

Broadcasting Apr 10



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58th Year 1988

THE PATRICK YEARS

Beginning of the End

all for cable rereg
mes from NAB

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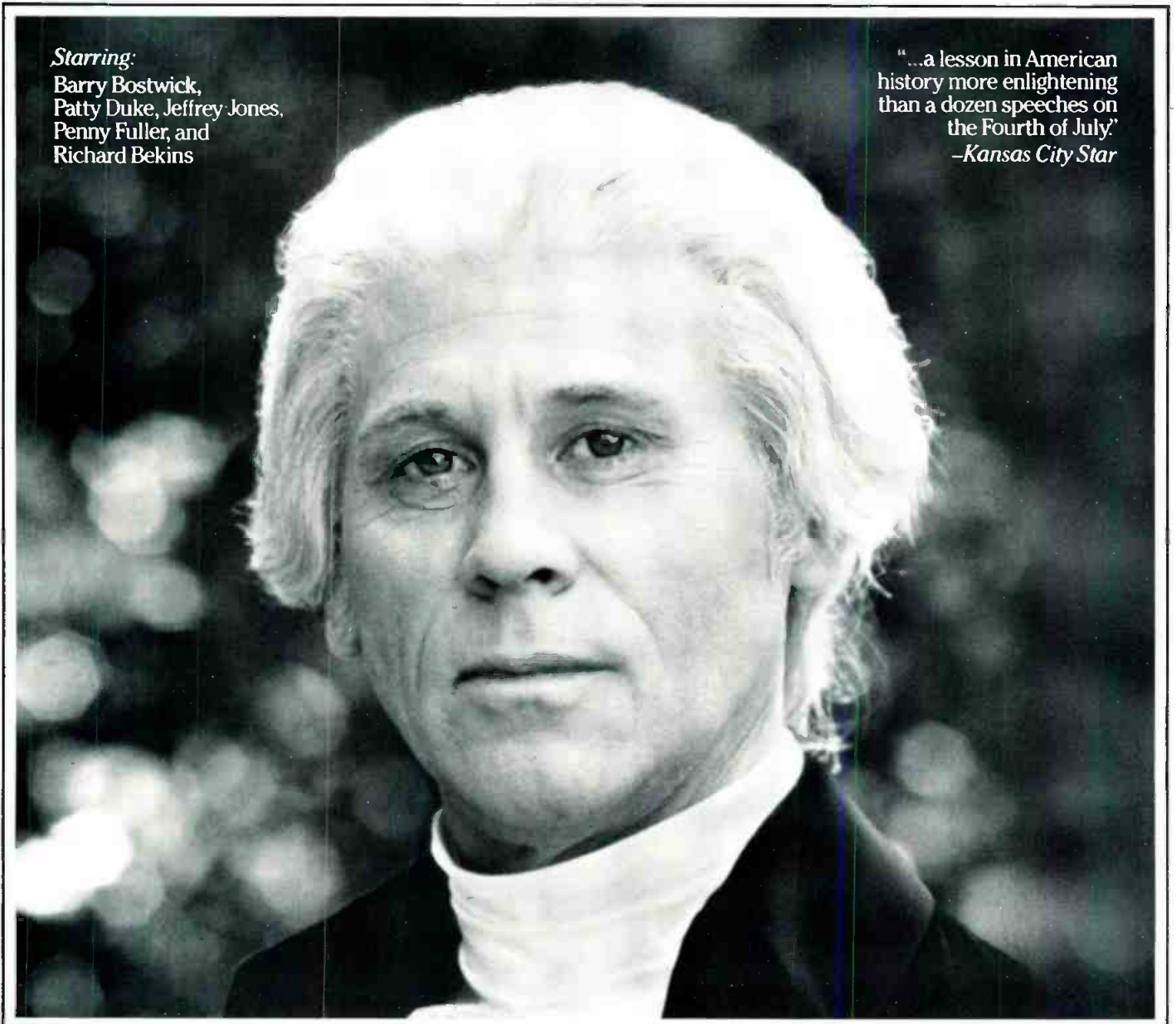


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Barry Bostwick,
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Penny Fuller, and
Richard Bekins

"...a lesson in American history more enlightening than a dozen speeches on the Fourth of July."
—*Kansas City Star*



End of an era...After nearly eight years of government service—two as FCC chairman—Dennis Patrick says he will resign, confident of leaving "an important legacy." **PAGE 27.**



Patrick

Two heads are better than one...ABC splits its entertainment division in two, with Robert Iger responsible for prime time and Michael Brockman, who joins network from CBS, overseeing new division comprising daytime, children's and late-night entertainment. **PAGE 30.**

NBC's prime time victory...Arbitron market-by-market sweeps figures document NBC's victory and CBS's strong second place. **PAGE 35.**

31/NO APPEAL
NCTA board votes not to appeal FCC's reimposition of syndicated exclusivity.

34/TV AT 50
Fiftieth anniversary of television's unveiling at 1939



World's Fair will be commemorated at various venues, including Smithsonian exhibit that includes these school lunch boxes and thermos sporting popular TV shows of day.

40/LATE SHIFT
WNBC-TV New York moves *Inside Edition* to 2:30 a.m. King World says program is firm go for 1989-90.

41/DISNEY DILEMMA
Disney-owned KHJ-TV Los Angeles runs ads promoting two Disney-produced series airing on competing stations in market.

42/UNDER ONE ROOF?
As noncommercial TV's annual meeting in San Diego gets under way, system looks at options to centralize its program decisionmaking process.

46/LION OF A SALE
Australia-based Qintex Group buys portion of MGM/UA as part of billion-dollar deal. Latter's majority shareholder will buy back parts of MGM/UA, including its TV production unit and library, name and lion.

52/JOINT VENTURE
Britain's second largest commercial program producer teams up with two veteran U.S. producers to form Zodiac Inc.

56/FOR EFFECT
For those looking for new spins, colors and ways to manipulate images, there will be plenty of graphics and special effects hardware on display at NAB '89.

60/SOVIET VIEW
BROADCASTING talks to top Soviet TV engineer about need for global HDTV standard and why some in U.S. question Soviet involvement.

62/NEW ENTRY
New multiple-format, satellite-delivered service, Braiker Radio Services, joins already stiff competition.

76/FAIRNESS STUDY
Study authored by Jim Donahue of Essential Information (group founded by Ralph



Donahue and Nader

Nader) says deregulation has led to fewer public affairs shows on TV. FCC and NAB disagree.

74/NAB PUSH FOR REREGULATION
NAB President Eddie Fritts says "the time has come" to call on Congress for reregulation of cable industry.

95/WORLDDIVISION VIEW
Former college athlete John Ryan now quarterbacks one of largest TV program distributors as president-CEO of Worldvision Enterprises.

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WOMEN 18-49



MEN 18-49



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competition are experiencing audience erosion. So why not join the stations across the country who've moved ENTERTAINMENT TONIGHT to access? It could make your station one of the biggest access winners of 1989.

ENTERTAINMENT TONIGHT



Insider track

Talk about having friends in high places. Sherrie Marshall, regarded as sure bet for FCC—and favored by some as chairman—is close to cabinet secretaries James Baker and Nicholas F. Brady, as result of her work in Treasury and on Bush transition team. She is also friendly with President Bush himself. Alfred Sikes, head of National Telecommunications and Information Administration, also considered top contender for chairman, has support of Senator John Danforth (R-Mo.). They've been friends since 1969, when Danforth was governor and Sikes served in administration; Mrs. Sikes (Marty) works in Danforth office. But Sikes also has direct tie to Bush administration—Robert M. Teeter, Bush pollster who co-directed President-elect's transition and is said to speak regularly to President. James Smith, third possible choice for chairman or for seat on commission, as has been reported, is backed by Intelsat Director General Dean Burch, long-time Bush confidant.

Life after the patron

Recent departure of Al Neuharth from Gannett adds fuel to speculation about company's long-term commitment to GTG Entertainment, joint venture with former NBC chairman, Grant Tinker. Some question whether new Gannett chairman, John Curley, will have same interest as Neuharth (who initiated venture) in tolerating losses that exceeded expectations of \$30 million in 1988 and are expected to approach that sum in 1989. At least one securities analyst suggested that Gannett's "capital call"—decision on whether to continue funding venture—may not take place until after new season starts in fall and success of any GTG-produced shows is determined. Decision need not be all or nothing proposition since GTG has several lines of business: studio operations, network production, *USA Today*.

Agonies of succession

President's seat at Group W Radio, empty since promotion of Dick Harris to newly created chairman position last February, is not likely to be filled by summer. But wheels are turning as company weighs possibility of hiring outsider or one of three likely inside candidates: Steve Fisher, vice president of development; Warren Mauer, vice president, AM stations, and John Waugaman, senior vice president of sales and marketing. In other news, Group W Radio is expected to announce within next three weeks major format revamp of its easy listening stations.

Flying high

Comsat, U.S. signatory to Intelsat, is reportedly planning to operate separate satellite system over Atlantic, according to satellite industry source. Company is said to be in discussions with European government telecommunications agencies about development of video service in competition both with Intelsat and, more to point, with transAtlantic competitor PanAmSat. Source said two-step plan would start with transponder lease on Intelsat 332 satellite, followed by acquisition of bird, possibly Satcom K-4, already built for troubled Crimson Ku-band cable service. Several top Comsat executives were not available for comment late Friday.

Faster to fiber

Regulatory delays in gaining franchise approvals have caused Choice Cable TV to move more quickly into fiber optic phase of its overbuild of New York Times system in southern New Jersey, skipping initial coaxial phase. Company is working on new fiber wrinkle, revolving around FM fiber delivery to within 100 feet of home, then switching signal back to electrical impulse. New technology would not require costly up and down conversion of signal, it's believed. Cost would be higher than AM fiber, but not near that of FM fiber or digital level, yet would have FM's picture quality benefits. Piracy would also be dramatically cut down with new technology, Choice hopes.

Moving up

Look for Julius Barnathan, Capcities/ABC president for broadcast operations and engineering, to be named corporate VP within next two weeks. In new position he will formulate strategies dealing with long-term technologies, including HDTV. Recently, Barnathan and ABC have shown support for Super-NTSC EDTV transmission system proposed by Faroudja Laboratories, Sunnyvale, Calif. Barnathan has led ABC broadcast operations and engineering department for 25 years.

Litigation on their mind

WTVT(TV) Tampa-St. Petersburg, Fla., is said to be contemplating multi-million-dollar lawsuit against co-located WTSP-TV and its parent company, Great American Broadcasting. Suit would allege lost ratings and revenue as result of break-in to WTVT's news computer system by WTSP-

TV news personnel over six-month period (see "In Brief," Feb. 13, March 20). WTVT news ratings during November sweeps declined from year-ago period both in early news, from 29 to 27, and late news, 31 to 24, according to Nielsen results as published by Petry Programming. But station picking up lost ratings was not WTSP-TV but NBC affiliate WFLA-TV, which went from 23 to 31 in early news, and 21 to 28 in late news. Meanwhile, WTSP-TV showed no signs of gaining from transgression, with early news ratings declining, from 21 to 17, while late news was unchanged, at 24.

'Inside' outside

Inside Edition, currently seen on WNBC-TV New York, will be searching for new home there next season, according to King World Chairman Roger King (see page 40). Roger Colloff, vice president and general manager, WCBSTV, said he has been approached by King World "but at this point I don't think we'll be picking up the program." Leavitt Pope, president, WPXI-TV, said that while he had not talked to anyone on the subject, *Inside* "generally doesn't fit into our program needs; but you stay open on everything." Spokesperson for WWOR-TV, home of Morton Downey Jr., stated quite firmly that station wasn't interested.

Hand-to-hand on telco-cable

Telco-cable lobbying war was being waged at U.S. Conference of Black Mayors meeting in Oakland, Calif., last weekend. Key industry lobbyists (Tele-Communications Inc.'s Bob Thomson and U.S. Telephone Association's Ward White) were on hand as black mayors have already issued policy resolution endorsing telephone company entry into cable business. However, TCI has hired former Gary, Ind., mayor, Richard Hatcher, to help it persuade USCBM to modify its stand on telco-cable.

Screw turns

Senator Howard Metzenbaum (D-Ohio) is said to be nearing completion on legislation to regulate cable rates. Metzenbaum, whose Antitrust Subcommittee will convene hearing on competition within cable industry this week, has vowed to restore municipal authority to reregulate rates. And while rates may be centerpiece of bill there is strong likelihood measure will also contain language aimed at curbing growing trend of vertical integration within cable industry, something cities and cable competitors have suggested senator pursue.

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**The syndicated hour
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A promotional poster for Star Trek: The Next Generation. The top half features a blue and red Starship Enterprise flying over a city at night, with lights visible in the background. The bottom half contains the title 'STAR TREK' in large, stylized, white, 3D block letters, and 'THE NEXT GENERATION' in smaller, white, 3D block letters below it.

STAR TREK
THE NEXT GENERATION

If you're looking for an hour of programming with the power to reach young men, we have a surprise for you. It's not on the networks. Because when it comes to men 18-34, no network hour outdelivers **STAR TREK: THE NEXT GENERATION**. Not "Wiseguy." Not even "L.A. Law"! In fact, among men 18-34 and 18-49 it beats over 20 other prime time network half hours including "Who's The Boss?," "Growing Pains," and "Perfect Strangers." Now that's what we call a show that boldly goes where no show has gone before.

**STAR TREK: THE NEXT GENERATION VS
TOP 5 NETWORK PRIME TIME HOURS
MEN 18-34 (MILLIONS)**

STAR TREK: THE NEXT GENERATION	3.81
L.A. LAW	3.67
UNSOLVED MYSTERIES	3.13
MOONLIGHTING	2.86
HUNTER	2.83
60 MINUTES	2.80

SOURCE: NTI NAD Feb. 89, NSS Pocketpiece weeks of 1/23/89-2/19/89.

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Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

■ At March 30 open meeting, FCC created opportunity for as many as 200 new FM stations across most of country, authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more powerful Class C2 station would cause interference and less powerful Class A stations would be "economically infeasible." Stations are restricted to Zone II, area that excludes Northeast, portions of Midwest and southern California. At same meeting, FCC deferred action on proposal to double power of all Class A stations from 3 kw to 6 kw.

FM broadcasters are split over two proposed plans. Most Class A's support New Jersey Class A Broadcasters Association's plan for blanket upgrades. Most Class B and C stations support NAB plan for upgrade of about two-thirds of Class A's, excluding many in northeast U.S.

FCC hopes to be able to adopt new rules to improve technical quality of AM radio signals before start of National Association of Broadcasters convention in late April. Among new rules will be mandatory observance of National Radio Systems Committee standard. It is not yet known whether commission will mandate NRSC-1 audio standard, NRSC-2 emission standard, or both.

Commission also hopes to move on plan for implementing expanded AM band before NAB convention. Western Hemisphere countries on June 2, 1988, concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC has indicated that some channels will be reserved for national licensees, but broadcasting organizations have favored allocating new band to daytimers in plan to reduce congestion in conventional band.

Despite opposition of National Association of Broadcasters, FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM stations. NAB believes move will lead to "AM-ization" of FM band.

NAB and other broadcast groups oppose FCC's proposed expansion of service to allow for local origination by translators.

Cable Regulation

Cable television industry is under fire from allegations it is "unregulated monopoly." Senator Howard Metzenbaum (D-Ohio) has an-

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nounced plans to introduce cable rate regulation bill (BROADCASTING, Jan. 23) to strengthen municipal authority over rates. Metzenbaum, chairman of Senate Antitrust Subcommittee, intends to keep close tabs on cable through series of hearings.

Also in Senate, Communications Subcommittee plans to convene hearings on concentration of ownership. Although hearings will not focus solely on cable, issue of vertical and horizontal integration in cable is expected to draw congressional attention.

National League of Cities is unhappy with developments within industry, approving new policy week of Dec. 5, 1988, in Boston calling for overhaul of Cable Communications Policy Act of 1984 in 1989 to strengthen their regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. However, league assigned action on cable legislation low priority when it met in Washington earlier this month.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. And House Commerce Committee Chairman John Dingell (D-Mich.) has warned cable to be on best behavior or Congress may reevaluate regulatory environment.

Children's Television

■ A bill that would limit the amount of advertising on children's television was revived last week in the House and is on legislative fast track. It was subject of House Telecommunication Subcommittee hearing (see "Top of the Week") and received subcommittee's approval following hearing. Parent Energy and Commerce Committee is expected to pass measure this week, and Senate Communications

Subcommittee is convening hearing on children's television and its potential as educational tool. Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988. Chief executive's rejection of bill has made it priority for 101st Congress.

Television networks and National Association of Broadcasters let White House know they backed legislation last year, but President found measure "counterproductive" and at odds with broadcasters' First Amendment rights. Measure would have put commercial limits on children's programs of 10.5 minutes per hour on weekends and 12 minutes on weekdays. It also required broadcasters to serve "special needs" of children, which FCC would have to take into account at renewal.

Alternative approach to regulating children's TV has been offered by Representatives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Comparative Licensing

■ To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30 meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

FCC banned all settlement payments in return for withdrawing competing applications prior to initial decision in comparative hearing by administrative law judge and, after decision, limited such payments to "legitimate and prudent expenses." Likewise, it limited payments for withdrawal of petitions to deny to expenses.

FCC also required challengers in comparative renewal hearings to make more detailed financial and ownership disclosures and eliminated presumption that successful challenger would be able to acquire incumbent's transmitter site.

Apparently because of concerns expressed by Congress, FCC deferred action on revamping the renewal expectancy criteria. Incumbents that win renewal expectancies are virtually assured renewal.

In separate proceeding, FCC proposed at Jan. 30 meeting replacing comparative hearings with lottery to choose among competing applicants for new radio and full-power television stations. If it adopts lottery it will be over objections of communications attorneys and key members of Congress.

Comparative new process is also at issue in Marco, Fla., case. FCC approved settlement in which license for new FM in Marco will go to established broadcaster who was not among original applicants. Several citizen groups have petitioned FCC to reconsider approval, contending that it circumvented established procedures designed to promote diversity of ownership in broadcasting.

Compulsory License

FCC voted in October 1988 to recommend Congress abolish 12-year-old compulsory copyright license, at least for distant signals, saying move would benefit consumers, broadcasters and cable programming services (BROADCASTING, Oct. 31, 1988).

What Congress will do is unknown. At very least, if it decides to pass law requiring local signal carriage, it will probably also preserve copyright license for signals.

On Jan. 3, House Telecommunications Subcommittee member John Bryant (D-Tex.) reintroduced bill he offered in last Congress (BROADCASTING, April 4, 1988) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) revived measure from last Congress that is virtually identical to Bryant's bill.

Crossownership

■ **Telco-cable**—FCC tentatively concluded by 2-1 vote in July 1988 to recommend that Congress lift crossownership ban on telephone companies providing cable television service in their telephone service areas, and proposed loosening its rules to allow some telcos to own minority interest in or finance cable systems in their service areas.

However, FCC may not be able to affirm decision. Commissioner James Quello issued statement Jan. 13, saying he was reconsidering vote favoring repeal. And Commissioner Patricia Diaz Dennis, who voted against "tentative conclusion," continues to feel ban against telcos controlling programming should be retained, although she believes telcos should be allowed to offer video transmission services as common carriers.

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

At present, barriers to such BOC crossownership include not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that judge is hampering their entry into information services, including cable.

■ **Duopoly, one-to-a-market**—FCC voted Oct. 27, 1988, to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Using same justification, FCC relaxed policy for waivers to one-to-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices." Capital Cities/ABC, Great American Broadcasting (formerly Taft Broadcasting) and New England Television

(WNEV-TV Boston) were first to apply for waivers under new policy; their requests are still pending.

■ **Broadcast-newspaper**—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29, 1988, when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

Total of 10 permittees and applicants to launch Direct Broadcast Satellites (DBS) believe that high-power Ku-band birds 10 times more powerful than average C-band birds will mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes would then theoretically lead to expanded home satellite market well beyond current two million C-band consumers. Variety of large and small

companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground. Most agree on need to bring together "business system," including consumer equipment manufacturers, programmers and cable operators, last as likely retailers to home market.

Hughes Communications, operator of largest fleet of U.S. C-band satellites, top cable operator Tele-Communications Inc., through subsidiary, Tempo Enterprises, and group broadcaster Hubbard Broadcasting are among applicants proposing to launch services as early as 1992.

FCC staff says that, once its paired orbital assignment proposal is settled—not for "several months"—assignments will be made. Due to spectrum shortage, they say, possibility exists that comparative process may have to be devised.

High-Definition TV

■ FCC's advisory committee on advanced television service (ATS) is preparing to approve second interim report on progress toward recommendation of HDTV transmission standard. ATS Chairman Richard Wiley has sent draft of report to members of group's "blue ribbon" committee. It is expected to be approved during meeting of group on April

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL [*]
Commercial AM	4,948	268	5,216
Commercial FM	4,174	676	4,850
Educational FM	1,383	257	1,640
■ Total Radio	10,505	1,201	11,706
FM translators	1,689	392	2,081
Commercial VHF TV	545	24	569
Commercial UHF TV	517	229	746
Educational VHF TV	121	6	127
Educational UHF TV	217	28	245
■ Total TV	1,400	287	1,687
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,717	118	2,835
UHF translators	2,111	457	2,568

C A B L E †	
Total subscribers	49,538,000
Homes passed	73,900,000
Total systems	8,000
Household penetration ‡	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.



3-Way Lounger

One of these revolutions the world looks at TV w

BTS did not invent the three-way lounge chair. Barcalounger® did.

But you'd be surprised at how many of the most revolutionary ideas in the history of video did come from BTS. In fact, because we look at things differently, the whole world looks at things differently.

We introduced the first CCD film scanner, for instance. The first Plumbicon camera tube. The first software-based character generator. The B format for videotape recording. The modular routing switcher. And of course, the first 3-D computer animation system, for which we won one of our three Emmies.

BTS has been a technological innovator in the video industry for six decades. Our cameras,



3-D Computer Animation

Primary changes in the way as not invented by BTS.

switchers, videotape recorders and graphics equipment are among the best-engineered, highest quality and most reliable in the world. Our work in High Definition and CCD products is pacing an industry which faces the most sweeping technological advances since its beginning.

And we're as dedicated to better product service and support as we are to better products.

So although BTS may not yet be a household word, here's a word to the wise. In the years ahead, BTS will continue to be more forward thinking, more responsive and more innovative in our approach to video technology than anyone else.

Including Barcalounger.

BTS
The name behind
what's ahead.

House Telecommunications Subcommittee members and government and industry witnesses at hearings held March 8-9 questioned State Department's support for 1,125/60 HDTV production system before CCIR. Following hearings, Subcommittee Chairman Ed Markey (D-Mass.) and John Dingell (D-Mich.), latter chairman of parent Energy and Commerce Committee, sent letter to State Department asking it to discontinue support for 1,125/60 while U.S. government's decision is reconsidered by Commerce Department.

Commerce's National Telecommunications and Information Administration recently received comments on inquiry into HDTV production systems. Opinion over whether U.S. government should continue to support establishment of 1,125/60 as world standard was split. Out of 37 filings, 13 supported, 17 opposed and seven did not give specific position on 1,125/60.

Commerce Secretary Robert Mosbacher told lawmakers at March 8 hearing he has made HDTV top priority and is anxious to work with Congress. He is expected to report back to subcommittee with recommendations on how U.S. can become serious player in anticipated HDTV marketplace. Two bills aimed at encouraging development and manufacturing of HDTV equipment are pending in House but no immediate action is expected.

Defense Department will provide up to \$30 million in funding to private organizations researching and developing new, low-cost methods of displaying and processing HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution

screens for consumer and defense applications. DARPA received 82 proposals.

On Sept. 1, 1988, FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E system. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

Indecency

■ Implementing stringent indecency law signed by President Reagan last fall (BROADCASTING, Oct. 3, 1988), FCC unanimously adopted new policy that prohibits "indecent" broadcasts 24 hours per day. But policy and underlying law are being challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups, including such diverse groups as National Association of Broadcasters and Action for Children's Television. On Jan. 23, three-judge panel of U.S. Court of Appeals in Washington granted request by coalition for stay of Jan. 27 start of 24-hour ban (BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times of day when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. FCC and number of media groups are engaged in court battle over issues in Supreme Court case involving constitutionality of ban on "dial-a-porn" messages (BROADCASTING, April 3).

International

NBC plans to launch its new cable consumer and business news service, CNBC, in Europe, Japan and the Pacific following its April 17 domestic start date.

New European transfrontier broadcast law has been essentially completed, following Council of Europe's formal adoption of new broadcasting convention and near agreement by European Commission on separate but similar plan. New regulations would harmonize diverging national regulations and establish framework under which emerging trans-border satellite TV services could service European market's 320 million viewers. In apparent win for U.S. program exporters, only minimal quotas against non-European shows are proposed. Ads can fill up to 20% of any hour or 15% of daily schedule, and limitations are placed on tobacco products, pharmaceuticals and alcohol.

Phone company US West has made joint bid for Hong Kong cable system franchise with potential for 1.5 million TV and telephone service customers. Several North American companies—Paramount, Viacom, AT&T and Rogers Cablevision of Canada—are also ad-

vising two of four bidding groups. Government decision is expected this summer.

Capital Cities/ABC, which already owns 25% through ESPN of London-based satellite sports service Screensport, has taken substantial minority share in Munich TV company Tele-Munchen, majority owner of German satellite service Tele5.

Rupert Murdoch has launched Sky Television satellite service aimed at Britain's nascent direct-to-home dish viewership. Using 16-channel Luxembourg Astra satellite, three new channels—sports, news and movies—joined existing but upgraded Sky Channel service, and will be followed later this year by pay Disney Channel and Sky Arts. MTV Europe is also on Astra.

Cable News Network became first non-Intelsat video service provider from U.S. to Latin America in December 1988 after deal with Pan American Satellite Corp. ESPN has also initiated Latin American service on PanAmSat.

Heavy and often negative response has greeted British Conservative government-proposed massive overhaul of UK broadcasting system, particularly from country's commercial TV sector. Proposed changes, to be debated in Parliament during 1989, include auctioning of regional commercial TV franchises, opening of new fifth terrestrial TV channel, relaxed takeover and ownership rules, separation of fourth channel from existing commercial structure and changes in BBC financing.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June 1988 by FCC's advisory committee on advanced TV service advised FCC not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5, 1988).

Mergers and Acquisitions

Time Inc. and Warner Communications Inc. announced definitive agreement to merge, creating Time Warner Inc. New company would have pro forma revenues of \$10 billion in 1989 if merger were completed, making it largest media and entertainment company in world. According to agreement announced March 4, Warner shareholders will exchange each share of Warner stock for .465 of one share of Time stock. Warner shareholders will end up holding majority of Time Warner. Two companies have agreed to exchange stock prior to closing, with Time exchanging 12.5% of its common stock outstanding for 12% of Warner's common stock outstanding. Both merger and preliminary exchange of stock are subject to Hart-Scott-Rodino waiting period. Merger will require shareholder approval of both companies, as well as approvals from FCC and municipal governments regarding change in ownership of companies' cable systems.

MSO's United Cable Television Corp. and

Data Data / April 10

News from Data Express April 10, 1989

WBEN-AM/WMJQ-FM, Buffalo will begin publishing a monthly sales newsletter through the Data Express Newsletter Service next month.* We look forward to working with Wendy Stahlka.

WINK AM/FM/TV, Fort Myers, FL is happy with our Newsletter Service. "We're very impressed with the fast, six-day turnaround of the Data Express Newsletter Service," says Research/Sales Coordinator Kim Mills-Price.

WRNO-FM, New Orleans started their third year of Newsletter Service last week. Our thanks to Joseph M. Costello III.

New feature: New clients now have their newsletters mailed Presorted Zip+4 First Class via our Accu-Mail™ system—the fastest non-overnight mail possible.

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TROPICANA PAVILION APRIL 29-MAY 2

HDTV Production Expo '89 is the first major exhibit by the HDTV 1125/60 Group demonstrating the diverse applications of HDTV production equipment designed according to the SMPTE 240M standard.

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Latest cameras, VTRs, video disc players, display products, switchers, special effects and graphics systems to be shown. Telecines, electron beam recorder and laser recorders for transfers. Downconversion equipment, fiber optics and more. Mini-cinemas playing the latest HDTV software.

Complimentary admission to all NAB attendees. No tickets required. HDTV Expo Buses depart every fifteen minutes from Las Vegas Convention Center and Tropicana Pavilion.



United Artists Communications, Inc., said Feb. 9 that it had reached agreement in principle on revised terms of its expected merger to form new company, United Artists Entertainment Co. Companies had said in January that they would be unable to meet Feb. 28 merger deadline and were reexamining their definitive merger agreement signed in March 1988 and amended in September, 1988. Under that agreement, current United Artists stockholders would exchange each share for one share each of UAE class A and class B common stocks. United Cable stockholders would have option to receive either cash or unit of stock and right to sell that stock to Tele-Communications Inc. at specified times in the future. Under terms of new agreement, cash price for United Cable shares has been raised 10%, to \$37.50. TCI, which owns about 41% of United Cable and 66% of United Artists, would own a majority of newly formed UAE. Companies have filed revised proxy materials at SEC.

Jack Kent Cooke signed letter of intent in January to sell 700,000-subscriber Cooke Cable Vision to consortium of seven operators for estimated \$1.47 billion. In late March, Cooke said he had terminated sale process, but representative of buyer group said deal was still in negotiations. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, plan to split up among themselves systems spread out over 19 states. Purchasing group includes Robin Cable TV, partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; Hawk Cable, joint

venture of Goshawk Corp. and Adelphia Communications Corp.; Falcon Cable; Chambers Communications; and Rock Associates.

Must Carry

National Cable Television Association President James P. Mooney in Jan. 10 speech offered to work with broadcasters in persuading Congress to pass "reasonable" must-carry law requiring cable systems to carry some local broadcast signals.

Since then, Mooney and National Association of Broadcasters President Eddie Fritts have been trying to hammer out deal on must-carry language they would then take to Congress, but parties may be at impasse. Basis of negotiations is inter-industry agreement on must carry that cable says it can live with, but broadcasters want to go beyond it and are demanding that any legislation contain language protecting broadcaster's signal from being shifted off-channel. Broadcasters also want must carry for high-definition signals. Both demands are believed to be unacceptable to cable.

Network Rules

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. FCC rid its books of two-year limit on

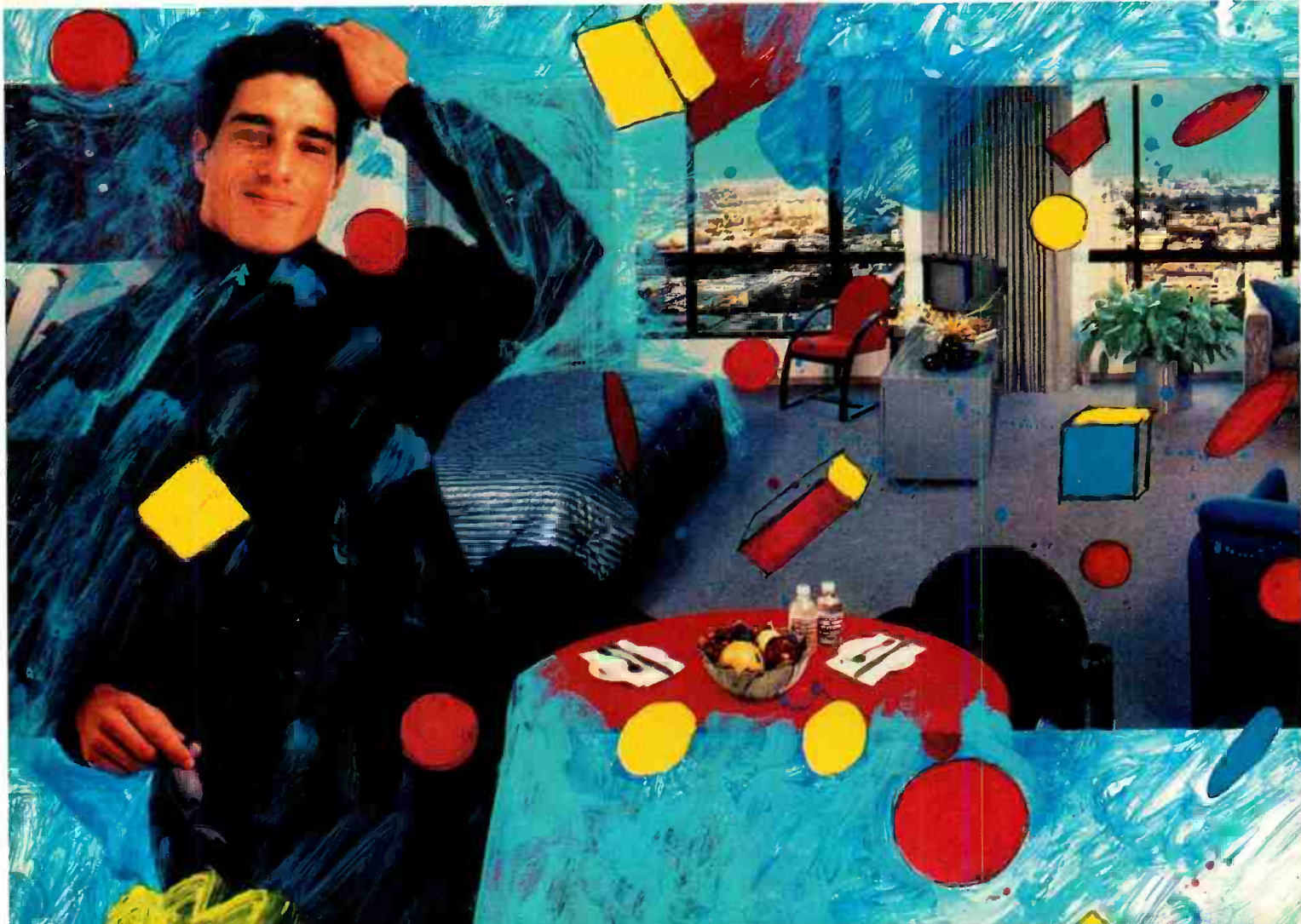
term of affiliation agreements between networks and stations at March 16 meeting. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

Proposal to eliminate network-cable cross-ownership ban has proved highly controversial. In comments, cable industry joined networks in calling for repeal of ban, but network affiliates and advertisers argued for its preservation.

Network rules were put on books to limit power of major networks, namely ABC, CBS and NBC. And FCC has taken actions indicating that it is disinclined to apply them to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

Public Broadcasting

■ PBS and NAPTS hold annual public TV meeting April 9-12 in San Diego where centerpiece could be discussions of National Program Funding Task Force options. They include modifying current Program Fund process at CPB; replacing CPB-appointed panels with chief programing executive at PBS, leaving no programing dollars at CPB, and program council model that leaves dollars at CPB but appoints PBS executive to select programs to be funded. Following sum-



mer-long consideration, NAPTS board expects to endorse and pass on one proposal to CPB, which must report to Congress next January on efficiency of national program funding processes.

PBS board is scheduled to finalize adoption of FY 1990 budget April 12; \$26,228,658 proposal includes \$700,000 increase in special program funding and represents 6.09% increase over 1989. NAPTS board recommended \$2.1 million FY 1990 budget in January.

CPB Chairman Ken Towery asked Congress on March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector's authority to deem programming or other budget items unnecessary. Board also adopted \$254,339,038 FY 1990 budget including \$6 million for new National Independent Production Service and \$3 million increase in minority consortia support, both on TV side and both mandated by Congress in 1988 Public Telecommunications Act.

CPB asked Senate appropriations subcommittee March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. Administration would cap CPB funding at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million. House will hear CPB request April 18.

NPR board Feb. 7-8 set tentative \$20.3 million FY 1990 member dues level ceiling. Current plans call for July start-up of expanded

newscasts. Board appointed 10-member working group of "citizen leaders" to propose strategic plan for 1990's by next November.

Syndex

■ FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

Real delay in implementation of rules may come as result of court appeals likely to be made by cable operators and satellite carriers who distribute distant signals threatened by syndex. If court stays rules pending resolution of appeals, implementation of rules may be delayed two or three years. If court finds fault with them, they may never go into effect.

United Video, carrier of superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. Turner Broadcasting System withdrew appeal.

TV Marti

Backers of Radio Marti—which broadcasts news, information and entertainment to

Cuba—are lobbying Congress to establish affiliated television service. Congress last year appropriated \$7.5 million in start-up funds for proposed service, and two weeks ago House Foreign Affairs Committee adopted legislation authorizing \$16 million for operating funds in each of next two years. However, funds could not be appropriated unless President certifies to Congress that test of project—and one is planned for later this year—has demonstrated its feasibility.

Wireless Cable

Wireless cable is up and running in several markets and may be in several more within next year.

Microband Companies Inc., New York, is industry leader, with systems in Washington, Detroit and New York. Metropolitan Cablevision has 25,000 subscribers in Cleveland, and claims to be holding its own in head-to-head competition with Viacom-managed North Coast Cable, conventional cable system operator. People's Choice TV has targeted Sacramento, Calif.

Wireless cable's principal problem remains inability to secure right to cable programming at what operators feel are equitable rates. Wireless pioneers charge that programmers' recalcitrance is due to pressure from conventional operators, programmers' principal customers and, in some cases, their owners. Programmers say any discrimination against wireless cable is result of concern about financial stability of operators and signal security.

A suite at the Mondrian as interpreted by Holo Scanga, Los Angeles, 1989



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Datebook

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This week

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island East, San Diego. Information: (703) 739-5082.

April 9-11—*Virginia Cable Television Association* 23rd annual convention. Wintergreen, Va. Information: (804) 780-1776.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Luncheon speaker: Howard Stringer, president, CBS/Broadcast Group. Loews Anatole, Dallas. Information: (312) 296-0200.

April 9-12—*Cabletelevision Advertising Bureau* eighth annual conference. Theme: "Cable: Making Television Better Than Ever." Waldorf-Astoria, New York. Information: (212) 751-7770.

April 10—Presentation of Sports Emmy Awards, sponsored by *National Academy of Television Arts and Sciences* (to be telecast April 15). Sheraton Center, New York.

April 10—"Women, Men and Media," conference sponsored by *Gannett Foundation* and *University of Southern California*. National Press Club, Washington. Information: Mindi Keirnan. (800) 368-3553.

April 10-12—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

April 10-14—Mass communications week, sponsored by *Texas Tech University*. Texas Tech, Lubbock, Tex. Information: Kristie Greene, (806) 742-3385.

April 11—"Minorities in the Media: No Shortcuts." seminar sponsored by *Center for Communication*. General Electric auditorium, New York. Information: (212) 836-3050.

April 12—"The Other Side of the News: Entertainment News or Entertainment," roundtable discussion sponsored by *Columbia University* featuring Morton Downey Jr., Phil Donahue, Geraldo Rivera, Larry King and Don Hewitt. Columbia University, New York.

April 12—*Washington Metropolitan Cable Club* meeting. Speaker: Robert Wright, president-CEO, NBC, on launch of CNBC. Washington Marriott, Washington. Information: (202) 775-3550.

April 12—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Marc Lustgarten, president, CEO, Rainbow Program Enterprises. Copacabana, New York. Information: (212) 765-2450.

April 12-13—*Museum of Broadcasting* seminar, "Radio with Personality," featuring radio personalities John Gambling, Jim Lowe, Dave Herman, Joe O'Brien, Dick Purtan, Cleveland Wheeler, Alan Colmes, Mike Feder, Marty Glickman, Bill Randle and Alison Stevie. Museum, New York. Information: (212) 888-7385.

April 12-14—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza hotel, Alexandria, Va. Information:

Richard Ekfelt, (202) 452-1070.

April 12-14—*Indiana Broadcasters Association* spring conference. Carlton Lodge, Merrillville, Ind.

April 13—*Women in Cable, Chicago chapter*, meeting, "Workforce 2000." Holiday Inn O'Hare, Chicago. Information: Claire Wilkenson, (312) 530-4477.

April 13-16—"High Standards," *American Medical Association* health reporting conference. Sheraton Boston hotel, Boston. Information: (312) 645-5102.

April 14—"Public Policy to Improve Children's Television: What Other Countries Are Doing," colloquium co-sponsored by *Annenberg Washington Program* and *American Children's Television Festival*. Annenberg Program, Willard office building, Washington. Information: (202) 393-7100.

April 14—"New Technologies: The Video Evolution," sponsored by *Center for Communication*. General Electric auditorium, 570 Lexington Avenue, New York. Information: (212) 836-3050.

April 14-15—Reunion of former employees of WTBC and WUOA, from 1946 to 1984, in connection with *University of Alabama*. Information: Ed Mullins, (205) 348-5520.

April 15—12th annual Great Lakes Radio Conference. *Central Michigan University*, Mount Pleasant, Mich. Information: David Schock, (517) 774-7277.

April 15—KCSM-FM-TV San Mateo (San Francisco Bay area) "alumni reunion." Information: Nancy Eddy, (415) 883-0174 or P.O. Box 961, Novato,

Major Meetings

April 9-11—Public television annual meeting, jointly sponsored by *Public Broadcasting Service* and *National Association of Public Television Stations*. Sheraton Harbor Island Inn East, San Diego. Information: (703) 739-5082.

April 9-11—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 9-12—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 21-26—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 20-23—*NBC-TV* annual affiliates convention. Hyatt Embarcadero, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

June 3-6—*CBS-TV* annual affiliates meeting.

Century Plaza, Los Angeles.

June 5—Broadcasting/Cable Interface III, telecommunications policy seminar sponsored by Federal Communications Bar Association and *BROADCASTING* magazine. Hyatt Regency Washington, on Capitol Hill. Information: Patricia Vance, (202) 659-2340.

June 10-13—*American Advertising Federation* annual national conference. J.W. Marriott, Washington.

June 12-15—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 17-23—16th International Television Symposium. Montreux, Switzerland. Information: 41-21-963-3220.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21-25—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit.

Aug. 20-23—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Allanta. Future convention: Sept. 16-18, 1990, Washington Convention Center, Washington.

Sept. 13-16—*Radio-Television News Directors Association* annual convention. Kansas City Convention Center, Kansas City, Mo.

Sept. 13-16—Radio '89 convention, sponsored by *National Association of Broadcasters*. New Orleans. Future meetings: Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Oct. 3-5—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 11-14, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 21-25—*Society of Motion Picture and Television Engineers* 131st technical conference and equipment exhibit. Los Angeles Convention Center.

Nov. 13-15—*Television Bureau of Advertising* annual meeting. Century Plaza hotel, Los Angeles.

Dec. 13-15—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 3-6, 1990—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 7-10, 1991, Century Plaza, Los Angeles.

Jan. 16-19, 1990—27th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

Jan. 18-21, 1990—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas. Future conference: Feb. 1-4, 1991, Loews Anatole, Dallas.

Jan. 27-31, 1990—*National Religious Broadcasters* 46th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Sept. 21-25, 1990—International Broadcasting Convention. Brighton Convention Center, Brighton, England.

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Also in April

April 17-19—Association of National Advertisers creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

April 18—Academy of Television Arts and Sciences forum luncheon. Speaker: Robert Wright, president-CEO, NBC. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 19—Federal Communications Bar Association monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

April 19—National Academy of Television Arts and Sciences, New York chapter, newsmaker luncheon. Topic: "The 1990's: the Interactive Decade." Speakers: Phil Boyer, senior VP-international and program development, Capital Cities/ABC Video Enterprises; Norman Horowitz, president-CEO, MGM/UA Telecommunications; Ronald A. Katz, president/CEO, FDR Interactive Technologies, and Lee Masters, executive VP-general manager, MTV: Music Television. Copacabana, New York. Information: (212) 765-2450.

April 19-22—Seventh annual National Hispanic Media Conference, hosted by National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences and National Association of Hispanic Publications. Convention Center, San Juan, Puerto Rico. Information: (202) 783-6228.

April 19-23—National Broadcasting Society, Alpha Epsilon Rho, 47th national convention. Riviera hotel, Las Vegas.

April 20—International Radio and Television Society newsmaker luncheon. Speakers: Geraldo Rivera and Sally Jessy Raphael, talk show hosts; Bud Carey, VP-general manager. WNBC-TV New

York, and Marvin Kitman, media critic, *Newsday*. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 20-21—National Association of Telecommunications and Advisors regional telecommunications conference. Adam's Mark hotel, St. Louis.

■ **April 20-21**—Kentucky Broadcasters Association spring convention. Executive Inn, Rivermont, Owensboro, Ky. Information: (502) 692-3126.

April 21—Regional seminar, "Focus on Cable," sponsored by NATPE Educational Foundation. Chicago Hilton, Chicago. Information: Sarah Key, (213) 282-8801.

April 21—National Academy of Television Arts and Sciences presidents' programming conference. Weston hotel, Atlanta. Information: Trudy Wilson, (212) 586-8424.

April 21-22—Kentucky Cable Television Association general membership meeting. Drawbridge Inn, Covington, Ky. Information: Randa Wright, (502) 864-5352.

April 21-26—25th annual MIP-TV, *Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 24—"Cable: Remaking the Deal," luncheon panel on how cable is changing the flow of programming in Hollywood, sponsored by National Academy of Cable Programming during National Cable Month. Beverly Wilshire hotel, Los Angeles. Information: Lisa Taylor, (202) 775-3611.

April 24—Regional seminar, "Focus on Cable," sponsored by NATPE Educational Foundation. New Orleans Hilton, New Orleans. Information: Sarah Key, (213) 282-8801.

April 26—Canadian Association of Broadcasters forum, "Taking the Lead," "a far-ranging plan that sets the course for private broadcasting in the 1990's." King Edward hotel, Toronto. Information: (613) 233-4035.

April 26—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Michael Gartner, president, NBC News, Copacabana, New York. Information: (212) 765-2450.

April 27—National Radio Standards Committee meeting. Room 16N, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5391.

April 27-29—Broadcast Education Association's 34th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5355.

April 28—"Current Business Opportunities in HDTV," seminar sponsored jointly by law firm of Davis, Graham & Stubbs and HDTV Newsletter. Ramada, Las Vegas. Information: Renee Friedman, (303) 892-9400.

April 28-29—Texas Associated Press Broadcasters annual convention and awards banquet. Marriott, Austin, Tex. Information: Diana Jensen, (214) 220-2022.

■ **April 29**—Maximum Service Telecasters annual membership meeting, held during National Association of Broadcasters convention (see below). Ballrooms F-G, Las Vegas Hilton, Las Vegas.

April 29-May 2—National Association of Broadcasters 67th annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300.

April 29-May 3—37th general assembly of World Federation of Advertisers, hosted by Association of National Advertisers. Washington. Information: (212) 697-5950 or (202) 659-3711.

May

■ **May 1**—Maximum Service Telecasters engineering breakfast, held during National Association of Broadcasters convention (see above). Ballroom F-G, Las Vegas Hilton, Las Vegas.

May 1—Royal Television Society annual meeting, hosted by Capital Cities/ABC, during National As-

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

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Editorial
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Rich Brown, George Mannes, staff writers.
June Butler, advertising assistant.
Hollywood: 1680 North Vine Street, 90028
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Europe and United Kingdom: Lucassen International, John J. Lucassen, Akerdijk 150 A, 1171 PV Badhoevedorp, Netherlands. Phone: 31 2968 96226. Teletax: 31 2968 93617. ■ Japan Masayuki Harihara, Yukari Media Inc., 9-4-302, Miyakojima-cho, 2-chome, Miyakojima, Osaka, 534 Japan. Phone: (06) 925-4452. Telex: 02423928.

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#1 – Beats *Mash* and *Tonight Show*
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Up 6 Share Points Over Nov – 45% Rating Increase

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#2 – Up 7 Share Points Over Nov
70% Increase in A18-49 and 67% in A25-54

CHICO-REDDING, CA – KRCR Access

Up 33% in Rating Over Nov – Doubles W18-49 & 25-54
Delivers 60% More W25-54 than Feb '88 ET

CHARLESTON-HUNTINGTON, WV – WCHS Access

Up 38% in Rating Over Nov
Beats *Jeopardy* in W18-49 and 25-54

CLEVELAND, OH – WJW Access

#2 – Beats *Family Feud*
20% Rating Growth Over Nov and Over
Feb '88 *PM Magazine*

DENVER, CO – KUSA Late Night

#1 – Beats *Tonight Show* and *Cheers*

ERIE, PA – WICU Early Fringe

#1 – Beats *Donahue* and *Mash*
Up 9 Share Points Over Nov

FRESNO, CA – KJEO Access

Up 4 Share Points
50% Increase in W25-54 – Doubles M25-54 Over Nov

GRAND RAPIDS, MI – WOTV Access

#2 – Beats *Inside Edition*
Beats *Jeopardy* in A18-49 & 25-54

GREENSBORO, NC – WFMY Access

#2 – Beats *Win Lose Or Draw*
Up in All Adult Demos Over Nov

GREENVILLE-SPAR-ASH, NC – WYFF Access

Delivers 50% More M18-49 & 25-54 than *Jeopardy*

GREENVILLE-NEW BERN, NC – WNCT Access

Up 7 Share Points Over Nov
50% Growth in A25-54

HONOLULU, HI – KHON Late Night

#1 – Beats *Cheers* and *Night Court*
Up 29% in Adults 25-54

INDIANAPOLIS, IN – WTHR Access

29% Rating Increase Over Nov
More Than Doubles Feb '88 *Wheel* in M18-54

LANSING, MI – WLNS Early Fringe

#1 – Up 67% In Rating Over Nov
9 Share Point Increase

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LOS ANGELES, CA – KNBC Access

Up 40% in Rating Over Nov '88 *Family Feud*
with a 50% Increase in M18-49 and 100% in M25-54

MEDFORD, OR – KOB1 Access

Up 10 Share Points Over Nov
Beats *Wheel of Fortune*

MOBILE-PENSACOLA, FL – WEAR Access

#2 – Beats *Win Lose Or Draw*
Up 33% in Rating Over Nov

MONTGOMERY, AL – WSFA Access

#1-42 Share – Beats *Wheel* with 65% Rating Advantage
Outdelivers *ET* Feb '88 Share by 35%

NORFOLK-PORTSMOUTH, VA – WAVY Access

Up 5 Share Points Over Nov – Beats *ET* Lead-In
125% Increase in W18-49 and M25-54
Doubles M18-49

ODESSA-MIDLAND, TX – KTPX Access

Up 63% in Share Over Nov
Doubles A18-49

OKLAHOMA CITY, OK – KOCO Access

More A18-49 & 25-54 than *News* Lead-In
Demos Up Across the Board – W25-54 Up 75%

PHOENIX, AZ – KPNX Access

Rating Up 50% Over Nov
Demo Growth Up 50% in A18-49, 33% in A25-54

SACRAMENTO, CA – KCRA Access

#2 – Beats *Family Feud* and *Cosby*
Up 38% in Rating Over Nov

SAN DIEGO, CA – KNSD Access

50% Share Increase Over Nov
Demo's Up 200% in M18-54 and 100% in W18-54

SOUTH BEND, IN – WSJV Access

83% Share Increase Over Nov
More than Doubles Adults 18-54

ST. LOUIS, MO – KTVI Early Fringe

50% Higher Share than Nov *People's Court*
Twice as Many W18-49 & 25-54

SYRACUSE, NY – WSTM Access

38% Share Growth Over Nov
Beats *ET*'s Feb '88 Performance

TAMPA, FL – WTVT Access

#2 – Beats *Win Lose Or Draw*
100% Increase in A18-49 Over Nov

TERRE HAUTE, IN – WTOO Access

#2 – Up 6 Share Points Over Nov
Great Demo Growth – 150% Increase in W18-49

TOLEDO, OH – WTVG Early Fringe

#2 – Beats *Geraldo*
20% Share Increase Over *News* Lead-In

TULSA, OK – KJRH Access

#2 – 9 Share Point Increase Over Nov
Beats *Win Lose Or Draw* in Rating, A18-49 & 25-54

YOUNGSTOWN, OH – WFMJ Access

Up 57% in Rating Over Nov
More Than Doubles *Wheel's* M18-49 & 25-54

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sociation of Broadcasters convention. Las Vegas. Information: (01) 387-1970.

May 2—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see listing above). Las Vegas Hilton. (212) 586-2000.

May 3—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Chasen's, Los Angeles. Information: (213) 652-0222.

May 3—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Michael Laibson, executive producer, NBC-TV's *Another World*. Copacabana, New York. Information: (212) 765-2450.

May 4-6—*National Association of Telecommunications and Advisors* regional telecommunication conference. Red Lion Inn, Portland, Ore. Information: (202) 626-3160.

May 7-10—*Canadian Cable Television Association* 32nd annual convention and "Cablexpo." Theme: "Picture Tomorrow." Metro Toronto Convention Center, Toronto. Information: (613) 232-2631.

May 7-10—*Association of National Advertisers* advertising financial management conference. Innisbrook, Tampa, Fla. Information: (212) 697-5950.

■ **May 8-9**—*Corporation for Public Broadcasting* board meeting. Washington.

May 9—*Action for Children's Television* Achievement in Children's Television awards. Bartos Theater, Massachusetts Institute of Technology Media Laboratory, Cambridge, Mass. Information: (617) 876-6620.

Errata

In April 3 issue, BROADCASTING misstated **TCI President John Malone's** remarks before securities analysts on Bell operating companies' entry into cable business outside their service areas. **Malone told group TCI had no objections to outside entry by BOC's.**

May 10—*National Academy of Television Arts and Sciences, New York chapter*, newsmaker luncheon. Speaker: Dick Kurlander, VP-director of programming, Petry Television. Copacabana, New York. Information: (212) 765-2450.

May 11—Presentation of National Media Owl Awards by *Retirement Research Foundation* for "outstanding film, videotapes and television programs that address issues related to aging, capturing authentic images of older persons and illuminating the challenge and promise of an aging society." Chicago. Information: Joyce Bolinger, Center for New Television, 912 S. Wabash, Chicago 60605; (312) 427-5446.

■ **May 11-15**—*American Women in Radio and Television* 38th annual convention. Theme: "Taking Charge of the Future." Speakers include FCC Chairman Dennis Patrick; Elizabeth Dole, secretary, Department of Labor; FCC Commissioner James Quello; Brenda Fox, VP-general counsel, National Cable Television Association; Jeff Smulyan, president-chairman, Emmis Broadcasting, and Stanley Hubbard, president-CEO, Hubbard

Broadcasting. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 14-16—*National Federation of Community Broadcasters* annual conference. Berkeley conference center, Berkeley, Calif. Information: (202) 797-8911.

May 15—Annual presentation of Commendation Awards, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 16—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Larry King. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 17—*New Jersey Broadcasters Association* annual engineering seminar. Woodlawn, Douglass College, New Brunswick, N.J. Information: (201) 247-3337.

May 17—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: William Sessions, FBI director. Beverly Wilshire hotel, Los Angeles.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Market Hilton, Canton, Ohio.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Speakers include NBC News President Michael Gartner. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

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MEDIA MONITOR

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ABC'S NUCLEARPHOBIA

Ten years ago, this country's worst nuclear power plant accident occurred at Three Mile Island, Pennsylvania. Not a single person was killed or injured as a result of the accident. Radiation was released into the environment, but the amount was very small. Secretary of HEW Joseph Califano reported to Congress that the maximum exposure anyone living near the plant could have received would have been 90 millirems. That is about equal to the radiation one receives from two chest X-rays. The average exposure among people living within 50 miles of the plant was under 2 millirems.

The radiation exposure was so slight that experts do not believe that it could have any adverse health effects in either the short term or long term. Califano said it might cause one additional cancer death among the two million people within a radius of 50 miles of the plant, but even that would be questioned by many experts.

Ten years ago, the media helped spread panic among the public about this accident. Headlines warned of nuclear disaster, of a

meltdown that might endanger millions of people. Some of this was fed by misleading information that originated with government officials, but a lot of it was the result of reporters' relying on sources that didn't know what they were talking about. Some in the media were quick to spread stories about farm animals dying as a result of radiation exposure. National Public Radio suggested that Hershey chocolate could become "a historic relic, a victim of the nuclear age" as a result of possible contamination of milk in the area.

Irresponsible stories in the media contributed to irrational fears that Dr. Robert DuPont, a psychiatrist, labeled "nuclear phobia." Those fears have largely abated. The people living in the vicinity of Three Mile Island are normal and healthy. Careful studies made by the Pennsylvania State Dept. of Health have concluded that no ill effects from the radiation released in the accident have been observed in either humans or animals.

But on the 10th anniversary of the accident, ABC's Good Morning America returned to the irresponsible reporting that set off nuclear phobia ten years ago. Reporter Steve Fox said assurances given when the accident occurred that it represented no public danger were incorrect. He

recalled that the governor had ordered an evacuation of children and pregnant women from the vicinity, which was true, but Fox didn't point out that the evacuation proved to be an unnecessary over-reaction.

Fox interviewed a woman who fled the area because she was pregnant. He said that she later gave birth to a son with Downs syndrome, which she blamed on the accident. He said although Department of Health studies had found no health problems resulting from the accident, "informal surveys by local people seem to show high cancer rates." That led Fox to conclude that no one knows for sure. The scientists who have studied the matter are sure, but Fox did not interview them. He did interview a number of local residents, most of whom had no fears, but he left lingering doubts instead of dispelling those irrational fears.

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A broadcasting/cable carriage commentary by Cyril E. Vetter, chairman, Vetter Communications Co., Baton Rouge

Equity—*“the quality of being fair; the application of the dictates of conscience....”*

A quirk in the copyright law has created a tremendous inequity in the television marketplace. In the early years of development of the cable industry, one of the reasons for the protection afforded to cable operators through compulsory copyright was to foster the growth and development of what was then a capital intensive, struggling medium. Many cable systems were owned by cable construction entrepreneurs, the so-called “Mom and Pop” shops.

The original concept of cable service was the improved reception of local broadcast stations; hence the name community antenna television (CATV). As it turned out, the wire delivery of television signals proved to be very popular. It also proved to have a tremendous amount of headroom which enabled program entrepreneurs to develop a variety of services such as ESPN, CNN, HBO, etc., to serve an expanding hunger on the part of the American television public for additional television viewing opportunities.

The preferential treatment afforded the cable industry during its development years is no longer needed. Recent stories in the popular press concerning the sale of Cooke Cablevision and New York Times Cable clearly demonstrate there is no ceiling on demand for cable systems. Attractive systems now trade for a very high per-subscriber multiple. By and large, the industry has been consolidated into a few mega players with extremely strong capitalization, no further capital expenditures on the horizon and the will and the financial resources to outbid traditional over-the-air television for what Americans are accustomed to acquiring free; for example, baseball. Mike Pandrizik, executive director of the National Cable Television Cooperative, was quoted as saying that in three or four years “five MSO’s will have 75% of the business, another group of 20 or 30 regional MSO’s will have 15% or 20% of the business.” The Time-Warner merger underscores this development.

The fact is that so-called “free” over-the-air television is not free in nearly 60% of the television homes in the United States. It is part of a package of television signals that are lumped together and sold by cable systems to the American television consumer. There is no other industry in America where an inequity so glaring as the right to take broadcast signals, lump them together, and sell them without paying anything meaningful to the signal originators has occurred. This begs to be corrected.

Although the legislative history of the copyright act is somewhat obscure, it is clear that the trade-off for compulsory



“The cable industry uses the improved reception of network television affiliates and local independents as one of its principal kinds of leverage in signing up new subscribers and reducing churn.”

copyright was the must-carry rule. There is no must-carry requirement on cable systems; therefore, there should be no compulsory copyright and no restriction on stations charging cable systems who in turn sell their signals. Broadcast stations, affiliates and independents alike, should be allowed to charge cable systems for the use of their service. While much has been written recently about the erosion in network shares and the declining audience for networks and their affiliates, the network television stations are still the most sought after by television households, cable and non-cable alike. The cable industry uses the improved reception of network television affiliates and local independents as one of its principal kinds of leverage in signing up new subscribers and reducing churn from old subscribers. No cable television operator should balk at paying a set fee per month for the local NBC, CBS, ABC or Fox affiliate and one or more independents. Most pay relatively high fees on a per-subscriber

basis for less viewed programming that has less value as a subscriber inducement.

The principal argument against allowing local television stations to charge cable systems for their signal has been that local television stations operate on a free license from an agency of the federal government charged with managing scarce spectrum space. While, admittedly spectrum, space for free over-the-air broadcasting is scarce, spectrum space on wire-delivered television service is plentiful, and wire-delivered services have multiplied at an incredible rate. In the average cable home, the viewer has a choice of at least 25 television services from which to choose. To address the philosophical problem created because the cable operator captures over-the-air signals from government-licensed transmitters, broadcasters could provide the signals to them easily enough by another means, i.e., microwave, land lines, etc. The local network affiliate or independent, for example, could charge cable systems on a per-subscriber basis and either retain the total fee or rebate to its respective network a portion of that fee consistent with the relative economic benefit provided to the network by its affiliate and vice versa. To those television consumers receiving our signals off air, the broadcast would remain free. The local television station would continue to serve its community with the public interest, convenience and necessity mandate that has been part of over-the-air broadcasting since the concept of spectrum management began. It is not overreaching to say that the standard that should be applied to cable carriage of local broadcast signals should be “must carry/must pay.” The must-carry standard is supplied by consumer demand...the “must-pay” standard from the application principles of equity.

For nearly 60 years, television networks and their affiliates have provided the American television consumer with a glorious history of information, entertainment, and community service. The blended local and national service with deep community roots and access to the kind of quality information and entertainment programming that only that kind of national cooperative venture can produce has made an enormous cumulative contribution to the cultural and intellectual growth of our country. It would be a tragedy to let a quirk in the copyright law, a gross inequity created by a set of circumstances that no longer exists, to weaken or destroy that contribution. Equity—*“the quality of being fair; the application of the dictates of conscience”*—requires otherwise. ■

The author acknowledges the advice and input of James R. Seferl, president, Cosmos Broadcasting; Thomas Goodgame, president, Westinghouse Broadcasting, and Representative Billy Tauzin (D-La.).

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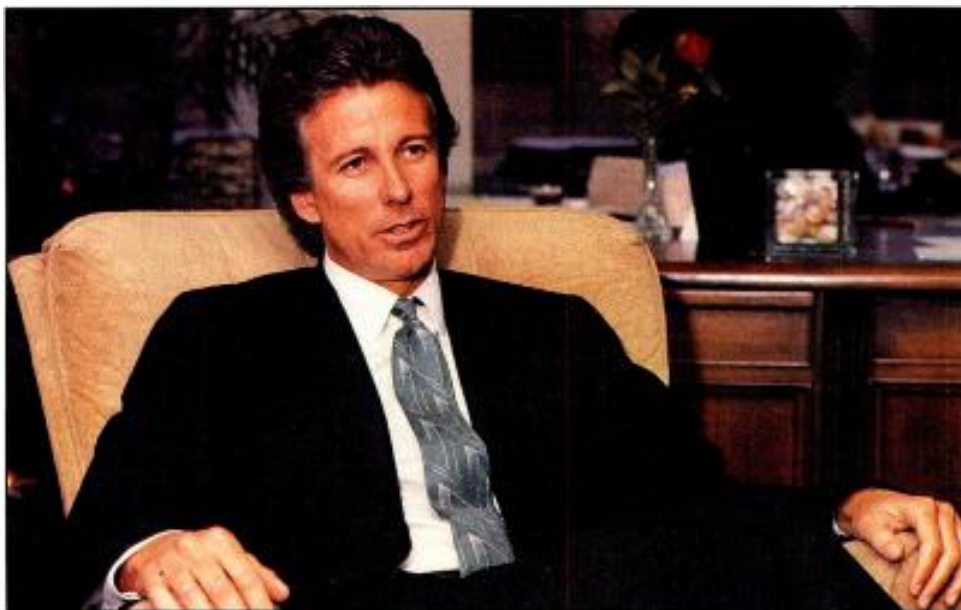
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S P A C E S T A T I O N R A D I O

Broadcasting Apr 10

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TOP OF THE WEEK



Patrick signals exit from FCC

Chairman wants to return to private sector, although immediate plans not set; speculation on possible successors includes Al Sikes, Sherrie Marshall, Jim Smith

Dennis Patrick signaled the end of the Reagan Revolution in the Fifth Estate last week, announcing on Wednesday (April 5) his intention to step down as chairman of the FCC upon the swearing in of his yet unnamed successor.

At a crowded press conference in the FCC's Washington headquarters, Patrick told reporters he had accomplished "substantially all" he had set out to do when he succeeded Mark Fowler as chairman in April 1987, and that after nearly eight years of government service (two at the White House and more than five at the FCC) he was eager to return to the "private sector."

"We leave an important legacy," Patrick said, "which prioritizes and focuses upon First Amendment rights first of all, the efficacy and utility of markets, the freedom of contracts and intellectual property rights, the proposition that consumers should be sovereign and not government regulators, and the proposition that where we must regulate we should regulate in an enlightened way that creates incentives that are consistent with the interests of consumers and not hostile to them."

The legacy of ideas is clearly evident in FCC actions during Patrick's two years at the helm. Chief among them: repeal of the fairness doctrine; replacing rate-of-return

regulation with price cap regulation for AT&T and proposals to do the same for federally regulated services of local telephone companies; reimposing syndicated exclusivity rules; implementing reforms to curb abuse of its license renewal processes; relaxation of the broadcast multiple-ownership and crossownership rules, and preparing the broadcasting industry for the advent of high-definition television.

Patrick, whose record is no less controversial than it is substantial, dismissed speculation that he was pressured to resign to clear the way for the Bush administration to name its own chairman as well as to fill the two long-standing vacancies. His decision was "absolutely voluntary," he said. The Bush administration "has been supportive of me from day one and this is my decision and my decision alone."

The White House offered no word last week on when a successor would be named, leaving Patrick and the industries the FCC regulates to wonder how much longer he would remain as chairman. At best, it is likely to take several months to select, nominate and confirm a successor. During that time, Patrick said, "it will be business as usual."

Patrick, who delivered his resignation personally to presidential assistant Chase Untermeyer on Tuesday, said the White House personnel staff had yet to focus on selecting a new chairman. Until he submitted his resignation, he said, "it was not at issue."

Nonetheless, some sources say the

choice for chairman has been narrowed to Alfred Sikes, head of the National Telecommunications and Information Administration, and Sherrie Marshall, a former White House aide and former congressional liaison for the FCC who is now a partner in Wiley, Rein & Fielding. However, one source said another candidate under consideration is James Smith, a partner in Reed Smith Shaw and McClay. Speculation as to those likely to fill the two seats that have long been vacant now focuses on Marshall, if she is not named chairman, and Andrew C. Barrett, a member of the Illinois Commerce Commission. Sikes has made it clear he is interested only in the chairmanship. In the event Marshall does get the chairmanship, Smith is seen as a likely choice for one of the commissioner slots.

Sources appear in agreement that FBI background checks have not yet been ordered on any of the candidates. But the White House could make its decisions and order the checks as early as this week. And it appears that the three nominations will be sent to the Senate for confirmation in a package.

Despite showings of support from the White House, it was widely anticipated that Patrick would step down sometime this year. Speculation that he would call it quits heated up last month after the FCC adopted price cap regulation for AT&T—the cornerstone of his common carrier agenda (BROADCASTING, March 20).

As the Reagan Administration wound to a close, Patrick's future became the subject

of the Washington rumor mill. Some had Patrick working at a Hollywood studio or law firm; others had him running for Congress from a district in his native California.

The 37-year-old Patrick told reporters last week he has "no plans" for the future, but made it clear that his next stop was in the private sector. Asked if he had a preference among business, law or politics, Patrick said he would rule out only the last, but not permanently. "I have no desire to delve into elective politics in the near term," he said.

During the remaining days of his chairmanship, Patrick promised not to engage in job negotiations that would force him to recuse himself from commission proceedings to avoid conflicts of interest. "That's the cleanest and most appropriate way to do it," he said.

Recusing himself would also create a practical problem. Patrick said in an interview with BROADCASTING. If he removed himself from a proceeding, he said, the current three-person commission would no longer have the quorum necessary to act.

The Reagan Revolution hit the Fifth Estate in 1981 when Mark Fowler assumed the chairmanship and immediately began imposing his marketplace philosophy on the real world of broadcasting, cable and telecommunications. The philosophy holds that economic forces and negotiations among private parties are superior to most schemes of government regulators.

Fowler, who served for an unprecedented six years, eliminated many regulations, relaxed others and sought to create vigorous and competitive marketplaces (BROADCASTING, March 23, 1987). In the process, he alternately delighted and dismayed the broadcasting industry. It appreciated the regulatory relief, but not the increased exposure to the hardships of the marketplace.

The White House gave Fowler additional help to carry out his agenda in late 1983, when it appointed the like-minded White House aide Dennis Patrick to a seat on the commission. Fowler and Patrick formed a powerful block that was only one vote shy of a majority. When Fowler announced his intention to step down in 1987, Patrick was the choice who promised the greatest continuity.

Patrick, whose experience outside government comprises five years at a Los Angeles law firm, is praised by most as a bright, hardworking and articulate advocate of his policies, willing to listen and able to charm or cut with his sharp wit. He is criticized as an ideologue, conceding a point or compromising only when the alternative was defeat or inaction.

Unlike some of his predecessors, Patrick did not mix well with the lobbyists and communications attorneys who frequent the agency and who reinforced a negative view of Patrick as aloof and out of touch. For Patrick, it was not so much a matter of personal style as it was a point of ethics: People with business before the agency should not, for example, be buying lunch

for commission officials. Patrick promulgated a set of ethics rules that prohibited FCC officials from accepting meals, gifts or other favors. He adhered to the letter of those rules and expected no less from others.

Even Patrick's critics concede that he accomplished much in the face of considerable difficulties, the greatest of which was a generally hostile Congress.

When Patrick assumed the chairmanship, the agency's relations with Congress were already strained due to Fowler's success in moving his deregulatory mass media agenda. The Democratic leadership opposed most of the agenda, believing that the federal government had a responsibility to regulate in broad terms the content and ownership structure of the broadcasting industry.

Patrick made a bad situation worse, directing the repeal of the fairness doctrine in August 1987; it had required broadcasters to air all sides of controversial public issues. The vote came just weeks after Congress's codification of the doctrine fell to a veto by President Reagan. Thereafter, the congressmen with oversight of the FCC and communications issues kept a close watch on Patrick. On occasion, they used riders to appropriations legislation to force the FCC to block suspected Patrick initiatives or to force the agency to adopt certain policies.

Senate Commerce Chairman Ernest Hollings (D-S.C.) exacted his pound of flesh for the fairness doctrine repeal by refusing to confirm President Reagan's nominees for the two vacancies created by the departure of Fowler (to private law practice) and Mimi Weyforth Dawson (to the Department of Transportation) in 1987. One of the nominees was a former Patrick aide, Bradley Holmes, who could have done for Patrick what Patrick had done for Fowler. Hollings's inaction left Patrick to deal with two Democrats who had serious reservations about his policy goals (see story, page 29).

Relations with Congress only began to thaw early this year. To win congressional support for his price cap proposal, Patrick provided lawmakers with details of the proposal, listened to their concerns and modified the proposal accordingly. Although Hollings withheld his support, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) gave his, clearing the way for its adoption.

Patrick said his early troubles with the Hill taught him a "rather obvious" but "important" lesson: "Pick up the phone and talk to people." On occasion, he said, he made the mistake of assuming that "members of Congress knew what we were about to do when in fact they didn't.... There is never a disadvantage of engaging an issue...straight up with a member of Congress."

Dingell, for a time one of Patrick's harshest critics, acknowledged that relations with the FCC had improved of late and expressed the hope that they would continue to improve under Patrick's successor. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) criticized Patrick for pursuing "deregulation for the sake of deregulation," but add-

ed that he had "warm regard" for him despite their policy differences.

One House staffer who has tangled with the FCC from time to time was less kind. Told Patrick had no plans, he said, "Well, maybe he and Mark Fowler can put together a public relations firm."

Extending full First Amendment rights to the electronic media has been at the heart of Patrick's mass media agenda and was the driving force behind the repeal of the fairness doctrine. "We believe that applying a different standard of First Amendment law to a speaker because that speaker chooses an electronic means of communications rather than a printed means...is wrong," Patrick said.

The same day Patrick announced his resignation, the House Telecommunications Subcommittee marked up a bill codifying the doctrine. But Patrick was undaunted. The question of First Amendment rights will be ultimately resolved by the courts, he said. And, he said, the arguments that the FCC used in repealing the doctrine will provide a sound and, he believes, persuasive record for the courts to use in their deliberations.

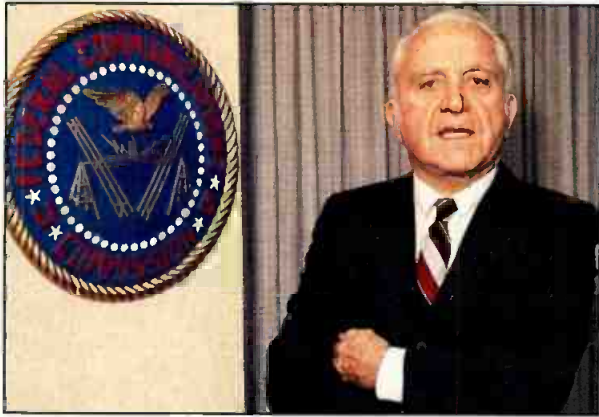
Patrick includes among his frustrations a failure to expunge the license renewal process of a programing standard and his inability to persuade all broadcasters to "stand up for the First Amendment," not only because it is the right thing to do but also because it is "good business." In the competitive mass media marketplace, he said, those players not suffering for the "regulatory tax" of meeting programing standards will have a clear advantage.

Other principles underlying Patrick's mass media agenda were the importance of intellectual property rights and freedom of contracts. Those concepts led the FCC last year to reimpose syndicated exclusivity rules and recommend to Congress elimination of the compulsory license. (Syndex empowers broadcasters to enforce the exclusivity of their syndicated programing against local cable systems that import duplicative programing on signals from other markets. The compulsory license entitles cable systems to import distant signals.)

"If we are going to have a viable and fair competitive marketplace it is imperative that we protect freedom of contract and intellectual property rights," Patrick said. "One can't have a marketplace that's operated in an equitable manner unless you protect the rights of those players to contract as they see fit for that product that drives the market—that is, programing."

Looking to the future, Patrick said, the mass media marketplace will become even more competitive than it is today, which will further reduce whatever justification there is for regulating program content. "You should see regulation move away from content, away from crafting social policy, away from satisfying the programing objectives of federal regulators or Congress and toward creating structure that insures a competitive marketplace in which participants have an opportunity to stand or fall...based on the value of their product to consumers." □

The significant others of the Patrick FCC



Quello

Three-person commission has put more power in hands of commissioners Dennis and Quello; according to chairman, it has also proved to be impediment to consensus

Dennis Patrick went a long way toward realizing the goals he set for himself as chairman of the FCC. He would have gone farther (too far, in the opinion of some) if the other commissioners with whom he had to work were more acquiescent or more philosophically compatible.

Although the commissioners he had, Democrats James Quello and Patricia Diaz Dennis, share Patrick's hope of ridding the FCC books of anachronistic and overly burdensome rules, they do not share his complete faith in markets and competition as a substitute for regulation guided by the public interest.

By statute, the FCC is to have five commissioners. But for the better part of Patrick's tenure, the agency operated with three. The White House nominated FCC attorney and former Patrick aide Bradley Holmes and communications attorney Susan Wing to fill the two vacancies that occurred in 1987, but Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) steadfastly refused to move on their confirmation in apparent retribution for the commission's repeal of the fairness doctrine.

Although Patrick was usually able to put together unanimous votes for major items, he often had to modify the items to accommodate the wishes and concerns of Quello and Dennis. Their marks can be found on the new syndicated exclusivity rules, the only high-definition television proceeding and the new liberal waiver policy for the one-to-a-market rule, among others.

With two seats vacant, Quello and Dennis were endowed with more policymaking influence than any nonchairmen in the agency's history, and as time passed, they made increasingly greater use of it.

Quello and Dennis effectively blocked Patrick's spectrum management initiatives, which were aimed at giving licensees greater flexibility and a greater role in determining interference and how spectrum is to be used. And, at least for the time being, they

have dashed Patrick's hope of sending an FCC recommendation to Congress calling for lifting of the statutory ban against telephone companies entering the television business.

And on at least two occasions, they teamed up to defeat Patrick. Last year, they represented the majority in the FCC's vote to support the concept of licensing preferences for women and minorities, and also voted to award tax certificates to minority sellers of broadcast properties. Before the vote, the certificates, which allowed sellers

to defer tax on capital gains, were available only to broadcasters who sold properties to minorities.

Personalities and philosophies aside, Patrick believes having less than a full complement of five handicapped his efforts. The obvious problem is that the FCC's "representational work"—the speeches, panels and conventions—has to be divided among three instead of five, leaving the commissioners with less time to devote to policymaking, he said.

But the more serious problem is also more subtle and elusive, he said. "It seems to me that where you have a full contingent it's easier to forge a consensus," he said. "You have more offices and more perspectives with which to work in order to forge a majority view on a particular issue. With three, that makes the process of compromise and adjustment and securing the consensus more difficult."

Dennis and Quello could have wrested considerably more power from the chairman's office had they been able to agree more. The differences between them were at least as great as those between them and Patrick. They had significant disagreements

on syndex and the RKO General case.

Dennis is philosophically closer to Patrick, citing the First Amendment as preeminent in her consideration of mass media issues. Like Patrick, she believes the federal government should get out of the business of content regulation and there should be little or no distinction between the print and electronic media when it comes to the First Amendment.

Unlike Patrick, however, she feels the FCC should stick to a set of structural regulations—multiple ownership and crossownership rules—to insure diversity of ownership and ideas in the media marketplace.

"I don't think one preserves [the First Amendment] by intervening in content," she said. "Government can then destroy what they seek to achieve—that is, a multiplicity of voices...disparate viewpoints." The better approach, she said, is structural regulations that insure the availability of as many voices as possible "so the American public can decide which particular truth it happens to believe."

Dennis is a lawyer with a legalistic and deliberate approach to issues. Some see the approach as a desire by Dennis to consider fairly all points of view and to make sure the resulting item is legally sound; others see it as an excess of caution and a reluctance to make hard cuts. Not surprisingly, Dennis said the former perception is closer to the truth.

Careful consideration of the issues "is the grease that prevents friction from burning up our decisions," she said.

Dennis's thinking and her policymaking are bound to a greater degree than Patrick's by the Communications Act of 1934. "I don't believe one should torture the statute which one has taken an oath of office to uphold to mean what you wish it did...on either side of the spectrum, whether it's



Dennis

conservative or liberal," she said. Did Patrick or former Chairman Mark Fowler "torture the act?" "Only in instances where I've disagreed," she laughed.

Dennis arrived at the FCC from the National Labor Relations Board in 1986, and her term expires this June. She does not seem eager to serve another term, but does not discount one either. "I am at a crossroads," she said. "I am exploring lots of options inside and outside of government."

Quello, a former broadcaster who has served on the FCC since 1974, "professes a strong commitment to the First Amendment—he joined Patrick and Dennis in repealing the fairness doctrine—but it is secondary to his commitment to preserving "universal, free, over-the-air broadcasting."

His priorities are clear from his position on must carry, which requires cable systems to carry local broadcast signals and which broadcasters consider a must-have item. Although the federal courts have declared two different sets of FCC must carry rules a violation of cable's First Amend-

ment rights, Quello remains a strong proponent of Congress adopting a must-carry law justified on the ground that it will help preserve localism in broadcasting.

"My idea is sensible deregulation, but under a public trustee responsibility for broadcasters," Quello said.

When it comes to decision-making, Quello could not be more different from Dennis. "I am not a lawyer, so I say my solutions are more journalistic than legalistic," he said. "I do tell my legal assistants that this is going to be a new experience for them. They learn how we apply social and political solutions to highly legal problems."

Part of Quello's practical approach is to keep open the lines of communication to Capitol Hill. "I have been the one commissioner who has said: 'I welcome the input of Congress,'" he said. "I'll listen to them."

Broadcasters know they have a friend in Quello and they have called on him to put the brakes on the Patrick initiatives that look as if they would cause rank-and-file

stations more harm than good.

Quello has resisted successfully such Patrick-endorsed ideas as "flexible use" and "negotiated interference," which would take many of the spectrum management functions away from the FCC and put them into the hands of broadcasters. To many broadcasters, those proposals sound too disruptive. They fear their adoption would set the stage for the adoption of another idea they like even less: spectrum fees.

The heat of the decisionmaking process occasionally strained personal relations among the commissioners, particularly between Patrick and Dennis. But, after Patrick announced his resignation, there were no hard feelings, at least not for the public record. Both wished Patrick well. Quello said his working relationship had improved over the last few months and expressed regret they had not warmed earlier. "We would have been more productive." Dennis looked forward to one change: "I hope in the future there will be a one-to-a-commissioner rule and I'll stop getting mail addressed to Patrick Dennis." □

ABC splits entertainment division

Robert Iger will head new prime time unit; Michael Brockman leaves CBS to oversee non-prime time shows

In what network executives say is an unprecedented move, ABC is splitting its entertainment division in two. ABC Entertainment, under the management of newly named president Robert Iger, will, effective immediately, be responsible for prime time programming only. The non-prime time dayparts, including daytime, children's and late-night programming, have been consolidated into a new division called daytime, children's and late-night entertainment.

Michael Brockman, vice president, daytime, children's and late-night programs, CBS Entertainment, has been tapped to run the new ABC division, with the title of president. Brockman said last week he will be in his new post effective tomorrow (April 11).

At deadline, it appeared CBS, although still evaluating the situation, would probably parcel out Brockman's domain to three separate executives, one for each daypart. Daytime was said to be wide open. Brockman had three daytime programming directors reporting to him: Margot Wain and Barbara Hunter on the West Coast and Judy Jenkins in New York. Sources at the network, however, did not rule out looking outside the company for a new daytime head.

In children's programming, Brockman's top aide was Judy Price, vice president, children's programs and daytime specials. She will probably continue to oversee children's programming, reporting directly to CBS Entertainment chief Kim LeMasters, sources said. As for late night, Joe Bowen, director of late-night programs and features, is said to have the inside track to run that area.

Brockman will report to John Sias, presi-



Iger: prime time programming



Brockman: daytime, children's, late night

dent, ABC Television Network Group.

Last week, Sias explained the reorganization in part as the result of strategy sessions dating back over a year ago, where it was concluded that "daytime was so important it ought to get the comprehensive attention" that other program areas get, such as sports, news and prime time.

Daytime at all three networks is an important profit center—the largest profit center for ABC and CBS—despite the higher visibility of prime time, where costs are much higher. Daytime profits have been squeezed considerably over the past several years. According to Sias, combined network revenues for the daypart peaked in 1985 at about \$1.6 billion and may decline to \$1.2 billion by the end of this year.

With costs remaining stable in the daypart, he said most, if not all, of those declines come directly at the expense of profits. ABC has the largest share of daytime revenue and, as a result, the most to lose. "The challenge has never been greater" in daytime, said Sias.

Analysts interpreted the reorganization as a move to insure "greater accountability" for daytime from the executive in charge, as well as a greater effort to recapture key women viewers who have defected over the past year.

"Obviously, when you lose your top guy, you're going to find a different way to do things," said Jeffrey Logsdon of the Los Angeles brokerage firm Crowell Weedon. As to why ABC decided to split the division, Logsdon said, "Greater accountability is probably what Murphy and the others are looking for. As you divide it up, it's easier to change things by assigning areas to specific people, and it also enables you to have greater control over expenses. A centralized system of management makes the overseeing of expenses more difficult."

Added Oppenheimer's Dennis McAlpine: "The rationale, according to discussions I've had with people at ABC, seems to be that they are trying to give daytime, late night and, to a lesser degree, children's greater importance," he said. "ABC has

NCTA will not appeal syndex

traditionally had a very strong daytime schedule, and, in turn, a very profitable one," he said. "Recently," he said, "ABC has had some concerns with daytime, the erosion of some of their audience because of the working woman, and perhaps a larger problem, the number of affiliate preemptions."

"The move also allows Iger to concentrate solely on prime time," said McAlpine. "He'll have his hands full there," he said.

In the 1988-89 season, ABC has given up the daytime household ratings lead to CBS. In key female demographics, ABC is still number one, although CBS is a closer second this season compared to last.

Season to date, in the household race, CBS is averaging a 5.9 rating, 22 share, flat with last year, while ABC has dropped to a 5.4/19, down 11%. NBC is down 10% to a 4.4/16. Among women 18-49 and 25-54, ABC leads with a 4.6 in both cases, but is down 12% and 10%, respectively. CBS is second in both categories, with a 3.6 average rating, flat in women 18-49 and off 5% in women 25-54.

NBC is third in key demographics, as it is in the household race. It is averaging a 2.7 rating in both key women demos, down 13% among women 18 to 49 and down 16% among women 25-54.

ABC's preemption problems in daytime are worst between the hours of 11 a.m. and 1 p.m., when clearances range from a high of 89% to a low of 65%, said George Newi, vice president, affiliate relations, ABC.

Sias said Iger was told of the restructuring before he accepted his new post three weeks ago. "He supports it and is quite comfortable with it," said Sias, who added that Brockman "was our first and only choice."

Brockman has the distinction of having run daytime programming at all three networks. He ran ABC's daytime division in 1974-77 before joining NBC, where he headed up both daytime and children's programming. In 1980, he joined Lorimar as vice president in charge of network and syndication program development. During the 1981-82 season, he was creative consultant to ABC Motion Pictures, then headed by Brandon Stoddard. In 1982, he joined CBS Entertainment as vice president, daytime and children's programs, picking up responsibility for late night in 1986.

Brockman said Stoddard first approached him about a month ago about possibly returning to ABC; Sias and Murphy picked up the ball when Stoddard resigned as head of ABC Entertainment. Asked if the decision to leave CBS was difficult, Brockman said, "The seven years I've spent here have been terrific. But the opportunity to run my own division was one I couldn't refuse."

Reporting to Brockman will be Jo Anne Emmerich, vice president, daytime programs, and Squier Rushnell, vice president, late night and children's television.

As for possible changes when he takes over, Brockman replied, "I don't go in with wholesale plans of changes. It's better to evaluate people after you've had a chance to work with them awhile." □

Despite headaches that NCTA says rules will bring, board votes against appeal, stands firm on cable entry by telcos outside telephone service area

Bowing to a larger political agenda and the realization of little support anywhere in Washington for its position, the board of the National Cable Television Association voted last week not to appeal the FCC's rules to reinstate syndicated exclusivity, despite making clear it does not like them (BROADCASTING, April 3). After several hours of discussion, the board, by a vote of 32-2, agreed to forgo appeal. The rules, however, will be challenged by Cole, Raywid & Braverman, which is representing four cable entities.

The NCTA board also discussed Bell operating company entry into the cable business outside its telephone service area, and wound up reaffirming its stance in support of the modified final judgment, which prevents outside entry. The debate stems from reports of a Pacific Telesis-Prime Cable bid for the Group W system in Chicago. And its nondecision indicates a hardening of the association's position on telco matters.

On syndex, NCTA President James Mooney said, "It's tempting in these matters to fight to the last ditch and beyond. We are of the opinion, however, that for NCTA to continue to take the lead in this particular controversy may not necessarily result in a different conclusion but could distract our efforts in other matters equally important to our members and customers." And although Mooney said there are grounds for appeal, he said, "We have, in any event, decided not to appeal the FCC's decision in the courts ourselves."

Mooney noted there is little support in Congress to reverse the FCC, and referred to NCTA's larger political agenda with broadcasters. "We suggest to our friends in the broadcasting industry that, thus far, at least, they seem to have won this one."



Mooney

said Mooney. "We stand ready to continue the policy of cooperation and conciliation we have been pursuing with the broadcasters over the past several years. We remain hopeful there will be a complementary response...a response in keeping with the extension of the olive branch that we have made to them."

The National Association of Broadcasters, however, appears to be going in the other direction. Last week, NAB President Eddie Fritts told BROADCASTING (see page 74) that he will call for cable reregulation at this week's hearing before the Senate Antitrust Subcommittee, chaired by Howard Metzenbaum (D-Ohio).

Talks between NAB and NCTA over must carry and channel repositioning have bogged down over the latter issue. Asked if NCTA's syndex position would help those talks, Mooney said there was "not much of a direct relationship" between the two.

Mooney, in noting NCTA's historical problem with syndex, said, "Our view has long been and continues to be that such rules subvert the congressional policy of distant signal importation and deprive the consumer of programming, all merely to serve the frenetic desire of Hollywood for more and more money...This new blackout rule will confuse, frustrate and anger consumers."

Although NCTA opposed appeal, it reserved the right to change its mind in the future, with Mooney noting the decision "should not be construed as foreclosing any possible future appeal we might make to the Congress or to a future FCC." The rules will be appealed, in any case, by Cole, Raywid & Braverman, which is representing Century Communications, United Cable, United Video and the Texas Cable Television Association. CRB's Jack Cole said he had no favorable or unfavorable reaction to the NCTA's decision. (Mooney noted in his statement the appeal under way by Cole's group, saying, "Whether such appeals will succeed at this point is difficult to predict.") "I can't see how it hurts our case at all," Cole said, of NCTA's decision.

Cole hopes the court will set a hearing schedule soon and that a decision will come by Jan. 1, when the rules go into effect. "It's going to be very close," he said of the timing.

The landslide vote belied what had appeared to be deep division within the industry on syndex. Mooney attributed the latter characterization as a product of press accounts and said, "A lot of the people didn't make up their mind until the discussion actually began."

Mooney denied the decision was a complete reversal from NCTA's position to appeal when the rules were first announced: "That was then, this is now."

On the telco question, Mooney said, "There was insufficient support in the room for a change in our historic policy even to warrant a motion" for NCTA to shift its

position on telco entry outside their service area. (Some cable operators, including Tele-Communications Inc., have said they were not opposed to outside entry.)

Should a Pactel-Prime Cable bid come to fruition, a waiver of the MFJ would be needed. That the board spent several hours discussing the matter seemed to indicate a waiver request could be close. When asked what made this potential bid different from

Pactel's bid for Storer last year, Mooney said, "That bid wasn't taken."

NCTA's shift to oppose outside telco entry has solidified over the past several months (BROADCASTING, April 3). In response to a question, Mooney said the odds on NCTA changing its position were the same as "that it will snow in here in the next 10 minutes."

The industry's position on outside telco entry has hardened in the past year. Some of

that stems from historical fears about anti-competitive practices by the telcos. Recent actions by the United States Telephone Association, such as a survey released last month showing greater dissatisfaction with cable service than with telephone service, have also not helped. That USTA has "ratcheted up the rhetoric," said Continental Chairman Amos Hostetter, has not helped those BOC's that have been more friendly to cable. □

CNBC fills in its evening schedule

Included in mix is half-hour show hosted by Dick Cavett and two-hour prime time news program

The evening lineup for the Consumer News & Business Channel came into clearer focus last week, as CNBC announced the signing of Dick Cavett ("Closed Circuit," March 20) and detailed plans for a two-hour *CNBC Live* program, similar to the network morning news shows, to run from 8 to 10 p.m. There were also strong hints that newly signed Mary Alice Williams, formerly of CNN, will be involved in some CNBC programming initially, before the NBC prime time magazine program she's associated with gets off the ground.

Cavett will host a half-hour program, reprising his talk show format from his Public Broadcasting Service days, in which he will interview guests on consumer, business and lifestyle issues. The program will be carried from 7:30 to 8 p.m. and will be repeated at midnight (9 p.m. Pacific time).

CNBC Live will be hosted by Lynn Doyle, host of *Newsmakers* on WXEL-TV West Palm Beach, Fla., and Michael Young, former host of ABC-TV's *Kids Are People Too*. CNBC said the format will be similar to the network morning news programs, with regular segments on legal, medical, career, money, real estate and health concerns. Among those making regular appearances will be Dr. Ferdie Pacheco, former trainer of boxing champion Muhammad Ali. Pacheco is also a painter, playwright and raconteur, and is described as a Renaissance man. "His contacts are mind-boggling," a CNBC source said, and he will use them to interview an array of guests for CNBC.

Also slated to appear in regular segments will be medical doctors Dr. Peter Salgo and Dr. Tom Linden, psychotherapist Dr. Judith Kuriansky and career counselor Dr. Adele Scheele. Also appearing will be Steve Pollan, an expert on personal service in business matters; Joan Hamburg, a consumer reporter, and Arthur Miller, who will discuss legal issues. *CNBC Live* will be repeated at 4 a.m.

Other programming announcements were also forthcoming last week. The husband and wife team of Dave Walker and Lois Hart, former co-hosts of one-hour programs on CNN and KTVU(TV) San Francisco, have been signed to do a one-hour consumer talk show that will be carried from 7:30 to 8:30 a.m. That will be followed by CNBC's daytime *The Money Wheel*, which runs from 8:30 a.m. to 5 p.m. and consists of stock



Cavett to host half-hour show at 7:30 p.m.

market segments and consumer news reporting (BROADCASTING, April 3).

Another husband and wife team, Ken and Daria Dolan, will host a one-hour consumer talk show program from 5 to 6 p.m. In *Smart Money*, the Dolans will discuss solutions to consumer and business problems before a live studio audience. There will also be a call-in segment. The two had done a similar two-hour evening show on WOR(AM) New York.

Although nothing official has been announced for the 6 to 7:30 p.m. period, it is believed that a program with the working title *The Media Business* could appear somewhere in that segment. It is that show to which press reports have linked Mary Alice Williams. A CNBC spokesman said that while NBC develops its prime time magazine program, Williams will be free to appear on CNBC.



McLaughlin's hour program runs at 10 p.m.

Following Cavett at 7:30 and *CNBC Live* at 8 p.m. will be a one-hour program hosted by John McLaughlin, at 10 p.m. A repeat of an earlier program, *CBNC* said, will run at 11 p.m., to be followed by the Cavett repeat at midnight. McLaughlin will be repeated at 1 a.m.

Elsewhere, CNBC said that Times Square Studios will be used as its New York bureau, serving as the Manhattan base for at least five of the cable service's correspondents. TSS will also provide all New York City ENG crews for the new cable service, as well as two, 24-hour editing suites. In addition, the production facility will provide live, microwave service, enabling CNBC to transmit live and taped reports to its Fort Lee, N.J., headquarters.

Other organizations using Times Square Studios include MSG, *Geraldo*, USA Network, the Travel Channel and MTV. □

Children's TV legislation on the move

House Telcomsubcom OK's H.R. 1677; similar action expected shortly by Commerce Committee; Senate subcommittee to hold hearing

Children's television legislation that would restrict advertising and require broadcasters to serve the "special needs" of children was put on the congressional front burner last week. In the House, the Telecommunications Subcommittee approved the measure by voice vote, and this week the parent Energy and Commerce Committee is also expected to endorse it, paving the way for quick action on the House floor. Also this week, the Senate Communications Subcommittee will convene a hearing to examine television's contribution to a child's education and how it could be improved.

This is the second round for the bill (introduced last week in the House and Sen-

ate), which President Reagan vetoed last year. Since then, lawmakers vowed that children's television legislation was a priority for the 101st Congress, and they are now making good on that promise. It remains uncertain whether President Bush will take the same stand.

"President Bush repeatedly has stated that he wants to be the education president, and that he wants to put education on the national agenda. This bill accomplishes that goal," said House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) during a press briefing held to highlight the legislation's introduction. Markey is a key sponsor of H.R. 1677, along with Representatives John Bryant (D-Tex.), Terry Bruce (D-Ill.), Matthew Rinaldo (R-N.J.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.). Also attending the briefing was

Senator Howard Metzenbaum (D-Ohio), who offered a companion measure (S. 707) in the Senate with Frank Lautenberg (D-N.J.). The Senate is said to be eyeing a proposal that would call for the establishment of a national endowment to fund children's programming.

Identical to last year's version, the bill would limit advertising during children's programs to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. The limits would not take effect until after Jan. 1, 1990, and by 1993 the commission would be authorized to review the standards and modify those standards if necessary.

The measure's findings state that broadcasters, as a part of their obligation to serve the public interest, "should provide programming that serves the special needs of children." Additionally, during license renewal time the FCC would have to determine whether a licensee has "served the educational and informational needs of children in its overall programming."

Judging from the House Telecommunications Subcommittee hearing held prior to the subcommittee's vote, the opposition is limited. Last year, the National Association of Broadcasters, after intensive negotiation with Markey, agreed not to oppose the initiative, although it was prepared to fight any changes that might occur when the Senate acted on it.

NAB witness Glenn Wright of KIRO(TV) Seattle stressed the association's willingness to work again with the subcommittee in "fashioning legislation" but stopped short of endorsing the bill. NAB President Eddie Fritts told BROADCASTING the association was "happy to work toward a resolution as we did in the last session." But he said his organization did not yet have a guarantee from Markey and others that they would "hold fast to the bill."

William P. Castleman of ACT III Broadcasting, on behalf of the Association of Independent Television Stations, said his association backed the initiative. He also said INTV supports a bill (H.R. 823) that would grant broadcasters an antitrust exemption to develop voluntary guidelines for such things as advertising on children's programs.

Advertisers, on the other hand, balked at the prospect of government regulation. Imposing "arbitrary limits on the amount of truthful, nondeceptive advertising during children's programming is totally counterproductive," said DeWitt F. Helm, president of the Association of National Advertisers. Helm contended that the restrictions are unconstitutional and constitute an "open invitation for further censorship and encroachment on the broadcasting media by the government."

Dr. Helen Boehm, vice president and director of the Children's Advertising Review Unit of the Council of Better Business Bureaus, told lawmakers that her organization feels self-regulation is the best approach to the children's advertising issue.

But subcommittee members were unmoved by those arguments. Moreover,



Markey and Rinaldo at children's TV hearing

Markey cited a study by Action for Children's Television that says "a ceiling on commercial time is both appropriate and necessary to inhibit increasing commercialization of children's television." The ACT study focused on the amount of advertising aired during children's programming broadcast by Boston independent WLVI-TV from September through December 1988. It revealed that commercials ran up to as much as 14 minutes per hour during most of the weekday programming aired. ACT also examined the amount of advertising aired during prime time programming and said those commercials did not exceed eight minutes per hour.

In addition to the ACT study, Markey's subcommittee asked the networks to supply information on advertising during weekend

children's programming over the past five years since the FCC dropped its children's advertising guidelines. Since then, Markey said, "commercial time has been on the rise, with stations at two of the networks now offering as many as 11 minutes per hour of commercial matter. What these charts demonstrate conclusively is that without reinstatement of commercial time limits, there is nothing to stop this trend of increased commercialization of children's television from skyrocketing to the heavens like the Space Shuttle Discovery."

Most of the testimony was favorable. Robert Keeshan (TV's Captain Kangaroo), ACT Chairman Peggy Charren, Dr. John Murray, Kansas State University, and Daniel Anderson, University of Massachusetts, urged Hill action on the measure. □

GE Americom says rumors of its death are just that

Company executive says 'reconstruction' is not retreat

As top satellite industry executives focused on the future at last week's Satellite VIII conference in Washington, GE Americom was busy answering questions about its tumultuous present. Rejecting speculation that it would be pared down or sold by its corporate parent, Americom said it will remain in the business of providing satellite capacity during the coming decade of rising demand projected by many at "The Road Ahead" forum.

One day after MCI Communications' April 4 announcement that Kevin Sharer had left his position as president of Americom to become MCI senior vice president of sales and marketing, Americom's senior vice president of commercial operations, W. Neil Bauer, told BROADCASTING that General Electric's decision not to directly replace Sharer "signifies by no means any lack of interest in this [the satellite operating] part of the business."

Reached at the company's Princeton, N.J., headquarters, Bauer broke Americom's months-long silence, saying that,

during "this reconstruction period," in Sharer's place "we wanted the most experienced people available. Now we have two general managers"—Bauer and another senior vice president, Walter Braun—a "dual-role team approach. We will have the same influence and exposure to GE management as before." In charge of engineering and spacecraft programs, Braun will gain knowledge of users' requests through Bauer, said the latter, to best understand the "marketplace needs." Co-owned GE Astrospace builds satellites for Americom and other operators.

Sharer's departure, by several accounts voluntary and a surprise to GE, came one week after a group of cable programmers headed by Viacom Networks announced its commitment to two future Americom satellites (BROADCASTING, Feb. 27). But it also followed a period of setbacks suffered by Americom over the past five months.

Last November the FCC denied a GE proposal to operate a 60 w Ku-band cable/direct broadcast satellite, K-3, from a 50-state orbital slot in the fixed-satellite service arc. The commission, GE has argued, also "shut out" the company from 50-state C-

band orbital locations in the latest round of orbital assignments last November (BROADCASTING, Jan. 30). GE's request for an additional C-band slot is still pending. And over the past several weeks, reports have persisted that the Americom-HBO joint venture, Crimson Satellite Associates, is selling the already built K-3 bird to Luxembourg-based operator Astra, signaling Crimson's demise and adding fuel to rumors that GE will continue selling assets. "I don't really understand the percep-

tion" that Americom is in trouble, Bauer said. Having begun construction of Satcom C-V, its next-generation in-orbit cable television spare, Americom is "actually the first in the industry to start its commitment" to providing future capacity, he said. The company's deal with Viacom for two other C-band birds, Satcoms C-3 and C-4, is "close to finalization," he said. "We have the largest fleet [of domestic birds] now with seven satellites, and we expect to have the largest fleet again." □

ating officer of Walt Disney Co., will hold a press conference with Dick Nunis, president, Walt Disney Attractions, and Jeffrey Katzenberg, chairman, Walt Disney Studios, to discuss the future of Disney. Following the press conference, various TV and movie celebrities will be available for interviews. From 7 p.m. to midnight, Disney will show highlights of the past 50 years of television.

The NAB luncheon will salute 108 television stations that have been on the air for four decades, operating prior to the FCC's freeze on allocations 40 years ago. The luncheon will feature a video presentation of the people who helped get these stations on the air. Representatives from the 108 stations will receive an artistic rendition of a broadcast tower. A surprise guest will also sing "Happy Birthday" to the representatives.

The Museum of Broadcasting's television special, produced by David Wolper and Jack Haley, is not an anniversary celebration as much as an examination of the changes that television has undergone during the last 30 years. Museum of Broadcasting President Robert Batscha said the museum had been approached by the networks about doing such a special and that a committee, chaired by Grant Tinker, was formed to organize the special. The museum announced its plans for the special March 21 in Los Angeles. Present at the press conference were Ron Suderland, senior vice president of ABC-TV business affairs and contracts; John Agoglia, executive vice president of NBC-TV business affairs, and Bill Klein, vice president of CBS-TV business affairs. Representing the "creative community" was actor Richard Chamberlain. To determine which network would air the special first, Chamberlain was given three cassettes with the names of the networks hidden inside. He chose NBC as the first to broadcast the program; ABC will air the program the following year and CBS the year after that. NBC plans to broadcast the special this fall. □

Television turns 50

Anniversary of exhibit unveiling TV at 1939 World's Fair to be marked by Smithsonian, Disney World

As television celebrates its 50th anniversary this spring, at least four events that chronicle its history are in the works. "American Television from the Fair to the Family, 1939-1989," an exhibit, opens April 19 at the Smithsonian Institution's National Museum of American History in Washington. Disney World will celebrate "TV Day!" as part of the grand opening of Disney-MGM Studios Theme Park in Orlando, Fla. The National Association of Broadcasters will throw a "television birthday party" luncheon at its annual convention in Las Vegas. And the Museum of Broadcasting plans to produce a television special about the changes in television over the last 30 years. Both "TV Day" and the NAB's birthday party will be held April 30, the anniversary of President Franklin Roosevelt's 1939 World's Fair address, the first presidential speech to be televised.

The theme of the Smithsonian exhibit, according to curator Larry Bird, is "TV through the ages." Included will be displays showing the marketing of TV over the years and its influence on the lives and habits of Americans. Bird said the year-long exhibit will show how "the television set went from a piece of furniture [in your living room] to a picture in your head." The exhibit will also focus on technical improvements in television over the last 50 years. A rebuilt Lucite TRK-12 television, the model that was displayed in the center hall of RCA's 1939 World's Fair

exhibit, has been loaned to the museum from Arnold Chase of Hartford, Conn., who collects TV receivers. Several televisions from the past are set up in an appliance store display, including a TV demonstration room and a panel on how to watch TV.

Television memorabilia from the past 50 years will also be on display. Highlights include Archie and Edith Bunker's living room chairs; the swamp signpost from *M*A*S*H*; the jacket that Henry Winkler wore as Fonzie on ABC's *Happy Days*, and a papier-maché Felix the Cat that was used in early television transmission tests.

The exhibit did not forget the commercial aspects of television either. Advertising giveaways promoting such TV stars as the Lone Ranger and Captain Video will be displayed along with a Nielsen meter and rating service diaries from people who participated in audience surveys.

"TV Day" festivities will kick off at the new Disney-MGM Studios Theme Park at 11 a.m. with the official commemoration of the 50th anniversary of television broadcasting in the U.S. Featured speakers include Morey Amsterdam and Rose Marie of *The Dick Van Dyke Show*, Allen Young of *Mr. Ed* and Edie Adams of *The Ernie Kovacs Show*. The event is being presented in cooperation with the Academy of Television Arts and Sciences.

At noon, Disney executives Michael Eisner, chairman and CEO, and Frank Wells, president and chief oper-



Celebrating TV's golden anniversary at the Smithsonian—an illustration from a booklet by DuMont promoting the new medium (and the company's TV sets) in 1944 and Timmy's clothes from the long-running 'Lassie.'

Programming

Market-by-market sweepstakes: NBC, CBS, ABC

Stations have received their Arbitron books for the February sweeps, which document NBC's prime time victory and CBS's strong second place, the latter on the wings of *Lonesome Dove*.

BROADCASTING's analysis of TV households in prime time for the 212 measured markets shows NBC with 101 outright wins and six ties for first—only slightly down

from its November 1988 totals; CBS with 81 wins and six ties—more than double its November market tally, and ABC, at whose expense came most of the CBS gain, with 22 wins and four ties, less than half of its November total.

The following is a list of network daypart audience estimates for TV households in total survey areas during network prime time

(Monday through Saturday, 8-11 p.m., and Sunday, 7-11 p.m., ET). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary network affiliation in that market. Information is copyright © 1989 by Arbitron Ratings Co. and may not be quoted or reproduced without the prior written permission of Arbitron.

ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	15	20	25	Evansville, Ind. (91)	41	42	43
Albany, Ga. (153)	—	—	52	Fargo, N.D. (109)	28	35	30
Albany-Schenectady-Troy, N.Y. (53)	60	84	74	Flagstaff, Ariz. (205)	—	—	6
Albuquerque, N.M. (56)	60	54	73	Flint-Saginaw-Bay City, Mich. (58)	68	40	91
Alexandria, La. (166)	5	—	41	Florence, S.C. (132)	18	51	—
Alpena, Mich. (211)	—	6	—	Fort Myers-Naples, Fla. (98)	19	42	41
Amarillo, Tex. (116)	27	28	25	Fort Smith, Ark. (140)	21	37	18
Anniston, Ala. (192)	—	13	—	Fort Wayne, Ind. (101)	37	38	34
Ardmore-Ada, Okla. (175)	18	23	19	Fresno-Visalia, Calif. (62)	43	48	53
Atlanta (12)	176	220	264	Gainesville, Fla. (167)	20	—	—
Augusta, Ga. (104)	36	36	29	Glendive, Mont. (212)	—	2	1
Austin, Tex. (69)	39	72	38	Grand Junction, Colo. (179)	6	14	8
Bakersfield, Calif. (145)	22	28	25	Grand Rapids-Kalamazoo-Battle Creek, Mich. (37)	81	78	98
Baltimore (22)	130	145	177	Great Falls, Mont. (182)	12	11	6
Bangor, Me. (157)	14	24	23	Green Bay-Appleton, Wis. (67)	60	55	67
Baton Rouge (93)	49	54	47	Greensboro-Winston Salem-High Point, N.C. (48)	66	100	88
Beaumont-Port Arthur, Tex. (126)	25	40	39	Greenville-New Bern-Washington, N.C. (106)	22	42	61
Bend, Ore. (207)	—	—	5	Greenville-Asheville-Spartanburg, S.C. (36)	78	101	120
Billings-Hardin, Mont. (164)	10	18	13	Greenwood-Greenville, Miss. (170)	20	13	—
Biloxi-Gulfport-Pascagoula, Miss. (158)	30	—	—	Hagerstown, Md. (196)	—	—	22
Binghamton, N.Y. (136)	13	42	19	Harrisburg-Lancaster-Lebanon-York, Pa. (45)	54	67	110
Birmingham, Ala. (47)	73	41	121	Harrisonburg, Va. (199)	15	—	—
Bluefield-Beckley-Oak Hill, W.Va. (144)	18	—	31	Hartford-New Haven, Conn. (23)	101	163	101
Boise, Idaho (137)	22	24	28	Helena, Mont. (209)	—	—	4
Boston (6)	299	277	355	Houston (10)	220	197	209
Bowling Green, Ky. (193)	23	—	—	Huntsville-Decatur-Florence, Ala. (80)	39	48	48
Bristol, Va.-Kingsport-Johnson City, Tenn. (87)	18	52	67	Idaho Falls-Pocatello (160)	11	19	16
Buffalo, N.Y. (38)	79	85	105	Indianapolis (26)	106	128	124
Burlington-Plattsburgh, Vt. (92)	13	48	39	Jackson, Miss. (85)	20	60	62
Butte, Mont. (188)	6	11	5	Jackson, Tenn. (180)	22	—	—
Casper-Riverton, Wyo. (191)	3	7	15	Jacksonville, Fla. (57)	39	82	67
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	40	43	60	Johnstown-Altoona, Pa. (88)	13	48	78
Charleston, S.C. (108)	30	44	45	Jonesboro, Ark. (176)	26	—	—
Charleston-Huntington, W.Va. (51)	53	71	105	Joplin, Mo.-Pittsburg, Kan. (121)	35	32	28
Charlotte, N.C. (31)	82	125	57	Kansas City, Mo. (30)	96	131	133
Charlottesville, Va. (198)	—	—	11	Knoxville, Tenn. (60)	52	53	74
Chattanooga (83)	40	50	65	La Crosse-Eau Claire, Wis. (129)	17	29	42
Cheyenne, Wyo.-Scottsbluff, Neb.-Strling, Colo. (186)	—	15	—	Lafayette, Ind. (194)	—	12	—
Chicago (3)	477	358	494	Lafayette, La. (113)	29	57	—
Chico-Redding, Calif. (143)	29	21	15	Lake Charles, La. (173)	—	—	37
Cincinnati (29)	93	108	123	Lansing, Mich. (105)	—	49	45
Clarksburg-Weston, W.Va. (162)	—	26	21	Laredo, Tex. (199)	7	3	4
Cleveland (11)	235	226	247	Las Vegas (94)	28	36	42
Colorado Springs-Pueblo (99)	36	39	38	Laurel-Hattiesburg, Miss. (165)	—	9	29
Columbia, S.C. (86)	22	36	85	Lexington, Ky. (75)	38	67	55
Columbia-Jefferson City, Mo. (151)	13	33	33	Lima, Ohio (197)	—	—	19
Columbus, Ga. (115)	34	31	19	Lincoln-Hastings-Kearney, Neb. (95)	17	51	14
Columbus, Ohio (33)	85	115	127	Little Rock, Ark. (55)	65	77	86
Columbus-Tupelo, Miss. (131)	7	35	54	Los Angeles (2)	515	514	685
Corpus Christi, Tex. (122)	26	27	27	Louisville, Ky. (46)	56	91	95
Dallas-Fort Worth (8)	248	280	251	Lubbock, Tex. (150)	13	25	22
Davenport, Iowa-Rock Island-Moline, Ill. (79)	40	51	58	Macon, Ga. (130)	16	42	20
Dayton, Ohio (49)	61	85	74	Madison, Wis. (90)	32	46	37
Denver (19)	143	137	171	Mankato, Minn. (208)	—	12	—
Des Moines (66)	41	64	60	Marquette, Mich. (184)	—	18	—
Detroit (7)	257	222	352	McAllen-Brownsville, Tex. (114)	23	30	22
Dothan, Ala. (159)	8	40	—	Medford, Ore. (152)	13	19	28
Duluth, Minn.-Superior, Wis. (123)	27	28	27	Memphis (41)	51	111	132
El Centro-Yuma, Calif. (181)	5	6	8	Meridian, Miss. (177)	17	8	5
El Paso, Tex. (102)	31	30	38	Miami (14)	156	99	176
Elmira, N.Y. (169)	8	—	13	Milwaukee (28)	88	92	116
Erie, Pa. (141)	21	20	37	Minneapolis-St. Paul (13)	143	213	167
Eugene, Ore. (120)	24	31	16	Minot-Bismarck-Dickinson, N.D. (148)	8	25	33
Eureka, Calif. (187)	—	8	9	Missoula, Mont. (174)	17	14	16

Mobile, Ala.-Pensacola, Fla. (63)	48	81	82	San Antonio, Tex. (43)	60	92	86
Monroe, La.-El Dorado, Ark. (118)	11	57	33	San Diego (24)	81	108	83
Montgomery-Selma, Ala. (107)	11	35	71	San Francisco-Oakland-San Jose (5)	244	272	276
Nashville (32)	76	140	144	Snt Brbra-Snta Mria-Sn Lus Obspo. Calif. (112)	23	25	21
New Orleans (35)	70	128	122	Sarasota, Fla. (155)	21	—	—
New York (1)	902	799	1,052	Savannah, Ga. (103)	18	44	35
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	63	85	93	Seattle-Tacoma (15)	149	148	171
North Platte, Neb. (210)	—	—	7	Shreveport, La.-Texarkana, Tex. (65)	60	78	73
Odessa-Midland, Tex. (146)	20	28	23	Sioux City, Iowa (128)	29	15	35
Oklahoma City (39)	67	114	107	Sioux Falls-Mitchell, S.D. (100)	32	56	25
Omaha (72)	54	58	64	South Bend-Elkhart, Ind. (84)	37	52	63
Orlando-Daytona Beach-Melbourne, Fla. (25)	114	115	151	Spokane, Wash. (77)	38	51	47
Ottumwa, Iowa-Kirksville, Mo. (204)	15	—	—	Springfield, Mass. (96)	29	—	45
Paducah, Ky.-Cape Girardeau, Mo. (76)	29	65	64	Springfield, Mo. (82)	21	55	62
Palm Springs, Calif. (178)	7	—	7	Springfield-Decatur-Champaign, Ill. (74)	41	55	62
Panama City, Fla. (171)	12	—	26	Syracuse, N.Y. (68)	47	63	65
Parkersburg, W.Va. (183)	—	—	9	Tallahassee, Fla.-Thomasville, Ga. (117)	9	49	11
Peoria-Bloomington, Ill. (110)	33	33	38	Tampa-St.Petersburg-Sarasota (17)	132	182	230
Philadelphia (4)	408	359	456	Terre Haute, Ind. (125)	10	30	35
Phoenix (20)	106	138	131	Toledo, Ohio (64)	44	73	83
Pittsburgh (16)	183	203	186	Topeka, Kan. (138)	11	33	22
Portland, Ore. (27)	94	112	114	Traverse City-Cadillac, Mich. (134)	14	45	32
Portland-Poland Spring, Me. (73)	43	39	53	Tucson, Ariz. (81)	36	36	47
Presque Isle, Me. (203)	—	7	6	Tulsa, Okla. (54)	64	84	74
Providence, R.I.-New Bedford, Mass. (44)	74	65	108	Tuscaloosa, Ala. (185)	—	9	—
Quincy, Ill.-Hannibal, Mo. (154)	—	27	29	Twin Falls, Idaho (202)	—	9	3
Raleigh-Durham, N.C. (34)	84	108	47	Tyler-Longview, Tex. (124)	45	14	19
Rapid City, S.D. (168)	19	3	14	Utica, N.Y. (161)	11	—	22
Reno (119)	27	21	23	Victoria, Tex. (206)	14	—	8
Richmond, Va. (61)	60	75	65	Waco-Temple, Tex. (97)	19	58	36
Roanoke-Lynchburg, Va. (70)	31	71	56	Washington (9)	182	232	222
Rochester-Austin, Minn.-Mason City, Iowa (147)	21	21	25	Watertown-Carthage, N.Y. (172)	15	15	13
Rochester, N.Y. (71)	44	50	54	Wausau-Rhineland, Wis. (133)	30	35	14
Rockford, Ill. (139)	23	27	35	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	24	83	88
Roswell, N.M. (195)	—	14	—	Wheeling, W.Va.-Steubenville, Ohio (142)	—	36	36
Sacramento-Stockton, Calif. (21)	116	124	149	Wichita-Hutchinson, Kan. (59)	52	73	62
St. Joseph, Mo. (189)	14	—	—	Wichita Falls, Tex.-Lawton, Okla. (135)	17	27	25
St. Louis (18)	126	176	228	Wilkes Barre-Scranton, Pa. (52)	73	62	73
Salinas-Monterey-San Jose, Calif. (111)	41	23	38	Wilmington, N.C. (149)	23	10	62
Salisbury, Md. (163)	11	25	12	Yakima, Wash. (127)	22	29	25
Salt Lake City (40)	67	77	80	Youngstown, Ohio (89)	39	50	58
San Angelo, Tex. (190)	—	12	—	Zanesville, Ohio (201)	—	—	11

Castle Rock is at home in thick of network development

Independent producer formed by ex-Embassy executives has eight network series in the works

Castle Rock Entertainment, with eight pilot projects on the three networks (three at ABC, three at CBS, and two at NBC), has the most of any independent producer, and as such, is in the running to become the next major independent producer of network programming.

The company, founded in July 1987, comprises five partners: Rob Reiner, Glenn Padnick, Alan Horn, Andrew Scheinman and Martin Shafer, who together own a 60% interest in the company, with Colum-

bia Pictures owning the remaining 40%. The Columbia connection is not surprising, considering that all five of the Castle Rock founders had worked together at Embassy Communications, a subsidiary of Columbia, prior to founding Castle Rock.

Horn spent nearly 14 years at Embassy, eventually serving as its chairman and chief executive officer, with responsibility for Embassy Communications, Embassy Pictures, Embassy Television, Embassy Telecommunications, Embassy Home Entertainment and Embassy Communications International. Following Coca-Cola's purchase of Embassy in 1985, Horn joined 20th Century Fox, but left after

nine months over what he describes as a dispute with upper management. Shortly after leaving Fox, Horn co-founded Castle Rock.

Padnick was with Embassy for 10 years, the last three as president of Embassy Television, responsible for all production and creative activities. Padnick co-founded Castle Rock when his contract with Embassy expired.

Scheinman came to Castle Rock after producing a number of successful theatrical films. In addition to "Mountain Men," his first film production credit (with Martin Shafer), he also produced "The Sure Thing," "Stand By Me" and "The Princess Bride," all of which Rob Reiner directed.

Reiner first gained fame for his role on the long-running CBS comedy *All in the Family*. In addition to the above-mentioned directorial credits, Reiner also co-wrote and directed the theatrical "This is Spinal Tap," a parody of rock and roll documentaries.

Martin Shafer joined Embassy Pictures in 1983 as a production executive. He eventually was named president of production for that division, and was responsible for the release of such theatrical films as "The Sure Thing," "A Chorus Line" and "Stand By Me."

The five principals of the company are actively involved in all phases of development, both network television and theatrical films. "The theory of the company is that

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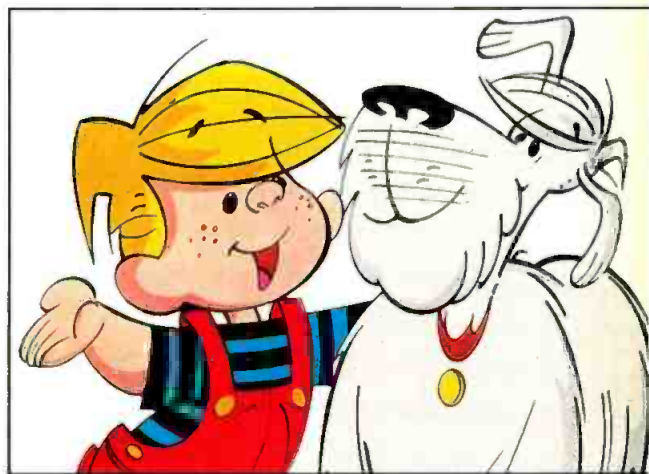


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Scooby-Doo

Longest running animated series produced for television.

- Top 10 last two years.



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Dennis the Menace

Animated strip introduced just two years ago.

- Top 10 last two years.



Evergreens are always in season.



The knights of Castle Rock (l-r): Scheinman, Horn, Shafer, Padnick, Reiner

we're all five actively involved, creative people," said Padnick. "We're all here every day, working on every project; that's what makes our company a little different from others," he said.

Columbia, by way of its \$30 million investment in Castle Rock in October 1987, will handle all of the distribution for back-end syndication, both domestic and foreign. Outside of distribution for syndication, Castle Rock will handle all business affairs, including network negotiations for license fees. Of Columbia's role, Padnick said: "They really don't play an active role; we're an autonomous company."

The fact that all of the pilots are comedies is no surprise. "We see ourselves as a network comedy series company," said Padnick. "That's our first goal." By way of achieving that goal, Castle Rock has signed a number of young comedians to star in its projects. Howie Mandel, Jerry Seinfeld, Darryl Sivad and Julie Brown are among the comics that will headline Castle Rock projects. In addition to the young comedic talent, the company will also have Ed Begley Jr. (who co-starred in "Spinal Tap" and *St. Elsewhere*) and actress Ann Jillian starring in pilot projects.

The descriptions of the pilots would indicate the company is targeting a younger audience, although Padnick says that was not necessarily Castle Rock's strategy: "It's true that we have a lot of young

comedians in our pilots, but there really wasn't a conscious plan going in to do that. We don't have demographic goals." That Castle Rock's projects may attract a younger audience "may be as much an indication of what the networks are interested in as what we're interested in," said Padnick.

CBS, for example, as part of its campaign to target a younger audience—especially at 8 p.m.—came to Castle Rock with a concept for a series, knowing the company had signed a deal with singer and MTV personality Julie Brown. "The concept for the Julie Brown project was very much CBS's idea," said Padnick. "They knew we had a deal with Julie Brown, and they came to us and said: 'Can you bring her here?' And we did. Then they pitched us a concept, which is more or less what we're doing." As to CBS's dedication to reach a younger audience, Padnick said: "There's no question that the people that I'm dealing with this year, Barbara Corday [CBS executive vice president, prime time programs] and Tim Flack [CBS vice president, comedy program development], are enthusiastically trying to get younger-appealing shows."

Castle Rock has already established an impressive reputation, at least at NBC. "An outstanding group of individuals in an outstanding company," said David Newman, vice president, comedy development, NBC. "They know how to find and treat

talent, skills that make them invaluable within this business," Newman said, adding: "They are the ideal company to work with because they are innovative, fresh and skilled in what they do."

Newman pointed to the behind-the-camera talent at Castle Rock as one of their strongest assets. Of Tom Straw, executive producer and writer for the Ed Begley Jr. project for CBS, Newman said: "He's one of the newest, most promising comedy writers in the business. They [Castle Rock] are even more shrewd than I thought by snatching him up." Newman also pointed to Stu Wolpert, Deidre Fay and Anne Beatts as having a reputation for "innovative programming with high-quality standards." Wolper and Fay, who are married, are the executive producers and writers for the Ann Jillian project on NBC. Beatts is the co-executive producer and co-writer for the Julie Brown project.

Even with eight pilot projects being considered, Padnick is guardedly optimistic about the chances of the projects landing on the fall schedule. "We'd be very happy if we have one series on the fall schedule, we'd be thrilled if we had two; beyond two, we would be out of our minds with joy," he said. □

'Inside Edition' is go for 1989-90; New York moves show to 2:30 a.m.

King World is sticking with program; Roger King says WNBC-TV will not be offered show for next season

King World announced last week that *Inside Edition*, its mid-season tabloid strip, was a firm go for the full 1989-90 broadcast season. The company said it has cleared 40% of the country with the program, sold for cash plus barter, for next season.

The announcement came amid the news that WNBC-TV New York was moving the program April 17 from the 7:30 prime time access slot to 2:30 a.m., leaving *Edition* with a clearance of questionable draw in the nation's largest market. In March, in New York, *Inside* scored a 6.8/12, coming in fifth in its time slot. WNBC-TV General Manager Bud Carey said a decision on the show's future will be made at the end of this season.

However, King World Chairman Roger King said last week that the station will not be offered the program for next season. King said the station "would be competing with *Inside Edition* next fall. We have a relationship with WNBC-TV—it's called a divorce." KCBS-TV Los Angeles will also give up the show next fall to make room for *Wheel of Fortune* and *Jeopardy*.

King said several other Los Angeles stations had made offers for the show. He also said he was confident that the program would be cleared in New York. Reacting to the WNBC-TV rescheduling, King said: "WNBC-TV pulled their gun out and shot

Affair with 'Affair'

Boosted by a 29% ratings gain in the February sweeps over its November performance (largest gain among prime time access programs), Fox Syndication's *A Current Affair* will reach a 90% clearance level by mid-April. Starting April 10, the show has a home in Memphis for the first time, on WWHO-TV at 6:30 p.m., replacing *Family Feud*, which moves to 4 p.m. In Detroit, where WDIV-TV dropped the show, WJBK-TV is picking it up at 7 p.m., downgrading *Family Feud* to 4 p.m. The program is also being picked up by KTLV-TV Tyler, Tex., at 4 p.m., with the station dropping *Win, Lose or Draw*. WTBN-TV Traverse City, Mich., is picking up the show for 7 p.m., dropping *Win, Lose or Draw*. In Portland, Ore., the show gets a big upgrade this month, from midnight to 7 p.m. on KATU-TV, which is moving *Inside Edition* forward a half hour to 7:30 p.m., bumping *USA Today on TV* from there to midnight. On KTVN-TV Oklahoma City, *Affair* is also getting upgraded from 4 p.m. to 6:30 p.m., switching slots with *Win, Lose or Draw*. Next fall, in Philadelphia, the program will switch from UHF WPHL-TV to KYW-TV, the NBC affiliate, where it will play at 5:30 p.m., replacing *People's Court*.

themselves in the foot." WNBC-TV will replace the show at 7:30 p.m. with *Family Feud*, which it pulled to make room for the new tabloid show in January.

Reports last week that WMAQ-TV Chicago would not renew the show were disputed by King World. But, according to the station's program director, David Finney, the station will not renew the show for next season. "The numbers aren't there. It's just not saleable," he said. The show was receiving close to a 5 or 6 rating in its 6 p.m.-6:30 p.m. slot, said Finney.

According to Roger King, King World is "still in negotiation" with WMAQ-TV concerning a renewal of the program. "The program director doesn't buy shows," he said. Station Vice President and General Manager Robert Morse could not be reached at deadline.

Although the program has appeared to struggle in the ratings in many markets during its first three months on the air—averaging about a 5 rating nationally—King World President Michael King said the show averages "better than a 6 rating" when averaged in just the 75% of the country the show is cleared in for this mid-season. "I can't think of a show that has premiered and done that well" right out of the box, he said. "We knew going in that the nature of magazine shows is they take a couple of years to work. Look at *Entertainment Tonight*. It was [initially] a failure."

Major groups backing the show next year include CBS, Post-Newsweek, Multimedia, Gillett, Chronicle and Jefferson-Pilot. The Kings said last week. Major markets that have renewed the program include Philadelphia, San Francisco, Detroit, Dallas and Miami.

On the upside for *Inside*: On WCAU-TV Philadelphia, its most recent Arbitron numbers showed an improvement over last year in the 7:30 p.m. time slot, according to a station spokesperson. In March 1989, Arbitron household numbers showed the program averaging a 7.3/12, compared with March 1988 figures of 5.6/9. The station has no plans to move the show. □

HBO goes co-

Home Box Office, already active in TV co-production with British and Australian partners, has now begun to explore similar joint ventures with non-English-language companies, according to HBO Enterprises Vice President Jim Warner.

Warner, the pay cable channel's chief negotiator on foreign co-productions, who outlined HBO's co-production activities at a Center for Communication seminar in New York, said HBO is now talking with German and French companies about co-productions, following successful efforts with English-language producers.

"HBO has in some sense been a pioneer in [co-production] because we've had to be, to figure out ways to bring in money outside of HBO, or outside of America, to defray the high cost of programing," he explained.

The cable service has had "tremendous success" with its co-productions, particularly in financial terms, said Warner, although he acknowledged creative cooperation was the more challenging aspect of such joint ventures.

Among HBO's existing British co-production partners are Telso, production arm of British broadcaster Television South, with which it produced *Murderers Among Us: The Simon Weisenthal Story*, a three-hour dramatization scheduled for later this month.

HBO has also co-produced three TV movies with British Broadcasting Corp. and has more in development with the noncommercial company, Warner said, while commercial broadcasters Channel Four, Granada TV and Thames TV have all been co-production partners.

Warner added that "as you have more competition overseas, more commercial interests entering the picture, more people to share the expense of high-quality programing, there are more people with whom we can work."

Disney uses its KHJ-TV to promote series on rival stations

Rich Frank defends practice, saying it is no different than any other media outlet buying time on station

In an unusual move for the highly competitive Los Angeles market, Disney-owned independent KHJ-TV has been running advertisements promoting two Disney-produced series that air on competing stations in the market. The series, *Hard Time on Planet Earth* and *The Wonderful World of Disney* air on KCBS-TV and KNBC-TV, respectively.

Rich Frank, president and chief operating officer, Disney Studios, said that "KHJ-TV's purpose is to provide programing to the community that will hopefully attract enough eyeballs to make the selling of their ad time easier," adding, "this is no different than HBO or Showtime or any other media outlet buying time on KHJ-TV." "Our position," he said, "is that (a) because we do it first doesn't make it wrong, and (b) maybe people need to change their way of thinking about how these things are done."

It is not an uncommon practice for cable channels to purchase time on local stations, and according to Preston Padden, president, Association of Independent Television Stations, while it is not common for local stations to sell ad time to their competitors in the market, "it does happen in varying degrees." Padden said that some stations will sell generic time to other stations for ads that do not promote a specific day and

Dominant.

**Number one in its time period
100 out of 103 weeks...
and every week this season.**



Disney's 'The Parent Trap III'



'Hard Time on Planet Earth'

time period. "Each station has its own standard," he said, but ultimately, "the licensee has the right to make that decision."

The promo for *Hard Time on Planet Earth* cites a day and time, Wednesday at 8 p.m., which puts it opposite KHI-TV's local newscast, generally a station's most profitable programming.

In defense of Disney's decision to run the ad for *Hard Time on Planet Earth*, Frank said: "*Hard Time* doesn't appeal to someone who is going to be watching news at 8

p.m., I could understand if we were advertising for another news show."

Responding to reports that some of the KHI-TV personnel were less than pleased with the ads, Frank said, "I can understand disgruntlement from the news staff, but we are looking at the station as a part of the whole company."

Station Vice President and General Manager Chuck Velona, refused to comment on the situation, saying only: "I just wish the whole situation would go away."

Centralized programming appears imminent for public TV

Noncommercial TV community to examine options for reshaping program decision-making process during its upcoming annual meeting

Although a dawn-to-dusk agenda of workshops on local concerns is scheduled to fill each day of the April 9-11 Public Television Annual Meeting in San Diego, the gathering may eventually be remembered most for what is said about a broader issue: how noncommercial television chooses and funds programs for its national schedule. Several factors indicate that, to satisfy Congress's demands for efficient use of federal funds and to survive competition from cable programmers, most people in noncommercial television have come to believe it is time to centralize, perhaps radically, its decision making process.

The centerpiece for general and small group sessions April 9, and then for an April 10 "town meeting," will be "Options for Improving National Program Funding," a document issued to stations last week by the National Association of Public Television Stations (NAPTS). The options paper is the work of the NAPTS-coordinated 30-member National Program Funding Task Force, formed last fall in response to congressional concern over apparent duplication and inefficiency in national programming procedures. The 1988 Public Telecommunications Act requires that the Corporation for Public Broadcasting, in consultation with the stations, report to Congress next January on potential im-

provements.

Perceived resistance to cooperative change on the part of CPB could become the focus of much discussion on the subject of restructuring. A year ago CPB objected strenuously to a Senate proposal that would have moved 80% of its Program-Fund dollars out of Washington and into the stations' budgets (BROADCASTING, May 30, 1988). Now, options proposed by the NAPTS task force again call for putting program funding decisions in hands other than CPB's, which has showed no signs of altering its position stated last year: if CPB must answer to Congress about fulfilling its mandates, then it must have a role in decision-making.

On the other hand, as one public TV programmer put it, the task force options paper may be perceived as "a potential power grab by PBS." At least one task force proposal would move all national program funds currently administered by CPB to a chief programming executive (CPE) housed at PBS. The CPE option would include formation of a national program committee whose 12 members would represent the stations, minority producers, major producers and independent producers. CPB's senior program executive and the president of PBS would also sit on the committee. However, the CPE, to be appointed by the PBS president, would select the programs to be funded, while the committee would "fill a policy and oversight role, not an operational role."

"The central objective of this plan," said

the paper, "is to delegate to one person greater discretion and authority over the funding and scheduling of programs for the national program service. Putting the funds at PBS ties program development more closely to program scheduling" and "will allow public television to act swiftly, decisively and creatively to deliver the best programming obtainable."

Indeed, so concerned with the slowness of program development and acquisition are some public TV stations that, in February, KCET(TV) Los Angeles, WNET(TV) Newark, N.J., WETA-TV Washington, WGBH-TV Boston, seven other major market producing stations and nearly 30 other stations formed the "Premium Service"—a program acquisition arm with an initial fund of about \$1 million. Under the auspices of the Interregional Program Service, a single executive "will be able to move quickly on major purchases, bypassing the time-consuming national screening process. Members of the new service," said IPS, "have felt that, in recent months, purchasing opportunities have been lost because of public television's difficulty in moving quickly, decisively and with common purpose."

A second option offered by the task force, a "Modified Program Fund Model," would replace CPB's "open solicitation" panels, which now review hundreds of program proposals several times a year, recommending finalists to the Program Fund director. In the panels' stead, although still at CPB, would be a 13-person committee, also made up of members elected by the stations, minority producers, independent producers and major producers, all elected by their peers, and the CPB vice president of programming. The role of CPB, "principally a funder," would be "limited to the determination that CPB funds are being spent in a prudent and legal manner."

This model, said the task force, would also answer congressional concern over potential political influence over programming decisions by presidentially appointed CPB directors, who, said the paper, "could not veto a decision by the program committee and the programming executive to fund a specific production." Almost exactly a year ago, the CPB board sought to create a similar "buffer" between itself and the Program Fund director by having the latter report to the president, rather than the board (BROADCASTING, March 21, 1988). It is



Everything but the organ music. The first closed-captioning of a daytime serial began March 27, on ABC's *Loving*. The service is being provided by the National Captioning Institute, with funding from the U.S. Department of Education.

still unclear whether that move satisfied congressional concerns about board influence over individual programing decisions.

Under option three, said the task force, "PBS would select all programs to be funded and determine the size of the grants, and the contracting office at CPB would actually issue checks to all grantees." This option also calls for creation of a new entity, the Public Television Program Council, which would conduct an annual "needs assessment and evaluation" of programing successes and failures. "Constituted in whatever manner the stations, as well as independent, women and minority producers feel would best serve their interest," the council would be housed at CPB, which would retain the roles of setting guidelines and administering the program fund.

After receiving feedback on the options paper from stations at the annual meeting, the task force is scheduled to present a

CPB-PBS challenge

The Public Television Program Challenge awarded another \$1.35 million last week for the development of two more new public television series—one examining "tribal wisdom" and another celebrating American film. The three-year, \$24 million Challenge Fund, dedicated to the production of high-visibility, domestically produced, prime time programs, and jointly funded and administered by the Corporation for Public Broadcasting and the Public Broadcasting Service, has now awarded all but \$2.15 million of the \$10 million available in 1989.

Meech-Grant Productions Ltd., KCET(TV) Los Angeles and the BBC were awarded \$1 million to develop *Millennium: Tribal Wisdom and the Modern World*, a 10-part series "on what modern man can learn from fast-disappearing traditional cultures." Described by PBS news and public affairs vice president Barry Chase as a "serious anthropological work," the series is being produced in association with Global Television Network and Telefilm Canada. Additionally, the New York Center for Visual History was awarded \$350,000 to produce a pilot episode of *The American Cinema Project*, an examination of "American film as the 20th century's most pervasive art form and cultural influence."

perhaps narrowed version to program directors at the PBS Programing Meeting, Mar-

cos Island, Fla., June 13-17. The NAPTS board of trustees expects to then endorse a

Dominant.

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position on changing the national program funding system at its fall 1989 meeting. "During the fall," said the options paper, "NAPTS intends to work with CPB in compiling its report to Congress, which is due Jan. 31, 1990, and must include a plan. Unless Congress acts to reject that plan, it will become effective Oct. 1, 1990."

Whatever the answer to congressional charges of inefficiency, a February PBS staff report may have sounded the death knell for public TV's "principle of localism." "Over time," said the report, "public television has found that the theoretical model of encouraging 'a thousand flowers to bloom,' so that each station could assemble its own unique programming bouquet, cannot be squared with economic reality. A chronic shortage of funds has kept the dream of a cornucopia of programs well beyond public television's reach.

"Because public television has never

been able to 'seed a thousand flowers,' but has just barely been able to fund its basic needs, stations have had to place much greater reliance on the national program schedule as offered by PBS." That reliance on national programs, it said, is documented by 85% same night carriage of the prime time schedule fed by PBS. Having this past winter gained precommitments from stations to that common carriage, PBS says the schedule can now begin to drive programming decisions, with or without changes in CPB's Program Fund.

For the stations, the desire to streamline the national program funding process is at least 18 months old, PBS President Bruce Christensen told his board just over a month ago, at the same time expressing concern that the public TV system and CPB may be on "different time tracks." CPB's report to Congress may not be seen before the end of this year. "I assure you that CPB wants to

New face. GTG Entertainment has announced that Beth Ruyak will join Bill Macatee, the sole remaining anchor of the original four, as the new co-host of *USA Today*. Ruyak replaces Edie Magnus, who is the third of the original four hosts (Kenneth Walker and Robin Young were the others) to leave the show. Ruyak had been Chicago correspondent and weekend co-anchor of the show.

participate appropriately in the discussions at public television's annual meeting," CPB President Donald Ledwig said in a Feb. 14 letter to NAPTS President David Brugger. However, he said that same week, CPB will "move ahead with its own study" of national programming, which it believes "is broader than moving money from one group to another." □

Oscars take top spot for week 28

ABC's broadcast of the 61st Annual Academy Awards ranked number one for week 28 (ended April 2), gathering a 29.8 rating and a 50 share. This was the highest-rated entertainment special this season, and the best ratings performance for an Academy Awards special since 1984's broadcast pulled in a 30.3/50. The 29.8 rating translates into 26.9 million households delivered for some or all of the program. Coupled with the *Barbara Walters Special* (20.3/33) which ran from 8 to 9 p.m., ABC took Wednesday with a 27.2/43.1 evening average.

NBC won week 28 with a 15.8/26.4 over ABC's 14.4/23.8 and CBS's 12.4/20.6. Four of the nightly wins went to NBC, most notably Sunday, which is usually CBS's night. NBC took Sunday with a 16.5/26.9 evening

average, over CBS's 15.5/25.5. NBC's Sunday movie, *The Case of the Hillside Stranglers*, posted a 23.1/36 to rank sixth for the week. ABC's Sunday movie, "Beverly Hills Cop," claimed a 19.4/30, while CBS's offering, *The Morning After*, pulled in a 10.2/16. The other nightly wins for NBC were Monday, Thursday and Saturday. ABC took Tuesday, Wednesday and Friday.

In the evening news race CBS won the week with a 10.6/21 over ABC's 10.4/20 and NBC's 9.4/19.

■ In the Arbitron metered markets, the Academy Awards ranked first in nine of 14 markets. For the other five markets, *Cosby* ranked first in three—Atlanta, Boston and Detroit. *Roseanne* ranked first in Cleveland and *The Barbara Walters Special* ranked first in Los Angeles.

Nielsen	Net	Nielsen	Net	Nielsen	Net							
1.	29.8/50	A	Academy Awards	37.	13.5/24	N	Midnight Caller	73.	5.0/9	A	Great Circuses of the World	
2.	26.0/42	N	Cosby Show	38.	13.2/23	A	Mr. Belvedere	74.	5.0/9	F	Cops	
3.	25.5/39	A	Roseanne	39.	12.6/19	N	Night Court	75.	4.8/9	A	Men	
4.	24.8/40	N	Different World	40.	12.4/21	C	Newhart	76.	4.5/8	F	Reporters	
5.	24.4/39	N	Cheers	41.	12.2/23	C	Falcon Crest	77.	3.8/6	F	Garry Shandling Show	
6.	23.1/36	N	NBC Sunday Movie	42.	12.1/21	A	Just the Ten of Us	78.	3.6/6	F	Beyond Tomorrow	
7.	21.2/34	C	Murder, She Wrote	43.	11.9/19	C	Equalizer	79.	2.9/4	F	Tracey Ullman Show	
8.	21.1/36	N	Golden Girls	44.	11.8/19	N	Family Ties	80.	2.4/4	F	Duet	
9.	20.9/32	A	Wonder Years	45.	11.6/18	N	Day by Day	Cassandras * (Week ending March 26)				
10.	20.4/38	C	60 Minutes	46.	11.5/19	C	CBS Tuesday Movie					
11.	20.3/33	A	Barbara Walters Special	47.	11.0/20	A	thirtysomething	1	15	Wheel of Fortune, syn.	221	97
12.	20.0/32	N	Dear John	48.	10.9/17	N	My Two Dads	2	13.6	Jeopardy	213	98
13.	19.7/31	A	Who's the Boss?	49.	10.8/19	C	Beauty and the Beast	3	11.3	Cosby Show	194	97
14.	19.5/34	N	Empty Nest	50.	10.8/19	C	Kate and Allie	4	9.5	Oprah Winfrey Show	217	99
15.	19.4/30	A	ABC Sunday Movie	51.	10.6/17	C	CBS Wednesday Movie	5	9.3	Wheel of Fortune, wknd.	204	91
16.	19.0/37	N	Hunter	52.	10.4/16	C	Live-In	6	9.2	Star Trek	232	97
17.	17.8/31	N	L.A. Law	53.	10.3/16	A	Dynasty	7	7.5	MGM Premiere Network III	164	95
18.	17.8/28	N	Matlock	54.	10.2/16	C	CBS Sunday Movie	8	7.3	Entertainment Tonight	163	92
19.	17.6/28	A	Anything But Love	55.	10.1/17	N	Quantum Leap	9	7.2	Current Affair	146	89
20.	17.1/27	N	ALF	56.	10.0/16	C	48 Hours	10	7.1	Donahue	225	99
21.	17.0/28	N	NBC Monday Movie	57.	9.8/15	C	Hard Time on Planet Earth	11	6.6	People's Court	192	96
22.	16.9/26	N	Hogan Family	58.	9.6/15	C	Heartland	12	5.9	Star Search	150	95
23.	16.6/29	C	Knots Landing	59.	9.2/14	C	Tour of Duty	13	5.7	Geraldo	197	97
24.	16.6/26	N	In the Heat of the Night	60.	9.2/14	F	Married...With Children	14	5.3	Mama's Family, syn.	190	92
25.	16.3/28	N	Amen	61.	9.2/17	N	UNSUB	15	5.3	Win, Lose or Draw, syn.	165	84
26.	15.2/25	A	ABC Mystery Movie	62.	9.0/15	F	America's Most Wanted	The following programs are included, but not ranked:				
27.	15.2/24	N	Unsolved Mysteries	63.	8.7/16	N	Friday Night Surprise					5.7
28.	15.1/24	A	MacGyver	64.	8.0/14	A	Mission: Impossible	9.2	World Wrestling Fed.	241	97	
29.	14.9/26	A	Full House	65.	7.9/13	A	ABC Family Classic	* Nielsen syndicated weekly pocketpiece				
30.	14.9/27	N	227	66.	7.9/16	C	West 57th					
31.	14.8/25	C	Dallas	67.	7.9/15	N	Magical World of Disney					
32.	14.6/23	C	Designing Women	68.	7.8/13	A	Man Called Hawk					
33.	14.3/26	A	Perfect Strangers	69.	7.7/13	N	Nightingales					
34.	13.8/21	C	Murphy Brown	70.	6.9/11	A	Moonlighting					
35.	13.6/26	A	20/20	71.	5.4/10	F	21 Jump Street					
36.	13.5/24	C	NCAA Basketball Champ.: Sat.-2	72.	5.2/9	A	Heartbeat					

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Qintex's billion dollars buys portion of MGM/UA

Principal MGM/UA stockholder Kirk Kerkorian will buy back portions of MGM, including TV library, name and lion

MGM/UA Communications, on and off the block for at least a year and hit by a series of executive departures, is being split up in a billion-dollar deal. The proposed move would put its distribution operations, film production unit and film library in the hands of Australia-based Qintex Group and—after a \$250 million buyback—would leave certain MGM assets, including MGM/UA's television production unit and television library, controlled by MGM/UA majority shareholder Kirk Kerkorian.

As a result of the deal announced March 31, much of MGM/UA is expected to be combined with Los Angeles-based Qintex Entertainment, the U.S. arm of the Qintex Group, a leisure and media organization headed by Christopher Skase. The merged Qintex and MGM/UA, probably renamed United Artists, would be a combination of Qintex's currently operating television production group, MGM/UA's film production unit and MGM/UA's television, film and home video distribution operations.

Under the terms of the definitive agreement, Qintex will acquire all of the outstanding shares of MGM/UA for a price of \$20 per share, or more than \$1 billion dollars. Tracinda Corp., through which Kerkorian controls virtually all of his holdings of MGM/UA, will then repurchase, for \$250 million, certain MGM assets, including MGM/UA Television Productions and its library of 1,750 hours of television programming; a motion picture library containing the 34 MGM films released since June 1986 (since the sale of the MGM library to Ted Turner); the newly built MGM headquarters building in Beverly Hills, and the MGM name and logo. Kerkorian, who wholly owns Tracinda and owns 82% of MGM/UA common stock, has agreed to permit MGM/UA stockholders to purchase shares in the new MGM at an amount proportionate to their current holdings, on the same terms as Tracinda. The price for the new MGM shares is expected to be about \$4.80 to \$5, according to an MGM/UA spokeswoman.

Tracinda plans to operate a film production unit in addition to the television production company. After the deal's completion, the separate United Artists and MGM operations will remain closely tied: MGM will invest in the Qintex Group and UA has a long-term contract to distribute MGM film and television product.

The transaction is not only the latest chapter in the complicated financial history of MGM/UA, but also, if completed as planned, another example of increasing for-

eign ownership of Hollywood companies. (That growing list includes Rupert Murdoch-led News Corp.'s purchase of 20th Century Fox, TVS Entertainment's purchase of MTM and Pathe's purchase of New World, among others.)

Qintex Australia Ltd., now 43% owner of Qintex Entertainment, will probably retain a stake greater than 40% in United Artists, according to QE president David

Evans.

Among the MGM/UA TV products currently on the air are *thirtysomething* on ABC and *In the Heat of the Night* on NBC.

As part of the transaction, MGM will also invest \$75 million in the Qintex group. The exact nature of this investment has yet to be determined, Evans said.

After the MGM assets are sold back to Tracinda, Qintex will retain the United Art-

The Company:

Qintex Limited. An Australian investment firm with total assets of around \$2 billion and holdings in media, communications, resorts and real estate. Chairman Christopher Skase (see below) owns 51% of the publicly traded company, which is headquartered in Brisbane, Australia, and employs about 5,000 in Australia and the U.S.

Qintex Australia Limited. Qintex Ltd.'s 55%-owned holding and management company. QAL, also publicly traded in Australia, reported fiscal 1988 operating revenue of \$577.5 million (Australian) and after-tax operating profit of \$28.5 million.

QAL is 100% owner of Qintex TV Ltd., comprising Australian TV's Seven network (number one in prime time) and TV stations in the capital cities of Sydney, Brisbane, Melbourne, Adelaide and Perth. The stations were purchased in the last two years separately from Australian media entrepreneurs Robert Holmes a Court and John Fairfax & Sons.

QAL is also 51% owner of of Mirage Resorts Trust, which operates two resorts in Australia's Queensland and a third on Hawaii's Kauai island, with plans to build additional facilities in California and Florida. Japan's Matsui and Nippon Shinpan recently purchased 49% of the resorts operation, with an equity investment valued at more than \$350 million.

Qintex Entertainment Inc. Qintex's U.S. production and distribution arm, 43%-44% owned by QAL. Formed in April 1988 through the mergers of television companies Hal Roach Studios and and Robert Halmi Inc., the publicly traded U.S. company has a market capitalization of \$80 million and calls itself the largest independent producer of long-form TV in the U.S. QEI also owns 50% of Colorization Inc.

The Man:

Qintex Chairman Christopher Skase, 40, is the Melbourne-born son of a radio broadcaster. Married, with three stepchildren, he took a job at a stockbrokerage at age 19, and later worked in financial journalism with the *Melbourne Sun* newspaper and the *Australian Financial Review* before beginning his career as an investor in the mid-1970's with \$15,000 (Australian) in his own capital and funds from friends.

After gaining control of Tasmanian retailer and mineral company Qintex, and becoming its chairman in 1975 at the age of 28, Skase began to narrow the company's focus to its current interest in media, entertainment, leisure and resorts.

Skase's initial investment in TV came in the late 1970's, when he bought interests in the first of two provincial TV stations. Those holdings were sold earlier this decade in the wake of government deregulation of station ownership that allowed Skase to expand to his current five stations. To stay within Australia's informal 60% national coverage limit, however, Skase will have to sell part of his interest in one of the five properties, probably Adelaide.

Skase's attraction to the U.S. media market is not limited to television program production and distribution. In the last six months or so, he has made known his interest in the U.S. cable market, holding talks, since suspended, with cable service Christian Broadcasting Network.

The sports-minded executive also owns the Brisbane Bears, an Australian rules football team of which he is fond enough that in the midst of planning the billion-dollar MGM-UA acquisition, he was to leave Los Angeles this past Saturday to return to Australia for a Sunday match.



ists film production and marketing unit; the MGM/UA domestic theatrical distribution operation; MGM/UA's one-third interest in international film distributor United International Pictures; worldwide television distributor MGM/UA Telecommunications, and MGM/UA Home Video.

Qintex will also end up with the 1,000-title United Artists film library and home video distribution rights to about 3,000 titles in the MGM film library sold in 1986 to Turner Broadcasting Systems.

Qintex Entertainment, 43% owned by Qintex Australia Inc., is a television producer and distributor, operates a colorization unit and maintains investments in independent television stations (see box, page 46). Subject to necessary approvals, Qintex will consolidate all of its entertainment operating businesses and other assets in the United States into a single new company, probably to be named United Artists Corp., Evans said.

United Artists will distribute MGM's film and television programming, as well as its own, in all media for the next 35 years, according to an agreement signed March 31.

United Artists has \$75 million cash on hand, according to a Qintex spokesman. The company that the Qintex Group will be acquiring also has long-term debt of about \$400 million, according to a reading of a recent prospectus issued by the company.

Tracinda Corporation retired \$265 million in bank debt of MGM/UA earlier this year through the purchase of \$180 million in convertible preferred stock. Qintex will assume this stock and possibly redeem it in the future, according to MGM/UA.

The net financing necessary for the Qintex Group's purchase, estimated to be at least \$600 million, will probably take the form of 50% debt and 50% equity, Evans said. None of the money for the purchase will come from Australian sources, he said. Taking into account MGM/UA's long-term debt and possible redemption of preferred stock, the total cost of UA to Qintex could amount to \$1.2 billion.

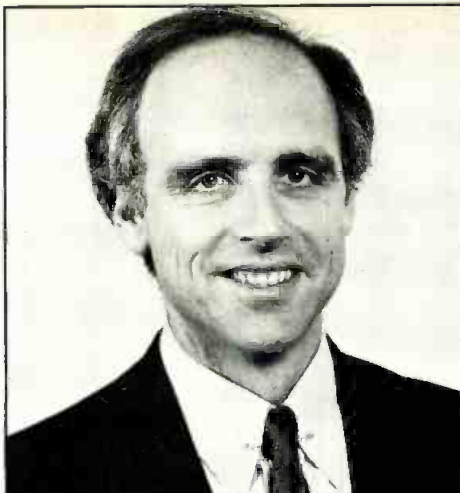
The transaction is reminiscent of the 1986 deal between MGM/UA and Turner Broadcasting System, in which MGM/UA was sold to TBS and then sold back, minus the MGM film library and other assets, to Kerkorian and other stockholders.

Kerkorian formally sought a buyer for MGM/UA in April 1988. The company announced an agreement last summer to refinance the company and split it in two, but the deal later collapsed. The company was also hit by a series of executive resignations, including those of chairman Lee Rich, UA chairman Anthony Thomopoulos and MGM chairman Alan Ladd Jr.

In October, investment banker Jeffrey Barbakow was hired as MGM/UA's chairman, president and chief executive.

Calling the sale a good deal for MGM/UA shareholders, Jeffrey Logsdon, an analyst with Crowell, Weedon & Co., said they were selling the same assets Kerkorian has been shopping for some time "at a fairly decent premium." Last Monday, on the first trading day following the announcement of the deal, MGM/UA's stock rose \$1.375 in heavy volume to close at \$18.125.

Whether the purchase will be an expensive one for Qintex is not as clear, he said.



MGM/UA Communications Chairman Barbakow

While Qintex is buying a significant library, established distribution capability worldwide and other good assets, "MGM has not been a full-fledged operating company for quite some time," he said. Estimating the value of the company is difficult "because it's not yet an up and running entity," he said. Last Monday, Qintex Entertainment rose \$0.375 to close at \$4.625.

MGM/UA last week reported a net loss of \$14.7 million for the second quarter ended February 28, compared to a loss of \$4.7 million for the corresponding quarter a year ago. Revenues were up 53% to \$241.9 million, with much of the increase due to domestic rentals of the movie "Rain Man."

The agreement is not the first between MGM and the Qintex Group. In April

1988, Qintex's Seven Network in Australia became the exclusive distributor of MGM/UA television product in Australia for three years. The agreement is valued in the tens of millions of dollars, according to an MGM/UA spokeswoman.

One little-noticed aspect of the Australian company's acquisition is that it brings an American broadcast network to the brink of ownership in a major studio.

NBC, as part of a deal last fall signing Qintex's Australian Seven Network as its first overseas affiliate, acquired a five-year option to buy up to 15% of the parent Qintex Australian Limited. If exercised at the agreed-upon \$2 (Australian) per share, the acquisition would cost NBC approximately \$87 million.

Such an NBC holding in a studio owner would apparently not, under current circumstances, be prevented by the FCC's financial interest and syndication rules. Those rules prevent any network from owning an interest in programming produced for the network and from entering the syndication business.

But sparing NBC difficulty in exercising the option would not be the size of its minority stake, but the fact that another individual, Qintex's Skase, owns a controlling 51% share of the company. According to the FCC's interpretation, and that of NBC's lawyers in Washington, that probably means NBC's potential stake would be considered passive and would not be attributable for purposes of the finsyn rules.

NBC's position could change, however, if Skase's stake drops below 51%, or if there are changes in the finsyn rules. □

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BFMA's Dallas doings

More than 650 financial managers working in television, radio and cable are expected to congregate in Dallas this week for the 29th annual convention of the Broadcast Financial Management Association. Entitled "Yes—I Can and Do Make a Difference," the convention features three days of panel sessions, demonstrations and exhibits.

Leading off the convention today (April 10) will be a panel session designed as an overview of the next two years as seen by representatives of various industry associations. Included in the panel will be representatives from the National Association of Broadcasters, Association of Independent Television Stations, National Cable Television Association, Radio-Television News Directors Association, the National Association of Television Program Executives, and the United States Telephone Association. The session will be moderated by Erwin Krasnow of the Washington law firm Verner, Liipfert, Bernhard, McPherson and Hand and BROADCASTING Managing Editor Don West.

The luncheon speaker today is Howard Stringer, president of the CBS/Broadcast Group. Today's luncheon will also include presentations of awards to retiring BFM President Harley Park, retiring Broadcast Credit Association President Ted Weiss and four BFM directors who are stepping down.

Tuesday's luncheon will feature a busi-



ness roundtable discussion moderated by Kevin Reymond of the accounting firm of Price Waterhouse. On the panel will be Thomas Reifeneiser, senior vice president of Chase Manhattan Bank; Steve Rattner, managing director of Morgan Stanley, and Ronald Doerfler, senior vice president and chief financial officer of Capital Cities/ABC.

The conference is divided into three tracks (radio, television and cable) for the concurrent general sessions covering the state of the media from the point of view of general management; sales-marketing, forecasting and research, and programing technology.

Other panel sessions at the convention will cover women in management, marginal credit approval, insurance planning, current major tax issues and acquisitions of

high-tech computer systems.

The conference chairman is Phil Giordano, senior vice president, affiliate affairs, of Capcities/ABC Radio Networks. □

Capcities/ABC stock on a roll

Trend toward consolidation of companies, such as Time/Warner, may have positive effect on stock; company's management 'upbeat' as securities analysts convene

Capital Cities/ABC stock hit \$400 for the first time this year, up 5% since the start of trading last Monday (April 3). The increase coincided with a securities analysts meeting in New York held by the company and with the release of the annual report, which indicated the ABC Television Network lost \$4 million last year on revenue of roughly \$2.4 billion.

Those attending said management was more "upbeat" than usual and was positive about the "business environment" for the company's broadcasting and publishing operations. Another reason for the stock price increase, said Francine Blum, analyst for Wertheim Shroder, may be the ongoing "industry trend toward consolidation. As Time/Warner and other deals move forward, the networks take on enhanced value and desirability as merger partners and acquisition candidates." According to Raymond Katz, analyst with Mabon Nugent & Co., Capital Cities/ABC wants to be "...a participant in the restructuring of the entertainment business' and might itself have wanted to merge with Time Inc.

At the meeting, however, company executives indicated no imminent resolution is expected in the financial interest and syndication negotiations.

Year-end results indicate Capital Cities continues to build reserves of cash and cash-equivalents, adding roughly \$800 million last year. Of that amount, about \$550 million came from operations, primarily station operations; another \$400 million came from the redemption of warrants and was reduced by approximately \$150 million in capital spending. One-third of the capital spending went for continued construction on the company's new New York headquarters building, with most of the remainder going for WLS-TV Chicago, the ABC television center in Los Angeles, and other broadcasting operations. As of Jan. 1, Capital Cities had roughly \$1.1 billion in cash investments, a sum that one securities analyst recently wrote should rise to \$1.6 billion by year's end.

Blum said management expected first-quarter results to be better than many had projected and that the relatively healthy business environment for the company's operations is so far continuing into the second quarter: "In publishing, the first-quarter profit decline was very slight, compared to a budgeted decline of 10%, and in 1989 they are looking for at least small improvement in profitability." □



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Cable advertising approaching \$2 billion

That's estimate of CAB, delivered at annual convention; Alter says increase due to subscriber growth, more networks turning up in ratings

Cable advertising's index of economic indicators continues to point upwards, providing an upbeat message for those attending the Cabletelevision Advertising Bureau convention this week (April 9-11) at New York's Waldorf-Astoria.

CAB estimates cable advertising will hit \$1.8 billion in 1989, \$1.3 billion from the cable networks and another \$500 million in local advertising. Both represent double-digit increases over 1988, when overall spending was more than \$1.4 billion, and a quantum leap since 1980, when advertising was \$60 million. Bob Alter, CAB president, said the cable networks are seeing first-quarter revenue increases of 25%, and now account for 10% of the total network (broadcast and cable) television pie.

Attendance for the conference is also showing double-digit growth. Last year, some 1,200 attended. This year, pre-registration has passed 1,400, with another 100 or more expected on site.

Alter attributes cable's advertising growth, and the interest on the part of agencies and advertisers, to several factors. "Subscriber growth is at a much faster pace than it's been in seven or eight years," said Alter, with four million homes added in 1988. "Also, our audiences are growing significantly," said Alter, with some cable networks now appearing in local rating books. "That makes us more attractive to more advertisers, particularly larger advertisers who like to look at audience delivery," he said.

At the national level, Alter said, "cable is now considered in media plans along with network television and syndication." Advertisers are using different media combinations, said Alter, resulting in a restructuring of how television is bought. "There are a lot of new patterns emerging, [and] cable always seems to have a part of it," said Alter.

But cable still has more road to cover. CAB Chairman Ed Bennett, executive vice president of Viacom Cable, said one key is "to accelerate cable operator involvement in cross-promotion." An example would be to promote MTV within USA's *Dance Party*. CAB is recommending operators set aside 20% of their total inventory for cross-promotion and that they include cross-promotion as a line item in their budgets.

Alter adds that there needs to be "more creative research tied to cable's unique qualities." CAB is also addressing some of the administrative headaches of systems and advertisers. There will be reports at the convention on standardizing the paperwork for local ad sales and the national networks.

Local ad sales, said Bennett, "continue to drive in more and more business." In the past year, Bennett said, there has been an increase in the number of local promotions tied in with national campaigns. Local cable, said Bennett, "can reinvent the market-

ing map for businesses." Many small businesses, historically, expanded to areas reached by the media in which they advertised, whether it be television or newspaper, he said. Now with cable, said Bennett, businesses can widen their reach using cost-efficient video following the areas with cable penetration.

National advertising dollars continue to increase, with Bennett saying cable has seen the beer and automobile categories getting stronger in the past year. Alter said that in the last 12 months "there has been an across-the-board increase in usage."

Spot cable is an area the organization has recently emphasized, and Alter expects that category may account for nearly \$100 million in business this year. What will spur growth further, he said, are strengthened interconnects, standardization of paperwork, better research and spot campaign approaches that differ from broadcast television, such as combining with direct mail or cable guide promotions.

Bob Williams, president of National Cable Advertising, which deals heavily in spot cable, said that with the NFL, cable penetration surpassing 50% and well-known off-network programming, advertisers are accepting cable as a universe distinct from broadcast. The internal competition between agencies also has helped cable, he said. Agencies are incorporating cable in their talks with clients, which helps cement

in the client's mind that the agency is doing all it can to push its products.

Williams also said that he is seeing a greater sophistication on the part of cable system ad directors. Adds Robert Fennimore, president of Cable Networks Inc., "The MSO's have realized that this is an important revenue for them," and that is reflected in who they hire and what they spend to make sure commercials air and billing procedures are in place.

There is also an awareness about upgrading technology to develop more psychodemographic information. "It's no longer cost per thousand," said Williams. "It's cost per ZIP code."

"Cable: Making Television Even Better" is the theme of this year's conference, which kicks off April 9 with two sessions, devoted to photo advertising and spot inventory management in the morning, followed by a hardware and software exhibition in the afternoon. The convention continues with emphasis on local issues on Monday and national concerns on Tuesday. Tuesday's keynote luncheon speaker will be J. Richard Munro, chairman and chief executive officer of Time Inc.

CAB Chairman Bennett opens the conference on Monday morning, to be followed by motivational speaker Rocky Bleier, former Pittsburgh Steeler running back. The three morning concurrent sessions, to be repeated in the afternoon, are



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Cable ratings rising

Ratings for the cable networks continued to climb in the first quarter of 1989, with the prime time ratings of 12 networks rising from a combined 14.0 to a 15.9, a 13.6% increase over first-quarter 1988. Leading the way were substantial gains for ESPN, USA and CBN, plus first-ever numbers for TNT. Some of that gain may have come at the expense of superstation WTBS(TV) Atlanta, however, which dropped from a 3.1 to a 2.6.

The drop in WTBS's ratings can be attributed to lower numbers for the NBA. During the first 46 games, running October to March 13 of this year, the NBA scored a 2.4 rating, compared to a 3.0 for the first 46 games last season, representing a drop-off of 170,000 homes. Since WTBS's prime time ratings in the fourth quarter of 1988 were equal to the year-earlier period, this season's NBA decline was most acute in the first quarter. An injury to Boston Celtics star Larry Bird, matchups of less interest to viewers and other competi-

tion were all reasons given for the NBA drop-off.

Some of that gain may have been picked up by ESPN and USA. ESPN, up 0.3, said its boxing programming rose from a 2.1 to a 2.5 in the quarter, boosting its increase. College basketball ratings remained the same, and the overall ratings picked up, said Dana Redman, director of research, because ESPN carried no NHL hockey this year, which traditionally scored a 1.0 to 1.1 rating, a drag on the ratings.

USA said its increase was attributed to *Miami Vice* and *Murder, She Wrote*, which it carries from 7 p.m. to 9 p.m. CBN said its continued ratings rebound stems from its scheduling of *Our House* at 7 p.m. and its family movie package at 8 p.m.

Conversely, some of WTBS's loss may also have been to TNT's gain. Its first quarterly ratings came in at 1.4, putting it fourth among cable entertainment services, behind WTBS, ESPN and USA.

Network	Prime Time				Full Day			
	1Q 89 Rating	(HH)	1Q 88 Rating	(HH)	1Q 89 Rating	(HH)	1Q 88 Rating	(HH)
WTBS	2.6	(1,247,000)	3.1	(1,370,000)	1.7	(820,000)	2.0	(865,000)
ESPN	2.2	(1,100,000)	1.9	(861,000)	0.8	(400,000)	0.8	(350,000)
USA	2.2	(1,023,000)	1.8	(751,000)	1.1	(519,000)	1.0	(436,000)
CNN Headline	1.5	(731,000)	1.3	(581,000)	1.0	(487,000)	0.9	(396,000)
TNT	1.4	(326,000)	—	—	0.8	(199,000)	—	—
CBN	1.1	(482,000)	0.8	(317,000)	0.9	(394,000)	0.7	(277,000)
Nashville	1.0	(433,000)	1.3	(502,000)	0.5	(220,000)	0.6	(237,000)
MTV	0.9	(404,100)	0.8	(320,000)	0.6	(269,400)	0.6	(240,000)
Lifetime	0.9	(395,000)	0.9	(313,000)	0.6	(264,000)	0.6	(199,000)
Nick at Nite	0.9	(371,700)	0.8	(271,200)	0.5	(265,000)	0.4	(135,600)
Discovery	0.9	(325,000)	0.9	(266,000)	0.5	(184,000)	0.5	(142,000)
VH-1	0.3	(92,700)	0.4	(101,600)	0.2	(61,800)	0.3	(76,200)
Nickelodeon	—	—	—	—	1.2	(535,200)	1.2	(462,000)
A&E	—	—	—	—	1.0	(373,000)	0.9	(275,000)
FNN	—	—	—	—	0.2	(64,600)	0.1	(27,500)

USA's prime time runs from 7 to 11 p.m., CBN's from 7 to midnight. Lifetime's full day is 7:30 a.m.-1 a.m., Monday-Saturday; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.; Discovery's and Nashville's is 9 a.m.-3 a.m., and FNN's is 6 a.m.-8 p.m. A&E figures are the sums of its two program blocks, which run from 8 p.m. to 4 a.m.

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Tuesday begins with a welcome by Alter, and will be followed by an address by Graham Phillips, chairman of Ogilvy & Mather U.S. That will be followed by an all-morning session featuring Shelley Duvall, chairman, Think Entertainment; Tom Freston, president and chief executive officer, MTV Networks; Mel Harris, president, television group, Paramount Pictures; Gerry Hogan, president, TBS Entertainment Networks; Robert Igiel, senior vice president, executive media director, NW Ayer, and Fred Vierra, president, United Cable, discussing programming. That will be followed by remarks by Louis Schultz, executive vice president of Lintas:USA, on balancing media investment to match viewing shifts, and Robert Bolte, director of media services for Clorox, on cable's place in the market. That will be followed by a panel featuring John Hendricks, chairman and chief operating officer, Discovery Channel; Bob Johnson, president and chief executive officer, Black Entertainment Television; Don Mitzner, president, Group W Satellite Communications, and Kevin Rorke, president, American Television & Communications.

Three concurrent sessions in the afternoon will address media planning, spot cable and sports advertising. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Gulf+Western	First	\$1,350,800	14	\$69,200	7	\$0.58
Heritage Media	Fourth	\$13,745	28	(\$3,477)	NM	(\$0.23)
	Year	\$46,519	170	(\$14,254)	NM	(\$1.35)
Outlet Communications	Fourth	\$29,194	16	(\$2,395)	NM	(\$0.37)
	Year	\$104,288	23	(\$21,759)	NM	(\$3.32)
Price Communications	Fourth	\$22,083	-3	\$19,341	NM	\$2.57
	Year	\$91,345	-4	(\$12,481)	NM	(\$1.66)
Qintex	Second	\$32,514	438	\$1,770	857	\$0.08
Republic Pictures	Year	\$51,984	85	\$285	-71	\$0.07
Telemundo Group	Fourth	\$32,025	21	(\$300)	NM	(\$0.02)
	Year	\$102,086	21	(\$34,242)	NM	(\$2.33)

Gulf+Western said its television unit posted largest percentage increase in operating income among its entertainment operations. Growth resulted from syndication of *Webster* and *Star Trek: The Next Generation* and increased operating income at 50%-owned USA Network. ■ **Heritage Media** said each of company's five network-affiliated TV stations had improved 1988 revenue and cash flow, while results for independent station in Oklahoma City were "mixed." Radio group had revenue of \$3,946,000, up 34% on pro-forma basis for stations owned both years, while operating cash flow equaled \$447,000. ■ **Loss for Outlet Communications'** prior year was \$16.9 million, while company posted \$42,000 profit, including gain from sale of radio station, in prior-year's fourth quarter. ■ Fourth-quarter net income for **Price Communications** included gain of \$31.8 million from sale of stations; full-year income reflected additionally \$8.3 million third-quarter gain on station sale. ■ **Qintex's** current results compared with year-earlier results of predecessor company, Hal Roach Studios. Second-quarter results due primarily to domestic license fees and foreign sales of *Lonesome Dove* mini-series. ■ **Republic** said that losses from discontinued show *On Trial* reduced 1988 net income by \$1.3 million. ■ In 1987, **Telemundo Group** had net loss applicable to common shareholders of \$6.1 million for fourth quarter and \$52.9 million for year. 1988 results include fourth-quarter income of \$7.5 million resulting from settlement of issues relating to businesses sold in prior years.

TCI, Viacom sports pact is official

MSO's announce details of regional sports ventures

Tele-Communications Inc. and Viacom Cable last week officially announced the partnership between the two companies that has launched Northwest Cable Sports in the Pacific Northwest and plans to launch another sports service in the Bay area in April 1990. The announcement follows by several weeks TCI's plan to join with Bill Daniels and Home Sports Entertainment to market and expand regional sports offerings beyond the four in which Daniels and HSE are involved.

Ed Bennett, executive vice president of Viacom Cable, who will join TCI's Peter Barton, senior vice president, on the management committee of the venture, said the companies made the announcement despite not having signed any major sports teams, to give it a leg up on marketing and promoting the new Bay Area Sports Network it will launch Sept. 1 as a promotional basic service, with the full-scale launch slated for April 1990.

For the San Francisco area, the top of the programing list appears to be the Oakland A's, which do not have a cable deal. The San Francisco Giants provide cable operators with 37 games on a pay-per-view basis. "This would be [the A's] entrée" into cable, said Bennett, if a deal is reached. Bennett said the companies "are fully prepared to go with one of those teams," although having both on the service would be ideal. Bennett said surveys show that one team would be enough to carry the service. The local NBA team, the Warriors, could appear this fall as part of the early promotional feed, but it's more likely if a deal is reached that the Warriors would be added in the fall of 1990, said Bennett.

In September, the network will carry local college and Pac 10 events, including basketball, football and baseball. (Local teams Stanford and San Jose State are perennially top-ranked college baseball teams.) The Pac 10 has a contract with Daniels's Prime Ticket, which has the rights to resell events to other parties, such as the TCI-Viacom sports services. Since Prime Ticket is Los Angeles-based, BASN and NCS would not be competing head on for games of local Pac 10 teams, such as Washington, Washington State and Stanford. Bennett also said the network will carry women's sports, giving those events "a lot of exposure" that they haven't enjoyed in the past.

BASN will be available to operators for a small fee in September, and will be either a pay or basic channel when it launches in April, depending on the cost associated with sports product. Cable systems also may have the option, depending on how far they are from the major market, to carry the service on pay or basic. "Our intention is to be as flexible as possible," said Bennett.

TCI and Viacom serve one million of the nearly two million cable subscribers in the Bay area, which stretches from San Luis Obispo to the south to Sacramento to the east. The NBA Sacramento Kings, Bennett said, could also be a part of the network.

In the Seattle area, where TCI and Viacom serve 780,000 of the nearly one million cable homes, the companies have launched the Northwest Cable Sports network, which carries Washington and Washington State events, professional soccer's Tacoma Stars, plus semi-pro hockey. The companies also will begin marketing the service in Oregon, where two major universities—Oregon and Oregon State—are also members of the Pac 10. TCI and Viacom

had been negotiating with the Seattle Mariners, but the team signed a broadcast deal at the 11th hour. Cable negotiations, said Bennett, have "broken apart" for the moment, but there is hope the Mariners will eventually be a part of the network. Meanwhile, the companies are "working in earnest" at signing a deal with the NBA SuperSonics, Bennett said.

Although the TCI-Daniels partnership has affected SportsChannel America's effort to expand, Bennett said the partnership will be talking to SCA about its National Hockey League package.

The TCI-Daniels partnership will help the two networks through sharing programming and marketing costs. □

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MTV wants cable considered upfront

MTV Network officials went to Los Angeles with a message for West Coast advertising executives: Factor cable into the media plan upfront, along with the major networks, and not as an afterthought in the third quarter, as has been the tradition.

Typically, agencies work out media plans for broadcast advertising in the second quarter, with upfront network negotiations starting in late June or July. Attention turns to cable later in the third quarter. MTVN is trying to change that. "What we're saying is, the time to think about how to use cable is now," as advertisers get ready to buy for the new broadcast year, said John Reardon, MTVN executive vice president, sales.

"The cable universe, now more than 50% of television homes, is where the broadcast stations and networks are suffering the most," said Reardon. "We do a great job of delivering the light broadcast viewers. Our networks are the perfect way to expand reach."

There was another message as well. Advertisers can use the entire MTV Networks group—MTV, Nickelodeon, Nick-At-Nite, and VH-1—to reach hard-to-reach children and teenagers as well as baby boomers, now the largest single segment of the population, comprising 50% of all adults and 55% of the 25-49-year-old work force. And not just with video clips, but also with popular off-network series, game shows,

long-form specials, entertainment updates and magazine shows and other series.

"We're positioning VH-1 as the home base for the big generation of baby boomers," said Jeff Rowe, vice president in charge of the network. Rowe said the network has come a long way from its earliest days four years ago, when Kenny Rogers and Dionne Warwick were staples, and little more than music was offered.

Now, the music is a broader cross-section of that music boomers grew up with and other elements have been added such as comedy, concert specials and movie and TV review shows. "It's really a lifestyle network for baby boomers," said Rowe. More regular series are on the way. The network has just hired John Finley from the Fox Broadcasting Co. to be head of program development for VH-1. □

International

Central forms U.S. joint venture

Britain's number-two commercial producer teams up with veteran U.S. programmers

Central Independent Television, Britain's second largest commercial program producer, has formed a joint programming venture with two veteran syndication program producers, Brian Lacey and Peter Keefe. The venture, which will produce shows initially for U.S. domestic syndication (but for other media for foreign and domestic markets as well), will be known as Zodiac Inc.

Lacey and Keefe recently formed their own production company after leaving World Events Television, where they were instrumental in launching the popular children's animation shows *Voltron*, *Defender of the Universe* and *Denver, The Last Dinosaur*. The latter is scheduled to go to strip (from a weekly) in the fall.

Central, a U.K. broadcaster based in Birmingham, England, and with approximately \$500 million in annual revenue, made the move through its New York-based U.S. subsidiary, headed by Kevin Morrison. One of Morrison's missions since the office opened in 1987 has been to locate and acquire for Central a medium-sized U.S. production company with a price tag of between \$40 million and \$100 million ("Closed Circuit," Jan. 25, 1988).

Morrison said the venture with Lacey-Keefe had no connection with the search for a larger production entity. "This is not a litmus test" for a larger acquisition, he said, adding: "These happen to be two guys with a successful track record that we believe in." The search for a target acquisition, he added, is ongoing.

According to Morrison, Central's financial commitment to the venture is open-

ended, depending on the projects developed by Lacey-Keefe. The venture will unveil its first project after the MIP-TV festival in Cannes, France, later this month. It will be an animation project for domestic syndication.

Keefe said the venture will pitch Fox Broadcasting Co. on some animation projects, should it decide to enter the kids' program business, now under consideration, and will pitch various station groups as well. Basic cable networks such as USA and Nickelodeon will also be key markets, said Keefe.

As an incentive to participate, the venture may offer pieces of programs to broadcasters or others involved in the develop-

ment of the programs, such as a percentage of the merchandising profits or other back-end earnings. Keefe also said the venture would be more "flexible" when it comes to clearances, at a time when many large syndication companies are demanding hefty barter splits at specific times.

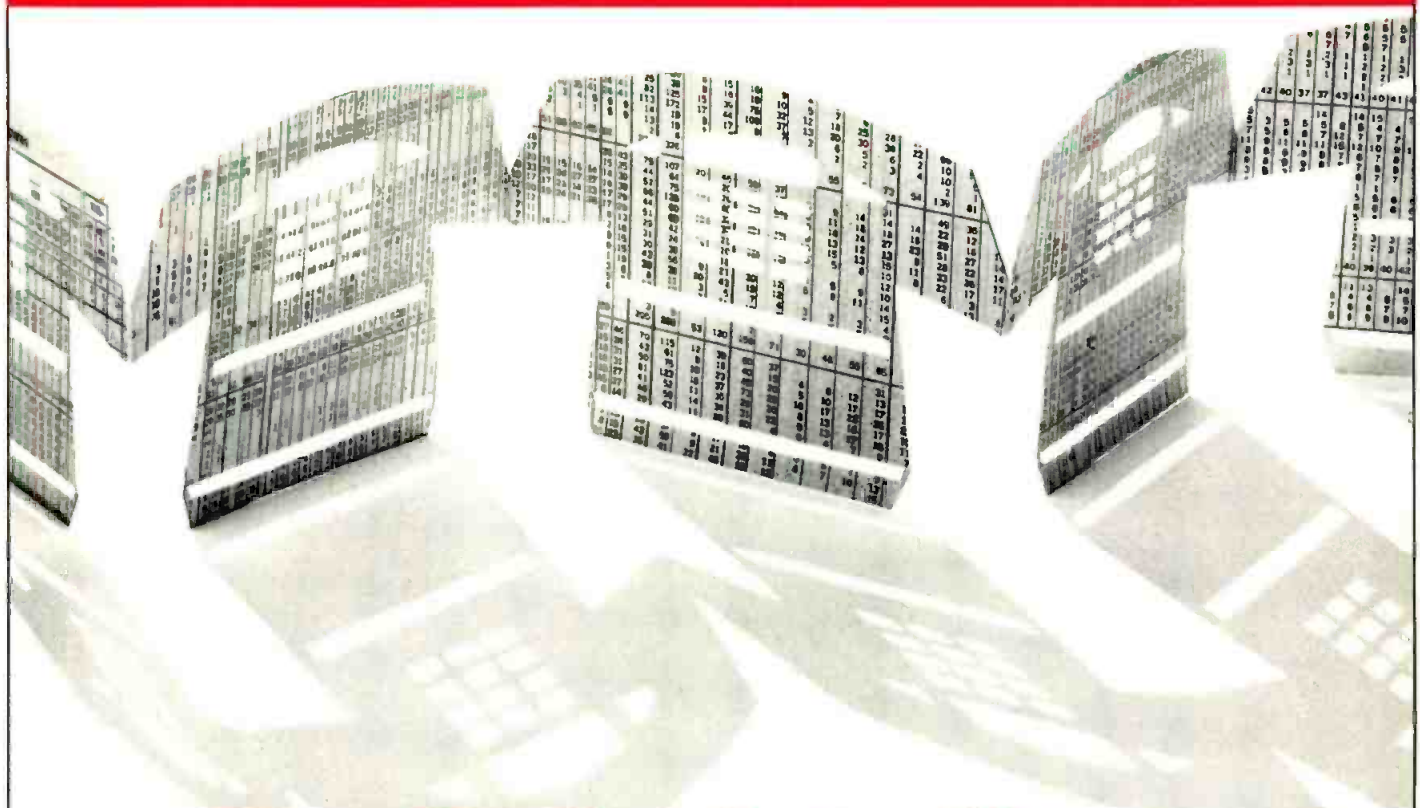
The venture will develop nonanimation projects as well, said Keefe, but will go with an animated offering for syndication first because that is where both he and Lacey have the highest "marquee value."

Past programs that Central has produced or co-produced for American television include the mini-series *Vietnam: A Television History*, the mini-series, *Escape from Sobibor* and *Kennedy*. □

Distant Signals

Former **Viacom Enterprises** president and 30-year company veteran Willard Block retired from Viacom last month. Block, who joined Viacom's predecessor, CBS Enterprises, in 1957 and rose twice to the presidency of Viacom Enterprises, most recently served in an in-house consulting capacity as vice president of special projects. According to the company, Block played a key role, as president of Viacom World Wide from 1982 to 1987, in the formation of the company's MTV Europe joint venture with British Telecom and Robert Maxwell's Mirror Group, and also was involved in the creation of cable and cable programming ventures in Hong Kong and Japan. Following a restructuring in the last year, Viacom Enterprises President Arthur Kananack assumed responsibility for Viacom World Wide, with day-to-day activities in Europe now handled by Judy Pless. □

Turner Broadcasting is near agreement to bring CNN to the Soviet Union ("Closed Circuit," Jan. 30). Ted Turner, speaking at a satellite news conference on USIA's **Worldnet** service, also said the company is in the final stages of negotiation with Soviet authorities to place CNN on the Soviets' Indian Ocean satellite, making it available for the first time in Africa, the Indian subcontinent and regions of the Middle East. CNN's USSR service would be a scrambled signal on unused UHF frequencies, for sale to embassies, businesses, news organizations and possibly private residences in Moscow and Leningrad, according to Turner. Revenue would be split with Soviet partners. Robert Wussler, TBS senior executive vice president, said that discussions have begun with manufacturers, including Zenith and Thomson, to develop decoders using the Soviet Secam TV standard.



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ON THE ROAD TO NAB GRAPHICS/EFFECTS

LAS VEGAS 1989

In preparation for the annual National Association of Broadcasters convention, BROADCASTING is presenting a weekly feature looking ahead to the various technological offerings that will occupy the equipment exhibit. This week: graphics and effects.

Any broadcaster or post-production engineer looking for new ways to take a video image, digitally store it, and make it spin, change its colors, put a title over it in one of thousands of typefaces, wipe it off the screen or manipulate it in any other number of ways will probably be in Las Vegas on April 29-May 2 at the National Association of Broadcasters equipment exhibition. New hardware and software for animation, special effects, character generating and still storing will be available from a variety of companies. Advances in switchers, editing control and solid state recording will also be announced.

An important issue among graphics and effects companies is digital interface. Will studios of the future be all digital? Or will they be, as many are today, analog-digital hybrid systems? Another question is whether producers will prefer component analog interfaces with D-1 videotape recorders or composite digital interfaces, many of which are being introduced this year. Several companies, including the Grass Valley Group, Abekas Video Systems Inc., Sony Corp. and ColorGraphics Systems Inc., have indicated they will have full or partial digital studio operations on display in their booths.

Sony Corp. is a significant new player in the market. The theme of its booth at NAB '89 will be "systems approaches" to broadcast equipment marketing. The strategy is to actively look for holes in its product lines and develop products to fill them. Sony is introducing new production switchers, animation and special effects systems, a disk recorder and stillstore system as either products or technology demonstrations.

Among Sony's new entries will be the DME (Digital Multi-Effects) 9000 for high-end post-production and graphics production suites, which is designed to do sophisticated shapes, wipes, wraps, turns and curls, all in real time. It can be controlled with a mouse, track ball or a numeric keypad and "does not require extensive computer programming," said Steve Vigneaux, Sony product development manager. Inter-

nal processing of the unit is done in component digital, and output is serial and parallel component digital with component and composite analog monitoring. The DME 9000 will be shown as a technology demonstration at this year's NAB. Sony's goal for actual availability is soon after NAB 1990. It has not yet estimated what the cost of the unit will be.

Several product introductions or first U.S. showings of equipment by BTS Broadcast Television Systems, Salt Lake City (co-owned by the European Bosch and Philips companies), will also be held. BTS's Alias/2 animation system and Pixelator-Alias/2 systems will have their



Sony Stillstore

American debuts. The Pixelator renders graphics used with the Alias animation software system. It also provides machine control of tape players, low-resolution testing and compositing. The Alias/2 software package, created in partnership with Alias Research Inc., Toronto, is a 3-D graphics system that can also be run on Silicon Graphics workstations or on Personal Iris terminals. BTS is also demonstrating its Pix Recorder in the U.S. It is designed to record Alias files and can be upgraded to a full Pixelator.

The graphics division of Symbolics Inc., Los Angeles, markets an animation software package for formats ranging from standard NTSC to 1,125/60 high definition. At NAB it will enter an area it calls "high-end desktop." Its new Paint 2-D system will do all of the work of the basic Symbolics software package, except for high-definition graphics, controlled by a Macintosh personal computer. Both NTSC and PAL systems will be developed. The system is being marketed as a technology demonstration, with shipments to begin five months after the exhibition, following further refinements. "We are continuing on a program to develop further products on that [desktop-controlled] platform. This is a first step in a series of products," said Symbolics' Don Miscowitch. No price has been set, but it will be "fairly expensive" compared to other desktop systems because of the more extensive applications, he said.

Chyron Corp., Melville, N.Y., signed a licensing agreement with Intelligent Light Inc., Fairlawn, N.J., to use technology that will be featured in the Aurora "3DS" stand-alone 3-D graphics work station that will be introduced at NAB by Chyron subsidiary Aurora Systems. "We have a 3-D software option that we have sold with our current products. This is a stand-alone unit and is higher-end than any other we have to date," said Aurora President W. Tom Beams. The system will be made connectable to other Aurora products. The price of the system will start at \$80,000 with shipments to begin in June.

There will also be additions to Aurora's line of turnkey animation systems. A lower-cost version of the earlier introduced AU75 system, the AU90, will sell for \$14,000. The AU240, a low-end version of the AU250, will sell for \$49,000.

ColorGraphics Systems Inc. (a subsidiary of Dynatech Corp., Madison, Wis., which also owns ALTA Group Inc., Quanta Corp., Utah Scientific and other broadcast equipment companies) will feature its DP 4:2:2 with new 3-D animation and modeling software and a 2-D package it is calling

"Morph the Animator." ColorGraphics recently shipped its first DP system to KTVI(TV) St. Louis. The company will also introduce enhanced software for its established LiveLine 5 color weather graphics system and ArtStar 3D Plus paint and animation system. The da Vinci color correction system, originally marketed by Utah Scientific, has been shifted to ColorGraphics and will also be shown.

New 3-D modeling and animation software is also being introduced by Microtime Inc., Broomfield, Conn. The IP-25 version of its ImagePlus Graphics System is run on a 25 mhz personal computer and includes effects such as automatically generated shadows, 2-D reflectance maps and 3-D bar graphs. Other enhancements will be announced at the Microtime booth.

In the digital effects area, the Grass Valley Group is introducing the Model 200CV, a component version of its Model 200 effects system. Post-production work "is particularly popular in Europe, but the company expects to attract other component users, especially users of the Model 100 users that want to upgrade to the more powerful switcher system," a Grass Valley Group spokesman said. Another Grass Valley highlight will be a composite digital interface with the Kadenza effects system that was introduced last fall. With the addition of the D-2 interface, the Kadenza can now accept all current video signals and convert them into component digital for digital processing. The Kadenza, Model 200CV and other Grass Valley introductions were to be introduced last Friday (April 7) during a

pre-NAB press conference at HBO headquarters in New York, where several of the new products are already being used for a variety of applications. Further details of Grass Valley products were to be released following the press conference.

Microtime will introduce three new effects systems. The dual channel RP-1 provides 3-D graphics and is designed to take up little rack space. An optional effects framestore features sparkles, shadows, trails and other effects. A lower-end system, the Genesis ACT 3, will sell for less than \$30,000. It will accept component and composite inputs in either NTSC or PAL. The third system, an A/B roll effects system, will accept inputs from U-Matic, S-VHS or half-inch component analog tape machines. Effects will include horizontal, vertical and corner pushes, pulls and wipes, mosaic, strobe and variable borders.

Two new systems are being shown by Digital Services Co. (DSC), a member of the Chyron Group. The Paragon system will be the company's new high-end system added to the line with the already-established Eclipse system. Eclipse will have some new enhancements, including page turns, shredded edges, fan folds and reverse luminance. The second new system will be the Collage with D-2 interface, the first DSC product that will allow the operator to remain entirely in the digital domain.

The featured product for the ALTA Group, San Jose, Calif., will be the Cygnus 5.5, so named because it provides effects in composite or Y/C modes within a 5.5 mhz bandwidth. It has a built-in 4x1 video and

stereo audio switcher and standard effects including freeze, strobe and colorization. It will sell for \$5,950 and will be ready for delivery this month. ALTA will also introduce its Pictoris system at NAB. Like the Cygnus, it is designed for 5.5 mhz composite and S-VHS inputs and outputs. Effects will include dissolve, auto zoom in and out, freeze, negative image and mosaic.

The newest character generating unit from Chyron will be its highest-quality unit, the Infiniti Scribe, a two-channel dual-user system. It includes built-in, full-color, 3-D animation, paint and stillstore. The most common application for the system will be in sports production trucks, according to Chyron President Isaac Hersly. The system, which has not yet been priced, should be available for delivery at the end of 1989.

Enhancements will be added to established Chyron character generators, including the Scribe Jr., which will now be sold with an optional second channel for mixes and effects. Chyron will show a production version of its low-end ACG system for broadcast applications for the first time following earlier showings at the prototype stage.

Ampex, which entered the character generator business last fall with the introduction of its ALEX system at the Society of Motion Picture and Television Engineers Conference in New York, will have two enhancements to the system to show at NAB. The "DAM" (dynamic attribute manipulation) feature allows for changing of details of specific characters and digital ma-

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nipulation without the addition of stand-alone effects boxes to the system. The "integrated drawing package" will allow artists to draw geometric shapes and curves around blocks of text.

NAB will mark the first showing of the DX100 mixer/keyer, a stand-alone character generating device from the Grass Valley Group, which includes much of the technology in the full Model 200 system. It features special anti-aliasing circuitry. Grass Valley will also show the new Title Inserter 85-30, a quick, low-cost way to insert ID's on videotapes without using a full switching system.

BTS is featuring three enhancements to its Vidifont software line. Its library of more than 400 fonts will now come with a standard anti-aliasing feature. It also now has a local area network option for interface with various controllers, including Dynatech NewStar, Basys and Siscom newsroom computers. The new Vidifex 3-D feature adds real-time animation to Vidifont images.

Several software enhancements to the Orion character generator, marketed by Quanta Corp., Salt Lake City, include new master typeface libraries, custom font capability and camera capture. RGB camera capture is being offered as an option to the Delta 1 high-resolution character generator.

The key hole in the Sony product lines the company is seeking to fill is distribution switchers. Along with the DME-450 and BVS line, which combine switching and digital effects capabilities (BROADCASTING, April 3), two prototypes of switchers the company may introduce as products in the future will also be on display. One will be a 17-input switcher with 1.5 mix effects. The second switcher will be a 17-input composite digital unit, designed to be used with D-2 VTR's. The DME and BVS switchers Sony is showing as products have analog output only. The company has no plans to show a component digital switcher to be used with D-1 machines in the near future.

Following the trend of combining effects and switching capabilities, Grass Valley Group is adding a standard two channels of switching capacity to the Kadenza system. The cost of the system with switching will start at about \$170,000. The system will be expandable to eight additional channels with additional boxes.

The BTS TVS/TAS 3000 wide-band audio and video switching system will be making its first U.S. appearance at NAB. It will handle signals with over 30 mhz bandwidth and is designed for 250 inputs and 250 outputs. A lower-cost BTS unit, also being shown in this country for the first time, is the BSB-2001 that will coordinate up to five audio signals and time code signals to a central routing switcher.

Stillstore systems are being introduced by both Ampex and Sony this year. The Sony version, DNS-1000 (Digital Networked Stillstore), was shown at NAB 1988 as a technology demonstration and is being moved into the product category this year. It stores 2,100 component digital stills on one WORM (Write Once Read Many) optical disk. The Sony-developed WORM technology represents "the long-awaited, fabled erasable disk system," Sony's Vigneaux said. The system will also accept "magneto optical" disks which record stills on both sides. The system is expandable to about 6,000 stills.

The new Ampex system, the ESS-5T, will be shown in operation with a Rank Cintel Flying Spot Telecine during a demonstration at the Central Dynamics Laboratories booth. Unlike the earlier ESS-5 model, the new stillstore is not dedicated to the NTSC or PAL systems, but will automatically operate with either 525- or 625-line inputs. It will accept component analog and digital images, with a capacity of 200 NTSC stills and 160 PAL. The system price begins at \$35,000. Deliveries will start in June.

Sony is also entering into the group of companies selling solid-state video record-

ers. Its new "RAM-Recorder" works like two videotape recorders under editor control, Vigneaux said. It will record action while playing back an earlier recorded segment, a feature with sports broadcasting applications, he said. Also, with joystick control, one recorder can do quick backward replays of recorded action, similar to the "Coach's Clicker" feature used by CBS Sports during National Football League broadcasts last season. It records at a rate of 115 megabits per second up to 2.28 gigabits, the equivalent of 3 minutes. With instant access to any frame in memory, the recorder "obviously lends itself to animation applications," Vigneaux said. The system starts at \$130,000 and will be ready for delivery in December 1989.

NEC America, Dale, Ill., introduced its VSR 10 solid-state recorder at last year's NAB and will devote this year's exhibit of it to demonstrations by two production-house customers that have developed new applications for the recorder. A Raleigh, N.C., studio will show a new software system called "VUES" that allows the VSR 10 to be used as the main recorder for its entire editing operations. The other studio, a Boston post-production facility, has developed a Macintosh-based control of the recorder.

A number of prominent graphics and effects companies have indicated that they will not announce details of their NAB introductions until the opening of the exhibition, including Quantel, Stamford, Conn., and Cubicomp Corp., Hayward, Calif. Both companies indicated that they would have new systems to show. Abekas has announced that it will show the new A84 Digital Switcher, and Dubner Computer Systems, Paramus, N.J., will show new weather graphics, 3-D animation and character generator systems. Representatives of both companies could not be reached for details of their systems last week. □

Next week: videotape recorders.

Government help, not intervention, for HDTV

That's consensus of panelists at Annenberg symposium

Although the Annenberg Washington Program's high-definition television policy symposium highlighted the federal government's interest in fostering domestic commercial HDTV development and manufacturing, it also cemented a view apparently shared by both the private sector experts and federal policymakers on hand: Approval of technological standards should come from a wide base of industry support.

Many of the attendees, however, responded to perceived State Department pressure, as well as to pressure from some quarters of the industry, to hurry the final process toward a world standard. The State Department and the FCC "are doing exactly what they should do"—listening to the industry—said CBS engineering and development vice president Joseph Flaherty. "It may be slow, but it's thoughtful, and that's

what prevents mistakes," he said.

(In related news, symposium panelist and ATS Committee Chairman Richard Wiley said that the FCC's Advisory Committee on Advanced Television Service [ATS] has sent its second interim report on its progress toward examining proposed transmission systems to members of the parent "blue ribbon committee." The latter will meet April 17 to review the document. Saying that a standard should be set "sometime in 1992," Wiley said he will propose chartering the committee for two more years "beyond next November.")

Much of the symposium debate focused on clarifying what the government can do without overstepping its bounds. Although the Electronic Industries Association's Advanced Television Committee Chairman Sidney Topol characterized congressional focus on U.S. competitiveness in the world markets as a "left turn" away from "the substantive issues for the industry," others,

such as Flaherty, argued that the federal government "giant has slept" on the subject of HDTV development and must now "create policy or the U.S. will lose its leadership role."

No voices were raised against keynote speaker Congressman Don Ritter's (R-Pa.) proposals to provide tax breaks, relaxation of antitrust restrictions and government funding for those seeking to develop and market HDTV. Ritter, who redubbed Annenberg's "At the Crossroads of U.S. HDTV Policy" symposium "U.S. HDTV Policy at the Starting Gates," called HDTV a "tremendous opportunity to get our act together" as an international economic force. He stressed that incentives for the research, development and manufacture of HDTV must be found by Washington.

"Twenty-five years of policymaking have ignored manufacturing," Ritter said, calling for federal dollars beyond the \$100 million-a-year HDTV development funding

proposed in his HDTV Competitiveness Act of 1989. "Even in an era of tight budgets," Ritter said, \$100 million "is a flyspeck in light of federal government welfare state largesse the likes of which we've never seen...in light of the \$64 billion federal R&D economy." Agencies like the FAA, he said, which recently received proposals from only two manufacturers, both Japanese, to fulfill a \$1 billion contract for radar screens, "can provide the incipient market preceding a mass market. There must be better coordination" among federal agencies and U.S. industry, he said.

Regulatory activity is rising to match the current industry effort in HDTV, and prospects for success this year are good, he said, adding that he believes new House Judiciary Committee Chairman Jack Brooks (D-Tex.) "may take a broader view of antitrust issues as they relate to the global economy than did his predecessor," Peter Rodino (D-N.J.). Congress, Ritter told BROADCASTING, will likely take at least six months to link elements of his Competitiveness Act with an HDTV research and development funding bill introduced by Congressman George Brown (D-Calif.) and an antitrust reform bill introduced by Congressman Rick Boucher (D-Va.).

And more legislation is on the way, he said, including Mel Levine's (D-Calif.) forthcoming TV Tech bill. The legislation would establish TV Tech, a U.S.-only industry consortium, "like the successful European consortium Eureka-95," to be funded and staffed by industry with financial assistance—loans and grants—from the

PBS drops 24-hour proposal

Meeting in Alexandria, Va., the Public Broadcasting Service board of directors' executive committee removed a fiscal 1990 budget proposal that would have offered overnight satellite programming feeds to any member believing 24-hour service would improve its cable carriage chances. Retaining, however, a proposed \$700,000 increase in special programming funding, the board recommended adoption of a budget totaling \$26,228,658, which represents a 6.09% increase over the current budget, which was an 8.17% increase over 1987's. The full board is scheduled to vote on the budget April 12, at the close of noncommercial TV's annual meeting in San Diego.

The National Association of Public Television's National Program Funding Task force will present options for restructuring at PBS's annual meeting. They include realigning funding mechanisms—including the CPB National Program Fund, the PBS Program Development Fund and the CPB-PBS Program Challenge Fund—under one roof at PBS.

federal government. An Advisory Council on Federal Participation would "set a research agenda and channel federal monies." Levine's bill would also seek to control patent, royalty rights, license fee and technology transfer factors.

Statements by Thomas Cohen, Senate Commerce, Science and Transportation senior counsel, were more cautious. Joined on the dais by panelists from the State Department, the Defense Advanced Research Projects Agency, the Office of the United States Trade Representative and the FCC ATS, Cohen said that the "narrow HDTV market is not a big enough engine to pull the whole train," a view seconded by House Telecommunications Subcommittee counsel Larry Irving. Calling for attention to "the broader advanced electronics market," he said he believes that the Commerce Department "should take the lead."

He added: "We need to build on money already going there." Cohen approved of federal involvement in R&D "and, perhaps, manufacturing consortia," but said government seeding of various projects could become a process of "predicting winners and losers"—an exercise, he said, best left to "fools and newcomers."

In symposium debates on the specific elements of the standard-setting process, industry specialists—including Flaherty and Topol, Tele-Communications Inc. Senior Vice President John Sie, Zenith Consumer Products Group President Robert Hansen, NBC operations and technical services head Michael Sherlock—appeared as far from a consensus as ever, disagreeing on fundamental and esoteric issues alike, including whether a production or transmission standard should be set first and on whether 1,125/60 is still viable. □

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The Soviet line on high definition

The USSR's Henrikas Yushkiavitchus tells BROADCASTING where he sees the world heading in the attempt to find a global HDTV standard

One of the most surprising new participants in the high-definition television debate has been the Soviet Union. HDTV as an issue has mushroomed over the past year and has begun to include several new players. The high-definition debate has changed, with more emphasis on questions of trade balances, foreign relations and even national security. In the last six months the Soviet Union has become a leading advocate for establishment of a single, worldwide HDTV production standard. Some in the United States have questioned the Soviet involvement.

Henrikas Yushkiavitchus, vice chairman of the Soviet Union's State Committee for Television and Radio, was in Washington last month to attend the Sixth World Conference of Broadcasting Unions (BROADCASTING, March 20). After the conference, he met with BROADCASTING to discuss his country's interest in HDTV.

To Yushkiavitchus' disappointment, the world conference concluded that "unresolvable differences of opinion" currently stand in the way of near-term agreement on a world standard. But in the long term, the group was optimistic that a digitally-based world standard could be agreed upon.

The world conference is not the last word on whether a world standard is set. That is done by the International Radio Consultative Committee (CCIR), the international body that deliberates on international broadcasting standards. But the conference took a hard look and found irreconcilable differences among the U.S., Japan and other countries favoring the proposed 1,125-line, 60 hz field-rate system and countries that favor the 1,250/50 system developed by the Eureka-95 project in Western Europe.

BROADCASTING asked Yushkiavitchus:

Did you expect that this meeting would take this action?

No, no. This meeting expresses the opinions of broadcasters. I would say that this meeting created a mood for broadcasters. The mood is that everybody would like to have a single world standard. But the problem is that everybody wants to have his world standard.

So this foreshadows what very likely is going to happen at CCIR?

I wouldn't like to be a pessimist. But I told someone today that a pessimist is the same as an optimist, only better informed.

There is still some time, and I think that everybody now will come home and think, "OK, what shall we do?" Because there is some feeling of dissatisfaction, frankly speaking. You know, everybody in the technical commission [at the world conference] has done what could be done. [Joseph A.] Colson from Canada, and [Gabor] Hecken-

ast from Hungary [co-chairmen of meetings on HDTV production standards] were excellent. They had an impossible job, I must tell you. They did what could be done in these circumstances, but all the organizations came with already prepared opinions.

You sound as if you think this is the last chance to get a world standard.

The further we are going apart, the less chance we have. Now when there is no standard factor it is possible to agree on anything. But when one group of manufacturers makes one type of equipment, another group makes another type—after that it is very difficult to go back.

You know, when high definition was beginning, everyone was saying: "Never make the same mistake." Remember? Everyone was blaming France, DeGaulle, the Russians [for multiple standards]. Many years ago we said that if there is high definition and there will be different standards, this time don't blame the Russians.

□

A single world electronic production standard has long been a goal of broadcasters. Today the world is served by three different recording and transmission standards. Either PAL or SECAM (both 625/50) are used in Europe, Africa, Australia and most of Asia. NTSC (525/59.94) is used in the U.S., Japan, Canada, Mexico, and most of South America. When videotapes are traded between countries with different systems, they must go through a standards conversion process before being played over the air. This transcoding is expensive and there is typically a loss in quality during the transference. The U.S., Japan and others had hoped that the 1,125/60 system could be accepted by the world, thus eliminating the standards conversion problems as the world entered the HDTV era.

But it now seems that for the next de-

At a press conference, somebody was asking, "Why do we need high-definition? Do we need to spend millions of dollars?" I would change [the question]. "Why spend million of dollars if we don't have a common high-definition standard?" We have good television. Why go to high-definition if we don't have a single world standard? Otherwise, we are creating an invalid world system from the very beginning.

I would like to have a common standard from the very beginning. Not to waste time going to different lines. But everybody is trying to do something else and I think it's not the best way. I have a feeling that the public doesn't know where we are going. Now we are making something behind closed doors; the final one will go out, and we will find that there are in different countries railways with different gauges and the trains won't go through.

I think it is very strange. We have come to the moment when technology is beginning to build in obstacles for the free flow of information. We are coming to a very dangerous point when policymakers in broadcasting—not only engineers, I think, now program people and production people—have to become heavily involved. I think somebody must sit and count how much it will cost to exchange the programs if we hold different standards—how much more it will cost.

There is still no transcoder from one high-definition television standard to another. And nobody had seen how it works. What will the results be? And the cost? Today the cost is about a half-million dollars [for a standards converter]. Can you imagine Third World television organizations buying a [high-definition] transcoder? What will we choose?

You know what the reply to that always is: Just keep producing in 35 mm film.

It is a good answer. But you know, I



cade, the world will continue to use multiple standards. Yushkiavitchus' feelings:

I had some hope that maybe in the final session [of the world conference], somebody from the programing industry would stand and say "OK guys, what are you doing? We don't need this. Either you are coming with a common world standard or you mustn't come at all." Nobody did it. Maybe it's naive to expect such things.

think that another matter is that high-definition television is very important for the movie industry. We can save money with this new technology in production, because electronic production of movies will always surpass [film] when you cannot distinguish between a real image and electronically made, especially now with computer technology where you can change these electronic images.

You know, I even see such a scenario that

h de, ition will come not through broadcasters, but will come through videodisks and home video. While we are talking and arguing with each other, these things can come into the market, and in this case I think television networks with their entertainment programs will be in rather a difficult situation. Can you imagine it with the very high quality of picture and high quality of sound [of HDTV]? Even today home video with poorer quality is distracting a lot from [broadcast] television—in any country, even in our country where there are not so many VCR's.

In your country, I'd imagine, it would be easier to control that.

Oh, that is the old image of our country, that you can control. Our industry is producing several thousand VCR's and we have now already several million VCR's in the country.

The Soviet Union became involved in HDTV in a big way last fall when Yushkiavitshus invited several prominent TV engineers from around the world to Moscow as part of an initiative to revive the progress toward a world standard (BROADCASTING, Sept. 12, 1988). During that first meeting and a subsequent one last January, the group developed a plan to perform comparative tests of various HDTV production systems. Tests of the established 1,125/60 and 1,250/50 systems were to begin as soon as hardware could be delivered to Moscow. The group also planned to test NBC's proposed 1,150/59.94 and a Soviet 1,350/50 system when hardware for them is completed.

During hearings of the House Telecommunications Subcommittee last month, some congressmen feared that transporting HDTV cameras, videotape recorders and other equipment would give the Soviets an opportunity to study the latest Western advances in semiconductor technology (BROADCASTING, March 13). One witness, Secretary of Commerce Robert Mosbacher, told congressmen that the 1,125/60 equipment to be sent to Moscow for testing has never cleared Cocom, the international committee of Western countries formed to guard against the export of advanced technology to the Eastern bloc. But at the same hearing, Ambassador Sonia Landau, speaking for the State Department, said that the equipment had passed Cocom. A third witness, Craig Fields of the Defense Advanced Research Projects Agency, said that he understood that the equipment to be shipped to the Soviet Union was to be analog and would pass the Cocom restrictions. However, he said that it would be a mistake to send digital HDTV equipment.

Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and Representative Don Ritter (R-Pa.) later sent a letter to the Commerce Department's Export Administration, requesting a report on whether the equipment in question had been cleared. During the hearing, Ritter also suggested sending a similar letter to the Central Intelligence Agency.

We asked Yushkiavitshus:

In light of the finding of the world confer-

ence, do you still plan to carry out your tests?

We already have [1,125/60] equipment from Japan, and we will begin to test in April. Eureka had promised to provide equipment for testing in September. Now they are providing equipment for demonstration, but not the testing, and it's different. You understand, a demonstration is a demonstration. They are telling us very frankly, that they are not ready yet.

But I must say, we mustn't be too much in a hurry. It is better to wait and to have all the tests made and then decide, than to make something in a hurry. You can't be in a hurry when you are choosing a system for the next at least 50 years.

How valuable will the results of tests that begin in April on 1,125 equipment be, when you can't compare them to anything from Eureka?

There are a lot of questions that we have to look at. For example, how 60-fields equipment can work with 50 hz lighting systems which they now have in West European countries. The flicker problem with big screens and bright pictures is also very important. Those with 50 hz are proposing to double the frame frequency and so on. Anything is possible. We must see what distortions of movement in this case are on the picture because, for example, high definition is very good for sports. Can you imagine the Olympics shown on high definition without the transcoding, with all of the jigger which you have now on ordinary television? In high definition it can be even worse.

One of the questions that was asked at a congressional hearing here was, why use the Soviet Union for HDTV testing instead of someplace else?

Very simple, we are neutral...[In Moscow] the decision was that we had to have a meeting and decide which way to go. At this time the idea came to make tests of different systems. We're to make these tests because in Western Europe there is already the Eureka alliance; the United States and Japan are on the other side. So, Moscow was the place where I could provide the premises where we are testing equipment from our industry. And we are buying some equipment. There is an experimental studio where we are testing different lighting systems.

I asked one congressman after the hearing why he was against having the Soviet Union as a test site. One reason he gave is that there might be some bias in favor of Japan by the Soviet Union. Is there any?

No. I don't like to speak politically, but to speak politically, we are closer to Europe. And you know, we are speaking about common European field rates, and Western Europe is saying if there is a common European cause, let's have a common system. But before choosing any system, I think we must look at what we will have.

And you know this congressman, I have read in the New York Times, he is talking about the CIA and about the KGB. I must say one thing—if the CIA and KGB can make a single world standard, it would be

the best thing they can do for broadcasting.

I think his point was that we might provide very sensitive semiconductor technology that you haven't seen before.

Well, you know, [the equipment] is analog. Of course you can use everything for war. You can throw television sets at each other.

Yushkiavitshus shared the general view of the world conference members that the prognosis for the future is brighter. There was a general optimism that advancements in digital technology will cancel out the current barriers to world production and transmission standards, such as bandwidth, field rates and others. In the near-term, while the West adopts to various analog HDTV systems, the Soviet Union will also be providing HDTV to its citizens following about the same timetable.

Do you think there is a possibility that HDTV will never occur?

No, there is no such possibility. It will occur. If it won't occur through broadcasters, then it will occur another way, and broadcasters will be forced to compete with it.

What is your own timetable on the introduction of HDTV?

We have our timetable at 1995 in the Soviet Union. We will see.

If there is no world production standard then, will you use your own 1,350/50 system?

We'll see. We will still have time. We must test [the proposed systems].

There is a very strong movement in this country not to have any HDTV at all, and to stick with NTSC because of the 6 mhz limitation on transmission.

I am sure this problem can be solved. Just as I was leaving Moscow, one of our people came to me and proposed a new system for sending high-definition television signals on 6 mhz. I didn't have time to discuss it with him, but he was telling me that it's better than [the Japanese-developed] MUSE and better than [the European-developed] D-MAC. But again, it must be tested. Every inventor thinks his ideas are the best. But this man—Tesla—is the same man who had proposed many years ago the Soviet color television system. He is well known.

I take it that you don't think that the action at this meeting cuts off the possibility of future progress?

No, I don't think so. You know, everybody was tied by different analog standards, but tried not to block the way to a single digital world standard. And I think it's important. It's the positive side of this meeting.

I thought that digital was far off in the future.

You know, television is developing so fast. I think that all prognoses of the development of television have been overrun in every country. Could you imagine 10 years ago newsgathering with satellites? Could you imagine four years ago to have American mobile ground stations practically in the Red Square of Moscow? No. The answer is no.

Newest entries in satellite services

Braiker Radio Services set to launch in July, with Rick Sklar as VP of programming; Drake-Chenault's new format debuted April 1

At a time when satellite-delivered services are making particularly aggressive offers to affiliates, a new service has signed on to heat up an already competitive battle. Former Olympia Broadcasting executive Ivan Braiker last week announced the formation of Braiker Radio Services, a new satellite-delivered network that will provide multiple-format programming to affiliates on a nonbartered basis. The service, which will target small and medium market radio stations, is scheduled to launch in July.

Affiliates will pay \$1,000-\$1,200 per month to receive one of the company's proposed personality-driven formats, according to Braiker, who will serve as president of the new venture. Programming will be delivered around-the-clock with no minimum clearance requirements, he said, and sales support for all affiliates will be a primary focus for the company.

A similar programming approach was launched April 1 when Drake-Chenault began offering its *Great American Country* format via satellite to 20 affiliates without requiring any commercial make-goods. The arrangement, made possible through an agreement with Jones International subsidiary Galactic Radio Inc., has been labeled by Drake-Chenault Chairman William S. Sanders as "the second generation of satellite programming."

"You can't stretch a clock beyond 60 minutes in the radio business; I've been working on a time-stretcher since 1954 and I haven't found one yet," said Sanders, explaining what he described as the importance of allowing a station to maintain all of its inventory.

Among investors for Braiker Radio Services is Netlink, a national satellite-cable programming service largely owned by Tele-



R-l: O'Day, Shipp, Braiker and Sklar

Communications Inc.; Gordon Rock and Rock Associates, owners and operators of rural cable systems throughout the western U.S.; Shaw Venture Partners of Portland, Ore., and a group of Seattle area investors.

Braiker and Larry Shipp, vice president of sales for the new company, have both worked for major format providers Satellite Music Network and Transtar Radio Network. Braiker, former president of SMN and former senior vice president at Transtar, resigned last January from his most recent position as president of Olympia Broadcasting due to what he described as "differences of opinion between myself and some investment banker types." Shipp, who most recently served as vice president and general manager of WMAD-AM-FM Sun Prairie, Wis. (Madison), previously worked as a sales manager at SMN and Transtar.

"We don't view Satellite Music Network or Transtar as our competitors," said Braiker, particularly since the new company is not attempting to penetrate the top 50 markets. Added Shipp: "Our primary objective is not to target their affiliate lists."

Satellite Music Network Chairman John Tyler, when asked last week about the fea-

sibility of a nonbartered, satellite-delivered format, responded: "It isn't an approach that I would feel comfortable with." It has been said that station fees may only account for about 25% of gross revenue at some of the major satellite networks, which require affiliates to air a certain number of national spots. Sanders noted that "the affiliate fees are perhaps minuscule in the long term, in the minds of some people, in comparison to the ad revenue that a network can generate."

Small stations around the country last week reported a push by satellite-delivered programming services to sign affiliates, and said they were gearing up to receive particularly aggressive offers at the upcoming National Association of Broadcasters convention in Las Vegas. Major satellite-delivered services are said to be offering as much as four years of programming without charging affiliate fees to some stations.

"It's a buyer's market right now," said Dale Gehman, general manager and chief engineer, WASG(AM) Atmore, Ala., which, he added, is not currently affiliated but is seeking to do so to cut costs by at least 30%. "It's a good time to get into satellite."

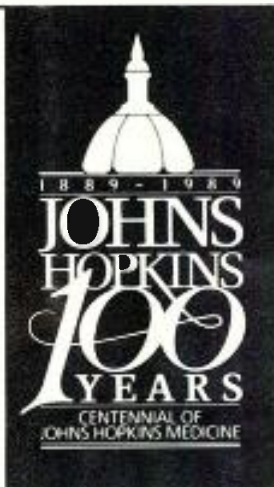
Braiker Radio Services will be competing for secondary and tertiary stations up to the 500th market, said Rick Sklar, who has signed on as vice president of programming for the company. Sklar, who said he will continue his private consultation services along with the new position, was the former head of programming for ABC and a driving force behind the legendary personality-driven WABC(AM) New York of the 1960's.

The company will launch its services with an adult contemporary and a contemporary hit format, with at least two more in operation by Labor Day. Likely additional formats will be oldies and country, he said, while nonmusic formats are also being considered. One format in the works, *Megaformat*, is expected to target adults age 30-50

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with an MOR-type format featuring personalities and a broad-ranging playlist.

"There are many people who don't fit into a particular pigeon hole," said Pat O'Day, vice president of concept and development, Braiker Radio Services, describing the company's planned *Megaformat*. O'Day will draw upon a broadcasting background that includes programming, general manager, on-air and station ownership experience. "We recall when the medium allowed the *Lone Ranger* to ride right through the living room," said O'Day, stressing that the company plans to create such excitement in many of its formats with the help of dynamic personalities.

Executives for the start-up company would not say whether talent had yet been signed, but Sklar said there were openings for production, programming and on-air positions. The company said it expects to initially hire about 50 employees. Executives for the Seattle-based company also said studios are under construction in nearby Bellevue.

Braiker said the company would like to have 125-150 stations signed on within a year, and it is aiming for a total of 800 affiliates within five years. Shipp added that some stations have already agreed to sign on with the service, but would not offer any specifics. Shipp also emphasized that Braiker Radio Services will provide affiliates with audience promotion packages, jingles, sales development and production assistance. Additional consultation services will be available, he added, at a cost of "a couple" hundred dollars.

Braiker Radio Services' promotional efforts may at some time be enhanced through joint ventures, said Shipp. Plans for the company also include the establishment of four or five regional reps nationally, he said. □

Joint AM ownership allowed by FCC

Commission will let Westwood One and Metropolitan control WNEW(AM) even though both own other station in New York

The FCC has waived its cross-interest policy to allow the licensees of two competing FM stations to own jointly an AM station in the same market.

The agency, in an authorizing letter released last Tuesday (April 4), gave the go-ahead for Westwood One to acquire half interest and operating control of WNEW(AM) New York from Metropolitan Broadcasting for \$11 million, even though Westwood One and Metropolitan each own an FM in the market.

Westwood One announced it had "officially closed" the WNEW deal the day after the letter was released. "It's great to finally have operating control of WNEW," said Norman Pattiz, Westwood chairman and chief executive officer, in a prepared statement.

The FCC's 37-year-old *Macon Television*



—Dan Patrick
Owner/
General Manager
KSEV-AM
Houston

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cross-interest policy prohibits the licensees of two stations from owning a third in the same market on the grounds that it would lessen diversity and discourage the licensees from competing against one another.

"Under different circumstance, a relationship of this type has been held to inhibit the force and effectiveness of competition and run counter to the total of viewpoint diversity as set forth in our cross-interest policy," the FCC said in a March 27 letter to Westwood One and Metropolitan authorizing the transfer. "Here, however...there is no realistic harm to competition and diversity will be reduced only minimally. New York is the largest media market in the United States."

The letter said there are 22 FM's and 17 AM's in New York and "many others" nearby that serve the city. Also a part of the city's media mix are 11 television stations, seven cable systems, two MMDS systems, seven ITFS systems and 10 newspapers, it said.

"These conditions indicate a substantial degree of competition and media diversification," the letter said. "The large number of media outlets also strongly militates against an adverse impact on the impact on the radio advertising market as a result of the partnership between Metropolitan and Westwood."

In approving the deal, the FCC rejected an informal objection raised by WNEW listener Philip Galasso, who charged the deal violated the FCC multiple ownership rules and the public interest because of a proposed format change by the station.

The FCC said the multiple ownership rules were not at issue in the case. And as a matter of policy, it said, it does not review format changes "because such review would not advance the public welfare, would pose substantial administrative problems and would deter innovation in radio programming. Choice of format is left to market forces."

In its deal to acquire half of WNEW, Westwood One also acquired operating control of the station. The station last December dropped its music format at night and replaced it with talk programming from Westwood One's NBC Talknet and Mutual Broadcasting. The 54-year-old station continues with music during the day (BROADCASTING, Nov. 7, 1988).

In last week's announcement of the closing, Westwood One said the new nighttime talk has more than doubled WNEW's audience.

The cross-interest question arose as a result of Metropolitan ownership of WNEW-FM and Westwood One's ownership of WYNY(FM) New York.

Westwood One purchased the New York FM from Emmis Broadcasting last year for \$39 million. It plans to sell advertising on WNEW in combination with the FM.

Westwood also owns KQLZ(FM) Los Angeles (formerly KIQQ), which it purchased from Outlet Communications for \$56 million. That deal closed last month.

In addition to WNEW-FM and the non-controlling half interest in WNEW(AM), Metropolitan, principally owned by Robert F.X. Sillerman, owns WMMR(FM) Philadelphia and KTUV(FM) Los Angeles. □

Attempted return in Pennsylvania for bankrupt network

Various investors are studying plans to revive radio state news, sports, weather network

Investors are setting their sights on reviving the Pennsylvania Network, the Philadelphia-based state radio network that went off the air last month following bankruptcy proceedings.

The Pennsylvania Network, which debuted Jan. 5, 1987, had been providing news, sports and weather programming to 58 affiliates when the company filed for Chapter 11 in December 1988. The company placed its asset value at approximately \$700,000 during court proceedings, with liabilities of more than \$800,000. According to Philadelphia attorney Matthew Krekstein, who represented one of the network's creditors, the company was sold at a bankruptcy auction March 14 for \$60,000 to a New Jersey-based investor.

But the bankruptcy sale fell through, according to Henry Clay, a reporter for the network for two years, who said he and some partners are now looking to make a bid for the service. Clay said he and his investors would like to have the network back on the air by June 15, adding that other investors are also considering purchasing the property. Even if a deal were made, he said, "It's not going to be easy to go in, turn the switch on and say: 'Here we are again.'"

When the network was in operation, it provided state and regional news plus satellite-delivered sports broadcasts that included Philadelphia Eagles and Pittsburgh Steelers football; Philadelphia Flyers hockey; Philadelphia 76ers basketball and University of Pittsburgh football and basketball games. The network said its opera-

tion included reporters and other personnel in Harrisburg, Pa.; Philadelphia; Pittsburgh, and Washington. It also delivered special news programming, including election coverage.

Pennsylvania Network President Steve Rubin was reluctant to offer details on the network's status last week, but did say that he hopes to have the service back on the air within a few weeks. "I'm not saying whether I'm optimistic or pessimistic," said Rubin, "but we're certainly working on it."

Rubin declined to comment on why the network went bankrupt, but former Pennsylvania Network account executive Kristen Whitcombe suggested that the operation was underfunded (the company was said to have been created originally with \$500,000 in venture capital). Another problem, she said, was that many advertising agencies were too "numbers-conscious" to accept the network's line-up of primarily AM stations. "It was difficult for them to open their doors and listen to our story." Although the station had signed all-news KQV(AM) Pittsburgh and sports-formatted WIP(AM) Philadelphia, she said, the latter joined too late and skewed too heavily toward men.

Clay said that a major problem with the network was that some affiliates did not carry a sufficient amount of Pennsylvania Network programming. As a reporter, he added, he frequently had access problems to news events because the start-up network was not well known.

"The whole concept is great, and somebody's going to come in here and make a lot of money," said Clay. "You can make a ton of money just doing sports in Philadelphia." □

NAB picks new radio VP

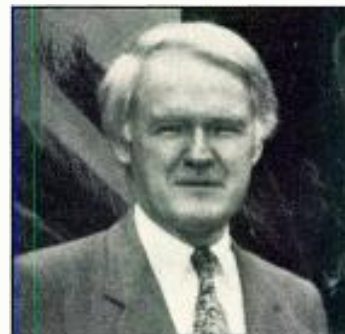
It's official. Lynn A. Christian, president and chief executive officer of the Los Angeles-based TV, radio and film production company, Century National Entertainment, is joining the ranks of the National Association of Broadcasters. As anticipated ("Closed Circuit," April 3), Christian succeeds David Parnigoni as senior vice president for radio, effective on April 17.

Parnigoni announced his resignation two weeks ago to return to station operation and ownership (BROADCASTING, April 3) and while his resignation is effective on May 5, the NAB executive will remain a consultant to the association until the end of the year. Christian's duties will be the same as Parnigoni's, although in the past there has been some talk among some NAB radio directors about creating a separate radio presidency.

Prior to Christian's work at CNE, he spent 10 years (1976-1986) as executive vice president for Century Broadcasting Corp., a Chicago-based radio group.

Christian was among the leading candidates for the presidency of the Radio Advertising Bureau which was filled in February and has been active in the radio business for 30 years.

Christian is a former member of the National Radio Broadcasters Association's executive committee (NRBA merged with NAB in 1986) and a recipient of the NRBA Distinguished Service Award in 1983. Additionally, he has served on NAB's copyright committee and the RAB's research and strategic planning committees. He was also on the board of both the Florida and Texas Association of Broadcasters.



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Breaking through the clutter

The Radio Advertising Bureau and the New York Market Radio Broadcasters Association have announced June 21 as the date for the 22nd annual radio workshop at New York City's Waldorf-Astoria hotel. This year's workshop, "Breakthrough Advertising," will position radio as a creative tool for breaking through commercial clutter. The RAB estimated that about 600 advertising, marketing and broadcasting executives are expected to attend the one-day event, which will feature comedian John Candy, host of Transtar Radio Network's *Radio Candy*, as master of ceremonies; Richard Lord, chairman and CEO of Lord, Einstein O'Neill & Partners; Scott Harding, national retail advertising manager for Sears, Roebuck & Co., and ABC radio personality Sally Jesse Raphael. Scheduled sessions, which include several case studies, will focus on creativity in advertising, programming and regional marketing.

This year will mark the first year that the workshop has not included the Association of National Advertisers as a sponsor. According to a spokeswoman for the RAB, the ANA has developed other workshops throughout the year that limit the association's ability to concentrate on the annual radio workshop.

Power curve

Country radio proved to be the top "power ratio" format in 1988, according to figures just released by the North

Public radio talk

Talk radio came to American Public Radio last week in the form of *Modern Times with Larry Josephson*, a two-hour weekly call-in show that premiered July 16, 1988 on KCRW(FM) Santa Monica, Calif. On April 1, APR began national distribution of the program, which will air live on Saturdays, 9-11 p.m. ET. WNYC-FM New York will begin carrying *Modern Times* May 13 when the guest will be Garrison Keillor, who left APR, and his *Prairie Home Companion*'s fictional Lake Wobegon, for New York in 1987.

"Everybody's been talking about a nationwide call-in program, a public radio version of Larry King," said KCRW(FM) general manager Ruth Hirschman. "This show flies in Los Angeles. It'll be great in New York." Josephson, a 25-year noncommercial radio veteran, said: "I'm excited by the opportunity to have a dialogue with public radio listeners all over the country...smart people talking to smart people."



Radio goes to the movies. Washington-based Jameson Broadcast said it will premiere its new series, Joe Bob Briggs' Drive-In Movie and Video Tape Review May 1. The 90-second bartered show, which will air thrice weekly, is expected to launch on approximately 60 AOR and CHR stations. Pictured are (front) Laura Sebastian, Jameson station relations; (back, l. to r.) Trulee Burns, vice president; Bill Freimuth, station relations; Joe Bob Briggs; Patty Hardee, station relations, and Jamie Jameson, president.

Hollywood, Calif.-based accounting firm of Miller, Kaplan, Arase & Co. The "power ratio," according to the firm's National Composite Radio Revenue Report, is based on ad revenue per audience share for about 650 stations surveyed nationally. Country not only took first place with a 1.49 power ratio in 1988, but also topped its 1987 power ratio of 1.38. Following country were news-talk with 1.43; AC with 1.41; full-service AM with 1.40, and Spanish with 1.27.

FNN Radio rep

New York-based MediaAmerica Inc. has been named exclusive national sales representative for the FNN Business Radio Network, according to Ron Hartenbaum, principal of the two-year-old company. The network, a joint venture of The Financial News Network and Starstream Communications Group, reports that it has signed on approximately 60 affiliates since launching in October 1988. Hartenbaum said the FNN satellite-delivered service, which is targeting age 25-54 demographics in morning and afternoon drive, will be sold with MediaAmerica's primarily age 12-34 targeted offerings. The company currently represents "CD Hotline," "Up Close" and special event programming at AOR formatted stations; "Party America," "Open House Party" and "Hitline, USA" at CHR stations, "Nashville Live" at country stations and other music-oriented media projects.

Turn down

Washington-based advertising agency Gallagher-Widmeyer reported that a radio spot it had produced for the National

Organization for Women had been rejected by several radio stations in major northeastern cities. The spots, intended to promote NOW's pro-choice march in Washington last week (April 9), featured actress Susan Sarandon, along with a recording of Vice President Dan Quayle at a press conference telling a 12-year-old girl that abortions should not be legalized, even for young incest victims. Although some stations aired the campaign, several shared a sentiment expressed by a CBS Radio spokeswoman: "We reviewed the spots...and we rejected them based on a longstanding CBS policy that we do not accept paid advertising that takes a position on a controversial public issue."

Talk about talent

The Museum of Broadcasting in New York has scheduled a two-day seminar, "Radio With Personality," which will feature some of radio's top talk talent. The first session will take place April 12 from 12:30-2 p.m. and will feature morning personalities John A. Gambling (WOR[AM] New York); Dave Herman (WNEW-FM New York); Joe O'Brien (WMCA[AM], WNBC[AM] both New York and WHUD[FM] Peekskill, N.Y.); Dick Purtan (WCZY-FM Detroit), and Bob Steele (WTIC-FM Hartford, Conn.).

On the following afternoon, from 12:30-2 p.m., the museum will present a line-up of afternoon and evening announcers that will include Jim Lowe (WNBC[AM], WNEW[AM], WNBC[AM], WNEW[AM], all New York); Alan Colmes (WABC[AM], WNBC[AM], WMCA[AM], all New York); Mike Feder (WBAI[FM] New York) and Alison Steele (WNEW-AM-FM and WPIX-FM, both New York).

C-SPAN update

The C-SPAN board approved changes in its bylaws to alter composition of its board to more accurately reflect the contemporary cable industry. Under the proposal, the top 15 MSO's, the past six chairmen and C-SPAN Chairman Brian Lamb will get automatic berths. There will be 15 at-large MSO seats and three associate seats (program services and equipment suppliers), with nominations coming from an election committee. One-third of those two blocks will be elected to three-year terms each year, providing for staggered terms. Of 33 MSO and associate seats, no more than four can be owned or controlled by the same company.

The board's size will remain at 40, but the composition will change slightly, as several members will be dropped. Of the non-operators on the board, NuCable's Tom Wheeler, HBO's Michael Fuchs and General Instrument's Frank Drendel will qualify for associate seats. Cable consultant Norval Reece, Wireless Cable Association's Bob Schmidt, publisher Robert Titsch and Paul Fitzpatrick, who is developing a talkshow cable network, will be stepping down from the board.

The effective date of the changes will be May 1, with the election of the new board to be conducted by mail this summer.

License questions

Weil, Gotshal & Manges has clarified Viacom's position regarding music licensing for its cable programming networks ("Closed Circuit," March 27). WGM's Ken Steinthal, which represents Viacom, said the programmers' agenda parallels Turner's, but is not the same. There are 10 different applications from programmers for music licenses, each with its own particular set of facts, such as whether the license requested is companywide or differentiated by service, he said. The fees each program service would pay are also likely to be different, given different sets of circumstances, including whether they are basic or pay. The one common issue to be determined, which is likely to be decided first by the court, is whether a single license for a programmer covering both programmer and operator is sufficient, or whether two separate licenses for each are needed.

Hockey dealings

NBC announced it will carry the 1990 and 1991 National Hockey League All Star games. SportsChannel America gained the rights to the NHL regular season, playoff and All Star games last summer.

With NBC's 50% purchase of SportsChannel, discussions began that culminated with the network picking up the rights to the All Star games. SportsChannel will continue to carry a skills contest and an oldtimers game during each All Star weekend.

Elsewhere in the SportsChannel family, the company changed the name of its SportsVision service in Chicago to SportsChannel Chicago, effective April 1. Five of the seven SportsChannel-owned services are now named as such, except Prism in Philadelphia and Z Channel in Los Angeles.

And climbing

CNN said it has passed the 50 million home mark, becoming the second cable network, behind ESPN, to reach that level. At 50,015,000 homes, according to Nielsen, CNN reaches 55.3% of U.S. homes.

Against code

The New York State Cable Commission has levied a \$35,000 fine, its highest ever, against Cable TV of Central New York for repeated grounding violations.

The commission first found the company was not in compliance in March 1987, and fined it \$2,500. The commission said the company subsequently asserted it was in compliance, but another commission inspection last December "revealed substantial and continuing code violations," it said, resulting in the \$35,000 fine.

Emerging expo

The Wisconsin Cable Communications Association is joining state groups from Illinois, Indiana, Michigan and Ohio to sponsor the annual Great Lakes Cable Expo, a regional trade show scheduled for Sept. 20-22 in Columbus, Ohio. WCCA executives Tom Hanson, executive vice president; Joe Zuravle, president, and Mark Schroeder, vice president, will be represented on the expo's steering committee. Wisconsin will serve as host to the expo in 1994.

Co-operation

The National Cable Television Cooperative has signed an agreement to offer the cross-channel promotion service of NuStar. The signing represents 1,200 cable systems serving 2.5 million subscribers.

The co-op has also signed with Movietime in a four-year deal in which Movietime expects another one million homes from the co-op pool to be on line by the end of the year.

SOLD!

WEKS-FM, Atlanta, Georgia, has been traded by Zapis Communications, Xen Zapis, Chairman, to New City Broadcasting, Richard Ferguson, Chairman, who in turn is trading WAAF/WFTQ, Worcester, MA.

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Ranger report

A group led by George W. Bush, son of the President, has bought majority control of the Texas Rangers, with Gaylord Broadcasting remaining as minority partner.

Bush and three Texas businessmen bought Eddie Chiles' 58% share of the club for \$46 million. Gaylord, which owns 33% of the club, approved the purchase after failing in its bid to buy the team. Once in 1986, and twice within the past three months Gaylord offered to buy Chiles' portion, but was turned down each time by league owners. Ranger games are carried on Gaylord's KTVT(TV) Dallas-Fort Worth, which is distributed as a regional superstation, a situation that is uncomfortable to league owners and which has doomed Gaylord's purchase each time.

Elsewhere, MLB reached five-year agreements with five teams carried on superstations for additional payments to the league because of their extra reach via cable. The deals begin with the upcoming 1989 season. The two largest payers are believed to be Turner Broadcasting's Atlanta Braves and Tribune Broadcasting's Chicago Cubs, based on their respective reach of 50 million and 25 million homes. Baseball did not release the names of the other three teams, but they are, presumably, the New York Yankees (on Tribune-owned WPIX(TV)), the New York Mets (on MCA-owned WWOR-

TV) and the Rangers.

MLB confirmed that those rights payments, coupled with the money it receives from the Copyright Royalty Tribunal, will average \$30 million for the four years from 1990 to 1993.

Togetherhness

Telesat and National Cable, two cable operators that have been overbuilding each other in about half of Palm Beach County, Fla., have agreed to combine operations in a joint venture.

The new entity, National Cable Ltd., will be 70% owned, and fully managed, by National, while Telesat will own 30%. Telesat will bring 10,000 subscribers to the operation, while National has 26,000.

The agreement mirrors others Telesat has entered, in which it takes a minority stake in a joint venture with a larger MSO. Talks between Telesat and Colony Communications and Storer for other joint ventures continue.

Harry Cushing, Telesat president, said the company has two new systems ready to launch in Cape Coral and Deltona, Fla., and has filed for franchises in Collier County, and Naples, Fla. Cushing said "nothing could be further from the truth" about reports that Telesat was getting out of the cable business.

Cushing said Telesat has also received some "good offers recently" for some of its SMATV operations, which account for about 30% of the company's

subscribers. The operations are those distant from Telesat's core cable operations, said Cushing, and are "commanding attractive prices."

Don Foster, vice president and general manager of National Cable, said Telesat will be supplying National with subscribers plus headend and cable equipment. Staffs will not be combined, he said, although Telesat staffers will be interviewed for potential openings within National.

All litigation will be dropped pending completion of the deal, which will occur when franchise authorities give their consent.

National's president is J. Leonard Reinsch, former chairman of Cox Communications.

System ACE nomination

The National Academy of Cable Programming has announced the 159 nominees representing 83 cable systems and 36 MSO's for its 11th annual system ACE award competition. The winners will be honored during the National Cable Television Association's national convention in Dallas on May 23 in a ceremony sponsored by ESPN and Arts & Entertainment.

Suburban Cablevision received eight nominations, followed by Syracuse NewsChannels, with seven. Among MSO's, Continental Cablevision tallied the most, with 21, followed by Cablevision Systems with 17, American Television & Communications with 10 and Maclean Hunter, Newhouse and Cox with 9.

Vying for the overall achievement award in large systems are Cablevision of Norwalk, Conn.; Group W of Chicago; Media General of Fairfax, Va.; Suburban in East Orange, N.J., and Viacom's Long Island system.

Take a letter

Association of Independent Television Stations President Preston Padden sent two-page letter to FCC Chairman Dennis Patrick urging him to approve GTE request to build experimental fiber optic system capable of transmitting voice and video in Cerritos, Calif. After visit to Cerritos by INTV board members, Padden said, they "concluded that Cerritos project is both unique in concept and modest in scope—a very small purple cow." INTV's support for telco entry in cable is contingent upon telcos being required to carry local broadcasts at no charge to broadcasters and at "minimum base charge" to consumers. Provision of Cable Act of 1984 is principal barrier to telco-cable crossownership.

On hand

Tele-Communications Inc. again sponsored a VIP reception at the National Conference of Black Mayors in Oakland, Calif., April 5-9. TCI also co-sponsored a dinner during the meeting honoring outstanding black Americans.

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Changing Hands

WTVZ-TV Norfolk, Va. □ Sold by TVX Broadcast Group Inc. to Charles A. McFadden for \$10.75 million. **Seller** is Virginia Beach, Va.-based group headed by Gene Loving, chairman. It also owns WDCATV Washington; WNOL-TV New Orleans; WFL-TV Raleigh, N.C.; WTXF-TV Philadelphia; KTXA(TV) Fort Worth. KTXH(TV) Houston and KRRT(TV) Kerrville, all Texas. **Seller** is vice president and general manager of WTVZ, and has no other broadcast interests. WTVZ is Fox affiliate on ch. 33 with 5,000 kw visual, 500 kw aural, and antenna 910 feet above average terrain.

KWTO-AM-FM Springfield, Mo. □ Sold by Summit Broadcasting Corp. to Cole Media Inc. Sources estimate value of deal is \$5.2 million. **Seller** is Atlanta-based group headed by James W. Wesley Jr., president and CEO, principally owned by trusts for Gordon Gray family. It also owns KLZ(AM)-KAZY(FM) Denver; WAOK(AM)-WVEE(FM) Atlanta; WCAQ(AM)-WXVY(FM) Baltimore; KFOR(AM)-KFRX(FM) Lincoln, Neb.; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio; KMEZ(AM)-KJMZ(FM) Dallas. It is purchasing WFYR-FM Chicago, and WRKS-FM New York from RKO General pending FCC approval. **Seller** is owned by Richard Cole, Atlantic Highlands, N.J.-based businessman, with no other broadcast interests. Stations are first purchase. **Broker: The Mahlman Co.**

WOJ-FM Fort Myers, Fla. □ Sold by Robert Dwyer to Sandab Communications of Fort Myers LP for \$5 million, including \$1 million non-complete agreement. **Seller** also owns co-located WOJ(AM). **Buyer** is owned by Stephen D. Seymour, Baltimore-based investor with no other broadcast interests. WJF operates on 107.1 mhz with 2.35 kw and antenna 330 feet above average terrain. **Broker: Robert A. Chaisson Inc.**

WHFB-AM-FM Benton Harbor, Mich. □ Sold by WHFB Broadcast Associates LP to Independence Broadcasting Michigan LP for \$4,564,350. **Seller** is owned by WinCom Communications Group Inc., Lincolnshire, Ill.-based group owned by Donn E. Winther and G. Woodward Stover III. It also owns WNFL(AM) Green Bay and WFX(FM) Kaukauna, both Wisconsin. **Buyer** is owned by Michael J. Topoll Sr., Peter Sulick and Independence Broadcasting Michigan Corp. Last is wholly-owned subsidiary of Independence Broadcasting Corp., parent company of KEBC(FM) Oklahoma City; KSAL(AM)-KYEZ(FM) Salina, Kan.; KOEL-AM-FM Oelwein, Iowa; KFIZ(AM)-WFON-FM Fond du Lac, and WLIP(AM)-WJZQ(FM) Kenosha, both Wisconsin. WHFB is fulltimer on 1060 khz with 5 kw day and 2.5 kw night, and WHFB-FM operates on 99.9 mhz with 50 kw and antenna 497 feet above average terrain. **Broker: Robert A. Chaisson Inc.**

KVOX-AM-FM Moorhead, Minn. □ Sold by KVOX Radio Inc. to Kvox Inc. for \$1.6 million. **Seller** is subsidiary of Ogden Newspapers Inc., Wheeling, W. Va.-based group that also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON-AM-FM Staunton, Va. Group also owns three low-power TV stations: K28AE Fairmont and K22AE New Ulm, both Minnesota, and W43AP Jamestown, N.Y. **Buyer** is princi-

pally owned by David L. Nelson, who also owns KFJB(AM)-KXIA(FM) Marshalltown, Iowa; KIRX(AM)-KRXL(FM) Kirksville, Mo., and WAYY(AM)-WAXX(FM) Eau Claire, Wis. KVOX is fulltimer on 1280 khz with 5 kw day and 1 kw night, and KVOX-FM operates on 99.9 mhz with 100 kw and antenna 400 feet above average terrain. **Broker: R.A. Marshall & Co.**

WHKW(FM) Fayette, Ala. □ Sold by Radio WHKW Inc. to Tuscaloosa Broadcasting Corp. for \$1.25 million. **Seller** is headed by Jim Mauldin, president, and has no other broadcast interests. **Buyer** is headed by William Dunnavant, president, and is subsidiary of Athens Broadcasting Inc., which also owns WVNN(AM)-WZYP(FM) Athens, Ala. WHKW operates on 98.1 mhz with 100 kw and antenna 354 feet above average terrain. **Broker: Blackburn & Co.**

KRSB-FM Roseburg, Ore. □ Sold by Broadcast Management Services Inc. to Brooke Communications Inc. for \$725,000. **Seller** is principally owned by Michael R. Wyatt and Harold G. Rehm, who have no other broadcast interests. **Buyer** is headed by Patrick A. Markham, who also owns KOEN(AM) Roseburg, Ore. KRSB-FM operates on 103.1 mhz with 25 kw and antenna 310 feet above average terrain. **Broker: William A. Exline Inc.**

WNCG(AM) Newburyport, Mass. □ Sold by Ted Larson Broadcasting Inc. to Damon Radio

Inc. for \$420,000. **Seller** is equally owned by Thorvald G. Lauritsen, Daniel F. Friel Jr. and Steve Howard. They have no other broadcast interests. **Buyer** is owned by Winslow C. Damon, president. Damon is general sales manager of WTSL-AM-FM Hanover, N.H., and has no other broadcast interests. WNCG is fulltimer on 1450 khz with 1 kw. **Broker: New England Media Inc.**

WBEM(AM) Windber, Pa. (Johnstown) □ Sold by Greater Johnstown Radio Inc. to Jotocom Communications Inc. for \$187,000. **Seller** is headed by Rod Wolf, president, and also owns WRTA(AM) Altoona, Pa. **Buyer** is owned by J. Thomas Conners, former general manager of WTAJ(TV) Altoona-Johnstown, Pa. WBEM is daytimer on 1350 khz with 2.5 kw. **Broker: Satterfield & Perry Inc.**

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Daniels & Associates has opened New York City offices at 299 Park Ave., headed by Senior Vice President Greg Ainsworth, who joined the cable brokerage and investment banking firm last year as vice president of corporate development. The staff also includes Greg Islan, vice president of brokerage services, and Judith Smith, vice president of investment banking. Daniels celebrated the opening with a party at New York's Metropolitan Museum of Art.

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Buena Vista and Lexington, all Virginia. □ Sold by Mid Atlantic Network Inc. to Adelphia Communications Corp. **Seller** is Winchester, Va.-based MSO principally owned by brothers John, David and Howard Lewis. It also owns WFVA-AM-FM Fredericksburg, and WINC-AM-FM Winchester, both Va. It sold WHYL-AM-FM Carlisle, Pa. ("In Brief," Jan. 16). **Buyer** is Couder-sport, Pa.-based MSO that serves approximately 742,000 subscribers in nine states. Systems serve approximately 23,800 subscribers. **Broker:** Waller Capital Corp.

Systems serving four apartment complexes in Chicago area □ Sold by The Finger Companies to Triax Communications. **Seller** is owner of aptment complexes and has no other cable holdings. **Buyer** is Barrington, Ill.-based MSO serving subscribers in four states, headed by James DeSorrento, chairman. Systems serve approximately 1,392 units. **Broker:** National Satellite Equity Associates.

Systems serving four apartment complexes in Indianapolis □ Sold by Pegasus Communications Inc. to Comcast Cable. **Seller** is Bloomington, Ind.-based operator serving approximately 3,500 subscribers, headed by Craig Brubaker. **Buyer** is Bala Cynwyd, Pa.-based MSO serving 1,380,000 subscribers in 12 states, headed by Robert Clasen. System serves approximately 300 subscribers. **Broker:** National Satellite Equity Associates.

For other proposed and approved sales see "For the Record," page 77.

The Media

Jockeying for DBS slots

FCC faces more satellite applicants than it has room for

One way or another, say many high-power DBS applicants, spectrum allocation decisions likely to be made at the FCC this year will make or break their business plans in the marketplace. With three permittees already assigned orbital positions and frequencies in earlier rounds, and with another earlier permittee's slot proposal pending, the commission now finds itself faced with a new round of six more applicants contending for more frequencies than are available. Many applicants are also competing for the same prime positions in the sky.

Consequently, the FCC is also faced with finding a way to balance causes that may prove mutually exclusive: On the one hand, the value of allowing single applicants to deliver the highest number of channels to the maximum number of consumers at the lowest cost; on the other hand, the value of allowing the maximum number of applicants a shot at launching this new service.

Additionally, in dealing with birds four times more powerful than any that have ever flown over the United States, the FCC also wants to insure that international Region 2 spectrum allocation agreements will not be broken by domestic DBS birds interfering with transmissions by satellites serving countries elsewhere in the Western Hemisphere. How spectrum is allocated to

those birds, it said, could determine whether such problems are precluded.

In a letter issued to applicants last year (BROADCASTING, Dec. 5, 1988), the FCC suggested that the solution to efficiently assigning DBS spectrum and to avoiding signal interference might lie in assigning pairs of slots, one east, one west, to each permittee—an unfair midstream switch in policy, say several of the applicants, claiming their business plans rely on providing the maximum number of channels to a maximum area from a single slot already "promised" by the FCC earlier this decade (BROADCASTING, Dec. 5, 1988). The pleading cycle on the "paired slots" proposal ended Jan. 31, and according to an FCC staffer, the next several months will be used to "formulate a consensus."

As has proved the case with C-band fixed-satellite service orbital assignments, applicants consider some of the eight DBS slots unworkable, particularly those that can reach only portions of the 50 United States. Only half the DBS slots, all parties agree, will afford satellite coverage of the entire nation. Specifically, a DBS bird flying at any one of the four eastern slots—61.5, 101, 110 or 119 degrees West longitude—can reach all 50 states. DBS signals beamed from four western positions, however, can reach only the western half of the United States.

Not surprisingly, those eastern positions

have proved the most coveted. Six of the 10 permittees and applicants—Hughes Communications, Advanced Communications, Dominion Video, Tempo Satellite, Echo-star Satellite Corp. and Orbital Broadcasting Co.—have proposed to serve the entire nation from only one slot. The four other companies—United States Satellite Broadcasting, Direct Broadcast Satellite Corp., Continental Satellite Corp. and Directsat Corp.—propose paired satellites, one serving the western half of the U.S. from a western slot, and one serving the eastern U.S. from an eastern slot.

To accommodate all or most of the applicants, the FCC might have to renege on earlier slot and/or channel assignments, having, for example, assigned Hughes 32 channels at 101 degrees. If, on the other hand, the commission drops the paired-slot proposal and authorizes Hughes and Advanced to launch 32-channel services at 101 and 110 degrees respectively, two of the four 50-state slots would become unavailable to others—leaving only 32 channels at each of the other 50-state slots available to eight other applicants, each of which have requested channels at either 101 or 110.

Comments on the paired slot proposal were split three ways. DBS Corp. argued that the FCC must not adopt a "policy that could lead to the use of eastern satellite locations for most or all DBS service." Similarly, Echostar argued that applicants proposing paired-slot services in conformance with Region 2 specifications should be given assignment priority.

USSB—which proposes to initially serve the whole nation from one slot, but later to split its service, east and west—suggested that the FCC allow 50-state service from single slots but limit each to 16 channels. Tempo Satellite seconded that proposed limit, arguing that "the inability to obtain access to the prime positions...will limit the number of permittees that will be able to deliver service" to the whole nation. Tempo added, however, that it "supports...the assignment plan which maximizes the number of channels which can be delivered to the greatest number of people and permits a maximum number of service providers."

Hughes and Advanced argued that forcing paired slots or adopting a 16-channel

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limit would force them to reduce their proposed single-slot, 32-channel services and to launch additional satellites (with an average cost of just under \$200 million each, said Hughes); consequently, Advanced argued, consumers would pay the same money for a lesser service.

Possibly making at least some of the FCC's work easier, the majority of commentators appeared to accept the veracity of Hughes and USSB documentations that there will be no unmanageable interference problems caused by a concentration of channels in the eastern half of the arc.

Although the Common Carrier Bureau's "open sky" C-band satellite allocation system has led to mass orbital assignments accommodating virtually all comers, the

much more limited spectrum available to DBS means such a policy for DBS is not a given.

Hughes had argued that the paired slot proposal "forces existing DBS permittees to compromise their DBS plans [reducing channel offerings per slot] for the speculative possibility that all of the present applicants ultimately will seriously pursue a DBS program." The commission, said an FCC source, "is not in the business" of deciding which of the applicants' proposals is most viable in the market. However, said that source: "What we are considering is how to get the most channels to the people."

The application process so far, said television distribution services counsel Bruce

Ramano, has involved granting rounds of construction permits to qualified applicants which, in turn, are given a year to meet "due diligence" requirements—by contracting with satellite builders to construct the birds. Once meeting due diligence, the applicant has several years to launch. Only after due diligence has been met, he said, does the assignment of a specific position really become an issue.

Although USSB and Dominion have met due diligence, yet have not gone on to build and launch satellites within the deadline, the FCC has granted extensions of time based on arguments that the market had simply not been ready for DBS but should be soon—a practice that could theoretically continue indefinitely. □

MSG locking up Yankee deals with New York operators

But MSG-Cablevision disagreement continues, despite MSO decision to carry Knicks, Rangers playoffs; ATC, Paragon sign for Yankees

Events moved swiftly last week in the dispute between New York area cable operators and Madison Square Garden Network over carriage of MSG's New York Yankees package. Talks between MSG and Cablevision Systems, which serves more than 700,000 subscribers, broke off last week, with each side blasting the other in press statements. A day later, however, the two sides reached a partial compromise, with Cablevision agreeing to carry the playoff games of the NBA Knicks and the NHL Rangers, the first time since last September that Cablevision had carried any MSG programming.

Last Wednesday, MSG signed the Manhattan systems owned by American Television & Communications and Paragon Cable, which serve 425,000 subscribers for carriage on basic service. MSG also signed American Cablevision of Queens, plus Paragon and ATC systems in upstate New York (Elmira, Rochester, Ithaca and Albany, among others). Those signings totaled 700,000 subscribers.

Earlier in the week, MSG signed Staten Island Cable, owned by Gilbert Media and serving 43,400 subscribers, and Suburban Cable, Cable TV of Jersey City, Storer, Sutton Capital, Sammons and Comcast systems in New Jersey, bringing last week's signings to 750,000 subscribers. Adding in MSG's deal with Tele-Communications Inc. covering 550,000 subscribers, plus other deals, gives MSG coverage in 2.2 million homes, all on basic cable.

On the Yankees, Cablevision President James Kofalt said in a statement that "Gulf + Western's refusal of \$150 million [a proposal Cablevision placed on the table] is an indication of the enormity of the money it intends to collect from every cable home."

Sources said the \$150 million Cablevision offer consisted of a flat fee paid over 12 years. MSG balked at the proposal, reportedly because it did not account for further growth in Cablevision properties (it has just begun to wire Brooklyn and the

Bronx) and did not take into account that MSG could have double the number of Yankee games by 1990, going from 75 to 150.

Cablevision said in a release that the discussions ended with G+W's "declaration that it would not entertain any offer that did not involve a charge for every cable subscriber and the opportunity to unilaterally increase such charges in the future."

MSG said Cablevision's announcement was "another self-serving attempt to deflect the blame for why its subscribers are being deprived of MSG programming, including the Knicks, the Rangers and the Yankees." MSG reiterated its position that Cablevision

was the only company to insist on carrying MSG as a pay service. "The terms we have offered Cablevision," said MSG, "on a per-subscriber basis are equivalent to what other systems have agreed to on basic, which is where we expect to be carried on Cablevision systems." MSG charged that Cablevision "obviously is more concerned about protecting its profits from its Sports-Channel pay service subsidiary than they are about their subscribers."

In addition to Cablevision, the only other major system still unsigned is B-Q Cable, with 100,000 subscribers.

The deals MSG has signed with the non-ATC-Paragon MSO's reportedly call for an

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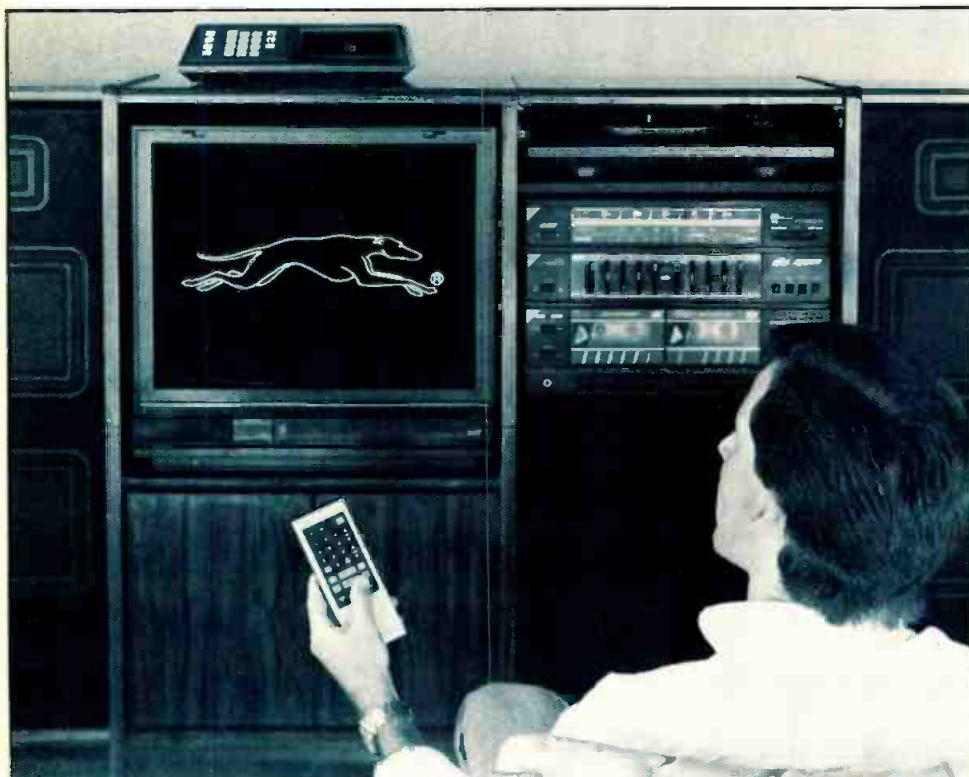
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PBS Chair

The PBS board of directors, at its April 12 meeting in San Diego, is expected to confirm the nomination of lay director Ted Capenar as chairman. He would succeed Alfred Stern, who has served four consecutive one-year terms as chairman and two consecutive three-year terms as director. Capenar, vice president for university relations at the University of Utah, has been a member of the board since 1985. Also recommended by the PBS nominating committee to become vice chairmen were Robert James, president, Carver State Bank of Savannah, Ga., and Robert Larson, president and general manager, noncommercial WTVS(TV) Detroit. James Lockhart, trustee of KQED(TV) San Francisco, and Maynard Orme, executive director of Oregon Public Broadcasting, have been vice chairmen for two years and are not seeking re-election to board officer positions, as they both begin their final years on the board. The full board is also expected to adopt a \$26,228,658 fiscal year 1990 budget at the close of the annual meeting.



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average 12 cents per month increase above its 80 cent rate base in each of the next five years. If an MSO paid 80 cents per subscriber per month, it would increase to 92 cents this year and \$1.04 the next.

The ATC-Paragon deals are reportedly slightly different. They also entail rate increases each year, but reportedly allows for operators to switch the service to a pay tier in the future. □

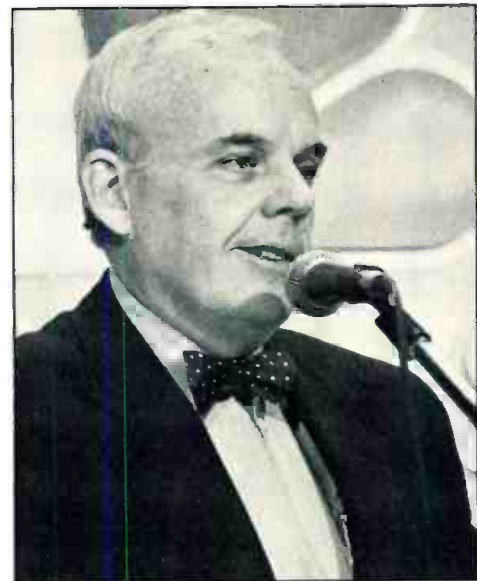
NBC's Gartner speaks out for freedom of commercial speech

In paper for Twentieth Century Fund, news executive criticizes commercial restrictions

NBC News President Michael Gartner last week said he was personally opposed to the network's restrictions on advertising of lawful products. Gartner was speaking at a reception for his recently completed paper, *Advertising and the First Amendment* (sponsored by the Twentieth Century Fund), which examined and criticized restrictions, especially by government, on advertising and other "commercial speech."

"America is not just a political democracy; it is an economic democracy as well," Gartner said. "After all, the First Amendment doesn't guarantee 'freedom of non-commercial speech.... Speech is speech and free speech is free speech.'"

Government restriction of commercial advertising, writes the NBC News president, seeks to change people's behavior by "...imposing ignorance.... Even well-intentioned restrictions that seek to protect the public—such as the prohibition against cig-



Gartner

arette ads on television—are highly paternalistic, underestimating the public's ability to recognize the limits of advertising."

Instead, wrote Gartner, the best way to combat problematic advertising is with more advertising: "The public always benefits from an uninhibited, wide-open,

and robust—but truthful—debate about any product or service.” The NBC News president suggested that the government can itself always advertise against the use of a product, as it did in the late 1960’s against cigarette smoking. At that time it was determined by the FCC that the fairness doctrine, since repealed, applied to cigarette advertising.

Total bans against advertising, at least in the case of cigarettes, may not be as effective as counter advertising, Gartner said. Total bans instead support the prejudices of legislatures—which do not allow lottery advertising except for those which are government-sponsored—and in some cases may support price-fixing arrangements. If the government doesn’t like the product, he said, it should ban the product rather than the advertising.

Gartner said the government does have some responsibility to insure the truthfulness of advertising: “I’ve no quarrel with the Federal Trade Commission in their role.”

The study details some of the recent Supreme Court decisions which have upheld the constitutionality of advertising regulation, and is not sanguine about any near-term judicial rulings shift: “While Reagan appointees to government agencies generally would free, or at least ease, the rules and regulations on commercial speech, his appointees to the Supreme Court, and especially his choice as Chief Justice, William Rehnquist, have spearheaded the effort to muzzle free speech in the commercial marketplace.” □

WNHT(TV) Concord, N.H., goes off the air

The CBS affiliate in Concord, N.H., went dark March 31 in the middle of *The Pat Sajak Show*, a casualty of competition from two other CBS affiliates and a soft local advertising market.

Citing financial hardship, WNHT(TV) had announced earlier in the day it was going dark and merging some of its operations with those of WNDS(TV), an independent in Derry, N.H., approximately 25 miles away.

The station may not have been the first CBS affiliate to go dark, but it was the first that Scott Michaels, CBS vice president, affiliate relations, could recall in his 10 years with the network.

Gerald Nash, co-owner of WNDS, said WNDS will acquire WNHT’s advertising obligations as well as its accounts receivable, but will not be responsible for any operating debts. Nash said his station is also entitled to WNHT’s syndicated programming, if it can be cleared with the syndicators. WNHT’s five-person sales staff is being given the opportunity to work for WNDS, he said.

Nash said the deal would not give WNHT owner Thomas Flatley an equity interest in WNDS. But, he said, if WNDS sees a profit from the consolidation, then Flatley will also see a profit. “If we prosper, he prospers.” Nash would not elaborate further on the deal.

TV board tally

The National Association of Broadcasters last week announced the results of its annual election for seats on the association’s television board. Incumbents returning for a two-year term: Gary Chapman, LIN Broadcasting, New York; Cullie Tarleton, WBT(TV) Charlotte, N.C.; Ron Townsend, WUSA-TV Washington, and Glenn Wright, KIRO-TV Seattle. Jerry Colvin, WUHQ-TV Battle Creek, Mich., and Anita Wallgren, Great American Broadcasting, Cincinnati.

Elections to the NAB radio board were completed last month with the exception of one run-off race between Jerry Papenfuss of Result Radio Group, Winona, Minn., and Dean Sorenson, Sorenson Broadcasting, Sioux Falls, S.D., for the District 21 (Minnesota, South Dakota, and North Dakota) seat. Papenfuss won.

Meeting of the minds

In an effort to open up the dialogue between broadcasters and advertisers a conference is in the works that will enable both parties to discuss issues of common interest. Called a “Meeting of the Minds,” the conference scheduled for June 1 is co-chaired by Robert Ward of Miller Brewing Co., and John Serrao of WATL-TV Atlanta. A wide variety of advertisers and broadcasters has been invited to attend the day-long event, which will consist of roundtable discussions on several topics. The chairmen are asking attendees to choose those topics themselves through a questionnaire.

David Zamichow, general manager of ABC affiliate WMUR-TV Concord, N.H., was “disappointed for the state of New Hampshire” when he heard of WNHT’s demise. However, he felt that Flatley did not give the station enough time to work.

Seymour Yanoff, general manager of CBS affiliate WNEV(TV) Boston, said he was sorry to hear about WNHT and that it is “not good for broadcasting in general.”

Michael Wilson, a CBS vice president of affiliate relations, said he knew the station had a “tough fight” to establish itself and was “very sad” that WNHT went off the air.

Chuck Blitzer, a news reporter for WNHT, said Flatley broke the news to station employees around 3 p.m. on March 31. The station then canceled its 6 p.m. newscast, replacing it with an announcement of the plans to go off the air at midnight and an episode of *Three’s Company*.

Blitzer said Flatley compared running the station to “throwing money in a pit” and closing it to “putting his dog to sleep.”

Blitzer had been let go three weeks earlier when the station canceled its noon newscast and laid off about 15 people. However, Blitzer was later rehired. □

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Encryption inquiry. The FCC has launched another inquiry into whether it should adopt a standard for the scrambling of satellite television signals, not because it wants to, but because Congress told it to.

The Satellite Home Viewer Act of 1988 instructed the FCC to consider a standard for the scrambling of programming that is delivered via satellite to cable systems and to home dish owners, even though the industry has already settled on General Instrument's Videocipher II as a de facto standard. In voting unanimously to launch the inquiry at its March 30 open meeting, the FCC complied.

At the meeting, FCC staffer Jonathan Levy said the FCC's work will cover much the same ground as an inquiry that concluded in February 1988 that Videocipher II had emerged as the de facto standard and that an FCC-mandated standard would discourage improvement in scrambling technologies. In the new inquiry, he said, parties will be invited to critique the conclusions of the earlier one.

Responding to questions from the commissioners, Levy said piracy—the illegal modification of descramblers to receive signals without authorization—has not abated since the first inquiry.

The new inquiry will focus on six points: 1) consumer costs and benefits of a standard; 2) the ability to incorporate into a standard high-definition television and other technical advancements; 3) whether a standard would prevent piracy; 4) costs and benefits of a standard on SMATV systems, cable systems and other users of scrambling technology; 5) impact of a standard on manufacturing of equipment, and 6) impact of a delay that the standard-setting process would have on industry.

Caribbean hop. GTE Spacenet and IDB Communications provided satellite capacity and services to television broadcasters covering Soviet Premier Mikhail Gorbachev's visit to Cuba last week. In what GTE described as an international first, CNN was able to save itself

the costs of leasing occasional time on an international satellite, using its own flyaway to uplink video signals directly to GTE domestic U.S. satellites, several of which have Cuba within their footprints. GTE's primary service to CBS and CNN was voice coordination via a 24-channel flyaway uplink.

IDB provided that same service to NBC and ABC via GTE's GStar 2. IDB, which also provided video uplinking to NBC, sent portable 1.8 meter and 4.5 meter Ku-band earth stations to Cuba and provided downlinking to the networks via its teleport facilities in Staten Island, N.Y.

Conus-plus. Conus Satellite News Cooperative may want to consider changing its name—Conus, the industry short-form for continental United States. The cooperative extended its membership again last week and, in the process, extended its reach beyond the geographical CONUS into Europe, adding four Compagnie Luxembourgeoise de Telediffusion television stations: RTL-TV1 (Brussels), RTL-Plus (Cologne, France), RTL (Luxembourg and Eastern France) and M-6 (Paris). Fuji TV in Japan joined Conus at the beginning of the year; other international Conus members include Univision and the Christian Science Church's World Monitor.

Space series. When International Space Year comes in 1992, KOED(TV) Pittsburgh will be ready to celebrate with eight one-hour programs entitled *Space Age*, to be aired nationally on PBS. The series, said KOED national programming vice president Greg Andorfer, "is inspired by the ISY's premise that the exploration of space marks an age as important and far-reaching as the Renaissance or Industrial Revolution." With research funding from NASA and international coordinating help from the National Academy of Sciences, the producers will work with NASA and the space agencies of Europe, Japan, the USSR and other regions, said the Washington-based ISY Information Service.

Law & Regulation

Fritts to push for cable reregulation

NAB president will call on Congress to rein in cable industry

National Association of Broadcasters President Eddie Fritts says he will call for the reregulation of the cable industry this week at a Senate hearing, signaling a major shift in NAB's cable strategy.

NAB has taken a less antagonistic approach in its dealings with cable than other broadcast organizations (most notably the Association of Independent Television Stations), but Fritts, who is testifying before the Senate Antitrust Subcommittee, will suggest that Congress "look at reregulating" cable with an eye toward advancing legislation that would require cable systems to carry local broadcast signals (must-carry requirements) and protect broadcasters' signals from being shifted off-channel. "The time has come for us to go forward with legislation to resolve some of these outstanding issues," Fritts told BROADCASTING.

This Wednesday (April 12) the subcommittee is convening a hearing on competition within the cable industry where other

witnesses are likely to echo Fritts's sentiments. That subcommittee is chaired by Howard Metzenbaum (D-Ohio), who has promised to introduce legislation that would restore municipal authority to regulate cable rates.

Fritts was reluctant to reveal many details concerning NAB's quest to curtail cable's market power, although he specifically said he was not referring to rate reregulation. He did, however, say there are other cable issues, such as the loss of sporting events from free over-the-air television and concentration of ownership within the industry, that are "worth exploring." Much has changed over the past five years since cable was deregulated and NAB worries that the industry's dominance will continue to increase. "If one were to take the last five years as the cable model for the future then you can see why it makes sense for broadcasters to call for reregulation," says NAB's chief executive.

It is believed NAB's new strategy also is indicative of the lack of progress it has made in negotiations with the National Cable Television Association on must carry.

NCTA President Jim Mooney has offered to work with broadcasters in persuading Congress to pass what cable feels is a "reasonable" must-carry law, and he and Fritts have been meeting on the matter for some time. But those negotiations have stalled because of broadcasters' demands for channel repositioning language.

Fritts admits that repositioning "could be a deal breaker," although the rest of the discussions are "going nicely," he says. "We are still hopeful cable will ultimately agree to go forward with legislation," says the NAB president.

As to whether NAB's decision to call for reregulation of cable is merely a tactic to gain leverage at the bargaining table, Fritts would not comment, though he admits it might act as a "stimulus" to bring cable around on channel repositioning.

John Abel, NAB's executive vice president for operations, last week tipped the NAB's hand at a press conference called to promote a new NAB publication called "Telco Fiber & Video Market Entry: Issues and Perspectives for the Future." Abel has been crisscrossing the country making a

series of slide presentations to broadcasters outlining the basic information in the publication.

The book examines the issues surrounding the public policy debate over the telephone industry's efforts to remove the legal and regulatory barriers that prevent it from becoming a player in the television business. The telcos' major push is at the FCC, where they are seeking repeal of the agency's telco-cable crossownership rules.

In discussing government options about what the FCC and Congress can do to rein in cable, Abel said NAB may consider pressing Congress for reregulation. Abel also suggested that another way broadcasters could pressure cable to acquiesce on must-carry issues is to refrain from taking a

position on telco entry. Cable, he said, "may need to feel some of the competitive pressure that the phone companies could bring to bear if they entered the cable business."

"The more they feel that pressure, the more likely they will feel it necessary to do something for broadcasters. Partly, this is why I believe it is not in our interests to take a position that says that we are opposed to telephone company entry. Perhaps we should increase the pressure on cable by leaving the door open on the suggestion that perhaps telephone company competition is exactly what the cable industry deserves," said Abel. It is anticipated that NAB will take a position on the telco question at its directors meeting June 20-23. □

mercial stations listed in the 1988 BROADCASTING-CABLECASTING YEARBOOK. But he abandoned that approach when only 27 stations complied with his request for program logs.

The validity of the study did not go unchallenged. Chairman Patrick could not be reached for comment, but a spokeswoman, Sally Lawrence, labeled the findings "nothing short of outrageous." She did not have a substantial amount of data to rebut the report, but she had some. She said ABC had about doubled the amount of informational programming each week, from 7.58 hours in 1977 to 15.26 hours in 1986. She also had information on CBS indicating its affiliates had increased the number of one-hour news programs they had produced, from 207 in 1986 to 266 in 1988. And she said the average news budget of all three networks had tripled from \$100 million in 1979-1980 to \$300 million in 1986-1987.

And a researcher at the National Association of Broadcasters found fault with the methodology of the report on a number of grounds. The researcher, Edward Cohen, said that in basing its conclusions on percentages of time, the study could have overlooked an increase in the total number of hours devoted to various categories of programming; Cohen noted that not only has the number of stations increased, but also the length of the typical broadcast day. He also said the composite week used in the study is "flawed"—it covers only four

Repeal of fairness: Is public being shortchanged?

Study claims fewer public affairs shows on TV since repeal of fairness and 5-5-10; FCC, NAB reject findings

Last week, a study released by a Washington public interest research firm, Essential Information, said that in the wake of the FCC deregulation of broadcasting content begun under former commission Chairman Mark Fowler and continued under current chairman, Dennis Patrick, there has been a decrease in public affairs programming on television.

Jim Donahue, author of "Shortchanging the Viewers: Broadcasters' Neglect of Public Interest Programming," noted at a Washington press conference where the study was released that it shows "a 51% decrease between 1979 and 1988 in the average percentage of issue-oriented public affairs programming between 6 a.m. and midnight on 217 television stations in 50 markets." He also noted the study shows that the average percentage of time devoted to local public affairs decreased 39% over the same time period. And to consumer advocate Ralph Nader, who founded Essential Information seven years ago (but no longer directs it) and who attended the press conference, the study refutes what he said were FCC predictions that "repeal of the fairness doctrine would remove an impediment to presenting issue-oriented public affairs programming on television."

The study will provide additional ammunition for those in Congress determined to write the fairness doctrine into law.

Donahue sent his work to those members of Congress leading that legislative effort—Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee; Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. The subcommittee last week approved the fairness doctrine bill and sent it to the full committee.

Donahue based his survey on the performance of 217 commercial television stations in 50 randomly selected markets—

ranging from the top 50 to the bottom 63 (markets 151-213) in the 50 states and the District of Columbia. Since broadcasters have been freed from the obligation of filing program logs with the commission, Donahue based his study on material from local editions of *TV Guide* in each market, and compared it to FCC data from 1975, 1978 and 1979. Donahue sought to review as well the program logs of all 1,017 com-

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Fairness fast track

A bill (H.R. 315) that would enact the fairness doctrine is headed for a House vote. Last week the House Telecommunications Subcommittee unanimously adopted the measure, and this week the parent Energy and Commerce Committee is slated to approve it, paving the way for quick action by the full House. A companion bill in the Senate is also expected to pass. Since Congress convened, key lawmakers have said that fairness legislation is a chief priority for the 101st Congress; hearings have been held in the Senate and House (BROADCASTING, Feb. 3 and March 20).

The House bill was amended to incorporate one of the congressional findings contained in the Senate version, which says that "because the fairness doctrine only requires more speech, it has no chilling effect on broadcasters." And it was amended to include a section that makes clear that broadcasters would not be subject to any criminal penalties for violations of the doctrine.

months (January to April 1988), whereas, he said, the commission uses a year in developing such weeks. The researchers said another major fault with the study is its characterization of Fox Broadcasting as a network; if it were not, the differences found in the performance of network affiliates and independents between 1978 and 1988 would be virtually eliminated. However, Fox's status as a network is in dispute; the commission has not yet ruled on a Fox petition to rule that it is not.

Nader and Donahue focused not only on the repeal of the fairness doctrine in 1987 as a causative factor in the decline of issue-oriented programming, as shown in the study. The repeal of the so-called 5-5-10 guideline in 1984 was another. Under that guideline, license-renewal applications for television network affiliates and VHF independents that failed to show at least 5% informational (news and public affairs) programming, 5% locally produced material and 10% non-entertainment programming were referred by the staff to the commission for review.

For instance, one of the tables shows that none of the network affiliates and VHF independents provided less than 5% informational programming, or less than 10% non-entertainment programming, in 1978. But in 1988, the study found that 16% of the stations surveyed failed to meet the 5% informational, and 9%, the 10% nonentertainment standards. The study also showed that the percentage of stations failing to meet the 5% locally produced standard increased from 9.5 to 20, a 110% increase.

However, trends were not all in one direction. The study shows that the percentage of time devoted to news increased dramatically between 1975 and 1988—from 9.1 to 15.8, a 74% jump. But that did not appear to impress Donahue. He said newscasts frequently deal with local police and fire reports: "discussions of controversial issues of public importance," he said later, appear on newscasts, if at all, only "in limited fashion." Donahue said public affairs programming, like NBC's *Meet the Press* and CBS's *Face the Nation*, provides the kind of information he feels is needed. However, he acknowledged that the study does not document the content of the programs aired. He said he had sought information on content but that the stations rejected the request as overwhelmingly as they had the one for program logs.

But one genre of programming not includ-

ed in the statistics is that which includes *Geraldo* and *Donahue*. Jim Donahue said there was such a wide range of opinion on the part of station officials surveyed on the subject as to whether such programs were "public affairs or entertainment" that the decision was made not to include them.

Besides the big picture, the survey broke it down into station types. Generally, affiliates of the old-line networks—ABC, CBS and NBC—showed up well, in terms of performance. Not so Fox Broadcasting's affiliates (assuming, as Donahue does, Fox is a network). None of the ABC, CBS or NBC affiliates last year, for instance, failed to devote at least 5% of their programming to informational programming, or 10% of it to nonentertainment material, while only 6% failed to meet the 5% locally produced standard. The respective percentages for Fox affiliates, on the other hand, was 90, 47 and 83. Even VHF independents did better. Only 10% of them aired less than 10% informational programming and 40%, less than 10% nonentertainment. None of the VHF independents devoted less than 5% of their time to locally produced material.

The study also said that Fox contains the highest percentage of affiliates that fail to present a local public affairs or local news program—63% and 87%, respectively. Thirty percent of the old-line networks' affiliates failed to air a local public affairs program, but did not fail to present a local news program. As for VHF independents, all presented a local public affairs program, but 20%

failed to air a local newscast.

If the study was harsh on the performance of the nation's television stations, particularly that of Fox affiliates, Nader was harsh on the commission and its present and immediate past chairmen. When a reporter at the press conference noted that the commission has contended not only that repeal of the fairness doctrine would generate more controversial-issue programming but that the doctrine was unconstitutional, Nader said Fowler has made "the incredible assertion that the audience has no First Amendment rights—contrary to the Supreme Court [in the 1969 *Red Lion* decision] and the Communications Act." He added: "Until the Supreme Court agrees with them, the FCC is wrong."

Nader also expressed anger that the commission would not do a study like Donahue's. "These are ideologues who don't want to be confused with data that might dispute corporate power's views," Nader said. Then, warming to his subject, he said: "This is a rogue agency that has dangerously transformed power from the public to corporate power in sheer violation of the Communications Act." He called the Fowler-Patrick regime "a government of corporate power, by corporate power and for corporate power." And he said Fowler had been a "surrogate" for President Ronald Reagan, while Patrick was "a clone" of Fowler.

But Nader appeared to think the tide of power is shifting. "It's only a matter of time," he said, "before the fairness doctrine will be reinstated." But his confidence has an ironic twist. Asked how he could be sure President George Bush, like Reagan before him, would not veto a fairness doctrine bill, Nader said the bill would be "veto proof." Unlike the Congress confronted with the Reagan veto, Nader appears to believe the current one would be more likely to vote to override. "Have you heard about Congress's reaction to the pay raise issue?"—an apparent reference to the talk shows around the country that contributed to the public outcry that forced Congress to scuttle a carefully crafted plan to allow members the raise. Some might say those talk show hosts were engaging in controversial-issue programming. □

Year of living dangerously

Journalism continues to be a dangerous line of work. The Committee to Protect Journalists, an international journalists' rights organization, reported that 24 journalists around the world were killed in 1988 and that more than 90 were physically assaulted in the line of duty. The Committee's report, "Attacks on the Press, 1988," documents more than 800 incidents of abuse in more than 80 countries. Afghanistan, with war there still raging after 10 years, was found to be the most dangerous beat for foreign correspondents. Four—one each from Japan, Norway, Pakistan and the Soviet Union—were killed in that conflict. That was the largest number of journalist deaths since the war started in 1979.

The report noted that the international drug trade is emerging as a new threat to local journalists in developing nations. Three of eight journalists assassinated in Mexico, Brazil and Colombia were covering drug-related stories. CPJ Executive Director Anne Nelson called such killings a sign of "growing censorship by violence."

The report also cited signs of improvement, in terms of aggressive reporting that was not generating violent reactions, in El Salvador and the Soviet Union. Nelson also said there had been no reports of punitive actions against foreign journalists by the South African government, but attributed that less to liberalization of that country's tough antipress laws than to journalists' willingness to obey rules.

As compiled by BROADCASTING from Mar. 30 through Apr. 5 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

- KFAC-FM Los Angeles, CA (BALH890124HM; 92.3 mhz; 43 kw; Ant 2,910 ft.)—Granted app. of assignment of license from Classic Communications of Los Angeles LP to Evergreen Media Corp. for \$55 million ("Changing Hands," Jan. 23). Seller is headed by Louise Heifetz, CEO. Buyer is Dallas-based group of three AM's and three FM's owned by Scott K. Ginsburg. It purchased RKO's WXY(FM) Fort Lauderdale, FL last year ("In Brief" Oct. 3, 1988). Action March 20.
- KHEZ(FM) Caldwell, ID (BALH890206GH; 103.3 mhz; 54 kw; Ant 2,525 ft.)—Granted app. of assignment of license from TVW Communications to Price Broadcasting Company II for \$700,000. Seller is owned by tktkk. Buyer is owned by John Price, and also owns KEMX(AM)-KCPX-FM Salt Lake City, UT; WEZL(FM) Charleston, WVIC(AM)-WPRH-FM Columbia, both South Carolina; KGA(AM)-KDRK-FM Spokane, WA; KOOK(AM)-KBEE(FM) Modesto, and KQMS(AM)-KSHA(FM) Redding, both California, and KROW(AM)-KNEV(FM) Reno, NV. Action March 22.
- WTAC(AM) Flint, MI (BAL890118EF; 600 khz; 1 kw-D, 500W-N, DA-1)—Granted app. of assignment of license from Kaufman-Leyton Broadcasting Inc. to Gore-Overgaard Broadcasting Inc. for \$250,000. Seller is owned by tktkk. Buyer is owned by Harold W. Gore, 40%; Cordell J. Overgaard, 40%; Jeremiah Marsh, 6%; Michael P. Morrison, 6%; Donald Arndt Sr., 3%; Donald Arndt Jr., 1%, and William G. McMaster, 4%. Action March 22.
- WPLB-AM-FM Greenville, MI (AM; BALH881123HH; 1380 khz; 1 kw-D, 500W-N, DA-N; FM; BAL881123HI; 107.3 mhz; 50 kw; HAAT: ANT 360 ft.)—Returned app. of assignment of license from Flat River Broadcasting Co. to Goodrich Theaters Inc. for \$2.8 million ("Changing Hands," Dec. 5, 1988). Seller is owned by Robert G. Lewis Sr. and Larry Painter. It has no other broadcast interests. Buyer is principally owned by Robert E. Goodrich, who also owns WXLN-FM Moline, IL; KSTT(AM) Davenport, IA, and WVIC-AM-FM East Lansing and WTRV(AM)-WSNX(FM) Muskegon, both Michigan. Action March 21.
- KKQC(AM) Fosston, MN (BAL890203EE; 1480 khz; 5 kw-D, 2.5 kw-N, DA-N)—Granted app. of assignment of license from North County Broadcasting Inc. to North Country Radio Inc. for \$6000. Seller is owned by tktkk. Buyer is owned by Dale R. Olmstead. It also owns KKDQ(FM) Fosston, and KKAQ(AM) Thief River Falls, both Minnesota. Action March 22.
- KKNG-FM Oklahoma City, OK (BALH890130GE; 92.5 mhz; 98 kw; HAAT: Ant 900 ft.)—Granted app. of assignment of license from NewCity Broadcasting Co. to Allentown FM Inc. for \$3.5 million ("In Brief" Jan. 16). Seller is headed by Dick Ferguson, president. It is Bridgeport, Conn.-based group of six AM's and nine FM's. Buyer is owned by Donald L. Wilks, and Michael E. Schwartz, and also owns WHYN-AM-FM Springfield, MA; WEEX(AM)-WQQQ(FM) Easton, PA; WFBL(AM)-WKFM(FM) Syracuse, NY; WSPB(AM)-WSRZ(FM) Sarasota, FL, and WLKW-FM Providence, RI. Action March 20.

- WYND(FM) Spotsylvania, VA (BALH881117GJ; 99.3 mhz; 3 kw; HAAT: 328 ft.)—Granted app. of assignment of license from Richard J. Hayes & Associates Inc. to Paco-Jon Broadcasting Corp. for \$1.2 million. Seller is principally owned by Richard J. Hayes and has no other broadcast interests. Buyer is principally owned by Glenn R. Mahone, 51.03%; Richard D. Rosen, 6.25%, and Charles C. Cohen, 6.9%. It also owns WPLZ-AM-FM Petersburg, VA. Action March 14.

New Stations

Applications

- Eau Claire, WI (BPED890306MJ)—State Of Wisconsin-Educational Commission Board seeks 91.3 mhz; .55 kw; 66 m. Address: 3319 West Beltline Hwy. Madison, WI 53713. Principal has no other broadcast interests. Filed March 6.
- Elizabethtown, KY—Western Kentucky University seeks 90.9 mhz; 7.5 kw; 180 m. Address: Academic Complex 153, Bowling Green, KY 42101. Principal is headed by Harry K. Largen, and has no other broadcast interests. Filed Jan. 11.

Actions

AM

- Beaverton, OR (BP830301AF)—Granted app. of Dale A. Owens for 1040 khz. Address: 300 1800 W. Hillcrest Dr., Newbury Park, CA 91320. Principal has no other broadcast interests. Action March 23.
- Powhatan, VA (BP871029AD)—Dismissed app. of Golden Rule Organization Workshop Inc. for 1200 khz. Address: 201 Progress St., Blacksburg, VA 24060. Principal is owned by Vernon H. Baker, Virginia A. Baker, and

Larry Cobb, Vernon H. Baker and Virginia L. Baker are officers, directors and stockholders of WBZI(AM)-WLG(Y)FM Xenia, OH; WKMG Smithfield, VA; WPAR(FM) Claremont, NC, and WSGH(AM) Lewisville, NC, is officer, director & stockholder. Action March 24.

FM's

- Meridianville, AL (BPH880127MC)—Returned app. of Withers Goodwyn Peebles III for 94.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 30, Mooresville, AL 35649. Principal has no other broadcast interests. Action Oct. 7, 1988.
- Mobile, AL (BPED860815MB)—Granted app. of Evangel Christian School Inc. for 88.5 mhz; 50 kw H&V; 138 m. Address: 1350 East Main St., Lakeland, FL 33801. Principal is headed by Wylie Boykin, and has no other broadcast interests. Action March 20.
- Barstow, CA (BPH851029MI)—Granted app. of Hub Broadcasting Inc. for 95.9 mhz; 1 kw H&V; 438 m. Address: 4670 Don Lorenzo Dr., Los Angeles, CA 90008. Principal is headed by Jean Bates, and has no other broadcast interests. Action March 22.
- Ojai, CA (BPED840907IB)—Dismissed app. of Family Stations Inc. for 89.5 mhz; 0.115 kw H&V; 1235 m. Address: 3108 Fulton Ave., Sacramento, CA 95821. Principal is nonprofit corporation headed by Harold Camping, and also owns nine AM's, 40 FM's, one SW, and one TV. Action March 22.
- San Diego, CA (BPH840727IT)—Granted app. of KIFM Broadcasting Ltd. Partnership for 98.1 mhz; 28.2 kw H&V; 640 m. Address: 1010 Myrtle Way, San Diego, CA 92103. Principal is equally owned by Kamony Broadcasting Inc., Frank D. Alessio, John G. Davies, and Christopher D. Sickels. Principals of Kamony Broadcasting are Bruce E. Walton, pres; Marie C. Widman, VP, and Rosa Elizabeth Gonzalez Phipps, Walton is VP and general manager of West Coast Media Inc., former licensee of

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KIFM San Diego, CA. Action March 22.

■ Salina, KS (BPH850710NK)—Granted app. of Sherl Gaut for 104.9 mhz; 3 kw H&V; 328 m. Address: 3515 Claremont, Independence, MO 64052. Principal is equally owned by Gayland Gaut and Sherl Gaut. Action March 24.

■ Manchester, KY (BPH870707MC)—Granted app. of Manchester Communications Ltd. for 105.7 mhz; 1.2 kw; 140 m. Address: 307 River St., Manchester, KY 40962. Principal is owned by Joseph W. Burchell, 40%, and Harold Turner, 60%. Action March 24.

■ Frostburg, MD (880412MB)—Granted app. of He's Alive Inc. for 97.1 mhz; 0.145 kw H&V; 427 m. Address: 34 Springs Rd., Grantsville, MD 21536. Principal is equally owned by James D. Johnson, Sharon F. Johnson and Roger Brenneman. Action March 21.

■ Galveston, TX (BPH830701AC)—Granted app. of KQQK Inc. for 106.5 mhz; 100. kw; 213 m. Address: P.O. Box 2952, Houston, TX 77252. Principal is owned by Edith L. Baker, and has no other broadcast interests. Action March 24.

Facilities Changes

Applications

■ Ridgefield Center, CT, WREF 850 khz—March 23-Application for CP to increase power to 5 kw resubmitted.

■ Carolina Beach, NC, WMYT 1180 khz—March 17-Application for Mod of CP (BP890221AE) to operate transmitter by remote control from main studio at 721 Market St., Wilmington, SC.

■ Gresham, OR, KKGR 1230 khz—March 23-Application for CP to change TL: SE of intersection of Hogan Rd. and Palmquist Rd., 5 km SE of Gresham, OR; changes in antenna system: 45 29 03N 122 24 40W.

■ El Paso, TX, KTSM 1380 khz—March 17-Application for CP to make changes in antenna system; TL: Copperfield Industrial Center, Copperfield Dr., El Paso, TX; 31 45 26N 106 22 33W.

■ Plano, TX, KSSA 1600 khz—March 21-Application for Mod of CP (BP880609AC) to augment nighttime directional pattern of synchronous transmitter.

■ Menomonic, WI, WMNE 870 khz—March 20-Application for Mod of CP (BP810925BH) to change FREQ: 880 decrease night power to .21 kw; TL: 4.5 km S of St. Rte. 29, 3.4 km E of Menomonic, WI; changes in antenna system: 44 50 44N 91 50 45W.

FM's

■ Cabot, AR, New CP 102.5 mhz—March 2-Application for Mod of CP (BPH870710MM) to change TL: 5.8 km N 356 degrees E to Cabot, AR, 2300 ft. W of Hwy. 89 on Pickthorn Rd.

■ Manitou Springs, CO, KCME 88.1 mhz—March 3-Application for CP to change ERP: 14 kw H&V; HAAT: 691 m H&V.

■ Somers, CT, WDJW 89.7 mhz—March 8-Application for CP to change FREQ: 105.3 mhz.

■ Branford, FL, WOLR 91.3 mhz—March 6-Application for CP to change community of license to Lake City, FL; install DA.

■ New Albany, MS, WWZD 106.3 mhz—Feb. 27-Application for Mod of CP (BPH880624ID) to change FREQ: 106.7 mhz; ERP: 28.1 kw H&V; HAAT: 200 m H&V; TL: 5.5 mi E of city, 1.6 mi N of Rte. 348, New Albany, MS; class: C2; per docket 87-58.

■ Aurora, MO, KELE 100.1 mhz—March 3-Application for CP to change FREQ: 100.5 mhz; ERP: 33 kw H&V; HAAT: 182.9 m; TL: 2.8 mi NE of Billings, MO, .15 mi W of U.S. 61; class: C2; per docket 87-474.

TV's

■ Daytona Beach, FL, WAYQ ch. 26—March 20-Application for Mod of CP (BPCT800811KF) to change ERP: 2786 kw (vis).

■ Okmulgee, OK, KGLB-TV ch. 44—Jan. 25-Application for Mod of CP (BPCT860509KF) to change HAAT: 89.9 m.

Actions

AM's

■ Cypress Gardens, FL, WGTO 540 khz—March 23-Application (BP880706ABA) granted for CP to increase night power to 50 kw; change city of license to Pine Hills, FL; change TL to Lake County, FL, and make changes in antenna system: 28 22 52N 81 47 31W.

■ Falmouth, VA, WLJD 890 khz—March 29-Application

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(BMP881128AN) dismissed for Mod of CP (BP850729AC) to make changes in antenna system and change from DA to Non-DA.

FM's

■ Wickenburg, AZ. KCIW-FM 105.5 mhz—March 20-Application (BPH880808IF) granted for CP to change ERP: 4 kw H&V.

■ Searcy, AR. KWCK-FM 99.3 mhz—Aug. 22, 1988-Application (BPH880822IE) granted for CP to change FREQ: 99.9 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 4 mi W of West Pangburn on Hwy. 16; class: C2; per docket 87-17.

■ Anderson, CA. KEWB 94.3 mhz—March 24-Application (BPH880308IG) dismissed for CP to change ERP: 3.31 kw H&V; HAAT: 513 m H&V; FREQ: 94.7 mhz; class: C2; TL: Antenna farm at South Fork Mtn., 8 mi NW of Redding, CA; 40 39 14N 122 31 12W.

■ Sacramento, CA. KQPT 100.5 mhz—March 24-Application (BPH880405ID) granted for CP to replace directional antenna.

■ Pekin, IL. WGLO 95.3 mhz—March 23-Application (BPH881208IB) granted for CP to change ERP: 7 kw H&V; HAAT: 189 m H&V; FREQ: 95.5 mhz; class: B1.

■ Peoria, IL. WWCT 105.7 mhz—March 22-Application (BPH871217IC) dismissed for CP to change TL: approximately 400 m SE of intersection of School St. & Highview Rd., near Washington, IL; 40 42 08N 89 28 14W.

■ Kokomo, IN. WWK1 100.5 mhz—March 8-Application (BPH861008IH) granted for CP to change ERP: 50 kw H&V.

■ Batesville, MS. WBLE 95.9 mhz—March 23-Application (BPH880830ID) granted for CP to change FREQ: 100.5 mhz; ERP: 50 kw H&V; HAAT: 150 m H&V; TL: 16.9 km NNE of Batesville, MS; per docket 88-14.

■ Macon, MS. WMXG 100.5 mhz—March 22-Application (BMPH880908IA) dismissed for CP to change antenna location: 3.6 km E of U.S. Rte. 45 and 2.4 km N of Macon, MS.

■ Kansas City, MO. KLJC 88.5 mhz—March 23-Application (BPED870731MB) granted for CP to change ERP: 1.2 kw H&V; HAAT: 281 m H&V; TL: 7200 W. Frontage Rd., Merriam, KS; 38 59 54N 94 41 50W; amended 880826 to change TL. ERP. HAAT. DA.

■ Flemington, NJ. WCVA 90.5 mhz—March 23-Application (BPED881220IA) granted for CP to change TL: County Rte. 617, .3 mi S of Cherryville, NJ; 40 33 25N 75 54 18W.

■ Banner Elk, NC. WZJS 100.7 mhz—March 24-Application (BMPH881013IB) granted for Mod of CP (BPH860203NC) to change ERP: .55 kw H&V; HAAT: 231 m H&V; TL: 4 km NE of Bowers Gap, NC; antenna supporting-structure height.

■ Springfield, OH. WEEC 100.7 mhz—March 23-Application (BMPH881104IC) granted for Mod of CP (BPH870224IG) to change TL: 2.5 mi NW of Springfield, OH.

■ Ebensburg, PA. WIYQ 99.1 mhz—March 27-Application (BPH870219IF) granted for CP to change ERP: 24 kw H&V; HAAT: 217.4 m H&V; increase tower height; amended Feb. 27 to change ERP and HAAT.

■ Galveston, TX. KQQK 106.5 mhz—March 24-Application (BMPH840921AU) dismissed for Mod of CP to change studio location to 2501 Palmer Hwy., Texas City, TX.

■ Galveston, TX. KQQK 106.5 mhz—March 24-Application (BPH870227NQ) dismissed for Mod of CP (BPH800131AI) to change TL: 4.2 mi S of Hitchcock, TX; HAAT: 400 m H&V; specify studio outside community of license and make changes in antenna system; 29 17 24N 95 02 29W.

■ Wenatchee, WA. KSSY 104.9 mhz—March 27-Application (BPH881012ID) granted for CP to change ERP: 6.3 kw H&V; HAAT: 400 m H&V; class: C2; per docket 87-325.

TV's

■ Watsonville, CA. KCAH ch. 25—March 24-Application (BMPH890308KJ) granted for Mod of CP (BPET830117KG) to change ERP: 52.8 kw (vis); HAAT: 2198'; ANT: Scalp/Custom Array #2336 (DA); TL: Mountains 9 mi NE of Salinas Freemont Peak, Monterey, CA; 36 45 23N 121 30 05W.

■ Key West, FL. WETV ch. 13—March 23-Application (BMPET890130KE) granted for Mod of CP (BPET850719KK) to change ERP: 316 kw (vis); HAAT: 465 ft.; ANT: Dielectric/THP-SP39-5-1(13); TL: 30 km E of Key West on Cudjoe Key, 1.4 km N of U.S. 1, Key West, FL; 24 40 35N 81 30 41W.

■ Calais, ME. WMED-TV ch. 13—March 24-Application

(BPET890110KG) granted for CP to change ERP: 100 kw (vis); HAAT: 442.2 ft.; ANT: Dielectric TW-7A13; TL: near top of Conant Hill, Meddybemps, ME; 45 01 44N 67 19 24W.

Actions

■ Los Angeles. Granted emergency petition for stay filed by Black Television Workshop of Los Angeles Inc. and Hispanic Christian Communications Network seeking stay of KEEF-TV hearing proceedings scheduled for March 27 in Los Angeles. (MM docket 88-420 by MO&O [FCC 89R-18] adopted March 23 by Review Board.)

■ Toledo, OH. Upheld decision by Review Board granting application of Dominion Broadcasting Inc. for new UHF TV station on ch. 40 at Toledo, over objections of New Life Evangelistic Center Inc. (MM docket 86-333 by MO&O [FCC 89-95] adopted March 23 by commission.)

■ WVCH(AM) Chester, PA. Granted Request to Modify Facilities (Report 388, Mass Media Action). Commission has granted application of WVCH Communications Inc. to modify facilities of WVCH(AM) Chester, PA, and for waiver of commission's rules concerning overlapping contours, over objections of Gore-Overgaard Broadcasting Inc. This action reverses decision by Mass Media Bureau dismissing WVCH's application as patently defective, and simultaneously denying its request for waiver of FCC's rules. Action by commission March 23 by MO&O (FCC 89-94).

■ FCC Affirms Renewal of License to University of North Carolina for Nine Public TV Stations (Report MM-387, Mass Media Action). Commission has affirmed its decision granting renewal of license, subject to Equal Employment Opportunity reporting conditions, to University of North Carolina for nine public TV stations in North Carolina. Action by commission March 27 by MO&O (FCC 89-99).

■ Mt. Vernon, KY. Remanded proceeding concerning new FM station on channel 275A (102.9 mhz) at Mt. Vernon, to presiding administrative law judge for adduction of evidence on certain issues and issuance of supplemental initial decision. (MM docket 87-497 by MO&O [FCC 89R-13] adopted March 8 by review board.)

■ Cambridge, MD. Dismissed with prejudice, application of Eastern Shore Broadcasting Limited Partnership for new FM station on channel 232A (94.3 mhz) at Cambridge. (MM docket 87-421 by order [FCC 89R-16] adopted March 20 by review board.)

■ Las Vegas. Upheld decision of presiding administrative law judge and granted application of Valley Broadcasting Co. to renew license of KVBC(TV) Las Vegas; denied competing application of William H. Hernstadt, et al., for construction permit. (MM docket 85-228 by decision [FCC 89R-11] adopted March 9 by review board.)

■ Conroe, TX. Ordered parties in this proceeding on exceptions to Initial Decision of ALJ Edward Luton, which granted application of Carmen Matias and Andrew N. Wimbish, jointly, for new television station at Conroe, to file supplemental briefs within 15 days of release date of this opinion, and reply comments within 10 days from original filing date. (MM docket 85-331 by MO&O [FCC 89R-17] adopted March 20 by review board.)

■ FCC Consents to Assignment of License of WNEW(AM) New York (Report MM-390, Mass Media Action). FCC has consented to assignment of license of WNEW(AM) New York, from Metropolitan Broadcasting Corp. of New York to WNEW(AM) Partnership, over objection of Philip E. Galasso. Action by commission March 27 by letter (FCC 89-98).

■ Lincoln, NE. Designated for hearing applications of Lincoln Broadcasting Inc.; Spaceco Inc.; Star Broadcasting Inc.; Leer Broadcasting Inc., and Cornhusker State PM Associates for new station on channel 287A (105.3 mhz) at Lincoln. (MM docket 89-272 order [DA 89-272] adopted March 7 by chief, Audio Services Division, Mass Media Bureau.)

■ Darlington, SC. Granted assignment of licenses of WDAR(AM)-WMWG(FM) Darlington, from MEG Associates Ltd. to Radio Carolina Limited Partnership, conditioned upon and subject to disposition of the pending license renewal applications. (By letter [FCC 89-93] adopted March 17 by commission.)

■ WRGI(FM) Naples, FL. License Renewed; EEO Reporting Conditions Imposed (Report MM-389, Mass Media Action). Commission has imposed EEO reporting conditions on license renewal of WRGI(FM) Naples, licensed to All Communications of Naples, Florida. Action by commission March 29 by letter (FCC 89-101).

■ FCC Creates New FM Broadcast Station Class-MM docket 88-375 (Report DC-1388, action in docket case).

Commission adopted rules establishing additional class of commercial FM broadcast stations, designated as "Class C3." New rules provide for assignment of class C3 FM stations in geographical "Zone II," which includes most of land area in the United States. This action is intended to provide opportunities for significant number of smaller (class A) FM broadcast stations to expand their signal coverage areas, thereby enabling them to better serve their radio audiences. Commission also expects that some new class C3 FM stations will be allotted to communities where larger coverage station (class C2) cannot be assigned without interference, and small facility (class A) is not considered to be economically feasible. Action by commission March 30 by first R&O (FCC 89-107).

■ Commission Revises FCC Form 301-gen. docket 88-328 (Report DC-1387, Action in docket case). Commission took steps to deter abuse of its processes and filing of sham applications by revising its FCC Form 301 to require the submission of additional financial, ownership and integration information by applicants. FCC Form 301 is used when applying for authority to construct new commercial AM, FM or TV broadcast facilities, including facilities that are mutually exclusive with those that are subject to license renewal. Action by commission March 30 by R&O (FCC 89-110).

■ FCC Modifies its Procedures to Prevent Abuse of its Comparative Renewal Process and Request Further Comment to Clarify Comparative Criteria-BC docket 81-742 (Report DC-1389, Action in docket case). Commission implemented significant reforms of broadcast license renewal process by imposing severe limitations on payments licensees can make to those who challenge their renewals. At same time, FCC asked for further comment on substantive renewal standards in effort to make those standards more concrete and less subject to protracted litigation and abuse. Action by commission March 30 by R&O (FCC 89-108; and by further NPRM (FCC 89-109).

■ FCC Initiates Inquiry into Need for Universal Encryption Standard for Satellite Cable Programming-gen. docket 89-78. (Report DC-1386, action in docket case.) In response to instructions from Congress, commission initiated inquiry to examine need for government-mandated universal encryption (scrambling) standard for satellite cable programming. Action by commission March 30 by NOI (FCC 89-104).

■ New Part 15 Rules Adopted for Nonlicensed RF Devices-gen. docket 87-389 (Report DC-1385, action in docket case). Commission has amended Part 15 of its rules to expand these provisions to permit general class of RF devices with increased frequencies of operation and no restrictions on type of usage, bandwidth or modulation type. This would provide major benefits to manufacturers of Part 15 devices and should also serve public by enabling new technologies and new equipment categories that satisfy consumer demands to be introduced without need for commission rulemaking. Action by commission March 30 by first R&O (FCC 89-103).

Allocations

■ Quincy, FL. Effective May 15, substituted channel 268C2 (101.5 mhz) for 269A (101.7 mhz) at Quincy, and modified license for WIQ(FM) accordingly. (MM Docket 87-205 by RIO [DA 89-288] adopted Feb. 28, by Chief, Allocations Branch, Mass Media Bureau.)

■ Junction City, KS. Effective May 15, substituted UHF TV channel 31 for VHF channel 6 et Junction City. (MM Docket 87-414 by R&O [DA 89-301] adopted March 7 by Chief, Allocations Branch.)

■ West Monroe, LA. Dismissed Bill Dunning's petition seeking allotment of channel 247A (97.3 mhz) to West Monroe and terminated the proceeding. (MM Docket 88-285 by R&O [DA 89-308] adopted March 7 by Chief, Allocations Branch.)

■ Harbor Springs and Mio, MI. Effective May 15, substituted channel 280C2 (103.9 mhz) for channel 280A at Harbor Springs and modified the CP for channel 280A accordingly, and substituted channel 230C2 (93.9 mhz) for channel 280A at Mio, and modified CP for channel 280A accordingly. (MM Docket 88-260 by R&O [DA 89-306] adopted March 7 by Chief, Allocations Branch.)

■ Lexington, MI. Effective May 15, allotted channel 245A (96.9 mhz) to Lexington as its first local FM service, filing window opens May 16, closes June 16. (MM Docket 88-255 by R&O [DA 89-303] adopted March 7 by Chief, Allocations.)

■ Lenoir, NC. Effective May 15, allotted channel 277A (103.3 mhz) to Lenoir as its first local FM service. Filing window opens May 16 and closes June 16. (MM Docket 88-158 by R&O [DA 89-307] adopted March 7 by Chief, Allocations Branch.)

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

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Wanted, Managers for new Religious stations, SE: profit & non-profit AM & FM. Vernon H. Baker Family Stations, Box 889, Blacksburg, VA 24063. EOE.

National program sales coordinator for a seven station group with inspirational formats. Successful sales background and working contacts with NRB members a must. The position also involves coordinating individual station sales strategies as well. This is an upper management position working out of the corporate home office in Orange County, California. Send resumes to: Mark McNeil, American Sunrise Communications, 16742 Gothard St., Suite 201, Huntington Beach, CA 92647. EOE.

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Sales professionals: Do you make things happen? Is the customer #1 with you? Do you strive to be the best? Do you enjoy challenges? Do you set priorities and develop strategies for your activities? At WAAF, we're interested in speaking with sales professionals who are organized, sophisticated and creative. If you feel you are good at what you do, we'd like to speak with you about your career! We are a growing Boston radio station offering unlimited income potential, an exciting training program and an innovative environment focused on excellence and achievement. If you feel you have the talent, call me. Chris Paquin, 508-752-5611. EOE.

Radio sales and sales management position available. Excellent potential. Live and work at the beautiful Jersey Shore just minutes from Atlantic City. Good list and lots of \$\$\$ available. Women and minorities encouraged to apply. Resumes to John R. DeMasi, c/o WRDR, P.O. Box 295, Egg Harbor City, NJ 08215. EOE.

WOR Radio - New York City - has an opportunity for co-op sales specialist. Seeking a self-starter with a strong background in dealer group development and retail sales. Send resumerferences to: Patrick Cantwell, Retail Sales Manager, 1440 Broadway, New York, NY 10018. EOE. M/F/N/H

Promotions Director - Virginia's most listened to Country, 108/WYYD is looking for the right person to head up its marketing and promotions department. If you have a working knowledge of sales and sales promotions, programming and production skills you may be the right person for us. Join a leader! Send resume to Kenny Shelton, P.D., WYYD, P.O. Box 4108, Lynchburg, VA 24502. EOE.

Join top-notch sales staff. Go-Get-It personality! Combination position possible. Your strengths? Small, successful Mid-Atlantic AM-FM. Beginner considered. May-June opening. Box C-19. EOE.

Radio sales: Texas FM is looking for a strongly motivated creative thinker to add to our team. Must be aggressive and have local sales background. Contact: Gary Vinson, KEZB-FM, 2501 N. Mesa, El Paso, TX 79902. 915-533-9400. E.O.E.

WFYR-FM, Chicago, currently has a sales opening for a bright, creative individual with 1-2 years small or medium market experience. Send resume to, 130 East Randolph, #2303, Chicago, IL 60601. Attn: Pam Young. EOE.

HELP WANTED ANNOUNCERS

Tape and resume needed for AT to fill evening position, A/C, station WLBR, PO Box 1270, Lebanon, PA 17042. EOE.

Chicago South Suburban FM seeks top 40 disc jockey. Excellent facilities and working conditions. Minorities encouraged to send resumes and aircheck to Mickey Milner, WBUS Radio, P.O. Box 999, Bourbonnais, IL 60914. E.O.E.

HELP WANTED TECHNICAL

Chief engineer for four stations located in Ironwood Michigan and Merrill, Wisconsin. Must be hands on and have directional and automation experience. Live and play in God's country. Call Don Roberts, President, Roberts Broadcasting, Inc. 813-966-2287. EOE.

HELP WANTED NEWS

Sports director/ news director needed for eastern Ohio small market combo. Ideal candidate should have a small community background. Send tape and resume to: David Wilson, WILE/ WCMJ, P.O. Box 338, Cambridge, OH 43725. 614-432-5605. EOE.

WZYC FM seeks afternoon personality, strong production skills and 4 track experience a must. Send tape and resume to WZYC, Rt. 4, Box 334, Newport, NC 28570. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director for KUAC-FM, Fairbanks, Alaska. Responsibilities include program acquisition and scheduling, supervision of programing personnel, preparation and oversight of budget, some announcing and on-air fund raising, analysis of audience research, and assisting with planning marketing efforts. Requires extensive experience in public radio, preferably in a program management capacity; personnel management skills; familiarity with audience research analysis and audience building techniques; good announcing and audio production skills and the ability to teach those skills to others; ability to work with university students and community volunteers; familiarity with broadcast rules and regulations is required. Candidates with appropriate university credentials will be considered for academic rank. Salary: \$30-35,000 DOE. Deadline for application: April 15, 1989. Send letter of application, resume, a list of references, and audition tape to: Bruce L. Smith, General Manager, KUAC FM/ TV, University of Alaska Fairbanks, Fairbanks, AK 99775-1420. The University of Alaska is an EO/ AA employer and educational institution.

Seeking production director for AM & FM in the beautiful Napa Valley of California 45 miles from San Francisco. Creative, fast pace, congenial to work with. Send cassette and resume to George Carl, KVON/KVYN, 1124 Foster Rd., Napa, CA 94558. EOE.

SITUATIONS WANTED MANAGEMENT

Presently employed general manager ready to move into new opportunity. Medium or large market wanted. Aggressive. Mature. Goal oriented. CRMC. I produce results! And have records to prove it. Call me now at 901-794-7993. Your ratings and cash flow will be happy you did!

SITUATIONS WANTED ANNOUNCERS

Please hire me! General announcing and music. First blind graduate from Columbia School of Broadcasting, Chicago. Harold Bocock, 3502 Ted Ave., Waukegan, IL 60085. 312-623-6997.

Attention: Western PA. and Ohio: Air personality with AP awards for PBP is available. Experience includes AC/CHR airshifts and full-time sports. Prefer sports or d/sports combo, but will consider airshift alone. Call 412-652-1553

Looking for an honest announcer? Clean-cut black male with part-time college tunnel radio experience, seeks simple down to earth entry level radio station on East Coast. Norman, 617-298-3437.

I miss radio! Jock, 8 years experience, looking to return to a quality station. Let's talk. Kevin Hiley, 3241 Hulmeville Rd., B-48, Bensalem, PA 19020. 215-639-4676.

SITUATIONS WANTED TECHNICAL

CE or asst. CE Former CE Boston, Houston, Miami and Ft. Lauderdale, FCC general, ASEE, Ham, Nondrinker, Avail. now! M. Gottesman, P.O. Box 761, Laramie, WY 82070-0761

SITUATIONS WANTED NEWS

Diligent, energetic, Sportscaster available for play-by-play or color commentary. Well-versed in all sports, all levels of competition. Also, News anchor/reporter. Willing to relocate. Call Marc, day or night, at 201-287-3327

MISCELLANEOUS

Make money in Voiceovers: One-day seminar covers marketing, technique, demo tapes, character voices, everything you need to do commercials and industrials. In Chicago April 9. In NYC April 16. Call toll free: 1-800-333-8108. In NYC: 212-369-3148. Berkley Prods., Box 6599-B, New York, NY 10128-991. EOE.

Hot sounders w/ fx by one of radio's deepest voices. Low rates. Fast service! 1-800-368-0033.

PLEASE NOTE:

When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does **NOT** forward tapes or other oversized materials to Blind Boxes.

TELEVISION

HELP WANTED MANAGEMENT

Promotion manager: I'm not looking for a Brookings "Think Tank" alumnus but someone pretty close to that. Top 25 East Coast Indie looking for an idea-generating promotion oriented person who can work with a GM who thinks he's Pat Fallon. Send whatever you feel necessary (except tapes) to get an interview and I'll be in touch: Box R-94. EOE. No tapes.

WTOV-TV is seeking a national sales manager. Applicants must possess television sales, agency or rep experience. Strong negotiating skills and attention to detail a must. Send resume to Joanne Wolf, GSM, P.O. Box 9999, Steubenville, OH 43952. EOE.

Chief engineer: Must have hands-on experience supervising studio and transmitter personnel; prefer person with minimum 3-5 years in engineering management; must have proficient budgeting skills and ability to lead cost effective department. Send resume and salary requirements to: Gary R. Bolton, Vice President/General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773. EOE, M/F.

News director: Top rated NBC affiliate in 100+ Ohio market. Prefer 3-5 years experience in news management and a degree in journalism. Must be hands-on people oriented with good administrative skills. EOE. Box C-8.

Operations manager: Indianapolis - CBS affil. Scheduling and production of people and equipment. Experience required. Resume to Pete Orne, General Manager, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE, M/F.

Program manager: Indianapolis - CBS affil. Traditional programming, production and community responsibilities. Experience required. Resume to Pete Orne, General Manager, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. EOE, M/F.

Traffic manager: Experienced television traffic manager needed for ABC affiliate in beautiful central city of Santa Barbara. Columbine experience preferred. Salary negotiable. Resume to General Sales Manager, KEYT-TV, P.O. Drawer X, Santa Barbara, CA 93102. No phone calls please. EOF

HELP WANTED SALES

Television/radio salespersons: Several experienced people sought for major market station sales, broadcasting's oldest media - merchandising, sales - promotion concept, Community Club Awards (CCA). Substantial draw against commission. Full time travel. Resume/pix. Contact: J.C. Gilmore, P.O. Box 151, Westport, CT 06881 203-226-3377. EOE.

Growth company seeks highly motivated, experienced sales representatives to sell and service proven marketing systems to TV stations on a territorial basis. Draw against commission. Potential 60K+. No calls. Letters, resumes to: President, BRG, 210 25th Ave., North, Suite 818, Nashville, TN 37203. EOE.

Account executive: Candidate should have proven broadcast sales background of 2-3 years. Some college required, a degree preferred. Working knowledge of vendor-driven sales campaigns, strong developmental skills, agency and direct experience, superior communication and presentation abilities, and a solid desire to succeed are necessary. Send resume and cover letter to: John Feeser, Local/Regional Sales Manager, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604-7127. Deadline for application is April 21st. WGAL-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

Assistant chief engineer sought for TV ministry in Texas or California. Uplink experience a must. Five years experience. Call Personnel at 214-620-1586. EOE.

Chief editor/GOOD COMPANY: We want that hot shot with speed and style who can cut a piece that plays like a dream. Candidate must be able to cut 3/4" and Beta on quick turnaround with high quality results. You must have an eye for details, an ear for the right music, and a good sense of effects and transitions. Must also be computer literate and capable of implementing database of video logs. Three years editing experience minimum. Responsibilities include coordinating all videotape needs for show: Daily preproduction editing, A/B rolls, promos, ordering tape stock, and maintaining show tape and music libraries. Also includes graphic production supervision for show. Knowledge of BVE-800, match cut timecode editing a plus. Please send letter, resume, and tape to: GOOD COMPANY/KSTP-TV, Attn: Jennifer Groen, Dept. E-1, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer, M/F.

Studio/transmitter maintenance engineer for Independent Christian television station. Requirements: Associate's Degree in Electronics Engineering (ASEE or ASEET) or equivalent training, and at least two years experience in television broadcast maintenance. Contact: Ron Rockrohr, KYFC-TV, 4715 Rainbow Blvd., Shawnee Mission, KS 66205. EOE.

Chief engineer: WCBD-TV 2 needs individual to budget and manage engineering department including repair and maintenance of all studio, transmitter, and news equipment. EOE, M/F/Drug screened. Send resume to General Manager, P.O. Box 879, Charleston, SC 29402.

SNG engineer: At least 2 yrs. experience in RF and baseband maintenance is required, as well as an FCC General license. SNG and/or UHF transmitter maintenance experience is desirable. Compensation commensurate with experience. Contact Cas Callaway, Director of Engineering, WKYT-TV, Box 5037, Lexington, KY 40555. EOE.

Chief engineer. Telemundo station, KSTS-TV, San Jose, California, seeks knowledgeable "hands on" Chief Engineer with UHF experience and strong management skills. KSTS-TV offers a very competitive benefits package. Submit detailed resume, salary history and requirements to: Personnel Manager, KSTS-TV, 2349 Bering Dr., San Jose, CA 95131. We are an equal opportunity employer.

Maintenance supervisor: At least 5 yrs. experience in the following areas: UHF transmitters, 2 GHz microwave, mobile productions, studio cameras, FCC licensing and supervision. Salaried position with excellent benefits; compensation commensurate with experience. Contact Chas Callaway, Director of Engineering, WKYT-TV, Box 5037, Lexington, KY 40555. EOE.

Freelance reporter/field producer to do segments for corporate video magazine. Travel involved. Needed now. Call 800-421-1669. EOE.

The United States Information Agency has an engineering technician vacancy, the position is full-time career conditional. Position is located in the Office of Administration and Technology, Field Equipment and Supply Branch. This position provides technical services to USIA field missions in servicing and training personnel in the maintenance and use of audio visual equipment. The job requires field trips of two months overseas duration three times a year. This announcement is open to all qualified applicants (outside status and non-status). Apply under Announcement No. PDM-84-88, open until filled. The position is a GS-802-12 with a salary range of \$33,218 to \$43,181. For further information and copy of announcement, contact Andria L. Doye, Monday-Friday, 9AM to 4PM EST at 202-485-2675. EOE.

Electronic maintenance engineer: The nation's #1 independent station and Washington, D.C.'s most watched station is seeking an electronic maintenance engineer. Experience in all areas of television maintenance, such as VTR's (1", 3/4", 1/2") monitors, switchers, cameras and distribution system is required. System installation and design skills are a plus. If qualified, please send resume to: Personnel, Fox Television/WTG, 5151 Wisconsin Ave., N.W. Washington, DC 20016. EOE.

Maintenance engineer: UHF broadcaster seeks engineer with a minimum of 3 years experience in the maintenance, installation and repair of studio and transmitter equipment and systems for facilities in N.Y. and N.J. Repair to component level. Resumes to: Chief Engineer, Silver King Broadcasting, 390 West Market St., Newark, NJ 07107. EOE.

Video promotion manager. WHA-TV Madison, Wisc. Requirements: B.A. degree; minimum three years full-time promotion/commercial production experience at a broadcast facility or agency; ability to write, edit and produce creatively and on deadline; & familiarity with 1/2" 3/4", 1" editing. Familiarity with electronic graphic design; two years management experience with excellent human relations skills; & familiarity with production budgeting preferred. Salary: \$25,000 minimum. Contact Zayda Bauer by 4/14/89 at 608-263-2161 for special application. Deadline for receipt of completed application is 4/24/89. Women and minorities encourage to apply. EOE.

Satellite uplink manager: Auburn University is seeking a manager for its new state-of-the art satellite uplink unit which features both C-band and Ku-band antennas. Bachelor's degree (Master's preferred) in Communications, Marketing, or related field with three (3) years employment experience in sales or management in cable, broadcast, telecommunication, or other satellite-related industry. To apply, send letter of application stating your qualifications, a detailed resume, three letters of reference, and relevant job samples to: Dr. William Sausser, Chair, Office of the Vice President for Extension, 213 Samford Hall, Auburn University, AL 36849-5638. Telephone: 205-844-5700. Application deadline is April 21, 1989. Auburn University is an affirmative action/equal opportunity employer. Minorities and women are encourage to apply.

Top ranked CBS affiliate in medium-small Midwest market seeking hands-on chief engineer. Responsibilities include supervising and training 9 person department, maintaining FCC documents, maintenance of all technical equipment, must have good people skills and UHF transmitter experience. Group owned. EOE. Reply to Box C-28.

Chief engineer. Group broadcaster is searching for chief in it's "Showcase" station. Excellent facility and excellent opportunity for future growth. Must have extensive experience in UHF, Beta, 1 inch. Send resume or call: Mark Jollie, VP/GM, KTTU-TV18, 1855 N. 6th Ave., Tucson, AZ 85705. 602-624-0180. KTTU is a Clear Channel Television property. EOE, M/F.

HELP WANTED NEWS

News anchor -- 6 and 10 weeknights, reporting required. Minimum 2 years experience. Mature position to complement current anchor. Open immediately. Tape, resume to: Kathy Nelson, News Director, WCBI, Box 271, Columbus, MS 39703. No calls. EOE.

Photojournalist: Top station in market is seeking experienced ENG photojournalist to join our award-winning staff. If you can tell stories using pictures, if you strive for excellence, write Box R-84. EOE, M/F.

Assignment editor: Aggressive high-energy take-charge person needed to back up our managing editor in all phases of desk operation. We have all the tools - uplink live ENG, helicopter. BA or 3 years experience. Write Box R-85. EOE/MF

Sports anchor: KOLD-TV is accepting applications for an anticipated opening in our award-winning sports department. We want someone with at least two years experience, a great package and producer who's not afraid to work. Tapes and resumes to Don Shafer, News Director, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

Weather anchor/news reporter. KOLR-TV needs someone as weekend weather anchor and news reporter three days a week. College degree and two years TV experience required. Send tape/resume to News Director, KOLR-TV, Box 1716, Springfield, MO 65801-1716. KOLR-TV has a smoke-free environment. No calls. EOE

Anchor needed! ABC affiliate in Fort Myers, Florida, an innovative station in America's fastest growing market, needs an outstanding anchor. Long term opportunity. Solid journalist needed. No beginners, but will consider any anchor experience. Candidate must be willing to represent station on and off air. If interested in growth opportunity on Florida's beautiful Gulf Coast, rush tape and resume to: News Director, WEVU-TV, 3451 Bonita Bay Blvd., Bonita Springs, FL 33923. No calls. EOE

Sports entry: Need number two person for dominant station in four station market. Small but aggressive staff has covered Seoul Olympics and its spring training home of Tokyo Giants. Must be able to shoot, edit, produce and anchor. Play-by-play possible. Call collect John Morvant, Guam Cable TV, 671-477-9484. EOE

Weekend anchor/reporter opening at NBC affiliate in Southeast. Seeking individual with at least two years anchoring/reporting experience. Send tape/resume to WCIV-TV, Box 22165, Charleston, SC 29413. No calls. EOE.

KMPH-TV 26 is accepting application for two (2) full-time reporter positions in its news department. Applicants should have two (2) full years experience in television news or the equivalent. Degrees in Journalism, Mass Communications or a relevant field are preferred. Send resume and video tape examples of work to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted through April 21, 1989. No phone calls please. An EOE. M/F/H

News director/anchor: Network affiliate in smaller New England market looking for a news director/anchor with strong managerial talents and people skills. Hands-on experience combined with an aggressive, creative attitude is being sought to lead our expanding news operation. Apply immediately. Reply to Box C-17. EOE.

Co-anchor: for fast growing, medium sized NBC Affiliate. Must be professional and personable to compliment our current anchor. Minimum 2-3 years on-air experience. Send tape and resume to Jim LaBranche, News Director, WLSL-TV, P.O. Box 2161, Roanoke, VA 24009. EOE. M/F

News anchor/weathercaster/sportscaster. Three key positions still available. Sunshine mecca...it doesn't get any better than this! Rush non-returnable VHS samples. P.O. Box 22607, Tampa, FL 33622-2607. EOE.

Videoographer/editor for Miami's only independent television news and sports agency. Requires excellent shooting/editing skills. Send tape to Miami Bureau, Inc., News Sports, 4090 Laguna St., #A, Coral Gables, FL 33146. EOE

Reporter. Competitive news department seeks strong individual who can cover a beat and break stories. Minimum two years experience. Non-returnable tape to: Craig Alexander, News Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. EOE.

Staff openings with Media Marketing! We're the nation's leader in job-hunting assistance and need a senior consultant (\$95,000) to supervise our referral/demo tape evaluation program; also seeking creative producer (\$78,000) for in-house productions and a versatile public relations associate (\$56,000) to coordinate the compilation of our popular job-listings publication. The Hot Sheet Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. EOE.

Gannett station needs producer: Minimum two years in hands-on newscast production required. Must be excellent writer, good organizer and able to get along well with people. Requires ability to produce major newscast utilizing state of the art equipment and production tools. Must demonstrate track record of excellent independent decision making ability. Respond to Bob Schadel, Asst. News Director, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. AAE.

Nightly, award-winning cable news program on Long Island seeks multi-talented chief correspondent/assignment editor, experienced in TV, able to write, and serve as instructor in broadcast newswriting. Salary - thirties. Contact New York Institute of Technology, Old Westbury, NY 11568; Mr. A. Piazza, LI News Tonight; 516-686-7778. An equal opportunity employer.

Gannett station needs newscast director: Must have two years experience directing newscasts. Ability to handle pressure and get along with people essential. Responsibilities include organizing production aspects, creative input in newscasts and other news related activities. Must be able to call show for technical director. Contact Bob Schadel, Asst. News Director, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. AAE.

Gannett station needs asst. assignment editor: Must have two years desk experience and good editorial skills. Must be able to develop imaginative and substantive daily content, motivate staff, handle logistics, and possess good people skills and strong writing skills. Will work closely with assignment editor. College degree preferred. Contact Bob Schadel, Asst. News Director, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. AAE

Wanted: Director for evening newscasts. Are you "Top Dog" in town...adding that "creative" touch to live news...but have run out of "growing room"? Top 25 market news-leader is seeking a director with these credentials. You'll need a 3- to 5-year track record in weeknight newscast direction, plus thorough EFX experience. If you've got what it takes, send your resume to Box C-23. We'll ask for your tape later. EOE

Meteorologist: Medium market affiliate seeks experienced professional to become chief meteorologist. Latest technology available. Stable ownership and management. Looking for someone who has a creative, personal style to make science understandable. Desire for public involvement a must. If you want to live in a family-oriented community, have steady career growth and work in a professional environment where weather news is important, write. Box C-25. EOE.

Great opportunity! Seeking news writer with broadcast experience and background in agricultural issues, for daily syndicated television program. May involve some ENG reporting. Send resume, writing samples to AG DAY, 2655 Yeager Rd., West Lafayette, IN 47906. Attn: Don Green. EOE

Meteorologist wanted. AMS Seal preferred. Knowledge of Liveline Astro Graphics and on-site radar helpful. Send tapes, resume and salary requirements to Steve Hunsicker, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. Applications must be received by May 1st. EOE.

Co-anchor/reporter: KTUU-2 has an immediate opening for a co-anchor/reporter position to compliment a current news late night anchor. This number one station is looking for a top individual with 2 years experience. Salary DOE. KTUU-2 is an NBC affiliate and an EOE. Please send resume and tape to: Randy Upton, KTUU-2, 630 W. 4th Ave., Anchorage, AK 99501.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

SUCCESS-N-LIFE: TV ministry in Dallas expanding and seeking qualified personnel in all fields. Maintenance and operating engineers, field producers, writers, audio operators, production assistants, etc. Call Personnel at 214-620-1586 for information or write Robert Tilton Ministries, PO Box 819000, Dallas, TX 75381. EOE.

Traffic manager - VideoStar Connections would like to confidentially review resumes of professionals who have international experience and a desire to manage a growing traffic department. Joan Benedetto, VideoStar Connections, 3490 Piedmont Road, Atlanta, GA 30305. EOE.

Promotion on-air producer: Fox Television, KRIV in Houston is seeking a qualified promotion on-air producer. A minimum of 5 years promotion editing/production experience is required. News promotion and directing experience a plus. Please send resume and tape to: KRIV-TV, VP Advertising and Promotion Mgr., P.O. Box 22810, Houston, TX 77227. No phone calls. EOE.

Wanted: Director/editor with two years minimum experience "hands-on" with CMX style editing for fast-track Sunbelt affiliate. Prior applicants need not reapply. Send resume, tape, references & salary history to: Production Manager, PO Box TV12, Jacksonville, FL 32231. EOE. No phone calls.

Group programing director: Small growing group of independent stations is seeking a programing director. Position requires creativity, aggressiveness and some experience in independent TV. Experience in promotions also helpful. Send resume, references and salary history to Box C-22. EOE.

Graphic artist: Indiana Superstation. Stand-out creativity! Extensive on-air/print experience. Chyron SuperScribe, desk-top publishing. Emphasis on promotion, news, and sales needs. Send resume and samples or tape to: Promotion Manager, WTTV, 3490 Bluff Rd., Indianapolis, IN 46217. EOE.

Traffic supervisor for network affiliate. Requirements: 3 years experience, working knowledge of all aspects of computerized traffic system (BIAS preferred), excellent people skills, accomplished trainer. Send resume stating salary requirements along with references to TV Traffic Department, PO Box 112787, San Diego, CA 92111. EOE.

The Graphics Unit at CBS in Chicago is looking for a full-time, staff designer. Versatile individuals with print and/or video experience who are capable of handling a variety of responsibilities and working flexible hours are encouraged to apply. Interest in computer graphics and a commitment to design excellence are our main requirements. Send resume only to: Design Director, WBBM-TV, 630 N. McClurg Court, Chicago, IL 60611. EOE.

DC Cable Interconnect: Washington area cable advertising operation has an immediate opening for a traffic and billing person. The individual will be responsible for assisting in the trafficking and billing of multiple channels and multiple cable systems. Qualified applicant will have 2 years of experience, some knowledge of accounting and technical operations. Competitive salary, excellent benefits, challenging work environment. Send resume and salary history to: DC Cable Interconnect, Operations Manager, 9301 Annapolis Rd., Suite 204, Lanham, MD 20706. EOE.

Chief editor/GOOD COMPANY: We want that hot shot with speed and style who can cut a piece that plays like a dream. Candidate must be able to cut 3/4" and Beta on quick turnaround with high quality results. You must have an eye for details, an ear for the right music, and a good sense of effects and transitions. Must also be computer literate and capable of implementing database of video logs. Three years editing experience minimum. Responsibilities include coordinating all videotape needs for show. Daily preproduction editing, A/B rolls, promos, ordering tape stock, and maintaining show tape and music libraries. Also includes graphic production supervision for show. Knowledge of BVE-800, match cut timecode editing a plus. Please send letter, resume, and tape to: GOOD COMPANY/KSTP-TV, Attn: Jennifer Groen, Dept. E-1, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer. M/F

SITUATIONS WANTED MANAGEMENT

General sales manager: Seek position in the Southeast with top-flight company. Bright, young talent would like to move up from local sales management position. Self-motivated, innovative, achiever with excellent technical skills and successful experience with group owned stations in large and medium size markets. Currently employed, but looking for a new opportunity. Box R-65.

SITUATIONS WANTED TECHNICAL

Television chief engineer. 24 years total engineering experience, 13 years as chief engineer. I am looking for my last job. Please reply Box C-2.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Excellent sportscaster looking for a good station. 12 years experience, will consider any markets 216-929-0131, or write Box C-1

I want out of New York City! But, I won't leave news. Can shoot, write, and edit - seeking reporter position in cable/small/medium market. Tom 201-984-5802.

Attorney with journalism background, very attractive on-camera, articulate, good communications and reporting skills. Seeks reporting/commentary/producing position for TV news or special programs. Contact: J. Weinstein, 35 West 64th St., Ste. 3H, NY, NY 10023. 212-787-2985.

Sports: Talk is cheap. As a veteran sportscaster, I back my words with knowledge. Sports talk-show host, ten years of play-by-play, including coverage in the most recent NCAA basketball tournament. Job experience includes anchoring in Philadelphia, and reporting in Boston and for most of the major networks. Box C-21.

Experienced ND who exists for ratings and people. I'll improve your product. Brad. 913-451-1259.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Entertainment producer: Currently produce/write national T.V. comedy series. Seeking new opportunity. Call Mike. 509-332-6193.

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porcicelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116, 203-637-3653.

Free demo tape/job material evaluation! We provide a written critique of your entire employment presentation-tape, resume, cover letter, etc.-at no charge with designated subscriptions to our popular job-listings publication, The Hot Sheet. Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Slatter and Associates offers talent coaching for the individual anchor and reporter. Also help with audition tape for reporters, anchors and photographers. Affordable cost. 312-328-3660.

RADIO

Help Wanted Management

PROMOTION DIRECTOR

WNSR, New York City has an immediate opening for a top-notch Promotion Director, responsible for strategy, development, and execution of the station's overall marketing efforts, including on-air and sales promotion, publicity, special events, community service, and advertising. Strong marketing and promotion background required; prefer bachelors degree or equivalent. Communication skills critical. If you're ready to put together the New Year's Eve laser show in Time Square and "Coats for Kids" in the nation's largest market, send your resume, portfolio, and salary history to:

Robert J. Dunphy
V.P. Programming
WNSR-FM Radio
485 Madison Avenue
New York, NY 10022



NO PHONE CALLS, PLEASE. EOE.

Situations Wanted Management

GENERAL MANAGER AVAILABLE TODAY

I am a sales and Bottom Line oriented Manager; Former Owner with the knowledge, experience and motivational skills necessary to handle any situation. ALL SIZE MARKETS CONSIDERED. Successful start-ups and Turn-Arounds in my background.

AVAILABLE FOR NAB INTERVIEW,
CALL TODAY.

David C. Weinfeld
(508) 394-4041

210 Setucket Road
Yarmouthport, MA 02675

TELEVISION

Help Wanted Technical

MAINTENANCE ENGINEER

Florida Production Center seeks creative, motivated problem solver for expanding operation. Experience with "high-end" equipment a requisite. Resume to:

Ted Johnson
150 Riverside Ave.
Jacksonville, FL 32202.

EOE

Technical Director/Director:

At least 2 years Director/Technical Directing experience, for fast paced newscasts and post production in top 40 market. Prefer candidate who is proficient with GVG 300 switcher with DVE, E-MEM and Chyron 4. Ability to work well with crew is vital.

Send resume and sample tape to:

Vic Miller
KTVY,
500 E. Britton Road,
Oklahoma City, OK 73114.
Equal Opportunity Employer

California

Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

When responding to a blind box ad,
address your reply as:

**Box (the letter and number
as shown in the ad)
Broadcasting**

**1705 DeSales St., NW
Washington, DC 20036**

**Do NOT send tapes, oversized material or use folders,
report covers or the like.**

BTS IS EXPANDING See Us at NAB for the Details

Our unprecedented growth at BTS Broadcast Television Systems, Inc., a joint company of Bosch and Philips, has resulted in some excellent employment opportunities. Following are some of these opportunities.

APPLICATIONS ENGINEER

As part of our graphics Product Management team you will be responsible for customer support and assistance, shows and demos, technical review of orders and assisting the Product Manager.

Requires extensive Alias operation experience, 3D graphics modeling and animation, UNIX and excellent customer-relations skills.

TECHNICAL SALES SUPPORT

Responsibilities will include assisting Product Management and Sales personnel with demos, shows and customer support.

We have positions in both Graphics and Switchers and so knowledge and experience with our 3D graphics system or switchers is preferred.

SOFTWARE ENGINEERS

We have challenging opportunities in graphics systems programming and design.

Requires a BSEE or BSCS and knowledge of C in a UNIX environment. Two or more years of experience in computer graphics, image processing, systems software and device driver design preferred.

REGIONAL SALES MANAGERS

As of this printing, we still have a few territories available. The broad line of quality products offered by BTS and our excellent compensation package make BTS an outstanding company to represent.

Extensive experience representing a manufacturer to broadcasters, production houses, etc., required.

BTS offers excellent pay, benefits and opportunities for personal and professional growth. Let's talk about those opportunities privately at NAB. Please send a resume in confidence to **KEN OSWALD, MANAGER OF HUMAN RESOURCES**, Box 30816 SALT LAKE CITY, UTAH 84130 and/or stop by and see Ken upstairs in the Blockhouse during the show. If you send a resume in advance, Ken will attempt to contact you before the show to arrange a meeting.

BTS

The name behind
what's ahead.

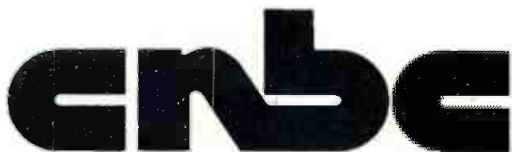
Equal Opportunity Employer

TECHNICAL OPPORTUNITIES AT CNBC

The Consumer News and Business Channel is seeking professionals who are eager to work in a fast-paced, flexible, team-oriented environment with experience in:

- MAINTENANCE OF PROFESSIONAL BROADCAST EQUIPMENT
- ON-AIR AUDIO MIXING

We offer competitive salaries and excellent benefits for these positions in our brand new state-of-the-art facility in Fort Lee, New Jersey. To arrange an immediate interview, please send salary history and resume to: Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, New Jersey, 07024. We are an Equal Opportunity Employer.



Consumer News & Business Channel

Help Wanted Programing Production & Others

MEDIA SCHEDULER

Join an award-winning production team in a major cable network, and enjoy living in the heart of the resort of Virginia Beach. As media scheduler, you'll research demos, schedule on-air promotions and control production traffic for our Creative Services Department.

All we require is two years' experience in media research and media buying, some television production background and strong organizational skills.

Become a part of The Family Channel success story, and live at the beach. Send your resume to:

The Family Channel
Personnel Department, Box M1
CBN Center
Virginia Beach, VA 23463



Use our practical guidebooks and manuals
to advance your career in the fifth estate

BROADCASTING BOOK DIVISION

Write for a brochure:

Broadcasting Book Division 1705 DeSales Street, N.W. Washington, DC 20036

Producer/ Director

WNEV-TV Boston is seeking a creative Producer/Director with experience in a variety of formats including news, live events, musical variety, magazine and children's programming. Candidates with 5 years' of major market experience should send resume and tape to: Tom Ryder, Executive Producer of Programming, WNEV-TV Inc., 7 Bulfinch Place, Boston, MA 02114

No Phone Calls Please.

An Equal Opportunity Employer



WNEV

TELEVISION EXECUTIVE PRODUCER

Connecticut's only Daily Television Talk Show is looking for an Executive Producer. Candidates must have experience in producing & booking guests for talk show format. Supervisory experience is preferred. Please send resume or call:

Tom Appleby

CABLEVISION

28 Cross Street
Norwalk, CT 06851
203-849-1321

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Situations Wanted Programing Production & Others

TV PROGRAM DIRECTORS -

CONSIDERING A 6AM BREAKFAST SHOW?

Let's put some excitement into this neglected time slot.

News • Features • Talk

Interested?



Experienced TV Host/Writer

James C. Lewis

(215) 687-1779

Help Wanted Management

UNIT MANAGER

Experienced Unilt Manager for remote pick-ups. Good supervisory and organizational skills required. East Coast location. E.O.E.

Resumes and salary history to
Box C-27

elp Wanted Management Continued

DIRECTOR OF MARKETING AND CREATIVE SERVICES

New Hampshire Public Television, a three-station network with more than half-a-million viewing households in portions of four states, seeks marketing and creative services professional to serve as senior manager. The individual we seek is a hands-on manager - an idea person well-versed in marketing principles who also gets ideas implemented. Major responsibilities: Strengthen external relations including those with viewers, community organizations, state media organizations, and 100 cable systems. Develop and manage all public events including special fund raisers. Develop marketing programs to support existing fund raising efforts and growing earned income activities such as mobile unit rentals and program guide ad sales. Assist senior staff in developing a marketing perspective for all major planning projects. Supervise and administer public information department, graphics department, on-air promotion functions, and oversee all station publications. Develop station image and advertising campaigns. Develop and manage market-research activities. The successful candidate will have demonstrated superior management, creative, analytic, and oral and written communication skills. Minimum qualifications: Bachelor's degree and five years experience in management and marketing. Salary range: \$33,030 - \$51,590. Anticipated starting date is July 1, 1989; deadline for application is April 28, 1989. NHPTV is located on the seacoast 60 miles north of Boston.

Send resume and salary requirements to

General Manager,
NHPTV,
Box 1100
Durham, NH 03824.

No phone calls. Non-citizens must include current visa status. Women and minorities encouraged to apply.
An EEO/AA employer.

ALLIED FIELDS

Help Wanted Management

MANAGEMENT OPPORTUNITY

Nation's most dynamic and fastest growing single-source consumer information company is looking for a select few media professionals to fill regional manager positions. The right person is presently working in upper media management (sales or general manager). Responsibilities include calling on all media outlets and select retail clients. You must possess an understanding of the challenges facing media sales today and the value of consumer information in overcoming those challenges. If you're looking to join a rapidly growing company (we're making our fourth move in three years).

send your resume to:

Patrick McDonnell
at Impact Resources
779 Brookedge Blvd.
Westerville, Ohio 43081.
EOE.

Help Wanted News

CBN NEWS CORRESPONDENTS

The Christian Broadcasting Network, Inc. has immediate openings for the position of News Correspondent in our Washington, D.C. bureau. Applicants should have on-air experience in researching, writing, and producing news for television. Join our expert team of reporters in our nationally broadcasted program, The 700 Club. EOE. Send your resume and videotape to:

CBN Employment Department
Box H1
CBN Center
Virginia Beach, VA 23463



Help Wanted Technical

SATELLITE, TELEPORT AND VOICE DATA

Washington International Teleport (WIT), a leading East Coast satellite and fiber optics transmission company, is seeking the services of qualified personnel with solid industry experience in technical operations, marketing, engineering, and finance. Positions require an aggressive, take-charge attitude and excellent work habits.

SENIOR OPERATIONS MANAGEMENT POSITIONS

Managers with experience in the technical aspects of the "teleport" industry. Responsible for overseeing video, telephone and switch technology operations. Potential for assuming management role in other areas, including finance and marketing.

MARKETING / SALES

Senior marketing/sales position in voice data and broadcasting services. Initiative, strategic development skills, and direct sales experience are required.

SERVICE REPRESENTATIVES

Technical/marketing representatives to work with long distance carriers in providing international telephone/data services and 800 services. Other positions available for technical liaison in a marketing/customer service capacity.

SYSTEMS DESIGN AND OPERATIONS ENGINEERS

Large television transmission base and international telephony services require qualified engineers for systems design, contract proposals, installations, and network operation. Knowledge of analog and digital telephone/data transmission, FM/FDM systems, and switching technology is essential. Satellite, broadcasting and general international standards experience is preferred.

SENIOR AND JUNIOR FINANCE POSITIONS

All phases of accounting and billing. Computer knowledge and Solomon software experience essential.



NO CALLS! Mail resumes only: attn. Susan Davis

Washington International Teleport

1133 21st Street, N.W.
Washington, D.C. 20036

Business Opportunities

Broadcast Salespeople "Moonlight"

your way to an extra 35K
As a part-time Independent Sales Agent. No investment. Every retailer needs our "Competitive Edge Building" Sales Promotion Programs. Absolutely no competition creates an exciting "unduplicable sell". 35% commission, exclusive territories, sales contests. call now!

Ken Pietz, 713-782-6464

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Class B Milwaukee FM station.
Excellent coverage of
Milwaukee metro and beyond.
Call Dave Edwards
WUWM Radio, 414-229-4664.

Business Opportunities Continued

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Minimum \$50,000 PROFIT
per station.
with broadcast education program.
We handle all details.
NO upfront expense.
For more info, write on letterhead to:
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PO Box 282
Kealahou, HI 96750

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Specializing in complex FM substitution proposals,
site location and drop-in channel problems which
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FM CP's (And Start-Up Stations)

We are qualified cash buyers for FM
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stations. Principals are radio group
owners.

Please call, in strict confidence,
1-800-627-2272.

SALE OF VALUABLE COPYRIGHTS

Pursuant to a security agreement dated May 3, 1988
from Sport Vid, RSM, the undersigned shall sell at
public sale, all rights pertaining to the following video
programs:

- "Automatic Golf"
- "Isometric Stretch"
- "Instant Karate"
- "Weight Training at Home"

The sale shall be held at the offices of the under-
signed at 8300-C Merrifield Avenue, Fairfax, Virginia
22031 on April 19, 1989 at 3:00 p.m., local time. The
property shall be sold to the highest bidder. Deposits
of \$1,000,000 or ten per cent of the sales price,
whichever is less, cash or certified check, shall be
required of the successful bidder at the time of sale.
The balance of the purchase price shall be in cash or
its equivalent at the time of settlement which shall be
held on or before fourteen (14) days after the date of
sale. Time shall be of the essence with respect to
settlement. The deposit without interest thereon shall
be applied to the credit of the successful bidder at
settlement; or in the event of purchaser's failure to
complete settlement within fourteen (14) days after
the date of sale the deposit shall be forfeited and
applied to the costs of sales, and the property shall be
resold at the risk and cost of the defaulting purchaser.
The subject property shall be sold in "as is" condition
without warranties of any kind. Should the under-
signed be unable for any reason to convey market-
able title to this property, then it shall be a term of this
sale that the purchaser's sole remedy in law or equity
shall be the refund of the deposit to the purchaser
only. Upon refund of the deposit, the sale shall be
void and of no effect.

For more information contact:

MEDIA Associates Inc.

James G. Smalley
10605 Judicial Drive
Suite B-1
Fairfax, Virginia 22030
(703) 385-6411

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Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
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In today's competitive broadcast game,
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provides the assistance and meticulous
selling of your talent to stations
worldwide. If you're a five star AIR TALENT,
PROGRAMMER or GENERAL MANAGER call or write
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(818) 848-1209

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Great jobs are available...but do you
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telephone report puts you in touch with
the best jobs. MediaLine has jobs for re-
porters, anchors, sportscasters, weather-
casters, producers, assignment editors,
promotion and production and pro-
gramming people. For details call:

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For Sale Stations

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usa
Serving the Nation

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C-2 50,000 w. FM
Great Medium Mkt
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Millar Co Can Help
Arrange Financing

Class A FM In Strong
Southern GA Mkt
\$690K Cash. Millar
Co Can Help Arrange
Financing

MISSISSIPPI

Combo With Class A
FM & Fulltime AM
Application for C-2
\$400K Cash

ARKANSAS

Class A FM
Good Starter Station
\$360K, \$173K Down

ALABAMA

Class C 100 Kw FM
Great Growth Mkt
\$7.7 M. Make Offer

CALL TERRY BARNHARDT
ATLANTA/GAINESVILLE
OFFICE
404-534-0780

PS*

Who's Buying?

Who's Selling?

We know...

... and we know them quite well!
If you have ever considered selling
your station AM-FM-TV we'd like
to talk with you—in your city or at
the NAB in Las Vegas—April 29-
May 2.

We will be at the Las Vegas
Hilton-Suite 319.

Call for an appointment.

Tom Snowden ■ Dick Paul

SNOWDEN Associates



919-355-0327

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Vail, Colorado

Auction to highest bidder:

KSPN-AM, 5 kw, 610 kHz

Please direct all inquiries to:

David LaFrance

Nationwide Media Brokers
Chapman
Associates

San Francisco office:

415/937-9088

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Class A with CP for 50,000 watts C2.
Covers prosperous middle Tennessee.
Asking \$650,000.

NC / POWER

Powerful fulltime AM serving major
South Carolina market area from
beautiful North Carolina mountain
city. \$200,000 with terms.

LAS VEGAS HILTON / NAB
SUITE 319

SNOWDEN Associates



919-355-0327

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FULL POWER TV
CONSTRUCTION PERMIT
COVERING MAJOR CITY
IN MID -WEST

P.E. Meador & Assoc.
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- * Many AM/FMs & Class Cs nationwide.
- * See you at NAB - By appointment only.

Broadcast Communications Division
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615-756-7635 — 24 Hours

ATTENTION

FIRST TIME RADIO STATION OWNERS
10,000 Watt AM Kansas City

Low Price - Terms Available
Well-equipped - State-of-the art
Must see - Inspection invited

Contact: Rich Bott, 10841 E. 28th St.
Independence, MO 64052 • 816-252-5050

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CAN MAKE \$250-500k
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FASTEST GROWING
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WANTED

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Alabama Office And
Broker To Work Out Of
Florida Home Office. Both
Will Be Independent
Contractors, But Will Have
Advantage Of Office
Momentum And Services
Also

Brokers Wanted For Texas,
N. California, Pennsylvania,
And Illinois.



the millar company u.s.a., inc.
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Ft. Pierce, FL 34947
407-466-5086

For Sale Stations Continued

\$300,000

5KW AM Richmond, Virginia

All New Tower & Ground
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State Xmitter

New Mosley MRC1600
Remote Control

All Furniture and Equipment

2500 square foot
Studios & Offices on
22,000 sq. ft. of land.

Call B. Paul Moore
(804) 732-3478

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BROKERS-CONSULTANTS**

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Colorado Springs, CO 80909

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\$500K Down

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Good Opportunity
\$650K Cash

Raleigh AM
\$300K, \$30K Down

SOUTH CAROLINA

Class A FM Combo
Small Mkt Good Starter
\$600K Cash

ALABAMA

Fulltime Profitable FM
Quad City-Good Market
Priced to Sell \$385K, 100K
Down

Good First Station
Small But Active Mkt
This AM your for \$50K Down
ALSO
Birmingham Bedroom \$75K Down

TENNESSEE

With 6 Kw This Class A FM
Will Cover Medium Mkt-Buy
This Combo for \$850K, \$400K
Down

KENTUCKY

Louisville Fulltime AM
A good Buy At \$610K and
only \$100K down.

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704-274-8667

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312 • 272 • 4970



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AM-FM COMBO
WELL EQUIPPED
GREAT OPPORTUNITY
Priced \$800,000

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Call Robin Martin to
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to discuss your
financing or acquisition
consulting needs.

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Consultants to the
Broadcast and Cable Industries*
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2000 L Street, N.W.
Suite 200
Washington, D.C. 20036
(202) 659-3331

For Sale Stations Continued

RENO, NEVADA
Class C FM
Outright sale or merger
Reply to:
P.O. Box 70840,
Reno, Nevada 89570-0840

S O U T H E A S T

AM	ATLANTA (FULLTIME)	\$395,000
AM	5KW N. FL.	\$495,000
FM	MISS. C-2 PENDING	\$495,000
AM/FM	SOUTH GA.	\$450,000
FM	U.S. VIRG. ISL. 50KW	\$1,300,000
FM	N. FL. (CASH FLOW)	\$2,200,000

HADDEN & ASSOC. 407-365-7832

FLORIDA
Exclusive Franchise
Full time northern Florida AM
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Only stations in county.
\$200,000 down,
with \$635,000 in assumable notes.
Box C-18

**N. E. WISCONSIN FM
WITH C2 APPLICATION**
BOX C-30

FOR SALE
New fulltime AM in Atlanta suburb.
Programming and physical plant in place.
All that is needed
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Will consider lease/purchase.
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Eight (8) Full - Power
Television Construction Permits
\$10K To \$250K
One or All
Medium Market UHF
Independent - Dark
Jerry Proctor
The Proctor Group, Inc.
409-765-6086

See Us At The NAB
Bally's - Suite 1209-A

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CLASS C FM; excellent cash flow rated market, with fulltime AM \$4M, terms.

FULLTIME AM:
start-up, real estate.
BOX C-29

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Metro AM, 1000 Watts fulltime. Terms Possible
Metro Am, 5000 Watts day/500 watts night. Land/
Building/Tower.
Mountains. Ski Resort. FM, other property.
Small Market. AM-FM. Land/Building/Tower.
Terms.

WYOMING-MONTANA Group
Three AMs. Two FMs, with or without land and
buildings. Terms.

Satterfield & Perry, Inc.
Al Perry (303) 239-6670

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods** will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media



Michael B. Alexander, executive VP, MCA Broadcasting, New York, named general manager, MCA-owned WWOR(TV) Seaucus, N.J. Alexander replaces acting general manager, **Lawrence Fraiberg**, president, MCA Broadcasting. Alexander will retain title of

Alexander executive VP, MCA Broadcasting.

Randy Bongarten, regional VP, Emmis Broadcasting, Indianapolis, named senior VP, operations. Emmis Broadcasting owns one AM and 10 FM's.

Bruce Allen, VP, operations and productions, Reiss Media Enterprises, New York, joins Atlantic Satellite Communications Inc., satellite services company, Northvale, N.J., as president and CEO.

David A. Slifka, manager of finance, Adams-Russell Co., Waltham, Mass., joins Choice Cable, Cherry Hill, N.J., as controller.



Trigony



Faherty

Appointments at Cox Enterprises Inc., Atlanta: **Nicholas D. Trigony**, executive VP, radio group, named executive VP, broadcasting division; **Michael J. Faherty**, VP and general manager, Cox-owned WSB-AM-FM Atlanta, named executive VP, radio group. Cox Enterprises Inc. owns five AM, seven FM and eight TV stations.

Jon D. Smith, deputy director of treasury operations, Hearst Corp., New York, named director of corporate financing. Hearst owns four AM's, three FM's and six TV's.

Ellen Strahs Fader, VP, Price Communications Corp., New York, named senior VP. Price Communications owns three AM's, three FM's and seven TV's.

Kate Adams, director of public affairs and marketing, Long Island system, Cablevision, Woodbury, N.Y., named assistant general manager. Cablevision's Cleveland Heights, Ohio System.

Jeffrey Carlson, operations manager, Storer

Katz president steps down. Dick Mendelson has stepped down from his post as president and chief operating officer of Katz Communications. Mendelson was asked to leave the radio-television rep firm March 27, the day he returned to his offices after a three-week vacation. That decision had been made by the executive council of the company, which is employee-owned. Mendelson and other sources said the request for his departure was rooted in the desire to have a successor to Chairman Jim Greenwald drawn from the ranks of the salespeople. (Mendelson's background is as lawyer and CPA.) Saying he felt no anger or animosity, Mendelson said his departure is not tied to a fight or dispute. He also said that his years at Katz had been "marvelous." Mendelson, who has a one-year noncompete agreement with the company, said he did not plan to make any career decisions until next fall. Until a new president is named, Greenwald will serve in that capacity, according to Katz.



Communications Inc., Dade, Fla., joins Microband Companies Inc., wireless cable company, Fairfield, N.J., as executive director, multiple housing and commercial services. Carlson will be responsible for coordinating company's sales of wireless cable to commercial accounts.

Lorraine Murrietta, assistant controller, Edens Broadcasting, Phoenix, named controller. Eden Broadcasting owns four AM's and five FM's.

Robert W. Leider, VP and general manager, WSVN-TV Miami, named executive VP and general manager of both WSVN and Sunbeam productions. Sunbeam Productions will syndicate, through MCA Television, WSVN's in-house show, *Inside Story* ("In Brief," April 3).

Rod Whisenant, local and regional sales manager, KSNT(TV) Topeka, Kan., joins WYZZ-TV Bloomington, Ill., as general manager.

Gary Cozen, VP, Eastern sales, Warner Brothers Television Distribution, Burbank, Calif., joins WPGH-TV Pittsburgh as station manager.

Michael R. Johnson, general sales manager, KAYI(FM) Tulsa, Okla., named VP and general manager.

Gus Mithoff, assistant controller, General Cable of Fairfax Inc., Fairfax, Va., joins WJKS(TV) Jacksonville, Fla., as business manager.

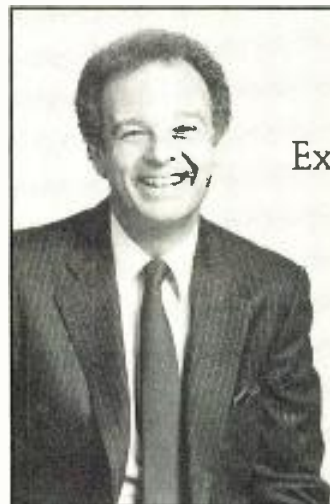
Larry Smith, business and personnel manager, noncommercial KUED(TV) Salt Lake City, named chief financial officer. University of Utah media services.

Appointments at WBBM-AM-FM Chicago: **Gregg Peterson**, VP and general manager, WBBM(AM), resigned after seven years in position. **Wayne Jefferson**, VP and general manager, WBBM-FM, named VP and general manager, WBBM(AM); **Tom Matheson**, general sales manager, WBBM-FM, named VP and general manager, WBBM-FM.

Jack Brown, general manager, noncommercial KCSN(FM) Northridge, Calif., retires April 31. Prior to joining KCSN, Brown was director for programing, Armed Forces Radio and Television Service.

Jon McTaggart, executive director, Reading Rehabilitation Hospital Foundation, Reading, Pa., joins Minnesota Public Radio, St. Paul, as general manager. St. Cloud area stations.

Greg Strassel, assistant operations manager, WROK(AM)-WZOK(FM) Rockford, Ill., named operations manager.



The Most Experienced
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Executive Search and Recruitment

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Marketing



Jones

Appointments at Foote, Cone & Belding, Chicago: **Abbot C. Jones**, president and chief operating officer, resigned as of March 23. Norman W. Brown, FCB chairman and CEO, said that position will not be filled for present. **Dale F. Perona**, corporate controller, named chief financial officer and chairman of finance committee. Perona and **Jack Balousek**, executive VP and general manager, FCB/San Francisco, have been nominated to stand election to FCB board of directors in May shareholder meeting.



Lenz

G. Robert Holmén, chairman and CEO, Backer Spielvogel Bates Inc., New York, will retire July 1. **Robert H. Lenz**, partner, named BSB chairman and executive creative director; **Constantine (Dean) Scaros**, executive VP and director of account management, named president and managing director.

Andrew J. Langer, president and creative director, Lowe Marschalk Inc., New York, named CEO. Langer succeeds departing chairman and CEO **Michael S. Lesser**. Title of chairman will be retired and Langer will continue as president and creative director.

Appointments at BBDO, New York: **Peter Harrington**, media planning supervisor, and **Stacy Styles**, associate research director, named VP's; **Cyndi April**, media planner, named media planning supervisor.

Appointments at DDB Needham: **Patricia Winegar**, account supervisor, DDB Chicago, named VP; **Diane Wigger**, media supervisor, J. Walter Thompson, Chicago, joins DDB there in same capacity; **Emily Cohen**, VP and management supervisor, DDB, New York, named senior VP.

Harvey Hoffenberg, senior VP, creative director, BBDO, New York, joins Saatchi & Saatchi Advertising there as executive VP and creative director.

Jeanette Bendtsen, promotion manager, KMOV(TV) St. Louis, joins Bozell, Jacobs, Kenyon & Eckhardt advertising agency, Omaha, as director, broadcast production.

Carla Jo Beasley, account manager, Cochran & Sanford, Memphis-based advertising agency, named VP and director of media services.

Appointments at Blair Television: **Jeff Burnton**, account executive, Blair Television, Los Angeles, named regional sales manager; **Sal**

Appointments at Foote, Cone & Belding, Chicago: **Abbot C. Jones**, president and chief operating officer, resigned as of March 23. Norman W. Brown, FCB chairman and CEO, said that position will not be filled for present. **Dale F. Perona**, corporate controller, named chief financial officer and chairman of finance committee. Perona and **Jack Balousek**, executive VP and general manager, FCB/San Francisco, have been nominated to stand election to FCB board of directors in May shareholder meeting.



Scaros

Tofano and David Bisceglia, account executives, New York, named assistant managers; **Carole Aaron**, account executive, Boston, named sales manager; **Dorothy L. Paulsen**, account executive, Blair Television, Dallas, named account executive, New York.

Programing

Winifred White, VP, family programs, NBC Entertainment, Burbank, Calif., named director, motion pictures for television.

Kenneth J. Arber, VP, program development, MCA TV, Los Angeles, named senior VP, program development.

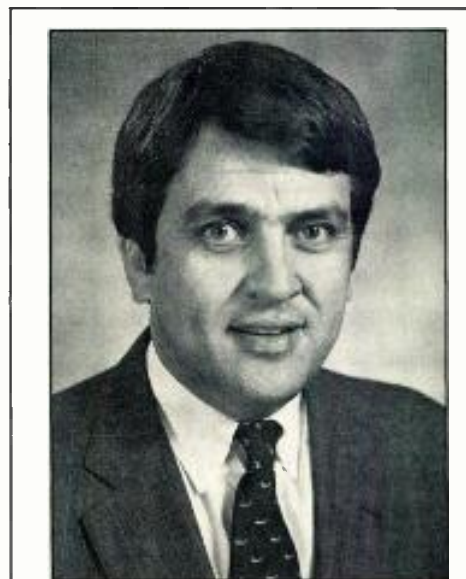
Sandy McGill, director, special markets, Viacom Network Enterprises, New York, named VP, special markets, Western zone, Viacom Network Enterprises.

Victor E. Russek, founder, Russek Associates, communications and marketing company, Albany, N.Y., joins Microband Companies Inc., wireless cable company, New York, as director of affiliate services. Russek will be responsible for coordinating channel acquisition, contract compliance and licensee relations.

Chris Vecchia, producer, *FNN: TelShop*, Fi-



White



Radio days. John C. David, former chairman of National Association of Broadcasters Radio Membership Committee and a member of NAB's Radio Board of Directors, has been named VP, broadcaster congressional relations, a new NAB position. David will watch over NAB's legislative liaison committee; the Television and Radio Political Action Committee (TARPAC), and state association activities. David was owner, executive VP and general manager of KFSB(AM) Joplin and KIXQ(AM) Webb City, both Missouri.

nancial News Network's home shopping service, named executive producer.

Jeanne Gengler Swiacki, sponsorship sales consultant, Nabisco Masters, New York, joins PRISM Cable, Bala Cynwyd, Pa., as affiliate marketing manager.

Sydney McQuoid, director, affiliate relations, Central region, Dallas, Lifetime Television, named VP, affiliate relations, Central region.

Stacey Eisenberg, production assistant, ESPN, Bristol, Conn., named assignment editor.

Carmela Spencer, director of sales, Filmation Associates, Los Angeles, joins Harmony Gold there as director of international television sales.

Joel Cheatwood, news director, WSVN-TV Miami, named VP, WSVN news, and VP of program development, Sunbeam Productions.

Charles L. Hobbs, general manager, WPTT-TV Pittsburgh, joins TPC Communications Inc./Channel One satellite and distribution service, Sewickley, Pa., as VP, sales.

Sandra Hausman, reporter, WFLD(TV) Chicago, joins American Public Radio there as correspondent for American Public Radio's *Marketplace*.

Steven Kabatsky, research manager, Radio Advertising Bureau, New York, joins Sheridan Broadcasting Network there as director of research.

Kevin O'Neil, program director, WBIG(FM) Reidsville, N.C., joins WMIL(FM) Waukesha, Wis., in same capacity.

Bob Clark, air personality, KPSI-AM-FM Palm Springs, Calif., named program director.

Jefferson Wood, program director, WAEB(FM) Allentown, Pa., joins WKSS(FM) Hartford, Conn., in same capacity.

Dan Mitchell, production director, KAZY(FM) Denver, joins KMJ(FM) there in same capacity.

Joe Marion, air personality, WHTZ(FM) New York, joins WYNY(FM) there in same capacity.

Nenja Bale, producer, noncommercial WMBR(FM) Cambridge, Mass., named program director.

Scott Williams, program director, noncommercial KPLU-FM Tacoma, Wash., joins noncommercial KJZZ(FM) Mesa, Ariz., in same capacity.

Phil Collins, announcer, WMBR(FM) Cambridge, Mass., named chief announcer.

Doug Ingold, air personality, KSON-FM San Diego, joins KKY(FM) there in same capacity.

News and Public Affairs

Appointments at NBC News, Washington: **Christie Basham**, senior producer, Washington specials, and executive producer, *Meet the Press*, named senior producer of *Sunday Today* and *Meet the Press*; **Margaret Lehman**, Washington producer, *Today*, named deputy bureau chief, Washington; **Nancy Nathan**, writer and producer, *Today*, named

Washington producer of *Today*; **Brady Daniels**, deputy bureau chief, administration, named director, finance and administration, NBC News, Washington bureau.



Walker

Appointments at CNN, Washington: **Wendy Walker**, senior White House producer, named executive White House producer; **Pam Olson**, correspondent, Capitol Hill, named White House correspondent; **Mary Tillotson**, correspondent, White House, named Capitol

Hill correspondent; **Candy Crowley**, freelance reporter, named general assignment correspondent; **Robert Vito**, bureau chief, Detroit, named bureau chief, Rome.

Appointments at ABC News' new untitled prime time news show, New York: **Betsy West**, senior producer, *Nightline*, ABC News, named senior broadcast producer; **Amy Sacks**, associate coordinating producer, *ABC's Wide World of Sports*, named senior producer; **Ira Rosen**, producer, CBS News' *60 Minutes*, named senior producer in charge of investigative unit.

Phyllis Quail, assistant news director, WJW-TV Cleveland, named director of news and communications; **Grant Zalba**, executive producer, named assistant news director.

Brad Thomas, senior public affairs manager, Foundation Health Corp., Sacramento, Calif., joins KOVR-TV Stockton, Calif., as dayside assignment editor.

Appointments at WICS(TV) Springfield, Ill.: **Don Hickman**, news director, named VP, news; **Les Vann**, reporter, named news director.

Wendell Harris, managing news editor, KSL-TV Salt Lake City, joins KDFW(TV) Dallas as assistant news director.

Joe Corcoran, news director, KCAU-TV Sioux City, Iowa, joins WHBF-TV Rock Island, Ill., in same capacity.

Paul Orgel, anchor and reporter, KMIZ(TV) Columbia, Mo., named news director; **Christine Sciole**, managing editor and producer, named assistant news director.

Appointments at Associated Press Broadcast Services: **Karen Sloan**, reporter, producer and writer, AP Broadcast News Center, Washington, named European coordinator, London; **Steve Katz**, European coordinator, London, named reporter, Washington.

Robert Joffe, morning anchor, KOTV(TV) Tulsa, Okla., named 5 p.m. news anchor.

Adriana Riveria, recent graduate, DePaul University, Chicago, joins WLS-TV there as desk assistant; **Roz Varon**, traffic reporter, WFYR(FM) Chicago, joins WLS-TV in same capacity.

Ken Gullette, news producer, KMTV(TV) Omaha, joins KCAU-TV Sioux City, Iowa, as news director.

Gail Becker, general assignment reporter, KJAC-TV Port Arthur, Tex., joins Sun World Satellite News, Washington, as correspondent.

Michael Capehart, news photographer and editor, WRCB-TV Chattanooga, joins WHEC-TV Rochester, N.Y., in same capacity.

Bob Murray, noon and weekend weather forecaster, WICS(TV) Springfield, Ill., joins WAND(TV) Decatur, Ill., as weather forecaster.

Richard White, news director and anchor, WCMB(AM)-WIMX(FM) Harrisburg, Pa., joins WFAS-AM-FM White Plains, N.Y., as news director.

Terry M. Crosby, stringer, Sheridan Broadcasting Network, New York, joins Voice of America, Washington, as international broadcaster, English news division.

Deborah Allen, overnight newscaster, KCMO(AM) Kansas City, Mo., joins KKJO(AM)-KSFT(FM) St. Joseph, Mo., as reporter.

Reb Porter, production assistant, WIBC(AM) Indianapolis, joins WTPK(FM) there as traffic reporter.

George S. McQuade, producer, 6 p.m. news, KCOY-TV Santa Maria, Calif., joins KGIL-AM-FM San Fernando, Calif., as afternoon anchor and reporter.

Technology



Freeman

Otis Freeman, senior VP, engineering, WPXI(TV) New York, retired April 6. Freeman had been with station since 1948.

Andrew G. Setos, senior VP, broadcast operations and engineering, Fox Inc., Los Angeles, named senior VP, studio and broadcast operations

and engineering.

Keith Fujii, video director, Matsushita Electric Corporation, Secaucus, N.J., named president and chief operating officer of newly formed Panasonic Communications & Systems Company, technical and marketing company.

Vincent H. Roberts, consultant, The Disney Channel, Burbank, Calif., named VP, engineering and operations.

Edward Culkin, engineering and sales manager, General Cable, Denver, joins Dielectric Communications, manufacturer of dry air and pressurization products, Boulder, Colo., as sales manager, dry air products and cable pressurization equipment.

Leland Szklennik, director of education, training and management, Cable TV Montgomery, Rockville, Md., joins Microband Companies Inc., wireless cable company, New York, as technical affairs administrator.

Charles Pontillo, VP, operations and engineering, VCA Teletronics, post-production facility, New York, named VP and general manager.

Karl Paulsen, chief engineer, KTZZ-TV Seattle, joins Digital Post & Graphics there as VP

of engineering.

Ronald Lease, manager, operations and engineering, TPC Communications Inc., production company, Pittsburgh, joins WOWK-TV Huntington, W.Va., as assistant chief engineer.

George Birnbaum, maintenance supervisor, WKS(TV) Jacksonville, Fla., named engineering supervisor.

Clark Rhoads, director of engineering and operations, noncommercial KUED-TV Salt Lake City, named chief engineer for University of Utah's broadcast stations.

Promotion and PR

Appointments at Turner Broadcasting System Inc., Atlanta: **Allison R. Berry**, public relations manager, Turner Network Television, named public relations director, entertainment and sports division; **Kitsie B. Rigall**, senior manager of public relations, news division, named public relations director, special projects, Turner Broadcasting Systems Inc.

George Barber, manager, station relations, Mutual Broadcasting System, NBC Radio Network and Talknet, Arlington, Va., named VP, station relations.

Lenore Ballard, assistant to producer, ABC Sports, New York, named associate producer, promotion.

Andy Crittenden, promotion director, KJEO(TV) Fresno, Calif., joins KRBK-TV Sac-

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Congratulations! James L. Winston (l), executive director and general counsel of the National Association of Black Owned Broadcasters, presents Representative John D. Dingell (D-Mich.), chairman, House Energy and Commerce Committee, with NABOB award for outstanding leadership in communications. Presentation took place at NABOB's fifth annual communications awards dinner, March 23 at the Sheraton-Washington hotel.

ramento, Calif., as director, marketing and promotion.

Sandra Fowler-Jones, director of public service, WTVR-TV Richmond, Va., named director of special projects.

Jane Shayne, director of advertising, marketing and promotion, KTWV-FM Los Angeles, joins WQCD(FM) New York as creative services director.

Maurice Lewis, public affairs officer, Internal Revenue Service, Boston, joins WBCN(FM) there as public affairs director.

Ann Letizi, commercial writer, producer and director, New York Times Cable, Cherry Hill, N.J., joins WPEN(AM)-WMGK(FM) Bala Cynwyd, Pa., as assistant director of advertising and promotion.

Peter Napoli, promotion director, KKDJ(FM) Fresno, Calif., joins XETRA(FM) San Diego, Calif., as promotion director.

Phil Tonken, announcer, promotional spots and live announcements, WVOR(TV) Secaucus, N.J., retired. He joined station in 1948.

Allied Fields

Louis C. Whitsett, chief of legal branch, policy and rules division, Mass Media Bureau, FCC, Washington, joins office of Senator John Danforth (R-Mo.) as minority counsel to Senate Subcommittee on Science, Technol-

ogy, and Space and Senate Committee on Commerce, Science, and Transportation.

George Vradenburg, VP and general counsel, CBS Inc., New York, named senior VP, general counsel and secretary, CBS Inc.



Vradenburg



Rattner

Steven Rattner, managing director, Morgan Stanley & Co., New York, joins Lazard Freres & Co., there as general partner. Rattner will continue to work with communications groups and will head new group providing advice and financing.

Ed Bell, managing editor, WNEV-TV Boston, named president-elect of Associated Press Broadcasters board. APB board is composed of 22 directors, elected by AP member radio and television stations.

Patrick W. Guy, director of business affairs, CBS News, New York, joins Lifetime Television there as VP, business and legal affairs.

Kipp Rogers, entertainment lawyer, Paul, Weiss, Rifkind, Wharton & Garrison, Los Angeles, joins Home Box Office there as director, business affairs.

Salvatore C. Giusto, assistant director, ABC sports accounting, ABC, New York, named director, ABC sports accounting.

Sherwood Ross, former reporter, and talk-show host, WOL(AM) Washington and, most recently, consultant to Mayor's office, New York City, is opening Sherwood Ross Associates, Lawrenceville, N.J.-based consulting firm, to create public service programs for urban area radio stations.

Deaths



Biggar

George C. Biggar, 90, veteran broadcaster, died March 19 at Fargo (N.D.) Nursing Home. He had Parkinson's disease. Biggar began his career in 1924 as broadcaster with WLS(AM) Chicago. Station was then owned by Sears Roebuck & Co. From 1925 to 1929 Biggar

helped establish Sears stations WFAA(AM) Dallas; WSB(AM) Atlanta and KMBC(AM) Kansas City, Mo. In late 1920's, farm newspaper *Prairie Farmer* purchased WLS, and Biggar returned to station as continuity director. In 1931 he was named program director. As program director, Biggar hired and developed several radio personalities, including Uncle Ezra, Lulu Belle and Scotty, Hoosier Hot Shots and Henry Burr. Biggar helped establish *National Barn Dance* program sponsored by NBC. He was also part of WLS's famous broadcast of 1937 *Hindenburg* disaster. In 1938, Biggar went to WLW(AM) Cincinnati as rural program director, and later became program director. From 1945 to 1948 Biggar was general manager of WIBC(AM) Indianapolis and KCRG-AM-FM Cedar Rapids, Iowa. In 1948 he returned to WLS Chicago as director of *National Barn Dance* and creative programming director. In 1953, Biggar purchased WLBK(AM) DeKalb, Ill., where he remained as owner and manager until his retirement in 1965. Biggar received Meritorious Service Award of National Association of Farm Broadcasters. He was past president of Illinois and Indiana Broadcasters' Associations. He was also member of Society of Broadcast Pioneers. Biggar is survived by his daughter, Betty, two sons, George and Gordon, 11 grandchildren and 11 great-grandchildren.

Shirley E. Conover, 66, assistant secretary, Storer Communications Inc., Miami, died March 25 of cancer at her home in Miami Shores, Fla. Conover joined Storer in 1951 when company was known as Storer Broadcasting Co. and located in Birmingham, Mich. In 1953 she relocated to Florida when company moved its corporate offices to Miami. In 1958 she became manager of records, and was named assistant secretary in 1973. Conover retired in 1988 after 37 years with company. Survivors include her husband, David, and one brother.

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John Ryan: Calling the plays at Worldvision

During his college career at the University of Wisconsin, Madison, John D. Ryan was the school's starting quarterback for three years. He has since traded in his uniform for a business suit, but as president and chief executive officer of Worldvision Enterprises Inc., one of the world's biggest distributors of television programming, Ryan continues to lead his team in a field of increasing competition, shifting momentum and high stakes.

The Wauwatosa, Wis., native, whose speech is sprinkled with sports and games imagery, took on his current position in January 1988, having risen through the Worldvision ranks since starting at the company—then known as ABC Films Inc.—in 1971 as Midwest account executive in the Chicago office.

Prior to his 18-year corporate climb, however, Ryan got his first television job in 1969 as a student intern at WTMJ-TV, Milwaukee's NBC affiliate. A plum assignment. Ryan remembered fondly, helped solidify his career plans. "One of my first tasks at WTMJ-TV was as an official escort in Milwaukee for a couple of weeks for Miss Australia," said Ryan, "who happened to be Miss International at the time. That seemed like pretty good duty. I considered going to law school, but this kind of cemented my decision not to."

Upon graduation, Ryan "beat the bushes" in Chicago, and in 1970 joined the Edward Petry Co. there as an account executive. After about a year he made the move to ABC Films, which became Worldvision Enterprises in 1973 as a result of FCC regulations restricting networks from distributing television programming. Since that time, the company and Ryan have moved through many incarnations.

Ryan was named vice president of Worldvision's newly formed Chicago office in 1974, and made the move to New York in 1980 to become vice president, Eastern division. In 1982 he was named senior vice president, domestic sales, overseeing all of Worldvision's program sales in the U.S., and held this position until becoming president and chief executive officer last year.

Worldvision, meanwhile, was a privately held corporation until its acquisition by Taft Broadcasting in September 1979. In October 1987 the company was acquired by the Great American Broadcasting Co. as part of its buyout of Taft. Last summer, Worldvision merged with Aaron Spelling Productions, a deal that received final approval Feb. 28. Under the terms of the agreement, Spelling Entertainment Inc. was formed. It is 50% owned by GACC, 30% owned by Aaron Spelling and 20% publicly traded. Its subsidiaries include Worldvision, Laurel



JOHN DAVID RYAN—President and Chief Executive Officer, Worldvision Enterprises, New York; b. Aug. 4, 1947; BA, University of Wisconsin, Madison; intern, WTMJ-TV Milwaukee, 1969; account executive, Edward Petry Co., Chicago, 1970-71; Midwest account executive, ABC Films Inc., Chicago, 1971-74; vice president, Worldvision's Chicago office, 1974-80; vice president, Eastern division, New York, 1980-82; senior vice president, domestic sales, Worldvision, New York, 1982-88; present position since Jan. 1, 1988; m. Cynthia Godwin, June 30, 1984; children—David, 4; Jack, 2; Ann, 4 months.

Entertainment and Spelling Productions.

All this moving and shaking has left its mark on Ryan and Worldvision. "When Taft was dissolved, a source for our product pipeline dried up," said Ryan. "For the past several years we've really not been as actively involved in seeking projects as we might have been had we been either on our own or allied with another company. With the alliance of Spelling and our renewed dedication to seeking and acquiring new product, we are a company that has had a new beginning, a new birth."

Worldvision per se has never been in the production business, having concentrated its energies on distributing for independent television producers. Now, Ryan and his new co-owned production companies, which also include Great American subsidiaries Hanna-Barbera Productions and Ruby Spears Productions, are gearing up "to compete with the studios and the very best in the business as an all-encompassing medium, a distribution-production company."

Among Worldvision's first-run syndication entries for fall 1989 is *After Hours*, a strip produced by Alta-Loma Productions in association with Tri-Crown Productions, which Ryan describes as a "theme park for the mind; it might be thought of as *Lifestyles of the Rich and Famous* meets MTV." Also in first-run is the weekly *Your Home* (which will undergo a title change,

according to Ryan), a home improvement show designed to be advertiser intensive.

"For an independent producer who doesn't want to be tied to a studio, we're the ideal alternative," said Ryan. "We can cover a producer's deficits as well as provide a strong international and domestic sales and marketing network. And, by staying away from a studio, he gets to keep a bigger piece of the pie. There aren't that many strong independent distributors out there, and that puts us in the enviable position of being sought out by producers."

Worldvision is also looking into international co-productions, as well as the packaging of theatrical films. Internationally, it includes such shows as *Dallas*, *Highway to Heaven* and more than 4,000 half-hours of Hanna-Barbera animation. On the domestic front, Worldvision distributes 24 half-hours of Hanna-Barbera product, *Throb*, *Little House on the Prairie*, movie packages, specials and mini-series.

Ryan also expects to see five pilots later this year from Spelling, as well as a half-hour sitcom from Hanna-Barbera. "We have a lot of things cooking now," he said. "The pot is boiling. If you get up to bat enough, eventually you get a few hits. You can't hit a home run every time."

During the course of his Worldvision tenure, Ryan has seen the art of the deal change in significant ways. "When I started out," he said, "it was very much a horse-trading business, especially on the syndication side. Over a few cocktails, a general manager could make a deal. Now you won't find that."

"Research has become much more important. There are vast amounts of money that are gambled, so when you commit those large sums you better have backup research to justify the expenditures."

Ryan is an "outstanding leader," according to long-time colleague Bert Cohn, Worldvision's executive vice president and chief operations officer. "John demonstrates the most important facet of business, which is listening," Cohn said. "He listens well, understands well, and doesn't make quick decisions without evaluating them first. I think that is a very good benchmark for a CEO."

Ryan's belief that "the strong will survive" translates not only as a business ethic but a personal creed. Although this past year's business activity has kept him away from sports more than he would like, Ryan enjoys a good game of basketball or racquetball, and, as a member of the New York Athletic Club, has in the past won its all-around athletic competition.

As for his future with Worldvision: "I certainly have invested a lot of time here," he said, "and I've been through the highs and lows. As an individual I'm very bullish and optimistic about the future, because I think we have all the puzzle pieces now in place." □

NBC-TV last week dropped its affiliate of 40 years, WROC-TV Rochester, N.Y., to switch to CBS affiliate WHEC-TV. John Damiano, VP of operations for NBC affiliate relations, attributed switch to WROC-TV's poor ratings performance in news: "We are trying to make network news better, and this is part of that effort." The February Arbitron results for 68th market show early news led by ABC affiliate WOKR with 23 rating/43 share; WHEC-TV second with 14/27, and WROC-TV with a 3/6. NBC numbers show WROC-TV up 5% in household prime time delivery for February, compared to national average of 4%. All three affiliates are VHF stations with antennas at same location. Ralph Becker, managing general partner of WROC-TV's parent, Television Station Partners, acknowledged station provided poor ratings lead-in to *NBC Nightly News*, but defended operation's journalistic quality and added: "There must be a hidden agenda. NBC has been talking about the importance of clearances and yet they switch to a station that last year preempted CBS for 86¾ hours; our preemptions of NBC were only 24 hours." Move still leaves WHEC-TV parent, Viacom, with two CBS affiliates; it already has two NBC affiliates. WHEC-TV General Manager Arnold Klinsky said that serious affiliation negotiations had been going on for month. Klinsky said WHEC-TV hopes to switch in time for start of fall season, but that decision rests with WROC-TV and CBS.

Leo Burnett ad agency, largest single buyer of barter time, **has made its first buy for 1989-90 syndication season**, with \$2.4 million commitment for 233 units in off-network *Highway to Heaven*, one of two off-network series with barter time (other being *Cosby*). Burnett, representing such clients as Kellogg and Pillsbury, has option to buy up to 520 units, about 20% of availabilities in Genesis-distributed *Highway*. Genesis is guaranteeing 4.0 national rating for program, cleared primarily in early fringe. *Highway* has currently cleared 60% of country, with Genesis projecting 80% clearance by fall.

Federal Broadcasting has reached **definitive agreement to sell its WMCA(AM) New York to Salem Communications for \$15 million**, according to station General Manager Frank Oxarart. Deal coincides with Salem sale of religious-formatted WNYM(AM) New York to Radio Vision Christiana Management Corp. for \$13 million. Talk format at WMCA(AM) is expected to remain with slight variations, said Oxarart.

Nielsen issued **February 1989 Cassandra syndication ratings report**. Top 10 shows (with 50% coverage or more) and average rating: *Wheel of Fortune* (17), *Jeopardy* (14.3), *Cosby Show* (12.1),

Looking for compromise

In the face of the increasing unlikelihood that a single, worldwide HDTV production standard will be adopted, CBS Inc., which has advocated the 1,125/60 SMPTE 240M standard, is proposing compromise with the Europeans who support the rival Eureka-95 1,250/50 system. At the same time, he is advising the State Department, which represents U.S. broadcasters in the International Radio Consultative Committee (CCIR), not to give up the ultimate goal of a world standard.

In a letter to Secretary of State James Baker, Joseph Flaherty, CBS vice president and general manager, engineering and development, said that during CCIR meetings in Geneva next month, the U.S. should try to come to agreement on as many HDTV production system parameters as possible. Then, rather than pushing for adoption of 1,125/60 as a world standard next year during the CCIR plenary meeting (which marks the end of the group's four-year study period), the U.S. should delay selection of a world standard until the 1994 plenary session.

*Oprah Winfrey (11.8), Star Trek: The Next Generation (9.9), Current Affair (8.4), Donahue (7.9), Family Feud (7.9), Night Court (7.9), and Entertainment Tonight (7.8). By comparison, February 1988 results: Wheel (18.8), Jeopardy (14.4), Oprah (11.6), Donahue (8.4), People's Court (8.4), Win. Lose or Draw (8.2), Family Ties, (8.1), Cheers (7.6), M*A*S*H (7.5) and Entertainment Tonight (7.0).*

National Association of Broadcast Employees and Technicians held local "informational" meetings last week to review final contract proposal from ABC. Union will vote on ABC proposal beginning April 17 with results to be announced May 3. While NABET negotiating committee has recommended against acceptance of ABC proposal, strike authorization is not being sought in vote, said John Krieger, assistant to union's network coordinator. Krieger said for proposal to be accepted, it must be approved, in simple majority vote, by all of union's 19 units.

FCC may act during full meeting this Wednesday (April 12) to change rules on AM signal emissions **by mandating observance of National Radio Systems Committee standards**. Commission has proposed either implementation of NRSC-1 audio standard,

Justice sees no problems with Time, Warner merger

The Department of Justice has cleared the way for the proposed merger of Time Inc. and Warner Communications Inc. into what will be world's largest media and entertainment company. Charles F. Rule, assistant attorney general in charge of the antitrust division, said the department had concluded that the merger, announced last month, is not likely to reduce competition substantially in any relevant market.

The proposal has had its critics. Senator Howard Metzenbaum (D-Ohio), chairman of the Senate antitrust subcommittee, who is to hold hearings on the matter this week, had asked the Justice Department to conduct "a thorough investigation" when the merger was announced. He said at the time that the two companies own "premium cable programming" providers and major chains of cable systems. The ability of the merged entity to control both the delivery system and the content of programming "poses the greatest threat to consumers," since they would have "no protection against unrestrained price hikes." He also said the new vertically integrated entity could deny programming to competitors.

But Rule said the department had found no basis for concern

after examining the horizontal and vertical effects of the merger in a number of markets, including motion picture production and distribution, cable television programming and distribution systems, record and magazine distribution, music publishing and magazine and book publishing. "We determined," he said, "that the merger would not violate Section 7 of the Clayton Act in any of these markets, and we would not sue to enjoin the transaction." The merger is to be accomplished by an exchange of stock, with Warner shareholders exchanging each of their shares, in a tax-free transaction, for 0.465 shares of Time stock.

Rule's statement did not appear to ease the concerns of the the Wireless Cable Association, which competes with cable and which was the only industry to appear in opposition to the proposed merger when the House subcommittee on economic and commercial law held a hearing on it, last month. "It's not surprising that this Justice Department approved the merger," said Nick Allard, counsel to the association. "We would have hoped it would take a more careful look, at least with respect to the cable aspects of the merger to assure itself that the deal will not harm consumers or potential competitors."

limiting input into AM transmitter to 10 khz, with NRSC-2 "RF mask" standard, which would limit emissions from transmitter, or making NRSC-2 compliance mandatory only, with assumption that NRSC-1 implementation would insure NRSC-2 compliance. NAB and others during comment round supported immediate implementation of NRSC-1 with eventual adoption of NRSC-2 after further development of system. At the direction of Congress, the FCC is also expected to launch notice of inquiry on imposing syndicated exclusivity rules on distribution via satellite of broadcast signals to home dishes.

Telco entry into television will not be part of upcoming debate on legislation Representatives Al Swift (D-Wash.) and Tom Tauke (R-Iowa) are expected to introduce this week that would preempt U.S. Judge Harold Greene's regulatory control over Bell operating companies and transfer that authority to Congress. Measure would also eliminate barriers that prevent BOC's from manufacturing equipment and from getting into information services business. Lawmakers will make it clear that information services do not include video, according to sources close to bill. Both NAB and NCTA let Swift and Tauke know they were concerned about matter.

Independent **KHJ-TV Los Angeles**, represented by Blair Communications, is **listening to rep presentations** this month from Seltel and MMT Sales. Neither station currently represents Los Angeles station. KHJ-TV changed hands last year with purchase by Walt Disney Co.

Cable and radio programmer **United Video last week exercised options on seventh and eighth GTE Spacenet transponders**, adding C-band and Ku-band transponders on GStar 1 and Spacenet III, latter now "practically sold out" 13 months after launch, said GTE.

KABC(AM) Los Angeles filed lawsuit against competitor KFI(AM) over use of "talk radio" label. Longtime talk station KABC accused format newcomer KFI of trademark infringement in suit filed April 3 in U.S. District Court in Los Angeles. Hearing is scheduled today (April 10) to consider possibility of temporary restraining order against KFI. KABC(AM) offered no comment, while KFI spokesman said suit is "like Minute Maid trying to go around and say they own the words 'orange juice.'"

NBC has given 13-episode commitment to 20th Century Fox Television and Patchett-Kaufman Entertainment for half-hour comedy, Working Girl, series based on same name as recent feature film. Show, which will star Nancy McKeon, formerly of *The Facts of Life*, is set for fall premiere.

Thomas B. Cookerly, president of broadcast division of Allbritton Communications Co., Washington-based group owner of five TV stations and two newspapers, will resign effective June 1 after 17 years with company. Widely known in industry, Cookerly was chairman of Television Bureau of Advertising, headed ABC affiliates board of governors and remains on board of Association of Maximum Service Telecasters. Before taking over broadcast division post he was president and general manager of WJLA-TV Washington. Joe Allbritton, head of media group, praised Cookerly stewardship, noted he would remain available as consultant. Cookerly is expected to open own broadcast business, will explore TV ownership possibilities.



Orion Pictures has signed long-term pay-per-view distribution agreement with Request Television, which is owned by Reiss



C-SPAN boosters. The Cable-Satellite Public Affairs Network celebrated its 10th anniversary last week with a dinner for 150 guests in Washington. Among those present were (l-r): former White House Office of Telecommunications Policy chief Clay Whitehead, who was instrumental in C-SPAN's new satellite deal; former congressman Lionel Van Deerlin, who pushed for televising the House during his tenure as Communications Subcommittee chairman; his daughter, Elizabeth; C-SPAN Chairman Brain Lamb, who worked at OTP; Continental Chairman Bud Hostetter, incoming chairman of C-SPAN's executive committee; United Cable Chairman Gene Schneider, outgoing executive committee chairman; John Saeman of Medallion Partners, and Robert Rosencrans, president, Columbia International.

Media Enterprises. Upcoming Orion titles include "Mississippi Burning" and "Dirty Rotten Scoundrels." Other film companies distributing product through Request Television include Columbia Pay Television, MGM/UA, New World, Paramount, 20th Century Fox, Universal, Walt Disney and Warner Bros.

Frank Boehme, former ABC Radio vice president in charge of West Coast sales, last week was **awarded close to \$1.5 million** in six-year-old unlawful termination suit against company. Federal District Court in Los Angeles ruled April 3 that Boehme, 59, would be awarded \$1.34 million for lost wages and \$150,000 for mental anguish suffered as result of his Nov. 16, 1982, firing. Boehme said he had worked as sales manager for ABC since 1968, spending his last seven years there as vice president.

Half-dozen American and British TV companies have formed consortium to introduce barter TV advertising to European broadcasters. ABC, MGM/UA, D.L. Taifner and UK broadcasters Central, Thames and Yorkshire will detail plan in New York (April 12).

Sony Corp. of America named Charles A. Steinberg president, business and professional products group, as part of corporate restructuring. He and two others were named to new level in the executive hierarchy, "product group presidents." Steinberg was executive vice president in charge of broadcast and other nonconsumer equipment sales for Sony. Product group presidents will report to four-man Sony Corp. of America executive committee, headed by company's president, Neil Vander Dusen. Restructuring is reaction to company's growth and is also strategy to improve marketing of telecommunications and computer products. Four Sony subsidiaries will report to Steinberg: Sony Communications Products Co., headed by Richard Wheeler; Sony Advanced Systems Co., headed by William Connelly; Sony Telecommunications Systems, headed by Shin Takagi, and Sony Computer and Peripheral Systems. Steinberg is currently acting president of computer company. Communications Products Co. handles sales of all broadcast and professional tape machines, cameras, editing systems, monitors and new areas Sony is entering this year, such as video switchers and effects machines. Advanced Systems Co. is involved in high-tech products, including high-definition television equipment.

Editorials

It began with Sarajevo

An ear to the ground in Washington last week could detect some distant rumblings. Not yet ominous, mind you, but perceptible just the same. Their implied threat: a reopening of hostilities between the broadcasting and cable industries. Or, a rip in the delicate fabric that has papered over the deep divisions between the two. Having argued so long for comity, we'd hate to see things come unglued.

The most specific case in point: a declaration by the National Association of Broadcasters that it will seek reregulation of the cable industry. At a time when those two forces are conducting what appear to be salutary negotiations over must carry, it must be a matter of some alarm to hear the threat of a second front.

So far, cable hasn't responded in kind. Indeed, the new NAB position, advanced by President Eddie Fritts, came as the National Cable Television Association decided not to challenge the FCC's syndex decision—good news of sorts to broadcasters—and not long after NCTA President James Mooney had extended an olive branch on must carry in a speech to the Washington Metropolitan Cable Club. Last week, Mooney declined the opportunity to respond to the Fritts remarks.

There are others in the act, of course. Preston Padden, president of the Association of Independent Television Stations, has long held a belligerent position toward cable—one that may make it more difficult for the NAB to opt for statesmanship instead of war.

It is indicative, we fear, that the NAB's background characterization of its new position had escalated twice by the end of last week: from "we *may* call for reregulation" to "we *will* call for reregulation" to "we've got the clout to make reregulation stick." With rhetoric like that, peacemakers could get swept away.

End of an era?

Things aren't likely to be the same once Dennis Patrick exits the FCC, and that's a shame. Between him and his predecessor, Mark Fowler, broadcasters and other Fifth Estaters have had the best telecommunications policy run of their lives. Indeed, from this magazine's point of view, Patrick and Fowler were the answers to prayers sent up from this editorial page for half a century, and never before answered.

This being the Ironic Age, neither Patrick nor Fowler were as appreciated by their beneficiaries as they might have been. Perhaps because neither acted as a benefactor: they took the positions they did not to confer favors on constituents but because they believed so fiercely in the First Amendment and in the free enterprise system. They were accused of being ideologues, but an examination of their work reveals an appreciation for pragmatism as well.

As so often in history, it is for a person's greatest work that he is most maligned. In the case of Dennis Patrick, that is clearly his decision—and that of a unanimous FCC—to declare the fairness doctrine unconstitutional. If all goes well with the universe, that position will ultimately become the law of the land. If it does, the First Amendment will have survived its greatest challenge in two centuries; if it doesn't, and if governmental oversight becomes the new American way, the course of history will be changed forever. In either event, Patrick is due much of the credit and none of the blame; not a bad verdict from history.

The action on fairness was almost the first thing Patrick did

upon taking office, and it will haunt him beyond his leaving. Those who have historically opposed the extension of First Amendment rights to broadcasting vented all their fury on him and on the agency he heads. Seeking primarily to punish, they kept the FCC below full strength—in terms of personnel and funding—for almost two years. Patrick's finest hour was one of their worst.

(The FCC chairman was not alone as the Fifth Estate's First Amendment champion during this period. It was Ronald Reagan's veto of the first fairness doctrine bill that made it possible for the Patrick FCC to act, and the threat of another veto that sidelined a second congressional attempt to have its way with the broadcast media. That unexpected presidential resolve also played a part in helping change history, and should have broadcasters ever in his debt.)

Fairness was not Patrick's only contribution to the electronic common weal; those on the common carrier side of the aisle may accord price caps a higher priority. But there was a consistency among his efforts that spoke of his respect for property rights, whether real or intellectual, and his faith in market power over media manipulation. Syndex came out of that, as—given more time—would have some course correction in the compulsory license.

The Reagan Years will be a hard act to follow at the FCC.

A little bit of heaven

The subject of a letter to the editor (BROADCASTING, April 3) is worth note if only as a clip for the "Wouldn't It Be Nice" file.

After the Republic of Ireland privatized commercial broadcasting in 1988, according to the letter's author (consulting broadcast engineer John Battison), a pirate broadcaster, WKLR Cork County, wanted to be on the up and up and filed for seven FM stations. There were seven other applicants competing for the stations. Hearings took 30 minutes per applicant, with 20 minutes for questioning. WKLR was granted the licenses. From filing to grant, the process took three weeks, and all without benefit of lawyers.

The broadcast regulation of a country slightly smaller than South Carolina, with a population roughly half that of New York City, is hardly comparable to the massive traffic direction required of the FCC. But next to the procedural encumbrances that can keep potential U.S. broadcasters in limbo, and attorneys on retainer, for years, the apparent expeditiousness of the Irish Republic's broadcast licensing process is certainly an appealing, if anachronistic, model. U.S. broadcasters should be so lucky.



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