

# Broadcasting Sep 3

Incorporating Broadcasting / Cable

59th Year 1990

## RADIO 32

*Mideast coverage:  
Radio rolls when  
cameras can't*

## TELEVISION 27

*Whither INTV?;  
King World backs  
Iraq-bound Jackson*

## CABLE 38

*Cable in classrooms:  
Teaching teachers  
and the systems*

## WASHINGTON 50

*No need to replay  
three-year rule: court;  
Bush OK's TV Marti*

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Vol. 119 No. 10

FROM NOW 'TIL 1991  
What's in store  
for  
Fifth Estate

# With most cassette make countless system, and manually And they call th

When you think of auto-  
mated cassette systems,  
manual labor isn't usually the first thing that comes to mind.  
But fact is, some systems can create more work than they



*Variable Cut systems are kind  
enough to warn you about  
potential problems. But you'll  
have to correct them yourself.*

eliminate. Especially systems that  
use what we call a "Variable  
Cut" method of automation.

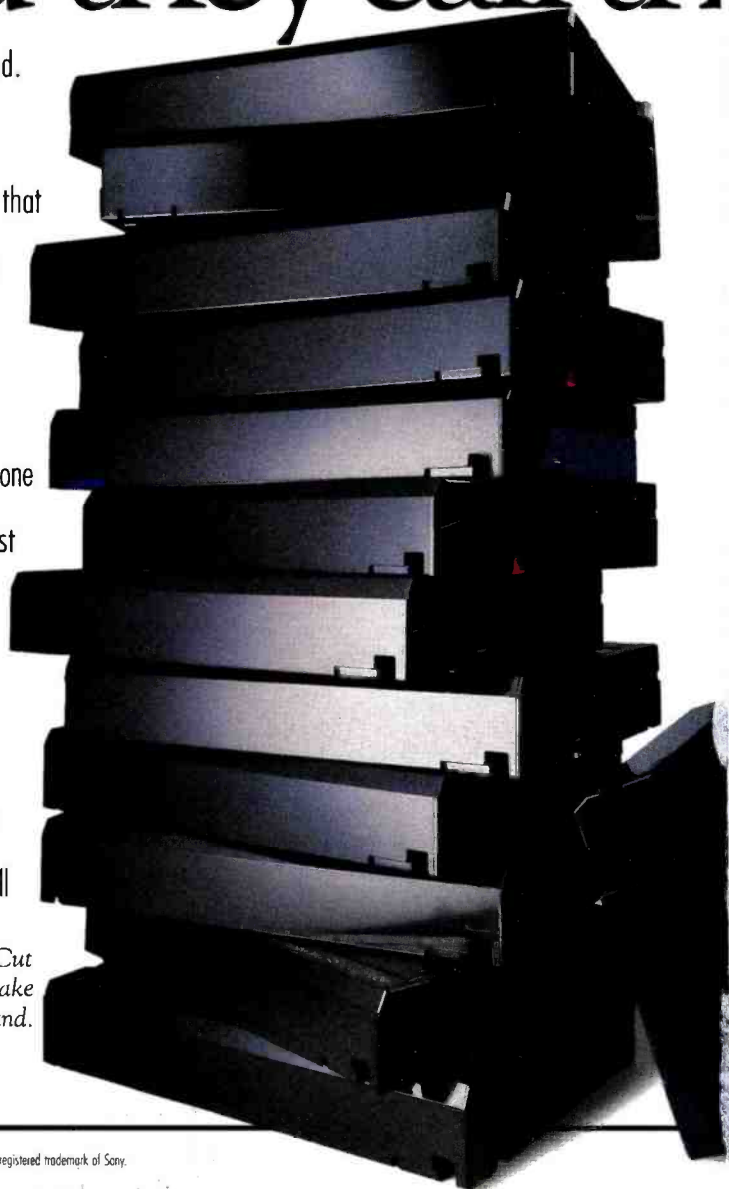
A Variable Cut system  
allows you to put more than one  
spot on each cassette. A method of automation which at first  
may seem quite efficient. But when compared to Sony's  
advanced multi-cassette systems, a Variable Cut system is  
actually rather labor-intensive.

To begin with, a Variable Cut system requires you to  
make dubs manually. With Sony's multi-cassette systems, all  
you have to do is push a button.

And it will automatically make

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

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



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

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

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



*With a Variable Cut system, tape wear can become a visible problem.*



Cut system. But we don't want to belabor the point. So call 1-800-635-SONY for more information. Because if your multi-cassette system is really working, then you shouldn't be, too.

Usually by making more dubs than you bargained for.

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

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



There are many other ways Sony's multi-cassette systems are easier to use than a Variable

and the system files them. Automatically.

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

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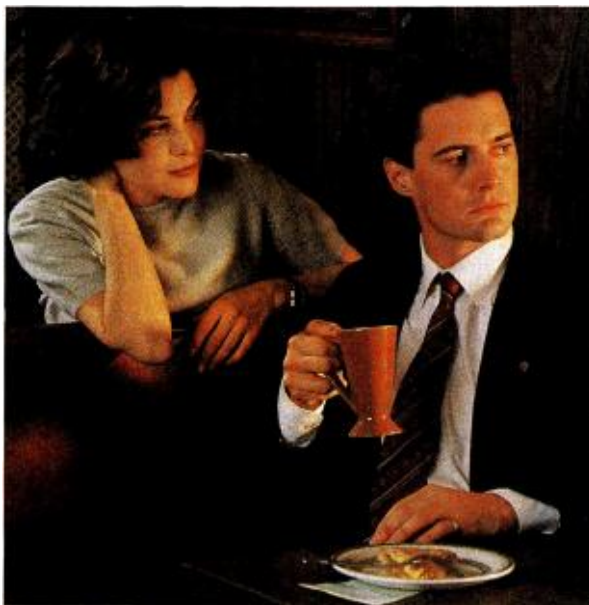
# THIS WEEK

## 19 / ROAD TO '91

BROADCASTING previews what are likely to be the top developments across its beats from now until the end of the year in cable and broadcast programming, business, satellites, Washington and radio. Among the contenders: Responding to the challenge of competition, the broadcast TV networks will be offering more than 30 new shows during the 1990-91 season; the lack of channel capacity on cable systems isn't stopping new services from launching, and, despite the tentative international situation, the Radio Advertising Bureau is sticking with its projection of 5% revenue growth.

## 23 / GETTING THE MESSAGE BACK

Since Iraq's Aug. 2 invasion of Kuwait, ABC, CBS, NBC and CNN have used a combination of variable-time-period leases of Intelsat and Arabsat capacity, coordination with telecommunications ministries in the Middle East and transportable 'flyaway' uplinks to get precious video home. CBS's experiences leading up to an Aug. 29 interview with Saddam Hussein illustrated the networks' evolution from depending on local governments and facilities (and on booking satellite time on short notice), to creating round-the-clock paths from their own uplinks in Amman to operations centers in New York by late last month.



'Innovation' is the byword of the 1990-91 TV season, due in great part to the 'Twin Peaks' phenomenon and the increasing visibility of the younger-skewing Fox (page 19).

## 25/ IN THE PICTURE

Many associated with the Fifth Estate are optimistic that a committee of federal judges' recommendation to conduct a three-year experiment allowing the use of cameras and microphones in some federal district and appellate courts could open the door for introducing cameras in federal criminal trials and at the Supreme Court. Said C-SPAN's Brian Lamb: "The Peckham decision bodes well for the future of television in the courts. It's a first step."

## 27 / THEY SHALL NOT RETURN

Some syndicators have decided not to return to next

year's Association of Independent Television Stations convention; others plan a substantially reduced presence. Among the reasons cited: the INTV show's proximity to NATPE and lessened demands for syndicated fare by independents-turned-Fox affiliates.

## 28 / JACKSON'S SADDAM HUSSEIN INTERVIEW

King World said it will finance the Rev. Jesse Jackson's trip to the Middle East to interview Iraq's Saddam Hussein. Any footage from a meeting with the Iraqi leader and/or the American hostages will air on King World's syndicated *Inside Edition*.

## 32 / THE WORLD OF RADIO

While their TV counterparts lamented the lack of visual coverage of the crisis in the Middle East, coverage by the major radio networks and a number of major market all-news radio stations suffered only slightly. Unlike the TV journalists, radio also had the advantage of traveling light, usually encumbered only by a tape recorder and microphone.

## 36 / HEADING TO BOSTON

Broadcast equipment manufacturers have booked a record 40,800 square feet of space at the National Association of Broadcasters Radio '90 conference in Boston, Sept. 12-15, where topics such as the availability of financing, formats, ethical business decisions, a digital radio seminar and the effects of debt and leverage on station operations are among the topics scheduled for discussion.

## 38 / CABLE IN THE CLASSROOM

The cable industry's education initiative was launched last year to provide teachers information on programing they may wish to use in their curriculums. Today it includes 19 programing networks and 33 MSO's representing more than 77% of the industry.

## 41 / OLYMPICS PACKAGING

Cablevision and NBC are offering cable systems a

choice of packages for the summer 1992 pay-per-view Olympics. However, operators will pay the same amount per subscriber, no matter which PPV package they choose.

#### 43 / INTERACTIVE TV WAY

Canada's Andre Chagnon, Lew Groupe Videotron's chairman, president and chief executive officer, predicts that an interactive television service called Videoway will increase cable's penetration in Canada and help equalize international and domestic operations for Canadian MSO's.

#### 46 / 21ST CENTURY CABLE TELEVISION

Cable industry experts appearing at a Washington technology seminar gave a clear picture of the sort of equipment system operators will be using 10 years from now, and of the new services cable subscribers will receive.

#### 48 / INDUSTRY SEEKS DAB SPECTRUM

An industry group advising the FCC on policy for the 1992 World Administrative Radio Conference has identified seven potential bands for digital audio broadcasting services. Some of the



Getting the story back from Iraq (page 23).

suggestions are already under heavy fire.

#### 50 / THREE-YEAR RULE STILL OUT

The U.S. Court of Appeals in Washington has upheld the FCC's repeal of the three-year anti-trafficking rule, saying it is not inherent in the Communications Act of 1934 and that the commission acted properly last year in declining to launch a rulemaking to reinstate it.

#### 51 / MONEY FOR TV MARTI

Despite objections from broadcasters, President Bush has signed an order releasing \$16 million in

federal funds for the continued operation of the United States Information Agency's TV Marti. According to a statement by White House spokesman Marlin Fitzwater, the service "is an integral part of U.S. policy to provide free access to information for people who are denied that right."

#### 52 / PICK ONE

An update of a just-released Petry Television Inc. study shows that the trend toward stations using either Arbitron or Nielsen—but not both—is continuing. Since last November, the percentage of stations subscribing to both research services has dropped 3% to 48%, with Nielsen holding a slight edge in clients.

#### 53 / THEY LIKE TO WATCH

A study from ABC says that television viewing by 62 million adults on summer vacation is not being measured. According to the study, 43% (79 million adults) are away from their homes on vacation, and the average vacation viewer watched about three hours of television daily over six days. ABC said that the uncounted viewers are worth between \$90 million and \$180 million in advertising revenue.

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#### INDEX

Advertisers Index.....	78
Business.....	52
Cable.....	38
Changing Hands.....	54
Classified Advertising.....	65
Closed Circuit.....	6
Datebook.....	10
Editorials.....	82
Fates & Fortunes.....	75
Fifth Estate.....	79
For the Record.....	60
In Brief.....	80
International.....	43
Masthead.....	16
Monday Memo.....	17
Open Mike.....	14
Programming.....	27
Radio.....	32
Ratings Roundup.....	31
Satellite.....	44
Stock Index.....	57
Technology.....	46
Top of the Week.....	19
Washington.....	50



Courtroom doors are opening for TV and radio (page 25).



# CLOSED CIRCUIT

## Washington

### Word on wireless

FCC Chairman Alfred Sikes hopes to bring wireless cable rulemaking to vote at Oct. 11 open meeting or, if there is slippage, Nov. 8 meeting. Most of proposed rules are technical and procedural; all are aimed at making wireless cable (MMDS, ITFS, OFS) more viable competitor to cable. In adopting rulemaking, FCC also proposed banning common ownership of wireless cable and conventional cable in same market—measure that drew fire from National Cable Television Association. However, officials in Mass Media Bureau who are writing order are now concerned that crossownership ban may be counterproductive to goal of promoting wireless media. Some wireless cable operators with cable systems will not compete with themselves, but they could compete with other cable systems in adjacent franchises.

### Cable stable

Cable industry is looking to Senate Commerce Committee member Ted Stevens (R-Alaska) to take lead role in its effort to water down Senate cable reregulation bill and bring it to floor in form that all can support so it can win swift passage, according to cable sources. Other Commerce Committee members said ready to go to bat for cable include John Kerry (D-Mass.) and Bob Packwood (R-Ore.).

### First in line

FCC Commissioner James Quello has been picked to undergo drug tests under ran-

dom testing program agency began implementing last month pursuant to executive order. Conservative 76-year-old Democrat was not complaining, however. As long as subjects are chosen at random, he said, he has no objections to cooperating. But, he added, "It's kind of wasteful on me—I think."

### Shop squawk

Home shopping cable service QVC Network has written National Cable Television Association board protesting provision in House bill that would help Home Shopping Network-affiliated broadcast stations gain must-carry status. Amendment by Representative Bill Richardson (D-N.M.) gave break to minority and ethnic-language stations on viewing standards, but Republicans added language to include special-format stations that provided programming not seen on other stations. HSN, along with religious and other stations that couldn't meet viewing standard, would thus be included in

pool of stations for possible carriage for systems that had, for instance, 10 must carry slots and only seven qualified signals standards.

One cable source at large MSO said provision is "profoundly unacceptable," saying 11th hour addition to benefit shopping stations was not contemplated in broadcast-cable compromise on must carry, which is separate from amendment. QVC pointed out that cable systems that already carry HSN 1 could be forced to carry HSN 2 if it is on local broadcast station, and do so without compensation. Typically, shopping services pay operators small commission on sales. One QVC suggestion may see light of day, if MSO's have their way: limit special-format stations to those carrying foreign language or aimed at minority groups.

### Friend in high place

Hope for stamp honoring Edward R. Murrow springs eternal. Most recent movement

on that front was letter sent by Radio-Television News Directors Association President David Bartlett to Speaker of House Tom Foley, Democratic congressman from Washington's 5th district, which boasts Murrow as native son.

### Taking issue

National Association of Broadcasters, in calls and visits to FCC commissioners and their staffs last week, protested agency's brief calling on U.S. District Court Judge Harold Greene's repeal of MFJ provision prohibiting Bell operating companies from offering "information services"—category that includes cable and other video services. NAB's Jeff Baumann argued that filing amounts to recommendation that telcos be allowed to own cable outside service areas.

Arguments won sympathy of at least two commissioners, Andrew Barrett and James Quello, but neither was planning to take any action. Quello told BROADCASTING he supports allowing BOC's to operate cable systems outside service areas, but only if they overbuild existing systems with fiber.

## New York

### No sale

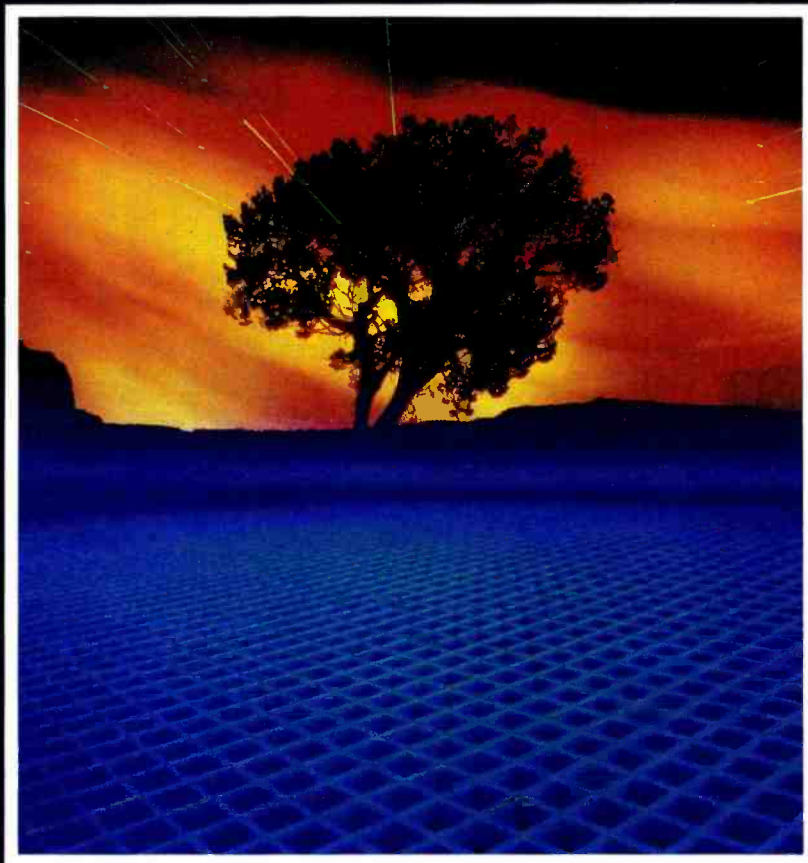
Unistar Radio Networks is neither purchasing, nor being purchased by, Group W Radio, according to Unistar Chairman and CEO Nick Verbitsky. Responding to widely circulated rumors that negotiations between companies have broken down, Verbitsky told BROADCASTING that two companies have been working together closely because of affiliation of

### INDEPENDENT THINKING AT THE FCC

Three-vote majority of Commissioners Sherrie Marshall, Andrew Barrett and Ervin Duggan that gave FCC Chairman Alfred Sikes such hard time in writing of FCC's cable report in July is at it again. As of last Friday they were poised, on their own, to call for en banc hearing in rulemaking aimed at relaxing financial interest rules. Triumvirate is still concerned that hearing and further notice do not unduly delay final action.

Additionally, they will call for further notice of proposed rulemaking to give whatever new rules FCC comes up with public airing before adoption. Presumably aware that decision about en banc and further notice may be effectively taken away from him, Sikes says only that he is committed to moving "as expeditiously as possible" on rulemaking. FCC Commissioner James Quello says he would go along with hearing but is hoping to sway one of three away from further notice.

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several Group W stations with Unistar, and also because of Unistar's recent marketing arrangement with Group W's FNN Radio. He said that closer ties between them would be "wonderful," but insisted that "rumors are just rumors."

### Getting the picture

Compression picture may be clearing up. Through behind-scenes exposure to Compression Labs Inc.'s (CLI) Spectrum Saver digital compression development this year, broadcast networks have become satisfied that 8-to-1, per-transponder scheme for SkyPix has been improved greatly and now provides quality "as good or better than" many cable systems—at least to naked eye, if not to electronic testing, said several sources. (With feedback from networks, CLI said it is working on 5-8-megabit system that would allow 4-to-1 compression.) "Soft, grainy resolution and some motion artifacts" apparent in system six months ago have been displaced by "pretty good" quality, said one.

### Soft scatter?

Preliminary word has it that fourth-quarter scatter market for networks may be soft. One media buyer said there is lot of uncertainty in general about program shifts and early starts (such as NBC's strategy of double running episodes of new series). By time fall season gets under way, World Series will have started and market may be even more confused. There also may not be much scatter to go after, as networks may have to hold on to more inventory for make-goods.

### Credit where due

While many at CBS News have stated they weren't saddened by recent firing of David Burke as president, Burke is credited by some



### PSA POWER

The National Academy of Television Arts and Sciences handed out its Emmies for community affairs programming at dinner in New York Aug. 28. Shown above is Johanna Baker, senior publicist, WGBH-TV Boston, accepting station's local PSA Emmy for its "Private Violence, Public Crisis" series. She is flanked by Michael Colyer (l) and John Cannon, chairman and president, respectively, of NATAS. Other winners were WMAQ-TV Chicago (national award for community service) for its documentary, *Grief's Children*, and United Way for its national PSA campaign, "Graffiti/Shopping Mike."

network sources as being key player in securing Dan Rather's interview with Saddam Hussein, working New York and Washington negotiations with Iraqis. In memo to his staff last week, *60 Minutes* executive producer Don Hewitt cited Burke as "the unsung hero of what CBS News wrought yesterday" [the Hussein interview]. David Burke, playing with a stacked deck, his days numbered (and he knew it), kept his eye on the ball and never let his own difficulties become ours."

### Ratings pow-wow

Representatives of regional sports networks will meet Sept. 12 in New York to determine ways to improve measurement of their audiences. CAB called meeting as way to get better feel for needs of regionals, which now number over 20. Only

two largest regionals, MSG and Prime Ticket, get any ratings information from Nielsen. Regionals hope meeting will create agenda for ways to develop better local and regional measurement systems for advertisers.

### Road trip

New Network Television Association (NTA) will hit road in late fourth quarter with visit to top 100 network advertisers.

### Cleveland Bowling out

Joining growing number of banks cutting back on broadcast lending, once-aggressive Cleveland-based AmeriTrust Co. Bank recently announced that it was letting go 780 employees in effort to offset general loan losses. At least for now, bank will do no more

broadcast lending. One banker leaving on her own accord is commercial banking officer Sarah Rechin, who is joining Tampa, Fla.-based Communications Equity Associates as broker.

### Buffalo Buffalo barbs

Queen City Broadcasting, parent company of WKBW-TV Buffalo, whose investors include well known personalities such as Bill Cosby, Dave Winfield and Julius Erving, was recently subject of unflattering article in *The Buffalo News*. ABC affiliate's general manager, Stephen Kimatian, said this is not first time station has fared poorly in newspaper's coverage and suggested that article could even have been intentional attack for competitive reasons. Irony is that owner of *The Buffalo News*, Warren Buffet's Berkshire Hathaway, is also largest shareholder in Capitalcities/ABC, which sold WKBW-TV to current owners and, as result, still has \$18.5 million subordinated note from Queen City due 1996.

### Montreux Yanks abroad

National Association of Broadcasters' negotiations for establishment of international radio symposium and equipment exhibition to be held in Montreux, Switzerland, beginning in 1992 (BROADCASTING, June 25), are nearing completion; agreement may be announced at Radio '90 convention in Boston (Sept. 12-15). Negotiations are being held with same organizers that have presented prestigious Montreux International Television Symposium since 1961. Plan is for NAB's radio convention to be held on even years while established TV convention continues its odd-years schedule.



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# DATEBOOK

■ indicates new listing or changed item.

## THIS WEEK

**Sept. 3-8**—Second annual *CNN World Report* contributors conference. Theme: "The impact of television news on political change." TV journalists "from around the world who have contributed to *CNN World Report*" are invited to participate. CNN Center, Atlanta.

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

**Sept. 5**—"Leapfrogging analog HDTV directly to a fully digital standard: Is an intermediary standard necessary?" sponsored by *Columbia University Graduate School of Business, Center for Telecommunications and Information Studies*. Speakers include Julius Barnathan, Capcities/ABC; Bruce Franca, FCC and Richard Solomon, MIT. Uris Hall, Columbia University, New York. Information: (212) 854-4222.

**Sept. 5-6**—"The 1990 Elections. Looking Toward the Future," conference for journalists

sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 337-3603.

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

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

■ **Sept. 6-8**—*Women in Cable and University of Denver* program, "Fundamentals of Cable Accounting and Budgeting." Denver. Information: Nancy Ring, (312) 661-1700.

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

■ **Sept. 7-8**—*Women in Cable, Michigan and Ohio chapter*, leadership seminar. Grand Haven, Mich. Information: Linda Fisher, (517) 351-8080.

**Sept. 7-9**—*American Women in Radio and Television* Northeast area conference, "Uniting to

Make a Difference." Hyatt, Buffalo, N.Y.

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

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

## September

**Sept. 9-12**—*National Association of Telecommunications Officers and Advisors* (affiliate of National League of Cities) 10th annual conference. Theme: "A Decade of Service." Hyatt Regency at Fairlane Town Center, Dearborn, Mich. Information: (202) 626-3061.

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

**Sept. 11**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y. Information: (212) 751-7770.

## MAJOR MEETINGS

**Sept. 12-15**—Radio '90 convention, sponsored by *National Association of Broadcasters*. Hynes Convention Center, Boston. Future meeting: Sept. 11-14, 1991, San Francisco.

**Sept. 16-18**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington. Future meeting: Aug. 25-27, 1991, Atlanta.

**Sept. 21-25**—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (71) 240-1871.

**Sept. 24-27**—*Radio-Television News Directors Association* international conference and exhibition. Convention Center, San Jose, Calif.

**Sept. 25-27**—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Oct. 4-7**—*Society of Broadcast Engineers* fifth annual national convention. St. Louis. Future meeting: Oct. 3-6, 1991, Houston. Information: 1-800-225-8183.

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

**Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Nov. 11-14, 1992, Metro Toronto Convention Center, Toronto.

**Oct. 21-24**—*Association of National Advertisers* annual convention. Ritz-Carlton hotel, Naples, Fla.

**Oct. 30-Nov. 4**—*National Black Media Coalition* annual conference. Hyatt Regency, Bethesda, Md.

**Nov. 14-16**—*Television Bureau of Advertising* annual members meeting. Loews Anatole, Dallas.

■ **Nov. 17-19**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Riviera, Las Vegas. (800) 225-8183.

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

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

**Jan. 14-18, 1991**—28th annual *NATPE International* convention. New Orleans Convention Center, New Orleans.

■ **Jan. 21-23, 1991**—*Satellite Broadcasting and Communications Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

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

**Jan. 25-29, 1991**—*National Religious Broadcasters* annual convention. Sheraton Washington, Washington.

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

**Feb. 1-2, 1991**—*Society of Motion Picture and Television Engineers* 25th annual television conference. Westin Detroit, Detroit. Future conference: Jan. 31-Feb. 1, 1992, Westin St. Francis, San Francisco.

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

Antonio Convention Center, San Antonio, Tex.

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

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

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

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

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

**April 21-24, 1991**—*Broadcast Financial Management Association* 31st annual convention. Century Plaza, Los Angeles. Future conventions: April 22-25, 1992, New York Hilton, New York, and April 28-30, 1993, Buena Vista Palace, Lake Buena Vista, Fla.

**May 15-19, 1991**—Annual public radio conference, sponsored by *National Public Radio*. Sheraton, New Orleans.

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

**June 16-19, 1991**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference. Baltimore Convention Center, Baltimore.

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■ **Sept. 11**—USA Network local ad sales/marketing seminar. Scanticon Conference Center, Englewood, Colo. Information: Joyce Uyeno, (213) 201-2303.

■ **Sept. 11**—Society of Cable Television Engineers, *Chattahoochee* chapter, meeting. Perimeter North Inn and Conference Center, Atlanta. Information: (404) 455-1811.

**Sept. 11-14**—National Broadcast Editorial Association annual convention. Hilton hotel at Disney World Village, Orlando, Fla. Information: (301) 468-3959.

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

**Sept. 11-14**—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by Siecor Corp. Siecor, Hickory, N.C. Information: (704) 327-5000.

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

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

**Sept. 12**—Washington Metropolitan Cable Club meeting. Speaker: Jerry Lindauer, chairman,

National Cable Television Association, and senior vice president. Prime Cable, Austin, Tex. Ramada Renaissance, Washington. Information: Melva Daniel, (301) 294-7610.

■ **Sept. 12**—USA Network local ad sales/marketing seminar. JW Marriott, Houston. Information: Joyce Uyeno, (213) 201-2303.

■ **Sept. 12**—Salute to "KYW Newsradio" (Philadelphia), sponsored by Philadelphia Ad Club. Philadelphia. Information: (215) 627-2862.

■ **Sept. 12**—USA Network local ad sales/marketing seminar. Hotel Crescent Court, Dallas. Information: Joyce Uyeno, (213) 201-2303.

**Sept. 12-14**—Association of National Advertisers promotion conference, "Where Is Promotion Heading?" Hyatt Regency Oak Brook, Oak Brook, Ill. Information: (212) 697-5950.

**Sept. 12-14**—Association of National Advertisers promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

**Sept. 12-14**—Association of National Advertisers creative advertising seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

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

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

**Sept. 13**—"Celebrate the Winners—Creative

Blockbusting," sponsored by Cable Television Administration and Marketing Society, *New York City* chapter. HBO auditorium, New York.

**Sept. 13**—Cabletelevision Advertising Bureau local advertising sales workshop. Cincinnati Marriott, Cincinnati. Information: (212) 751-7770.

**Sept. 13**—"Are the news media contributing to racism?" topic of eighth annual Everett C. Parker Ethics in Telecommunications lecture, to be delivered by Calvin Butts, senior pastor, Harlem's Abyssinian Baptist Church, and Sheila Stainback, anchor, WPIX-TV New York. Interchurch Center, New York. Information: (212) 870-2137.

**Sept. 13**—"Detroit in the 90's," luncheon sponsored by Advertising Women of New York. Speaker: Philip Guarascio, General Motors. Waldorf-Astoria, New York. Information: Elisabeth Hatab, (212) 350-4763.

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

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

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

**Sept. 14**—Southern California Cable Association presentation of SCCA Diamond Awards for Excellence in Local Programming. Knott's Berry Farm, Los Angeles. Information: (213) 398-2553.

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

**Sept. 15**—Deadline for entries in 40th annual Real Estate Journalism competition, sponsored by National Association of Real Estate Editors. Information: (614) 475-6766.

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

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

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

**Sept. 16-18**—Eastern Cable Show, sponsored by Southern Cable Television Association. Washington Convention Center, Washington. Information: (404) 252-2454.

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

**Sept. 16-29**—"Betty White: A Television Retrospective," screening exhibition at Museum of Broadcast Communications, MBC, Chicago. Information: (312) 987-1500.



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

**Sept. 17-18**—"Telecommunications: The Battle for Access to America's Homes," conference for journalists sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 337-3603.

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

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

**Sept. 18**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency Woodfield, Chicago. Information: (212) 751-7770.

■ **Sept. 18**—"The Joy of Listening: The Hi Brown Legacy," seminar of the art of radio drama sponsored by *Museum of Broadcasting*. Museum, 1 East 53 Street, New York. Information: (212) 752-4690.

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

**Sept. 19**—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: Kay Koplovitz, president and

chief executive officer, USA Network, Copacabana, New York. Information: (212) 768-4510.

**Sept. 20**—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Hilton, St. Louis. Information: (212) 751-7770.

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

**Sept. 21**—*American Association of Advertising Agencies Cincinnati Council* seminar, "Writing Skills Workshop: Communicating with Clarity." Omni Netherland Plaza, Cincinnati. Information: Lois McCluskey, (212) 682-2500.

**Sept. 21-23**—*Maine Association of Broadcasters*

"Datebook" continues on page 59.

# OPEN MIKE

## Sins of the father 2

**EDITOR:** In 1947, I had very satisfactory experiences with the FCC when my partner, Clinton D. McKinnon, and I were issued a license to do business as the Finley-McKinnon Broadcasting Co. in San Diego.

I have been reading BROADCASTING for more than 50 years. Therefore, I read with great interest both letters which were printed in "Open Mike" (Dennis Hedlund, July 23 and Professor Kahn, Aug. 20). I believe the professor completely missed the point of Mr. Hedlund's letter. In the original analogy, Mr. Hedlund did not refer to a car or to any mandatory state inspection, as Mr. Kahn seems to think; rather, he compared himself to the *owner* of a car being issued a restrictive driver's license because of the previous owner's poor driving record. The distinction makes all the difference.

As someone who has been involved in many areas of broadcasting more than half a century, I must go on record to state that the FCC's ruling in this case is nonsensical and serves no useful purpose. The editor of "Open Mike" headlined Mr. Hedlund's letter (most appropriately), "Sins of the father." This unfair action by the FCC, if allowed to stand, will set a precedent that should alarm broadcasters everywhere. Racism and discriminatory hiring practices are repugnant and should be held to account, but punishing an innocent second party for the actions of another is no less repugnant.—*Larry Finley, Larry Finley Associates Inc., New York.*

## Height of folly

**EDITOR:** Professor Frank Kahn's "Open Mike" of Aug. 20 is, if you'll pardon the pun, a frank con. He valiantly tries to justify the FCC's decision to impose a short-term renewal on the buyer of a radio station, in this particular case, me, based on the former licensee's EEO record.

According to Dr. Kahn, "if buying a radio station is linked to buying a used car from someone with a bad record, then the purchaser knows the piper will have to be paid when the vehicle fails to pass the mandatory state inspection or else he will be unable to register the auto."

That argument makes no sense. To cite an analogy used by Abraham Lincoln in debating Stephen Douglas, the argument is as thin as the homeopathic soup that can be made by boiling the shadow of a pigeon that has been starved to death.

It would be the height of folly for the Motor Vehicle Registry to issue a restricted, short-term driver's license to Dr. Kahn simply because he bought a car from someone who had been arrested for drunk driving. It makes even less sense for the FCC to burden the buyer of a station with a short-term renewal because it thought poorly of the EEO record of the former owner. Unless the FCC reverses this policy, some buyers of broadcast stations will be subjected to capricious and arbitrary treatment by an agency charged by Congress with serving the public interest. Such inequitable treatment should not be countenanced in

academia or in any other sector. Surely, Dr. Kahn, you wouldn't buy a used car from a dealership with such a wrong-headed policy.

In conclusion, I would like to thank my fellow broadcasters who have called to extend their best wishes and support. I hope others in the industry will do likewise, in writing, to the FCC to protest this absurd ruling that threatens us all.—*Dennis Hedlund, president, Gulf Dunes Broadcasting Inc., Arcadia, Fla.*

## In memoriam

**EDITOR:** We'll miss Len Zeidenberg's dour visage in the National Association of Broadcasters and Radio-Television News Directors Association convention newsrooms.

Some of the best lessons in journalism are learned while watching a craftsman at work. Len Zeidenberg taught three generations of trade press writers.

There will be a symbolic "empty chair" in the front row at news conferences, and a few key questions left unasked.—*Phillip O. Keirstead, news technology columnist, TV Technology, Falls Church, Va.*

## BBC pro

**EDITOR:** Leonard Fass rightly sings the BBC World Service's praises in his Aug. 20 "Open Mike," but he's a little pessimistic about the difficulties of finding it in the U.S. A million Americans regularly tune in on short-wave, another



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million can take advantage of the C-SPAN FM radio facility and he doesn't mention yet another million who regularly listen to news and other extracts on National Public Radio and American Public Radio.—Jonathan Crane, head of BBC, New York.

## BBC con

EDITOR: In your Aug. 20 "Open Mike" column, a Mr. Leonard Fass from Stockton, Calif., states that "The Golden Age of Radio" is no longer existent. He also says that the broadcasts of drama etc., from the BBC on its short-wave service from London are better than ours ever were.

I don't know which planet this joker is from, but there are some 125 radio stations including many in the major markets Los Angeles, Washington, Boston, Chicago, San Francisco, etc. currently carrying our series: *Jack Benny*, *Dragnet*, *Burns & Allen*, *The Lone Ranger*, *Gangbusters*, plus 20 more.

The only domestic radio stations carrying the BBC shows today are one or two NPR stations that get them for free.

Finally, just this week the BBC bought from us *Dragnet* starring Jack Webb.—Charles Michelson, president, Charles Michelson Inc., Beverly Hills, Calif.

## Worried about NIMA

EDITOR: Given ACT's longstanding concern about program length commercials targeted to children, I was appalled to read about a new lobbying organization dedicated to promoting yet another way to blur the distinction between editorial and commercial speech (BROADCASTING, Aug. 13).

I suggest that it would help Congress and the FTC to better understand the

pitch of NIMA (National Infomercial Marketing Association) if it would change its name to the ABCD Group (America's Biggest Consumer Deception).—Peggy Charren, president, Action For Children's Television, Cambridge, Mass.

## Cowboys correction

EDITOR: I read with interest your "Special Report, Football '90: More Players Carry \$1 Billion Ball." However, I would like to make a correction on the local radio NFL coverage page.

The Dallas Cowboys Radio Network, part of the Texas State Networks, is made up of 123 English language radio stations (not 22 as indicated in your article) located in 11 states with KRLD(AM) Dallas being the flagship station.

We are very proud that the Dallas Cowboys Radio Network is the largest in the NFL. We have worked hard to build a network of this size and quality and constantly strive to provide our affiliates with the best of NFL programming.—Peter C. Gardner, director of operations, The Texas State Networks, Dallas.

## Not pleased

EDITOR: I must take issue with your "fairy tale" article in the Aug. 6 issue, "Satellite Delivered Formats: Local Programming from the Sky."

As an ex-Satellite Music Network affiliate, I clearly dispute SMN's commitment to customer service. Overlapping signals of a format by two stations in the same listening area, late liners, equipment problems and the like are some of the issues a prospective affiliate must consider. Your article implies that satellite-delivered formats are the cure for all stations' programming problems.—Ron Frisch, KDDR-AM-FM Oakes, N.D.

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# MONDAY MEMO

*A broadcast education commentary from Terry Likes, instructor, Western Kentucky University, Bowling Green*

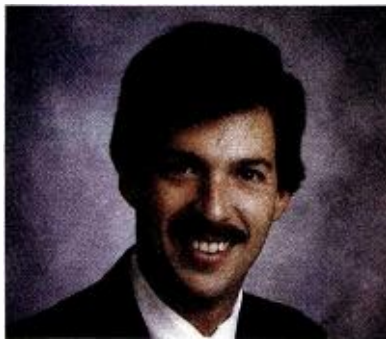
Some find glory, others think it is show biz, but most broadcast journalists know their profession is not where the money is." Much has been written lately about talented young journalists dropping out of radio and television due to low salaries. Many have brought to light this unfortunate trend in the broadcasting industry. Most of these ideas are not new to broadcast educators or their professional counterparts, yet many students remain unaware of this trend until it is their turn to look for a job.

Having worked in the field as a radio and television reporter, I know that entry-level salaries are low and pay increases are rare. It is not uncommon for a "cub" reporter to make \$13,000 his first year, and only receive a one-year anniversary raise equal to the cost of living. Entry-level jobs are plentiful in small markets; however, students should be warned of long hours and low pay. As in any business, the path to the top is not easy, but educators must prepare students by letting them know about potential pitfalls along the way.

Many students are aware of the pros and cons of entering the broadcasting profession. However, there are others who upon graduation, believe they are ready to unseat Dan Rather on the set of *The CBS Evening News*. One student recently informed that he planned to show his tape to a network affiliate station in one Midwestern Top 20 market during his vacation. Fortunately for him, he never made it in the door as a talent agent intercepted his tape and rapidly sent him back to school to polish his act.

Of course, everyone has dreams and you do not want to squelch someone's goals, but teachers are doing an injustice if we do not properly inform youngsters of what it takes to succeed in the electronic media. If you take students on field trips to various stations, most professionals will tell them to be persistent, determined and to be ready to pay their dues. Many students strive to be news anchors but fail to comprehend that they must learn the system.

That system involves knowing how to shoot, write, edit and report. Skills that are not mastered overnight, but take years of learning and practice. Students should be reminded that it was a young Peter Jennings who removed himself



from the desk of *ABC World News Tonight* to go back into the field as a reporter. Only when Jennings was at peace with himself, believing that he fully understood foreign policy and domestic issues, did he agree to return to the anchor desk, this time, a more seasoned and credible veteran news anchor.

It takes a while for an entry-level reporter to gain the experience necessary to anchor. Most in the profession will tell you that to become an anchor, producer or assignment editor, one must be a good reporter first. Versatility will not only assist a person in obtaining that first radio or television opportunity, but it

may also prove useful in eventually defining what area of the broadcast profession in which one should specialize.

None of this is painting a pretty picture for those wishing to enter the broadcasting field. However, students only see the positive aspects when they turn on the TV or tune in the radio.

They see glamour, recognition and respect, all of which are endearing elements of the business. Yet, in this high profile setting, it is a shame that a person with a four-year college degree must settle for a job that pays in the teens. And many people, including talented reporters, are leaving the profession to put their communication skills to work in other higher paying jobs. Therefore, it is very important for professors to make students aware of what kind of compensation to expect and of the various opportunities that await them.

One piece of advice I offer students is to enter the broadcasting because it is

challenging, exciting, and fun, because it is not a "get rich quick" business like some may believe.

A single entry-level reporter can live comfortably on a salary in the mid-teens. And as a reporter, one will meet new people every day, cover different issues, travel to various places and learn a tremendous amount about one's community. This is why working in news is exciting.

In recruiting high school students it is important for professors to encourage young people to find a university that stresses a real-world media environment, a program of study that features instructors who have worked in the business. All students with an interest in broadcasting should be aware of: increasing competition to enter the business; that opportunities for talented women and minorities are good, and that cable now offers more job opportunities than its broadcast counterparts. Recent surveys show television salaries are increasing while radio salaries are down. Many stations are finding cutbacks in personnel inevitable due to increasing costs.

Another harsh reality to the broadcast profession is its "revolving door" im-

*"Enter the broadcasting field because it is challenging, exciting and fun, because it is not a 'get rich quick' business."*

age. Many station managers know that when a reporter leaves a small market after only one year for greener pastures, other college graduates are right behind applying for that position. Students should not be discouraged, but merely aware that this goes on. And while there are many

anchors nationwide drawing six-figure salaries, there are many more reporters making \$15,000. The bottom line is educators and broadcasters both must do their part. Both must work together in providing internships so that students may gain valuable experience in their chosen profession. By succeeding in this, we will not only bridge the gap between university professor and broadcast professional, but we will erase a communication barrier between teacher and journalist, and create a better awareness of the industry pros and cons for those wishing to become broadcast professionals.



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# TOP OF THE WEEK

## COUNTDOWN TO '91: THE SHAPE OF THINGS TO COME

*A preview of what are likely to be the top developments in programming, radio, business, Washington and satellites*

### PROGRAMING

Labor Day signals the unofficial end of summer, and as people return to the workplace and the classroom, the television industry hopes they also return to their TV sets.

HUT level doldrums aside (and questions persist among network executives regarding the accuracy of Nielsen's tracking methods), prime time upfront sales for the three networks and Fox totaled \$4.35 billion, representing an approximate 8.7% increase over last year. The first-run syndication marketplace also posted record upfront sales of some \$1 billion.

The 1990-91 season, the first of the new decade, has no official start date, but instead is rolling out from late August through mid-October. Betsy Frank, senior vice president, Saatchi & Saatchi DFS-Compton, gives credit to the networks for the strategy, while expressing concern that there may be something "sacrificed" in eliminating the excitement of a single-premier week.

Frank also feels new methods designed to promote audience sampling may be a double-edged sword. "NBC's 'double pump' [airing episodes of a new show twice] gained them some points earlier this month and increased overall TV usage. The question is: 'What happens when these new programs settle into their time periods?'" In other words, will viewers track them down in their regular times?

"Innovation" is the byword of the 1990-91 television season, due in great part to the *Twin Peaks* phenomenon and the increasing visibility of the young-skewing Fox. According to John Sisk, senior vice president, J. Walter Thompson, innovation is in the eye of the be-



An unconventional fall's unconventional 'Twin Peaks'

holder. "You may not think *America's Funniest Home Videos* is innovative," said Sisk, "but the timing was right, as it was for *The Simpsons*."

There has been a 46% program turnover in new shows or time periods among the three networks between fall 1990 and fall 1991, Sisk said. In addition, Fox is expanding to five nights of programming, with 10 new shows. "If there is any relationship between trying and innovation," said Sisk, "the networks are certainly trying. You might not like what they're doing, but you must give them credit."

The battle between *The Cosby Show* and *The Simpsons* on Thursday nights is also generating much discussion. Although *Cosby* won the first round, the two do not go head to head with new episodes until later this fall.

The networks will offer more than 30

new shows during the season, and while last year was "relatively dull," according to Frank, "this year there is no doubt they have responded to the challenge of competition." NBC remains number one, and although it is losing audience, it "is not being complacent," Frank said. "[NBC's] new shows look like they can stand up to erosion." ABC has "been on a roll" for the past six to eight months, and will "narrow the gap," said Frank. CBS is "clearly in a tough spot," but its new sitcom strategy and emphasis on 8 p.m. demonstrates it is seriously pursuing younger viewers.

On the syndication front, *Trump Card* (Warner Bros.) and *Challengers* (Buena Vista) have emerged as the game

shows to reckon with, according to Dick Kurlander, vice president, director of programming, Petry Inc. Of the new magazine shows, *Personalities* "has the best chance going in" to succeed, he said.

The children's programming area is "exploding," according to Kurlander. Among the new shows drawing particular attention are *Peter Pan* (which will air Saturday mornings on the Fox Children's Network), *Merrie Melodies* and *Tiny Toons*, Kurlander said. FCN's weekday block of shows will also debut later this month, going head-to-head with the networks.

For the first time in one season, seven sitcoms will enter the syndication marketplace. *The Golden Girls* and *Perfect Strangers* are the "leading shows," Kurlander said, competing with *227*, *Amen*, *The Hogan Family*, *Head of the Class* and *ALF*.

-RG



## CABLE PROGRAMING

**C**able programmers face twin themes this fall, one positive and one negative.

On the positive side is the growing combined audience share of basic cable networks. Cable viewing in the fourth quarter has grown every year since 1983, according to the Cabletelevision Advertising Bureau, despite the introduction of new series by the broadcast networks. Since 1987, it has increased three share points, reaching a 19 share in fourth quarter 1989 for all TV households. CAB expects that trend to continue this year, projecting cable's fourth-quarter share will reach a 22.

Existing cable networks are preparing for the battle for fall television viewers, but unlike broadcast, "fall is not cable's premiere season," according to Pat Fili, senior vice president, programming, Lifetime, although the most acquired programming becomes available in the fall. "Traditionally in fall the networks are very strong and cable is softer," she said, predicting that cable ratings would



TV COMEDY NETWORK

Despite major backing, HA! and the Comedy Channel face an uphill fight for subscribers

erode slightly or stay the same in the beginning of the fall season. But come late October, ratings should start to pick up, she said.

"Cable's strength is not prime time hours," said Ed Bennett, president, VH-1 and HA!. "Cable does well in early and late fringe, overnight, and weekends. Those will continue to be strong."

New cable programmers face a more challenging dilemma: getting carried in the first place. Operators have been slow to add services, preferring to wait to see exactly what Washington has in store for them. That virtual paralysis has caused new cable networks to postpone launches and it has hobbled others.

While MTV's HA! and HBO's The Comedy Channel launched with much fanfare in April and November, respectively, each has fewer than 8 million subscribers. Both launched with the

backing of major media concerns, yet neither has been able to mimic the stellar success of Turner's TNT Network, which in nearly two years has more than 40 million subscribers. Mizlou's Sports News Network, a new service without major industry backing, has done as well as the two comedy channels.

Still the static atmosphere and lack of channel capacity on cable systems isn't stopping new services from launching. Plenty wait on the horizon, including two court channels (Rainbow Programming Holding's In Court and Time Warner's American Courtroom Network), Cowboy Channel, Sci-Fi Channel, Monitor Channel, Talk TV Network, and Viva and Cable Television Nacional, two Spanish-language channels.

The programmers realize they must prepare for a long road to success. "We're not concerned with hitting a home run today, but heading in the right direction," said Dick Behars, president, The Comedy Channel. The Monitor Channel feels secure it can wait out growth, since its existing newspaper and Boston TV operations mean most of the costs are already in place, according to John



Hoagland, chairman.

To appeal to cable operators concerned with rising programming costs, some services, including Cowboy Channel, Monitor Channel, and Sci-Fi Channel are offering cable systems at no charge for the first year of carriage or sometimes for longer.

"What we need most is exposure to establish awareness and a brand name," said Mitch Rubenstein, president, Sci-Fi Channel.

The channel crunch has forced at least one network to reevaluate the length of its program day. In Court initially sought to be a 24-hour network when it launched in November. Now, said Dennis Patton, the network's vice president and general manager, the network will not be extended to 24 hours until some time in 1992, because of channel capacity problems.

-SDM

## RADIO

**D**ue largely to the tentative nature of the Middle East crisis, radio operators are keeping a close eye on consumer retail price indices—and how radio advertisers will respond. Despite the tentative international situation, the Radio Advertising Bureau is sticking with its projection of 5% revenue growth through the fourth-quarter holiday season. "We projected 5% growth at the beginning of the year, which has held through the first six months," said RAB Executive VP George Hyde. "Based on the 100 markets we survey through Miller Kaplan Arase and Hungerford Aldrin Nichols & Carter, we're seeing a lot of strength coming from the southwest markets, while much of the weakness is coming from the southeast—and we expect both of these trends to continue."

Hyde said RAB is expecting heavy fourth-quarter advertising in several categories. "Political advertising is a gimme, and automotive should be strong as well," Hyde explained. "Also, catalog sales should be heavy because we're heading into the holiday season and also because the postal rates are scheduled to go up the first of the year."

On the network front, Radio Network Association President Bud Heck estimated that network revenues should continue the 4%-5% growth pace it has experienced all year.

Interep Radio Store Chief Financial Officer Pat Healy said that aberrations in both the third and fourth quarters of 1990 versus 1989 will distort the financial picture of second-half spot revenue, primarily because September has an extra broadcast week in it, while the fourth quarter has one broadcast week less than the same period in 1989. Still, Healy predicted that a healthy July—up 15% from last year—should lead to a 4%-5% increase in available spot dollars in the second half. Combined with a flat first half, 1990 should finish up 2.5%-3% for the year over 1989, he said.

Crown Broadcasting's proposed move of its Class C1 FM in Anniston, Ala., to an unincorporated suburb of Atlanta, is an issue that has pitted operators against broker-turned-broadcaster, Tom Gammon. Gammon's Crown Broadcasting has just filed a similar application to move WKJ(FM) Chillicothe, Ohio, to the Columbus metro area.

The FCC has not ruled on the Anniston application, which is opposed by the National Association of Broadcasters. Industry sources do not expect a deci-



sion on Gammon's application before October, and some observers believe the commission will first reconsider the ruling on which Gammon's applications are based. —REB,LC

## BUSINESS

**A**s the winds of war continue to blow through the Middle East, most television observers say they cannot tell for sure whether the shifting sands will stifle advertising. At first glance the current drama appears to be having little effect on major advertising categories which, instead, operate by their own individual logic.

One of the few direct changes caused by the political tension is the reported delay in advertising by several of the gasoline refiners/distributors such as Mobil and Exxon. They and their competitors, however, account for little over 1% of television advertising.

A related and far more important advertising category, automobiles, continues to have contrasting effects on TV revenue. The broadcast networks, syndicators and cable TV networks appear to be benefiting from strong auto manufacturing spending, which will include, as of the fourth quarter, GM's new "name-plate" Saturn. Robert Mitchell, senior VP, director of local market media, Lintas, said tensions overseas may have even lessened the possibility of a strike at GM by the United Auto Workers, whose contract is up in a few weeks.

A contrary outlook prevails at the station level where auto dealer advertising continues to perform below year-ago levels. Richard O'Donnell, vice president, national automotive marketing for the Television Bureau of Advertising, noted that lower than expected unit sales have reduced the dollars available to dealer associations, while reduced dealer profitability has led some of them individually to reduce ad spending.

The television industry may also be the victim of the beer industry's decision to move their competitive struggle from the screen to the store. The industry, according to Goldman Sachs analyst Greg Ostroff, is getting even more competitive as it consolidates. The top three brewers, Anheuser-Busch, Miller Brewing and Coors, are going after the customers of declining breweries such as Stroh's and G. Heilman. "They smell blood," said one analyst, and are doing more discounts and in-store promotions in lieu of television in an attempt to finish off the smaller breweries.

Another trend among the brewers, ac-

ording to Eric Shepard, executive editor of *Beer Marketers Insights*, is that they are pulling money from one brand to advertise for another instead of spending additional revenue, with the exception of Coors, which has spent heavily promoting its new Keystone brand.

If the beer industry continues to move toward in-store promotions, it would be continuing a trend away from TV that started earlier this year. A recent TVB report on 1990 revenues showed beer and wine ads on the networks down 7% and spot advertising down 15%. Those numbers could drop more if a proposed bill passes that would require all beer and wine advertising to carry disclaimers about the potential hazards of alcohol abuse. The bill would effectively kill all 15-second spots and possibly even 30-second spots. In 1989, beer and wine ads accounted for about \$650 million.

A different kind of war, that between fast food companies, continues to benefit television. Alan Gottesman, securities analyst for PaineWebber, said that a possible menu addition of pizza by McDonald's could lead to increased spending by competitors before the year is out. Political advertising, he also noted, should be good in the upcoming months, with hotly contested races in key states.

Several major industry advertisers are also diversifying TV spending. Paul Mulcahy, Campbell Soup Co., which spends about \$130 million-\$150 million annually on advertising, said his company is starting to buy more daytime TV and that the soup and food products business overall has shown a growing interest in syndication and cable at the expense of network prime time. —GF,JE

## WASHINGTON

**B**roadcast lobbyists will keep watch on Andrews Air Force Base outside Washington this weekend, not to catch sight of the C-130's returning from the Middle East, but to determine the fate of the Bush administration's proposal to raise badly needed money for the federal treasury through a fee—4% of annual revenues—on broadcasters and other commercial users of the spectrum.

In an effort to resolve this year's budget impasse on Capitol Hill, key lawmakers plan to hunker down behind closed doors in the relatively isolated confines of the base to reach a compromise on budget cuts and revenue raisers for the upcoming fiscal year.

To scuttle the administrations' spectrum fee, one of many revenue raisers it

will bring to the table, the National Association of Broadcasters has mounted a massive grass roots campaign hoping lawmakers will carry into the negotiations a healthy skepticism about the fee.

Cable lobbyists led by National Cable Television Association President Jim Mooney will hit the ground running this week. Their goal: to water down or eliminate some of the more onerous provisions of the Senate Commerce Committee's cable reregulation bill.

Most cable operators want cable legislation, believing it will bring stability to cable stock and financial markets, but not so bad they are willing to swallow everything the Senate Commerce Committee has cooked up. At the top of the list of unacceptable provisions is one that strips cable programmers' right to strike exclusive distribution deals and forces them to deal with media competitive with cable like satellite broadcasting and wireless cable.

With Senate floor time limited, the cable lobbyists and whatever senators it lines up as allies will have to forge a compromise with the committee leadership and regulatory-minded senators in private negotiations. If they are successful, the legislation will move to the floor where it will be modified by amendments or by a substitute of a new bill by the committee. But the bottom line is: no consensus, no legislation.

Lobbyists and Hill aides are anticipating fast action of the House cable legislation, which lacks the unpalatable components of the Senate bill. If all goes well, the House Energy and Commerce Committee will issue its report on its bill this week. And it could schedule the bill for floor action as early as next week.

The wild card in the legislative process is the Bush administration. It has stated its opposition to reregulation of cable, but whether that opposition will manifest itself in an actual White House effort to scuttle the bill in Congress or to veto it is not yet known.

Washington representatives of the broadcast networks and the Hollywood production community will resume this week their battle over the future of the financial interest and syndication rules, which put limits on the networks' involvement in programming and their ability to share in the billions of dollars of program syndication revenues. The networks want to relax or repeal the rules; Hollywood wants to preserve them to whatever extent possible.

The principal battleground is the FCC, which launched a rulemaking last March to review the rules and which has received two rounds of comments in the proceed-

ing. But it could quickly shift to Congress, if Hollywood sees its position at the FCC deteriorating beyond repair. **-HAJ**

## SATELLITES

**F**all 1990 will certainly be recalled as the beginning of another decade of satellite distribution of network television, as the first four birds of the next generation are to launch before Christmas. In October, a single Ariane-space rocket is scheduled to carry two Hughes Communications birds into orbit: Galaxy VI, interim Westar IV replacement and long term C-band fleet backup, and SBS VI, prospective home of SkyPix's 80-channel pay-per-view service, as well as Hughes's Ku fleet backup. A month later, another Ariane rocket is scheduled to carry Ku-band GStar IV, described by its operator GTE Spacenet as necessary to maintain

enough capacity to service current news-gathering and private network demand (BROADCASTING, July 30). That same launch vehicle would carry GE Americom's Satcom C-1, intended as short-term carrier of cable services and eventual C-band fleet spare. Approximately 20 other new and replacement broadcast and cable network TV birds are to be launched by 1994.

On the regulatory front, cable legislation pending in Congress might include assurances that DBS services such as Sky Cable—proposed to reach millions of 12-18-inch home antennas across the nation with 200 w of power by 1994—will be able to compete with cable operators for distribution of established cable services.

Pending before the FCC is a petition to deny Tele-Communications Inc.-owned Tempo Satellite any high-power DBS channels, based on the argument that a 1986 antitrust finding against TCI should disqualify it on character grounds. The FCC has also said it could

rule on how DBS spectrum judged impractical for TV distribution might be used for other services. At the same time, the FCC is expected to grant Hubbard Broadcasting's request to operate a DBS service at the same orbital position as Sky Cable.

In low- and mid-power direct-to-home TV, two other companies are set to launch new services this fall. TVN Entertainment has said it will launch a 17-channel C-band PPV movie service aboard AT&T's Telstar 303 satellite. TVN proposes to use not the de facto industry standard encryption system VideoCipher, but rather a Leitch-Oak Industries system, D-Code. K Prime Partners, a consortium of MSO's including TCI, Time Warner and Viacom Cable, expects to achieve a limited launch of its 10-channel Ku offering of seven superstations and three PPV services in about 40 markets via GE's 45 w Satcom K-1. K Prime has also eschewed VideoCipher in favor of Scientific-Atlanta's BMAC. **-PDL**

## RATHER SCORES WITH HUSSEIN INTERVIEW

*CBS anchor gets one-hour talk with Iraqi leader; Jesse Jackson goes to Middle East hoping to interview him as well*

**W**hen it comes to manipulating the media, analysts said last week, Iraq's Saddam Hussein is no Ronald Reagan. But it is not for the want of trying. Last week Hussein implemented phase three of his campaign to sway Western public opinion through television.

Last week Iraq Television released a second videotape of a dapper Hussein visiting western hostages. Hussein also granted his first post-invasion interview with an American journalist, CBS's Dan Rather. And it appeared the Iraqis were preparing to grant additional interviews with Hussein.

Rather got his interview in the wee hours of Wednesday morning (Aug. 29) Iraqi time, after several days of on-again, off-again talks with Iraqi officials. As late as Monday, Aug. 27, CBS News sources said they thought the Rev. Jesse Jackson, backed by King World, would get the first interview (see page 28).

At deadline, Av Westin, King World senior vice president, said he had no word on Jackson's progress in obtaining an interview with Hussein. However, Reuters and CNN reported Jackson had a one on one meeting with Hussein, and that Iraqi television had shown a snippet of the two together. As of Friday, CNN executive vice president Ed Turner reported it was his understanding that Jackson was on his way to Kuwait City, accompanied by reporters from the *Los Angeles Times* and *New York Times*, and would try to see U.S. officials under siege at the embassy there.

CBS received word Tuesday that Rather would get a Hussein interview around noon that day. Rather waited in vain for 10 hours before being told the interview was off again. He then went to bed, only to be awakened by Iraqi soldiers who drove him to Hussein's palace, without a crew, for the interview.



CBS's Rather with Saddam Hussein last week



Iraqi television filmed the uncensored, no-questions-barred interview.

Competing network sources, while tipping their hat to Rather, also said CBS gave the Iraqi's the best deal, an unedited (except for translation purposes) guaranteed hour in prime time. The interview aired last Wednesday at 10 p.m.

NBC's Tom Brokaw credited Rather with "hitting a grand slam on this one." NBC *Nightly News* executive producer Steve Friedman also credited Rather with a coup. But he also was critical of what he called the "scorecard journalism" of those writing about the media coverage of the Middle East crisis. "I think what the TV writers have to ask is: 'Did we find out anything new?'" from the Rather interview. Friedman said.

The interview also revealed Hussein's desire to engage in face to face "debate" with President George Bush and Prime Minister Margaret Thatcher. Hussein also reiterated his position that Kuwait is part of Iraq "forever."

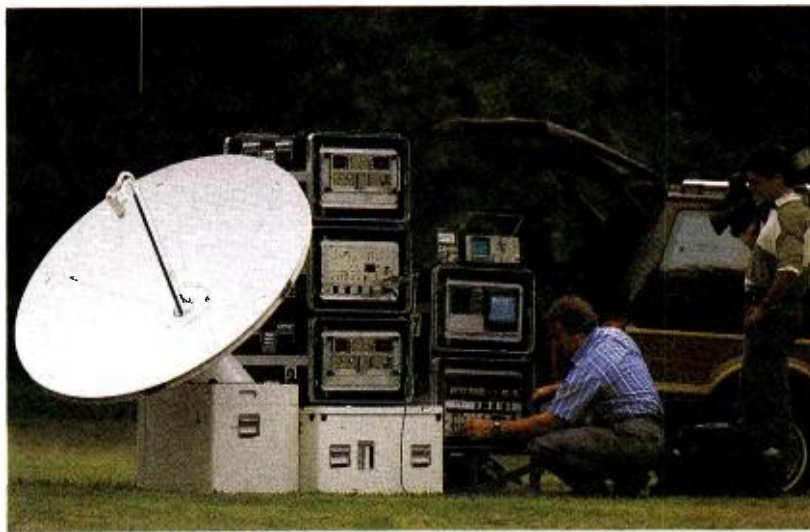
Last Friday, Friedman was writing an op-ed piece for the *Los Angeles Times* in which he complains about the uneven coverage by media writers. A spokeswoman said he would question why NBC received so little pick up on a major advance of the story by NBC's Fred Francis—that 3,000 Green Beret's would "soon be sent" to Kuwait to assist resistance forces there, a move which, if carried out, could be interpreted as an act of war. Francis's report aired last Thursday.

CNN executive vice president Ed Turner took issue with Friedman on the Rather coup. "Sure he advanced the story," said Turner. "It gave people an opportunity to see the man who started it all respond under some tough questioning. Perhaps there weren't a lot of bulletins, but that's beside the point."

Analysis of the coverage of the crisis has been a major sidebar to the main story. The networks themselves, as well as C-SPAN and the *MacNeill/Lehrer NewsHour* have all devoted stories to it. CNN's Turner found himself last week defending the network's decision to air the Hussein tape with western hostages.

Turner denied on C-SPAN that CNN was being used as a "dupe" by Hussein. The network was simply affording viewers the "opportunity" to get a closer look at Hussein, he said. ABC's *Prime Time* had former Reagan media guru Michael Deaver commenting that Hussein's attempts to appear less menacing to the western world were "not believable...you can't make a silk purse from a sow's ear."

-SM



Networks gained transmission independence through flyaways like PVS unit, above

## GETTING VIDEO HOME FROM THE PERSIAN GULF VIA SATELLITE

**I**f international television reporters and anchors have faced an uphill battle getting the story out of Iraq and Kuwait this past month, the operations, engineering and traffic managers who support their efforts have, nonetheless, coordinated the relay of record news traffic out of the Middle East.

The experiences of CBS News leading up to and through Dan Rather's Aug. 29 interview with Iraqi President Saddam Hussein in Baghdad illustrated the hurdles overcome since Iraq's Aug. 2 invasion of Kuwait.

According to deputy foreign editor, operations, Brian Knoblock, CBS got its flyaway uplink to Amman within days but faced a week's wait for clearance from Jordan's government to use it. In the meantime, like ABC, NBC and CNN, CBS sought the use of native landline, microwave and uplink facilities in the Persian Gulf region. With Intelsat signatories in Iraq, Jordan, Egypt and Dubai all booking time for a rapidly growing number of users on limited capacity aboard two Intelsat satellites—one over the Atlantic and one over the Indian ocean—paths out of the Middle East quickly became clogged. Intelsat reported a record 223 occasional feeds on Aug. 24, as well as around 200 feeds on most days since Aug. 2; the same period in 1989 saw between 100 and 150 feeds a day.

However, by the end of the first week

al Video Services' [PVS] Pentagon pool flyaway) had transportable uplinks in action. All tipped their caps to Intelsat for changing its booking policies over the past two years. In response to prodding from the Interunion Satellite Operations Group representing broadcast unions worldwide, Intelsat instituted one-week video leases in early 1989 and last spring began a one-month tariff. Knoblock said, noting that the shortest lease available before 1989 was three months.

The benefits, including taking network traffic out of the crowded occasional-use flow to the benefit of others, he said, proved themselves last month. Early on, with little idea how long the conflict would last, CBS booked Intelsat time in blocks of 15 minutes or less. But by Aug. 13, convinced of the need for 24-hour-a-day capacity, CBS began two consecutive one-week leases. And by Aug. 27, CBS, ABC and NBC had all taken on one-month leases, avoiding repeated clearance processing, as well as assuring themselves open paths at all hours.

Despite the eight-hour time difference between Baghdad and New York, the 24-hour leases have also enabled the networks to provide fresh video from the Middle East to all news programming, including affiliate news feed services, in all day-parts.

On Aug. 29, in anticipation of gaining the interview with Saddam Hussein,



CBS booked a block of time for that evening on Arabsat, one of three paths out of Baghdad; a landline to Amman offered little capacity, and, reportedly in payment arrears to Intelsat, Iraq's own uplink to an Indian Ocean bird appeared in doubt. When the block of Arabsat time began, Rather had yet to meet with Saddam, but an hour into the booked time, the network began transmitting the interview from Baghdad to Amman via Arabsat and on to New York via the 24-hour transponder aboard Intelsat 332.5. Thanks to the late hour, CBS was able to book more Arabsat time on the spot and fed four hours of video from Baghdad.

And if, as one source said, "bad news is good business" in newsgathering, bad news has come to Washington uplinkers, such as Potomac Communica-

tions, whose Japanese, Mexican and domestic clients have fed 50% more news than usual throughout August. Keystone Communications' Washington has handled several hours more than normal traffic per day through its four C-band and one Ku-band international uplinks for Japanese and South American broadcasters. Anand Kumar, president of Washington International Teleport (WIT), said outgoing traffic was running about 20% higher than average. And PVS said it was using all paths available—rooftop uplinks and microwave and landlines to WIT and other international earth stations—to handle quadrupled traffic for in-house clients, including the BBC and TV-AM from the United Kingdom, NHK from Japan and the European Broadcasting Union. —PDL

## WERNER LEAVES ESPN FOR DANIELS POST

**R**oger Werner resigned last week as president and CEO of ESPN to become president and CEO of Prime Ventures Inc., a new company being formed by Bill Daniels to oversee the cable magnate's sports interests.

The resignation, effective immediately, caught ESPN and executives at parent Capcities/ABC by surprise, said sources. According to both Werner and Daniels, serious discussions began two weeks before Daniels made the 9-year ABC veteran an offer this past Monday (August 27). The resignation was announced Wednesday.

"Obviously, we wanted to keep Roger," said Herb Granath, president, Capcities/ABC Video Enterprises, noting that the Daniels offer, which includes equity in the privately held company, was beyond ABC's means to counter. Werner said Daniels had made him a "sensational offer...and I look forward to being more of an entrepreneur now."

Sources say there was worry at ESPN and ABC that the perception would be that Werner was leaving because of the \$40 million in losses ESPN is expected to rack up this year as a result of its Major League Baseball package. Granath reiterated that ESPN expected to lose money, although the figure is about \$9 million or \$10 million more than anticipated.

With much of top ABC management on or about to be on vacation last week, sources said a successor has not yet been named. Possible successors

from within ESPN could be Steven Bornstein, executive vice president, programming and production, Roger Williams, senior vice president, affiliate marketing, or John Bonanni, senior vice president, advertising sales. Observers point out that someone within the ABC organization could also take over the spot, saying ABC has a history of taking insiders in the organization and putting them into a new area.

Werner will oversee Daniels' sports interests, including six regional sports networks co-owned by Daniels and TeleCommunications Inc., as well as what is expected to be increasing international activities. The one exception will be the Los Angeles sports channel, Prime Ticket Network, which will continue to be headed by another ABC alumnus, John Severino, who will continue to report directly to Daniels. Werner's office, though, will be located at Prime Ticket's headquarters. —SDM



## L.A. CABLE FEES OK'D

**W**riting another chapter in the seven-year legal battle between Preferred Communications Inc. and Los Angeles on the constitutionality of municipal cable regulation, U.S. District Court Judge Consuelo Marshall ruled last week that the city's 5% franchise fee and its requirement that cable franchisees be financially and technically qualified do not violate First Amendment rights of franchisees.

Marshall also found constitutional requirements that the city have access to franchisee's cable plant (poles, conduits and towers), that franchisees waive their right to damages stemming from disputes with the city, that franchisees adhere to customer service standards and that the city have a right to inspect franchisee's business records and offices.

On the other hand, Marshall ruled that other franchising provisions were unconstitutional, namely the city's application fees and its requirement that franchisees establish cable advisory boards. And, she said, the city failed to demonstrate the constitutionality of the requirement for public access studios.

Taken together, Marshall's rulings are "very significant," said Larrine Holbrooke, of Miller & Holbrooke, who represents Los Angeles in the case, not only because they affirm key provision of Los Angeles franchising ordinance for southcentral Los Angeles, but also because they affirm the "integrity" of the franchising processing itself.

It meant Marshall completed a two-part review of Los Angeles franchising ordinance that had been challenged by Preferred in 1982. In January, Marshall delivered a similar mixed ruling on other provision of the ordinance.

In that ruling, she struck down the city's refusal to permit just one franchisee to operate in each area of the city in deference to an appeals court ruling in the case. She also deemed unconstitutional the city's consideration of franchise applicants' "character" and its requirement that franchisees provide "state-of-the-art" systems, six access and two leased access channels. But other provisions, she ruled, were compatible with the Constitution.

"It is now the task of the city to redraft a franchising statute which conforms with the constitutional guidelines articulated by this court," Marshall said in last week's opinion.

—NAJ

# COURTROOM DOORS BEGIN TO OPEN FOR TV, RADIO

*Electronic journalists celebrate recommendation by Peckham committee that federal courts allow cameras and microphones for three-year test*

**C**autious optimism. That best describes the mood last week of broadcasters and other proponents of opening federal courtrooms to cameras and microphones in the wake of the recommendation of a committee of federal judges to conduct a three-year experiment in which the tools of modern journalism could be used for the coverage of civil cases in federal district and appellate courts (BROADCASTING, Aug. 27).

The optimism stems from the belief that the recommendation is a big step not only toward permanently opening up federal courtrooms in civil cases, but also toward the introduction of cameras in federal criminal trials and at the Supreme Court.

It is qualified by caution, however, because the recommendation is just that. The experiment will not get under way unless the Judicial Conference of the United States approves it when it meets in Washington on Sept. 12. The conference of 26 federal judges is chaired by Chief Justice William Rehnquist, who has indicated he may support the experiment.

Although most proponents expect the conference to approve the plan, considerable opposition exists from judges and litigators who feel any breach of the federal courtroom by the electronic media would be a disruption to the judicial process.

"We are being told not to count our chickens before they hatch," said J. Laurent Scharff, attorney for the Radio-Television News Directors Association, among the broadcast organizations that have been trying to push open the courtroom doors. "I don't want to leave the impression that we are in any way sure this will happen."

Although cameras in federal courtrooms would be a breakthrough, they are becoming increasingly commonplace in state courtrooms. As of Sept. 1, according to a just-released RTNDA survey, courts in 45 states permit cameras, in most cases under permanent rules.

"This is really a major breakthrough," said Steve Bookshester, associate general counsel, National Association of Broadcasters. "In the best of all possible worlds," the Judicial conference would be considering access to criminal and

civil courts, he said, but until the committee recommendation, "you had absolutely nothing."

"Hopefully," Bookshester said, "in time federal judges will come to realize, as judges in the state courts have, that their fears about cameras are unfounded and will move forward to allow cameras in criminal as well as civil proceedings."

George Vradenburg, senior vice president and general counsel, CBS Inc., will not venture a guess as to what the Judicial Conference will do Sept. 12, but he knows what they ought to do. "We have now seen cameras in state courts and the reaction of virtually all the participants have been positive," he said. "The entire [state] effort has proven to be a great benefit to the public, which learns more about the courts and comes to have a

*"If the Peckham Committee had said no, it would have put the issue away for a long time."*

higher appreciation of judges," he said. "There is now a very substantial body of experience that [open access] if beneficial to the public and very little, if any, evidence of a downside for the judicial system."

According to Tom Bier, news director, WISC-TV Madison, Wis., and current chairman of the Radio-Television News Directors Association, opening up the courtrooms will "enhance the public's understanding of the court system as a whole as well as the cases the broadcasters are trying to cover."

When barred from a courtroom, Bier said, broadcast journalists have to persuade witnesses and litigators to summarize what they said in court during recesses. "The public is just not being served by that kind of process."

The recommended guidelines for cameras are "certainly not unworkable," said Bier, who has had ample courtroom experience. According to Bier, Wisconsin courtrooms have been open since 1977.

RTNDA President David Bartlett's cautious optimism was further tempered by deep disappointment that the experi-

ment will be limited to civil cases. "Most of the trials that are of interest to journalists are criminal trials," he said.

The exclusion of criminal proceedings from the experiment jeopardizes it, Bartlett said. With only civil cases to choose from, he said, "you won't see many trials covered." The experiment may "fail for lack of interest," he said.

According to Bartlett, RTNDA will continue to push the federal judicial system "to take one additional step and go for criminal trial coverage. If the state experience is any guide, [the judges] will like what they see," he said. "The benefits outweigh the risks."

Timothy Dyk, a Washington attorney who represents a consortium of media organizations and companies that has been trying to open federal courtrooms for seven years, said opening criminal proceedings will take time. Cameras to criminal trials, he said, are prohibited by Rule 53 of the Federal Rules of Criminal Procedure. To relax it, he said, the Supreme Court must act.

"The Peckham decision bodes well for the future of television in the courts," said Brian Lamb, chairman of C-SPAN, which looks forward to the day when it can add gavel-to-gavel arguments before the Supreme Court to its congressional and public affairs coverage. "It's a first step," Lamb said. "If it had said no, it would have put the issue away for a long time."

Lamb said that he is not optimistic that criminal trials will be opened up anytime soon. "Deep down, what the judges really fear is that television will make a spectacle of these criminal trials, which has happened in the state courts," he said. "All it takes is a tabloid-minded news director and a good juicy criminal case and you have a great ratings grabber," he said.

Outside the judges' chambers, most opposition to cameras comes from practicing litigators.

Seth Waxman, of Miller, Cassidy, Larocca and Lewin, Washington, who has emerged as a spokesman for those opposing loosening the restrictions, complains that cameras would undermine the litigant's rights by introducing an "extraneous factor" that would influence judges, witnesses and juries.

"The purpose of a trial is to search for



truth," Waxman said. "It's not to search for public consensus or to educate the public," he said. "It's the opportunity for individuals whose most precious rights are at stake to put their case in front of a trier of facts that is supposed to be uninfluenced by extraneous factors."

Waxman, who has tried cases before cameras in state courts, said he does not see "any substantial countervailing factor in favor of live broadcast media in the courtroom." That it will "somehow improve the public's understanding of the legal process...is frivolous," he said. "In my experience, the only cases that are covered by cameras are those of great public interest and the only coverage that typically appears is of short sound bites that distort what actually happens in the courtroom and do not in any way enhance the public understanding and appreciation of the legal process."

The recommendation was made by the Judicial Conference's five-judge Ad Hoc Committee on Cameras in the Courtroom, which is chaired by Federal District Court Judge Robert Peckham of San Francisco.

Reversing an earlier decision, the so-called Peckham committee recommended that the experiment span three years starting July 1, 1990, and involve civil proceedings in no more than two courts of appeals and six district courts. If given the go-ahead from the conference, the Peckham committee would select the courts from a pool of those that volunteer.

As proposed, the experiment would be regulated by a number of guidelines.

Among them:

- The media must give "reasonable advance notice" of their plans to bring cameras or microphones into the courtroom. If more than one media company applies for coverage, they must agree on a pooling arrangement.

- The judge may "refuse, limit or terminate media coverage...in the interests of justice...and the dignity of the court."

- The media must pay all costs associated with the coverage.

- Coverage of conferences between attorneys and their clients and between attorneys and the judge is prohibited.

- Coverage of the jury is prohibited.

- No more than one camera (and one cameraperson) will be allowed in any trial court proceeding; no more than two cameras (and two camerapersons) will be allowed in any appellate proceeding.

- No more than one still photographer with one camera will be permitted in any trial or appellate proceeding.

- Except as otherwise approved by the judge, existing courtroom sound and lighting shall be used without modification.

- Equipment shall not produce "distracting sound or light." Still cameras with motorized film advances and flashes are prohibited.

In its report, the Peckham committee said it was persuaded to recommend the experiment by the arguments of a consortium of media groups and by Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary Subcommittee on Courts, Intellectual Property and the Administration of Justice, which oversees the federal judiciary.

Although the media consortium has been waging a relentless campaign for seven years to open the federal courts to the tools of modern electronic journalism, it was Kastenmeier (D-Wis.) who was receiving much of the credit for the positive Peckham recommendation.

After the Peckham committee voted 4 to 1 not to recommend cameras, Kastenmeier sent a letter last May to the committee asking it to reconsider. Not only was the letter persuasive in itself, but it also prompted a letter from Rehnquist to Kastenmeier, in which he said he was "by no means averse to the idea" of an experiment in the federal courts. Kastenmeier's involvement was "crucial," said Sharff.

Kastenmeier, in Washington last week for a briefing on the Middle East

crisis, shared the cautious optimism of the other open-courtroom proponents. "I could be surprised [by the conference], but I am optimistic," he said.

"It is a divided issue in the federal court system," continued Kastenmeier. "There have been rather classic arguments made about protecting the rights of litigants and the accused that have persuaded many judges that cameras are really not a good thing," he said.

But, Kastenmeier added, he feels the judges will be persuaded by the "altogether good experience the state judicial systems have had and the fact that the benefits far outweigh any problems—the benefits being that there will be true public access to what is happening in the courts."

Kastenmeier believes that "in due course" cameras will find their way into criminal trials and the Supreme Court, although he has no immediate plans to use his office to push for it. "I don't have a timetable, but, as of today, I certainly won't press."

According to Kastenmeier, Congress could have forced open the courtroom doors through legislation. But, he said, "it's not something I think ought to be legislated. The way it's being handled is the correct way to do it rather than our trying to impose a rule that they administratively would not freely accept. I would have worked long and hard to convince them to do it before I would have legislated."

—NAJ

## DAY IN COURT

While most broadcasters are looking forward to the day when they can take their cameras inside a federal courtroom for live coverage of a trial, C-SPAN did it last week, although it was a special kind of federal court—the U.S. Court of Military Appeals.

C-SPAN's cameras went last Wednesday morning (Aug. 29) to the court in Washington to cover live arguments on the constitutionality of the death sentence imposed on Marine Lance Corporal Ronnie Curtis, who was convicted of murdering his superior officer and the officer's wife.

Brian Lamb, chairman and chief executive officer of cable's public affairs network, said the coverage should improve the prospects of the Judicial Conference of the United States adopting a plan to permit live coverage of civil proceedings in federal district and appellate courts.

"Today's first time ever live coverage [of a federal court proceeding]



Chief Judge Robinson Everett

went off without a hitch, without a complaint," Lamb said. "We proved today that it can be done without being intrusive," he said. I think that will help; it can't hurt."

Last week's was not C-SPAN's first visit to the U.S. Court of Military Appeals. In July 1989, its cameras covered a case on drug testing in the military. However, the proceedings were taped and televised later.



# PROGRAMING

## SOME SYNDICATORS CUTTING BACK ON INTV PRESENCE

*Number of companies decide not to attend January show, others scaling back size of booths and staff; proximity to NATPE and lessened demands for syndicated fare by independents-turned-Fox affiliates among reasons*

**S**ome syndicators that screened shows at last January's Association of Independent Television Stations convention have decided not to return next January. Paramount Domestic Television told INTV officials it would not rent suite space at next year's show. Paramount is the first major distributor to pull out of the 1991 INTV. Paramount spokeswoman Carol Ames said company officials would not comment on the decision.

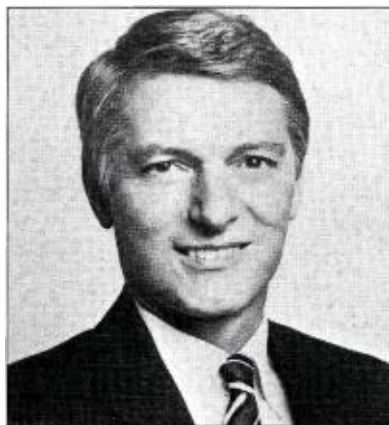
A random check of other distributors that attended the last INTV show indicated some others don't plan to return, including Samuel Goldwyn Television and MGM/UA Telecommunications. Others, including MCA and Warner Bros. Domestic Television, plan a substantially reduced presence. And there are some, including Buena Vista Television and Cannell Distribution Co., that have yet to decide what kind of presence, if any, they will have.

Some distributors, however, indicated they will return in force, including Worldvision and Viacom. Both Cannell Distribution and Viacom have members on the INTV board. For the first time, INTV has brought on board members from the distributor ranks to represent the needs and concerns of syndicators.

Distributor representation on the board was sparked, in part, by a controversy at last January's INTV that angered many distributors. Both Paramount and Buena Vista Television lured station executives away from the convention site (the Century Plaza hotel) during program exhibition hours.

Buena Vista held a formal presentation of marketing and promotion plans for *The Disney Afternoon* at the nearby ABC Entertainment Center. Paramount hosted a field trip to see a taping of the *Arsenio Hall Show*.

INTV station members recently received a strong reminder of how hurtful "off-campus" activities turned out to be for INTV, from John Serrao, vice president and general manager, WATL(TV) At-



MCA's Shelly Schwab

lanta. Serrao encouraged station executives to "participate vigorously" during exhibitor screening hours and to "just say

no" to invitations to outside activities scheduled during those hours.

An INTV board meeting is scheduled for Oct. 18-19 where, distributors have been told, some new ground rules are to be completed that are aimed at discouraging activities such as those that disrupted last January's show. Some syndicators said last week they would wait for the outcome of that meeting before making final INTV plans.

Some distributors have begun to question the value of exhibiting at INTV. And according to distributor sources, screening programs at INTV is not cheap. INTV charges distributors an amount equal to twice their annual membership dues for the privilege of screening programs in their suites, said one distributor source. Syndicators who don't screen shows, but who want a presence in the suites, pay an amount

### NBC COMPLETES ITS BASKETBALL LINEUP

**N**BC Sports last week added four names to its lineup of announcers for the network's National Basketball Association coverage, which begins Oct. 13 when the New York Knicks are featured in the McDonald's Open in Barcelona, Spain.

Steve Jones, who has worked in broadcasting since retiring from pro basketball in 1976, has been named as a game analyst; NBC Sports broadcaster Ahmad Rashad will serve as a court-side reporter, and former Washington Bullets vice president, Bob Ferry, will team with *New York Post* columnist Peter Vecsey to form "The Insiders" on NBC's pre-game show.

Previously announced assignments include Marv Albert and Bob Costas handling play-by-play duties, former Los Angeles Lakers head coach Pat Riley hosting the network's pre-game show, and former Atlanta Hawks head

coach Mike Fratello as a game analyst.

According to Terry O'Neil, executive producer, NBC Sports, the announcers may play a variety of roles during the season. "For example, we may use our game analysts in the studio from time to time," he said, "or our 'Insiders' could also be used as on-site reporters. We want to tap every drop of NBA information that our announcers have to offer."

NBC's four-year, \$600 million deal with the NBA, announced last November, will have its season premiere on Nov. 3, 3-6 p.m. ET, when the Los Angeles Lakers take on the San Antonio Spurs in Texas. The network's NBA season will encompass 21 regular season games, according to Tommy Roy, coordinating producer, NBC Sports, and may extend to 52 contests depending on the length of the playoff schedule.

equal to their annual membership dues, the source said. Syndicators pay up to \$10,000 in annual dues.

Those fees, coupled with the cost of the suites themselves, as well as travel and lodging expenses for their staff, have brought the costs of exhibiting at INTV close to \$100,000 for some distributors, sources said.

If other syndicators follow Paramount's lead, it could be a big financial blow to the organization. At deadline, John Chaffee, executive vice president, Malrite Communications and this year's INTV convention chairman, had not returned calls. But WATL's Serrao, a past INTV convention chairman, downplayed the significance of Paramount's decision. "It's their choice," said Serrao. "They are just one of many distributors at the convention. It's not that significant." Serrao described Paramount as a "friend" of INTV. "Everybody knows Paramount's product. It may have been an economic decision."

Other sources also pointed out that Paramount could reverse the decision. "INTV would not turn them down," said one television executive. Another source suggested the decision to pull out could be a negotiating ploy on the part of Paramount. The source recalled that Paramount engaged in a protracted and tough negotiation with NATPE International officials in 1984, when it became the first major studio to break with tradition and join the ranks of other syndicators on the NATPE convention floor. (Until then, the majors screened in suites at hotels during NAPTE.)

That negotiation went down to the wire, the source said, but Paramount and NATPE finally came to terms.

MCA TV President Shelly Schwab said last week that the company would have a "much reduced presence" at next January's show. "We'll have fewer rooms and fewer sales people in attendance." He said that only salespeople based in Los Angeles would attend the show instead of having salespeople from other regions on hand, as in previous years.

Schwab and others reached last week said that several factors have caused distributors to reexamine their presence at INTV, including the ongoing transition of the approximately 140 Fox independents to network affiliates. Some distributors feel that many of the Fox affiliates attending the INTV convention are preoccupied with their emerging affiliate status and less focused on the independent television agenda, including the purchase of new product.

The last INTV show, said Schwab,

'almost became a Fox affiliate meeting.' Indeed, the Fox network has taken advantage of the INTV gathering in the past by scheduling an affiliate meeting immediately after the convention so that Fox stations accomplish both in one trip to the West Coast.

But Schwab said he still felt that INTV was a "strong and viable organization, and we're going more for that reason, as a way of showing support. But it just hasn't been a successful selling forum."

Other distributors indicated they will take some more time to decide whether to attend, and if so, to what extent they will have a presence. Buena Vista has yet to make a decision. A spokesman said the company still is not sure what new product it will have to warrant a presence at INTV. "Also, the organization is going through some changes and we want to see what the makeup of INTV is going to be," before committing to screening space.

Warner Bros. Domestic Television is also reducing the size of its presence at the show. Last January, it had four screening rooms. The company will

have no more than two rooms at the next convention and may not decide until December whether it will screen shows in the suites.

The January 1991 show will be second year in a row that Warner has cut back on its presence. "The environment [at INTV] is not conducive to screenings," said Jim Moloshok, senior vice president, Warner Bros. Domestic Distribution. The growing strength of Fox stations, he added, "definitely doesn't help" INTV's position as a market for selling product to independents. "Their syndication programming needs are being reduced further each season," he said.

Smaller distributors express the same concerns. Phil Oldham, executive vice president, Genesis Entertainment, said "the odds are probably good we'll have some presence" at the next show. But the odds are also good it will be minimal. "We really don't know how significant the show is, given the total expense of being there, in light of its proximity to NATPE," said Oldham. The INTV show runs from Jan. 3-6, with NATPE starting eight days later, from Jan. 14 to 16.

-SM

## KING WORLD FUNDING JACKSON TRIP

*Saddam Hussein interview will air on 'Inside Edition,' then material may be used on Warner Bros.'s Show*

**K**ing World teamed with Jesse Jackson last week to finance Jackson's trip to the Mideast to interview Iraq's Saddam Hussein. Traveling as a "journalist," Jackson was ex-

pected to meet with Hussein as well as American hostages, and the footage is scheduled to air this week on King World's syndicated *Inside Edition*.

According to Av Westin, King World's senior vice president, reality based programming, "King World is paying for [Jackson's] expenses and a party of 10" including producers Michael Linder, Kenneth Walker and two camera crews with an edit pack. Westin would not discuss specific figures, but the reported price tag of \$125,000 is "in the ballpark," he said.

The deal was put together after Jackson approached Roger King, who then called Westin. "When I heard it was just for expenses, and not in the grey area of buying the interview, I agreed," said Westin.

Warner Bros. Television, which will distribute the syndicated *The Jesse Jackson Show*, decided not to foot the bill for Jackson's Middle East trip because "this is a major breaking news story, and our show does not air until Sept. 29," according to Dick Robertson, president, Warner Bros. Domestic Television Distribution. "We don't have a forum for it



Jackson



to air." Other organizations that were offered, but declined to fund Jackson's trip, include NBC, ABC, CNN and Fox.

WB released Jackson from the exclusivity clause in his contract so he could pursue the Middle East trip on his own, said Robertson. He also told BROADCASTING that published reports indicating the material would not be seen on Jackson's new show were wrong.

"Jackson has made an arrangement with King World, and they will present [his material] in a five-part series," Robertson said. "After that, all footage reverts to *The Jesse Jackson Show*, and we have the option to do with it what we want once the show premieres. It may appear and it may not, depending on the decision of the show."

During a press conference earlier this month, Jackson announced his intention to go to Baghdad as a journalist, since, he said, "it would not be appropriate to go there as a diplomat." In 1984 Jackson traveled to Syria and served as an unofficial diplomat attempting to secure the release of a U.S. Navy pilot.

On the question of potential conflict of interest between Jackson the journal-

ist and Jackson the politician, Westin said: "There are always those risks, but I don't know that it makes any difference who asks the questions in a situation like this." Jackson, and other politicians, have been in this role before, and "people frequently gain access to stories because of who they are," Westin said.

Jackson was scheduled to interview Saddam Hussein last Wednesday or

Thursday, according to Westin, who said that while the talk had been confirmed by Iraqi authorities, "we have seen that things may change." The footage will be edited at *Inside Edition's* facilities, with Jackson present, and King World will have full editorial control. Jackson's interview will begin running tomorrow (Sept. 4), "assuming all goes well," Westin said. -RG

## EARLY RETURNS

**T**he *Cosby-Simpsons* showdown (see "Ratings Roundup," page 31) arrived during the first week of NBC's "double pump" promotion. *Cosby's* numbers provided a solid send-off for the premiere of *Ferris Bueller*, which won its Thursday 8:30 p.m. time period with a 14.2/25. Fox tried *Married...with Children* in the same time period (although it is scheduled to remain on Sunday nights next season), and finished third behind *Bueller* and *48 Hours*. Leading out of *Married* at 9 p.m. was Fox's new *Glory Days*, which was last in its time period with a 4/7.

On Wednesday, Aug. 25, NBC's

new sitcom, *Working it Out*, with Jane Curtin, was second at 9 p.m., losing to a *Doogie Howser* repeat but beating a repeat of *Jake and the Fatman*.

On Monday, Aug. 20, NBC's new *Hull High* finished first in its first half-hour at 8 p.m., beating repeats on CBS and Fox, as well as *Monday Night Football* on ABC. The second half-hour, at 8:30 p.m., *MNF* climbed into a tie with an 11.2/21.

At 9 p.m., NBC's new *Parenthood* was first, beating *MNF* by three share points, as well as repeats on CBS and Fox. At 9:30 p.m., a second showing also finished first.

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# SURVEYING SYNDICATION'S FALL LINEUP

Over the next two months, 45 first-run, eight off-network, (seven half-hour sitcoms and a single hour-long drama), one off-cable and one off-first run shows will mark their debuts in syndication. Another three first-run programs, MCA TV's *Harry and the Hendersons* and *Roggin's Heroes* and Paramount's *The Party Machine with Nia Peebles*, are set for midseason debuts.

Considering the tightness of the marketplace for new syndicated product—early fringe and prime access time periods continued to be hotly contested—station executives and distributors will be keeping an even closer eye on the November sweeps. The following listing of debut dates and clearances are supplied by the programs' distributors. An NA indicates the information was not available.

## PROGRAM (DISTRIBUTOR)

## DEBUT DATES/STATIONS/ PERCENTAGE OF COUNTRY

### FIRST-RUN PROGRAMS

#### GAME SHOW STRIPS

<i>Challengers</i> (Buena Vista TV)	Sept. 3/127/85%
<i>Joker's Wild</i> (Orbis)	Sept. 10/108/85%
<i>Trump Card</i> (Warner Bros.)	Sept. 10/124/87%
<i>Quiz Kids Challenge</i> (Guber-Peters)	Sept. 10/80-plus/82%
<i>Tic Tac Dough</i> (ITC Dist. Group)	Sept. 10/80/80%

#### TALK SHOW STRIPS

<i>Graham Kerr</i> (MTM) 1	Sept. 17/122/78%
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#### HALF-HOUR LATE FRINGE STRIPS

<i>My Talk Show</i> (MCA TV)	Sept. 24/121/88%
<i>The Party Machine</i> (Paramount) 2	Jan. 1991/NA/NA

#### REALITY-BASED STRIPS

<i>Instant Recall</i> (King World)	Sept. 3/75/65%
<i>Personalities</i> (20th TV [Fox])	Sept. 3/118/82%
<i>Preview: Best of the New</i> (TPE)	Sept. 17/85/75%

#### CHILDREN'S HALF-HOUR STRIPS

<i>Great Expectations</i> (Hearst Ent.)	Sept. 1/55/60%
<i>Mighty Mouse &amp; Friends</i> (Viacom)	Sept. 10/92/81%
<i>Tale Spin</i> (Buena Vista)	Sept. 10/146/93%
<i>Gummi Bears</i> (Buena Vista)	Sept. 10/146/93%
<i>Merrie Melodies</i> (Warner Bros.)	Sept. 17/117/84%
<i>New Adventures of He-Man</i> (LBS)	Sept. 17/75/75%
<i>Tiny Toon Adventures</i> (Warner)	Sept. 17/135/91%
<i>Wake Rattle &amp; Roll</i> (Worldvision)	Sept. 17/80/80%
<i>G.I. Joe</i> (Closter Television)	Sept. 24/102/88%
<i>Video Power</i> (Bohbat Ent.)	Oct. 1/79/81%

#### CHILDREN'S WEEKLIES

<i>Captain Planet</i> (Turner)	Sept. 10/182/98%
<i>Dragon Warrior</i> (LBS Comm.)	Sept. 10/70/70%
<i>Widget</i> (Zodiac)	Sept. 29/130/85%

#### HALF-HOUR WEEKLIES

<i>Memories</i> (LBS Comm.)	Sept. 10/125/82%
<i>Krypton Factor</i> (Western Int'l)	Sept. 15/80/70%
<i>\$1 Mill. Video Chal.</i> (World Events)	Sept. 15/95/75%
<i>New Music Report</i> (Guber-Peters)	Sept. 15/80-plus/84%
<i>Home Again</i> (Group W)	Sept. 17/127/88%
<i>On Scene: Emergency Rescue</i> (Group W)	Sept. 17/120/83%
<i>Dracula</i> (Blair Entertainment)	Sept. 24/115/85%

#### FOOTNOTES

<sup>1</sup> MTM Distribution's *Graham Kerr* is a cooking show, but is technically cleared on stations as a half-hour daytime entry.

<sup>2</sup> Paramount Domestic Television's *The Party Machine with Nia Peebles* will be available at midseason as a half-hour strip and weekly hour for Saturdays or Sundays.

## PROGRAM (DISTRIBUTOR)

## DEBUT DATES/STATIONS/ PERCENTAGE OF COUNTRY

<i>The New Adam 12</i> (MCA TV)	Sept. 24/111/77%
<i>The New Dragnet</i> (MCA TV)	Sept. 24/111/77%
<i>Reunion</i> (Blair Entertainment)	Sept. 24/130/90%
<i>What A Dummy</i> (MCA TV)	Sept. 24/115/85%
<i>Super Force</i> (Viacom Enterprises)	Oct. 6/155/94%
<i>Harry and the Hendersons</i> (MCA TV)	Jan. 1991/120/87%
<i>Roggin's Heroes</i> (MCA TV)	Jan. 1991/NA/NA
<i>Sports Quest</i> M&M Syndication	Sept. 8/82/78%
<i>Street Beat</i> M&M Syndication	Sept. 28/94/82%
<i>Weekend Travel Update</i> News Travel Network	Sept. 22/70/70%
<i>Stories From the Bible</i> (Worldvision)	Sept. 15/85/60%

#### HOURLY WEEKLIES

<i>Big Break</i> (Multimedia Ent.)	Sept. 8/116/82%
<i>A Current Affair Extra</i> (20th TV)	Sept. 8/170/94%
<i>Preview: The Next 7 Days</i> (TPE)	Sept. 22/85/75%
<i>Jesse Jackson Show</i> (Warner Bros.)	Sept. 24/130/91%
<i>21 Jump Street</i> (Cannell Dist.) <sup>3</sup>	Oct. 1/110/90%
<i>Neon Rider</i> (Hearst Entertainment)	Oct. 1/oppx. 40/50%
<i>The Party Machine</i> (Paramount) <sup>2</sup>	Jan. 1991/NA/NA
<i>Pump it up</i> (Twentieth Television)	Sept. 7/NA/NA

### OFF-NETWORK PROGRAMS

#### HALF-HOUR SITCOMS

<i>Golden Girls</i> <sup>4</sup> (Buena Vista)	Sept. 3/NA/65%
<i>227</i> (Columbia Pictures TV)	Sept. 3/NA/NA
<i>Amen</i> (MCA TV)	Sept. 17/78/NA
<i>Hogan Family</i> (Warner Bros.)	Sept. 17/78/71%
<i>Perfect Strangers</i> (Warner Bros.)	Sept. 17/121/87%
<i>ALF</i> (Warner Bros.)	Sept. 24/160/91%
<i>Head of the Class</i> (Warner Bros.)	Sept. 24/122/85%

#### HOURLY DRAMAS

<i>21 Jump Street</i> (Cannell Dist.) <sup>3</sup>	Sept. 17/47/NA
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### OFF-FIRST RUN

#### HALF-HOUR STRIP

<i>Out of this World</i> (MCA TV)	Oct. 1/35/NA
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### OFF-CABLE

#### WEEKLY TWO HOUR

<i>Night Flight</i> (MG/Perrin)	Sept. 24/85/70%
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<sup>3</sup> Cannell Distribution's *21 Jump Street* is being made available as a weekly first-run hour for the 1990-91 season, while new episodes can also be stripped with off-network episodes.

<sup>4</sup> Roughly half of the stations are clearing the show in 1990 (the others are debuting it in fall 1991) and will debut it either September 3 or 10.

# RATINGS ROUNDUP

In the first head-to-head match between *The Cosby Show* and *The Simpsons*, Thursday, Aug. 23, *Cosby* was the winner hands down. But executives noted that the real test is yet to come because the episodes that ran for both shows were repeats.

*Cosby* averaged a 15 rating and 28 share. *Simpsons*, was second in the time period with an 8.4/16.

For the week, NBC was first in prime time with an average 10.5/20, followed by ABC with 9.4/18 and CBS with 9.1/17.

## Week 48

Aug. 20-Aug. 26

1st column tells rank. 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week.  
■-Premiere broadcast. 3rd column tells rating. 4th column tells network. 5th column tells show.

1	16.5/35	C	60 Minutes
2	15.4/27	N	Cheers
3	▲ 15.0/28	N	Cosby
3	▲ 15.0/27	N	Unsolved Mysteries
5	▲ 14.9/30	N	Empty Nest
6	14.2/25	N	Ferris Bueller Preview
7	14.1/24	N	Parenthood Preview
8	▲ 13.9/28	N	Golden Girls
9	▲ 13.8/24	N	Matlock
10	▼ 13.6/23	A	Roseanne
11	▼ 13.3/25	A	Amer. Funniest Videos
12	▲ 12.9/22	A	Doogie Howser, M.D.
13	▲ 12.5/25	A	20/20
14	12.2/22	C	Murder. She Wrote
15	▲ 12.1/25	N	Carol & Company
16	11.9/22	N	Real Life w J. Pauley
17	▼ 11.8/20	C	Designing Women
17	▲ 11.8/21	A	Tim Conway
17	11.8/22	C	Top Cops
20	▲ 11.7/21	A	Growing Pains
21	▲ 11.6/20	C	Movie:Fatal Judgement
21	11.6/20	A	Family Matters Spec.
21	▼ 11.6/20	F	Married...With Children
21	▲ 11.6/21	A	Who's the Boss?
25	▼ 11.5/20	N	Night Court
26	11.4/21	A	NFL Pre-Season Football
27	▼ 11.2/19	A	Coach
28	▼ 11.1/20	N	Grand
29	11.0/20	N	Hull High Preview
29	▲ 11.0/21	A	Perfect Strangers

31	10.9/20	N	Lifestories Preview
32	10.8/19	N	Working It Out Prev.
33	▼ 10.7/22	A	Full House
33	▼ 10.7/18	C	Murphy Brown
33	▲ 10.7/19	C	Rescue: 911
36	▲ 10.4/20	A	New Attitude
36	▼ 10.4/20	A	Wonder Years
38	▲ 10.3/18	C	Jake and The Fatman
39	▼ 10.2/17	F	In Living Color
40	▲ 10.1/18	C	Movie: Mystic Pizza
40	▼ 10.1/20	A	Family Matters
40	▲ 10.1/19	C	Northern Exposure
43	▼ 9.9/17	A	Movie:Russia With Love
43	▼ 9.9/18	C	Major Dad
45	9.7/21	N	Anna
45	▼ 9.7/18	C	Face to Face w C. Chung
47	9.5/17	F	Cops-Sunday
48	9.4/17	C	Doctor. Doctor
49	9.3/18	N	Hunter
50	▲ 9.0/16	A	Anything But Love
51	▼ 8.9/16	N	Movie:Steven, Pt. I
51	▼ 8.9/17	A	Primetime Live
53	▼ 8.8/16	N	L.A. Law
54	▼ 8.4/16	F	Simpsons
55	8.2/16	C	Candid Camera On Whls
55	8.2/15	F	Married/Children Spec.
57	▼ 8.1/14	A	Young Riders
58	▼ 7.9/14	C	48 Hours
58	▲ 7.9/16	C	Primetime Pets

60	▲ 7.8/17	N	13 East
61	7.7/14	A	Father Dowling
62	▲ 7.6/17	N	Amen
63	▼ 7.5/13	C	Eddie Capra Mysteries
64	▼ 7.4/14	F	Amer. Most Wanted
65	7.2/15	A	NFL Pre-Season Football
66	▼ 7.0/13	A	thirtysomething
67	▲ 6.8/15	A	Super Jeopardy!
68	▼ 6.4/12	A	Equal Justice
68	▼ 6.4/14	A	Twin Peaks
70	▼ 6.1/12	C	Newhart
71	▼ 6.0/13	A	Life Goes On
72	5.9/11	N	Baywatch Spec.
73	▲ 5.8/12	A	Monopoly
74	5.7/11	C	Meet The Raisins
75	▼ 5.6/11	C	Room For Romance
76	▼ 5.5/11	F	Cops
77	5.4/11	C	Tour Of Duty
78	5.1/9	F	Booker
79	▼ 5.0/11	F	Totally Hidden Video
80	4.8/10	C	Farm Aid Concert
81	4.7/10	N	Disney:Sky High
82	▼ 4.2/7	C	His & Hers
83	▲ 4.1/8	A	China Beach
84	■ 4.0/7	F	Glory Days
85	▼ 3.8/7	F	21 Jump Street
85	3.8/7	C	Wish You Were Here
87	▼ 3.3/7	F	Outsiders
88	▼ 3.1/5	F	Alien Nation
88	▼ 3.1/6	F	Tracey Ullman Show

## FREEZE FRAMES: Syndication Scorecard \*

Week ended Aug. 19

Rank	Program (Syndicator)	Rtg	Sins	Covg	8	9
1	Wheel of Fortune, syn. (King World)	11.3	232	99	Entertainment Tonight (Paramount)	6.9 180 95
2	Jeopardy! (King World)	10.2	219	98	Universal Pict. Debut Net. (Universal)	6.6 135 92
3	Star Trek: Next Generation (Paramount)	8.1	235	98	Donahue (Multimedia)	5.9 228 99
4	Oprah Winfrey (King World)	7.9	213	99	Geraldo (Tribune)	5.0 188 98
5	Cosby Show (Viacom)	7.5	205	96	Star Search (TPE)	5.0 172 96
5	Current Affair(20th Century Fox TV)	7.5	195	98	Charles In Charge IV (MCA)	4.7 145 89
7	Wheel of Fortune, wknd. (King World)	7.4	209	92	People's Court (Warner Bros Domestic TV)	4.7 180 90
					Inside Edition (King World)	4.5 123 82

\* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.



# RADIO

## NO PICTURES, NO PROBLEM FOR RADIO IN MIDEAST

*Although not hindered by lack of video in coverage of Persian Gulf crisis, radio networks still face travel, communications, economic challenges*

**F**rom the early stages of the Iraqi invasion of Kuwait—and during the subsequent buildup of multinational troops along the Saudi-Iraq border—the major television networks lamented their lack of visual coverage of the crisis. Information blackouts stemming from different cultural attitudes toward news coverage, tight travel restrictions and a great lack of video footage forced many TV news correspondents to report more aggressively and “use skills not utilized in this business as much as they ought to be,” according to Lane Vernardos, CBS News. Television, grounded in the “picture is worth a thousand words” philosophy, found itself relying on descriptive powers reminiscent of Edward R. Murrow’s accounts of the bombing of London during World War II.

Welcome to the world of radio.

Each of the major radio networks, as well as a number of major market all-news radio stations, joined their television counterparts by converging on the Middle East. Unlike the TV networks, however, radio has the advantage of traveling light, usually encumbered by only a simple tape recorder and microphone. The result: radio’s coverage suffered only slightly under the acute news-gathering hardships that hampered TV—a fact that, according to ABC News

President Rooney Arledge in a statement, “is a great tribute to the power of radio.”

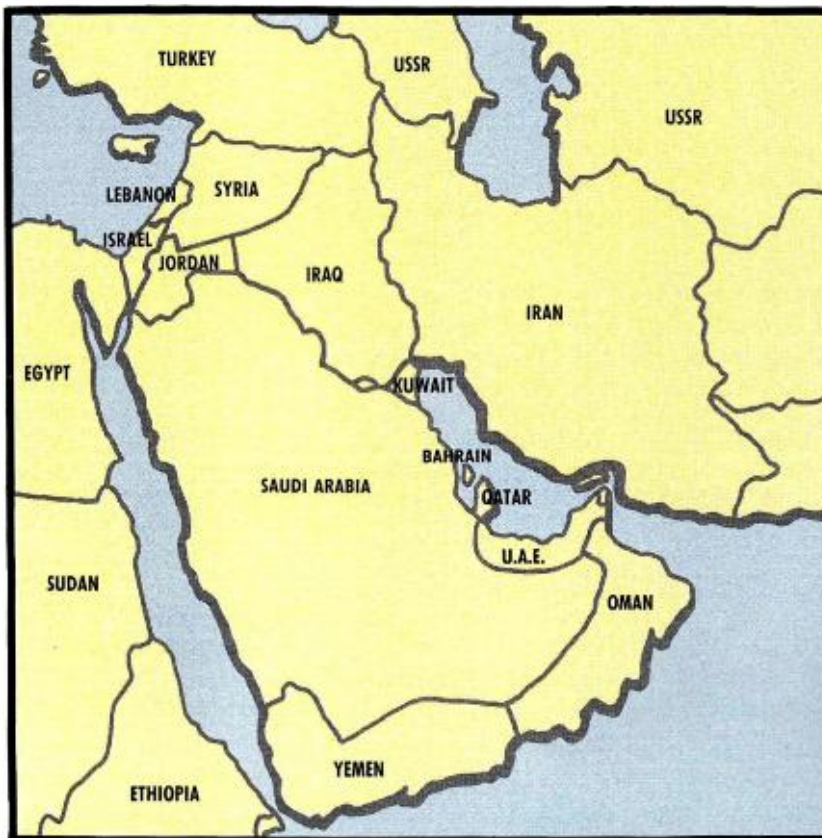
Drawing considerably from the presence of its vast TV news operation, ABC Radio News has fed some 400 updates and special reports from various

cause radio reports have been uplinked out of the region on the second channel audio of the TV satellite. All told, ABC Radio has been providing regular coverage during scheduled newscasts, as well as updates on the Mideast crisis every hour between 5 a.m. and 11 p.m., Monday through Friday, and 5 a.m. to 1 p.m. on weekends.

ABC Radio News Vice President Bob Benson told BROADCASTING that the greatest frustration the network has experienced thus far has been the difficulty in getting “unilateral coverage from Saudi Arabia.” But he said the situation has been “steadily, if slowly, improving.” Agreeing with Arledge, Benson said that the relative lack of video footage has made radio’s coverage competitive with TV.

Associated Press Radio News was on the scene almost from the beginning, as correspondent Karen Sloane landed in Dubai Aug. 3, the day after

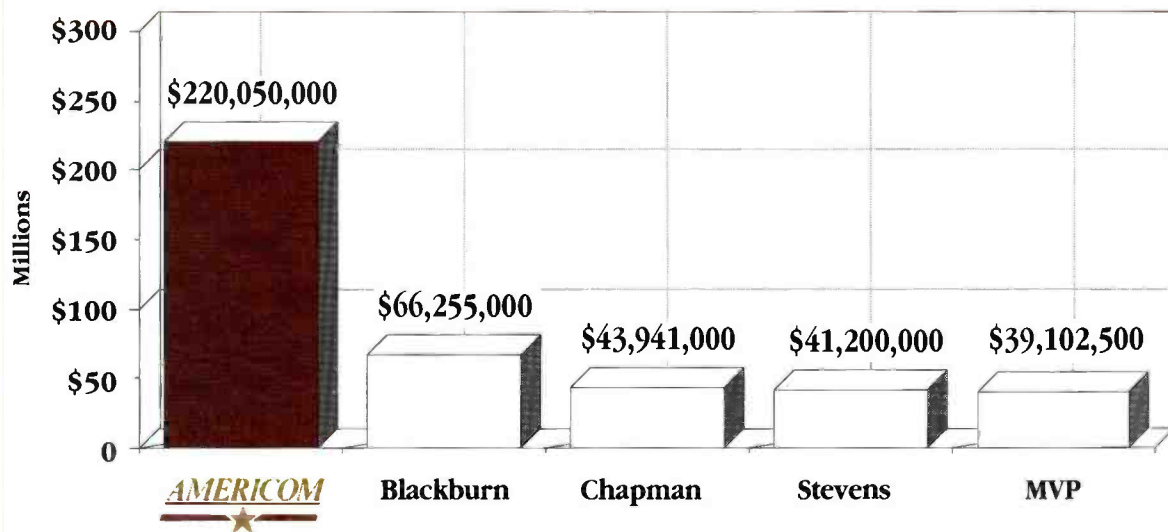
the initial conflict, and Jerry Bodlander arrived in Amman, Jordan, Aug. 8. Also, Associated Press’s Cairo bureau chief William Mann and Bahrain bureau chief Ali Mahmaud have been filing special reports, and the network has been accessing regular Pentagon pool coverage. Ed Tobias, AP assistant managing editor, news, said the network has been feeding regular 90-second reports for morning and afternoon drive



international locations, ranging from Kennebunkport, Me., to Baghdad. At different stages of the crisis, ABC Radio’s coverage has included live reports with Ted Koppel in Iraq, Sam Donaldson in Saudi Arabia, Bob Schmidt in Amman, and Linda Albin in the Persian Gulf. Also, John Lyons, general manager, news operations, is working out of London to coordinate satellite communications, which has been made easier be-



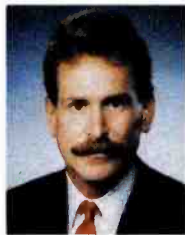
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over its AP Radio main channel, with frequency of reports depending on the urgency and amount of news coming out of the region.

Tobias said the greatest logistical challenge in providing coverage of the crisis, outside of budgetary concerns, was obtaining the proper visas for the network's correspondents; it took several weeks for Karen Sloane to receive a visa to enter Saudi Arabia. He said that, because AP operates a number of bureaus in the region, "we have had little difficulty obtaining information from the various governments involved and, except for Karen Sloane's visa, have been able to travel wherever we've needed, except Iraq." He also said that satellite communications are "less than we'd like," and he indicated that working conditions have taken their toll on the correspondents.

CBS Radio News began its coverage of the crisis with a special report from the region at 12:49 a.m., Aug. 2, immediately following the start of the Iraqi invasion. Since then the network has been providing top-of-the-hour news broadcasts, as well as special reports within regularly scheduled news pro-

grams. CBS News correspondents who have filed both radio and television reports throughout the crisis include Dan Rather reporting from Amman, Baghdad, and Saudi Arabia; Allen Pizzey in Amman and Baghdad; Bill McLaughlin in Cairo; Middle East correspondent Bob Simon reporting from various locations throughout the region, Peter Van Sant from Amman, and Bill Lynch with the Pentagon news pool. Radio network correspondents in the region include Jesse Schulman, usually based in Bonn, West Germany, and Katherine Arms, usually based in Beirut.

CBS News Radio Executive Producer Charlie Kaye said that, in the absence of television news pictures, radio news efforts in the Iraqi crisis have been exceptional because "we have the added incentive of an hourly deadline" rather than evening TV newscasts and other news feeds. He said that getting reporters into Saudi Arabia and in and out of Iraq and Kuwait has been difficult, but "we're dealing with different cultures and countries that are not accustomed to having armies of western journalists come and go."

Kaye noted that the costs of continued coverage will be substantial, "but we're in the business of journalism and you can never tell where the news is going to be and you have to be prepared to pay for it."

During the early days of the crisis, National Public Radio dispatched two London-based correspondents to the region: Deborah Amos, who went to Dubai and then eventually to Saudi Arabia; and Jackie Lyden, who covered the situation from Amman. A third reporter, John Ydstie, had been attached to one of the Pentagon pools until this past weekend and will remain in the region to assist with coverage. NPR has been providing regular news reports to its stations within its regularly scheduled *Morning Edition*, *All Things Considered* and *Weekend Edition*. Additional special events, such as live coverage of President George Bush's news conference, also have been fed to noncommercial stations.

Ted Clark, NPR foreign affairs correspondent/acting executive editor, said that travel to Saudi Arabia has been difficult and getting into Iraq "has been impossible for us." He also said that telephone expenses have been enormous, especially because of immense surcharges in Jordan. "Our budget is really tight right now," Clark said. "So far in the past year we've had two wars, an earthquake and the revolution in Eastern Europe. At this point, every little

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telephone surcharge hurts."

Sheridan Broadcasting Networks vice president, news and sports, Jerry Lopes, said that he had no network correspondent based in the Middle East, nor did he send one. "We're an AP audio subscriber, so we rely heavily on their coverage, as well as the coverage of the Pentagon network pool," he said. Domestic correspondents include Bob Ellison covering the White House, Hamil Harris reporting from the Pentagon and a stringer traveling with the Rev. Jesse Jackson in the Middle East. "Our coverage from the region is as adequate as it can be under the circumstances," Lopes said. "We've got a lot to talk about regarding the GI's stationed in Saudi Arabia, but news about the mission itself is highly restricted."

Unistar Radio Networks' coverage began with reports filed by stringer Hettie Lubberding, who was based in Kuwait City during the early stages of the crisis. Since that time the network has been using other stringers throughout the region and has experienced some difficulty receiving material on a timely basis. Rich Rieman, Unistar vice president of news/sports, said that the best material has come from the Pentagon radio pool, augmented by reports provided by CNN and UPI. Stateside, reports have been filed by Unistar correspondents Craig Windham in Kennebunkport, Steve Taylor at the White House and Doug White-man at the State Department and the Pentagon. Unistar leads with the crisis in every regular network newscast and periodically uplinks live feeds of every major news conference, presidential appearance and Pentagon briefing.

Primarily because Unistar relies heavily on stringers and reports from other news agencies, Rieman said that the network doesn't have to deal with the travel and economic challenges facing his colleagues. His concerns are more focused on manpower, specifically spreading his staff a bit thin. "We're wondering how long this will go on," he said. "We've had to maneuver our coverage of other news stories, such as this past weekend's shuttle launch and the return of Congress."

UPI Radio Network is relying heavily on the resources of its wire services in the Middle East, primarily the reporting of Lee Stokes in Cairo and Adam Kelliher in Saudi Arabia. UPI News Director David Ozeil said the news service has been supplying stations with spot audio reports on an hourly basis, with greater frequency when the situation warrants. "We've had the same challenge as everyone else getting someone

## AN ARAB VOICE IN THE U.S.

Since the crisis in the Middle East began last month, telephone calls on the subject to talk shows on the Arab Network of America in Waldorf, Md., have increased more than two-fold, according to ANA Chairman Mohammed al-Bedrawi. ANA is an Arab program syndicator offering 12 hours of Arabic programming per day—"a little bit of ev-

erything." Al-Bedrawi suggested one "think of old U.S. radio stations in the 1920's and '30s" as an example of the mix of programming ANA offers, including music, talk shows, medical shows, comedy and drama series from Lebanon, Egypt and Syria, all in Arabic. Additionally, ANA uses portions of the BBC Arabic Service.

into Saudi Arabia," Ozeil said, "but because so much of the story actually is coming out of Washington and Kennebunkport, it hasn't been that much of a problem."

Westwood One Radio Networks' NBC Radio Network and Mutual Broadcasting System have pooled their coverage efforts, with correspondents Ross Simpson stationed in Amman, Vicki Barker in Dubai, Steve Futterman in Cairo and Joe Walsh traveling with U.S. Defense Secretary Richard Cheney in

the Pentagon pool. NBC also has been using the news resources of NBC-TV, capitalizing on the Middle East presence over the past few weeks of Tom Brokaw, Garrick Utley and others. Both NBC and Mutual have been providing special hourly reports 24 hours a day, with reports every half-hour when the situation has heated up. The networks' greatest challenge, according to Bart Tessler, vice president, news, has been getting correspondents into Baghdad and Saudi Arabia.

-RBB

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## MIDDLE EAST RADIO COVERAGE: MESSAGES FROM HOME

**W**hile radio networks have been scrambling to provide their affiliates with up-to-the-minute reports of the Iraqi crisis, radio stations nationwide have been getting involved through a number of informational and/or creative means.

■ Many major market non-network owned-and-operated news/talk outlets, such as WINS(AM) New York, WRKO(AM) Boston and KIRO(AM) Seattle, have sent correspondents to a variety of Middle East locations. While a number of these stations now have pulled reporters from the region, some still maintain a Persian Gulf presence via reporters who file hourly or daily reports. These reporters also have to deal with the same travel and economic challenges as their network colleagues. Are the logistical problems and costs worth it? Yes, according to Andy Ludlum, KIRO vice president, news and programing. "We have a great reputation for journalistic integrity and current crises are what we live and work for," he told BROADCASTING.

■ In protest of skyrocketing gasoline prices, some stations have been urging listeners to voice their anger with the major oil companies at the gas pumps. Many stations, including KHYS(FM) Houston, WPGC-FM Washington, WQUE-FM New Orleans and WPOW(FM) Miami, joined in an unofficial boycott last month (Aug. 16) in a "no-gas Thursday" protest. Other stations, like WRQX(FM) Washington, dis-

pensed free or reduced-price gas to a specified number of listeners. Still others, such as KUBE(FM) Seattle, encouraged listeners to identify on the air gas stations in their markets where prices had been hiked the most—and the least. While helping to direct consumers to the lowest-priced gas in town, these surveys also, according to a general manager, caused at least one oil company client to threaten cancelling sponsorship of a major station event.

■ Some stations, including KMMX-FM San Antonio and KRNA(FM) Iowa City, prepared special taped messages to be broadcast live to troops stationed in Saudi Arabia and other Persian Gulf regions. With the assistance of The Armed Forces Radio and Television Service at Kelly Air Force Base, KMMX-FM sent a 48-hour broadcast, including messages from listeners, which was re-broadcast via satellite to the Middle East. KRNA recorded listeners' messages and sent them, along with local Iowa news, to troops stationed in Saudi Arabia.

■ ABC Radio Networks' *American Top 40 With Shadoe Stevens* has pledged to dedicate one song every week to a U.S. serviceman (or woman) until the Middle East crisis is resolved. Patricia Kresner ABC director, entertainment programing, said the long-running "long-distance dedication" segment of *AT 40* is the most popular feature in the show, which has been broadcast over Armed Forces Radio since 1971. —**REB**

## RADIO 90: READY FOR BOSTON

**C**urrent financing, programing and formats trends and a look toward the next century are among panel topics set for the National Association of Broadcasters Radio '90 conference in Boston, Sept. 12-15.

Business issues will be the focus of six sessions scheduled on the agenda. *Group Heads Look into the '90's*, will feature five successful operators: Dick Ferguson, NewCity Communications, Bridgeport, Conn.; James E. Champlin, Beck-Ross Communications Inc., Rockville Centre, N.Y.; Bob Hughes, U.S. Radio L.P., Bethesda, Md.; Randy

Odeneal, Sconnix Broadcasting, Vienna, Va., and Jim Thompson, Group W Radio, New York. They are expected to discuss trends in staff training, cost containment, acquisitions, research, promotion resources and budgets for the decade and what's ahead for the next century.

International concerns will be discussed in *Opportunities in International Radio*. Lynn Anderson, KIIS-AM-FM Los Angeles, will lead the session which will address investment and career opportunities overseas and requirements for success in the growing marketplace. Other

panelists featured are J. Mark Abson of Mullin, Rhyne, Emmons & Topel, Washington; Steve Crane, Emmis Broadcasting, Indianapolis; Jacques Kerrést, NRJ Radio, Paris, and Jeff Pollack, Pollack Media Group, Pacific Palisades, Calif.

The availability of financing will be the focus of *Finding Money in the Credit Crunch*, a session designed to educate broadcasters on the most common sources of funds and how to tap into them. Herb McCord, Granum Communications, New York, will moderate, and panelists are Carty Davis, AT&T Commercial Finance, Atlanta; Dan Gammon, Americom Brokers, Washington; Ragan Henry, US Radio L.P., Philadelphia, and Gary Stevens, Gary Stevens & Co., New York.

Also dealing with the current financial problems in the industry is a session titled *The Effect of Debt & Leverage on Station Operations*. The panel will feature Bob Sillerman, Sillerman Cos., New York; Jeff Trumper, Trumper Communications, Westmont, Ill.; Owen Weber, Summit Communications, Atlanta, and Marty Greenberg, Genesis Broadcasting, Dallas.

In the same vein, the NAB has scheduled Tom Joyner, Joyner Communications, Raleigh, N.C.; Steve Meredith, Edwards & Angell, Boston; Charles Giddens, Media Venture Partners, McClean, Va., and Gregg Skall, Baker & Hostetter, Washington, for *The '90's—Financial Workouts: The Good...the Bad...the Creative*. The panel will focus on improving stations' financial health.

*Tough Calls! Making Ethical Business Decisions*, will be among the sessions geared to management at the convention. Ethical issues on programing, sales, engineering, marketing, personnel, public service and management will be discussed by Mel Karmazin, Infinity Broadcasting, New York; Bill Clark, Shamrock Broadcasting, Burbank, Calif.; Scott Ginsburg, Evergreen Media Corp., Irving, Tex., and Val Limburg, Edward R. Murrow School of Communications, Washington State University.

## UP, SPOT

**N**ational spot radio billings were \$122,270,600 for July 1990, an increase of 15.6% over July 1989's \$105,760,200 figure. The year-to-date figure for 1990 was \$635,514,200, a 2.3% increase over the unadjusted 1989 figure of \$621,081,000, and a 5.7% increase over the 1989 adjusted total of 601,046,100. All figures are based on information provided by Radio Expenditure Reports Inc., based on information collected from the top 15 rep agencies.

The engineering conference will begin on Tuesday, Sept. 11, with a half-day seminar on Radio Data Systems. The seminar is designed to allow FM radio listeners to tune in their favorite stations by format, and will also cover the technical theory and operation of RDS. Included in the discussion will be the potential changes for the European System for use in the U.S., and the availability of transmission encoders and radio receivers.

The Digital Radio Seminar will dominate Wednesday, Sept. 12., with the issues surrounding Digital Audio Broadcasting. The seminar will review the technical aspects of generating and transmitting DAB, including techniques to fill coverage area gaps and the "potential methods for U.S. implementation."

Broadcast equipment manufacturers have booked a record 40,800 square feet of exhibit space for the convention. According to the NAB, 185 companies will be exhibiting there.

Radio programers will have a varied agenda to choose from as well, with 29 sessions scheduled, including 18 format forums.

Kicking off the sessions for the programers will be Dan O'Day, a former small and major market personality, with a session titled *Writing and Pro-*

*ducing Radio Comedy.*

Other sessions on the agenda include *How to be a Better Program Manager; Localization vs. National Radio; How to Use Music and Program Research at Your Station; Powerful Positioning, How to Use Programing Tactics to Get Good Ratings; Radio and the Music Industry Working Together; How to Be a Personality; Small Market Programing Idea Bank; How to Use a Consultant; The Living Legends of Radio, and How to React to a Disaster.*

On an entertainment note, the NAB said that MCA recording artist Lionel Cartwright will make a special appearance during the Crystal Radio Awards luncheon on Thursday, Sept. 13. Cartwright is scheduled to perform his ode to radio, "I Watched It on the Radio."

Closing out the radio convention will be the second annual Marconi Radio Awards Show. The NAB will make tickets available for radio broadcasters wishing to attend the Marconi's, even if they are not attending the Radio 1990 convention. -C

## MORE RADIO IN BROADCASTING

- Spectrum requirements for digital audio broadcasting are the subject of a report from an industry group advising the FCC on international spectrum policy (page 48).
- Radio group owner NewCity Communications has closed its \$20 million refinancing in the Boston venture captial firm Burr, Egan, Deleage & Co. (page 56).
- Network radio revenue was up 3.9% last July, compared to July 1989 (page 55).

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# CABLE

## CABLE READY TO GO BACK TO SCHOOL

*'Cable in the Classroom' initiative to provide educational material to nation's teachers is embraced by over 77% of industry*

It's back to school week across the country and millions of school children will find teachers utilizing a new tool in their classrooms this year—selected educational programming from cable networks brought to them by local cable operators.

Cable's education initiative, launched last October as Cable Alliance for Education, has been renamed Cable in the Classroom, and now includes 19 programming networks and 33 MSO's representing more than 77% of the industry. They are doing their part to provide teachers information on programming they may wish to utilize in their curriculums.

At the helm of Cable in the Classroom is Executive Director Bobbi Kamil, a former educator and Corporation for Public Broadcasting staffer in charge of distributing The Annenberg/CPB Project programs to colleges and universities. Since March, when she came on board, she has been meeting with educators, informing them of cable offerings.

"We're beginning to build those relationships with the education community," she said, citing contacts with the National Education Association, the national PTA and national associations of school boards and high school principals. "The support for CIC from the educational community is generally broad," she said. "All of them love the basic cornerstone of CIC—that it is teacher driven, it is noncommercial and there are no viewing requirements."

The cable industry faces several hurdles in its outreach to schools, but the biggest is probably developing trust. Said Kamil: "As we're out there and as we hook up more schools and as we de-



Kamil

velop more information so that schools can see what's available, the trust level grows," she said.

But each new encounter can bring suspicions. "When I sit down with a group of educators, the question is phrased 20 different ways over and over: 'Why are you doing this? What's it going to cost us? Are you going to start charging us next year?' It takes a lot of reassurance," she said, that will no doubt take some time.

The philosophical hurdle has been heightened by the presence of Whittle Communications, which is providing a daily program to schools. Whittle provides equipment for the schools, which many schools take advantage of. The catch is that there are commercials in Whittle's programming, which has touched off a firestorm of debate within the educational community.



Lyle Hamilton, manager of broadcast services for NEA, said Whittle had signed about 4,000 schools, while CNN has more than 12,000 of the country's 25,000 secondary schools. Most of the easy gains are over, he said, and the breakdown of those two programs roughly approximates the schools

systems that have enough equipment (CNN) versus those that are in need, and thus take Whittle.

Indeed, as cable was formulating CIC, it intended to allow institutional-type advertising. On the day that CIC was announced, cable leaders met with a group of educators to receive their blessing. But one educator raised a red flag, and cable leaders Ted Turner, Continental's Amos Hostetter and TCI's J.C. Sparkman huddled before the press conference and decided to strike the institutional advertising. The last-minute shift proved to be critical. "In terms of credibility, CIC made absolutely the right decision," Kamil said. Hamilton adds that cable can be an integral part of education if "it can get itself lined up properly" and "if it doesn't get overwhelmed by the almighty dollar.... You don't have to be a hustler."

Kamil said Whittle has done some good by "getting technology up in people's consciousness." Schools may look at Whittle, then examine their other options, she said, and become interested in CIC. She doesn't see CIC in a race with Whittle for entry into schools. "They have 12 minutes," she said, "we have 150 hours of programming."

Overcoming the philosophical hurdles is not the only obstacle for cable. Providing copyright clearance has been problem for many networks, because

### MORE CABLE IN BROADCASTING

- ESPN President Roger Werner surprises cable industry with announcement that he is leaving nation's largest programming network to run regional sports operations of Prime Network (see page 24).
- District Court in Los Angeles rules largely in favor of city in Preferred Communications case, upholding franchise fees cable operator pays (see "In Brief").





# GROWING UP

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they did not own the educational copyright for much of their material. Programming produced in-house, such as *CNN Newsroom*, presents no problems. In other cases, educational copyright must be obtained from the original owners.

But Kamil said there has also been a problem in informing teachers what was and wasn't available. "We're making progress in that our members are telling people what the copyright clearances are," she said, adding that most of the time people didn't know.

Not only is CIC educating educators, it has to educate cable system operators on what is available to schools and how schools should be approached. "The person in an MSO whose responsibility is education knows all about what we're doing," said Kamil. "But the general staff of a system doesn't realize what we're doing as an industry and therefore can't talk to people about it, isn't aware of it and cannot be the kind of salesperson who gets the word out that we all need."

Hamilton said: "There is not much problem in schools with good television," such as that provided by CIC cable networks. "The problem is at the local level," he said, and "the lack of initiative by many local cable operators to knock on school doors."

Kamil's advice to cable operators who are making their first approach to schools is this: "Go into the school with an attitude that says: 'We have a resource. We're not educators. We think that what you need to do is evaluate this resource. You need to look at it. You need to have your educators look at it and discuss ways that it will be useful and workable for you. We will support those efforts. We will help you get any information you need. We will get you the print material. We don't in any way feel that we're here to do your job, only to support your effort.'"

Kamil said "the place to start is the junior and senior high schools, because the least media is available in those areas." And, she said, "over time, it's my hope that all elementary schools have cable hookups." Operators should "bite off a piece you think you can manage and do it well," she advises.

Kamil has been impressed with how cable has backed CIC. "The level of support from the MSO CEO level has just been amazing," she said. "The hardest problem we've had is trying to get numbers." *CNN Newsroom* is in roughly 11,500 schools, she said, which is a good indication of cable's school penetration. CIC members are currently collecting data on the number of schools

#### **CIC programing members**

A&E, BET, Bravo, C-SPAN, CNBC, CNN, Discovery, ESPN, Family Channel, FNN, HBO, Learning Channel, Lifetime, Mind Extension University, Monitor Channel, Nickelodeon, Showtime, Weather Channel, X\*PRESS.

#### **CIC MSO members**

Adelphia, ATC, Bresnan, Cablevision Industries, Cablevision Systems, Cardinal Communications, Century, Colony, Comcast, Continental, Cox, Falcon, Hauser, Helicon, Heritage, Jones, KBLCOM, Lenfest Group, Multimedia, MultiVision, Newhouse, Post-Newsweek, Prime, Rifkin, Sammons, TCI, TeleCable, TKR, Times Mirror, United Artists, Viacom, Warner, Wometco.

wired, which Kamil hopes to have compiled soon.

Some MSO's have full-time education specialists in their corporate offices, and others are creating such positions at the local level, she said. And educational tie-ins are expanding to other MSO departments. Atlanta operators, for instance, are donating the \$5 reduced installation price for new basic subscribers in their yearend holiday campaigns to the area's schools.

A number of the industry's largest MSO's are putting a major effort behind CIC. *Times Mirror* has made its "Dimension in Education" its number-one community service project for the next year. It is providing schools the curriculum guides, a storage box and daily access to *CNN Newsroom* information on MCI Mail free for four networks—CNN, C-SPAN, A&E and Assignment Discovery. In addition, *Times Mirror* operates an interactive bulletin board that connects teachers in its 25 management groups across 13 states. Most of those management groups will also provide a \$500-\$1,000 scholarship for a graduating high school senior who will major in communications in college. Each group also will present a "teacher of the year" award for innovative use of media technology.

Warner Cable will again distribute 20,000 educational guides to educators this year. The material is pulled from the cable networks and from CIC. Warner also has an awards program for teachers, which will return this year, and several of its individual systems have taken on further projects, including paying fees for Assignment Discovery and installing X\*PRESS equipment in the schools.

Again this year, Cox Cable will pick up the \$100 enrollment tab for Assignment Discovery for the MSO's 2,000

schools. The fee covers all school materials associated with the program. Cox also announced in July it will award two full \$60,000 college scholarships this year, one to a student in a Cox system, and another to a Cox employee.

Perhaps one of the most advanced education programs is Continental's in Jacksonville, Fla. It established an education department two years ago, before CIC. In addition to providing the standard hookups and materials, the system provides schools with educational programs seen on local origination. A local production of "Macbeth" will be provided to high school English teachers for their use. A people-oriented documentary on Jacksonville's sister city in the Soviet Union was made available to social studies classes. The system has a full-time education specialist and provides a monthly newsletter to school media specialists.

The issue of buying TV's and VCR's for schools does arise, especially in poorer school districts. Some MSO's feel it is the school board's responsibility, although some local systems do help out. Cox's Spokane, Wash., system ran a recycling program, the proceeds of which went to buy equipment for a local elementary school.

On Kamil's agenda for the next year is to get an on-screen notice with a complete list of each network's educational programming, informing teachers it is for their use and including any copyright restrictions. A second focus area, Kamil said, will be in hitting the teacher training institutes. "Unless we begin to make a major impact in helping them to understand the potentials of technology," she said, "they won't make the most effective use of it." A third area will be to develop some turnkey training material, for both cable operators and teachers.

Kamil is about to enter a heavy fall schedule of meetings with educators, as she takes advantage of opportunities to speak to various educational groups. One place she won't take her message publicly, however, is Capitol Hill. "We are not a lobbying arm," she said, a position she said is also backed firmly by CIC Chairman Amos Hostetter, chairman of Continental Cablevision. It's a separation Kamil wanted to make clear when she took the position—that although CIC could produce positive image benefits for cable, it wouldn't be politicized.

Still, it represents the industry's largest public service initiative since the launch of C-SPAN. "If we can be half as successful as C-SPAN," said Kamil, "I count that as highly successful." —MS

## CABLE SYSTEMS TO BE OFFERED CHOICE OF OLYMPICS PACKAGES

*Operators will pay same amount  
no matter which PPV package they choose*

**T**he summer 1992 pay-per-view Olympics, which will be brought to cable operators courtesy of Cablevision and NBC, will be offered to systems in a variety of license fee packages designed to give operators more pricing flexibility ("Closed Circuit," Aug. 27). Although the flexibility could help operators earn more revenue from the event, the price operators pay per subscriber to NBC and Cablevision does not change, whatever package they choose.

The first option, which NBC has decided to call the sales agent option, mirrors a traditional operator/programmer split. The numbers have not been finalized, but what has been discussed has evoked grumbling from operators who feel they are too low. The second option is described as the distributor option, in which operators pay a wholesale license fee based on the number of subscribers who sign up for the package. Operators will still pay NBC and Cablevision the same amount per subscriber as if they took the first option, but they will be free to charge their own retail rates. A higher retail price, for example, could reduce the buy rate, but might increase overall revenue for the operator. An operator could also charge less and hope to increase revenue by attracting more subscribers with the lower price.

The third option is called a buy out, which is a gamble for operators. The affiliate pays a license fee across 10% of its addressable subscriber base. Ten percent is the buy rate that NBC and Cablevision are projecting for the PPV Olympics. If the system's buy rate is higher than 10%, all money earned above that 10% is pure profit, with no license fee paid to NBC and Cablevision. But if the buy rate is lower, say only 8%, then the affiliate still pays a license fee on that additional 2%.

The fourth option is one that is available to few operators, since it is only applicable to those systems with approximately 12 channels. Since systems like that will have a near impossible time clearing three channels, they will be allowed to have only one channel. While most operators with more than 30 chan-

nels complain about clearing three channels, NBC and Cablevision have no plans to change that requirement, although subscribers are expected to be able to purchase the PPV Olympics on a per channel, per event, and/or per sport basis.

Cable representatives on the three PPV Olympics advisory teams will have a chance to take a look at the programming lineup for the three channels at the Atlantic Cable Show in September. Several days before that show, the International Olympic Committee will set the programming schedule for the games. Marty Lafferty, vice president, PPV Olympics, said this would be a mock-up of the programming schedule, and would by no means be the final decision on how the channels would be programed.

NBC and Cablevision plan to get input on programing content, scheduling and market segmentation when its six senior affiliate services vice presidents meet with the top 100 MSO's and large independent systems in the weeks before the Atlantic show.

NBC and Cablevision are also looking at taking the PPV Olympics beyond the realm of pay per view and making it a mini pay service, using a nonaddressable converter. It would use the same type of scrambling technology as used by the premium movie channels and customers could pick up the converter before the event begins, and return it when it is over. Selling the Olympics this way, though, would mean subscribers must purchase the entire three-channel package. -SDM

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# COMPETITION HEATS UP FOR CHICAGO NEWS EFFORTS

*Tribune Media, TCI and NBC O&O propose individual local news services for metropolitan area's cable subscribers*

Chicago is a lot of people's kind of town these days. Three local news efforts are preparing to wage battle for the metropolitan area's cable subscribers. Tribune Co. Media which owns WGN-TV Chicago is launching a 24-hour service—Chicagoland; the area's largest MSO, TeleCommunications Inc., might also start a service, and NBC owned-and-operated affiliate WMAQ-TV is proposing to insert regionalized inserts at the end of its newscasts for cable systems.

Chicagoland has hit a wall with the three major operators in the area, TCI, Continental Cablevision, and Jones Intercable, who were looking for a combined majority stake in the channel. While discussions are still ongoing between Tribune and at least Jones and Continental, TCI is looking to launch its own service and to bring in Jones and Continental as partners, with equity based on the number of subscribers each has, according to a source.

Emmett White, regional senior vice president, Continental in Chicago, who confirmed that Continental is in discussions with both TCI and Tribune, said that whatever service, if any, Continental commits to, it wants to have significant ownership in the channel. "I'm interested in a partnership," he said. "We want equal say."

The TCI plan is vague to most operators, who report just preliminary meet-

ings with the MSO. According to sources, TCI has been exploring such an operation in Chicago for the past several months, although the plan has evolved from several hours of news programming on a local origination channel to a 24-hour local news channel involving United Press International. UPI and TCI are already in general discussions about setting up local news operations around the country (BROADCASTING, June 4).

TCI's proposed 24-hour service is said to be ordered around two-hour programming blocks, with 15-minute segments covering eight suburban areas. The service will most likely focus almost strictly on suburban issues, while Chicagoland plans to include metro coverage as well. One operator complained, however, that TCI was requiring that the system itself produce some of the programming which appeals to its franchise areas.

TCI confirmed that it is investigating setting up a regional channel. According to Ellen Spangler, director of business affairs, the MSO is talking to UPI as well as Fox about setting up a Chicago venture. Other operators have also been approached, although Spangler said it was "too early for equity participation" discussions.

Tribune's Chicagoland, set to launch Jan. 1, 1991, could receive some formidable competition from a TCI news service. Tribune is unwilling to give up

majority control, according to Bob Gremillion, vice president and general manager, Chicagoland, and settling for a 50-50 split with cable operators is not a consideration either, since it could create a stand off when decisions need to be made, he said. Gremillion also said that now, as from the beginning, Tribune is willing to consider minority ownership from the operators. "I asked one of the operators if 49% would work, and he said no," said Gremillion, who added that Tribune "taking 49% was not presented by us or them as an option."

Chicagoland's carriage of Cubs games blacked out on Tribune's superstation WGN-TV doesn't thrill operators, who aren't looking for sports programming or the costs they feel could occur down the road, even though Tribune is guaranteeing, in as long as 10-year contracts, that operators will not pay a sports surcharge. Additionally, the channel is free to operators the first two years. Tribune expects to have 200,000 subscribers on line by the January launch, but if it isn't met, and "we have to push the channel's launch date back, we will," said Gremillion.

At least one operator has expressed interest in purchasing portions of Chicagoland's programming that concentrates on suburban-oriented news, but Gremillion, while not ruling such a possibility out, said that is not the way Tribune wants to go.

NBC is looking at jumping into the fray, with its proposed regionalized insert on WMAQ-TV newscasts that would be fed to area cable operators. According to Tom Wolzien, senior vice president, NBC Cable, WMAQ-TV proposes to install an insert on the last five minutes of its newscast, with several regionalized versions for different suburban markets, fed to cable headends through the Centel Video Path. NBC Cable will run the production arm of the effort and the news unit, which will feature anchors not affiliated with WMAQ-TV.

The service is free to cable operators, and as they point out, doesn't require them to find channel in their channel-crunched systems. Some operators view WMAQ-TV as an alternative to the Tribune and TCI efforts, while others say it might be possible to pick up WMAQ-TV's service in addition to one of the others. —SDM

## OCN SET FOR SEPT. 17 LAUNCH

All systems are go for the Sept. 17 launch of the Orange County NewsChannel, the Freedom Newspaper-owned initiative that will provide cable subscribers in Orange county, Calif., news devoted to that county.

"I think it looks wonderful so far," said Alan Bell, president of the broadcast division of Freedom Newspapers, who is overseeing the project. The channel began dry runs over the weekend and will continue to gather, produce and report the news until it goes live at 5 a.m. on Sept. 17.

Bell said "no half hour will look like any other," with stories revised and certain segments or features dropped or added. Headlines will appear at the top of each half hour, along with weather and sports segments. Morning half hours will have heavier emphasis on traffic and weather, for instance, while mid-morning will be heavier on features, Bell said.

Bell said a number of charter advertisers have been signed, but revealed only the categories: an auto dealer, financial services, food services, bank and carpet cleaner.

# INTERNATIONAL

## CANADA'S CHAGNON BULLISH ON INTERACTIVE TV

*Head of MSO sees Videoway service attracting subscribers at home and overseas*

In 10 years, André Chagnon, Le Groupe Videotron's chairman, president and chief executive officer predicts international and domestic operations will make up two equal halves of the Canadian cable multiple system operator's activities. His aim for both is to drive cable penetration sky high, and the tool he intends to use to accomplish this is an interactive television system called Videoway.

Videoway will drive up penetration, according to Chagnon, because it is a cable-exclusive, value-added service. It is currently in 25,000 Canadian homes, with expectations of reaching 50,000-70,000 by the end of 1990. As it gains worldwide use, particularly in the United Kingdom (where it will be introduced in 1991), Videoway should generate cash flow next year, and turn a profit in 1992. Videotron currently has slightly more than one million Canadian cable subscribers, and has secured two clusters of UK franchises, covering more than one million potential subscribers in London, and 150,000 in the Southampton-Winchester area. On line are 4,000 subscribers in Southampton and 6,000 in the Kensington and Chelsea areas of London. Now that the British government has finished awarding franchises, Chagnon said operators are already negotiating to create clusters and joint ventures. Although Videotron isn't actively seeking to trade or purchase franchises, he said, several other operators are starting to approach Videotron.

The company has started to build a network on the southern side of the River Thames, where 400,000 households of the potential customer base are located, and expects to have 1,000 subscribers on line by the end of September. Videotron is anticipating a five-year build for the UK, and by the end of 1991, Chagnon wants 100,000 cable subscribers there, all using Videoway.

In 10 years, Chagnon is looking for 60%-70% penetration in Videotron's UK operations. And he expects to have expanded Videotron's reach in the UK with the consolidation of franchises from a 1.2 million potential subscriber



André Chagnon

universe to 2 million. In Canada, Chagnon wants Videoway to take Videotron to near 100% penetration in the decade, although he doesn't foresee the prospects of expanding the company's franchises by much. According to Chagnon, "75 cents to \$1 from each new subscriber goes to the bottom line, so if we go from 70% to 100% penetration, we can double our revenue during that period."

Telecommunications is an integral part of the UK operations, particularly in the London franchise, and the build will be at the same pace as the five-year cable build. Bell Canada Enterprises is Videotron's partner in the UK (they own 30% to Videotron's 61%), and they have completed the business plan for putting the telecom operations in place. Bell Canada is currently in the process of transferring engineers and hiring a managing director to run the operation. Even though the telecom operation is a new build, Chagnon doesn't envision fiber optics to the home for at least 15 years. "It doesn't make economic sense," he said.

With telephony and the array of cable services, Chagnon thinks Britain's satellite services will be no competition to Videotron. The satellite services charge £20 (\$38) a month, compared with £13.95 (\$26) for 26 channels, and next year the service will include Videoway at the same price. In Canada, Videoway costs an additional Canadian \$18.95 (\$16 U.S.) above basic.

In its first attempt at international expansion, Videotron had gone into

France, but decided to pull out and focus on the UK. "France is a difficult situation," said Chagnon, "because of lack of programing, and because the cable operator and subscriber must essentially deal with each other through a third party," the French telecommunications companies building cable networks. According to Chagnon, that means slow service to customers. Customer service is a "major problem," he said. "If they don't get over all that, it [cable] will never be a major business."

Chagnon pinpoints customer service as probably the single most important cable concern. The cable industry in the United States has itself to blame for the reregulation about to be imposed, he said. During deregulation "there were so many rate increases due to wheeling and dealing of ownership of systems, and at the same time the quality of services dropped. I guess now they have to live with it."

Canadian cable operators have learned to accept regulation, Chagnon said. But regulation has also forced the company to look for opportunity outside cable, though in businesses related to its core function. Videotron expanded into broadcast in 1986 with its purchase of Télé-Métropole in Quebec, and doesn't rule out further broadcasting ventures. But Chagnon is quick to point out that "there is no growth in broadcasting." He said the only reason Videotron got into broadcasting was to supplement its cable operations. He needs broadcasting to provide programing for Videoway, and now uses Télé-Métropole programing to create a significant portion of Videoway's interactive programing for Canada. Chagnon expects broadcasting to provide 75% of Videoway's Canadian programing in 1991.

"Broadcasters get more and more fragmentation of their audiences every year. If they do nothing about it they will likely become pay TV operations by the year 2000, because programing costs are going up and advertising revenue is going down," he said. "Broadcasting needs a competitive advantage, and [Videoway] gives it to them." -SDM

# SATELLITE

**Foot in the Eastern Bloc door?** Pan American Satellite (PAS) last week asked the FCC for an instant waiver of the public switched network (PSN) restriction against competition with Intelsat, a waiver that, if granted, would allow PAS to provide telephone service between Eastern Europe and the United States. Arguing that Intelsat had neither carried nor projected carrying telephone traffic between and among the U.S. and Poland, Hungary, Czechoslovakia, Romania, Albania, Bulgaria and the Soviet Union when the PSN restriction was implemented by the FCC in 1985, an Aug. 27 PAS request for waiver said that such business done by PAS "must be considered an expansion of PSN traffic and will not adversely affect Intelsat's revenues." In addition to the argument that separate system PSN traffic could not be called competitive with Intelsat where it has not established business, PAS also testified that the services it proposes would be "primarily for customized, private and semi-private business networks," rather than purely public switched. PAS also suggested that its waiver "could be conditioned on the outcome" of a larger rulemaking on the PSN restrictions.

**Intelsat K.** Satisfied that, without Satcom K-4, Intelsat would face a shortfall in Ku-band capacity in the Atlantic Ocean Region, the FCC last Tuesday (Aug. 28) authorized U.S. Intelsat signatory Comsat to participate in the procurement of the GE Astro Space-built mid-power Ku bird. Modification and delivery costs of K-4, originally marketed by Crimson Satellite Associates (GE Americom and HBO) as a direct-to-home TV bird in the U.S., has been put at \$86.7 million. Intelsat could launch it by late next year to provide two-way services to Europe and North America and receive-only coverage of Latin America.

**Bucharest uplink.** Although television transmission capabilities would not come with the installation of a \$3 million earth station facility, Romania may soon become the first Eastern Bloc nation to contract for Eutelsat uplink and downlink facilities for voice, data and facsimile communications with Western Europe. So said California Microwave, which announced that its Hauppauge, N.Y.-based subsidiary, Satellite Transmission Systems Inc. had been chosen to negotiate with the Ministry of Communications of Romania, through the import-export entity Contransimex, to supply the facilities by mid-1991.

**Tennis traffic.** Pan American Satellite (PAS) and Intelsat each expect to carry hundreds of hours of television traffic for coverage of U.S. Open Tennis between Aug. 27 and Sept. 9. PAS said it had scheduled more than 350 hours of transmissions, primarily for Germany's SAT.1 cable network (via single hop between a Crescomm Transmission Services Ku-band transportable at Flushing Meadows, N.Y., to SAT.1 studio's fixed receiver in West Germany), as well as for Visnews subsidiary BrightStar Communications, whose end-users in Europe are booked to carry 180-200 hours of the Open via both Intelsat and Panamsat.

Jay Lebowitz, BrightStar's New York-based operations manager, said commitments to carry the Open for TV3 in Barcelona and for ScanSat in London would occupy its Intelsat transponders, necessitating the short term lease of

PAS 1 capacity for delivery of the Open to British Satellite Broadcasting (BSB). To answer the need to provide four audio signals—one in English for BSB, one with English commentary and live sound for its international feed and two to accommodate two Scandinavian languages—BrightStar had arranged to use two audio subcarriers and two digitized audio paths that convert audio to video and back to audio again.

**United under two roofs.** Tulsa-based United Video announced the completion last month of a \$2.5 million renovation and expansion project that has allowed two UV divisions to expand into new space, while opening up old space for expansion of two other divisions. "When we moved into our headquarters building eight years ago," said Tulsa-based United Video Chief Executive Officer Roy Bliss, "we knew the day would come when we'd need more elbow room." The need was met in the form of 17,000 square feet of new office space for home satellite TV distribution arm Superstar Connection Inc. and national radio and data networks distribution arm SpaceCom Systems Inc. The company's cable promotion and program guide distributor Prevue Networks and its original Cable Video Services Group, distributor of TV and radio superstations, including WGN-TV Chicago and WPIX(TV) New York, will use the space vacated by Superstar and Spacecom to expand their own operations and staffs.

**Jerry's transponders.** In its 10th consecutive year as transmission provider for the Muscular Dystrophy Association Jerry Lewis Labor Day Telethon, Atlanta-based VideoStar Connections Inc., said it was prepared to use seven transponders on five satellites to deliver the 21½-hour event to more than 200 TV stations. The 25th Anniversary of the telethon last weekend was to originate from the Aquarius Theater, Los Angeles, as well as from four other sites: the Las Vegas Hilton; WWOR(TV) Secaucus, N.J.; Glen Helen Regional Park, San Bernardino, Calif., and the Omni hotel, Atlanta. From Los Angeles to its Atlanta headquarters, VideoStar planned a Ku-band backhaul "because of heavy terrestrial microwave interference in the congested Hollywood area." Other backhauls and the distribution feeds were to be via C-band.

**Broader scope, broader name.** A year ago, Boston-based Great American Broadcasting Co. retained brokering rights on one C-band transponder. This year, the company provides domestic and international video transmission services on eight C-band transponders and has changed its name to Great American Telecommunications Services. Describing business as "very good," Jack Morse, vice president of satellite services, said the name change reflects the growth of the division to include videoconferencing services, as well as resale of satellite time, syndication services, fixed and transportable uplink services and transmission services for news, sports and entertainment. Parent Great American Communications owns and operates three fixed uplink facilities, five TV, 12 FM and six AM radio stations and interests in Hanna-Barbera and Spelling Entertainment. Recent space segment acquisitions include transponders aboard Westar IV and Telstar 301.



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# TECHNOLOGY

## SKETCHING CABLE'S FUTURE

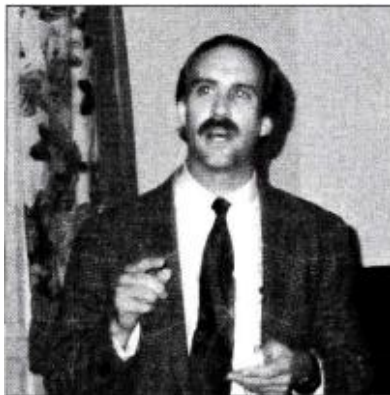
*Next decade will see introduction of 1 ghz systems using fiber optics and compression to offer multitudes of new services; key will be cooperation between TV set manufacturers and cable operators, say NCTA's Bailey and ATC's Wolfe*

**E**xperts on cable television technology can give a vivid picture of the architecture of cable systems as they will evolve over the next five to 10 years and the services these systems will offer. There will be systems with bandwidths of 1 ghz, significantly more than double the spectrum space now used by most systems today. Expanded use of fiber optics and digital compression will open spectrum space for services such as high-definition television, video on demand and digital audio services. But if these advances are to result in profit for cable operators, greater cooperation between the cable industry and the manufacturers of consumer television sets and videocassette recorders will be needed.

General Instrument Corp. sponsored "Cable Insights: Taking the Mystery Out of Cable Technology," a two-day (Aug. 22-23) seminar in Washington. The two final sessions offered a look at the future of cable technology and were led by Wendell Bailey, vice president, science and technology, National Cable Television Association, and Ronald W. Wolfe, manager of American Television & Communications' National Training Center, Denver.

"What will affect the potential success of the '90s is whether customers will generate sufficient demands for information services," Bailey said. "We're in the entertainment business primarily. We sell people television service, which is something that they can get for free or make themselves. It behooves us, therefore, to do the best we can to improve quality and generate services that our customers find interesting."

Both Bailey and Wolfe agreed that by the end of the decade there will be 1 ghz systems. "If I had to guess, I would say that five to 10 years down the road" there will be 150-channel systems with services such as video on demand, Wolfe said. To reach that point, cable TV will have stepped up its use of fiber



ATC's Ron Wolfe



NCTA's Wendell Bailey

optics.

Wolfe said that the cable industry's expanded use of fiber will be a gradual process, involving incremental improvements in video quality and services to the consumer. "We see fiber more as a tool than a technology and believe that fiber optics probably doesn't make any sense to use unless you can get some real advantages from it. The advantages we're trying to get are construction and operating cost savings," he said.

Fiber optics throughout the system, from headend to the home, is not considered an economic alternative today and will probably not be used 10 years from now either. He's only going to watch one or two of them at a time. If we can find a way to get those signals out into the neighborhood over the existing coaxial cable, we can save half of our plant, if not more," Wolfe said.

ATC has been one of the pioneers of more limited fiber optic installations for its new systems and rebuilds over the past two years. It has used a "supertrunk" fiber architecture in which all the main arteries in a cable system are lined by fiber optic cable. The signal is then routed into specific neighborhoods and homes with coaxial cable. Such systems tend to reduce the

complexity of the cascades, the series of signal amplifiers needed to boost the TV signal along the system. But such systems do not greatly improve video quality and do not improve bandwidth. "It's not an inexpensive thing to do though. The money you spend doesn't buy a lot," said Wolfe.

A more advanced "trunk and feeder" fiber optic architecture is now beginning to be built at some systems and will probably be the most widely used technology when the 1 ghz systems are established. Trunk and feeder systems will eliminate all trunk and bridge amplifiers and cut in half the video noise that is perceptible on all-coaxial systems. The backup systems built into the trunk and feeder system will also increase reliability. A subscriber on a supertrunk system can expect to have an interruption of service due to a failure in a segment of the cascade once every six months. That is reduced to once every two to three years on a trunk and feeder system.

The trunk and feeder systems that have been established so far have cost about the same to build as conventional systems, "and in most cases so far, just a little bit less," Wolfe said. He recommended trunk and feeder architecture for those planning to build new systems or



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beginning major rebuilds.

The increased bandwidth fiber offers will be needed to accommodate new services and technologies that are now on the way, including high-definition television, video on demand services and digital audio. As the cable industry has been struggling with HDTV issues over the past several years, Bailey said that he has been pessimistic about the chances of finding enough cable spectrum to deliver it.

Now Bailey says: "I would venture to say that however it comes out, the cable industry will have a sufficient number of channels when the time comes." Along with the bandwidth enhancement that will be available with fiber, digital compression will also add channels. General Instrument's DigiCipher proposal, which promises compression of NTSC channels of up to 10-1 or a fully digital HDTV channel into 6 mhz (BROADCASTING, June 4), "have created a lot of excitement," he said. "It's the first time that anyone has shown credible approach to an all-digital signal that can be delivered."

User friendliness will be another crucial factor in making the new cable technologies and services successful. "Most normal Americans can't have their VCR's, TV and cable hooked up the way they want it," Bailey said. He added that the interfaces between cable and consumer electronics have been "consumer surly."

Bailey has been involved with talks between NCTA and the Electronics Industries Association (the industry group representing consumer electronics manufacturers) to jointly set a standard for multiport TV sets. Multiport sets would combine the tuners and remote control electronics of the TV, VCR and cable box into one interface. One remote control would be needed for all devices, reduce the complexity and wiring between the devices when installing them and reduce the cost of TV's and VCR's.

"We need cooperation from the TV set makers, the cable operators and converter manufacturers. I would say that this entire project is probably iffy right now because we haven't had all the cooperation we need from those three bodies," he said.

In the future, consumer equipment will only get more complicated. "The multiport issue was a very small and, I would have to say, crude attempt to consider human interface," Bailey said. "These interface conditions will be considered much more carefully in the future."

-RMS

## DAB LOOKS FOR A HOME

*Spectrum requirements for new technology are subject of WARC advisory committee report*

**A**s the FCC begins to look at schemes for domestic implementation of digital audio broadcasting (DAB), U.S. private industry already has a head start on examination of the issues. A "second interim report" on spectrum requirements for international satellite transmission of DAB has been released by Informal Working Group 2 (IWG-2) of the FCC's industry committee advising the commission on positions to take at the 1992 World Administrative Radio Conference (WARC) in Spain.

The report suggests seven specific spectrum bands in which DAB services could be established worldwide. At the same time, it also identifies some of the interests that are beginning to express opposition to spectrum sharing in those areas. Ben C. Fisher, chairman of IWG-2, said that interests, both for and against DAB, "should be participating" with the industry group as it amasses as much DAB information as possible before sending its recommendations to the commission.

Consultant Edward E. Reinhart, who is leading the IWG-2 subgroup on DAB, said that "one of the highest priorities of the group will be to get a consensus on just what spectrum would be realistic" for international allocation of both terrestrial and satellite services. He said that it is private industry's responsibility to attempt to reach total agreement on the appropriate DAB band, rather than sending individual comments and proposals to the FCC and leaving the decision to the commission.

The seven bands (located between 500 mhz and 3 ghz) that the advisory group is now examining are:

■ 500-608 mhz. These frequencies are primarily used in the U.S. for channels 19-36 of the UHF television band. Unallocated channels in this band are being eyed for establishment of simulcast high-definition television services in the mid-1990's. There is sharing of some frequencies with land-mobile radio, public safety users and other applications.

■ 614-806 mhz. Now being used for UHF channels 38-69, also being considered for HDTV allocation.

■ 1460-1530 mhz. In the U.S., these frequencies are allocated for "aeronautical telemetry." They are used during flight tests of aircraft and missiles, in-

cluding manned and unmanned vehicles designed to leave and reenter Earth's atmosphere. This band is heavily used by NASA and the Defense Department.

■ 1710-1850 mhz. Government-controlled spectrum for fixed and mobile radio applications. Among the band's common users are the Federal Aviation Administration; the Departments of Agriculture, Treasury and Justice, and the U.S. Army.

■ 1850-1990 mhz. Allocated for private fixed microwave communications.

■ 2200-2290 mhz. Government spectrum used for mobile and fixed radio applications as well as space research. NASA uses the band for its Tracking Data Relay Satellite System and the Air Force for its Space Ground Link Subsystem. The Treasury Department uses portions of the band for mobile satellite narrow-band uplinks and downlinks.

■ 2500-2655 mhz. Among many current users in this band are instructional television fixed services and multipoint distribution service.

The seven bands listed in the report are nearly identical to the bands proposed to the FCC for domestic satellite/terrestrial use by Strother Communications Inc., Hammond, La., a company that has asked the FCC for permission to conduct field tests of the European-developed Eureka 147 DAB system in the U.S. (BROADCASTING, Aug. 6). Strother also proposed 225-399.9 mhz, which is now used for government fixed and mobile communications and aeronautical navigation.

None of the seven suggested bands is likely to be approved for DAB service without some controversy. One of them, 1460-1530 MHz, is already attracting several opponents. That band has been proposed by Satellite CD Radio Inc. (CD Radio) for establishing a 100-channel satellite/terrestrial DAB service. CD Radio is also proposing a transmission technology for the service to the commission.

The Aerospace & Flight Test Radio Coordinating Council (AFTRCC), an organization representing manufacturers of aircraft and space vehicles, sent IWG-2 a three-page rebuttal to CD Radio's contention that 1460-1530 mhz could be shared by DAB and aeronautical telemetry. Flight tests are performed at locations throughout the U.S., said

AFTRCC, answering the CD Radio claim that the transmissions are only needed in a few isolated areas. "CD Radio's transmissions would cause interference to flight test telemetry and thus threaten the safety of life and property. CD Radio's suggestions to the contrary betray a fundamental misconception regarding aeronautical telemetry," AFTRCC said.

A near-term task for IWG-2 will be to determine exactly how much aeronautical telemetry uses the band. "We really don't have information on times of use or different assignments. If we're to come to any conclusion on sharing, we must have that data" for 1460-1530 mhz and all other proposed bands, Reinhart said.

AFTRCC has also carried its opposition to CD Radio to the FCC, where it took part in a round of comments on a rulemaking to approve the system (BROADCASTING, Aug. 27). "The national interest is best served by preserving radio spectrum allocation, which is integrally related to the productivity of an industry important to our national economy and our national security. CD Radio's attempt to reallocate that spectrum for yet more entertainment programming that can be provided via other, less wasteful means should be rejected as 'plainly not warranting consideration,'" it commented.

Others commentators in the CD Radio proceeding found more reasons to reject the use of 1460-1530 mhz. "Much of that frequency band has also been suggested for possible reallocation to meet critical mobile-satellite service needs that are of much greater significance than the incremental improvement in radio listening quality and coverage that CD Radio proposes to provide," said Comsat. The other alternative bands for DAB "should be examined before any consideration is given to reallocating bands adjacent to the present mobile-satellite bands."

The American Mobile Satellite Corp. (AMSC), which is licensed to use the mobile-satellite bands adjacent to 1460-1530 mhz, opposed CD Radio for the same reason.

Broadcasters and other interested parties will have many opportunities in the coming months to give the FCC their views on the spectrum options now being discussed for DAB and propose others. Comments on DAB implementation in the U.S. in response to an inquiry opened last month are due Oct. 12. On the international level, later this month the FCC is expected to open a second inquiry on DAB positions it should take at WARC-92.

-RMS

## IN SYNC

### FIBER HELPER

BellSouth Services Inc., a subsidiary of BellSouth Corp., has signed a three-year agreement with Telettra USA for Telettra to install DTV-45 codecs (coder/decoders) for digital video distribution. The DTV-45's are the same codecs currently being used by Bell Communications Research (Bellcore) in the testing of its nationwide fiber-optic video network. They operate at a DS3 rate (45 megabits per second). BellSouth plans to use codecs to link its regional offices for teleconferences. Telettra USA is a subsidiary of the Fiat Group, Italy.

### CONTINENTAL SALE

Varian Associates Inc., Palo Alto, Calif., has tentatively agreed to sell its Dallas-based Continental Electronics subsidiary, manufacturer of broadcast radio transmitters, to Tech-Sym Corp., Houston, a manufacturer of electronics systems and components. The purchase is subject to the approval of the boards of both companies. No sale price was announced. Varian announced its intention to sell Continental last May. At the same time, it announced that another subsidiary, TVT, Cambridge, England, manufacturer of UHF-TV transmitters and other high-powered RF devices, was also on the block (BROADCASTING, May 21).

### ON THE MOVE

New England Digital Corp. has moved its North American headquarters from White River Junction, Vt., to Lebanon, N.H. The company, which manufactures digital audio workstations for broadcast and recording industry customers, has been based in White River Junction for 13 years. The move places all of New England Digital's manufacturing, research & development, product design, sales and administrative functions in one location. The New England

Digital office will take up 100,000 square feet at the Rivermill Complex in Lebanon, which has housed the company's manufacturing and support services departments for the past three years.

### MULTIPLYING ENGINEERS

The Society of Broadcast Engineers (SBE), Indianapolis, announced that its new membership over the first seven months of 1990 grew at a pace 17% quicker than over the same period in 1989. The society now numbers about 6,000. As of July, SBE said that for the first time over 50% of its membership had completed the SBE Certification program for broadcast engineering training.

### NEW SPORT

Abekas Video Systems Inc., Redwood City, Calif., is introducing SPORT (special programs on remote terminal), an interface that allows for control of Abekas's A53-D 3-D digital effects system and A72 character generator from an external personal computer. The system also allows customers to write their own system control specialized programs. SPORT is currently being sent as a free upgrade to owners of A53-D and A72 systems.

### PHONE OPTION

Accu-Weather Inc., State College, Pa., is offering FeatureFone, a turnkey automatic phone information system designed for TV stations. The system allows viewers to call the system for up-to-date local weather forecasts, travel forecasts, ski and resort forecasts and other weather related items. Subscribers may also order several other lines with features including local news and sports, stock reports, horoscopes and movie reviews. Monthly subscriber and lease rates start at \$9.90.



# WASHINGTON

## COURT UPHOLDS FCC'S STRIKING OF THREE-YEAR RULE

**A** three-judge panel of the U.S. Court of Appeals in Washington ruled last week that the prohibition against trafficking of broadcast stations along the lines of the three-year anti-trafficking rule the FCC repealed in 1982 is not inherent in the Communications Act of 1934 and that the FCC acted properly last year in declining to launch a rulemaking to reinstate the rule.

"The Act contains no prohibition of trafficking, let alone a three-year rule, and we decline...[the] invitation to amend the statute judicially so as to include one," wrote Judge James L. Buckley in the 11-page opinion. He was joined by Judges Douglas H. Ginsburg and David B. Sentelle.

National Association of Broadcasters President Eddie Fritts, in a prepared statement, said the association was pleased the court "rejected efforts to overturn" the FCC's repeal of the anti-trafficking rule, which required broadcasters to hold stations for at least three years before selling them.

Fritts recalled that the NAB supported deletion of the rule on the "grounds that the public would benefit far more from a willing, financially able purchaser than from an unwilling or unable owner restricted from selling by arbitrary government regulations."

The roots of the case go back to 1986, when the Office of Communications of the United Church of Christ and Action for Children's Television petitioned the FCC to conduct a rulemaking to bring back the anti-trafficking rule.

After the FCC sent down final word in 1989 that it had no intention of revising the rule, the citizen groups took their case to the court of appeals, arguing that the Communications Act requires an anti-trafficking rule and that the FCC was "arbitrary and capricious" in refusing to consider reinstating one.

But the court disagreed. "[I]t is evident that the commission was within its discretion in abandoning the anti-trafficking policy, given its well-articulated conclusion that continuation of the rule would lead to more deterioration in ser-

vice than would its elimination," Buckley's opinion says.

The citizen groups' "sole rationale for why the commission's action is contrary to law is their theory that profit motivation is always and everywhere inconsistent with acting in the public interest," it says. "In the absence of any specific evidence that programing quality has declined as a consequence of the elimination of the three-year rule, it is within the commission's discretion to reject the theory."

According to the court, the only evidence the citizen groups offered in support of an anti-trafficking requirement were court decisions prior to 1982 up-

### JUDGE GREENE URGED BY FCC TO REMOVE BOC RESTRICTIONS

**T**he FCC submitted a brief to District Court Judge Harold Greene urging him to remove restrictions on the Bell operating companies' offering "information services." The agency argued that consumers will benefit from permitting BOC's to provide a full range of information services. Moreover, the FCC also said it has "substantial experience with antidiscrimination and cost allocation safeguards designed to ensure fair competition when the BOCs participate in nonregulated markets."

A coalition of consumer groups led by Action for Children's Television also said the restrictions should be lifted. The brief argues that current policy "chokes America's information infrastructure, preventing the country's leading communications innovators from bringing fully and effectively their valuable products to the American public." The U.S. Court of Appeals for D.C. Circuit has directed Greene to reconsider his earlier decision.

holding the rule. "Were we to accept their approach, we would wrongly lock the commission into a particular understanding of the public interest, denying it the right we expressly recognized in [the 1983 *Black Citizens* case] to 'reconsider and revise' its views," the opinion says.

The court also rejected the notion that the FCC had acted arbitrarily or capriciously. The agency's finding that a "new rulemaking was unwarranted was based on its determination that the reasoning of its prior rulemaking was still applicable and that no new evidence sufficient to warrant reconsideration had been presented," the opinion says.

Henry Geller, one of the attorneys representing the challenging groups, said the court, by embracing the FCC repeal of the anti-trafficking rule, dashes the notion of broadcasters having public interest obligations.

By definition, traffickers try to maximize profits of stations so they can increase value and sell the stations for more than they paid for them, Geller said. Maximizing profits leaves no room for costly children's programs, nonrevenue-producing public affairs programing and other manifestations of broadcasters serving the public interest, Geller said.

"If running up the value of a station is in the public interest, then war is peace, down is up and the public interest is dead," he said.

If the National Association of Broadcasters continues to oppose reinstatement of anti-trafficking, Geller said, "what the NAB is really saying is that there is no public interest standard." In that case, he said, "the NAB deserves every spectrum usage fee the Congress can stick to them."

The NAB is currently engaged in scuttling a Bush administration proposal to raise funds for the national treasury by imposing an annual fee on broadcasters and other commercial users of the radio spectrum. The fee now being talked about is 4% of annual revenues (BROADCASTING, Aug. 6).

Geller said there would be no appeal to the Supreme Court, noting that the



high court has refused to take up earlier challenges of deregulatory actions taken by the FCC during the Reagan era. "You can't get into the Supreme Court," he said.

"The FCC made an incredibly bad decision [in repealing the rule]," Geller said. "The court sustained it and it's now up to Congress to look at it."

"It's a damn shame" the court chose not to use the case to make the FCC

consider an anti-trafficking rule, said Andrew Schwartzman, another attorney for the challengers. The absence of a rule encourages broadcasting speculators who see stations as assets that can be turned around for a quick profit and who pay "more attention to debt service than public service. They treat broadcast stations like a Burger King franchise rather than a public trust," he said. **-HAJ**

## PRESIDENT OK'S TV MARTI FUNDING

Over the objections of the broadcasting industry, President Bush signed an order last week releasing \$16 million in federal funds for the continued operation of the United States Information Administration's TV Marti, the VHF (channel 13) television station in the Florida keys that has been broadcasting programming to Cuba on an experimental basis since March.

"TV Marti is an integral part of U.S. policy to provide free access to information for people who are denied that right," according to a statement read by White House spokesman Marlin Fitzwater last Monday at the summer White House in Kennebunkport, Maine. "We regret the Cuban regime's decision to attempt to deny the free flow of information by jamming, but we recall the experience of Radio Free Europe and Radio Liberty, in which the broadcasts were jammed for years yet people were able to listen," it said.

The White House foreshadowed last week's action with a "feasibility" re-

port to Congress in July that concluded that TV Marti lays a good signal over Havana and surrounding provinces and does not interfere with any U.S. stations ("In brief," July 30). Under provisions of the TV Marti appropriation legislation, the President had to make such a finding before \$16 million could be spent.

TV Marti is no ordinary station. It broadcasts its signal from a transmitter and antenna attached to a balloon tethered 10,000 feet above Cudjoe Key, Fla. When it first went on the air March 27, it broadcast three hours a day (from 3:45 a.m. to 6:45 a.m.), but cut back to two-and-a-half hours on July 2 (3:30 a.m. to 6 a.m.) to avoid interference with Havana's channel 13 after it began operating at 6 a.m. TV Marti's programming is a mix of news, sports and entertainment.

With the money and the "permanent" status, said Tony Navarro, director of the USIA's Office of Cuba Broadcasting, TV Marti's programming will become more diverse. "Our newscasts, for

example, will be complemented by current affairs shows, including roundtable discussions of news events, which, like the newscasts themselves, will be balanced and objective," he said. "This will be an evolving process," he said, noting that there are no immediate plans to increase hours of operation.

In 1988, at the urging of then-President Reagan, Congress allocated startup funds for TV Marti, which was to be modeled on Radio Marti, an AM station that began broadcasting programming to Cuba in May 1985.

Broadcasters have opposed TV Marti from the start, fearing it would interfere with commercial U.S. stations that share the same frequency and that it would provoke retaliatory jamming of U.S. stations by Cuba.

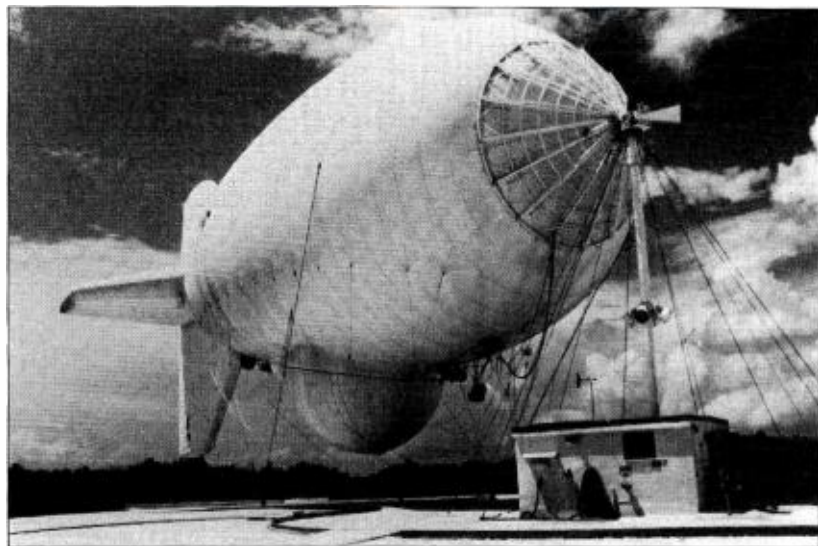
Any hope broadcasters had of discouraging the Bush Administration's interest in TV Marti, which has a political constituency in the anti-Castro conservatives in South Florida, were dimmed at the National Association of Broadcasters convention in Atlanta last April. In an address to the broadcasters, President Bush reaffirmed his commitment to the service and urged broadcasters to rally behind it.

Reacting to last week's news, NAB President Eddie Fritts said broadcasters support the President's goal of "exporting democracy by means of international communications" in theory and would support it in practice "if a suitable means could be found which would not put U.S. commercial stations at risk from increased interference from high-powered Cuban broadcasts to the U.S."

According to Fritts, Cuba has already begun full time jamming of Radio Marti. "The result as far as we can tell has been to reduce rather than increase the flow of information to Cuba via broadcasts from the U.S.," he said. "This jamming has caused some commercial U.S. stations to lose substantial portions of their coverage areas."

Responding to the White House's feasibility report, Association of Maximum Service Television President Margita White sent letters to congressional leaders urging them to "reconsider whether the benefits of TV Marti are worth the costs" (BROADCASTING, Aug. 20).

White cited an observation by the National Telecommunications and Information Administration, included in the White House's July report to Congress, that WTVT(TV) Tampa, Fla., also on channel 13, had suffered interference two days after TV Marti went on the air. NTIA did not blame TV Marti, but did not absolve it either. **-HAJ**



TV Marti's aerostat

# BUSINESS

## MORE STATIONS OPTING FOR JUST ONE RATINGS SERVICE

*Petry study shows fewer than half subscribe to both Arbitron and Nielsen*

**A**rbitron and Nielsen may be the victims of cost cutting at TV stations throughout the country. A just-released study by Petry shows that stations subscribing to both rating services have fallen below the 50% mark.

The Petry study is a follow-up to one done in April that showed, among other things, that the number of single-service subscribers in top-50 markets is double what it was three years ago. Besides budget tightening, Petry cited the growing use of surveys and databases by station research departments as contributing to the drop.

Petry surveyed 811 stations—603 subscribe to Nielsen (74%) and 568 subscribe to Arbitron (70%). Only 48% of the stations subscribe to both services, a

3% drop since November 1989. The percentage of the total number of stations using a single service is identical to those that are dual subscribers. Nielsen holds a 26% to 22% edge over Arbitron. Between November 1989 and May 1990, Nielsen signed 16 new stations but lost 25 while Arbitron gained 15 and lost 27. Of stations that went from two services to one, 16 were in markets 1-50; 13 were in markets 51-100 and six were in markets 101-plus. Nielsen lost 17 stations—nine in markets 1-50, six in markets 51-100 and two in markets 101-plus. Arbitron lost seven stations in the top 50, seven in markets 51-100 and four in markets 101-plus.

The decline in dual subscribers in top-100 markets worked to Nielsen's advan-

tage as the percentage of stations that only take Nielsen rose from 19% in November 1989 to 21% in May 1990. Arbitron was flat at 26%.

In markets 101-plus Nielsen-only stations went from 26% to 29% while Arbitron-only stations dropped from 25% to 22%. The percentage of stations subscribing to both services remained flat at 47%.

Other highlights of the study: Within top 50 markets, single service subscribers are evenly divided between Nielsen and Arbitron. The Nielsen advantage picks up as the market rank decreases. Affiliates in top-100 markets prefer Arbitron, while independents choose Nielsen.

The study also shows that in the 25 metered markets—13 metered by both Nielsen and Arbitron, 11 only by Nielsen and one only by Arbitron—41% of the stations subscribe to both services. Apparently, according to Petry, there has been a "role reversal" between affiliates and independents with a greater percentage of independents now dual subscribers. Within markets metered by both companies, the study found that 52% subscribe to both services. Within the markets metered by a single service, 21% supported both Nielsen and Arbitron and affiliates favor the diary sample while independents prefer meters.

Bucking the trend to single service is KTRV(TV) Nampa, Idaho (Boise). The Fox affiliate in the 135th market just signed on with Nielsen and will continue to use Arbitron. Rex McArthur, the station's president and general manager, said that Nielsen had not been in the all-Arbitron market for three or four years and "really wanted to get back in." McArthur went on to say that having one service is handicapping all the stations in the market because some clients such as McDonalds and Pizza Hut work with Nielsen numbers. McArthur would not go into detail about contract arrangements except to say that he will be able to keep both services and stay within his research budget. On the subject of their eventually being only one ratings service, McArthur said if that happens all negotiation power for the stations would be gone.

-JF

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## FIFTH ESTATE EARNINGS REPORTS

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Control Data Corp.	Second	\$405,600	-49%	\$11,200	NM	\$0.26
Dun & Bradstreet	Second	\$1,196,034	13%	\$122,990	-18.2%	\$0.67
Foote Cone & Belding	Second	\$84,720	6.4%	\$7,474	9.4%	\$0.73
Grey Advertising	Second	\$784,098	10%	\$5,160	4.4%	\$3.96
Interpublic Group	Second	\$342,401	8%	\$30,940	9.3%	\$0.92
QVC Network	Second	\$158,824	189%	(\$4,497)	NM	(\$0.26)
Omnicom Group Inc.	Second	\$298,533	23.5%	\$17,431	15.6%	\$0.67

**Dun & Bradstreet's** marketing information services division, which includes Nielsen Media Research, reported 14.8% increase in second quarter revenue to \$471,883,000 from \$112,309,000 one year ago. **Nielsen**, company said, saw "modest" increase for second quarter. ■ **Foote Cone & Belding** said that second-quarter figures were on target despite some softening of client budgets. ■ **Interpublic** Chairman Philip Geir said that some U.S. clients have shifted ad expenditures from first half to second half of year. ■ **Omnicom Group** said that commission and fee income was boosted by net acquisitions of subsidiary companies and changes in foreign currency exchange rates. Subtracting those two factors, company said that consolidated worldwide income would have increased 5.3% in second quarter 1990, compared to same period in 1989. ■ **QVC Network** said softness in economy and consumer demands "will make it difficult" to achieve revenue goal of \$900 million for year. Additionally network said profitability goals have been scaled back in line with lowering of gross margin target from 39% to 37%.

## NO VACATION FROM TV, SAYS STUDY

*ABC report claims 79 million uncounted viewers away from home costing networks \$90-\$180 million*

**J**ust because people may be on vacation doesn't mean they don't watch television. That's the conclusion of a study released by ABC last week that says the viewing of 62 million adults on vacation is not being measured.

The ABC-sponsored, Bruskin Associates-conducted study was done between July 30 and Aug. 6, and is based on a telephone survey of 1,000 adults. According to the study, 43% or 79 million adults are away from their homes on vacation during the summer and the average vacation viewer watched about three hours of television daily over six days.

The uncounted viewers add up to major bonuses for advertisers, according to Alan Wurtzel, ABC's senior vice president of marketing and research services. Richard Montensano, ABC vice president, marketing and research, said that network business during the summer months is about \$1.8 billion and that the value in terms of uncounted viewers is conservatively between 5% and 10% or between \$90 million and \$180 million.

It is also a bonus for advertisers, according to Wurtzel, because vacation viewers are the most sought-after audience—likely to be adults, 18-49, with college or graduate educations and with incomes of more than \$50,000 a year.

A third bonus the study found, Montensano said, is that 8% or 15 million

adults not on vacation watched television in out-of-home unmeasured locations in an average week during the summer.

The findings of the study were of little surprise to the advertising industry. One media buyer conceded that advertisers get those viewers for free and that "if Nielsen tracks them, the network will want us to pay for them. We'd like to know who they are and all but don't want to pay a whole lot for them." Betsy Frank, vice president, research, Saatchi & Saatchi, said that "it's not as if they're telling us something that we did not know existed," adding that until the current home-based measuring system in place is changed, advertisers will continue to use it to determine audience share and pricing.

This is the most recent in a series of studies that ABC and the other networks have conducted in an attempt to account for out-of-home viewing. Bruskin did a similar study for ABC two years ago that showed, that *Monday Night Football* advertisers received a 10% viewing bonus from out-of-home viewers. Last November, Nielsen conducted an out-of-home study that confirmed unmeasured viewing across many dayparts. "The current ratings architecture is not conducive to measuring a lot of the television viewing due to the mobility of today's viewer," said Montensano. —JF

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# CHANGING HANDS

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

KVEO(TV) Brownsville, KPEJ(TV) Odessa and KWKT(TV) Waco, all Texas. □ Sold by SWMM/Brownsville Corp. to Associated Broadcasters Inc. for \$30.45 million. Total is due in cash at closing. KVEO(TV) went on air in Dec. 1981. KPEJ(TV) went on air in June 1986. KWKT(TV) went on air in March 1988. Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, La. Buyer is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Galloway is 100% owner of Communications Corp., licensee of KPEL(AM)-KTDY(FM) Lafayette, La., and KEZA-FM Fayetteville, Ark. KVEO(TV) is NBC affiliate on channel 23 with 2,500 kw vis., 1,000 kw aur. and antenna 1,500 feet above average terrain. KPEJ(TV) Odessa is Fox affiliate on channel 24 with 4,400 kw vis., 440 kw aur. and antenna 1,040 feet above average terrain. KWKT(TV) is Fox affiliate on channel 44 with 4,200 kw vis., 420 kw aur. and antenna 1,811 feet above average terrain.

## PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ \$535,000 □ 5

FM's □ \$295,000 □ 3

AM-FM's □ \$21,113,500 □ 9

TV's □ \$32,975,000 □ 4

Total □ \$54,919,280 □ 21

Year to Date:

AM's □ \$78,806,077 □ 178

FM's □ \$390,183,987 □ 180

AM-FM's □ \$329,422,198 □ 166

TV's □ \$765,191,900 □ 77

Total □ \$1,585,386,940 □ 613

For 1989 total see Feb. 5, 1990 BROADCASTING.

KKAM(AM) Fresno, KBOS(FM) Tulare, KIST(AM) Santa Barbara and KMGQ(FM) Goleta, all California □ Sold by Radio Fresno Inc. to Express Broadcasting Co. for undisclosed amount. Price is estimated to be \$11 million. Two previous sales attempts, both at \$11.75 million, fell through. Stations were acquired in 1986 for \$8.35 million. Seller is headed by James Olerich, Burke Kaplan and Alex Sheftell and has interest in KXPT(FM) Oxnard-Ventura, Calif. Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA. KKAM is fulltimer with oldies format on 1340 khz with 1 kw. KBOS(FM) has CHR format on 94.9 mhz with 16.4 kw and antenna 847 feet. KIST is fulltimer with oldies format on 1340 khz with 1 kw. KMGQ(FM) has adult contemporary format on 106.3 mhz with 365 watts and antenna 879 feet.

KFON(AM) Rollingwood and KKMJ(FM) Austin, both Texas □ Sold by Keymarket of Austin Inc. to The Tremont Group Ltd. for \$7 million. Stations were acquired in February 1989 and October 1986 for \$400,000 and \$15 million, respectively. Seller is headed by Kerby E. Confer and Donald Alt. Confer, through various companies, has interest in WILK(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, Va., and KFRG-FM San Bernardino, CA. Alt has interest in WRUS(AM)-WBVR(FM) Russellville, Ky. Buyer is headed by Joseph C. Amaturio, Winifred J. Amaturio and Douglas Q. Amaturio. Joseph C. Amaturio is licensee of KHGI(TV) Kearney, KSNB-TV Superior and KWNB-TV Hayes, all Nebraska; and Channel 44 Ltd., licensee of WJTC(TV) Pensacola, Fla. KFON has beautiful music format on 1370 khz with 5 kw day and 500 w night. KKMJ(FM) has adult contemporary format on 95.5 mhz with 100 kw and antenna 1,000 feet.

KLMG-TV Longview, Tex. □ Sold by Jason R. Searcy, trustee, to Kamin Broadcasting Co. for \$2.525 million. Price includes \$175,000 deposit and \$2.35 million assumption of debts. Station was acquired in June 1987. Seller has no other broadcast interests. Buyer is headed by Lester Kamin and has no other broadcast interests. KLMG-TV is CBS affiliate on channel 51 with 3,100 kw vis., 310 kw aur. and antenna 1,249 feet.

WALG(AM)-WKAK(FM) Albany, Ga. □ Sold by Platinum Broadcast Ltd. to Radio One WKAK Inc. for \$1,255,200. Price includes \$200 deposit and assumption of



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debts totaling \$1.255 million. Stations were acquired in August 1985. **Seller** is headed by Ilene Berns and has no other broadcast interests. **Buyer** is headed by Dan Rouse, Bob Roddy and Dave Cobb, and has no other broadcast interests. WJLG has heart and soul format on 1590 khz with 5 kw day and 1 kw night. WKAK(FM) has country format on 101.7 mhz; 3 kw; and antenna 300 feet.

**KBMW(AM) Breckinridge, Minn.** □ Sold by T&J Broadcasting Inc. to W-B Broadcasting Inc. for \$750,000 ("In Brief" Aug. 27). Price includes \$100,000 cash at closing and \$600,000 promissory note payable in 120 monthly installments at 9%. Station was acquired in Oct. 1955. **Seller** is headed by Thomas E. Ingstad and has interest in KLTA(FM) Breckinridge, Minn.; KIT(AM)-KATS(FM) Yakima, Wash.; KXRI(AM) Anchorage, Alaska; KXIC(AM)-KKRQ(FM) Iowa City, Iowa; KIMM(AM)-FGG(FM) Rapid City, S.D., and I.FKA(AM)-KSQI(FM) Greeley, Colo. T&J sold KKA(AM)-KQAA(FM) Aberdeen, SD to CD Broadcasting Corp. for \$850,000 ("Changing Hands," Aug. 27). **Buyer** is headed by Thomas Vertin, Jay Schuler, Robert Comstock, Dean Aamodt and Les Guderian, and has interest in KGWB(FM) Whaperton, S.D. KBMW is fulltimer with country format on 1450 khz with 1 kw. *Broker: Johnson Communication Properties Inc.*

**WXRS-AM-FM Swainsboro, Ga.** □ Sold by Lacom Communication Inc. to Roy A. Thompson for \$500,000. Price includes \$375,000 deposit and \$125,000 promissory note payable in monthly installments at 10%. Stations were acquired in Feb. 1982 for \$220,000. **Seller** is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. **Buyer** has no other broadcast interests. WXRS has black format on 1590 khz with 2.5 kw day and 25 watts night. WXRS-FM has modern country format on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

**KPUR(AM) Amarillo, Tex.** □ Sold by Holder Broadcast Services of Texas Inc. to Tules T. Gamboa for \$500,000. Price includes \$10,000 down payment, \$40,000 cash at closing and \$450,000 promissory note payable in 10 years at 12%. Station was acquired in 1988 for \$1.1 million. **Seller** is headed by Harold D. and Shirlee Holder and has interest in KHWK(FM) Canyon, Tex. **Buyer** has no other broadcast interests. KPUR(AM) has AOR format on 1440 khz with 5 kw day and kw night.

**WQPM-AM-FM Princeton, Minn.** □ Sold by P.M. Broadcasting Co. to John V. Montgomery for \$410,000 promissory note payable in 10 years at 8%. **Seller** is headed by Terry Montgomery and has no other broadcast interests. **Buyer** has

## NETWORK REVENUE UP SLIGHTLY IN JULY

**N**etwork radio revenue was up 3.9% in July 1990, compared with July 1989, according to figures compiled by Ernst & Young and released by the Radio Network Association in New York. July revenue was \$37,656,100, vs. \$36,246,976 in 1989. In the first seven months of 1990 network revenue has totalled \$240.3 million, a 2.7% increase over the \$233.8 million reported for the same period last year.

no other broadcast interests. WQPM simulcasts FM programming on 1300 khz with 1 kw day and 83 w night. WQPM-FM has adult contemporary format on 106.3 mhz with 3 kw and antenna 300 feet.

**KWBX(FM) Bend, Ore.** □ Sold by University of Oregon Foundation to JJP Broadcasting Inc. for \$250,000. Price includes \$100,000 cash at closing and \$150,000 promissory note payable in four years at

9.5%. Station went on air in Sept. 1986. **Seller** is headed by Hale G. Thompson, Donna P. Woolley, Ronald E. Blind and Eloise Stuhr and has no other broadcast interests. **Buyer** is headed by Juan E. Rodriguez Diaz, Jorge J. Rodriguez and Prentis C. Hale III. Juan E. Rodriguez Diaz is director of Channel 7 Inc., licensee of WSTE-TV Ponce, P.R. KWBX(FM) has classical format on 105.7 mhz with 35 kw and antenna 592 feet.

**KBJJ(FM) Marshall, Minn.** □ Sold by Garamella Broadcasting Co. to CD Broadcasting Corp. for \$250,000. Total is due in cash at closing. Station went on air in July 1985. **Seller** is headed by Todd and Joseph J. Garamella and has interest in KMSR(FM) Sauk Center and KSCR-AM-FM Benson, both Minnesota, and KJG-FM Spencer, Iowa. **Buyer** is headed by Christopher T. Dahl, Russell Cowles, Richard W. Perkin, Lance W. Riley and S. Mel Paradis, and has interest in KJQ(AM)-KKQ(FM) Volga, S.D.; KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KQHT-FM Crookston, all Minnesota, and KRRZ(AM)-KZPR(FM) Minot, N.D. KBJJ(FM) has adult contemporary format on 107.1 mhz with 3 kw and antenna 242 feet.

## RADIO '90

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## NEW MONEY FOR NEWCITY COMMUNICATIONS

Group owner closes \$20 million refinancing with Boston venture capital firm

**R**adio group owner NewCity Communications (five AM's and eight FM's) closed its \$20 million refinancing last week in Boston with venture capital firm Burr, Egan, Deleage & Co., based in Boston.

"It's a good new deal for us," NewCity Communications President Richard Ferguson told BROADCASTING. The restructuring has Burr, Egan, Deleage & Co. investing \$14 million in convertible preferred stock and \$6 million in subordinated debt. The stock, if converted into common stock, would give the venture capital firm a 40% to 45% stake in NewCity depending on NewCity's revenue picture. The cash-in date for the stock is eight years, but Burr, Egan, Deleage & Co. is not expected to convert the stock. The investment does not alter the ownership structure of NewCity, which is an employee-owned company. The restructuring had been in the works since December 1989.

As a result of the deal, NewCity will also have a new senior lender, Canadian Imperial Bank of Commerce (CIBC), replacing the Bank of New England which, earlier this year, sold about \$900 million of its loan obligations to broadcasters to CIBC.

CIBC last week also announced that it has agreed to lend a \$53 million commitment for NewCity's refinancing. The \$53 million will be structured as a \$50 million 4 year-term loan and a \$3 million 4 year revolving credit facility. Of the \$53 million, Bank of New England will provide \$12 million and Fleet National Bank \$18 million.

The refinancing allows NewCity Communications to buy back about \$27 million of its \$35 million in outstanding high-yield subordinated bonds issued in 1986 through Morgan Stanley & Co. The \$20 million, according to Ferguson, will buy the NewCity bonds at a ratio of 65 cents on the dollar. The deal will

allow the Bridgeport, Conn.-based group owner to reduce its annual debt payments by approximately \$4 million per year.

Burr, Egan, Deleage & Co. partner Bill Egan has worked with Ferguson before. Egan played a role in NewCity's 1986 buyout from then owner rep firm Katz Communications for about \$65 million. Katz bought NewCity (then Park City Communications) in 1981. Burr, Egan, Deleage & Co. deals primarily with the broadcasting industry, and is also currently helping Fuller-Jeffrey Broadcasting, owner of four AM's and eight FM's, to restructure.

By refinancing, NewCity plans to maintain business as usual and will not, Ferguson said, look to add or sell stations. NewCity owns WZZK-AM-FM Birmingham, Ala.; WEZN(FM) Bridgeport, Conn.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WYAY(FM) Gainesville (Atlanta) and WYAI(FM) La Grange, both Georgia; WYYY(FM) Syracuse, N.Y.; KRMG(AM)-KWEN(FM) Tulsa, Okla., and KCYY(FM) San Antonio, Tex. The two Georgia stations simulcast programming, but air different spots and promotion pieces as a result of a relaxation of FCC cross-ownership rules. —JF

JULY 1990

This Announcement Appears as a Matter of Record Only.

**THOMAS COMMUNICATIONS CORPORATION**

Has Purchased

**WBES-FM, Charleston, West Virginia**

For \$1,100,000.00

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### JACOR EXTENSION

**F**ollowing the sale of Eastman Radio Co. to Katz for \$11,750,000, Jacor Communications Inc. has paid to its bank lenders all previously extended interest payments under its credit agreement and has reduced its outstanding principal by approximately \$3.5 million.

The banks have extended their waiver of a provision requiring Jacor to raise \$15 million in equity to Oct. 15, 1990, "or such later date as the company and the banks may agree."

According to a statement released by Jacor Communications, the company does not expect to satisfy that provision by Oct. 15 and expects to seek a further extension. The lenders' extension stipulated that Jacor defer indefinitely "certain payments on subordinated indebtedness" and warrants and cash dividend payments on its capital stock.



# FOCUS ON FINANCE

Stock market rebound helped most media stocks last week. Among deal stocks MGM announced receipt of another \$50 million from proposed buyer, Pathé, with last installment due on Sept. 20. Stock was up 9% to 14¾.

Most noticeable activity still continued on down side. Trading in QVC Network was halted last Wednesday for 40 minutes after home shopping company reported 26 cents per share

loss compared to five cents profit in prior-year's second quarter. In one day stock dropped 15%, to 7½.

Also recently reporting reduced earnings was Ackerly Communications, stock of which has fallen 33% over past month, to 2¾. Westwood One was off 21% last week, to 3¼. Orion Pictures fell 14% to 9¼ and Grey Advertising declined 9%, to 157.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard and Poor's or as obtained by Broadcasting's own research.

	Closing Wed Aug 29	Closing Wed Aug 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## BROADCASTING

N (CCB) Cap. Cities/ABC	478	1/2	500	-21	1/2	-04.30	16	8,280	
N (CBS) CBS	174	3/8	170	5/8	3	3/4	02.19	13	4,126
A (CCU) Clear Channel	11	11	1/2	-	1/2	-04.34	-73	63	
O (JCOR) Jacor Commun.	2	3/8	2	1/2	-	1/8	-05.00	-1	23
O (LINB) LIN	52	54	1/8	-	2	1/8	-03.92	-18	2,694
O (OSBN) Osborn Commun.	8	8	1/4	-	1/4	-03.03	-10	55	
O (OCOMA) Outlet Comm.	15	3/4	17	-	1	1/4	-07.35	19	103
A (PR) Price Commun.	2	1/8	2		1/8	06.25		19	
O (SAGB) Sage Bcsg.	1	1/8	1	3/8	-	1/4	-18.18	-1	4
O (SCRIP) Scripps Howard	46		46			00.00	19	475	
O (SUNNC) SunGroup Inc.		3/4	3/4			00.00	-1	1	
O (TLMD) Telemundo	5	1/2	5	1/8	3/8	07.31	-2	125	
O (TVXGC) TVX Group	7	3/4	7	1/2	1/4	03.33		56	
O (UTVI) United Television	28	1/8	28	1/4	-	1/8	-00.44	3	305

## EQUIPMENT & MANUFACTURING

N (MMM) 3M	79	7/8	79	1/8	3/4	00.94	13	17,772	
O (IATV) ACTV Inc.	3	1/2	3	7/8	-	3/8	-09.67	2	
O (AFTI) Am. Film Tech.	7	3/8	7	3/8		00.00	28	72	
N (ARY) Arvin Industries	16	5/8	16	1/2	1/8	00.75	23	312	
O (CCBL) C-Cor Electronics	8	1/4	7	3/4	1/2	06.45	6	35	
O (CTEX) C-Tec Corp.	15	1/4	16		3/4	-04.68	254	258	
N (CHY) Chyron	1	1/4	1	1/4		00.00	-3	14	
A (COH) Cohu	9	1/2	9		1/2	05.55	7	18	
N (EK) Eastman Kodak	39	7/8	39		7/8	02.24	25	12,937	
N (GRL) Gen. Instrument	44	1/2	44	1/2		00.00	14	1,227	
N (HRS) Harris Corp.	24	25	1/2	-	1	1/2	-05.88	24	960
N (IV) Mark IV Indus.	10	3/4	9	7/8	7/8	08.86	2	158	
O (MATT) Matthews Equip.	1	3/4	2		1/4	-12.50	87	10	
O (MCDV) Microdyne	3	3	1/8	-	1/8	-04.00	42	12	
O (MCOM) Midwest Comm.	1	5/8	2		3/8	-18.75	4	4	
N (MOT) Motorola	71	3/8	67	1/2	3	7/8	05.74	18	9,307
A (PPI) Pico Products		7/8	7/8			00.00		3	
N (SFA) Sci-Atlanta	19	18	1/8	7/8	04.82	10	423		
N (SNE) Sony Corp.	51	3/8	50	1	3/8	02.75	26	17,052	
N (TEK) Tektronix	13	12	1/2	1/2	04.00	-4	378		
N (VAR) Varian Assoc.	30	1/2	29	3/4	3/4	02.52	-34	582	
O (WGNR) Wegener	1	1	1/8	-	1/8	-11.11	-6	7	
N (WX) Westinghouse	32	30	1/8	1	7/8	06.22	9	9,330	
N (ZE) Zenith	6	1/8	6	1/4	-	1/8	-02.00	-2	163

	Closing Wed Aug 29	Closing Wed Aug 22	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
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## PROGRAMING

O (ALLT) All American TV	2	1/2	2	1/2		00.00		4	
N (CRC) Carolco Pictures	7	1/4	8	3/8	-	1/8	-13.43	16	217
A (CLR) Color Systems	1	5/8	1	5/8		00.00	-1	9	
O (DCPI) dick clark prod.	5	4	1/2	1/2	1/2	11.11	21	41	
N (DIS) Disney	103	7/8	98	1/8	5	3/4	05.85	17	13,830
O (FNNI) FNN	6	3/4	6	3/4		00.00	20	122	
A (FE) Fries Entertain.		1/2	1/2			00.00		2	
A (HHH) Heritage Ent.	1	1/8	1	3/8	-	1/4	-18.18	-1	8
N (HSN) Home Shop. Net.	5	4	5/8	3/8		08.10	125	449	
O (IBTVA) IBS	1	3/8	1	3/8		00.00	17	4	
N (KWP) King World	19	5/8	20	3/4	-	1/8	-05.42	9	745
O (KREN) Kings Road Ent.		1/4	1/4			00.00		1	
N (MCA) MCA	42	1/8	40	1/4	1	7/8	04.65	16	3,141
N (MGM) MGM/UA Comm.	14	3/8	13	1/4	1	1/8	08.49	-21	732
A (NNH) Nelson Holdings	2	7/8	3	1/4	-	3/8	-11.53		12
O (NNET) Nostalgia Net.		1/2	11/16	-	3/16	-27.27		2	
N (OPC) Orion Pictures	9	1/4	10	3/4	-	1/2	-13.95	26	167
N (PCI) Paramount Comm.	35	5/8	33	7/8	1	3/4	05.16	25	4,237
N (PLA) Playboy Ent.	4	3/8	4		3/8	09.37	-62	82	
O (QNTQE) Qintex Ent.		1/8	1/8			00.00		26	
O (QVCN) QVC Network	7	1/2	9	1/8	-	1/8	-17.80	-107	130
O (RVCC) Reeves Commun.	6	3/4	6	3/4		-00.80	-6	85	
O (RPIC) Republic Pic. 'A'	5	3/4	5	3/4		00.00	23	24	
O (RPICB) Republic Pic. 'B'	5		5			00.00	55	21	
O (SP) Spelling Ent.	4	7/8	4	7/8		00.00	24	161	
O (JUKE) Video Jukebox	5	5/8	5	1/2	1/8	02.27	-29	53	
O (WONE) Westwood One	3	3/4	4	3/4	-	1	-21.05	-2	55

## SERVICE

O (AGRPC) Andrews Group	2	3/8	2	3/8		00.00	-1	21	
O (BSIM) Burnup & Sims	7	3/4	7	1/2	1/4	03.33	96	97	
N (CQ) Comsat	28	7/8	29	1/2	-	5/8	-02.11	8	488
N (DNB) Dun & Bradstreet	42	3/4	41	3/4	1	02.39	15	7,800	
N (FCB) Foote Cone & B.	24	3/8	24		3/8	01.56	13	260	
O (GREY) Grey Advertising	157	173			-16	-09.24	14	177	
O (IDBX) IDB Commun.	6	3/4	6	3/4		00.00	22	42	
N (IPG) Interpublic Group	32	1/2	31	1/8	1	3/8	04.41	14	1,123
O (OMCM) Omnicom	26		26			00.00	12	683	
N (SAA) Saatchi & Saatchi	4	1/8	3	3/8	3/4	22.22	-3	653	
O (TLMT) Telemation	2	2	1/4	-	1/4	-11.11	4	9	
A (UNV) Unitel Video	6	1/2	7	1/8	-	5/8	-08.77	-15	13

Closing Closing Net Percent Market  
Wed Wed Change Change Ratio(000,000)  
Aug 29 Aug 22

### BROADCASTING WITH OTHER MAJOR INTERESTS

	Closing Wed Aug 29	Closing Wed Aug 22	Net Change	Percent Change	Market P/E Ratio(000,000)	Capitali- zation
N (BLC) A.H. Belo	32 3/4	33	-	1/4	-00.75	28 636
N (AFL) American Family	14 7/8	14 3/8		1/2	03.47	11 1,209
O (ACCMA) Assoc. Comm.	18 1/2	18 3/4	-	1/4	-01.33	57 345
N (CCN) Chris-Craft	27 7/8	27 1/8		3/4	02.76	697
O (DUCO) Durham Corp.	25	25 1/4	-	1/4	-00.99	14 211
N (GCI) Gannett Co.	33 1/4	31 3/8	1 7/8		05.97	13 5,253
N (GE) General Electric	62 5/8	60 1/4	2 3/8		03.94	13 56,183
O (GACC) Great American	3	3 3/8	-	3/8	-11.11	105
A (HTG) Heritage Media	4 1/8	3 7/8		1/4	06.45	-9 186
N (JP) Jefferson-Pilot	38 5/8	39	-	3/8	-00.96	10 1,419
N (LEE) Lee Enterprises	21 7/8	22 3/8	-	1/2	-02.23	12 522
N (LC) Liberty	47	45 3/4	1 1/4		02.73	10 401
N (MHP) McGraw-Hill	47 3/4	46 3/4	1		02.13	119 2,324
A (MEGA) Media General	23 3/4	23 7/8	-	1/8	-00.52	34 614
N (MDP) Meredith Corp.	24 1/2	23 1/2	1		04.25	14 450
O (MMEDC) Multimedia	61 7/8	61 1/2		3/8	00.60	18 699
A (NYTA) New York Times	18 3/4	18 1/8		5/8	03.44	6 1,429
N (NWS) News Corp. Ltd.	18 3/8	17 1/2		7/8	05.00	11 4,933
O (PARC) Park Commun.	18	19	-	1	-05.26	19 372
O (PLTZ) Pulitzer Pub.	23 1/4	24 1/2	-	1 1/4	-05.10	9 243
O (RTRSY) Reuters	49 1/2	45	4 1/2		10.00	23 21,338
O (STAUF) Stauffer Comm.	137	137			00.00	48 144
N (TMC) Times Mirror	26 1/4	25 1/8	1 1/8		04.47	14 3,373
O (TMC) TM Commun.	1/8	1/8			00.00	-1
N (TRB) Tribune Co.	37 3/4	36 3/8	1 3/8		03.78	12 2,498

Closing Closing Net Percent Market  
Wed Wed Change Change Ratio(000,000)  
Aug 29 Aug 22

A (TBSA) Turner Bestg.'A'	37 3/8	37		3/8	01.01	-103 1,858
A (TBSB) Turner Bestg.'B'	35 7/8	34 3/4	1 1/8		03.23	-99 966
N (WPO) Washington Post	235	233 1/2	1 1/2		00.64	15 2,871

### CABLE

A (ATN) Acton Corp.	8	7 1/2		1/2	06.66	29 12
O (ATCMA) ATC	28 1/2	29 1/4	-	3/4	-02.56	29 3,107
A (CVC) Cablevision Sys.'A'	17 7/8	18 1/2	-	5/8	-03.37	-2 396
A (CTY) Century Comm.	6 1/2	6		1/2	08.33	-6 424
O (CMCSA) Comcast	10 7/8	10 1/8		3/4	07.40	-7 1,227
A (FAL) Falcon Cable	11 1/2	12	-	1/2	-04.16	-11 73
O (JOIN) Jones Intercable	7 1/2	6 3/4	3/4		11.11	-4 93
N (KRI) Knight-Ridder	42 5/8	42 1/4		3/8	00.88	13 2,145
T (RCL) Rogers'A'	10	10			00.00	-17 349
T (RCL) Rogers'B'	7	6 7/8	1/8		01.80	-12 568
O (TCAT) TCA Cable TV	12	12 1/4	-	1/4	-02.04	40 290
O (TCOMA) TCI	10 5/8	10 1/4		3/8	03.65	-14 3,783
N (TWX) Time Warner	79 3/8	79 1/2	-	1/8	-00.15	-5 4,563
O (UAECA) United Art.'A'	11 5/8	10 1/2	1 1/8		10.71	-10 1,623
O (UAECB) United Art.'B'	11 3/8	10 1/2		7/8	08.33	-10 759
A (VIA) Viacom	18 3/4	19 5/8	-	7/8	-04.45	-19 2,001

Standard & Poor's 400	384.45	373.64	10.81	2.8
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Seated: Glenn Serafin, Kathy Marien, Tim Menowsky. Standing: Ken O'Rorke, Brayton Johnson. Not Pictured: Jeanette Tully, Jay Goodwin.

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# DATEBOOK

Continued from page 14.

annual meeting. Sebasco, Me.

**Sept. 21-23**—*Radio Advertising Bureau* Radio Sales University. Marriott, Milwaukee. Information: (800) 232-3131.

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

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

**Sept. 22**—*Michigan AP Broadcasters Association* regional meeting for northern Michigan. Traverse City, Mich. Information: Geoff Haynes, (313) 259-0650.

**Sept. 23-24**—*National Academy of Television Arts and Sciences* presidents' meeting. Adams Mark hotel, St. Louis. Information: Trudy Wilson, (212) 586-8424.

**Sept. 24**—*Cable Television Administration and Marketing Society* Northeast regional cable management conference. Tropic World Casino and Entertainment Resort, Atlantic City, N.J. Information: Daniel Sheehy, (703) 549-4200.

**Sept. 24**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: FCC Chairman Al Sikes on "A Changing Industry: The Evolution of Broadcasting in the 90's." Sheraton Universal, Los Angeles. Information: (818) 953-7575.

**Sept. 24-26**—*Association of National Advertisers* media strategy seminar. Stouffer Westchester hotel, White Plains, N.Y. Information: (212) 697-5950.

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

**Sept. 25**—Second annual *International Radio and Television Foundation* dinner, including panel moderated by Tom Brokaw, NBC, and featuring Jane Pauley, NBC; Lynn Sherr, ABC, and Lesley Stahl, CBS. Plaza, New York. Information: (212) 751-5847.

**Sept. 25**—"Beyond Television: Reaching Your Audience with Effective Media." *Association of National Advertisers* media workshop. New York Hilton, New York. Information: (212) 697-5950.

**Sept. 25**—*Women in Cable, Atlanta chapter*, breakfast. Speaker: Hal Krisbergh, president, Jerrold Communications. Westin Lenox, Atlanta. Information: Pam Hayes, (404) 928-0333.

**Sept. 25**—*National Academy of Cable Programming* fall forum luncheon. New York Hilton, New York. Information: Bridget Blumberg, (202) 775-3611.

**Sept. 25**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, San Francisco. Information: (212) 751-7770.

**Sept. 25-27**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

**Sept. 25-28**—"Broadcasting and Beyond—The Opportunities and Challenges of High Technology," 14th annual fall broadcast management conference of *National Association of Black Owned Broadcasters*. Washington Court hotel, Washington.

**Sept. 26**—*The Walter Kaitz Foundation* seventh annual awards dinner, honoring Ralph Roberts, chairman, Comcast Cable Corp. New York Hilton and Towers, New York. Information: (415) 451-9000.

**Sept. 26**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Tom Rogers, president, NBC Cable and Business Development. Copacabana, New York. Information: (212) 768-4510.

**Sept. 26**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, Los Angeles. Information: (212) 751-7770.

**Sept. 26**—"Television in the '90's," panel sponsored by *Women in Communications, New York chapter*. Time-Life Building, eighth floor auditorium, New York. Information: Catherine Jarrat Koatz, (212) 496-6100.

**Sept. 26-27**—"Communication and Minority Enterprise in the 1990's," conference for minority entrepreneurs sponsored by *FCC and National Telecommunications and Information Administration* in cooperation with *Howard University Small Business Development Center*. Stouffer Concourse hotel, Arlington, Va. Information: (202) 632-7260.

**Sept. 26-28**—*Women in Cable and University of Denver* cable management education program, "Putting Cable in Perspective: Public Affairs. Current Issues and Trends." Denver. Information: Nancy Ring, (312) 661-1700.

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

**Sept. 28**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Marriott Park Central, Dallas. Information: (212) 751-7770.

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

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

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

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

## OCTOBER

**Oct. 1**—Deadline for applications for 55th annual Ohio State Awards competition honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Ohio State's Institute for Education by Radio-Television*. Information: (614) 292-0185.

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

**Oct. 1-4**—"Fiber Optic Installation, Splicing, Maintenance and Restoration for Cable TV Applications," training class offered by *Siecor Corp. Siecor*, Hickory, N.C. Information: (704) 327-5000.

**Oct. 2**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Raleigh Marriott, Raleigh, N.C. Information: (212) 751-7770.

**Oct. 2**—*American Advertising Federation* law and business conference. Drake hotel, Chicago. Information: (202) 898-0089.

**Oct. 2**—"Lintas: Future Day" seminar on "impact of a united Europe on American marketing abroad," sponsored by *Lintas:USA*. Ritz-Carlton, Chicago. Information: (212) 605-8000.

**Oct. 3**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Atlanta Marriott Northwest, Atlanta, Ga. Information: (212) 751-7770.

**Oct. 3-7**—Ottawa '90 International Animation Festival, sponsored by *Canadian Film Institute*, including 70-year retrospective of animated commercials. National Arts Center, Ottawa. Information: (613) 232-6727.

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

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

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

**Oct. 3**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, New York. Information: (212) 768-4510.

**Oct. 3**—*New Jersey Broadcasters Association* annual fall managers' conference. Woodlawn, Rutgers, The State University, New Brunswick, N.J. Information: (201) 247-3337.

**Oct. 3**—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.



# FOR THE RECORD

As compiled by BROADCASTING from Aug 22 through Aug 28 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.—fre-

quency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

## OWNERSHIP CHANGES

### Applications

■ **KKAM(AM) Fresno and KBOS(FM) Tulare, both California** (AM: BAL900802EC: 1340 khz; 1 kw-U; FM: BALH900802ED: 94.9 mhz; 16.4 kw; ant. 847 ft.)—Seeks assignment of license from Radio Fresno Inc. to Exprs Broadcasting Co. for undisclosed amount (see "Changing Hands," page 54). Seller is headed by James Olerich. Burke Kaplan and Alex Sheftell and has interest in KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California (see below). Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA, and is also buying KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California. Filed Aug. 2.

■ **KIST(AM) Santa Barbara and KMGQ(FM) Goleta, both California** (AM: BAL900802EA: 1340 khz; 1 kw-U; FM: BALH900802EB: 106.3 mhz; 365 w; ant. 879 ft.)—Seeks assignment of license from Radio Santa Barbara Inc. to Exprs Broadcasting Co. for undisclosed amount (see "Changing Hands," page 54). Seller is headed by James Olerich. Burke Kaplan and Alex Sheftell (see KKAM(AM) Fresno and KBOS(FM) Tulare, both California, above). Buyer is headed by Edward A. Kramph and is licensee of KXBS(FM) Santa Paula, CA, and is also buying KKAM(AM) Fresno and KBOS(FM) Tulare, both California. Filed Aug. 2.

■ **WALG(AM)-WKAK(FM) Albany, GA** (AM: BAL900810EC: 1590 khz; 5 kw-D; 1 kw-N; FM: BALH900810ED: 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Platinum Broadcast Ltd. to Radio One - WKAK Inc. for \$1,255,200. Seller is headed by Ilene Berns and has no other broadcast interests. Buyer is headed by Dan Rouse. Bob Roddy and Dave Cobb, and has no other broadcast interests. Filed Aug. 10.

■ **WXRS-AM-FM Swainsboro, GA** (AM: BAL900814HS: 1590 khz; 2.5 kw-D; 25 w-N; FM: BALH900814HT: 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Lacom Communication Inc. to Roy A. Thompson for \$500,000. Seller is headed by Lamar and Doris A. Studstill, husband and wife, and their sons Owen L. and Cole C. Studstill, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 14.

■ **KLIC(AM) Monroe, LA** (BAL900813EA: 1230 khz; 1 kw)—Seeks assignment of license from Billy R. Vining, trustee, to KLIC Radio Inc. for \$185,000. Seller has no other broadcast interests. Buyer is headed by Patricia S. Heard and has no other broadcast interests. Filed Aug. 13.

■ **WMAR(TV) Baltimore, MD** (BALCT900810KE: ch. 2; 100 kw-V; ant. 1,000 ft.)—Seeks assignment of license Gillett Broadcasting of Maryland Inc. to Scripps-Howard Broadcasting Co. for \$154.7 million ("Changing Hands," July 30). Seller is headed by George N. Gillett Jr. and owns KSBW(TV) Salinas and KSBY-TV San Luis Obispo, both California; WTVT(TV) Tampa, FL, and KBIZ(AM)-KTWA(FM) Ottumwa, IA. Gillett owns 55% of SCI Television Inc., owner of WAGA(TV) Atlanta, WJW(TV) Cleveland, WITB(TV) Milwaukee, WJBK(TV) Detroit, WSBK(TV) Boston and KNSD(TV) San Diego. Buyer is headed by Jack R. Howard, Richard J. Janssen, Charles E. Scripps, Lawrence A. Leser, Donald L. Perris, Daniel J. Castellini, Gordon E. Heffern, John H. Burlingame, Robert E. Stautberg and Morimer C. Watters, and has interest in KNXV-TV Phoenix; WFTS(TV) Tampa and WPTV(TV) West Palm Beach, both Florida; WXYZ-TV Detroit; KSHB-TV Kansas City, MO; WCPO-TV Cincinnati; WEWS(TV) Cleveland; KJRH(TV) Tulsa, OK; KUPL-AM-FM Portland.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
<b>Total Radio</b>	<b>10,717</b>	<b>1,396</b>	<b>12,118</b>
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ <b>Total TV</b>	<b>1,452</b>	<b>233</b>	<b>1,680</b>
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ <b>Total LPTV</b>	<b>757</b>	<b>1,713</b>	<b>2,470</b>
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

### CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

OR, and WMC-AM-FM-TV Memphis. It is subsidiary of E.W. Scripps Co., which is headed by Richard J. Janssen and has 19 daily newspapers and cable systems serving 576,000 basic subscribers. Filed Aug. 10.

■ **KBMW(AM) Breckenridge, MN** (BAL900813EB; 1450 khz; 1 kw-U)—Seeks assignment of license from T&J Broadcasting Inc. to W-B Broadcasting Inc. for \$750,000 ("In Brief" Aug. 27). Seller is headed by Thomas E. Ingstad and has interest in KLT(AFM) Breckenridge, MN; KIT(AM)-KATS(FM) Yakima, WA; KPXR(AM) Anchorage, AK; KXIC(AM)-KKRQ(FM) Iowa City, IA; KIMM(AM)-KGGG(FM) Rapid City, SD, and KFKA(AM)-KSQI(FM) Greeley, CO. T&J sold KKA(AAM)-KQAA(FM) Aberdeen, SD to CD Broadcasting Corp. for \$850,000 ("Changing Hands," Aug. 27). Buyer is headed by Thomas Vertin, Jay Schuler, Robert Comstock, Dean Aamodt and Les Guderian, and has interest in KGWB(FM) Whaperton, SD. Filed Aug. 13.

■ **KBJJ(FM) Marshall, MN** (BALH900816HU; 107.1 mhz; 3 kw; ant. 242 ft.)—Seeks assignment of license from Garamella Broadcasting Co. to CD Broadcasting Corp. for \$250,000. Seller is headed by Todd J. and Joseph J. Garamella and has interest in KMSR(FM) Sauk Center and KSCR-AM-FM Benson, both Minnesota, and KJJG-FM Spencer, IA. Buyer is headed by Christopher T. Dahl, Russell Cowles, Richard W. Perkin, Lance W. Riley and S. Mel Paradis, and has interest in KJJQ(AM)-KKQQ(FM) Volg, SD; KKBJ-AM-FM Bemidji, KLGR-AM-FM Redwood Falls and KOHT-FM Crookston, all Minnesota, and KRRZ(AM)-KZPR(FM) Minot, ND. Filed Aug. 16.

■ **WQPM-AM-FM Princeton, MN** (AM: BAL900808HC; 1300 khz; 1 kw-D; 83 W-N; AM: BALH900808HD; 106.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from P.M. Broadcasting Co. to John V. Montgomery for \$410,000. Seller is headed by Terry Montgomery and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 8.

■ **KKUL-AM-FM Hardin, MT** (AM: BTC900803EC; 1230 khz; 1 kw-U; FM: BTCH900803ED; 95.5 mhz; 100 kw; ant. -13 ft.)—Seeks assignment of license from Andrew Golding to George J. Beaudet for \$73,500. Seller has no other broadcast interests. Buyer is headed by George J. and Bridget A. Beaudet and Donna M. Gazzana. George J. Beaudet has interest in KKUL-AM-FM and Regency Communications Ltd., licensee of KFBN(AM) Laurel, MT. Filed Aug. 3.

■ **KICA(AM) Clovis, NM** (BAL900810EE; 980 khz; 1 kw-U)—Seeks assignment of license from Amigos Radio Inc. to Southwestern Broadcasting Corp. for \$30,000. Seller is headed by Philip Mendoza, Joaquin and Natividad Madril, and Christopher and Gloria Lopez, and has no other broadcast interests. Buyer is headed by Thomas J. Crane and has interest in KMUL-AM-FM Muleshoe and KLCU-FM Brownfield, both Texas. Filed Aug. 10.

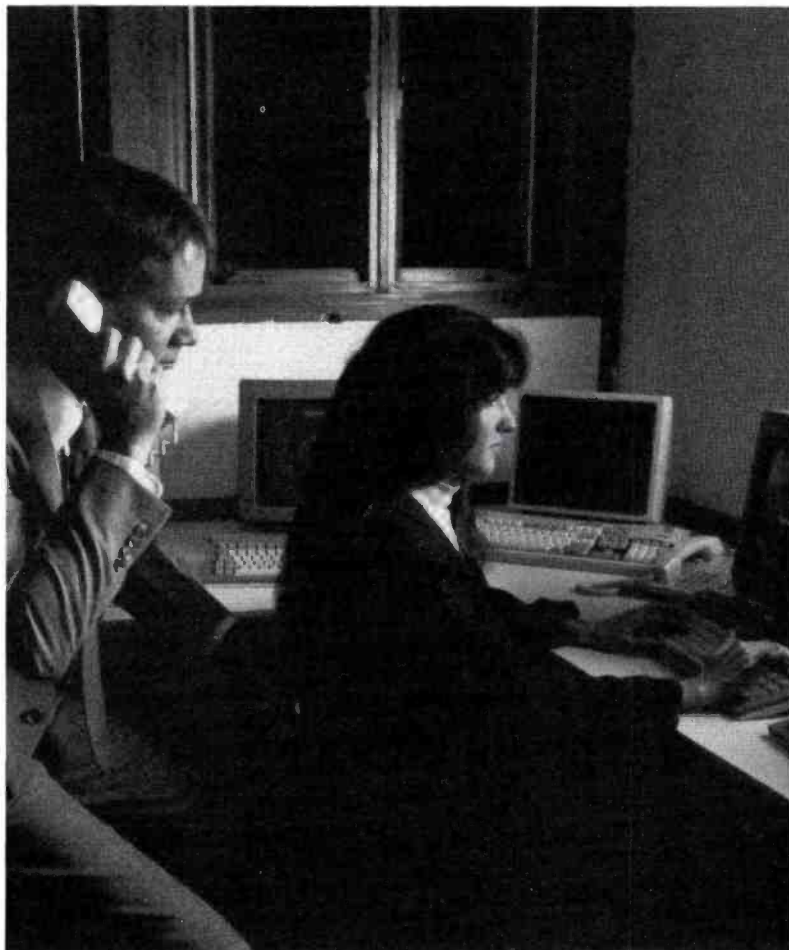
■ **KMIK(AM) Santa Fe, NM** (BAL900802EB; 810 khz; 5 kw-D)—Seeks assignment of license from Classic Radio Inc. to La Voz Broadcasting Co. for undisclosed terms. Seller is headed by William R. Sims and has interest in WSNQ(AM)-WMJZ(FM) Gaylord, MI. Buyer is headed by Celine V. Gonzales, Anthony Gonzales, Patrick M. Gonzales and George Gonzales, and has CP for new AM at Santa Fe, NM. Filed Aug. 3.

■ **WFNV(AM) Campbell, OH** (BTC900726EH; 1330 khz; 50 kw-D)—Seeks assignment of license from WVBR Inc. to Raymond D. Travaglini and Sandy B. Petruso for \$130,000. Seller is headed by Michael F. Perry. Buyer has no other broadcast interests. Filed July 26.

■ **KOKB(AM) Blackwell, OK** (BAL900802EF; 1580 khz; 1 kw-D; 49 w-N)—Seeks assignment of license from Action Media Inc. to Moore Communications Inc. for \$120,000. Seller is headed by Stan Bivin. Buyer is headed by Donald and Devona J. Moore, and has no other broadcast interests. Filed Aug. 3.

■ **WVJP-AM-FM Caguas, PR** (AM: BTC900809HP; 1110 khz; 2.5 kw-D; 500 w-N; FM: BTCH900809HQ; 103.3 mhz; 50 kw; ant. -370 ft.)—Seeks assignment of license from Borinquen Broadcasting Co. to Jorge L.

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103.3 mhz; 50 kw; ant. -370 ft.)—Seeks assignment of license from Borinquen Broadcasting Co. to Jorge L. Arzuaga, Federico Virella and Berta Elisa, et. al for no financial considerations. Seller is headed by Hector P. Buonomo, Federico Virella and Jorge Luis Arzuaga, and has no other broadcast interests. Buyers have no other broadcast interests. Filed Aug. 9.

■ **WABV(AM) Abbeville, SC (BAL900809EB; 1590 khz; 1 kw-D)**—Seeks assignment of license from Yearick Broadcasting Corp. to Minority Media Inc. for \$70,000. Seller is headed by Harry O. Yearick and has no other broadcast interests. Buyer is headed by William Johnson and has no other broadcast interests. Filed Aug. 9.

■ **KVEO-TV Brownsville, TX (BALCT900816KH; ch. 23; 2,500 kw-V; 250 kw-A; ant. 1,500 ft.)**—Seeks assignment of license from SWMM/ Brownsville Corp. to Associated Broadcasters Inc. for \$30.45 million (sale includes KPEJ-TV Odessa and KPEJ-TV Odessa, both Texas). Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, LA. Buyer is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Galloway is 100% owner of Communications

Corp., licensee of KPFL(AM)-KTDY(FM) Lafayette, LA, and KEZA-FM Fayetteville, AR. Filed Aug. 16.

■ **KFGG(FM) Corpus Christi, TX (BAPED900817HV; 88.7 mhz; 5 kw; ant. 856 ft.)**—Seeks assignment of license from Family Educational Radio of South Texas to Roloff Evangelistic Enterprises Inc. for \$40,000. Seller is headed by David R. and Norma J. Walkden, John C. Russell and Charles A. Nichols, and has no other broadcast interests. Buyer is headed by Alfred Edge, Jack Winkler, Bobby Glenn, Don Demeter, D.H. Strader, Direda Cavitt, Frances Price and James Copeland, and has no other broadcast interests. Filed Aug. 17.

■ **KLMG(TV) Longview, TX (BALCT900816KJ; ch. 51; 3,100 kw-V; 310 kw-A; ant. 1,249 ft.)**—Seeks assignment of license from Jason R. Searcy, trustee, to Kamin Broadcasting Co. for \$2.525 million. Seller has no other broadcast interests. Buyer is headed by Lester Kamin and has no other broadcast interests. Filed Aug. 16.

■ **KPEJ-TV Odessa, TX (BALCT900816KF; ch. 24; 4,400 kw-V; 440 kw-A; ant. 1,040 ft.)**—Seeks assignment of license from SWMM/ Odessa-Midland Corp.

to Associated Broadcasters Inc. for \$30.45 million (sale includes KWKT-TV Waco and KVEO-TV Brownsville, both Texas). Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, LA. Buyer is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Filed Aug. 16.

■ **KFON(AM) Rollingwood and KKMJ(FM) Austin, both Texas (AM: BAL900801EF; 1370 khz; 5 kw-D. 500 w-N; FM: BALH900801EG; 95.5 mhz; 100 kw; ant. 1,000 ft.)**—Seeks assignment of license from Key-market of Austin Inc. to The Tremont Group Ltd. for \$7 million. Seller is headed by Kerby E. Confer and Donald Alt. Confer, through various companies, has interest in WILK(AM)-WKRZ-FM Wilkes-Barre and WHGB(AM)-WNNK-FM Harrisburg, both Pennsylvania; KFON(AM)-KKMJ-FM Memphis; WLU(AM)-WLMG-FM New Orleans; WQSF(FM) Williamsburg, VA, and KFRG-FM San Bernardino, CA. Alt has interest in WRUS(AM)-WBVR(FM) Russellville, KY. Buyer is headed by Joseph C. Amaturio, Winifred J. Amaturio and Douglas Q. Amaturio. Joseph C. Amaturio is licensee of KHGI(TV) Kearney, KSNB-TV Superior and KWNH Hayes, all Nebraska; and Channel 44 Ltd., licensee of

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WJTC(TV) Pensacola, FL. Filed Aug. 1.

■ **KWKT-TV Waco, TX** (BALCT900816KG; ch. 44; 4.200 kw-v; 420 kw-a; ant. 1,811 ft.)—Seeks assignment of license from SWMM/ Waco Corp. to Associated Broadcasters Inc. for \$30.45 million (sale includes KPEJ-TV Odessa and KVEO-TV Brownsville, both Texas). Seller is headed by Billy B. Golding, Tom Matthews and Mitchell Levy and has interest in KMSS-TV Shreveport, LA. Buyer is headed by Thomas R. Galloway Sr., Doyle Wayne Elmore and John Redd. Filed Aug. 16.

■ **KLUR(FM) Wichita Falls, TX** (BALH900810HI; 99.9 mhz; 100 kw; HAAT: ANT 820 ft.)—Seeks assignment of license from KLUR Broadcasting Co. to Broad Based Communications Inc. for \$4.85 million ("Changing Hands," Aug. 20). Seller is headed by Sam Beard, who will become vice president of Broad Based. Buyer is headed by Vincent Henry and has interest in WWSD(AM)-WFHT(FM) Tallahassee, FL, and has contracted to purchase KEBE(AM) Tyler and KQOI(FM) Jacksonville, both Texas, for \$3.25 million ("Changing Hands," Feb. 26); KDAE(AM) Sinton and KLTG(FM) Corpus Christi, both Texas, for \$1,880,850 ("Changing Hands," Feb. 19), and KVOZ(AM)-KOYE(FM) Laredo, Tex., for \$2.96 million ("Changing Hands," May 7). Filed Aug. 10.

■ **WKVT-AM-FM Brattleboro, VT** (AM: BAL900803GY; 1490 khz; 1 kw-U; FM: BALH900803GZ; 92.7 mhz; 850 kw; ant. 610 ft.)—Seeks assignment of license from Brattleboro Broadcasters Inc. to Brattleboro Broadcasting Ltd. for \$1.2 million. Seller is headed by David L. and Linda Underhill, James P. Miller and Mark F. Hutchins, and has no other broadcast interests. Buyer is headed by Robert F.X. Sillerman, Thomas M. Hennessey and Richard I. Heideman. Sillerman has interest in Northampton Holdings Inc., licensee of WHMP-AM-FM Northampton, MA; Group W Radio Acquisition Corp., licensee of WMMR-FM Philadelphia, PA; KTUV-FM Los Angeles; WNEW-FM New York; WLLZ-FM Detroit; WCPT(AM) Alexandria and WCXR-FM Woodbridge, both Virginia; WINS(AM) New York; KDKA(AM) Pittsburgh; KYW(AM) Philadelphia; KQZY-FM Dallas; KMEQ-AM-FM Phoenix; KFWB(AM) Los Angeles, KFBK(AM)-KAER(FM) Sacramento, CA; WMAQ(AM) Chicago, and WBZ(AM) Boston. Filed Aug. 3.

■ **KWWW(AM) Wenatchee and KWWW-FM Quincy, both Washington** (AM: BTC900810EA; 1340 khz; 1 kw-U; FM: BTCH900810EB; 96.7 mhz; 360 w; ant. 1,079 ft.)—Seeks assignment of license from Sans Inc. to Hamlips Inc. for \$130,000. Seller is headed by James W. Corcoran and has no other broadcast interests. Buyer is headed by Bert Hambleton Jr. and Kent Phillips, and has no other broadcast interests. Filed Aug. 10.

■ **WYKY(FM) Columbus, WI** (BAPH900814HR; 100.5 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of license from D&P Markley Broadcasting Inc. to Beaver Dam Radio Inc. for \$5,000. Seller is headed by D.L. and Phyllis Mackley and is permittee of new AM at Santell, MN. Buyer is headed by Joseph E. McNaughton, W. John Klingler and K. Richard Jakle. McNaughton has interest in WCRA(AM)-WCRC(FM) Effingham, WRMN(AM)-WJKL(FM) Elgin, IL, and WBEV(AM)-WXRO(FM) Beaver Dam, WI. Jakle has interest in WRMN(AM)-WJKL(FM) Elgin, IL, and WBEV(AM)-WXRO(FM) Beaver Dam, WI. Klingler has interest in WBEV(AM)-WXRO(FM) Beaver Dam, WI. Filed Aug. 14.

#### Actions

■ **WJHO(AM) Opelika, AL** (BTC900525EB; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Opelika-Auburn Broadcasting Co. to Fogel Media Inc. for \$225,000. Seller is headed by John E. Smollen and Yetta G. Samford. Buyer is headed by Harry R. Fogel, and is licensee and 100% owner of WGTN(AM) Georgetown and WQSC-FM Andrews, both South Carolina. Action Aug. 10.

■ **KMLA(FM) Ashdown, AR** (BALH900621HQ; 103.9 mhz; 3 kw; ant. 210 ft.)—Granted app. of assignment of license from KMLA Radio Co. to Waller Broadcasting Inc. for \$250,000 (includes KMLA(AM)

Texarkana, TX, see "Changing Hands," July 9). Seller is headed by John and David Crow and has no other broadcast interests. Buyer is headed by William Dudley Waller, Dorothy Reid Waller and William Dudley Waller Jr., and has contracted to sell KEBE(AM)-KQOI(FM) Jacksonville, FL to Broad Based Communications. Action Aug. 13.

■ **WLVH-FM Hartford, CT** (BAPLH900420HV; 93.7 mhz; 21 kw; ant. 780 ft.)—Granted app. of assignment of license from Sage Hispanic Broadcasting Corp. of Connecticut to Multi Market Communications Inc. for \$6.4 million ("Changing Hands," Apr. 30). Earlier deal for station ("Changing Hands," July 17) from Sage to First City Broadcasting Co. for \$7.618 million fell through. Seller is subsidiary of Sage Broadcasting Corp. and is headed by Jerry Poch and owns WBSM(AM) Providence, RI; WACO-AM-FM Waco, TX; WFLK(AM) Waterbury, CT, and WAMY(AM)-WGNE(FM) Titusville, FL. Sale of WCDL(AM)-WSDG-FM Carbondale, PA to S&P Broadcasting Ltd. III for \$2 million ("Changing Hands," May 14) is pending. Buyer is new company headed by David Pearlman, formerly of First City Broadcasting Co. Action Aug. 10.

■ **WKGR(FM) Ft. Pierce, FL** (BALH900618HD; 98.7 mhz; 100 kw; ant. 1,500 ft.)—Granted app. of assignment of license from Gulfstream Broadcasting Company Inc. to The Tremont Group Ltd. for \$11.6 million. Seller is subsidiary of 99 Broadcasting Co. and headed by Henry D. Vara Jr., Cara Ebert Cameron and Francis J. Di Mento. 99 Broadcasting Co. is parent of TV 44 Inc., licensee of WJTC(TV) Pensacola and WRCC(FM) Cape Coral, both Florida. Buyer is headed by Joseph C. Amaturio, Winifred J. Amaturio, Lawrence Amaturio, Douglas Amaturio, Lorna Amaturio, Elizabeth Eisenstein and Winifred L. Amaturio, and has 20% interest in Channel 44 Ltd., licensee of WJTC(TV) Pensacola, FL. Joseph C. Amaturio, as court appointed receiver, is licensee of KHGI-TV Kearney, NE, and its satellites, KSNB-TV Superior and KWNB(TV) Hayes Center, both Nebraska. Action Aug. 10.

■ **WQBA-AM-FM Miami, FL** (AM: BTC900621HR; 1140 khz; 50 kw-D, 10 kw-N; FM: BTCH900621HS; 107.5 mhz; 95 kw; ant. 980 ft.)—Granted app. of assignment of license from Spanish Radio Network to SRN TEXAS Inc. for no financial considerations. Seller is headed by McHenry T. Tichenor, who heads Tichenor Media Systems Inc., licensee of KGBT(AM)-KIWW(FM) Harlingen, KCOR(AM) San Antonio, KLAT(AM) Houston and KBNA-AM-FM El Paso, all Texas, and WIND(AM) Chicago and WOJO-FM Evanston, both Illinois. Buyer is headed by Tichenor, David D. Lykes, Ricardo A. Del Castillo, and has interest in Spanish Radio Network, licensee of WADO(AM) New York and WGLI(AM) Babylon, both New York. Action Aug. 14.

■ **WPRC(AM) Lincoln, IL** (BAL900629EB; 1370 khz; 1 kw-D, .35 kw)—Granted app. of assignment of license from Capital Broadcasting Inc. to L&M Broadcasting Co. Inc. for \$390,000 (includes WESZ(FM) Lincoln, see "Changing Hands," July 16). Seller is headed by Harold J. Hoskins, John W. Johnson and William R. Wheeler, and has no other broadcast interests. Buyer is headed by Stephen J. Lovellette, Robert Z. Morris, Douglas W. Morris and Anne Morris. Lovellette owns WNOI-FM Flora, IL. Action Aug. 13.

■ **WJBD-AM-FM Salem, IL** (AM: BAL900608GV; 1350 khz; 430 w-D, 60 w-N; FM: BALH900608GW; 100.1 mhz; 1.6 kw; ant. 451 ft.)—Granted app. of assignment of license from Salem Broadcasting Co. to Virginia Broadcasting Corp. for \$800,000. Seller is headed by Brian and Hazel Davidson, husband and wife, and has no other broadcast interests. Buyer is headed by Richard E. Fister, T. Daniel Parker, Virginia M. Fister and Patrick J. Fister, Richard E. and Virginia M. Fister have joint ownership interest in WCMY(AM)-WRKX(FM) Ottawa, IL, and KLPW-AM-FM Union, MO. T. Daniel Parker has interest in WCMY(AM)-WRKX(FM) and KLPW-AM-FM. Action Aug. 10.

■ **KAPH(FM) Kingman, KS** (BTCH900606HX; 100.3 mhz; 48 kw; ant. 505 ft.)—Granted app. of assignment of license from Bliss Communications to Andrew E. Gore for \$21,500. Seller is headed by

Ronald Bliss, Eugene Ferrin, David Gordon and Michael R. and Jessica Gore, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 13.

■ **WONO(AM) Black Mountain, NC** (BAL900628EA; 1350 khz; 1 kw-D)—Granted app. of assignment of license from Taylor Communications Inc. to Master Media Inc. for \$179,381. Seller is headed by Donald, Jeffrey and Harold Taylor, and has no other broadcast interests. Buyer is headed by Danny B. Dyer and Donna Lewis, and has no other broadcast interests. Action Aug. 14.

■ **WKTZ-FM Mercer, PA** (BALH900615H; 96.7 mhz; 1.4 kw; ant. 485 ft.)—Granted app. of assignment of license from Mercer County Broadcasting Co. to Tobin Communications Inc. for \$600,000. Seller is headed by Peggy A. Engrao, Stephen M. Kramer and Albert Zippay. Zippay has interest in Trumbull County Broadcasting Corp., licensee of WKTZ(AM) Cortland, OH, which is also being sold to Tobin Communications. Buyer is headed by Jeffrey E. Tobin and Joseph S. Dobosh, and has no other broadcast interests. Action Aug. 10.

■ **WBHH(FM) Parris Island, SC** (BAPLH900614GZ; 92.1 mhz; 3 kw; ant. 284 ft.)—Granted app. of assignment of license from Music Radio of South Carolina Inc. to O.C. Welch Broadcasting Corp. for \$387,500. Seller is headed by Darryl E. and Leslie L. Nixon, husband and wife, who have interest in Music Radio of Maryland, licensee of WOCQ(FM) Berlin, MD. Buyer is headed by O.C. Welch III and P. Janey Welch, and has no other broadcast interests. Action Aug. 10.

■ **WANT(AM) Richmond, VA** (BAL900320ED; 990 khz; 1 kw-D, 500w-N)—Granted app. of assignment of license from Freeman Communications Inc. to Opticom Inc. for \$1 million. Seller is headed by Nancy and Clyde Freeman and has no other broadcast interests. Buyer is headed by John Galloway and has no other broadcast interests. Action Aug. 15.

■ **WVSR-AM-FM Charleston, WV** (AM: BAL900618HE; 1240 khz; 1 kw-U; FM: BALH900618HF; 102.7 mhz; 50 kw; ant. 403 ft.)—Granted app. of assignment of license from Ardman Broadcasting Corp. to Amlar Broadcasting Ltd. for \$5.75 million. Seller is headed by Myer and Adrienne Feldman (see KCKN(AM) Roswell, NM). Buyer is headed by Dennis Scott Rooker and Michael J. Ludgate, and has interest in WIBM-AM-FM Jackson, MI; WKYD(AM)-WWSF(FM) Andalusia, AL; WKWK-AM-FM Wheeling, WV; WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WMXX(FM) Jackson, TN. Action Aug. 10.

## NEW STATIONS

#### Actions

■ **Anchorage, AK** (BPH860102MM)—Granted app. of A.A. Radio Partnership Ltd. for 92.9 mhz; 100 kw; ant. 1,269 ft. Address: 5401 Cordova, Anchorage, AK 99502. Principal is headed by Jim Taylor and has no other broadcast interests. Action Aug. 7.

■ **Burney, CA** (BPED890427MB)—Granted app. of State of Oregon Board of Higher Education for 89.7 mhz; 2.28 kw; ant. 1,443 ft. Address: P.O. Box 3175, Eugene, OR 97403. Principal is headed by Wilma Foster and has no other broadcast interests. Action Aug. 13.

■ **San Luis Obispo, CA** (BPH870922MN)—Granted app. of Clamshell Communications Inc. for 97.1 mhz; 25 kw; ant. 328 ft. Address: 638 Morro Dr., Santa Maria, CA 93454. Principal is headed by Felix Mantel and has no other broadcast interests. Action Aug. 6.

■ **Conway, SC** (BPH880229NI)—Granted app. of Conway Broadcasting Co. for 93.9 mhz; 3 kw; ant. 328 ft. Address: P.O. Box 62, Conway, SC 29526. Principal is headed by Tommie W. Grainger, Jackie H. Frazier and James R. Frazier, and has no other broadcast interests. Action Aug. 8.

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**All-news station.** CBS affiliate, seeking traffic reporter, business editor. Some anchoring opportunity. Resume; cassette; writing samples; statement of philosophy to Allan Loudell, WILM Newsradio, 1215 French Street, Wilmington, DE 19801. EOE.

**News/public affairs director:** Person will have prior radio-journalism experience and demonstrate excellent writing, vocal and organizational skills. No calls! Send tape and resume to Jerry Kane, WASH FM Radio, 3400 Idaho Ave., NW, Washington, DC 20016. EOE. M/F.

**Radio producer/overnight** for public radio. Oversee satellite broadcasts, produce news features, write news copy, and substitute as morning edition host. College degree or equivalent experience, good oral, written, and production skills, one year broadcast experience (preferably in news), and excellent on-air announcing. Sunday through Thursday, 10:00pm - 6:00am. Resume and tape to: Personnel, WMFE, 11510 East Colonial Dr., Orlando, FL 32817. EOE. Minorities are encouraged to apply.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Secretary/administrative:** Assistant - radio station news department. General office responsibilities, excellent phone manner and communication with public and staff a must. Typing (50wpm), organizational skills, IBM XT or AT experience and good attendance a must. M-F 9-5:30. Mail resume & references to Holland Cooke, Operations Manager, WTOP, 3400 Idaho Ave., NW, Washington, DC 20016. Or fax to 895-5149. No calls. Equal opportunity employer.

**New York-based national syndicator** seeks overnight editors. One full-time and one part-time. Requires dealing with major market stations nationwide, computer data entry, and air-shift coordination. Resume to Box P-11. EOE.

### SITUATIONS WANTED MANAGEMENT

**GM sales pro**, leadership intensive, profit motivated, bottom line oriented, programming background, people skills, turnaround or start-up considered, prefer class C FM, 409-639-6040.

**Need a group leader** or GM? I've got the experience and people skills to make great things happen. Call Ken Patch, 508-775-7400 days 508-540-8216 nights and weekends.

**General manager:** Successful, sales-oriented GM 20 years experience. Thorough knowledge all phases-sales, programming, financial, engineering. Documented track record at increasing revenue, market share, tower construction/upgrade. Excellent references. Stations sold. Available Sept 1st. Call 704-876-4158.

**General manager:** Successful, quality GM seeks small-mid sized market opportunity. Proven results, 20+ years experience. CRM/C. Strong on sales and programming. Outstanding credentials and references. If you can offer a quality situation, I can offer results! East coast preferred. Call 301-426-5344.

### SITUATIONS WANTED TECHNICAL

**Chief engineer/air talent:** Will engineer AM/FM. Prefer airshift on rock FM; milder climate; medium-major market. Experienced. Eric, evenings 219-924-7004.



#### SITUATIONS WANTED ANNOUNCERS

Experience in talk radio format. Looking for PD and or talk position. Box N-37.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Let's make \$\$\$\$\$!** Program director who knows how to help sales raise revenues and increase an audience seeks bigger and better challenges. Currently programing top rated AC/FSAC combo. Call 603-448-6589. EOE.

**Seasoned professional** seeks medium market programing position. Oldies/AC/CHR preferred. Box N-42.

**Western news/talk stations:** Veteran PD/ND available. Innovator, motivator. Also willing to sell. Want to assemble the team to heat? 805-298-9471.

#### MISCELLANEOUS

**Make money in volceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

**Cash for record libraries** from 1950's and 1960's. Check your station's transmitter site and basement. Call Doug at 201-568-4360.

**Need a big voice** for your sweeps, promos or spot production? Affordable for your market. Call for a free demo. Morgan Productions...704-563-8676.

**Blimpy floating signs:** Giant blimps, hot air balloons, rooftop balloons. Increase recognition by 25% instantly! Special sale 12 ft. blimp or balloon only \$299.00. Custom messages. Shipping in 24 hours! 407-738-5300.

**Voices wanted:** Producers' audition hotline in DC, Baltimore, NY and LA now adding additional demo tapes. Call 1-800-950-AUDITION. EOE.

#### TELEVISION

##### HELP WANTED MANAGEMENT

**General sales manager:** Top 75 Texas affiliate seeking experienced general sales manager. Must have proven success in new business development, use of market research, training and leadership skills. Looking for a strong competitor with the desire to be part of an aggressive management team. EOE, M/F. Box P-5.

**Station manager** with proven sales and administrative ability for VHF network station in growing Southwest city. EOE. Box P-3.

**KJTV Fox 34, Lubbock** is looking for a hands on operations/promotions manager. We're searching for a successful promotion manager that is ready to grow into additional responsibilities. We have excellent facilities, a good environment, and a dedicated staff. Please send resume to Brad Moran GM, KJTV 34, PO Box 3757, Lubbock, TX 79452. EOE.

**Director of research/cable:** WTXH, the fastest growing and most exciting independent station in the Hartford/New Haven market seeks an individual who can spearhead the research demands in this very atypical market. Looking for a self-motivated individual to play a vital part in our sales-marketing efforts. 2+ years broadcast/cable research background required. A Renaissance Communications station. EOE. Send resumes to Roy Israel, General Sales Manager, WTXH-TV 414 Meadow St., Waterbury, CT 06702.

**Marketing manager:** Washington, DC based not for profit company is looking for an experienced sales-oriented individual for a rewarding opportunity to assist in planning and developing creative and innovative strategies to raise funds from Cable TV and corporations to increase volume of closed-captioned programming. Must be skilled in marketing/sales and have strong contacts in the Cable TV industry. Some travel is involved. National Captioning Institute is the principal supplier of closed captioning TV services for the benefit of the deaf and hard of hearing communities. Excellent salary, bonus and benefits packages. Send letter, resume and salary history to Personnel, NCI, 5203 Leesburg Pike, 15th Floor, Falls Church, VA, 22041. EOE.

**Director of promotion and public relations:** Public television station, WBGU-TV is seeking creative person with demonstrated skill in development of advertising and promotion campaigns. Two years of full-time experience as writer/creator of promotional materials; budget management and strong organizational skills required. Knowledge of public television, desktop publishing and computer applications desirable. BA or BS required, preferably in public relations with journalism experience. Salary range \$28,000-\$33,000. Qualified applicants should send letter of application, resume, official transcripts, three letters of reference and four examples of professional work to Sam Ramirez, Personnel Services, Bowling Green State University, Bowling Green, OH, 43403. Applications must be postmarked by 9/15/90. AA/EOE.

**General sales manager:** Midwest network affiliate seeks qualified individual with 7 to 10 years television sales experience and proven track record to oversee all facets of local, regional and national sales. Must be aggressive self-motivated and goal oriented possessing strong leadership, organizational and motivational skills along with thorough knowledge of ratings, pricing and computers. Strictly confidential - send resume and salary history - Box P-10. EOE.

**General sales manager:** This is an exciting, challenging job. WXL0-FM needs a creative, energetic GSM to lead our station to record billing levels. Practical knowledge of alternative revenue sources and sales training a must. Send materials to Michael Cohen, WXL0, East Courtyard Terrace, Worcester, MA 01608. EOE, M/F.

##### HELP WANTED SALES

**Account executive** - San Francisco UHF TV station seeks local experienced professional to sell both advertising and programing time. Resume, salary requirements to Box P-1. EOE.

**Regional manager needed immediately:** Highly motivated, take charge, experienced sales person needed for TV affiliate. Must be street wise and competitive. Excellent opportunity. All replies to PO Box 2787, Florence, AL 35630. EOE

##### HELP WANTED TECHNICAL

**Assistant chief engineer:** Southwestern UHF Fox affiliate. Minimum 5 years experience. Component level repair and trouble shooting experience required. UHF Klystron transmitter experience preferred. We need a hands on television engineer who can maintain our studio equipment and transmitter as well as help supervise master control personnel. Send resumes to Rod Norris c/o KPEJ, Box 11009, Odessa, TX 79760. EOE.

**Medium market** California affiliate looking for engineering maintenance and operations personnel. Operations applicants should have experience with VTR's audio consoles, switches, lighting studio cameras, etc. Degree and/or SBE certification preferred. Two years experience required. Send resume to Box N-76. EOE.

**WSPA-TV has an immediate opening** for a transmitter supervisor. Prefer 3-5 years experience in maintenance and operations of TV transmitters. Experience in RCA "F" line, VHF Hi-band a plus. Prefer some management experience. High school diploma, valid driver's license, and FCC Radiotelephone certificate required. Send resume and salary requirements to: Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

**Studio operations engineer needed.** Prefer experience in master control and video tape operations. Duties include switching, recording and editing of program and commercials. Must have high school diploma, valid driver's license. Must be willing to work flexible hours. Send resume and salary requirements to: Chief Engineer, WSPA-TV, PO Box 1717, Spartanburg, SC 29304. An equal opportunity employer.

**Maintenance technician:** Washington news facility has an opening for a technician experienced in repair of 1", U-matic and Beta recorders, ENG/EFP cameras and production systems. Three years experience and associates degree desired. Send resume and salary history to Potomac TV/Communications, Inc., 500 N. Capitol St., NW, Suite 800, Washington, DC 20001 Attn: Engineering. EOE.

**Chief engineer:** Chicago, Illinois WSN5-TV, Channel 44. 21-year-old station. New transmitter this year. New studio facility being built. Job requires experience, technical ability and people skills. Salary open. Send resumes to: Jose Lamas, 430 W. Grant Pl., Chicago, IL 60614, or call collect 312-929-1200. All replies confidential. Equal opportunity employer.

**Industry leader** in infomercial direct response advertising seeks creative, sales oriented on-line editor experienced in 3/4", 1", Beta-SP computer editing. State-of-the-art facility in small, wonderful midwestern community. Salary negotiable. Resume, tape to: Ms. Terry Prechtel, Hawthorne Communications, Inc., 300 North 16th St., Fairfield, IA 52556. EOE.

**MC operator:** Position open immediately. Enter the 9th U S TV market. Experience should include 1 year TV broadcast. We are an equal opportunity and affirmative action employer and encourage applicants regardless of race, color, creed, religion, national origin or sex. Reply to: WTKK-TV-66, PO Box 3150, Manassas, VA 22110. Serving Washington, DC.

**Maintenance engineer:** Two year technical graduate with minimum 2 years experience in maintenance of 1", 3/4", 1/2" VTRs, cameras and associated studio equipment. Experience may be substituted for technical education requirement. Experience with satellite uplink desirable. Expanding Teleproductions Center offers opportunity for growth, full benefits package. Deadline for applications : 9/21/90. Start date 10/1/90 or by mutual agreement. Contact Hugh R. Paul, 201 Bishop Hall, The University of Mississippi, University, MS 38677. 601-232-5917. Phone calls welcome. AA/EOE.

**TV maintenance engineer** needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADO, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Television maintenance engineer** to maintain and troubleshoot all equipment associated with operations of commercial TV station with emphasis on UHF transmitters at our NY facilities. 2-3 years experience required. Resume to: Chief Engineer HSN Broadcasting of NJ, Inc. 390 West Market Street, Newark, NJ 07107 EOE, M/F.

**Maintenance engineer** - KICU-TV in San Jose, California seeks studio maintenance engineer. Ability to troubleshoot to the component level. Need experience on tube and CCD cameras, Type C and Betacam recorders, and have digital and computer training or experience. Opportunity to learn RF and microwave. AA degree or equivalent required, EE a plus. Minimum of 2 years maintenance experience. SBE certification or FCC General license. Send resume to William Beeman, VP/Engineering, KICU-TV, PO Box 36, San Jose, California 95109. An EOE/MF employer.

**Board operator position: KSAX-TV** has a board operator opening in the master control department. Person must be able to read wave form and vectroscope, operate satellite receiver, operate Beta Cam, VTR's and tape sequencer, operate production and routing switcher, operate character generator. Having the ability to edit a plus. Will be responsible for on air switching, control of program flow and timing, video and audio equipment levels, running commercials and completing program logs. Contact Donna Corle, Operations Manager for interview by sending your resume to Box 637, Alexandria, MN 56308. An equal opportunity employer, M/F.

**Morning show** and noon news co-host. Dominant small West Texas affiliate seeks a creative and talented person to co-host a well established and top-rated morning news/talk show and co-anchor a noon newscast. Must be knowledgeable in the Triton Weather System and must be able to do both morning and noon weather. Send resume and tape to: News Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

#### HELP WANTED NEWS

**News photographer/editor** wanted for position with network affiliated news room in California. Prior ENG experience a must. Send resume to Box N-77. EOE.

**Creative services writer/producer:** If you're a highly creative, hands on producer with exceptional writing skills and are looking to join a #1 team, look no further. You must have extensive background in news or image promotion and at least two years experience as a writer/producer in a TV promotion department. Please send resume and non-returnable tape to Artie Scheff, Director of Creative Services, WTVT, 3213 West Kennedy Blvd., Tampa, FL 33609. No phone calls will be accepted. EOE.

**Assignment editor:** Aggressive high-energy take-charge person needed for Oklahoma City CBS-TV affiliate. We have all the tools - uplink, live ENG, live helicopter. BA plus 4 years related experience. Resumes to Billye Gavitt, KWTW, PO Box 14159, Oklahoma City, OK 73113. EOE/MF.

**Series and segment producer:** News Channel 5 in Nashville continues its expansion by creating a position for a top-flight producer to work on series and segments. Must also be able to perform as a back-up program producer. Our series win national awards as does our news operation. So if you're among the best and have at least two years experience as a segment producer, send a non-returnable tape (Beta or 3/4"), resume and salary requirements (a must) to: Mike Cavender, News Director, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. Absolutely no phone calls. EOE.

**CBS affiliate** needs aggressive and energetic news photographer. At least one year experience shooting and editing news required. Send tapes and resumes to Steve MacDonald, 1007 W. 32nd Street, Anchorage, AK 99503. EOE.

**News producers.** NBC O&O in Denver is looking for good producers. Please see our display ad on page 71. EOE, M/F.

**Managing producer/co-anchor:** Weekly news/current affairs program needs aggressive managing producer/co-anchor. Must have 3 years experience producing news and/or current events program and equivalent on-air experience. Person hired will supervise staff of three. EFG and EFP skill, off-line editing and writing skills a must. Personnel supervisory skills imperative. Include video tape sample of on-air, field and editing work, plus writing samples with resume. No phone calls. Submit resume and tape by Sept. 21st to: Managing Producer/Co-Anchor, KETC, PO Box 24130, St. Louis, MO 63130. EOE.

**Reporter:** Nightly news program serving 45th market is looking for television reporter with at least two years experience. Political reporting and the ability to do substantial multi-part series desirable. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

**Newscast director** for top 40 affiliate. Minimum two years experience directing news and special projects. Supervisory experience, creativity, motivation and leadership abilities required. Send resume and salary requirements to Rob Gray, Studio Operations Manager, WWMT, 590 West Maple Street, Kalamazoo, MI 49008. No phone calls please. EOE.

**TV news reporter:** Local TV station needs general assignment reporter. Must have two to five years experience in news coverage, college degree and experience in live reporting of news events. Send resume to Tom Roberts, WVTM-TV13, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

**News director.** Medium Midwest affiliate. Send resume to Box P-4. EOE.

**Vacation relief reporter: WFSB.** Post newsweek in Connecticut, and Southern New England's number one station, is looking for a locally situated broadcast journalist to fill in as a reporter during vacations. The person we seek has the same high journalistic standards and communications skills as our full time staff of reporters and might be working in radio news. If you have broadcast journalism experience and the flexibility that this fill-in position requires, please send resume and tape to: Mark Efron, Vice President News and Station Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06103-1892. We are an equal opportunity employer.

**Chief meteorologist:** Florida affiliate needs a dedicated weathercaster. We'll provide the tools - Liveline V, Doppler Radar, Etc. Can you make weather visually exciting, comprehensive & different? Reply to: Box P-2. EOE.

**News photographer:** Minimum two years experience or the equivalent electronic field production work. Working knowledge of fieldlighting and audio equipment. 1/2 inch and 3/4 inch editing skills essential. Contact Bryant Blackburn, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

**Reporter:** Top-notch general assignment reporter needed to join a winning news team in a great city. Minimum of two years experience. Some investigative work helpful. Send resume to: Kirk Winkler, ND, KETV, 27th & Douglas, Omaha, NE 68131. No calls. EOE.

**Co-anchor** for top rated Midwest NBC affiliate. Experience and maturity top priorities. Job includes reporting and producing. At least two years news experience preferred. Send resume and non-returnable tape to Ralph Bristol, News Director, WGEM-TV, 513 Hampshire, Quincy, IL 62301. No phone calls. EOE/MF.

**Sports reporter** opening at KCCI-TV, CBS affiliate in Des Moines, Iowa. Must have two years experience, shooting and reporting. Send tapes and resumes to: Heidi Soliday, Sports Director, KCCI-TV, PO Box 10305, Des Moines, IA 50306. EOE.

**Greenpeace,** the international environmental organization seeks an experienced videographer/producer as part of its national media team in Washington, DC. Three years news shooting experience and knowledge of Video Mickey II edit controller preferred. Salary low-mid 20s + benefits. Send resume and demo tape to: Karen Hirsch, Greenpeace, 1436 U St., NW, Washington, DC. EOE.

**Bureau chief.** You'll supervise one of our four news bureaus in Western Montana. You have strong reporting, producing and anchoring skills, but your real strengths are organization, interpersonal communication and staff development. You're aggressive in developing local news stories. You're a team player. You'll work and play in a world class recreation area near Glacier National Park. Tapes and resumes to: Jim Harmon, Newscenter Network, Box 5268, Missoula, MT 59806. No calls. EOE.

**Assignment editor:** Generate story ideas, make phone contacts, work with reporters, arrange schedules and assist in coordinating the activities of four news bureaus. Also able to help produce a quality newscast. Experience required. Three station network in scenic western Montana. Tapes and resumes to: Newscenter Network, KECI-TV, Box 5268, Missoula, MT 59806. No calls. EOE.

**Assistant news director/executive producer:** Number one rated CBS affiliate has immediate opening. We are looking for a person with a proven track record of excellence and achievement. Three years producing experience, in a top 30 market, preferred. Good writing skills and a feel for the "great moment" in a newscast, will help get you the job. Send resume, salary history, and a tape of your work to: Elliott Wisner, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

**70's market ABC** affiliate seeks top-notch reporter who can also produce or fill-in as co-anchor alongside our female weekend anchor. Ideal candidate will be a tireless digger, aggressive but personable. Must write flawlessly and report creatively without commentary; project self-confidence but not arrogance; appear photogenic but not vain. Must be able to make mundane stories sing and produce shows that sparkle. No beginners, no prima donnas, absolutely no phone calls! Start at mid-20's to low-30's, DOE. Send resume and non-returnable 3/4-inch or VHS tape by September 20 to Dennis Tompkins, WMTW-TV CH.8, 99 Danville Corner Road, Auburn ME 04210. Finalists only notified by 10/5/90. EOE.

**Weekend weather** is there a meteorologist out there who can also report? Resumes and non-returnable tapes to: Steve Hawkins, News Director, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE.

**Producer/director:** WGHPiedmont 8, the Taft Broadcasting ABC affiliate in the dynamic 49th market is looking for a quality Director for our 11:00pm news, promo and pre-pro sessions, and some commercial work. Will also AD pre-pro for 5:00pm and 6:00pm news and TD the 5:00pm news. We've got fast paced newscasts with multiple live remotes, and we're looking for the right person to join our talented directing team. Send letter, resume, references and salary history to Keith Lasher, Production Manager, WGHPiedmont 8 H-P 8, High Point, NC 27261. No phone calls. Deadline for applications: 9-25-90. AA/EOE Employer. Women and minorities are encouraged to apply.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Hot shot promotion producers:** If you've got the writing and editing skills that'll dazzle Florida and win viewers, send your resume & tape to: Barbara Sobocinski, WTSP-TV, 11450 Gandy, St. Petersburg, FL 33702. An equal opportunity employer.



**Assistant promotion director:** Top 50 group owned affiliate is seeking a strong number two promotion person that understands and is creative with news promotion. We have all the gadgets to play with and research says we have the news to promote. Are you that one person that can help us market a great product. You must have at least two years experience in broadcast promotion. EOE. Box N-13.

**On-air promotion producer:** Southwest Indy in the top 80 seeks creative promotions producer not afraid to take on-air promotion to the edge! Major emphasis on movie promotion. Hands on production experience required. Copywriting and movie knowledge preferred. Send resume, salary requirements to Box N-62.

**Executive producer:** Upstate New York PBS station seeks aggressive producer to supervise national and local production to guide execution of strong public affairs and educational efforts, manage nine producers. Salary mid-30's. Successful candidate will have four year degree and minimum five years television production experience. Supervisory background preferred. Send resume with cover letter to: Director of Personnel, WXXI-TV, PO Box 21, Rochester, NY 14601. WXXI is an equal opportunity employer and encourages applications from minority group members.

**Public affairs producer:** Responsible for production of documentaries and other special programs. Candidates should have the ability to conceptualize and execute in-depth projects, work well as a team member, and possess strong writing, field producing and organizational skills. A college degree and minimum two years as a television producer are required. Previous documentary experience preferred. Send resume to: Lisa Franco, Public Affairs Director, WTNH-8, 8 Elm Street, New Haven, CT 06510. No phone calls. EOE.

**Development director/WSRE-TV,** Pensacola, Florida. Pensacola Junior College, licensee of WSRE-TV, seeks an experienced professional with demonstrated success in fund raising to lead a growing development department in the areas of membership acquisition and retention, underwriting, special events, and volunteer recruitment. A bachelor's degree in broadcasting, business administration or another development-related area, or 4 years of full-time professional work in development, research, or public relations preferably at a public development, research, or public relations preferably at a public television or radio station required. Exp. in membership activities is highly desirable and knowledge of public television essential. Applicant should possess excellent communication and leadership skills. Computer and grant proposal writing skills helpful. Salary: \$18,600 - \$32,960. For official application materials, please call 904-484-1799 by September 17, 1990. PJC - An equal opportunity institution.

**Producer/host** for magazine format airing in the #1 and #4 markets focusing on travel and leisure. At least 4 years of professional experience producing a top-notch television magazine program as well as researching, writing and producing especially compelling field/feature pieces. Non-computer tape editing skills and outstanding on-camera skills required. This is a contract position. Send resume and tape to Jeff Hamer, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625-0777. EOE.

**Field/feature producers** for magazine format airing in the #1 and #4 markets focusing on travel and leisure. At least 4 years experience researching, writing, producing and appearing in especially compelling field/feature pieces. Non-computer tape editing skills required. Work with us on a freelance basis. Rush resume and tape to Jeff Hamer, New Jersey Network, 1573 Parkside Ave., CN777, Trenton, NJ 08625-0777. EOE.

**Graphic artist - WKXT,** Knoxville, Tennessee seeks graphic artist to work with Chyron Super-Scribe. News, promotion, and commercial production. Scribe experience a plus. Send resume and/or tape to Production Manager, WKXT Television, PO Box 59088, Knoxville, TN 37950. EOE.

**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Exciting opportunity for Columbine** experienced traffic manager. Start-up station in Indonesia looking for traffic manager/consultant to train and run department. Indy experience preferred. Great opportunity and benefits. Resumes to Box P-14. EOE.

**Creative services producer** needed to join award-winning production team. Responsible for writing and supervising commercial and industrial projects. Strong writing skills and production experience a must. Send resumes to Rick McVey, Director of Production, WCYB-TV5, PO Box 2069, Bristol, VA 24203. EOE. No phone calls.

**Promotion services manager:** Excellent opportunity for promotion pro to lead team effort for growing ABC affiliate in Midwest state capital location. Super facility and budget. Committed management leading the way with marketing innovation and community involvement. Three years experience with winning operations and college degree preferred. You must be a media marvel and an on-air ace at news and topical promotion. Community events and sales promotion will provide additional creative opportunities. Resume and tapes to: Jack Donahue, KTKA-TV, Box 2229, Topeka, KS 66601. EOE.

**Senior writer/producer:** Top 30 market seeks innovative news promotion producer. 2-3 years experience in writing and producing news promotion. Must have knowledge of top-shelf production techniques combined with award winning creativity and team player attitude. If it's time for a change... rush resume and tape to: Scott Steffey, WITI-TV6, 9001 North Green Bay Road, PO Box 17600, Milwaukee, WI 53217. Please no phone calls! EOE.

**Creative producer** with strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical & dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 73581-9099. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Proven TV turnaround team** on record as doubling property value in one year. Transition and bankruptcy specialists. Affiliate, true Indy and Fox experience. Market size 30 to 165 experience. Available fourth qtr 1990. N-64.

**Help! General manager** of profitable LPTV needs a change. 7 years management experience. Have done it all. Looking for management position with station that believes in local programming. Familiar with long hours & tight budgets. Reply to Box N-68. EOE.

**General manager:** Successful, experienced. Presently employed. Seeks challenging opportunity in 50-100 ADI. Box P-8.

#### SITUATIONS WANTED TECHNICAL

**Experienced operations engineer:** 14 years master control and video tape operations, with midwest and southwest net affiliates, and major cable net. Seeks position in related facility, excellent references. Call 612-432-6430.

**25 years broadcast engineering.** 14 years as hands-on television chief engineer & director of engineering. Experienced with complete, full service news operations including live trucks, vehicles and all associated ENG & microwave equipment. Please reply Box P-12.

#### SITUATIONS WANTED NEWS

**Reporter for hire:** 12 years experience. Looking for position in top 125. Prefer Midwest area. Chad 713-484-3977.

**Two years experience** as sports producer at #1 station in top 25 market. Ready for first on-air job as reporter or anchor. Flexible. Tape available. Box N-45.

**Excellent experienced sportscaster** looking for a fine station in which to work, also knowledgeable newscaster. 216-929-0131.

**Resourceful videographer/editor** Eight years, video production experience. Skilled gyrozoom, aerial photographer. Seeking creative, growing TV news organization. Call 808-338-0412, leave message.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Still hiring master control operators off the street?** MCO with varied experience including basic engineering, production and directing seeks chance to move career forward. 804-977-5333.

#### MISCELLANEOUS

**Career videos:** Let our broadcast professionals prepare your personalized video resume tape. Unique format, excellent rates, proven success. 708-272-2917.

**Subtitled (Manh.)** insert Japanese or English subtitles into video tapes & movies using a character generator. Preview tape/movie, read script, if available, then type in appropriate subtitle. Proof-read the final version. 35 hrs./wk. 9am-5pm, \$25,500/yr. BA in Literature, Language, or Dramatics Arts & req. Fluency in Japanese & English language req. 6 mos. exp. in job or 6 mos. as editor or proofreader req. Send resume/ltr. in dupl. to attn: B.B. #548, Room 501, One Main St., Brooklyn, NY 11201. EOE.

#### CABLE

##### HELP WANTED TECHNICAL

**Maintenance engineer** with three plus years maintaining broadcast equipment, preferably Sony cameras/ENG gear and GVG equipment. NABET position, salary based on experience. Send resume to: Richard Kowalski, Operations Manager, NewsLink/CNN, Five Penn Plaza, NY, NY 10001. EOE.

##### HELP WANTED NEWS

**Director/producer:** Experienced team player needed to direct local nightly news and produce sports programs. Send tape and resume to Production Manager, 1201 University Ave., Ft. Collins, CO 80521. EEO.



## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**University theatre and dance** department seeks experienced television theory and production teacher for full-time, tenure track or lecturer (non-tenure) position beginning August, 1991. Ph.D. and professional experience or M.A./M.F.A. with significant professional experience. At time of application, applicant must present the following: 1.) Complete vita; 2.) Three letters of recommendation; 3.) 3/4" U-matic or 1/2" VHS videotape of television show directed by applicant. Rank/salary negotiable depending upon combination of professional experience and qualifications. Application deadline is November 1, 1990 or until filled. For detailed information and application procedures contact: Faculty Search Committee, Department of Theatre and Dance PA157, California State University, Fullerton, Fullerton, CA 92634. 714-773-3628. EO/AA/Title IX.

**The University of Utah** seeks assistant/associate professor for tenure track position in broadcast journalism beginning September 1991 to direct the broadcast journalism sequence. Significant industry experience and professional recognition expected; advanced academic credentials preferred. Salary is competitive. Submit an application letter, resume, three letters of recommendation and samples of professional or scholarly activity to: Professor Tim Larson, University of Utah, Department of Communication, LCB 204, Salt Lake City, UT 84112. Screening will begin February 1, 1991 and will continue until the position is filled. AA/EEO.

**Assistant/associate Professor of Journalism.** Position Number 84792. Subject to availability of funds, University of Hawaii expects to fill a full time tenure-track position in small accredited professionally-oriented undergraduate department beginning August 1, 1991. Duties: To supervise and teach sequence of courses in broadcast journalism. Desirable if applicants also able to teach other journalism courses when needed. Share in student advising, supervision of internships and committee work and take part in occasional special projects. Minimum qualifications for assistant professor: PhD and professional experience in or Masters in Journalism and professional experience equivalent to doctorate. Demonstrated ability as a teacher and interest in research desired. Minimum qualifications for associate professor: All minimum requirements for assistant level plus four years as an assistant professor or equivalent; proven ability as a teacher; proven ability to conduct research. Women and minorities are strongly encouraged to apply. Minimum annual salary: assistant professor \$32,364; associate professor \$40,944. Negotiable commensurate with experience. Some summer teaching available. Send resume to Search Committee, Journalism Department, 2550 Campus Road, Crawford 208, Honolulu, HI 96822. Closing date: Sept. 30, 1990. EOE.

### HELP WANTED NEWS

**Broadcast news faculty:** The School of Journalism and Mass Communication seeks faculty member for its broadcast news sequence. The position is for a broadcast news professional who will teach all facets of broadcast news. The appointment is at the instructor level for a maximum of two years; MA/MS or other graduate or advanced professional training preferred. The appointment will begin August 1991. Applications will be accepted until November 16, 1990 or until a suitable candidate is found. Send letters of application, including a vita and names of three references to: Prof. Stephen B. Jones, Chair, Broadcast News Search Committee, School of Journalism and Mass Communications, Campus Box 287, University of Colorado, Boulder, CO 80309. Women and minorities encouraged to apply. EOE.

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**1Kw AM transmitters:** Cont 314R1 (1986), Harris BC1H1 (1974), Transcom Corp., 800-441-8454, 215-884-0888, FAX 215-884-0738.

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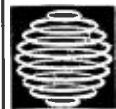
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# FATES & FORTUNES

## MEDIA

**Anne H. Egerton**, partner, Munger, Tolles & Olson law firm, Los Angeles, joins NBC, West Coast, there as VP, law.

**Andrew B. Rosengard**, VP, finance and administration, Rainbow Programming Holdings Inc., Woodbury, N.Y., named senior VP. **Hank J. Ratner**, VP, legal and business affairs, Rainbow, named senior VP.

**Steve Godofsky**, executive vice president and group manager of radio group, Metroplex Communications, named president of eleven-station radio group.

**Shirley Maldonado**, from WXDJ(FM) Homestead, Fla. (Miami), joins WQCD(FM) New York as operations manager.

**Marcia Brooks**, manager, day-of-air operations, PBS, Alexandria, Va., named assistant director, broadcast operations.

**S. James Coppersmith**, VP and general manager, WCVB-TV Boston, named president.

**Gerry De Francesco**, VP, station manager and VP, programming, KJIS-FM Los Angeles, joins WSNJ(FM) Philadelphia as VP, operations manager.

**Peter A. Sokoloff**, executive VP, Cable Investments Inc., Englewood, Colo., resigns to head up new division, The Performance Group, managed and operated as separate entity there.

**Steve Wrath**, general sales manager, KORK(AM)-KYRK-FM Las Vegas, joins KMSG-TV Sanger, Calif. (Fresno), as VP and general manager.

**Trey Ware**, program director, KSLR(AM) San Antonio, joins KQXT(FM) there as operations manager.

**Dixie Hansen**, business manager, KSTP-TV St. Paul, Minn., named VP, business manager.

## SALES & MARKETING

**Randy Ringer**, associate research director, Backer Spielvogel Bates Inc., New York, named VP.

**Bill Oakley**, senior VP, co-creative di-

## RODGERS REPLACES OBER

CBS yesterday named Johnathan Rodgers to replace Eric Ober as president of the CBS Television Stations Division, making him one of the highest ranking black executives in network television. Rodgers, who has been vice president and general manager of CBS-owned WBBM-TV Chicago for the past four-and-a-half years, will remain in Chicago to head the group. Ober, who was named to replace David Burke last week as president of CBS News, was based in New York when he headed up the station group. Sources said CBS higher-ups wanted Rodgers to move to New York but that he refused to take the job unless he could remain in Chicago. Reached last week, Rodgers said he would focus on boosting revenues and profits at the group. The CBS group had an estimated \$175 million in operating profits in 1989. Media analyst Peter Appert, with Cyrus J. Lawrence, New York, said he believed the CBS group was "underperforming" in both revenues and operating profits. He noted that Capcities/ABC-owned stations had operating profits in 1989 of more than \$300 million. He credited Rodgers' predecessor, Eric Ober, with improving profit margins during his tenure by controlling costs. "Cost control is no longer a factor," said Rodgers. His strategy for boosting revenues and profits, he said, is to "target the most saleable demographics in terms of program selection and scheduling." No word yet on who will replace Rodgers as general manager of WBBM-TV. Rodgers started his career in print journalism and then moved to broadcast journalism, serving as reporter for WKYC-TV Cleveland and news producer at WNBC-TV New York. Before running WBBM-TV, he was executive producer, *CBS Morning News*, New York.



rector, Hutcheson-Shutze, Atlanta, joins Bozell Southwest, Dallas, as creative director.

**Scott Silverstein**, account executive, Seltel, joins TeleRep, New York, in same capacity. **Steve Lane**, sales manager, MMT Sales, Los Angeles, joins TeleRep, in same capacity, San Francisco.

**Norman S. Lesser**, account executive, Tribune Entertainment Co., joins Buena Vista Television Ad Sales, New York, as executive director.

**Sharan Surnamer**, VP, advertising and sales promotion, Irving Trust, New York, joins Turner Advertising there as director of account services.

**Peter Tarnapol**, management supervisor, Saatchi & Saatchi Marketing Services Group, New York, named VP, management supervisor.

**Monica M. Lucky**, local sales manager, KKTO(TV) Santa Fe, N.M. (Albuquerque), joins KNXV-TV Phoenix as account executive.

**Patricia A. Etzkin**, general manager, WCSJ(AM)-WCFL(FM) Morris, Ill., joins WOWO-AM-FM Fort Wayne, Ind., as general sales manager.

**Lyle Banks**, general sales manager, KXAN-TV Austin, Tex., joins WAVY-TV Portsmouth, Va., in same capacity.

**Karl Gensheimer**, director of sales, KSTP-TV St. Paul, Minn., named VP, director of sales.

**Maryann McGregor**, from DVI Marketing Services, Costa Mesa, Calif., joins D'Arcy Masius Benton & Bowles, St. Louis, as account supervisor. **Susan Pollack**, from TBWA Kerlick Switzer Advertising, St. Louis, joins DMB&B, there as art director.

**Terry Kassel**, senior VP, sales and syndication, Phoenix Communications, forms own marketing and media company, Kassel Marketing, New York.

Appointments at DDB Needham Worldwide, Chicago: **Mark Leitner**, **Wendy Wallis** and **Patricia Winegar**, VP's and account supervisors, named management representatives. **Madeleine Miller**, VP and account research director, New York, named senior VP. **Richard Zeltner**, VP and director of planning and research, named senior VP.

Appointments at Katz: **Ann Pantalone**, senior account executive, Banner Radio,

Chicago, named sales manager, Detroit; **Joseph Howard**, account executive, WPIX(TV) New York, named sales executive, Katz Continental Television there, and **Matthew Curry**, research manager, Katz American Television, New York, named sales executive.

**Catherine A. Morrow**, regional sales manager, program syndication division, Select Media Communications Inc., joins Seltel, New York as account executive.

**Vince Nelson**, account executive, WYTV(TV) Youngstown, Ohio, named local sales manager.

**Tom Fullmer**, sales and marketing consultant, KEZI(TV) Eugene, Ore., named local sales manager.

**Steven M. Mandala**, national sales manager, KVEA(TV) Corona, Calif., named general sales manager.

**Sharon Karlquist**, from Cole & Weber, Seattle, joins Soghigian & Macuga Advertising, Washington as production manager. **Jane Farnsworth**, from Goldberg/Marchesano/Kohlman, Washington, joins Soghigian & Macuga, there as traffic manager.

**Michael Lee**, deputy creative director, Cromer Titterton, London, joins Burkhardt & Christy Advertising, New York, as creative director and senior VP.

## PROGRAMING



Cooper

**David J. Cooper**, senior VP, finance and administration, Airvision, Valencia, Calif., joins Warner Bros. Domestic Television Distribution, Burbank, Calif., as VP, financial operations.

**Thomas B.**

**McGrath**, president and chief operating officer, ACT III Communications Inc., Los Angeles, resigns to pursue new career opportunities.

**Henry J. Leingang**, VP, information services, Triam Group, joins Viacom International Inc., New York as VP and chief information officer.

**Jonathan Littman**, segment producer, ABC-TV, New York, joins NBC Entertainment, Los Angeles as manager, daytime programs.

**Paula Fierman**, VP, Fries Entertainment, Los Angeles, named senior VP,

international distribution, Fries Distribution.

**Robert A. Geary**, executive VP, business affairs, Metro-Goldwyn-Mayer Pictures, joins Tri-Star Pictures, Burbank, Calif., as executive VP, business affairs.

**Roger R. Smith**, executive VP and chief financial officer, Live Entertainment Co., joins Carolco Pictures Inc., Los Angeles as executive VP.

**Paul Griefinger**, director of domestic distribution, Fox Lorber Associates Inc., Los Angeles, named VP, U.S. ancillary sales.

**Barbara Hiser**, co-executive producer, *Caroline?*, Hallmark Hall of Fame, joins Saban/Scherick Productions, Burbank, Calif., as VP.

**William J. Hamm**, director, current programming, Universal Television, Universal City, Calif., named director, dramatic development.

**Gary Kott**, writer and supervising producer, NBC's *The Cosby Show*, joins Lorimar Television to produce, write and develop series and movies for television.



Kott



Segars

**Charles D. Segars**, entertainment producer, KCAL(TV) Norwalk, Calif. (Los Angeles), joins Viacom Enterprises there as director of program development.

**Sandra Henry Morris**, attorney, Anderson & Morris law firm, joins Reeves Entertainment, Burbank, Calif., as VP, business affairs.

**Rich Ross**, director, talent relations, Nickelodeon, New York named VP, talent relations, Nickelodeon/Nick at Nite.

New directors appointed for Video Jukebox Network board, Miami: **Trygve Myhren**, former ATC chairman and now president of Myhren Media; **Jules Haimovitz**, president and chief operating officer of Spelling Entertainment and former Viacom executive, and **David Deutch**, assistant vice president, Southeast Bank.

**Wendy Hallam**, from CBC Enterprises, London, joins Telso International distri-

bution company there as manager, program sales and marketing.

Appointments at Paramount Pictures: **Bobbee Carson Gabelmann**, account executive, Northeastern division, New York, named executive director, cable sales; **Robert Wussler Jr.**, from Turner Programming Services, named manager, Eastern division, New York; **John F. Lee**, general sales manager, WBBM-TV Chicago, named manager, Eastern division there; **Carole A. Zerbato**, account executive, broadcast agency group, A.C. Nielsen, New York, named account executive, Central region, Chicago and **Mary McClenahan**, Midwest sales representative, Image Point, named director of sales, Midwest, Paramount Images, Chicago.

**Gregg Russell**, sales and production services director, WCSX(FM) Birmingham, Mich., joins WMTG(AM) Dearborn, Mich.-WNIC(FM) Detroit as air personality.

**Nancy Harris**, manager of program research, Disney Channel, Burbank, Calif., named director of research.

**Barbara Fountain**, account executive, Crosby Vandenberg Group, joins WGBH-TV Boston as senior account manager.

**Mark Parker**, music director, WRTP(AM) Chapel Hill, N.C. (Durham), named program director. **Adam McManus**, air personality, WRTP(AM) adds duties as host, *Take A Stand*.

**Arthur Crofton**, air personality, WOKV (AM) Jacksonville, Fla., joins WEJZ(FM) there in same capacity.

## NEWS & PUBLIC AFFAIRS

**Bob Herbert**, journalist, *New York Daily News*, adds duties as contributing correspondent, NBC News, New York.

**Bill Whitney**, anchor, *CBS News On the Hour*, joins CBS Radio Network, New York as anchor, *Correspondent's Notebook*.

**Paul Lucey**, sports producer, WCVB-TV Boston, joins WFXT(TV) there as associate producer.

**Jay Levine**, general assignment reporter, WLS-TV Chicago, joins WBBM-TV there in same capacity.

Appointments at Tribune Broadcasting, Washington: **Carl Gottlieb**, bureau chief, Independent News Network, to same capacity; **Nathalie Joost**, news manager, Independent Network News, to same capacity; **John Aubuchon**, White House correspondent, Independent Network News, to correspondent,

and **Marc Mooney**, correspondent, Independent Network News, to same capacity.

**Virginia Butler**, co-anchor, WROC-TV Rochester, N.Y., resigns.

**John D. Emmert**, news director, WINK-TV Fort Myers, Fla., joins WPEC(TV) West Palm Beach, Fla., in same capacity.

Appointments at WPTF-TV Durham, N.C.: **Elizabeth H. Tardy**, noon anchor, WBBH-TV Fort Myers, Fla., named general assignment reporter; **Rhonda Beatty**, promotions director, WQOK(FM) Raleigh, N.C., named public affairs director, succeeding **Annette Gibbs**, named associate reporter, and **Sheila Conlin**, producer and writer, CNN, Atlanta, named assistant news director.

**Patrick Dennis**, news executive producer, WTOL-TV Toledo, joins WTVG(TV) there as news director.

**Jaci Clark**, producer, *Nine Broadcast Plaza*, WWOR-TV Secaucus, N.J. (New York), joins WTAE-TV Pittsburgh as producer, *Pittsburgh's Talking*.

**Suzanne K. Gruenstein**, recent graduate, Washington University, St. Louis, joins WLWT(TV) Cincinnati as news writer.

**Ken Jones**, reporter, WVUE(TV) New Orleans, joins KHTV(TV) Houston as general assignment reporter.

**Maria Placer**, news director, KLFY-TV Lafayette, La., named VP, news.

**Jennifer Gilbert**, anchor and reporter, *News At This Hour*, WGAL-TV Lancaster, Pa., named general assignment reporter.

**Steve Bartelstein**, sports reporter, WTHR(TV) Indianapolis, named weekend sports anchor.

**John Paul**, weekend weathercaster, KGUN(TV) Tucson, Ariz., named morning weathercaster.

**Scott M. Engles**, senior producer, WLSL-TV Roanoke, Va., joins WTOG(TV) St. Petersburg, Fla. (Tampa), as night editor, associate producer.

**Jeff Lawson**, weekend meteorologist and environmental reporter, WTTG(TV) Washington, joins WVEC-TV Hampton, Va., (Norfolk), as weekend weather anchor.

**Jeff Gilbert**, meteorologist and environmental reporter, WPTA(TV) Fort Wayne, Ind., joins WPRI-TV Providence, R.I., in same capacity.

**Bill Anderson**, program and production manager, KCRG-TV Cedar Rapids, Iowa, joins WGGB-TV Springfield, Mass., as director of marketing and operations.

**Morrie Goodman**, news director, WSJV(TV) Elkhart, Ind. (South Bend),

joins WGGB-TV in same capacity.

**Gretchen Millich**, assistant editor and producer, National Public Radio, Washington, joins WKAR(AM) East Lansing, Mich., as news producer and capitol reporter.

**Beverly Byer**, reporter, KSBW(TV) Salinas, Calif., named 5 p.m. anchor.

**Chris Gargano**, recent graduate, St. Mary's College, Moraga, Calif., joins KFTY(TV) Santa Rosa, Calif., as sports anchor and reporter.

**Charles Fishburne**, news director and anchor, WTVR-TV Richmond, Va., named VP, news.

## TECHNOLOGY

**Gene Parrish**, manager of technical engineering, NBC News, Burbank, Calif., joins KFOR(TV) Oklahoma City as director of engineering.

**Ted Pine**, marketing manager, New England Digital Corp., Lebanon, N.H., named director of marketing.

**Mark Thevenot**, supervisor, DBS Authorization Center Inc., San Diego, Calif., named manager.



Leeser

**Tom Leeser**, artist, Editel Graphics, New York, named video optical director.

**Deborah Stanley**, audience coordinator, *Milwaukee's Talking*, WISN-TV Milwaukee, joins WTVQ(TV) Rockford, Ill., as technical director.

**Kenneth F. Wiedeman**, director of marketing, Sony Magnetic Products Co., Park Ridge, N.J., named director of marketing, professional tape division.

**Laurie Simpson**, client services representative, Mills/James Productions, providers of production services for video, film and audio, Dublin, Ohio, named production assistant. **Ellen Cole**, from Scherers Communications, joins Mills/James Productions as client services representative.

**Christopher Lyons**, technical markets specialist, Shure Brothers Inc., Evanston, Ill., named product line manager, wired microphones.

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## PROMOTION & PR

**Dennis Petroskey**, director, corporate communications, Fox Inc., Los Angeles, named VP, corporate communications. **Steven M. Ross**, director, national programs, Twentieth Century Fox Film Corp., joins Fox Broadcasting Corp., Los Angeles, as director of publicity.

**Kathleen Dooley**, traffic coordinator, Cable Advertising, division of Continental Cablevision, joins WFXT(TV) Boston as promotion coordinator.

**Maryann Ridini**, VP, publicity, advertising and promotion, Stephen J. Cannell Productions Inc., Los Angeles, forms Ridini & Associates public relations firm, Beverly Hills.

**Drew Wesley**, account executive, Coyne Advertising, Pittsburgh, joins Keller-Crescent, Evansville, Ind., in same capacity.

**Andy Solomon**, public relations manager, Wild Dunes Resort, joins South Carolina ETV, Columbia, S.C., as public relations manager.

**Brooks Barton Cantini**, public affairs coordinator, MacNeil/Lehrer Productions, joins Lippin Group international public relations, New York as account executive. **Jodi Manchik**, account executive, Howard J. Rubenstein Associates, joins Lippin Group, in same capacity.

**Sally E. Follmer**, manager of program marketing, National Captioning Institute, joins National Cable Television Association, Washington, as director of public relations.

**Rita Poore**, acting director, WRC-TV

Washington, named director of advertising and promotion.

**Garen VandeBeek**, assistant promotion manager, KHOU-TV Houston, named director of advertising and promotion.

**Amy Durham**, from IBM Corp., joins Turner Network Television, Atlanta, as manager of public relations.

**Cindy Rakowitz**, national communications director, Playboy Enterprises Inc., New York, named VP, public relations.

## ALLIED FIELDS

**Michael Alexander**, executive VP and general manager, WWOR-TV Secaucus, N.J. (New York), and **Ray Schonbak**, executive VP, broadcasting, Koplak Communications Inc., Sacramento, Calif., named board members of Association of Independent Television Stations (INTV).

**Richard H. Waysdorf**, partner, Wilner & Scheiner, Washington, joins Jones, Waldo, Holbrook & McDonough law firm there, practicing communications law.

Appointments at Communications Equity Associates, Tampa, Fla.: **Don Russell**, president, New York, adds duties as head of domestic cable and broadcast services division; **Thomas W. Cardy**, VP, chief financial officer, named senior VP, operations and administration; **Kenneth O'Rorke**, financial analyst, named VP, marketing and new business services; **Stewart Nazzaro**, assistant to chairman, named VP, international business development, and **Sarah C. Rechin**, VP and team leader, specialized

lending division, Ameritrust Co. National Association, Cleveland, named VP, office of chairman;

**Dennis E. Doty**, from Marstar Productions and D.L. Taffner Entertainment, named co-producer, Academy of Television Arts & Sciences, Los Angeles, *42nd Annual Primetime Emmy Awards Presentation*.

Board members appointed at Michigan Association of Broadcasters, Lansing, Mich.: **Alan W. Frank**, VP and general manager, WDIV(TV) Detroit; **John F. Casey**, VP and general manager, WSGW(AM)-WIOG(FM) Saginaw, Mich., and **Patrick J. Mullen**, general manager, WXMI(TV) Grand Rapids, Mich.

**Jennifer Hodlick**, senior local market manager, Birch-Scarborough Research, joins Strategic Radio Research, Chicago, as account executive.

**Terrance Afer-Anderson**, former assistant director of public relations, Paul Robeson Multi-Media Center, Washington, joins Norfolk State University, Norfolk, Va., as information officer.

## DEATHS

**Raymond St. Jacques**, 60, actor, died Aug. 27 of cancer of lymph glands at Cedars-Sinai Medical Center, Los Angeles. Appearing in television miniseries *Roots*, *Search for the Gods* and *Secrets of Three Hungry Wives*, St. Jacques additionally appeared in variety of television shows, including *Superior Court*, *MacGyver*, *Fantasy Island*, *Love Boat*, *Cagney & Lacey* and *Hunter*. He is survived by his mother, Vivienne, and sister, Barbara.

**Kevin Raphael**, 32, cameraman, died Aug. 16 after drowning in surfing accident in Santa Cruz, Calif. Beginning career as news photographer for WCIX(TV) Miami, Raphael later moved to WTVJ(TV) there as news cameraman and chief editor. At time of death, Raphael was news cameraman for KPIX(TV) San Francisco. He is survived by mother, Jean; father, Donald; brother, Christian, and stepfather, Charles.

**David Rose**, 80, composer, died of heart attack Aug. 23 at Burbank, Calif. hospital. Rose composed themes and background music for 24 television shows, including *Highway Patrol*, *Sea Hunt*, *Bonanza* and *Highway to Heaven*. He is survived by his wife, two children, and three grandchildren.

**Nina Bara**, 70, actress, died of cancer Aug. 15 at Glendale, Calif., hospital. From 1950 to 1955, Bara portrayed Tonga on ABC's *Space Patrol* and appeared on *General Electric Theater*.

## INDEX TO ADVERTISERS

Americom Radio Brokers, Inc. 33 ■ AT&T Commercial Finance 52  
■ BIA Publications, Inc. 16, 35 ■ Classified Ads 65-74 ■ Columbia Pictures Television Front Cover ■ Communications Equity Associates 58 ■ Crowley Broadcasting Co., Inc. 36 ■ Dow Jones Report 11 ■ Gannett Center for Media Studies 13 ■ Hughes Communications 45, 47 ■ The Learning Channel 39 ■ Scott Lockwood Enterprises 37 ■ Media Venture Partners 53 ■ Meredith Television Broadcasting Cover 4 ■ MMT Sales, Inc. 7 ■ Motorola 12 ■ National Supervisory Network 61 ■ Professional Cards 63 ■ Questcom 54 ■ RCS 34 ■ Cecil L. Richards Inc. 55 ■ Services Directory 62 ■ SFM Entertainment 18 ■ Sony Broadcast Products Cover 2-3 ■ SRDS 9 ■ Sun Radio Network 34 ■ Talk TV Network 41 ■ Thoben VanHuss & Assocs., Inc. 56 ■ TWA 15 ■ Xerox 29 ■ ZNEWS 35 ■

# FIFTH ESTATE

## KEN ELKINS: PULITZER'S ANSWER MAN

**K**en Elkins, one of eight children of a coal miner from southern West Virginia, has quietly worked his way up to running the seven TV stations and two radio stations of Pulitzer Broadcasting. He also participates in industry business including chairing, until just recently, the NAB's First Amendment Committee, as well as serving on the board of the Television Bureau of Advertising and continuing membership on the NBC affiliate board's long range planning committee.

The trip to the top for Elkins has found him in as many different station jobs as there are points on a compass. His career began as a camera operator at KETV(TV) Omaha, where he worked nights while serving in the Air Force—he also worked part time as a television repairman. His first technical training was earned in the war room of the Strategic Air Command at Offutt Air Force Base. Elkins and roughly a dozen other servicemen were responsible for maintaining a closed circuit TV system that was used for briefings.

After his hitch was up in 1960, Elkins continued at KETV as a cameraman, audio operator, master control operator and assistant chief engineer.

In 1970, the local Oldsmobile dealer in DuBuque, Iowa, called Elkins to ask for help putting a station on air. During a three-month period, Elkins and three others built the station that, said one of those involved, "came in RCA boxes delivered in a semi." Elkins was asked to stay on as general manager.

In 1972 Elkins went back to Omaha and KETV, this time as operations manager. He soon was put in charge of sales, a side of the business he says he enjoys the most. He was subsequently promoted to general manager and presided over the ABC affiliate at a time when the network's own star was rising. That, and offering a "quality job in news and public affairs," resulted in rising ratings and cash flow, said Elkins. The station was sold to Pulitzer Broadcasting in 1976 and Elkins was retained by the new owners.

In 1980, Pulitzer brought him to the company's headquarter city of St. Louis to run the flagship station, KSDK(TV), just shortly before swapping it for two



stations elsewhere owned by Multimedia. It was after the swap was completed that Elkins was made head of the broadcast group.

Station managers who have reported to Elkins say that he largely leaves them alone, giving them his time when they need help solving problems.

The corporate headquarters overseeing the company's seven TV and two radio stations includes, besides Elkins, a secretary, a controller and three vice presidents: engineering, news and marketing. They are essentially advisory support staff, said Elkins: "I don't think the people at a television station can look in a number of directions for supervision, they have to regard the general manager as the ultimate source of authority...it's frustrating for the staff of vice presidents, but I think it works."

There is centralized authority at Pulitzer for program acquisitions that Elkins says consists of listening to general managers justify their proposed acquisitions. He isn't sure the company has ever made a group programming purchase and tries not to impose his taste on the stations:

"Programming is such a huge part of a television operation that it would be difficult to mandate a program and then hold the general manager responsible for the station's performance."

Doug Smith, who retired recently as general manager of Pulitzer's WYFF-TV Greenville-Spartanburg, S.C.-Asheville, N.C., said of his former boss, "assuming he agrees with your analysis he lets you have the capital and buy the programming. Then he says, 'now make it pay off.'"

Another remarked-upon Elkins trait is accessibility. "I've been told before," he says, "that as general manager I was the easiest person in the building to get through to. You can call it customer focus or viewer focus, wanting to know our real image in the eyes of the general public rather than our self-perceived image. One time I picked up the phone and

some guy told me that one of our shows was the worst program he had ever seen. Because of that call I took the time to watch it. His only mistake was understatement."

Industry acquaintances such as Cosmos Broadcasting's Jim Seffert and Quincy Newspaper's Thomas Oakley say that Elkins possesses the dual virtue of being both committed to the industry and fun to work with.

In addition to his industry responsibilities he is a senior vice president and director of parent company, Pulitzer Publishing, where, according to his boss and the company's president, Michael Pulitzer,

Elkins helps the newspaper side of the company to pay more attention to market research.

To relax, Elkins and his wife spend time at a lakeside retreat, where he has two boats. He also likes to play golf and says he annoys neighborhood doctors by winding up his jogging with a cigar. ■

### Kenneth Joe Elkins

*President and chief executive officer, Pulitzer Broadcasting Co. St. Louis; b. October 12, 1937, Prenter, W. Va.; attended University of Nebraska; airman first class, U.S. Air Force, 1960; engineer, KETV(TV) Omaha, 1960; asst. chief engineer, KDUB-TV Dubuque, Iowa, 1967; chief engineer, KDUB-TV, 1970; general manager, 1971; operations manager, KETV, 1972; general sales manager and corporate secretary, 1973; general manager, 1975; general manager KSDK(TV) St. Louis, 1980; chief executive, Pulitzer Broadcasting, 1981; VP and director, broadcasting, Pulitzer Publishing, 1983; present position since July 1984; Senior VP, Pulitzer Publishing Co., 1986; m. Rose Schoening, May 30, 1958; children—Jim, 31; Diana, 28.*



# IN BRIEF

**NBC and Buena Vista Television have entered into cross-promotional agreement** whereby each will promote other's children's programming. In almost unheard-of union between network and syndicator, for four consecutive Saturdays, NBC will air one 30-second spot each half-hour during its Saturday morning schedule beginning on Sept. 8, promoting Buena Vista's syndicated block of children's shows that air Monday-Friday. BVT shows being plugged are *Disney's Adventures of the Gummi Bears*, *Duck-Tales*, *Chip 'N' Dale's Rescue Rangers* and *Tale Spin*. In return, Buena Vista, during debut week of Sept. 10 and following week, will air 30-second spots during its four series promoting NBC's Saturday morning schedule. One snag in agreement finds some Fox stations that carry BVT's two-hour block refusing to air spots promoting NBC's Saturday lineup. Fox debuts its own Saturday

morning schedule on Sept. 8, via Fox Childrens Network. "How they think we would want to promote NBC's Saturday morning animated kids' lineup is beyond me," said Larry Blum, president-GM, WUPW Toledo, Ohio. Blum said Buena Vista has agreed to send him either replacement commercials or replacement promotional spots to cover spots plugging NBC's lineup. "I've recommended to any Fox station to do the same thing," said Blum, who added that of 12 stations with which he has talked, none will air promotion spots.

**National Telecommunications and Information Administration, in one-page statement released last week, took "exception" to NAB President Eddie Fritts' contention that agency is "biased in favor of the telephone companies and their agendas" and his implication that NTIA head Janice Obuchowski and other top of-**

**officials were too close to telephone industry.** "To the extent that [Fritts] questions the integrity, disinterestedness and open-mindedness of NTIA's professional staff, NTIA takes strong exception to it," agency statement said. "Our policy recommendations cannot and will not be used to further any particular industry group." Fritts' criticism came during speech before West Virginia Broadcasters Association Aug. 25 (BROADCASTING, Aug. 27). Fritts' remarks were targeted, in part, at two NTIA Notices of Inquiry regarding spectrum management and future telecommunications infrastructure. "'Methinks the lady doth protest too much,'" countered NAB spokesman. "The NAB certainly stands by the comments made," he said. "We will not comment any further about it."

**CBS News last week aired two late night (11:30 p.m.) special reports on Iraq crisis,** co-anchored by Charles Kuralt and Leslie Stahl. Network said it would air additional specials in late night as crisis continues, and did not discourage reporters last week from writing stories speculating that **specials could evolve into regularly-scheduled *Nightline*-type program.** However, CBS News spokesman stressed that division has not yet proposed such program to CBS/Broadcast Group President Howard Stringer, let alone been given go-ahead. One conflict in near term is that CBS Entertainment has made commitments to number of producers, including Norman Lear, to produce programs for new late night entertainment lineup starting in January.

**CBS-TV said that it will not begin scrambling regional National Football League broadcasts by opening day, Sept. 9.** Network attributed delay to "insufficient descrambling equipment in place." Staff of Representative Billy Tauzin (D-La.), who was in Middle East last week, could not confirm nor deny reports that he will introduce bill requiring networks to offer scrambled NFL feeds to home dish and sports bar markets.

Manhattan's adult entertainment and other local TV producers are none too pleased that their TV arena, leased public access station Channel J, goes out of existence Oct. 1, as part of recently negotiated cable franchise. Many spent

## LIBEL VICTORIES FOR ROONEY, NBC

**O**pinion may no longer be protected speech in libel suits, as the Supreme Court ruled in June, but to be successful, plaintiffs who sue journalists for libel have to prove that factual statements made within opinions were false. That new backstop for journalists is the result of a decision handed down by the U.S. Court of Appeals for the Ninth Circuit in favor of CBS commentator Andy Rooney.

Rooney had been sued for libel by Unelko Corp. for statements he made on *60 Minutes* that Unelko's Rain-X windshield product did not work. A district court ruled in April 1989 that Rooney's statements were opinion and thus not subject to defamation claims. But the Supreme Court ruled in June that expressions of opinion are not automatically protected against charges of libel. That decision, said the appeals court, changed the threshold question in defamation suits from "whether a statement 'might be labeled 'opinion,'" to whether a reasonable factfinder could conclude that the statement "implies an assertion of objective fact."

The appeals court said Rooney's statement that he tested the product and that "it didn't work" was, indeed, a statement of fact, although Rooney had argued otherwise, saying the language and tenor of his commentary did not imply that what he said were "facts." But the case rests, the court said, on whether Unelko could create "a triable issue of fact as to the falsity of Rooney's statements." Rooney testified he used the product and that it did not work as advertised, while Unelko argued those statements were false and defamatory. But the court ruled that "Unelko's evidence did not demonstrate that any of Rooney's statements were false in substance," thus affirming the district court's decision.

In another libel case last week, the same appeals court dismissed the libel complaint brought by singer Wayne Newton against NBC for a report on NBC *Nightly News* in 1980 and '81 linking Newton to organized crime figures. Newton sued NBC for libel and won a \$5.2 million damage award from a Las Vegas district. Last week's appeals court ruling dismisses the complaint and throws out the damage award, NBC said.



week meeting with Time Warner, which owns Manhattan and Paragon Cable, to discuss placement on commercial-use channels. These could be two to three times cost producers pay on Channel J, and under new franchise, allow cable systems to review content. **Channel J producers plan to file injunction to stop removal of channel**, according to Jim Chladek, executive director, Metro Access, facility which provides studio space to local producers. Chladek said franchise had no right to give cable systems editorial control. ACLU is also preparing lawsuit, with producers of Channel J programs as plaintiffs, challenging cable systems' right, as defined in new franchise, to exclude what they deem indecent advertising. Separately, ACLU has already filed suit against Manhattan Cable TV on behalf of Al Goldstein, publisher of *Screw* magazine, who has show on Channel J. Suit charges that system, which screens Goldstein's show, has no right to do so.

**FCC waived its one-to-market rule and granted assignment of license of KDOB-TV Bakersfield, Calif., from Dorothy J. Owens, debtor in possession, to Buck Owens Production Co.** licensee of KUZZ-AM-FM Bakersfield, for \$4.5 million. FCC said "failed-station" standard applied to KDOB-TV, which had been granted CP in 1986 on condition Owens divest herself from Buck Owens Production Co. (Buck and Dorothy Owens are brother and sister.) Buck Owens Production Co. also has interest in KNIX(AM) Tempe, Ariz., and KNIX-FM Phoenix. Petitions to deny claimed that Dorothy Owens had not divested from Buck Owens; that Buck Owens had de facto control of station, and that KDOB-TV was purposely undercapitalized to qualify as "failed station." According to FCC, there was "no evidence" to substantiate claims. However, FCC Commissioner Ervin S. Duggan dissented, saying: "This case features so many malodorous coincidences and such highly suspicious circumstances that I'm reminded of Groucho Marx's famous line when he played a husband caught in extramarital flagrante delicto: 'Who are you going to believe—me or your own eyes?'"

**Jonathan Dolgen**, president, Fox Inc., and chairman, Twentieth Television, **has accepted job as president of Columbia's motion picture division.** In his position at Fox, Dolgen oversaw all Twentieth Television activities including network television production, domestic and international syndication, pay television and home video and licensing and mer-

## CBS SLOTS PRIME TIME PREMIERES

Following the recent early premiere strategy announcements of NBC and Fox, CBS has announced early premieres for four of its new series (*Uncle Buck*, *Lenny*, *The Family Man* and *The Hogan Family*) as well as a prime time airing of its new Saturday morning show, *Teenage Mutant Ninja Turtles*, during the week of Sept. 10. In addition, six of its new series will get an additional airing in the late night slot during the week of Sept. 24 after their premieres.

Below is the schedule of early premieres on CBS:

- *Uncle Buck*—Monday, Sept. 10, 8-8:30. Premieres the following week in the same time slot.

- *Lenny*—Monday, Sept. 10, 8:30-9. Premieres on Sept. 19 in its regular time slot of Wednesday, 8-8:30.

- *The Family Man*—Tuesday, Sept. 11, 8:30-9. Premieres in its regular time slot of Saturday, 8-8:30, Sept. 15.

- *The Hogan Family*—Saturday, Sept. 15, 8:30-9. Premieres on CBS after moving from NBC.

- *Teenage Mutant Ninja Turtles*—Friday, Sept. 14, 8-8:30. Saturday morning children's show makes its premiere on the following morning at 10-11 a.m.

Following are the dates and times of new series previewing in late night:

- *Evening Shade*—Monday, Sept. 24, 11:30 p.m.-12:30 a.m. Premiere will have aired on Sept. 21.

- *E.A.R.T.H. Force*—Tuesday, Sept. 25, 11:30 p.m.-1:30 a.m.. Premiere will have aired on Sept. 16.

- *The Trials of Rosie O'Neill*—Wednesday, Sept. 26, 11:30 p.m.-12:30 a.m. Premiere will have aired on Sept. 17.

- *Lenny* and *Doctor, Doctor*—Thursday, Sept. 27, 11:30 p.m.-12:30 a.m. *Lenny* will have premiered on Sept. 10; *Doctor, Doctor* on Sept. 19.

- *The Flash*—Friday, Sept. 28, 11:30 p.m.-1:30 a.m. Premiere will have aired on Sept. 20.

To go along with their prime time promotional campaign, NBC's promotional push for its Saturday morning schedule kicks off Sept. 4. In a joint campaign with Toys 'R' Us stores, the network is conducting a four-week contest through which more than two million prizes will be given away, with 450 stores participating. Thirty-second Toys 'R' Us commercials and 20-second NBC promotional spots began airing on Monday, Aug. 27. Each Saturday morning from Sept. 8 through Sept. 29, a secret word will be displayed in a designated spot during a Saturday morning show. Using game forms available at Toys 'R' Us stores, viewers can indicate the word displayed and return the form to the store for prizes. The four shows used to highlight the secret word are *Rick Moranis in Gravedale High* on Sept. 8, *Captain N and the Adventures of Super Mario Brothers 3*, Sept. 15, *Kid 'N Play*, Sept. 22, *Camp Candy*, Sept. 29. —sc

chandising operations. In his new position at Columbia, Dolgen will report to Frank Price, chairman of studio, and will oversee company's motion picture operations.

**Time Warner Chairman Steven Ross** used keynote address at Edinburgh International Television Festival in Scotland last week to **call for lifting of worldwide restrictions on media product.** According to Ross, "truly open and fair" communications marketplace should include right of any company in any country to control its own product worldwide, free of restrictions; comprehensive multilateral intellectual property accord that establishes adequate minimum standards, speedy dispute resolution and effective enforcement provisions; international

trade-in-services agreement that provides full protection for companies in media and entertainment industry, and international agreement on trade-related investment measures that prohibits restrictions on investment in U.S. or other countries. In related news, Motion Picture Association of America Chairman **Jack Valenti left for Europe last week in renewed campaign to limit global restrictions on U.S. audiovisual products.** Valenti will meet in Geneva with officials involved in current negotiations on GATT (General Agreement on Tariffs and Trade), and with European Community officials in Brussels and French government officials in Paris, both on program quotas affecting U.S. films and TV programs. Valenti will also meet with Italian film officials in Venice.

# EDITORIALS

*Committed to the First Amendment and the Fifth Estate*

## WEIGHT OF EVIDENCE

**T**here is reason to believe that the Fifth Estate may at last get its day in court—federal court, to be specific. In a 4-1 decision, an ad hoc committee of judges charged with considering the viability of cameras in the courtroom voted to recommend a test of television coverage of federal court proceedings. The test would be only that, and only of civil not criminal trials, but it is a large step over the “dead body” that former Chief Justice Warren Burger once made the quid pro quo for such coverage. (For the record, the judges who voted to at least consider the application of 20th century newsgathering technology to coverage of the courts were senior U.S. district Judge Robert Peckham, chairman; appeals court judge John Moore; district judge Sam C. Pointer Jr., and appeals court judge Walter K. Stapleton.)

The committee had voted tentatively last August to maintain the ban on broadcast coverage. It was persuaded to reopen the issue, in part thanks to the efforts of attorney Tim Dyk on behalf of various news organizations, and the ongoing intervention of Representative Robert Kastenmeier, chairman of the House Judiciary Subcommittee on Courts, Intellectual Property and the Administration of Justice, who has become a champion of cameras in the court.

As support for its recommendation, the committee cited a letter it had received from Supreme Court Chief Justice William Rehnquist (BROADCASTING, May 28) in which he said he was “by no means averse to the idea” of experimental radio and television coverage of federal courts (the large majority of state courts already allow such coverage). The committee’s recommendation now goes to the U.S. Judicial Conference, which meets biannually to consider court policy. The chairman of that conference: William Rehnquist.

In summation, the following have weighed in on the side of cameras in the court: the chief justice of the United States, the chairman of the legislative committee most involved with court procedures and the ad hoc committee of judges charged with advising on the subject. That sounds like an open and shut (or more to the point, shut and soon to be open) case to us.

## JUDICIAL DEFERENCE

**I**t has been a heady two weeks for the FCC, with the release of two court decisions supporting its deregulatory policies in no uncertain terms.

In the first case, announced two weeks ago (BROADCASTING, Aug. 27), a panel of the U.S. Court of Appeals in Washington upheld the FCC’s elimination of its quantitative programing guidelines for new station applicants. In the second (by a different panel of the same court and featuring the same plaintiffs, United Church of Christ and Action for Children’s Television), the court found that the FCC had acted properly in declining to launch a rulemaking aimed at reinstating its antitrafficking rule. Both opinions were written by

Judge James L. Buckley, a name worth remembering.

In the programing guidelines case, involving a challenge to four Home Shopping Network station purchases, the court found no reason to believe that the FCC’s scrapping of what it concluded was excessive regulation regarding new station programing guarantees prevented it from meeting its general obligation to insure that the stations it licenses broadcast in the public interest.

The original theory behind that deregulatory decision was that the public, not the government, was in the best position to determine whether or not it was interested in a station. Unlike station renewals, in which past performance is a matter of public record and thus concrete evidence for or against renewal, a new station grant, as the court pointed out, provides “no relevant programing history to be consulted in determining whether the transfer is in the public interest.” Consequently, there is no more weight to a basketful of promises than to a simple pledge to program responsibly. In either case, the proof of the pudding is in the eating.

In the antitrafficking ruling, the court concluded that the Communications Act of 1934 contains no prohibition on trafficking in broadcast properties. Absent that, it said, the plaintiff’s case relied on holding this FCC’s feet to the fire of the decisions of past commissions, and that, the court said, it would not do. The court emphasized the deference due the commission in its determination of the public interest, including the freedom to change that definition in response to a changing communications environment.

In both decisions, Buckley proved eminently quotable. In the antitrafficking decision he wrote: “It is evident that the commission was within its discretion in abandoning the antitrafficking policy, given its well-articulated conclusion that continuation of the rule would lead to more deterioration in service than would its elimination.” And in the program description case, Buckley concluded for the court: “We are satisfied that the Commission has adequately explained why the programing statement it now requires is sufficient to enable it to meet its statutory responsibilities.”

That about says it.



Drawn for BROADCASTING by Jack Schmidt

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