and write scripts for television productions. Ability to shoot and edit video a strong plus. Minimum requirements: Bachelor's degree in Journalism and two years experience as a reporter. Minimum salary \$18,996. Minorities encouraged to apply. Send request for application to Ethel Brown, Personnel Department, SCETV, 2712 Millwood Ave., Columbia, SC 29205 or call 803-737-3457. Completed applications must be received by October 26, 1990. EEO.

**Television production:** Assistant professor of broadcasting. Teach courses in TV production and/or TV news. Serve as producer for department-produced television aired on local station. Coordinate department's television facilities and equipment. Advise undergraduate students. Conduct research or produce creative television programs in area of expertise. Master's degree in Broadcasting or related field required. PhD in Broadcasting or related field preferred. Professional experience in TV production and/or TV news required. Demonstrated success as a teacher and potential for research or creative activity desired. Send letter, resume, and three letters of recommendation by December 1, 1990 to Dr. Sam Swan, Department of Broadcasting, 295 Communications, University of Tennessee, Knoxville, TN 37996. UTK is an EEO/AA/Title IX/Section 504 employer.

#### SITUATIONS WANTED MANAGEMENT

**General manager** with 20 plus year background in television. Ready for challenge. Excellent profit record. Looking for GM or station manager position. Box P-25.

**General manager** plus past 24 years! Outstanding record of achievements in station/group management, sales, programming, news, promotion; quick turnarounds! Producer of spectacular profits/prestige! Compensation based on performance! Also available to 2 Boards as outside Director! Reply Box Q-3.

**TV Group C.O.O.** Will guide group operations of medium and small market stations to new levels of performance. Reply Box P-8.

**General manager:** Successful, experienced. Presently employed. Seeks challenging opportunity in 50-100 ADI. Reply Box P-8.



#### SITUATIONS WANTED TECHNICAL

**Experienced operations engineer:** 14 years Master Control and video tape operations with Midwest and Southwest net affiliates, and major cable net. Seeks position in related facility, excellent references. Call 612-432-6430.

**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box Q-5.

#### SITUATIONS WANTED NEWS

**Excellent experienced sportscaster** looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

**Sports anchor/reporter:** Experienced doing nightly news sportscast in Long Island/NYC market. Background ranges from interviewing players of major NYC professional teams to producing local features. Play-by-play experience. Call Mike 718-934-1434. Messages 718-565-4149.

**Smart, attractive Black female** seeks to bring good writing skills and some anchoring/reporting experience to entry-level position. Call 919-488-0825.

#### MISCELLANEOUS

**Need an agent?** We are looking to add 15 clients. We offer job search, financial planning, and legal services. We are not just for top 10 markets. Call 606-845-8773 for a free brochure.

**Primo People** is seeking news anchors for all size markets! Call Steve Porricelli or Fred Landau at 203-637-3653, or send resume and 3/4" tape to Box 116, Old Greenwich, CT. 06870-0116.

**To all U.S. producers and directors:** If you are interested to work with a fully equipped HDTV (1250 lines, European system) Van, 2 camera's, editing, digital effects, text generator etc., please let us know. HDTV 1250 is now convertible to NTSC! We are an independent European production house specializing in HDTV. We will come to America the later part of 1991. We review all proposals and synopsis! Please write to: E.F.F. Communications, Luchthavenweg 24, 5507 SK Veldhoven - Holland tel: 31-40-518111, fax: 31-40-518163.

#### ALLIED FIELDS

#### HELP WANTED NEWS

**Ohio University** seeks a news director and classroom instructor to develop and manage news programming for the Telecommunications Center's AM, FM and TV facilities and serve as half-time instructor teaching professional courses in the Scripps School of Journalism. The broadcast news professional will have a Master's degree in Journalism or equivalent, two to five years demonstrated proficiency in radio and television news and/or college-level teaching experience in broadcast journalism. Appointment is effective January 1, 1991. (Salary range is \$22,000 to \$26,000 plus benefits.) (Applications accepted until October 19, 1990.) Send letter, resume, video/audio tape and references to: Paul Witkowski, Associate Director, Ohio University Telecommunications Center, 9 South College Street, Athens, OH 45701. Ohio University is an equal opportunity employer.

#### INSTRUCTIONAL SERVICES

**Doctoral assistantships.** The University of Tennessee seeks outstanding academics/professional broadcasters for doctoral study. Coursework emphasizes communications theory /research core with broadcasting concentration, leading to research and faculty positions. Two year coursework program. Persons with significant media experience plus bachelors degree may be admitted directly into Ph.D. program. Teaching/research assistantships available. Application for fall 1991 due March 1. GRE required. Also, one-year M.S. program in media management for qualified applicants. Contact Dr. Herbert Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347. EOE.

**The University of Miami School of Communication** is seeking a faculty member for the 1991-92 academic year, beginning mid-August. The successful applicant should have a Ph.D., have demonstrated teaching ability and a strong research record. Professional broadcasting experience is desirable. The applicant should be able to participate in the school's graduate program. The applicant must be able to teach in at least two of the following areas: international/comparative broadcasting; mass media effects & audience analysis; broadcast regulation; communication theory; and introduction to broadcasting. This is a tenure-track position at the assistant professor level. Some consideration will be given to applicants at the associate professor levels. Salary is commensurate with qualifications. Applications will be accepted until January 31, 1991. Submit a letter of application, current vita, and three letters of recommendation to: Dr. Mitchell E. Shapiro, Program Director Broadcasting & Broadcast Journalism PO Box 248127 School of Communication University of Miami Coral Gables, FL 33124. The University encourages applications from women and minorities and is an equal opportunity and affirmative action employer.

**University theatre and dance** department seeks experienced television theory and production teacher for full-time, tenure track or lecturer (non-tenure) position beginning August, 1991. Ph.D. and professional experience of M.A./M.F.A. with significant professional experience. At time of application, applicant must present the following: 1) Complete vita; 2) three letters of recommendation; 3) 3/4" U-matic or 1/2" VHS videotape of television show directed by applicant. Rank/Salary negotiable depending upon combination of professional experience and qualifications. Application deadline is November 1, 1990 or until filled. For detailed information and application procedures contact: Faculty Search Committee Department of Theatre and Dance PA157 California State University, Fullerton, Fullerton, CA 92634. 714-773-3628. EO/AA/Title IX.

**Ithaca College-Roy H. Park School of Communications** seeks candidates for a tenure-eligible position in video production beginning August 15, 1991. Successful candidate must be able to teach a combination of courses in basic and advanced video field production-direction. Other areas may include documentary production, computer applications in video technology and/or other courses in areas of expertise. Experience in minicams and video editing essential. Ph.D. or MFA with successful teaching experience required; professional experience desirable. Screening will begin December 1, 1990. Send resume and statement of interest to: Professor Megan Roberts, Video Production Search Committee, Roy H. Park School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242. Ithaca College is an equal opportunity/affirmative action employer.

**Assistant professor** of radio-television-film available August 15, 1991. Teach courses in introduction to mass media, broadcast management, history, economics, promotion, production and programing. Ph.D., experience in broadcast management and evidence of research ability required. Competitive salary. Send letter of application, vita, transcripts and three letters of reference by November 1, 1990 to: Dr. Robert Clark, Search Committee Chair, Dept. of Radio-Television-Film, Bowling Green State University, Bowling Green, OH 43403. AA/EEO.

**Professional-in-residence:** Extended search, non-tenure track visiting position for distinguished professional beginning January 1991. Three-year appointment subject to renewal. Duties include halftime teaching and halftime advising campus newspaper. *The Daily Iowan*. Candidates should have at least 10 years professional achievement with major news organization. MA preferred. Salary competitive. Screening begins October 15, 1990. Send application, three letters of reference to: Professional-in-Residence Search, School of Journalism and Mass Communication, The University of Iowa, Iowa City, IA 52242. Affirmative action/equal opportunity employer.

#### EMPLOYMENT SERVICES

**Government jobs:** \$16,412 - \$59,932/yr. Now hiring. Your area. Call 1-805-687-6000 Ext. R-7833 for listings.

**Intelligence jobs.** FED, CIA, US Customs, DEA, etc. Now hiring. Listings. (1) 805-687-6000, Ext. K-7833.

**Earn money typing/PC/WP.** At home. Full/part-time. \$35,000/yr potential. (1) 805-687-6000 Ext B-7833.

**Looking for a position** in radio or television? Need personnel for your station? Contact Bill Elliott, Consultant, Head Hunter. 413-442-1283.

#### EDUCATIONAL SERVICES

**On-camera coaching:** For TV reporters. Sharpen anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 914-937-1719. Eckhart Special Productions (ESP).

#### 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.

**Wanted to buy...** 1000 watt AM Harris solid state transmitter. KWRT Radio, 816-882-6686.

**Satellite equipment** for Unistar II Format. For sale: SMN equipment for Starstation. Galen Gilbert 817-383-1357.

**Continental or broadcast** electronics 20 KW FM transmitter. Call Rod Chambers 916-257-2121

## FOR SALE EQUIPMENT

**Television mobile unit-41'** Gerstnslager trailer with complete power, hvac systems, Grass Valley 1600-7k switcher, Ward Beck 24 input audio console, eight Philips LDK-5 cameras with lenses (40x) monitor wall and video support equipment. Call Rick Melamed ABC-TV, 212-887-4981.

**50kw - AM transmitter** RCA-50H —\$14,000. 10kw - AM transmitter RCA-BTA10 —\$9,000. Call 804-685-3128.

**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:** Wilkinson 25000E (1983), CCA 20000D (1972), RCA BTF 20E1 (1976), RCA BTF 10ES1 (1975), Harris FM5H3 (1975), CCA 2500R (1978), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

**AM transmitters:** Harris MWSA (1979), CCA 5000D (1974), McMartin BA 5K (1980), Cont. 315B (1966), Collins B28E-1 (1978), 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.

**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.

**Save on videotape stock.** We have 3/4" & 1" evaluated broadcast quality videotape. Available in all time lengths. Call for best prices. IVC, 800-726-0241.

**1000' tower.** Standing in Albion, Nebraska. Heavy Kline tower includes 6-1/8" coax. Purchase in place with land and building, or move anywhere. Call Bill Kitchen. 303-786-8111.

**Strobe parts:** We sell and install flash technology and EG&G parts at DISCOUNT. Parts in stock. Call Tower Network Service. 305-989-8703.

**Lease purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000.00. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**FM 25/30KW BE FM30** (1984) w/FX-30 exciter, Harris FM25K (1983) w/MS-15 exciter, Transcom Corp., 800-441-8454, 215-884-0888, Fax 215-884-0738.

**Betacam BVV5/BVP5** CCD camera/recorder package, SVS. Component Chroma. Keyer, Sony, BVE 3000 Editor, Ikegami TM 20-9RH monitor, Grass Valley 3240 Proc AMP. Call Ron Fries at 703-525-7000.

**Phase Chaser 2300A** \$2150. Amek BCII production console call for price. Both pieces new. Call Lou at TekCom Corporation 215-426-6700.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700, Nationwide Tower Company.

**Used/new TV transmitters**, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems. 602-582-6550.

**Antennas transmitters coax towers:** For AM-FM-TV-LPTV: All power levels. Financing available call Jimmie Joynt J&L Associates 800-279-3326 or 719-528-5862.

**Only 66 hours** continental FM-35KW, \$46,000. No warranty. \$51,000 with retune and warranty. Call SCMS 1-800-438-6040 for information.

**Sony video/edit:** BVE-900 editor \$4000, (3) BVU-950's 3/4" deck w/TC \$7000 ea., (3) VO-5800's 3/4" deck \$2,200 ea., Low hours, excellent condition. All manuals & supplied cables, (2) tan standard 7'2" video racks w/doors \$350 ea. o.b.o. Tel: 213-394-6611, Fax: 213-394-1288.

**PAL Ikegami/Sony:** Ikegami cable comp amp Mod#CC-305 PAL paid \$1200. Sony CCD camera Mod#DXC-101P PAL color w/wide angle lens paid \$2400. Excellent condition. Must sell, will take best offer. Tel: 213-394-6611, Fax: 213-394-1288.

**RCA UHF transmitter**, 110KW mid band, complete with 3 klystrons, diplexer, available immediately. Call Petracom 813-848-7629.

**Sony BVU-820 3/4"** recorders (2) with TC and DT. Excellent condition. Asking \$6,800 each. Sony BVE-800 edit controller in excellent condition. Asking \$2,750. Call Dave at 215-626-6500.

**Sony BVP 30 camera with CA 30** back, Cannon 13x1 zoom lens. Excellent production camera, like new. Call Depth of Field Inc. 305-443-4764.

**Blank tape, half price!** Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. Call for our new catalog. To order, call Carpel Video Inc., toll free 800-238-4300.

**Satellite equipment** for Unistar II Format. For sale: SMN equipment for Starstation. Galen Gilbert 817-383-1357.

**Energy-ONIX MK-22** FM transmitter 14 months old. Call Rod Chambers 916-257-2121.

## Public Notice

The Executive Committee of Public Broadcasting Service will meet at 9:00am, October 16, 1990 at the PBS offices, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers and Board committees on programming, education services, video marketing, satellite replacement, finance; membership criteria; election of new officers; Board/Committee agenda for FY 91; and other business.

## TELEVISION

### Help Wanted Management

#### GENERAL SALES MANAGER

#### NATIONAL SALES MANAGER

For 5 million watt independent UHF station serving market of 400,000 households with only one competitor, on the West Coast of Florida. Please respond to: Steven L. Gross, CEO, DESOTO BROADCASTING 1549 Ringling Blvd., Suite 411, Sarasota, FL 34236. E.O.E

### National Sales Manager

Fastest growing Fox Independent in Top 15 market needs a strong NSM. Prefer applicant with 2-3 years experience in television sales management with a strong emphasis on local sports, independent sales and sales promotions. Send resume to: Marty Sokoler, General Sales Manager, KITN-TV, 7325 Aspen Lane North, Minneapolis, MN 55428.

Qualified women and minorities are encouraged to apply. KITN-TV is an equal opportunity employer of Nationwide Communications Inc.

### Help Wanted Sales

#### GENERAL SALES MANAGER

KTVN-Reno has an opening for the position of General Sales Manager. Applicants should have both local and national TV sales experience, with a minimum of two years sales management experience. Preference will be given to applicants who can show proven success in new business development and research marketing skills. Please send resumes to Dennis E. Stewart, President-General Manager, KTVN-TV, P.O. Box 7220, Reno, NV 89510. No phone calls please. KTVN-TV is an Equal Opportunity Employer.

## ACCOUNT EXECUTIVE SALES

Applicant must be experienced in development and agency business.

Candidates should have significant broadcast (preferably television) sales experience in a major market.

Previous experience in a sales development/new business function very helpful. Presentation skills a must. Vendor experience helpful.

**WJLA-TV** 

3007 Tilden Street, NW  
Washington, DC 20008  
202-364-7777

## Help Wanted Sales Continued

### TELEVISION SALES

KADY Television, the number one independent in an exurban, three-county region (and a subsidiary of a Fortune 500 company), is seeking a high-velocity account executive.

We offer superb plant, great people and a coverage area that includes Ventura, Santa Barbara, Malibu and Thousand Oaks.

Applicant must have a minimum of three years in television sales, a college education and excellent marketing skills. You need to be a new-business specialist, accustomed to hard work, cold calling and a wide range of accounts.

If you have the credentials, track record and work ethic, we invite you to join a television operation with blue chip programming (*Alf*, *Perfect Strangers*, *Hunter*, *The Lakers*)—and a commitment to excellence.

Fax resume to Denise Bean-White, Sales Manager, KADY-TV, 805/485-6057 or send care of Account Executive, 663 Maulhardt Avenue, Oxnard, CA 93030.

**RIKLIS**  
BROADCASTING

## Help Wanted Programing, Promotion & Others

### SATELLITE TRAFFIC COORDINATORS

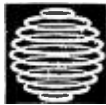
The Washington International Teleport is seeking experienced traffic coordinators to fill immediate positions.

2-4 years' experience preferred arranging and scheduling satellite services for domestic and international clients.

Opportunity for growth.

Competitive salary and benefits.

Send resumes to:



Personnel Director  
Washington International Teleport  
1133 21st Street, N.W., Suite 300  
Washington, DC 20036

EOE/M-F

### EXECUTIVE PRODUCER

Executive Producer needed for long-established, successful AM talk show. Top ten market, leading net affiliate. Supervise staff of 7, budget management and assistance in development of other programs. Prefer 3 years "hands-on" in TV talk production, but will consider applicable news background. Supervisory experience preferred. College degree required. Send resume to Box P-30. EOE.

### PRODUCER-MARKETING

USA Network seeks an experienced producer to create on-air promotion segments for kids audience, including writing, supervision of graphics, voice-overs, editing and scheduling. Producer will also assist with production of sales promotion spots and sales tapes. Required is three to four years' production experience (extensive post-production experience a must), knowledge of marketing and promotion principles, strong writing skills, creativity, originality and enthusiasm. We offer a competitive salary and comprehensive benefits. For consideration, please send reel, resume with salary history, and references to: **USA Network, Human Resources Dept. KC, 1230 Sixth Avenue, New York, NY 10020. Equal Opportunity Employer.**

Blind Box Resumes

**BOX ???**  
c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

### CREATIVE SERVICES PRODUCER

to join award-winning staff.

\*Strong writing, production and people skills required.

\*2-3 years experience preferred.

Send TAPE/resume to:

**Carol Lawrence**  
WSMV  
P.O. Box 4  
Nashville, TN 37202.



No phone calls please.

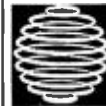
## Help Wanted Technical

### SATELLITE EARTH STATION MICROWAVE TECHNICIANS & OPERATORS

The Washington International Teleport has immediate openings available for communications technicians with video, microwave and earth station experience in the installation, operation and maintenance of microwave transmission systems.

Competitive salary and benefits.

Send resume with salary requirements in confidence to:



Washington International Teleport  
Personnel Dept.  
1133 21st Street, N.W., Suite 300  
Washington, DC 20036

EOE/M-F

### TELEVISION OPERATIONS ENGINEER

needed to troubleshoot to prevent on-air problems and assist in replacing/repairing defective equipment for live, 24-hour broadcasting. Requires 3-5 years' experience in broadcast operations or operation troubleshooting and the ability to work with video switchers, VTRs, character/graphics generators, Studio/EFP cameras, and audio equipment. C/Ku Band satellite uplink systems experience and technical training a plus.

### TELEVISION MAINTENANCE ENGINEER

needed to participate in design, installation and documentation of live, 24-hour-a-day television systems. Requires 3-5 years' current hands-on maintenance experience, ability to troubleshoot to component level and commitment to engineering excellence.

If you would like the excitement of live television and want to work for America's #1 cable home shopping network then mail or FAX your resume to: Mike Cavanaugh, QVC Network, Goshen Corporate Park, West Chester, PA 19380, FAX: (215) 344-3150. An equal opportunity employer, m/f.



### Help Wanted News

**PROGRAM PRODUCERS  
SEGMENT PRODUCERS  
REPORTERS  
PHOTOGRAPHERS  
EDITORS  
NEWS WRITERS**

We need pros with journalistic excellence mixed with the ability to produce extraordinary stories. Extensive travel. Staff based in Sacramento.

Send non-returnable tapes and resumes to: KCRA-TV/Kelly News & Entertainment, ATTN: Dept CPG, 3 Television Circle, Sacramento, CA 95814-0794. No calls please!

Equal Opportunity Employer M/F

**NOTE:** Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

### RADIO

#### Help Wanted Sales

**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.

#### Help Wanted Programing Promotion & Others

#### CORPORATE CONTROLLER

Corporate Controller to run the financial operations of Boston based, 8 station radio group in medium and small markets. Qualified candidates should possess a minimum of a 4 yr acctg/business degree, 5 yrs in public acctg and a broadcast related industry (radio preferred). Expertise necessary in accounting, radio operations, financing and computers. Travel required. Excellent benefits. Please send resume with salary history to:

Cathy Cartucci  
Roht Communications  
3 Woodland Road  
Stoneham, MA 02180  
Fax: (617) 662-9675.

### Situations Wanted Management

#### General Manager/Trouble Shooter

Currently employed by outstanding company in sales management position in top 10 market. Unfortunately, advancement opportunities are limited. With 20-years experience, most of it in management positions including VP/GM, GSM, and OPS-/PROGRAMING, I am looking for a challenging GM position. If you represent a company which appreciates dedication, hard work, & results, we should talk. Would also consider working with Lenders that may be financing under-performing operations in need of help. All inquiries held in strictest confidence.

Replies to Box: P-64.

### Miscellaneous



#### Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

### CABLE

#### Help Wanted News



**WANTED:  
AUDIO, CHYRON & STILL STORE  
OPERATORS**

Fax resumes by 10/5/90  
to Operations Manager  
(908) 417-1180

NO CALLS, PLEASE

### ALLIED FIELDS

#### Help Wanted Sales

# SALES AND TECHNICAL SUPPORT

## THE SONY NAME HAS ALWAYS ATTRACTED TOP TALENT

SONY—the leader in Broadcast and Industrial Electronics Equipment—is looking for dedicated, proven salespeople and technical sales support people to lead our sales efforts into the '90s and beyond.

The Sales and Marketing Company of SONY's Business and Professional Group anticipates several openings this year and next. Positions available will be both direct sales and product specialists who support and partner with our sales forces. We seek individuals with a proven industry sales track record, strong communication and account management skills, an appropriate technical background, and above all, a dedication to ensuring total customer satisfaction.

We offer you the opportunity to work for an industry leader and the challenge of thriving in an atmosphere of continuous innovation. SONY provides a comprehensive salary and benefits package, including a matching 401K Savings Plan and, for most sales positions, a company car. If interested, please send your resume, salary history, geographic restrictions/preferences, as well as any SONY references you may be able to provide to: DEPT. RO/HUMAN RESOURCES, SONY CORPORATION OF AMERICA, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666.

We are proud to be an EEO/AA employer M/F/H/V. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing.

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"THE BEST GETS BETTER"

### Employment Services

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 RADIO • TV • ADVERTISING • CABLE  
**1-900-234-INFO ext. TV (88)**  
 \$2 per minute From any touch tone phone

**SPORTS CAREERS**  
**HOTLINE**  
 Offering over 200 jobs in: Journalism • Administration  
 Marketing • Representation • Business Ventures  
**1-900-420-3005** \$2.00/minute

**JOBS** • TV and radio  
 • Updated daily  
 • Around the country  
**1-900-456-2626**  
 \$1.95 for the first minute  
 \$ .95 for each additional

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 CHIEFS, ASST. CHIEFS, MAINTENANCE  
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 America's Leading Source For A Decade  
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**NEED A JOB?**  
 Get the first word on the best jobs with  
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 in touch with the freshest job openings  
 in television. For more information call:  
**800-237-8073**  
 In CA: 408-648-5200  
  
**THE BEST JOBS ARE ON THE LINE**  
 PO Box 51909, Pacific Grove, CA 93950

### Employment Services Continued

**35,000+ A YEAR JOBS**  
 We also list the big job  
 openings. 98% of all radio and  
 TV jobs currently open — all  
 market sizes — all formats —  
 all positions.  
**MONEY BACK GUARANTEE!**  
**One Week \$7.00-Six Weeks \$15.95**  
**American Radio**  
**JOB MARKET**  
 1553 N. Eastern, Las Vegas, NV 89101

California  
**Broadcast Job Bank**  
 For application information call  
**(916) 444-2237**  
 California Broadcasters Association

**For Sale Software**  
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**COMPUTER SOFTWARE**  
 IBM PC API/UI WIRE SOFTWARE Captures and  
 sorts low/high speed wires to directories. Runs in  
 the background. Includes special Viewing soft-  
 ware. DOS 3.2 or 3.3. Compatible with word pro-  
 cessors and networks. Contact: Porter Communi-  
 cations, 579 D.W. Highway, Merrimack, NH  
 03054. Tel: 603-424-4161.

**For Sale Stations**  
**W. John Grandy**  
 BROADCASTING BROKER  
 1150 Osos St., Suite 206  
 San Luis Obispo, CA 93401  
 Phone: (805) 541-1900  
 Fax: (805) 543-7885

**4 UHF Stations**  
 in NC, TN, FL, and AL  
 Can be purchased  
 as a group or separately  
 Priced from \$1.5mil to \$2.5mil  
 Contact **Wayne Wetzel (813) 799-4906**

**HALF PRICE SALE**  
 27th Market- Kansas City  
 1000' AAT 100,000 Watt FM  
 \$3.5 Million  
 Call **Don Roberts, Kozacko-Horton**  
 Company, (813) 966-3411.

### For Sale Stations Continued

**VENTURE CAPITAL**  
**DEBT FINANCING**  
 For broadcasters  
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 1900 Emery St., Ste. 206  
 Atlanta, GA 30318  
 404-355-6800

*Hogan - Feldmann, Inc.*  
 MEDIA BROKERS • CONSULTANTS  
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 P.O. Box 156  
 Encino, California 91420  
 Area Code (818) 980-3201

**FOR SALE - SUNBELT**  
**FM CLASS C-3 C.P. AND EXISTING**  
**AM INCLUDES BUILDING AND**  
**TOWERS.**  
**COLLEGE TOWN-HISTORIC AREA.**  
**WRITE BOX P-65.**

**TEXAS COAST**  
 Full time AM mixing niche of local news  
 & sports with adult music  
 Very profitable.  
**WILLIAM S. CHERRY & CO.**  
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**CLASS A FM**  
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**Retiring**  
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**THE OPPORTUNITIES**  
**MEDIA IN THE 90'S**  
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 \* CAPITAL FORMATION  
 \* REFINANCING  
 \* ADVISORY SERVICES  
 \* 317-289-7140

## For Sale Stations Continued

Stan Raymond & Associates, Inc.  
TOP VALUES!

- AM/FM, Georgia, Small Market
- Power AM - Florida
- FM - Florida
- FM - South Carolina
- FM - Ohio
- FM - C2 - Mississippi

Stan Raymond  
(813) 383-9404

Stan Raymond, Jr.  
(404) 896-8000

### SE University FM

\$102,000 cash flow  
Under 8 times  
\$189,000 down  
Liberal seller paper

### Gulf Coast FM

\$113,000 cash flow  
Less than 6 times  
\$107,500 down  
Long term seller paper  
(407) 294-0197

MUNCIE, INDIANA  
BALL STATE UNIVERSITY  
CLASS A FM 6KW UPGRADE  
250 WATT AM - 990KHZ  
SOME OWNER FINANCING

Ed Roehling/Walter Swain  
317-889-1025/317-932-3964

### AM DAYTIMER

South of Boston. \$580,000.  
Six acres of valuable land  
included, affluent area.  
Owner retiring.  
Write Box Q-9

### WKKX - ST. LOUIS

For Sale At Auction  
Class B FM. Bids must  
be submitted on or  
before October 24, 1990.

DON CAVALERI, RECEIVER  
314-878-1040

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FLORIDA	50KW FM SLEEPER	TERMS
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FLORIDA	100KW FM + AM TALK	TERMS
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LOUISIANA	100KW FM + AM CF	TERMS
FLORIDA	BIG CITY TALK AM	TERMS
FLORIDA	50KW-D AM MAJOR	TERMS
KANSAS	50KW C-1 APP. + AM	TERMS
FLORIDA	6KW FM C-3 SOON	TERMS

THE CONNELLY COMPANY  
(813) 287-0906 FAX(813) 289-0906  
5401 W. KENNEDY, SUITE 480  
TAMPA, FL 33609

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Combs & AM  
Single Station Markets  
Strong Cash Flows

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### Business Opportunities

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MEDIA/AUDIO - TEXT JOINT VENTURES  
DIGITAL AUDIO TEXT COMPUTER MANUFACTURER  
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NATIONWIDE WITH RADIO, TV, CABLE & OTHER MEDIA.  
GREAT PROMO AND ADVERTISING REVENUE  
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CALL MR. I.H. LINE - 1-800-722-9847.

### TOWER SPACE

Available for lease on 1,865-foot tower  
to UHF-TV, LPTV, FM and auxiliary ser-  
vices in Des Moines, Iowa.

REPLY TO BOX P-67.

Please plagiarize this

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You have all the ingredients to do  
great things. Feed the hungry, shelter  
the needy, enlighten the ignorant,  
cheer the miserable. **HAVE FUN!**

We'll provide a 900 phone number for  
a hundred bucks a month—let your  
vision and your accountant do the  
rest.

Gossien & Accomplices  
(of OMpower Productions)  
Fax: 916-961-4460  
Phone: 916-961-6932

### BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all corre-  
spondence pertaining to this section should  
be sent to: BROADCASTING, Classified De-  
partment, 1705 DeSales St., N.W., Washing-  
ton, DC 20036.

**Payable in advance.** Check, money order or  
credit card (Visa or Mastercard). Full and cor-  
rect payment must accompany all orders. All  
orders must be in writing by either letter or Fax  
202-293-3278. If payment is made by credit  
card, indicate card number, expiration date  
and daytime phone number.

**Deadline** is Monday at noon Eastern Time for  
the following Monday's issue. Earlier dead-  
lines apply for issues published during a week  
containing a legal holiday. A special notice  
announcing the earlier deadline will be pub-  
lished above this ratecard. Orders, changes,  
and/or cancellations must be submitted in  
writing. **NO TELEPHONE ORDERS,  
CHANGES, AND/OR CANCELLATIONS WILL  
BE ACCEPTED.**

When placing an ad, indicate the **EXACT** cat-  
egory desired: Television, Radio, Cable or Al-  
lied Fields; Help Wanted or Situations Wanted;  
Management, Sales, News, etc. If this informa-  
tion is omitted, we will determine the appropri-  
ate category according to the copy. **NO** make  
goods will be run if all information is not in-  
cluded. **No personal ads.**

**Rates:** Classified listings (non-display). Per  
issue: Help Wanted: \$1.20 per word, \$22  
weekly minimum. Situations Wanted: 60¢ per  
word, \$11 weekly minimum. All other classifi-  
cations: \$1.30 per word, \$24 weekly minimum.

**Rates:** Classified display (minimum 1 inch,  
upward in half inch increments). Per issue:  
Help Wanted: \$90 per inch. Situations Wanted:  
\$50 per inch. All other classifications:  
\$120 per inch. For Sale Stations, Wanted To  
Buy Stations, Public Notice & Business Op-  
portunities advertising require display space.  
Agency commission only on display space.

**Blind Box Service:** (In addition to basic ad-  
vertising costs) Situations wanted: \$5 per ad  
per issue. All other classifications: \$10 per ad  
per issue. The charge for the blind box service  
applies to advertisers running listings and dis-  
play ads. Each advertisement must have a  
separate box number. **BROADCASTING** will  
not forward tapes, transcripts, portfolios, writ-  
ing samples, or other oversized materials;  
such materials are returned to sender. Do not  
use folders, binders or the like.

**Replies to ads with Blind Box numbers**  
should be addressed to: Box (letter & num-  
ber), c/o BROADCASTING, 1705 DeSales  
St., NW, Washington, DC 20036. **Please do  
not send tapes.**

**Word count:** Count each abbreviation, ini-  
tial, single figure or group of figures or letters  
as one word each. Symbols such as 35mm,  
COD, PD, etc., count as one word each. A  
phone number with area code and the zip  
code count as one word each.

The publisher is not responsible for errors in  
printing due to illegible copy—all copy must  
be clearly typed or printed. Any and all er-  
rors must be reported to the Classified Ad-  
vertising Department within 7 days of pub-  
lication date. No credits or make goods will  
be made on errors which do not materially  
affect the advertisement.

Publisher reserves the right to alter classifi-  
ed copy to conform with the provisions of  
Title VII of the Civil Rights Act of 1964, as  
amended. Publisher reserves the right to ab-  
breviate, alter, or reject any copy.



# FATES & FORTUNES

## MEDIA

**Ruth E. Warren**, fund VP, Jones Inter-cable Inc., Englewood, Colo., named group VP, operations.



Warren



Reymond

**Kevin Reymond**, senior manager, Price Waterhouse, New York, joins Westinghouse Broadcasting Co. there as VP, acquisition analysis.

**Randall Feldman**, president and general manager, KMBH(TV) Harlington, Tex., joins WYES-TV New Orleans in same capacity.

**Robert J. Greene**, operations manager, International Service Systems, San Francisco, joins Comcast Cable Communications, Seal Beach, Calif., as regional marketing coordinator.

**Richard Ramirez**, general sales manager, KMEX-TV Los Angeles, named general manager.

**Randy Jordan**, station manager, KNRB(AM) Fort Worth, joins KTEK(AM) Alvin, Tex. (Houston), as general manager.

**Gary Dreispul**, from WZTV(TV) Nashville, joins WSYT(TV) Syracuse, N.Y., as VP and general manager.

**Mike Kenny**, VP and general manager, WYHY(FM) Lebanon, Tenn. (Nashville), joins KJQY(FM) San Diego, Calif., in same capacity.

**Ann Semeniuk**, sales traffic coordinator, wvit(TV) New Britain, Conn. (Hartford), named traffic manager.

**Karen Bride**, controller, WOWT(TV) Omaha, named director of operations.

**Barb Mahr**, administrative assistant, WOWT, named human resources manager and assistant to general manager.

**Richard J. Yankus**, president and chief operating officer, Caravelle Broadcast

Group, joins WGER-FM Saginaw, Mich., as VP and general manager.

**Mark D. Erstling**, broadcast manager, WGBY-TV Springfield, Mass., named station manager.

**W. Thomas Johnson**, president, CNN, Atlanta, nominated to joins TBS board of directors.

**Tom Scheithe**, general manager, WEZR (AM)-WEZV(FM) Fort Wayne, Ind., joins WINC-AM-FM Winchester, Va., in same capacity.

**Cherie Olson Harms**, station manager, KUMV-TV Williston, N.D., named general manager, KUMV-TV and co-owned KQCD-TV Dickinson, N.D.

## SALES AND MARKETING

Appointments at KYW-TV Philadelphia: **Jim Gallagher**, account executive, named local sales manager; **Jim Brown**, account executive, named national sales manager, and **Lisa Kruglov**, national sales manager, WPWR-TV Gary, Ind. (Chicago), named sales manager.

**John Washington**, general manager, Seltel, San Francisco, joins KING-TV Seattle as general sales manager.

**Jody Rosen**, director of retail sales, KZPS(FM) Dallas, joins co-owned KAAM-AM there as local sales manager.

**Jeff Kolb**, from WGFY(FM) Gallatin, Tenn. (Nashville), joins WZEZ(FM) Nashville as account executive.

**Toni Rhodes**, account executive, WSTM-TV Syracuse, N.Y., named national sales manager.

**Kim Hobson and Barry Levine**, assistant media planners, BBDO New York, named media planners.

**James A. Signorelli**, senior VP, N.W. Ayer, joins W.B. Doner and Co., Baltimore as VP, group account director.

**Peter T. Cohen**, regional director, Home Box Office, and **Patric B. Hale**, manager, business development, Euro-money Publications Ltd., London, join CNN International Ltd., London, as regional VP's.

**Laura James**, associate director, marketing and research, SportsChannel, News 12-Long Island and CN1 spot cable sales, New York, named director of marketing and research, SportsChannel Regional

Networks and News 12-Long Island.

**Brock Kruzic**, Central division manager, Group W Productions, Chicago, named Midwest region manager.

**Kris Bagwell**, regional director, Southeastern region, MTV Networks affiliate sales and marketing department, Atlanta, named VP, Southeastern region. **Dennis Gillespie Jr.**, Southeast regional director, Financial News Network, joins MTV Networks affiliate sales and marketing group, New York, as VP, Eastern region.

**Christina Kushion**, associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named senior writer.

**Sean Shannon**, account executive, KLSY(AM) Bellevue, Wash., joins Major Market Radio Northwest, Seattle, in same capacity.

**Deb Sharp**, regional sales manager, KJYK(AM)-KKLD(FM) Tucson, Ariz., joins KNXX-TV Phoenix as account executive.

**Ralph Salierno**, station manager, WDIZ(FM) Orlando, Fla., joins WJQI-FM Virginia Beach, Va., as general sales manager.

**Tim Frame**, national sales manager, WATE-TV Knoxville, Tenn., joins WRIC(TV) Richmond, Va., as general sales manager.

Appointments at WOWT(TV) Omaha: **Bob Heinzelmann**, general sales manager, WTOG-TV Savannah, Ga., named national sales manager; **John Curry**, account executive, named local sales manager, and **Judy Horan**, promotion manager, named director of marketing.

**Karl Davis**, national sales manager, WNYT(TV) Albany, N.Y., named director of sales.

Appointments at Seltel: **Michael Cer-rato**, account executive, Katz Television, New York, named to same capacity, white sales team there; **Susan Thomas**, account executive, WCBD-TV Charleston, S.C., named to same capacity, Denver, and **Jody Hecker**, network liaison, New York, named program coordinator, Seltel Inc.

**Ann McIntyre**, account executive, WJAR(TV) Providence, R.I., named local sales manager.

**Brenda Gallagher**, account executive, Modern Sign & Design Inc., joins wvit(TV) New Britain, Conn. (Hartford), in same capacity.

## WINNERS CIRCLE



**R**epresentatives of the winning stations in the 1990 Edward R. Murrow awards for excellence in electronic journalism gathered for a group shot with luncheon speaker Michael Gartner, NBC News president, following presentation ceremonies at the RTNDA convention last week (see page 47). Shown above: (back row, l-r) Marv Rockford, KCNC-TV Denver, overall excellence; Steve Eckert, WCCO-TV Minneapolis, investigative reporting; Rick Rosenthal, WGN-TV Chicago, news series/documentary; Jim Forsyth, WOAI(AM) San Antonio, news series/documentary; Jeff Bray, WINZ(AM) Miami, continuing coverage; Ed Cavanaugh, KCBS(AM) San Francisco, overall excellence; (bottom row, l-r) Chris Berry, WBBM(AM) Chicago, investigative reporting; Arlene Bolson, KCBS(AM), spot news; Gartner; Cheryl Jennings, KGO-TV San Francisco, spot news; John Tracy, KTUU-TV Anchorage, continuing coverage.

## PROGRAMMING

**Jim Rulmyr**, VP, business development, General Electric, joins The Discovery Channel, Landover, Md., as senior VP, new business development.



Rulmyr



Fishman

**Melinda Fishman**, director, original programming, West Coast, Lifetime Television, Los Angeles, named VP, original movies.

**Richard M. Glosser**, from Columbia Management Associates Program, joins

Columbia Pictures Television, as assistant to chairman.

**Cory O'Connor**, director, Western national accounts, The Disney Channel, Burbank, Calif., named VP, corporate communications.

**Suzu Beugen**, production executive, Hearst Entertainment Inc., joins Republic Pictures Productions Inc., Los Angeles, as executive in charge of production.

**Dennis Johnson**, VP, original programming, West Coast, Showtime Networks Inc., New York, named senior VP, original programs, West Coast, there.

**Elsie Walton**, development consultant, Republic Pictures, joins Carolco Television Productions, Los Angeles as VP, development, Barry Weitz Films Inc.

**Stephen Pouliot**, former writer and producer, Bob Banner & Associates, joins Paradigm Entertainment, Los Angeles as VP, television specials.

**Doug Lowe**, business manager, Television Program Enterprises, New York, joins Cannell Communications, Atlanta as chief financial officer.

**Betsy Borns**, executive producer, special programs, HBO's Comedy Channel, joins Fox Broadcasting Co., Los Angeles as director, current programs.

**David Intrator**, regional director, Midwest region, Home Shopping Network, joins Viewer's Choice, New York as regional VP, affiliate relations, Eastern region.

**Eric Illowsky**, director of marketing development, Cox Cable Communications, joins Sci-Fi Channel, Beverly Hills, Calif., as senior VP, programing and development.

**William J. Moraskie**, executive VP, sales, Inter Ocean Films, joins Cine Vox Distribution, Los Angeles, as senior VP, sales and marketing.

**Jane Cotropia**, assistant to president and CEO, Prime Network, Dallas named VP, administration.

**Billie Beasley Jenkins**, director of administration and studio operations, Twentieth Century Fox, Los Angeles, named director of production services and resources.

**Denise Shapiro**, VP, sales and marketing, Newslink, Washington, joins Nicklodeon/Nick at Nite, New York, as VP, licensing. **Catherine Lippincott**, VP, Eleanor Lambert Ltd., joins Nickelodeon, as manager of publicity, advertising and marketing.

**Dennis Malloy**, comedian and impressionist, Philadelphia, joins WKSZ(FM) Media, Pa. (Philadelphia), as air personality.

**Chris Mays**, program director, KLSY-AM-FM Bellevue, Wash. (Seattle), joins Broadcast Programming radio syndicator, Seattle, as regional manager.

**Kate Ingram**, from Segue Systems, joins KUSF(FM) San Francisco, as program director.

**Buzz Floyd**, general manager, KKTD(TV) Santa Fe, N.M., joins KBLR(TV) Paradise, Nev. (Las Vegas), as program manager.

**Russ Brown**, operations manager, WLAZ(FM) Naples, Fla., joins WMBX(FM) Richmond, Va., as program manager.

Appointments at WTAJ-TV Altoona, Pa.: **Lowell Sollenberger**, marketing director, named program director; **Dave Beeney**, creative services director, named production manager, and **Lisa McManus**, assistant to program director, named program administrator.

**Stan Hitchcock**, senior VP, Nashville operations, Country Music Television, resigns to form Hitchcock Productions independent television production company, Nashville.

## NEWS AND PUBLIC AFFAIRS

**Gary C. Wordlaw**, news director, WMAR-TV Baltimore, joins WJLA-TV Washington in same capacity, succeeding **Bob Reichblum**, resigned.

**Cliff Abromats**, station manager, WLWT-TV Cincinnati, joins co-owned KSDK-TV St. Louis as news director.

**Cliff Morrison**, from WTVJ-TV Miami, joins WCIX-TV there as weekend meteorologist.

**Gary Miller**, sports anchor and reporter, CNN, joins ESPN, SportsCenter, Bristol, Conn., as anchor and reporter.

**Jim Campagna**, news director, WHEN(AM) Syracuse, N.Y., joins WIXT-TV there as reporter and producer. **Mike Corbin**, reporter and anchor, WUTR-TV Utica, N.Y., joins WIXT as reporter.

**Angela Lawrence**, from WNGT-TV Macon, Ga., joins WATE-TV Knoxville, Tenn., as morning anchor and reporter.

**Kevin Roy**, general assignment reporter, KOMU-TV Columbia, Mo., joins KCRG-TV Cedar Rapids, Iowa, in same capacity.

**Julie Mariash**, associate director, New York Rangers hockey, named producer, Rangers games, Madison Square Garden Network, New York.

**Jack Bunds**, from KTUL-TV Tulsa, Okla., joins KOKI-TV there as anchor, news extras.

**Leonard Lee**, anchor, All News Channel, Minneapolis-St. Paul, named producer.

**Laura Castaneda**, weekend assignment editor, WLS-TV Chicago, joins KGUN-TV Tucson, Ariz., as general assignment reporter.

**Steve Grzanich**, associate producer, All News Channel, Minneapolis, joins WLRW(FM) Champaign, Ill. (Urbana), as news director.

**Eric McLendon**, sports director, WALA-TV Mobile, Ala., joins WFSB-TV Hartford, Conn., as weekend sports director.

**Donna Crilley**, general assignment and business reporter, WICZ-TV Binghamton, N.Y., joins WBRE-TV Wilkes-Barre, Pa., as general assignment reporter.

**Ron Miller**, from KATU-TV Portland, Ore., joins WBTV-TV Charlotte, N.C., as news manager.

**David Lerner**, news director, KIFI-TV Idaho Falls, Idaho, resigns to form Teton News Service, stringer service providing news coverage for surrounding region there.

**Joe English**, director, KTVZ-TV Bend, Ore., named public affairs director.

**Gary Tuchman**, anchor and reporter, WPEC-TV West Palm Beach, Fla., joins CNN, New York as correspondent.

**Pat Crovisier**, public affairs director, KVUE-TV Austin, Tex., named VP, community affairs and human resources. **Theresa Amaya**, assistant to president, KVUE-TV adds duties as community service manager.

**Ellen Langas Campbell**, director of consumer affairs, QVC Network Inc., West Chester, Pa., named VP, consumer affairs.

## TECHNOLOGY

Appointments at Switchcraft, Chicago: **Keith A. Bandolik**, assistant general manager, components division, named VP and general manager, components division; **Milton A. Cole**, VP, international marketing and sales, named president, Asian operations, and **Gerald J. McElligott**, senior VP, international operations, named senior VP, European operations.

**Jim Hansen**, owner, Hansen Data Systems computer consulting, joins Schafer Digital, manufacturers of radio automation systems, Houston, as president and CEO.

**Marty Hadfield**, special projects engineer, KOMO-AM-TV Seattle, joins KTAC(FM)-KBRD(FM) Tacoma, Wash., as director of technical operations.

**Sidney C. Sterchele**, former Southwest broadcast sales and marketing director, Sony Corp., joins JVC Service and Engineering Co., Fairfield, N.J., as national service manager.

**John Delay**, manager of customer service, interface, Harris Allied Broadcast Equipment, Quincy, Ill., named manager, business interface development.

**William Rowse**, VP, engineering, Private Satellite Network Inc. (PSN), New York, named senior VP, engineering; **Robert C. Schubert**, manager of quality assurance, satellite communications systems, PSN, named director of engineering.

**Kenneth M. Schultz**, formerly of General Electric Co., joins ITS Corp., McMurray, Pa., as product manager, wireless cable products.

**R. Eric Schmidt**, operations manager, Varian, laboratory systems operation, Santa Clara, Calif., named marketing manager, microwave equipment products.

## PROMOTION AND PR



Devlin

**Thomas B. Devlin**, VP and general manager, Worldvision Home Video Inc., New York, joins Heart Entertainment Distribution there as VP, worldwide home video.

Appointments at Another Large Production Inc., producers of on-air promotional campaigns, Los Angeles: **Sherry Hodge**, director of advertising and promotion, WHDH-TV Boston, named producer, *Amen* and *The Challengers*; **Alan Skinner**, supervisor, specialty merchandising, Columbia Pictures Television, named associate producer, *Tic Tac Dough*, and **Steve Conti**, associate producer, *Tic Tac Dough*, named producer.

**Abby Zuckerman**, publicist, Circus Productions, New York, joins Showtime Networks Inc., New York, as senior publicist, special events.

**Daniela Scala**, senior account executive, Barbara Attenborough Associates, joins Turner Broadcasting International, London, as public relations coordinator.

**Thomas J. McGrath**, director of customer service, Adelphia Cable Communications, Miami, joins Greater Media Cable of Philadelphia, as director, customer services for Philadelphia cable operation.

**Ann Marie Wallace**, former program director, WCZN(AM) Chester, Pa., joins WPEN(AM)-WMGK(FM) Philadelphia as assistant promotion manager.

**Aili Jokela**, public relations director, The Competitive Edge, joins DDB Needham Worldwide, Washington, as public relations manager.

**John Montgomery**, promotion director, WERC(AM)-WKXX(FM) Birmingham, Ala., joins WAPI-AM-FM there as director of promotion.

**Jonathan Katz**, senior promotion writer, WTOG(TV) St. Petersburg, Fla. (Tampa), joins WJZY(TV) Belmont, N.C. (Charlotte), as promotion manager.

Account executives named senior account executives, Porter/Novelli, Washington: **Mary Kearney**, **Susan Lewis**, and **Kimberly Ruley**.

**Michael D. Benson**, writer and producer, WCCO-TV Minneapolis, named director of creative services.



**Judy Martin**, morning show producer, KSD-FM St. Louis, joins KSDK(TV) there as public relations coordinator.

**Joan Rebecchi**, director of creative services, QED Communications Inc., Pittsburgh, joins KNME-TV Albuquerque, N.M., as advertising and promotion manager.

**Vince Casey**, former public relations director, New York Ranges, North American Soccer League and NFL Management council, joins World League Football, New York, as director of information.

## ALLIED FIELDS

**Michael Harwood**, executive VP and chief financial officer, National Association of Broadcasters, retires in summer of 1991.

New officers for National Association of Telecommunications Officers and Advisors board of directors: **Susan Herman**, general manager, Office of Telecommunications, Los Angeles, president; **David Olson**, director of Cable Communications and Franchise Management, Portland, Ore., VP, and **Jayne Gerdeman**, executive director of Kenton/Boone (Ky.) Counties CATV Board, secretary/treasurer.

**James DeSorrento**, chairman and CEO, Triax Communications Corp., elected chairman of board of directors, Community Antenna Television Association, Fairfax, Va., succeeding **Richard Gessner**, from Massillon (Ohio) Cable TV.

National Association of Media Brokers appoints new officers: **James A. Gammon**, from Gammon Media Brokers, Washington, as president; **Frank Kalil**,

from Kalil & Co., Tucson, Ariz., as VP; **Tim Menowsky**, from Communications Equity Associates, Tampa, Fla., as secretary, and **James W. Blackburn**, from Blackburn & Co. Inc., Washington, as treasurer.

**Lars Etzkorn**, recent law graduate, St. Louis University, joins minority staff of Senate Communications Subcommittee staff, Washington.

**Charles L. Bell**, counselor, Senior Foreign Service, United States Information Agency, named deputy director, office of public liaison, Washington.

**Ron Ramsey**, supervisor, Computer Sciences Corp., joins Natpe\*Net Computerized Information System, Los Angeles as M.I.S./System administrator.

**Gary Taylor**, former senior VP, Unistar Radio Network, joins Broadcast Promotion and Marketing Executives, Los Angeles, as executive director.

**John J. Kelly**, partner, Loomis, Owen, Fellman & Howe, Washington, joins Electronic Industries Association, there as general counsel, succeeding **Gary J. Shapiro**, ('Fates & Fortunes,' July 23, 1990).

**Carl Girod**, VP, satellite technology, Public Broadcasting Services, Alexandria, Va., named chairman, North American National Broadcasters Association.

**James A. Milner**, president and general manager, WFWA(TV) Fort Wayne, Ind., named director of station relations, Corporation for Public Broadcasting.

New council members appointed at Writers Guild of America East Inc., New York: Freelance writers **Heywood Gould**, **Evan Hinder** and **Michael Winship**, for freelance TV, screen and radio category; **Greg Hernandez**, news writ-

er, ABC Radio, Washington, **Willie Kathryn Suggs**, writer and editor, ABC Television Network News Syndication Services, New York and **Catherine Twohill**, producer and writer, WNET(TV) Newark, N.J. (New York), for TV and radio categories.

**Jon H. Cooper**, general manager, KNME-TV Albuquerque, N.M., named to board of directors, PBS Enterprises.

**Diane Streckfuss**, teaching assistant, Southern Methodist University, Dallas, joins Arbitron Co., New York, as client service representative, advertiser/agency service division.

## DEATHS

**Charles Phillip Eans**, 45, general manager, WKCM(AM) Hawesville, Ky., died from injuries received in automobile accident Sept. 6 there. Eans joined WKCM in 1980 and was named general manager in 1986. He is survived by his wife, Peggy, and three sons, Kevin, Christopher and Greg.

**Stephen F. Kolzak**, 37, former senior VP, casting and talent, Columbia Pictures Television, died of AIDS Sept. 19 at Sherman Oaks, Calif., hospital. Kolzak supervised casting for television programs including *Cheers*, *Starsky and Hutch*, *Facts of Life* and *Who's the Boss* until his resignation for health reasons in 1987.

**Richard A. Lancaster**, 37, advertising and promotion specialist, KAET(TV) Phoenix, died of AIDS Sept. 16 at his home there. He is survived by his mother, Doris, two sisters and one brother.

**George A. Lawler**, 70, retired VP, Communications Satellite Corp., Washington, died Sept. 20 from an aneurism following complications from surgery at his home in Alexandria, Va. Lawler was marketing pioneer that helped establish term 'live via satellite' and in 1969 he coordinated 20 earth stations for live coverage of Apollo 11 mission and man's first walk on moon. Joining COMSAT in 1965, Lawler retired in 1983. He is survived by two daughters, Joan and Susan; son, Nicholas; one brother; three sisters, and four grandchildren.

**Pat Costello**, 87, former broadcast writer and producer, died of heart attack Sept. 13 at his home in Encino, Calif. Costello wrote for weekly NBC radio program, *The Camel Show*, and wrote and produced *The Abbott and Costello Show*. After death of comedian brother Lou, Costello retired from the entertainment business in 1959. He is survived by his wife, Marty.

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# FIFTH ESTATE

## JENNIFER LAWSON: TEACHING AND DELIGHTING

Since PBS, the Corporation for Public Broadcasting and public television stations agreed last winter to centralize power and money at PBS, Jennifer Lawson has, with some success, fought off the label "Program Czar." However hyperbolic that terminology, this week—the start of fiscal year 1991—Lawson will begin to wield unprecedented power at PBS as a restructured system puts almost half its national program dollars at her disposal.

The serene and upbeat 43-year-old from Fairfield, Ala., espouses no wholesale changes in PBS prime time, and is wont to compare the "wonderfully democratic institution" of public TV with the Student Nonviolent Coordinating Committee (SNCC), to which she devoted herself 25 years ago.

An 11-year veteran of program development and acquisition, she celebrates one year as executive vice president of national programming and promotion for PBS next month. She believes in "process" and in building on current strengths. On the other hand, she says, her position "allows for more leadership," as well as "a tremendous amount of responsibility and expectation" that the new system will "stop the hemorrhaging" inflicted by increasing competition, as one PBS member put it last summer. Her own expectations are tempered by an understanding that limited public TV resources mean limited options in developing new shows now for the 1992-93 seasons.

But to hear her speak about what public TV might accomplish is to believe she will forge significant change. Off the record, some public TV powers point to her tacet approval of such new projects as a geography-based game show and a dramatic series likened to *thirtysomething* as evidence that, if not under Lawson, under the next "czar," noncommercial TV will become more commercial than non. But the 10-year veteran of program development and funding at CPB quotes the Carnegie Commission in describing the mission: "to inform and enlighten." She does add, however, "to entertain.

"There's nothing wrong with entertainment," she says. "There is more of a fine line than the big gap that some people would make, between entertainment and



education," and education, "is the great equalizing force in our society."

That opinion is informed by dramatically direct experience. Born in 1947 just outside Birmingham, Ala., Lawson was raised by a mother who taught grade school and a father who was a mechanic, businessman and inventor with a particular fascination for rockets. Lawson gained her parents' love of knowledge and, eventually, a full science scholarship to Tuskegee Institute in 1963.

Headed initially to medical school, she spent a summer internship at the Sloan Kettering cancer research center in New York in 1964. But Alabama's "idyllic landscape" was increasingly haunted by racial tension. Reverend Martin Luther King had written letters from a jail near her home. A friend, Samuel Young Jr., was killed in a racial incident near the Tuskegee campus, where Lawson had come to know Stokely Carmichael and other leaders of SNCC. At first contributing art for posters, billboards and voter registration materials, she dropped out of Tuskegee in late 1965 to work with SNCC. It was then, she says, in helping illiterate people in rural Alabama and Mis-

issippi, that her shift from science to communication began. When SNCC "became urban." Lawson continued working on rural self-help projects.

Activism took her to Washington, and then to Tanzania, 1970-72. "again working in an area with a large number of illiterate people." Her respect for visual communication deepened. Writing in her spare time began to give way to painting. By 1974, she had left Columbia University with a Master of Fine Arts degree in film. For the next four years, she produced documentaries, free lanced as a film editor and screenwriter and served as assistant professor of film studies at Brooklyn College.

Concurrently, she served as executive director of The Film Fund, which issued grants to independent filmmakers—an experience balancing TV marketplace realities against almost unlimited creative resources that would prepare her well for positions as program coordinator, associate director for drama and arts

programs and director of the CPB-PBS Program Challenge Fund at CPB, which she held between 1980 and 1989. "She's home grown, having come into CPB and flowered here," said Gene Kaat, vice president of programming there.

Now, her "personal passion for turning around misperceptions about public television" focuses particularly on the belief that it serves only selective segments of America. "A series like *Eyes on the Prize* on the civil rights movement," she says, "is not, to me, something that is being done for black people

[but] potentially for everyone. That's the kind of programming I'm interested in. America, for the most part," she says, "has given over that franchise to the world of commercial enterprise and marketing." At PBS, she hopes to see "entertainment resurrected as a mechanism that helps us understand our culture." ■

### Jennifer Karen Lawson

*Executive vice president, programming and promotion, PBS; b. June 8, 1946, Fairfield, Ala.; Tuskegee Institute, Tuskegee, Ala., 1963-66; MFA, Film, Columbia University, New York, 1974; associate producer, William Greaves Productions, New York, 1974-75; assistant professor, film studies, Brooklyn College, N.Y., 1975-78; executive director, The Film Fund, New York, 1977-80; program coordinator, CPB, 1980-83; associate director, drama and arts programs, CPB, 1983-89; administrator, Program Challenge Fund, CPB, 1988-89; director, Television Program Fund, CPB, 1989; present position since November 1989; m. Anthony Gittens, May 29, 1981; children—Kai, 20; Zachary, 7.*

# IN BRIEF

**Request Television has agreed to use its pay-per-view channels to carry NBC and Cablevision Systems' Pay-Per-View Olympics in 1992.** Request, co-owned by Reiss Media and Group W, will provide between one and three channels, depending on its capability in 1992. Deal with other major PPV network, Viewer's Choice, is anticipated soon, and PPV Olympics also expects to begin discussions with Graff Pay-Per-View, which has become more important target with acquisition two weeks ago of General Instrument's Cable Video Store.

**Charging breach of sports rights contract, KMSB-TV Nogales, Ariz., filed suit against University of Arizona** Sept. 26 in Pima County Superior Court. Suit brings Pacific-10 Conference rights deal with Daniels & Assocs.-owned Prime Ticket regional cable service into collision with Pac-10

member U. of Ariz.'s separate deal with station. Suit charges that, in requiring station to tape-delay broadcasts of games also sold through conference to Prime, school is violating its five-year, \$1.2 million agreement signed in July 1988. "Also," said station President Randy Cantrell, "the carriage of football games on the Prime Ticket cable network in Tucson is a violation of our exclusive TV rights in this market." KMSB-TV licensee is Providence Journal Co., also major cable MSO (Colony Communications).

**FCC Chairman Alfred Sikes reiterated last week his interest in revisiting FCC duopoly rules to permit, among other things, common ownership of two AM's in same community.** "Given the financial challenges facing many AM radio stations today," Sikes said at Washington seminar of National Association of Black Owned

Broadcasters, "it may be appropriate for us to reexamine our longstanding AM ownership restrictions." During questioning, Sikes said there is not much more FCC can do to promote minority ownership of broadcast properties other than to continue to support program now on books: preferences for minorities in awarding new stations; tax deferrals for sellers of properties to minorities, and allowing stations in danger of losing licenses for rules violations to sell to minorities. "Beyond that, I hope in a general, across-the-board way that we are sensitive to the needs of the minority community." In response to question, Sikes said he would consider plan to give tax breaks to investors in minority-controlled stations.

At request of FCC Chairman Alfred Sikes, **Mass Media Bureau has come up with count of broadcast stations that are now dark:** 246 AM's, 17 FM's and 20 UHF-TV's. Dark AM's represent about 5% of licensed AM's.

## KAITZ WINNER URGES CABLE TO PROMOTE ITSELF

Ralph Roberts, chairman of Comcast Corp., told the cable industry which honored him with the Walter Kaitz Foundation Award last week in New York that it needs to develop an industry effort to better tell cable's story.

"In what should be our hour of triumph, when all business indicators in our industry point upward, when people throughout the world are asking Americans to bring cable to their country, we are beset by stinging congressional rebuke and threatening punitive regulations," said Roberts, speaking to the issue of the hour in the cable industry.

Cable hasn't been faultless, Roberts said, but "if we are perceived as arrogant, then we must temper our behavior." Roberts said the industry "should develop ways to support an industrywide effort to tell our positive story more effectively." Public relations campaigns by others have painted cable as a monopoly and a gatekeeper, said Roberts, and cable is neither. "What happened was that we became too successful too quickly," said Roberts. "And now certain individuals in national and local governments, various media and related businesses want to control, share or take over the industry and technology we created," Robert said. "However, the men and women who created this industry are strong, determined and proud of what they have built. I have no doubt that we will successfully weave our way through the mine fields."

Speaking to the award, Roberts said: "I am most appreciative for being selected for this honor tonight because the award is from an organization dedicated to the proposition that America should have no second-class citizens...and that the pathway to success should not be constrained by minority identification."

Cable is "a special group that, collectively and individually, has made a commitment to do something about the injustices we see, and to do so within our industry," said Roberts. "This is something we can do ourselves, without Congress, the telephone company, bankers or what have you. The decision to take action here comes from just two places, from our minds and from our hearts."

**FCC Commissioner Ervin Duggan said he wants to restore concept "that a broadcaster is a public servant"** at National Association of Black Owned Broadcasters 14th annual Fall Broadcast Management Conference in Washington last week. "I am a public service guy," Duggan said. "If you deregulate, shred and erode the public service standard to such a degree that a broadcast license becomes just a piece of property, then the people you attract into the business are the people who only care about property." Duggan also identified himself as supporter of affirmative action policies and policies promoting minority ownership of stations. But he warned: "the political consensus [for affirmative action] is somewhat fragile right now...I think we simply have to be aware of it and coldly realistic." He encouraged NABOB members to publicize successes of affirmative action rather than saying that extended affirmative action is needed because the policies so far have failed. Commissioner said coming years will be era of opportunity and danger for all broadcasters, especially minority broadcasters. New technologies and services, such as digital audio broadcasting and



digital audio over cable systems, could be either dangerous investments or chances for minorities to improve technical quality and financial success of their stations. "If you see danger, perhaps you have to find a way to create opportunity in these new delivery systems," Duggan advised.

**Average person listens to radio almost 24 hours per week**, according to study by Arbitron Co., "Radio for the 90's," showed time spent listening (TSL) remained fairly constant, with most working women listening to radio at least two hours more per week than nonworking women. Analysis is based on information from five surveys (spring, summer and fall 1989; winter, spring 1990) in 76 continuously measured markets. It also looks at various components—including format, daypart, season, location and demographics—that make up radio listening on national and regional basis. Full report is due this winter.

Alan Silverman, **Video 44** partner, licensee of **WSNS-TV Chicago** said ownership group "intends to pursue all avenues available to us as citizens" to reverse FCC decision denying license renewal and subsequent grant of CP to competing applicant Monroe Communications (BROADCASTING, Sept. 24). Silverman said group will first appeal to FCC and then U.S. Court of Appeals if not successful. Silverman said Supreme Court appeal would follow if necessary. Video 44 will continue broadcasting, he said, until all options have been exhausted, which he said could take several years. Station airs Spanish programming to more than 1.3 million Hispanic viewers in Chicago area. Sept. 26 press conference held in WSNS studios was televised later that night at 10 p.m.

In its first major affiliation agreement since its launch last November, **HBO's The Comedy Channel** has signed corporate agreement with **Jones Intertable** for system-wide launch beginning this fall. Channel, which is seen by 7.5 million subscribers after nearly one year of service, will get big boost from Jones's 1.2 million subscribers.

**USA Network** has signed six-year agreement with **USTA** for carriage of **U.S. Open tennis tournament**. HBO had also reportedly tried to get tournament away from USA, which has carried it since 1984. As in its previous two-year contract, USA's coverage is live and exclusive up until tournament's quarterfinal. Contract for first time gives USA exclusive full-

day coverage of games on Sunday of Labor Day weekend. New agreement continues production partnership with CBS Sports for first five years of contract; sixth year is still being discussed. Source said USA is interested in doing its own production in contract's final year.

Indication British cable operators are following U.S. example by taking equity in cable program services came last week when **UK cable company Flextech** acquired 25% in **London-based satellite TV service The Children's Channel**. Children's Channel reaches more than two million homes in UK, Scandinavia and Benelux countries, primarily through cable. Flextech, in addition to UK cable systems encompassing 400,000 homes, has holdings in HIT Communications, children's

programming company headed by former Jim Henson executive Peter Orton.

**Groups calling for boycotts of products advertised on shows considered 'objectionable' by those groups are supported by less than 2% of viewing public.** That's conclusion of poll sponsored by Americans for Constitutional Freedom and conducted by Peter D. Hart Research Associates. Poll contacted 504 people in Boston; Seattle; Charlotte, N.C.; Abilene, Tex., and Topeka, Kan. In all, 18% said they had participated in boycott of any kind. Poll measured support of Rev. Donald Wildmon and his organization, American Family Association (AFA). Two percent of those polled considered themselves "active" AFA members, while 80% had never heard of either Wildmon or AFA.

## RTNDA WINDS UP CONVENTION ON POSITIVE NOTE

**A**t the close of the Radio-Television News Directors Association's 45th Annual International Conference and Exhibition last Thursday, senior RTNDA officials were buoyantly announcing that the meeting in San Jose was the most comprehensive and smoothest running of any of the organization's past conferences. (For other coverage of the convention, see page 47.)

That was the spin RTNDA President David Bartlett and incoming Chairman Rob Sunde were trying to emphasize at the convention's conclusion. A total of 1,414 radio and TV executives registered for this year's convention, 38 short of last year's convention in Kansas City. (The 1985 conference in Nashville holds the record with 1,553 registrations.)

Bartlett said that following the convention, RTNDA will have a "slight" budget surplus from its anticipated fiscal year budget of \$2 million. However, Bartlett expects the budget to be expanded to \$2.1 million next year, which he said will be devoted almost entirely to 1991's conference in Denver.

Ending what may have been one of RTNDA's most heated campaigns for the vacated chairman-elect position, Jeffrey Marks, station manager and corporate news director of WCSH-TV Portland, Me., beat KGWN-TV Cheyenne, Wyo., News Director Brian Olson by a 131-62 vote. Bartlett said that voter turnout for board business meeting and elections is traditionally a small percentage of the organization's 3,400 members.

Marks will serve as chief planner of RTNDA's 46th International Conference and Exhibition next year in Denver, and has been a member of RTNDA's board of directors for the past three years. He moves directly in line to the chairmanship (which Sunde now holds) at the end of next year's conference.

Meanwhile, Sunde takes over the chairmanship and Tom Bier, news director at WISC-TV Madison, Wis., becomes immediate past chairman. The membership also elected Rick Gevers, news director, WTOL-TV Toledo, Ohio, and Loren Tobia, news director, KMTV-TV Omaha as directors-at-large for two-year terms.

The RTNDA board of directors and association members also adopted several resolutions calling for: the immediate return of American hostages being held in the Middle East (specifically journalists Terry Anderson of the Associated Press and John McCarthy of World Television News and journalism instructor Alann Steen); establishment of an "Electronic Journalism Day" to honor broadcast journalists nationally; the setting up of a special registration pricing structure for those who cannot afford most convention expenses, and the advocating of closed caption accessibility to all local newscasts.

A final resolution was also passed honoring Len Zeidenberg, BROADCASTING's senior correspondent, who died Aug. 11 from complications following cancer surgery. Zeidenberg was a fixture at RTNDA conventions for more than 20 years, and was remembered by the association as "a major figure in coverage of Washington and international affairs for more than 30 years." —MF

# EDITORIALS

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## THE FLIP SIDES OF CABLE

To hear Al Gore tell it, the cable industry is the devil incarnate, which has parlayed four decades of growing significance into a monopoly position that, unless leashed, will disadvantage the American consumer at every turn. To hear Ralph Roberts tell it, the cable industry has succeeded in the gargantuan task of wiring the nation and creating programing diversity at a time "when other American industries were rusting away and deteriorating."

Senator Gore's forum was the floor of the Senate last Friday as he excoriated the cable industry for seeking to kill a cable bill that would have handcuffed the medium in many important respects. Roberts, the chief executive officer of Comcast, was speaking to the annual Kaitz dinner in New York, at which industry leaders gather to honor one of their own. In honoring Roberts, they brought to the fore an unusual industry figure, whose sincere and winning ways had his cable colleagues wishing a wider world could have heard him.

We wish Al Gore had.

## A TASTE OF VICTORY

CBS wins the first week of the new prime time season. No, that's not a flashback to the CBS-dominated days of yesteryear. It is a snapshot from September 1990, and if CBS had a particularly Rocky (as in underdog-turned-champion) start, so, too, did another unexpected contender—PBS and its acclaimed *Civil War* series (see stories, pages 27 and 38).

PBS scored big with its 12-hour epic, which it promoted heavily and stripped on consecutive nights across the system as the opening volley in its marketing war with commercial TV (BROADCASTING, June 25, et seq). By all accounts, this initial campaign was a stirring victory for PBS and its effort to coordinate programing, promotion and scheduling. *Civil War* registered the largest-ever audience for the debut of a PBS series, with an 11.2 rating/16 share in the top four Nielsen metered markets. That viewership remained strong throughout, with PBS issuing giddy press releases daily, including the news that it had recorded its largest-ever audience for a series, with a 9/13 over the five-night run.

Perhaps even more telling than the numbers themselves was the hum of attention that attended the series. From Capitol Hill to the coffee shop on the corner, the talk in Washington and elsewhere last week was often about the previous night's installment of the series. If the question of who shot Stonewall Jackson was not on everyone's lips, there was still a *Twin Peak*-ness about the communal critiquing and comparing of cultural notes going on.

FCC Chairman Alfred Sikes cited the series in a speech to the Radio-Television News Directors Association, using it as evidence of the difference between today's landscape and Newton Minow's "vast wasteland" of some 30 years ago. And Representative Pat Williams (D-Mont.), chairman of the House Postsecondary Education Committee, was unrestrained

in her praise: "The *Civil War* series will change America: our clothing styles, our children's toys, the way we teach American history...." If not yet ready to don dress blues or greys for the office, we must agree that PBS has produced a first-rate show that has made an impact greater than any noncommercial offering in recent memory.

The season is too young to make predictions either about CBS's potential in the ratings race or PBS's ability to maintain its roll when the cannons have fallen silent, but for now the underdog's bite is matching its bark.

## LOCKOUT

If the ban on cameras and microphones in federal courts weren't bad enough, that proscription has served to shield from Fifth Estate view the hearing before the Office of Thrift Supervision of the President's son, Neil Bush (see story, page 51), which was held in a federal court in Denver. Whether the administration had a hand in it, no one apparently knew or was saying, although some broadcasters speculated the answer was yes. Others pointed out that whether or not that was the case, that impression was left by the insistence the hearing remain closed when other venues were available.

OTS head Timothy Ryan defended his decision to keep the proceedings muzzled—the judge presiding over the proceedings had "no problem" with cameras—with the argument that "the presence of video and audio recording equipment in the hearing room is unduly intrusive." We'd ask C-SPAN's Brian Lamb to address that proposition if it weren't ludicrous on its face. Besides, he's probably too busy televising hearings. RTNDA President David Bartlett had a good point, suggesting that there was more potential disruption in forcing reporters, cameramen and engineers to "chase witnesses around the steps of the courthouse."

Although that scene would fit well in a Marx Brothers movie, it's a continuing insult to the Fifth Estate and its audio/visual constituency.



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