

Broadcasting Jul 24

UW-Eau Claire McIntyre Library



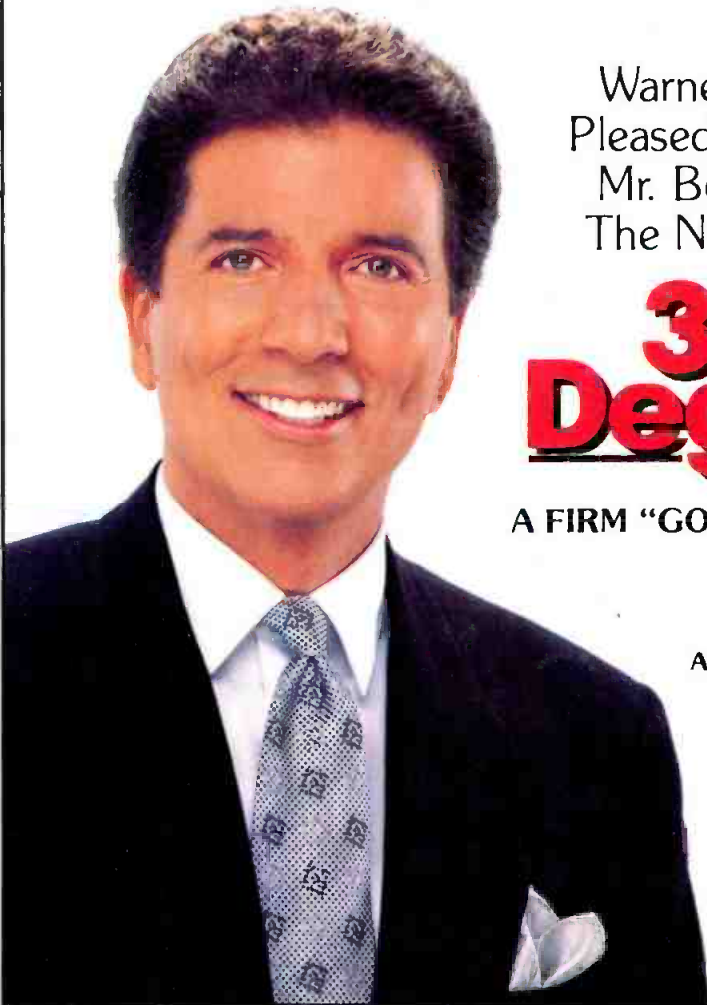
3 0628 0006760119

PERIODICALS

JUL 25 1989

MCINTYRE LIBRARY

A NEW "DEGREE" OF EXCELLENCE!



Warner Bros. Is
Pleased To Present
Mr. Bert Convy,
The New Star Of

3rd Degree

A FIRM "GO" FOR THE FALL.

A Kline & Friends Production
in association with
Burt & Bert Productions
and



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

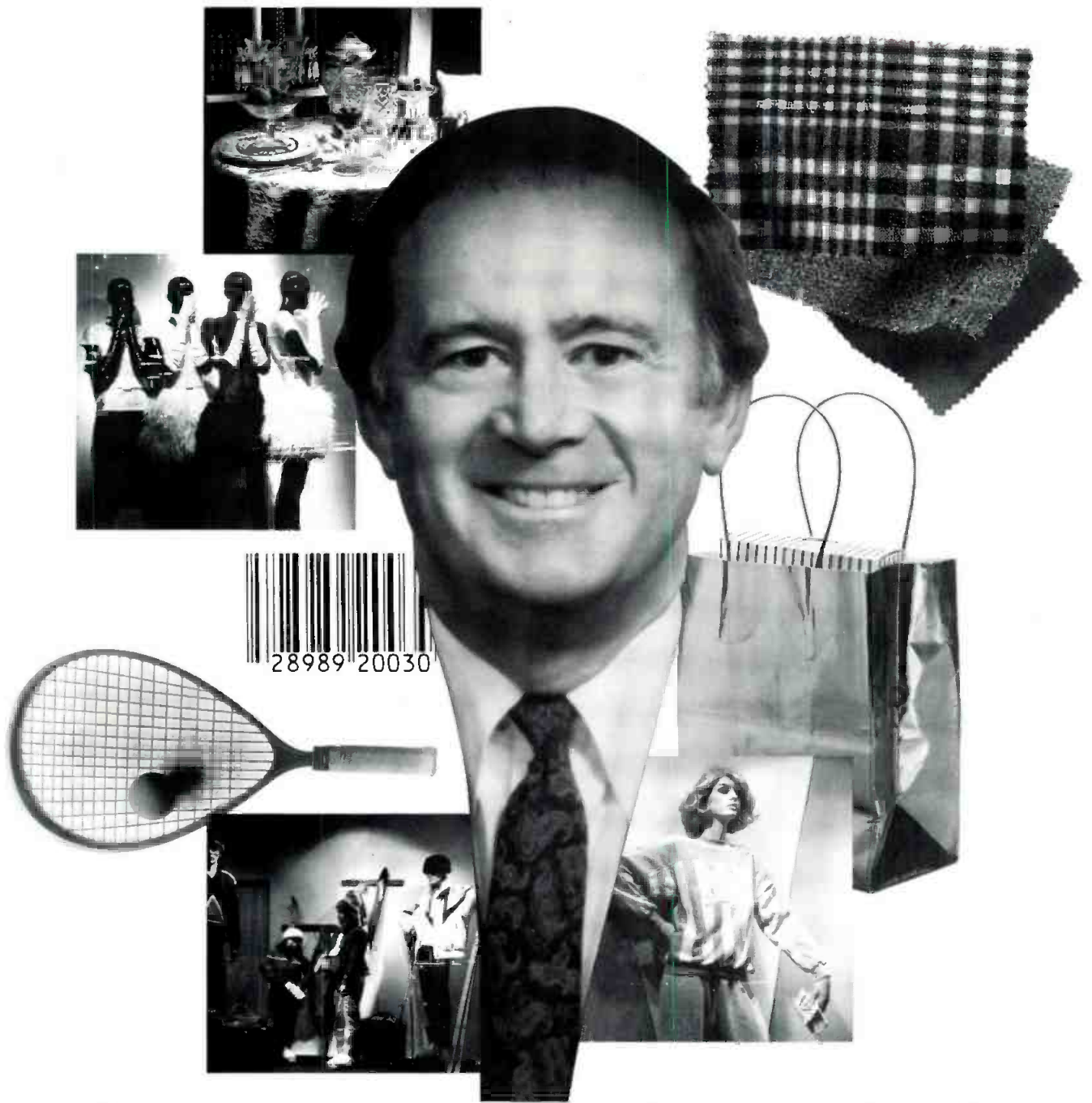
54701

U
8

***5-DIGIT 54701
S VOK FEB/92

50th Year 1989

Radio Radio Radio
Read All About It
Radio '89



When Harvey Braun helps clients develop their retail strategies, he uses Impact Resources.

Harvey Braun is Chairman of the Retail Services Group at Touche Ross, one of the nation's "big eight" public accounting firms. It's his job to develop operations analyses, repositioning, and merchandising strategies for his firm's clients, which include 80 of the top 100 retailers in the U.S.

Braun has found that the

depth of information provided by MA•RT™ Consumer Intelligence System has helped him in developing retail strategies that can be turned into dollars when Touche Ross' clients put them into action.

Using sample sizes ranging from 5,000 to 18,000 per market, MA•RT provides a wide range of consumer information including lifestyles, buying

behavior, and media habits.

"By using MA•RT I am able to get quick, in-depth consumer profiles on our clients' customers, on our clients' competitors' customers, as well as overall consumer attitudes," Braun says. "Having used MA•RT for almost two years now, I'm impressed with the quality of the data, and with all the different ways we can use

this consumer information to help our clients."

To learn more about Impact Resources, call 1-800-733-MART today.



IMPACT
RESOURCES

Original thinking... NBC and ABC announce new summer strategies that include more original shows. **PAGE 27.**

Full power... Commercial television industry puts strength of prime time and Walter



Cronkite's name behind its 30-second spots to promote value of free TV. **PAGE 34.**

Many worlds of radio... BROADCASTING's special report on state of radio finds healthy national spot and network radio sales marketplace; networks aggressively selling themselves and medium to advertisers as they increase services to affiliates, and engineers' views on issues facing today's radio operator. Additionally, RAB's president of past four months, Warren Potash, details his efforts to expand radio's share of advertising, and radio producers and syndicators describe abundance of programming they are offering. Coverage begins on **PAGE 37.**

30/ ROUGH LANDING

Having survived plane crash in Atlantic Ocean and abdominal gunshot wound, Washington communications attorney Thomas Root now faces variety of inquiries into his conduct as pilot and lawyer—particularly his involvement with Sonrise Management Services.

32/ PATRICK REPRISE

As FCC Chairman Dennis

Patrick moves toward close of



his administration, he talks about FCC's accomplishments, telco entry, HDTV and more.

34/ 'DOWNEY' DEPARTS

The Morton Downey Jr. Show, which has recently



endured fading advertiser support, low ratings, slow clearance activity and questions surrounding Downey's behavior on and off camera, is canceled.

70/ NEWS SALE

LBS Communications acquires worldwide syndication



rights to NBC News special *Adventures in Space* and wcbstv New York's *Crimebeat*.

75/ RECHARTERED

FCC's "blue ribbon" high-definition TV committee is extended to 1991.

78/ NBC APPEAL

NBC appeals \$5 million-plus libel award to singer Wayne Newton.

79/ GAO CABLE SURVEY DUE

General Accounting Office cable rate survey, to be released Aug. 3, will be subject of House hearing.

80/ QUARTER UP

Time Inc. and Warner

Communications report record results for their cable operations in second quarter.

86/ GETTING PERSONAL

Some TV stations change look of newscast, make greater use of informality and behind-scenes views of newsgathering process.

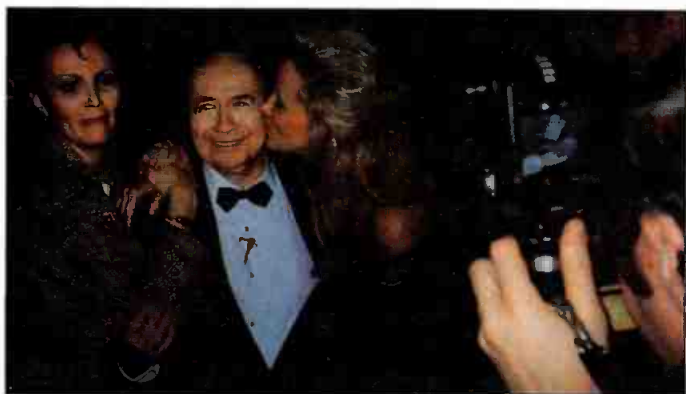
111/ FOLLOWING HIS INSTINCTS

Westwood One's Scott Shannon is described by colleague as "radio junkie" with "great instincts about music." They are traits to serve him well as he battles to take L.A.'s Pirate Radio to top of ratings.

DEPARTMENTS

Advertisers Index	109
Business	80
Changing Hands	82
Closed Circuit	4
Datebook	22
Editorials	114
Fates & Fortunes	107
Fifth Estater	111
For the Record	92
In Brief	112
Journalism	86
Law & Regulation	78
Masthead	24
Monday Memo	25
Open Mike	23
Programing	70
Riding Gain	76
Special Report	37
Stock Index	91
Technology	75
Where Things Stand	10

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$70, two years \$135, three years \$190. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$235 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cable Yearbook* \$115. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.



Talk show host Joe Franklin celebrated 40 years in broadcasting at New York's "21" with singer Maureen McGovern (l) and actress Sally Kirkland. WWOX-TV Secaucus-New York aired two-hour retrospective of his TV career last Friday night.

Minority discount

Although Jack Kent Cooke reportedly got equivalent of \$2,400 per subscriber for his cable systems (BROADCASTING, July 17), cash changing hands is less than that because of minority tax certificates involved in deal. Minority owned and controlled ventures could end up purchasing 333,000 subs—half of total—in transactions expected to qualify Cooke for tax deferrals. Minority entities are said to include one associated with Falcon Cable TV, another affiliated with Adelpia Communications management, and previously publicized partnership of Frank Washington and InterMedia Partners.

About Beam

Next date in bankruptcy court for group owner Beam Communications is said to be in late August. Former NBC group executive Ray Timothy, newly installed as investment banker at Furman Selz, is preparing Beam reorganization plan that may include getting additional equity. Current discussions are quietly being held with big money rather than "tire kickers." Creditor who will have something to say about plan is Chase Manhattan, which has "bridge loan" on

which Beam is in default. It is said that in recent past Chase tried to sell off loan, but none of several financial firms that showed up at auction ended up making bid.

Habla español

By September, HBO expects to have minimum of 109 U.S. cable systems using its Spanish-enhanced program service, initially launched Jan. 7 this year. Concepcion Lara, director, new business development, said that using dual language audio feed for HBO's forthcoming Comedy Channel is "something we will consider."

WASHINGTON

Tenacity

Don't be surprised if representative of anti-indecency groups makes appearance at Senate confirmation hearing of Alfred Sikes as FCC chairman. According to source, there is strong likelihood lawmakers will hear from groups at hearing, which as of late last week had not been scheduled. They are unhappy with FCC's current efforts in indecency area and want opportunity to convey their concerns that Sikes may also hesitate to tackle issue. Groups along with evangelical, conservative Christian community have been working hard against Sikes confirmation ("Closed Circuit," July 10) in hope of getting job for their candidate, Indianapolis attorney John Price.

Hell or high water

Government experts working on plans for TV Marti test have not given up on feasibility of proposed operation despite Cuban government's decision to activate channel 13 in Havana area. Indications last week were that experts involved in project were considering channel 13 options, one involving beaming signal to large population center other than Havana. Or U.S. could conduct test—expected to run three hours daily—during hours when

NEW YORK

Narrowing the gap

USA Network is expanding its programming relationships with three networks, beyond sports programming. Cable network has just completed its first entertainment co-venture with ABC, telefilm entitled *Jake Spanner, Private Eye*, with all-star cast including Robert Mitchum, Ernest Borgnine and Stella Stevens. Produced by ScottiVinnedge TV, program will air in USA's original movie slot in November. ABC Video Enterprises will distribute program for simultaneous run in international markets. Dave Kenin, senior vice president, programming, USA Network, reported last week he was discussing another project of similar scope with one of big three. "We're just looking to make the best product we can," Kenin said of those co-production activities. Previously USA has done deals with CBS to co-produce golf and tennis events, and with NBC to co-produce golf tournaments.

Group W vs. CBS

Arbitron Ratings Co. spring 1989 numbers reflect mixed news for CBS and Westinghouse AM stations. In top three markets, where groups go head to head with all-news AM's, Westinghouse has made steady gains in 12+ shares, Monday-Sunday, 6 a.m.-midnight, since last year's spring numbers. Biggest mover was WINS(AM) New York,

moving from 4.0 to 4.7 share. WCBS(AM) New York dropped 0.1 share point, from 3.1 to 3.0. In Chicago, CBS's WBBM(AM) dropped from 5.7 to 5.3 share while Westinghouse's WMAQ(AM) gained 0.2 share to 1.8. Los Angeles was only market where CBS gained shares with its AM KNX moving 0.4 in last year to 3.3. However, Westinghouse also gained with KFWB(AM) moving up 0.3 share points to 3.0. Two industry leaders do not compete in San Francisco, but in nation's fifth market, Philadelphia, Westinghouse's KYW(AM) posted gain of 0.2 share point to 7.1 (making it market leader overall), while CBS's WCAU(AM) dropped 0.7 to 3.4 since last spring.

Second time around

New World Entertainment and Blake Edwards Co. have entered into co-production agreement and are resurrecting two of Edwards's former network series, Peter Gunn and Mr. Lucky. Jon Feltheimer, newly appointed president of New World Television division (see story, page 71), announced that company is in negotiations with ABC to air Peter Gunn as midseason replacement for coming season or as possible entry for 1990-91 season. Mr. Lucky, he said, is being shopped to all networks.

Last April 23, ABC ran Peter Gunn as two-hour movie of week, garnering 14.7 rating/24 share with star Peter Strauss. Blake Edwards Television President Jeffrey Auerbach says new half-hour prime time project "would be something Strauss is interested in." Auerbach added that Mr. Lucky is also being targeted as 30-minute drama, revealing only "a major star of film and television" is giving it serious consideration. Edwards reportedly has signed one-year production deal to create and develop TV series and features.

Peter Gunn originally aired 1958-61 (on NBC and later ABC) with Craig Stevens as suave detective. John Vivyan starred as Mr. Lucky, swashbuckling proprietor of water-bound floating casino.

If You're Programming Business News, How Do You Know It Makes A Sound?

On The Wall Street Journal Radio Network,SM you can actually call our listeners listeners. That's because they trust our information to be timely, authoritative, and accurate. And they make important decisions based on it. In fact, The Wall Street Journal was recently rated the most believable source for economic

and financial news by radio listeners.

Measured against all broadcast networks, The Wall Street Journal Radio Network delivers the highest concentration of executives and professionals as well as listeners with household incomes of \$60,000 or more. For a free sample tape of the report that

doesn't fall on deaf ears, call Robert Rush, Dow Jones Director of Broadcast Services, at (212) 416-2381.

**The Wall Street Journal
Radio Network**

Source: "Is Business News Music to Their Ears?" A Statistical Research Inc. Survey of Music Radio Listeners, Spring 1988 MRI. The Wall Street Journal Radio Network is a service mark of Dow Jones & Co., Inc.

Cuban station is off air.

Officials are under heavy pressure to proceed with TV Marti test, for project has important support—President Bush and many members of Congress. And unless test is conducted, administration will have nothing on which to base go/no go decision. Officials plan to transmit from balloon tethered 10,000 feet above Cudjoe Key, Fla., and they are negotiating with Florida Educational Television of Monroe County Inc. for use of channel 13 in Key West, on which it has permit to build. Meanwhile, starting date of test, which would run 90 days, has slipped from fall to "before first of year."

Line even longer

Bruce Goodman, partner in Arter & Hadden law firm, is said to be among candidates for State Department job of assistant secretary in charge of Bureau of International Communications and Information Policy. Like number of others being mentioned for post, he had been candidate for one of three FCC seats for which White House has now submitted its nominations. Goodman is former general counsel of Mutual Broadcasting System who served with Lawyers for Bush during campaign.

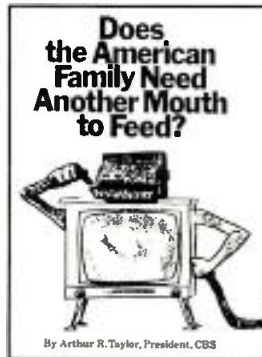
Early birds

White House had not announced its intentions to nominate Alfred Sikes to FCC at time, but National Association of Broadcasters radio directors meeting in Washington were so sure it would happen that they signed off on draft of letter addressed to Sikes as FCC chairman. Letter, which NAB intends to send, congratulates Sikes on his confirmation and says commission "stands to benefit significantly under your leadership." NAB wants meeting with full commission to discuss efforts to "achieve genuine AM radio improvement and interference reduction."

Deja vu

Broadcast industry's impulse to champion free TV (see page 27) has deep

roots indeed. CBS was circulating booklet in 1970's on subject of free versus pay TV. Attributed to then CBS President Arthur R. Taylor, it points out virtues of free TV and emphasizes that cable has upper hand competitively. Taylor warned that consumers will someday be "denied the movies, sports events and other television attractions" they now receive free from broadcast television. He



said what was occurring is "sneak attack on family pocketbook." Much of what Taylor wrote is still basis of tension between cable and broadcast industries; he inveighed against siphoning of sports programming from free TV to cable, and called for copyright liability.

Clear sailing

FCC will punt on petition to deny DBS application of TCI-owned Tempo Enterprises, if broader allocation issues are settled and latest round of DBS applications returns to commissioners' agenda in early August, say FCC sources. National Association for Better Broadcasting and Telecommunications Research petition to deny hinged on argument that Tempo should be disqualified because parent TCI had been found to have violated Sherman Antitrust Act in civil court, losing about \$36 million award to company competing for Jefferson City, Mo., cable franchise.

CHARLOTTE

Getting together

In precedential cooperative venture between broadcast and cable sports programers, Charlotte, N.C.-

based syndicator Raycom Sports Entertainment and Denver-based Prime Sports regional cable sports programer will announce joint bid for 1990 Southwest Conference college football rights. Raycom, which has held SWC syndication rights through several probations of teams for NCAA violations from 1984 through coming season, has in past month faced stiff competing SportsChannel America bid—\$29.5 million for seven-year multisport package, according to *Dallas Morning News*.

Raycom's Meade Camp said co-venture would "do more than" raise more cash for bid, by giving conference exposure through "premier" syndication and cable outlets in region, latter being Prime Sports' sister service Home Sports Entertainment of Dallas & Houston. Last of those parties may have most at stake. If Raycom-Prime venture loses bid, HSE could find itself buying schedule back from SportsChannel, which has no service in Texas.

EUROPE

Imports

Bicentennial of French revolution may be past, but Americans will get continued dose of Gallic spirit. For starters, noncommercial WNYE(FM) New York has plans to begin carriage later this summer of four and half hours daily of French-language broadcasts. Tests began July 14 (Bastille Day) using programming supplied by French radio service Radio France International. French Embassy's New York audiovisual attache also outlined plans for cable service The Learning Channel to begin carrying French video magazine coproduced by French public broadcaster Antenne 2 and U.S. broadcaster Eagle Communications. A2



programming is subject of separate negotiations to bring French shows to New York airwaves, following success on New York local cable of leading intellectual talk show *Apostrophe* and on Los Angeles's KCET(TV) of two-hour-daily broadcasts from French commercial station TF1. If New York TV-radio experiments are success, attache added, Washington could be next to go Francais.

HOLLYWOOD

Star's the thing

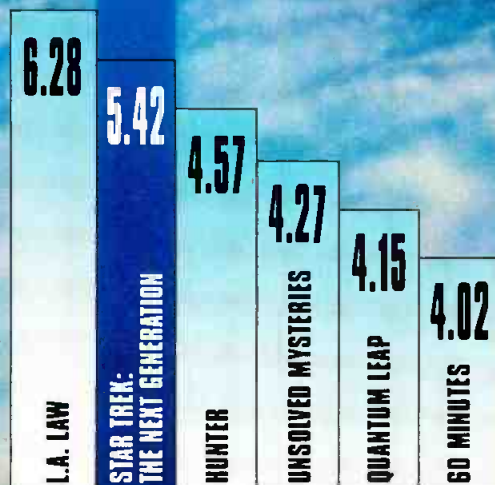
Lorimar Television mid-season 1989-90 development effort includes at least one project where show is being designed around established star, as opposed to developing concept and then casting. Strategy worked for company last spring when it sold CBS new season show, *Island Son*, about doctor in Hawaii, built around Richard Chamberlain. This time, star is Robert Wagner, in as yet unsold project. Other mid-season projects include sitcom for NBC, for which musical group will be formed, not unlike *The Monkees*, which aired on same network over 20 years ago. And in hopper for CBS is children's fantasy show called *Wildest Dreams*.

ATLANTA

Pulse taking

Turner Broadcasting System, which has enjoyed strong ratings for Turner Network Television at same time as it has seen slight decline in WTBS(TV) ratings, is conducting research survey to find out exactly where TNT viewers are coming from and where WTBS viewers are going. In second quarter of 1989, TNT again showed strong prime time numbers (1.3), while WTBS dropped slightly, from 3.0 to 2.8. Of nine other cable networks in second quarter, two rose, three stayed same and four dropped in their prime time rating (BROADCASTING, July 10). Survey, TBS hopes, will tell how much TNT is drawing from broadcast and/or other cable networks.

The syndicated hour that is light years ahead.



With numbers that have overtaken virtually every network hour, STAR TREK: THE NEXT GENERATION has revolutionized syndication forever.

In fact, only "L.A. Law" attracts more men 18-34, 18-49 and 25-54.

STAR TREK: THE NEXT

STAR TREK: THE NEXT GENERATION VS. NETWORK PRIME TIME HOUR SERIES MEN 18-49 (MILLIONS)

GENERATION leaves everything else far behind, including "Hunter," "Unsolved Mysteries" and "60 Minutes." So count on us to keep closing the space between syndication and network... and putting space between you and the competition.

STAR TREK
THE NEXT GENERATION

REPRESENTED
 NATIONALLY BY:

 INTERNATIONAL
 ADVERTISING SALES



© 1989 Paramount Pictures Corporation
 All rights reserved.



STAR TREK
THE NEXT GENERATION

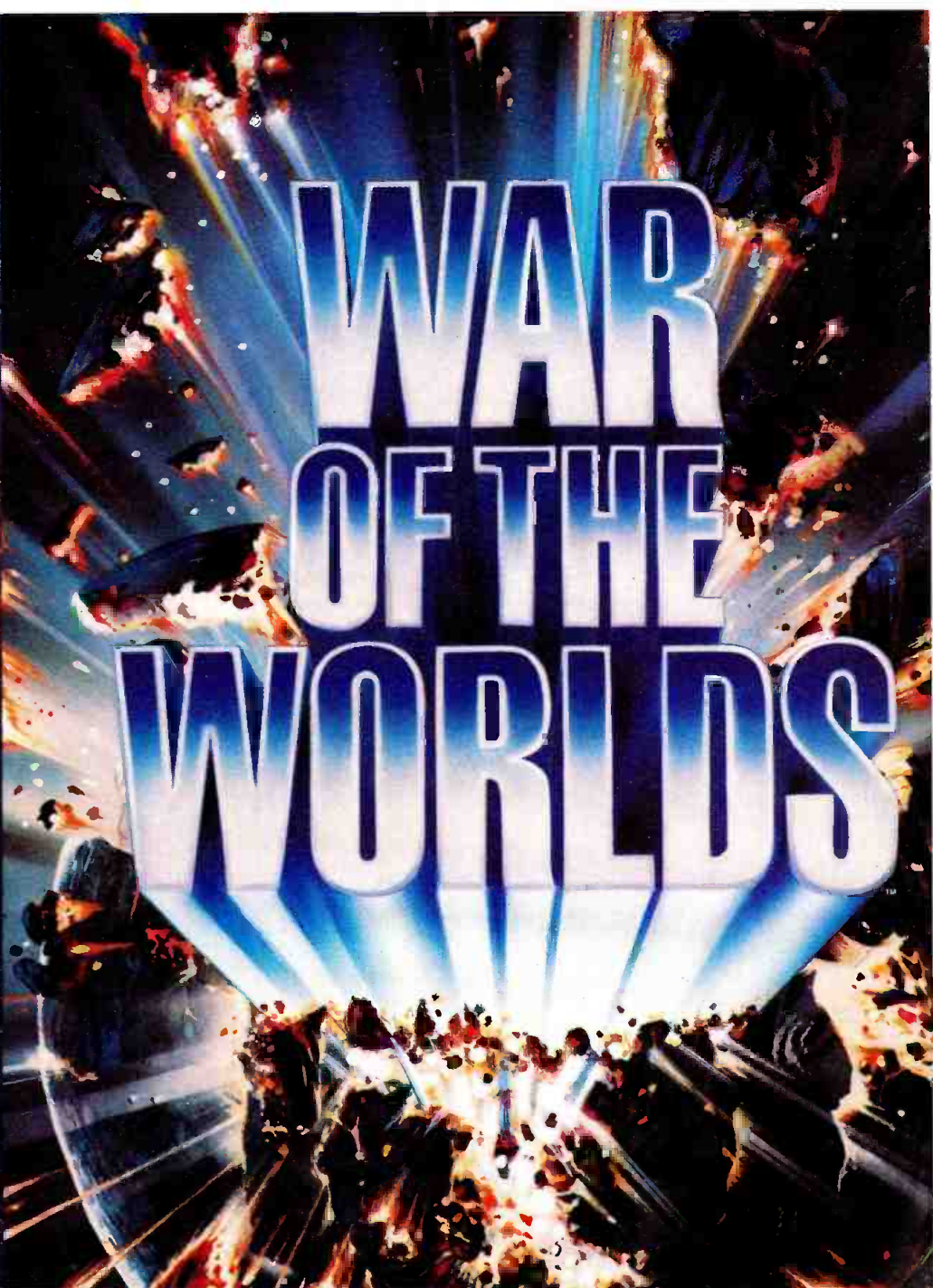


FRIDAY
THE 13TH

HOW TO GET TO THE T

It's easy when the hours are STAR TREK: THE NEXT GENERATION, FRIDAY THE 13TH: THE SERIES and WAR OF THE WORLDS. Because when it comes to weekly syndicated programs, these three

shows dominate the charts. In fact, among women, men and adults, 18-34, 18-49 and 25-54, no other show ranks higher. With series like these, getting to the top is now as easy as 1-2-3.



OP IN JUST 3 HOURS.

	WOMEN			MEN			ADULTS		
	18-34	18-49	25-54	18-34	18-49	25-54	18-34	18-49	25-54
STAR TREK: TNG	#1	#1	#1	#1	#1	#1	#1	#1	#1
FRIDAY THE 13TH: THE SERIES	#2	#2	#2	#2	#2	#3	#2	#2	#2
WAR OF THE WORLDS	#3	#3	#3	#3	#3	#2	#3	#3	#3



©1989 Paramount Pictures Corporation. All rights reserved.

Where Things Stand

Solid box denotes items that have changed since last issue.

AM-FM Allocations

■ At July 13 open meeting, FCC doubled maximum allowable power of Class A FM stations, but limited number of stations that will be able to take advantage of new maximum power to boost coverage. Some 500 stations will be able to increase power as of Dec. 1, but it is not clear how 1,500 other Class A's can. Some 800 stations, including most of those in Northeast, will have to demonstrate they can meet new mileage separations by relocating antenna or using directional antenna before they will get go-ahead. And many stations along Canadian and Mexican borders may be left out because change in power is not authorized under current international treaties.

At March 30 meeting, FCC created opportunity for as many as 200 new FM stations by authorizing new medium-power class of station. According to FCC, new Class C3 stations with up to 25 kw of power and antennas up to 100 meters above average terrain could go into communities where more pow-

AM-FM Allocations.....	10
By the Numbers.....	14
Cable Regulation.....	10
Children's Television.....	10
Crossownership.....	14
Direct Broadcast Satellites.....	14
Home Satellite.....	18
Indecency.....	18
Land Mobile.....	18
Mergers.....	20
Must Carry.....	20
Public Broadcasting.....	20
Syndex.....	20

erful Class C2 stations would cause interference and less powerful Class A stations would be "economically infeasible."

In hopes of curtailing adjacent-channel interference and improving technical quality of AM radio, FCC voted April 12 to require AM broadcasters to adhere to industry-developed NRSC-2 standard limiting emissions, starting in 1994.

FCC voted Dec. 12, 1988, to give FM broadcasters greater flexibility in choosing antenna sites and plotting coverage by permitting limited "short spacing" of FM sta-

tions. National Association of Broadcasters, which believes move will lead to AM-ization of FM band, petitioned FCC to reconsider.

Cable Regulation

Cable television industry remains under fire from allegations it is "unregulated monopoly." Bills have surfaced in Senate and House that would reregulate cable and permit telephone industry to compete in distributing video services. Senator Howard Metzenbaum (D-Ohio), who chairs Senate Antitrust Subcommittee, convened hearing in April in which broadcasters, wireless cable industry, Consumer Federation of America and city organizations called on Congress to reregulate cable. Metzenbaum is also pushing for passage of bills he introduced in April. One would restore city authority to regulate rates while other would require cable programmers (particularly those in which cable operators have interest) to make their programming available to cable competitors such as wireless cable. It would also restrict horizontal concentration within industry by limiting number of subscribers company can have to 25% of cable subscribers in country.

Also in Senate, Communications Subcommittee took close look at issue of vertical integration within cable industry during series of hearings it convened on concentration of ownership within media (BROADCASTING, June 19, 26). No immediate Senate action is expected from those hearings, although it was clear there is growing concern among subcommittee members about cable's market power.

Motion picture industry, independent broadcasters and National Association of Broadcasters are pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

National League of Cities and United States Conference of Mayors have adopted resolutions calling on Congress to strengthen cities' regulatory grip on cable and to provide opportunity for telephone companies to offer competitive services. League has assigned action on cable legislation low priority, but group of mayors has scheduled July 31 meeting in New York to plan legislative strategy.

Children's Television

Bill that would limit amount of advertising in children's television is on legislative fast track. It was subject of House Telecommunications Subcommittee hearing week of April 3 and passed parent Energy and Commerce Committee following week. In Senate, companion measure (S.707) was focus of Communications Subcommittee hearing July 13, along with bill offered by Senator



There's one news analysis program considered "can't miss" by Washington officials. The McLaughlin Group.

Among its chief assets are the wit and intellect of John McLaughlin, Eleanor Clift, Fred Barnes, Morton Kondracke, Pat Buchanan and Jack Germond.

They provide insightful, often prescient, political commentary on the most up-to-the-minute developments. Often with heated exchanges.

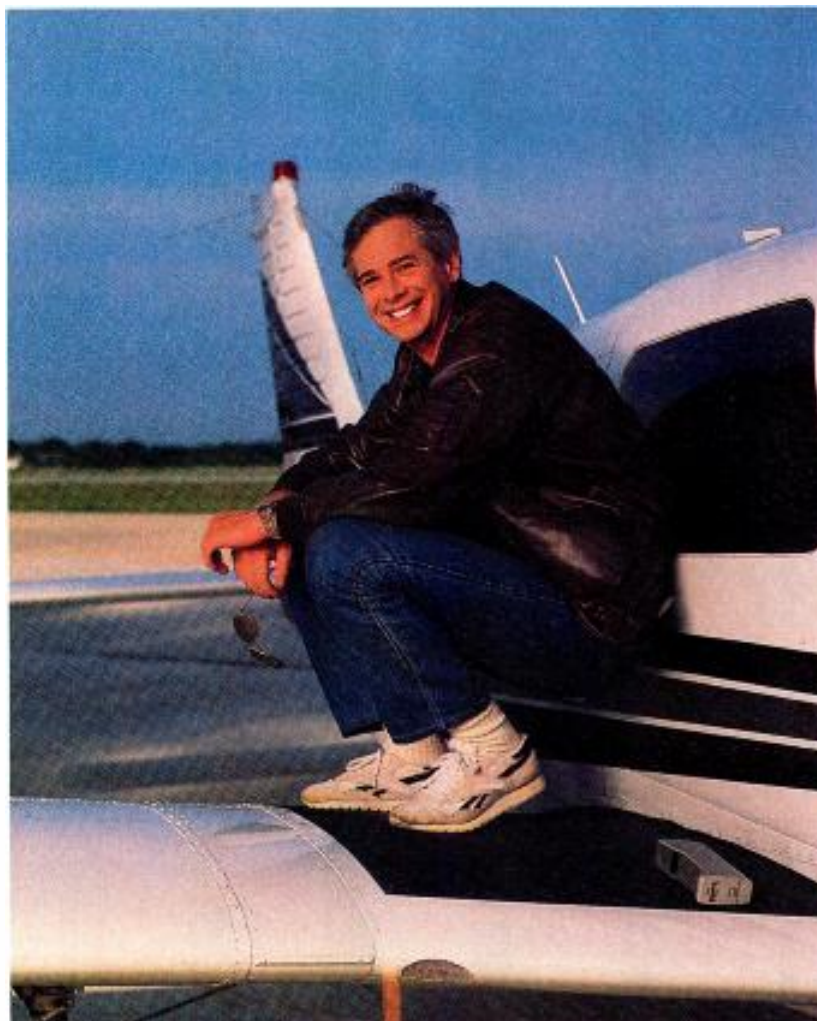
So tune in to The McLaughlin Group. It's comprehensive, contentious and... contagious.

Made possible by a grant from GE.



THE MCLAUGHLIN GROUP
Check your local listing for station and time.

We bring good things to life.



Do you know me?

My name isn't a household word, but with my NBC affiliate's lineup of top off-net sitcoms, households all over Atlanta are tuning in to WXIA. Our newest acquisition, *The Golden Girls*, will join a powerful block of early fringe comedies to give WXIA the ideal news lead-in. So, who cares if my name's not a household word; we'll get our "shares" with laughs.



Don't leave your homes without it.

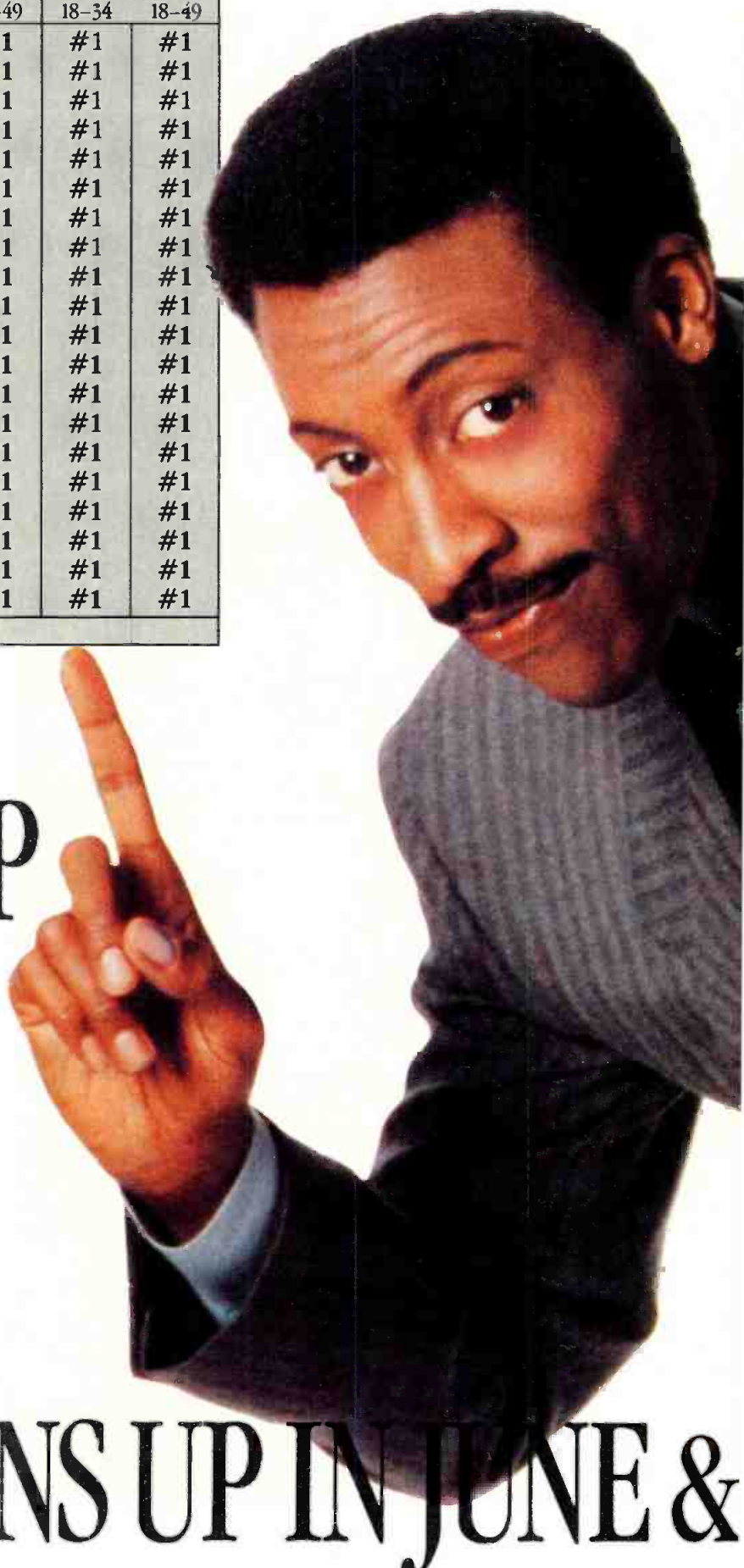
RANK AMONG ALL LATE NIGHT TALK SHOWS**

MARKET	STATION	(ADI/DMA RATINGS)			
		WOMEN		MEN	
		18-34	18-49	18-34	18-49
SAN FRANCISCO*	KBHK/I	#1	#1	#1	#1
DETROIT	WJBK/C	#1	#1	#1	#1
DALLAS	KTXA/I	#1	#1	#1	#1
ATLANTA	WAGA/C	#1	#1	#1	#1
MIAMI	WSVN/I	#1	#1	#1	#1
BALTIMORE*	WBFF/I	#1	#1	#1	#1
INDIANAPOLIS	WXIN/I	#1	#1	#1	#1
PORTLAND, OR*	KPTV/I	#1	#1	#1	#1
CHARLOTTE	WJZY/I	#1	#1	#1	#1
RALEIGH-DURHAM	WLFL/I	#1	#1	#1	#1
NORFOLK	WTVZ/I	#1	#1	#1	#1
DAYTON	WRGT/I	#1	#1	#1	#1
FRESNO	KMPH/I	#1	#1	#1	#1
ROCHESTER*	WUHF/I	#1	#1	#1	#1
HONOLULU	KHNL/I	#1	#1	#1	#1
LEXINGTON*	WDKY/I	#1	#1	#1	#1
MADISON*	WMSN/I	#1	#1	#1	#1
LAS VEGAS	KVVU/I	#1	#1	#1	#1
COLORADO SPRINGS*	KXRM/I	#1	#1	#1	#1
WICHITA FALLS*	KJTL/I	#1	#1	#1	#1

Source: NSI, *ARB May 1989. **The Tonight Show, David Letterman, Pat Sajak.

ARSENIO SWEEPS UP IN MAY.

Regardless of market size or region, THE ARSENIO HALL SHOW is a runaway hit Hall across the country among men and women 18-34 and 18-49. What's more, this hot streak has continued into the summer, with the national rating growing to an amazing 4.0 for the week of 7/3/89. So when it comes to late-night talk, Arsenio is definitely hot stuff.



AND CLEANS UP IN JUNE &



THE ARSENIO HALL SHOW™

JULY.

REPRESENTED
NATIONALLY BY:

INTERNATIONAL
ADVERTISING SALES

Paramount

Source: NTL, as dated.

Tim Wirth (D-Colo.). Wirth measure was endorsed by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), who says he hopes to move children's TV bill out of committee by Aug. 1.

Wirth's legislation would require broadcasters to provide programming "specifically designed" for children, as condition for license renewal. Measure is more restrictive than S. 707 and will also be focus of hearing.

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and is expected to pass Senate sometime this year. It is brainchild of Chairman Ernest Hollings (D-S.C.) and Inouye.

Proponents of children's TV legislation suffered blow in last Congress when President Reagan pocket-vetoed bill on Nov. 5, 1988.

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

Alternative approach to regulating children's TV has been offered by Representa-

tives Tom Tauke (R-Iowa) and Al Swift (D-Wash.), who introduced bill that would remove antitrust barriers, allowing broadcasters voluntarily to agree on commercial limits.

Crossownership

Telco-cable—FCC has tentative plans to hold en banc hearing on telco-cable issue. Agency initiated debate on whether telcos should be allowed to provide cable services in July 1988 when it tentatively voted 2-1 to recommend Congress lift telco-cable cross-ownership ban.

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition; companion measure was offered in House by Rick Boucher (D-Va.).

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

FCC move follows National Telecommunications and Information Administration report on cable TV regulation recommending

telephone companies be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

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

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

Using same justification, FCC relaxed policy for waivers to one-to-a-market rules Dec. 12, 1988, saying it would look favorably on waiver requests involving top 25 markets with at least 30 broadcast "voices."

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

Direct Broadcast Satellites

■ FCC commissioners at last minute dropped from July 13 open meeting agenda consideration of latest round of direct-to-home broadcast satellites (DBS) applications. Among related issues on which FCC was expected to rule was proposal to accommodate most applicants by limiting each to half-nation 16-channel services from two orbital slots. Due to spectrum shortage and concentration of requests in only four of eight positions in separate orbital arc, FCC has said such paired assignments may be necessary to achieve efficient use of spectrum. Comments on proposal last January were mixed, with most accepting channel limitation but some requesting FCC allow full-nation service from single position, at least initially, saying two-satellite cost could make startup too expensive. Petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises is also pending.

Calling high-power DBS "dead horse" in U.S., former Hughes Communications president and White House telecommunications expert Clay (Tom) Whitehead said in June 1989 that his company, Orbital Broadcasting, withdrew its application to launch DBS because neither Hollywood nor broadcast networks appears willing to "bypass the increasing MSO bottleneck." Other applicants, including Dominion Satellite Video, disagree, saying narrowcast approach is viable.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller,

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,953	263	5,216
Commercial FM	4,200	733	4,933
Educational FM	1,393	255	1,648
■ Total Radio	10,546	1,251	11,797
FM translators	1,728	341	2,069
Commercial VHF TV	547	23	570
Commercial UHF TV	524	215	739
Educational VHF TV	122	5	127
Educational UHF TV	218	27	245
■ Total TV	1,411	270	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

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

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

ONE UP



TWO DOWN

May '89 proved it: Geraldo's viewership rose, while his major competition dropped. Americans are moving to America's most moving talk show.

Geraldo
MORE THAN JUST TALK.

Advertiser Sales
TRIBUNE
ENTERTAINMENT
Company

Station Sales



Source: N11 5/89 vs. 5/88

THE TV SERIES YOU'LL BE WAITING FOR



There's more digital from the master.

Sony now brings you two new D-2 recorders, the full-featured DVR-18 and a new portable unit, to stand alongside the familiar DVR-10.

The DVR-18 can record continuously for three hours. And its unique "fast formatting" approach to pre-stripping cuts the preparation time for insert editing by two-thirds.

The DVR-18 has two plug-

in options: one for serial digital signal transmission, one for time compression with built-in digital pitch-corrected audio.

Plus all the advantages of digital recording. Such as 20 or more generations of transparent

CHING FOR YEARS TO COME.



digital dubbing. Four channels of PCM digital audio. And write-after-read editing.

Sony's new portable DVR-2 can record up to 94 minutes, with full error correction and concealment in playback.

Each of these recorders is taking its place in a growing Sony D-2 family, destined to be

the workhorse for "on-air" editing and field production work.

To find out more, contact your Sony Broadcast Sales Engineer. Or call (800) 635-SONY.

SONY®

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, NJ 07666. © 1989 Sony Corporation of America. Sony is a registered trademark of Sony.

BROADCAST PRODUCTS

more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

Among applicants proposing to launch services as early as 1992 are Tempo, Hughes Communications, operator of two C-band cable programing satellites, and group broadcaster Hubbard Broadcasting.

Home Satellite

Giving shot in arm to struggling home satellite industry, 100th Congress passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners. (President Reagan signed bill Nov. 16, 1988.)

Under terms of Satellite Home Viewers Act of 1988, independent television signals can be beamed to any of more than two million dish owners, but network affiliate signals can only be delivered to those in "white areas"—those not able to receive network programing off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into syndicated exclusivity rules for

broadcast signals delivered via satellite and on whether satellite carriers in marketing of signals discriminate against noncable-affiliated distributors.

Indecency

Senate has adopted legislation targeting violent, sexually explicit and drug-related programing. Measure would waive antitrust restrictions to permit broadcasters, cablecasters and programers to get together to self-regulate. House Judiciary Committee passed bill targeting violence last month. Judiciary chairman Jack Brooks (D-Tex.) promised to keep measure free of other issues.

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

(BROADCASTING, Jan. 30).

U.S. Court of Appeals in Washington had affirmed FCC's earlier indecency enforcement policy based on premise that FCC could not ban indecency but could channel it to times when few children are in audience. But court remanded case to commission to justify midnight-to-6 a.m. "safe harbor." In light of congressional action, FCC will not go ahead with its remand rulemaking. Meanwhile, opponents of 24-hour ban were encouraged by Supreme Court decision overturning, on First Amendment grounds, statute imposing same kind of round-clock ban on so-called "dial-a-porn" telephone messages.

Land Mobile

FCC has delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until determination has been made that UHF channels in question will not be needed for broadcasting high-definition systems.

During April 17 meeting of FCC's advisory committee on advanced television service, FCC staff said that nothing has changed concerning reallocation of spectrum since proceeding was suspended in 1987 and that commission did not foresee change in

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID

HIGH COST OF "60 MINUTES"

On July 9, the Soviet Union finally told the truth about an explosion that occurred at an atomic weapons plant in 1957 that contaminated an area of 70 square miles with dangerous radioactivity. This forced the evacuation of ten thousand people from the area around Kyshtym, the site of a plant that produced plutonium for nuclear weapons. The Soviets revealed that there had been a chemical explosion that had spewed radioactive waste into the atmosphere. It was not a nuclear reaction.

"60 Minutes" aired a program about this in 1981. Narrated by Dan Rather, it was based on a book by a Soviet scientist in exile, Zhores Medvedev. Medvedev had correctly deduced that there had been a disaster at Kyshtym involving nuclear wastes despite the deep secrecy imposed by the Soviet government. He advanced three possible causes, two of which involved nuclear reactions. Nuclear scientists ruled those out. The wastes could not have contained enough concentrated nuclear fuel to produce a chain reaction.

"60 Minutes" not only featured one of

these impossible scenarios, but exaggerated it. It said millions of gallons of nuclear waste had been poured down bore holes in a mountain and that the waste had spontaneously exploded. A drawing on the screen showed an explosion blowing off the top of the mountain, something Medvedev had never claimed. That would require a powerful nuclear reaction. Dan Rather's comment was, "It was a small explosion, as such explosions go, but the radiation it released was devastating." That comment accompanying a graphic showing the top of a mountain being blown off could only generate deep fear of the dangers posed by nuclear wastes.

The fact is that "60 Minutes" had in its possession a study by American nuclear scientists that said the Kyshtym explosion was probably a chemical explosion caused by ammonium nitrate that was used in processing plutonium. The Soviets have now said this is what happened. The cooling system failed in one of the tanks holding the liquid waste. It was neglected and the wastes solidified. A spark caused the nitrate salts to explode, spewing the contents over a wide area.

Why did Dan Rather feature the theory that there had been a nuclear explosion at Kyshtym even though nuclear scientists

had said it was out of the question? The explanation is that Rather wanted to use the Kyshtym disaster as an argument against nuclear power in this country. He described the accident as one involving "nuclear power," which was false. He said, "As we in the United States continue to invest in nuclear energy, such as this nuclear power plant under construction on Long Island, New York, should we really care about a nuclear disaster that occurred a continent away over 20 years ago?"

Rather thought we should. His program helped generate the anti-nuclear hysteria that has caused the residents of Long Island to block the use of the nuclear power plant that was shown on the program. New York State is going to buy this \$5 billion plant and dismantle it. That's the heavy price taxpayers must pay for irresponsible journalism.

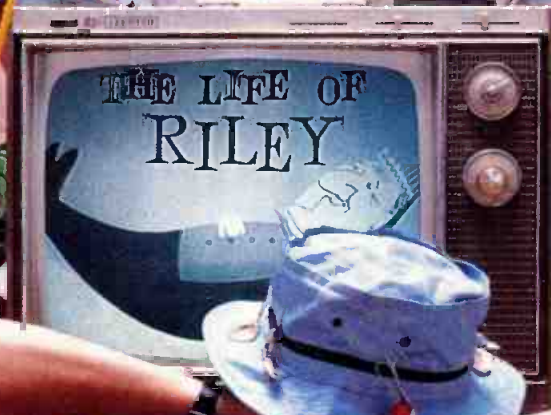
AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert
ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

"The Life of Riley..."

To Watch it is to Live it!

YOU HAVE TO
BE CRAZY
TO WORK HERE



PROGRAM DIRECTOR

"The Life Of Riley," featuring William Bendix and Jackie Gleason as Chester A. Riley is a classic family comedy with just the right appeal that delivers to young adults in daytime, early and late fringe. With 120 episodes for Fall '88, this proven winner offers solid value.



NEW WORLD TELEVISION GROUP
©1988 New World Television Group. All rights reserved.

Mergers and Acquisitions

■ Delaware judge declined to bar Time Inc.'s tender offer for Warner Communications in ruling handed down July 14. Verdict, seen as dooming attempt by Paramount Communications to acquire Time, is on appeal. Time and Warner announced definitive agreement March 4 to merge, creating Time Warner Inc. On June 6, Paramount (formerly Gulf + Western) made unsolicited \$10.7 billion all-cash tender offer for Time. On June 23, Paramount raised offer for Time to \$12.2 billion, or \$200 per share. Time's board rejected both offers. In attempt to salvage original merger with Warner despite offer from Paramount, Time revised agreement with Warner and launched \$7 billion cash tender offer for majority of Warner shares (requiring no Time shareholder vote). On regulatory front of takeover battle, Paramount filed at FCC for approval of trust that would hold Time's stock until Paramount gained necessary FCC approvals for transfer of Time's licenses to Paramount.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Sale price is said to be \$1.58 billion, including value of minority tax certificate. Buyers, assembled by San

Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications.

QVC Network will acquire rival cable home shopping service CVN Companies, according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive \$19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than \$440 million. Merger requires shareholder approvals; transaction is expected to close in September.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for a total of more than \$1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of \$440 million on sale; minority shareholders in Centel Cable will receive \$45.625 per share. Centel expects to close sale by early August.

with PBS and NAPTS July 20 intended to unify plan to streamline national public TV programming processes. CPB so far has taken issue with elements of NAPTS plan that would create chief programming executive at PBS with centralized authority over approximately 25% of national programming funds, including most of current CPB Program Fund. CPB must report to Congress next January on national program funding efficiency. Presidents of three organizations will meet again today (July 24).

Garrison Keillor will return to American Public Radio Sept. 30 with new Saturday evening series, he announced at Annual Public Radio Conference in San Francisco, May 17-21. National Public Radio launched July 1 hourly newscasts. NPR board continues on path to adopt by end of year strategic plan for 1990's.

CPB asked House April 18 and Senate March 17 to provide full \$265 million authorized for fiscal 1992, plus remainder of \$200 million authorized for replacement of satellite due to expire in 1991. Administration has recommended capping CPB at 1991 figure of \$242 million and would also stop funding satellite replacement project at amount already appropriated for 1990, \$56.8 million. CPB board has adopted \$254,339,038 FY 1990 budget.

CPB Chairman Kenneth Towery also asked Congress March 21 to remove CPB from Inspector General Act, citing concerns that First Amendment rights of public broadcasters could be threatened by inspector general's authority to deem programming or other budget items unnecessary. In meantime, however, CPB has appointed acting IG.

Must Carry

Independent television and cable industry are at impasse on must carry. On July 10, National Association of Broadcasters TV board signed off on must-carry compromise reached between President Eddie Fritts and National Cable Television Association on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground that it did not address their concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-numbered channel assignments to location on higher end of band. Fritts and NCTA President James P. Mooney have been trying to hammer out deal on must-carry language that they would then take to Congress. Basis of negotiations is interindustry agreement on must carry that cable says it can live with. Broadcasters, however, want to go beyond it, and demanded that any legislation contain language protecting broadcaster's signal from being shifted off-channel. NCTA agreed to put broadcaster signals on the over-air assignment or on channel that is mutually agreeable. But INTV argued in letter to Capitol Hill that on-channel deal offered by NCTA "would not stop the shifting but would precipitate a massive new wave of channel shifts of UHF independents and public stations currently carried on first-tier channels."

Syndex

FCC put off effective date of its new syndex rules from Aug. 18, 1988, to Jan. 1, 1990, but it otherwise kept rules much as they were when adopted last year. Broadcasters desiring syndex protection had to notify cable system by June 19.

Rules empower broadcasters to enforce exclusivity of programs against cable systems that import duplicative programming on distant broadcast signals.

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

United Video, carrier of superstations WGN-TV Chicago, WPX(TV) New York and KTVT-TV Dallas; Texas Cable Television Association, United Cable Television and Century Communications have challenged rules in U.S. Court of Appeals. They have also asked FCC to stay rules pending court review. Representative Bill Richardson (D-N.M.) has introduced legislation that would delay implementation date of FCC's syndex rule for one year (BROADCASTING, July 3).

Public Broadcasting

■ CPB began series of "summit meetings"



DO YOU KNOW YOUR MARKET? YOUR COMPETITION DOES!

DATAWORLD MAPS CAN

- Depict your coverage!
- Market orient your sales people!
- Target your ethnic/demographic markets!
- Identify marginal signal areas!
- Plot any special requirements!

MAP OPTIONS

- SHADOWING (TERRAIN SHIELDING)
- POPULATION DENSITY
- CONTOUR COVERAGE
- SPECIALS

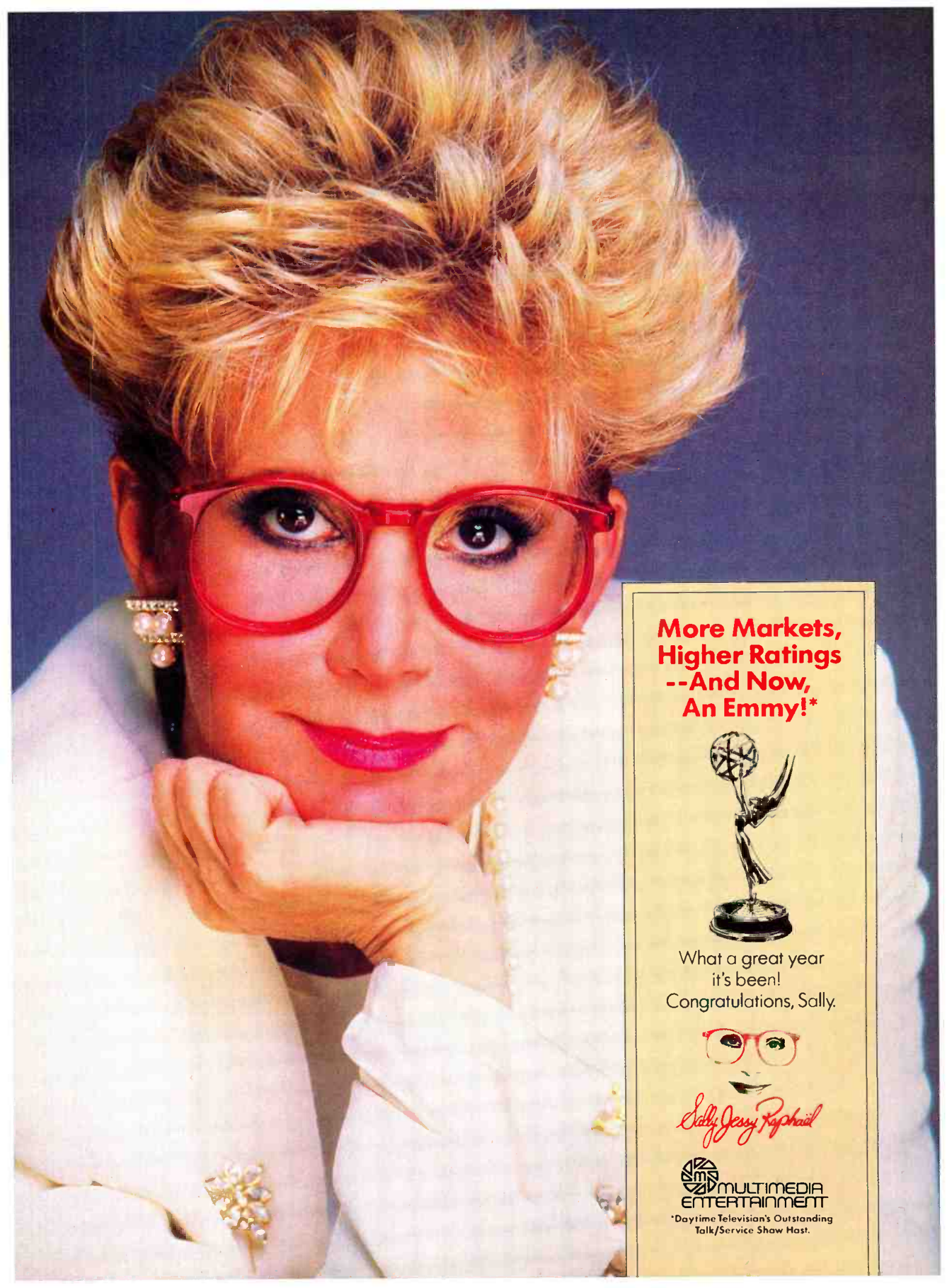
dataworld®

A Service of DW, Inc.

Fax (301) 656-5341

(301) 652-8822

(800) 368-5754



**More Markets,
Higher Ratings
--And Now,
An Emmy!***



What a great year
it's been!
Congratulations, Sally.



Sally Jessy Raphael



*Daytime Television's Outstanding
Talk/Service Show Host.

Datebook

■ indicates new listing

This week

July 24—Presentation of first "Viddy Award," sponsored by *National Academy of Television Journalists*. Omni CNN Center, Atlanta. Information: Dave Walker, (404) 262-9155.

July 24-27—"Stereo audio for broadcast," workshop sponsored by *National Public Radio*. Denver. Information: (202) 822-2730.

July 25-27—*PBS* press tour, during annual *Television Critics Association* press tour. Los Angeles.

July 26—*National Academy of Television Arts and Sciences*, *New York chapter*, drop-in luncheon. Speaker: Herbert Schmeitz, president. The Schmeitz Co. Copacabana, New York.

July 26—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center*, *Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Omni International, Miami. Information: Anna Johnson, (212) 779-4360.

July 26—"Growth, Trends and Opportunities in Cable Advertising Sales," sponsored by *Women in Cable*. Panelists: Diane Weingart, USA Network; Stacie Raiff, Cable Network Inc., and Kay Delaney, CNN. Museum of Broadcasting, New York. Information: Audrey Fontaine, (212) 557-6524.

July 27—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center*, *Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Sheraton Memphis, Memphis. Information: Anna Johnson, (212) 779-4360.

July 27-29—*Louisiana Association of Broadcast-*

ers radio-television management session. Bentley hotel, Alexandria, La. Information: (504) 383-7486.

July 27-29—*Idaho State Broadcasters Association* annual convention. Among speakers: National Association of Broadcasters President Eddie Fritts and Westwood One President Bill Battison. Sun Valley, Idaho.

July 27-30—*Tennessee Association of Broadcasters* annual convention. Memphis.

July 28—Synditel, annual press preview of first-run TV programing held during annual *Television Critics Association* press tour. Century Plaza, Los Angeles. Information: Brett Holmes, (213) 653-3900.

July 28-30—*North Carolina Association of Broadcasters* summer meeting. Radisson, Myrtle Beach, S.C. Information: (212) 821-7300.

July 31—10th annual radio script contest, sponsored by *Midwest Radio Theater Workshop*. Information: (312) 874-1139.

August

Aug. 1—Deadline for television programs and music video entries in International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

Aug. 2—"Showtime Dealer College," workshop sponsored by *Showtime Satellite Network*, during SBCA/STTI national satellite television convention. Opryland hotel, Nashville. Information: Carol Dalgish, (212) 708-1667.

Aug. 3-5—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort. Bellaire, Mich.

Aug. 4—Deadline for entries in 24th annual Gabriel Awards, honoring "excellence in broadcast programs which serve listeners through the positive, creative treatment of issues of concern to human-

kind," sponsored by *Unda-U'SA*, *National Catholic Association for Broadcasters* and *Communicators*. Information: (513) 429-2663.

Aug. 5-7—55th annual *Georgia Association of Broadcasters* convention. Callaway Gardens, Ga.

Aug. 6-8—*Cable Television Laboratories* first technical planning seminar. "Fiber Optics: Strategy, Tactics, Implementation." Clarion hotel, Boulder, Colo. Information: (303) 939-8500.

Aug. 10-13—*Association for Journalism and Mass Communication* convention. Washington. Information: Ken Keller, (618) 536-7555.

Aug. 10-13—*North Carolina Cable Television Association* annual meeting. Pinehurst hotel and country club, Pinehurst, N.C.

Aug. 11—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center*, *Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Washington Hilton, Washington. Information: Anna Johnson, (212) 779-4360.

Aug. 12—*Texas AP Broadcasters* seminar, "Covering East Texas." Holiday Inn Southeast Crossing, Tyler, Tex. Information: (214) 991-2100.

Aug. 15—Deadline for entries in Women at Work Broadcast Awards, recognizing "outstanding radio and television programming about working women's issues," sponsored by *National Commission on Working Women*. Information: (202) 737-5764.

Aug. 15—Deadline for entries in Media Awards for "portrayal of critical care nursing to public or to health care professionals in an accurate, realistic and meaningful way," sponsored by *American Association of Critical Care Nurses*. Information: (714) 644-9310.

Aug. 16-20—*National Association of Black Journalists* annual convention. New York Hilton and

Major Meetings

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

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

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

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

Oct. 1-3—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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

Oct. 5-8—*Society of Broadcast Engineers* fourth annual national convention. Kansas City, Mo. Information: 1-800-225-8183. Future convention: Oct. 4-7, 1990, St. Louis.

Oct. 12-16—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 750-8899. Future convention: Oct. 11-15, 1990, Cannes.

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

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

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

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

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

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

Jan. 26-27, 1990—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla.

Jan. 27-31, 1990—*National Religious Broadcasters* 47th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

Feb. 11-16, 1990—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

Feb. 21-23, 1990—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

Feb. 28-March 3, 1990—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville.

March 31-April 3, 1990—*National Association of Broadcasters* 68th annual convention. Atlanta. Future conventions: Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 1-3, 1990—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

April 18-20, 1990—*Broadcast Financial Management Association* 30th annual meeting. Hyatt Regency, San Francisco.

April 20-25, 1990—*MIP-TV*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 750-8899.

May 17-20—*American Women in Radio and Television* 39th annual convention. Capital Hilton, Washington.

May 21-23, 1990—*National Cable Television Association* annual convention. Convention Center, Atlanta.

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

Towers, New York. Information: (703) 648-1270.

Aug. 17-18—*Arkansas Broadcasters Association* annual convention. Arlington hotel, Hot Springs, Ark.

Aug. 17-20—*West Virginia Broadcasters Association* 43rd annual meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 18-19—*Utah Broadcasters Association* annual convention and awards banquet. Park City, Utah.

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

Aug. 22—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Strouffer Tower City, Cleveland. Information: Anna Johnson, (212) 779-4360.

Aug. 24—Broadcast opportunity conference, co-sponsored by *Minority Business Development Center, Broadcast Capital Fund* and *Interracial Council for Business Opportunity*, and underwritten by *U.S. Department of Commerce's Minority Business Development Agency*. Westin Crown Center, Kansas City, Mo. Information: Anna Johnson, (212) 779-4360.

Aug. 24-26—Libel/privacy conference, "Building Winning Strategies," sponsored by *Libel Defense Resource Center, American Newspaper Publishers Association* and *National Association of Broadcasters*. Westin hotel, Seattle. Information: LDRC, (212) 889-2306.

Aug. 25-26—*North Dakota Broadcasters Association* annual convention. Sheraton hotel, Bismarck, N.D.

Aug. 27-29—*Nebraska Broadcasters Association* 56th annual convention. Interstate Holiday Inn,

Grand Island, Neb.

Aug. 27-29—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Aug. 28-30—*Association of National Advertisers* creative advertising promotion strategy. Stouffer Westchester hotel, White Plains, N.Y.

Aug. 29-30—*Cabletelevision Advertising Bureau* sales orientation seminar for new ad sales people. Chicago. Information: (212) 751-7770.

Aug. 30—*Ohio Association of Broadcasters* AM radio meeting. Embassy Suites, Columbus, Ohio.

September

Sept. 7—*USA Network* local ad sales seminar. Ritz-Carlton hotel. Houston. Information: (213) 277-0199.

Sept. 7—*USA Network* local ad sales seminar. Sheraton Grand hotel at Dallas/Fort Worth airport, Dallas. Information: (213) 277-0199.

Sept. 8-11—*National Association of Telecommunications Officers and Advisers* ninth annual conference. Theme: "New Visions on the Telecommunications Horizon." Scottsdale, Ariz. Information: Catharine Rice, (202) 626-3160.

Sept. 11-13—*Wireless Cable Association* convention. Hyatt Crystal City, Arlington, Va. Information: (202) 452-7283.

Sept. 12—Deadline for entries in TV promotion spots and ID's category (for work produced or aired between July 1, 1989, and Sept. 12, 1989) of International Film & TV Festival, sponsored by New York Festivals. Information: (914) 238-4481.

Sept. 12—*MTV Networks'* local advertising sales workshop. Westin Lenox, Atlanta.

Open Mike

Do it yourselfer

EDITOR: First let me say that I object to bill S. 593 that legislates against television and cable violence, drugs and "controversial" subjects. I believe this is in the area of freedom of speech, not in the jurisdiction of Congress.

I believe Americans should make the decision on what they want to view and parents should control what their children

watch. This may sound simplistic but it should be a matter of choice, not the choice of Congress.

Don't think I approve of television programming. For the most part it has slipped to new depths of mediocrity. But, as the Federal Communications Commission philosophizes: "let the marketplace decide."

Also, I don't think it is fair to claim that television is just networks. There are independent TV stations in the U.S. that are



Transmitters that reflect quality

Quality is reflected in the true transparency and fidelity of all Continental transmitters. Dedication to the industry has resulted in our full line of FM transmitters that operate with superb performance and efficiency.

Continental's ongoing Quality Improvement Process is at the forefront of our technology and designs. Meeting your broadcasting requirements is essential to this process.

Our *exclusive* "soft start" and "automatic recycle" are features that provide years of reliable operation and reduce replacement parts cost, making a Continental transmitter a sound investment.

Your listeners are the best reason to own a Continental transmitter. For the quality sound they want, contact Varian Continental Electronics.

A Sound Investment.

varian 

continental electronics division



P.O. Box 270879 Dallas, Texas 75227
Telephone: 214-381-7161 Fax: 214-381-4949

running movies that even the networks wouldn't touch. In the San Francisco area, Clint Eastwood movie weeks at 8 p.m. are a common sight. Recently a major independent ran three movies on successive nights that were tasteless, to say the least, even with a parental guidance slide.

I realize Congress is trying to clean up television, but I suggest that the public do that without congressional help.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

On hand

EDITOR: In BROADCASTING's rundown of radio network news coverage of the *Webster vs. Reproductive Services* Supreme Court decision ("In Brief," July 10), you neglected to include United Stations Radio Networks. Washington Correspondent John Bisney did a bulletin live from our Supreme Court booth and live inserts in our newscasts every half hour that morning. Correspondent Ed Conners covered reaction outside the court, and analysis of the complex decision was provided by Washington Bureau Chief Rich Rieman. Extensive coverage was provided to the over 500 radio stations served by United Stations News. USRN also provides music programming to over 2,000 radio stations nationwide.—*Richard Rieman, Washington bureau manager, United Stations Radio Networks, Arlington, Va.*

Believer

EDITOR: It was truly enjoyable to read the cable advertising commentary by Lou Schultz of Lintas: USA ("Monday Memo," June 26). Almost everything that Lou says about cable is what we have been saying about the benefits of independent television. There is no doubt that cable has served as an equalizer, moving viewers from traditional network fare to realizing that there are many alternatives.

It is my opinion that the agencies that will survive the 1990's are those that recognize the smorgasbord of opportunity that the electronic media have to offer and not line up like sheep to buy the programs that were deemed the best marketing vehicles in the 1970's.—*Joe Warnecke, local sales manager, WGNO-TV New Orleans.*

Help, not substitute

EDITOR: In the Nov. 28, 1988, issue BROADCASTING published a letter I'd written suggesting Class "A1" FM, a low-power adjunct for AM daytimers. A New Jersey consultant is now proposing a form of A1 service.

Although there are similarities between the two "A1" ideas, I feel it should be noted that FM (at any power level) must not serve as the answer to AM's difficulties.

An ideal "A1" facility, with 5 or 10 watts (75 watts tops), would be far less powerful than its AM "mother station." The tiny FM's purpose should only be that of "buffer," allowing an AM operator to catch his breath, and then take real steps towards technical improvement at his "big" station.

Because psychology plays a vital role in broadcast operation, the small "A1" may be the placebo to give standard broadcasters the healthy desire to institute technology crucial to AM's rebound.—*Peter Humm, owner, WZZZ(AM) Fulton, N.Y.*

Eliminate the negative

EDITOR: Will the broadcast trade papers ever write anything positive about AM? I'm just like Edward D. Allen Jr. ("Open Mike," July 10)—just plain frustrated with what's written about AM.

I'm sure this story can be repeated over and over around the country, especially in markets over the top 60 or 70. KAZM, a stand-alone AM stereo station with 5 kw on 780 khz utilizing an MOR format with lots of news, especially local news, weather and sports has been tops in audience and bottom line for the past 12 years. KAZM competes with two AM's and six FM's claiming to serve this area by including Sedona within their taped promotions or ID's. KAZM is on top because we have "live" news reporters and "live" personalities backing up our programming. We can beat a music box anytime!

Sure, AM needs help. It's over 60 years old. Let's at least give it a strong shot of positive stories, while we spoon-feed it NRSC, PSSA, CD's, stereo and other technical improvements.

AM managers, write your successful or positive story to the trades. Let's correct our "image" now.—*Joe Tabback, president/owner, KAZM(AM) Sedona, Ariz.*

The Fifth Estate Broadcasting TELEVISION

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

Lawrence B. Taishoff, publisher.

Editorial

Donald V. West, managing editor.
Mark K. Miller, Harry Jessell, assistant managing editors.
Leonard Zeidenberg, chief correspondent.
Kira Greene, senior news editor.
Matt Stump, Kim McAvoy, John S. Egerton, associate editors.
Susan Dillon, A. Adam Glenn (international), assistant editors.
Randall M. Sukow (technology), Peter D. Lambert, Joe Flint, Kristina I. Hoyt, staff writers.
Anthony T. Sanders, systems manager.
Todd F. Bowie, Ed Kaitz, production.

Broadcasting □ Cable

Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.
Deborah Segal, assistant manager.
Paul Muller, Francesca Tedesco, Tracy Gilliam-Turner, editorial assistants.

Advertising

Washington
Kenneth W. Taishoff, vice president, sales and marketing.
Robert (Skip) Tash, Midwest and Southern regional sales manager.

Doris Kelly, sales service manager.
Debra DeZam, classified advertising manager

New York

Joseph E. Ondrick, East Coast regional sales manager.
Randi B. Teitelbaum, sales manager.
David Berlyn, senior sales manager.
Yadira Crawford, advertising assistant.
Lewis Edge & Associates, (East Coast equipment and engineering): 609-683-7900; fax: 609-497-0412

Hollywood

John R. Russel, West Coast regional sales manager.
Sandra Klausner, editorial-advertising assistant.
Schiff & Associates, (Western equipment and engineering): 213-393-9285; fax: 213-393-2381

Circulation

Kwentin K. Keenan, circulation manager.
Patricia Waldron, data entry manager.
Keith Brody, subscription service manager.
Joseph Kolthoff, Janza L. Woods, circulation assistants.

Production

Harry Stevens, production manager.

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller.
Tracy Henry, assistant controller.
Albert Anderson, office manager.
Nancy Miller, personnel administrator.
Marsha L. Bell, receptionist.

Corporate Relations

Patricia A. Vance, director.
Catherine F. Friday, secretary to the publisher

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Folsie, chief correspondent.
Stephen McClellan, chief correspondent (programming).
George Manne, Rod Granger, Lucia Cobo, staff writers.
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, staff writer.

Advertising Representatives

Pattis/3M: Chicago 312-679-1100; fax: 312-679-5926;
New York 212-953-2121; fax: 212-953-2128;
Los Angeles 213-462-2700; fax: 213-463-0544;
Hawaii 808-645-2700; fax: 808-599-5802;
Toronto 416-482-6288; fax: 416-482-9207;
London (01) 427-9000; fax: (01) 427-5544.

Japan (06) 925-4452; Telex: 02423928.

Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.
Kenneth W. Taishoff, vice president.
Donald V. West, vice president.
David N. Whitcombe, vice president.

Founded 1931. Broadcasting-Television* introduced in 1946. Television* acquired in 1961. Cablecasting* introduced in 1972 □ Reg. U.S. Patent Office. □ Copyright 1989 by Broadcasting Publications Inc.

Unda USA The national Catholic association
of broadcasters and communicators

The 1989 Gabriel Awards

Honoring radio and television programs that enrich their audiences through a values-centered vision of humanity.

Forty-nine categories for local and national programs, plus Stations-of-the-Year Awards and Personal Achievements Awards.

Deadline: August 4, 1989

For Information Call:

Rev. James Korda (216) 533-2243

To Enter...Send Tapes, Forms & Fees to:

Gabriel Awards, Unda-USA

4400 Shakertown Rd., Dayton, OH 45430-1075 (513) 429-2663



Monday Memo

A broadcast management commentary by Robert Mouny, president, Mouny Communications Co., New York

More broadcast properties are leveraged to the hilt than ever before. Interest rates are still very high. Business is generally OK, but not particularly robust in most markets.

Servicing the debt must be job number one, but be very careful that it does not become job number everything.

General managers can get so hung up reporting to the home office numerous times each day that they stop managing in the effective way they did to get their jobs in the first place.

Sales managers are apt to become so preoccupied adjusting projections and justifying shortfalls that they cut too many corners—like trying to cover the bases with fewer salespeople. This can result in cutting rates and offering all kinds of special incentives in order to get in on every avail request, while neglecting to develop new accounts and nurture loyal ones.

Program and news directors may become so immersed in the administrative function that while they successfully cut telco bills and tape costs they stop directing their air products.

Technicians may have cut overtime and reduced parts inventories so drastically that quality control might now be at risk.

Financial managers are probably duplicating most of the cost-control efforts of every manager anyway. Sure, it's absolutely essential that even pennies are not wasted. But it makes no sense spending nickels to save pennies and letting dollars be blown out of the windows while you're filling the cracks in the floors.

When austerity becomes the order of the day morale becomes very fragile. Management must make sure that every staffer knows the score. It doesn't take all that much time for the boss to visit with everyone in the station, from mail room to transmitter. Encourage suggestions. Recognize good ideas with a staff memo, a modest gift or plaque.

Don't overlook the importance of collegiality. The regular staff meeting is usually consumed with the required dissemination of routine information. There is rarely any time available for problem-solving. If each manager is at least aware of his colleagues' problems he isn't likely to unwittingly add to them—and, he just might suggest a solution.

Why not invite key management people to dinner in a private place, even a simple buffet in the station conference room after hours. Let them all open up. Don't allow formal presentations, just minimally organized conversation. If the GM sets the tone, candor will flow (even without booze). Team effort will improve immediately.

Don't wait until the next cost crunch forces yet another zero budgeting ordeal.



“Long-term planning, which can be anything from two quarters to 20 quarters depending on the particular situation, should be part of daily thinking. Virtually every decision must be weighed for its immediate impact and its continuing effect on the total operation of the station.”

Have managers submit a list of possible reductions for execution if necessary. The list should be prioritized and each item

should include an explanation of potential negative impact. This practice will save time and avoid hasty decisions that may backfire.

That extra salesperson draw can free up every member of the sales department to bring in new accounts at higher rates and put welcome pressure on the total inventory.

Effective advertising and promotion can be investments, not expenses. Ask your most successful advertisers—they'll tell you: cut A&P too much for too long and you lose market share, period.

Don't make long-term barter commitments to achieve short-term goals.

The receptionist hired at a \$2,000 annual saving can cost dozens of times that amount if he or she is not on the ball.

Clearly the old one-two punch is the best strategy: reduce costs, increase revenue.

Station owners are entitled to expect an appropriate return on their investment or the value of the station, whichever is higher. It may not always be possible for cash flow to be maintained at a consistent level from quarter to quarter, allowing for total comfort in meeting all obligations.

Management must have the budget flexibility to extinguish brush fires before they become catastrophic.

Long-term planning, which can be anything from two quarters to 20 quarters depending on the particular situation, should be part of daily thinking. Virtually every decision must be weighed for its immediate impact and its continuing effect on the total operation of the station.

Stations must be operated like the business they are. But remember, whether it's an automated radio station or a television superstation or any broadcast entity in between, it is a uniquely creative enterprise.


There must be an unending commitment to effective programming that will reach a constantly growing audience with desirable demographic and psychographic characteristics. In essence, the wheel must be re-invented every day. People are the product. Advertisers pay commensurate “rent” for each instant they can expose their sales message to “your” people.

The station's inventory is more perishable than the innkeeper's. The physical assets are as gossamer as the Broadway producer's. The competition is as intense as the Super Bowl.

Don't get lost in the spread sheet!

Don't get trapped by that foolish philosophy, “If it ain't broke, don't fix it.”

You can bet, if it ain't broke, it's wearing out.

The job is really not hard. Just be equal parts Lee Iacocca, David Merrick and Norman Vincent Peale. 

Over the past eight years, the cable television industry has grown and prospered to where it is today—the most dynamic and important media force in America, providing over half of television homes with a diverse choice of entertainment. We wish to thank the following twenty-three cable operators for utilizing PaineWebber's investment banking services during that period.

Adelphia Communications Corporation
Area Communications, Inc. (Jacksonville)
Cable Television Company of Greater San Juan, Inc.
Cablecom-General, Inc.
Cablevision Industries, Inc.
Century Communications Corp.
Combined Cable Corporation
C-TEC Cable Systems
Falcon Cable Systems Company
Greater Media Cablevision Inc.
Lenfest Communications, Inc.
McCaw Communications Companies, Inc.
Prime Cable
Rifkin & Associates
Scott Cable Communications, Inc.
Sonic Communications
Southampton Cable Limited (U.K.)
Summit Communications Group, Inc.
Tele-Communications, Inc.
TCI West, Inc.
Total CATV, Inc. (Baton Rouge)
United Cable Television Corporation
WestMarc Communications, Inc.

Looking ahead we see:

- Continued improvement in the quality of cable programming
- A strong increase in advertising revenues
- Pay-per-view becoming a viable and profitable business
- Basic penetration levels reaching 65-70%

We look forward to working with the cable industry as it leads the way in providing the best in home entertainment in America.

PaineWebber Incorporated

1285 Avenue of the Americas
New York, NY 10019
Edward F. Dugan, Managing Director

June 1989

Broadcasting Jul 24

Vol. 117 No. 4

TOP OF THE WEEK



Fighting back. The commercial television industry played its own strongest suit last week—hundreds of spots across the board—to counterattack the gains of cable TV. And it invoked one of its biggest names to do so: long-time CBS News correspondent and anchorman Walter Cronkite. Story on page 34.

NBC, ABC eyeing new summer strategy

Both will air more original shows to counteract increasing Fox strength; they note increased activities of ad boycott organizations

NBC, whose development slate was the largest of any of the networks this year, may severely cut back the number of pilots it produces in the future as part of a plan to use development money to provide original series programming during the summer months.

Brandon Tartikoff, president of NBC Entertainment, said: "We have to have more of a presence during the summer," as he unveiled the formative stages of the plan, which, if implemented, would either cut out completely or decrease sharply the number of pilots the network produces. Tartikoff's announcement came on the heels of Fox Broadcasting's record-setting ratings for its Sunday prime time lineup (see "In Brief").

Speaking to television critics at the press tour in Los Angeles last week, Tartikoff said the network would produce only a select number of pilots, all of which would be developed into series. Some would air during the summer, when the networks traditionally schedule reruns.

"We are now looking at the development fund itself and saying: 'Maybe we should make no pilots or just take that money, believe in 14 things, rather than 30 things, and put all 14 things on and have a bulk of

them play during the summertime to, again, give that presence.'" This year, NBC produced more than 30 pilots and chose only five for the fall schedule.

Tartikoff described NBC's situation: "Part of being prisoners of our success is that when we make a lot of pilots, we always have the potential that some of the series we discard to make room for those pilots, or some of the pilots we then choose not to pick up, end up on another network."

Tartikoff also addressed his concern over the increased influence of special interest groups that have forced advertiser boycotts of some programming and have put network programmers on alert (see page 80).

"Yeah, I'm concerned about them," he said. "They feed off of controversy and they feed off of the occasional human mistakes of crossing the line, if indeed anyone knows where the line is. Because of a couple of programs last season—maybe a half dozen or so—we allowed certain parties that had remained very quiet over the last four or five years to rise up again."

Tartikoff, who said NBC would not be turning into a "Pollyanna" or "PG" network, said he could see the development of a "new McCarthyism, where certain parties out there—speaking for what I think is a minority viewpoint in terms of what is acceptable network fare—will all of a sudden

not stop with just an occasional *Movie of the Week* or a misguided episode of a particular series."

Tartikoff said he is fearful of the situation escalating to the point where shows like *The Sex Tapes* are being targeted today, and "the next day they're going to be in our backyard on *Cheers* and *L.A. Law* and some of the programming that you want to be venturesome, and you know you've got immaculate writing and producing auspices doing those shows."

Tartikoff, who called the growth of NBC Productions in the past year the "single most important accomplishment last season," also defended the fact that 40% of the new shows on NBC's schedule next season are projects from NBC Productions. The scheduling of NBC-produced series has prompted criticism from some producers that NBC is limiting the opportunities for independent producers to get their projects on the air. "The fact of the matter is that we had 40% of the development. We had 12 pilots shooting out of 30 or so, and a lot of the shows that didn't make the schedule may have not made it because they were NBC Productions," he said.

The two shows, representing 40% of the five new shows on NBC's schedule, are *Hardball* on Friday at 9-10 p.m. and *Man-cuso, FBI*, also on Friday night (10-11).

Tartikoff also discussed plans for several upcoming projects, one of which is a four-



Starry, starry night

The stars of various NBC programs turned out last week to join NBC Entertainment President Brandon Tartikoff at the NBC press tour in Los Angeles. They are (l to r): Jane Carr of *Dear John*; Tartikoff with his wife, Lily; Clifton Davis (behind Lily Tartikoff) of *Amen*; Jill Eikenberry of *L.A. Law*; Cree Summer of *Different World*; Vanessa Bell Calloway (behind Summer) of *Polly*, a Disney movie on NBC; Richard Moll of *Night Court*; Josh Taylor of *The Hogan Family*; Charles Robinson of *Night Court*; Daniel Travanti of made-for-TV movie, *Howard Beach: Making the Case for Murder*, and Alex McArthur of the *Desperado* movie series.

hour mini-series produced by Jim Henson and David Puttnam, based on "Gulliver's Travels," set to air next spring. The other projects include a deal with *Spy* magazine for a prime time special, and he also announced that Burt Lancaster has been cast in the role of Carriere in the NBC Production of *Phantom of the Opera. Saved By the Bell*, a Saturday morning show set to debut in September, will be given three prime time airings before its Saturday morning launch, with the first evening airing on Aug. 20 at 8:30 p.m.

Robert Wright, NBC president and chief executive officer, preceded Tartikoff's presentation to the critics earlier in the day, and he, like Tartikoff, defended the network's programming and said NBC would continue to air controversial programs such as *Roe vs. Wade*, which met with criticism from anti-abortion groups.

Wright suggested that while outspoken special interest groups like Christian Leaders for Responsible Television, headed by the Rev. Donald Wildmon, have received a great deal of publicity recently, their efforts have not been felt where it really counts. "I haven't seen any material evidence at all on the boycott where it's really had any effect on advertiser sales, which is the bottom issue," he said. "In some respects, the upfront that we just went through is a vindication of that position, because I didn't see a lot of companies bowing out. As a matter of fact," he said, "I didn't see any."

Part of the problem, he said, stems from the fact that "CEO's of advertisers often, like politicians, don't watch a lot of television. They think they do, but what they do is hear about television from people around them," he said. Wright said the end result is advertisers are "always nervous to criticism," and "they scare off real easy" when their products are associated with programming that may or may not be controversial, but are perceived to be so by special interest groups.

Wright said he has focused his efforts on

trying to get advertisers to "investigate the real facts," and in turn, "we will not try to lead you astray. We will not try to lead you into programming which is going to disadvantage your company, your image or whatever. But you've got to kind of stand up on your own and determine whether or not you're being overly sensitive to a subject that really doesn't have that kind of clout."

In discussing broadcast standards, Wright suggested that a double standard of sorts exists for broadcast television as compared to radio, cable and the home video market.

"It's a fact we're more sensitive than perhaps we were a year ago about the impact of a show on network television that would, ironically, fly through without question on syndication or on cable," he said. While acknowledging research that shows that viewers believe cable operates on a different standard from broadcast TV, "listen to radio," he said. "There are things on

the radio today that are just absolutely unbelievable. And that doesn't seem to offend anybody's sensibilities, or if they do, maybe it's because there are so many different radio stations," he said.

Wright, as he has done numerous times in the past, called for the relaxation of the financial interest and syndication rules. "I'm not going in and asking for regulation of others, I'm saying take the chains off of us and let us compete," he said. "The thing I keep arguing about," he said, "is that you've got to recognize the world has changed. Viewers know it's changed: Congress and the FCC shouldn't be the last people to find this out." —SC

ABC is also looking at greater summer development; Iger hoping for strong number two finish

In his first face-to-face meeting with television critics at the press tour in Los Angeles last Wednesday, Bob Iger, president of



Ebersol gets 'Today'

Dick Ebersol (r), president of NBC Sports since May 1, has added the duties of senior vice president for NBC News, with specific responsibility for the *Today* show. NBC News President Michael Gartner (l) made the announcement last week during the critics press tour in Los Angeles.

Ebersol will continue as president of NBC Sports, reporting to NBC President Robert Wright, and will report to Gartner on matters affecting the *Today* show. *Today* executive producer Marty Ryan will remain in his position, but will report to Ebersol.

ABC Entertainment, said one of his top priorities for next season is to improve the network's position to a strong number two. "I think we'll see an improvement in the network next season. I'd be fooling you if I said I thought we were going to be number one next year. Certainly, if I had a long-range goal it would be to be number one at some point, but I'm not going to predict that that will occur, nor will I predict when it will occur," he said.

Citing a "great need for us to improve in the summer," Iger, like Brandon Tartikoff, his counterpart at NBC, said he has plans to strengthen his network's position during the summer months. Although Iger would not elaborate specifically about ABC's plans for the summer, he did say increasing the summer programming budget for next season is one measure that will be taken.

As for Fox, which has gained considerable ratings success in the past couple of weeks with original series programming, Iger said the two-year-old network has to be taken seriously. Fox, he said, "will only get more aggressive and spend more money."

The one recurring theme throughout this press tour has been the influence or perceived influence of special interest groups that have tried to launch boycotts against advertisers in an attempt to stifle certain programs. Iger addressed those groups by saying "any time there are special interest groups out there trying to impose in some form their will on the majority, then I think we have to view that with caution and as a potential problem. I think we have to be very careful not to submit to coercion by what might be a minority."

He suggested that the broadcasters have an obligation to "recognize the freedom of people to express their criticisms, but also to listen, in part to be knowledgeable that these positions in fact exist." Conversely, he said, the special interest groups have a responsibility to "tolerate the fact that as network broadcasters we broadcast to an extremely diverse audience. And I think we should have a freedom, should have a right in that process to broadcast a very diverse type of programming, diverse lifestyles, diverse opinions."

Iger was joined in the discussion by Ted Harbert, executive vice president, prime time, in charge of scheduling, and by Stu Bloomberg, executive vice president, prime time, in charge of development. Bloomberg, who recently added the duties of drama development to his comedy development responsibilities, said his job will be to continue the level of high quality his predecessor, Chad Hoffman, maintained for dramas, but also to broaden the balance of one-hours to appeal to a wider audience.

An example of ABC's attempt to appeal to a broader audience with the one-hour format is its picking up *Father Dowling*, which was dropped by NBC this year. Iger said ABC's efforts to develop shows that skew somewhat older have met with failure, and since *Dowling* was available, and does attract an older audience, "we felt it was an opportunity that we couldn't pass up."



ABC Entertainment President Bob Iger surrounded by reporters during press tour last week in Los Angeles

Iger also suggested the network may go to a sixth night of series programming sometime next year following *Monday Night Football's* run, which ends in December.

Tom Murphy, Capcities/ABC chairman and chief executive officer, who was joined by Daniel Burke, Capcities/ABC president and chief operating officer, and John Sias, president, ABC Television Network Group, made his first appearance before the television critics in the four years he has held that position.

On the censorship issue, Murphy said that although these pressure groups surface from time to time, "we don't believe we should be influenced by [them] any more now than we have in the past."

Characterizing advertisers as "responsible corporate citizens," Sias said advertisers should be given credit for setting their own programming standards. "Most network advertisers have self-imposed ground rules about what type of programming to go into, and others that they shouldn't." Sias said there are occasions when a project will be met with some advertiser resistance, but the network will proceed with the program because "they are subjects that should be done."

As for the attempts to institute some form of governmental agency to oversee the network's programming, Murphy said, "We're satisfied that the way the business has been run in the past is the way it should be run in the future. We don't need government intervention in that area."

On the much discussed plan at ABC to develop a seamless night of programming, where the flow of a night's series would not be interrupted by commercials, Murphy said the network is still about a year away from trying it "on one night in some form." Saying there are a lot of difficulties left to overcome, Murphy said when they are ready Saturday night is a probable candidate. The seamless night will feature commercials scheduled in clusters, with fewer breaks throughout the evening.

Murphy also used the forum to announce that Capcities/ABC had negotiated a compromise contract proposal with executives of the National Association of Broadcast Employees and Technicians (see "In Brief").

Channel grazing may not be as prevalent as most people have suspected, according to a study commissioned by ABC and conducted by The Roper Organization. In fact, the study of more than 1,000 adults found that only 11% flip through the channels while watching prime time programming. The study revealed that 65% of those surveyed knew before turning on the television what they were going to watch. Ten percent of those surveyed said they flipped through channels to decide what to watch, "using the remote control as a kind of program guide." Seven percent grazed during commercials, and less than 1% said they changed channels to view more than one program at a time. Both pay cable and the broadcast networks were flipped by about 11% of those surveyed, while basic cable was zapped by 18%.

Alan Wurtzel, senior vice president, marketing and research services, ABC Television Network Group, discussed the study last Tuesday, during the press tour. "Clearly, the times when they wound up flipping, if they did, was during the commercials—no real surprise there. I'm not so sure, although there's no numbers, that the zapping at a commercial was any different now with the zapper than it was 15 years ago, when people went out to get an apple or went to the bathroom...during the commercial," he said.

Wurtzel said that because 65% of those queried said they knew what they would watch before they turned the set on, and another 13% use *TV Guide* or a newspaper listing before turning the set on, "about 78% of the population just doesn't come to the TV set and say: 'Now, let me see, out of my 50 alternatives, what am I going to watch?'" —SC

Tom Root, Sonrise and the 80-90 fast track

Plot thickens for communications lawyer and radio station applications company with which he worked hand in hand; many at FCC looked askance at firm's procedures

Having survived a two-mile dive into the Atlantic aboard his single-engine Cessna and an abdominal gunshot wound, Washington communications attorney Thomas Root might be expected to find any other battles for his well-being relatively unchallenging.

That theory will almost surely be tested in the coming months as the 36-year-old Alexandria, Va., resident faces a posse of investigators representing a variety of national and local inquiries into his conduct as a pilot, barrister and private citizen.

Of even greater interest to the Fifth Estate is Root's law practice and his involvement with Sonrise Management Services, a controversial Columbus, Ga.-based firm behind some 170 troubled applications for new FM stations at the FCC.

With the lure of extraordinary financial gains, the four-year-old Sonrise recruited hundreds, perhaps thousands, of investors across the country between 1986 and 1988 for general partnerships whose sole purpose was to apply for the new FM channels the FCC began making available with its 80/90 proceeding in 1984—a level of activity that has led many to liken it to an application mill.

Sonrise, Root and Sachs/Freeman Associates, the Landover, Md., engineering firm that helped prepare the applications, have divvied up some \$13 million (assuming an average \$80,000 for each of 170 applications) in fees from investors. Sonrise and its sales agents kept the lion's share. In a breach-of-contract suit Sonrise filed against Root last week, Sonrise said it paid Root a total of \$1.9 million. Root told the *Washington Post* in an interview that he received \$1.64 million for his services over three years.

The investors, who put up between \$75,000 and \$90,000 per application, have not fared nearly as well.

According to the FCC, pursuant to settlement agreements with competing applicants, one Sonrise/Root partnership was granted a channel for Madera, Calif.; another was given a half interest in a channel for Visalia, Calif., and a handful of others received payments for withdrawing their applications. The applicant for Kennebunkport, Me., for instance, got \$60,000 for calling it quits.

But around 50 others have been dismissed without receiving any compensation and the rest are facing serious, perhaps insurmountable, obstacles at the FCC because of Root's performance as a lawyer, inherent flaws in the way Sonrise structured the applications or some combination of both.

Root, who remained in Memorial Hospital in Hollywood, Fla., last week recovering from his injuries, was unavailable for comment, as were the principals of Sonrise,

Chairman Ralph Savage and President Charles McFall.

Applicants competing for the same channels as the Sonrise/Root applicants have been able to convince administrative law judges, who preside at the comparative hearings the FCC holds to choose among competing applicants, and the FCC's Mass Media Bureau, which is a party to every hearing, that many Sonrise/Root applicants may be, in essence, fronts for Sonrise—that Sonrise is still calling the shots for the applicants.

As a result, the ALJ and the Mass Media Bureau have been adding the "real-party-in-interest" issue to every case involving a Sonrise/Root applicant, forcing it to answer the charge and lessening its chances of securing an FM license. An ALJ finding that Sonrise is the real party in interest, if not overturned on appeal, would disqualify the applicant from holding an FCC license on character grounds.

Chuck Kelly, chief of the Mass Media Bureau's enforcement division, said the bureau's interest stems not so much from any overwhelming evidence that Sonrise is a real party in interest as from the Sonrise/Root applicants' apparent avoidance of the issues. "The more times they don't appear and litigate these issues, the more concern you have that maybe there is a reason why they are avoiding it."

A Sonrise/Root applicant apparently cannot escape the real-party-in-interest charge even when it is the only applicant for a market. On June 13, the Mass Media Bureau ordered a hearing on Christian FM Application Partnership's application for Marion, Ky.—the lone applicant for the market—because it "was organized and is affiliated" with Sonrise and because Sonrise has been the subject of unresolved real-party-in-interest issues in numerous other unresolved cases. "These unresolved issues call into question Christian FM's qualifications to be a commission licensee," the bureau said.

Thus far, the ALJ's have yet to rule on the charges against the Sonrise/Root applicants. Prior to making final determinations, the ALJ's have dismissed the applicants either at the request of Root or because of Root's failure to meet filing deadlines, show up at depositions, produce witnesses or fulfill other procedural obligations. "They keep their applications ongoing—on file—until things get hot and then they quit," said one communications lawyer whose client ran up against a Sonrise/Root applicant.

On the day Root took his ill-fated flight (July 13), Judge Walter Miller dismissed a Sonrise/Root applicant—Biltmore Broadcasting Inc.—for a station in Biltmore Forest, N.C., after Jacob Mayer, a lawyer working for Root, failed to produce eight witnesses for cross-examination as Root had promised. The expected witnesses included Sonrise's principals, Savage and McFall.

When he took off from Washington's

National Airport, Root was apparently heading for Rocky Mount, N.C., where he was due for a deposition of a banker involved with Sonrise/Root's Rocky Mount applicant by Gary Smithwick, an attorney for one of the competing applicants. It was not the first time he failed to show for a deposition, but he never had a better excuse.

The FCC Review Board on April 28 upheld ALJ Richard Sippel's dismissal of another of Root's clients, Radio Group Inc., which was not associated with Sonrise, for defaulting on "several critical prehearing requirements." In a footnote to the decision, the Review Board suggested that Root's performance was part of a pattern. It cited Root's conduct in cases involving Sonrise/Root applicants for Calhoun, Tenn.; Leesburg, Ga.; Charlottesville, Va., and Omega, Ga.

Apparently under pressure from investors concerned about Root's handling of their applications, Sonrise sent a letter to its partnerships on June 15 offering to pay an initial retainer fee to the Washington law firm of Brown Finn & Nietert for any partnerships that chose to drop Root and switch to Brown Finn. It said one applicant had already made the switch.

Root responded a week later with a "confidential memo" to his clients urging them not to defect. He warned the general partners of the limited partnerships that they would be solely liable for legal fees beyond the retainer that could mount to \$50,000 if they moved to Brown Finn. "Presently you and the other partners have agreements with Sonrise whereby it agrees to pay all legal charges up through the full commission," he said.

Root also warned that switching counsel could strengthen challengers' real-party-in-interest case against Sonrise/Root applicants. "Obviously, if Sonrise now suggests in a memorandum such as the one you received that you should change attorneys, and if there results a wholesale exodus to a new attorney, the conclusion that Sonrise is still exerting control over the application is inescapable."

Robyn Nietert, a partner with Brown Finn, confirmed that she was representing several of Root's former clients, including applicants for Wrightsville, N.C., and Manhattan, Kan. She also said she is considering taking over the Rocky Mount case and about 25 others. Sonrise is standing by its agreements with the applicants and picking up the legal fees if they switch firms, she said.

At least one other attorney has picked up a Sonrise/Root case. After ALJ Stimer dismissed the Sonrise/Root applicant for Calhoun, Tenn., following a missed deposition by Root, the partners dropped Root and hired Eric Kravetz, of Ward & Mendelsohn. Kravetz declined comment on the matter, beyond saying he is trying to get Glory FM Limited Partnership reinstated in the case.

The rift between Sonrise and Root over

Root's performance came to light last week when Sonrise filed a five-count suit against Root and his firm in U.S. District Court, alleging that Root breached his contract with Sonrise by failing "to perform the services he promised" on behalf of clients referred to him by Sonrise, that he misused clients' funds entrusted to his firm's escrow account and that he "double billed" Sonrise for legal services. Sonrise asked for \$584,000 in damages.

In support of the non-performance count, Sonrise cited five cases in which it claims the Sonrise/Root applicant was dismissed for Root's lack of prosecution and four in

cast properties. McFall agreed to purchase WKZG(FM) Keyser, W. Va., earlier this year for \$300,000, but the FCC has deferred action on the transfer applications until the real-party-in-interest issue involving Sonrise is resolved. Savage and his son were among a host of partners in an application to purchase WRMA(FM) Mt. Morris, Ill. (the application was deferred May 30 due to "outstanding character issues" designated against Sonrise).

According to a sales brochure, sales jumped from \$1 million in 1985 to \$6.5 million in 1986. And, according to the race track proposal, it "raises more than

The partnerships that Sonrise put together varied in size, ranging from as few as four to as many as 30. According to Savage's declaration, Sonrise typically collected between \$75,000 and \$90,000 in fees from each partnership regardless of its size. If Sonrise collected \$89,000 from a partnership, he said, it would keep \$19,700 and disburse the balance to salesmen (\$27,000), lawyers (\$32,000), consulting engineers (\$2,500) and the FCC in the form of filing fees (\$7,800).

According to a Savage declaration, Sonrise had sold and organized the partnerships as general partnerships to avoid running afoul of laws regulating the sale of limited partnerships and stock.

That proved a problem at the FCC. To get full comparative credit for the ownership-management integration and diversification attributes of the managing partner, the partnership has to be organized as a limited partnership.

To solve the problem, Root simply converted the general partnerships to limited partnerships in many if not all cases. "I am aware that such changes have been made in many cases and my understanding is that the changes are made by the applicant in consultation with its attorney," Savage said in a declaration.

The switch from general to limited partnership may be central to the investigations of Sonrise for securities violations by North Carolina and reportedly by the Securities and Exchange Commission.



Root and his wife, Kathy

which he "voluntarily dismissed" applicants "without the knowledge and consent of the applicants." The latter group comprised applicants for Swanton, Ohio; Scotland Neck, N.C.; Raleigh, N.C., and Belle Chasse, La.

□

With the Sonrise principal not talking publicly, it is difficult to get a complete picture of that operation. But much can be gleaned from promotional literature, a promotional videotape, Sonrise's suits against Root and the sworn affidavits and depositions of Sonrise's Ralph Savage on file at the FCC in various cases involving the Sonrise/Root applicants.

According to the sources, Sonrise Management Services Inc., which promotes itself as "Management with a Christian Ethic," was founded in 1985 to exploit the burgeoning cellular radio business by finding investors and preparing their applications. In 1986 or 1987, it began branching out into broadcasting, recruiting investors to apply for FM stations. And it has ambitions outside communications. It has prepared a proposal to build a \$26 million race track and sports complex in Panama City Beach, Fla.

According to the race track proposal, Sonrise has seven stockholders with a total net worth of more than \$20 million: Ralph Savage, Sandra White, Charles D. McFall, Rickey Pearce, Jim Harding, Kent Smith and Kenny Raynor. Savage and McFall direct the company, Savage as chairman, McFall as president.

Savage and McFall want to own broad-

\$30 million yearly for communications ties and has recently expanded its investor base to more than 7,000 investors."

Sonrise offered several services to the investors it recruited for FM applications. For each partnership, it would find a managing general partner with the personal and professional attributes to make the partnership a winner in comparative hearings at the FCC. Providing one-stop shopping, it would refer the partnerships to engineering and law firms. And, finally, it would help the partnerships finance, build and manage the stations until they could be sold for a big capital gain.

As best can be determined, Sonrise delivered on its promise of finding managing general partners with the right attributes. For instance, Thomas Lopez, the managing general partner for the Timothy FM Limited Partnership, which applied for Charlottesville, N.C., is the afternoon disk jockey at WCHV(AM)-WWWV(FM) Charlottesville.

It also lined up the engineering and legal work as it said it would. Sachs/Freeman Associates, of Landover, Md., handled the engineering, and most, if not all, of the legal business went to Root. In its lawsuit against Root, Sonrise said its deal with Root called for paying him fees "not to exceed \$18,000 for each of the first approximately 20 applications and...fees not to exceed \$22,000 for each subsequent application." According to Carl Hurlebaus, who handled the Sonrise business for Sachs/Freeman before leaving the firm in early 1988, Sonrise paid the firm between \$2,000 and \$5,000 per application.

Sonrise's sales agents—it claimed in a sales brochure to have 97—used a powerful inducement to sell people on becoming a partner in one of the Sonrise applicants: the prospect of enormous capital gains. In one sales brochure, it suggested that investors could look for a 14-to-one return on their investment. In a section titled "Illustrative Financial Returns," Sonrise estimated that an investor who put up \$10,000 for a 10% share in the applicant and another \$1,000 as his or her equity share toward building the station could reap \$147,720 when the station was sold after four years on the air.

Despite the dismissals and the skepticism of the ALJ's and the Mass Media Bureau at the FCC, all may not be lost for the people who invested in the Sonrise applicants. Nierter, the attorney who has taken over some of the cases, is optimistic that at least some of the Sonrise applicants may yet prevail. "I'm convinced there is no real party in interest," she said. "There is no way legally they could assert any interest in that application if the CP were granted. You can beat these issues, but you have to deal with them one by one. Why Root didn't do that, I don't know."

□

The cause and timing of Root's gunshot wound remained the central objects of interest last week to parties including national "drug czar" William Bennett—one of the more striking indications that the story of an odd personal mishap had rapidly grown into a tale of far flung suspicion and intrigue.

—HJ, PDL



Classic Patrick

FCC Chairman Dennis Patrick, heading for the door (if not yet going through it) after six years at that agency, shared these parting observations with BROADCASTING. They range from his impression of the FCC's accomplishments to the prospect for telco entry to overcoming sacred cows to how to approach HDTV. He also talked about what he's learned, how he's changed and what he feels is the best course for the FCC to follow. All in all, it amounts to a cameo on a chairmanship.

I remember our sitting down at the outset to talk about some of the things we wanted to focus upon, and the vast majority have been accomplished. On the mass media side of the aisle we prioritized—and continue to prioritize—First Amendment freedoms and moving us closer to the print model. This commission staked out its position very clearly in the matter of the fairness doctrine, and took, as an institution, a dramatic step in the direction of securing full First Amendment freedoms for the electronic media.

The second thing that we talked about early on, and had occasion to act upon, is the matter of syndicated exclusivity. There is a certain duality that attaches to that decision. We said we want to restore to broadcasters the right to protect product in a certain way. But there's a second aspect to that decision that is even more important, and that is the statement that we were making as to the importance of freedom of contract and intellectual property rights in a market that is so rapidly changing that there aren't really many anchors with which to secure oneself.

Very early on, I questioned the continued wisdom of prohibiting telephone entry into the cable business, and I am very happy that we have framed that debate. I think that eventually we will see some form of increased competition in the matter of multichannel service, in the matter of wire competition, in the delivery of video product to the home. That's very, very positive.

Another thing we talked about was a set of rules which went to the ownership of broadcast properties, which I believed early on were too restrictive, in light of the way the market has changed. We have modified those rules in a very substantial way.

It also is a good example of how the commission has to rethink

some sacred cows, of which diversity is one of the greats. My position is that diversity is a value, and it is a value that we should keep in mind in our approach to regulation and to these various issues, but it is one value among others. Another value we ought to consider is insuring that broadcasters can effectively compete in a new day, and it may be that rules that were crafted in the 1950's to insure diversity are out of date and are counterproductive when weighed against other values in 1989.

HDTV is very important. But let's not call it HDTV; let's call it higher resolution television. I make that distinction to point out one of the things I have come to believe in the process of debating and thinking about this HDTV question, and that is: There is no Holy Grail at the end of this search. There is no definitive HDTV, high resolution TV, high-definition TV. We're talking about a series of tradeoffs. How clear is a clear picture? How good is good enough? It is an extraordinarily complex question that involves tradeoffs not just for the body politic, but for broadcasters as well. How much spectrum? Where do we get the spectrum? And, as a technical matter, how do we make it work?

And take the spectrum considerations. If it takes an additional six megahertz of spectrum and it turns out we cannot accommodate every broadcaster with six additional megs, who loses? The usual answer is: "Well, you figure that out, FCC." Well, let me tell you, there is a legal answer to that. There is a structure and a procedure that is set forth in the Communications Act and the commission's law policy, which involves comparative hearings where you have two contestants for some valuable right. Now, I submit that if we have to use comparative hearings to decide who gets six megs, we

will be well into the 21st Century before we ever get this issue resolved. That's not a good solution for broadcasters and not a good solution for the public.

Those are the tough issues, the tough tradeoffs, that we ought to be expending our energy on, instead of on the question of how good is perfect and how high is up.

Let me start by saying [about the state of the marketplace] that I think it's interesting to observe that what we are seeing in this market—which is obviously in a rapidly evolving state—are the results of a number of years of a certain policy approach, a policy approach that emphasized reliance upon competition, reliance upon markets, open entry, attempting not to impede technologies that could be beneficial to the public, like cable, like satellite delivery, like MMDS, what have you.

As a result of those policies, we have created a market that is characterized by all of those things. By a lot of new entrants. By ferocious competition that was unimagined 10 years ago. By changing contractual relationships among the parties. By changing economic relationships among the parties. By new ways to distribute product, new ways to get product into the market, new windows for the distribution or the delivery of product, new producers for the ad hoc networks, et cetera. We've created all sorts of new ways to get into the home with new technologies.

We have created a very fluid, dynamic marketplace in which the relationships are changing, and the only thing we can say for sure is that there is, and will continue to be, a great deal of change, and that the competition will be fierce. That is a market in which it is very important, it seems to me, for the various players to think very critically about their short-term and their long-term goals, business interests, and then to come to Washington and sell those courses of action as consistent with the public interest and appropriate policy—or at least, cause Washington not to preclude their pursuit of those avenues.

Now, Washington is experiencing, to some extent, a similar circumstance, in the sense that we are all looking at this market and sort of assessing what new rules may or may not be necessary. So it is also somewhat of a fluid situation in terms of public policy—which I think is interesting, because you have kind of the mirror image of what's going on in the private sector in the public sector, and that's why one has hearings about the state of affairs with respect to the cable industry, the effect of vertical integration, the degree of horizontal concentration, et cetera.

And I think those issues are appropriate to explore—emphasis on explore. I'm not sure that I would want to see—I'm not sure the case has been made—for reregulation. I'm still presumptively very hostile to having Washington try to blueprint the evolution of this industry—with a couple of caveats. One, where there is undue market power, where any player can preclude access, that's something of an appropriate subject of concern for policymakers—and I think this government, in its various institutional guises, should continue to emphasize First Amendment freedoms, intellectual property rights and contractual freedoms. Beyond that, I would wait and see.

The broadcast industry is not in some sort of fatal downward spiral. The broadcast industry is facing much increased competition and needs to adapt to that competition, just as the production community needs to recognize that this is a new market and they need to define and explore and exploit these new ways to get to the end users—not be too quick to judge new technologies as a threat instead of as an opportunity, which Hollywood is prone to do.

In general terms, I think it's important for policymakers, the FCC and the Congress to keep in mind that we have a tremendous investment in a free, over-the-air broadcast system and that cable penetration is only at 55% or so, with a homes-passed rate of 85%. And that not everyone subscribes to, accesses, or can, as an economic matter, access various other forms of video input. I think that's very important, and we need to insure that broadcasters have an opportunity to compete and survive in this new environment. And I think they can, if the rules are fair.

The FCC is extraordinarily healthy in terms of esprit de corps, in terms of the degree to which people are dedicated to the commission's mission, how hard people are willing to work. I think the agency is very well-managed. I think that we have, all in all, an

efficient allocation of our resources, given the resources that we have and the job that we have to do.

But the agency is increasingly at risk because of a failure to allocate to budget, to finance it at the levels necessary for us to do an adequate job in processing the applications and resolving the issues that we have. When I came to the agency in 1983 we had over 2,000 people. By the end of this fiscal year, we will be down to between 1,650 and 1,700 persons.

So the agency is at risk, and I resent and object to and contest absolutely the notion that somehow we could just manage things a little bit better around here and get applications out faster. Broadcasters are frustrated when it takes the commission months and months to process a minor or a major modification application. Well, I'm telling you, you cannot squeeze blood from a stone.

I think our relationship with the Congress, despite what you read in some places, is very good right now. I think my personal relationships with members of Congress on both sides of the party aisle are good, by and large, with the caveat that we have aggressively pursued an agenda that many members of the Congress in the Democratic Party are not enthusiastic about.

That's the generic observation. But the thing I find amusing is that there is a certain ebb and flow to the relationships between the commission and the Congress that is as predictable as the sun rising in the morning. When I joined the commission, Mark Fowler—precisely because he had been aggressive and had won on a number of issues—was not reviewed very positively in terms of his relations with the Congress, and I was held as the person who would restore those relationships, who would improve them immensely. Members were quoted at that time as saying, "Yes, he is a conservative Republican, but we can deal with him because he'll communicate with us and we can work with the guy."

Well, in fact, they were right. I did, and do, communicate with the Congress, and I do think that we have taken a reasonable and open approach in terms of give-and-take on the issues. But now, you have many saying that relations have been spoiled and things have changed, but I would submit it is because we have been successful on a number of issues. So I find myself at the end of the tenure hearing things said about the FCC that are said at the end of every tenure that is aggressive and successful—thank goodness.

If you want to be a Republican chairman of an independent agency and have great relations with a Democratically controlled Congress, I can tell you exactly how to do it: do nothing.

I think I've changed a lot. It's hard to observe yourself closely, but to the extent I would try, I would say this:

I have relaxed a lot. I have always been, and will always be, somewhat of a perfectionist and very concerned about how we do things. Not only what we do, but how we do things. As I say, those are characteristics of mine that are not likely to change in a fundamental sense. With that qualification, I would say I have relaxed substantially. I am much more comfortable with delegating authority, relying upon the decisions of the persons that I have chosen to run a bureau or run my staff. I've come to recognize that the perfect is the enemy of the good, and that there are no solutions, only tradeoffs. Those two phrases, I think, are of much greater significance to me than they were at the beginning of my tenure as chairman.

As John Dingell said to me before I joined the commission—not before I became chairman, but even before I joined the commission: "Dennis, you are going to go to the commission and you are going to be lobbied, and you're going to be pressured, and you're going to be subjected to a number of different inputs and it's going to be very, very difficult. You need to think about those inputs, you need to weigh them carefully, and then you need to do exactly what you think is right. Bottom line, what you think is right, having considered all of those inputs."

John Dingell was right in 1983, and I know now in 1989 that he was more right than he probably realized at the time, because you can, in the final analysis, only do what you think is the right thing to do in the relevant circumstances, and I think that is more profound than it probably sounds.

I'm much more comfortable with myself now than I was when I came. I feel good about what has happened here, and I'm going to leave Washington feeling positive about what we accomplished.

NAB steps up lobbying over spectrum fees

The National Association of Broadcasters began "putting the full-court press on members of the Senate Commerce Committee" late last week to block Senate budget proposals for a spectrum fee and/or tax on the transfer of station licenses, NAB President Eddie Fritts told his board. Commerce meets this week to consider a variety of proposals to raise \$450 million as part of the budget reconciliation process and NAB believes either idea could surface.

Last week Chairman Ernest Hollings (D-S.C.) offered a plan to raise only \$160 million (about \$40 million from the FCC in application and filing fees and \$120 million from fees collected from passenger vessels). But the committee's Republicans were unhappy because the amount fell short of the \$450 million the Senate Budget Committee asked for and they suggested returning to the issue this week with a list of additional revenue-raising proposals. "We fully expect that both a spectrum fee and or a transfer tax will be on that list," according to NAB's chief lobbyist, Jim May. "We are in a game of political 'hardball' and will be pitted against other industries who are also on this laundry list. Whoever generates the biggest and most effective grassroots lobbying effort will be the one who escapes any new taxes or fees," May said.

Quota dispute delays European media plan

Europe's proposed transfrontier media law—designed to foster rapid expansion of the region's commercial TV industry—is in serious trouble after continuing disputes over the plan last week forced European Community foreign ministers to seek extensions for its approval deadline.

U.S. scrutiny of the plan, meanwhile, will intensify in Washington this week, when House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) holds hearings Wednesday, July 26, focusing on the media directive, dubbed "TV Without Frontiers."

Quotas are at the heart of the hearings, and are the source of the most bitter debate over the directive. Some factions, particularly the French, are calling for binding limits on airtime for non-European programming, while others, most notably U.S. producers who provide the bulk of Europe's foreign shows, are seeking to eliminate quotas altogether. The EC compromise now under debate calls for a majority of European material "where practicable."

The directive, four years in the works, could die if a compromise on quotas cannot be reached by the European Commission, the EC executive body, before deadlines at

the end of August, unless a request to push back the deadline to October is approved.

U.S. opponents of quotas, such as the Motion Picture Association of America, which has taken the lead in urging the Bush administration to oppose the EC's restrictions, would shed few tears over the loss of the directive.

MPAA President Jack Valenti told BROADCASTING: "If the directive dies, you have a clean slate. You can start over." Valenti, who will testify at this week's hearings, believes the U.S. should follow "a simple golden rule" in dealing with the EC on the issue: "We want to enter your market with the same freedom your businessmen find alluring in our market."

Another person scheduled to testify at the hearings—former top BBC executive David Webster—has a different point of view. Now a senior fellow of the Annenberg Washington Program, Webster said he, too, opposes quotas. But he added that the present directive may be the best the U.S. can get and sees the EC plan as having positive aspects for American TV producers, such as provisions designed to promote the growth of the European market in general for U.S. and other foreign programming. □

Prime time push for free TV

At 8 p.m. ET last Monday, broadcast TV put the power of prime time behind a message in which it has more than a passing interest: the value of free TV.

A 30-second spot sponsored by the National Association of Broadcasters Free Television Task Force aired on most of the nation's television stations (more than 1,000) to kick off a year-long national campaign to promote the medium. The prime time message, which reached an estimated 54 million viewers, featured Walter Cronkite inviting viewers to "stand watch" over free TV. According to task force Chairman Milton Maltz, it was "the first time in the history of our medium that there was unanimous interest and saturation coverage of an industry campaign."

It is too early to tell what effect the campaign will have, but of the 11 people contacted by BROADCASTING, only one had seen the Cronkite spot. On Capitol Hill, one House aide who had seen it was skeptical: "I doubt people paid attention." The National Cable Television Association, representing broadcasting's chief competitor, declined comment on the spot. But NCTA Chairman Robert Miron, president of Newhouse Broadcasting, which once owned broadcast stations, said: "As cable operators, we believe in broadcast stations. We don't think any network or independent should go away." And politically, Miron said, "I don't think it's going to do us any harm." Robert Sachs, senior VP of Continental Cablevision, said: "These sorts of campaigns are very hard to carry off," citing the cable industry's aborted attempt at promotion through the Council for Cable Information.

None of the four ad agency representatives contacted had seen the spot, and two had not heard about it. One who had, Alec Gerster, Grey Advertising, said, "what we ultimately care about are advertising availabilities." As long as no artificial barriers to buying rating points exist, Gerster said, whether the availabilities are on broadcast TV or cable is not a major issue. □

Downey and out in Secaucus

Twenty-one months to the day after its premiere in New York on Oct. 19, 1987, *The Morton Downey Jr. Show* was canceled by Quantum Media Inc., the show's owner; MCA TV, its syndicator, and WWOR-TV Secaucus, N.J., Downey's host station. No official reason was given for the cancellation, but it is no secret that the show has been beset by fading advertiser support, low ratings, slow clearance activity and questions surrounding Downey's behavior on and off camera.

The final original show was taped June 30, with new episodes continuing to air through Sept. 15, the final contractual date with its approximately 70 affiliates.

One example of station disaffection was given by Jim Gabbert, owner of San Francisco's KOFY-TV, and president of the California Broadcasters, who told BROADCASTING that Downey

failed to show up last Monday for a luncheon speaking engagement before a broadcasting group there. "We didn't hear from him, and I publicly announced I would be taking the show off my station as of July 24," Gabbert said.

Bill Boggs, Downey's executive producer, said that he was disappointed to see the show end. Boggs said that Downey may also have been the victim of an advertising community "overreaction to special interest groups."

Blaming the demise of the show on lack of advertiser support "is only half the story," said Dick Kurlander, vice president, director of programming, Petry Television. "The other half is that in the markets in which it aired, it's getting below a 1.5 rating. That's not a hit; that's a miss."

Downey was unavailable for comment.

—RG

Radio

State of the Art 1989

On Excellence...

"In 1985 when we started our company, we made some very bold statements. We promised to provide stations with superior, distinctive service. The type of service that produces results.

We promised to be different. To be a rep firm where the radio station comes first, every station is special, and relationships are more important than ratings.

At Durpetti & Associates, we're proud of our entrepreneurial spirit and our Commitment To Excellence.

We care."

*Tony Durpetti, President
Durpetti & Associates
(312) 819-0100.*



DURPETTI & ASSOCIATES

A Commitment To Excellence

△ AN INTEREP COMPANY



RADIO '89

NEW ORLEANS

SEPTEMBER 13-16, 1989

National Association of Broadcasters

ENGINEERING CONFERENCE SEPTEMBER 12-16



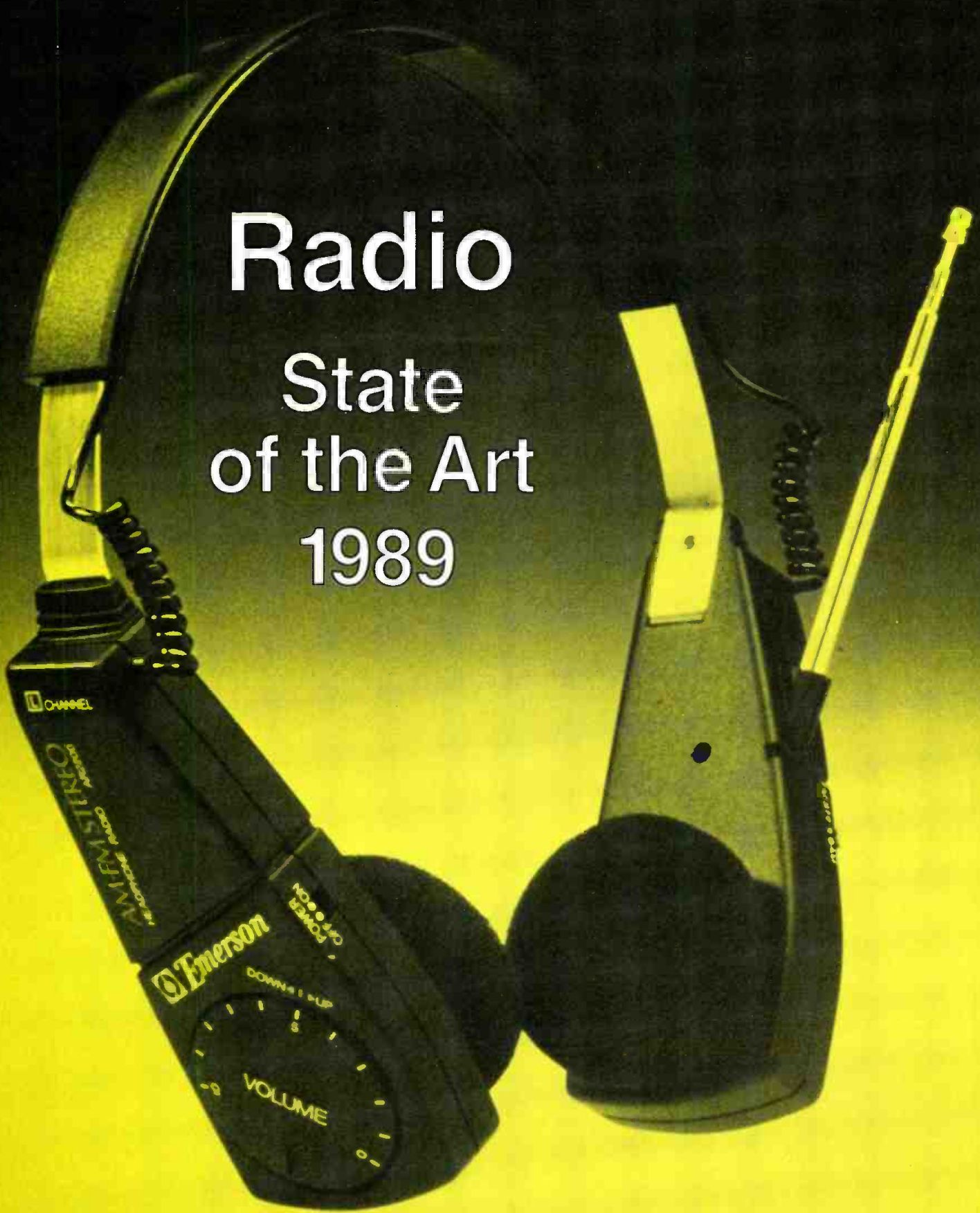
**EVERYONE
WHO'S ANYONE IN RADIO
WILL BE THERE.**

For reservations and complete information on Radio '89

Call 1-800-368-5627

Radio

State of the Art 1989



BROADCASTING's annual report on the state of the radio medium finds a healthy national radio sales marketplace and a cautious optimism on the part of the players. Although the marketplace pace has slowed in the third quarter from the increases of the first half of the year, radio operators are confident the momentum will carry on well into the 1990's. Networks are aggressively selling themselves and the medium to advertisers, as well as expand-

ing the ancillary services they offer their affiliates. The consolidation of the last few years among the major network players seems to have leveled off, but some predict that aggressive pricing and a robust marketplace will entice smaller players into joining the field.

Engineers from across the country share their concerns and expertise on many of the issues facing today's radio operator, including man-made interference on the AM band and power increases on the FM band.

And around the country, radio producers and syndicators are filling the airwaves of some 10,000 radio stations with programing of every description.

Radio sales turning in strong performance

National spot, network and local pacing ahead of last year; trend expected to continue through remainder of year

Despite hints of a weak third quarter, radio advertising sales personnel expect 1989 to end up as a strong year of growth for the national spot and network markets. Driven by major retailers and hotel/motel chains, national ad sales have grown beyond expectations for the year and are outpacing the growth of the larger local advertising segment.

National spot radio advertising for the first third of 1989 was up 14% over the corresponding period in 1988, according to Robert J. Coen, senior vice president and director of forecasting for McCann-Erickson. Spending on network advertising was up 12% over 1988, according to Coen. Local radio advertising was up 6% over the first quarter of 1988.

The better-than-expected performance of radio advertising in the first and second quarters has caused industry sages to raise their estimates for full-year growth. According to Coen, local radio spending will rise 7% over 1988 to \$6.37 billion, spot radio will increase 9% to \$1.55 billion and network spending will grow 10% to \$465 million. (Coen's figures include production costs, which can amount to 10% of the total figures.)

The Radio Advertising Bureau is now predicting an increase of

over the same period in 1988. For the month of May, spot billing was up 16.5% over the corresponding period one year earlier. McCurdy pointed out that it was the first time in several years that national spot radio growth was outpacing local expenditures.

Radio Expenditure Reports indicated that much of the advertising increase is due to growth in the top 50 markets, McCurdy said. Growth in the top 10 markets is apparently up 17%, he said.

One of the strong categories from national spot reps' point of view has been major retailers, according to George Pine, executive vice president for the eastern division of Interep's McGavren Guild Radio. The major advertisers in this category include Sears, J.C. Penney, Montgomery Ward and, to a lesser extent, K mart.

Another high-growth category, Pine said, was coffee advertisers, notably General Foods and Maxwell House. Along with that was Citicorp VISA traveler's checks, which was "a very large spender," building since the fourth quarter of last year.

Agreeing that the business for the first half of 1989 was much better than expected, Pine said that he was "cautiously optimistic" about the second half.

"This year, more than ever before, business is very last-minute," Pine said. In the past, he said, one would go into a month at 60% to 70% of budget and be confident that one would meet one's budget. He said that this year, it was common to go into a month at



Robert Coen



Dick Kelley



George Pine

10% in national spot and a network radio advertising increase of about 11%.

The figures for network and spot compare favorably to the increases in 1988 radio advertising over 1987. Last year, network advertising was up 3% over 1987, according to the RAB, while spot was up 6.6%. However, local advertising was up 9% last year, slightly higher than the RAB's 8.5% prediction for its growth this year. Total advertising, it is predicted, will increase 8.9%, compared with the 8.2% increase of 1988 over 1987.

"Quite honestly, we're surprised the first six months turned out as healthy as they have," said Bob McCurdy, vice president and general sales manager for Katz Radio. "It just seems to be an overall healthy environment for radio this year," he said.

According to Radio Expenditure Reports, national spot business for the first five months of the year was \$411.8 million, up 12.8%

50% of budget and not know until the third week of the month whether one was on target.

On the local scene, one group broadcaster—Bill Fowler, vice president, radio operations of Park Communications—said that local spot was "holding up OK" at a 3% to 4% increase. National spot money was down "considerably," he said, with revenues flat in three to four markets and down in eight or nine markets.

January through May in the southern California market was "the best five months we had in our history," said J. Ray Padden, RAB's executive vice president, West Coast.

Local business has been "strong" in the markets where Clear Channel Communications has radio stations, said the company's treasurer, Mark Mays. The local markets, located mostly in the southwest, he said, have rebounded. In two markets for which he had figures, San Antonio, Tex., and New Orleans, local revenue

Proud of our ten-year association with the Blue Chips



Adams Communications
Affiliated Broadcasting
Albimar Communications
Algonquin Broadcasting
American Media
Andross Communications
Atlantic Ventures
Beasley Broadcasting
Belo Broadcasting
CBS
Channel One Communications
Citadel Communications
Cole Media
Compass Communications
Devlin & Ferrari Broadcasting
DKM Broadcasting
Doubleday Broadcasting
Double L Broadcasting
Drubner Communications
Duffy Broadcasting
Eastman Radio
Empire State Radio Partners

Eric Chandler Communications
Fairbanks Broadcasting
Federal Communications
Federal Enterprises
Fisher Broadcasting
Franks Broadcasting
Gannett Broadcast Group
Gilcom Corporation
Golden West Broadcasting
Grace Broadcasting
Great Empire Broadcasting
Gulf South Broadcasters
Harris Enterprises
H.P. Tanger Properties
Independence Broadcasting
Infinity Broadcasting
Inner City Broadcasting
Kaye-Smith Radio
Keymarket Communications
King Broadcasting
Knight Quality Stations
Meredith Broadcasting

Model Associates
Narragansett Broadcasting
Nationwide Communications
Noble Communications
Osborn Communications
Plough Broadcasting
Ragan Henry National Radio
Renda Broadcasting
RKO General
Rounsaville Broadcasting
Saddle River Holdings
Sage Broadcasting
Scripps-Howard Broadcasting
Spanish Broadcasting Systems
Sterling Recreation Organization
Stuart Broadcasting
Summit Communications
Sun Mountain Broadcasting
Susquehanna Broadcasting
Unity Broadcasting
Viking Broadcasting
Wodlinger Broadcasting 

One Stone Place • Bronxville NY 10708 • (914) 779-7003
74-854 Velie Way • Suite 10 • Palm Desert CA 92260 • (619) 341-0855

AP's Radio Network Except The

Programming a radio station is an art. And with AP Network News you have the control to do it right.

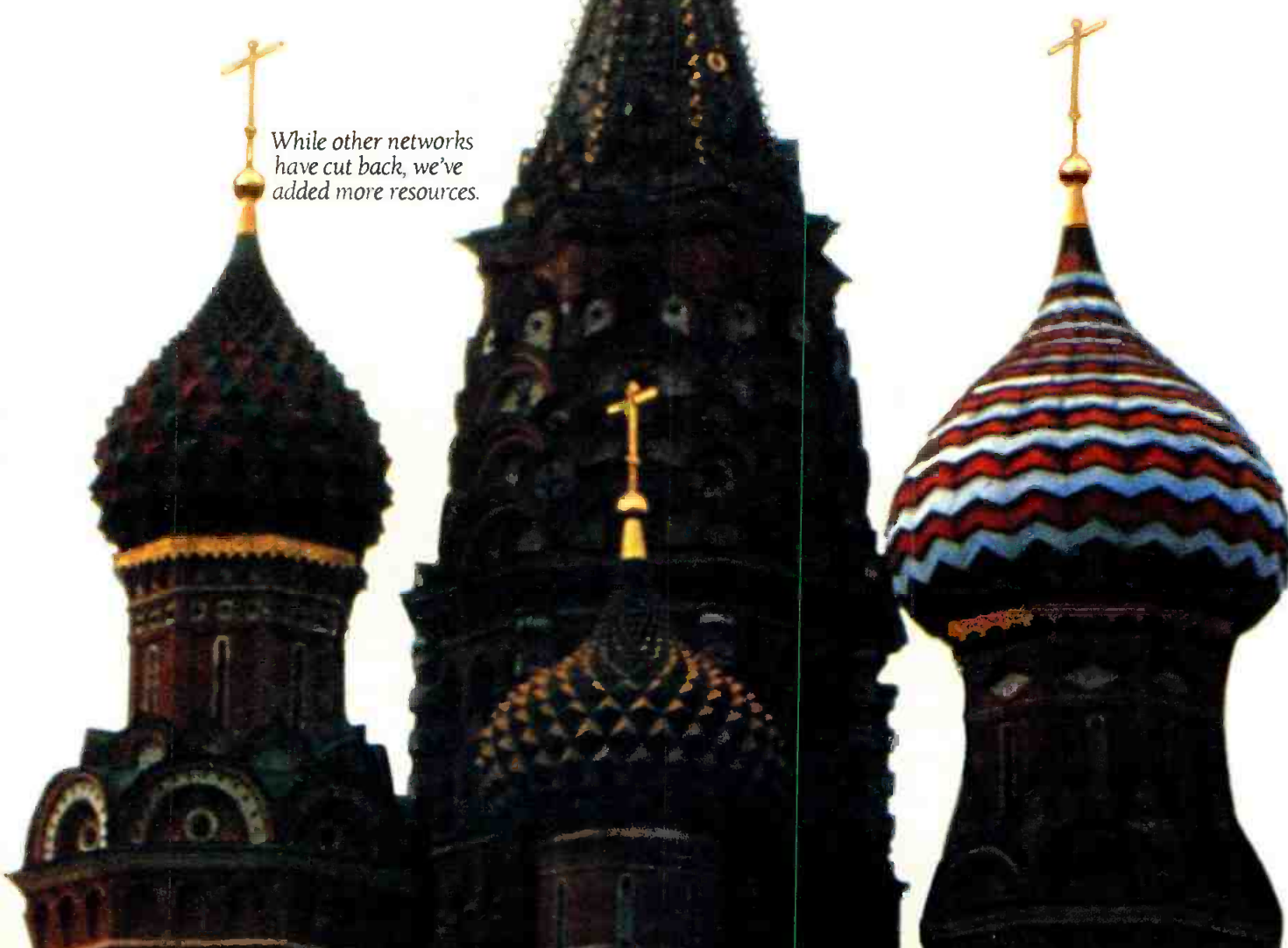
No commercials means more flexibility, more freedom to program the way you want. And that's good news to stations looking for an advantage. Our format is designed to fit your format and provide sales and sponsorship opportunities.

You make all the decisions because all programming is yours to sell without affidavit or clearance requirements from AP. When you carry AP Network News you get more than sales opportunities.



The only news bureau at the U.S. Department of Agriculture.

While other networks have cut back, we've added more resources.



Gives You Everything. Commercials.

You get the most comprehensive radio news coverage in America. While other networks have cut back, we've added even more resources. AP Hotline is our second channel for live continuous coverage of breaking news and events.

Now you're where the news is happening, when it's happening. Our



More live sports coverage than any radio network.

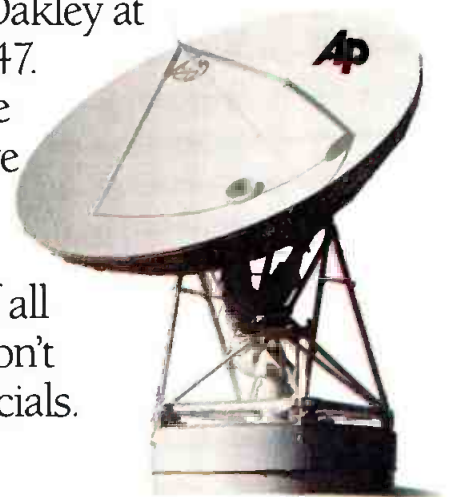
sports staff covers more major sports events than any other network. We cover Wall Street with more reports per day than anyone. Ours is the only broadcast bureau at the U.S. Department of Agriculture.

And we offer over 20 lifestyle and entertainment features to suit any taste or interest. Become an AP Network News affiliate today by calling Rosie Oakley at (800)-821-4747.

You'll get more comprehensive news and the most flexible format. Best of all is what you won't get... commercials.



AP Hotline provides continuous coverage of live events.



AP Network News



J. Ray Padden



Michael Faherty



Mark Mays

growth was noticeably greater than growth in national revenues.

Another broadcaster who said he had not noticed a slowdown in local revenues was Mike Faherty, executive vice president, radio, for Cox Broadcasting. The growth rate of local advertising is lagging behind that of national spot for the group, he said. All Cox stations are in the top 50 markets, he said.

Advertising sales for ABC Radio Networks were up 15% in the first quarter and 10% in the second quarter, according to Louis Severine, senior vice president and director of sales. He attributed the increase to automotive advertisers, retailers and hotel/motel advertisers. Heavy advertisers included General Motors, Subaru and, recently, Volkswagen. Chrysler advertised a "decent" amount, he said. Ford's audio division, but not its automotive division, was another major advertiser, he said.

Leading the retailers, Severine said, were Sears, K mart and J.C. Penney. Sears, which earlier this year shifted to an "everyday low-price" sales strategy, "just continues to get bigger and bigger," he said.

Dick Kelley, senior vice president, sales, at United Stations, singled out the motel industry as a lead advertiser. He said there were "very few" weeks since the beginning of the year that United Stations has not had multiple motel advertisers. The most well-known of the motel advertisers is Motel 6, which started to spend "significant" dollars in the first quarter of 1988, he said. Following Motel 6's success with its distinctive spots, other motel/hotel advertisers include Econo Lodge, Best Western, Sheraton and Marriot. The success of the Motel 6 spots "has done a lot for our medium," Kelley said, by expanding the definition of point-of-purchase advertising to include radio ads directed to travelers in their cars.

Because of the size of the network market, Severine said, "it really doesn't take a lot" in additional funds to make an impact on industry revenue growth. "It only takes a couple of categories to get hot," Severine said, "and if everything else stays status quo...then you have a good year."



Louis Severine

Severine said he expected ABC to be up between 8% and 12% for the year. Looking back at the 1988 "quadrennial" year marked by Olympics and elections, Severine said: "There is no question that the Olympics do not do us any fa-

vors." Although major advertisers used to budget separately for Olympics, they now tend to divert Olympics money from normal budgets, he said, hurting radio as well as some other media, such as magazines.

Indications from both network and national spot salespeople were that the third-quarter revenues would not match the momentum of the first half of the year. "The third quarter, right now, looks a little weak," Severine said, but he added: "We still have nine weeks to determine how that comes out." McCurdy said that although the third quarter is traditionally Katz's strongest quarter, it is not keeping pace with first and second quarters. However, even people who were predicting a weak third quarter said they expected the fourth quarter to be strong.

In the past few weeks, both spot and network saw a slowdown in business, which some attributed to agency personnel concentrating on the network upfront market. Pine of McGavren Guild said he noticed a four-week slump in June, but said business picked up in early July, although at a speed slower than earlier in the year.

The best economic indicator for predicting how well radio will do is retail sales, Faherty said. On July 14, the government released figures stating that retail sales declined 0.4% in June after falling 0.1% in May. While there appears to be some "easing" in the economy, Faherty said, "It doesn't seem, this year, to be affecting radio in general and certainly not our stations in particular." -GM

EXPERTISE

*You can acquire it
or
You can hire it.*

BCG

The Broadcast Consulting Group

A consortium of authoritative professionals with many years of successful hands-on experience.

- cash management
- operations audits
- human resources
- music licensing
- fair market and asset appraisals
- due diligence studies
- tax matters

Call or write for more information.



THE BROADCAST CONSULTING GROUP

5780 Lincoln Drive • Suite 113
Minneapolis, MN 55436
Telephone: 612-933-7100
1-800-397-7103 • FAX: 612-933-7573

Tom Snyder

The Radio Show

June 21, 1989

To: All Tom Snyder Show Affiliates

From: Maurice Tunick, VP, Talk Programming, ABC

As you may have heard, last week the International Radio Festival held their annual awards dinner. At this very prestigious event, the *Tom Snyder Show* received a Gold Medal — **1st Prize** for the **Best Radio Network Personality**.

While we are all so very proud of this achievement we would be terribly remiss if we didn't take a moment to thank all of you — who each night invite Tom into your listeners' homes. Your continued vote of confidence in Tom and his program has been recognized by a very competitive industry.

Thank you and congratulations to all of us.

 **ABC RADIO NETWORKS**

125 WEST END AVENUE • NEW YORK, NEW YORK • 10023
212-887-5464

Network radio on the rebound

This year has been very good to the medium, with strong advertising growth and added emphasis on providing marketing/sales help to affiliates

After nearly two years of a fairly static network radio marketplace, the first part of 1989 caught many industry officials by surprise. After the consolidation and streamlining of operations that characterized many of the network operations in 1987-88, network radio is back, with sales up 12% over last year. The networks seem to be bringing a new direction and flexibility to their business, expanding to cooperate among themselves and increasing the services they provide to their affiliates.

"Radio networks as a whole are doing a better job of selling themselves and developing new business for themselves," according to Gary Fries, president of Transtar Radio Networks. "Network sales organizations have become more articulate and focused after the consolidations of the last two years, and are being more flexible in the way that they are dealing with the advertising community," he said. "They are a higher quality and more focused sales force."

The main outcome of this new direction is the effort made by the Radio Network Association and its members. For the first time, the main network players have banded together and started an ad campaign for network radio. The campaign includes a package of testimonials on the cost efficiency of network radio followed by meetings with prospective clients to sell them on the medium.

Nick Verbitsky, president of United Stations Radio Networks, is enthusiastic about the efforts being made by the industry group. "Network radio is in a very good growth mode, but it needs a lot of selling. What we are trying to do is get people into the medium. After that, you worry about your share."

"It is a resurgence, really," said Bill Battison, president and chief financial officer for the Westwood One Companies. "Network radio is recognized as a very cost-efficient medium, and one of the things you need in any business is an influx of new business." In that sense, Battison also believes that the RNA efforts are beginning to bear fruit.

For Robert Kipperman, vice president/general manager, CBS Radio Networks, the marketplace makes sense. "Life as well as broadcasting is cyclical. We had a couple—two or three—bad years, and it is coming around again. And it will continue up for a few years," he predicted.

Lloyd Werner, senior vice president of sales and marketing, TNNR, a newcomer to the network radio field, thinks the consolidation of the past is paying off. "Chances are, if you combine sales operations or offer advertisers a varied menu of selections, you are going to be much more successful," he said. "We started TNNR as an adjunct to TNN [cable service The Nashville Network]. We wanted to be able to offer the advertiser cable TV and radio."

TNNR is planning a more extensive advertising package for its

clients, with the launch of *Country America Magazine* in October. "We are going to be able to offer an advertiser the country music enthusiast through TV, through radio and through print. Offering a grander package will attract the advertisers," he said.

John Tyler, Satellite Music Network chairman, said his company has shared in the bullish network sales marketplace. "It has been the strongest six months I've seen since I've been in the business. Our own company just set records for revenues and earnings in the first six months of 1989." But Tyler is less sanguine about the efforts of the RNA. "I really have never seen any positive effect, it is awful hard to say how effective it is. It is like preaching out on a street corner, I mean, how many souls do you save? Nobody is there to count," he said.

E.J. (Jay) Williams, president of Sheridan Broadcasting Networks, commends the industry efforts to sell itself. "All of us in the industry have taken a much stronger approach in terms of showing our value and the value we can add to someone's advertising campaign. We can do a number of promotional and merchandising campaigns, and many agencies and their clients are taking a new viewpoint in terms of network radio," he said.

Another driving force in the reassessment of network value is the ancillary services networks provide their affiliates. As station budgets shrink, networks are stepping in with promotional and marketing ideas, as well as news and programing services that stations could not afford on their own. The value in providing these services is reflected in the higher ratings they help stations attain, and conversely, the added-value factor that networks can then sell their advertisers.

Kipperman stresses the importance of affiliate satisfaction. "At CBS, we have a program directors' advisory council, and an affiliate board. The whole purpose is to draw from them what they need in programing, what they need in services," he said. Kipperman added that CBS looks to these groups to spot the trends and determine what is happening in the markets. "You have to put together a menu of services that stations can use," he said, "and you can't expect an affiliate to use all of the services, but if he is using 60%-65% of the services, then you are providing something that is meaningful for him." And he added: "They are our resource, that is how we know how to program for our affiliates."

CBS goes as far as providing marketing kits and sales tapes for its affiliates to localize promotions for network events.

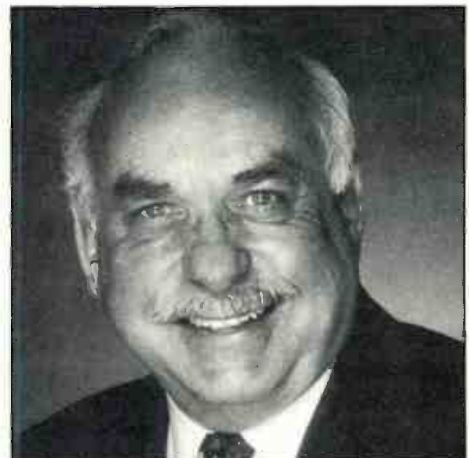
Aaron Daniels, president of ABC Radio Networks, says ABC is also bullish on ancillary services. "We came up with DATA," he said, "where we supplied 1,500 stations with a printer, that we then use to supply the stations, via satellite, with all the information they could want about our network." The information includes upcoming events on the network and planned features. "We also aligned ourselves with *USA Today*," he said, "and supply the stations with material, via satellite, again on hard copy, that they can use in their morning shows. Short, fun, lifestyle and business



United Station's Verbitsky



Sheridan's Williams



SMN's Tyler

FOR NEWS EDITING, ON-AIR, AND PRODUCTION



© Otari 1987

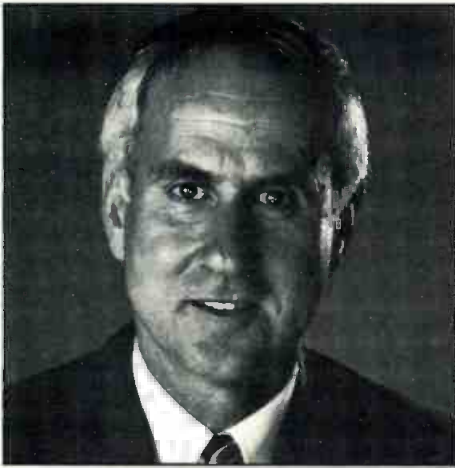
RADIO'S TOP TEN!

For news editing, on-air, or in the production studio, Otari has exactly the equipment and features to fit any application, or budget.

When you are ready for a multitrack recorder, you can choose from our BQII, MKIII/4, MKIII/8, MTR-10, or the MX-70 with 8 or 16 tracks. Need a 2-track? Choose our famous "workhorse" MX5050 BII, MKIII/2, or the brand new MX-55! Looking for top-end performance? The MTR-10 has all the features you need to stay ahead in the competitive world of broadcast. We also offer three models of our CTM-10 cart machine, and if yours is an automated radio station, our ARS-1000 reproducer is the most popular in the world.

So you see, whatever you need for today, or for the future, Otari can provide it from a complete line of high quality, ultra-reliable tape recorders. Call your nearest Otari dealer today, or contact Otari at (415) 341-5900 for "Technology You Can Trust".

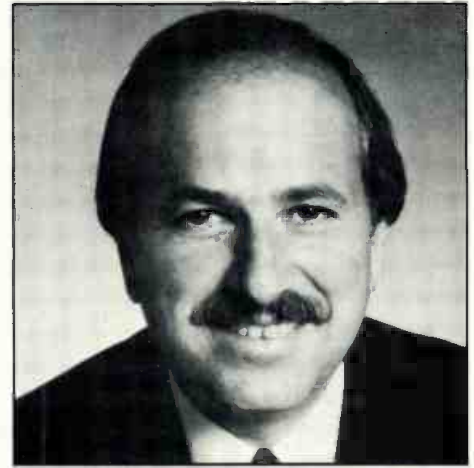
OTARI



ABC's Daniels



Westwood One's Battison



CBS's Kipperman

information, pre-written for radio use," he said.

Battison sums it up neatly: "We try to do things for radio stations that they cannot do for themselves and that is where the network can have a tremendous value for a radio station, and for an advertiser."

Werner is of the same opinion: "It is necessary to provide our affiliates with as much cross-promotion as possible," he said, "and to build in programing flexibility. TNNR considers itself a 24-hour program provider. Stations can select the programing that can best fulfill their needs."

Williams says Sheridan has experienced the same demand from its affiliates. "We provide additional research support services to our affiliates to better help them market themselves locally, and we have a new vehicle called *Urban Radio Marketing Alert*, a monthly newsletter of marketing and research information for station personnel as well as agencies and clients."

According to Williams, response to these services has been very encouraging. "Initial reaction has been extremely positive, and with it, I see us continuing to look for new ways in which we can enhance our relationships with our affiliates. They are our lifeblood," he said.

All the network players see the marketplace continuing on an upward track for the remainder of 1989 and on into 1990. Werner summed it up: "There is no question that the momentum is going to proliferate. It just makes good business sense. What we are looking at is a landscape that is constantly going to be changing for the better. All of the change is for the betterment of the advertiser. The more options the advertiser has, the better deals he is going to make, the better his rates are going to be, and the more added value he is going to have. If you remember how static the business was 20 years ago, the only guy that kept losing out was the advertiser. Who, interestingly enough, kept us all alive. Now he has a landscape that allows him to choose whatever he wants. I think you are going to see a proliferation that the radio industry has not seen in

years I think it is terrific."

Full-service satellite-delivered programing is also reaping the benefits of a more competitive marketplace. A quick round-up of last year's newcomers shows that one service, Business News Broadcasting, never got off the ground, but all others polled by BROADCASTING have increased their affiliate numbers.

Players include: Winner News Network, Pompano Beach, Fla., the all-motivational programing format, has signed six affiliates; Money Radio, all-business and finance format, Los Angeles, has agreements with 15 stations and expects to reach 30-35 by year's end; Business Radio Networks, Colorado Springs, has signed 38 affiliates after one year of starting up the service; Sun Radio Network, Tampa, Fla., has 140 affiliates; CBN Radio, Virginia Beach, Va., is now programing to over 200 stations, and Progressive Music Network is exporting its new adult contemporary format to 36 affiliates.

Among the growing numbers of smaller companies trying to enter the network marketplace, there is a tendency among them to narrowcast. Be they all-business and finance, all-new adult contemporary, all-sports, or even all-motivational, they are banking on filling a niche in each market that they reach.

Tyler thinks that niche formats are here to stay. "We are seeing the growth of niche formats—formats that kind of fill a particular market hole," he said. "We are doing quite a bit of research on this all the time." He sees a real future in a technique called "clustering," whereby 40 lifestyles are defined by ZIP codes. "You take a format and determine what ZIP those listeners live in. And then you promote most heavily to those neighborhoods," he said, adding: "You will see more and more the use of clustering in the development and promotion of formats."

Battison takes a broader view of formats. "Everyone thinks they are unique, and in a way, like children, they are, but the reality is that there are certain things that are appropriate or appeal to a large number of stations in a particular demographic and we try to do

things for radio stations that they cannot do for themselves," he said.

Verbitsky agrees: "We don't compete locally. We provide localized liners to our affiliates so that most listeners would not know that the show was not produced by their station."

Another boom for the industry will be coming from overseas. Already many networks have deals with European and Asian countries, and international advertiser interest is keen. Tyler, whose network exports four formats to China and which is exploring the Japanese market, said: "Even the turmoil in China did not disturb our programing. We have a constant of almost two million listeners a day in Shanghai, and I think we will see Europe becoming a bigger market as well."

-LC



Transtar's Fries



TNNR's Werner

"The most popular of syndicated seers is Jack Anderson....When Ronald Reagan sought to discover the most trusted and most widely read journalist in the United States, his private pollster, Richard Wirthlin, ran a national survey and concluded that Jack Anderson was that writer."

ADVERTISING AGE

"No name too big. No cause too small... The Paul Revere of Journalism... Muckraker Extraordinaire. America's Ombudsman..."

THE WASHINGTON POST

"Mr. Anderson has broken more big stories than just about anyone else in Washington."

THE WALL STREET JOURNAL



**PULITZER
PRIZE
WINNER
JACK ANDERSON
ONLY ON THE**

UPI

TM

RADIO NETWORK

Call Mike Freedman
Vice President/News
1-800-777-5336

Beating the bushes for radio



After four months as president of the Radio Advertising Bureau, Warren Potash looks forward to his next four years as head of the radio industry's advertising association. He details his managerial philosophy and defines his priorities for both the RAB and the industry in this interview with BROADCASTING editors. And at press time last week, the RAB announced one of Potash's first projects: the Quality Service Center, created to assess the material and work being provided by the association to its members and to solicit feedback from members about future RAB projects.

THE TRADITIONAL COUNTRY MUSIC FORMAT HAS ARRIVED

*Produced
by*



Michael Owens
V.P./General Manager
Larry Daniels
General Program Manager

SEPTEMBER

On-the-air
1

THE BUCK OWENS PRODUCTION COMPANY

Music—Traditional Country

Randy Travis	Jim Reeves	George Strait
Marty Robbins	Ricky Skaggs	Patsy Cline
Reba McEntire	Johnny Cash	George Jones
Merle Haggard	Tammy Wynette	

Research—Strong 25+ Demographics

- Music Auditorium Testing
- Audience Perception Research

Station's Credentials

Country Music Station of the Year Awards

- Country Music Association '87 and '88
- Academy of Country Music '87 and '88
- *Billboard* magazine '88
- *Gavin Report* '88

Conclusion

Pure country music sound creates
an exclusive market niche

Distributed by



SATELLITE•MUSIC•NETWORK

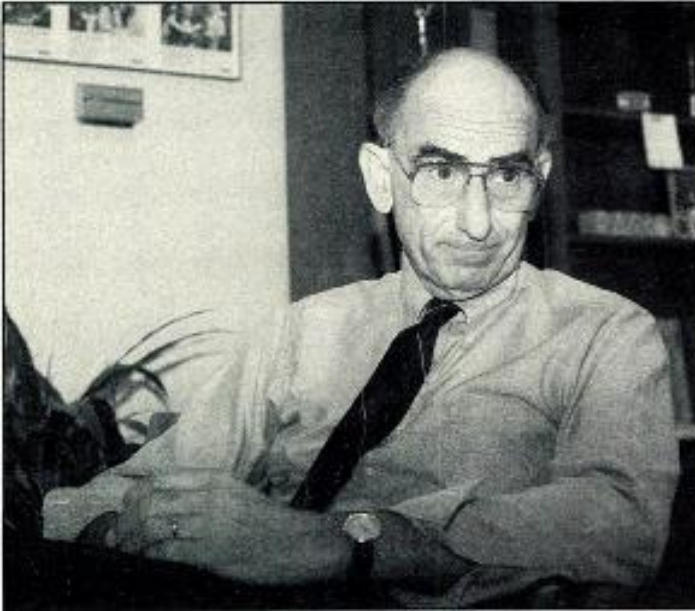
FORMAT PACKAGE

- LIVE 24 HOUR-A-DAY PROGRAMMING
- OPERATIONS, MARKETING AND PROMOTIONS SUPPORT
- TELEVISION SPOT, LOGOS AND AFFILIATE FEATURES

*Now available ...
call for
a demo tape
1-800-527-4892*

based.

But the advertiser who understands he must target his core consumers can match that consumer in radio better than any other media, with the possible exception of magazines. We should not be selling that cheap; that is valuable stuff. Those are valuable consumers, very highly focused. We need to think about how we match better and charge more, because we're worth more, pure and simple.



Now that you've talked about some of the assets of radio as an advertising medium, can you tell us what you see as some of its problems?

I don't think as a medium it has any problems, I think it's a magnificent advertising deal. It can be sold more effectively and used more effectively. But the medium itself is as sound (pardon the expression) as it can be. There's none better, there's none that has a broader reach, none that provides the frequency.

What does the advertiser want but to reach a frequency? That's our business. People who are used to buying television look at us under their bias for GRP's, gross rating points. Why? It's a television measurement. It's not a radio measurement. So why bother us with it? Why insult us with that? We sell based on that. It's easy to do, it's easy to sell against it.

Then we start fighting among each other, which is not very wise. It's better for us to say to somebody who says gross rating points that here's another alternative you might want to look at, it's called reach and frequency. We are a reach and frequency medium. We do that better than anybody. And when you're marketing anything, you always sell your strengths.

That's our strength. We should be selling it more. Gross rating points is an issue.

You talk a lot about newspapers. But a lot of radio salesmen are being hired away by cable.

I understand why other businesses come to the radio industry to get their people. It's satisfying to know that there are people in the advertising industry who think that radio people have some expertise that can help them—and we can, because we're good at certain things, or most things I guess.

So cable comes after some of our people? So what? So do television stations. Would you believe we had a call here some weeks ago from a TV network wanting to know where they could get their hands on some radio promotion people?

What currently are some big projects you have under development for the industry or what is the focus?

I'll tell you some of them, I can't tell you all of them. I took a

pretty big hit in one of the trade journals because I wouldn't answer that question, and only because I didn't think it was proper. I have some ideas and some plans. We discuss them all the time; I discuss them among colleagues in the business. But until such time as I put a proposal in front of our board and our board approves it, then I won't answer the question.

But I can tell you a few things we have done.... So I begin by saying, let us reach out to some constituencies that are not terribly active here, such as Hispanic and urban, and let's invite them to the table and ask them what they think we can do to help them get some space in the Hispanic magazines, get some units off Hispanic television and convert it to Hispanic radio. Then do the same thing with the urban people, the urban programs. I contacted some people who are active in those formats.

We had two meetings with Hispanic broadcasters. We do not have a proposal for the ad, they are working on some things that they'd like to discuss with us. So one of the things I said to the board was: "Why don't you fellows form an ad hoc committee of this board so I can go out and discuss this issue, not as a hired hand with the idea of the week, but as a hired hand with the support of the entire board."

So I'm going to choose just a few things and I'm going to try to do them well in four years. I'll be out of here in four years. So I'm going to choose a few things that I'm going to try to do very well so that when I leave here I can look back and say: "Damn it, I made an impact."

I didn't need this job, I was retired minding my own business, I was taking care of eight horses. For three years I'd been doing that, sitting in Ft. Worth, Tex., wearing a cowboy hat. I didn't have to come to New York. And I'm going back to Ft. Worth in four years. But when I leave I want to be able to look back, and I'm going to want to look back at some of the people that I've been associated with and ask: "Are they stronger now than they were four years ago? Are they better at what they do than they were four years ago? Could they find work for more money because they're better?" Those are questions that I ask myself; those are things that I'd like to achieve. So I don't want to do a lot of things. So if you're looking for the idea of the week, don't come here. I don't have one.

So far, this idea is an idea you have worked out with the board. Are there any others you've worked out with the board?

Not really. They're allowing me to come back to analyze our dues structure. This is just my opinion, but I think there are some inherent fallacies in our dues structure and how we charge our members.

I think we have to examine it and once we do, I think we have to figure out alternatives to our current structure. And then I think what we need to do is take some of those alternatives and experiment with them in isolated places. If we want to examine a different approach to dues, maybe we do it in Nevada or Washington or Oklahoma.

But we take something that we think has merit before we create an earthquake, and we just go out and deal with a small universe. And we approach radio stations on this basis of membership and see if that yields something different than a different approach in a different state. An then, if after a year or two—and again, nothing is going to be done here in a week—we'll say: "OK fellas, this is the data, this is the result. Now what say you?"

Just to go back to the Hispanic and urban markets, presumably, if these people aren't active participants, which I assume is another way of saying that many of them aren't members, if you're helping them increase their sales, and the share doesn't increase necessarily for radio as a whole, then to some extent they're taking away radio dollars from RAB members.

Yes.

So really all this makes sense only if these people join RAB.

Well, I guess that's one way to look at it. That's certainly the extreme side of the question on one side. The other side is that we have come a long way and we're big boys now. A lot of why

AS FAST AS WE ARE FLEXIBLE

▼
"No other radio network even comes close!"

WBEN/Bufalo

▼
"CBS Radio's coverage of the China situation has been exemplary!"

WTOP/Washington D.C.

▼
" In addition to the hourly updates provided, we are very pleased that CBS News honored our request for a live talk show interview from Beijing. The segment was informative, personal, and professional."

KXL/Portland

For more than 60 years, CBS News has covered all the breaking stories, offering a quality product unmatched in the industry. And for the past 18 months, the CBS RADIO NETWORK has been committed to providing affiliates with a variety of flexible programming options that capitalize on our award-winning product. Now these service enhancements are in place. From a new hourly newscast format in six, five or four minute versions to an expanded Newsfeed service of 19 weekday transmissions. From individual one-on-one station interviews with CBS News correspondents around the world to Charles Osgood around the clock. We've changed and it shows.

To find out more about the CBS Radio Network call John J. Martin at (212) 975-6085 or fax (212) 975-5280.

▼ Commercial flexibility via spot extraction

▼ CBS InfoLink, direct hardcopy communications

▼ CBS/Time, Inc. Advances, exclusive magazine previews in a rip-n-read format

▼ Hourly Optional Cutaways

▼ Increased hourly actualities

▼ Increased hourly story counts

▼ One-on-one celebrity interviews

▼ Instant specials on breaking stories

▼ Innovative news services

CBS
RADIO
NETWORK



Tell us about your job. What have you been doing these first few months?

My job includes spending a lot of time trying to figure out what kind of computer programs we need in order to yield usable management information—not just paper. When we analyze certain questions, we can't come to a rational, prudent, businesslike conclusion on a question unless we have solid data. We can't be winging it, we can't be doing "the idea of the week." We have to be a little bit more prudent in our approach to everything we do, and this puts a bit of heat on some of my colleagues.

For example, we have an opening for a secretary in our Los Angeles office. Our first reaction is "let's go out and replace our secretary." And my first reaction is that's okay, but before we do it, step back a few feet and examine what we do in Los Angeles. Are we in the right place? Do we have enough space? Can we buy that service without having to hire somebody to perform it for us? Are there alternatives? What technologies can we use now that weren't here when we opened that office?

So you've been dealing with the logistical...

Mindsets. And I try to do that every time there is an opportunity. What I'd like our people to do is to think just a few more minutes before they reach and pull the trigger. That's all I'm saying.

By the beginning of next year, will the RAB look substantially different from the organization which you inherited, or will it look different at all, and if so, in what ways?

Next year, I don't anticipate anything being a whole lot different—in the next decade, perhaps, but I don't think next year.... Remember, we're hired hands here, we are not the radio industry; the radio industry is outside 304 Park Avenue South.

Where does the RAB membership now stand?

If you want to count everyone in our computer it would run in excess of 4,000. I count those who pay their dues within 120 days.... There are 3,309 of those. That's a very precise number and it's the number I watch.

Is the budget of the RAB large enough for the task confronting it?

I think the bureaucratic answer to that is probably not, because don't we always need more money? I think for the services we're performing today, we could do quite well with the kind of revenue that comes to us primarily from our membership. We could become much more ambitious on various things and maybe some day we will. But from where I am right now, I think we're okay.

What is the biggest and most direct competitor to radio?

Everybody is a competitor to radio—everybody. Anyone who sells advertising on a measured media basis is a competitor. There's no such thing as a big one or a small one, just like there's no such thing as a small order. Although some are bigger than others, every order is big. Every single order is important to us.

The best place for us to increase our share—and the issue here is not increasing our revenue, the issue is increasing our share of revenue. How do we perform against other major measured media: television, newspapers, the Yellow Pages? That's how we should be measured.

We shouldn't be measured on how well we do this year versus next year. We have always done better, but our shares have always dropped. The name of the game here is share, how we perform against other media. So the best place for us to get money out of that pie is 1) newspapers, because they are dying at a quicker rate than television.

We are about where we will settle in. There's no more space for radio. So we have a given number of properties in any given market. We cannot, to any large degree, any longer fractionalize ourselves. We are about maxed out on that issue. Every year newspapers lose more and more and more readers. People are tired of getting their hands dirty trying to find out what the news is when all they have to do is turn on the radio or watch television. They don't have to deal with the papers.

Newspaper revenue this year might go to 4% increase over last; ours will exceed 8%. Now you can argue that their 4% is a whole

lot more money than our 8%, and indeed it is, but the point is their increases get smaller and smaller and smaller, while ours get bigger and bigger and bigger.

I've read some of those articles you referred to, and some of the newspaper loss has gone to other kinds of newspapers, to weekly shoppers or to so-called penny savers, which I guess are also competitors to the papers.

And to radio. We are all alternative medias from the daily newspaper. So we're in that pie, we're in that race, we're in that battle. So these are the easiest dollars for us to get because circulations keep going down, prices keep going up, and advertisers are getting sick of it. The value has gone away.

Have radio's cost-per-thousands improved?

If improving cost-per-thousands means lowering the costs, then that's not in our best interest. Our best interests are that our costs per thousands have to go up. They don't have to go up as much as newspapers, because newspapers are a genuine, real increase.

We don't have to do that. You want some numbers on newspapers? It'll blow you away. Here's an example just from memory. When I started to sell radio time to newspapers at WKBW(AM) Buffalo, N.Y., 30 years ago, I would call the RAB. I would say: "Let me have the circulation numbers and the penetrations of the *Courier Express* and the *Buffalo Evening News*." I'd get it, and those two newspapers covered 70% of the market.

I then had to go on the street and try to make a proposal with the proposition that there is 30% of the market that the newspaper doesn't cover. So there is a place for WKBW, my radio station, the one I'm trying to sell.

Now in Buffalo, 30 years later, the same salesperson, going through the same process, finds that one newspaper is gone, it's bankrupt, out of business. And the remaining newspaper covers 30% of the market, which means that 70% of that market is no longer being reached by newspapers.

Now you tell me if the opportunity is there for us to be selling against newspapers. And when I think in terms of growth of the market and the growth of the rates for space in that one monopoly newspaper, I know that we're a better deal for an advertiser in Buffalo. I would make so much more money in Buffalo today than I was able to make in 1958, because of this. The fact is that people everywhere are tired of getting their hands dirty.

Do I get a little emotional when we discuss this stuff? We can't sell our time as a commodity; we are not a commodity. Newspapers are a commodity, television is a commodity. They deliver tonnage, we don't deliver tonnage. A single radio station does not deliver tonnage. A combination of radio stations delivers tonnage. If you take this popular demographic of 25-54, in my house it's a family reunion. It is not a marketing demographic.

When I look at my children and I look at myself and I look at the places we are in life, their needs versus my needs, I tell you that is not a marketing demographic. My children are wondering if they will ever be able to afford a house, and I don't have to worry about making a house payment. They're concerned about how they're going to afford their next car, and that's not a concern to me.... Their concerns are quite different from mine.

So if someone says we need to reach a 25-54 demographic, the best way to do it in our media is Mr. Advertiser. If you're a bank, for instance, and you have a variety of services, the Potash children are not prospects for CD's. If you want to sell CD's, sell that to Mr. Potash on the radio station he listens to. If you want to make auto loans as one of your services, don't put it on the radio station that you want Mr. Potash to buy a CD from; put it on the radio station that Jamie Potash is going to listen to, because she needs the auto loan. So if you want the 25-54 demographic, then you have to buy a combination. So from that point of view, we will deliver tonnage.

We can ask an advertiser to draw us a picture of his or her primary marketing target. We can take that picture of that consumer and literally match that consumer to some radio format. You can't do that with newspapers. Newspapers are too broad-based. And you can't do that with network television, that's too broad-based. That's why you get this 25-54 stuff, because it's very broad-

IDB Expands LA & NY Radio Facilities

IDB Communications Group, the leading provider of satellite transmission services for radio for the past five years, has announced the expansion of IDB audio facilities and personnel, ensuring their ability to provide the best satellite transmission services available.

At IDB's Los Angeles International Teleport, the company renovated its Audio Control Center, adding a new 100 x 100 routing switcher that will enable IDB to monitor feeds in progress without interruption. This means that IDB will be able to provide more attention to individual services, and have greater flexibility in re-routing options to meet customer needs.

IDB has also named Miles Thomas as Audio Operations Manager in L.A., and promoted David Righettini, Richard Findlay, and Joel Quirt to Audio Transmission Supervisors. These four professionals have over fifteen years of combined experience at IDB.

At IDB's New York Teleport facilities, Terry Lorimer has joined the company as Audio Operations Manager, bringing several years of satellite operations experience. The company is also building a new Audio Control Center with a 400 x 400 routing switcher that, like Los Angeles, will be completely separate from the video and data control centers. Staffed with audio specialists 24 hours per day in both East- and West-Coast Audio Control Centers, IDB is prepared to respond to customers' every need with true "one-stop shopping" and absolute end-to-end transmission responsibility.

IDB is also continually expanding its fiber-optic paths and full-time International Digital Audio (IDAT) circuits for cost-effective quality audio to and from anyplace in the world. IDB's dedicated international gateway stations in Los Angeles and New York offer unparalleled connectivity to Europe, the Middle East, the Far East, Asia and the Pacific Rim. In addition, IDB's fleet of transportable and flyaway earth stations is still growing and ready at a moment's notice to provide fast response and tightly customized solutions to special transmission requirements, domestically or abroad.

From Moscow with WCXR

WCXR-Radio of Washington, D.C. recently broadcast "Harris in the Morning" live from Golshteleradio headquarters in Moscow using IDB's International Digital Audio Transmission (IDAT) services. The link between the U.S. and the Soviet Union was made possible by IDB's experience with remote broadcasts from within the U.S.S.R..

IDB established a full-time digital audio link to the Soviet Union last year after providing transmission services during the Reagan/Gorbachev Summit in Moscow. The link allows broadcasters to transmit from 3.5 to 15 kHz digital audio from the Soviet Union to the U.S. - a service previously unavailable.

Disc jockey Paul Harris, sports personality "Dave the Predictor," and news anchor John Ogle, WCXR's morning crew, interviewed citizens from the local art and media communities.

As part of its promotion for the remote broadcast, WCXR held a "Back in the U.S.S.R." contest and awarded two winners a travel prize to Moscow. James Patteson and his fiancée Mary Stinnett, both

from Fairfax, Virginia were the lucky recipients of the Grand Prize. They were married before the trip and honeymooned in the Soviet Union.

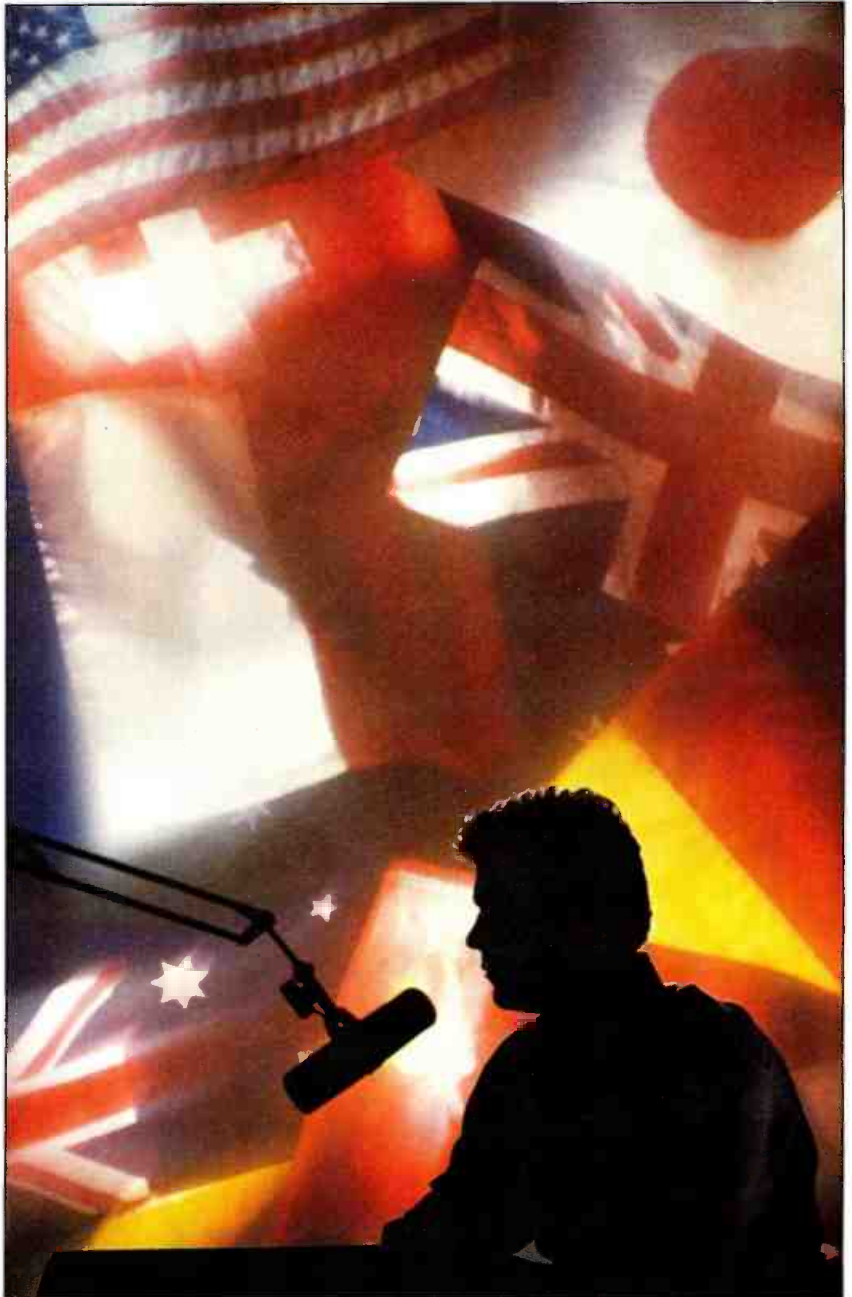
WCXR last year broadcast their morning show live from Abbey Road Studios in London using IDB's IDAT services. IDB's IDAT services dramatically reduce costs while improving the quality and ease of international audio transmissions. Current full-time IDAT links include London, Paris, Bern, Frankfurt and Moscow.

In addition, using transportable earth stations,

IDB has provided remote broadcasts for radio stations throughout the United States from such locales as Mazatlan, the Bahamas, Hawaii, Ireland, Paris, Munich and Rio de Janeiro to name just a few. IDB also provides radio remote broadcasts for such events as Mardi Gras, the Kentucky Derby, Nashville Country Music Festival, the Grammy Awards, and special events at Walt Disney World and Disneyland.

For more information, contact: Julie Spira, IDB Communications Group, Inc./1-800-IDB-COMM.

WHEN YOU HAVE A WORLD OF RADIO BROADCAST OPPORTUNITIES...



EXPAND YOUR HORIZONS WITH IDB



IDB COMMUNICATIONS
GROUP, INC.

people contribute their profits to us is that there is a sense of citizenship that this industry needs—an industry association. So certain portions of the process of making a decision, whether you're going to send us \$60 a month or \$1,000 a month or whatever, this is a citizenship issue.

Do you want the industry association working for the betterment of the industry or not? That's a basic question; that's a question that the people who support us have to answer when you raise that argument. Because it is a great business argument, it is perfect. But the other side of it is that there's a citizenship issue here.

Do we want to improve the share or do we want to improve our revenue, only members? I would argue that we're more than that; we should be more than that. We should be more altruistic, if you will, in trying to achieve that.

We need the good guys to help some of the not so strong; the stronger guys to help some of the not so strong. We do that in our society. That's what we do. We do it on the streets of New York every day. We have people who walk up and down the streets every day with little paper cups in their hands because they've got one leg and one arm.

Now, if we can't find it within ourselves to put a dollar in the cup—we don't have to, we can still stay on the planet, nobody will blow us out—but you have to give a little, too.

Do you have any thoughts on some of the proposals that are being discussed to save the AM band and/or the AM operator?

No, I don't because I'll tell you, I pick up a copy of the *New York Times*, and I'm not what you'd call a throwaway weekly reader by any stretch of the imagination, and in the first section I read this article about the AM radio stations who the writer of this article says seem to be making national policy. This particular article dealt with the pay raise issue, on the effect on a congressman's office when his name was mentioned on his local AM radio station back home, the impact of just mentioning his name on an AM radio station in his district—and hundreds of phone calls go to his office.

If you listen to the rhetoric, nobody listens to AM, and yet they're making national policy. How do these things square, how do they come together? If nobody listens to them, how can they be making national policy?

The truth is, a lot of people listen to AM. The truth is, on every radio station—AM or FM—if we're going to be commercially successful, before we do good, we've got to do well. And if we're going to help our wellness, we have to match that audience to that advertiser.

The question is, at least from the numbers I've seen, on a percentage basis, there are a lot more AM radio stations losing money.

I know. Can I fix that? I don't know, I haven't thought about it.

I think the question is that a lot of that has to do with the perceived value of the audience, of the ratings, and what, if anything, does the marketing side of the business have to say about it?

OK. Let's take a typical AM radio station programming *Music of Your Life*. A popular format on AM, right? OK. Now let's take the 55-plus demographic. Let's figure out what that demographic does, what their needs are.

What are the needs of the 55-plus demographic? The three largest areas of interest for people 55-plus in order are health, money and travel. If you want to sell against, or want to go to work for advertisers to help them increase their business, and they're in the health business—let's say a local hospital in a community has a wellness program that deals with diet, exercise and all those things, and the hospital wants to market it. Now, I represent an AM radio station playing *Music of Your Life*, and you represent a CHR FM radio station in the same market. Who do you suppose is going to get the order? Isn't it obvious?

So does AM not have a marketing problem?

I'd say we all have marketing problems, every single radio station has marketing problems, every single radio station has marketing opportunities. But what we have to do as individual radio operators is to figure out where the biggest opportunities are, not where the biggest problems are. Where are the opportunities? How do we

maximize our assets in terms of how do we make it more salable to an advertiser?

I know you have the National Association of Broadcasters, but does RAB have any kind of Washington issues?

I hope while I'm here there aren't any. We have enough to do to improve our revenue without having to worry about the political climate. The NAB is perfect for that, it is what they do best. They don't worry about revenue and we don't worry about politics. We don't need the diversion. Our business is advertising. And I hope there will be no issues in Washington for us.

Our staff is overworked and underpaid right now.... We don't need Washington. Let the NAB guys do it, let our guys pay their dues to the NAB and let them get involved to a certain extent, but leave us here to do the work we were hired to do.

You were talking about the workload at the RAB. Do you have any thoughts on who you might want to replace Danny Flamberg [senior vice president, marketing and communications]?

I have no favorite sons, or, I came here with no favorite sons. In other words, I didn't come in here with four people in the wings so I could come here and put a .38 into the mouth of four staff people and fire them. I didn't have any of that.

So I have to start from ground zero every time somebody thinks to leave here.... I have had a number of interviews, but have not had a second interview with anyone yet. These are first round interviews.

The assessment of many was that the RAB/NAB Radio Futures campaign had little local impact. In hindsight, should the campaign have been different?

Let's see if you can in your mind draw your own analogy. Atilla the Hun dealt with independent tribes all over Eastern Europe and the Orient. Every one of these were individual tribes, they had no connection with one another. Does that sound a little bit like the radio business?

Now I don't know that I'll ever be able to pull off what this guy pulled off, but it's a relevant response to your question because the question is a damn good one.

But the response is: We deal as individual tribes—10,000 individual tribes. So we have to get the head tribesmen on the same wavelength. I would feel real good about how they signed on that wavelength based on the information I have. Did we get them all? Of course we didn't. Did Atilla get every tribe in every battle? Probably not. But he did pretty well. He decided he wouldn't take Rome because the Pope said please don't come to Rome.

So the answer to your question is that I feel pretty good about it, but it wasn't perfect. And everything can always be done better. None of us are perfect.

What you're saying is that it is almost as if the radio futures campaign had as much a benefit on the station owners and managers as it did on the listening public just in the sense of getting the industry to think about it.

No, I think both. I think if it isn't in the best interests of the owners to begin with, then why bother? This is commercial. We're not talking about the Bill of Rights here, which is a different issue than commercial radio, newspapers and television.

I'm talking about commercial stuff, I'm talking about enterprise, about money. So if it isn't in the best interests of our ownership, vis-a-vis what it costs, then why bother? Of course it is. Hopefully, it impacts the public and gets the public to say: "Wait a minute, what would life be without it?"

When you go home tonight, don't turn on any lights. Ask yourself the same question about electricity; or, tomorrow morning when you want to get up and take a shower, ask yourself the same thing about water. I mean, there are certain things that are inherent in our daily lives that are all very important.

This thing, you turn on the switch. I think that's what this was. This was like, hey, what would life be without radio? And I think it impacted the public to some degree. A lot. If you ran an advertising campaign and ran one commercial, how much impact do you think it would have? A little. If you ran it twice, a little bit more.



HOLLYWOOD

BRING HOME THE EXCITEMENT!

Take Your Show On The Road With NPR Satellite Services

We make it easy to send your top banana to the San Diego Zoo... or to cover breaking stories in the Big Apple. With fixed uplinks across the country and transportable uplinks on the road, NPR Satellite Services can help you originate programming from anywhere in the nation... and deliver it right to your doorstep.

Plan Without Worry

NPR Satellite Services is widely recognized for its consistent quality and we offer unparalleled 24-hour transmission services.



Big Events, Affordable Prices

Give your listeners, your advertisers and your competition something to talk about. Remote broadcasts from exotic locations, music conventions and sporting events are known audience and revenue builders. Share costs with other radio stations, arrange tradeouts with sponsors, and use our contacts. The bottom line will never look better.

NPR Satellite ServicesSM

2025 M Street, NW, Washington, DC 20036
(202) 822-2626

NPR Satellite ServicesSM
NATIONAL PUBLIC RADIO[®]

What's on the engineers' minds?

RF interference on AM, directional antennas for FM are just two issues that concern radio engineers

Interference on the AM band from man-made sources has increased dramatically in recent years, many in the broadcasting industry believe, and is getting worse. There seems to be a growing sentiment among broadcasters that the FCC or some other government regulator must soon set standards for light bulbs and dimmers, computers, telephone systems and a myriad of other electronic devices that emit RF interfering signals.

Man-made interference was one of the chief concerns of several top radio broadcast engineers contacted by BROADCASTING. Following the decision by the FCC to mandate observance of the National Radio Systems Committee's (NRSC) RF mask standard by all AM stations, RF standards for electronic devices are seen as the logical next step in cleaning up noise on the band.

Among FM engineers, there is some anxiety about the commission's decision to expand authorizations for directional antennas. FM directional antennas, they say, are not as well perfected as their AM counterparts, and techniques for measuring FM directional arrays are not yet perfected, they say. Generally, the engineers urge the commission to use caution in authorizing new antenna facilities on FM.

Most of the engineers felt that during the FCC's era of deregulation, reforms on the technical side had gone too far and opened the door to higher levels of interference on both AM and FM. But there was a sense that the FCC has recognized the problem and is beginning to treat it. There was general approval of the commission's NRSC and Class A FM upgrade decisions.

In making equipment decisions, technical executives see a digital future for both transmission and audio gear. Solid-state transmitters are rapidly becoming the norm on AM. Broadcasters rave about their efficiency and power savings. The trend in FM transmitters is also solid-state, but many of



John Furr



John Marino



Charles Morgan

the FM engineers said they were not quite ready to make the investment in them until their power efficiency improves.

Compact disks and digital audio workstations now on the market are bringing digital into the mainstream of broadcast studios. But broadcasters are looking for even greater reliability and mass storage capability before completely forsaking their old, standby cartridge machines, which have been the industry workhorse for 20 years.

AM stereo, FMX, nighttime authorizations for daytime AM broadcasters and the expansion of the AM band due next year were also hot topics. The following capsules summarize the concerns of many radio engineers:

■ John Furr, technical director of Clear Channel Communications, San Antonio, Tex. (who next month will leave the group to set up a private engineering consultant practice in San Antonio), expressed satisfaction with the FCC's move to allow most Class A FM stations to double their power from 3 kw to 6 kw (BROADCASTING, July 17). Furr was involved early in the fight to upgrade Class A's. His engineering study, completed in December 1987, outlined a plan to upgrade all 2,000 Class A's in the U.S., and the New Jersey Class A FM Broadcasters Association included that study with its original petition for rulemaking in early 1988.

The New Jersey group expressed disappointment after the recent FCC decision because it does not grant blanket power increases, but will allow only 500 stations to double power immediately and another 800 to double power after some modifications to their transmission facilities, such as the installation of directional antennas (BROADCASTING, July 17). But Furr was happy that the commission granted Class A's at least some relief. He said that he expects that, under the new rules, one of Clear Channel's eight FM's will be eligible for the upgrade immediately, and all but one of the rest will be eligible after adjustments.

He was satisfied with the commission's decision earlier this year to authorize expanded use of directional antennas in the FM band. "It is a technology whose time has come," Furr said. Some of Clear Channel's FM stations have directional antennas and they have performed as anticipated without creating any interference problems, he said. By expanding their use, broadcasters will be able to more easily comply with the Federal Aviation Administration, which in the past has put great restrictions on the availability of antenna sites for FM stations in many cases.

AM stations owned by Clear Channel broadcast in stereo, some of them with the C-Quam system; others in Kahn Communication's single-sideband system. Although C-Quam has a better than five-to-one advantage in stations, and no company currently produces radios for the Kahn system, Furr said that he still prefers the Kahn system, especially with the POWERSide enhancement, which has increased coverage of some of Clear Channel's AM's dramatically. Furr favors the return of multisystem receivers that could pick up both systems.

But he doesn't feel that AM stereo is a necessity to compete with FM. He would prefer that AM radios of better quality were built. Furr suggested wide implementation of a 10-khz notch integrated circuit in radios that could automatically adjust its bandwidth based on the level of adjacent-channel interference present. "People would be highly pleased" with the sound of such radios, Furr said, together with the reductions in interference that will follow wide-

AMEX BusinessTalk

The weekly radio program of the American Stock Exchange

For the latest in business news and trends, covering topics as diverse as:

- choosing a broker
- mutual funds
- tax preparation
- job interviews
- advertising
- the oil industry
- dressing for business
- business of sports
- minority-owned firms

Available free of charge, Amex BusinessTalk is distributed via satellite or express mail. For further information, call (212) 306-1637, or write:

radioAMEX
WE EXTEND YOUR REACH

Tom Mariam
American Stock Exchange
86 Trinity Place
New York, NY 10006-1881



Some Things Are Worth Waiting For.

For The Flying Wallendas, it's perfect timing... every time.

They practice. And practice. And practice some more. They do their routines over. And over. And over again. They eat perfection, sleep perfection, walk perfection, talk perfection.

Then they wait. And wait. And wait some more.

Everything is based on anticipating that one magical moment. They can't be too early. They can't be too late. They either hit their mark or they hit the ground. There's only dead air in between.

The same is true of radio programming. Satellite programming in particular.

Some services operate like a three-ring circus.

Others fly by the seat of their pants when it comes in innovative

concepts for on-air promotions.

Then there are those whose idea of professional service and follow-through is no more than a well-rehearsed act.

At Braiker Radio Services, we leave the clowning around to the other guys. Our innovative satellite programming, to be launched September 1st, improves radio by improved programming. You'll hear it coast-to-coast. There are five different formats for success... each with Rick Sklar's personal flair for programming. (Rick turned New York's WABC into America's most listened-to radio station.)

Braiker delivers topflight, competitive programming at monthly rates designed for high profitability. *Your profitability* based, in part, on giving you more commercial options than any other satellite programming company in America. (No network com-

mercials means the inventory to sell is yours and yours alone.)

So why take risks? After all, Braiker gives "hands-on" experience plus a show stopper that can't be beat. It's called... perfect timing.

Catch Braiker's opening acts on September 1st.



1-800-562-3005

Radio will never be the same.

SEE US AT RADIO '89, NEW ORLEANS, SEPTEMBER 13-16.

radio unless you have an extremely strong signal. In an office environment, with everything that's going on, from the lights to the telephone systems, it just plays havoc with AM." It will be a hard problem to reverse, he said, but better electronic designs could be developed.

NewCity's philosophy has been to acquire facilities where the equipment may not be up to par and to upgrade them. "It may be very old equipment that needs replacing. What we try to do is keep everything state of the art," said Marino. The equipment he thinks will have the greatest impact on stations are solid-state transmitters and digital audio workstations.

■ The FCC's era of marketplace philosophy and deregulation was a necessary development, at least for nontechnical matters, said Charles T. Morgan, vice president, engineering for Susquehanna Radio Corp., a York, Pa.-based group of seven AM's and 11 FM's. "We had regulation upon regulation and the commission took great strides and eliminated it. Like anything else, you can always go too far," Morgan said. "I think on the purely technical side of it, we do have some concerns that maybe it went too far."

But there is evidence that the FCC is beginning to improve on the technical side, he said. He cited the order for all stations to conform to the NRSC RF mask standard as a prime example of FCC acknowledgement of the need to eliminate interference. (Morgan is chairman of the NRSC.) The decision to allow power increases for Class A FM stations only in cases where they will not interfere with Class B and Class C properties also encouraged him, although he warned that additional attention should be paid to insure that upgraded Class A's do not interfere with each other.

But the directional antenna ruling worries Morgan. "If implemented without great care, it could cause great damage. I think it is important that we help the FCC to concern themselves with insuring that we get proper FM directional antennas that do in the field what they do on paper."

The directional antenna issue is one of



Milford Smith

the reasons that NRSC is turning more of its attention to FM. "The number-one goal of the NRSC is to prevent future degradation of the band," he said. Early NRSC-FM work that has been underway for several months has been a study of multipath effects and ways to treat it. Preliminary results of that study should be released in about six months, Morgan said.

■ A number of new equipment purchases and facilities upgrades are being made at all news KFwB(AM) Los Angeles, according to the Group W station's engineering manager, Richard A. Rudman, who is also immediate past president of the Society of Broadcast Engineers (SBE). One of the projects now under way is the installation of new Micro-max cartridge machines from Pacific Recorders. Thirteen of the machines are being installed.

The next step in recorded technology is not quite as clear. He is looking for a reliable mass storage device that could hold a large library of radio commercials. "We haven't made up our minds yet whether to buy, but if I had to buy right now, I'd have to put in a bridge technology"—a system that is likely to be around for five years before a more permanent system is developed, he said. Eventually, Rudman foresees using writeable optical disk systems.

Until then, hard disk storage systems are becoming reliable and may be useful in the short term. Rudman is not considering use of R-DAT at all. Access to a needed spot is too slow and even editing in R-DAT is "cumbersome," he said. "The nice thing about cartridges is that fetch them and people can see them and say: 'This is my inventory.' It's going to take a kind of leap of faith to put all this in a black box," Rudman said.

Another current project at KFwB is the installation of a new telephone system. "When you're talking about an all-news station, the telephone is an important part of our equipment. That is how we get a lot of our information on the air." Along with improved switching and other features included in the latest office telephone systems, the new Rolm 9751 switch system will offer greater sound quality that should be noticeable over the air during the station's several telephone remote reports. "The audio is digital until it gets up to the [telephone] instrument."

■ All of the AM transmitters of 5 kw or less at stations owned by Greater Media Inc., New Brunswick, N.J., are solid state, according to Milford Smith, vice president, radio engineering. "I don't know, at this time, why anybody would buy anything other than a solid-state AM transmitter," he said. But the group is not yet ready to invest in solid-state FM, he said. The power levels on those units are not yet high enough for their stations.

The digital future is approaching quickly for Greater Media. The group's studio operates almost exclusively on compact disks for on-air music programming. There is also some limited use of R-DAT. In the near-term, it will probably buy some sophisticated digital audio workstations. It is now looking seriously at products offered by New England Digital, AKG Acoustics and Lexicon. Systems like those are "something that every broadcaster is having to take a serious look at," Smith said.

But like most radio broadcasters, Smith finds it hard to break away from the convenience of the cart machine. But its replacement is inevitable. "As it is, it is probably the element in a good modern broadcast system that most limits the potential quality of what we put on the air just because of the limitations of magnetic tape."

Two of Greater Media's stations are now testing FMX stereo and Smith is generally pleased with the findings so far. It is not a cure-all for FM stations' need to expand their coverage, he said, but it does provide some significant improvements. "We have not observed any of the negative aspects of FMX which have been reported to exist," Smith said.

■ Man-made interference is a "pet peeve" of Art Suberbielle's. And it is a problem that could be solved, he says. Suberbielle, president and general manager of KANE(AM) New Iberia, La., and chairman of the NAB's AM improvement subcommittee, said that the "most easily treated" form of made-made interference and the worst ex-



NEWSBREAKS FROM BRITAIN

Imagine, a radio service bringing news and information to thousands of your listeners across the United States...and it's free.

FEATURING...

<ul style="list-style-type: none"> • ONE MINUTE ACTUALITY REPORTS FOR NEWSCASTS • HARD NEWS, HEALTH, SCIENCE CONSUMER AND CULTURAL FEATURES 	<ul style="list-style-type: none"> • FILED DAILY FROM LONDON VIA SATELLITE • TOLL-FREE 800 TELEPHONE ACCESS
---	---

Join the growing number of radio stations expanding their broadcast horizons.

Telephone 212-751-6292 or 212-326-0376 NOW

3

NEW PUBLICATIONS ABOUT THE TELEVISION INDUSTRY FROM THE NATIONAL ASSOCIATION OF BROADCASTERS

TELCO FIBER & VIDEO MARKET ENTRY: Issues and Perspectives for the Future

To assure the continued growth and health of broadcasting, the industry needs to carefully examine and consider the plans of the U.S. telephone industry for the deployment of state-of-the-art broadband fiber optic networks. What are the implications of telephone company ownership of video distribution networks for the American public and American broadcasters?

Written for the NAB by the Washington, D.C. based firms of Shooshan & Jackson, Inc., Werner Hartenberger of Dow, Lohnes & Albertson, and Miller, & Holbrooke, this report offers a clear and concise summary of the technological, legislative, regulatory and competitive issues involved in the current efforts by the telcos to gain entry.

This work offers a starting point for future discussions on fiber and its many uses by the telephone industry. Find out what telco entry could mean to the entire broadcasting industry by reading this timely report.

Publication Date: 1989
List Price: \$90.00
NAB Member Price: \$45.00

TELEVISION IN TRANSITION: The Value of Broadcast Television in a Changing Marketplace

Television in Transition takes a comprehensive look at the value and effectiveness of local broadcast television as an advertising medium as it relates to the competitive emergence of cable television.

Published by the NAB in cooperation with the Television Bureau of Advertising, this text analyzes five markets chosen from a randomly drawn list that met specific criteria for inclusion in this important study. The data from these selected markets is presented, where possible, with comparative national information. The text also gives profiles of adults in U.S. TV households by selected demographic/socioeconomic indicators for both cable and broadcast television.

With the development of audience fragmentation, fifteen second commercials, remote control buttons, and videocassette recorders, television has become a different medium. *Television in Transition* will offer you practical insights, strategies and answers to important questions on the value and effectiveness of broadcast television as an advertising medium.

Publication Date: 1989
List Price: \$100.00
NAB Member Price: \$50.00

NAB GUIDE TO ADVANCED TELEVISION SYSTEMS

As the broadcasting industry looks to the future, television will take a giant step forward with the arrival of advanced television, a technology bringing sharper resolution and compact disc quality sound to home viewers.

The *NAB Guide to Advanced Television Systems* will help you better understand this emerging new technology. It is a complete reference book highlighting all the major proponents of ATV transmission and the direction their development is taking. The guide tells:

- who the major proponents of ATV transmission systems are;
- how much spectrum the systems require;
- what organizations are actively studying ATV;
- what the likely timetable for ATV introduction is.

This guide presents valuable information for those interested in the landscape and pathways of ATV technology.

Publication Date: 1989
List Price: \$50.00
NAB Member Price: \$25.00

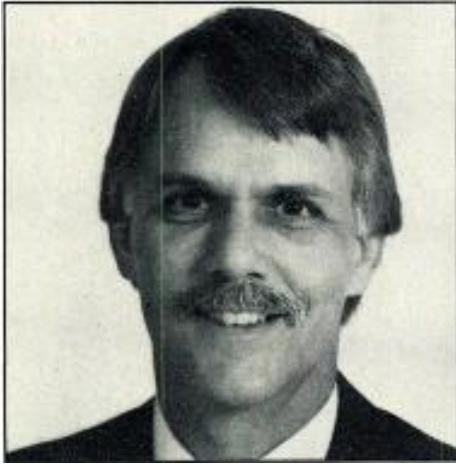
Here's How To Order

To order your copies of these publications, send check payable to NAB Services (D.C. residents add 6% sales tax) along with your name, company name, street address, city, state, zip and telephone number to:

NAB Services, Dept. 180, 1771 N Street, NW, Washington, DC 20036-2891

Or, call toll-free 1-800-368-5644 (9am-5pm ET) or in the Washington D.C. area, 1-202-429-5376, and charge your order to MasterCard, VISA or American Express.

National Association of
NAB[®]
BROADCASTERS



Art Suberbielle

broadcasters' ability to compete in the open market with other forms of communications, such as cable [music channels] and CD's."

A technology Shamrock is looking at as a way to increase quality for the fringes of its FM coverage areas is booster stations (transmitters that re-emit the signal of the main facility on the same frequency at lower power). A test is now being held at Shamrock's KABL-FM San Francisco with a 12 kw booster from T.F.T. Inc., Santa Clara, Calif. "It has substantially, and I mean really substantially, added to our lis-

tening area."

The group is also experimenting with a 5 kw booster system at its WFOX(FM) Gainesville, Ga. Incorporated in that test is an experimental antenna designed to reduce interference.

On the AM band, FCC action will also be needed, Goldman said. He said that man-made interference has definitely been increasing in recent years. "I think there needs to be government regulation on the amount of noise emitted by man-made objects" such as light dimmers and various electronic devices, he said.

■ As new members get ready to serve on the FCC, "they should really guard the spectrum for us," said John Marino, vice president, engineering, NewCity Communications Inc., Bridgeport, Conn. "That was one of the original charters of the FCC: that spectrum is very limited and there is a small amount, considering all the people that want pieces of spectrum.... The commission should really be concerned with the interference issue." A number of spectrum problems could become serious if that philosophy is not practiced, he said.

The FCC's authorization of wider use of FM directional antennas worries Marino the most. With more and more FM stations going on the air, many of them avoiding short-spacing by installing directional antennas, the FCC must set a directional an-



Richard Rudman

tenna standard and a standard method for measuring FM directional antenna patterns. "In a lot of circumstances, directional antennas can fail and the broadcaster would never know that there was a problem with it. With more radio stations coming on the air and the possibility of more stations using directional antennas, I think the FCC really has to watch what they're authorizing," Marino said.

But the biggest AM improvement issue that is emerging is the man-made interference problem, said Marino. "It's at the point now that you can't listen to an AM

ABC/Watermark Uses Century 21 Music CDs



"We're proud to use Century 21's Compact Discs for American Top 40. I love the quality and clarity of HitDiscs™. In addition, they save us time."

Shadoe Stevens
Host
American Top 40



"GoldDiscs™ and HitDiscs™ give American Country Countdown a crisp, clean sound. Century 21's Compact Discs are truly flawless!"

Bob Kingsley
Host/Producer
American Country Countdown



"We went with Century 21 CDs long before we put AT40 on CD. HitDiscs™ save time and keep our writers weeks ahead of the new charts!"

Rod West
Executive in Charge of Operations
ABC/Watermark

ABC/Watermark has a well-deserved reputation for creativity & excellence. They put the very best into every show they produce. That's why they've used Century 21 Compact Discs as the source of all their music.

And ABC/Watermark isn't alone! Other program producers who want the clearest, cleanest, most impressive sound have also made the move to Century 21! Rick Dees, M.G. Kelly, Ron Cutler, United Stations, SMN, Braiker, BPI, Canadian Radio Network, BBC, Muzak, DCR, Tempo and DRL also use GoldDiscs™ and HitDiscs™.

In fact, nearly *all* major radio stations use Century 21 CDs. Winning groups like Capital Cities/ABC, CBS, Westwood One/NBC, Westinghouse, Emmis, Infinity, Gannett, Cox, Malrite, Bonneville, Viacom, Jacor, Genesis, Susquehanna, Shamrock, Nationwide, New City, Summit, Clear Channel, Park, Beasley, Scconnix, Edens, Henry, Mediacomm, Metroplex, Hearst, Stoner, Heritage, Metropolitan, Duffy, Major Market, Bristol, VerStAnding, Gabbert, Sage, Price, Noble, EZ, Moffat, the CHUM Group and 750 stations use (and recommend) Century 21's CD music.

Century 21 has *radio* CDs for seven formats with tight starts, consistent levels & hundreds of songs that don't sound nearly as good anywhere else!

Call or write us for details and a free sample CD. Also ask about Century 21's \$3,295 automation for CDs, our exciting ID jingles, traffic/billing and music rotation software.

century21
PROGRAMMING, INC.

14444 Beltwood Parkway
Dallas, Texas 75244
Toll-free: (800) 937-2100

When a minor statement becomes a major issue.

A slip of the tongue can be more costly to your media client than a slip and fall. Even when the statement is true. Retractions and corrections can help, but not always. In the suit-happy '80s, more and more people in the news want their day in court. When that happens, juries agree with them 80% of the time.

If that statistic worries your client, then make a case for specialized media coverage. Media/Professional Insurance, Inc., together with SAFECO, an A+ "Superior" rated insurance company, offers a unique approach to media insurance. We underwrite each policy to suit your client. Our on-staff attorneys, leading experts in their field, assist our underwriters and claims staff to ensure consistency and flexibility. This way, the answers are there when you and your client need them.

Media/Professional is a leader in libel and slander and errors and omissions coverages. For a lot of very sound reasons.

So before someone takes issue with your client, call or write Media/Professional. An insured word may mean the last word.



Media/Professional Insurance, Inc.
Two Pershing Square, Suite 800 • 2300 Main Street
Kansas City, Missouri 64108 • 816-471-6118

America's E & O Authority

ample of it is from power lines that always tear up AM reception when automobiles pass under them. The only option a broadcaster now has is to call the power company and ask for it to take steps to emit less RF interference. If federal standards were devised and enforced by the FCC, that particular form of interference could be eliminated, he said.

Another concern is skywave. "Skywave affects every AM broadcaster adversely," Suberbielle said. But there again, Suberbielle sees hope. The NAB is now testing a new antenna system that could greatly reduce the skywave power of AM transmissions. AM broadcasters should be very interested in the results of that test, which should be available this winter, Suberbielle said.

KANE has been a stereo station for about four-and-a-half years with the C-Quam system, and Suberbielle says that he still believes in AM stereo technology. The greatest impediment, in his opinion, has been the scarcity of radios able to receive the stereo signal. But with the introduction of widespread marketing of Walkman-sized AM stereo receivers on the consumer market this fall, he sees a turnaround soon.

■ Computerized studios using touch-screen technology is a development for the near future in Group W's AM stations, says Glynn Walden, engineering manager, AM stations. Replacement of consoles with MediaTouch computers will soon begin. "It offers an easier way for the talent to do their radio shows without having to be technically inclined as a board operator," Walden said.

Harris digital AM transmitters are being installed at Group W's KFBK Sacramento, Calif., and KYW Philadelphia. Along with power efficiency, easier and quicker maintenance is the reason given for growing into digital technology. "It provides high-quality signals and has greater ability to stay on the air whenever things fail. It's a good way to go," Walden said.

The FCC, in Walden's opinion, has begun to grasp the real problems facing AM. The NRSC decision and a proposed plan for negotiated interference reduction (rather than negotiated interference) are encouraging, he said. Both measures are designed to cut adjacent-channel interference. "It was a step in the right direction for them. They can see that the problem exists and they're looking for a way to help us out of that problem," Walden said.

■ As the FCC gains three new members in coming months, Bayard Walters, president, The Cromwell Group, a Nashville-based group of four AM and three FM stations, and chairman of NAB's daytime broadcasters radio committee, hopes that relief for AM daytimers becomes a high priority for the commission. "I would like to see the FCC recognize that those people that have been good broadcasters and served their communities with technically deficient facilities should not have to stay in that position," Walters said.



Glynn Walden

During the FCC's deregulatory era, it has opened up more spectrum for more stations and created more classes of stations. "But in the process of doing that, many existing

station operators that had facilities that were technically inferior to the newly allowed facilities were put in the difficult position of not being able to apply for the new, better facilities and were locked into being daytimers," Walters said.

A possible solution could be to give daytimers preference next year when the FCC is expected to begin assigning stations to the expanded AM band between 1605 khz and 1705 khz. The entire AM band will be helped if daytimers could eventually move to the new spectrum permanently and if the FCC allows their old facilities to go dark and remain dark, thus reducing spectrum congestion. Propagation is worse above 1605 khz, Walters agreed. But if all new stations in the expanded band are required to be built with NRSC filtering and other state-of-the-art AM improvements, those stations will be competitive, he said. Walters said the worst scenario would be if daytimers were not given preference. The new stations could install AM improvements from the start and provide stiff competition for daytimers. —RMS

Supplying the sound of radio

Independent program suppliers continue to flourish as the radio industry's need for varied and targeted programming continues to rise. Offerings in 1989 include a wide variety of specialized programming ranging from short-form health features to long-form music formats. Most are available on a barter basis and are distributed primarily via telephone, satellite, disk and/or tape.

Not included in the following round-up are 24-hour programming services and independent program suppliers who solely produce long-form shows that are cleared and sold by major radio networks.

□
Al Ham Productions, the Huntington, Conn.-based producer and distributor of the big band format *Music of Your Life*, is now broadcasting out of Hollywood studios, according to company president Al Ham. The company contracted with Transtar Radio Networks last year to have the format delivered via Satcom I-R. Transtar also handles station clearances and sales marketing, said Ham. The switch to satellite coincided with a change in the format itself. *MOYL* now also includes "light" music of the 1960's, '70's and '80's. Stations that want the traditional big band sound can get *MOYL* on reel-to-reel. The tape service emphasizes sounds of bands such as Benny Goodman and Woody Herman. The *MOYL* target audience is age 45-plus, but many of today's 45 and over group may not have grown up with big bands, which is one of the reasons that *MOYL* is programming to a broader spectrum in hopes of attracting a wider audience, said David Wolfe, *MOYL*'s operations and affiliate relations manager. Over 150 stations carry the format, which is sold on a spot and cash basis.

□
All Star Radio, Los Angeles, produces *Stevens' and Grdnics' Daily Comedy Exclusive*, a weekly topical comedy service available in rank markets on a barter basis. The service includes a startup library of classic, generic *Stevens and Grdnic* bits, plus seven weekly comedy vignettes. In addition, *Daily Comedy Exclusive* subscribers receive a comedy consultation service that includes a weekly newsletter. The newsletter is aimed at helping local disk jockeys with their comedy routines. All Star also does critiques of local on-air material and makes Ron Stevens available on a weekly basis for consultation with stations. *Exclusive* is now carried by 168 stations, according to Merrill Barr, managing partner.

All Star also produces *Stevens and Grdnic Radio Hotline*, *The Guy Who Talks Fast*, starring John Moschitta Jr., who gained fame as a fast-talking actor on Federal Express commercials, and *Mel Blanc's Blunkity Blancs*, also available in rank markets on a barter basis.

□
Alternative Programming, Dallas, continues to provide nine radio formats, said President Mickey Briggs, and is completing work on a 10th, urban contemporary.

Alternative offers shorter term contracts to its clients, 18 to 24 months. According to Briggs: "Radio changes so much these days, we don't think they [radio operators] can commit to a three-year contract." The company contracts are set up without an automatic renewal clause, but Briggs said: "If we can provide a company with the services and flexibility they need, they will renew." The philosophy has worked for Alternative; their client list has grown from 135 last year to 165 clients so far this year.

The 10 formats Alternative delivers via

tape on a cash basis are nostalgia, easy listening, country, light adult contemporary, adult contemporary, super adult contemporary, contemporary Christian, classical, jazz and urban contemporary.

The Ultimate continues to be a hot production library for **Toby Arnold & Associates**, with more than 200 stations now signed for the 10-, 15-, 30- and 60-second background music and sound effects library. The library is digital and delivered on compact disk.

According to Jim Kerr, national sales manager for Arnold & Associates, the company has introduced three country ID packages this year: *Today's Country*, for modern country stations, *We Are Country*, for traditional country, and, just last week, *Country Power Mix*, a blend of both.

The company continues to market three production libraries, two delivered on LP and one on CD, a direct mail promotion, an ID division and jingles. It also has scaled back production of formats from six last year to one at present. *Unforgettable* is a nostalgia/MOR format delivered by tape. Toby Arnold & Associates deals in both cash and barter.

Audio TV Features, New York, is celebrating its 11th year as a provider of programming, currently offered via satellite to station affiliates of the AP and UPI radio networks. Client services include writing radio reports, creating TV scripts, post-production editing, interviews and radio and TV feature production. Daily audio news packages are received by 2,000 stations.

Berns Bureau, Washington, a 13-year old news service, continues to provide Washington coverage for 350 stations worldwide. The service offers local angles on Washington stories and charges stations on a per-story basis.

The group has also announced two new audio services and a new program. The first new service is satellite audio transmission of news and feature stories to more than 2,000 stations. The service is available to public relations firms, trade groups, associations and other organizations seeking national radio exposure. Secondly, the Berns Bureau is providing notification and follow-up verification of audio feeds. Clients can call the bureau to contact stations by telephone about upcoming feeds, and can then check back to find out how and if the material was used.

The newly introduced program is called *Delegation Digest* and reports on delegations specified by a radio station or network. In a 15-minute weekly review, the program will focus on voting records, ratings from lobby groups and activities on Capitol Hill of those groups.

Washington-based **The Broadcast Group** currently is in its sixth year of producing *Face-Off*. (It is syndicated by Mutual to both affiliates and nonaffiliates.) The two-minute, satellite-delivered weekday offering features House Republican Minority Whip Alan Simp-

son (R-Wyo.) and Senator Ted Kennedy (D-Mass.) debating current issues. The program is carried by 290 stations and is sold on a barter basis.

The company debuted a 60-second daily feature Feb. 6, and is now carried by 120 stations. The program, hosted by Leonard Maltin, film critic for *Entertainment Tonight*, and produced by Matt Coates, is a radio show about home videos, featuring reviews of new releases and recommended classics. The feature is heavily produced with soundtrack audio, according to Coates, and the group will be producing a free "video magazine" to be distributed by stations and their sponsors.

Bonneville Broadcasting System, Northbrook, Ill., provides easy listening and adult contemporary formats to more than 150 affiliates. According to Jim Opsitnik, president and CEO, the 20-year-old company now features a compact disk library. "That is the kind of thing that still makes us different from the other guys down the street," he said.

Bonneville features an adult music program service using state-of-the-art compact disk technology and has the ability to customize individual format programming and consulting at the station and/or market level. Its library includes more than 2,500 selections and can be played all-live, live-assist or using total automation.

Bonneville's four music formats are also distributed via reel-to-reel tape on a cash basis and include: *Ultra*, the company's best seller that provides 143 hours of primarily instrumental arrangements of adult contemporary music; a matched flow easy listening service that provides segments grouped into quarter hours; *Alpha*, featuring all-vocal soft adult contemporary music, and *Radio One*, featuring a more aggressive adult contemporary format.

Bonneville also boasts a large collection of custom-arranged instrumental music of adult contemporary titles.

Broadcast Programing Inc., Seattle, now has about 500 stations on its client list. BPI's formats are available in both personality and unannounced versions, and are handled on a cash basis. Format choices on reel-to-reel include *The Original Adult Contemporary*; *The Adult Contemporary*; *The Ultimate Adult Contemporary*; *Mellow Adult Contemporary*; *Easy Contemporary*; *MOR Contemporary*; *The Great Ones*; *Memory Music*; *Music...Just for the Two of Us*; *MOR Beautiful*; *The Natural Sound*; *Super Country*; *Modern Country*; *All Star Country*; *Super Hits*; *The "Z" Format*; *Urban Contemporary*; *Oldies Format*; *Rock Classics*; *Classical*; *Adult Contemporary Christian*; *Sacred Sounds of Praise*; *Beautiful Sounds of Praise*, and *Sacred Sounds of Country Gospel*.

The company also offers music libraries, both on reel-to-reel tape and compact disk. Reel-to-reel offerings include big band; big band/MOR; jazz; traditional country, and *Light Classics*. The company's CD library includes *Gold Discs*; CHR; classic hits; mel-

low adult contemporary; optional mellow adult contemporary; optional adult contemporary and country.

Century 21 Programing President Dave Scott is so convinced that compact disks will continue to be the leading technology for radio stations, his Dallas-based company sold its reel-to-reel tape library (to Broadcast Programing of Seattle), and is gearing its programming and computer system software to cater to CD users. With little variation in the past formula, Century 21 is still offering *HitDiscs* and *GoldDiscs* music libraries, and has included AOR and urban contemporary formats to the *HitDiscs* subscription series.

Adult contemporary, CHR and country are the other three formats that *HitDiscs* offers on a weekly basis to more than 750 stations nationwide, said Scott, adding that each station receives two disks that include music from all five formats for a \$50 weekly fee. The *GoldDiscs* series features a full library selection from the classic rock, classic hits, CHR, AC, mellow AC, urban contemporary or country music formats. Prices for a format's library range from \$3,100 to \$10,000, approximately 25% less than a wholesaler would charge, according to Scott.

Last year's development of an \$11,000 CD jukebox system (controlled by an IBM-compatible computer) has led Century 21 to develop a complete line of music rotation software and traffic billing software. In explaining a new emphasis for billing software, Scott said: "Most every industry has a computer at the cash register. Radio is one of the few businesses yet to do that. These software systems are cost-efficient and cut paperwork costs for a station's advertising department."

Children's Hospital National Medical Center began production of a weekly radio news feed on Feb. 14 that is available free to stations via satellite and telephone. The news feed covers pediatric health and medical topics. It is produced by Marge Kumaki, former WMAL(AM) Washington health and medical reporter, and produced by the hospital's public affairs department.

Info Radio, as president Joan Franklin said, continues to be the bread and butter of **Cinema Sound Limited**, New York. "Info Radio is a self-perpetuating entity," Franklin said. "It just seems to have a life of its own." Since 1981, the show has been offering listeners 90-second daily feature excerpts from the nation's leading magazines.

Cinema Sound is also distributing *Jewish Viewpoint* and *Present Tense*, both shows sponsored by the American Jewish Committee and available on a barter basis from the AJC. The Jewish issue-oriented interview shows air on alternating weeks and are distributed on tape.

At the end of the year, Cinema Sound distributes what Franklin calls "our blockbuster event," a five-hour special called *Playback '89*. Produced for the SFM Holiday Network, the show is a taped review of the

year's biggest events. It is also available to stations on a barter basis.

Lita Cohen Radio Services of Narberth, Pa., is rolling out a new program for stations with *Campbell Soup Company Presents Conversations with Collier*, a one-hour celebrity interview show. Hosted by Ralph Collier (formerly an announcer with WFLN-FM Philadelphia) and produced by Lita Cohen Radio Services President Lita Cohen, *Conversations with Collier* is available as a weekday strip. "We'll have celebrities ranging from [Vice President] Dan Quayle to Ringo Starr, to household name Hollywood stars," said Cohen, who has a "library" of interviews on tape for distribution.

One of LCRS's mainstays is *Big Band Jump* (offered since 1981), which features the swing music Cohen terms "the best from the 1940's to 80's." The two-hour weekly show clears 150 markets and is produced by Don Kennedy (in Atlanta) and Cohen. Another music-related show Cohen produces is *Portrait of an Artist*, offered six times annually in two-hour installments via satellite to over 230 stations. The taped show is hosted by WNEW-FM New York disk jockey Les Davis.

LCRS also distributes *American Know-How*, a five-hour weekly call-in show produced by Ed Bush Productions of Dallas. Transmitted via satellite to over 80 stations, program hosts include ABC's *Good Morning, America* money editor Steve Crowley and Leonard Portman of WXYT-AM Detroit on health.

When **Concept Productions** started distributing Sony R-DAT (digital audio tape) machines to its client stations, Concept Productions President Dick Wagner had an idea that developing an elaborate automated tape system would come to fruition a year later. The move is further signifying the Roseville, Calif.-based company's shift from being principally a program supplier to an equipment manufacturer. Concept Productions has entered the automated DAT market with its CAPS I and II (computer assisted programming systems) product line. But Concept has not altogether abandoned the program supplier market either.

Wagner said the CAPS I system uses up to 10 Sony and Harris DAT machines, combined with a mixer and an IBM-AT compatible computer for a partially automated system. CAPS II is similar to the first system except that it uses eight DAT machines, capable of loading up to 62 DAT cassettes. Using an automated loader, CAPS II is capable of being programmed to provide up to 120 hours of continuous programming, according to Wagner. Circuit boards and operating software for the two systems are also manufactured at Concept Productions. Wagner priced the CAPS I system at approximately \$25,000 and CAPS II at \$30,000. He also said a leasing plan is available.

"Broadcasters have been finding that DAT provides an even lower signal-to-noise ratio than compact disks," Wagner said. "The beauty of digital audio tape is that storage fees are much lower, with up to two hours on a single cassette, and it is more affordable than having to buy freshly pressed CD's. It is also more cost-effective to be able to record a single song onto a DAT cart than having to obtain a single on a CD," he said.

The company also offers adult contemporary, CHR, country and MOR formats to over 130 client stations.

At **Creative Radio Networks**, Westlake Village, Calif., Elvis Presley's music continues to live despite the King's death close to a dozen years ago. CRN's *The Elvis Hour* continues to clear over 100 radio stations weekly, and the program supplier still offers a three-hour annual tribute titled *Memories of Elvis*. According to Operations Manager Pete Kline, CRN also publishes an Elvis magazine.

"We were one of the first radio suppliers to produce Elvis perspectives," Kline said. "There are fans who are still pushing and pushing for Elvis material. The stuff about him being alive or dead is strictly for *The National Enquirer*."

Other than the Elvis craze, CRN also offers hour-long specials on The Beach Boys, Frank Sinatra, Nat King Cole and many leading artists that appeal to what Kline says are mainly MOR stations. He also said most of the "one-shot specials" are sent out on tape,

while the Elvis programs are pressed on vinyl. All shows are available on a barter-cash basis, except *The Elvis Hour*, which is being sold strictly on a barter basis.

Cutler Productions, Los Angeles, is offering a new daily comedy service for CBS Radio Network affiliates titled *Morning Circus*. Available by satellite or compact disk, the service offers song parodies, fake commercials, sketches and "interactive comedy bits" for the local disk jockey, according to Barbara Roberts, producer and office manager for Cutler. Other made-for-CBS shows include *Cruisin' America* and *On The Move*. Cutler independent-station offerings include *Party America* and *Mix America* to over 150 radio outlets each.

On The Move is hosted by drive-time personality Tom Joyner, who injects three hours of comedy into a music/interview format. Joyner is heard on WPLJ(FM) New York, KACE(FM) Los Angeles, WGCI-AM Chicago and other CBS affiliates. Bruce (Cousin Brucie) Morrow hosts *Cruisin' America*, a three-hour oldies dance party featuring rock music from the late 1950's through the early 1970's. *Mix America* showcases club mix announcers from around the country, each serving as weekly host of the two-hour format. *Party America* is a two-hour weekly program headlining top comics and musicians and providing celebrity interview excerpts. All services are offered on a barter basis.

For nearly eight years, **DC Audio** has been offering *The Daily Feed* to National Public Radio affiliates, but by the end of this year the company plans to change the system used for delivering the show. The daily 90-second comedy vignettes will eventually switch from satellite feeds to distribution on cassettes and reel-to-reel tapes. DC Audio President John Dryden said he is polling 109 college radio stations to track interested parties in the new tape distribution system. He estimated "40-45 stations" are currently clearing the show, but said that tracking clearances over satellite for the last five years has been difficult for the Washington-based company.

Besides heading up the company, Dryden serves as on-air talent for the politically oriented satires, as do Peter Marcum and members of the Firesign Theatre. Phil Austin of Firesign Theatre provides one of the most popular segments, *Nick Danger*, the group's comic send-up of radio's golden era broadcasts of "private eye" serials. Firesign Theatre produces its segments out of Los Angeles. Dryden said his company is offering the show on both a cash and barter basis.

Diamond Communications, Baltimore, is in its third year of producing *The Heart of the Matter*, a series that covers heart health and quality-of-life issues. The program was created by the National Emergency Medicine Association. Guests on *The Heart of the Matter* have included talk show host Larry King and James H. (Red) Duke, host of the Public Broadcasting Service's *Bodywatch*.

Right at Home
WITH MIKE MCCLINTOCK

Right at Home is a free, saleable 60-second daily feature on topics ranging from home improvements, maintenance and repair to buying, selling, financing and much more. Provide your listeners with advice from the experts — the nation's home builders!

For more information on satellite and toll-free telephone distribution, call 24-hours **800-221-6242** (In Washington, D.C. and suburbs, 202-861-2970).

Right at Home is underwritten by the National Association of Home Builders.

ages includes *The Jean Shepherd Show*, a one-hour series selected from recordings of the original New York broadcasts, available next fall. Another program offered is *Detective Theatre*, a compilation of 166 half-hour crime dramas from four (*Official Detective, Squad Room, Crime Fighters* and *Under Arrest*) Mutual Broadcasting System series. Both are offered on tape on a cash or cash-/barter basis.

Jam Creative Productions, Dallas-based jingle company founded in 1974, is keeping busy. The company has a dozen new jingle packages and has recently done station identification jingles for WHTZ(FM) New York, WBZ(AM) Boston and WSNY(FM) Columbus, Ohio, said Jam Creative President Jonathan Wolfert, adding that clients include Casey Kasem and the BBC. Wolfert added that the company also does foreign language jingles for stations in Germany and Holland. The business, according to Wolfert, has become a "very international thing."

Jam Creative recently moved into a new headquarters that features two 24-track studios. Most jingles are written by Wolfert and Chris Kershaw. Studio musicians are hired by the company to perform the jingle music, and after the jingle is done, Jam Creative syndicates it to other stations. If another station likes the jingle, Jam Creative rewrites the words. Most stations don't mind using a syndicated jingle because a syndicated package costs less than an exclusive jingle, said Wolfert. Jingle contracts do call for geographic exclusivity, however.

On the average, stations spend between \$10,000 to \$20,000 for a jingle. The most popular style of jingle runs five to eight seconds. However, some stations opt for a 30- or 60-second jingle. The 14-person staff of Jam Creative currently has about 120 jingle packages.

Jameson Broadcast Inc., Washington, focuses on short-form radio entertainment and information programming. One show that has met with success is *Soap Quiz*. The 60-second show features stars of ABC soaps asking trivia questions—then answering them—and talking about the shows. *Soap Quiz* currently can be heard on 283 stations, said Jameson Broadcast Inc. President Jamie Jameson. The company's show *Quick Tips*, which premiered last year, has changed its name to *Home Tips*. The show is hosted by ABC's Rob Weller and Jacqueline Zeman of *General Hospital*. The program is 60 seconds long and is carried on 310 stations, Jameson said.

Next fall Jameson will premiere *America's Most Wanted Radio Hotline*, based on the Fox television show airing Sunday nights. The radio show will be hosted by John Walsh (who also hosts the TV show) and run 90 seconds. The show will also have an 800 number that Fox will set up for people to call with tips on the whereabouts of the most wanted. Local retailers will also provide handouts about fugitives who are featured on the show. Jameson said the show "looks real successful" and will have a commercial

sponsor.

Jameson continues to offer *The Joe Bob Briggs Show* and *Mother Earth News*, a country lifestyle feature. Programs are distributed on satellite, tape and LP. Jameson offers its services on a barter basis.

KalaMusic, Kalamazoo, Mich., offers 10 formats, including rock, country and big band. A new feature is *Lite Jaz*, which features artists like David Sanborn and Kenny G. *Lite Jaz*, according to executive KalaMusic Vice President William Wertz, is not new age but "melodic mainstream." *Lite Jaz*, adds Wertz, is designed for stations who want to pair it with easy listening.

A new format offered by KalaMusic this year is *Eazy Contemporary*, which is geared toward the 35-45 age group. The program still plays the easy listening classics like Johnny Mathis and Jimmy Buffet, but it also features many current hits, including those by rocker Don Henley and Mike and the Mechanics. Cher's latest single is also getting much air-play on *Eazy Contemporary*. Wertz says that all but two of KalaMusic's clients have picked up the show and that ratings have increased.

KalaMusic is also looking into bigger promotion projects. In the works is one based on the Oldsmobile advertising slogan: "This is not your father's Oldsmobile." They are also asking stations that program their shows to go out into the community and take

greater interest in local affairs. Wertz said he tells his clients to emulate what the top adult contemporary stations are doing in terms of public service.

KalaMusic is now 20 years old. It has more than 100 stations and formats are available on a cash basis, ranging from \$500 to \$6,500 per month, depending on market size.

MediaAmerica, a New York-based firm, focuses primarily on rock and country programming. Former Westwood One executives Ron Hartenbaum and Gary Schonfeld founded the company in 1987. MediaAmerica programs are heard on more than 1,000 stations.

Two big specials for MediaAmerica this year are *Woodstock Revisited*, in celebration of the 20th anniversary of the Woodstock concert. Also new is *Woodstock Minutes*, a 60-second "waltz down memory lane," as Hartenbaum put it, that re-captures Woodstock moments. A *Where Are They Now?* show is also part of the Woodstock celebrations. It talks about what became of some of the bands that played at Woodstock. Next fall, MediaAmerica will begin a *Complete History of The Rolling Stones*, to coincide with the highly anticipated Stones tour. The show will be a 20-hour mini-series airing throughout the tour.

Specials aside, MediaAmerica's regular programming includes *Up Close*, a series of

Florida Earth Station for Sale



GTE SPACENET CORPORATION offers for immediate service, lease, or purchase: Twin 32 meter wheel and track satellite antennas including entire Earth Station infrastructure on 80 acres of land located on the Florida Gulf Coast, north of Tampa.

Communications:

The 32 meter antenna is based on state-of-the-art Beam Waveguide design employing a wheel and track antenna mount and a step track antenna tracking subsystem. A four port C-Band linear feed assembly is used. Two redundant Aydin 3KW HPA's, up-converters and four redundant Lenkurt down-converters per antenna are available and can be readily

switched into any configuration desired. All major Monitor and Control functions are centralized at the operations console.

Facilities:

A 500KW stand-by diesel generator and a 300KW UPS are utilized to provide a reliable power source for all critical/technical loads. A/C, water, sewage, security, Halon, lighting, and central air handlers constitute critical support elements needed to maintain the correct environment for reliable communications. The fenced-in grounds are landscaped and include a private fishing pond. The one story building contains 12,000+ sq. ft. of finished floor space with room to add a studio and/or other equipment. The entire facility can be operated and maintained by two technicians. See attached photograph.

Seller may consider ground lease of Earth Station site. Interested parties may arrange site visits and obtain additional technical information from:

Mr. Bill Patterson
 Director, Network Operations
 GTE Spacenet Corporation
 1700 Old Meadow Road
 McLean, Virginia 22102
 (703) 848-0204



interviews with today's popular musicians. The bi-weekly show is hosted by WNEW-FM New York's Dan Neer and has featured interviews with rock greats Eric Clapton, Steve Winwood, Pete Townshend and Tom Petty. On the contemporary side, MediaAmerica offers *Party America*, a two-hour weekly show done live via satellite, and *Open House Party*, a five-hour weekend special hosted by John Garabedia and delivered via satellite. On the country side, MediaAmerica's *Nashville Live* goes out to 125 stations. MediaAmerica also aired a July 4 special called *Texas Country* that was hosted by Dallas TV star Patrick Duffy.

MediaAmerica is also entering the world of high finance. The group is involved with the Financial News Network broadcasts from the American Stock Exchange.

Charles Michelson Inc., Beverly Hills, Calif., distributes classic radio programs from the 1930's, 40's and 50's. Michelson has opened offices in San Francisco and New York and is now offering *Voyage of the Scarlett Queen*, a half-hour dramatic series from the late 1940's. The company has 26 series, including *Dragnet*, *Gangbusters*, *Sherlock Holmes*, *Red Ryder*, and the *FBI*.

Show cost ranges from \$15 an hour for noncommercial stations and stations in the 150 and beyond markets to \$125 an hour for stations in larger markets, such as New York. This averages out to about \$35 an hour, said Michelson. Programs run a half-hour, and Michelson says that "like fine wine, they improve with age."

MJI Broadcasting, New York, focuses on rock, urban and country music. MJI's shows include *Metal Shop*, a weekly heavy metal show carried on more than 100 stations; *Classic Cuts*, a classic rock show carried on 150 stations either weekly in a one-hour format or daily in a 12-minute format, and *Starbeat*, a one-hour show focusing on the urban contemporary scene. *Starbeat* is heard on 70 stations. One of MJI's biggest shows is *Direct Hits*, a two hour, top-40 program carried on more than 100 stations and hosted by Bill Lee. MJI also has a variety of two-minute quiz shows for rock, urban contemporary and country music. *Rock Quiz* also gives away prizes ranging from stereo equipment to a trip to Jamaica.

MJI simulcasts with HBO this year included musical specials featuring Roy Orbison, John Lennon and The Doors. MJI is also involved in several different Grammy Awards packages.

MJI programs are distributed through satellite and disk on a barter basis. MJI President Josh Feigenbaum estimates that MJI programs are carried on 1,500 stations.

Motor Racing Network, Daytona Beach, will broadcast 43 NASCAR stock car races via satellite. According to John McMullen, MRN general manager, about 280 stations carry the races and the Daytona 500 race drew 375 stations. The Diehard 500, set for

July 30, will be carried by 300 stations.

The racing season runs from February to November, and on the average, programs cost stations \$50 a race, based on market size. MRN also distributes *NASCAR Live*, an hour-long live call-in show broadcast on Tuesday nights. The show is hosted by Eli Gold and is carried on 170 stations, said McMullen.

Musicworks Inc. continues to offer four program formats: *Alive Country*; *Casual Country* (an easy-country format); *Country 80* (a modern country service), and *Factor 5* (adult contemporary). All services are distributed by tape on a cash basis. The Nashville-based company also offers a two-hour weekly new age/jazz music format, *Musical Starstreams*, and two oldies services, popular and country, that are distributed on 90-minute tapes. Jeff Miller, production manager, said Musicworks also has the *Jim Reeves Radio Special*, a five-hour program hosted by singer Eddie Arnold, and several reels of Christmas music.

The National Wildlife Federation is now shopping for a sponsor of its *Nature Newsbreak*, a one-minute information program aired by 925 affiliates every weekday. The current sponsor, Mutual of Omaha, has changed its marketing plans, according to NWF's director of radio and TV, Phil Kavits. The barter show is delivered on both cassette and via National Public Radio's satellite.

Nightingale-Conant Corp. continues to distribute, for cash, a five-minute daily program called *Our Changing World*. But the show has been "repositioned as the best of Earl Nightingale" following the motivational speaker's death last March, according to Sharon Glatzer, vice president of broadcasting. *Our Changing World* is distributed on 12-inch disks.

North American Network produces and distributes three barter shows, said Lisa Heavner, station services manager. *Consumer Headlines* are 60-second reports on subjects such as health and fitness, finance, fashion trends, auto care and consumer electronics. The 20 reports per week, like other North American programs, are available on cassette or reel-to-reel. *Our Back Yard*, carried by 98 stations, is a 65-report spring and summer series on lawn and gardening sponsored by the Outdoor Power and Equipment Institute. *Snapshots*, a Mediterranean travel series sponsored by Vivitar, provides 20 60-second reports in July and August.

Playa del Rey, Calif.-based **O'Connor Creative Services** produces and distributes several production libraries on compact disk. *The Apple Digital Library* consists of 24 compact disks containing roughly 400 commercial-length basics; 123 holiday tracks; 500 special production music cues; station promos, and 300 sound effects. The

O'Connor Holiday Library is devoted to effects and music for commercials and promotions relating to special events, including a collection of newly produced music for Christmas. The *Crazies Comedy Library* contains comedy sound effects, music cues and short character voice bits and is currently used by over 700 stations, according to the company's president, Harry O'Connor. Over 660 tracks of sound effects and noises for commercial and promotional production are available on the *Dig/Efx Sound Effects Library*.

Olympia Broadcasting Networks, St. Louis, formerly Clayton Webster Corp., offers a variety of sports and entertainment programming. Three of its sports shows are hosted by Bob Costas: *Costas Coast to Coast* is a two-hour sports talk show airing Sunday nights; *Sports Flashback* is a two-minute show, recreating famous moments, heard every day; *Inside Sports Magazine* is a two-minute show heard daily. The Costas shows are all packaged together, and heard on about 250 stations.

John Madden hosts the other two sports programs. *John Madden's Sports Calendar* debuted in April and is on 150-200 stations; *John Madden's Sports Quiz*, a 90-second show which will be two years old in August, is heard on more than 350 stations.

Coast to Coast is delivered via satellite, while the other Costas shows are on cassette; Madden is on tape.

Two CD services began in January: *The Rock Comedy Network* is targeted toward rock-oriented stations, while *The Contemporary Comedy Network* is aimed more at contemporary stations. Both go out to 200 stations.

An adult comedy network, which will include *The Comedy Show*, a two-hour weekend CD program hosted by Roy Firestone, begins Aug. 1. Olympia is also supplying stations with 15 comedy drops a week.

On The Scene Productions, Los Angeles, since merging with Radio Works close to a year ago, has found its consistent meal ticket with the one-hour barter series *Columbia Jazz Masterpieces*. In its second year of production, the show has cleared 42 stations, including WNEW(AM) New York, WNIB(AM) Chicago and KLON(FM) Long Beach, Calif.

Jim Dennis, director of sales and marketing for OTSP, says that the show is generally one hour in length and distributed by tape (reel-to-reel), but Columbia Records does offer some three-hour versions of the show on compact disks. Much of the music comes from Columbia archives, featuring such jazz legends as Dave Brubeck and brothers Wynton and Branford Marsalis. Dennis said that CBS has been taking the old recordings and remastering them on CD for its affiliated stations. Distributed on a barter basis, OTSP handles the sales, and CBS gets five minutes of spot advertising for *Masterpieces*, with another five minutes of commercial time going to local stations.

Although canceled as a five-minute se-

"We try to predict what's going to be big. For instance, we covered Lyme disease last summer and it didn't get national play until recently," said the show's executive producer, Alex Diamond. The program is available in a four-and-a-half-minute daily format or a 29-minute weekly wrap-up, and is distributed free via Westar IV or tape. Diamond Communications produces and distributes 260 four-and-a-half-minute programs and 52 half-hours per year to more than 300 commercial and public radio stations in the U.S., Canada, the Virgin Islands, Guam and the Philippines.

□
DIR Broadcasting, a New York-based program producer and distributor that was established in 1973, is offering two new programs, *Rick Dees on the Line* (which has cleared 125 stations) and *Live Cuts* (which has cleared 100 stations). The former is a weekly, two-hour CHR request program that allows listeners to call a hotline to speak to Dees and his guests and to make requests on the air. *Live Cuts* is a daily short-form program with original, otherwise unavailable live versions of rock songs. DIR is also offering *The King Biscuit Flower Hour*, the first series it introduced when the company started, on compact disk.

DIR's other programming includes *Rick Dees' Weekly Top 40*, a weekly four-hour contemporary hit radio countdown; *The World of Rock with Scott Muni*, a weekly two-hour AOR program hosted by Scott Muni, operations director of WNEW-FM New York; *Live from the Improv*, a daily 90-second comedy routine taped at Los Angeles's Improv comedy club; *This Date in Baseball History*, a daily 90-second program hosted by veteran broadcaster Mel Allen, and *This is NFL*, a daily 90-second program hosted by broadcaster Steve Sabol. The company is no longer carrying *Music Weekend* or *Scott Muni's Ticket to Ride*. All shows are offered on disk and sold by barter.

□
Drake-Chenault, Albuquerque, N.M.-based radio program producers, distributors and consultants, began offering commercial-free satellite programming April 1. The company formed a partnership with Jones International Ltd., a Denver-based multiple system operator, under the name Drake-Chenault/Jones Satellite Services. *Great American Country*, a format introduced in 1973 (their first format offered via satellite), targets listeners 25-54. The company's second satellite-offered show was *Adult Contemporary*, which targets the 18-44 audience. A third format, *Prime Demo*, will be available via satellite Sept. 1. *Prime Demo* features light music (in between AC and easy listening/beautiful music) from the 1960's to the present, targeted to listeners aged 33-49.

Drake-Chenault continues to offer other formats, including *Stereo Rock*, a CHR format for the 12-34 age group; *M-O-R*, an upscale adult format targeting age 35-64 adults; *Urban-One*, which was introduced in 1975 and targets the age 12-34 audience; *Easy Listening*, a blend of instrumentals and vocals targeting age 35-plus listeners; *Great Gold*, an oldies format focusing on age 25-49 listeners, and *Light Jazz*, a mix of jazz and new age music targeting the age 25-54 audience. The company has dropped

Radio Vision Cristiana Management Corporation a non-profit corporation serving New York City

**\$11,000,000
SENIOR SECURED LOAN**

**WNYM-AM
(New York, NY)**

**Acquisition Financing
was provided by**



BARCLAYS

**BARCLAYS BUSINESS CREDIT
COMMUNICATIONS GROUP**

**111 Founders Plaza
P.O. Box 118
Hartford, CT 06141
1-800-BARCLAY**

the *Hot AC* format.

All formats are offered automated or live assist. All formats, except for *Easy Listening* and *Light Jazz*, are offered announced or unannounced. The taped formats are offered on reel-to-reel or digital.

Other services Drake-Chenault offers are *Playlist Plus*, a computer-generated song-by-song list for any format, which also includes guidance by a Drake-Chenault consultant, and *Digototal*, an automatic on-air play and recording system.

Drake-Chenault offers various special programs: *The History of Rock and Roll*; *The History of Country Music*; *Top 100 of the 70's*; *Elvis: A Three Hour Special*; *Buddy Holly*; *Roy Orbison*; *Evolution of Rock*; *Top 10 Hits of All Time*; *Christmas at Our House*; *Holiday Hits*, and *Christmas in the Country*. All specials are offered for cash.

Eagle Media Productions Ltd., North Salem, N.Y., has a new weekday two-minute program, *A Matter of Law*, which has been on the air since May 1. *A Matter of Law* explains the fine points of law to the general public and includes interviews with attorneys, judges and law enforcement officials. Each program script is reviewed by the American Bar Association to insure legal accuracy, but the association does not monitor editorial content. The program is hosted by Lou Adler, president of Eagle Media, who is also consultant and morning news anchor

for WCNN(AM) Atlanta. *A Matter of Law*, which is produced in conjunction with Synergy Inc., Halesite, N.Y., is distributed free by cassette only. Forty-three stations currently carry the program.

Eagle also offers *Medical Journal*, created by Adler over 20 years ago. Adler serves as producer and host of *Medical Journal*, which covers personal and family health. The two-minute weekday program is based on interviews with health experts, and excerpts of the interviews are heard in each program. The free program is available via satellite or cassette and is carried by over 100 stations.

Far West Communications has moved from Hollywood to Burbank, Calif. *True Country II* is a new contemporary country format with crossover artists that will be available in August. The format focuses on artists of the 1970's and 1980's and is targeted to 25-plus listeners. Nine hundred cuts are available on reel-to-reel or digital audio tape (DAT). The format is designed for live assist or full automation.

Thirty Plus is another new format available in August. It is mainstream AC "designed for the listener of the '90's without all the overplayed artists," according to Cindy Jo Hinkleman, operations manager. The 1,200-cut selection includes music from the 1960's to current songs. It is available on reel-to-reel or DAT, with live assist or full

automation.

Air Force One is a new music library available on DAT only on a custom basis. *Air Force One* offers 1,500 titles for AC, CHR, urban, MOR, and country formats.

The Master Service, a music library with 1,500 titles for AC and CHR formats, continues to be available on reel-to-reel and DAT. A customized version is also available. *True Country I*, a format with more traditional country music, is still available, as is *Gold Plus*, an oldies format. Both are available on reel-to-reel or DAT.

ACHR, a progressive AC format, is no longer available. All of Far West's services are offered on a cash-only basis.

Health Newsfeed is a Baltimore-based health and medical news service offered free by the **Johns Hopkins Medical Institutions** since 1985. Beginning Sept. 2, the service will add a second satellite feed. Previously, *Health Newsfeed* was only fed on Friday. The new feed will be on Monday, which, according to Douglas Levy of the Johns Hopkins office of public affairs, allows the service to cover any stories that break over the weekend and add them to Monday's feed. The five 60-second reports are also available through an automated 24-hour telephone feed. The service gets most of its story ideas from current medical journals. "Every report includes a sound bite from an expert in the field," said Levy, adding: "We are closely in touch with leading research in most fields." He said that they also use experts from other facilities besides Hopkins. More than 400 stations asked to be on the service's most recent mailing list and over 100 stations are carrying *Health Newsfeed* at least three times a week, said Levy.

Images Communication Arts, Jericho, N.Y., focuses on producing and distributing short-form series and syndicating various series from the early days of radio.

Images offers five series which are available on a cash basis on tape, including *Richard Warner's Moneyline*, a twice-daily one-minute feature; *Healthstyles*, a three-minute daily feature; *American Time Capsule*; 90-second vignettes about unusual events and people; *Cameos*, two-minute vignettes about noted women in history, and *A Bit About Computers*, available either as a 90-second daily format or in a weekly half-hour format.

Images also carries 10 college and pro-football short-form series. The daily five-minute programs are available on a barter basis. *Inside the NFL* and *Countdown to Super Sunday* are available nationally and are carried on nearly 800 stations. *Dallas Cowboys Football Report*, which is in its 13th year, and *Southwest Conference Football Report* are offered regionally. Six new regional programs are: *Houston Oilers Football Report*; *Southeastern Conference Football Report*; *Big 10 Football Report*; *Atlantic Coast Conference Football Report*; *PAC 10 Football* and *Big 8 Football Report*.

The syndicated programming offered by Im-

AM RADIO...ALIVE AND WELL

WITH
AMERICAN RADIO NETWORKS

on July 31, 1989

American Radio Networks Welcomes

SONNY BLOCH with *Today's Business Journal*

5:00 pm - 8:00 pm (EST/EDT), Monday-Friday

The stories behind tomorrow's business headlines...today!

SCOTT SANDVOS with *All-Night Sports Radio*

11:00 pm - 5:00 am (EST/EDT)

Scores • Features • Interviews • Sportstalk • Extras

CALL (518) 869-4386 TODAY!

Satcom 1 R, T 19 and Galaxy 2, T3 • Total Barter

**American Radio
Networks**



LISTEN.....AMERICA'S TALKING

ries, *The Unexplainable* has a vast number of episodes sitting on the shelf should stations request the show. Dennis said the supernatural vignettes are available on a cash basis, but declined to reveal the terms.

Orange Productions continues to produce and distribute the weekly two-hour *Sounds of Sinatra* airing on more than 125 stations, according to Phyllis Furst, director of affiliate relations. The barter series, now in its sixth year, is available on disk and allows for 12 minutes total of local advertising time.

Overdrive Radio Network's three-and-a-half minute news programs are now received by 225 stations, up 25 from last year, according to Sandra Green, director, station relations. The daily barter program covers news of direct interest to truck drivers, including legislative issues and new products.

The flagship program of **Premiere Radio Networks** is the *Premiere Comedy Network*, which provides 18-20 comedic bits every week, either on script or reel-to-reel. Launched in February, the program has 325 affiliates, according to Gary Spivack, director of public relations-promotions for the Los Angeles-based radio programming company. The *Cla'ence Update of ABC's All My Children*, a 90-second satirical mini-feature, has more than 200 affiliates who receive it through satellite or phone feed. The host of *Cla'ence*, Brad Sanders, also is the voice of *On the Phone with Ti-Rone*, a two-minute "hip Dear Abby" sent on vinyl to about 150 affiliates. Also sent on vinyl weekly is *Fraze at the Flicks*, a 90-second "off-the-wall" movie review. About 175 stations carry *True Facts*, hosted by WHTZ(FM) Newark, N.J.'s Ross Britton, and the original weekly shows of the *National Lampoon Radio Hour*. The *Plain-Rap Countdown*, a weekly countdown show, is provided without a host so that it can be tailored to local markets. The show, which can run from one to four hours, has 180 affiliates. Premiere's other noncomedic show is *Live from the '60's*, a three-hour weekly show currently subscribed to by about 300 affiliates.

ProMedia, Northvale, N.J., has been gradually restructuring its company to be a leading supplier of radio comedy product. Now the 12-year-old program supplier is entering the country music market. William Quinn, president of ProMedia, said that the company debuted *The Country Comedy Network* July 10 on "flagship stations in New York and Los Angeles." The 60-second "drops" use musical parodies, spoof commercials and special I.D.'s for stations to use on their local morning shows. *Kickers*, another one-minute program, is also made up of song parodies, and is cleared in 50 markets. Quinn noted that *Kickers* is lower budgeted than *The Country Comedy Network*, ranging in cost from \$50-\$250 per week.

Other 60-second features distributed via

reel-to-reel tape continuously for 52 weeks include *The Laugh Machine*, *Fun Factory*, *Dr. Dave's Comedy Drops* and *Laugh Attack*. *The Laugh Machine* is carried on 150 CHR- and AOR-formatted stations, and is delivered 32 times a month; *Fun Factory* airs in 132 markets; *Dr. Dave's Comedy Drops* has amassed 153 markets for the David Colin-produced cash/barter product, and the urban contemporary-formatted *Laugh Attack* is distributed to 45 markets.

Quinn explained that ProMedia's noncomedy programming has been dropped to match the company's shift in philosophy: "It [comedy] is past being called a trend; it's a reality."

Public Interest Affiliates is entering the sports arena in a big way. Long a mainstay of public affairs programming, the Chicago-based syndicator has secured a 29-game football schedule, including 18 of the top 20 college teams, as *Sears' College Football Game of the Week*. PIA has been doing Northwestern University basketball and football for over a year, but will now get choice national grid matchups including Notre Dame vs. Miami and Alabama vs. Auburn.

Also included in PIA's revitalized sports lineup is NBC Sports commentator Marv Albert's five one-hour specials. Top events leading off the schedule are *Countdown to Super Bowl Sunday*, *Preview of the College Bowls*, *NFL Draft Show* and *Preview of the*

Major League Baseball Season. The Albert specials are being sold on a cash basis.

Starting this fall, PIA will be rolling out *Pro Football This Week* for national syndication to over 200 stations. The NFL preview show was an exclusive to the Tribune Radio Networks for the previous two years.

PIA's involvement with Northwestern University extends to its longest running program, *Northwestern Reviewing Stand*, which has been on the air throughout Chicago and Evanston, Ill., where the school's campus is located, since 1933. The half-hour show clears about 120 stations throughout the country, primarily in Big Ten Conference markets. In addition, PIA will be including a 10-game package of Loyola University basketball, in Chicago.

Additionally, the program supplier offers half-hour public affairs shows to approximately 265 stations nationwide, including a customized health care series to 128 stations.

Radio Programming Management, Orchard Lake, Mich., has been steering a straight course over the last few years, and with its vast selection of format libraries, the syndicator is staying with what it does best—selling customized formats. RPM formats include *Contemporary Easy Listening*, a library of 1,500-3,000 cuts of digitally mastered tapes; *Spectrum AIC*, a 15-category,

Continues on page 88.

FREE Health News Feed

- ▼ from the Children's Health News Network, a free, weekly radio news service concentrating on pediatric and adolescent health and medical topics.
- ▼ Feeds are available via satellite and long distance telephone. Produced and reported by Marge Kumaki, an 18 year veteran of radio broadcasting.
- ▼ This radio news feed service is offered by Children's National Medical Center in Washington, D.C., one of the nation's premier pediatric health care facilities.
- ▼ Upcoming topics include: Teen athletes and steroids, Nutritious school lunches, Computer therapy for learning disabled children



For more information on this news feed, contact the Children's Health News Network at Children's National Medical Center, (202) 939-4500.

LBS to syndicate NBC network news special

It will be first time news division has made such a deal

LBS Communications has acquired the worldwide syndication rights to an NBC News special entitled *Adventures in Space*. It's the first time the network's news division has made such a deal with a syndicator. LBS will distribute the four-hour special report internationally, for cash, when it becomes available in August.

The distributor is selling it to the domestic marketplace for play this fall on a straight barter basis, with the company and stations each getting six minutes of commercial time to sell per hour.

Separately, LBS has acquired the syndication rights to another new special, from WCBS-TV New York, entitled *Crime Beat*. The station will air the special in prime time Aug. 17, preempting regular network programming. So far, affiliate stations covering about 50% of the country have also picked up the special, said Phil Howort, president, LBS Telecommunications. *Crime Beat* is also being offered on a straight barter basis. LBS's TV Horizons will sell the national time in both specials.

In the cases of both the NBC and CBS-produced specials, the respective owned stations will carry the program, said Howort. He indicated that in both cases, LBS expects to distribute additional news or entertainment-oriented projects for the two networks or their owned-station groups.

"One advantage to a deal like this, of course, is you have the owned-station base to give the project a great start in domestic syndication," said Howort. "And we also have the opportunity to tap into the resources and talent at the networks," he

added.

Adventures in Space will document the achievements of the space program. It is being hosted by actor/producer Leonard Nimoy (*Star Trek*), who will narrate on location in Washington at the Smithsonian's Air & Space Museum.

According to Howort, LBS is in discussions with NBC on "five or six other projects," but that it is too early to talk about any of them yet. Therese Byrne, vice president, NBC News marketing and business development, said the deal with LBS signals the division's effort to "develop and market new products primarily to non-

network distribution channels, including domestic syndication, cable, home video and overseas outlets."

LBS has distributed previous NBC owned-station projects, including last year's *Strictly Business*. However, that program did not fare well in syndication and was dropped from national distribution.

Howort projected the *Crime Beat* special will reach a national clearance level of 80% by the time it airs. Right now, that is the only project in the works with CBS or its owned stations. "But this is the first of what we hope will be many projects we do with CBS," said Howort. -SM

It's Showtime for Viacom

Braun is chairman, Schneier president of new division that will produce 12 pictures a year for Showtime and other U.S. and international markets

Viacom International last week announced the formation of Viacom Pictures, a motion picture production company whose films will premiere domestically on Showtime and be distributed by Viacom Enterprises in a number of other U.S. and international markets, excluding U.S. theatrical. Viacom Pictures plans to produce approximately 12 films a year, with production budgets of \$3 million-\$5 million.

Neil S. Braun, named chairman of the new production unit, will also retain his position as senior vice president, corporate development and administration, Viacom International Inc. Frederick Schneier, appointed president and chief executive officer, Viacom Pictures, will relinquish his

post as executive vice president, programming, Showtime Networks Inc., to an as yet unnamed successor.

"One of the critical things about any new entrant into the filmmaking community," Braun told BROADCASTING, "is if you can't provide one-stop financing, you're not going to be somebody people come to first. We've structured Viacom Pictures in such a way that when we want to green-light a picture, we can put up the money." Once established, Braun also expects that "a lot of people will be knocking on our doors with capital."

Films will be financed as "efficiently" as possible, said Braun, and "different pictures will lend themselves to different types of financing." Limited partnerships are possible "down the road," he said, but don't make sense as the company is starting up. There is also interest in establishing international co-productions, according to Schneier.

"Over the last year and a half we've spent a lot of time on recapitalizing the business," said Braun, "and we're now at a point where we can focus a little more on expansion." Right now there is a period of "contraction" in the independent filmmaking marketplace, he said, which is a good time to enter the fray.

"During that period a lot of people will make a lot of money, which will attract new entrants. The business then becomes too crowded again, and the weakest parties have to close. We're in that moment of contraction right now, where a lot of weak companies are having a tough time." It's at that moment, Braun said, "that there is an opportunity, because where there are fewer people producing fewer pictures, that's when you can make money."

Schneier told BROADCASTING that windows for the films will proceed from Showtime (with a possible simultaneous overseas theatrical run) to home video to ad hoc

'Missing/Reward' going weekly

Group W Productions has announced *Missing/Reward*, a syndicated one-hour special that ran during the 1988 season, will be rolled out as a weekly half-hour series this fall. Actor Stacy Keach will serve as host, as he did for the special produced last year by Dave Bell Associates and Group W Productions. A station lineup including 28 of the top 30 markets has been sold, with coverage reaching 78% of the U.S. The program is being made available on a barter basis.

Missing/Reward features factual accounts of missing people and objects—all with rewards offered for their safe return. The program will draw upon federal and local law enforcement agencies, insurance and news files, and information submitted by viewers. A 24-hour phone number will be listed for viewers and updates on resolved cases will be aired on later shows.

Recently appointed executive producer Ron Ziskin heads the production. He has produced *Public People/Private Lives* (with Sarah Purcell), Gary Collins's *Hour Magazine* and Regis Philbin's *Health Styles*. Ann Hassett and Robert Niemack are the producers. Both worked as producers for HBO's 1987 Peabody Award-winning *America Undercover* series.

Stations set to clear *Missing/Reward* include WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia and KPX-TV San Francisco. Clearances with Group W's five O&O's and NBC's seven account for 12 of those top 30 markets sold.



Braun



Schneier

network (in the U.S.) to syndication. A basic cable window is a possibility "at some point down the line," Schneier said.

"We've not built basic cable windows into our thinking as a fundamental premise," said Braun, "but if that market evolves to where it can pay license fees and be competitive with syndication markets, we would be open to that."

According to Schneier, approximately 15 projects are in various stages of development, and Viacom Pictures is "simply going through a quick transition from the Showtime development area. This gives us a running start."

The first film to emerge from Viacom Pictures is likely to be *Fourth Story*, from The Konigsberg Sanitsky Co. Described by Schneier as a "thriller with comedic overtones," the film will be shot in northern California or Seattle and be ready by early 1990.

Also given the green light is *City of Angels*, a police story set in Los Angeles from ITC. This deal was made several months ago, Schneier said, and doesn't fit exactly into the new company's parameters. Other projects in development include *Paris Trout*, the National Book Award winner being adapted by author Pete Dexter, and *Spy vs. Spy*, being developed with Viacom Productions, based on the book by Ronald Kessler.

"One of the reasons for calling this Viacom Pictures as opposed to Showtime Pictures is that we're not trying to make made-for-television movies," said Braun. "We are trying to make what people in the industry traditionally call the small theatrical film." At the same time, the new company is not trying to compete with the major studios, Braun said.

"That would not be a winning proposition. Major studios are an important supplier for Showtime and The Movie Channel," he said. "Also, that's a very expensive game to play and business to maintain."

For Viacom Pictures to be profitable, Braun said, its appeal has to extend beyond Showtime, into financial success in foreign territories.

"This is a business we are uniquely well-suited to produce for," said Braun, "because we have a unique relationship with Showtime, and already have a worldwide distribution organization in place. With a little bit of reconfiguring and a few new

employees, we can ably perform in the area of foreign distribution.

"We know what we're doing," Braun said, "we understand why we're doing it, and we're prepared to put up the money." —RG

New World turns to TV exclusively

Producer is phasing out film unit to concentrate on television production; foreign co-productions are new avenue being explored

The Andrews Group, parent company of New World Entertainment, announced that the Los Angeles studio will fold its film unit into its full-time TV production unit, with New World Television boss Edward B. Gradinger assuming president and CEO duties for New World Entertainment. Additionally, under the new structure, Jon Feltheimer is being upped from president of New World TV Productions to president of New World Television.

In his new duties, Gradinger will oversee all phases of NWE's activities including New World television operations, domestic and international distribution, and subsidiaries Marvel Productions and Learning Corporation of America. Feltheimer will direct all aspects of New World Television, including development, production and network sales.

A New World spokesman would not confirm the disposition of film unit employees, saying higher-ups in the Andrews Group have yet to make a decision.

"Eventually what is left [of the film unit] will all be wrapped into the TV group," Gradinger reiterated. "Basically, we will solidify the structure of the company with the television unit remaining unchanged. Changes will be made regarding form and not necessarily substance. If you look at our structure, we will be much more competitive in TV feature productions. They [The Andrews Group] looked at the television entity as having a much more lucrative future."

The shift in philosophy comes after The

Andrews Group's April acquisition of New World, and as Gradinger noted, has involved "changing hands of stock" since June and an official filing with the FCC in August. New World Television currently produces the ABC sitcom *The Wonder Years* and CBS's *Tour Of Duty* drama. In addition, midseason replacements have also been ordered by ABC (*Elvis: Good Rockin' Tonight*) and CBS (*Bagdad Gas & Oil*; see page 74). Additionally, the company produces the daytime soap opera *Santa Barbara*, and has a 22-episode slate of *Zorro* adventures readying production for cable's Family Channel this fall.

"The focus will change toward the TV unit, but the operation will not change dramatically," said Feltheimer, who as executive vice president helped launch New World Entertainment's television division five years ago. "We're going to be making more deals with writers and producers. We'll be increasing the size of our staff. The movie-of-the-week area is where we'll be concentrating a lot of new effort."

Gradinger joined the New World TV Group in 1986 as president and COO, having served previously as senior executive VP and COO at 20th Century Fox Television. He also held prior posts at Columbia Pictures Television and ABC. Coming under Gradinger's command at NWE will be division heads James McNamara, executive VP, New World International; Tony Brown Sr., vice president, New World Domestic Distribution; Margaret Loesch, president, Marvel Productions, and Bob Peters, president, Learning Corporation of America.

According to Gradinger, the company will continue to acquire product for distribution here and overseas, but has not yet decided if it will handle domestic distribution itself. Also being looked into is a foreign subsidiary to produce product abroad, and possible co-production ventures with foreign and domestic companies. —MF

TBS prepares for Goodwill Games

The 1990 Goodwill Games, labeled by host broadcaster Turner Broadcasting System as the largest original sports programming event



Uniting The World's Best

in cable television history, are expected to

be seen by an estimated 1 billion viewers around the world.

Taking place in Seattle July 20-Aug. 5, 1990, the games will be televised as a U.S. cable exclusive by TBS, which will air more than 80 hours of the 17-day event. According to Robert Wussler, TBS senior executive vice president, more than 90% of the country's top 25 MSO's have signed on for the games, totaling 33 million subscribers. Cable operators can buy into the games for approximately \$1 per subscriber, an investment that can be partially recouped through the sale of five minutes of local advertising avails during the telecast.

Wussler said that the first Goodwill Games, in Moscow in 1986, lost approximately \$26 million, and that "there is no way the games can be profitable in 1990." He is optimistic about breaking even next year, but is prepared for a "small loss."

Twenty-five hundred athletes from 50 countries will compete in 21 sporting events, and TBS's coverage will air from 8 p.m.-midnight, Monday-Friday and weekends, and 3-6 p.m. weekends, said Rex Lardner Jr., TBS senior vice president and general manager/Goodwill Games. During prime time, live coverage of boxing, track and field, swimming, gymnastics, figure skating and basketball will be highlighted.

Two hundred cameras, 20 mobile units and 175 tape machines will be employed to capture the events taking place at 17 different sites in Seattle, Tacoma, Spokane and the Tri-Cities (Richland, Pasco and Kennewick) area, Lardner said. More than 1,400 people will be involved in the production, engineering and operations of the games.

TBS also announced last week two new corporate sponsors for the games: Eastman Kodak, whose sponsorship focuses on women's basketball, and Wendy's International Inc., which will also serve as the official sponsor of women's volleyball. This marks the second time Wendy's has sponsored a major sporting event, the first being the 1988 winter Olympics.

Other national and international sponsors are Pepsi, Gillette, Budweiser, *Sports Illustrated*, Frito-Lay, Boeing, U.S. Bancorp, McCaw Communications, Holland America Line-Westours Inc., Group Health Co-operative and Swiss Timing.

Contracts and agreements in principle with broadcasters and networks have been signed in the following countries: Spain, Italy, France, Australia, Brazil, New Zealand, Venezuela, Finland, Iceland, Denmark, Sweden, Norway, Canada, Mexico, Costa Rica, Colombia, Peru, Honduras, El Salvador, Uruguay, Bolivia and Ecuador. All competitions, totaling more than 500 hours of coverage, will be available for purchase from TBS by any international broadcaster.

The Goodwill Games will return to the USSR in 1994, when Moscow and Leningrad co-host the event, and will be held at an as yet undetermined site in the U.S. in 1998. The 1990 games are jointly presented by the Seattle Organizing Committee, participating U.S. sports federations, TBS, the USSR State Committee for Physical Culture and the USSR State Committee for Television and Radio. —RG

Emmys for everybody

NATAS changes rules to give more stations and programs opportunity to compete for annual awards

The National Academy of Television Arts and Sciences has adopted a plan that will enable just about all local TV stations, programs and individuals associated with those programs to become eligible for regional Emmy awards.

Traditionally, two types of Emmys have been awarded by NATAS—national awards, for outstanding broadcast and cable network news and sports programs, and local awards for local programs. (The Los Angeles-based Academy of Television Arts and Sciences awards national prime time Emmys as well as local Los Angeles Emmys; the two academies jointly award Emmys for daytime programs.)

Up until now, only stations in about 35% of the country have been eligible for the local awards because stations had to be affiliated with, or at least in the vicinity of, one of the 17 local chapters of the Academy to qualify. Under the adopted plan, the 17 local chapters are being "regionalized" so that, for example, all stations in New York state will be eligible to compete for Emmys awarded by the New York City chapter.

The plan adopted last week basically extends to all chapters the regionalization concept adopted several years ago by the NATAS chapter in Denver, which implemented a Rocky Mountain Region Emmy awards program, and the Boston Chapter's New England Emmy program. Also, the NATAS chapter in Miami has awarded Emmys to stations throughout the state of Florida since 1981.

The plan developed by a NATAS "expansion" committee, co-chaired by Michael Hardgrove, president and general manager of KETC(TV) St. Louis and New York advertising executive June Colberg, who is co-chairwoman of the New York chapter. Other committee members included, Robert Behrens, a Miami-based program distributor; George Moussaian, account executive, WHIO-TV Dayton; Michael Duncan, a producer who founded the Nashville chapter three years ago, and Sue Ann Staake, a Washington-based television program producer. In a prepared statement, Hardgrove and Colberg said: "The expansion would make NATAS a truly national



organization without changing the present structure of the Academy and in the process over 90% of the country would become eligible for local Emmy Award competition." □

Team for 'Hard Copy' takes shape

Executive producer Monsky filling top spots for newsmagazine strip with some well-known names

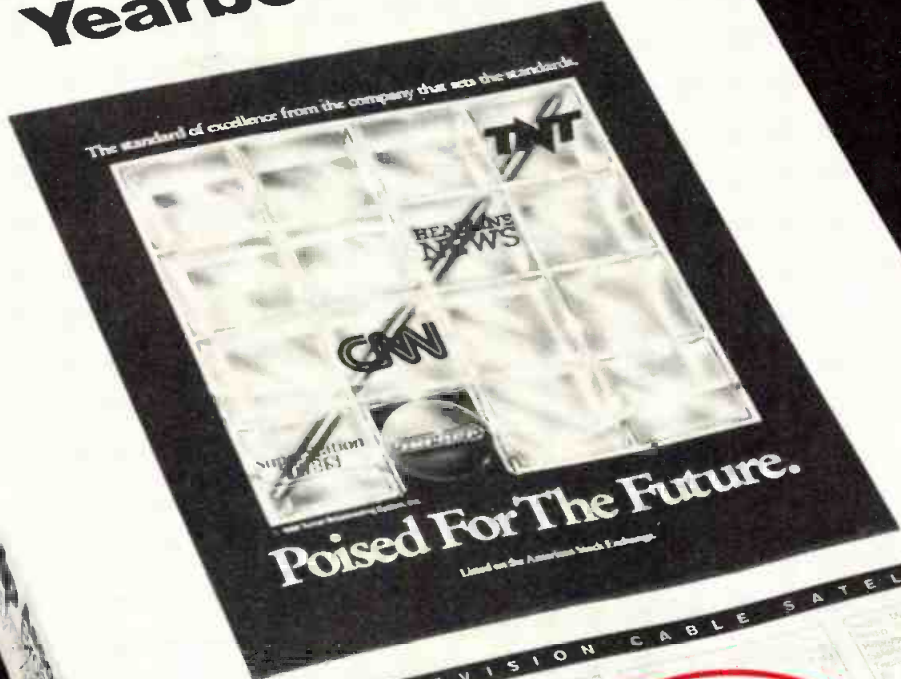
It looks as if *Hard Copy* Executive Producer Mark B. von S. Monsky is looking to put together a team of journalistic hard hitters with several key appointments to the Paramount Pictures Corp. syndicated production. Monsky has appointed former WNEW-TV (now WNYW-TV) New York vice president and News Director John Parsons Peditto as senior producer; Karen Lee Copeland, previously of WNBC-TV New York, as producer; and *This Evening* Supervising Producer Linda Bell from Group W Productions, as managing editor.

Other top slots Monsky filled include former KNBC-TV Los Angeles producer/director Kim Paul Friedman, as director; CNN Producer Eame Yates, as New York pro-

Academy pact

John Moffitt and Pat Tourk Lee of Moffitt-Lee Productions have signed as executive producers of the Academy of Television Arts & Sciences' 1st Annual Primetime Emmy Awards Presentations, to be broadcast Sunday, Sept. 17 (8-11 p.m. ET and Pacific Time), by Fox Broadcasting Co. The telecast, which marks the last year of a three-year pact with ATAS to televise the Emmys and the Television Academy Hall of Fame, heralds Lee's first and Moffitt's second assignment as producer of a prime time Emmy broadcast. (Moffitt served as producer/director in 1978 and director in 1976.) Moffitt and Lee gained recognition in their production of the HBO series *Not Necessarily the News*, and for putting together the fundraiser *Comic Relief* for the last three years. This year's award ceremonies will be broadcast live (except on Pacific Time stations) from the Pasadena Civic Auditorium.

Broadcasting & Cable Yearbook '89



- Radio
- Cable
- Television
- Satellites
- Technology
- Programing
- Professional Services
- Advertising & Marketing
- Associations
- Government
- And more!

**SAVE
\$50**



While supplies last save \$50 off the \$115 cover price on the latest edition of the directory that has powered industry deals and decisions since 1935! All new and ready for you to examine risk-free for 15 days!

YES! I want the new 1989 Broadcasting/Cable Yearbook published in March 1989. Send me _____ copies at \$65 each (prepaid orders only-my payment is enclosed). (D.C. and California orders add 6% sales tax.)

Mail this form with payment to:
Circulation Dept.
Broadcasting Publications Inc.
1705 De Sales St. NW
Washington, DC 20036-4480

Name _____
 Company _____
 Street Address _____
 Check here if home address
 City _____ State _____ Zip _____
 Check enclosed
 Charge my: VISA MASTERCARD
 Card # _____
 Expires _____
 Signature _____

Order **TOLL-FREE** using **VISA** or **MASTERCARD**: 1-800-638-7827

ducer; and independent producer Margaret Brower, associate producer. All appointments are effective immediately for the newsmagazine strip offering.

With the first taping of *Hard Copy* coming Sept. 18. Monsky said he has interviewed 250 people about other production and field reporting positions for the Los Angeles- and New York-based operations. The latest senior production appointments reflect past associations Monsky has made while working for network and independent news operations.

"John [Peditto] and I were competing reporters in New York when I worked at CBS News and he was at ABC News many years ago," Monsky said. "I was vice president of news at NBC and Karen [Copeland] was at KNBC as program director. Kim [Friedman] and I worked together at Metromedia [before Fox Broadcasting Co. bought WNEW and changed the call-letters]. I think if you look at the collective credentials, there is a solid skeletal strength in the patterning of the staff."

While Monsky is shaping the show to his specifications, he is playing his cards close to the vest on what the format and content of *Hard Copy* will be. "We would like to be what *Life Magazine* was to journalism in the 1930's and 40's," Monsky said. "To find out how much reality could be put in a reality-based show. To find a picture of the events that shape life in America.

"The show will be meant as reaction to the breaking events, the day before the show airs," he added. "It will be basically built around three six-minute pieces each show. If we have good enough breaking material, we could do a half hour on one subject. Two of the pieces may be preproduced far in advance of airing. Alan Frio

[the program's host] will be involved in everything from staff production meetings to going out on field reports. We have remote units at this moment quietly operating in Europe and Latin America and gathering stories. All of our crews, except in L.A. and New York, will be freelance."

Once originally sold as *Tabloid*, Paramount changed the name to *Hard Copy* after recent media and advertising attention to other reality-based shows labeled as

"tabloid TV." The studio has cleared the show in over 120 markets, representing 85% of the country. Monsky would not reveal the amount of Paramount's investment in the program, but did say he has received a solid commitment for the show.

"Paramount has a known reputation for sticking with shows," said Monsky, referring to the studio's pledge to ride out some of the early rating troubles *Entertainment Tonight* experienced. —MF



'His and Hers'



'Normal Life'



'Loose Cannon'

In the wings. CBS has announced three new half-hour comedies and one hour-long drama series that will go into production for the 1989-90 season. *Bagdad Gas & Oil* (working title) starring Whoopi Goldberg and Jean Stapleton; *His & Hers*, starring Martin Mull; and *Normal Life*, featuring Dweezil and Moon Zappa, have been delegated as mid-season back-up shows. Radio personality Shadoe Stevens stars in a one-hour action-drama series, *Loose Cannon*.

NBC takes week 43

Nielsen	Net	Nielsen	Net	Nielsen	Net						
1.	18.2/32	N	All-Star Game	36.	9.7/18	N	Knight & Daye	71.	5.5/12	A	Incredible Sunday
2.	17.3/29	A	Roseanne	37.	9.6/16	C	CBS News Special	72.	5.5/10	F	Duet
3.	15.7/30	N	Cheers	38.	9.4/19	A	20/20	73.	5.4/12	C	Beauty and the Beast
4.	15.5/31	N	A Different World	39.	9.4/18	C	Kate & Allie	74.	5.4/13	F	Cops in Russia special
5.	15.4/32	N	Cosby Show	40.	9.3/21	N	Wally & the Valentines	75.	5.0/11	F	Reporters
6.	14.8/26	A	Wonder Years	41.	9.2/21	A	Perfect Strangers	76.	4.0/8	A	Have Faith
7.	14.8/32	N	Golden Girls	42.	9.0/18	N	NBC Movie of the Week	77.	3.9/8	N	Jim Henson Hour
8.	14.7/31	N	Empty Nest	43.	8.9/17	A	China Beach				
9.	14.6/32	C	60 Minutes	44.	8.9/17	N	Miami Vice				
10.	14.2/28	C	Murder, She Wrote	45.	8.8/18	A	Morning Glory				
11.	14.0/26	N	NBC Sunday Movie	46.	8.7/16	A	MacGyver				
12.	13.8/25	N	Baby Boom Special	47.	8.7/15	A	thirtysomething				
13.	13.6/26	A	Who's the Boss?	48.	8.7/16	C	CBS News Special				
14.	13.6/26	N	L.A. Law	49.	8.4/15	C	Heartland				
15.	13.1/26	N	All-Star pregame	50.	8.4/16	C	Wiseguy				
16.	12.7/21	A	Coach	51.	8.1/16	C	CBS Friday Movie				
17.	12.6/27	N	Hunter	52.	7.9/19	N	My Two Dads				
18.	12.4/21	C	Newhart	53.	7.8/14	A	ABC Sunday Movie				
19.	12.3/23	N	Night Court	54.	7.8/14	C	CBS Sunday Movie				
20.	12.2/21	N	NBC Monday Movie	55.	7.7/14	F	Fox Night at the Movies				
21.	11.7/20	C	Designing Women	56.	7.7/17	N	Highway to Heaven				
22.	11.6/21	N	Hogan Family	57.	7.3/14	N	Magical World of Disney				
23.	11.5/21	F	Married...With Children	58.	7.1/13	A	Hooperman				
24.	11.4/22	C	Jake and the Fatman	59.	7.1/13	A	Robert Guillaume Show				
25.	11.3/22	N	Unsolved Mysteries	60.	6.8/14	C	West 57th				
26.	11.0/22	A	Growing Pains	61.	6.7/13	A	ABC Thursday Night Baseball				
27.	11.0/21	A	Just the Ten of Us	62.	6.7/16	A	Mission: Impossible				
28.	11.0/19	C	Murphy Brown	63.	6.7/15	F	21 Jump Street				
29.	10.7/21	F	America's Most Wanted	64.	6.6/12	F	Garry Shandling				
30.	10.6/18	A	ABC Monday Movie	65.	6.3/15	F	Tracey Ullman Show				
31.	10.4/23	A	Full House	66.	6.3/15	C	Paradise				
32.	10.2/21	N	Mr. Belvedere	67.	6.0/13	A	ABC Saturday Night Movie				
33.	10.2/20	N	ALF	68.	6.0/11	C	CBS Summer Playhouse				
34.	10.1/19	F	Totally Hidden Video	69.	6.0/13	C	Tour of Duty				
35.	9.7/17	C	Doctor, Doctor	70.	5.9/12	C	48 Hours				

Syndication Scorecard *			
(Week ending July 9)			
		Stns.	Covg.
1	10.8	Wheel of Fortune, syn.	226 98
2	10.1	Jeopardy	211 98
3	9.0	Star Trek	233 97
4	8.3	Cosby Show	198 97
5	7.9	Wheel of Fortune, wknd	211 92
6	7.8	Oprah Winfrey Show	204 98
7	6.5	Current Affair	147 90
8	6.3	Disney July 4 special	143 94
9	6.3	Entertainment Tonight	169 93
10	6.2	Ent. Tonight special (Mon.)	169 94
11	5.9	Geraldo	197 98
12	5.7	Donahue	219 94
13	5.7	Ent. Ton. special (Tues.)	171 95
14	5.5	Geraldo special (Tues.)	188 96
15	5.3	Mama's Family	187 92
16	5.3	People's Court	182 91

* Nielsen syndicated weekly pocketpiece

FCC's 'blue ribbon' HDTV committee extended to 1991

Patrick renews group's charter to continue testing proposed high-definition transmission systems and recommend standard

The parent "blue ribbon committee" of the FCC's advisory committee on advanced television service (ATS) met last week for almost certainly the last time during the Dennis Patrick FCC. Patrick created the ATS committee a few months after being appointed chairman in 1987, and in what is likely to be one of his last HDTV-related decisions, he began the process of rechartering the group for another two years.

The advisory committee's original two-year charter runs out this fall. The rechartering will give the committee until the fall of 1991 to complete testing of the proposed transmission systems and to recommend a standard to the FCC. "While we may be returning for another two years, we do not have a lot of room to spare in the schedule. It is going to be a very busy two years," predicted ATS Committee Chairman Richard Wiley.

The proper documents are now being filed with the appropriate bureaucratic offices. Approval of the extension is expected before the current charter runs out in 10 weeks, according to Mass Media Bureau Chief Alex Felker.

Patrick appeared at last Wednesday's (July 19) blue ribbon committee meeting to congratulate the group on its accomplishments. "A massive amount of progress has been made in a short period of time," he said. Patrick also offered the committee some advice on the kind of system it should ultimately recommend. "It is absolutely essential" that the final system have ample headroom so that it may grow into an even better system as the technology progresses, he said. The FCC chairman also predicted that the committee will face tough decisions involving spectrum allotment. "In order to achieve the twin objectives of efficient spectrum use and a rapid assignment of frequencies, you may find it helpful to consider some creative and unconventional ideas," Patrick said. "I urge you not to reject them out of hand. It may turn out that win-win solutions are achievable by resorting to marketplace decision-making."

Over the past year, the ATS committee has been hit with a number of setbacks resulting in several delays in the planned startup of proponent systems testing. One of those setbacks has been the group's inability to agree on how to proceed with the testing. That problem was partially solved at the blue ribbon committee meeting, when the members unanimously adopted test parameter, test procedure and test management plans.

"These are the three documents that will

govern the entire testing process. The results will be the major input into the arrival of a recommended standard," said Irwin Dorros, executive vice president, technical services, Bell Communications Research, Livingston, N.J., and chairman of the ATS systems subcommittee. Dorros, whose group devised the test plans in cooperation with the planning subcommittee, chaired by Joseph Flaherty, vice president, CBS engineering and development, explained the function of the plans.

The test parameter plan lists the attributes that will be tested by the labs that are working in cooperation with the advisory committee, the Advanced Television Test Center and Cable Television Laboratories Inc. (Cable Labs). The test procedure plan outlines how each of the various attributes will be tested, Dorros said, while the test management plan alerts the proponents to the various details of the testing process, such as "what to expect in the test facilities, who's doing the testing, and contingencies, like what happens if you voluntarily withdraw or what happens if you want to modify your system under testing."

Both Dorros and Wiley said, however, that the test plans are evolutionary and that further additions or changes might be made before testing begins. "But there was a need to approve the procedures that they had now to keep the process moving on schedule," Wiley said.

Two sticking points that have been stalling progress on the test plans for months have been the issues of whether there should be a minimum of digital audio chan-

nels included in each proposal and how to obtain test video software that will fairly test the limits of each system. Working parties within the planning subcommittee continue to battle those arguments, and when a consensus is reached, amendments will be added to the test parameter and procedure plans.

The time it is taking to come to decisions on the two issues is threatening to delay the startup of testing (now estimated for April 1990) even further. If that appears to be happening, Wiley said that he will call a meeting of the ATS steering committee and make the decisions himself.

Wiley again announced his intention to convene a meeting of the proponents to set up a solid testing schedule to insure that each system is tested before the end of 1991. The meeting, which will probably be held in October, was first announced the week before at an ATS steering committee meeting (BROADCASTING, July 17).

During that meeting, Dorros also said that he had sent a letter to each of the 16 proponent organizations that had indicated they would take part in the ATS testing. As of last week, Dorros said that he had received written responses from 13 and that only eight have said that they will be ready to have their systems tested within the committee's deadlines. Those proponents are: Faroudja Laboratories, the Massachusetts Institute of Technology, the New York Institute of Technology, Japan's NHK, North American Philips, Production Services Inc., the David Sarnoff Research Center and Zenith.

-RMS

NAB protests proposed HDTV moratorium

The National Association of Broadcasters has responded to a suggested five-year moratorium on broadcast high-definition television terrestrial transmission which has been proposed in a plan to the Pentagon. The call for the moratorium is contained in an eight-page memo to the Defense Manufacturing Board (DMB) written last April by Roy L. Beasley, a professor at Howard University in Washington, and a consultant to the Pentagon. NAB President Eddie Fritts, in a letter to FCC Chairman Dennis Patrick, said that a moratorium would result in "a delay of this country's entry into HDTV. [Beasley] apparently does not understand that, with standards adopted by the FCC in the early 1990's, U.S. consumers will enjoy HDTV in their homes well before the year 2000."

In his memo, entitled "Strawman II," Beasley proposes the moratorium in part to halt "the potentially disastrous impact of current trends in HDTV on the semiconductor industry" and other parts of the U.S. economy. The Defense Department denied published reports that DMB had organized a task force to develop long-range HDTV strategies and had named Beasley to head the group. NAB Executive Vice President John Abel said he did not know how much weight Strawman II carries among Pentagon officials, but that NAB wants to put its vigorous opposition to the moratorium on record.

The Fritts letter also attacked Strawman II's proposal that the Defense Advanced Research Projects Agency (DARPA) act as a sort of HDTV "czar," overseeing HDTV policy in all sectors of the federal government. He said Beasley's analysis did not take into account the work that has already been done by the FCC's advisory committee on advanced television service (ATS). "Overall, Mr. Beasley's proposals reflect a narrowness of scope and an arrogance of approach that is stunning," Fritts said.

Rounding out top 10

Listed below are spring 1989 Arbitron ratings for radio markets eight through 10 (for markets 1-7, see BROADCASTING, July 17). All results are based on the Arbitron spring 1989 radio local market report for the period beginning March 30 and ending June 21 (total persons, age 12-plus, average quarter-hour shares, Monday-Sunday, 6 a.m.-midnight). Ratings data used is supplied by Arbitron and is copyrighted; it may not be reprinted or used in any form by nonsubscribers. An asterisk indicates a tie.

Station	Format	Spring 88	89
Dallas-Fort Worth			
KVIL-AM-FM	AC	10	8.6
KPLX(FM)	Country	7.0	7.3
KSCS(FM)	Country	6.2	6.9
WBAP(AM)	Country	6.7	6.6
KKDA-FM	Urban contemp.	8.0	5.9
KEGL(FM)	CHR	5.0	4.4
KHYI(FM)*	CHR	5.3	4.3
KJMZ(FM)*	Urban contemp.	5.1	4.3
KRLD(AM)*	News, sports	4.9	4.3
KMEZ-FM	Easy listening	1.5	4.0

Station	Format	Spring 88	89
Washington			
WPGC-FM	CHR	5.6	6.4
WMZQ-AM-FM*	Country	7.3	6.0
WGAY(FM)*	Easy listening	6.6	6.0
WMAL(AM)	Variety	5.3	5.3
WKYS(FM)	Urban contemp.	6.4	5.0
WAVA(FM)	CHR	4.8	4.7
WRQX(FM)	CHR	3.8	4.2
WTOP(AM)	News	3.8	4.1
WASH-FM	Adult contemp.	3.0	4.0
WCXR(FM)*	Classic rock	3.9	3.8
WWDC-FM*	AOR	5.1	3.8

Station	Format	Spring 88	89
Houston-Galveston			
KMJQ(FM)	Urban contemp.	8.8	9.1
KILT-FM	Country	6.7	8.2
KLLOL(FM)	AOR	5.9	7.0
KKBO-AM-FM	CHR	6.7	6.6
KIKK-FM	Country	8.1	6.5
KODA(FM)	Easy listening	5.2	5.9
KTRH(AM)	News	6.2	5.8
KRBE-FM	CHR	8.4	5.5
KLTR(FM)	Adult contemp.	3.3	4.2
KQUE(FM)	MOR	3.4	3.8

Into radio

Raycom Sports and Entertainment, a Charlotte, N.C.-based producer of sports

programming, is expanding into radio programming with the creation of the Raycom Radio division. President of the new division is Rick Shaw, formerly with the University of Kentucky Network. He will oversee Raycom's offices in Chicago and Champaign, both Illinois, and West Lafayette, Ind.

Comings and goings

With the aim of exporting its product overseas, the Satellite Music Network has signed International Communications Inc., a Tokyo-based communications firm, to market the company's formats in Japan. Currently, Satellite Music Network offers 10 formats, delivered via satellite to more than 1,000 affiliates in the U.S. and Canada.

Importing overseas programming, on the other hand, is what superstation WFMT(FM) Chicago will be doing when it broadcasts Wagner's four-part opera, *The Ring Cycle*, in performance at Bayreuth, Germany, conducted by Daniel Barenboim. The program is scheduled to air Sunday afternoons in September at 4 p.m. CT.

Only 10 of these 
& nine of these 
can save
you a lot of
these 
& thousands
of these 

The National Supervisory Network redefines the minimum wage—\$1.09.

If you're paying more than \$1.09 per hour, including wages, payroll taxes, and insurance for duty operators, you're paying more than you have to. And more than likely, getting less than you should be.

Introducing national off-premise control from the National Supervisory Network.

For \$1.09 per hour—total—you can have a licensed engineer/operator on duty 24 hours a day via satellite, ensuring full FCC and EBS compliance, proper transmitter operations, accurate logs and the level of reliable quality that today's market demands. We even provide your engineer with equipment performance reports.

CFR Part 73 sets the standards. We help you maintain them and much, much more.

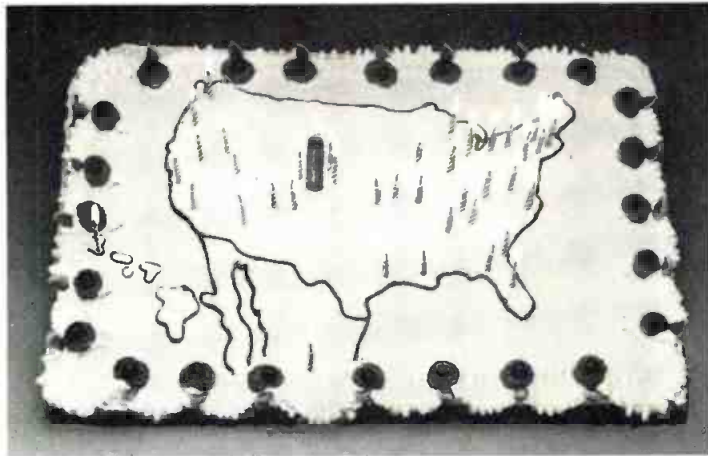
Call now to learn more about this revolutionary new service
1 (800) 345-VSAT

"Compliance, Economy, and Quality for Today's Broadcaster."



**NATIONAL
SUPERVISORY
NETWORK**
Avon, Colorado

EVEN IF IT'S ONLY OUR 1ST BIRTHDAY, WE LIKE BEING 38.



Business Radio Network started broadcasting on July 4, 1988. During the last year, we've grown to a network of 38 affiliates from New York to California and Honolulu to Mexico City.

Since day one, our formula for success hasn't changed. On the cutting edge of a trend, BRN is the first fully dedicated national business news/talk radio format. We deliver vital, fast-breaking information 24 hours a day. We reach successful people who need to stay informed about the business events which affect their futures.

An international springboard. As a premier news resource, BRN is where executives tune for instant reports from 100 world-wide sources. U.S. services include the Associated Press, the New York and American Stock Exchanges, Dow Jones, NASDAQ and Standard and Poor's. But in a global economy, that's not enough. We also broadcast reports from the European Common Market, Amsterdam, Hong Kong, Tokyo, Zurich, Frankfurt and Toronto.

Busy people keep learning. Exclusive talk-show programs put listeners in touch with the nation's most respected business experts. Across the country, a rapidly growing audience participates in feature programs such as Charles Givens' "Wealth Without Risk" and Don McDonald's "Ways and Means Committee." By calling our national toll-free number, listeners pose questions and problems to noted business leaders like Victor Kiam, Malcolm Forbes, Ralph Nader and Richard "Deke" Slayton.

BRN is a new advertising medium. Our audience attracts business-to-business marketers and advertisers of upscale products. Many local advertisers are not traditional users of radio. They include lawyers, office products companies, art galleries, ad agencies, computer dealers, luxury automobile dealers and stock brokers.

The bottom line is . . . the bottom line. The network's concept is performing in the marketplace,

as supported by the experiences of our new affiliates. Phoenix pre-sold contracts worth \$75,000.00 before going on the air. Two weeks after sign on, Washington, D.C. added seven charter advertisers, including The New York Times and J.C. Penney. In Chicago, "the phones are ringing off the hook" with calls from unsolicited advertisers. Buffalo reeled in coveted business-to-business advertisers who were unwilling to buy music formats. The success stories go on and on.

It might be now or never. 38 stations have shut the door. As exclusive BRN affiliates, their markets are protected. But we're aggressively seeking new affiliates in other strategic markets throughout the U.S. If you're considering a change for your station, we'd like to talk to you now.

1 (800) 321-2349 1 (719) 528-7046
(Inquiry) (Listen Line)

Radio's Business Solution™
BRN
Business Radio Network

- Los Angeles
KORG-AM
- Chicago
WNRV-AM
- San Francisco
KSJK-AM
- Washington, D.C.
WPGC-AM
- Houston
KSEV-AM
- Cleveland
WHK-AM
- Denver
KDEN-AM
- Denver/Leadville
KRMH-AM
- Phoenix
KFNN-AM
- Sacramento
KXOA-AM
- Hartford/New Haven
WFNS-AM
- Orlando
WBZS-AM
- Portland
KBNP-AM
- Kansas City
KBEA-AM
- New Orleans
WTIX-AM
- Greenville
WPCI-AM
- Buffalo
WWKB-AM
- Hartford/Waterbury
WFNW-AM
- Albany
WPTR-AM
- Albuquerque
KMBA-AM
- Honolulu
KCU-AM
- Jacksonville
WELX-AM
- Mobile
(Ft. Walton Beach)
WBZR-AM
- Knoxville
WUTK-AM
- Huntsville
WVNN-AM
- Colorado Springs
KKRE-AM
- Augusta
WNTA-AM
- Greenville
WBRE-FM
- Topeka
KEWI-AM
- Mexico City
VIP-FM
- Seattle
KEZX-AM
- Springfield
WSPR-AM
- Traverse City
WMKT-AM
- Richmond
WXGI-AM
- Wilkes Barre
WWAX-AM
- Utica
WYUT-AM
- Albuquerque/Grants
KMJN-AM

???

NBC appeals Newton verdict

Network goes to U.S. Appeals Court over \$5 million-plus libel award; it says judge erred and that punitive award violates First Amendment

The \$5,275,000 awarded Wayne Newton following a U.S. District Court trial in Las Vegas of his libel suit against NBC constituted the largest award ever against a news organization—and that after the judge reduced the jury's award of \$19,271,750 (\$22,757,272.80 including interest). But it was a judgment, according to NBC in an appeal filed last week with the U.S. Court of Appeals for the Ninth Circuit, that trails a number of errors on the part of the presiding judge.

A principal focus of the brief's attack is Judge Myron Crocker's refusal to reject the jury's award, notwithstanding the verdict, on the ground that the three broadcasts at issue left a "false impression" about Newton. NBC argues that the First Amendment protects the media against libel judgments in suits filed by public figures—like Newton—that are based on alleged false impressions. Another of the court's alleged errors was the refusal to grant NBC a change of venue. Considering Newton's enormous popularity in Las Vegas, NBC contends, holding the trial there "was the American equivalent of trying author Salman Rushdie in Teheran for defaming the Ayatollah."

Crocker indicated he had developed some uncertainty about the propriety of trying the Newton case in Las Vegas. In response to NBC's petition for judgment rejecting the jury verdict or, in the alternative, granting a new trial, Crocker reduced the award by some \$14 million—he eliminated \$9 million for claims of lost past and future income and \$5 million for damage to Newton's reputation. And he directed Newton either to accept the reduced award—which included \$5 million for punitive damages—or face a new trial in the Central District of California. Newton accepted the reduced award.

The suit grew out of four broadcasts that reported on a federal investigation of crime figures—Frank Piccolo and his cousin, Guido Penosi—and their relationship with Newton, who at the time had recently been licensed to operate the Aladdin Hotel and Casino. The first broadcast, prepared by investigative reporters Brian Ross and Ira Silverman, aired on Oct. 6, 1980, and raised questions about Newton's truthfulness in appearances before Nevada's gaming authorities regarding those relationships. The subsequent broadcasts—the last was on March 14, 1982—reported on the continuing federal investigation, including the indictment of the two crime figures for attempted extortion of Newton and two others and the trial of one of them. Piccolo was

shot to death on Sept. 19, 1981.

In none of the broadcasts at issue did Crocker, in rejecting NBC's request for a judgment in its favor, cite a fact that was false. In fact, NBC notes in its appeal, Crocker, in a previous summary judgment ruling, had concluded that a "substantial and persuasive showing" had been made that every statement in the broadcasts was either true or legally protected. Nevertheless, Crocker concluded that the broadcasts had left a false impression. That judgment boiled down to the assertion by Newton's counsel that the broadcasts "alleged and/or asserted" that Newton obtained financing for his interest in the Aladdin "by and through 'Mafia' and 'Mob' sources" and that Newton held a "hidden" ownership interest in the hotel and casino for the benefit of those sources.

First of all, said NBC, "liability in a public figure libel case may not be imposed except with respect to a statement actually made by the defendant.... Permitting a liability to be imposed on the basis of 'impressions' left by broadcasts about public figures imperils the core of *Sullivan*," referring to *New York Times v. Sullivan*, in which the Supreme Court held that public figures who file libel suits must prove "actual malice" on the part of the defendant. "For once the question is asked not of the truth or falsity of what a broadcast said about a public figure but what impressions it left about that person, every broadcast could be subjected to a myriad of differing claims," said NBC.

Furthermore, NBC contends, even if liability could be imposed on the basis of false impression, it cannot be imposed in the absence of "clear and convincing proof" that the broadcaster intended to leave that impression. And that proof is not present in the case at issue, in NBC's view.

Crocker had held that, regardless of its intention, NBC should have "foreseen" that viewers could have inferred from the broadcast that organized crime had financed Newton's purchase of the Aladdin. Failure to foresee that possible inference, he added, constituted "a reckless disregard for the truth" justifying imposition of the liability. But, NBC maintains, the *Sullivan* test simply asks whether a journalist realized the statement was false or whether he acted in reckless disregard as to whether it was true or false. "An impression not intended to be left by a journalist thus cannot, under any theory," the brief adds, "give rise to liability."

NBC says the court erred also in permitting the jury to determine whether statements in the broadcasts were matters of fact or opinion, and whether portions of the broadcasts were protected by the fair report privilege that applies to fair and accurate reporting. Those decisions, NBC says, are

for the court to make.

Nor was that all. NBC says the court erred in permitting the \$5 million punitive damage award—"the largest ever imposed against a news organization"—to stand. NBC says there was no evidence that the broadcasts were motivated by "hatred or ill will," as required by Nevada law. It also says the award was "excessive" and a violation of the due-process and free-speech guarantees of the U.S. Constitution. Indeed, NBC asks the appeals court to hold that punitive damages in public figure cases are a violation of the First Amendment. "Exposing the press to massive and unpredictable awards of punitive damages," NBC says, "will inevitably chill the vigor of reporting on important public issues."

In contending that Crocker erred in refusing to grant a change of venue, NBC's lawyers—Floyd Abrams, of Cahill, Gordon & Reindell, was the lead attorney—had an opportunity to vent the frustration they felt in defending against the suit brought by the entertainer that *Newsweek* had labeled "the king of Las Vegas": "Over the course of five years of trial preparation, while Wayne Newton drove about Las Vegas in his car with license plate VEGAS 1, defendants were obliged to drive on Wayne Newton Boulevard to get from McCarran Airport to the federal courthouse.... Las Vegas celebrated 'Wayne Newton Day'.... Newton was named 'Distinguished Citizen of the Year'...."

Newton's "virtual deification" by the city, NBC contends, "doomed, from the start, NBC's ability to obtain a fair trial."

NBC's position was supported in two friend-of-the-court briefs filed by broadcast and other media groups. Capital Cities/ABC, CBS and Fox Television Stations, in one brief, argue that the First Amendment prohibits libel by impression alone. At a minimum, they argue, a plaintiff in a public figure libel case must prove that the impression was intended. "If the press were required to defend against libel suits by having to defend the truth of the proposition that the subject of a criminal investigation is, in fact, guilty of the crime being investigated," the brief says, "it would be almost impossible to report on investigations." In the other brief, 15 groups, including the National Association of Broadcasters, the Radio-Television News Directors Association, and The New York Times Co., contend that the award of punitive damages in public figure libel cases violates the First Amendment. Indeed, the brief says a series of Supreme Court decisions points to the conclusion that "the threat of unnecessary litigation, arbitrary punishment of unpopular defendants and self-censorship of protected speech, all encouraged by [punitive damages] awards, far outweighs any arguable benefit."

-LZ

Sikes discloses finances

The Senate Commerce Committee has yet to announce confirmation hearings for the nominations of Alfred Sikes, Sherrie Marshall and Andrew Barrett to the FCC although Chairman Hollings (D-S.C.) indicated they were working to set a date. Meanwhile, Sikes, who has been designated as FCC chairman, filed his financial disclosure report last week. (Candidates are not required to provide exact numbers only a range.)

Among Sikes assets: common stock in Sikes Sporting Goods, Sikeston, Mo., (valued at \$15,001-\$50,000) of which he sold 10 shares last year (December 1988) for (\$5,001-\$15,000); partnership interest in Lakcom-notes from the sale of Lakcom's KRMS(AM)-KYLC(FM) Osage Beach, Mo. in 1986, (over \$250,000) with income (both interest and capital gains) of \$50,001-\$100,000; a Flex Funds money market fund purchased last year (August 1988) and valued at (\$50,001-\$100,000); IRA-Evergreen Fund (\$1,001-\$5,000); Series E Bonds (\$1,001-\$5,000); IRA-shares in Walmart Stores (\$5,001-\$15,000); NOW account (\$1,001-\$5,000); IRA-"New Beginning" (\$5,001-\$15,000); Shares in Merrill Lynch TIGR retirement money fund (IRA) (\$1,001-\$5,000); partnership interest in Summit Communications formed in 1979 to purchase KLGTFM Breckenridge, Colo., note paid off (May 1989) from sale of station in 1984 (with both interest and capital gains of \$15,001-\$50,000); Sikes Education Trust held note for Summit (valued at \$1,001-\$5,000) with income (both interest and capital gains of \$5,001-\$15,000); thrift savings plan (\$5,001-\$15,000); thrift savings plan (\$1,001-\$5,000); sold lake property in Table Rock, Mo., (\$15,001-\$50,000); purchased 20 acres in Dorchester County, Md., (\$100,000-\$250,000).

To avoid any conflict of interest, Sikes says he and his wife have agreed to divest their interest in the Lakcom notes or to transfer Sikes' interest to his spouse. He also plans to recuse himself from any matters involving KOMC(AM)-KRZK(FM) Branson, Mo., in which his brother and father have a limited partnership. Sikes' wife, Marty, who works for Senator John Danforth of Missouri, the ranking Republican on the Senate Commerce Committee is retiring Aug. 1.

The Sikes filing also revealed his political campaign contributions 1988: Bill Emerson (incumbent House Republican from Missouri) for Congress, \$500; Danforth for Senate, \$500; Republican National Committee, \$200, and Jerry Floyd for School Board (Montgomery, Md.), \$25.

Both Marshall and Barrett filed financial disclosure reports earlier (BROADCASTING, July 3). Marshall stated that she would permanently recuse herself from participation in adjudicatory or other matters in which she personally participated as counsel before the commission. And she said she will abstain from participating for one year in any adjudicatory matter in which Wiley, Rein & Fielding is a counsel of record.

In other information reported, Barrett said he was involved in a paternity suit filed in 1974 in the Cook County, Ill., Circuit Court. The suit was settled and dismissed with prejudice in August 1981.

GAO cable rate survey to debut at Aug. 3 House hearing

Markey tells New England cable operators that survey should shed light on rate controversy; he warns industry that unless it deals with must carry, sports on cable and consumer complaints about service and rates, Congress may reregulate

The results of a cable rate survey conducted by the General Accounting Office will be released Aug. 3 at a House Telecommunications Subcommittee hearing. Subcommittee Chairman Ed Markey (D-Mass.) told last week's meeting of the New England Cable Association in Newport, R.I., that a hearing to review the findings is scheduled. He commissioned GAO to survey rates after it became apparent that there were no conclusive studies on the subject.

Markey also urged cable to respond to the growing "anxiety" on Capitol Hill over cable rates and to complaints about industry behavior toward competitors. He warned the cable executives that trouble is on the horizon and pointed out that more than a dozen bills affecting cable have been introduced this year.

"If the cable industry were a movie, 1984 would have been 'Deliverance' but 1989 would be 'The Year of Living Dangerously.'" He issued the same word of caution at a private luncheon during the National Cable Television Association convention in Dallas (BROADCASTING, May 23).

"When I talk to subcommittee members, or members of Congress as a whole, they raise more specific complaints about the

cable industry than any other industry before the subcommittee," said Markey. Moreover, he said that if cable does not solve these problems at the "consumer/voter level, members of Congress increasingly will decide they have to solve them for you."

He advised cable to first solve their differences with broadcasters over the must-carry rules and channel repositioning. (Markey said that two years ago, he first warned cable not to indiscriminately engage in channel switching because it would imply arrogance.) "Surely, a constitutional supportable compromise can be reached that is acceptable to both industries," he said.

The industry must also examine the issue of sports on cable: "If the MSG-Cablevision controversy has demonstrated anything, it is that when local sports teams or major sporting events are unavailable to consumers, or are priced at what consumers perceive to be an unreasonable level, there will be political consequences. It is no accident that virtually every member of the Long Island delegation sponsored or co-sponsored a cable reregulation bill while the MSG-Cablevision controversy remained unresolved," Markey said.

Also, he said, cable operators should pay more attention to customer service. "When customers with service problems receive an unceasing busy signal, when they call in their complaints, or when service workers are tardy, or discourteous, or poorly trained, your industry suffers." Finally, he added, make your rates reasonable. Said Markey: "Whatever the results of that national survey, it is clear that in some localities cable rates have outstripped inflation, logic or sound political reasoning."

Besides his warnings to cable, the chairman was full of praise. "The cable industry has flourished because it has been innovative, flexible and offers excellence," said Markey. It has "revolutionized the media marketplace. CNN, C-SPAN, ESPN, the Learning Channel, Disney, Nickelodeon, Black Entertainment Television, Galavision and numerous other new and innovative cable programming services contribute greatly to the abundance of news, information and entertainment programming available to the American public. In no other nation does the average citizen have available the richness and diversity of programming available to Americans." -KM

Washington Watch

Fairness plan reaction. House Energy and Commerce Committee's decision two weeks ago to include fairness doctrine in budget reconciliation package (BROADCASTING, July 17) elicited strong response from Radio-Television News Directors Association. RTNDA President David Bartlett said association opposes reenactment of fairness for number of reasons. But that it is "particularly disturbed by the method chosen by supporters of this discredited concept to sneak it into law." RTNDA statement also pointed out that U.S. Court of Appeals in upholding FCC decision abolishing doctrine ruled that fairness "encouraged excessive and unnecessary government intervention" into editorial process. "We have no desire to get caught in the middle of a power struggle between Congress and the FCC. We simply want to gather and report the news without having our editorial judgments second-guessed by bureaucrats," Bartlett said.

Time, Warner cable operations log record second quarter

ATC revenues up 19%; Warner's cable and broadcasting division up 24%; news not so good for HSN as sales fall 2%

As quarterly earnings were released last week, both Time Inc. and Warner Communications reported record results for their cable operations in the quarter. Shop-by-television operator Home Shopping Network reported revenues down from the corresponding quarter last year and a net loss compared to a profit a year ago.

Time's 82%-owned cable subsidiary, American Television & Communications, reported revenues of \$240.1 million for the quarter, up 19% from one year earlier. Net income was \$23.2 million, up 12%. The company said that operating cash flow for the second quarter was \$105.6 million, giving the company an operating cash flow margin of 44%.

Thirty percent of ATC's revenue growth

and 13% of its operating income growth came from consolidated results of the company's Memphis, Tenn., cable system. ATC, which previously owned 49% of the system, purchased the balance of it late last year.

Time's operating income from programming was \$52 million for the quarter, up \$16 million from the second quarter of 1988. The segment's results included a \$12 million Turner Broadcasting System stock dividend, which came in a different quarter last year. The division's revenues were up 3% to \$283 million, with pay-TV subscriber revenue gains offset by lower HBO Video revenues.

Warner's Cable and Broadcasting division, which includes the results of the company's minority holdings in broadcaster BHC Inc., reported revenue of \$139.5 million, up 24%, and operating income of \$30 million, up 54%.

Home Shopping Network said last week

that its net sales for the fiscal third quarter which ended May 31 fell 2% to 178.7 million. The company reported a loss of \$5.9 million for the quarter, compared to earnings of \$6.4 million one year earlier. HSN's loss this year resulted included an extraordinary after-tax gain of \$1.8 million resulting from the repurchase of \$13 million of the company's long-term obligations. HSN said that earnings were negatively impacted by "substantial" general and administrative expenses, which grew 63% to \$24.1 million for the quarter (\$5.4 million of the general and administrative costs were legal expenses, primarily resulting from the company's suit against GTE).

HSN chairman and chief executive officer Roy Speer said in a statement that the company was exploring a "streamlining" of its operations which could be accomplished through "consolidation, disposal or discontinuance." □

Two advertisers targeted for boycott

Clorox and Mennen subject of CLear-TV boycott over sponsorship of programs during May sweeps

Christian Leaders for Responsible Television (CLear-TV) announced last week it has targeted two major sponsors of network prime time television—Clorox Corp. and The Mennen Co.—for a one-year consumer boycott of their products, for allegedly being "among the leading sponsors of sex, violence and profanity during the recent sweeps period of April 27-May 24."

Earlier this year, CLear-TV, founded by Rev. Donald Wildmon in 1986, said it would monitor programming during the May sweeps and target for boycott "one or more" of the leading sponsors of programming deemed "anti-Christian" and perceived to contain excessive amounts of sex and violence.

Both Clorox and Mennen took exception to last week's announcement. A Clorox spokesman said the company was "surprised" CLear-TV targeted it. "We have had a set of standards in place going back more than eight years," said Fred Reicker, Clorox director of communications.

Reicker also said that programs in which the company advertises are screened by the company's advertising agencies, a process that is coordinated by Young & Rubicam. "We are routinely notified by our ad agencies in the case of shows in question," he said. "There was no indication the programs we advertised in in May did not meet our standards."

Reicker said the standards preclude spots

airing in programs that make gratuitous, overly graphic use of sex or violence; treat ethnic, religious or political groups in a disparaging manner; present facts inaccurately, or glorify the use of drug or alcohol consumption.

Reicker said Clorox will review all of the screening reports and shows the company advertised in during the May sweeps and "take whatever action, if any, we deem appropriate."

The Mennen Co. issued a statement also noting long-standing pre-screening and standards policies. The statement also said the company "frequently declines to sponsor programs that do not meet its standards." As an example it named last season's ABC series *Heartbeat*, which it opted not to place spots in.

"We do not believe the Mennen Co. should act as a censor for CLear-TV or for any other group," the company said. "We will, however, continue to avoid programs that we believe are offensive, [and] we believe the viewing public will understand the position we are taking and recognize that opinions may differ regarding acceptable programs."

CLear-TV said its May sweeps monitoring was done by about 3,000 monitors in 33 states. The group, a coalition of 1,600 Christian leaders around the country, said the results showed Clorox and Mennen to have "ignored" three formal requests not to support offensive network prime time programming.

CLear-TV Chairman Dr. Billy Melvin, executive director of the National Associa-

tion of Evangelicals, said last week that the stringent advertising standards claimed by Clorox and Mennen were not in evidence during the May sweeps. "A standard means nothing if you don't apply it," he said.

Melvin said CLear-TV's effort to make the boycott stick would include the production of a 30-minute television program addressing the boycott and so-called offensive prime time programming. Melvin said the coalition would ask religious broadcasters around the country to air the program free of charge. Radio spots about the boycott have already aired on religious stations in major markets, he said.

Advertising agency executives expressed doubt last week the boycott would have much impact, based on the failure of previous efforts. And one agency executive, McCaffrey and McCall founder David McCall, asserted during a discussion on last Wednesday's *Today* show that CLear-TV was a "censorship group."

Speaking during the same segment, Zev Braun, producer of CBS's *Tour of Duty*, cited for violence by CLear-TV, said the coalition's effort amounted to "attempted censorship." Braun said it would be "dishonest" to produce a program about the Vietnam war without depicting the violence that occurred.

Melvin denied last week his group was trying to censor anyone. "They are the ones practicing censorship," he said. "They don't like what we are putting the spotlight on. We are saying the limits [in prime time] have been pushed too far. Those programming trends are contributing to

the destruction of the quality of life we enjoy in this country. We have the right to bring that idea into the marketplace."

Yet critics of the CLear-TV efforts contended last week that Melvin defeated his own argument that the boycott was not attempted censorship. They pointed to his suggestion that "90% of the problems would be solved if [producers] would cut two and a half minutes" from the offending programs.

John Sisk, senior vice president, J. Walter Thompson, agreed that CLear-TV was "certainly within its rights" to call for a boycott. "And advertisers have the right based on their policies to advertise on certain programs or stay away. The issue now is, can a boycott of this nature damage advertisers? No past effort has been successful."

Other programs cited as offensive by CLear-TV during the sweeps were NBC's *Miami Vice*, *Midnight Caller* and *Dream Street*; CBS's *Knots Landing* and *The Equalizer*, and ABC's *A Man Called Hawk* and *Gideon Oliver*.

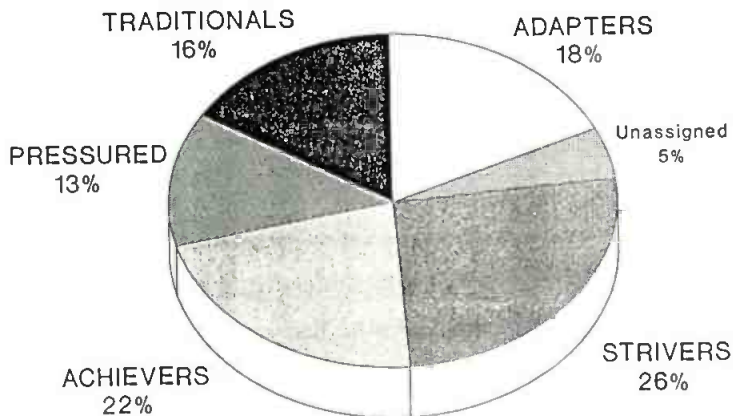
Of the three networks, NBC had the strongest response critical of the CLear-TV boycott. "In attempting to define for others what is acceptable programming and impose its views on others, CLear-TV is ignoring the traditions of free choice and free speech that most Americans embrace," NBC said. Viewers, the network statement said, will hopefully "recognize this one-sided, misguided tactic for what it is."

A CBS official, asked for a comment, said the CLear-TV monitoring survey was at best "subjective."

ABC had no official comment, but ABC Entertainment President Robert Iger addressed the general issue of groups like CLear-TV during an interview at last week's TV critics press tour in Los Angeles, saying, "We must be careful not to submit to coercion from what might be a minority."

Melvin said CLear-TV has already written to 500 prime time advertisers informing them the group will conduct another monitoring session this fall. —SM

GLOBAL SEGMENTS



Universal consumer identified by ad agency

Backer Spielvogel Bates Worldwide, as part of its four-year-old Global Scan survey of consumer attitudes in 14 countries, said last week it has divided the general population into "five distinct consumer classes that span national borders and transcend cultural differences." The agency, which draws its conclusions from interviews with 15,000 people annually, is using its database to make predictions of consumer trends.

Thirty-three percent of Americans live in what BSBW called "Striver" households. Strivers, according to the company's definition, work hard but are not necessarily successful in reaching their goals. "Under stress most of the time, they prefer products and services that are sources of instant gratification."

Thirteen percent of the population in the countries surveyed are what BSBW calls "Pressured": a predominantly female group buffeted by economic and familial demands, and having little time for pleasure or enjoyment.

One trend identified by BSBW in its survey this year is that consumers "are no longer ashamed to admit that their primary goals are to own expensive things and lead luxurious lifestyles." However, the company found, "the intense pressures to measure up to ever higher standards of material achievement felt by many consumers are proving to be exhausting, and ultimately depressing. Consumers feel insecure as never before." BSBW said their data indicates that the gaps between haves and have nots will increase, especially in the U.S., Australia and the United Kingdom over the next decade.

SOLD!

ML Media Partners, L.P., has acquired KORG-AM/KEZY-FM Anaheim, California, from Anaheim Broadcasting Corporation for \$15,125,000. Win Communications, Inc. will manage these properties.

Elliott B. Evers
and
Randall E. Jeffery,
Brokers

A discreet, intelligent brokerage service with over \$525,000,000 in radio/television mergers and acquisitions.

CHARLES E. GIDDENS
BRIAN E. COBB
202-785-4333
RANDALL E. JEFFERY
407-295-2572
ELLIOT B. EVERS
415-391-4877

RADIO and TELEVISION BROKERAGE
FINANCING • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Subject to F.C.C. approval.

Changing Hands

WKIX(AM)-WYLT(FM) Raleigh, N.C. □ Sold by Metroplex Communications Inc. to Alchemy Communications for \$7.7 million. **Seller** is headed by Norman Wain and Robert Weiss and also owns WFYV-FM Atlantic Beach, WNLT(FM) Clearwater, WHYI(FM) Fort Lauderdale, WFYV(AM) Jacksonville, WJYO(FM) Mount Dora, WHBO(AM) Pinellas Park and WPRD(AM) Winter Park, all Florida, and WERE(AM)-WNCX(FM) Cleveland. **Buyer** is headed by Howard and Miriam Warshaw and their son, Jeff Warshaw. They also own Universal Broadcasting, which owns KPPC(AM) Pasadena, Calif.; WCBW(FM) Columbia and WVVX(FM) Highland Park, both Illinois; WSYW-FM Danville (Indianapolis) and WGRT(AM) Indianapolis, both Indiana; WTHE(AM) Mineola, N.Y., and WWCs(AM) Canonsburg, Pa. WKIX is on 850 khz with 10 kw day, 5 kw night. WYLT is on 96.1 mhz with 98 kw and antenna 930 feet above average terrain. **Brokers:** *The Mahlman Co. and Blackburn & Co.*

WQSF-FM Williamsburg, Va. □ Sold by Richmond Radio to Keymarket of Virginia for \$3 million. **Seller** is headed by Bob Understein, who has no other broadcast interests. **Buyer** is headed by Kirby Confer, who also owns WROR-AM-FM Memphis, WRLX(FM) Hickory, N.C., KOKE(AM)-KKMJ(FM) Austin, Tex., and WHGB(AM)-WNNK(FM) Harrisburg, Pa. WQSF-FM is on 96.5 mhz with 50 kw and antenna 500 feet above

average terrain. **Broker:** *Media Venture Partners.*

WSIC(AM)-WFMX(FM) Statesville, N.C. □ Sold by High Country Communications Inc. to Adventure Communications Inc. for \$2.5 million. **Seller** is headed by Warren Penney. Charles Frischman, partner of seller, has interest in WBBB(AM)-WPCM(FM) Burlington, S.C., and KZZB-AM-FM Beaumont, Tex. **Buyer** is headed by Mike Shott and owned by Adventure Four Inc., proposed assignee of WSIC(AM)-WFMX(FM). Adventure is wholly owned subsidiary of Adventure Communications Inc. (ACI), and is licensee of WHIS(AM)-WHAJ-FM Bluefield, W.Va. Adventure Two Inc. (ATI), also wholly owned subsidiary of ACI, is licensee of WKEE-AM-FM Huntington, W.Va. ACI also has 49% ownership interest in Adventure Three Inc., holder of CP for WBJY-FM Shadyside, Ohio. WSIC is on 1400 khz with 1 kw fulltime. WFMX is on 105.7 mhz with 100 kw and antenna 1,517 feet above average terrain. **Broker:** *R.A. Marshall & Co.*

WGST(AM) Atlanta □ Sold by Family Broadcasting Network to Moody Bible Institute of Chicago for \$2.3 million. **Seller** is headed by James Dobson, who purchased station from Jacor Broadcasting of Georgia in January for same price. **Buyer** is headed by Robert Neff, director of Moody Bible Institute of Chicago's broadcast division, and is licensee of following noncom-

mercial educational broadcast stations: WMBI-AM-FM Chicago, KMBI-AM-FM Spokane, Wash.; WDLN-AM-FM East Moline, Ill.; WMBW-FM Chattanooga; WMBV-FM Dixon Mills, Ala.; WRMB-FM Boynton Beach, WDES-FM St. Petersburg and WGNB-AM Indian Rocks Beach, all Florida, and WCRF-FM Cleveland. WGST is on 920 khz with 5 kw day, 1 kw night. **Broker:** *Blackburn & Co.*

WAVV-FM Vero Beach, Fla. □ Sold by Treasure Coast Radio Inc. to Treasure Coast Media Inc. for \$2.1 million. **Seller** is headed by Charles Andromidas and John Healy. **Buyer** is owned by Sally S. Dilucente and her husband, Wayne, who is 50% shareholder, president, secretary and director of West Florida Media Inc., permittee of new FM radio station to operate on 105.3 mhz at Solana, Fla. Treasure Coast Media Inc. principal B.F.J. Timm is father of Treasurer Coast Media Inc. principal Bruce B. Timm and Tallahassee Broadcasting Co. principal Jan B. Timm. Tallahassee Broadcasting Co. is 50% shareholder of Treasure Coast Media Inc. B.F.J. Timm is 51% shareholder, officer and director of Tallahassee Broadcasting Co. Bruce B. Timm and Jan B. Timm each own 24.5% of stock of Tallahassee Broadcasting Co. and are officers and directors of that corporation. B.F.J. Timm is 100% stockholder of WVOJ(AM) Jacksonville, WANM(AM)-WGLF(FM) Tallahassee and WSGL(FM) Naples, all Florida, and WDMG(AM) Douglas and WZOB(AM)-WPPR-FM Warner Robins, both Georgia, and is 50% stockholder of WILN(FM) Bay Media Inc., Panama City, Fla. WAVV is on 105.5 mhz with 2.75 kw and antenna 350 feet above average terrain.

WDKS-FM Dunn, N.C. □ Sold by Landsman-Webster Communications of North Carolina Inc. to Metropolitan Broadcasting of NC Inc. for \$2 million. **Seller** is headed by Dean Landsman and Michael and Norma Nigris (husband and wife). Michael Nigris is 30% stockholder in WVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. **Buyer** is headed by David W. Evans, commercial real estate developer, who has no other broadcast interests. WDKS-FM is on 103.1 mhz with 270 kw and antenna 320 feet above average terrain. **Broker:** *Blackburn & Co.*

WAPG(AM)-WOKD(FM) Arcadia, Fla. □ Sold by Dakos Broadcasting Inc. to Gulf Dunes Broadcasting Inc. for \$2 million. **Seller** is headed by William and Norma Dakos (husband and wife), who have no other broadcast interests. **Buyer** is newly formed broadcast company based in West Long Branch, N.J., and headed by Dennis Hedlund, who has no other broadcast interests. WAPG is 1 kw daytimer on 1480 khz. WOKD is on 98.3 mhz with 1.7 kw and antenna 400 feet above average terrain.

KHAI(TV) Honolulu □ Sold by Honolulu Family Television Ltd., subsidiary of Media Central Inc. of Chattanooga, to Ksci Inc. for \$1.75 million. Sale was approved by Federal Bankruptcy Court for Eastern District of Tennessee. Media Central filed for bankruptcy in July 1987 (BROADCASTING, July 13, 1987). Media Central still has six stations to sell. **Buyer** is headed by Ray Beindorf and owns Ksci(TV) San Bernardino, Calif. KHAI is independent on ch. 20 with 537 kw visual, 53.7 kw aural and antenna 150

**ONE
THOUSAND
DAYS
ONE
BILLION
DOLLARS**

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WE BROKER BROADCASTING'S BEST

Washington • New York • Atlanta • Chicago • Beverly Hills

feet above average terrain.

KQIL(AM)-KQIX-FM Grand Junction, Colo. □ Sold by Mesa Broadcasting Co. to Airwaves Communications Inc. for \$1.3 million. **Seller** is headed by John Hough, who also owns KUUY(AM)-KKAZ-FM Cheyenne, Wy. **Buyer** is newly formed company headed by Wayne Phillips and Marshall Harris. They have no other broadcast interests. KQIL is on 1370 khz with 1 kw full time. KQIX is on 93.1 mhz with 100 kw and antenna 1,027 feet above average terrain. *Broker: Kalil & Co.*

WLFJ(FM) Greenville, S.C., and WJIS-FM Sarasota, Fla. □ Sold by Evangel Christian School Inc. to Radio Training Network Inc. for \$1.1 million. **Seller** is headed by Karl Strader, who also heads WCIE(AM) Spring Lake, N.C. **Buyer** is headed by Bill Watkins, James L. Campbell, and George Ready. Bill Watkins, George Ready and George Watkins serve as board members of Provident Broadcasting Co., which owns and operates WFDK(AM)-WVFJ(FM) Manchester, Ga. WLFJ is on 89.3 mhz with 41 kw and antenna 1,100 feet above average terrain. WJIS-FM is on 88.1 mhz with 100 kw and antenna 480 feet above average terrain.

WHDL(AM)-WOLN-FM Olean, N.Y. □ Sold by W-DL Inc. to Arrow Communications Inc. for \$1 million. **Seller** is owned by Frank Penny and Dean Aubol, who also own WEBO(AM) Oswego and WOXT(FM) Binghamton, both New York. **Buyer** is owned by Paul Rothfuss, who also has interest in KHUM-FM Topeka, Kan.; WFFX(AM)-WRLX(FM) Tuscaloosa, Ala.; WZOO-FM Lima, Ohio; KZBB-FM Fort Smith, Ark.; KILO-FM Davenport, Iowa; WFRG-AM-AM Rome, N.Y., and WZNY-FM Augusta, Ga. WHDL is on 1450 khz with 1 kw fulltime. WOLN-FM is on 95.7 mhz with 43 kw and antenna 740 feet above average terrain. *Broker: Kozacko-Horton Co.*

WHWB-FM Port Henry, N.Y. □ Sold by Radio Active Group Inc. to Mark and Mary Brady for \$520,000. **Seller** is group owner of WXXX(FM) Newport, N.H., and WSCM(AM)-WSHO(FM) Cobleskill and WHSZ(FM) Rotterdam, both New York, and CP for WSNO-FM Danville, Vt., and is headed by Bruce Lyons. **Buyers** are husband and wife who have no other broadcast interests but formerly owned WFAD(AM)-WCVM(FM) Middlebury, Vt. Mark Brady is past president of Vermont Association of Broadcasters. WHWB-FM is on 92.1 mhz with 818 watts and antenna 77 feet above average terrain. *Broker: Kozacko-Horton Co.*

KGCT(TV) Tulsa, Okla. □ Sold by Green Country Associates Ltd. to Tulsa TV 41 Corp. for \$500,000. **Seller** is headed by Leonard Anderson, who has no other broadcast interests. **Buyer** is owned by Dennis Lisack, who has no other broadcast interests. KGCT is independent on ch. 20 with 1350 kw visual, 270 kw aural and antenna 1,510 feet above average terrain.

WAAQ(FM) Big Rapids, Mich. □ Sold by James J. McCluskey to West Michigan Radio Inc. for \$425,000. **Seller** also owns WHBT(AM) Jackson and CP for WWTG(AM) Stanwood, both Michigan. **Buyer** is headed by Russell C. Balch, who is officer, director and holder of 100% of voting stock of Michigan Radio Group Inc., licensee of WOAP(AM)-WMZX-FM Owosso, Mich. WAAQ is on 102.3 mhz with 1.8 kw and antenna 400 feet above average terrain. *Broker: Bob Brown & Associates Inc.*

WVEO-TV Aguadilla, P.R. □ Sold by Seglares Iglesia Catolica Inc. to Southwestern Broadcasting Corp. for \$250,000. **Seller** is owned by Miguel Arias, who has no other broadcast interests. **Buyer** is licensee of WBOZ-AM-FM Sabana

Basketball buy

Minority broadcaster Bertram M. Lee, chairman and treasurer of Albimar Communications, owner of WKYS(FM) Washington and KDAB(FM) Ogden, Utah, became the first minority owner of a professional basketball team when he purchased the Denver Nuggets. Lee is the former president of New England Television, which purchased WNAC-TV Boston from RKO in 1982. Lee then sold his interest in the station for approximately \$14 million. Lee, who purchased WKYS in 1988 for \$46.7 million, paid \$65 million with his partner, Peter Bynoe, for the Nuggets.

Grande, P.R. Its president and sole stockholder, Pedro Roman Collazo, is also president and sole stockholder of International Broadcasting Corp., licensee of WVOZ-FM Carolina, P.R. International is sole stockholder of Continental Broadcasting Corp., licensee of WVOZ(AM) San Juan, P.R., of which Roman is also president. WVEO-TV is independent on ch. 44 with 995 kw visual, 100 kw aural and antenna 1,220 feet above average terrain.

CABLE

System serving Hinsdale and Winchester, both New Hampshire □ Sold by Cheshire Cable Corp. to Warner Cable Communications Inc. **Seller** is headed by Robert Schill, who has no other cable interests. **Buyer** is Dublin, Ohio-based MSO with systems in 22 states with approximately 1.3 million subscribers and is headed by James Gray. System

passes 2,400 homes and serves 2,265 basic cable subscribers. *Broker: Daniels & Associates.*

System serving Paupack Township, Pa. □ Sold by Honesdale TV Service-Lakeville Line to Blue Ridge Cable of Central Pennsylvania. **Seller** is headed by Patty McGinnis and has one other system in Pennsylvania. **Buyer** is part of Pencor Services Inc., MSO headed by Donald Reinhard with 14 systems in Pennsylvania serving 87,500 subscribers. System passes 850 homes and serves 600 basic cable subscribers. *Broker: Daniels & Associates.*

Systems serving Anchorage, Fort Richardson, Elmendorf Air Force Base, Kenai and Bethel, all Alaska □ Sold by Sonic Cable Television of Alaska Inc. to Prime Cable of Alaska for \$143 million. **Seller** is subsidiary of Sonic Communications and is headed by Chris Cohan. It has systems in California serving 116,503 subscribers. **Buyer** is subsidiary of Prime Cable, Austin, Tex.-based MSO headed by Robert Hughes. It has systems in three states and Puerto Rico serving 421,000 subscribers. Systems pass 95,000 homes and has 37,000 subscribers. *Broker: Communications Equity Associates.*

Systems serving Orange, Polk and Osceola counties, all Florida □ Sold by Citrus Cable of Central Florida to Tele-Media of State College of Pennsylvania. **Seller** is headed by Ken Anderson, who has no other cable interests. **Buyer** is headed by Robert Tudek and has systems in 16 states with approximately 300,384 subscribers. System passes 4,000 homes and serves 1,400 subscribers. *Broker: Communications Equity Associates.*

**Southeast
Growth Market
Fulltime AM and Class C FM
Good Cash Flow
Price \$6,000,000 cash**

**College Town
Class C-2 FM
50,000 watts
Exclusive Format
Price \$2,300,000 cash**

**Mid Atlantic
AM/FM Combo
Dominant Stations
Good Cash Flow
Price \$5,000,000 cash**

**Midwest
Small Market
AM/FM Combo
Top Rated
Good Cash Flow
Price \$1,200,000 cash**

CECIL L. RICHARDS INC.

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE
FALLS CHURCH, VA 22043
(703) 821-2552

540 FRONTAGE ROAD
NORTHFIELD, IL 60093
(312) 441-7200

U.S. representatives to ITU pleased with Nice conference

Marshall, others at negotiations say U.S. pretty much got what it wanted at plenipotentiary; State Department's Landau concerned over plan to merge CCIR and CCITT

To the head of the U.S. delegation to the recently concluded International Telecommunication Union's plenipotentiary conference in Nice, the conference was "a success for the U.S." All of its goals were reached, said Travis Marshall, who is senior vice president of Motorola Inc., as he opened a briefing for the press last week. But as the briefing continued, it appeared not all goals were reached, at least completely; disappointments were suffered. Still, the U.S. appeared to have emerged from the conference with its relations with the ITU and its members in reasonably good repair—which the U.S. could not say following the last plenipotentiary, in Nairobi in 1982.

The principal difference seems to be in the U.S. attitude toward developing countries and their insistence on having the ITU help them improve their telecommunications services. Seven years ago, the U.S. and its allies among the developed countries lost in an effort to block an amendment to the ITU stating that one of the organization's purposes is to "offer" technical assistance to countries needing it. The U.S. argued that was not a proper role for the ITU; its functions, the U.S. said, were limited to standards-setting, frequency registration and the conduct of frequency allocations conferences. Following the Nice conference, the U.S. was accepting the inevitability of the expansion of the ITU's role.

"Technical cooperation will be to our advantage," said Marshall. "People need telecommunications." What's more, Marshall counted as a success the development of improved relationships with developing

countries and the U.S. grasp of "a better understanding of their needs." He said that the U.S. had been working on improving those relations, and on understanding those needs, in a series of bilateral meetings that began "seven or eight months" before the start of the conference. After those bilaterals, Marshall said, the U.S. agreed it was necessary to "raise the status of telecommunications cooperation."

The Nice conference moved in that direction by upgrading the existing Technical Cooperation Department to the Telecommunications Development Bureau. The bureau will operate with the same status as the other permanent organs, such as the general secretariat, the international consultative committees and the International Frequency Registration Board.

But the creation of the new bureau, and the costs it will entail, put one of the U.S.'s goals—that of a zero-growth budget—out of reach. The conference approved a five-year budget of \$360 million, an increase of about \$28 million over the last budget. Of the increase, \$9 million will be provided for the new bureau in the first year, with the contribution increasing to \$13.5 million after five years. The U.S., committed to a zero-growth budget, did not vote for the increased amount. But, determined to maintain good relations with the developing countries, neither did it force the budget to a vote. The U.S., along with the United Kingdom, Venezuela, the Netherlands and Australia, simply announced that they dissociated themselves from the consensus by which the budget was adopted.

Another of the U.S.'s goals on entering the conference was to block a move—backed by outgoing Secretary General Richard Butler—to merge the CCIR (International Radio Consultative Committee) and the CCITT (the International Consultative Committee on Telegraph and Telephone). Thus far, at least, the U.S. can

consider that effort successful, if only because the proposal was set aside as the conference called for an overall study of the ITU's structure and function.

The U.S.'s more positive attitude toward developing countries' call for technical assistance from the ITU was not the only departure in Nice from the U.S. approach at the Nairobi conference. Seven years ago, U.S. delegation members expressed outrage at the "politicization" of the conference. Nice was not without its politics. But the U.S. was ready, and was able to claim a number of victories on the political front, all of them involving the Israeli-Arab dispute.

Resolutions calling for the expulsion of Israel from the ITU—similar to a proposal that consumed weeks of debate in Nairobi—were disposed of with reasonable dispatch when Saudi Arabia announced that it and two other sponsors of the resolutions had decided not to pursue them (BROADCASTING, July 10).

Then, too, the U.S. was pleased with the results of the election of ITU officers—particularly the reelection, to a fourth term, of the American, Richard Kirby, as director of the CCIR. The U.S. was also pleased by the election of Pekka Tarjanne, of Finland, as secretary general, succeeding Butler, who did not seek reelection. Indeed, the extent of U.S. pleasure was expressed at the briefing by Frank Urbany, director of International and Agency Relations for BellSouth, who served as a vice chairman of the delegation.

With the election of Tarjanne, he said, "we've turned a page in a book, a new era has begun." He said Tarjanne, who has been secretary general of Finland's Telecommunications Administration, would provide "good leadership. We're quite upbeat." Since he takes office on Nov. 1, Tarjanne will play a key role in establishing the committee that will conduct the study of

CONFIDENCE... that's the State of *Our Art!*

- Hard work for the seller
- Full factual information for the buyer



Donald K. Clark, Inc.

Media Broker

P.O. Box 340617 / Tampa, FL 33694 / (813) 949-9311



Hungarian opening

Officials at Radio Free Europe/Radio Liberty announced what they are calling a watershed in the history of the U.S.-funded radios—an agreement reached with the Hungarian government providing for the opening of a full-time news bureau in Budapest later this summer. The announcement follows receipt of accreditation for an RFE/RL correspondent from the Hungarian government. The Hungarian action follows the decision of the Soviet Union late last year to authorize the establishment of a Voice of America bureau in Moscow, expected to begin operating later this summer.

Distant Signals

Two down. Voice of America has lost its second Beijing correspondent. Chinese government expelled Mark Hopkins July 8 on ground his reports were inaccurate and distorted. VOA rejected charges, declaring: "We report the news accurately, fairly and objectively." Hopkins has returned to the U.S. to work in VOA's Boston bureau. He became VOA's principal correspondent in Beijing last month after Chinese authorities expelled the VOA bureau chief, Alan Pessin. Pessin is also back in the United States, where he is visiting relatives. Six western reporters have been expelled since student uprising against government led to imposition of martial law in Beijing two months ago and to mass killings June 3-4.

Turner's French win. The Appeals Court of France ruled in favor of Turner Entertainment Co. in its battle to broadcast the colorized version of the film "The Asphalt Jungle." Heirs to John Huston, the film's director, were seeking to halt distribution of the colorized classic film and impending airing on the French television outlet, La Cinq. In a prepared statement, Turner Entertainment reported the court "held that colorization is not a threat to the moral right; and that it is simply an adaptation of the original work." Adding: "Furthermore, the court affirmed that TEC [and not John Huston or Ben Maddow] is the legal author of the work." When the film does air, it will have a notice that the author (Maddow) and the heirs to Huston were opposed to the color version. Huston's son, Danny, is carrying an appeal to the French Supreme Court, seeking reinterpretation of the "moral right" clause.

the ITU structure and function.

The U.S. had no trouble winning reelection to the 43-member Administrative Council, the critically important organ that runs the ITU between plenipotentiary conferences. Marshall said the U.S. received its highest vote total ever, and was second only to Canada in the number of votes received by the countries named to the eight seats reserved for the Americas.

But one major disappointment suffered by the U.S. was the failure of the United Kingdom to win reelection to the council. The UK, defeated in its bid for one of the seven Western Europe places, will be missed, said Marshall. "It was a major contributor to the ITU, in terms of technical knowledge and ideas." Marshall had no firm idea on why the UK was not reelected. But he said "it might have been perceived to be tough on some issues, including budgetary."

Although Marshall and Urbany put a positive gloss on their review of the plenipotentiary conference, one high-ranking official who served on the delegation offered a different perspective. Ambassador Sonia Landau, coordinator and assistant secretary in charge of the State Department's Bureau of International Communications and Information Policy, did not participate in the briefing. But earlier in the week, at a meeting of the State Department's Advisory Committee on International Communications and Information Policy, she talked about a possible need to "reassess" the U.S. position regarding the ITU.

She said that "the nature of the ITU is changing" as a result of the growing influence of developing countries. And she expressed concern specifically about the proposal to merge the consultative committees. Interviewed later, she said: "U.S. interests are in the standards setting of those committees." If those "viable" committees were merged, she said, "we'd have to reassess our [ITU] role." Compounding her concern, she indicated, was the time devoted in Nice to "extraneous" issues, like those involving Israel.

Later, a spokesman for the bureau Landau heads, Fred Emmert, sought to soften the tone of her remarks. "She was not talking about the U.S. pulling out of the ITU," he said. "It's just that after every major conference a reassessment is called for." Marshall was present at the advisory committee meeting when Landau made her remarks. Asked about them—and Emmert's comment—after his briefing, Marshall let Emmert's explanation stand. The U.S., it seems, is determined to stress the positive—another difference from 1982, when officials were talking about possibly bolting from the ITU. —LZ

Intelsat OK's Orion plan

Intelsat's Assembly of Parties—the organization's ultimate authority—has completed its consultation on the proposed Orion satellite system, permitting it to proceed with its plans for a trans-Atlantic communications service. The Assembly of Parties, meeting in Washington, accepted findings of the Board of Governors that the proposed two-satellite system would be technically compatible with the Intelsat system and would



Orion's John Puento

not prejudice the establishment of direct links through the Intelsat space segment. The Assembly of Parties, again like the board, said that Orion would cause significant economic harm to Intelsat. But the global system said that final clearance was given because of assurances by the parties involved—the U.S. and the United Kingdom—that are "intended to mitigate the impact of the Orion system such that Intelsat should continue to be able to achieve" its objectives.

Besides reaffirmation by the U.S. and the UK of their commitment to Intelsat, the assurances include that Orion will not be interconnected with public switched networks. But the Assembly of Parties said the assurances might not be sufficient to mitigate fully the impact of the Orion system. Accordingly, it added, the Board of Governors will address on a priority basis the means for preserving the commercial viability of Intelsat.

Orion follows Pan American Satellite into the international market as the second separate system to compete with Intelsat. But the global system, in its findings, described Orion as the first "high-capacity international transoceanic separate satellite system" other than Intelsat's own satellites. Orion plans to focus on the use of very small aperture terminals (VSAT), and Orion Chairman and chief executive officer John J. Puento said: "Our primary focus all along has been to extend the benefits realized using VSAT networks in the United States to a much larger international marketplace. We see a growing demand for VSAT telecommunications in both the private and public sector." □

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST
500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST
9454 Wilshire Boulevard
Suite 600
Beverly Hills CA 90212
(213) 275-9266

SOUTH
11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

A. B. La Rue,
Media Brokers

TV • RADIO • CABLE • APPRAISALS

The new look of news

Some stations have changed the look of the newscast: the anchor roams the newsroom, the style is more personal; WWOR-TV is using this alternative in the competitive New York market

News personnel are seen walking in the back of the set. The anchor leaves his chair and walks to another part of the newsroom to talk about a story with a reporter, who has his shirt sleeves rolled up and tie loosened. And all of this is taking place on camera.

This is a typical evening newscast at WWOR-TV New York and at one or two other stations that have sought to distance the look of their newscasts from others in their market. These few newscasts, and their predecessors, have in common informality and a desire to put the newsgathering process on the screen.

The WWOR-TV change took place last November and, so far, it appears that it has neither greatly helped nor hurt the station's ratings. Other news operations are watching with great interest. One news consultant expects several of his clients to adopt parts of the approach this fall.

It is hard to define the look of this alternative newscast: those who invented it don't even have a name for it. The news is presented in a casual, matter-of-fact way, with a mobile camera. The role of the anchor, described by one writer, is to "conduct the opera being performed around them, rather than dominate the ongoing arias."³³

Conversely, the role of reporters may be elevated. Such is the case at CITY-TV Toronto, perhaps the first and still most successful of these alternative newscasts. At CITY-TV, an independent TV station, the sports reporter presents his segment from a locker-room setting. Russ Salzberg had been the



On the news scene at WWOR-TV

sports reporter at CITY-TV before joining WWOR-TV last fall. It was shortly thereafter that the latter station began its shift toward a newscast with a new look.

First among its changes was a new "bumper" or introduction to the show. Instead of the traditional anchor describing stories that will be in the upcoming newscast, WWOR-TV shows scenes of reporters and editors discussing various stories on which they are working. It resembles the opening of CBS's *West 57th*.

That segment, and subsequent bumpers, often shows the station's news staff at work, operating cameras or control room switchers. Tom Pettner, WWOR-TV news director, said the shots are all live, except the introductory segment. He also said the station is planning to use the newsroom computer as a video source.

Alternative newscasts can be distinct in ways that have more to do with news content, said Jacques de Suze, president of McHugh & Hoffman, the Fairfax, Va.-based station consultant. He described the newscast of CITY-TV, which he helped develop over a dozen years ago, as "increasing the liveliness of the visual coverage and...more human in its picture quality. There are fewer pictures of buildings, meetings and people, shot from the back. There is a lot more reporter involvement, bringing the story in a personal way to the viewer."

The newscast's new style did not hurt CITY-TV, which now ranks variously first or second in a market crowded with over a dozen signals from both sides of the U.S.-Canadian border.

Nor did the change hurt WTHR-TV Indianapolis, which adopted an alternative newscast in the late 1970's. At the time, the new owners reconstructed the newsroom to function as a set and hired anchor Paul Udell who, on camera, walked around the

CONFIDENTIAL BROKERAGE AND INVESTMENT SERVICES TO THE COMMUNICATIONS INDUSTRY.

R. C. Crisler & Co., Inc. (513) 381-7775. Cincinnati, OH: Richard C. Crisler, Clyde G. Haehnle, John D. Chapman, Gloria Bushelman. Ithaca, NY: (607) 257-6283 John B. Babcock. New York, NY (212) 697-2247 Donald E. Clancy. Lincoln, NE: (402) 475-5285 Richard W. Chapin. Tampa, FL: (813) 264-2346 Mark W. Jorgenson. Special Consultant: Ward L. Quaal Company, Chicago, IL: (312) 644-6066 and Los Angeles, CA (714) 644-5500.

CRISLER
R.C. CRISLER & CO., INC.

newsroom asking reporters about their stories. But, Udell said, the station discontinued the format soon after he left.

For a short time, WNEV-TV Boston used some of these techniques, but, according to de Suze, did not totally commit to the format: "There was always some hedging, and when a new news director came in, it was dropped completely."

Udell said the mobility of the anchor requires a wireless microphone and three cameras—many stations use two cameras for a newscast. He also said that using a teleprompter is more difficult: "If the anchor is a straight reader, then it might be a problem." In general, he said, the format works best with one anchor, but many stations are committed to co-anchors.

Pettner said the equipment changes the station has made are the use of an extra camera to tape the story meeting, and a hand-held camera on the newscast itself. The newsroom was also relighted. And, he said, the newscast now uses fewer graphics.

Stations that have used these alternative formats were third or worse in news ratings at the time they switched. In addition to giving the stations a distinct identity, the format presumably helped them compete without trying to match the talent of the anchor-based traditional newscasts.

Another reason stations might be inclined

to try an alternative newscast, said David Smith, manager of TV consultation for Frank Magid Associates, is that news professionals are tired of seeing the same style newscast on every station in the market. Despite the urge, he said, Magid's own surveys have found that most viewers are still "tied" to the anchor approach: "We have tried them in conceptual research, and tried them in morning newscasts. But people want to respond to one, two or three primary human beings." Both Smith and de Suze said they have recently received questions about alternative newscasts from other stations. Pettner said CNN has also inquired.

De Suze said the biggest consideration for a station before attempting any format change is to first decide precisely what the station's image is: "The worst part of all of this is that people will imitate a format that looks entertaining but may not mesh what they are trying to do in the community." Similarly, Andy Lack, executive producer of *West 57th*, cautioned against relying too much on a certain look: "You have to communicate that you are interested in what you are doing, but the best opening in the world won't keep an audience if you don't have something worth watching. My own view is that you can only hype and sell for so long, and either you have something to deliver or you don't." —GF

step towards the creation of the 'less-paper' newsroom, because I don't think you can really ever say paperless."

In addition to the creation of a better index of wire stories, NewsDesk is also poised to help create an even larger supply of stories for the wire. Currently, AP subscribers who want to put a story on the wire must dictate copy to their local bureaus. With NewsDesk, subscribers will be able to submit copy electronically, if, in addition to having the AP software, their computer is equipped with a modem.

AP estimates that cost savings to subscribers equipped with NewsDesk, a computer and printer will average between "\$15 and \$20 per week on paper and ribbons." —ATS

ABC court reporter says fastest news isn't always best

To news media, competition is akin to a religion. The public, journalists say, is served by the competition to get stories first, as well as right. But sometimes, said ABC News's Supreme Court correspondent last week, it might be well, in reporting on major opinions from the court, if the four networks would agree to a "lockup" of 10 or 15 minutes, during which their correspondents could attempt to digest the key points before going on the air with a live report.

Tim O'Brien broached the idea at a luncheon sponsored by the Washington Council of Lawyers. He had been part of the frantic scramble of reporters to report on the *Webster* abortion decision after its release by the high court on July 3. He was on the air, first, by phone from the press room, within two minutes of the release.

None of the other broadcast reports were far behind O'Brien's.

Still, after 13 years of covering the court, O'Brien does not think the public is best served by that kind of rush to report, at least when opinions generating the interest and emotions of *Webster v. Reproductive Health Services* are released.

"We all would have been better off," O'Brien said, of the *Webster* opinion, "if we had agreed to a lockup of 10 or 15 minutes in a room, with no one allowed to leave during the lockup." He suggested that the correspondents locked up might even be allowed to discuss the opinion, but that was a matter of secondary importance to him. "The public benefits from competition," O'Brien said. But on the abortion decision, he said, "the public would have been better served if we took the time."

O'Brien would not involve the wire services or other media in the lockup. He views his competition as limited to the three other networks. And he does not know if ABC or the other three organizations would accept his idea. However, he said he discussed it with his superiors at ABC News. And, he said, "they thought it worthy of consideration." □

'NewsDesk' set for launch

AP Broadcast's software package will monitor and store wire copy; also allows 'cut and paste' of wire copy into reading scripts

On Aug. 14, the Broadcast Services division of the Associated Press will officially launch its new computer software program, AP NewsDesk, and the editorial process for incorporating wire copy into a radio or TV newscast will begin to change for some of the nearly 6,000 radio and TV stations served by the AP division.

The NewsDesk software will capture and store up to 48 hours' worth of AP Broadcast copy, after which stale news is automatically deleted from the system. This "kill clock" feature can be set to different time lengths for various wire story categories.

The software uses both AP-defined and custom-made categories for the kill clock, as well as for automatic, selective printing of hard copy. An additional printing feature in the software is the ability to specify separate weekday and weekend "time windows" for printing, allowing an operator to set different time windows for individual categories.

As the AP user's manual describes it, "This is a handy feature for newsrooms unstaffed during varying times at nights and on weekends and where the on-air staff needs quick and easy access to breaking news, sports and weather information."

Perhaps a more important feature of NewsDesk—incorporated recently as a result of user responses from "beta" test sites where NewsDesk is used by someone other than the software's programmers—is the ability to "cut and paste" various paragraphs

or parts of wire copy into a separate reading script. The script can then be saved and edited using the built-in editor. Read-time calculations are automatically available, as is the ability to include pronunciation guides and other instructions or information.

Other NewsDesk software tools include a planning calendar with notepad, a phone-book (including key AP bureau phone numbers) and an almanac, which allows an AP subscriber's staff to create localized "Today in History" scripts, similar to AP's own national feature of the same name.

An on-line atlas of nearly 40,000 cities is also included. The built-in computer mapping system includes such features as county boundaries, major highways, airports and nuclear reactor sites.

The software program has moved from a November 1988 concept through its first, January 1989 beta test, to the recently revised and expanded program, ready for lease at \$25 per week if used with an AP-supplied printer, or \$15 per week if furnished separately.

According to Lee Perryman, deputy director, AP Broadcast Services, and the primary source for the concept and design of NewsDesk, an average day's worth of his service's wire copy amounts to between one and one and a half megabytes of information. At this rate, a subscriber who wanted to use NewsDesk to store all of the AP wire copy on computer could expect to be constantly storing up to about six megabytes of data. In terms of paper used, that translates to about 500-750 pages of wire copy per day.

Perryman describes NewsDesk as "a

Continues from page 69.

weekly update from chart toppers to older library cuts: *Light Jazz/New Jazz*, which consists of 1,000 cuts designed to be used on contemporary easy listening formats during evening hours, and *Digital Big Bands*, a 1,500-cut library digitally reprocessed on PCM tape.

RPM also offers a *Christmas Music Library* for 10-day use during the Yuletide season, and a five-hour *New Year's Eve Big*

Band Special offering six 60-second spots per hour. The program supplier sells all its product on a cash basis.

Radio Today Entertainment, New York, is posturing itself with an eclectic mix of rock 'n' roll formats, jazz, new wave and comedy. According to Ben Manilla, vice president, programming, the program supplier has been riding the wave back to AOR-classic rock

formats on radio, and is now entering a new frontier with comedy programming.

Topping the list is *Flashback*, one of the syndicator's most popular products (cleared on 190 stations), featuring two hours of the best in classic rock cuts from the 1960's to 1970's on a weekly basis. *The Live Show* is a one-hour weekly program providing a retrospective of some of rock's greatest live performances (usually six to 10 acts are aired each show). On the interview side of rock there is *Rock Stars*, a monthly one-hour program that has featured the Allman Brothers Band, John Cougar Mellancamp and the Doobie Brothers, among others, and *Masters Of Rock*, a one-hour monthly rock "closeup" series from England. In short form programming, RTE offers *Rarities*, five to seven minutes daily on hard-to-find artists and recordings, and *Rock Slides*, five daily 30-second theme-based collages for rock stations.

Comedy is getting a new push from RTE with its *Saturday Night Live Radio Network*, 90-second capsules highlighting the best performances from NBC's *Saturday Night Live* comedy troupe. *Laugh Tracks* and *Funny Stuff* are 30-second drop-in joke services, with up to 75 insertions available each month from each program.

RTE has also branched into other forms of entertainment with the *Movietime Radio Network*, a one-hour monthly magazine about the latest motion picture releases. Manilla said there is an additional *Movietime* daily trivia quiz program hosted by various movie stars. According to Manilla, virtually all of RTE's program offerings are available on compact disk (by mail) and "E-Z list" on reel-to-reel, and sold on a barter basis.

The Smithsonian Institution's Office of Telecommunication in Washington produces the bulk of its programming for National Public Radio, but it is making an effort to offer product to commercially owned stations as well. *Radio Smithsonian*, a half-hour program on art, history, science and music, is being offered to NPR stations via satellite, and to privately held stations via reel-to-reel tape. Senior Producer Mary Beth Kirchner says about 80 stations carry *Smithsonian* for a "nominal subscription fee" to help the nonprofit institution defray the costs of production and distribution.

Kirchner also states that Smithsonian is developing a series of vignettes titled *In The Tradition* for commercial stations later this year. The 90-second drop-ins will focus on African-American history and culture. She said Smithsonian is currently searching for a major sponsor to help implement the program.

Another project Kirchner said is on the drawing board is a 13-part documentary series celebrating the 500th anniversary of Columbus's discovery of America, but from a Native American perspective. The show will be available in 1992, free via satellite to NPR stations.

Continues on page 90.



And you thought the Greyhound was just on buses.

When you say Greyhound, most people just think buses. But did you know that for 25 years Greyhound has been a major business finance company?

Today, Greyhound Financial helps broadcasters and cable operators acquire and refinance their properties. Our Communication Finance team, lead by industry veteran Matt Breyne, offers:

- quick decision making
- loan structuring expertise
- access to a wide range of financing options

So now, when you want to buy a new property or restructure an existing one, think Greyhound—the communications finance people.

Call Matt Breyne at 602-248-2808 or Chris Webster at 602-248-6955, Communication Finance Group.

Greyhound Financial Corporation

A Greyhound Company



Meet the newest member of the Broadcasting family.

Broadcasting & Cable Yearbook '89

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting & Abroad

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting & May 15

The Fifth Estate

Broadcasting & Cable



TNT's original Margaret Bourne-White

Less Borrowed, More New

With cable's new-found financial health, networks and operators see differentiated programming as the way to continue driving penetration and ratings. And differentiated programming means original product. Consumers have no intention of discarding purchased series and Hollywood-purchased series in the near future.

Broadcasting & Cable is the only publication whose primary focus is to track the programming of the national cable networks and the regional and local services that are now just coming into their own.

The scope is all inclusive: program production and acquisition, ownership and finance, affiliate relations and marketing, advertising, promotion, public relations—and the people who make it happen.

To cover the rest of the cable story, you simply add the strength and experience of the weekly **Broadcasting**.

Broadcasting & Cable and **Broadcasting**. Together, they're more than you'll ever need to know.

Broadcasting & Cable advertising rates are particularly attractive. Mechanical requirements match those of the weekly **Broadcasting**. For details on space reservations and closing dates, call any of the numbers listed below.

BROADCASTING & CABLE

New York
(212) 599-2830

Washington, D.C.
(202) 659-2340

Los Angeles
(213) 463-3148

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Pattis/3M
Chicago (312) 679-1100
Los Angeles (213) 462-2700
Toronto (416) 482-6288
New York (212) 953-2121
Hawaii (808) 545-2700
London (01) 427-9000

Continues from page 88.

Starmagic Radio, Teaneck, N.J., is an urban and R&B program supplier. The one-hour weekly *Weekend Dance Party* and one-hour weekly *Inner City Insight*, featuring a blend of inspirational and spiritual music, are both hosted by B.J. Stone and distributed to more than 60 stations.

Star Magic Radio Theater, a 90-minute weekly program hosted by Stelle Colony, offers soundtracks from movie classics and is distributed to more than 50 stations. A pair of two-minute weekly features hosted by Stace Love are heard on *Weekend Dance Party: Expose*, consisting of guest interviews from the world of entertainment, and *Producers Corner*, offering interviews with industry hit makers.

Starmagic's programs are distributed via tape and offered via a combination of barter and cash. Ed Ellerbe is company president; Michael Jordan is program director.

Starstream Communications Group Inc., Houston, is involved in a joint venture with cable's Financial News Network to produce the satellite-delivered *FNN Business Radio*, which runs twice an hour during market hours, Monday-Friday, on 112 stations. *Ade-lante* is a two-and-a-half-minute informational show geared toward the Hispanic community, heard on about 42 stations. Another show for the Hispanic community, a weekend top 20 countdown, is titled *Exitos Caliente* and set to launch Sept. 1. Both Hispanic-oriented shows are reel-to-reel.

The Car Show Coast to Coast is a one-hour weekend automotive talk show, while *The Car Show Daily* is a two-and-a-half-minute Monday-Friday spin-off. Starstream tries to combine the shows when possible, and they are heard on 160 stations, delivered by satellite.

Urban format programs include *Jane Kennedy On The Inside*, a two-and-a-half-minute interview show launched in April and heard Monday-Friday on 50 stations, and *Super Mix Dance Party*, a two-hour weekly music show hosted by Marcos Spoon and heard on 55 stations. *Party* is on disk, while *Kennedy* is on cassette or reel-to-reel. All shows are barter.

Two-year old **Superadio**, Boston, produces and distributes *Open House Party*, a 10-hour (five hours each on Saturday and Sunday) CHR "party blow-out" show. Hosted by John Garabedian, also the company's chief executive officer, the program has close to 60 stations in the U.S. and 16 stations in Canada. It offers live celebrity guests, contests, and a toll-free 800 number for requests from across the country.

Party is distributed by satellite and its downlink can be purchased outright or leased. Brian Beecher is director of affiliate relations.

The Syndicate, Oakland, Calif., specializes

in short talk features on business, and produces two daily programs offered free to stations on an exclusive market basis. *By-line*, syndicated to approximately 240 stations, is a two-minute political and economic discussion of topical issues, featuring syndicated columnist Julian Bond, Senator William Proxmire (D-Wis.), syndicated columnist Nat Hentoff and other commentators.

The Sound Economist, heard on about 100 stations, is a three-minute commentary featuring William Allen, professor of economics at UCLA. These shows are delivered by the Associated Press, National Public Radio, reels and cassettes. Sharen Newsome is president of the nine-year-old company; Jeff Rigggenbach is creative director.

Syndicate It, Burbank, Calif., produces and distributes a number of programs aimed mainly at an urban black audience. During January, it has two Martin Luther King specials: *Countdown to the Holiday* is a series of short vignettes, hosted by actor Denzel Washington, leading up to the actual holiday, Jan. 15; *King: A Musical Tribute*, is a three-hour special, also hosted by Washington, airing on King's birthday. Both shows are heard on 110 stations.

SI's weekly show, *The Jesse Jackson Commentary*, goes out to 115 stations. A new general market show scheduled to start next September, *Dish It Up With The Hollywood Kids*, is made up of 90-second segments of entertainment gossip structured for CHR morning zoo-type programs. Another new show scheduled for fall will feature travel tips from Arthur Frommer in a news talk format. SI's programs are delivered by tape and disk on a barter basis.

TM Communications Inc., Dallas, has just purchased Nashville's Media General. Both companies are jingle and production houses, and in 30 days will be housed under the TM name and offices in Dallas. The firm produces ID's for every format, commercial jingles, broadcast station libraries, programing CD music libraries, a comedy service and a presentation called Sales Link that is a sales presentation for station sales' staffs. It also produces TV spots for radio stations.

Wclv-Seaway Productions, Cleveland, part of the Concert Music Consortium Satellite System, concentrates on production and distribution of classic music programming, according to Robert Conrad, vice president and program manager, WCLV(FM) Cleveland. Their flagship program is the 25-year-old *Cleveland Orchestra Concerts*, a weekly, two-hour show heard on more than 350 stations. The 1987 Peabody Award-winning *Adventures in Good Music*, hosted by Karl Haas, is a one-hour show heard five times a week on 175 stations.

City Club Forum is a one-hour weekly address discussion program (on 150 stations) featuring remarks from nationally rec-

ognized speakers who also take questions from a live audience. The one-hour-a-week *With Heart and Voice* (on 50 stations) offers sacred classic music, both choral and organ. *Music Mountain Festival* (on 50 stations) is a two-hour, 16-week series featuring chamber music from the Connecticut festival.

WCRB Productions, Boston, produces and syndicates Boston Symphony and Boston Pops radio broadcasts 52 weeks a year. Most concerts are close to two hours in length, with the symphony on approximately 50 stations and Pops on 70 in the U.S. and Canada. Stations buy half- or full-year contracts, and all concerts are delivered on analog tape.

At one time WCRB(FM) syndicated the New York Philharmonic, and continues to record its concerts. The company is currently looking for sponsors for all three programs.

Weedeck Radio Network, Hollywood, enters its 10th year as a leading country radio programmer. Its longest running and best known program is *Country Report*, heard twice daily on 150 stations in the U.S. and Canada. The program features the latest news of the industry and interviews with its most popular artists.

Sittin' In is Weedeck's one-hour weekend show airing in 50 markets, which is now in its third year. It features a different major country music artist each week as guest disk jockey. The songs selected by the guest star are by a variety of artists, both current releases and oldies.

Classic Country with Hugh Cherry is the newest addition to the Weedeck lineup. Scheduled to debut in late 1989, this one-hour weekly program is a response to what Weedeck calls the "explosive" growth in listener interest in the roots of country music, including such artists as Hank Williams, Lefty Frizzell, Johnny Cash, Loretta Lynn and Patsy Cline.

Winton Communications, Tampa, Fla., continues to do a lot of custom recording in England to produce instrumental covers of hit songs not available in the U.S. The company distributes four formats by tape on a cash basis, including Prime Time (nostalgia) in 26 markets, Beautiful Music/Easy Listening in seven markets and Mellow (adult contemporary) in three markets.

Specialized programs distributed on tape by Winton include *On Broadway*, *Moments to Remember*, *Sounds of the Big Bands* and *Spotlight*. Spotlight features live performances by pop singers such as Johnny Mathis.

In addition, Winton has a monthly service that provides smaller packages of music on a cash basis for easy listening stations that do not subscribe to the full service. The company's programming is presently carried on some 40-plus stations, said Roger Zinszer, Winton general manager.

Stock Index

Market Capitalization (000,000)

	Closing Wed Jul 19	Closing Wed Jul 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
--	--------------------	--------------------	------------	----------------	-----------	---------------------------------

Market Capitalization (000,000)

	Closing Wed Jul 19	Closing Wed Jul 12	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
--	--------------------	--------------------	------------	----------------	-----------	---------------------------------

BROADCASTING

N (CCB) Capital Cities ABC	509	3/4	489	1/4	20 1/2	04.19	22	8,273
N (CBS) CBS	212	1/4	210	1/2	1 3/4	00.83	18	5,006
A (CCU) Clear Channel	13		11	1/8	1 7/8	16.85	21	50
A (HTG) Heritage Media	4	3/8	4	3/4	- 3/8	-07.89	-3	97
O (JCOR) Jacor Commun.	7		7	1/4	- 1/4	-03.44	-8	69
O (LINB) LIN	114	3/8	114	1/4	1/8	00.10	68	5,840
O (OBCCC) Olympia Broad.	2	1/2	2	3/8	1/8	05.26		6
O (OSBN) Osborn Commun.	11	1/2	12	3/4	- 1 1/4	-09.80	-10	58
O (OCOMA) Outlet Commun.	29		28	5/8	3/8	01.31	43	190
A (PR) Price Commun.	6	1/4	6	1/4		00.00	-3	45
O (SAGB) Sage Broadcasting	3	1/4	3	1/4		00.00	-4	12
O (SCRIP) Scripps Howard	74		78		- 4	-05.12	43	764
O (SUNNC) SunGroup Inc.	1	1/2	1	1/2		00.00	-2	3
O (TLMD) Telemundo	5		5	1/4	- 1/4	-04.76		84
O (TVXGC) TVX Broadcast	2	3/4	3		- 1/4	-08.33		20
O (UTVI) United Television	38		35		3	08.57	48	415

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	35	3/8	34	5/8	3/4	02.16	59	701
O (ASTVC) Amer. Comm. & TV		1/16		1/32	1/32	100		4
N (AFL) American Family	15	1/2	15	5/8	- 1/8	-00.80	11	1,256
O (ACCMA) Assoc. Commun.	36		34	3/4	1 1/4	03.59		515
O (BMAC) BMA Corp.	33	1/2	33		1/2	01.51	17	324
N (CCN) Chris-Craft	42	1/4	41	1/2	3/4	01.80	49	950
O (DUCCO) Durham Corp.	33	1/4	34		- 3/4	-02.20	19	280
N (GCI) Gannett Co.	47	3/4	45	3/4	2	04.37	21	7,690
O (GMXC) GMX Comm.		1/16		1/16		00.00	21	7,690
O (GACC) Great Amer. Comm.	11	3/8	11	1/2	- 1/8	-01.08	-4	357
N (JP) Jefferson-Pilot	37	7/8	36	7/8	1	02.71	14	1,460
N (KRI) Knight-Ridder	51	5/8	50	5/8	1	01.97	20	2,741
N (LEE) Lee Enterprises	32	3/8	31	1/2	7/8	02.77	19	799
N (LC) Liberty	36	7/8	35	3/4	1 1/8	03.14	13	319
N (MHP) McGraw-Hill	74	3/8	71	1/4	3 1/8	04.38	19	3,609
A (MEGA) Media General	38	3/8	37	1/2	7/8	02.33	103	988
N (MOP) Meredith Corp.	36	3/8	36		3/8	01.04	21	691
O (MMEDC) Multimedia	98		98			00.00	39	1,084
A (NYTA) New York Times	32	3/4	32	1/8	5/8	01.94	16	2,595
N (NWS) News Corp. Ltd.	24	1/8	24	3/4	- 5/8	-02.52	9	6,431
O (PARC) Park Commun.	32	7/8	32	1/4	5/8	01.93	23	453
O (PLTZ) Pulitzer Publishing	26	1/2	26		1/2	01.92	13	277
N (REL) Reliance Group Hold.	6	5/8	6	1/2	1/8	01.92	20	493
O (RTRSY) Reuters Ltd.	38	1/4	39	1/4	- 1	-02.54	21	15,832
O (STAUF) Stauffer Commun.	138		138	3/4	- 3/4	-00.54	46	138
N (TMC) Times Mirror	42	1/4	42	1/8	1/8	00.29	16	5,433
O (TMC) TM Commu.		13/32		1/2	- 3/32	-18.75	-1	2
N (TRB) Tribune	56	7/8	54	1/4	2 5/8	04.83	19	4,255
A (TBSA) Turner Bcstg. 'A'	52	1/8	43	3/8	8 3/4	20.17	-16	2,396
A (TBSB) Turner Bcstg. 'B'	45	7/8	38	3/4	7 1/8	18.38	-14	1,110
A (WPOB) Washington Post	286	1/2	272	3/4	13 3/4	05.04	22	3,685

PROGRAMING

O (SP) Aaron Spelling Prod.	8	3/4	7	7/8	7/8	11.11	12	283
O (ALLT) All American TV	2	7/8	2	7/8		00.00		3
O (BRRS) Barris Indus	10	3/4	11	1/4	- 1/2	-04.44	-4	116
A (CLR) Color Systems	1		1			00.00		5
N (KPE) Columbia Pict. Ent.	21	3/4	21		3/4	03.57	1087	2,408
O (CAVN) CVN Cos.	19	1/2	19	3/8	1/8	00.64	30	343
A (DEG) De Laurentiis Ent.		3/16		3/8	3/16	-50.0		4
O (dcp) dick clark prod.	5		5			00.00	-500	41
N (DIS) Disney	102		98	7/8	3 1/8	03.16	24	13,709
O (FNNI) Financial News	7	1/4	7	1/8	1/8	01.75		88
A (FE) Fries Entertain.	2	3/8	2	3/8		00.00	-3	11
N (PCI) Gulf + Western	58	5/8	58	1/2	1/8	00.21	18	6,811
A (HHH) Heritage Entertain.	1	1/4	1	5/8	- 3/8	-23.07	-4	6
A (HSN) Home Shopping Net.	4	1/8	4	3/4	- 5/8	-13.15	17	369
N (KWP) King World	30	5/8	28	1/2	2 1/8	07.45	10	766
O (KREN) Kings Road Ent.		5/8		3/4	- 1/8	-16.66		3
N (MCA) MCA	63		60	7/8	2 1/8	03.49	27	4,600
N (MGM) MGM/UA Commun.	18	1/2	18	3/8	1/8	00.68	-9	931
A (NHI) Nelson Holdings		7/8		3/4	1/8	16.66		23
O (NNET) Nostalgia Network	2	5/8	2	1/8	1/2	23.52	-3	14
N (OPC) Orton Pictures	21	5/8	20	3/4	7/8	04.21	40	375
N (PCC) Pathe Comm.	3	3/4	3	3/4		00.00		42
N (PLA) Playboy Ent.	14	3/8	14	5/8	- 1/4	-01.70		135
O (QNTX) Qintex	7	3/8	6	1/4	1 1/8	18.00		155

PROGRAMING

O (QNTX) Qintex	7	3/8	6	1/4	1 1/8	18.00	-17	51
O (QVCN) QVC Network	17	7/8	16	5/8	1 1/4	07.51	29	180
O (RVCC) Reeves Commun.	5	7/8	5	7/8		00.00	53	74
O (RPICA) Republic Pic. 'A'	11		10	1/2	1/2	04.76	157	47
O (SMNI) Sat. Music Net.	5	1/2	5	1/2		00.00	32	49
O (JUKE) Video Jukebox		311/16		3 3/4	- 1/16	-01.66	-30	29
N (WCI) Warner	65	5/8	62	1/2	3 1/8	05.00	23	10,643
O (WONE) Westwood One	11	1/8	11	3/4	- 5/8	-05.31	-52	161

SERVICE

O (AMEA) A.M.E. Inc.	11	1/2	11	1/2		00.00	28	56
O (AGRP) Andrews Group	6		6	1/4	- 1/4	-04.00	-2	54
O (BSIM) Burnup & Sims	22	1/8	22	1/8		00.00	26	353
N (CO) Comsat	37	5/8	39	1/4	- 1 5/8	-04.14	10	693
N (CDA) Control Data Corp.	22	1/8	21	1/8	1	04.73	-316	934
N (DNB) Dun & Bradstreet	58	7/8	57	5/8	1 1/4	02.16	21	11,020
N (FCB) Foote Cone & B.	24	3/4	24	1/2	1/4	01.02	15	207
O (GREY) Grey Advertising	149	1/2	148	1/2	1	00.67	12	178
O (IDBX) IDB Communications	8	1/2	8	1/2		00.00	170	42
N (IPG) Interpublic Group	33	3/8	31	3/8	2	06.37	18	1,166
O (OGIL) Ogilvy Group	53	7/8	53	3/8	1/2	00.93	23	772
O (OMCM) Omnicom Group	23	1/4	22	5/8	5/8	02.76	14	574
N (SAA) Saatchi & Saatchi	14	7/8	15	3/8	- 1/2	-03.25	6	2,328
O (TLMT) Telemation	2		2			00.00	-33	9
A (UNV) Unitel Video	13	5/8	13	1/2	1/8	00.92	21	29

CABLE

A (ATN) Acton Corp.	19	5/8	19	1/2	1/8	00.64	-18	31
O (ATCMA) American TV and Comm.	48	3/4	49	3/4	- 1	-02.01	72	5,311
O (CTEX) C-Tec Corp.	24		24	1/2	- 1/2	-02.04	26	399
A (CVC) Cablevision Sys. 'A'	42	3/8	42	1/4	1/8	00.29	-5	931
O (CNCAA) Centel Cable	45	1/4	45	1/8	1/8	00.27	125	1,131
N (CNTA) Centel Corp.	52	1/8	51	1/2	5/8	01.21	30	3,300
A (CTY) Century Comm.	23	3/8	23	1/4	1/8	00.53	-68	1,015
O (CMCSA) Comcast	24	7/8	25		1/8	-00.50	-35	1,666
A (FAL) Falcon Cable Systems	21	1/4	21	1/8	1/8	00.59	-118	135
O (JOIN) Jones Intercable	19	1/2	17	3/4	1 3/4	09.85	-15	241
T (MHPQ) Maclean Hunter 'X'	13	3/4	13	7/8	- 1/8	-00.90	38	1,013
T (RCI.A) Rogers Commun. 'A'	145		141		4	02.83	-245	1,956
T (RCI.B) Rogers Commun. 'B'	116	3/4	112	1/2	4 1/4	03.77	-197	1,575
O (TCAT) TCA Cable TV	20	1/4	20	1/2	- 1/4	-01.21	46	488
O (TCOMA) Tele-Commun.	36	3/4	36		3/4	02.08	118	6,487
N (TL) Time Inc.	139	3/8	148	1/8	- 8 3/4	-05.90	29	7,901
O (UAECA) United Art. Ent. A	19	1/8	19		1/8	00.65	-28	1,263
O (UAECB) United Art. Ent. B	19	3/8	19		3/8	01.97	-28	1,280
N (VIA) Viacom	58	3/8	57		1 3/8	02.41	-16	3,115
N (WU) Western Union	1	5/8	1	5/8		00.00		63
O (WSMCA) WestMarc	29		29			00.00	-34	472

ELECTRONICS MANUFACTURING

N (MMM) 3M	73		72	1/2	1/2	00.68	13	16,376
N (ARV) Arvin Industries	23		22	5/8	3/8	01.65	23	428
O (CCBL) C-Cor Electronics	13	1/8	13	1/4	- 1/8	-00.94	12	53
N (CHY) Chyron	4		4	1/8	- 1/8	-03.03	-40	44
A (COH) Cohu	10	7/8	11	1/4	- 3/8	-03.33	7	20
N (EK) Eastman Kodak	48	3/4	47	3/8	1 3/8	02.90	11	15,815
N (GRL) Gen. Instrument	34	7/8	35	3/8	- 1/2	-01.41	13	1,179
N (GE) General Electric	56	1/4	54	3/8	1 7/8	03.44	14	50,791
N (HRS) Harris Corp.	33	3/8	33	1/4	1/8	00.37	17	1,292
N (MAI) M/A Com. Inc.	8	3/8	8		3/8	04.68	14	198
N (IV) Mark IV Indus.	14	5/8	14	1/4	3/8	02.63	6	158
O (MCDY) Microdyne	4	1/8	4	1/4	- 1/8	-02.94	-27	16
O (MCOM) Midwest Commun.	8	3/8	7	1/2	7/8	11.66	33	24
N (MOT) Motorola	57		53	5/8	3 3/8	06.29	16	7,392
N (OAK) Oak Industries	1	1/2	1	1/2		00.00	8	123
A (PPI) Pico Products	1	1/8	1	1/4	- 1/8	-10.00	-1	3
N (SFA) Sci-Atlanta	19	7/8	20	3/8	- 1/2	-02.45	14	474
N (SNE) Sony Corp.	55	3/8	55	7/8	- 1/2	-00.89	31	14,329
N (TEK) Tektronix	22	1/2	22	1/8	3/8	01.69	125	633
O (TVTK) Television Tech.		3/4		15/16	- 3/16	-20.00	75	5
N (VAR) Varian Assoc.	25	5/8	24	1/4	1 3/8	05.67	9	531
O (WGNR) Wegener	4		3	1/2	1/2	14.28	11	29
N (WX) Westinghouse	67	5/8	64	1/4	3 3/8	05.25	11	9,735
N (ZE) Zenith	18	3/4	18	3/4		00.00	468	500
Standard & Poor's 400	384.22		376.24			7.98		2.12

T-Toronto, A-American, N-NYSE, O-OTC. 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 & Poor's or as obtained by Broadcasting's own research.

For the Record

As compiled by BROADCASTING from July 14 through July 19 and based on filings, authorizations and other FCC actions.

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

Ownership Changes

Applications

■ **WWIC(AM)** Scottsboro, AL (BTC890730EA; 1050 khz; 1 kw-D)—Seeks assignment of license from Kenneth L. Thompson to Scottsboro Broadcasting Co. WWIC(AM) is owned at time of filing by following: Kenneth L. Thompson (25 shares), Deborah Thompson (25 shares) and Joe M. Dawson (50 Shares) making total of 100 shares in said station. Kenneth L. Thompson and Deborah Thompson have expressed their desire to purchase from Joe M. Dawson, part of his interest in said station or such part thereof

that enable them to acquire 70% of stock of said corporation and that another party, Ronald H. Dykes, would come into said corporation by purchasing remainder 30% of said stock from Joe M. Dawson. Consideration by which said above individuals will acquire said stock from Joe M. Dawson would be to pay to Joe M. Dawson his investment in original acquisition of stock in said corporation plus interest that he has paid since time of acquisition in 1985. Kenneth L. Thompson and Deborah Thompson will continue to be in charge of operation station since their acquisition in February, 1985. Also, in this same application Deborah Thompson will be transferring her shares in said station or such part thereof that would enable Kenneth L. Thompson to have 51% of stock in said corporation, which would leave her 19% interest in said station and Kenneth Thompson 51% interest, while Ronald H. Dykes would have 30% interest. Filed June 30.

■ **KTLF-FM** Colorado Springs, CO. (BAPED890629GQ; 89.7 mhz; 0.1 kw; ant. 2052 ft.)—Seeks assignment of license from Educational Communications of Colorado Springs Inc. to Pikes Peak Community College for no financial consideration. Seller is headed by Ron Johnson, Loren Libby and Greg Nyquist, who have no other broadcast interests. Buyer is headed by Dale Traylor. Pikes Peak Community College is licensee of KEPC(FM) Colorado Springs, CO. Station is concurrently being acquired by Educational Communications of Colorado Springs Inc., current licensee of KTLF(FM). Filed June 29.

■ **KEPC-FM** Colorado Springs, CO. (BALED890629GP; 90.5 mhz; 3.75 kw; ant. -273 ft.)—Seeks assignment of license from Pikes Peak Community College to Educational Communications of Colorado for no financial consideration. Seller is headed by Dale Traylor, who is transferring KTLF-FM to Educational Communications of Colorado (see above). Buyer is owned by Ronald A. Johnson, Gregory Nyquist and Lauren Libby. Educational Communications of Colorado Springs Inc. is licensee of KTLF(FM) Colorado Springs, CO. This is one of two applications

being concurrently filed. Effect thereof is that Educational Communications of Colorado Springs Inc. will acquire KEPC(FM) from Pikes Peak Community College. Pikes Peak Community College is acquiring KTLF(FM) from Educational Communications of Colorado Springs Inc. Filed June 29.

■ **WAPG(AM)-WOKD(FM)** Arcadia, FL (AM: BAL890706GW; 1480 khz; 1 kw-D; FM: BALH890706GV; 98.3 mhz; 1.7 kw; ant. 400 ft.)—Seeks assignment of license from Dakos Broadcasting Inc. to Gulf Dunes Broadcasting Inc. for \$2,000,000. Seller is headed by William and Norma Dakos, who have no other broadcast interests. Buyer is headed by Dennis Hedlund, who have no other broadcast interests. Filed July 6.

■ **WAYV-FM** Vero Beach, FL (BALH890629GV; 105.5 mhz; 2.75 kw; ant. 350 ft.)—Seeks assignment of license from Treasure Coast Radio Inc. to Treasure Coast Media Inc. for \$2,100,000. Seller is headed by Charles Andromidas and John Healy. Buyer is owned by Sally S. Dilucente and her husband Wayne L. Dilucente. Wayne L. Dilucente is 50% shareholder, president, secretary and director of West Florida Media Inc., permittee of new FM radio station to operate on channel 287A at Solana, FL. Treasure Coast Media Inc. principal B.F.J. Timm is father of Treasure Coast Media Inc. principal Bruce B. Timm and Tallahassee Broadcasting Co. principal Jan B. Timm. Tallahassee Broadcasting Co. is 50% shareholder of Treasure Coast Media Inc. B.F.J. Timm is 51% shareholder, officer and director of Tallahassee Broadcasting Co. Bruce B. Timm and Jan B. Timm each own 24.5 of stock of Tallahassee Broadcasting Co. and are officers and directors of that corporation. B.F.J. Timm has following broadcast interest: 100% stockholder of WVOJ(AM), licensee of WBOM Inc., Jacksonville, FL; 100% shareholder of WANM(AM) Tallahassee, licensee of WANM Inc., Tallahassee, FL; 100% shareholder of WGLF(FM) Tallahassee Broadcasting Co. Inc., Tallahassee, FL; 100% shareholder of WDMG(AM), licensee of WDMG Inc., Douglas, GA; 100% stockholder of WSGL(FM), Sterling Communications Corp., Naples, FL; 100% shareholder of WZQB(AM)-WPPR-FM Televiewers Inc., Warner Robins, GA; 50% stockholder of WILN(FM) Bay Media Inc., Panama City, FL. Filed June 29.

■ **WGST(AM)** Atlanta, GA (BAL890629EC; 920 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Family Broadcasting Network to Moody Bible Institute of Chicago for \$2,300,000. Seller is headed by James Dobson. Dobson purchased station from Jacor Broadcasting of Georgia in January for same price. Moody Bible Institute of Chicago is licensee of following non-commercial educational broadcast stations: WMBI-AM-FM Chicago, IL; KMBI-AM-FM Spokane, WA; WDLM-AM-FM East Moline, IL; WMBW-FM Chattanooga, TN; WMBV-FM Dixon Mills, AL; WRMB-FM Boynton Beach, WDES-FM; St. Petersburg; WGNB-AM; Indian Rocks Beach, all Florida and WCRF-FM Cleveland, OH. Filed June 29

■ **KITV-TV** Honolulu, HI (TEMP890630AA; ch. 4; 100 kw-V; ant. 50 ft.); KHVO-TV Hilo, HI (TEMP890630BB; ch. 13; 4.68 kw-V; ant. -823 ft) and KMAU-TV Wailuku, HI (TEMP890630CC; CH 12; 27.5 kw-V; HAAT: ANT 5910 ft.)—Seeks assignment of license from Tak Communications Inc. to KITV Television Inc. for \$5,000,000 ("Changing Hands," July 10). Seller is Vienna, VA-based group owner of three FM's and five TV's. Buyer is owned by Anthony Cassara and George A. Vandeman. Buyer will pay \$5 million to Tak in return for 60% of stock in buying entity. KITV Television Inc. Seller itself will take 40% interest in buyer from which Tak will also accept \$40 million note ("Closed Circuit," July 17). Filed June 30.

■ **KHAI(TV)** Honolulu, HI (TEMP890710TV; ch. 20; 537 kw-V; ant. -150 ft.)—Seeks assignment of license from Honolulu Family Television Ltd. to KHAI Inc. for \$1,500,000. Seller is subsidiary of Media Central Inc., Chattanooga, TN, which filed for bankruptcy in 1987; sale was approved by Federal Bankruptcy Court of Eastern District of Tennessee. Media Central still has six TV stations. Buyer is headed by Ray Beindorf, who heads KSAI(TV) San Bernardino, CA, and television translator station K48AL, Poway, CA. Filed July 10.

■ **WOC(AM)-KUUL-FM** Davenport, IA (AM: BAL890630HH; 1420 khz; 5 kw-U, DA-2; FM: BALH890630HI; 103.7 mhz; 100 kw-V; ant. 363 ft.)—Seeks assignment of license from Signal Hill Communications LP to Signal Hill Communications Inc. for no financial consideration. Seller is headed by Wayne Blic. Buyer is headed by Vickie A. Palmer, who has no other broadcast

SE Coastal Class C FM
Asking \$3,500,000
ED SHAFFER 404/998-1100

AL Class A FM w/cash flow
\$650,000; terms available
ERNIE PEARCE 404/998-1100

SW University town combo
Asking \$2,900,000
BILL WHITLEY 214/788-2525

Coastal Maine resort area
New B-1 FM — \$925,000
KEVIN COX 617/330-7880

Top 50 combo with Class A FM
Asking \$3,000,000
GEORGE REED 904/730-2522

MW small mkt. combo with
C2 FM — \$600,000; terms
BILL LYTLE 816/932-5314

California B-1 FM; attractive
terms — \$1,800,000
JIM MERGEN 818/893-3199

SE College town FM with cash
flow — \$1,800,000
ED SHAFFER 404/998-1100

Alabama combo; has applied
for upgrade — \$850,000
ERNIE PEARCE 404/998-1100

FL Small Mkt. resort combo
Cash flow — \$2,500,000
GEORGE REED 904/730-2522

Nationwide Media Brokers
Chapman
Associates



Corporate Offices • Atlanta, GA • 404/998-1100

interests. Filed June 30.

■ KSCJ(AM) Sioux City, IA (BAL890630EB; 1360 kHz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Apple Broadcasting Corporation to Flagship Communications LP, for \$962.611. Seller is owned by Lawrence S. Magnuson and Thomas and William Burke, brothers. Buyer is headed by Lawrence S. Magnuson, John Gleason and Barbara B. and John W. Aalfs; Magnuson has following broadcasting interests: licensee and owner of KQHU-FM Yankton, SD, licensee and owner of 33 1/3% stock of KSCJ(AM) Sioux City, IA. Filed June 30.

■ WAAQ(FM) Big Rapids, MI (BALH890630GR; 102.3 mhz; 1.8 kw; ant. 400 ft.)—Seeks assignment of license from James J. McCluskey to West Michigan Radio Inc. for \$425,000. Seller also owns WHBT(AM) Jackson and CP for WWTG(AM) Stanwood, both Michigan. Buyer is headed by Russell C. Balch, who is officer, director and holder of 100% of voting stock of Michigan Radio Group Inc., licensee of WOAP(AM)-WMZX-FM Owosso, MI. Filed June 30.

■ KLEX(AM) Lexington, MO (BAL890628EC; 1570 kHz; 250 w-D)—Seeks assignment of license from KLEX Inc. to KLEX Broadcasting Inc. for \$49,000. Seller is owned by Ken Meyer, who has following broadcast interests: KFA-L(AM)-KCCA(FM) Fulton (80%), KBOA(AM)-KTMO(FM) Kennett, KCFM(FM) Lexington (80%) and KTXR(FM) Springfield (92.88%), all Missouri. Buyer is owned by Edward H. Luchman, who has no other broadcast interests. Filed June 28.

■ KGLX-FM Gallup, NM (BALH890626GN; 99.10 mhz; 100 kw; ant. 1,201 ft.)—Seeks assignment of license from Webb Communications to Skypath Communications for \$10. Seller is owned by Robert Webb, who has interest in WNIV(AM) Inverness, FL and KLRK-FM Vandalia, MO. Buyer is owned by Tom Troland (51%) and Robert Webb (49%). Troland is partner in Starboard Productions, which holds CP for new FM at Hampton, NH. Filed June 26.

■ WHDL(AM)-WOLN-FM Olean, NY (AM; BAL890706HE; 1450 kHz; 1 kw-U; FM; BALH890706HF; 95.7 mhz; 43 kw; ant. 740 ft.)—Seeks assignment of license from WHDL Inc. to Arrow Communications Inc. for \$1,000,000. Seller is owned by Frank Penny and Dean Aubol, who also own WBOA(AM) Oswego and WQXT(FM) Binghamton, both NY. Buyer is owned by Paul Rothfuss, who also has interest in KHUM-FM Topeka, KS; WFFX(AM)-WRLX(FM) Tuscaloosa, AL; WZOQ-FM Lima, OH; KZBB-FM Fort Smith, AR; KILQ-FM Davenport, IA; WFRG-AM-AM Rome, NY, and WZNY-FM Augusta, GA. Filed July 6.

■ WDKS-FM Dunn, NC (BALH890628GK; 103.1 mhz; 270 kw; ant. 320 ft.)—Seeks assignment of license from Landsman-Webster Communications of North Carolina Inc. to Metropolitan Broadcasting of NC Inc. for \$2,000,000. Seller is headed by Dean Landsman and Michael and Norma Nigris. Michael Nigris is 30% stockholder in WVEC(AM) San Luis Obispo and KPGA(FM) Pismo Beach, both California. He is also officer of WPOP(AM) Hartford and WIOF(FM) Waterbury, both Connecticut. Buyer is headed by David W. Evans, who has no other broadcast interests. Filed June 28.

■ WSIC(AM)-WFMX(FM) Statesville, NC (AM; BAL890629GX; 1400 kHz; 1 kw-U; FM; BALH890629GY; 105.7 mhz; 100 kw; ant. 1,517 ft.)—Seeks assignment of license from High Country Communications Inc. to Adventure Communications Inc. for \$2,500,000. Seller is headed by Warren Penney, Charles Frischman, partner of seller, has interest in WBBB(AM)-WPCM(FM) Burlington, SC and KZZB-AM-FM Beaumont, TX. Buyer is headed by Mike Shott. Adventure Four Inc., proposed assignee of WSIC(AM)-WFMX(FM) ("Adventure") is wholly owned subsidiary of Adventure Communications Inc. ("ACI") is licensee of WHIS(AM)-WHAJ-FM Bluefield, WV. Adventure Two Inc. ("ATI"), also wholly owned subsidiary of ACI, is licensee of WKEE-AM-FM Huntington, WV. ACI also has 49% ownership interest in Adventure Three Inc., holder of CP for WBJY-FM in Shadyside, OH. WBJY-FM has application on file to move its transmitter location. Filed June 29.

■ KGCT(TV) Tulsa, OK (TEMP890710; ch. 41; 1350 kw-V; ant. 1,510 ft.)—Seeks assignment of license from Green Country Associates Ltd. to Tulsa TV 41 Corp. for \$500,000. Seller is headed by Leonard Anderson, who has no other broadcast interests. Buyer is owned by Dennis Lisack, who has no other broadcast interests. Filed July 10.

■ KWJY(FM) Woodward, OK (BALH890628GL; 92.1 mhz; 1.60 kw; ant. 128 ft.)—Seeks assignment of license from Dwaine T. Martin to FM 92 Broadcasters Inc. for \$24,600. Seller has no other broadcast interests. Buyer is headed by Michael W. Mitchel and his brother, Gary L. Mitchel. Michael W. Mitchel and Gary L. Mitchel, together as Mitchbroco, are 50% owners of Alvaomni Inc., licensee of KALV(AM) Alva, OK. Filed June 28.

■ WVEO-TV Aguadilla, PR (TEMP890705TV; ch. 44;

995 kw-V; ant. 1,220 ft.)—Seeks assignment of license from Seglares Iglesia Catolica Inc. to Southwestern Broadcasting Corp. for \$250,000. Seller is owned by Miguel Arias, who has no other broadcast interests. Buyer is licensee of WBOZ-AM-FM Sabana Grande, PR. Its president and sole stockholder, Pedro Roman Collazo, is also president and sole stockholder of International Broadcasting Corp., licensee of WVOZ-FM Carolina, PR. International is sole stockholder of Continental Broadcasting Corp., licensee of WVOZ(AM) San Juan, PR, of which Roman is also president. Filed July 5.

■ WHYZ(AM) Greenville, SC (BAPL890621EB; 1070 kHz; 50 kw-D)—Seeks assignment of license from Greenville Family Radio Inc. to Greenville Family Broadcasters Inc. for no financial consideration. Seller is owned by James McClung, who has no other broadcast interests. Buyer is owned by Steven Brisker. Brisker holds 100% interest in AM CP in Falmouth, VA. Brisker is officer, director and 40.25% stockholder of WZAM(AM) Norfolk, VA; WJGR(AM) Jacksonville, FL, and in WCTG(AM) CP for new AM station in Columbia, SC. Filed June 21.

Actions

■ WGNP(FM) Albany, GA (BAPED890210HD; 90.7 mhz; 3 kw-V; ant. 100 ft.)—Granted app. of assignment of license from Larry Frith to Land Ministries Inc. for no financial consideration. Seller has no other broadcast interests. Buyer is owned by C.W. Eidenre, who have no other broadcast interests. Action June 28.

■ WTPO(AM) Conyers, GA (BAL890522EC; 1050 kHz; 1 kw-D, 266W-N)—Granted app. of assignment of license from Fab Communications Inc. to Perimeter Broadcasting Inc. for \$37,000. Seller is owned by Fred Blencowe and Edward Taylor, who also have interest in WHTT(TV) Ann Arbor, MI. Buyer is headed by Thomas M. Gough, who has no other broadcast interests. Action July 10.

■ WMLS(AM) Monroe, GA (BTC890524ED; 1490 kHz; 1 kw-D, 250W-N)—Granted app. of assignment of license from Ronald A. Reeves to Reeves, George Peters and Lee Morgan. Reeves receives \$25,300, 1/3 in Peters' and Morgan's WBMS(AM) Eatonton, GA. Seller have no other broadcast interests. Buyer is equally owned by Reeves, George Bernard Peters and Lee P. Morgan. Action July 7.

■ KLN(AM) Pearl City, HI (BAL890523ED; 1380 kHz; 5 kw)—Granted app. of assignment of license from Henry A. Younge Jr. to Scott G. Mahalick for \$550,000. Seller is headed by Henry A. Younge Jr., who has no other broadcast interests. Buyer is owned by Scott Mahalick, who also owns 5% of Kanehoe Radio Inc., which holds license for KANY(FM) Kanehoe, HI. Action July 7.

■ KXOF(FM) Bloomfield, IA (BALH890417GV; 106.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from Dwaine F. Meyer to Horizon Broadcasting Inc. for \$130,000. Seller has interest in KLAL-FM Lamoni, KCLR-FM Chariton and KXLQ Indianola, all Iowa. Buyer is owned by Douglas R. Smiley. Smiley owns 33% of KATV(FM) Knoxville, IA and KBMI(FM) Roma, TX as of January, 1985.

■ WRRR(AM)-WYBR-FM Rockford, IL (BAL890510HJ; 1330 kHz; 1.0 kw-D; FM; BALH890510HK; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted app. of license from North Star Broadcasting Inc. to Robert E. Rhea Jr. for \$1.35 million. Seller also owns WLS-AM-FM Lansing, MI, and is wholly owned by NCNB Texas Venture Group, headed by Michael DeLier. Buyer is owned by Robert E. Rhea Jr., 90%, who has no other broadcast interests. Action July 10.

■ New FM South Whitley, IN (BAPH890427GN; 101.1 mhz; 3 kw; ant. 100 ft.)—Granted app. of assignment of license from Gary A. Salach to Larko Communications Inc.

for \$1,000. Seller has no other broadcast interests. Buyer is owned by Philip Larko, who has no other broadcast interests. Action July 6.

■ WJBO(AM)-WFMF(FM) Baton Rouge, LA (BTC890519GN; 1150 kHz; 1 kw-D; FM; BTCH890519GO; 102.5 mhz; 100 kw; ant. 560 ft.)—Granted app. of assignment of license from Shareholders of Baton Rouge Broadcasting to Noland-Jenne Broadcasting Inc. for \$9,091,194. Seller is owned by brothers Douglas and Charles Manship, who also own WBRZ(TV) Baton Rouge. Buyer is owned by George A. Jenne, who is president, director and stockholder of Transcontinental Broadcasting Co., licensee of KDSX(AM)-KDSDFM) Dennison-Sherman, and KPRR(FM) El Paso, all Texas. He is also president, director and stockholder of WLIN Inc., licensee of WOHT(FM) Jackson, MS. Action July 5.

■ KWTO-AM-FM Springfield, MO (AM; BAL890405EA; 560 kHz; 5 kw-U, DA-N; FM; BALH890408EB; 98.7 mhz; 100 kw; ant. 600 ft.)—Granted app. of assignment of license from Summit-Springfield Broadcasting Corp. to Cole Media Inc. for \$4.25 million ("Changing Hands," April 10). Seller is headed by James Wesley Jr. It also owns KLZ(AM)-KAZY(FM) Denver; WAOK(AM)-WVEE(FM) Atlanta; WCAO(AM)-WXYV(FM) Baltimore; KFOR(AM)-KRFK(FM) Lincoln, NE; WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ(AM)-KJMZF(M) Dallas. Buyer is owned by Richard Cole, who has no other broadcast interests. Action July 7.

■ KGLM(FM) Anaconda, MT (BALH890404HT; 97.7 mhz; 210 kw; ant. 940 ft.)—Granted app. of assignment of license from Howard N. Neckles to Aire/Ink Inc. for \$4,500. Sellers have no other broadcast interests. Buyer is headed by David R. Fransen. Strickland Aire/Ink Inc. is licensee of KDRG(AM)-KDRF-FM Deer Lodge, MT. Action July 6.

■ KNMQ(FM) Santa Fe, NM (BTCH880802GS; 105.9 mhz; 100 kw; HAAT: 1,936 ft.)—Dismissed app. of assignment of license from James M. Ellis, J.M. Walrad, Melvin P. Hemmer and Ronald L. Sack to Steven A. Humphries for \$1,550,000. Seller has no other broadcast interests. Buyer is owned by Steven A. Humphries and family. It also has interest in KLLT(FM) Grants, NM. Action June 29.

■ WGLI(AM) Babylon, NY (BAL890217EB; 1290 kHz; 5 kw-D, 1 kw-N)—Granted app. of assignment of license from Babylon Communications Inc. to Radio WADO Inc. for \$375,000. Seller is headed by John Foster, who has no other broadcast interests. Buyer is headed by Louis Wolfson III. Radio WADO is licensee of WADO(AM) New York, NY. Herb Levin, senior vice president and shareholder in Radio WADO, also holds 32.8% of issued and outstanding common stock of S.R. Associates Inc., licensee of WSUA(AM) Miami, FL. Levin also holds 33% interest in Producciones Susquehanna Inc., which holds 1.5% interest in S.R. Associates Inc. Principal officers of Radio WADO hold 51% beneficial ownership interest in Video Jukebox, Mississippi. Video Jukebox also has following pending LPTV applications: channel 13, Atlanta; channel 10, Cleveland, and channel 10, New Orleans. Action July 6.

■ WJIK(AM) Camp Lejeune, NC (BAL890329EB; 1580 kHz; 10 kw-D)—Granted app. of assignment of license from Francon Inc. to Word of Faith of Jacksonville Inc. for \$54,000. Seller is owned by Charles Franklin, who has no other broadcast interests. Buyer is owned by James Ricky Osborne, who has no other broadcast interests. Action July 5.

Is NOW a good time to sell the station?

And who would know?

...a media analyst

...a legal authority

...an experienced broker

...another station owner

✓ Bob Marshall (all of the above)

R.A. Marshall & Co.

Media Investment Brokers & Analysts

800 Main Street • Suite 210

Hilton Head Island • South Carolina 29926

(803) 681-5252

FAX (803) 681-5084



Services

BROADCAST DATABASE
dataworld[®]
 MAPS
 Coverage: Terrain Shadowing
 Allocation Studies • Directories
 P.O. Box 30730 301-652-8822
 Bethesda, MD 20814 800-368-5754

RAMTRONIX, INC.
 Connector Supplier
 to the Broadcast Industry
Kings/ITT Cannon
 67 Jeffryn Blvd. E.
 Deer Park, N.Y. 11729
 (516) 242-4700

Talotech, Inc.
 BROADCAST CONSULTANTS AND ENGINEERS

- FCC Applications and Field Engineering
- Frequency Searches and Coordination
- Tower Erection and Maintenance
- Facility Design and Construction

CONTACT:
 KENNETH W. HOEHN 23400 Mich. Ave.
 (313) 562-6873 Dearborn MI 48124

DSI
 COMMUNICATIONS INC.

- Radio and Television System Design
- Transmitter and Studio Installation
- Microwave and Satellite Engineering and Installation

627 Boulevard
 201-245-4833 Kenilworth, NJ 07033

Stainless, inc.

New Towers, Antenna Structures
 Engineering Studies, Modifications
 Inspections, Erection, Appraisals
 North Wales, PA 19454
 215 699-4871 FAX 699-9597

SG Communications, Inc.

TV/FM RF Systems Specialists
 RF System Measurements
 Tower Erection & Maintenance
 1-800-824-7865 Tucson, AZ
 1-800-874-5449 Tampa, FL

KLINE TOWERS
 Towers, Antenna Structures
 Engineering & Installation
 P.O. Box 1013
 Columbia, S.C. 29202
 Tel: 803 251-8000 - FAX 251-8080

LASK Engineering and Consulting
 TELEVISION SYSTEMS, INC.

SYSTEM, FACILITY DESIGN AND PROJECT MANAGEMENT FOR NEW AND REBUILDING FULL POWER TV STATIONS. ALSO HDTV, DIGITAL, POST PRODUCTION, CORPORATE
 (513) 777-0037 CINCINNATI, OHIO

BROADCAST DATA SERVICES
 Computerized Broadcast Service
 including
 Data Base Allocation Studies
 Terrain Profiles
 A Div. of Muffet, Larsen & Johnson, Inc.
 703 824-5666
 FAX: 703-824-5672

UNUSED CALL LETTERS
MAILING LABELS
 AM • FM • TV
dataworld[®]
 301-652-8822 800-368-5754

dataworld MAPS

- TERRAIN SHADOWING
- POPULATION DENSITY
- CONTOUR COVERAGE

(301) 652-8822 (800) 368-5754

Franklyn R. Beemish & Co.
 Engineering for Television & Radio

FACILITIES AND SYSTEMS DESIGN & IMPLEMENTATION
 ANALOG & DIGITAL VIDEO, AUDIO, HDTV

ARCHITECTURAL ENGINEERING
 ELECTRICAL, HVAC, ACOUSTICAL

574 Sunrise Highway, Baldwin, NY 11510 516-867-8510

Shoolbred Engineers, Inc.
 Structural Consultants

Towers and Antenna Structures
 Robert A. Shoolbred, P.E.

1049 Morrison Drive
 Charleston, S.C. 29403 • (803) 577-4681

Space Segment
 • Turn Arrounds
 Fixed and Remote Uplinking

Pittsburgh International Telexport
800-634-6530

***** **TOWER NETWORK SERVICES**

TNS

Tower Inspections & Maintenance
 Pressure Vat Guy Treating
 Digital Tension Measurements
 Structural Design Modifications
 Service like you've never seen
 We do high volume at LOW PRICES
 214-891-0555 DALLAS
 404-699-2620 ATLANTA

LDL COMMUNICATIONS INC
 RF design & installation specialists

- LARCAN solid state transmitters
- Alan Dick antennas & combiners
- LeBlanc & Royle tower systems

14440 Cherry Lane Ct. Laurel MD 20707
 Tel: 301-498-2200 • Fax: 301-498-7952

Osborne, who have no other broadcast interests. Action July 5.

■ **WOKX(AM)** High Point, NC (BAL890428EG; 1590 khz; 1 kw-D)—Granted app. of assignment of license from Club Towers Broadcasting Inc. to Living Word Evangelistic Association for \$150,000. Seller is owned by Charles A. Poole, John W. Thomas III and P.A. Thomas Jr. Principals own interest in WTHP-FM Thomasville, NC. Buyer is headed by W. Wellington Boone, who has no other broadcast interests. Action July 5.

■ **KZZJ(AM)** Rugby, ND (BTC890518EC; 1450 khz; 1 kw-U)—Granted app. of assignment of license from Gary C. and Beverly A. Pearson to Richard and Alice Ivers and Delhart Nygard for \$10,000. Sellers have no other broadcast interests. Delhart Nygard owns 50% of KGPC Co. in Grafton, ND, call letters KXPO-AM-FM. He is also current 50% stockholder of Rugby Broadcasters Inc. Gary C. Pearson owns 100% of Pearson Broadcasting Co., KZZY-FM Devils Lake, ND. Ownership report was filed with FCC April 3 to transfer ownership of KZZY to Devils Lake Broadcasting Group. Action July 6.

■ **WILK(AM)** Wilkes-Barre, PA (BAL890428EK; 980 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Wyoming Valley Broadcasting Co. to Keymarket of New Orleans Inc. for \$350,000. Seller is owned by Roy Morgan, who has no other broadcast interests. Buyer is owned by Kerby E. Confer and Donald J. Alt. Donald Alt owns WRUS(AM)-WBVR(FM) Russellville, KY. Kerby Confer also owns WTCB-FM Orangeburg, SC; WNNK-FM Harrisburg, PA; KOKE(AM)-KKMJ(FM) Austin, TX; WECZ(AM) Hickory, NC; WRVR-AM-FM Memphis, TN, and WYOM(AM)-WKRZ-FM Wilkes-Barre, PA. Action July 6.

■ **WELU** Aguadilla, PR (BALET890418KH; ch. 32; 105 kw-V; ant. 967 ft.)—Granted app. of assignment of license from Israel Rodriguez Evangelistic Association to Faith Pleases God Church Corp. Israel Rodriguez Evangelistic Association dba Consumer Educational Research and Development Television Center hereby bequeaths all rights and title to WELU(TV) to Faith Pleases God Church Corp. Buyer is headed by Carlos Ortiz, John Jacobson, Minerva Jacobson and Aracelis Ortiz. It also owns WUJA-TV Caguas, and is permittee of low-power TV W03AY Augusta, ME. Carlos Ortiz owns 55% of limited partnership for KMNZ-TV Oklahoma City, and 5% of common stock of KMHB(TV) McAllen, TX. Aracelis Ortiz owns two LPTV stations, W50AV San German, and W59BQ Ponce, both Puerto Rico. Action June 30.

■ **WIBS** St. Thomas, VI (BAP890125EA; 1090 khz; 0.25 kw-D)—Granted app. of assignment of license from St. Thomas Broadcasters to Three Angels Corp. for \$85,000. Seller is owned by Raphael A. Figueroa, who has no other broadcast interests. Buyer is headed by Reynald Charles, who has no other broadcast interests. Action July 5.

■ **KVAN(AM)** Vancouver, WA (BAL890216EE; 1550 khz; 210 kw; HAAT: ant. 940 ft.) and **KMJK-FM** Lake Oswego, OR (BAPLH890216EF; 106.7 mhz; 100 kw; ant. 877 ft.)—Granted app. of assignment of license from Engel Communications to Fairmount Communications Corp. for \$7,400,000 ("Changing Hands," Feb. 13). Seller is headed by Bruce Engel, who also owns KGRL(AM)-KXIQ(FM) Bend, OR. Buyer is subsidiary of Osborn Communications and is headed by John Hayes Jr., and also owns KIOI(FM) San Francisco; WMTG(AM)-WNIC(FM) Dearborn, MI; KKOB-AM-FM Albuquerque, NM, and WLAC-AM-FM Nashville, TN. Osborn Communications is New York-based owner of five AM's, seven FM's and one TV. Action July 5.

■ **WHTL(FM)** Whitehall, WI (BALH890324HQ; 102.3 mhz; 3 kw; ant. 450 ft.)—Granted app. of assignment of license from Monday Trust Inc. to Amercom Corp. for no financial consideration. Seller is owned by W. Richard Dwyer and Richard L. Hencley. They also own KXLV-FM Cambridge, MN, and WXCE(AM) Amery, WI. Buyer is principally owned by Richard L. Hencley, 55%; Willis K. Drake, 8%; Ronald D. Olson, 5%; Gunther Schaaf, 7%; Edgar P. Erickson, 9%, and Terry S. Moores, 5%. Action July 7.

New Stations

Applications

FM's

■ **Yuma, AZ** (BPED890622MA)—Voice Of International Christian Evangelism seeks 88.1 mhz; 3 kw. Address: Evangelism Inc., 949 Walnut, Holtville, CA 92250. Principal is headed by Alberto Lozano. He is 50% owner of Newton-Conover Communications Inc., licensee of WNNC(AM) Newton, NC. Applicant has held interest in that company since it acquired WNNC(AM) in August 1976. WNNC(AM) has pending license renewal applica-

Professional Cards

du Treil Lundin, & Rackley, Inc.

A Subsidiary of A. D. Ring, P.C.
1019 19th Street, N.W.
Third Floor
Washington, D.C. 20036
Telephone: 202/223-6700
Facsimile: 202/466-2042
Member AFCCE



SAIC Carl T. Jones
Corporation
A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES & CULVER

Consulting Radio-TV Engineers
1158 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 298-2722



Member AFCCE

COHEN, DIPPELL and EVERIST, P.C.

CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
Washington, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN

8121 Georgia Ave. #700
Silver Spring, MD 20910
ROBERT M SILLIMAN, P.E.
(301) 589-8288
THOMAS B SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703 824-5660
FAX: 703-824-5672
Member AFCCE

ANDRUS AND ASSOCIATES, INC.

ALVIN H. ANDRUS, P.E.

351 SCOTT DRIVE
SILVER SPRING, MD 20904



301 384-5374
Member AFCCE

HAMMETT & EDISON, INC.

CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

JULES COHEN & ASSOCIATES, P.C.

Suite 400
1730 M St. N.W.
Washington DC 20036
(202) 659-3707
Member AFCCE

CARL E. SMITH CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 2727 Bath, Ohio 44210
(216) 659-4440

VIR JAMES

CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
3137 W. Kentucky Ave.—80219
(303) 937-1900
DENVER, COLORADO
Member AFCCE & NAB

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

ROSNER TELEVISION SYSTEMS

CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

Mullaney Engineering, Inc.

Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON

Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

ENTERPRISE ENGINEERING P.C.

Consulting Engineers

FW HANNEL PE
PO Box 9001 Peoria, IL 61614
(309) 691-4155
Member AFCCE

STRUCTURAL SYSTEMS TECHNOLOGY, INC.

J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 356-9765

C. P. CROSSNO & ASSOCIATES

Consulting Engineers

P.O. Box 18312
Dallas, Texas 75218
(214) 669-0294
Member AFCCE

JOHN F.X. BROWNE & ASSOCIATES, P.C.

525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS & ASSOCIATES, INC.

Consulting Engineers
AM-FM-TV-LEPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

CLARENCE M. BEVERAGE COMMUNICATIONS TECHNOLOGIES, INC.

BROADCAST ENGINEERING CONSULTANTS
P.O. BOX 1130
MARLTON, N.J. 08053
(609) 985-0077



LAWRENCE L. MORTON
ASSOCIATES
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 92436

LAWRENCE L. MORTON, P.E.
AM - FM - TV
APPLICATIONS - FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING Consulting Engineers

P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

PAUL DEAN FORD, P.E.

BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 351
WEST TERRE HAUTE, INDIANA 47885
812-535-3831
Member AFCCE

EVANS ASSOCIATES

Consulting Communications Engineers
AM-FM-TV-CATV/HITS-Satellite
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCCE

RICHARD L. BIBY, P.E. COMMUNICATIONS ENGINEERING SERVICES, P.C.

CONSULTING ENGINEERS
6105-G Arlington Blvd.
Falls Church, VA 22044
(703) 534-7880 (703) 534-7884 Fax
Member AFCCE

J. Boyd Ingram and Associates

Specialists in
FM Radio Applications
Best Service Best Prices
PO Box 73
Batesville, Mississippi 38606
601 563-4664

DATTEL CORPORATION

BROADCAST CONSULTANTS
- APPLICATIONS - INSPECTIONS -
1515 N. COURT HOUSE ROAD
ARLINGTON, VIRGINIA 22201
TEL. (703) 276-9007

George Jacobs & Associates, Inc. Consulting Broadcast Engineers Domestic & International Member AFCCE

Suite 410
(301) 587-8800
8701 Georgia Ave.
Silver Spring, MD
20910

DON'T BE A STRANGER

To Broadcasting's 116,427* Readers
Display your Professional or Service Card
here. It will be seen by station and cable TV
system owners and decision makers
* 1986 Readership Survey showing 35
readers per copy

JOHN E. HIDLE, P.E. Broadcast and Telecommunications Consulting Engineer

P.O. BOX 126
NEW PALTZ, NEW YORK 12561
(914) 255-0449
Member AFCCE

AFCCE Association of Federal Communications Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(202) 659-3707

tion before commission, file no. BR-880820V.O. Filed June 16.

■ San Luis Obispo, CA (BPED890619MH)—KCBX Inc. seeks 89.3 mhz; 5.3 kw; 1,420 ft. Address: 4100 Vachell Lane, San Luis Obispo, CA 93401. Principal is headed by Frank Lanzone, who is licensee of KCBX(FM) San Luis Obispo, CA. Filed June 19.

■ Warrenton, GA (BPH890613MH)—Radio Warrenton seeks 93.1 mhz; 3 kw; 328 ft. Address: 11756-3A S. Laurel Dr., Laurel, MD 20708. Principal is owned by Susan Warren, who has no other broadcast interests. Filed June 13.

■ Gooding, ID (BPH890628ME)—Greater Philadelphia Broadcasting Corp. of Gooding Inc. seeks 101.3 mhz; 3 kw; Address: 13308 SW 108 St. Circle, Miami. Principal is owned by Robert G. Aisenstein, James H. Nettleton and David Horowitz. Horowitz has purchased one-third interest in Greater Philadelphia Broadcasting of Idaho Inc. which has time brokerage agreement with, and option to purchase assets of, KRXR(AM) Gooding, ID. Filed June 28.

■ Hutchinson, KS (BPED890620MB)—Kansas-Nebraska Christian Broadcasting Inc. seeks 91.7 mhz; 100 kw; 239 ft. Address: 1018 N. Jackson, #2, Hutchinson, KS. Principal is headed by Thomas J. Russell, who has no other broadcast interests. Filed June 20.

■ Flora, MS (BPH890608MJ)—John Henry Pembroke seeks 97.5 mhz; 3 kw; 328 ft. Address: 1816 Pleasant Ave., Jackson, MS. Pembroke is permittee for station WONG(AM) Canton, MS. License application for WONG is pending (file no. BL-890302AB). In addition, Pembroke is recent assignee of WJFL(AM) Jackson, MS. Assignment was granted May 17 and consummated May 24. Filed June 8.

Actions

AM

■ Sun Valley, NV (BP881128AL)—Granted app. of Silveradio Corp. for 730 khz; Address: P.O. Box 700, Folsom, CA 95630. Principal is owned by D.C. Williams, who owns 50% of KPLA(AM) Riverbank and 50% of KCPC(AM) Rancho Mirage, both California. Action July 5.

FM's

■ Walpole, NH (BPED890321MR)—Returned app. of Granite State Educational Fellowship Inc. for 91.7 mhz; 100 kw; Address: Route 63, Hinsdale, NH 03451. Principal is owned by Alice Allen, who has no other broadcast interests. Action June 28.

■ Grants, NM (BPH871113MG)—Dismissed app. of Cibola Radio Partnership for 105.5 mhz; 100 kw H&V; 1,312 ft. Address: 709 Warren, Grants, NM 87020. Principal is owned by Dolores Greigo-Rodarte, who has no other broadcast interests. Action June 28.

■ Portage, PA (BPH871202MA)—Granted app. of Mainline Media Inc. for 105.7 mhz; 3 kw H&V; Address: 609 Main St., Portage, PA 15946. Principal is owned by Vincent Kane, who is licensee of WWML(AM) Portage, PA. Action June 29.

■ Spangler, PA (BPH880811MK)—Returned app. of Peter Hons for 97.3 mhz; 2.45 kw; 367 ft. Address: 100 Poplar St., Portage, PA 15946. Principal has no other broadcast interests. Action March 21.

■ Canaan, VT (BPH880706MB)—Granted app. of Four Seasons Communications Inc. for 94.1 mhz; with 0.959 kw H&V; 567 ft. Address: 187 Brookmere Dr., P.O. Box 36, Fairfield, CT 06430. Principal is owned by Timothy D. Martz. Applicant is licensee of WFST(AM) Caribou, ME. Action June 5.

■ Fairmont, WV (BPH870309MC)—Granted app. of Fairmont Broadcasting Co. for 94.3 mhz; 3 kw H&V; 328 ft. Address: 450 Leonard Ave. Fairmont, WV 26554. Principal has no other broadcast interests. Action July 5.

TV

■ Sparta, IL (BPCT890515KF)—Returned app. of Rita Wyse for ch. 48, 11.3 kw; 465 ft. Address: Rte. 1, Box 26W Archbold, OH 43502. Principal has no other broadcast interests. Action June 5.

Facilities Changes

Applications

AM's

■ Yuba City, CA, KOBO(AM) 1450 khz—June 15 application (BP841213AC) for Mod of CP to increase nighttime power to 1 kw.

■ Davie, FL, WAVS(AM) 1170 khz—June 26 application

for CP to change DA-2 to nondirectional day.

■ Edwardsville, IL, WRYT(AM) 1080 khz—July 5 application (BP870918AC) for Mod CP to change TL: W of State Rte. 157 and N of McDonough Lake 5.4 km NW from center of Collinsville, IL; make changes in antenna system; 38 42 40N 90 00 50W.

■ Homer City, PA, WCCS(AM) 1160 khz—June 22 application for Mod of CP to augment day and night station patterns.

■ Greenville, SC, WMUU(AM) 1260 khz—April 27 application (BP881109AC) for Mod of CP to increase power to 5 kw.

■ Spartanburg, SC, WORD(AM) 910 khz—July 6 application for CP to reduce power to 890 w night and 3,600 w day; TL: to 2.3 km E of Interstate Rte. 26, 10.5 km NW of Spartanburg, SC; make changes in antenna system; 35 01 10N 82 00 36W.

■ Plano, TX, KSSA(AM) 1600 khz—March 30 amended to reduce nighttime power to 930 w.

■ Ashland, WI, WATW(AM) 1400 khz—June 26 application for CP to change TL: 24th St. and State Hwy. 13, Ashland, WI; make changes in antenna system; 46 34 25N 90 51 56W.

FM's

■ Fayette, AL, WHKW(FM) 98.1 mhz—June 9 application for CP to change HAAT: 905 ft. H&V; TL: 1.85 mi SE of Echola, AL.

■ Talladega, AL, 97.5 mhz—June 27 application for Mod of CP (BPH880706MA) to change ERP: 0.910 kw H&V; HAAT: 574 ft. H&V; TL: Waterworks Rd. (within city limits) Talladega, AL.

■ Little Rock, AR, KABF(FM) 88.3 mhz—June 19 application for CP to install circularly polarized antenna.

■ Le Grand, CA, KEFR(FM) 89.9 mhz—June 21 application for CP to change HAAT to 2,141 ft. H&V.

■ Colorado Springs, KTLF(FM) 89.7 mhz—June 29 application for CP to change ERP: 6,500 kw H&V; HAAT: -288 ft. H&V; TL: 5675 S Acadent Blvd.

■ Bonifay, FL, WTBB(FM) 97.7 mhz—June 14 application for CP to change ERP: 91.66 kw; HAAT: 1,313 ft. (H&V); class: C1; TL: 299.3 D.T. 7.51 km from Fountain, FL.

■ Homestead, FL, WXDJ(FM) 95.7 mhz—June 27 application for CP to change ERP: 23.4 kw H&V; HAAT: 1,628 ft. H&V.

■ Lafayette, FL, 99.9 mhz—June 23 application for Mod of CP (BPH870729MJ) to change TL: 117½ Henderson Rd., Tallahassee, FL.

■ Dublin, GA, WQZY(FM) 95.9 mhz—June 14 application for CP to change ERP: 27 kw (H&V); HAAT: 154 ft. (H&V); class: C2.

■ Honolulu, KHPR(FM) 88.1 mhz—June 16 application for CP to change ERP: 100 kw H&V; HAAT: 1,968 ft. H&V; TL: 4.8 km NE of town on Palehua Rd. at Palehua Communications site; install DA.

■ Honolulu, KIPO(FM) 89.3 mhz—June 29 application for Mod of CP (BPED850514MB as Mod) for changes.

■ Lewiston, ID, KOZE(FM) 96.5 mhz—June 21 application for Mod of CP (BPH870227MH) to change ERP: 27.5 kw H&V; HAAT: 898 ft. H&V; class: C1; Mod BPH-870227MH to specify a nonDA.

■ Sun Valley, ID, KSKI(FM) 93.5 mhz—June 15 application for CP to change freq.: 103.7 mhz; ERP: 51.8 kw H&V; HAAT: 1907 ft. H&V; class: C; TL: 7 km from Sun Valley on bearing of N212E at Seattle Ridge, Bald Mtn., ID.

TV's

■ Bainbridge, GA WTLH(TV) ch. 49—June 1 application for Mod of CP to change ERP: 1.611 kw (vis); HAAT: 806 ft.

■ East St. Louis, IL, WVCL(TV) ch. 46—June 20 application for Mod of CP (BPCT811208KG) to change ERP: 5,000 kw (vis); TL: near Maxville, MO; ant: Dielectric/TFU-36JDASV Custom "skull" (DA)(BT): 38 23 18N 90 29 16W.

■ Denton, TX, KDTN(TV) ch. 2—June 27 application for Mod of CP (BPET558) to change ERP: 100 kw (vis); HAAT: 1,351 ft.

Actions

AM's

■ Eagle River, AK, KCFA(AM) 1020 khz—June 29 application (BP890208AA) dismissed for CP to make changes in antenna system and change from DA to nonDA.

■ Bullhead City, AZ, KRHS(AM) 1000 khz—July 5 application (BP881121AA) granted for CP to change daytime power to 5 kw and change TL: 1.6 km NW of Laughlin,

NV; 35 10 10N 114 38 02W.

■ Phoenix, KVVA(AM) 860 khz—July 5 application (BP840405AF) dismissed for CP to increase day power to 10 kw and change to DA-2.

■ Trumann, AR, KXRQ(AM) 1530 khz—July 5 application (BP881208AC) granted for CP to correct coordinates to: On U.S. Hwy. 63, 1.9 km SE of Trumann, AR; 35 39 37N 90 30 07W.

■ Johnstown, CO, KHNC(AM) 1360 khz—July 5 application (BMP870331CA) dismissed for Mod of CP (BP841224AB) to change hours of operation to unlimited by adding night service with 530 w.

■ Boynton Beach, FL, WYFX(AM) 1040 khz—July 5 application (BMP881215AC) granted for Mod of CP (BP861003AD) to augment daytime directional pattern.

■ Tampa, FL, WQYK(AM) 1010 khz—July 6 application (BP881121AE) granted for CP to modify augmentation of daytime DA pattern and change monitored radials for both daytime and nighttime.

■ Covington, GA, WGFS(AM) 1430 khz—July 7 application (BP881129AE) granted for CP to change TL: Brown Bridge Rd, Covington, GA; 33 35 25N 83 53 58W.

■ Harlan, KY, WFSR(AM) 1470 mhz—July 5 application (BP890424AG) returned for CP to change freq: 970 khz; increase ground radials to 252 ft.

■ Shelbyville, KY, WCND(AM) 940 khz—July 7 application (BP880804AH) granted for CP to correct coordinates: 38 12 48N 85 10 16W.

Allocations

■ Springville, NY. At request of Michael A. Williams, proposed amending TV table by allotting UHF ch. 67 to Springville as its first local television service. Comments are due Aug. 28, replies Sept. 12. (MM Docket 89-296 by NPRM [DA 89-686] adopted June 15 by chief, Allocations Branch.)

■ Syracuse, IN. On request of William Dixon, allotment of ch. 278A (103.5 mhz). (MM Docket 89-289, May 31 [DA 89-641].)

■ Magnolia, AR. At request of Hogan Broadcasting System, proposed allotting ch. 271A (102.1 mhz) to Magnolia as its second local FM service. Comments due Aug. 14, replies due Aug. 29. (MM docket 89-290 by NPRM [DA 89-656] adopted May 31 by chief, Allocations Branch, Mass Media Bureau.)

■ Churubusco, Huntington, Roanoke and South Whitley, IN. Denied Huntington Broadcasting Corp. (HBC) reconsideration of report and order which allotted ch. 242A (96.3 mhz) to Churubusco, substituted ch. 275A (102.9 mhz) for 276A (103.1 mhz) at Huntington and modified HBC's license for WIOE-FM accordingly, and allotted ch. 266A (101.1 mhz) and 286A (105.1 mhz) to South Whitley and Roanoke, respectively. (MM docket 86-359 by MO&O [DA 89-657] adopted May 31 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Baker, CA. On request of Mount Wilson FM Broadcasters Inc., allotment of ch. 268B (101.5 mhz). (MM docket 89-638, June 1 [DA 89-638].)

■ Hatteras, NC. At request of Pamlico Sound Company Inc., proposed amending PM table by substituting ch. 246C1 (97.1 mhz) for ch. 248C2 (97.5 MHz) at Hatteras, and modifying its construction permit to specify operation on clear ch. Comments are due Aug. 28, replies Sept. 12. (MM Docket 89-297 by NPRM [DA 89-687] adopted June 15 by chief, Allocations Branch.)

■ Opelika, AL. Effective Aug. 21, allotted ch. 244A (96.7 mhz) to Opelika as its first local FM service. Filing window opens Aug. 22, closes Sept. 21. (MM Docket 88-319 by R&O [DA 89-703] adopted June 16 by chief, Allocations Branch, Mass Media Bureau.)

■ Ponte Vedra Beach, FL. Granted Emission de Radio Balmaseda Inc.'s petition for reconsideration to extent of substituting ch. 293A (106.5 mhz) for ch. 227A (93.3 mhz) at Ponte Vedra Beach. (MM Docket 85-376 by MO&O [DA 89-702] adopted June 15 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Carthage and Webb City, MO. At request of Carthage Broadcasting Co., proposed substituting ch. 236C2 (95.1 mhz) for 285A (104.9 mhz) at Carthage and modifying license for KRKG(FM) accordingly. Ordered Don and Gaily Stubblefield to show cause why license for KKLL(FM) Webb City, should not be modified to specify operation on ch. 250A (97.9 mhz) in lieu of ch. 236A. Comments due Aug. 28, replies Sept. 12. (MM Docket 89-301 by NPRM [DA 89-701] adopted June 16 by chief, Allocations Branch.)

Meteorologist: New England Weather Service, a division of WTIC AM/FM-TV is offering an opportunity for experienced meteorologists to join one of the nation's most advanced weather forecasting operations. Offering Doppler radar, GOES satellite imagery, real time lightning detection, ASOS, and more. A strong personality and broadcast experience a must. Send a non-returnable tape/resume to Roger Griswold, New England Weather Service, c/o WTIC-TV, One Corporate Center, Hartford, CT 06103. Telephone. 203-527-6161 EOE, M/F.

TV news director: Award-winning, aggressive 16 person news department needs highly motivated, hands-on professional to carry on tradition of excellence in hard hitting, investigative environment. Tropical island on the Pacific Rim. 1 hr. newscast daily, fully computerized newsroom. Long term opportunity, competitive salary, excellent benefits package. Send resume and tape to: Harrison O. Flora, General Manager, Guam Cable TV, 530 W. O'Brien Dr., Agaña, Guam 96910. FAX #617-477-7847 EOE.

Reporter: KTBC-TV, Austin, Texas is looking for a reporter. We need someone who has strong journalistic talents, good "live" skills and who can do quality special reports. Positive mental attitude, good vibes and good karma are musts. Send tape and resume to: Tim G. Gardner, News Director, KTBC-TV, PO Box 2223, Austin, TX 78768 No phone calls, please. KTBC-TV is an equal opportunity employer.

News photographer: Must have experience in shooting and editing news. Send resume and tape to KTVN News Dept., 1007 West 32nd St., Anchorage, AK 99503. EOE.

Anchor/producer for award-winning, well-equipped and very competitive group-owned NBC affiliate near Mt. Rushmore. Minimum 3-5 years experience as commercial TV reporter/anchor, strong delivery and leadership skills a must. Dan Schillinger, KEVN-TV, Box 677, Rapid City, SD 57709. EOE.

News producer: Looking for experienced producer for daily half-hour newscast. 1-2 years experience and strong writing skills required. Must be creative, have good editorial judgement, and be able to work with aggressive staff. Send resume and tape to News Director, WOKR-TV 13, PO Box L, Rochester, NY 14623. A Gillett Group station. EOE.

Entry level reporter position open, rapid advancement. Must send tape with resume. WOWL-TV, PO Box 2220, Florence, AL 35630. No phone calls. EOE.

Assignment editor needed at award-winning Indy in 13th market. Must motivate staff, generate creative stories, work phones and think visually. Need positive, upbeat journalist who can and will make daily news decisions. We've made our reputation in this market with hard news and in-depth coverage. No beginners. Salary mid \$20's. Letter, resume (no phone calls) to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. So., Minneapolis, MN 55435. EOE.

News director/early news anchor combination. Emphasis on local news and community involvement with positive, enthusiastic, "what's good about news" approach. An exciting opportunity in beautiful Helena, Montana, the state capital. NBC affiliate. Priority mail or Fed Ex resume, salary and references to John Radeck, KTVH, 2433 No. Montana Ave., Helena, MT 59601. 406-443-5050. EOE.

Market leader and number one CBS West Coast affiliate seeks sports director. We want more than scores and highlights, we value creativity, hard work on and off the air. We also want to see some serious sports journalism, no clowns or beginners. Send resume and tapes to: Robert Stodal, News Director, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Are you an aggressive reporter, producer or photographer with some solid experience under your belt and a college degree? Do you "live" TV news? Figure you could do a better job than that old so-and-so who runs your shop? Here's your chance to prove it. Be the next assignment editor at Montana's top TV news operation. Write me a letter. Tell me what you think news is. Send it along with a resume, references and a tape postmarked by 8/1 to Al Nash, News Director, KTVQ-2 "The News Station", 3203 3rd Ave. North, Billings, MT 59101. EOE. M/F/H/V.

Videotape editor to cut nationally syndicated medical news and features. Minimum one year editing news (shooting experience a plus). Must have good eye for detail. If you want to be creative and work with DVE and Paintbox, send resume and salary history to: Personnel Assistant, Medstar Communications, Inc., 5920 Hamilton Blvd., Allentown, PA 18106. EOE.

Producer/reporter: WHA-TV, Madison, WI. BA degree in Communications, Journalism, or related field required, plus 3 years experience in arts & entertainment producing and reporting. Salary: \$23,000 minimum, plus benefits. Contact Connie Gruen at 608-263-2114 for application. Completed application must be received by August 14. Minorities especially encouraged to apply. EOE.

Weatherperson: Small market, Northwest network affiliate scouting weather talent for possible future opening. Degree, certification, and lengthy experience not important. Talent, watchability, and computer skills are. Resume and references to Box H-66 EOE.

News photographer: Applicants should have at least two years experience as a full-time photographer with a commercial television station, a good eye and experience with Beta cameras and editing equipment. No beginners, please. Send resume and non-returnable tape to: Bob Cook, Dept. A, KTXL-TV, 4655 Fruitridge Rd., Sacramento, CA 95820. No phone calls. Final filing date August 2, 1989. EOE.

Medium Mid-South news operation seeking reporter and producer. Send resume and salary requirements to: Box H-68. EOE.

Reporter: For magazine format syndicated TV health show. Minimum two years TV experience in field/on-air. Medical background helpful. RN preferred. Send resume and tape to PO Box 555, Columbus, OH 43216. EOE.

Anchor/producer: For top-rated Midwest affiliate. Experience a must. Send tapes and resumes to Ralph Bristol, WGEM AM-FM-TV, 513 Hampshire, Quincy, IL 62301. EOE, M/F.

Weekend anchor/reporter: For top-rated Midwest affiliate. Experience necessary. Send tapes and resumes to Ralph Bristol, WGEM AM-FM-TV, 513 Hampshire, Quincy, IL 62301. EOE, M/F.

Reporter, with chance to produce and anchor Western Montana news network. Tapes and resumes to News Director, KECI-TV, 340 W. Main, Missoula, MT 59802. No calls. EOE.

News director needed by small Midwestern television station. Some experience required. This is a roll your sleeves up and jump in position. Send air check and resume to RR#1, Box 97, Kell, IL 62853. EOE.

News producer: Produce 6:00PM and 10:00PM weekday newscasts for strong regional news operation. Strong writing and organizational skills. Producing experience which demonstrates aptitude for creativity and leadership. Four year degree in Broadcast Journalism. Resumes and tapes to Grant Price, VP/News, KWWL, Waterloo, IA 50703. EOE.

Photographer for Seattle ABC affiliate, 1988 NPPA Station of the Year. Requires minimum of two years shooting and editing news events. Must have a thorough knowledge of news, be creative, and be able to work flexible hours. Qualified applicants only, send resume and tape to Dennis Dwan, Operations Manager, KOMO-TV, 100 4th Ave. N., Seattle, WA 98109. No phone calls, please. KOMO is an equal opportunity employer.

Videotape editor: KCRA-TV News seeks an experienced videotape editor. If you're quick, and thrive under the pressure of daily news, send a non-returnable sample of your work and a resume to: Bob Jordan, News Director, KCRA-TV, 3 Television Cl., Sacramento, CA 95814-0794. Please, no calls. IBEW/Union position. EOE, M/F.

News photographer: Must be able to shoot and edit TV news stories using electronic news gathering equipment. At least 1 year experience required. Send resume to Sue Stephens, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE, M/F/applicants drug screened.

Do NOT send tapes or oversized materials to Blind Boxes

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Television producer/director: Responsible for the researching, writing, producing and directing of national, regional and local broadcast television programs. Also produce programs for University closed circuit, classroom instruction, fund raising drives and events and various non-PBS, non-educational projects. Position also requires training of students for television production positions at WBGI-TV. BA in Communications or related field, 1 to 2 years experience in multicamera studio and remote productions, single camera EFP and 3/4" editing, videography experience, 1" and 3/4" roll editing preferred. Knowledge of public television desirable. Salary \$20,000 to \$27,000. Send letter of application, official transcripts, resume and three letters of reference (please do not include tapes at this time) to: Annmarie Heldt, 911 Administration Bldg., Bowling Green State University, Bowling Green, OH 43402. BGSU is an AA/EOE. Application deadline: August 4, 1989.

Looking for aggressive, experienced producer for AM-/Philadelphia, the top-rated, local morning talk/magazine show on WPVI-TV. Field producing, writing and hands-on editing skills a must. Resume and videotape (no calls) to Charles Bradley, WPVI-TV, 4100 City Line Ave., Suite #400, Philadelphia, PA 19131. EOE.

Promotion manager: Top 50 Independent television station in search of creative promotion manager. Qualified applicants will have experience in on-air production, media planning/buying and public relations. Good organizational and communication skills a must. Send resume plus salary requirements to Box H-57. EOE.

Lonely art director seeks experienced, outgoing graphic designer for fun times and possible lasting relationship. Stimulating electronic opportunity. Top 10 affiliate. Exciting 4 day schedule. Must love news and promotion animals. Rush resume and tape to Art Director, KHOU-TV, 1945 Allen Pkwy., Houston, TX 77018. EOE.

Executive producer-promotion. If you have an outstanding reel, 3 years experience, a desire to make your on-air creativity shine and if you feel you're in a deadend job, WSOC-TV wants to see your work! We need a top-flight creative on-air pro to take over responsibility for our on-air product. Send reel and resume to: Alan Batten, WSOC-TV, 1901 N. Tryon, St. Charlotte, NC 28206. EOE, M/F

Leading Nashville production company seeks innovative, enthusiastic paint box artist. AVA experience preferred. 3D animation experience helpful. Ability to handle projects from concept to completion a must! Contact Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold, 615-385-2820. EOE.

Producer/booker needed in Washington, DC and Ft. Lee, NJ for weekly news shows. Must have excellent roll-o-dex, strong news sense and 3-5 years experience. Send cover letter and resume to: Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

Instructional TV coordinator: Western New York Public Broadcasting Association is seeking an experienced professional to join the Educational Services Department of WNET-TV. We are committed to pioneering expanded television services to school (i.e., overnight ITV downloading, on-line data base services, youth and civic TV specials, and community outreach), and we serve an 8-county viewing area. Coordinator is responsible for program selection, scheduling, promotion and utilization, and supervises two full-time employees in a 6-member department. Strong verbal and written communications combined with leadership and organizational skills a must. Candidate will have a Bachelor's degree, background in TV production, and awareness of emerging technologies. We offer an excellent benefit program (100% company paid). Please send resume and cover letter to: Manager of Educational Services, Dept. B, 184 Barton St., PO Box 1263, Buffalo, NY 14240. We are an equal opportunity employer.

Top 10, ABC affiliate. Writer/producer needed with heavy news promotion experience. Not an entry level position. Key skills include creative writing, 3/4" and Beta editing, location/studio production, and people oriented. Send resume and tape to Gayle Allen, Promotion Manager, WFAA-TV, Communications Center, Dallas, TX 75202. EOE. Applicant finalists will be required to furnish evidence of employment authorization and identification.

Major production facility. Lucrative opportunities for operations manager, producer/director, magazine host, and videographer/editor. Heavy involvement with commercials, sports remotes, music video, and syndicated programming! Box H-60. EOE.

Graphic artist wanted for possible future position. 2-3 years experience with computer paint systems. Live Line/Artist, AVA, Quantel Paintbox. Strong design skills desired, daily news graphics, television station experience a plus. Send resume & reel to John Jamilkowski, Art Director, WABC-TV, Inc., 7 Lincoln Sq., New York, NY 10023. We are an equal opportunity employer.

Program director with 4 years or more Indie program experience for the ACT III Group station in Nashville. This is an ideal opportunity to work with a growing and innovative team. Send resume to Gary Dreispul, VP/GM, WZTV, 631 Mainstream Dr., Nashville, TN 37228. EOE, M/F. No calls, please.

WSMV, Nashville: Seeking enthusiastic on-air graphics designer for award-winning creative services department. We're a station where talent and effort are recognized and rewarded. Two to three years station experience preferred. New paint system incoming. Send your best work on tape to: Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

Senior producer: Progressive station! Exciting city on the Chesapeake! We're looking for someone who is an established creative whiz who's looking for an even greater challenge. Responsibilities include the writing, producing and overseeing of the station's advertising and promotion creative in all appropriate media as well as assisting in the direction of the other members of the promotion department. If you have the skills to produce breakthrough promotion and are yearning for more responsibility, send your promo reel and resume to Andy Hunt, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. We're an NBC affiliate. WMAR-TV is an equal opportunity employer.

Top 25 market, NBC affiliate is looking for a very progressive graphic designer. This is an outstanding opportunity to showcase your creative skills in an exciting market. You must be experienced on the AVA 3 paint system. Opportunity also exists to learn our Cubicomp Picture Maker 3D system. Print skills are a must. This is a fun job in a great city. Send tape, resume and salary requirements to Jon Roll, Art Director, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

SITUATIONS WANTED MANAGEMENT

General manager/sales manager for small/medium market network affiliate. Strong/successful sales background. Former broadcast station owner. Rotarian. High level of community involvement. Advertising Club Silver Medal Award for professionalism. 703-772-7885.

Currently employed general manager seeking new challenge. Experience in top 10 television sales management and top 50 station management. Over 20 years in broadcasting. Top references. Contact Box H-64.

SITUATIONS WANTED TECHNICAL

29 years experience as TV technician, supervisor, chief engineer. Thorough knowledge Harris transmitters. Desire new challenge. Available now, K. Black, 1803 Campbell Pkwy., Joplin, MO 64801. 417-781-8735.

SITUATIONS WANTED NEWS

Young blind sportscaster: Looking for first full-time job. Worked for CBS sports, and Sports Channel, graduated with BA in Communications arts. Well versed in all sports, and willing to relocate. Larry, 10 York Ct., Northport, NY 11768.

Meteorologist with AMS seal, Master's from Penn State and 5 years in a top-40 market. Liveline and WSI experience, and weather feature reporting. Call Mike at 803-268-5164.

Husband/wife weathercasters, Includes AMS seal, top 20 market, over 10 years television weather experience. Box H-33.

Sports: Award-winning fifteen year veteran looking for good anchor-reporter position. Medium to large market. PBP a plus. Box H-50.

CovertCam operations: Combat & street trained video news gatherer. Not afraid to bring back that impossible news footage. 412-244-0815.

Helicopter ENG-news oriented chopper pilot/photographer/mechanic wants to help you develop and run your airborne news unit. You finally can afford it! Skywitness News. Let's get to work. Jeff Gear, 602-381-0465.

MISCELLANEOUS

Primo People is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send 3/4" tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Clip this out for further reference! Freelance videographers: We buy footage of fire, emergency medical service and law enforcement incidents. Call American Heat Video Productions, Inc. at 1-800-722-2443.

Need assistance in locating facilities for your shoot? Rent mobile production trucks, mobile uplinks, portable microwave links thru Media Concepts. 919-977-3600.

The Hot Sheet: Broadcasting's biggest job-listings journal! Published twice weekly. Now in our 5th year! Hundreds of exciting career opportunities. Television, radio, corporate communications. No blind boxes. Free demo tape evaluation. Money-back guarantee. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Managing editor/instructor. University of Missouri School of Journalism. Responsible for news assignments at 100-thousand watt NPR radio station. Also teach introductory broadcast news course. MA and significant professional experience required. Familiarity with newsroom computer systems or general computer knowledge a plus. Women and minorities encouraged to apply. Eleven month contract. Salary: mid-upper 20's. Contact Mike McKean, News Director, KBIA-FM, 176 Gannett Hall, Columbia, MO 65211. EOE.

Video/communication faculty. Faculty position available for 1989-90 academic year which includes teaching courses in video production and media writing as well as supervision of television studio facilities. Master's degree and professional media experience required. Send resume and telephone numbers of four references to: Jim Wilson, Dean, Humanities Division, Lindenwood College, St. Charles, MO 63301. Applicant review will begin immediately and continue until the position is filled. EOE/AA.

Full time teacher of radio broadcasting, Vocational Certification and work experience required. Submit resume to Personnel Office, Hunterdon Central HS, Route 31, Flemington, NJ 08822. EOE.

HELP WANTED TECHNICAL

Systems consultants needed for Marketron, the leader in broadcast software. Position responsible for software installation, maintenance and client training. Must have traffic experience, some PC knowledge, strong communication skills, and be available to travel nationwide. Send resume and salary history to: Personnel Dept., Marketron, Inc., 101 Lincoln Center Dr., Suite 300, Foster City, CA 94404. EOE.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 Ext. R-7833 for current federal list.

Be on T.V. Many needed for commercials. Casting info. 1-805-687-6000, Ext. TV-7833.

Attention - hiring! Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, ext R8435.

Attention: Earn money reading books! \$32,000/year income potential. Details. 1-602-838-8885, Ext. BK 8435.

EDUCATIONAL SERVICES

On-camera presentation video instruction tape. This tape has benefited entry level to network reporters. Send \$49.95 to: The Media Training Center, P.O. Box 7151, Phoenix, AZ 85011-7151. Private instruction also available.

On-camera coaching: For TV reporters. Polish anchoring, standups, interviewing, writing. Teleprompter. Learn from former ABC Network News Correspondent/New York local reporter. Demo tapes. Critiquing. Private lessons. 212-921-0774. Eckhart Special Productions (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Maze Broadcast pays cash for selected television & video equipment. Phone or fax your list now. 205-956-2227.

Cash or equipment trade for TV antennas, transmitters and/or parts. Jerry Servatius, J.S. Broadcast Antenna-Transmitter Sales and Service, 8604 Hopewell Dr., El Paso, TX 79925. 915-772-2243.

FM antenna(s) - Will buy used FM broadcast antenna(s). Any make. Any model. Call 806-372-4518.

Towers wanted. 20 ft - 2000 ft. Standing or on the ground. No junk. Tower Management Systems 504-521-8661.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

50KW AM .. CCA-AM 50,000D (1976), excellent condition. .. Transcom Corp. 215-884-0888. FAX 215-884-0738.

FM transmitters .. CCA 27,000 (1980) .. Harris FM 20K (1980) .. CSI T-3-F (1985) .. RCA BTF20E1 (1976,1976) .. 3.5KW McMartin (1985) .. 5KW Gates FM 5G (1967) .. RCA 5D (1967) .. CSI T-12-F (1980) .. Transcom Corp. 215-884-0888. FAX 215-884-0738. .

1KW AM transmitters .. CSI T1A (1981), Sparta SS1000 (1981) .. Collins 20V3 (1967) .. Transcom Corp. 215-884-0888. FAX 215-884-0738

AM transmitters .. CCA AM 10,000 (1970), .. Collins 820F (1978) .. Harris MW5A (197681) .. Gates BC-5P2 (1967) .. McMartin BA2, 5k (1981) .. Transcom Corp. 215-884-0888. FAX 215-884-0738.

New UHF TV transmitters: Klystron, MSDC Klystron, Klystrode, all power levels 10kw to 240kw. Call TTC. 303-665-8000.

RCA UHF transmitter: 30 or 60Kw, available as is, or converted to MSDC Klystrons with new TTC warranty. Call TTC. 303-665-8000.

New LPTV transmitters: UHF and VHF, all power levels. Turn-key installation available. Call TTC. 303-665-8000.

1000' Kline tower. Standing in Nebraska, including 1000' of 6 1/8" coax. Great for TV or FM. Can be moved economically. Call Bill Kitchen. TTC. 303-665-8000.

120 KW UHF transmitter package TVT/Varian transmitter package just traded in on a new TTC 240 KW system. Excellent condition. Now tuned to Channel 54. Includes 1000' waveguide and antenna. Low price. Call Bill Kitchen, TTC 303-665-8000, Ext. 101.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Broadcast equipment (used): AM-FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$4.99. Elcon evaluated 3/4" videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. toll free, 800-238-4300.

Computer graphics system. Picturemaker 30. True 3 dimensional with all software and IBM PC. Cost 80M. 2 1/2 years old. \$34,900.00. Maze Broadcast. 205-956-2227.

Macrom MA-7B. 7Ghz microwave system with audio. Type approved. \$7,500.00. Maze Broadcast. 205-956-2227.

Rank-Cintel ADS-1 film to video transfer system, complete with one inch, 3/4" an all accessories. Cost 600,000.00. Best offer. Maze Broadcast 205-956-2227.

Routing switcher, Image Video RS-6100 series 50 X 35 with dual audio. Expandable. \$12,500.00. Maze Broadcast 205-956-2227.

Sony BVU-110 portable 3/4" VTRs. Checked out & warranted. \$1895.00. Maze Broadcast 205-956-2227.

Kline tower 645 ft. with two platforms, has been dismantled. 205-322-6666. WBRC-TV

RCA TP-66 film projector and RCA TP-15 multiplexer for sale. 205-322-6666. WBRC-TV.

Equipment financing: New or used 36-60 months. no down payment, no financials required under \$25,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

3 RCA TK-46 studio cameras with pedestals, prompter monitors, and studio cable. Retubed in December 1988. Dave Layne, KCNC, 303-830-6426.

Best prices: Broadcast quality videotape. Professionally evaluated. 100% guaranteed. All major brands KCS20 - \$4.00, 1" 60 min. - \$22.00, KCA60 - \$8.00. Toll free, VSI. 1-800-346-4669.

Save \$\$\$ - Complete Class A FM transmitter plant (used) .. includes antenna, tower, coax, transmitter, STL, remote control. Package priced under \$45,000.00! Call 806-372-5130 for details.

Towers: Over 60 available. AM - FM - TV - microwave - Guyed to 1200 ft self-supporters to 460 ft. We finance, trade, joint venture and lease antenna space. Tower Management Systems 504-521-8661.

Transmission line: Celwave rigid coax 6 1/8" 75 ohm 19-1/2' sections - 900'. Less than one year in operation. Spring hangers, field flanges, pressurization. Contact Doug Holland, 800-635-5608.

Transmitter: Comark CTU-25 MX multiplex UHF transmitter. Less than one year in operation. Complete with klystron and exciter tuned to channel 30. Will re-tune. Contact Doug Holland, 800-635-5608.

Antenna: Andrew UHF antenna, sidemount channel 30 less than one year in operation. Contact Doug Holland, 800-635-5608.

Studio: Studio equipment: Sony VP-7000, 5850's.. RM editors, monitors, Sigma switcher, 3M CG. racks, etc. Contact Doug Holland, 800-635-5608.

Harris 9000 stereo automation system. (10) Otari ARS-1000 DS. (2) 24 tray 60 cart II. (1) ITC Delta triple deck. Logging package. Additional CRT console. \$25,000.00 complete, used only 6 months. Contact Ken Britton, CE. WMHT, 17 Fern Ave. Schenectady, NY 12306. 518-356-1700.

50KW AM transmitter: Continental 317C with solid state upgrade. Clean. \$29,500. 407-689-0220.

For sale: Three Harris TC50 camera systems with lenses, ITE tripods and CAM heads. 5K each. Call 219-424-5555. Ask for Glenn.

Blind Box Responses:

Box (the letter and number as shown in the ad)

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

RADIO

HELP WANTED MANAGEMENT

AN EXPANDING RADIO GROUP

IS SEEKING A MANAGEMENT-ORIENTED EXECUTIVE VICE PRESIDENT. THIS PROFESSIONAL MUST HAVE RADIO STATION GENERAL MANAGEMENT SKILLS INCLUDING PERSONNEL MANAGEMENT AND BUDGETING. TOP NORTHEAST MARKET. GOOD OPPORTUNITY. ATTRACTIVE INCENTIVE BASED COMPENSATION PROGRAM. EOE. SEND RESUME TO P.O. 811 BALA CYNWYD, PA 19004



Boston's top growing radio station has an opening for a Business Manager. Experience required in accounting work and bookkeeping. If you qualify, please call Alan Chartrand at 617-267-9090. EOE

SUPERB MANAGEMENT OPPORTUNITY

Radio research firm with stellar reputation seeks experienced, full-charge leader and General Manager. You'll design and execute a plan to take our fast-growing company from current \$4 million to \$10 million in revenues. Past experience must include P&L responsibility for similar-size company, preferably within broadcasting industry. Our current 200-person staff includes five managers reporting directly to this position.

Send resume in complete confidence to:

Box H-13
EOE

SITUATIONS WANTED MANAGEMENT

GENERAL MANAGER AVAILABLE

Individual with substantial management experience seeks opportunity with quality company in larger market. Enjoy turn-arounds and rebuilds. Excellent references and stable background. Currently located western US. Will relocate.

503-472-1924

GM OR GSM AVAILABLE FLORIDA ONLY

25 years success in marketing, creativity, programming, sales.

As O/O

Know importance of profitability.
Box H-62.

Group CEO / Attorney

Group CEO, 15 years in industry with legal background, is looking for new challenge as CEO, in-house counsel, business manager, etc.

Experienced in all phases of station and group operations and administration including reporting methods, finance and related legal matters (FCC rules & regs, EEO, contracts and corporate matters).
Box H-35

TELEVISION

Help Wanted Technical

PRODUCER/VIDEO EDITOR

HOT NEW NATIONALLY SYNDICATED PROGRAM BASED IN NEW YORK NEEDS FIRST-RATE PROFESSIONAL TO WRITE, PRODUCE AND EDIT DAILY EPISODIC PROMOS. NEWS PROMOTION EXPERIENCE PREFERRED.

PLEASE SEND A RESUME AND REEL TO:

PROMO PRODUCER
THE SPOTWISE AGENCY
1170 COMMONWEALTH AVE.,
BOSTON, MA 02134

NO PHONE CALLS, PLEASE
EOE

Expand Your Television Skills

Bophuthatswana Television has vacancies for suitable qualified and experienced television engineers. Two- and three-year contracts will be offered to engineers who would like to spend a part of their professional life living and working in Southern Africa. Applicants should be capable of working with the PAL Television format. Opportunities exist to learn and work in all areas of television, including satellite reception and transmission.

Qualified engineers will be offered a good salary, subsidized housing, 10 percent tax-free gratuity and use of a company car. It's an opportunity to expand your skills in the area of international television. Please send resume, certificates, and salary requirements to:

Director General
c/o Allpoints International
1250 Connecticut Avenue, NW
Suite 319
Washington, DC 20036

ATTN: James Denson
EOE

Wanted full time:
Video operator/maintenance technician
Midtown Manhattan location, full benefits.
Qualifications: 2 yrs experience/
tech school grad.
& satellite background a plus. EOE.
Send resume to:
Private Satellite Network, Attn: G. Snyder
215 Lexington Ave., New York, NY 10016

INTERNATIONAL CO-PRODUCTION

Experienced professional to analyze treatments, review proposals, and evaluate producers' work for nationally acclaimed documentary television series. Must have production experience, management ability, and exceptional organizational skills. Familiarity with international television market helpful. Senior position. East Coast.

Send resume to: P.O. Box 5294
EOE New York, NY 10185

Help Wanted Programing Production & Others

MATCHMAKER

Executive producers seek experienced "matchmaker" to obtain underwriters for two new series already under contract. Send letter detailing relevant accomplishments to:

P.O. Box 3099
Annapolis, MD 21403.
EOE

**evening
MAGAZINE**

STORY PRODUCER

4-5 years producing experience required. Seeking an aggressive producer for local and national stories. Must have excellent visual story telling abilities. Send tapes & resumes to:
ARTHUR GREENWALD
Exec. Prod. Evening Magazine
KDKA-TV
1 Gateway Ctr. Pgh., PA 15222
(No phone calls please)

GROUP W TELEVISION
An equal opportunity employer

ATTENTION:

WOULD THE NEXT
**OPRAH-
PHIL-
GERALDO**



STEP UP TO THE MIKE

A major television syndicator is looking to discover the next national talk show host. Applicants should send video tape or 8 x 10 glossy and audio cassette along with a current resume and cover letter to:
TALK SEARCH
564 Mission St., Suite #1
San Francisco, CA 94105

**WESTCOTT
COMMUNICATIONS**

NEWS PRODUCER

Westcott Communications, a Dallas-based business television network has an immediate opening for an overnight News Producer. This key member of our news staff, who will produce three five-minute newscasts each night for the Law Enforcement Television Network, must be an excellent writer with good people skills. Applicant must have extensive news production experience.

Send your resume and tape to:
Gloria Jahn,
Westcott Communications,
1303 Marsh Lane,
Carrollton, TX 75006.
(No phone calls please.)
EOE.

**AMERICA'S MOST WANTED AMERICA'S
MOST WANTED AMERICA'S MOST WANTED AMERICA'S
MOST WANTED AMERICA'S MOST WANTED AMERICA'S**

NEWS WRITER

America's Most Wanted seeks a talented and creative writer with major market news credentials. Three years minimum experience. Candidate will write and package breaking news stories and write continuity for the program's studio elements. We're looking for a pro to deliver sharp, crisp copy in the trademark style of AMW. Newscast producer credits a plus.

Please send writing samples and references (no phone calls) to:

Michael Linder
Executive Producer
America's Most Wanted
5151 Wisconsin Avenue, NW
Washington, DC 20016

An Equal Opportunity Employer



**TV MAGAZINE
STORY
PRODUCER**

Responsible for story concept, researching, writing, and producing of local and national feature segments. Candidate must have extensive producing experience. Emphasis is on writing and ability to create strong visual opportunities for stories.

Top 20 Market

Send resume only to
Box H-72
EOE

Situations Wanted News

NEWS DIRECTOR/VP NEWS

20-year TV News Pro, leaving moribund major network. Looking for quality, progressive News Station or Group with strong community commitment. Columbine MSJ. Experience: Network & Local, Management & On-Air. Domestic & Foreign, PBS & Indy. A creative leader.

REPLY BOX H-28

When responding to a blind box ad, address your reply as

Box (the letter and number as shown in the ad)
Broadcasting
1705 DeSales St., NW
Washington, DC 20036

Do NOT send tapes or oversized material.

WESTCOTT COMMUNICATIONS

HOST/HOESST

Westcott Communications, the world's largest corporate satellite television network, seeks a self starting professional with network or major-market news experience to work in our state-of-the-art production facility in Dallas, Texas.

Position requires hosting a live "Good Morning America"/"Today" type program, Monday through Friday. We are looking for applicants with proven abilities in this field.

Send tape along with your resume and salary requirements to:

Westcott Communications, Inc.
Human Resources Department
1303 Marsh Lane
Carrollton, Texas 75006

Equal Opportunity Employer M/F


Automotive Satellite
Television Network


Law Enforcement Television Network

TELEVISION NETWORK

A nationwide television network is scheduled to begin operations this fall and is accepting applications for employment in all departments.

ADMINISTRATION
Business Manager
Traffic, Accounting and
Data Processing Personnel

TECHNICAL
Technical Supervisor
Master Control Operators

OPERATIONS
Operations Manager
Directors
Tape Editors
Production Assistants

TALENT
On-camera talent for News
Weather, Sports
and Business features

MARKETING
Marketing Director
Research Director
Promotion Producers
Artist

SALES
National Sales Manager
Sales Representatives & Assistants
(various major cities)

AFFILIATE RELATIONS
Affiliate Relations Director
Regional Managers
Cable Relations Director

All positions located at a major new studio complex in Orlando, except as otherwise indicated.
Equal Opportunity Employer.

Please send resume, salary history and supporting materials (if appropriate) to:

Box H-73

EOE

Help Wanted Management

MANAGER, TRADE PRESS



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Warner Communications Company

We are looking for an experienced publicist (two years minimum) with a working knowledge of all aspects of television syndication publicity. This person must be an excellent writer, a clear communicator, and have what it takes to represent the industry's top domestic distribution company to the trade press. This challenging position demands someone who respects priorities and deadlines.

Send resume and appropriate supporting material to:

Personnel Dept.-BM
10202 W. Washington Blvd.
Culver City, CA 90232

Help Wanted Sales

RESEARCH DIRECTOR

Responsibilities include: trend analysis projects; develop audience estimates, sales pieces & presentations; research support for all depts. Requires familiarity with standard broadcast research services & mktg. qualified. databases. Opportunity. with local consumer research & micro-systems preferred.

WPLG-TV
PERSONNEL DEPT.
3900 BISCAYNE BLVD.
MIAMI, FL 33137
EOE

WESTCOTT COMMUNICATIONS

NEWS DIRECTOR/ANCHOR

Westcott Communication, the world's largest corporate satellite television network, seeks a self starting news professional to work in our state-of-the-art production facility in Dallas, Texas.

Ideal applicant will have proven on-air and organizational abilities in order to anchor a daily news cast as well as run a fast-growing news department. Will be responsible for two networks.

Send resume and salary requirements along with a tape to:

Westcott Communications, Inc.
Human Resources Department
1303 Marsh Lane
Carrollton, Texas 75006

Equal Opportunity Employer M/F


Automotive Satellite
Television Network


Law Enforcement Television Network

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

KALB-TV is currently seeking qualified candidates in the following categories:

ASSISTANT NEWS DIRECTOR

Demanding, aggressive news department in small market seeks high energy individuals committed to excellence in journalism. Ideal candidates for this job should have considerable small to medium market experience in managerial, personnel and hands-on skills.

Compensation commensurate with experience and background; higher end of scale. Interested and qualified candidates send resumes to Les Golmon, V.P., General Manager.

SALES MANAGER

Ideal candidates for this job should have considerable small to medium market experience in retail, event, vendor, and co-op sales. We expect a long-term, serious commitment to living and working on our growing market.

Compensation commensurate with experience and background; higher end of scale. Interested and qualified candidates send resumes to Jim Reardon, General Sales Manager.

At KALB-TV5, you would join a dynamic, creative and extremely successful team. The station has 35 years of stable ownership and NBC affiliation, and dominates the market. Excellent facilities are maintained.

Equal opportunity employer; minorities and females encouraged to apply.

KALB-TV5
605-11 Washington Street
Alexandria, Louisiana 71301



CABLE Help Wanted Sales

Searching for MEGA SALES MANAGER

Cable advertising is experiencing explosive growth and MEGA ADVERTISING, INC. is on the forefront. MEGA ADVERTISING is a subsidiary of MEDIA GENERAL INC., a Fortune 500 company and the largest cable interconnect in the Washington DC market. We're searching for an experienced sales manager to head our talented sales team. Five years combined experience in cable or electronic media, sales management preferred. We provide an excellent compensation package.

MEGA ADVERTISING
Human Resource Department
14650 Lee Rd.
Chantilly, VA 22021

NO CALLS

EOE

ALLIED FIELDS Employment Services

INSIDE JOB LISTINGS
1-900-234-INFO ext. TV (98)

JOBPHONE
RADIO • TV • ADVERTISING • CABLE
\$2 per minute From any touch tone phone



GET A JUMP ON THE COMPETITION!

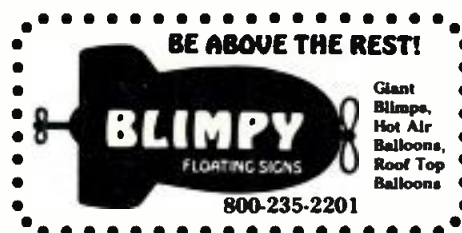
MediaLine is your best source of job leads because you hear about jobs just hours after we do. A daily telephone report puts you in touch with the best jobs at the lowest prices. For more information call:

800-237-8073
in CA: 408-296-7353



THE BEST JOBS ARE ON THE LINE
2156 The Alameda, San Jose, CA 95126

Miscellaneous



Business Opportunities



BCDC

The Black College Development Corporation (BCDC) seeks opportunities to participate with prospective sellers of broadcast and cable television properties under Section 1071 of the Internal Revenue Code of the Tax Reform Act of 1986. BCDC is a 501(c)(3) non-profit organization with the objective of teaching Black college students the basic concepts of economic development and entrepreneurial education. Interested property owners may contact: Elwood L. Bland, Administrator, Black College Development Corporation, 2001 O Street, N.W., Washington, DC 20036. Telephone (202) 857-0452 or after 7 PM at (301) 384-2819.

Consultants

FM UPGRADES

Increase the power and the value of your FM station by upgrading. Call us for complete details.

Also, FM Frequency Searches for new drop-in assignments and new station applications. Fast Service-Best prices!

CONTEMPORARY COMMUNICATIONS
404-460-6159

MARK D. OLSON
PRESIDENT & MANAGING DIRECTOR
BROADCAST ASSOCIATES INCORPORATED

*Brokerage - Appraisals - Acquisitions
Investment Banking & Finance*

410 W. BADILLO ST., 2nd FLOOR 2701 E. CHAPMAN AVE., STE 220
Covina, CA. 91723 Fullerton, CA. 92631
(818) 966-4000 (714) 526-1111

Wanted to Buy Stations

LPTV Opportunity

I have AM Radio Station, and LPTV License. need experience and financing to put on air, and operate. Want expanded video version of AM Station and strong community programming in coastal military area.

Ideas?
Glenn Hargett, 919-455-7222
10-Noon, 3-6PM.

PLEASE NOTE:
When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes or to Blind Boxes.

For Sale Stations

* More than 90 radio & TV stations nationwide listed for sale.
* Call to get on our mailing list.

 Broadcast Communications Division
BUSINESS BROKER ASSOCIATES
615-756-7635 — 24 Hours

CASH FLOW FOR SALE: FM/AM'S...

FLORIDA	-----	\$350,000
IDAHO	-----	\$350,000
HAWAII	-----	\$220,000
WASHINGTON	---	\$150,000

CALL JERRY DENNON
THE McDERMOTT GROUP
206-622-3424 OR FAX 206-622-9986.

Broadcaster with expertise and financing can enter the market for less with C11 & C1 FM move-ins in excellent med markets in MO TX LA. Numerous medium and small markets FMs and Combos. Mitchell & Associates P.O. Box 1065, Shreveport, LA 71105 318-868-5409

R.E. Meador & Assoc.
MEDIA BROKERS
AM-FM-TV-Appraisals
P.O. BOX 36
LEXINGTON, MO 64067 KANSAS CITY, MO.
816-259-2544 816-455-0001

FOR SALE
Unique, Single Station,
Midwest Market
City Population 40K
5KW AM
Call 913-384-9900

SUNBELT STATION

Ready made for sales-minded owner. Engineer-owners selling 24 hour regional station with satellite delivered programing and numbers. If you can sell 24K per month, you can pay the note and take home 100K/year. 240,000 down. Balance owner financed.

Reply Box H-67

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT **SHERWOOD** INC
3125 Maple Leaf Dr • Glenview, IL 60025
312-272-4970



ATTENTION BUYERS!

South Texas Class A combo with C3 upgrade pending good steady market for turnaround real estate & cash flow go

80% FINANCED
Western Louisiana Combo
History of Cash Flow
100 + coverage area

Attention First Timers
2 fulltime 1,000 watt TX small market AM's only stations in town & terms available one has class A FM allocation available both have cash flow

JAMAR & ASSOCIATES

P.O. BOX 160877, Austin, Texas 78716-0877
WILLIAM W. JAMAR OR PAUL MAYES JAMAR
512-327-9570

OKLAHOMA SMALL MARKET

3000 W CLEARED TO 25,000 W OWNED BY LOCAL BUSINESSMAN - WILL TAKE 50% OF PURCHASE PRICE IN ADVERTISING. ONLY \$25,000 CASH NEEDED 405-256-6362 EVENINGS

TOP FIFTY SOUTHERN MARKET

CLASS—A FM
5,000 WATT AM
3.2 MILLION

SERIOUS INQUIRIES ONLY
BOX H-65

Hogan - Feldmann, Inc
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 988-3201

Altoona, Pa. FM
\$600,000.

Zanesville, Ohio FM CP
\$100,000.

Other Stations in
Md., NJ, Ohio,
Pa., & W. Va. Qualified.

Phone Ray Rosenblum:
412-963-6311.

FLORIDA AM
Health forces immediate sale. Assumable mortgage, Building, 6.5 acres, growth market \$175K total price. Box G-94

Small Market Arizona AM/FM for Sale.
Excellent mom and pop situation. \$225,000 with some terms possible. Write: P.O. Box 661 Dubuque, Iowa 52001

FOR SALE

KWKL-FM
ARKANSAS CITY - WICHITA, KS
FULL CLASS C.
1253 FT. TOWER,
EXCELLENT FACILITY
OLDIES FORMAT.
PRICE 2.9 MILLION.

KCHX-FM
MIDLAND-ODESSA, TEXAS
FULL CLASS C.
800 FT. TOWER,
EXCELLENT FACILITY.
CHURBAN FORMAT.
PRICE \$900,000

BOTH STATIONS ARE
TURNAROUND PROPERTIES
FOR MORE INFORMATION
ON THESE PROPERTIES
CONTACT
MIKE LEVINE, V.P.,
KELSEY BROADCASTING
316-265-1065.

SOUTHERN CALIFORNIA:

Full-time AM/Class A FM. Real estate includes AM site and office/studio in attractive building. Good growth station. June '89 up 15% over '88. Offered at less than 10x cf at \$2.3 million with \$600K down and terms.

NORTHERN CALIFORNIA

3 station group (2 Class A FMs; 1 AM) with coastal and interior resort locations. Ideal for owner-operator. Offered at \$1.25 million with 25% down.

William A. Exline, Inc.

Media Brokers • Consultants 
4340 Redwood Highway • Suite F 230 • San Rafael, California 94903
(415) 479-3484

FOR SALE
UHF - IND.
CALL
TOM BELCHER
COMMUNICATION RESOURCES
918-743-8300

CLASSIFIED ADVERTISING

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

Fates & Fortunes

Media

Mark F. Stucky, VP and general manager, Times Mirror Cable Television, Phoenix, named VP, Southwest district, Irvine, Calif.

Harvey Stone, VP and general manager, KBFN(AM)-KBLX-FM Berkeley, Calif., named president and general manager of parent company, Inner City Broadcasting Corp. there.

Judith A. Girard, director of programing and operations, wTVJ(TV) Miami, joins WNBC-TV New York as director, broadcasting.

R. Kendall Mills, affiliate sales manager, Transtar Radio Network, Colorado Springs, joins noncommercial KCSN(FM) Northridge, Calif., as general manager.

Bill Bengtson, VP and general manager, KSNF(TV) Joplin, Mo., adds duties of senior VP/television, parent company, Price Communications.

Dick Argus, VP and general manager, Kauai Cable TV, Hawaii, joins Paradise Cable Vision there as president and general manager.

John MacGregor, general sales manager, KNXV-TV Phoenix, joins KOLD-TV Tucson as general manager.

Michael R. Brooks, general sales manager/national sales manager, WEVV(TV) Evansville, Ind., joins WJTV(TV) Jackson, Miss., as station manager/national sales manager.

Christopher Rohrs, VP of marketing/station manager, WDIV(TV) Detroit, joins WFSB(TV) Hartford, Conn., as VP and general manager; **Robert Warfield**, VP of news/director of broadcast operations, WDIV, succeeds Rohrs as station manager.

Clifton L. Conley, VP and general manager, WFTV(TV) Orlando, Fla., retires. **Merritt S. Rose Jr.**, director of sales and marketing, WSOC-TV Charlotte, N.C., succeeds Conley.

Edward A. Campo, controller and director, administration, noncommercial WNET(TV) Newark, N.J. (New York), named VP and controller.

Jerald L. Kent, senior VP of finance and acquisitions, Cencom Cable Associates, St. Louis, named chief financial officer.

Don Searle, research director, KCOP(TV) Los Angeles, has retired. **Joyce Inouye**, research manager, KCOP, succeeds Searle.

Robert L. Halvaks, senior associate athletic director, University of California, Irvine, joins Money Radio Network, Anaheim, Calif., as operations manager.

Lisa Marie Parish, editor, *Jacksonville Register*, Jacksonville, Fla., joins noncommercial WJCT(TV) there as corporate membership/underwriting manager.

Marketing



Fowkes

William Fowkes, director of marketing strategy, Showtime Networks, New York, named VP, marketing strategy. **Mark Greenberg**, director of direct marketing, HBO, New York, joins Showtime there as VP, direct marketing.

Michael Spalding, account executive, Action Media, New York, joins Nickelodeon/Nick at Nite there as director, advertising sales.

Larry Baer, corporate marketing manager, Group W Television, New York, joins KPXF(TV) San Francisco as manager of market development and strategic planning.

Jesus Aguirre Jr., research manager of syndicated television, Warner Bros. Domestic Television, Burbank, Calif., to marketing/research manager.

Dave Lawrence, manager of video marketing, Turner Broadcasting System, Atlanta, named director.

Tony Sullivan, marketing and publicity director, Tucson Greyhound Park, Tucson, Ariz., joins KVOA-TV there as account executive.

Dawn Janssen, Des Moines sales manager, KEZT(FM) Ames, Iowa, joins KCCI-TV Des Moines as account executive.

Shann Booth, sales coordinator, wwMT(TV) Kalamazoo, Mich., joins WUHQ-TV there as account executive.

Art Jones, account executive, KPNX-TV Mesa (Phoenix), Ariz., joins KTTV(TV) Los Angeles in same capacity.

William D. Curran, general manager, Omni Outdoor Advertising, Kansas City, Mo., joins KSHB-TV there as account executive.

Ed Cowardin, copywriter, Reed Advertising, Richmond, Va., joins Earle Palmer Brown there in same capacity.

Sue McNamara, sales assistant, Durpetti & Associates, New York, named account executive.

Mitch Wexler, account executive, WBZZ(FM) Pittsburgh, joins WPXI-TV there in same capacity.

Larry LaBonte, account executive, KKBQ(AM) Houston, joins KPRC(AM) there in same capacity.

Dino Pantoni, administrative supervisor, University of Steubenville, Steubenville, Ohio, joins WTOV-TV Steubenville as account executive. **Kim Randolph Loccisano**, director of public relations, East Ohio Regional Hospital, Martins Ferry, Ohio, joins WTOV-TV as account executive.

Programing



Symes



Lachman

John Symes, senior VP, programs, Paramount Pictures Television, Hollywood, named executive VP, creative affairs. **Clifford Lachman**, coordinating producer, *Entertainment Tonight*, named VP, production, Paramount Pictures Television.

Robert Nitkin, director, program administration, Showtime Networks, New York, named VP. **Joanne Bouffard**, director, pro-



The Most Experienced
Executive Search Firm In Broadcasting.

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment

44210 North Road
Southold, New York 11971
(516) 765-5050

The person you describe is the person we'll deliver.

Gunman kills self on Lorimar lot

An armed man late Tuesday afternoon (July 18) shot and killed himself on the Lorimar Studios lot in a bizarre series of events that is apparently connected to *Dallas* star Ken Kercheval.

A Culver City, Calif., police spokesman said 44-year-old Edward Phillips crashed through the guard's gate with a rented moving van, parked it by stage No. 11, and set the vehicle afire. The spokesman said Phillips fired five rounds from a shotgun into the sound stage's wall and then took his own life with a gunshot to the chest as police arrived on the scene. No one else was hurt, and Phillips was pronounced dead at the scene.

The former MGM studios lot was readying for production of this fall's shows, but the apparent target of Phillips's attack, Kercheval, who plays Cliff Barnes in the series, was not at work on the lot. According to Culver City Police Sgt. Hank Davies, Kercheval had invested a one-third interest in Phillips's Corydon, Ind.-based Old Capital Popcorn Company in 1985, and assumed control of the company with Phillips's ex-wife on April 15, 1988. Phillips's wife filed for divorce on the same day.

An envelope, given by the man to a studio guard before the incident, contained a news clipping from the *Louisville Courier-Journal* containing details of Phillips's partnership with Kercheval and the company's financial problems. As the Culver City Police spokesman put it, "Lorimar could not have written a stranger script."

gram research, Showtime Networks, named VP.

George E. Resing Jr., senior VP, Group W Productions, Los Angeles, steps down to assume consulting role with company. His post will not be filled.

Peter J. Bergmann, president, The Film Company, Los Angeles, adds duties of president, Major Arts Television there.

Appointments at Warner Bros. Television, Burbank, Calif: **Lawrence Lyttle**, senior VP, creative affairs, forms his own production company and joins Warner Bros. under ex-

clusive arrangement; **Robert Jennings**, director, research, to VP, research, off network, cable and features; **Shelley Raskov**, director of current series programing, named director of comedy development.

Henry Maldonado, program and promotion manager, WDIV(TV) Detroit, to VP of programing and promotion.

Steve Leeds, director, on-air talent, MTV: Music Television, New York, named director, talent/artist relations and special projects.

Bill Lally, producer, Talknet, NBC, New

York, named executive producer.

Vicki S. Horwitz, VP, current comedy programs, NBC Entertainment, Burbank, Calif., joins Patchett-Kaufman Entertainment, Culver City, Calif., in exclusive agreement as writer/producer.

Peter Brennan, senior producer, *A Current Affair*, New York, named co-executive producer.

Louisa Hart, bureau chief, Group W, Washington, joins *USA Today on TV*, Rosslyn, Va., as special projects producer.

Janice Kaplan and Sue Castle, producers, *Mother's Day*, Michael Krauss Productions, White Plains, N.Y., to same capacity with Krauss's *Everyday*.

Bill Schwing, president, Mizlou TV Sports, and senior VP, Mizlou Communications Company, New York, adds duties of executive producer, Sports News Network, Mizlou's new cable sports news and information service. **Ronald Norberg**, VP, Central region, Request Television, Chicago, joins Sports News Network as VP, affiliate sales, national accounts there.

Mark Del Costello, independent video producer and consultant, New York and Los Angeles, joins M&M Syndications, Voorhees, N.J.-based syndication company, as producer/director. **Jim Byrne**, account executive, *TV Guide*, New York, joins M&M Syndications in same capacity.

Eric Temple, executive producer, WJZ-TV Baltimore, joins KPIX(TV) San Francisco as executive producer, *Evening Magazine*.

Appointments at WUSA-TV Washington: **Jacqueline Gales Webb**, associate producer, 22:26, to producer; **Madeline LaCore**, producer, *Capital Edition*, to senior producer; **Rich Wolfe**, manager, engineering and operations, to production manager.

Barry James, operations manager, WKIX(AM)-WYLT(FM) Raleigh, N.C., joins WSTF(FM) Orlando, Fla., as program director.

J. J. McKay, air personality, WCKZ-FM Gastonia, N.C. (Charlotte), joins KWTO-FM Springfield, Mo., as program director and air personality.

Dale Snyder, program manager, WJZY(TV) Belmont, N.C. (Charlotte), joins WNUV-TV Baltimore as program director; **Lyle R. Schulze**, program director, WVT(TV) Milwaukee, succeeds Snyder.

Stan Wasilik, director of operations and programing, WAWS(TV) Jacksonville, Fla., joins WBFS-TV Miami as program director.

Jake Clanderman, assistant network program manager, Nebraska Educational Television Network, Lincoln, joins Central Educational Network, Chicago, as associate director of programing.

Norman Bemelmans, program and music director, noncommercial WHQR(FM) Wilmington, N.C., joins noncommercial WSVH(FM) Savannah, Ga., as music director.

Mike Marshall, production manager, WCSH-TV Portland, Me., named operations manager.

J. William Van Rysdam, production director/assistant operations manager,

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$190 2 years \$135 1 year \$70 6 mos. \$35

(6 mos. term must be prepaid)

(International subscribers add \$20 per year)

Yearbook '89 (SAVE \$50 off cover price)

The complete guide to radio, television, cable and satellite facts and figures--\$65 (prepaid orders only) while supplies last. Please give street address for delivery.

To order by MASTERCARD or VISA, phone toll free 1-800-638-7827

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

(required)

For renewal or address change
place most recent label here

KTRH(AM) Houston, named operations manager.

Paul Macdonna, announcer, WRVI(FM) Virden, Ill., to operations manager and promotion director. **Joe Hertel**, announcer, WRVI, adds duties of production director.

Manville Jennings, producer/director, KMTR-TV Eugene, Ore., joins KEZI(TV) there in same capacity.

Tom Bush, afternoon air personality, WWWE(AM) Cleveland, joins WMMS(FM) there as morning air personality.

Blayne Long, regional sales manager, CMP Publications, Chicago, joins Intersport Television, Chicago-based sports television and cable production company, as director of media sales.

Joseph M. Drake, senior account executive, Stone American Financial Corp., Irvine, Calif., to manager of acquisitions, Movie-store Entertainment, Los Angeles.

Tony Colabraro, VP and controller, Viacom Entertainment Group, New York, joins Worldvision Enterprises there as senior VP, finance and administration.

Appointments at Viacom, New York: **Leroy Whitaker**, manager, compensation, Viacom International, to director, compensation; **Shelly Fisher-Strauss**, manager, human resources information system, Viacom International, to director, human resources information system; **Jill Newfield**, attorney, Viacom Entertainment Group, named senior attorney; **Scott A. Greenstein**, associate attorney, Loeb & Loeb, Los Angeles, joins Viacom Entertainment Group as attorney.

Appointments at King World, New York: **Frank Brooks**, station relations manager, to director of marketing; **Judi Stuart**, unit production assistant, to unit production manager; **Theresa Adams**, marketing assistant, to manager of marketing services.

News and Public Affairs

Bill Buzenberg, senior editor, NPR, London, named senior managing editor, news and information, Washington.

Roger Nadel, executive news director, KNX(AM) Los Angeles, joins WWJ(AM)-WJOL(FM) Detroit as news and program director.

Tony Windsor, manager of news and programming, WTXL-TV Tallahassee, Fla., joins WDEF-TV Chattanooga as news director.

Michael Carque, executive producer, WCSH-TV Portland, Me., named news director. **Mike Curry**, news photographer, WCSH-TV named assignment manager.

Reid Johnson, director of news, WCCO-TV Minneapolis, resigns to pursue other interests. **Ken Rees**, director of weather, sports and local programming, named acting director of news.

Scott T. Jones, assignment manager, WTVX(TV) Fort Pierce, Fla., joins WOEC(TV) West Palm Beach, Fla., in same capacity.

Matt Ellis, executive news producer, WTHI-TV Terre Haute, Ind., joins WKBW-TV Buffalo, N.Y., as producer. **Jon Summers**, air

personality and music director, WBEN(AM) Buffalo, adds duties of station announcer, WKBW-TV.



Couric

Katherine Couric, general assignment reporter, WRC-TV Washington, joins NBC there as deputy Pentagon correspondent.

Appointments in news department, WELI(AM) New Haven, Conn.: **Maria Dynia**, afternoon anchor and evening editor, to assistant news director; **Carl Shane**, producer and part-time reporter, to morning anchor and full-time reporter; **John D'Andre**, part-time weekend anchor, to full-time reporter and producer; **Joe Romaniello**, intern and stringer, to overnight anchor.

Appointments in news department, KTVY(TV) Oklahoma City: **Denise Boyd**, weekend producer, to noon and 5 p.m. producer; **Liz Johnson**, producer, KSPR(TV) Springfield, Mo., to weekend producer; **Mike Carroll**, chief photographer, KWCH-TV Wichita, Kan., to photographer; **Valerie DeVine**, reporter, WNEP-TV Scranton, Pa., to general assignment reporter.

Kevin McCarty, reporter, KXLY-TV Spokane, Wash., to Stockton bureau reporter, KXTV(TV) Sacramento, Calif. **Gary Martin**, producer and weekend managing editor, KTSP-TV Phoenix, Ariz., joins KXTV as producer.

Technology

Harvey Baker, director of operations, Harris Graphics Corporation, Dover, N.H., named VP of manufacturing, broadcast division, Harris Corporation, Quincy, Ill.

Jim Petro, director of engineering, Heritage Communications, Des Moines, Iowa, named VP of engineering.

Carl Jeffcoat, international satellite systems planning manager, AT&T, Morristown, N.J., joins Intelsat Satellite Services, Washington, as VP, engineering and operations. Comsat is parent company of Intelsat Satellite Services.

Dale Bailey, manager, customer service, United Video, Tulsa, Okla., named manager, network engineering, SCS Satellite Network Services. United Video is parent company of SCS.

INDEX TO ADVERTISERS: ABC Radio Networks 43 □ Accuracy in Media 18 □ American Radio Networks 66 □ American Stock Exchange 56 □ AP Network News 40-41 □ Barclays Communications Group 65 □ Blackburn and Co., Inc. 82 □ Braiker Radio Services Co. 59 □ British Information Service 60 □ Broadcast Consulting Group, The 42 □ Buena Vista Television 11 □ Business Radio Network 77 □ CBS Radio Network 49 □ Century 21 Programming, Inc. 58 □ Chapman Associates 92 □ Children's Health News Network 69 □ Donald K. Clark, Inc. 84 □ Classified Ads 97-106 □ Continental Electronics 23 □ R.C. Crisler & Co., Inc. 86 □ Dataworld 20 □ Durpelti & Assocs. 35 □ General Electric 10 □ Greyhound Financial Corp. 88 □ GTE Spacenet 67 □ IDB Communications 53 □ Impact Resources Cover 2 □ H.B. La Rue 85 □ Mahlman Co., The 39 □ R.A. Marshall & Co. 91 □ Media/Professional Insurance, Inc. 61 □ Media Venture Partners 81 □ Multimedia Entertainment 21 □ National Association of Broadcasters 37, 57 □ National Association of Home Builders 64 □ National Public Radio 55 □ National Supervisory Network 78 □ New World Television Group 19 □ Odetics Broadcast Cover 4 □ Otari 45 □ PaineWebber Inc. 26 □ Paramount Pictures Corp. 7, 8-9, 12-13 □ Professional Cards 95 □ Cecil L. Richards Inc. 83 □ Satellite Music Network 51 □ Services Directory 94 □ SONY Broadcast Products 16-17 □ Joe Sullivan & Associates, Inc. 107 □ Tribune Entertainment Co. 15 □ United Press International 47 □ Unda-USA 24 □ Wall Street Journal Radio Network, The 5 □ Warner Bros. Domestic Television Distribution Front Cover

Promotion and PR

Jayne Wallace Yollin, VP, Lippin Group, Los Angeles, joins Paramount Pictures Television, Hollywood, as director, publicity.

Appointments at Turner Broadcasting System, Atlanta: **Peter Moore**, manager of sports promotion, TBS and Goodwill Games, to director of on-air entertainment promotion; **Dana Lewis**, coordination producer of on-air entertainment promotion, to manager; **Deborah Wise**, writer/producer, on-air promotion, to senior writer/producer, on-air entertainment promotion; **Dan Farley**, writer/producer, sports promotion, to senior writer/producer.

David Smith, director, broadcast promotion, ESPN, Bristol, Conn., named VP, advertising and promotion.

Marshall Hites, director of advertising and marketing, WFLA-TV Tampa, Fla., joins KHJ-TV Los Angeles as advertising and marketing manager.

Allied Fields

Appointments at Dow Jones & Co., New York: **Peter R. Kann**, publisher and editorial director, *The Wall Street Journal*, to president and chief operating officer; **William L. Dunn**, publisher, information services group, to chairman; **Carl M. Valenti**, president, information services group, succeeds Dunn.

Armand Grez Jr., national sales manager, WNHT-TV Concord, N.H., joins Television Bureau of Advertising, New York, as marketing manager.

Sylvia Schwartz Winik, assistant general counsel, Corporation for Public Broadcasting, Washington, named deputy general counsel. **Pamela Brown**, staff attorney, CPB, named senior staff attorney.

H. Bruce Bronson Jr., communications lawyer, New York, joins Gibney, Anthony & Flaherty there as partner.

R. Bruce Beckner, partner, Dow, Lohnes & Albertson, Washington, joins Fleischman and Walsh, P.C., there in same capacity.

John Willis, president, Aiken Pizza Inc., Aiken, S.C., joins Associated Press, Jackson, Miss., as broadcast executive for Arkansas, Louisiana and Mississippi.

Don Lowery, director of public affairs and

Rebecca Schaeffer, 21, co-star of CBS's *My Sister Sam*, was shot and killed on July 18 outside her apartment in Los Angeles. According to witnesses her assailant had waited outside her apartment for nearly four hours. She was pronounced dead at Cedars-Sinai Medical Center there.

Robert John Bardo, 19, an unemployed fast-food worker from Tucson, Ariz., was charged the next day with Schaeffer's murder. Bardo, who Los Angeles police describe as "an obsessive fan," was originally taken into custody for an unrelated incident. Detective Dan Andrews of the Los Angeles police department told BROADCASTING that police had "served a search warrant on Bardo's home. We haven't found any videotapes [in reference to rumors that he had collected videotapes of her work], but we did find letters he had written to Schaeffer and letters he had written to others about her."

Schaeffer was best known for her role as Patti Russell, the younger sister of Pam Dawber's character on *My Sister Sam* from 1986 to 1988. Before that program she was a regular on ABC's soap opera *One Life to Live* and appeared in the *Miscalculation* episode of NBC's *Amazing Stories*.



editorial, WNEV-TV Boston, elected president of National Broadcast Editorial Association, Rockville, Md.

Elected members. Women in Communications Inc., Washington chapter: **Cindy Bisset**, associate director of media relations, U.S. Chamber of Commerce, to president; **Emilie Davis**, managing editor, Gannett new media, to president-elect; **Erin Donovan**, director of issue communications, Rowan and Blewitt, to VP, membership; **Kathy Correia**, executive producer, North American Network, to VP, programs; **Sharon O'Malley**, manager, statewide services, National Rural Electric Cooperative Association, to VP, communications; **Harriet Nolan**, news editor, Gannett news service, to treasurer.

Deaths



Thomson

radio stores and announce part-time on WEHS(AM) there. He returned to Sioux Falls

Verl Thomson, 83, former owner of KISD(AM) Sioux Falls, S.D., died of cancer July 7 at Sioux Valley Hospital there. Thomson began his broadcasting career in 1924 announcing on WFAT(AM) Sioux Falls. He moved to Chicago in 1925 to

in 1929 as announcer on KSOO(AM). He was later named program director. Thomson moved back to Chicago in 1932 to announce on WIBO(AM). From 1933 to 1934 he worked for Chrysler Motors as race track show announcer at Chicago World's Fair. He moved to Sioux Falls when fair closed and rejoined KSOO as announcer. In 1937 he joined WIND(AM) Chicago as all-night announcer. He then joined NBC's Chicago announcing staff. He moved to Detroit in 1940 as announcer for WXYZ(AM). Thomson moved back to Sioux Falls in 1942 to sell war bonds on KSOO-KELO(AM). In 1948 KELO moved to higher frequency and Thomson founded KISD(AM) on KELO's old frequency, becoming general manager and program director. He was president and general manager when he sold station in 1966. He became first executive secretary of South Dakota Broadcasters Association in 1967, position he held until 1987. He was first inductee into South Dakota Broadcast Hall of Fame in 1971. He is survived by his wife, Lenore, and four daughters, Verlyn, Valorie, Vickie and Ginger.



Hamilton

co-manage two retail radio stores and announce part-time on WEHS(AM) there. He returned to Sioux Falls

William T. Hamilton, 75, former executive vice president and general manager of Michiana Telecasting Corp., South Bend, Ind.-based owner of WNDU-AM-FM-TV and Golden Dome Productions, died of cancer July 16 at St. Joseph Medical Center there. Hamilton began his broadcasting career in 1938 as account executive with WNEW(AM) New York. From 1940 to 1949 he was based in New York in sales with WOR(AM), NBC and ABC. He joined CBS in 1949 as sales executive. He joined WHOT(AM) (now WNDU(AM)) as manager and as sales manager of WNDU-TV. He became general manager of stations in 1959 and added duties of executive vice president in 1969. He retired in 1980, but continued to serve as consultant for organization. He is survived by one son, John, and three daughters: Holly, Susan and Mary Lee.

Rick Carroll, 42, former program director at KROQ-FM Pasadena, Calif., died July 10 at St. Johns Hospital, Santa Monica, Calif., from complications arising from pneumonia. Carroll began his radio career at age of 14 in 1961 as intern at KLIV(AM) San Jose, Calif. In 1972 he worked for Bill Drake as national program director of Drake's FM stations. From 1972 to 1975 he also was program director for KKDJ(FM) Los Angeles (now KIIS-FM). He then joined KEZY-AM-FM Anaheim, Calif., as program director from 1976 to 1978. In 1979 Carroll joined KROQ-FM for first time. He was program director from 1979 to 1983, during which time he created *ROQ of the 80s format*. In 1982 he formed Carroll, Schwartz & Groves consulting company and made *ROQ of the 80s* format available to other stations. He left KROQ-FM from 1983 to 1985 to work full-time for his company, but remained as consultant for station. He rejoined KROQ-FM as program director from 1985 to 1988, and after brief leave of absence returned as programming consultant in May 1989.

Broadcasting Cable

SUBSCRIPTION ORDER CARD

Fill in, sign and mail to:
Circulation Department
Broadcasting/Cable
1705 DeSales St, NW
Washington, DC 20036

YES, I want to receive an introductory subscription to **Broadcasting/Cable** at no charge.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone No. (_____) _____

Date _____ Signature _____

PLEASE PRINT OR TYPE

BUSINESS CLASSIFICATION:

Please check the category that best describes your firm's primary business (please check only one).

- 1. Cable TV systems Operations
 - a. Independent Cable TV System
 - b. MSO (two or more Systems)
- 2. Cable TV Contractor
- 3. Cable TV Program Network
- 4. SMATV or DBS Operator
- 5. MDS, STV, or LPTV Operator

- 6. Microwave or Telephone Company
- 7. Commercial Television Broadcaster
- 8. Cable TV Component Manufacturer
- 9. Cable TV Investor
- 10. Financial Institution, Broker or Consultant
- 11. Law Firm or Government Agency
- 12. Program Producer or Distributor
- 13. Advertising Agency
- 14. Educational TV Station, School or Library
- 15. Other _____

(Please describe)

□
In letter to Paramount Communications dated last Friday (July 21), **FCC Mass Media Bureau questioned why company needed special temporary authorization (STA) of Donald Rumsfeld as trustee for Time stock that Paramount seeks to acquire in its tender offer.** FCC noted that Paramount expects to close sale no sooner than October, while use of STA in gaining FCC approvals is predicated on demands of quicker schedule. "If...an acquiring company's own plans do not contemplate an immediate take down of stock, the Commission's normal procedure would be sufficient, and the exigencies necessary to justify granting an STA would be lacking," letter stated. Bureau also requested reaffirmation of commitment to deal of Paramount's bank, Citibank.

□
Peter Marshall, pilot host of Warner Bros. Domestic Television's *Third Degree*, who was replaced by Bert Convy (BROADCASTING, July 10), filed \$1 million-plus breach of contract suit last Thursday (July 20) against producers Burt & Bert Productions and Kline & Friends. Warner Bros. was not named in suit, filed with Los Angeles Superior Court.

□
Rod Perth, station manager, WBBM-TV Chicago, is reportedly close to accepting position as VP, late night programing, CBS Entertainment. Perth would take over position once held by Michael Brockman, who left CBS in April to take over late night duties at ABC.

□
FCC granted assignment of license of WHDH(AM) Boston to WHDH(AM) Radio Inc., subsidiary of New England Television Corp. By granting application, FCC waived rule which prohibits common ownership of radio and TV stations in same market (New England Television owns WNEV-TV Boston). New England Television agreed to purchase station for \$14 million in January from Channel Broadcasting Inc., subsidiary of Sconnix Broadcasting Corp.

□
Negotiations between LIN Broadcasting and McCaw Cellular Communications over latter's possible acquisition of LIN at price above current \$110-per-share tender offer **were suspended late last week.** McCaw cited inability to "resolve

Fox strikes while the weather's hot

Fox's Summer of Opportunity campaign to provide viewers with original episodes of their Saturday and Sunday night series has paid off for the network with record-setting numbers for Sunday, July 16.

Led by the 21 share garnered by America's Most Wanted in the 8-8:30 p.m. slot, and by the same share numbers for Married...With Children in the 9-9:30 slot, Fox beat out ABC for the night, giving Fox its first victory over one of the other networks for an entire night of prime time programing. The 8 rating and 16 share that Fox averaged for the night from 7-11 p.m. was the highest rating and share level in the fledgling network's two-year history.

Both America's Most Wanted and Married...With Children placed second in their respective time periods with their 21 share.

21 Jump Street, with a 6.7/15, also placed second, in the 6-7 p.m. time period, behind CBS's 60 Minutes.

Totally Hidden Video, with a 10.1/19 in the 8:30-9 p.m. time slot, was off only one share point from the previous week's record rating.



'America's Most Wanted' executive producer Michael Linder (l) and host John Walsh

several significant issues," mentioning tax and "other legislative proposals that could affect valuation." Alternative to McCaw's tender offer was proposed by LIN shareholder, Moran Asset Management. Reorganization would consist of \$96 cash dividend, and spinoff of LIN's TV and cellular operations into highly leveraged separate companies. LIN stock closed Friday at 109%, down more than \$6 for week.

One more Time for Paramount

Paramount Communications' last chance to block Time Inc.'s acquisition of Warner Communications comes this week as the Delaware Supreme Court hears Paramount's appeal of the court decision paving the way for the Time-Warner merger. To finance the Warner acquisition, Time has identified \$1.3 billion in assets it might sell, including its stake in Turner Broadcasting System, it was reported last week.

In a brief it filed for its appeal, Paramount argued that the lower court misapplied the ruling of the case Unocal Corp. v. Mesa Petroleum Co. by determining that Paramount's unsolicited offer posed a threat to Time by disrupting its long-term strategic plan. Paramount argued that the only threat to Time that the court could consider was threat to shareholder values. Paramount said that the lower court, which ruled against Paramount on July 14 (BROADCASTING, July 17), had failed to consider what threat Paramount's offer posed to shareholder value.

Responding to Paramount's brief, Time argued that its board reasonably perceived that the Paramount offer was a threat to corporate policy and that making the tender offer for Warner was a reasonable response.

On Wednesday, it was reported that Time Inc. had identified \$1.3 billion in assets that it could use to pay off debt associated

with the purchase of Warner. Along with the 17% holdings that Time and Warner would have in TBS, other media assets that could be sold are Warner's minority holdings of the BHC subsidiary of Chris-Craft Industries, Viacom and home shopping operator CVN Companies. In order to service debt in coming years, the documents contemplated securing loans through Time and Warner's combined cable holdings and selling a 25% stake in the cable operations. A Time spokesman said that the documents reported in The Wall Street Journal seemed authentic, but said about the asset sales: "These are for-instance scenarios. It doesn't necessarily mean you would do any or all of it." He said that the companies would make decisions about asset sales only after they determined how Time's acquisition of Warner was completed. The two companies have yet to determine what combination of cash and securities Time would pay to acquire the balance of Warner shares Time would not own after the tender offer.

In a reflection of the media attention that the conflict among the media companies is getting, Cable News Network said it would have a camera inside the Delaware courtroom in which lawyers for the two sides would argue their cases. The network planned to air selected portions of the arguments live, according to a spokesman.

Editorials

Summer rerun

Some in Congress have attached a fairness doctrine recodification provision to a budget bill in hopes of forcing it past a President who is opposed to the doctrine. That could be the lead of a December 1987 story on President Reagan's continuing—and ultimately victorious—battle with the legislature over the issue. Unfortunately, it is a thumbnail description of days-old events.

As that dramatic story played out in 1987, with only the fairness provision holding up passage of a \$600 billion appropriations bill, the President didn't back off—even threatening to allow the government to shut down rather than let pass a "fairness"-encumbered bill. The provision was struck, with its supporters vowing: "We'll be back."

They made good that threat by trotting out their one-trick pony again two weeks ago, with the House Energy and Commerce Committee adding a recodification provision to a budget reconciliation bill in hopes of forcing it past a different President. Fortunately for the Fifth Estate, and its audience, it is a different President with similar principle and resolve.

President Bush is on the record as standing with President Reagan in his opposition to the doctrine. He told a gathering of journalists in April that "I will stand with the previous position that I was a part of in the last administration."

Fortunately, there is still time for wiser legislative heads to prevail. If so, the final bill will be absent the offending provision. We would wish wiser heads to prevail.

A fool's paradise

With Donald Wildman once more in the news at the point of his boycott brigade and the Congress likely to pass a sex and violence antitrust exemption bill that, protestations aside, is a form of second-hand censorship, it is an appropriate time to showcase some clear thinking on the issue of censorship and the media.

Today's observations come from the Broadcasting Research Unit, a British research group set up by the BBC, Independent Broadcasting Authority and others to spur debate on issues related to broadcasting policy. Although its target is the British broadcasting system, its conclusions on the issue of broadcast quality, specifically standards on television violence, speak to a wider audience.

"A television service which, whether out of delicacy or political discretion, failed to show us that the world is violent would present a false picture, a fool's paradise. A service of broadcasting which failed to prompt us to examine causes, to consider whether there was a need to change institutions and attitudes, whether there were constitutional or other structural defects in our society, would be incompetent; and it would be said, quite rightly, that the standards, the quality of the service were in this, perhaps the most critical respect, poor. We need to know what is happening...."

To narrow the world's vision to the limits of their own is the goal of all censors, whatever their target. Broadcasters must work to insure they never reach that goal.

Presidential praise

The Media-Advertising Partnership for a Drug-Free America, whose name suffices as a description of its charter, has upped its ante in support of educational anti-drug abuse efforts, pledging \$365 million a year in donated advertising (last year's contribu-

tion was some \$150 million) over the next three years. That contribution comprises not only donated airtime, but ad agency talent, production house facilities, the waiving of union fees and a supply of corporate dollars.

According to the partnership, a National Institute on Drug Abuse survey of high school seniors found that cocaine use among that population has declined. The doctor heading that survey attributed a "considerable share of the credit" to the partnership's efforts.

The partnership also received praise from another source: "Such voluntary support from the media to help educate the American people about the dangers of drug abuse will have a significant and positive impact as we work together to overcome this insidious problem." That message came from the President, who recognizes the role the Fifth Estate is playing in helping the nation to "just say no."

We, too, applaud that effort.

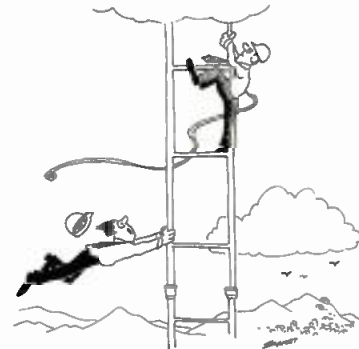
How high the moon

It was 20 years ago last Thursday (July 20) that astronaut Neil Armstrong took "one small step for man, one giant leap for mankind." It also would have been one small live audience—namely one: fellow astronaut Edwin E. (Buzz) Aldrin—had a television camera not been there to record the historic grasp of a moon that for centuries had seemed presumptively beyond reach.

Among the events most vividly captured in the amber of national memory is that moment of breath-catching triumph—and unprecedented spot news coverage—when Armstrong dropped to the lunar surface, pictures courtesy of NASA, Westinghouse (which produced the cameras) and broadcasters. Millions shared the sights and sounds of that victory via television, as they had similarly followed the race to achieve it. (No one who watched the early space shots on television or listened to them over the radio will ever forget the anxiousness and anticipation of those countdowns—"T minus 30 seconds and counting....")

From lift-off to splashdown of the Apollo 11 mission, the Fifth Estate pooled its talents to capture the most exciting continuing news story of the century. What it lost in money—limited advertising was far exceeded by the cost of doing business as unusual—it more than gained in reputation for comprehensive and compelling journalism.

It was a shining moment for the nation and for the Fifth Estate, one that has been neither dimmed by time nor eclipsed by subsequent achievement.



Drawn for BROADCASTING by Jack Schmidt

"Fred, what say we take their word on the antenna height."

Westwood's Scott Shannon: Zoo keeper, pirate captain and radio junkie

One of the most watched program directors in radio today is Westwood One's vice president and on-air personality, Scott Shannon. He left New York's WHTZ(FM) earlier this year after taking it to the top of the ratings in a high profile "worst to first" campaign.

Shannon hopes to replicate that feat in one of the country's most competitive radio markets, Los Angeles, at the helm of KQLZ(FM)'s "Pirate Radio."

He may be on his way. In the latest Arbitron ratings books, KQLZ has climbed into the top five (from 13th in the last book) in the 12-plus quarter-hour share. Programming the station with what he has dubbed "free form rock 'n' roll hit radio," Shannon says that the very things that have made his latest job so hard are the same things that have made it more fun. "When I went to New York, no one knew who Scott Shannon was. It was kind of a sneak attack," he says. By the time he arrived in Los Angeles, however, three radio stations were programming some sort of "Morning Zoo" program, the concept he and Cleveland Wheeler successfully programmed at WRBQ-AM-FM Tampa, Fla., and that has been used by over 300 radio stations across the country. In essence, then, Shannon must now program against his own success.

"I would liken it to a football player who has been a receiver all his life suddenly switching to quarterback, or vice versa," he says. "A lot of the things that I have done and used in my career I've used for 10 or 15 years, and suddenly I can't use those particular elements anymore," he says.

Shannon explains some of the elements making up the "Morning Zoo" concept: "It was a cross between *Saturday Night Live* and Johnny Carson's *Tonight Show*," he says. "It took about six months to develop and included song parodies, satire skits, fake celebrity phone calls and heavy listener involvement."

Shannon's own involvement with radio goes back to his early childhood. "I bought *Billboard* magazine religiously," he says. The son of a career Army man, Shannon "made tapes of all the radio stations I ever listened to at all the different places my father was stationed. I had a huge record collection and my own little basement studio where I made up my own radio shows."

Shannon's love of the medium is obvious to those who work with him, and they attribute much of his success to that passion. "Scott Shannon is the consummate radio junkie," says Mike Kakoyiannis, executive vice president, Westwood One Radio Stations Group. "He is totally listener-oriented and has great instincts about music."



MICHAEL SCOTT SHANNON—vice president, Westwood One Stations Group Inc., and program director, KQLZ(FM), both Los Angeles; b. July 25, 1947, St. Louis; U.S. Army, Fort Benning, Ga., and Fort Bragg, S.C., 1967-69; on-air personality, WABB(AM) Mobile, Ala., 1969-70; on-air personality, WMPS(AM) Memphis, 1970-71; on-air personality, 1971-75, and program director, WMAK(AM) Nashville, and national program director, Mooney Broadcasting Co., 1972-75; on-air personality and program director, WQXI-AM-FM Atlanta, 1975-77; vice president, promotions, Casablanca Records, Hollywood, 1977-78; on-air personality, program director, WPGC-AM-FM Morningside, Md. (Washington), 1978-80; on-air personality, program director, co-creator (with Cleveland Wheeler) of "Morning Zoo" radio show, WRBQ-AM-FM Tampa, Fla., 1980-83; on-air personality, program director, WHTZ(FM) Newark, N.J. (New York), 1983-89; current position since January 1989; m. Trish Martin, May 9, 1984; daughter: Kathleen, 3.

"I was very fond of rock 'n' roll music as a kid," Shannon says, "but early on I realized that I wasn't very musical myself. So it [radio] was the closest I could get to the music industry by playing records on the radio." And being on air is still Shannon's first love. "I never really wanted to be a program director," he says.

Shannon dropped out of high school and ran away from home when he was 17. He was traveling around the country when he was drafted into the Army. After a two-year hitch, Shannon joined WABD(AM) Mobile, Ala., where he was the 7 p.m. to midnight air personality—or as he describes himself: "a screaming obnoxious nighttime rock 'n' roll DJ."

His first job as program director was at WMAK(AM) Nashville, where his boss resigned while Shannon was working there as an on-air personality. "I didn't want to be the program director," he says, "but I didn't particularly want to work for either of the other two people up for the job." He talked the general manager into giving him

the position, took the station to number one in the ratings and soon after that was named national program director for Mooney Broadcasting Co., licensee of the station. "I don't especially appreciate the authority elements that come with being the boss," he says. "I try to be the program architect and usually have been lucky enough to find great people to run the radio stations on a day-to-day basis."

Except for a brief hiatus after being "un-ceremoniously relieved" of his duties at WQXI-AM-FM Atlanta over what Shannon describes as "philosophical differences" with management, Shannon's career has been a string of successfully programmed stations. After leaving WQXI, he briefly joined Casablanca Records in California as vice president of promotions. After a year, he realized that he wanted to return to radio. He did, as program director of WPGC-AM-FM in the Washington market.

After that came WRBQ and the "Morning Zoo," and then WHTZ(FM), a newly acquired property of Malrite Communications. Shannon's success in New York made his decision to leave for Los Angeles "the most difficult decision I've ever made in my life," he says. "But it boiled down to the fact that I had accomplished the thing that I had set out to accomplish in New York. We were not getting much competition, and I was getting stagnant," he says.

Not that he hadn't received other offers. But none of the offers appealed to Shannon because of the "situations that came with the offers," he says. In the end, what won him over to KQLZ was the feeling that "this would be as tough a challenge as you could find in your career," he says. "It is definitely the most difficult thing I have ever attempted in mine." In Shannon's opinion, the competition in Los Angeles is the toughest in the country.

The ammunition he has prepared for this challenge combines elements from rock 'n' roll, hit radio and dance music. Pirate Radio got its name from the pirate radio stations that broadcast from the Atlantic Ocean and fascinated Shannon as a kid. Shannon shared his ideas with Norm Pattiz, chairman of Westwood One. "We decided that the most important aspect of turning on a radio station in Los Angeles was that it had to be as different in as many ways as possible from what was already available in the market," he says, "and with the unusual name, we felt we could make our mark faster."

As for what he might like to do after Pirate Radio, Shannon appears unconcerned. "I know a lot of people like to structure their lives on achieving their goals," he says. "But I don't have long-term goals, except to do the very best I can do every day.... I really do take each show that I do and each day that I live and each job that I do one step at a time, and try to accomplish as much as I can in whatever it is that I am doing at the moment." ❏

Four-month-old contract dispute between Capital Cities/ABC and National Association of Broadcast Employees and Technicians moved toward resolution following one-on-one negotiations last week between company chairman Thomas Murphy and NABET International President James Nolan. Dispute's resolution now depends on outcome of union vote on compromise proposal. That vote, requiring approval by all 19 NABET units and on which union leadership has said it will be neutral, will be tallied on Aug. 11. Major compromises that facilitated last week's agreement include company's applying narrower television seniority lists only to those hired after last Thursday and changing 5% lump sum bonus in fourth year to 4% wage increase. Capital Cities/ABC will give roughly 2,150 NABET members 6.6% lump-sum bonus on ratification, followed by 3% pay raises in second and third years. Company will be able to make daily hires, although number of days such hires are used during rest of 1989 cannot exceed 6½% of days provided by NABET workforce, and thereafter cannot exceed 8%. Daily hires will be required to join NABET after working 20 days. Company will also continue with plans to lay off roughly 60-70 radio engineers over next few months, although final number may end up being slightly less, according to Patty Matson, vice president, corporate communications, Capital Cities/ABC. Last week's change of events came on eve of company making its final offer to NABET, action that would likely have elicited court challenge by union.

TeleCable has pulled its cable properties (580,000 subscribers) from market, after reviewing initial bids from about 10 parties, said Richard Roberts, TeleCable president. Company said speculation that bids were too low—one observer believed to be familiar with transaction said top contender

Iowa air disaster

The Fifth Estate lost two members in the July 19 crash of United Airlines flight 232 in Sioux City, Iowa. Two others, however, survived the disaster.

Among those killed:

■ **James Kenneth Adkins Jr., 34, general sales manager, WCIV(TV) Charleston, S.C.** He was returning from an NBC sales management conference in Denver. Adkins began his broadcasting career in 1976 as a regional account executive with WYFF-TV Greenville, S.C. He was with Katz Television, Atlanta, from 1979 to 1982 as an account executive. He joined WBIR-TV Knoxville, Tenn., in 1982 as local sales manager and a year later moved to WTVK(TV) there in the same capacity. He joined WCIV in 1986. He is survived by his wife, Lea Ann, and two sons.

■ **Jeffrey A. Reuss, 24, marketing manager, Jones Intercable Inc., Saratoga Springs, N.Y.** His wife, Andrea, was also on the flight; she is listed as missing. Reuss was a 1987 graduate of University of Denver and joined Jones Intercable in April of that year as a marketing intern. He was assigned to his position in Saratoga Springs in November 1987. He is survived by his parents, one brother and one sister.

Among the survivors:

■ **Charles Martz, 58, president of Martz Media Inc., a Denver-based cable brokerage firm, and a professional pilot.** Martz told BROADCASTING that he "knew what was going on the whole time." He said he is still overwhelmed at what happened and described himself as "very lucky and very grateful."

■ **Paul Olivier, who heads his own cable construction firm in Denver, Olivier & Associates.** He is a former employe of American Television & Communications and supervised construction of Mile Hi Cablevision's technical center in Denver.

was consortium bidding \$1.2 billion—was not true. Roberts said bids were final confirmation of growing belief that company had valued itself "too conservatively." When TeleCable originally went on block, company cited shrinking economies of scale. But Roberts said number of things have happened to change TeleCable's opinion about cable's future. Telco threat does not appear as imminent as first believed, he said, and cable's ability to deploy fiber has moved at quicker pace. Likewise, he said, advantage large MSO's have had in volume discounts, for instance, "is flattening out."

Next-generation cable television satellite picture filled out further last week as 39-million-subscriber basic service **Arts & Entertainment Network agreed to purchase single transponder on Hughes Communications' Galaxy V,** to be launched in 1991 carrying primary feeds of HBO, CNN, TNT and ESPN. Terms of deal were not revealed.

Harrington, Righter & Parsons last week became second rep firm to file suit against Premiere and its sales agent, Group W Television Sales. Suit alleges that Group W undertook to "persuade, solicit and induce" HRP client station KOIN(TV) Portland, Ore., to join station advertising consortium despite being warned in advance by HRP counsel that its contract with CBS affiliate names rep firm as "exclusive national sales representative." HRP asked court to permanently enjoin breaching of its contract and also requested monetary damages of at least \$750,000 plus punitive award. In response, Group W spokesperson said: "We view this as yet another attempt to stifle the legitimate pursuit of a growing and viable business and we will respond, as we have to other such challenges, with every means at our disposal." Unlike earlier Petry suit, HRP suit does not name as defendant NBC, which helped plan the station advertising consortium.

Last week **House Defense Appropriations Subcommittee,** chaired by Representative John Murtha (D-Pa.), **approved \$50 million appropriation in FY 1990 to Defense Advanced Research Projects Agency (DARPA)** to be used for high-definition television research. **Department of Defense** authorization bill for FY '90, expected to be on floor next month, **also earmarks \$50 million for DARPA.** New appropriation would supplement current \$30 million program DARPA has begun to fund private companies developing new video display and processing technologies.

USA Today On TV has new executive producer, Gannett show's third. Following departure of **Tom Kirby** on July 5 to resume his duties as general manager and president of KOCO-TV Oklahoma City, Gannett-owned ABC affiliate, Jack Hurley, who was brought in by Kirby as number two executive at program, assumes Kirby's duties, but retains his executive editor title. Hurley had been in charge of Washington-based Gannett News Service before joining program about two months ago.

Next football "world" champions may be real ones. **International football league** bringing together for first time U.S. teams with counterparts in Europe, Canada and Mexico **was overwhelmingly approved last week by National Football League** team owners and will be fielded no later than spring 1991. Driven by U.S. network interest in spring football and expansion of programming outlets in Europe, organizers of league have already begun domestic rights talks with ABC, NBC, CBS and Fox, and cable services ESPN, Turner Broadcasting, Sportschannel and USA Network. Details on overseas rights talks were not available.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General sales manager wanted. Leading Combo with double-digit shares in beautiful, high growth, Carolina medium market needs leader/motivator/trainer to increase revenue. Excellent opportunity to advance. If you're a creative manager, send us your resume and salary requirements, along with a short presentation explaining your management style, training techniques, problem-solving experience, account-management philosophy, proof of track record, and anything else that will show us your stuff. We could bill \$3 million with your help. EOE. Box H-24. No oversize material.

Memphis, Tennessee radio giant is seeking applications for the position of general manager. Must have extensive experience in sales, promotion and managing successfully. All correspondence held in strict confidence. Please send resume and references to: Box H-38. EOE.

Growing group operator is accepting applications for 100+ Sunbelt markets. Network affiliates. Sales, promotion and experience a strong necessity. Lucrative compensation package. All correspondence held in strict confidence. Send resume and references to: Box H-39. EOE.

Manager for Carolina small market station. Good location. Old operation. Prefer someone willing to invest \$10,000 up and stay put. Can earn up to 50%. Absentee owner needs someone with sales plus operation experience, and interested in ownership. Resume to Box H-44. EOE.

Sales oriented GM: FM small market. Midwest area. Must be take charge person, 3-5 yrs. experience. Ownership possibilities. Profit sharing. Good market potential. Looking for an honest talented leader for our team. Send current resume with salary history. Box H-46. EOE.

Radio management: Public radio WWFM, located on West Windsor campus of Mercer County Community College, seeks traffic and membership manager responsible for tape traffic; computerized daily program log; coordination of satellite traffic; computerized membership record-keeping and financial data. Occasional board operator (non-announcing) and production duties. Computer knowledge necessary. Bachelor's degree strongly preferred; consideration may be given to individual lacking degree but with extensive experience. WWFM is a CPB member station with Classical and Jazz format. Attractive benefits package. Women and minorities encouraged to apply. Send resume and cover letter: Mercer County Community College, Personnel Services Dept. AW, PO Box B, Trenton, NJ 08690. Affirmative Action/Equal Opportunity Employer. MF.

WNLC-AM/WGMX-FM, Norwalk/Stamford, Connecticut. CRB Broadcasting Corporation, owner of nine other stations, expects to purchase these fine stations, subject to FCC approval, in September. The position of general manager is open to candidates with strong radio backgrounds. Minority applicants are encouraged. CRB is an equal employment opportunity employer. Send resumes to Edward Rogoff, President, CRB Broadcasting Corporation, Room 2930, 630 Fifth Ave., New York, NY 10111.

CBSI, a worldwide leader in providing business computer systems to the radio broadcast industry, has committed itself to creating the finest accounting system imagined in the industry. We need a special individual with the accounting credentials and radio background to join in the introduction and on-going support of this new system by (1) providing technical support in our product development and customer service efforts and (2) providing the critical liaison to the corporate users. If you have the background noted above, genuine care for the customer, attention to detail, pride in your work, high ethical values, and want to enjoy the beautiful Oregon coast, send your resume with salary history to Bob Richardson, CBSI, PO Box 67, Reedsport, OR 97467. EOE.

Sales manager: Top 50 market Country FM needs strong leader to train, develop and motivate sales department. Must have proven track record, excellent communication skills, be organized, positive and willing to work hard to win. Rush resume to General Manager, KEBC-FM, 5101 S. Shields, Oklahoma City, OK 73129. EOE.

Expanding broadcast group looking for sales management candidates. You must have street sales experience and be able to lead. Medium deep South markets and more on the way. Send brief resume, salary history, references, and why we should talk to you. Don't waste a stamp if you don't love to sell radio. Forward info ASAP to: Mark Bass, EVP, GMX Communications, 3866 Dickerson Rd., Nashville, TN 37207. EOE. MF.

Morehead State University: WMKY radio station position openings. Morehead State University invites applications for the following positions: MUSIC AND ARTS DIRECTOR: Responsibilities. Develop overall music programming at the station to include supervising all program hosts for locally produced music programs and selecting musical programs for airing upon approval of the program director; keep abreast of events in the regional arts community, local arts organizations and Morehead State University's many different arts-related activities; put together a daily Arts Calendar, host a daily music program and provide review of arts events; and actively participate in fund-raising activities. Qualifications: Bachelor's degree with emphasis in music, communications or related field required; Master's degree preferred. Experience in music programming and appreciation for variety of music forms, particularly Jazz and Folk. Must have pleasant announcing voice. Good writing and interviewing skills highly desirable; production skills valuable. Submit letter of application, resume, references, writing samples and audition tapes. PROMOTION AND DEVELOPMENT DIRECTOR: Responsibilities: Project the image of WMKY through various vehicles such as program guides, newspapers, articles, brochures, flyers and program listings; coordinate fund-raising efforts for the station and also serve as an on-air host in appropriate situations. Qualifications: Bachelor's degree in communications field or related area; Master's preferred. Writing for print and broadcast media and use of camera and audio equipment important. Experience in layout and design and marketing background. Must be well organized and able to make good marketing background. Must be well organized and able to make good public presentations. Submit letter of application, resume, references, and writing samples. NEWS AND PUBLIC AFFAIRS DIRECTOR: Responsibilities: Maintain established news operation with emphasis on regional coverage; produce and anchor daily newscasts and weekly public affairs program; recruit, train and supervise student staff and instill high ethical, journalistic and professional standards in students; and coordinate entire news operation including budget, equipment inventory and daily administrative tasks. Qualifications: Bachelor's degree in communications or related field plus experience as broadcast journalist, preferably in public radio. Must be well organized, possess good writing skills and possess an authoritative on-air sound. Must have demonstrated initiative and thoroughness in newsgathering. For all positions submit letter of application, resume, three letters of reference, writing samples and audio tape no later than August 2, 1989. Submit materials to: Office of Personnel Services, Morehead State University, HM 101, Morehead, KY 40351. MSU is an EEO/AA employer and requires compliance with the Immigration Reform and Control Act of 1986.

General manager/sales manager who is looking for a position with a possible buy-in opportunity. This is a position for a community, sales oriented professional. EOE. PO Box 494, Greencastle, IN 46135.

General manager for our west Michigan FM. Begin your future with us. Community-minded? Sales background? Filled with ideas? Contact: President, Michigan Communications Group, 1415 Hatcher Crescent, Ann Arbor, MI 48103. EOE.

Sales manager for medium market station. You give us dedication, ideas, enthusiasm and sales for special market station, and we will give you experience, leadership and guarantee of between \$20K to \$25K depending on experience, track record and motivation. Much more can be earned on commission. EOE. Women and minorities are encouraged to apply. Box H-71.

General manager. Growing AM northern CA NewsTalk looking for individual with proven record of leadership and hands-on sales. \$45,000 plus cash flow bonus and earned equity potential. Write PO Box 640, West Sacramento, CA 95691. EOE.

HELP WANTED SALES

Need a Super Star! Senior account executive/co-op director who can sell directs and can work agencies in Philadelphia market. Management potential! Respond to Box D-15. EOE.

West Palm Beach, Florida: AE opportunity at a major AM/FM, excellent ratings. You must be experienced and good! Direct and agency. Contact GSM, 407-965-9211. EOE.

HELP WANTED ANNOUNCERS

Chicago area A/C seeks combo announcer/sales. Send resume, tape, billing history. WDND, Box 119, Wilmington, IL 60481. EOE.

Evening personality with good production skills for AC format AM/FM in resort area 100 mi. from NY City. EEO, M/F. Tape and resume to: PD, WVOS-AM-FM, PO Box 150, Liberty, NY 12754.

Announcer interested in working in small market. Congenial working conditions, must have one year experience. Send resume and tape to WTTF, 185 South Washington St., Tiffin, OH 44883. EOE.

HELP WANTED TECHNICAL

Broadcast engineer: Needs RF and studio engineering experience. \$1500/M plus health. Send resumes to K-100 Radio, PO Box 631, Marysville, CA 95901. EOE.

Radio telecommunications technician: F/T, for top-50 Public FM station and campus telecommunications facilities. Responsibilities include maintenance of overall radio station technical operations, transmitter and studio maintenance, insuring FCC compliance, trouble-shoot and maintain other campus audio & video facilities. Assist in planning/development of future telecommunication facilities. Perform other related duties as assigned. A Bachelor's degree in engineering or related area required, or 8 years exp from which comparable knowledge and abilities can be acquired. FCC General Class permit or SBE certification required. Available 24 hours a day, 7 days a week. Great work environment and benefits. Annual salary \$19,240. Send resume/cov. letter by 8/25/89 to Brookdale Community College, Personnel Svcs., Dept TT 7/16, Lincroft, NJ 07738, or apply in person, Personnel Services, 8:30 am - 5 pm, Mon thru Fri. An EEO/AA employer.

Do NOT send tapes or oversized materials to Blind Boxes

HELP WANTED NEWS

News anchor, Florida's news leader seeks an experienced anchor/reporter with contemporary writing and delivery skills, familiar with the south Florida market. State-of-the-art facilities. Minorities encouraged to apply. T & R to: Dorothy McIntyre, WIOD, 1401 N. Bay Causeway, Miami, FL 33141. EOE.

KOSY AM/FM in Texarkana, Arkansas, is now accepting applications for the following positions: Program director, full- and part-time announcers, news director, engineer/announcer combo, copy/production director and sales account executives. Send resume and tape to Personnel Director, Box 2018, Texarkana, AR 75504-2018. Equal opportunity employer.

Medical reporter/producer for daily radio news service from The Johns Hopkins Medical Institutions. Creativity, accuracy, strong on-air skills essential. Science or medical reporting, some management experience desired. Good salary and benefits. Not entry level. Tape, resume, writing samples to Doug Levy, Health NewsFeed, 550 N. Broadway, 11th Floor, Baltimore, MD 21205. EOE.

Editor: WEBR, Buffalo's Public All News station has an immediate opening for an editor. This position is primarily responsible for producing and assembling major daily sections of WEBR's All-News programming. This is a high pressure position that demands leadership abilities, creativity in the news assignment process and strong writing skills. Broadcast news experience, especially with long-format news blocks, is desirable. On-air capabilities are essential. Resumes and tapes to Leon Thomas, News Director, WEBR, 23 North St., Buffalo, NY 14202. No calls please. WEBR is an equal opportunity employer.

Morning anchor wanted w/strong writing and editing skills. You'll love the location, people, & growth potential! Exceptional salary/benefits. T & R to: Operations Manager, WSWG, Box 657, Torrington, CT 06790. EOE.

Experienced newscaster needed for busy Full-service AC. Must possess good writing skills, great delivery, and become community involved. Great station! T & R to Dan Gaffney, PO Box 530, Rehoboth Beach, DE 19971. EOE.

News/sports anchor/reporter/writer, top AM/FM, heavy local coverage, play-by-play, Midwest small market, work hard, learn fast. Box H-70. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director with ideas, growth mentality to position AM News/Talk, soon to be AM/FM combo, in competitive Midwest medium market. College degree, heavy promotion, sales savvy, in touch with times a must. Autonomy. Resumes only. Box H-75. EOE.

TELEVISION

HELP WANTED MANAGEMENT

Operations manager needed by group owned VHF affiliate in 100+ Midwest market. Must have diversity of experience with strong administrative, creative, and people skills. Send resume to Box H-40. EOE.

Business manager: Network affiliate is in search of a bright, energetic hands-on administrator. Responsibilities include all financial functions including supervision of accounting, all computer operations, and preparation and administration of annual budgets. Send complete resume to General Manager, WREX-TV, PO Box 530, Rockford, IL 61105. EOE.

General manager for aggressive, growing network affiliate in the Midwest. Experience in all areas of station management preferred. Group operation. Send resume to Box H-49. EOE, M/F.

Director of production and programming. PTV KNPB seeks individual for new senior management position. Reports directly to general manager. Responsible for programming, production, educational services, community outreach, and program-related promotion. Actively involved in station planning, policy development, and design and construction of new facility. Requires five years management experience and substantive professional accomplishments. Compensation includes full benefits package and competitive salary. Send letter and resume to: Jim Pagliarini, General Manager, KNPB, PO Box 14730, Reno, NV 89507. Position open until filled. EOE.

Sales manager: Midwest Indy has great programming and great numbers. Seeking leadership to develop a great sales team. An excellent opportunity for a seasoned professional. Reply in confidence to Box H-59. EOE.

General sales manager: VHF Fox affiliate sign-on in SE coastal market, searching for highly motivated, hard working individual with emphasis on local sales and sales management. National sales experience helpful. Send resumes only to WFXI-TV8, PO Box 1143, Beaufort, NC 28516. EOE.

National sales manager for network affiliate in top 50 market. Need five years sales experience - two years with rep. Excellent opportunity for growth with major television group. Send reply to Box H-63. EOE.

Manager of corporate relations: Wisconsin Public Television. Represent WPT to the area business communities of Warsaw, Eau Claire, La Crosse, and Park Falls. BA degree required plus excellent verbal and interpersonal skills. Marketing experience desirable. Salary: \$26,000 minimum, plus benefits. Contact Connie Gruen at 608-263-2114 for application. Completed application must be received by August 14. EOE.

VHF Fox affiliate sign-on Fall '89, has openings in all departments. Looking for creative, high-energy people, broadcast experience preferred. We offer chance to be part of a brand new and exciting station in beautiful coastal market. Send resumes/tapes only to WFXI-TV8, PO Box 1143, Beaufort, NC 28516. EOE.

Promotion manager: Southeast ABC affiliate is looking for a creative energetic self starter. Will be responsible for promoting new 2,000 foot tower, call letter change and strengthening our position in the market. Require minimum 1-2 years experience and excellent writing/organizational skills. Send resume to: David Murphy, Operations Manager, WKAB-TV, PO Box 3236, Montgomery, AL 36193. EOE.

HELP WANTED SALES

Television/radio salespersons: Several experienced people sought for major market station sales, broadcasting's oldest (35 years) media-merchandising, sales-promotion and vendor-sales concept, Community Club Awards (CCA). Substantial draw against commission. Full-time travel. Resume/pix. Contact: J.C. Gilmore, PO Box 151, Westport, CT 06881. 203-226-3377. EOE.

Sales management opportunity with Nebraska's leading television station. KOLN/KGIN-TV is looking for a sales manager to manage local advertising sales for KGIN-TV in Grand Island, Nebraska. Position requires previous advertising media sales or sales management experience. Please send resume to: KOLN/KGIN-TV, General Sales Manager, P.O. Box 30350, Lincoln, NE 68503. EOE.

HELP WANTED TECHNICAL

Experienced, hands-on chief engineer needed for Texas market. Must be familiar with Harris transmitter and have previous supervisory experience, good people and communication skills. Please submit resume, references and salary requirements. Box H-32. EOE.

Chief engineer/asst. chief engineer: Fast growing television broadcast group is seeking hands-on chief engineer and assistant chief engineer for top 50 independent station. Previous supervisory experience and excellent personnel and communication skills required. All qualified applicants should send resume and salary requirements to Box H-56. EOE.

Maintenance engineer: Applicant must have minimum of 2 years recent exp in TV broadcasting maintenance. The candidate should be able to repair, to component level, equip. such as VTR's, cameras, switchers, and edit suites. Please contact Ruth Ward, Personnel Director, Trinity Broadcasting Network, 14131 Chambers, Tustin, CA 92680. 714-832-2950. We are an equal opportunity employer.

Chief engineer: Midwest VHF affiliate seeking an individual with strong maintenance background and proven administrative abilities. Applicant should have comprehensive knowledge and experience in all areas of commercial broadcast engineering. Send resume to Don Hicks, KOAM-TV, Box F, Joplin, MO 64802. EOE.

Video control center operator. Los Angeles: IDB Communications Group, Inc., a leading supplier of satellite transmission services, seeks a video control center operator for its Los Angeles facility. Candidates should have 3-5 years experience in satellite operations, or broadcast master control in a medium to major market. The ability to work under pressure and excellent customer service skills are essential. Uplink experience is preferable. Qualified applicants should submit resumes and salary history to: IDB Communications Group, Inc., 10525 W. Washington Blvd., Culver City, CA 90232. Attn: Manager of Video Transmission. No phone calls, please. EOE. M/F.

Assistant chief engineer: Buffalo Independent is seeking qualified help for assistant chief position. UHF, TCR-100 and studio equipment experience helpful. First Class or General license preferred. Send resume to Dennis Majewicz, Chief Engineer, WUTV, 951 Whitehaven Rd., Grand Island, NY 14072. EOE.

Chief engineer: Excellent opportunity to have it done right the first time with VHF Fox affiliate sign-on. Transmitter and video maintenance experience required. Send resumes only to WFXI-TV8, PO Box 1143, Beaufort, NC 28516. EOE.

TV assistant chief engineer is needed by KXAN-TV, Austin, TX. We are looking for an individual with 1-2 years shop supervision, with 3-5 maintenance experience, troubleshooting to component level the likes of TK-47, Chyron 4200, TTU-110, VPR-6, etc. Must be knowledgeable of all facets of TV technology, plus a working knowledge of budgets, and the news/engineering interface. We offer a good starting wage, and a variety of excellent benefits. If you are interested and qualified, let's talk! Send your resume, salary requirements, and references to: George Csahani, KXAN-TV, PO Box 490, Austin, TX 78767. Or E-mail to Compuserve 75706.577, or to MCI Mail 227-8740. EOE.

Maintenance technician wanted for university with new S-VHS television production facility and KU uplink. Opportunity to help develop a unique program. Experience and motivation required. Send resume to Dr. Bill Long, Louisiana Research and Development Center, Northwestern State University, Natchitoches, LA 71497. EOE.

HELP WANTED NEWS

Wanted: Weathercaster for coastal NC station. Minimum two years experience. Ability to deliver with credibility. Apply with tape and resume to Raeford Brown, News Director, WECT-TV, PO Box 4029, Wilmington, NC 28406. EOE.

Executive producer: Major market West Coast affiliate seeks strong leader to bring new ideas and excitement to daily newscasts. We're looking for dynamic, unconventional, non-traditionalist to achieve this. Extensive producing and top newsroom management experience in competitive markets required. Applicants must have proven track record in news and management skills. Send resume and letter outlining news and management philosophy, and description of some of your ideas, to Box H-36. (No tapes). EOE, M/F.

Producer: Market leader in the Southeast looking for a creative producer. Must have a minimum of one year experience and be dedicated to excellence. Send resume to Box H-58. EOE.

WRDW-TV, a CBS affiliate in the Sunbelt is looking for an experienced news co-anchor for our Monday-Friday newscasts. Strong reporting and writing skills are required. College degree and a minimum of three years anchoring experience are required. Send resume to: Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Western Pennsylvania affiliate needs a general assignment reporter with possible weekend anchor duties. Minimum of 2 years experience required with strong reporting, writing and editing capabilities. Minorities encouraged. An equal opportunity employer. Resume to Box H-51.

Jilted sales staff on the rebound would like to meet production director who likes small town life, eating out, golfing, remote broadcasts and making killer commercials. We are considered average looking with brown-red-blond hair and blue-brown-green eyes. We like all kinds of music, but dislike z-rock deejays. We don't smoke, only drink socially, but occasionally turn out copy at 5 pm. Must like clients who do their own ads. Please send recent tape, phone number and resume. Code: J McCullough, WLPO/WAJK, Box 215, LaSalle, IL 61301. (Tapes can be no longer than 5 minutes in length and consist of commercials only. No promos, no air checks. Spec ads encouraged.) EOE.

Associate producer/Classical: WFPK-FM, Louisville, Kentucky. Qualifications: Bachelor's degree in music, communications, or relevant area of assignment. One year of experience with a public radio station. An equivalent combination of training and experience may be substituted. Salary: \$15,033.20 annually. Special requirements: Possession of an FCC, Third Class Radio Telephone Operator's license. Audition tape is to be submitted with application. Desirables: Conversational, upbeat classical music announcer needed. Knowledge of classical music required. Production skills a plus. Send audition tape and resume no later than August 4, 1989, to: City of Louisville, Department of Employee Relations, 609 W Jefferson St., Louisville, KY 40202. Attention: Recruitment Division. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

28 years broadcast experience (jock to GM). Available now as GM/GSM to Southeast radio group. Outstanding track record in top 50 markets. Roger 704-542-3750.

81% increase in billing: Arbitron up 166% 12+. 191% adults 25-54. Did it without promotion money or consultant in a tough top 30 market. Want to GM station that has a budget but needs similar increase. I'll make it happen for you. Box H-45.

Experience: Station manager, sales manager, program director. Seeking: Sales management or programmer position. Expertise: EZ, A/C, Country. J.R. Greeley. 915-944-0209.

Network GSM! After selling for three networks I want to return to selling local radio. Call Don Karnes at Sportsnet/USA. Baltimore: 301-486-7333. Los Angeles: 213-216-6947. Messages: 717-321-9035.

19 year major market GM, success through leadership, sales integrity, promotional instinct, program intuition, business concentration, owner empathy, employee respect and impeccable references including former employer, call Dick, 314-576-1471 for details. Prefer top 50 East US.

SITUATIONS WANTED ANNOUNCERS

African-American, honest kid-at-heart announcer, seeks entry level on Northeast coast. 5 yrs. part-time tunnel radio experience. Norman, 617-298-3437.

Experienced announcer, professional sound, looking to make a move. Call anytime. Bill, 308-534-1211.

Numbers down? Thinking of a format change? Consider Nostalgia-Big Band. Then call Bob Robbins. I can do it all. Programming, marketing, on-air work. Extensive Big Band library. Available August. 313-373-0224.

Operations manager/announcer. 15 yrs. exp. Looking for work in Connecticut. Full and/or parttime. Box H-74.

SITUATIONS WANTED TECHNICAL

CE, with big production voice. Over 10 years hands-on engineering experience. Strong maintenance, repair and installation skills. Seeks CE position with production in a competitive top 100 market. 704-563-8676.

SITUATIONS WANTED NEWS

Jacksonville area: Personality with 6 years experience seeks fulltime on air position. Good production. Skip, 904-874-1165.

I love sports and can convey this to listeners. Sophisticated, exciting PBP and solid anchoring. 5 yrs. exp. Will consider freelancing. Bob, 201-546-5546.

Al Michaels protege seeks college football PBP. Versatile. Extensive experience TV reporter/anchor. Will sell. Mike, 619-272-9558.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Quality production: Fast. John Mack Flanagan, FAX phone 415-992-9070.

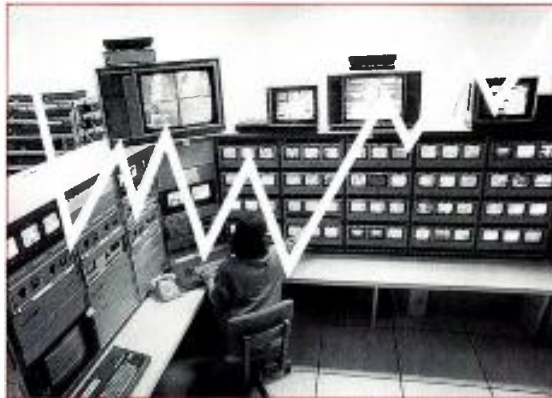
MISCELLANEOUS

Management friendly investors seek satellite programed radio stations. Minority positions considered. Send business plan, success story. Box G-21.

Develop a "major market" voice! Professional secrets revealed \$5. Communication Concepts, 3322 S. Campbell, Suite S-440, Springfield, MO 65807.

**SPECIAL
REPORT**

On August 7, we'll give you the business.



The Business of Brokering:

The business of buying and selling radio stations, TV stations and cable systems is more complex and competitive than ever before. For our August 7th issue, we'll zero in on this specialized industry.

We'll analyze:

- Station trading trends in the final half of 1989 and anticipating yearend 1989. We'll compare the year to 1988.
- Major factors in the field.

And we'll focus on:

- A comprehensive list of brokerage firms and principals.
- Leading cable brokers with consideration of current cable trading.
- The Wall Street factor—who are the players and how have they changed the game.

**Space reservations and copy closing:
July 28**

For details on this Special Report or space reservations in Broadcasting Abroad, Broadcasting Cable and the Broadcasting/Cable Yearbook, call any of the numbers listed below.

New York
(212) 599-2830

Washington, D.C.
(202) 659-2340

Los Angeles
(213) 463-3148

Lewis Edge & Assoc.
(Eastern Equipment)
(609) 683-7900

Schiff & Assoc.
(Western Equipment)
(213) 393-9285

Chicago
(312) 679-1100

Los Angeles
(213) 462-2700

Toronto
(416) 482-6288

Pattis/3M
New York
(212) 953-2121

Hawaii
(808) 545-2700

London
(01) 427-9000

The People Who Can Say "Yes" Read Broadcasting 

Over 115,000 readers every week

Odetics
TCS2000

ON AIR

Enough said.

More than 65 large library management
video cart systems playing direct to air.



Odetics Broadcast

1515 South Manchester Avenue, Anaheim, California 92802-2907 ☎ 800-243-2001 or 714-774-2200

Director of Sales
Bill Keegan
☎ 913-862-2824

Northeast
Jesse Nickels
☎ 608-754-2139

Southeast
Emerson Ray
☎ 813-960-0853

South Central
Ron Phillips
☎ 817-468-1090

West
Chuck Martin
☎ 818-880-4165

Midwest
Bill Boyd
☎ 612-894-2121