

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 15

## OTTERDEIN LIBRARY

# The Big News In Local News.

## ALL NEWS CHANNEL™



While everyone in local television is talking about cable, we've done something about it.

Introducing All News Channel. A news service that lets you make the first move to cable. To give viewers a news alternative. To generate more advertising revenue. And to create a channel that could make you the dominant news force in your market.

All News Channel lets you combine national and international news with your own local news. 24 hours a day. Seven days a week.

And you won't have to wait. Because All News Channel is up and running. Right now. It's scrambled on Satcom 2R, Transponder 7. If you'd like to see it for yourself, just call us at 612/642-4645. And see how your local news can become the biggest news in town.

See us at the NATPE Show, Booth #184.



JAN 16 1990

59th Year 1990

# The biggest ever NATPE

\*\*\*\*\*5-01611 43081  
43081A27-2F0163 JVK DEC/90  
A27-202  
OTTERDEIN COLLEGE  
COURTRIGHT MEM LIBRARY  
MAIN & GROVE ST  
WESTERVILLE OH 43081

THE  
WAKE UP CALL  
YOU CAN'T  
AFFORD  
TO MISS.



Kids' television rockets into the 90s with Wake Rattle & Roll—the all-new, first-run, half-hour strip that makes getting up for school fun and exciting.

It's fresh. It's different. And it's the only program for kids that combines colorful animation with live action.

It's also the first project created

for Hanna-Barbera by its new head David Kirschner, creator and co-executive producer (with Steven Spielberg) of the smash hit animated film "An American Tail," and producer of the hit film "Child's Play."

Wake Rattle & Roll. The wake-up call you can't afford to miss. Coming Fall 1990 from Hanna-Barbera.

*Hanna-Barbera*

P R E S E N T S

**WAKE**

**UP**

**& ROLL**

TM

COMING FALL 1990

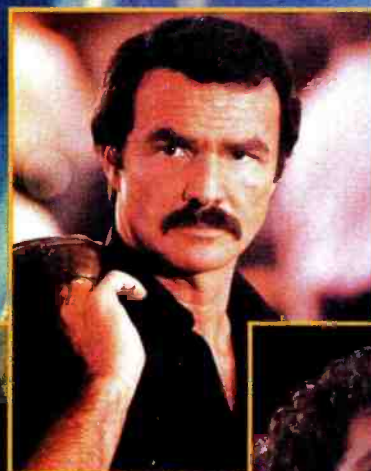
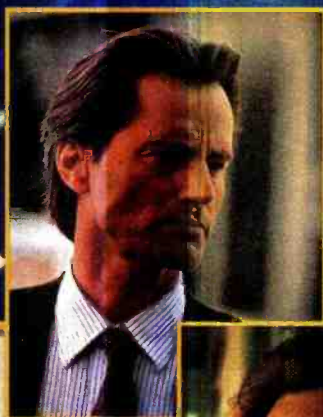


**WORLDVISION**  
A UNIT OF SPELLING ENTERTAINMENT INC.

Advertiser-supported  
programming

*All American Television Presents:*

# *Coming Attractions*



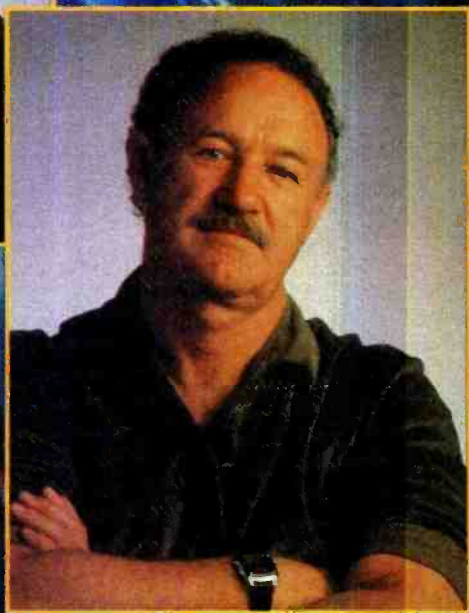
*HEAT • THE LONG WALK HOME • THE WRAITH •  
SPLIT DECISIONS • DEFENSELESS • RUSSKIES • CONFIDENCE  
SOLO • SEPARATE VACATIONS • ETERNAL EVIL*

# Reactions

# 1 16 Major Motion Pictures

FEATURING THE  
SCREEN'S BRIGHTEST  
STARS...

GENE HACKMAN  
BURT REYNOLDS  
BARBARA HERSHEY  
KAREN ALLEN  
WHOOPI GOLDBERG  
CHARLIE SHEEN  
SAM SHEPARD  
MICHAEL YORK  
SISSY SPACEK  
BRYAN BROWN  
RANDY QUAID  
AMY MADIGAN  
ROD STEIGER  
AND MANY MORE!



NOWHERE TO HIDE • THE GATE  
SWORD OF GIDEON • A STRANGER WAITS  
THE RED FURY • CAPTIVE



ALL AMERICAN  
TELEVISION

(212) 818-1200

## NATPE, New Orleans style...

Financial interest and syndication rules will be hot topic at annual programing convention **PAGE 51**.

Barter is a booming, billion dollar business. **PAGE 51**. Record crowds to gather for business and pleasure of show, with games, talk and reality seeing much of action as contenders jockey for slots on station schedules. **PAGE 62**. Agenda begins on page **PAGE 66** and updated exhibitor listing on page **67**.



**First step...**FCC makes first move toward reregulating cable. **PAGE 55**

**Hurdle cleared in high court...**Supreme Court decides not to review lower court ruling upholding FCC's scuttling of fairness doctrine." **PAGE 56**

### 53/ **KIDS BLOCK BALKERS**

Two stations express displeasure with Buena Vista's package deal for kids afternoon block.

### 54/ **TARTIKOFF TALKS**

Counterprogramming mini-series and movies against baseball on CBS in fall is among programing strategies outlined by NBC Entertainment chief at critics tour.

### 58/ **PREFERRED TREATMENT**

Judge rules in 'Preferred' case that city's refusal to let more than one system on poles was unconstitutional.

### 94/ **MEET THE PRESS**

ABC programing chiefs

Robert Iger and Michael Brockman outline network's scheduling plans for TV critics in Los Angeles.

### 98/ **CBS SHIFTS**

Executive VP, prime time programs, Barbara Corday, resigns in move anticipated since arrival of Jeff Sagansky. 'Teddy Z' is bumped from schedule.

### 100/ **WORKING IT OUT**

Following brouhaha at INTV convention last week, distributors and association representatives will meet March 9 to clear air.

### 110/ **REPPING THE 90's**

"Megarep" chiefs Ken Swetz of Katz and Ralph Guild

of Interep Radio Store, companies that between them control an estimated 90% of radio business, talk with BROADCASTING about their companies' strategies for selling in the 1990's.

### 114/ **SALES PITCH**

RAB managing sales conference in Dallas features speakers, panels and help sessions for radio salespeople.



RADIO'S SALES MEETING

### 115/ **MINORITY INTEREST**

In what could prove landmark civil rights decisions, Supreme Court will hear cases dealing with FCC minority ownership preferences.

### 116/ **STRONG SURVIVE**

NTIA casts its net for ideas on how to strengthen U.S.'s competitive position in telecommunications future.

### 117/ **PHONE FLAP**

NAB, INTV, in filings with Justice Department, oppose Pactel purchase of Chicago cable system.

### 119/ **TAKING STOCK**

MGM/UA tells shareholders that company is for sale, but still committed to strong production slate, to tune of \$170-185 million.

### 120/ **ON BOARD**

Cable and telco competition and programing code will be among top of mind topics at National Association of

Broadcasters board meeting in Palm Springs.

### 121/ **CABLE MEETS CONGRESS**

NCTA flew some 20 members of Congress to Los Angeles last week for ACE awards and more.

### 122/ **DOWN, NOT OUT**

Microband bankruptcy does little to dampen enthusiasm of wireless cable operators for health and future of their business.

### 143/ **RIDING HIGH**

Outgoing NATPE Chairman Lon Lee combines love of his Western past with desire to help direct association toward more productive future.

## DEPARTMENTS

Advertisers Index .....	142
Business.....	118
By the Numbers .....	18
Changing Hands .....	117
Closed Circuit .....	10
Datebook .....	34
Editorials .....	146
Fates & Fortunes .....	139
Fifth Estater.....	143
For the Record .....	124
In Brief .....	144
Journalism .....	106
Law & Regulation.....	115
Masthead.....	44
The Media .....	120
Monday Memo.....	50
On Radio.....	110
Programming .....	94
Syndication Marketplace .....	102
Where Things Stand .....	36

*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* \$9.95. 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.

**Believe it or not,  
this year's  
Most Valuable Player  
spent the entire  
season on  
the bench.**

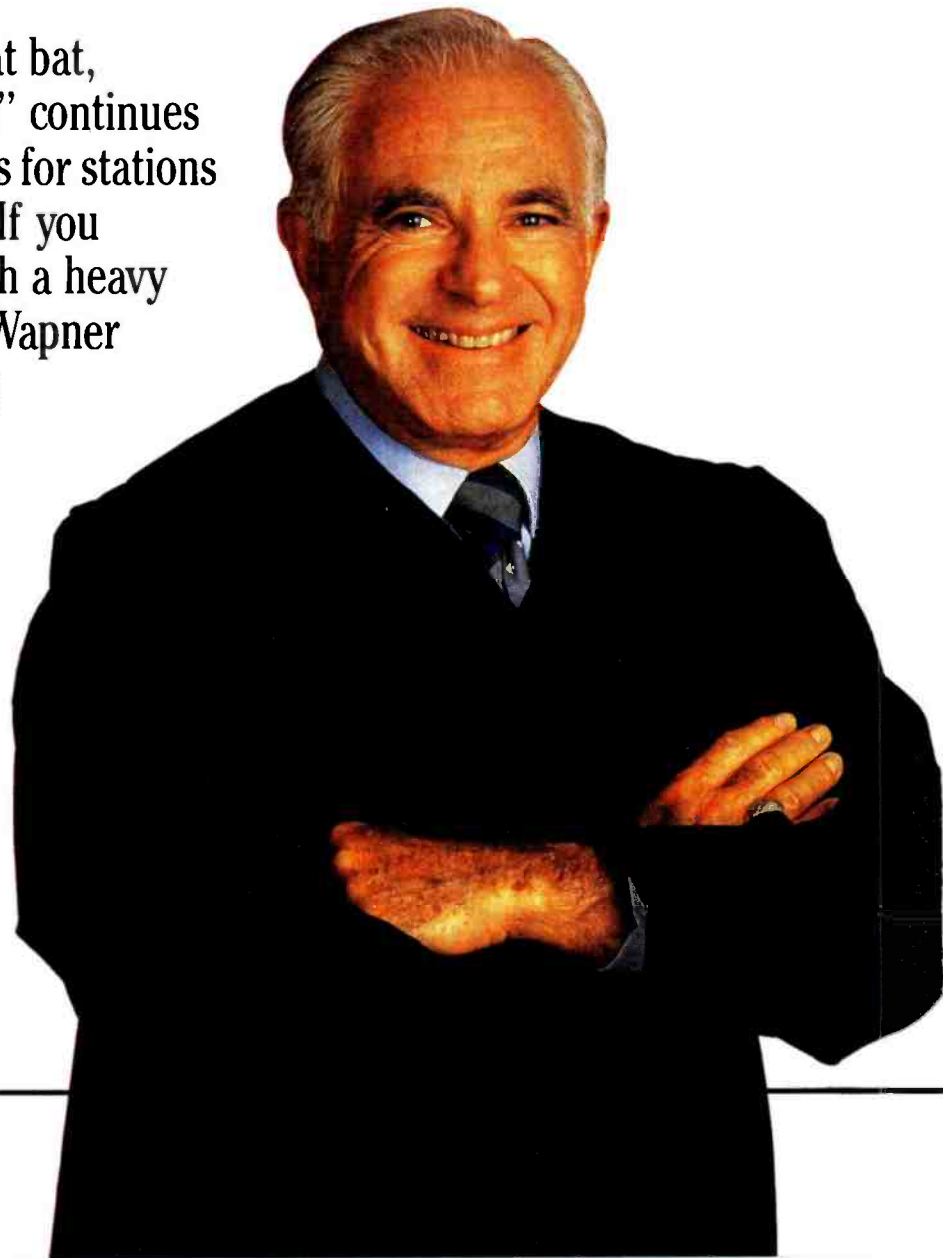
---

# THE PEOPLE

---

## STILL A POWER HITTER ON S

In its ninth season at bat, "The People's Court" continues to score big increases for stations across the country. If you want to team up with a heavy hitter, make Judge Wapner part of your starting line-up for '90. He has a batting average you can depend on.





# E'S COURT

## TATIONS ACROSS AMERICA!

CITY	STATION	TIME	NOV. '88 PROGRAM	NOV. '88 HH SHARE	COURT'S NOV. '89 SH	% INCREASE
San Francisco	KPIX	3:00PM	The Judge	10	12	+ 20%
Boston	WBZ	5:00PM*	COURT	21	22	+ 5%
Washington	WRC	9:00AM*	Group One	11	16	+ 45%
Cleveland	WKYC	4:30PM*	The Judge	11	14	+ 27%
Houston	KPRC	3:00PM*	COURT	17	18	+ 6%
Seattle	KOMO	12:00MM	Hollywood Squares	10	17	+ 70%
Sacramento	KOVR	4:30PM*	Current Affair	14	19	+ 36%
Kansas City	KCTV	4:00PM	Wipeout	8	19	+ 138%
Raleigh	WTVD	5:00PM*	COURT	27	32	+ 19%
Columbus	WBNS	4:00PM	Family Feud	12	17	+ 42%
Grand Rapids	WOTV	9:00AM	Magnum	10	16	+ 60%
Oklahoma City	KOCO	12:30PM	Ryan's Hope	15	22	+ 47%
Harrisburg	WHTM	5:30PM	MASH	12	15	+ 25%
Dayton	WHIO	5:00PM	MASH	21	23	+ 10%
Rochester	WOKR	5:30PM	COURT	23	30	+ 30%
Des Moines	KCCI	4:00PM	COURT	20	24	+ 20%
Portland	WMTW	5:30PM*	COURT	21	22	+ 5%
Tucson	KGUN	4:00PM	COURT	18	19	+ 6%
Ft. Myers	WINK	4:00PM	Group One	6	22	+ 267%
Charleston	WCSC	9:30AM	Andy Griffith	21	25	+ 19%
Monroe	KTVE	9:00AM	Geraldo	20	23	+ 15%
Duluth	WDIO	5:00PM	USA Today	10	26	+ 160%
Sioux City	KCAU	11:30PM	Sweethearts	7	15	+ 114%
Chico	KRCR	5:00PM	COURT	15	17	+ 13%
Medford	KOBI	4:30PM	COURT	16	29	+ 81%
Billings	KTVQ	4:00PM	COURT	36	43	+ 19%
Gainsville	WCJB	5:00PM	Win, Lose, Draw	26	28	+ 8%
Panama City	WMBB	5:00PM	Win, Lose, Draw	13	19	+ 46%
Harrisonburg	WHSV	5:30PM	COURT	42	47	+ 12%

An Edwards/Billett Production



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION

Source: NSI Marketron, \*ARB Marketron as dated

## NEW ORLEANS

### Cable contingent

Five cable programmers, two more than last year, have registered as official exhibitors at this week's NATPE convention, reflecting cable community's increasing interest in syndication product (see page 68). Companies are CNN, MTV, Home Shopping Network, ESPN and News Travel Network. Other cable services attending conference, in search of programming fare, include USA Network, Discovery Channel, Lifetime, Family Channel, TBS Superstation and Arts & Entertainment Network.

### BatmoNATPE

Chances seem to be getting better that Warner Brothers will announce new series based on theatrical "Batman," or new movie package with Michael Keaton hit as centerpiece, even as early as this week at NATPE. Dick Robertson, president, Warner Brothers Domestic Television Distribution, was seen sporting hat emblazoned with "Batman" logo during INTV convention two weeks ago ("Closed Circuit," Jan. 8). Now, Warner Brothers will have Batmobile at NATPE in place of outlawed munchies to lure station executives into company's booth. Company officials have remained mum as to what plans are in works for top-grossing film of year (\$250 million).

### Dotted lines

FBC affiliates last week received first draft of Kid's Network contracts, which they will be asked to sign shortly. Final language contained in contract, committing affiliates to new children's program cooperative, will be approved by FBC affiliate board at meeting at NATPE this week. Co-op will launch in fall with half-hour afternoon cartoon, *Peter Pan*, and three-hour Saturday morning block. Kids Network contract would be renewable every two years, like general FBC affiliate agreement. However, profits from co-op would be distributed based



### Whatever happened to: Bob Bennett

He's alive and well and living in Los Angeles, as this picture—taken at the Century Plaza—testifies. Bennett, one of the nation's leading broadcasters at wcvb-TV Boston (before it was sold by Metromedia to Hearst for \$450 million) is now involved in Intertel Communications Inc., which specializes in 900 number telephone operations, and Bennett Productions, run by his son, Casey. That company has a pro skiing show, a *Wide World of Kids* special/pilot and has recently purchased a film-TV library (plus home video rights) from New World. Bennett plans to produce up to 10 theatrical and made-for-TV movies each year.

on share of viewer delivery from each participating station.

## NEW YORK

### Mismatch

LBS has pulled its half-hour late night strip for lovelorn, *TV Personals*, from syndication market. Sources said decision was made after it became apparent show would probably not get picked up in New York, key market for any barter show. However, LBS may place show with basic cable network. Source said Lifetime has expressed some interest in show.

### Virtue is its own reward

Geraldo Rivera's efforts to clean up his act (BROADCASTING, Jan. 8) are apparently paying dividends to Tribune Entertainment talk strip *Geraldo*, as two major retailers have lined up for national barter advertising time. Tribune Entertainment spokesman says one major retailer, K mart, previously had stayed away from buying spot time "on any of the talk shows," but has now signed up for time on *Geraldo*. Another "coming in the fold is a major midwestern food chain," as early as

February, but spokesman would not confirm or deny if it is McDonalds. He said that certain advertisers have maintained hit list on shows including *Oprah*, *Donahue*, *60 Minutes*, *thirtysomething* and *L.A. Law* over controversial content.

### Shadow of his former self

Steve Friedman, former executive producer of GTG's *USA Today: The Television Show*, and before that, executive producer of NBC's *The Today Show*, is one of several candidates being mentioned to take over responsibilities of *The Today Show*. Although Friedman would not deny he is not a candidate, he did say, "I haven't sought the job, and no job's been offered." If and when Friedman does return to industry—his severance package from GTG was lucrative enough to allow him plenty of time to look—he will be only part of man he was when he left. To date, Friedman says he's lost 64 pounds, and intends to lose at least another 13. "When I get down to 185 in March, I'll start talking seriously [about getting another job]. However, if someone came to me with a job I couldn't refuse, I probably wouldn't refuse," he said. Other candidates being considered for senior executive position at *The Today Show* are current executive producer Marty Ryan and KNBC-TV Los

## Interregnum

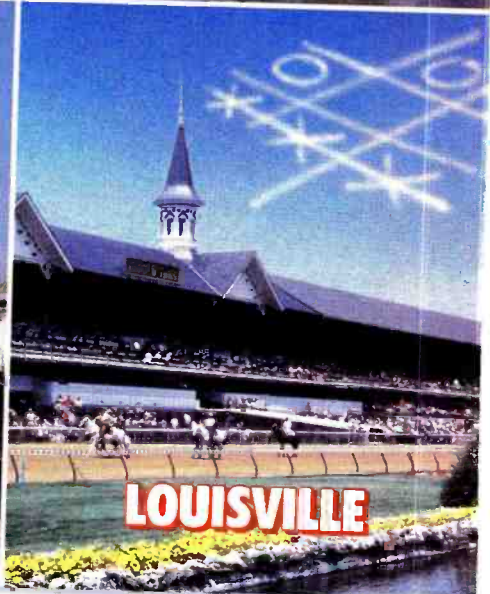
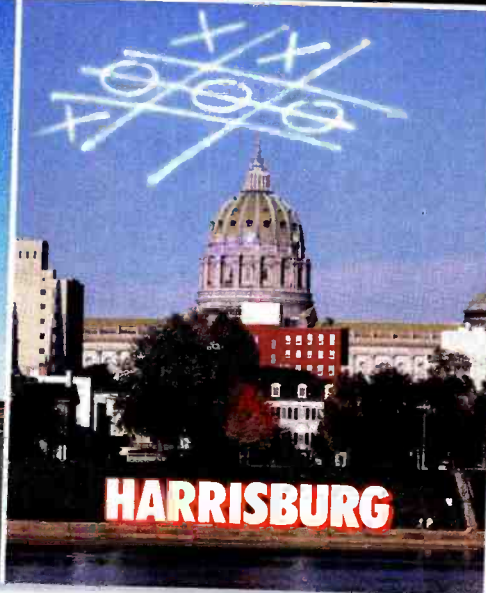
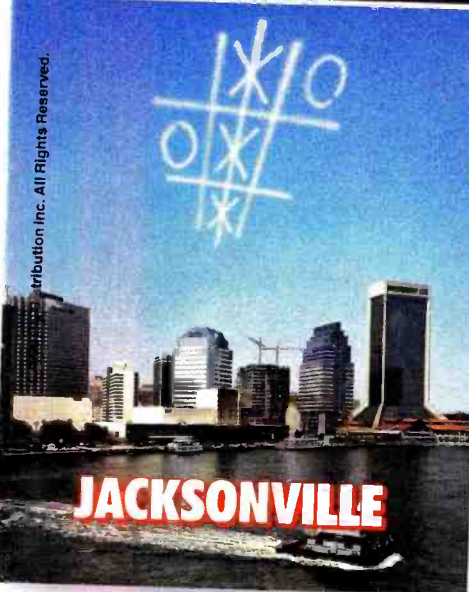
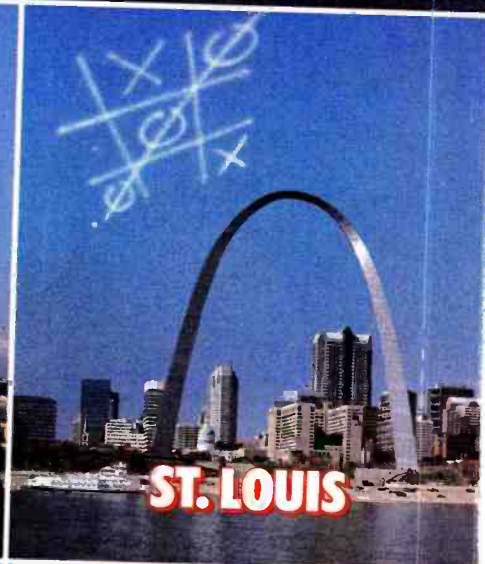
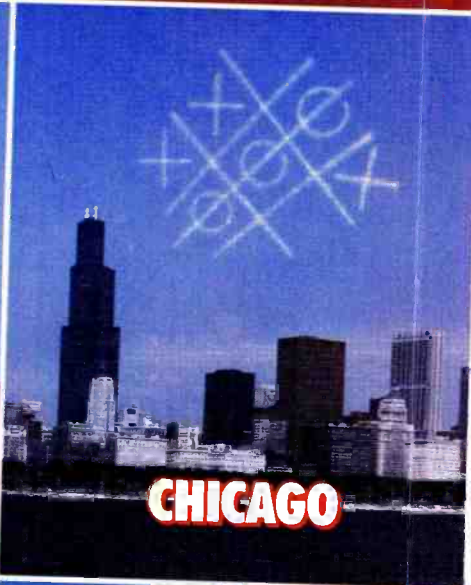
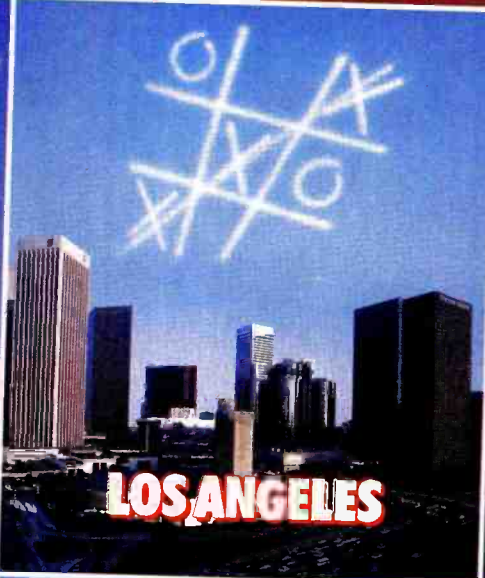
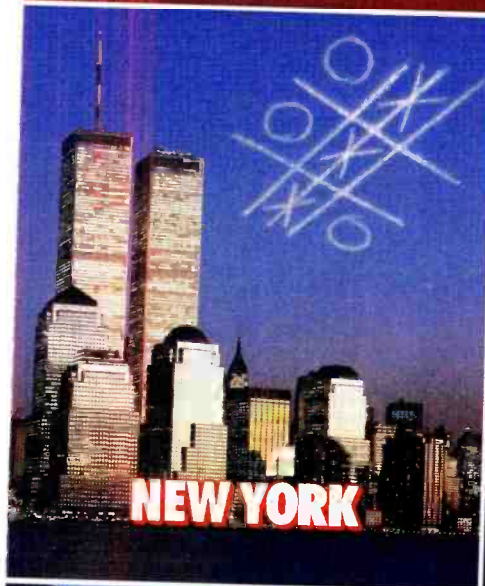
*Remember Ervin S. Duggan? Shortly before Congress recessed in November, White House announced President Bush would nominate him as FCC commissioner. Then, after flurry of publicity, he seemed to disappear back into obscurity from which White House announcement had called him. Well, he is back at his communications consulting business in Washington and, reportedly, preparing himself for new career as member of FCC. That, sources say, involves not only formal study of documents—conventional "reading in" every prospective nominee goes through in advance of Senate confirmation hearing—but he is also, reportedly, taking calls from and even having lunch with members of communications industry who have problems and want to tell Duggan about them. He does not make any promises; in fact, he makes it clear he simply wants—as he has told friends—"to absorb like a sponge everything I can."*

*It is not only members of communications industry with axe to grind or problem to air who have been contacting Duggan. Word is that he has been receiving resumes in mail from those looking for job as assistant to man who is slated to fill last vacancy on five-member commission.*

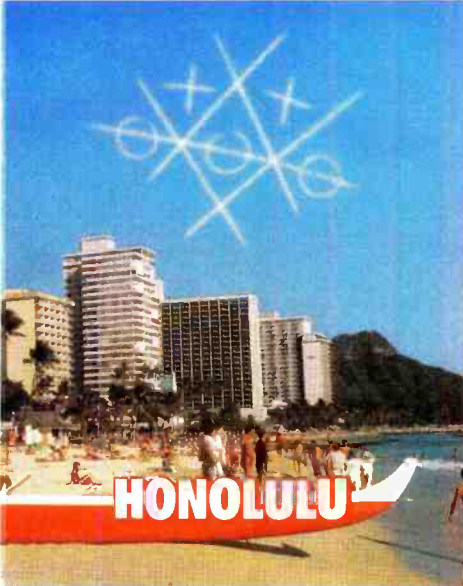
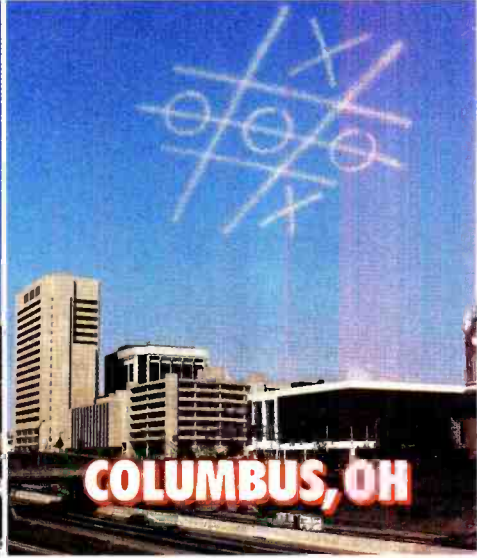
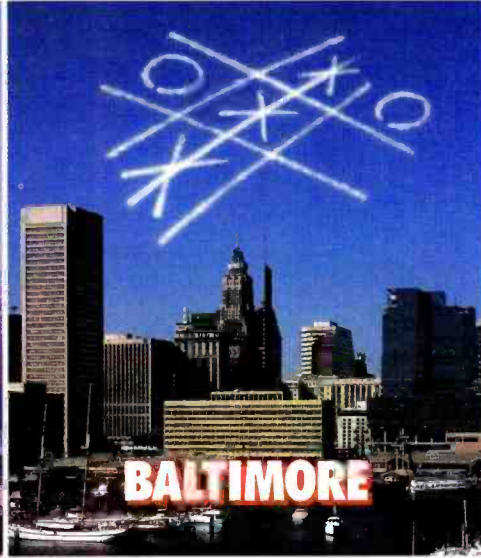
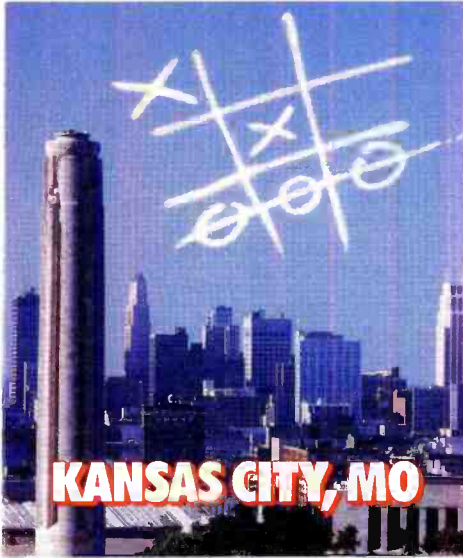
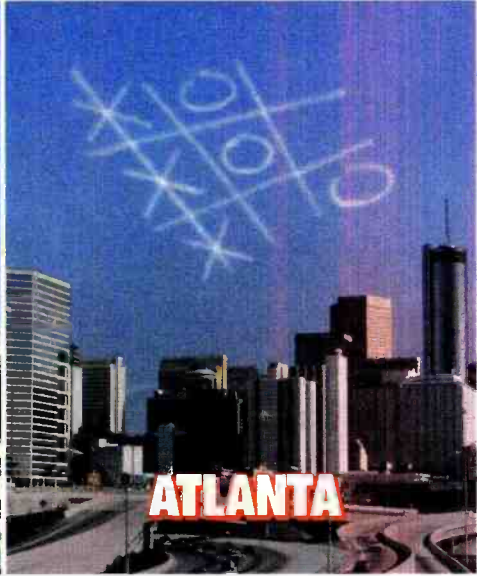
**WE'RE FLYING HIGH  
AT NATPE!**



# TIC TAC IS FLYING HIGH



# IN THESE MARKETS!



**t i c**  
**t a c**  
*dough*

**BARRY & ENRIGHT**  
PRODUCTIONS

**ITC**  
Domestic Television

**ITC**  
Domestic Television

INTRODUCES

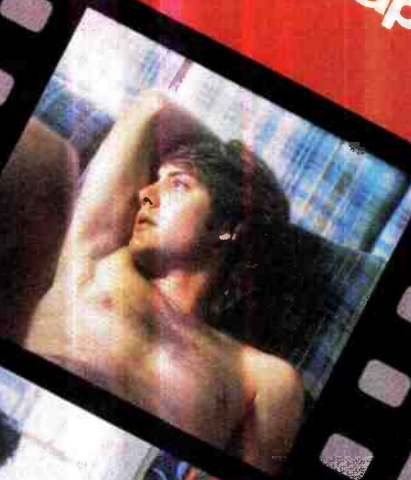
**VOLUME  
IX**

STARRING

Ellen Barkin  
Michael Caine  
Kevin Costner  
Robert DeNiro  
Farrah Fawcett  
Sally Field  
Morgan Freeman  
Ben Kingsley  
Geraldine Page  
John Ritter  
Patrick Swayze  
Jon Voight

WITHOUT  
A CLUE

sex, lies,  
and  
videotape



STEPFATHER  
II

 **ITC**  
Domestic Television

**MEET  
ME  
AT THE  
PLANE!**



**ITC**

**WE'RE FLYING  
HIGH AT NATPE!**



Angeles news director Tom Capra.

## PALM SPRINGS

### Lonely at the top

Competition for seats on National Association of Broadcasters executive committee is sparse. On radio side, current vice chairman, David Hicks of WKFR(AM)-WKMI(FM) Kalamazoo, Mich., is running unopposed for chairman. Richard Novik, WKIP(AM) Poughkeepsie, N.Y., is seeking vice chairmanship with no apparent opposition. It seems television is even having trouble finding directors interested in post. No candidates have yet to surface.

### Nonproblem

Potential flare-up on Capitol Hill over efforts to ban or restrict beer and wine ads is source of concern for National Association of Broadcasters. But quick survey among Hill staff indicates that while issue may bubble up, any real danger of congressional action is highly

unlikely. Such key communications policymakers as House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have shown no desire to regulate in that area. Furthermore, Congress is working on tight schedule (it is election year) and issue so controversial as beer and wine advertising is not considered easy to move.

## HOLLYWOOD

### In suspense

Tribune Entertainment is pitching new game show strip, *The Puzzle Game*, as "likely" daytime network strip on CBS, but syndicator has yet to receive word from network whether show will actually get daytime exposure in midseason or fall 1990. David Sifford, senior vice president, sales, Tribune Entertainment, said show is just now being pitched to stations and reps, but was unable to indicate if any major clearances had been locked down or if Tribune would place *Puzzle Game* on

any of its O&O stations.

### Not yet

Despite apparently robust test run for proposed daytime talk strip *Private Affairs* (BROADCASTING, Dec. 25, 1989), distributor Multimedia Entertainment is delaying expected fall 1990 rollout of Cindi Rinehart-hosted vehicle. Bruce Johansen, vice president, West Coast regional sales and program development, Multimedia, said *Private Affairs* won't go public at NATPE convention in New Orleans because "quantitative research" (done in Sacramento, where it aired on KCRA-TV) is "far" from complete.

## TULSA

### Taking a hit from syndex

United Video has tallied early damage report on syndex. With caveat that some operators are still taking wait and see attitude on whether more blackouts, and thus more station drops, will occur, common carrier said it

has lost about 45% of base of KTVT(TV) Dallas, dropping 350,000 subscribers from base of 800,000. And it has lost 20%, or 300,000 subscribers, from 1.4 million base for WPXI(TV) New York. Meanwhile, it has gained over one million homes for WGN-TV Chicago. But because of programing and administrative costs of syndex, company estimates it may be several years before it fully recovers, despite WGN-TV subscriber increases.

## BARCELONA

### Cash or carry

Report that Japanese television rights to 1992 summer Olympics were sold at substantial discount to those paid by NBC (see page 53) will no doubt continue debate over whether U.S. bears more than fair share. Disparity between just-announced \$62.5 million versus \$401 million NBC will pay is hard to ignore but at least some of difference is eliminated by rarely reported fact that Japanese will pay money upfront, while NBC payment schedule is less immediate. Using 10% discount rate value of Japanese rights, if calculated at times games actually run, it's close to \$80 million, or almost 30% higher than current payment. Upfront requirement also applies to Canadians who recently agreed to \$12 million sum for rights to 1992 games.

## BERLIN

### Eyes on Berlin

European and U.S. broadcasters are now discussing details for setting up joint TV news production center and satellite relay facility in Berlin. Professional Video Service Corp. (PVS), seven-year-old company which currently offers similar service out of its Washington headquarters, is in planning stages of setting up facility in Germany in cooperation with NBC and BBC. According to PVS President Bob Grevenberg, Berlin center could be opened within next few months.



### Growing skeptical in the White House press room

White House correspondents participated last Tuesday in an unusual Donahue session—a roundtable discussion, with no audience, taped in the BizNet Studios of the U.S. Chamber of Commerce, Washington. One consensus that emerged—dealing with the press corps' relations with President Bush—was that the President may be headed for a credibility problem. UPI's Helen Thomas said Bush appears to have a passion for the kind of secrecy that "boomeranged" on Presidents Lyndon Johnson and Richard Nixon. And ABC News's Brit Hume noted that Secretary of State James Baker III admitted he had "mised" the press corps concerning administration meetings with the Chinese government since the June massacre—contrasted with a clip of Bush saying, "I don't think Jim Baker would ever deliberately mislead anyone." L to r: Hume; John Cochran, NBC News; Phil Donahue; Charles Bierbauer, CNN; Mark Shields, Washington Post. Seated: Thomas and Lesley Stahl, CBS News.

# BY THE NUMBERS 1

**A**BC's *Roseanne*, pictured, fell to third place during Week 16 in the continuing battle for the top slot against NBC's *Cosby Show*. NBC's *Cheers* tied for first for the week with *Cosby* with both programs posting a 24.2 rating. *Roseanne* had a 23.9 rating and a 34 share. According to Nielsen season-to-date figures, *Roseanne* still holds the number-one position with a 24.1/36, while *Cosby* claims a 23.7/39. That four-tenths of a rating point advantage is much slimmer than the margin of a full-point or better enjoyed by



ABC's top show earlier this season.

At Week Six, *Roseanne* was 1.5 rating points ahead of *Cosby* in season-to-date rankings, 26.1/40 versus 24.6/41 for *Cosby*. At Week 11, the *Roseanne* advantage had dropped to under one point, 25.2/38 versus *Cosby's* 24.5/41. Viewing levels drop during this part of the season, bringing season averages down as well, and should peak around Week 20 or Week 22.

According to Nielsen figures, at Week 30 of last

"By the Numbers" continues on page 27

## RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	▲	24.2/37	N	<i>Cosby Show</i>
1	▲	24.2/36	N	<i>Cheers</i>
3	▲	23.9/34	A	<i>Roseanne</i>
4	▼	22.7/37	N	<i>Golden Girls</i>
5		22.2/36	C	<i>60 Minutes</i>
6	▲	21.6/32	N	<i>Different World</i>
7	▲	21.3/32	C	<i>Murder, She Wrote</i>
8	▼	20.9/35	N	<i>Empty Nest</i>
8	▲	20.9/30	A	<i>Wonder Years</i>
10	▲	20.7/31	C	<i>Designing Women</i>
11	▼	20.5/31	N	<i>Dear John</i>
12	▼	18.5/27	N	<i>Matlock</i>
12		18.5/29	N	<i>Orange Bowl Game</i>
12	▼	18.5/28	N	<i>Unsolved Mysteries</i>
15	▼	18.4/31	N	<i>L.A. Law</i>
16	▼	18.3/27	A	<i>Who's the Boss?</i>
17	▲	18.2/26	C	<i>Murphy Brown</i>
18	▼	17.9/26	N	<i>In the Heat of the Night</i>
19	▲	17.7/26	A	<i>Coach</i>
20	▼	17.1/27	C	<i>CBS Sunday Movie</i>
21		16.7/30	N	<i>Hunter</i>
22	▼	16.4/27	N	<i>Amen</i>
22	▼	16.4/28	A	<i>Growing Pains</i>
22	▼	16.4/28	A	<i>Full House</i>
22	▲	16.4/28	C	<i>Newhart</i>
26	▲	16.0/24	C	<i>Major Dad</i>
27	▼	15.8/24	A	<i>Head of the Class</i>
28		15.6/23	A	<i>Doogie Howser, M.D.</i>

Rank/rating □ Network □ Show

29	▼	15.0/22	N	<i>Night Court</i>
30	▲	14.9/26	N	<i>Midnight Caller</i>
31	▲	14.7/21	C	<i>Doctor, Doctor</i>
32	▼	14.6/25	A	<i>Perfect Strangers</i>
33	▼	14.4/25	A	<i>Family Matters</i>
33	▲	14.4/22	N	<i>NBC Sunday Movie</i>
33	▼	14.4/26	A	<i>20/20</i>
36		14.3/24	C	<i>Knots Landing</i>
37	▼	14.2/23	C	<i>Jake and the Fatman</i>
37	▲	14.2/24	N	<i>227</i>
39	▲	13.4/21	A	<i>ABC Sunday Movie</i>
40		13.1/22	C	<i>Dallas</i>
41	▼	12.8/22	A	<i>Just the Ten of Us</i>
42		12.5/24	C	<i>Candid Camera: Funny Mon.</i>
42	▲	12.5/18	F	<i>Married...With Children</i>
44	▼	12.4/19	C	<i>Rescue: 911</i>
45	■	12.3/19	A	<i>Father Dowling Mysteries</i>
46		12.0/18	N	<i>Sister Kate</i>
47	▲	11.3/19	A	<i>China Beach</i>
48	▲	11.1/17	F	<i>America's Most Wanted</i>
48	▼	11.1/17	C	<i>48 Hours</i>
48		11.1/17	A	<i>Young Riders</i>
51		10.8/20	C	<i>Falcon Crest</i>
52		10.6/18	N	<i>Baywatch</i>
52		10.6/18	N	<i>True Blue</i>

## Week 16 □ Jan. 1-Jan. 7

Rank/rating □ Network □ Show

54	▲	10.5/16	C	<i>Island Son</i>
54	▲	10.5/18	C	<i>Paradise</i>
54		10.5/18	N	<i>Quantum Leap</i>
57	■	10.2/18	C	<i>Max Monroe</i>
58	▼	10.1/16	C	<i>CBS Tuesday Movie</i>
58	▼	10.1/19	N	<i>Mancuso, FBI</i>
60		9.5/15	N	<i>Brand New Life</i>
60		9.5/16	A	<i>thirtysomething</i>
62	▼	9.4/14	N	<i>Ann Jillian</i>
63	▼	9.2/14	C	<i>Beauty and the Beast</i>
64	▼	9.1/16	A	<i>ABC Mystery Movie</i>
64	▲	9.1/13	F	<i>Totally Hidden Video</i>
66	▼	8.7/15	A	<i>PrimeTime Live</i>
67	▼	8.5/15	C	<i>Sat. Night with Connie Chung</i>
68	▲	8.4/13	A	<i>Free Spirit</i>
69	▲	8.2/12	F	<i>Open House</i>
70	▲	8.0/13	A	<i>Life Goes On</i>
71	▲	7.6/13	C	<i>Tour of Duty</i>
72	▼	7.5/13	F	<i>Cops</i>
73		7.4/12	A	<i>Sugar Bowl</i>
74	■	7.3/12	A	<i>Mission: Impossible</i>
75		6.0/10	F	<i>Totally Hidden Video, Sat.</i>
76	▲	5.9/9	F	<i>Tracey Ullman Show</i>
77	▲	5.8/9	F	<i>21 Jump Street</i>
78	▲	5.3/8	F	<i>Booker</i>
79	▼	5.1/7	F	<i>Alien Nation</i>
80	▼	4.7/8	F	<i>Reporters</i>
81	▲	4.1/7	F	<i>Garry Shandling's Show</i>

Guide to symbols



—Down from last week



—Up from last week

Source: Nielsen and Broadcasting's own research.



—Premiere broadcast

## FREEZE FRAMES: Current network standings as of Week 16, Jan 1-Jan 7

Network averages		Demographic ratings			Season to date ratings		
Prime time	Evening news	Viewers 2+	ABC	CBS	NBC	1989-90	1988-89
NBC: 15.8/25.2	CBS: 12.0/21	8.1	8.3	10.4	NBC: 14.8/25	NBC: 15.8/26	
CBS: 13.4/21.6	ABC: 11.9/21	Women 18-49	8.7	8.6	10.3	ABC: 12.9/22	ABC: 13.0/21
ABC: 12.1/19.3	NBC: 11.0/20	Men 18-49	7.8	6.2	9.6	CBS: 12.2/20	CBS: 12.2/20



NEXT.



*PERSONO*  
**PERSONO**

FALL

*Qualities*  
**QUALITIES**

1990

**TWENTIETH  
TELEVISION  
CORPORATION**  
TM

©1990 TWENTIETH CENTURY FOX FILM CORPORATION. ALL RIGHTS RESERVED.

# HIT AFTER HIT, YEAR AFTER YEAR...

Stations have come to depend on Al Masini and TPE whose track record includes the most successful long-running first-run programs in syndication history! All highly-focused, all concept-driven!



NOW  
IN ITS  
**9<sup>TH</sup>**  
SEASON

—AND STILL RANKED  
AMONG THE TOP  
FIVE STRIPS!†\*



NOW  
IN ITS  
**7<sup>TH</sup>**  
SEASON

RANKED #3  
AMONG WEEKLY  
SHOWS!\*



NOW  
IN ITS  
**7<sup>TH</sup>**  
SEASON

—A TRUE  
HOUSEHOLD  
PHRASE!



NOW  
IN ITS  
**4<sup>TH</sup>**  
SEASON

—GROWING STRONG  
WITH ITS BEST  
LINEUP EVER!

†CREATED BY AL MASINI. PRODUCED BY PARAMOUNT.  
\*ACN-NSS season-to-date through May 1989

**SEE US AT BOOTH 1063**

# ...AND NOW THE HIT SHOW FOR FALL '90!

The most exciting reality show in years! Live daily—52 weeks a year plus a weekend hour that previews the upcoming week's attractions!



**JOIN WNBC-TV NEW YORK, KABC-TV LOS ANGELES AND OTHER  
OUTSTANDING STATIONS FROM MAJOR GROUPS INCLUDING...**

NBC O&O's ■ COX  
GREAT AMERICAN  
TIMES-MIRROR ■ BELO

**...THAT HAVE BOUGHT PREVIEW—the best of the new!**

- An impressive, fast growing list:  
30 stations covering 42% of the U.S. in only 6 weeks of selling!
- Already in 7 of the top 10 markets, and 13 of the top 20!

**MOVE NOW FOR A PROGRAM FRANCHISE THAT CAN LAST FOREVER!**

**— AT NATPE!**

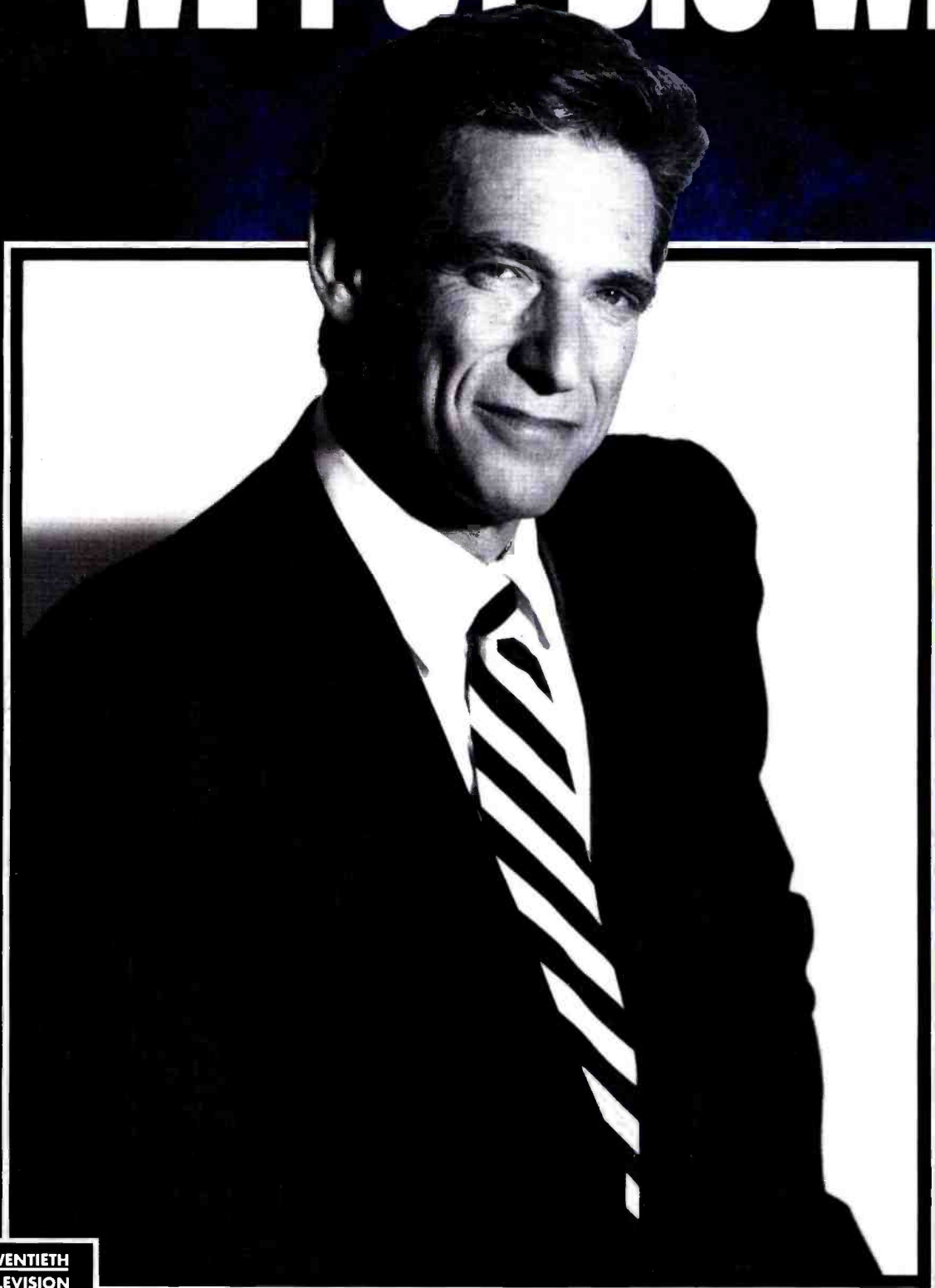
TELEVISION PROGRAM ENTERPRISES

**TPE**<sup>®</sup>

A DIVISION OF TELEREP, INC.

**TELEVISION PROGRAM ENTERPRISES**  
A Division of TeleRep, Inc.  
875 Third Avenue, New York, NY 10022  
Tel.: 212-750-9190

# WE PUT BIG WHE



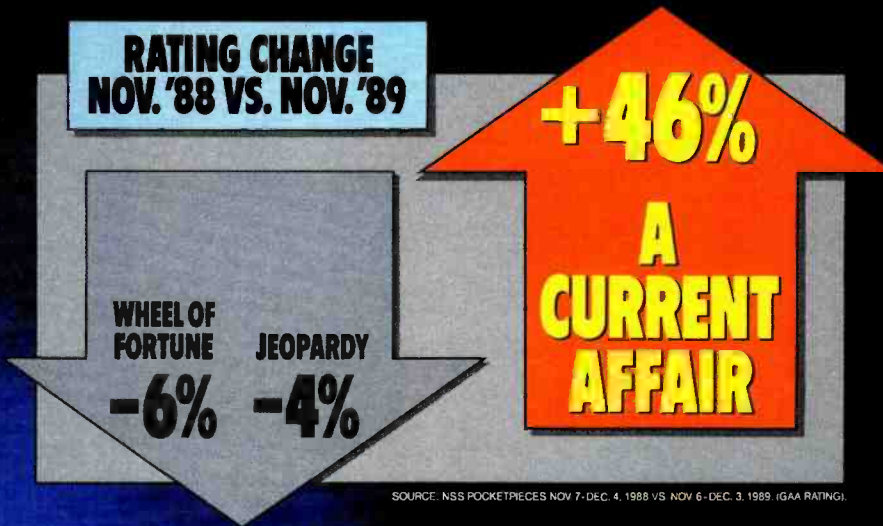
TWENTIETH  
TELEVISION  
CORPORATION  
TM

© 1990 STF PRODUCTIONS, INC.



# ELS IN JEOPARDY.

**RATING CHANGE  
NOV. '88 VS. NOV. '89**



SOURCE: NSS POCKETPIECES NOV 7-DEC. 4, 1988 VS NOV 6-DEC. 3, 1989. (GAA RATING).

**NOW #3 IN ACCESS**

**ACCESS SHOWS**

WHEEL OF FORTUNE  
JEOPARDY

**RTG.**

14.7  
13.1

**A CURRENT AFFAIR**

*ANOTHER  
NEW  
RECORD!*

**9.4**

ENTERTAINMENT TONIGHT  
FAMILY FEUD  
INSIDE EDITION  
HARD COPY  
WIN, LOSE OR DRAW

8.2  
5.1  
5.0  
4.8  
1.6

SOURCE: NSS RANKING REPORT WEEK OF DEC. 11, 1989. (GAA RATING).

**A  
Current  
Affair**

**THE ORIGINAL. THE BEST.**

# Spectrum

*Top programming for target audiences.*

DONAHUE

*Sally Jessy Raphael*

RC  
BREAK

Just  
BETWEEN  
US

*Casey*  
NEIGHBOR



SPECTRUM

75 ROCKEFELLER PLAZA  
NEW YORK, NY 10019  
(212) 484-7025

# Summary of Broadcasting & Cable

"By the Numbers" continues from page 18

season, both *Roseanne* and *Cosby* had a 25.5 season-to-date average, then, at Week 51 (ended Sept. 10, 1989), *Cosby* had a 22/38 for 49 weeks in its timeslot, while *Roseanne* had a 22.9/34 for 17 weeks at 8:30 and a 21/34 for 26 weeks at 9.

Shifting to Week 16, NBC won with a 15.8/25.2, over CBS's 13.4/21.6 and ABC's 12.1/19.3. Together, the big three posted a 41.3 rating, which translates to 38.04 million households delivered. That number is still more than one million households shy of last season's Week 16 figure, but up about 5.7 million from this season's Week 15 figure, which included Christmas day.

While Christmas wasn't very good to CBS, the start of the new year was better for the network. In the evening news race, CBS ended ABC's winning streak by posting a 12/21 over ABC's 11.9/21. NBC had an 11/20. In addition, according to the book of days, CBS won back Sunday night when the network posted a 19.4/30.5 over NBC's 12.2/18.6 and ABC's 11.4/17.9 evening averages. For the rest of the book, NBC won five nights, Monday through Thursday and Saturday. Like CBS, ABC won only one night, Friday, which it took with a 14.5/25.3 over CBS's 11.4/20 and NBC's 10.4/18.3.

## MarketScope

The Standard & Poor's 400 lost 11.25 points, closing at 399.15 on Jan. 10. The 127 stocks tracked on the Stock Index posted only 43 advances, 64 declines and 20 unchanged. The Service group went against this trend posting 10 advances, only two stocks declined and one stock remained unchanged. The top gainer for the week, in terms of total price, was the Washington Post's 'B' stock, which gained 7.5 to close at 293.75, up 2.6%. Capcity/ABC (symbol CCB) lost 23 to close at 547, a drop of 4%.

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

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,966	257	5,223
Commercial FM	4,251	779	5,030
Educational FM	1,414	261	1,675
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	199	739
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,797	310	2,107
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

C A B L E †	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration†	56.4%
Pay cable penetration	29.4%

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. <sup>1</sup> Construction permit. <sup>2</sup> Instructional TV fixed service. <sup>3</sup> Studio-transmitter link. Source: Nielsen and Broadcasting's own research.



## STOCK INDEX 1

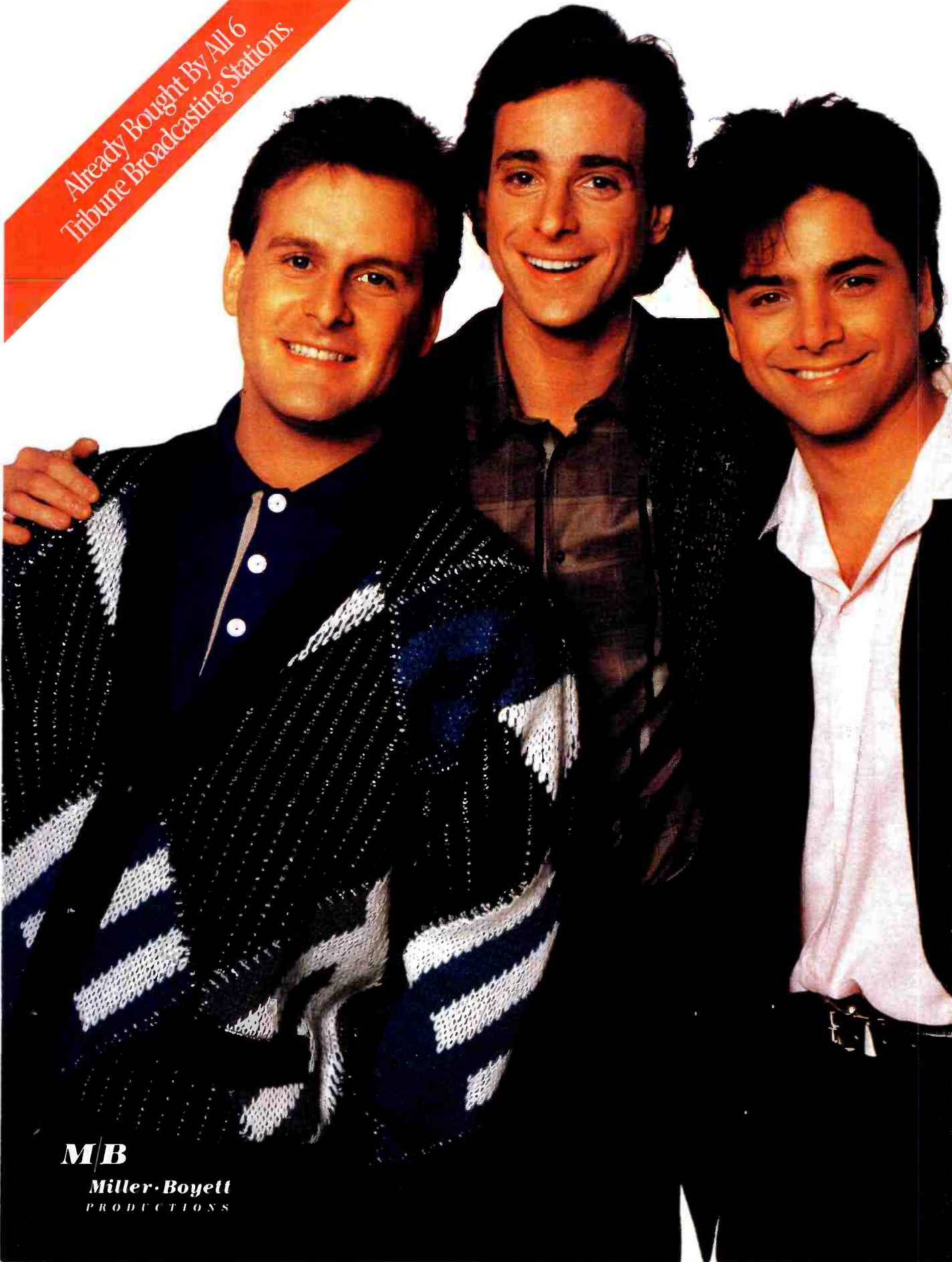
Market Capitalization						Market Capitalization					
Closing	Closing	Net	Percent	P/E	zation	Closing	Closing	Net	Percent	P/E	zation
Wed	Wed	Change	Change	Ratio	(000,000)	Wed	Wed	Change	Change	Ratio	(000,000)
Jan 10	Jan 3					Jan 10	Jan 3				

### BROADCASTING

### BROADCASTING WITH OTHER MAJOR INTERESTS

N (CCB) Capital Cities ABC	547	570	-23	-04.03	23	9,845	N (BLC) A.H. Belo	37	5 8	38	3/8	-	3/4	-01.95	50	746	
N (CBS) CBS	182	1/4 184	-	1 3/4	-00.95	16	4,306	N (AFL) American Family	17	17	1/4	-	1/4	-01.44	16	1,379	
A (OCU) Clear Channel	13	3/4 14	-	1/4	-01.78	157	53	O (ACCMA) Assoc. Commun.	35	1/2 36	1/4	-	3/4	-02.06	-86	661	
A (HTG) Heritage Media	3	7/8 3 3/4		1/8	03.33	-2	139	N (CCN) Chris-Craft	35	7 8	35	3/4	-	1 8	00.34	52	854
D (ICOR) Jacor Commun.	5	3/4 5 3/4			00.00	-4	57	O (DUCO) Durham Corp.	30	1/4 30			1/4	00.83	26	255	
O (LINB) LIN	115	1 8 120 1 8	-	5	-04.16	64	5,909	N (GCI) Gannett Co.	42	7 8	44		-	1 1/8	-02.55	18	6,918
O (OBCCC) Olympia Broadcast	3/8	3/8			00.00			O (GACC) Great Amer. Comm.	8	1 2	9 1/8	-	5/8	-06.84	-2	266	
O (OSBN) Osborn Commun.	12	12 1/2	-	1/2	-04.00	7	80	N (JP) Jefferson-Pilot	40	3/4 43	1/2	-	2 3/4	-06.32	12	1,532	
O (OCOMA) Outlet Commun.	25	25			00.00	30	163	N (KRI) Knight-Ridder	55	1 2	56 1/4	-	3/4	-01.33	13	2,855	
A (PR) Price Commun.	6	1 8 5 7/8		1/4	04.25	-12	56	N (LEE) Lee Enterprises	30	7/8 30 7/8				00.00	18	753	
O (SAGB) Sage Broadcasting	2	3/4 2 3/4			00.00	-2	10	N (LC) Liberty	44	43 3/4			1/4	00.57	25	371	
O (SCRIP) Scripps Howard	64	64			00.00	33	660	N (MHP) McGraw-Hill	56	1 2 57 5/8	-	1 1/8	-01.95	14	2,747		
O (SUNNC) SunGroup Inc.	1	7/8 1 3/4		1/8	07.14	-2	4	A (MEGA) Media General	31	1 2 31 5/8	-	1 8	-00.39	787	811		
O (TLMD) Telemundo	5	3/4 6 1/4	-	1/2	-08.00	-2	131	N (MDP) Meredith Corp.	34	34 1/2	-	1/2	-01.44	19	634		
O (TVXC) TVX Broadcast	4	4			00.00		29	O (MMEDC) Multimedia	92	93 1/2	-	1 1/2	-01.60	34	1,039		
O (UTVI) United Television	35	1/4 34 3/4		1/2	01.43	50	385	A (NYTA) New York Times	26	3/8 25 3/4		5/8	02.42	13	2,077		

Already Bought By All 6  
Tribune Broadcasting Stations.



**M/B**

**Miller·Boyett**  
PRODUCTIONS

# These Guys Get Twice As Many Women As Their Closest Competitor On Friday Nights.

"Full House" is irresistible to Women 18-49. With an unprecedented 35 share of Women 18-49 on Friday night. Compared to NBC's 17 share and CBS's 13 share.

But then, "Full House" has always been attractive to women. Whatever the night. Whatever the time period. Whether it's Friday or Tuesday. At 8:00PM or 8:30PM. With or without a strong network lead-in.

"Full House" captured the #1 share in households, above all other Friday prime time shows. Finished the night as the #1 performer with Men 18-49. And captured almost *half* of all viewers 2 to 17.

Want to be more successful with men? And women? And kids? Ask your Warner Bros. sales rep about "Full House." They'll get more growing for you in Fall '91-'92.



## FULL HOUSE

100 Half-Hours For Fall '91-'92.

Funny Shows. Serious Business.



WARNER BROS.  
DOMESTIC TELEVISION DISTRIBUTION



**NOW THERE'S  
A MOVIE PACKAGE  
WITH THE ONE THING  
YOU REALLY NEED.**

**EVERYTHING.**





**ALL ABOUT EVE ■ BATMAN ■ THE BOSTON STRANGLER ■ CINDERELL**



**D-DAY: THE SIXTH OF JUNE ■ DEATH HUNT ■ EATING RAOUL ■ EMPEROR OF T**



**GUADALCANAL DIARY ■ THE HOT ROCK ■ HOW TO MARRY A MILL**



**KIDCO ■ THE LONGEST DAY ■ MONKEY BUSINESS ■ THE PAPER CHASE ■**



**PORKY'S ■ PORKY'S II: THE NEXT DAY ■ PORKY'S REVENGE ■ THE SEVEN Y**



**SILENT MOVIE ■ STAGECOACH ■ TONY ROME ■ TORA! TORA! TORA! ■ YOUNG FRAN**





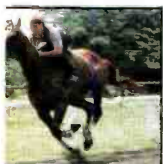
# FOX



**LIBERTY**

**IE NORTH**

**IONAIRE**



**'HAR LAP**

**'EAR ITCH**

**KENSTEIN**



**Bronson. Batman.**

**Marilyn. Sinatra.**

**Redford. Mel Brooks.**

**John Wayne. And Porky's.**

**Fox 7. Designed to solve all  
your scheduling problems.**

**Twenty-five highly promotable  
titles, chosen for historically  
strong ratings performance.**

**Unforgettable classics  
and Academy Award winners.**

**The perfect mix of action,  
comedy, drama and suspense.**

**Made for theme weeks and  
maximum programming flexibility.**

**Fox 7. It's everything you need  
in a movie package. Finally.**



# Datebook

■ indicates new listing or changed item.

## This week

**Jan. 15**—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association* for "outstanding radio and television broadcasting relating to reading education, literacy and the promotion of the lifetime reading habit." Information: (302) 731-1600.

**Jan. 16-19**—*NATPE International* 27th annual convention. New Orleans Convention Center, New Orleans. Information: (213) 282-8801.

**Jan. 16**—"Texas Hispanic Media: Impact and Influence," seminar sponsored by *Media Institute*. Hyatt Regency, San Antonio, Tex. Information: (202) 298-7512.

**Jan. 16**—"High-Definition Television: Is America's Future on the Line?" symposium and live satellite broadcast sponsored by *National Technological University*. University of Maryland, College Park, Md. Information: (303) 484-6050.

**Jan. 17**—*Society of Broadcast Engineers, Chapter 15*, meeting on "Transmitters: From the Old to the New." WQXR auditorium, New York Times Building, New York. Information: David Bialek, (212) 752-3322.

**Jan. 17**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Norm Fein, news director, Rainbow News 12. Copacabana, New York.

**Jan. 17-21**—"Animation on Television," sponsored by *Museum of Broadcast Communications*. MBC, Chicago. Information: (312) 987-1500.

■ **Jan. 18**—"Advertising: An Endangered Species," panel discussion sponsored by *Advertising Club of New York and American Association of Advertising Agencies*. Panelists: Robert Wright, president-CEO, NBC; Alex Kroll, chairman-CEO, Young & Rubicam; Charles Peebler, CEO, Bozell Inc., and Reginald Brack Jr., chairman, president and CEO, Time Inc. Magazine Co. Plaza hotel, New York. Information: (212) 935-8080.

**Jan. 18-21**—*Radio Advertising Bureau* annual Managing Sales Conference. Loews Anatole, Dallas.

**Jan. 19**—Deadline for entries in National Awards for Education Reporting, sponsored by *National Education Writers Association*. Information: (202) 429-9680.

**Jan. 19**—Deadline for entries in second annual public affairs awards competition sponsored by *The Cable Television Public Affairs Association*. Event or campaign must have occurred during calendar 1989. Information: Nancy Larkin, (617) 742-9500, or Andy Holdgate, (617) 792-7407.

**Jan. 19-20**—Colorado Broadcasters Association winter meeting and awards banquet. The Clarion hotel, Colorado Springs.

**Jan. 19-21**—"Economics of the Illegal Drug Trade," conference for journalists sponsored by *Foundation for American Communications*. Miami Airport Hilton, (213) 851-7372.

## Also in January

**Jan. 21**—Showtime Dealer College, workshop sponsored by *Showtime Satellite Networks*, during SBCA convention. Bally's Grand hotel, Las Vegas. Information: Harvey Bolgia, (212) 807-1400.

**Jan. 21**—"Rocky and Bullwinkle Marathon," sponsored by *Museum of Broadcast Communications*.

MBC, Chicago. Information: (312) 987-1500.

**Jan. 22-24**—*Satellite Broadcasting and Communications Association* satellite television industry trade show. Bally's, Las Vegas. Information: (800) 654-9276.

**Jan. 23**—*Ohio Association of Broadcasters* Toledo managers' meeting. Toledo Marriott, Toledo, Ohio. Information: (614) 228-4052.

**Jan. 23-25**—*Georgia Association of Broadcasters* 45th Georgia Radio-TV Institute. University of Georgia, Athens. Information: (404) 993-2200.

**Jan. 24**—"Congress 1990," seminar sponsored by *Federal Communications Bar Association*. Grand Hyatt, Washington. Information: Robert Lewis Thompson, (202) 296-0600.

**Jan. 24**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Roger L. Werner, president, chief executive officer, ESPN. Copacabana, New York.

**Jan. 24**—*Ohio Association of Broadcasters* Cincinnati managers' meeting. Cincinnati Westin, Cincinnati. Information: (614) 228-4052.

**Jan. 25**—*Utah Broadcasters Association, Salt Lake Radio Broadcasters Association and Salt Lake City commercial TV stations* sales seminar. Salt Lake Airport Hilton.

**Jan. 25**—*West Virginia Broadcasters Association* copywriters' workshop. Parkersburg, W.Va.

**Jan. 25**—Airing on PBS of presentation of 48th Alfred I. DuPont-Columbia University Awards in broadcast journalism. Low Memorial Library, Columbia University, New York. Information: (212) 560-3021.

**Jan. 25**—Presentation of eighth annual WIC Awards, sponsored by *Women in Cable, Chicago chapter*. Park West, Chicago. Information: (708) 990-8999.

■ **Jan. 25**—*American Women in Radio and Television, Golden Gate chapter*, luncheon. Nikko hotel, San Francisco. Information: (415) 923-0988.

**Jan. 25-26**—"Broadcast Journalism and the Public Interest," Alfred I. DuPont forum sponsored by *Alfred I. DuPont Center for Broadcast Journalism, Graduate School of Journalism, Columbia University*, featuring Alfred Sikes, FCC chairman; Ed Markey, chairman, House Subcommittee on Telecommunications; Joel Chaseman, chairman, Post-Newsweek Stations; Jeff Greenfield, ABC News, and Linda Wertheimer, National Public Radio. Columbia University, New York. Information: (212) 854-5047.

**Jan. 25-27**—"Regulating the Cable Industry," cable management program sponsored by *Women in Cable and Denver University*. Denver. Information: Nancy Ring, (312) 661-1700.

**Jan. 26-27**—*Society of Motion Picture and Television Engineers* 24th annual television conference. Contemporary hotel, Orlando, Fla. Information: (914) 761-1100.

**Jan. 26-27**—*Minnesota Association of Cable Television Administrators* seventh annual conference, "Entering a New Decade of Cable Challenges." Scanticon Conference Center and hotel, Plymouth, Minn. Information: Linda Magee, (612) 788-9221.

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

**Jan. 30**—Roundtable on televised violence, sponsored by *Annenberg Washington Program of Northwestern University*. Speakers include Andrew Barrett, FCC commissioner; Senator Paul Simon; Michael Mann, producer, *Miami Vice*; Zev

Braun, producer, *Tour of Duty*, and Peter Kohler, TV editorialist and VP of Gannett Broadcasting. Willard office building, Washington. Information: (202) 393-7100.

**Jan. 30**—*Ohio Association of Broadcasters* Dayton managers' meeting. Dayton Stouffers, Dayton, Ohio. Information: (614) 228-4052.

**Jan. 30-Feb. 1**—*South Carolina Broadcasters Association* 42nd annual convention. Embassy Suites hotel, Columbia, S.C.

**Jan. 31**—"Building Better Retail Partnerships," retail marketing workshop sponsored by *Television Bureau of Advertising* in conjunction with *Retail Advertising Conference*. Marriott Downtown, Chicago. Information: (212) 486-1111.

**Jan. 31**—Deadline for entries in *National Association of Broadcasters* "Best of the Best" radio promotion contest. Information: NAB Radio Office, (202) 429-5420.

**Jan. 31**—Deadline for entries in Fourth Estate Award of the *American Legion*, awarded annually for excellence in journalism to individual, publication or broadcaster. Information: Lee Harris, (317) 635-8411; American Legion, P.O. Box 1055, Indianapolis, 46206.

**Jan. 31**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: Bruce L. Christensen, president and chief executive officer, PBS, and Jennifer Lawson, executive VP for national programming and promotion services, PBS. Copacabana, New York.

## February

**Feb. 1**—HDTV conference, examining political and technological questions surrounding introduction of HDTV to U.S. market, sponsored by *International Communications Industries Association*. Information: (703) 273-7200.

**Feb. 1**—Deadline for entries for *Action for Children's Television's* 1989-90 Achievement in Children's Television Awards. Information: Sue Edelman, (617) 876-6620.

**Feb. 1**—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

■ **Feb. 1**—Deadline for applications for fellowships sponsored by *Gannett Center for Media Studies*. Information: Shirley Gazsi, (212) 280-8392.

**Feb. 6**—"Avoiding EEO Decertification: A Hands-on Workshop," sponsored by *Community Antenna Television Association, Cable Television Association of Maryland, Delaware and the District of Columbia and Pennsylvania Cable Television Association*. Warwick hotel, Philadelphia. Information: James Blitz, (202) 371-5700.

**Feb. 6-7**—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

**Feb. 7**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Reese Schonfeld, president, Opt in America, and executive producer, *People Magazine on TV*. Topic: "Video on Demand—Fiber Optics." Copacabana, New York.

**Feb. 8-10**—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

**Feb. 9**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New

THE INSIDE



ENTERTAINMENT  
TONIGHT

For almost a full decade,  
ENTERTAINMENT TONIGHT has  
been an access phenomenon.  
And while others try to copy our

format, nobody can duplicate our  
success. In market after market,  
sweep after sweep, we're turning  
the competition "inside" out.



DISCOVER THE  
MANY SIDES OF THE  
MOUNTAIN

THE COOL SIDE

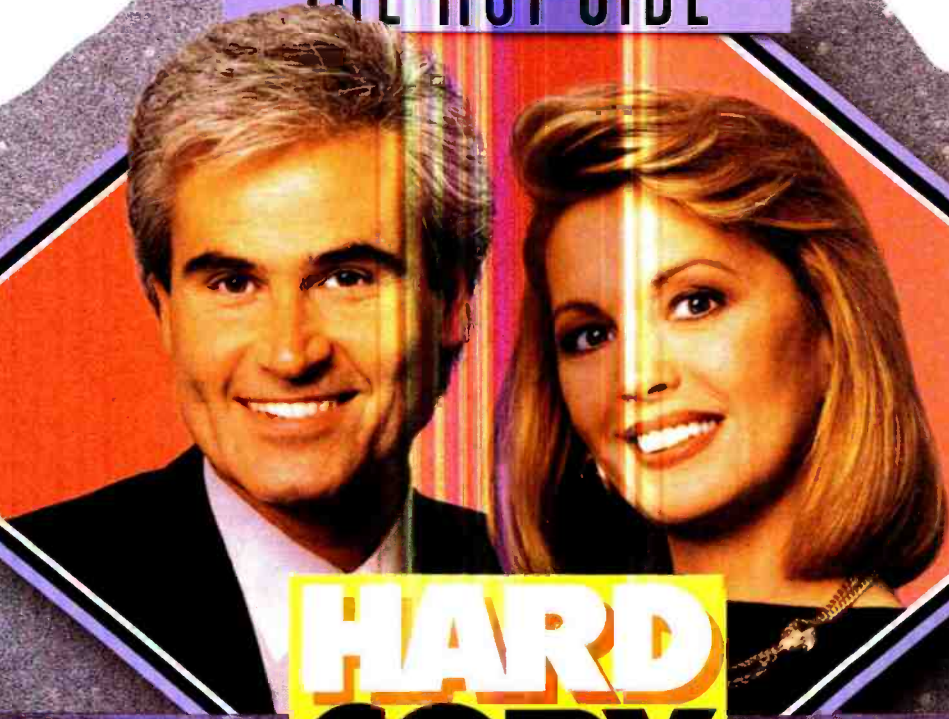


THE  
**ARSENIO**  
**HALL** SHOW™

THE ARSENIO HALL SHOW is "late night cool." In just one year, this dynamic host has become the most talked about

personality on television. When it comes to attracting young audiences, the choice is simple. It's HALL or nothing at all.

THE HOT SIDE

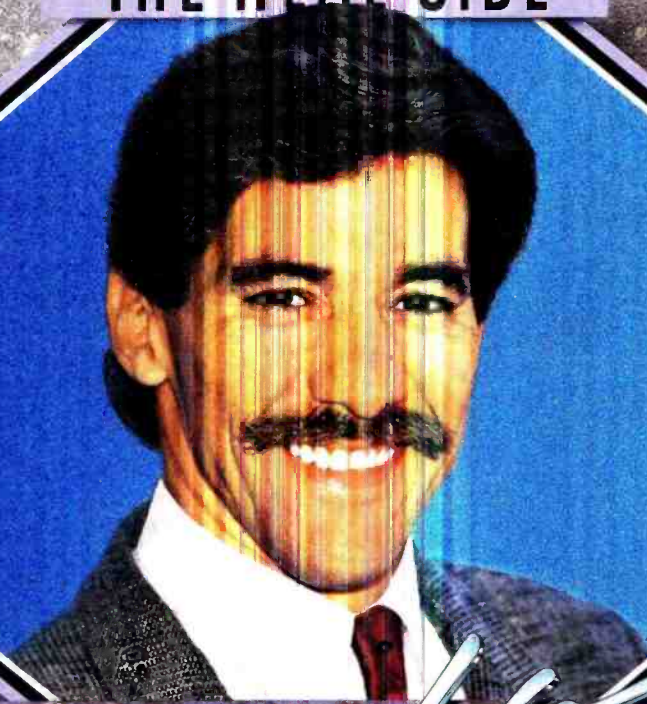


**HARD  
COPY**™

While much of the competition is fizzling, HARD COPY is sizzling. Already renewed in 48% of the country, one look

and you'll know why this reality television program is destined to become a franchise for the 90's.

THE REAL SIDE



*Geraldo*™

If you're looking for a "real" edge in daytime, here's one side of the mountain you shouldn't pass up. Now in

his third year, GERALDO's provocative brand of journalism is having a real impact on the competition.

THE SUNNY SIDE



THE JOAN RIVERS SHOW

If you're "in the dark" when it comes to daytime television, THE JOAN RIVERS SHOW is the light you've been waiting for.

Her unique combination of humor and compassion is a fresh alternative to all the rest. It's time to discover why there's no place like Joan!



THE LEGENDARY SIDE



**STAR TREK**  
**THE NEXT GENERATION**

Can a television program become a legend in its own time... twice? When you consider that STAR TREK: THE NEXT GENERATION has overtaken almost every

network hour when it comes to attracting young men, the answer is "yes." All of which makes it the perfect vehicle for any enterprising television station.

# THE SCARY SIDE



**FRIDAY  
THE 13TH**  
THE SERIES™

In the beginning, this show was so successful, it was scary. And now that it's entering its third year, **FRIDAY THE 13TH: THE SERIES** will continue to

shake-up the competition. The #2 weekly hour among young adults, this is one program that has audiences everywhere screaming for more.

THE UNEARTHLY SIDE



# WAR OF THE WORLDS

Now that Earth is being assaulted by a second wave of invaders, WAR OF THE WORLDS' stations are enjoying a second wave of viewership gains

as well. In fact, it's now the #3 ranked weekly hour among young men. As you can see, success is anything but alien to WAR OF THE WORLDS.

© 2007 NBC Universal

# THE ZANY SIDE



## BROTHERS™

If you're not familiar with  
cable's most honored comedy,  
let us do the honors. With  
116 episodes, BROTHERS

isn't just another sitcom,  
it measures up to the best  
Paramount has to offer,  
relatively speaking.

# THE FUNNY SIDE



*Cheers*

Family  
Ties Webster

No matter what happens, it's important to keep your sense of humor. In a business like syndication, that saying is three

times as true. Maybe that's why CHEERS, FAMILY TIES and WEBSTER are more than just funny, they're essential.

# THE LIGHT SIDE



## COMEDY CLASSICS

Year after year, Paramount's COMEDY CLASSICS keep audiences laughing. These proven winners are perfect for attracting viewers

with a sense of humor. And that makes good sense for stations looking to convert great punch lines into profitable bottom lines.

# THE NEW SIDE



## Dear John,™

Introducing a new comedy that needs no introduction to anyone who watches television. In the great tradition of Paramount comedies like *Cheers* and

*Taxi*, DEAR JOHN is the perfect laugh therapy for young adults. Starring Judd Hirsch, this is one show any station would dearly love to add to its line-up.

# THE BRIGHT SIDE

THE  
*Mary Hart*  
SPECIALS™

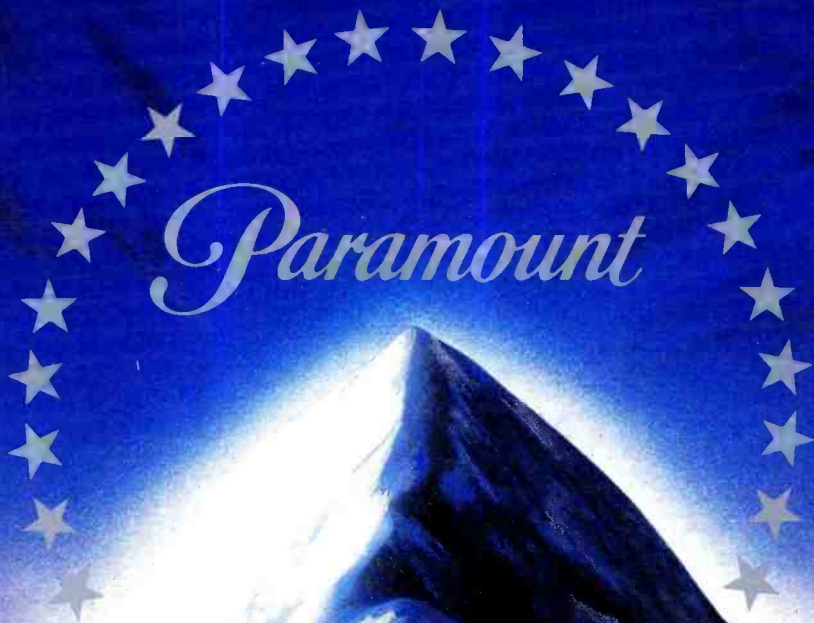
The  
kid  
who  
loved  
Christmas™

*Prime Time*  
SPECIALS

If you're looking for something special, look at "the bright side." This year Paramount is offering Prime Time hour-long programs with

our own Mary Hart. Not to mention, THE KID WHO LOVED CHRISTMAS, an original heart-warming drama from Eddie Murphy Productions.





Visit our booth  
at NATPE and  
let us show you  
the many sides of  
the Paramount  
mountain.



A Paramount Communications Company

Paramount

THE TOP SIDE



PORTFOLIO XIII

Presenting a movie package that goes above and beyond the rest. With titles like *Top Gun*, *The Untouchables* and *Crocodile Dundee*,

PORTFOLIO XIII puts over a billion dollars of box office power at your fingertips. And that won't just put you on top... it'll keep you there.

York. Information: (212) 867-6650.

**Feb. 9-11**—*Oklahoma Association of Broadcasters* winter meeting. Waterford hotel. Oklahoma City. Information: (405) 528-2475.

**Feb. 11-12**—*National Association of Broadcasters* radio group-head "fly-in." Embassy Suites hotel at O'Hare, Chicago. Information: (202) 429-5420.

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

**Feb. 12**—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Molie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

**Feb. 12-13**—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

**Feb. 13**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

**Feb. 13-14**—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS News. New York Hilton, New York. Information: (202) 785-1525.

**Feb. 13-14**—*Broadcast Credit Association* 23rd credit and collection seminar. Westin Lenox hotel, Atlanta. Information: Mark Maltz, (312) 827-9330.

**Feb. 14**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Michael B. Alexander, executive VP-general manager, WWOR-TV New York. Copacabana, New York.

**Feb. 15-16**—*C-SPAN* "Capitol Experience" seminar "to provide cable operators with insight into the network's programming philosophy, reasons to carry C-SPAN and ways to promote it among their general audience." C-SPAN headquarters,

Washington. Information: (202) 737-3220.

**Feb. 20**—*Nebraska Broadcasters Association* hall of fame awards/winter legislative dinner sponsored by *Nebraska Broadcasters Association*, NBC Center, Lincoln, Neb. Information: Richard Palmquist, (402) 333-3034.

**Feb. 21**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, Entertainment Group, Playboy Enterprises. Copacabana, New York.

**Feb. 21-23**—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

**Feb. 23-25**—"The U.S. and Latin America" conference for journalists sponsored by *Foundation for American Communications*. Westin Paso del Norte, El Paso, Tex. Information: (213) 851-7372.

**Feb. 24**—*National Association of Broadcasters* Small/Medium Market Managers Roundtable meeting. Sheraton Music City Hotel, Nashville. Registration deadline is Feb. 14. Information: NAB Radio Office, (202) 429-5420.

**Feb. 27-28**—*North Carolina CATV Association* winter meeting. Washington Duke Inn and Country Club, Durham, N.C. Information: (919) 821-4711.

**Feb. 28**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stephen Palley, chief operating officer, King World. Copacabana, New York.

**Feb. 28-March 2**—*Cable Television Public Affairs Association* Forum '90, "annual skills and strategies seminar that provides cable system operators and cable network programmers the opportunity to sharpen their public relations skills." Portman hotel, San Francisco. Information: (703) 276-0881.

**Feb. 28-March 3**—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

## March

**March 1**—*International Radio & Television Society* Gold Medal banquet, honoring Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 1**—*Broadcast Capital Fund* minority ownership forum and annual dinner, commemorating 10th anniversary of nonprofit venture capital company established by National Association of Broadcasters. Mayflower hotel, Washington. Information: Zora Brown (202) 429-5393.

**March 1**—Deadline for entries in seventh annual *Cable Television Administration and Marketing Society/Cable Marketing Awards for Excellence in Cable Marketing and Advertising*. Information: (703) 549-4200.

**March 1**—Deadline for U.S. entrants in *New York Festivals*, radio and print advertising competition. Information: (914) 238-4481.

**March 2**—*Southern California Broadcasters Association* Sunny Creative Radio Awards luncheon. Regent Beverly Wilshire hotel, Los Angeles. Information: (213) 466-4481.

**March 2-4**—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jelf Teellis, (914) 565-6710.

**March 6**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington. Information: (202) 898-0089.

**March 7**—*Federal Communications Bar Association* luncheon. Speaker: William Weiss, chairman, Ameritech. Washington Marriott, Washington.

**March 7**—*Ohio Association of Broadcasters* Ohio congressional salute, Washington Court hotel, Washington. Information: (614) 228-4052.

**March 9**—Deadline for entries in *Broadcast Promotion & Marketing Executives* 29th annual Gold Medallion Awards. Information: (213) 465-3777.

**March 10-13**—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5314.

## Major Meetings

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

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

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

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

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

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

**Feb. 28-March 3**—21st annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4487.

**March 14-18**—*American Association of Advertising Agencies* annual meeting. Marriott Desert Springs, Palm Springs, Calif.

**March 31-April 3**—*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**—*Cabletelevision Advertising Bureau* ninth annual conference. Marriott Marquis, New York.

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

**April 20-25**—*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 19-22**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 20-23**—*National Cable Television Association* annual convention. Convention Center, Atlanta.

**June 3-6**—*NBC-TV* annual affiliates meeting. Washington.

**June 10-13**—*Broadcast Promotion and Marketing Executives and Broadcast Designers Association* annual conference. Bally's, Las Vegas.

**June 11-14**—*ABC-TV* annual affiliates meeting. Los Angeles.

**June 19-22**—*National Association of Broadcasters* summer board meeting. NAB, Washington.

**July 15-18**—*Cable Television Administration and Marketing Society* annual conference. San Diego Marriott, San Diego.

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

**Sept. 16-18**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Washington Convention Center, Washington.

**Sept. 21-25**—International Broadcasting Convention. Brighton Convention Center, Brighton, England. Information: London, 44 (1) 240-1871.

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

**Oct. 2-4**—Atlantic Cable Show. Atlantic City Convention Center. Atlantic City, N.J. Information: (609) 848-1000.

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

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

**Oct. 13-17**—*Society of Motion Picture and Television Engineers* 132nd technical conference and equipment exhibit. Jacob Javits Convention Center, New York. Future conferences: Oct. 26-30, 1991, Los Angeles; Oct. 3-7, 1992, Jacob Javits Convention Center, New York.

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

# Where Things Stand

## AM-FM Allocations

FCC received comments Dec. 18, 1989, in response to issues raised at Nov. 16, 1989, FCC en banc hearing examining ways to improve AM. Among more hotly disputed issues at meeting was how spectrum in AM band expansion to 1705 khz should be allotted. Voices for special consideration for noncommercial broadcasters, minority broadcasters and current daytime-only broadcasters were heard. In reply comments, those various interests seemed to leave room for compromise.

Meanwhile, House Telecommunications Subcommittee is expected to look closely at AM improvement legislation. Bill has been introduced by Rep. Matthew Rinaldo (R-N.J.) that deals with expanded band and receiver standards. National Association of Broadcasters endorses bill; Electronic Industries Association opposes it.

In hopes of curtailing adjacent-channel interference and improving technical quality of AM radio, FCC voted April 12, 1989, to require AM broadcasters to adhere—starting in 1994—to industry-developed NRSC-2 standard limiting emissions.

FCC is also making changes on FM side. At July 13, 1989, open meeting, it 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 600 stations were able to increase power as of Dec. 1, 1989, but it is not clear how many of 1,500 other Class A's will. 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.

## Cable Regulation

Senate Commerce Committee leaders say cable reregulation legislation will be on this year's agenda (BROADCASTING, Nov. 20, Dec. 25, 1989). At cable oversight hearings in November 1989, Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) said some type of cable bill will move, but it is unclear how far measure will go. Committee's ranking Republican, John Danforth of Missouri, has introduced major reregulation bill that would restore city authority to set cable rates, limit cable system ownership and force cable programmers to sell their product to noncable distributors.

National Association of Broadcasters and

AM-FM Allocations.....	36
Cable Regulation .....	36
Children's Television .....	36
Comparative Licensing .....	36
Compulsory License .....	36
Crossownership .....	36
Direct Broadcast Satellites .....	40
High-Definition TV.....	40
Home Satellite .....	40
Indecency .....	40
International .....	42
Land Mobile .....	42
Must Carry.....	42
Network Rules .....	44
Public Broadcasting .....	44
Syndex .....	44

Association of Independent Television Stations are backing Danforth (BROADCASTING, Nov. 20, 1989). NAB's decision to push for cable reregulation comes at time when negotiations with National Cable Television Association over language for must carry law are at standstill. Cable and broadcasting are in general agreement on law to require cable systems to carry local broadcast signals, but they remain far apart on issue of channel positioning—assignment of cable channels to broadcast signals.

Operating on parallel track, FCC Chairman Alfred Sikes unveiled at Senate Communications Subcommittee hearings series of initiatives aimed at bringing competition to cable or, in alternative, reregulating it.

Sikes FCC took first step last month, launching inquiry into cable market as required by law. Second step may come next week when it is expected to begin rulemaking aimed at determining which cable systems are subject to "effective competition" and, therefore, not subject to municipal rate regulation.

## Children's Television

Senate Commerce Committee adopted children's TV bill over broadcaster objections (BROADCASTING, Oct. 9, 1989). Bill requires broadcasters to air educational and informational programming "specifically designed" for pre-school and school age children as condition of license renewal. National Association of Broadcasters says measure is unacceptable and prefers another, less restrictive, version that is identical to bill pending in House.

It is unclear when Senate will take up bill. Congress reconvenes in January, but broadcasters are expected to block vote on

measure, which has backing of Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Bill that would establish \$10 million endowment for children's programming was adopted May 16 by Senate Commerce Committee and by full Senate Aug. 4.

## Comparative Licensing

To discourage groups from using renewal process to "extort" money from broadcasters, FCC at March 30, 1989, meeting restricted payments broadcasters may make to challengers in settlements of comparative renewal cases and for withdrawals of petitions to deny renewals.

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

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

In separate proceeding, FCC is considering revamping "renewal expectancy" criteria. Stations awarded renewal expectancy during comparative proceedings are virtually assured renewal.

## Compulsory License

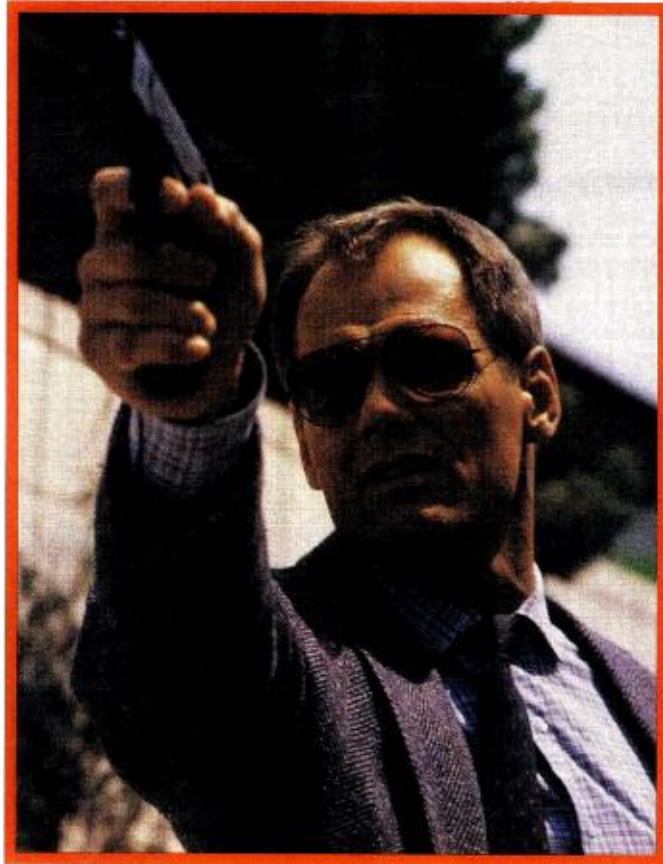
FCC has voted to recommend to Congress that it abolish 13-year-old compulsory copyright license for local as well as distant signals, saying move would benefit consumers, broadcasters and cable program services.

Meanwhile, National Association of Broadcasters has assigned special task force to look at idea of charging cable systems retransmission fee for carriage of local signals (BROADCASTING, Dec. 4, June 19 and 26, 1989). It has been suggested that cable operators would turn over 20% of their basic cable revenues as payment for retransmitting local signals. Instead of repealing compulsory license, broadcasters may recommend amending retransmission consent provisions of Communications Act and applying them to cable.

## Crossownership

Telco-cable—FCC tentatively voted 2-1 in July 1988 to recommend that Congress lift

# HUNTER'S



# HOT.

# JUMPSTREET'S



# HOTTER!



21 JUMPSTREET  
has all the action  
and excitement of  
Hunter and more...

- More Young Women!
- More Young Men!
- More Teens!
- More Kids!

87% under 50...

Better than any  
sitcom!



# 21 JUMPSTREET

A Stephen J. Cannell Production

TELEVENTURES

ban against telephone companies owning cable systems in their telephone service areas. Since then, however, composition of FCC has changed. As result, issue will get fresh review. Further action is expected early this year.

FCC's new chairman, Alfred Sikes, says he has open mind on issue. National Telecommunications and Information Administration, while under Sikes's direction, recommended telcos be allowed to serve as transporters of others' programming, although not as programmers themselves, in telcos' own service areas (BROADCASTING, June 20, 1988).

Senator Al Gore (D-Tenn.) has introduced bill lifting crossownership prohibition contained in Cable Communications Policy Act of 1984; companion measure was offered in House by Rick Boucher (D-Va.).

Another barrier to Bell Regional Operating Companies' crossownership is 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. Legislation has been introduced in the House and Senate that would allow such entry, but no action is anticipated in present Congress.

**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 of 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." It has granted several waivers.

**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

Still pending at FCC is petition to deny Tempo Satellite Inc. application to operate high-power direct-to-home television service. Commission reserved, but did not grant, 11 channels for Tempo last Aug. 2, when it granted fifth round of channels to five new applicants. Limited to only eight orbital positions over U.S., complex compromise package granted 11 DBS channels each to new applicants Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. (USSB) and Dominion Video Satellite (which has since requested additional channels), and 27 channels each to permittees Hughes Communications Inc. and Advanced Communications Corp., which had each previously been assigned 32 channels.

Commission continues to review Media Access Project argument that antitrust conviction of Tempo parent company, Tele-

Communications Inc., disqualifies Tempo as applicant to operate high-power satellite designed to broadcast services directly to viewers' small home antennas. Tempo issue is high on agenda, along with review of documentation from Hughes and Advanced that they are acting in good faith to build and launch their proposed satellites, said distribution services branch chief, Stuart Bedell. Pleading cycle is also over, he said, for industry comments on use of spectrum for services other than direct-to-home TV. That inquiry was launched to ascertain, in words of former FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Permittees believe "true" high-power (200 watt) Ku-band DBS birds would mean TV reception via downlinks one-tenth size of average C-band dishes. Smaller, 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.

Within weeks after grants, group broadcaster Nationwide Communications and parent Nationwide Insurance company became first nonapplicants to commit "substantial investment" to DBS plan—that of Hubbard Broadcasting's USSB.

## High-Definition TV

In latest estimates based on computer models developed by FCC's Office of Engineering and Technology, possibilities are high that all currently operating TV stations could be provided additional 6 mhz for HDTV transmission after commission sets standard. Latest figures were based on expected performance of digital HDTV channels, which could operate at lower power than conventional NTSC transmitters and be spaced closer together.

It appears that testing schedule set for proponents of HDTV and EDTV transmission systems by FCC's advisory committee on advanced television service (ATS) will not be met. Tests are scheduled to begin at Advanced Television Test Center (ATTC) facility in Alexandria, Va., in May 1990 with Faroudja SuperNTSC system. Eight other systems are to be tested in following months, with all tests to be completed by fall 1991. But due to delays in development of needed equipment, tests are not likely to start until late 1990.

Member countries of CCIR Study Group 11 have agreed on colorimetry and transfer characteristics for HDTV production systems, as world community works toward world "common image" system in which all parameters of system are agreed upon except for field rate. After last month's meetings, last obstacle to common image standard would be world agreement on active scanning lines.

Additional \$20 million has been allocated by Congress to Defense Advanced Research Projects Agency (DARPA) to fund private industry projects exploring new

methods to display HDTV pictures. Eight research and development proposals have been chosen to receive portion of \$30 million in grants originally set aside for program in early 1989. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. Only one of eight proponents, Projectavision Inc., has been awarded contract.

## Home Satellite

Following congressionally ordered inquiry into alleged price discrimination by satellite carriers against noncable-affiliated distributors, FCC at end of 1989 found no unfair disparities among rates paid by competing home dish program distributors. However, commission said inquiry raised "more disturbing questions" about disparities between rates charged to home dish distributors and cable operators. Therefore, it said, further inquiry about those disparities would be issued.

Giving shot in arm to struggling home satellite industry, 100th Congress in 1988 passed copyright legislation authorizing transmission of broadcast television signals via satellite to backyard dish owners.

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 programming off air and not choosing to receive it via cable.

As mandated by Act, FCC has launched inquiries into price discrimination and into syndicated exclusivity rules for broadcast signals delivered via satellite.

General Instrument expects to begin replacing, by late January or early February, its de facto industry standard video signal descrambler Videocipher II with what it claims is more secure Videocipher II Plus equipment. Compatible with VC-II, new Plus unit is key element—along with growing number of criminal and civil actions—in battle against signal theft. Cable programmers' reluctance to support growth of backyard dish market has been attributed to widespread use of altered VC-II's to receive signals without paying subscription fees. However, 1989 saw programmers expand home satellite sales efforts and express increasing confidence in "anti-piracy" efforts.

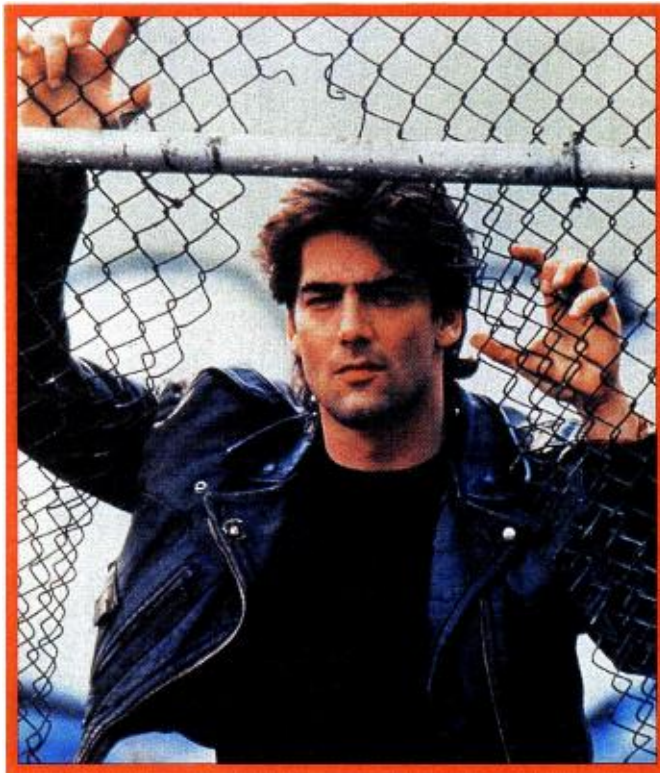
## Indecency

FCC is reviewing responses submitted by two stations that last August received letters of inquiry about allegedly indecent broadcasts—KSJO(FM) San Jose, Calif., and WFBQ(FM) Indianapolis—and by four stations that received letters of inquiry in October—WXRK(FM) New York, KSD-FM St. Louis, KCCL-AM-FM Paris, Ark., and WWWE(AM) Cleveland.

Next step in each case would be either to dismiss complaint against station or to issue notice of apparent liability (NAL) that assesses fine for indecency guideline viola-



# MORE HEAT TO COME!



# WISEGUY

A Stephen J. Cannell Production

 TELEVENTURES

LOS ANGELES (213) 785-0111 • NEW YORK (212) 541-6040  
CHICAGO (312) 280-8696 • SOUTHEAST (609) 487-8419

tion.

At same time, commission is reviewing replies from three of six stations that received NAL's in 1989. Fines assessed against WZTA(FM) Miami and KLUC(FM) Las Vegas in late October and fine assessed against WLUP(AM) Chicago earlier last month had yet to be paid or appealed by press time.

Group of 33 senators sent letter last month to FCC Chairman Al Sikes supporting his crackdown on broadcast indecency. Since assuming chairmanship, Sikes has initiated action against 12 radio stations. Of those, six have been fined—heaviest amounted to \$10,000—and remaining six have received inquiry letters that could lead to fines.

As Sikes promised, FCC also cleared backlog of indecency complaints. That meant, in addition to taking action on 12 complaints, dismissing 95 others.

As letter from senators affirms, FCC's prompt action reflects concerns of Congress. At confirmation hearing for Sikes and fellow FCC nominees Sherrie Marshall and Andrew Barrett, members of Senate Commerce Committee made it clear that regulation of indecent and violent programming should be FCC priority (BROADCASTING, Aug. 7, 1989).

In response to new law, pushed through Congress last year by Senator Jesse Helms (R-N.C.), FCC unanimously adopted policy that prohibits "indecent" broadcasts 24 hours per day, and has also launched proceeding to build record in support of new law. But policy and underlying law are being

challenged in courts on First Amendment grounds by coalition of broadcasting and public-interest groups. 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, 1989).

U.S. Court of Appeals in Washington has 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 safe harbor rulemaking. Instead, it will try to justify 24-hour ban.

Sikes has called on broadcasters to reestablish voluntary programming code. National Association of Broadcasters is looking into idea (BROADCASTING, Sept. 25, 1989).

House has approved TV violence bill. Bill would create antitrust exemption allowing industry to get together to draft programming code. Senate version targets violent, sexually explicit and drug-related programming. House Judiciary Committee Chairman Jack Brooks (D-Tex.) and bill's sponsors are committed to keeping measure free from issues other than violence. It is unknown if Senate will insist that House accept sex- and drug-related provisions. Both measures would waive antitrust restrictions to permit broadcasters, cablecasters and programmers to get together to self-regulate.

lion, and will gain exclusive worldwide distribution rights to Zenith TV product and certain distribution rights to its theatrical film output.

Capital Cities/ABC has taken minority interest in Spanish TV-film producer Tesoro. Capcities/ABC already owns 25%—through ESPN—of London-based satellite sports service, Screensport, and has taken minority share in Munich TV company Tele-Munchen. Company is known to be negotiating at least two more equity deals on continent, reportedly including one in France.

Warner Bros. has taken its first investment in broadcasting outside U.S., with one-third interest in new Swedish pay-TV service to launch last month. Studio expects similar deals in second Scandinavian country within few months and third within year.

### 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, 1989, 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 near future.

### International

British Parliament has introduced long-anticipated media reregulation bill that affects virtually all areas of UK industry. Most controversial aspect is plan to auction regional commercial TV franchises to highest bidder. Bill would also allow new fifth national TV channel, three national radio networks and possibly 200-300 local radio stations, along with new local TV franchises using either microwave or cable transmission. British Broadcasting Corp. will remain largely unaffected by bill.

London's Thames Television will buy Los Angeles-based producer Reeves Communications Corp. for \$7 cash per share, or \$89 million. Reeves President Merrill Grant has agreed to stay with newly merged company in five-year deal.

Chase Enterprises of Hartford, Conn., will construct and operate cable television system in Poland in joint venture with Polish government. Initial investment in project is estimated at \$270 million, eventually rising to \$900 million.

Several non-U.S. firms, including more than one Japanese company, are bidding to buy RJR Nabisco's 20% of cable's ESPN, in what could be first significant non-U.S. acquisition into U.S. program service.

Paramount has taken 49% stake in Britain's Zenith Productions, making studio first of Hollywood's majors to partner with European-based production company. Paramount bought share from Europe's leading TV service company, Carlton Communications, for an estimated \$15 million-\$20 mil-

Prospects of broadcaster-cable agreement on must carry seem slim to none. Broadcaster endorsement of major cable reregulation bill has soured relations between two industries. Furthermore, broadcasters interest in must carry is now overshadowed by initiative to make cable pay for retransmission of local broadcast signals (BROADCASTING, Dec. 4, 1989).

Prior to congressional adjournment, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) offered to move must carry bill (BROADCASTING, Oct. 30, 1989). He also suggested freezing stations where they are for year or two, giving FCC time to decide issue. Broadcasters have yet to sign off on Inouye proposal, although cable says it will let FCC settle matter. Inouye also suggested using children's TV bill as vehicle for must carry. Television Operators Caucus also jumped into debate and tried to break logjam with its own channel positioning proposal. But National Cable Television Association President James P. Mooney rejected proposal.

On July 10, 1989, National Association of Broadcasters TV board signed off on must carry compromise reached between President Eddie Fritts and NCTA on previous Friday. But deal fell through when Association of Independent Television Stations rejected proposal on ground it did not address its concerns about channel repositioning. Independents felt it encouraged cable operators to move independent stations off low-num-

### Must Carry



**MEDIA BIAS**  
here's how it's done

**AIM'S**  
**"MEDIA MONITOR"**  
radio commentary is  
now available to  
all National Public Radio  
Stations  
via satellite.

**To find out how you can  
get "Media Monitor" on  
your NPR station, contact**

**Deborah Lambert**  
**ACCURACY IN MEDIA**  
1275 K Street, NW  
Washington, DC 20005  
(202) 371-6710

# DO-ERS PROFILE:

## MURPHY BROWN

HOME: Washington, D.C.

AGE: 41

PROFESSION: Co-anchor of top-rated "FYI" news magazine.

HOBBY: Singing along with Motown. Loud.

LAST BOOK READ: *MY TURN*, Nancy Reagan. "I wanted to see what she said about me."

VICE: Chewing number 2 pencils.

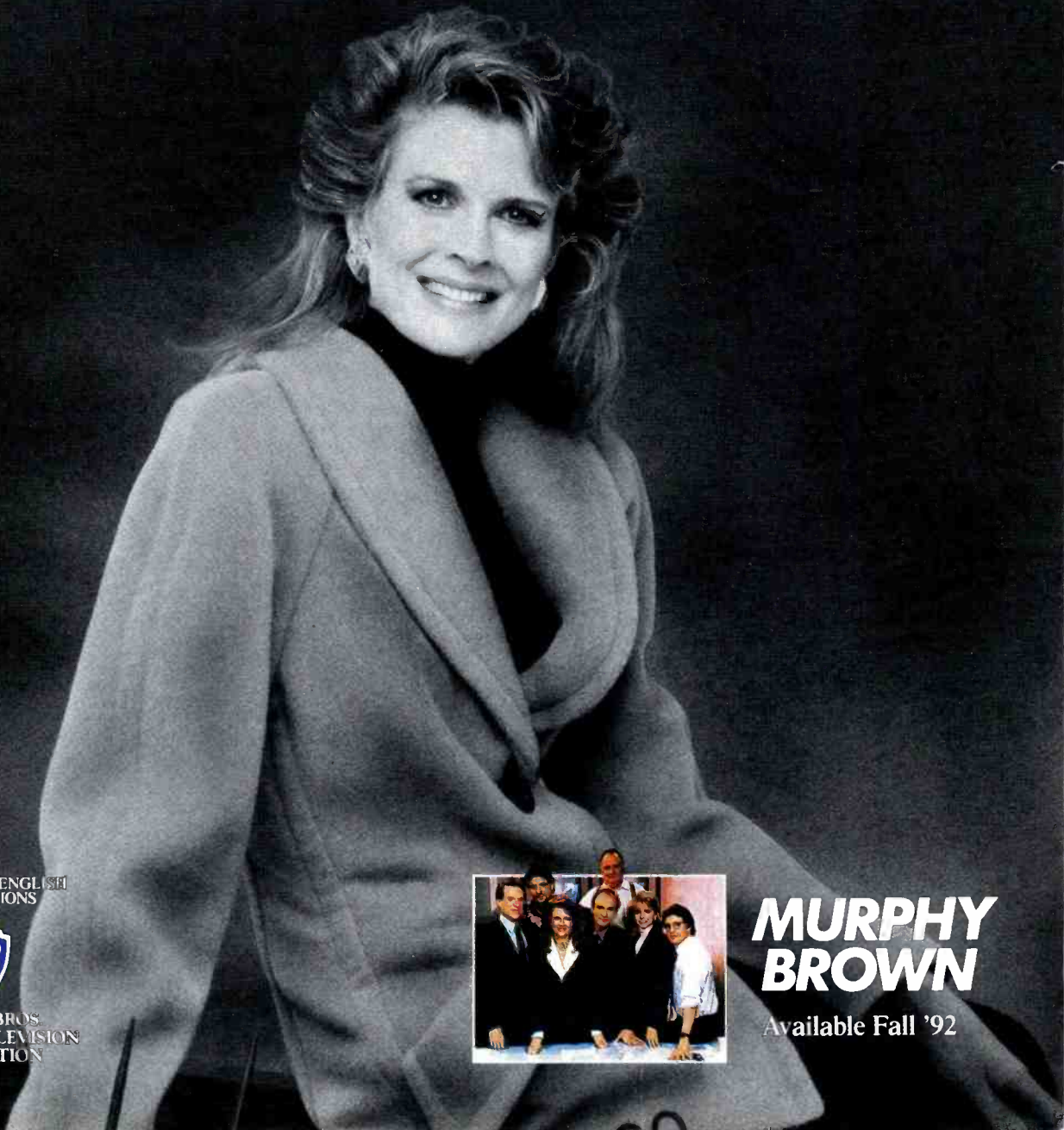
LATEST ACCOMPLISHMENT: Winning an Emmy for her performance on CBS's number one comedy series.

WHY I DO WHAT I DO: "I couldn't sleep nights knowing the American public was receiving vital information from an ex-beauty queen who can't pronounce 'Shiite.'"

ROLE MODELS: Edward R. Murrow, Studs Terkel, Wile E. Coyote (not necessarily in that order).

PROFILE: Tough, controversial, yet human. More at ease taking on Khadaffi than handling her personal affairs.

FUTURE PLANS: To do for your station what *MURPHY BROWN*, CBS's top-rated comedy, has done for the network.



# MURPHY BROWN

Available Fall '92

SHUKOVSKY/ENGLISH  
PRODUCTIONS



WARNER BROS.  
DOMESTIC TELEVISION  
DISTRIBUTION

bered channel assignments to location on higher end of band. Before most recent events, Fritts and Mooney had been trying to hammer out deal on must carry language that they would then take to Congress. Basis of negotiations is inter-industry agreement on must carry with which cable says it can live. 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 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."

## Network Rules

Reform of FCC's financial interest and syndication rules is becoming hot item in Washington. TV producers and big three networks opened new round in war of words on subject in November, with series of letters to Congressman John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, in relation to Telecommunications Subcommittee hearing on foreign acquisitions of U.S. entertainment companies. NBC President Robert Wright wrote Dingell to argue that finsyn rules handicap networks as players in global competition between vertically integrated media conglomerates. Motion Picture Association of America head Jack Valenti and Program Producers & Distributors Committee Chairman Ralph Baruch both later wrote Dingell to sharply attack Wright letter.

Networks and Hollywood have been meeting but seem far from reaching compromise on rules. Networks say they want modification, not repeal, while MPAA has formed coalition whose aim is to preserve rules (BROADCASTING, April 24, 1989). No action on Hill or at FCC is anticipated.

In public statements, FCC Chairman Alfred Sikes and other commissioners have been encouraging negotiated settlement.

FCC's network rules are being reviewed, and several may be modified or eliminated on ground that networks now face stiff competition. At March 16, 1989, meeting, FCC rid its books of two-year limit on term of affiliation agreements between networks and stations. It has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market and from owning cable systems.

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

Fox is expected to renew effort early in new year to convince FCC that network rules should not apply to it so that it can continue to produce and syndicate programming and expand network schedule to more than 15 hours per week. Networks become subject to FCC's network rules as soon as they ex-

ceed 15-hour mark.

FCC has taken actions indicating it is disinclined to apply rules to other, smaller networks that have emerged. It ruled that financial interest and syndication rules and prime time access rules do not apply to Spanish-language Univision network, and it granted waivers of PTAR and dual network rule to Home Shopping Network.

## Public Broadcasting

Under Jan. 31 deadline to submit plan to Congress assuring most efficient use of national programing dollars, CPB reached compromise with National Association of Public Television Stations and PBS that will, beginning Oct. 1, aggregate about \$100 million at PBS under authority of chief programing executive, newly created position filled by former CPB Program Fund Director Jennifer Lawson.

Announced Nov. 14, 1989, plan will contract out approximately half of CPB Program Fund (about \$20 million initially) to PBS for support of continuing series), contingent on public TV stations also turning over to PBS management of their Station Program Cooperative (about \$80 million in support of continuing series). Stations, PBS, CPB and minority and independent producers will be represented on 17-member PBS National Programing Policy Committee overseeing Lawson. Plan is said to better differentiate functions, with CPB undertaking new "needs assessment" information-gathering role, CPB will devote remaining Program Fund dollars to new program development, including distinct funds for independent and minority productions. PBS announced Oct. 30 that it will lease or buy up to six transponders on AT&T next-generation satellite Telstar 401 to be launched in early 1993.

Just before holiday recess, Congress passed bill containing 1992 appropriations of \$251 million for CPB and \$76 million for next-generation public broadcasting satellite.

On Oct. 18, 1989, Independent Television Service (ITVS) board of directors met for first time in Washington. CPB has committed to funding ITVS at \$6 million plus overhead and promotion this fiscal year. CPB board in September reelected Kenneth Towery chairman and elected new vice chairman, Daniel Brenner.

## Syndex

FCC's new syndicated exclusivity rules went into effect Jan. 1 after U.S. Court of Appeals in Washington rejected cable operators' challenge of rules on constitutional grounds. Three-judge panel unanimously concluded that Congress had decided that question of protecting exclusivity that broadcasters bargain for in securing programing should be resolved by commission. And "on the record before us," panel added, "we should uphold its resolution."

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

# The Fifth Estate Broadcasting TELEVISION

Founding Editor  
Sol Talshoff (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. Talshoff, publisher.

### Editorial

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

### Broadcasting & Cable Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor  
Deborah Segal, assistant manager  
Francesca Tedesco, Michael Greco, Janza L. Woods,  
editorial assistants.

### Advertising

Washington  
202-659-2340  
Kenneth W. Talshoff, vice president, sales and marketing.  
Robert (Skip) Tash, Midwest and Southern regional sales  
manager  
Doris Kelly, sales service manager  
Debra DeZarn, classified advertising manager.  
New York  
212-599-2830  
Joseph E. Ondrick, East Coast regional sales manager.  
Randi B. Teitelbaum, sales manager.  
Yedira Crawford, advertising assistant.  
Lewis Edge & Associates (East Coast equipment and  
engineering): 609-683-7900; fax: 609-497-0412.  
Dave Berlyn & Associates: 914-631-6468  
Mattilyn Calloway, receptionist  
Hollywood  
213-463-3148  
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

Kwentlin K. Keenan, circulation manager  
Patricia Waldron, data entry manager.  
Aretha Hall, Maureen Sharp, circulation assistants.

### Production

Harry Stevens, production manager.  
Julie Gunderson, production assistant

### Administration

David N. Whitcombe, vice president/operations  
Philippe E. Boucher, controller.  
Tracy Henry, assistant controller.  
Albert Anderson, office manager  
Nancy Miller, personnel administrator.  
Rhonda Moore, accounting assistant.  
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).  
Rod Granger, Lucia Cobo, Joe Flint, staff writers.  
Hollywood: 1680 North Vine Street, 90028  
Phone: 213-463-3148  
Fax: 213-463-3159  
Steve Coe, Mike Freeman, staff writers.

### 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 808-545-2700; fax: 808-599-5802;  
Toronto 416-492-6208; fax: 416-492-9207;  
London (01) 427-9000; fax: (01) 427-5544.

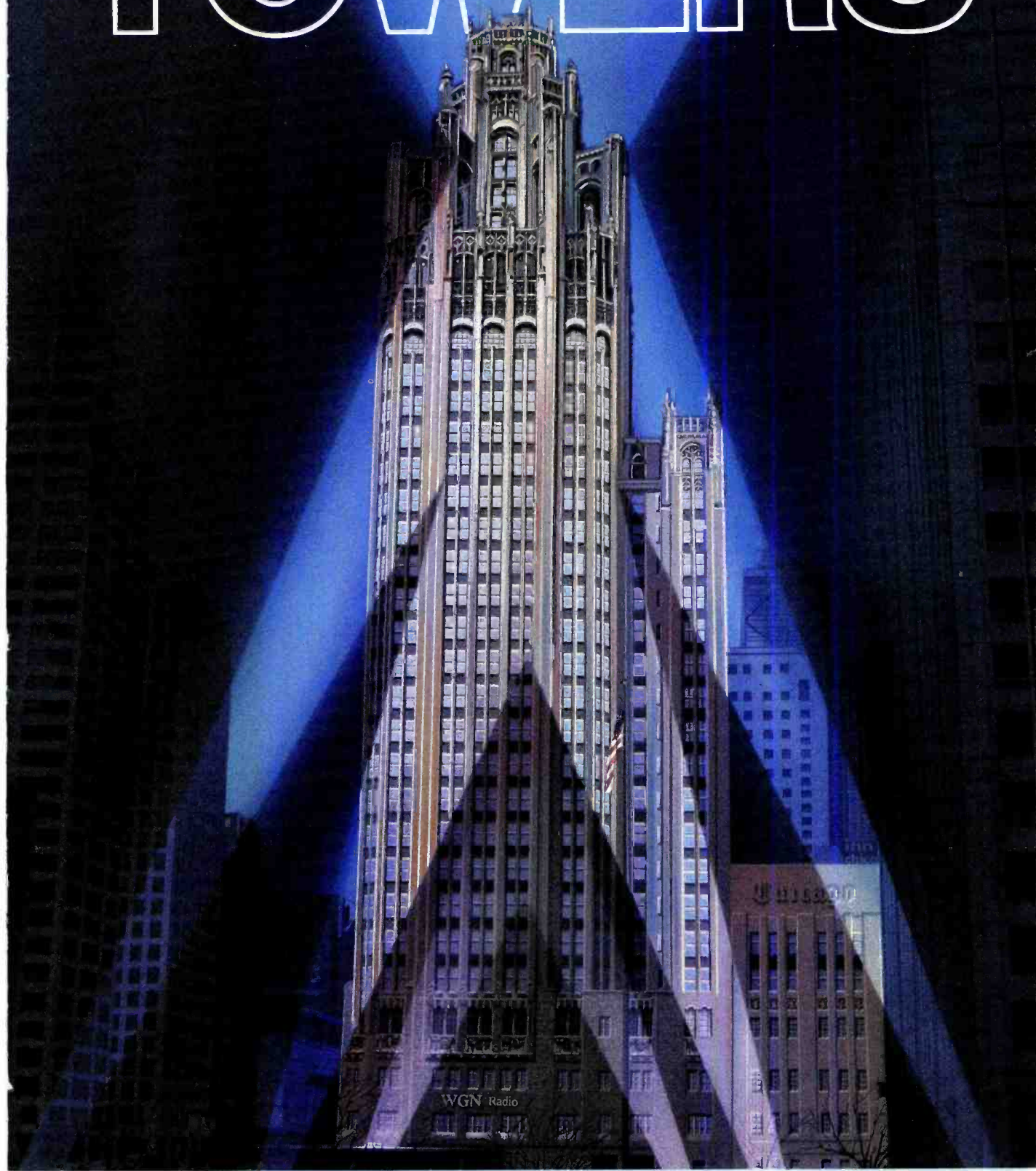
Japan (06) 925-4452; fax: (06) 925-5005

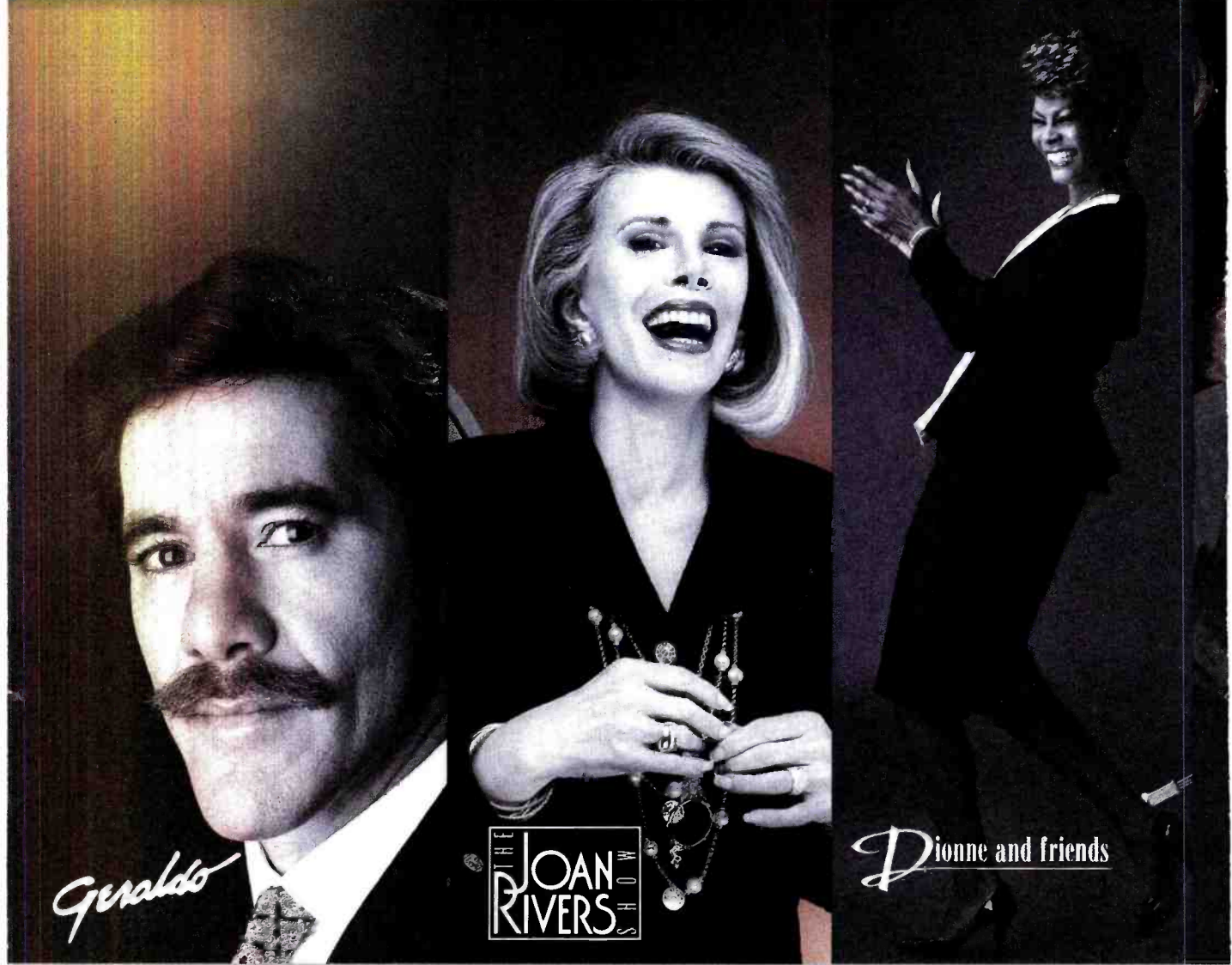
### Broadcasting Publications Inc.

A Times Mirror Business Publication  
Lawrence B. Talshoff, president.  
Kenneth W. Talshoff, 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.

TRIBUNE ENTERTAINMENT

# TOWERS





*Geraldine*

THE JOAN RIVERS SHOW

*Dionne and friends*

"I came on TV almost 20 years ago as the people reporter. Now, I like to think of our program as the people's talk show. The audience put us on, they have kept us on, and together, we're heading into the 1990's."

"We touch on everything from gang wars to Pee-wee Herman's sex life. It's fast, it's informative—sometimes you'll laugh, sometimes you'll cry, but always you'll be entertained."

"I just want to say one word—friendship."

**TRIBUNE PREMIERE NETWORK**

World-class stars.  
World-wide locations.  
World-premiere mini-series!  
Two exciting new productions each year.



VOYAGE OF TERROR  
The Achille Lauro Affair



NIGHT OF THE FOX



TO CATCH A KILLER

THE PUZZLE GAME

Contestants solve hilarious video puzzles for cash prizes!  
Jim Lange hosts.





**kelly  
& gail**

**AT THE  
MOVIES**

REX REED  
&  
CIXIE WHITLEY



**SOUL  
TRAIN**



Kelly: "Our show is a textbook for men and a survival guide for women."

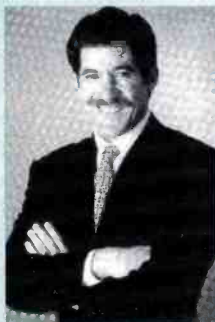
Gail: "We're going to make women laugh. Laughter that comes from deep within will get us through the day."

"Two unique styles, topical and informative reviews. Together...on *At The Movies*."

"*Soul Train* is an American television phenomenon that never runs low on live energy and musical excitement."

**Geraldo  
SPECIAL  
EDITION**

TV's king of investigative journalism delivers hard-hitting weekly exposés!



**MORE FIRST-RUN  
ENTERTAINMENT**

Monsters™  
Tales From The Darkside™  
U.S. Farm Report  
Cubs Baseball

**MOVIES**

A Child Called Jesus  
TV Net  
Columbia Night At The Movies  
Tri-Star Pictures

**SPECIALS**

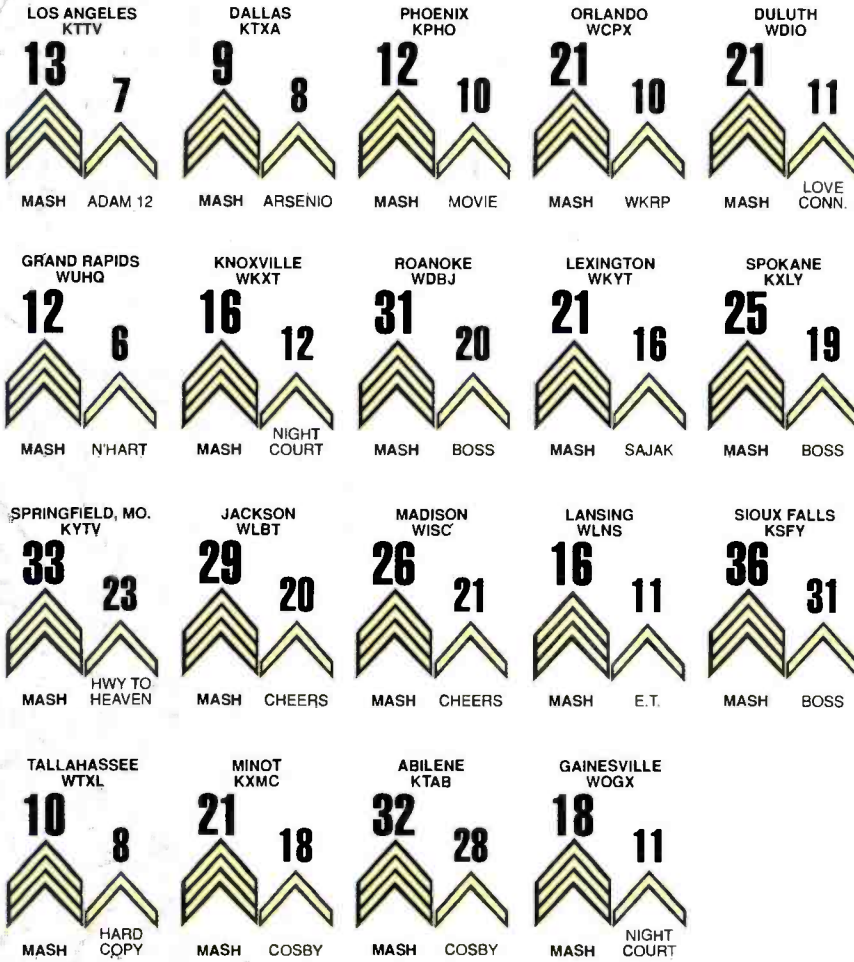
Soul Train Music Awards  
Stellar Awards: A Tribute to Dr. Martin Luther King, Jr.  
Mother/Daughter Pageants  
At The Movies—  
The Academy Awards  
Hollywood Christmas Parade



**TRIBUNE  
ENTERTAINMENT**  
Company

# The Agony of Defeat.

Heavy losses recorded by stations replacing M\*A\*S\*H!



Source: Nov. '88 MASH vs. Nov. '89 T.P. HH share (Nielsen)

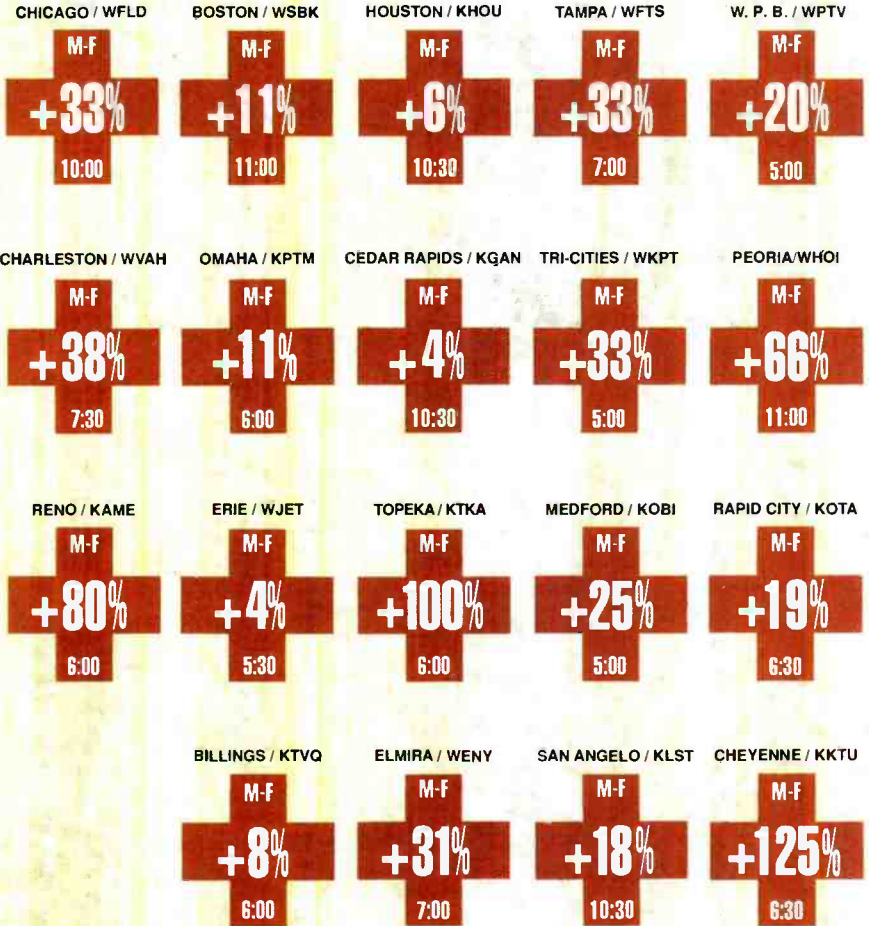


W  
A  
P  
O  
F



**MR,  
MID  
NCE  
MIND**

**The Thrill of Victory.**  
When M\*A\*S\*H holds its position,  
ratings gain precious ground!



All times indicated are evening time periods.  
Source: Nov.'89 vs Nov.'88 Mash HH share (Nielsen)

**M\*A\*S\*H**

**TWENTIETH  
TELEVISION  
CORPORATION**

# Monday Memo

A broadcasting and the economy commentary by Daniel Flambert, managing director, Morgan Rothschild & Co., New York

**P**redicting short-term economic performance is a lot like trying to psych out a gas gauge during a long car trip. The red needle is on "E" for empty but the yellow warning light isn't yet flashing. How much longer do you dare pass up the exits at 10 or 15 miles per hour above the speed limit?

The economy is hovering in anticipation of what economists are calling a "soft landing." This is the economic equivalent of Newton's law: "That which has gone up for seven years must eventually come down." The difference is that no one expects things to crash from boom to bust. Instead, we'll ease our way down into harder times.

Inflation, which more or less will decide who has money and what they do with it, is expected to be about 4.5% by the end of this year in an environment of 2.5% real GNP growth. The consensus of economists predicts declines in short-term interest rates over the next 12 months.

The prime rate is already falling. Most major banks cut their prime lending rates to 10.5% earlier this year in a move that could reduce borrowing costs for consumers and small businesses. Wall Street's seers are looking for a stable prime rate averaging 10%-9.7% during each of the next two years. This is a mixed blessing. Consumers will probably find lower rates on home equity loans and personal lines of credit, but credit card rates will continue at almost usurious levels.

Broadcasters should monitor the rhetoric and the results in the retail sector, since so much of our advertising volume is based on that segment of the economy. While retailing and consumer spending has not driven the economy for more than a year, there hasn't been much significant movement since November 1988. Retailers who have built considerable inventories may be more anxious than ever before. Current consumer spending is growing during September, reflecting a spike in automotive sales. However, no one is sure if this will recover during the fourth quarter or early next year.

The Commerce Department reported a drop in retail sales for May and June with moderate increases through the summer and into September even after the incentive-driven auto market is factored out. Most economists were expecting a slight increase in consumer spending by year's end. The fourth quarter is expected to yield sales only 4%-5% ahead of last year, barely keeping pace with inflation. Large chains like Sears and mom-and-pop stores are still performing below expectations. On the street, retailers are carefully husbanding ad dollars in a desperate attempt to manipulate store traffic and sales. Many markets report local merchants holding back on buys until the last 10 days of each month. In many



**“ The economy is hovering in anticipation of what economists are calling a ‘soft landing.’ Broadcasters should monitor the rhetoric and the results in the retail sector. ”**

cases, merchants are anticipating problems and are cautious with discretionary dollars, even though in-store Christmas displays sprout earlier than ever before.

Sluggish consumer spending is squeezing retail margins. During the first half of the year, retail pre-tax profits were down 11% from the first half of 1988. While weak demand is holding down retail prices for consumer goods, wholesale prices have risen two percentage points during the last year. Faced with significant debt service and more than 200 catalogs offering holiday gifts by Federal Express, a whole new class of competitors, retailers are keeping slimmer inventories and watching expenditures closely. The economy is clearly experiencing a profits recession, according to Edward Yardeni of Prudential-Bache, while flat corporate cash flow strains debt service capabilities.

The emerging pattern of consumer hesitation is particularly confusing when you compare what people say with what people do. Consumer confidence, as measured by the Conference Board's monthly survey of more than 2,000 Americans, matched its highest level in two decades during July

1989, which is equal to the highest it since late 1969. However, Conference Board economist Fabian Linden explains "the continued high level of consumer confidence despite signs the economy may slowing can be attributed to the strength of the particular economic circumstances which affect the daily life of the average citizen."

The well-being of individuals that Lir refers to is usually reflected by personal consumption and/or savings rates. The index has rebounded more than a full percentage point to its highest sustained level since late 1984 to set an all-time record of \$1 billion during August. The trick to understanding the spending/savings dynamic is to look at attitudinal factors. When people feel wealthy, they make purchases. When they feel anxious about the economy, they pull back. So, it's possible to talk ourselves into a recession.

Since 1987, Americans feel a lot less wealthy. The stock market crash, continued softness in home prices, higher prices for imported goods and the loss of tax deductibility for interest payments have collectively created a sharp increase in the relative cost of living for many Americans.

Friday the 13th's mini-crash didn't restore anyone's confidence in their own circumstances even though individual investors have all but abandoned the market. Therefore, with fewer and fewer bargains and tighter and tighter dollars on the horizon, people feel less wealthy and spend fewer discretionary dollars, even though they can build savings and spend simultaneously. Retailers absorb the initial impact since they are where dollars and goods change hands.

Here are some suggestions to prepare your sales staff to deal with the economic soft landing:

- Monitor your local merchants' spending patterns carefully. Ask about inventory levels and relative financial pressures from vendors.

- Package inventory and/or promote to give merchants incentives to spend earlier in the month or to even out spending patterns.

- Emphasize the value-added aspect of your station in presentations to retailers. List and quantify the extra value they are getting by being on your air.

- Investigate prospects for vendor-financing and co-op plans.

- Create bigger, thematic promotions which can accommodate multiple retail participants at smaller, individual spending levels.

- Concentrate on cross-promotions. Think about how you can mix and match two or more clients to make short flight, low dollar volume buys more exciting. ten 2 + 2 = more than 4.

# Broadcasting Jan 15

Vol. 118 No. 3

TOP OF THE WEEK

IN NEW ORLEANS AT NATPE

## The focus will be on fin-syn

**Networks and program producers will both be putting forth arguments for and against FCC rules**

The NATPE convention in New Orleans this week will see the resumption of the sometimes heated debate over the fate of the FCC financial interest and syndication rules that have curtailed the broadcast networks' role in producing and syndicating television programming for nearly two decades.

In a Tuesday (Jan. 16) keynote address to the convention, which organizers anticipate will draw as many as 9,000 broadcasters and program suppliers, NBC President Robert Wright is expected to call on local television broadcasters—network affiliates and independents—to aid the networks in their campaign to eliminate or relax the rules, arguing, in essence, that what is good for the networks is good for broadcasting.

And in what is being billed as a "pre-emptive strike," several production distributors have set up a press dinner today (Jan. 15) to present their case for preserving the rules as they are. The companies involved include Viacom, King World, Aaron Spelling, D.L. Taffner, Westinghouse Broadcasting and Tribune Entertainment.

Under pressure from Congress, Hollywood interests led by the Motion Picture Association of America and the major production studios have met several times with network representatives in the past year in an effort to arrive at a compromise on new rules that would give the networks greater freedom in the programming marketplace.

Although both sides have given ground in the meetings, they remain far apart. And as this week's rhetoric will testify, the parties are not sanguine the gap will be closed anytime soon. They are to sit down again next month.

Positions have calcified. The networks are sticking to their proposal that they be allowed, on an experimental basis, to co-venture or otherwise financially participate in programs accounting for half of the weekly prime time schedule (11 hours a week).

"The rules are outmoded, outdated and, in fact, detrimental to the free over-the-air broadcast system in the United States," said one network executive. Free of the fin-syn restraints, he said, the networks would be able to make the same kinds of deals with the creative community that their competitors—first-run syndicators and cable—can.

Hollywood has rejected the network plan, but offered one of its own that would allow networks to acquire a minority interest in an unlimited number of programs, but only if the networks agree to cover the bulk of upfront costs.

Hollywood also draws the line at giving the networks any role in the syndication business, contending that network ownership of the most dominant stations in the country, coupled with their increasing program production efforts, makes abuses too likely.

"The same ability to block time periods and keep competing syndicators out of the market that existed in the early 1970's when the rules were passed, exists today," said George Back, president, All American Television. Stations competing with the network-owned stations would also be at a competitive disadvantage, Back said.

Donald Taffner, chairman, D.L. Taffner Inc., said allowing the networks into the syndication business "would put companies like mine out of business." Taffner got his start, he said, because of the creation of the rules. "If the rules do change, the government will have on its hands a lot of small guys like me who it put in business and then helped close down."

Taffner is also skeptical of modifying the financial interest rules. "Anybody in the end-user [exhibition] business, if they have a financial interest, it has to be at arm's

length. Because I can see if I have a show on CBS and they have a position in it, sooner or later they don't want me to put that show in syndication on WWOR in New York, competing with their own flagship station."

Stephen Palley, chief operating officer of King World, said the company "doesn't see the need for any modifications." As for the network plea that times have changed and they are now the ones at a competitive disadvantage, Palley said: "The rules were instituted as a result of the unfair advantage they took. Given their continued, though reduced, dominance in the market," he said, there is still too much room for abuses on their part.

Compromise is not impossible, although some of the rhetoric may make it seem so. All American's Back said that some modifications, in the financial interest side of the rules, could actually help the first-run programming business. "Network O&O's should be allowed to participate in first-run programming by allowing them to venture," said Back. "Their exclusion has hurt innovation in the first-run business."

Networks should also be allowed to participate financially in programs, he said. "Using the bank model, where they'd put up so much money and receive so much in return," would be acceptable, said Back.

-HAJ, SM

## The booming business of barter

**Revenue from syndicated shows have climbed steadily in the past decade and are expected to hit \$1.25 billion this year**

Barter syndication has become a billion-dollar business. Syndication has come a long way in the last 10 years, and as the 1980's ended, it was the barter element that drove syndication to new heights, with gross national advertising revenues for 1989 expected to total \$1.05 billion when all the figures are in, according to Tim Duncan, executive director of the Advertiser Syndicated Television Association (ASTA). Duncan estimates that bartered syndication product will generate advertising revenue in excess of \$1.25 billion in 1990, a 17% increase over the income generated in the previous year.

In 1980, bartered syndicated programming

revenue totaled \$50 million and, according to Duncan, grew at an annual rate of more than \$100 million to hit \$550 million in 1985 and to pass the \$1 billion mark at the end of the decade. Mike Levinton, vice president and director of programming for Blair Television, agreed that barter has been a "tiger," but he questioned barter's ability to maintain a \$100 million-plus growth rate. "Television is not like newspapers where they add four pages of advertising when they sell additional space," Levinton said. "Television doesn't have the luxury to add more pages. There is a finite limit on the [commercial] inventory available at stations."

Apparently, stations are making commercial space. Of the top 10 syndicated programs in 1989, Larry Gerbrandt, vice president and senior analyst, Paul Kagan Associates, said eight of the shows con-

## Doing big business in barter



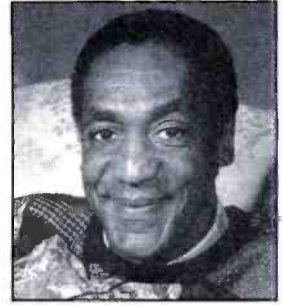
'The Arsenio Hall Show'



'Wheel of Fortune'



'Entertainment Tonight'



'The Cosby Show'

tained a barter element compared to "none" in 1980. In summing up the growing influence of barter-assisted programing, Gerbrandt said: "Barter became an increasingly important means of managing inventory and buying better programing than a station's available cash might normally allow." Gerbrandt also told a panel audience at the recent Association of Independent Television Stations convention that barter-plus-cash programs account for a "large" majority of the bartered deals struck with stations.

In 1980, only 34 first-run programs were in active syndication, said Duncan, while today there are 108 original series in distribution largely because advertisers have become "aware" of how syndicated advertising buys have served to "complement" broadcast network ad buys in terms of overall reach. He said while the networks have hovered at slightly above a 60% share of the audience during most of 1989 (with each of the three networks scoring no higher than mid-20 shares), syndication racked up a combined 28.7% share of the audience. "We have a marketplace that sustains close to double the programs the networks produced," Duncan said. "Last year we said that syndication had more than a 25 share of the national market. This year it's up to nearly 29%. That's because our audience has grown 14% in 1988-89, while the networks declined 4.5%, on the average."

On the advertising agency side of the business, Jon Mandel, senior vice president, director of national broadcast, Grey Advertising, thinks there are enough dollars from national advertisers to go to syndication if the industry maintains a "price-value relationship" on par with the broadcast networks and cable. "The better the coverage," Mandel said, "the better the ratings, and the better the delivery; then syndication will come to about even parity with the networks. Sometimes the networks are 10 times the value for a given buy, and at other times a syndicated show like *Arsenio* can be four or five times the buy. It's all relative."

From estimates compiled by a New York advertising media buyer, the *Arsenio Hall Show* has indeed earned national spot advertising rates competitive with other late-night network shows (BROADCASTING, Jan. 1), with a 30-second commercial cost in the \$20,000-\$25,000 range. Even higher are the figures top-rated early fringe and access strips generate with the one minute of national barter time allocated from the cash-



'Jeopardy!'

plus-barter deals: *Wheel of Fortune* (\$70,000-\$90,000 per 30-second spot), *Jeopardy!* (\$50,000-\$70,000), *Entertainment Tonight* (\$70,000-\$90,000), *The Cosby Show* (\$50,000-\$70,000) and *A Current Affair* (\$40,000-\$50,000).

The New York advertising source stressed that the estimated spot rates tend to fluctuate during the course of the year, which is especially true for the early fringe children's block programing such as Buena Vista Television's *Duck Tales* and *Chip 'n' Dale's Rescue Rangers*. These top-rated animated strips may have created an afternoon weekday niche for other children's programing, but their \$15,000-\$20,000 average spot rates for the first through third quarters are not indicative of top rates they command in the holiday-driven fourth quarter. BVT's fourth-quarter barter split reflects the syndicator's desire to clear the programs with local stations, as *Chip 'n' Dale's* straight barter split goes from three minutes local (three minutes national) to four minutes local (two minutes national) in the fourth quarter. A similar reduction in national barter time is included in the *Duck Tales* contracts.

Mark Zoradi, vice president, general sales manager, BVT, said that \$25 million has been invested in each of the animated strips, and another \$30 million poured into *Talespin* to complete The Disney Afternoon package with *Double-O-Duck* for 1990-91. "These are long-term revenue investments," Zoradi said, adding: "In order to maintain these huge outlays in capital, we have to look, in addition to syndication, at foreign distribution, home video and merchandising. It's quality programing that gets ratings, not barter. So we have to maintain relationships."

Paramount Pictures Domestic Television has also created a weekend early fringe niche with *Star Trek: The Next Generation*



'A Current Affair'

(\$60,000-\$80,000 per spot) as a weekly straight barter offering (six minutes local, six minutes national). MCA-TV's *Charles In Charge*, *Out of this World*, *The New Adventures of Lassie*, *My Secret Identity* and *The Munsters Today* (which are said to be typically sold in a package for \$30,000-\$35,000 per spot) are filling weekend slots previously untouched by first-run programing.

"There is no question that barter has lowered cash licensing fees considerably," said King World President Michael King, whose company syndicates *Wheel*, *Jeopardy!*, *Inside Edition* and *The Oprah Winfrey* cash-plus-barter offerings. "I think that barter has brought in a new source of revenue to finance production, but it really hasn't helped the smaller syndicator. It costs Paramount about \$20 million a year to produce *Arsenio*. A little guy can't take a risk like that. Most of the barter shows are going to be dominated by the larger distributors. It's not completely a rosy picture."

Looked at from the stations' point of view, the barter marketplace has turned in their favor, as the supply of syndicated programing has exceeded demand over the last couple of seasons. At least that is one of the benefits General Manager Michael Fisher of KTXL-TV Sacramento, Calif. (a Fox affiliate), sees coming out of the advent of barter. On the other hand, he feels other stations may be "hard-pressed to give up scarce inventory for marginal programing coming out this season.

"I suspect that every station has benefited from it [barter]," Fisher said. "As a Fox affiliate, my inventory is limited, and if you look at other stations around the country, they're developing a lot of their own local programing. I don't even look at it as barter. I look at it as giving up X number of time slots going for X number of existing ratings, and what I'm prepared to give up on is the promise of improved ratings."—MF

# NBC TV to pare Olympic coverage

**Negotiates over weekend with affiliates on ad split and news breaks; said to plan commercial-less pay per view**

NBC will run fewer hours of Olympics coverage from Barcelona, Spain, in 1992, in part by eliminating daytime coverage, which it had during the last summer Olympics from Seoul, South Korea. But other elements of the coverage are still being decided, including the amount of advertising time it will retain and the amount it will give affiliates. NBC affiliates, it is believed, will not be asked to pay "reverse compensation" to help NBC with its \$401 million rights fee.

Negotiations between the two parties on the advertising split and on the number and length of station news breaks were still being conducted last weekend as both sides hoped to reach an agreement before an affiliate meeting Monday afternoon in New Orleans, preceding the opening of the NATPE convention tomorrow (Jan. 16).

One of the reasons for the difficulty in finalizing plans has been the simultaneous work under way for NBC's cable coverage.



At least one decision along that front appears to be that the pay-per-view coverage will not contain any commercials. One NBC executive said that a presentation on the cable coverage is expected to be made in several weeks.

Although logistical work for the coverage is just beginning—a total of 10 people have been hired so far, according to a

spokesman—NBC executives have been working hard on the format for Olympics coverage. One reason for the pressure to decide on a format is that CBS will probably be going to the market soon to begin selling the 1992 and 1994 winter Games, and NBC does not want to be too far behind. Bert Zeldin, vice president, Olympic sales and marketing, said: "We are basically finalizing our schedule and presentation, but probably won't start until the middle of February."

One daypart that won't be sold for the games is the 4-5 p.m. coverage which accounted for 10 hours of NBC's last Olympic telecast.

At least two advertisers are already working on what they will present in 1992. As part of obtaining the rights, NBC granted \$15 million of advertising time to the International Olympic Committee (\$5 million) and to the Barcelona organizing committee (\$10 million). Dick Pound, chairman of the IOC's TV negotiating committee, told BROADCASTING that television rights for Barcelona had just been sold to Japan for \$62 million, compared to \$50 million for rights to the Seoul games. —GF

## Stations balk at Buena Vista deal

**Operators take issue with syndicator's demand that they buy all four half hours of 'Disney Afternoon' and program them at same time; company says block is one show**

The effort by several companies—including Disney, Fox and Warner—to launch ad hoc networks of children's programming, has become the most bitter, hotly contested battle of this year's program development season.

Last week the battle took a new turn, with the assertion from one station manager that Disney's Buena Vista Television may be guilty of block booking the shows in its *Disney Afternoon* cartoon block. Buena Vista denied the charge, insisting that *Disney Afternoon* is one program.

Block booking is when a program distributor forces a station to buy programs it doesn't want to get shows it does want. In 1985 Outlet Communications sued King World over renewals of *Wheel of Fortune* and *Jeopardy!*. A Florida court ruled in favor of King World.

Two seasons ago, Buena Vista launched a new cartoon program, *Duck Tales*, which shot to the top of the ratings charts. A short time later, BVT announced the development of a second new cartoon, *Chip 'N' Dale's Rescue Rangers*. A year ago, the company announced the *Disney Afternoon* concept as a way of packaging four animated series for airing from 3 p.m. to 5 p.m.

The Disney approach seems like block booking to some. "What else would you call it?" asked Jim Boaz, general manager, WTXF-TV Philadelphia, the Fox affiliate there. "I'm surprised it hasn't surfaced before this at one of the trade associations" or

some other forum, said Boaz, an FBC board member.

Buena Vista Television has stated in no uncertain terms it intends to market *Disney Afternoon* as one program, and that it will insist that stations clear it between 3 and 5 p.m. daily, which is prime time for children's shows.

However, Boaz believes BVT has crossed the block-booking line. "What else would you call it when they say you have to play four shows in sequence in specific time periods?" he said. "All those shows are separate. They are not seamless half-hours."

*Disney Afternoon* comprises *Chip 'N' Dale's Rescue Rangers* and *Duck Tales*, the number-one and -two children's programs, and in the fall, two more will debut, *Disney's Adventures of the Gummi Bears* and *Tale Spin*.

But BVT President Robert Jacquemin insists *The Disney Afternoon* is one program, and that there is no rule or law barring a distributor from seeking a particular time period clearance. "We consider it as one program," he said. "What we're selling and what we are providing is something that goes far beyond individual programs," Jacquemin said. "This is a two-hour program service to be scheduled in the last two hours of the afternoon."

Last week the company said it had cleared *Disney Afternoon* in just that way, on stations covering 41% of the country, through 1992, or the next three seasons. For fall 1990, the program service has cleared 90% of the country, said Jacquemin.

Jacquemin also said that a number of FBC affiliates have cleared the program

block through 1992 from 3 to 5 p.m. He declined to reveal either the total number of FBC affiliates that have signed on, or any individual FBC stations, citing the pressure on those stations not to sign, because of conflicts with Fox's own "Kid's Network" program block, scheduled to debut in September 1990.

But one FBC affiliate who has *Disney Afternoon* now is losing it after next fall—KTVU-TV San Francisco. BVT said it was pulling the program block from the station because it was "unwilling to make the long-term time period commitment necessary to maximize *The Disney Afternoon's* ratings potential. BVT has sold the block to KBHK-TV San Francisco.

Kevin O'Brien, KTVU vice president and general manager, and chairman of the FBC affiliate board's newly formed subcommittee overseeing Kid's Network, said: "Disney's disregard for the long-term relationship between [KTVU] and their studio is shocking. Disney has merely shot themselves in the foot by going from one of the most powerful stations in the country to a weak UHF grabbing for straws."

Asked if he felt the Disney approach constituted block booking, O'Brien declined to comment. But he said, "It's unfortunate that Disney feels the need to program other people's television stations."

WTXF's Boaz expects BVT will also take *Disney Afternoon* away from his station after next year. "There's no way I'm going to play two hours [of *Disney Afternoon*] in sequence," he said. In fact, said Boaz, he is moving *Duck Tales* to the morning in September, while the new *Gummi Bears* will be programmed outside the 3-5 p.m. time block. The current contract lets him do that, Boaz said, and if BVT tries to prevent it, "we'll see legal action." —SM

## Tartikoff talks counterprogramming to critics in L.A.

**He says network will bat movies and mini-series against baseball playoffs on CBS; announces move for 'My Two Dads,' retool for 'Jillian'**

NBC, which lost Major League Baseball rights to CBS last year, will counter CBS and its league playoffs and World Series next fall with movies and mini-series based on books by Danielle Steel and Jackie Collins. That was part of the fall counterprogramming strategy outlined last Thursday (Jan. 11) by NBC Entertainment President Brandon Tartikoff at the annual television critics winter press tour in Los Angeles.

Tartikoff said that in the past others, namely CBS, had been successful in counterprogramming against the League Championship Series (LCS) using alternative programming aimed at women, in the process also attracting male viewers not watching baseball. Against the LCS, Tartikoff said the network will combine two Jackie Collins novels, *Lucky and Chances*, into a single six-hour mini-series.

Against the World Series, however, Tartikoff said no network has ever aggressively counterprogrammed the Fall Classic. Against the World Series, NBC will schedule three movies based on Steel's novels, two of which will be two-hour movies and the third, four hours. The novels adapted for television are "Daddy," "Fine Things," and "Kaleidoscope." He said the three projects will be scheduled to go against games three, four and five, "when the drama really builds."

When asked what he intends to watch this fall, baseball or the Jackie Collins and Danielle Steel projects, Tartikoff deferred by saying he owns a VCR.

Other business announced by Tartikoff: ■ *My Two Dads* will move back to the Sunday night schedule at 8 p.m. on Jan. 21, replacing *Sister Kate*, which in turn will replace *The Ann Jillian Show* at 8:30. *Jillian* will go on hiatus while it undergoes some plot retooling by a new team of executive producers before returning in March. *My Two Dads* moves from the Wednesday 9:30-10 slot which will be taken over by *Dear John*, which gives up its Thursday night 9:30-10 slot to the new Carsey-Werner series *Grand*, which premieres on Thursday, Jan. 18. *My Two Dads* started out the season on Sunday night, but was moved to Wednesday night following the cancellation of the short-lived *Nutt House*.

■ Dan Curtis, executive producer of ABC's *Winds of War and War and Remembrance*, will be the executive producer of a new *Dark Shadows* series that will be available for the fall. Tartikoff said the proposed prime time series will have some of the original cast members of the Gothic ABC daytime serial that ran from 1966 to 1971.

■ The proposed one-hour drama series that was to star Alan Alda will go forward without him. According to Tartikoff, the former star of *M\*A\*S\*H* decided against getting back into the schedule grind of a weekly series. The project is described as an hour drama/comedy about a man in mid-

life crisis.

■ *Night of 1000 Laughs*, which was scheduled last year against *Lonesome Dove* and the premiere of *Columbo*, and won the night, will return on Feb. 12 at 8-11. *Night of 1000 Laughs II* will feature a special episode of bloopers from *The Cosby Show* at 8-8:30, and original episodes of *ALF*, *The Golden Girls*, *Dear John* and *Empty Nest* at 8:30-10:30. From 10:30-11, the network will premiere a comedy pilot.

■ The upcoming series based on the theatrical "Parenthood" might be aired twice a

week on different days "in a sort of serial form," Tartikoff said. He said that, because the show will have an ensemble cast of between 13 and 16 people, NBC might air two episodes a week to accommodate the large cast, starting a storyline in the first episode and finishing it in the second episode.

■ Jane Curtin, who began her career as a regular on *Saturday Night Live* and later starred in CBS's *Kate and Allie*, will return to NBC in a new comedy series. Tartikoff said the project could be ready for fall 1990. —SC

## Cable calls 'time out' on football

**Plans to increase number of games on ESPN concern some MSO's who fear they will have to raise rates**

Some cable operators are throwing the yellow flag on any more NFL games coming their way during the next round of rights negotiations. ESPN has carried eight regular season games, 13 games in all, in each of the last three years, and it appears that that package could increase to 16 or even 18 regular season games in the next contract negotiations, expected to start soon after the Super Bowl. These operators say they have all the games they want, and that more games will cost subscribers more money at a time when operators are being criticized for rate increases.

But their call for a moratorium has drawn fire from cable programmers who don't believe congressional action (or restraints on improving their programming) make political or financial sense.

Brian Roberts, executive vice president of Comcast Cable, said talk of 16 games is "sending the wrong message to the sports owners that they can constantly continue to expand these packages where there doesn't appear to be any limit." Roberts wonders "how it's ever going to slow down. We're not sure whether it's a moratorium or whether it's some other action that would right now let the market digest the volume

of sports that is available on cable. Cable has fulfilled its promise with sports niche programming. It's time to move on to another niche."

"We don't need any more games," said Robert Miron, president of Newhouse Broadcasting, and "we are not demanding more. We'd love to freeze it where it is." More games on ESPN will put greater pressure on rate increases, he said, and will open cable to more criticism that there are that many more games noncable viewers can't see. Miron believes cable already has signed the sports fan, and eight more NFL games will not necessarily bring in more. Still, he acknowledges, if ESPN gets eight more games, "it's hard not to carry it if it's there."

Comcast, Newhouse and Continental are among those pointing the finger squarely at the sports owners. "It's the package," said Miron, not ESPN, that is causing them discomfort.

ESPN President and Chief Executive Officer Roger Werner said, "We are equally concerned about the rising cost of sports programming. We, however, would stop short of suggesting any kind of moratorium or freeze be imposed on our business. We really think we ought to be free to improve our product each year. But we obviously take our customers' concerns seriously and we're very concerned about our rising costs

## NFL offering TV two more weeks of games

If a proposal by the National Football League to the networks is accepted, next season CBS, ABC and NBC would broadcast 18 weeks of regular season football, compared to the current 16 weeks.

The proposal is just one idea that has been put on the table as part of the NFL's effort to maximize rights fees in the next round of NFL television negotiations. Those talks will begin in earnest after the Pro Bowl game at the end of January.

Under the 18-week telecast season, each team would continue playing 16 regular season games, getting a week off in each half of the season. The concept is still in the formative stages, but network sources said they are open to the idea. "Anytime you have the opportunity to show the nation's highest-rated sports programming, you like that," said one network source.

The concept has several different configurations. One plan would be to start the season a week early, over the Labor Day weekend, and also use the week between the conference championship games and the Super Bowl, so the full season would be contained between September and January. However, some thought has been given to playing the Super Bowl in February, a sweeps month.

and want to control our price to the operator as best we can.

"We will buy what the NFL wants to sell," said Werner, but certain things are beyond its control. "We will be a bidder, and if there is intense bidding the price may go too high. There is very little we could do except pull out of the bidding, which we don't intend to do."

What operators fear is ESPN getting another eight or 10 games, meaning at least a doubling of the previous rights costs—\$51 million a year in the three-year deal. In that deal, ESPN passed along an increased fee to operators of between eight and 10 cents per subscriber per month. "We have no way of knowing at this point," said Werner, whether a doubled rights fee would mean double the costs to operators. With the last contract, said Werner, ESPN estimated it would make a modest profit, and that turned out to be the case.

Werner said the Comcast-Newhouse-Continental view is not unanimous. "It's fair to say that the folks that have been identified with this moratorium idea do not represent an industry consensus." Asked whether he thought they were overreacting, Werner said: "You could categorize it that way."

ESPN may not be the only programmer caught in the middle. There is talk of a Thursday night package, which Turner Broadcasting has been linked to. HBO also is interested in the NFL, but because it is a pay service, it takes some pressure off the rights cost, although it could raise the exclusivity ante, since HBO is in far fewer homes than ESPN.

The value of sports product has and always will be in the eye of the beholder, said Seth Abraham, senior vice president, programming operations and sports, with HBO. "No one is going to tell HBO what to bid," he said, other than Time Inc.

Moratorium talk raises the potential for antitrust problems, but Roberts pointed out that sports owners already enjoy certain government antitrust exemptions, which makes this an appropriate public policy issue. "You can't look at the 'cable problem' and say it's just the cable operator that is the problem," said Roberts.

Another MSO programming executive said that "any kind of increase of unmanageable proportions would hasten the day" for add-on charges to existing basic cable bills. But for major sports, said Roberts, that is not appropriate. "If somebody wants to put the Kentucky Derby on cable and charge cable operators, we have a problem with that," said Roberts. "We want the world to understand there is a difference between the team owners who are on one side of the equation and the cable operator on the other."

Roberts says he fully supports all the sports programming now on cable and he does not believe cable has siphoned sports, only added extra and new coverage of sports. "In the 80's, cable coverage of sports enhanced viewership; in the 90's we have to be careful," he said. —MS

## FCC moves to reregulate cable

### Commission seeks comments in inquiry on how to change 'effective competition' standard and develop form of rate regulation

Convinced that most cable systems face little head-to-head competition and that basic cable rates have "increased substantially," the FCC launched a proceeding last week that could bring back widespread regulation of cable rates—possibly under a price cap regime—by late summer or early fall.

The proceeding could also result in cable operators having to use a uniform accounting system in rate-regulation proceedings and having to file annual financial reports with the FCC, as they did prior to 1983.

Just prior to the 4-0 vote, FCC Chairman Alfred Sikes, who sees cable systems as unregulated monopolies, said his goal is to encourage competition with cable so that government does not have to "substitute



Until competition comes, regulation "can provide some safeguard to the public."

—FCC Chairman Al Sikes

regulatory action for the market." But until competition comes, he said, regulation "can provide some safeguard to the public."

The Cable Communications Policy Act of 1984 prohibits municipalities from regulating the rates of any system that faces "effective competition" and leaves it to the FCC to determine what "effective competition" is.

The FCC's four-year-old "effective competition" standard—three broadcast signals—is so easy to meet that virtually every cable system is now beyond the reach of local regulators.

Steve Effros, president of the Community Antenna Television Association, who has emerged as the cable industry's principal spokesman, said the return of rate regulation would have minimal impact on the industry because regulation is restricted by law to the "basic" tier.

To minimize their copyright liability for carrying distant broadcast signals and in anticipation of rate regulation, he said, cable operators have begun stripping basic tiers of all but broadcasting signals and

putting cable programming services on "expanded basic" tiers beyond the reach of regulators.

In a prepared statement, National Cable Television Association President James Mooney said the association was not surprised the FCC decided to revisit the "effective competition" standard, noting that the Cable Act empowers the FCC to do so "from time to time." Said Mooney: "Among other things, we expect that the proceeding will reintroduce a note of reality into the debate over cable rates, which during 1989 rose at a rate only about half of the overall consumer price index."

Marcia Glauberman, the Mass Media Bureau attorney who presented the rule-making to the commissioners at last Thursday's (Jan. 11) open meeting, said the review of the effective competition standard was warranted due to "changed circumstances in the video services marketplace."

Prior to rate deregulation, the regulated basic cable tier of service "consisted largely" of broadcast signals, Glauberman said. But after the Cable Act and the FCC combined to deregulate basic rates, she said, cable operators began shifting cable programming services such as superstations and ESPN to the basic tier to make it "more attractive to consumers."

"Accordingly, while three off-the-air broadcast television signals may have been an appropriate measure of 'effective competition' when the basic service tier consisted primarily of signals available over the air, local broadcast signals may no longer be a good substitute for the full range of programming now included on the basic tier," Glauberman said.

"The tentative conclusion appears to be reinforced by the fact that under the existing 'effective competition' standard, rates for basic cable service have increased substantially," Glauberman said.

(As part of its overall review of the cable market, the FCC in conjunction with the General Accounting Office began surveying cable operators to determine how much basic rates have increased since deregulation. According to the FCC's Scott Roberts, questionnaires were sent out to some 2,000 cable systems last week. An earlier survey by the GAO found that over a two-year period basic rates rose 29% and revenues-per-subscriber, 14%.)

According to Glauberman, the rulemaking invites parties to comment on a variety of suggested new standards, ranging from increasing the number of broadcast signals to "the availability of alternative video delivery systems such as MMDS."

The press release on the FCC action extracts two questions from the rulemaking that suggest the FCC may take an entirely different approach to setting the standard:

■ "How can the FCC distinguish between high cable penetration as an indication of undue market power and high penetration as an indication of a valuable service in a competitive market?"

■ "Would unbundling of cable service—

allowing all subscribers in the cable community to purchase cable service on a per-channel basis—result in effective competition?”

Noting that the Cable Act also empowers the FCC to establish standards for local rate regulation, Glauberman also said the rulemaking seeks comment on mandating a “specific...methodology” for municipalities to use in regulating rates.

One of the methodologies discussed in the rulemaking is a price cap scheme, Glauberman said. The rulemaking “asks would it be appropriate and how it would work,” she said.

Glauberman said the rulemaking also asks for comments on proposals aimed at facilitating rate regulation, namely adopting a uniform accounting standards system similar to the one used by telephone companies in rate-setting proceedings and requiring cable systems to make annual financial reports to the FCC.

Commenting on the proceeding, FCC Commissioner James Quello agreed that the time has come to revisit the effective competition standard. “Our previous definition has resulted in deregulating practically all or most of the cable rates, and it’s caused some problems,” he said. “A lot of things have happened since [deregulation],” he continued. “Many more channels have been added; must carry rules [requiring cable systems to carry local broadcast signals] have been rejected in the court.”

Quello and Commissioner Sherrie Marshall agreed that whatever the new standard is, care should be taken not to deliver cable operators entirely into the hands of local municipalities.

“I hope we can establish some reasonable formula so that rates are not in complete control of the local franchising authority,” said Quello. “I don’t know how we are going to do it, but I’m afraid if rates are in complete control of the local franchising authority, cable subscribers will be under-

writing or subsidizing local government problems and will be subject to some of the foibles of local government inefficiencies.”

“We have to be careful,” said Marshall, “if [cable systems] are subjected to more regulation, just what kind of standards the local franchisees [can] put on them. In this [proceeding] we are specifically asking what kind of standards we should impose on the local franchising authority.”

Quello and Marshall shared another concern: that cable operators would foil the FCC’s effort to bring about some form of rate regulation by stripping basic tiers of all but broadcast signals as Effros said they are now doing.

Responding to the concerns, Mass Media Bureau Chief Roy Stewart said the rulemaking asks for comments on what the “regulatory response” should be to wholesale retiering by the cable operators to mitigate the impact of rate regulation.

Sikes has promised to wrap up the “effective competition” rulemaking by July. If the FCC delivers on the promise, it could preempt legislative initiatives to bring back some measure of rate regulation.

Senator John Danforth (R-Mo.), a close friend of Sikes, has introduced a bill that would set a high “effective competition” standard—another multichannel video provider. The bill has gotten the support of several other senators, but not that of the Senate’s communications leadership, Commerce Committee Chairman Ernest Hollings (D-S.C.) and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii).

Hollings and Inouye are drafting their own bill, which reportedly would require cable systems to create a “basic-basic” tier of broadcast signals and access channels and put a cap on how much systems could charge for it. In essence, it would require by law the retiering that Quello and Marshall hope the FCC can prevent when rate regulation returns. —HAJ

## FCC’s repeal of fairness doctrine survives Supreme Court

High court turns down request to review lower court ruling upholding commission’s 1987 action eliminating rule in wake of ‘Meredith’ case

Those seeking restoration of the FCC’s fairness doctrine suffered a sharp, possibly decisive, setback last week, when the Supreme Court refused to review the decision of a lower court affirming the commission action repealing it. Now the field of battle over the issue shifts back to Congress. Key Democratic members in the Senate and House promise action on fairness legislation. But with the doctrine a dead letter for more than two years, and Congress twice having failed to complete action on a restoration measure, odds against action this year may be higher than ever.

The issue has been one of the most contentious ever in relations between the FCC and Congress. The commission’s decision in August 1987 sent shockwaves of anger through Congress, where members threatened retaliation in the form of denying action on legislation desired by broadcasters and promised to enact its own fairness bill. Legislation had been passed by Congress in June 1987 in anticipation of the commission’s action, but was vetoed by President Reagan. And last November, a fairness doctrine amendment was stripped from a budget reconciliation bill, this time in response to President Bush’s threat to veto a measure loaded with extraneous matters. He has also indicated he would veto a stand-alone fairness bill.

The doctrine, which required broadcasters to cover controversial issues of public importance, and to do so in a balanced manner, was regarded as essential protection by many on Capitol Hill. And support for the doctrine was demonstrated in the last session of Congress, when the Senate and House Commerce Committees approved bills to codify it into law. Last week, there were fresh expressions of determination.

An aide to Representative Edward J. Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, said the congressman “is looking forward” to moving a fairness bill. And an aide to Senator Ernest F. Hollings (D-S.C.), chairman of the Senate Commerce Committee, said: “The senator feels this [the Supreme Court action] leaves the issue squarely in Congress’s domain,” and added, “Hollings will continue his efforts on fairness.” Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, did not make any promises. But his comment may have carried a more ominous threat for broadcasters: “If broadcasters have no special responsibilities,

### Quello wants broadcasters to tell all

FCC Commissioner James Quello wants to bring back the FCC’s annual financial reporting requirement not only for cable as proposed in last week’s “effective competition” rulemaking (see story), but also for broadcasting “so we can see what the actual figures are—what people are earning or not earning.”

With the full support of the broadcasting and cable industries, the FCC dropped its financial reporting requirements in 1983 as part of then-Chairman Mark Fowler’s campaign to rid the agency’s book of as many burdensome regulations as possible.

Individual reports, which included operating revenues and expenses, were kept confidential, but the figures from all the reports were tabulated each year to come up with industry totals.

In comments during last week’s open hearing, Quello said the annual reports are needed in cable to “separate some of the facts from rhetoric” and in broadcasting to settle disputes. “So many people charge people with earning too much or too little,” he said.

The return of financial reporting would be an “administrative burden” for the Mass Media Bureau, he said, “but I think it would be well worth it.”

Whether Quello’s proposal becomes reality is up to FCC Chairman Alfred Sikes, who controls the FCC agenda. Mass Media Bureau Chief Roy Stewart, who implements Sikes’s mass media agenda, told reporters following the open meeting that there are no current plans to consider extending the financial reporting requiring to broadcasting.



then that makes it far more difficult to justify their special status and license under the law."

However, opponents of the fairness doctrine argue that, as David Bartlett, president of the Radio-Television News Directors Association, said, "enthusiasm for this [action on the fairness doctrine] on Capitol Hill is waning." He noted that backers were unable to muster the support of two-thirds of each House to keep fairness in the reconciliation bill in the face of a veto threat. Furthermore, he said, "nothing has happened"—in the form of unfairness by a broadcaster—since the doctrine was repealed. So "it's hard to convince anyone but some zealots on the Hill that the fairness doctrine is worth doing."

Elimination of the doctrine is regarded by Bartlett and other critics as an essential step in assuring broadcasters First Amendment

the commission had undertaken a major study of the fairness doctrine. And in 1985 it completed a report that, the appeals court was to note in its remand order, had cast "grave legal doubt" on the doctrine. The commission's decision to repeal the doctrine—on the ground that it "violates the First Amendment and contravenes the public interest"—was based on the comments it had received in the inquiry it had begun as a result of the remand order and on the conclusions of the 1985 report.

Still, the legal posture in which the doctrine has been left by the courts permits efforts at revival. In affirming the commission's repeal of the 40-year-old doctrine last year, the U.S. Court of Appeals in Washington decided only that the commission was within its authority in concluding that the doctrine no longer served the public interest, that it "chilled" rather than en-

the Supreme Court to review the appeals court decision argued that the commission's decision to repeal the doctrine subverted the public trustee model of broadcast regulation and substituted for it a print model. They also argued that the commission lacked the authority to repeal the doctrine; they said it had been statutorily mandated by an amendment to the Communications Act in 1959. The amendment was primarily aimed at liberalizing the equal-time provision of Section 315, but it contained language asserting that broadcasters are not relieved of "the obligation imposed upon them under this act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance." That language, supporters maintained, codified the doctrine.

The commission and a coalition of media interests that supported it called on the Su-



**Rep. John Dingell**—"I continue to believe that there is a solid foundation and need for the fairness doctrine. If broadcasters have no special responsibilities, then that makes it far more difficult to justify their special status."



**David Bartlett, RTNDA**—"We hope this will send a message to Capitol Hill that the fairness doctrine is in fact unconstitutional and that...it never achieved its intended purpose."



**Andrew Schwartzman, Media Access Project**—"We're disappointed, but not completely surprised. *Red Lion* is still the law of the land. And it stands for more than the fairness doctrine."



**Timothy Dyk, Wilmer Cutler & Pickering**—"The Supreme Court appears not to be interested in considering a 30-year-old statutory amendment when it's been done by a lower court."

protection on a par with that enjoyed by the print press. Former FCC Chairman Dennis Patrick, who led the move in the commission to repeal the doctrine, said at the time of the commission's action: "Our action today should be cause for celebration, because by it we introduce the First Amendment into the 20th Century. Because we believe it will serve the public interest, we seek to extend to the electronic press the same First Amendment guarantees that the print press has enjoyed since our country's inception."

The case has reached its present status through an odd route. It began with a complaint that the Syracuse Peace Council in 1983 brought against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., after the station had aired a number of commercials promoting the construction of a nuclear power plant in the area. The commission a year later held that the station had indeed violated the doctrine—but on appeal, the appeals court in Washington remanded the case to the commission with instructions to consider Meredith's argument that the doctrine violates the First Amendment.

As the case was wending its way through the commission and the court to that point,

couraged discussion of controversial issues. The court held that it was not necessary to reach the constitutional question as to whether—as the commission said—it violated the First Amendment. So when the Supreme Court, without comment, let the appeals court decision stand, supporters of a restoration of the doctrine found some ground for comfort.

Andrew Schwartzman of the Media Access Project, the public interest law firm that led the court fight to overturn the commission's action, said: "*Red Lion* is still the law of the land. And it stands for more than the fairness doctrine. It is the underpinning for the commission policy in programming and in public participation [in broadcasting], as well as the equal time law." Since the appeals court did not rule on the First Amendment issue, he said, "the fairness doctrine is presumptively constitutional." In *Red Lion Broadcasting v. FCC*, in 1969, a unanimous Supreme Court upheld the constitutionality of the fairness doctrine, and in language that ever since has provided a legal rationale for much of the commission's content regulation.

Indeed, Schwartzman and others urging

preme Court to reject those arguments. They said that the petitioners "overstate the reach of the decision and ignore the express and inherent limits on the commission's reasoning." They said it was limited to repeal of the doctrine. And as to the question of the commission's authority in the matter, they said the only two appeals court decisions to consider the question held that the doctrine is not mandated by the 1959 amendment. The commission and the media groups also said that, since the appeals court did not reach the constitutional question, there was no need for the Supreme Court to consider whether or not its reasoning in *Red Lion* was correct.

To Timothy Dyk, lead counsel for the media groups that supported the commission's position in the court fight, "the Supreme Court appears not to be interested in considering a 30-year-old statutory amendment when it's been done by a lower court." As for the assertions by the petitioners about repeal undermining the whole scheme of regulation, he said, "that was not convincing."

All that said, it is now Congress's move.

—LZ

## Judge says LA erred in refusing second cable franchise

Preferred Communications Inc., the cable company that for almost seven years has battled Los Angeles's franchise process, has won a significant victory in the latest round of litigation with the city. A U.S. district court judge ruled that the city's refusal to permit more than one cable system to operate in the area of the city Preferred wants to serve is unconstitutional.

Judge Consuelo B. Marshall's ruling was based on the city's concession, in a hearing last month, that the conduits and poles in the area are physically capable of housing the cables of a second cable operator.

The court fight—the most celebrated of a number around the country dealing with the question of cities' franchising authority—is far from over. And some of the rulings issued by Marshall in an order on Jan. 5 went against Preferred.

Still, Harold R. Farrow, the lead counsel for Preferred in its battle with the city, said in a statement the decision is "a victory for Preferred Communications and other companies attempting to bring competition to the cable television business."

In its arguments, the city has maintained it has the right to decide how the pole and conduits space in the city are used—that it might prefer to reserve the space for other utilities and that the Constitution does not require otherwise. Marshall disagreed.

"For purposes of the present motion," Marshall wrote, "the court accepts [the city's] evidence on the disruption and possible safety risks [the installation of a second system would create]. Nevertheless, the court is not persuaded that the disruption and safety hazards would be sufficiently significant as to preclude but one cable operator from exercising its speech rights. Thus, the court finds that the one operator requirement is unconstitutional as a matter of law."

One issue still in dispute between the parties is whether there is to be a trial to determine the damages Preferred says it has suffered. Preferred says the trial is scheduled for Feb. 27. The city's lawyers say the judge's order resolved all of the issues, and that her order granting the city's motion to deny Preferred's request to recover lost profits settled the damages issue.

The case is in U.S. district court a second time as the result of a remand from the Supreme Court, which in 1986 ruled that cable systems' activities "implicate First Amendment interests." But it also said "the First Amendment values must be balanced against societal interest." It then ordered the Preferred case back to district court in Los Angeles for further proceedings that would produce the record on which those issues could be addressed.

Besides the one area/one operator requirement, Marshall found that the record she had compiled persuaded her several of the other franchise provisions, at least as drawn, were unconstitutional. These include:

- The requirement that a franchisee provide six access and two leased channels.

- The requirement that the city consider "the overall character of a cable franchise bidder and its principals" in choosing the operator it deems "best."

- The requirement that the franchise bidder operate and maintain "a state-of-the-art cable television system."

Marshall also said the city had failed to demonstrate the constitutionality of requirements that it reserve an option to buy the franchisee's facilities at below fair market value, that a franchisee provide uninterrupted service and that limit the length of the franchise.

On the other hand, Marshall found that several of the provisions were permitted by the Constitution. A critical one requires a franchisee to offer universal service. Another prohibits the franchisee from transferring its authorization without the city's prior consent.

While Farrow was claiming victory, law-

yers for the city were maintaining that, in sum, the order was far from a major defeat. Larrine Holbrooke cited not only the provisions the judge found to be constitutional as reassuring to the city, but the fact that the language of the order indicated that several of the others could be reworked in a manner that would satisfy the judge.

So while the court would require the city to permit service by a second system, she said, "it would not make much difference." The second franchisee, she said, "would have to be qualified."

Holbrooke also minimized the significance of Marshall's order as an indication of the authority cities have in franchising cable systems. "It's another precinct heard from," she said, "but it doesn't tell us who's winning the election."

For all of that, the city does not intend to let Marshall's order stand without challenge. It will be appealed, she said. —LZ

## Court remands 'Hallmark' to FCC

Hallmark Cards three years ago paid \$326 million for six Spanish-language television stations—five licensed to Spanish International Communications Corp. and the sixth to Bahia de San Francisco. It was part of a deal the FCC approved as a means of enabling the two licensees—that shared common principals—to sell their way out of a violation of the law barring foreign control of broadcast stations. But last week, the deal was in danger of being undone. A three-judge panel of the U.S. Court of Appeals in Washington, in a 2-1 decision, reversed the commission. It remanded the case to the agency either to complete the renewal proceedings that were in progress at the time of the transfer or to enunciate a new policy that would explain a departure from a precedent that does not permit the full-market-value sale of a station by a licensee whose qualifications are under investigation.

Three companies composed of Hispanic investors, an association claiming concern with preserving Hispanic broadcasting and a Hispanic woman had appealed two commission orders involved in the case—one had approved the settlement agreement providing for renewal of the stations' licenses, and the other granted applications transferring control of the licenses to Hallmark. The commission had rejected the parties' objections. And in opposing their petitions to the court for review, the commission said they lacked standing to appeal.

But the majority, in an opinion written by Judge Abner Mikva, disagreed. It upheld the commission's decision not to accept competing applications filed for the licenses in question. But the majority found that the three parties seeking the license-shave standing as prospective competitors to challenge the commission's approval of the settlement agreement and transfer to Hallmark. As a result, Mikva said, it is not

necessary to resolve the question of the other two parties' standing.

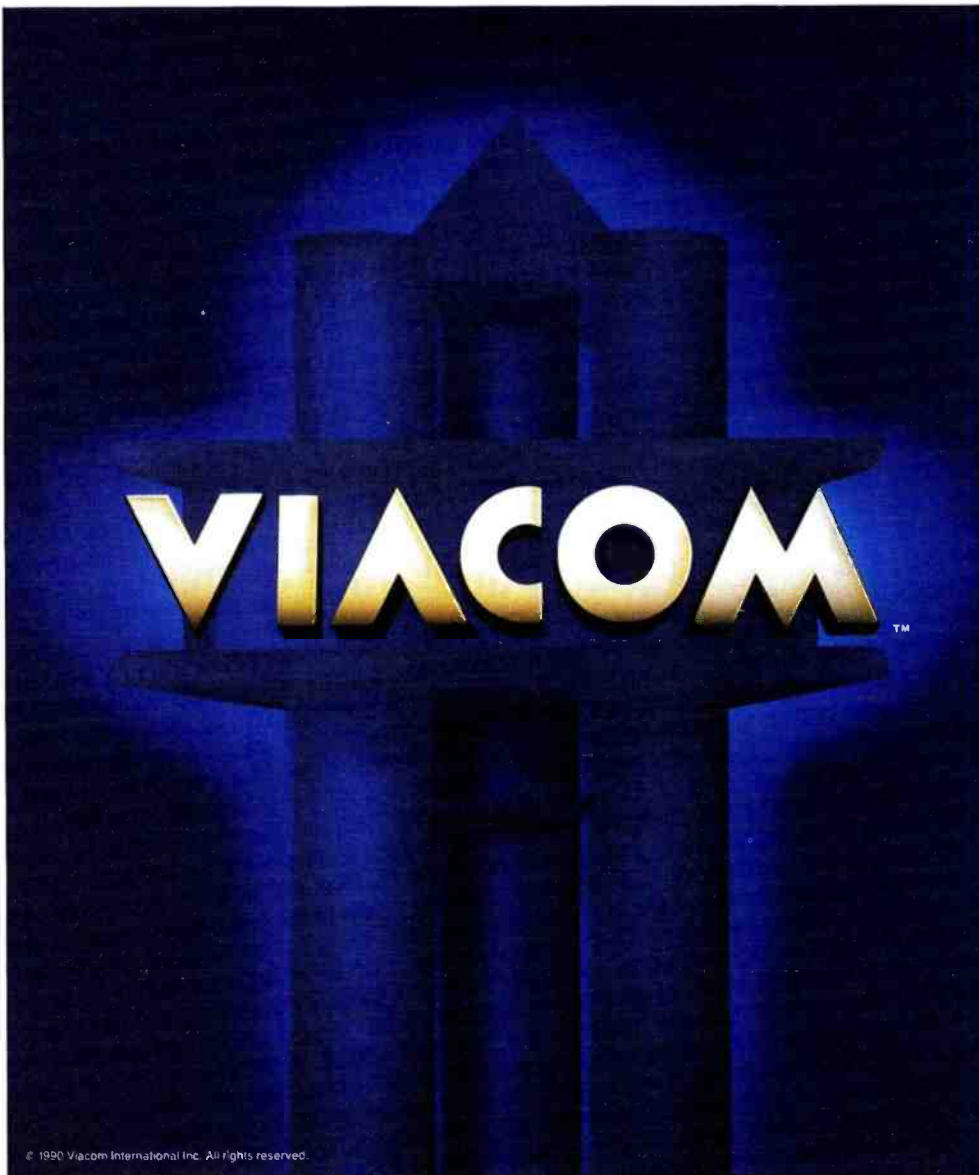
The owners of SICC and Bahia were in trouble with the commission because of the law barring foreign corporations from owning more than 20% of a licensee. The commission found that the owners of a Mexican media empire—the Azcarraga family—owned no more than the statutory limit in the properties. But it held that the family's relationship with Reynald V. Anselmo, president of SICC, gave it a degree of influence over the stations which "greatly exceeded" that permitted by law. Accordingly, the commission designated the stations' license renewal applications for hearing. But then, in response to a proposal by SICC, it agreed to renew the stations' licenses for the limited purpose of transferring them to an unrelated buyer.

Mikva, in the opinion in which he was joined by Judge Harry Edwards, said the commission approval of the sale to Hallmark constituted a departure from a 1964 precedent, *Jefferson Radio Co.* That case forbids assignment of a broadcast license until the commission has determined that the seller has not forfeited its right to a license. Accordingly, the panel directed the commission either to complete the renewal proceeding pending at the time the settlement agreement was approved, or "to articulate a new policy that explains why *Jefferson Radio* is no longer an appropriate precedent and to justify the transfer to Hallmark without completing the renewal proceeding."

Hallmark expressed confidence it would retain the licenses. A spokesman said, "As we understand it, this is a procedural issue. The court has asked the commission to resolve certain policies. We anticipate no impact on us. Univision [the Hallmark subsidiary involved] continues to operate the stations." —LZ

# NATPE 1990

Programming for the next decade



# FEUD FEVER...

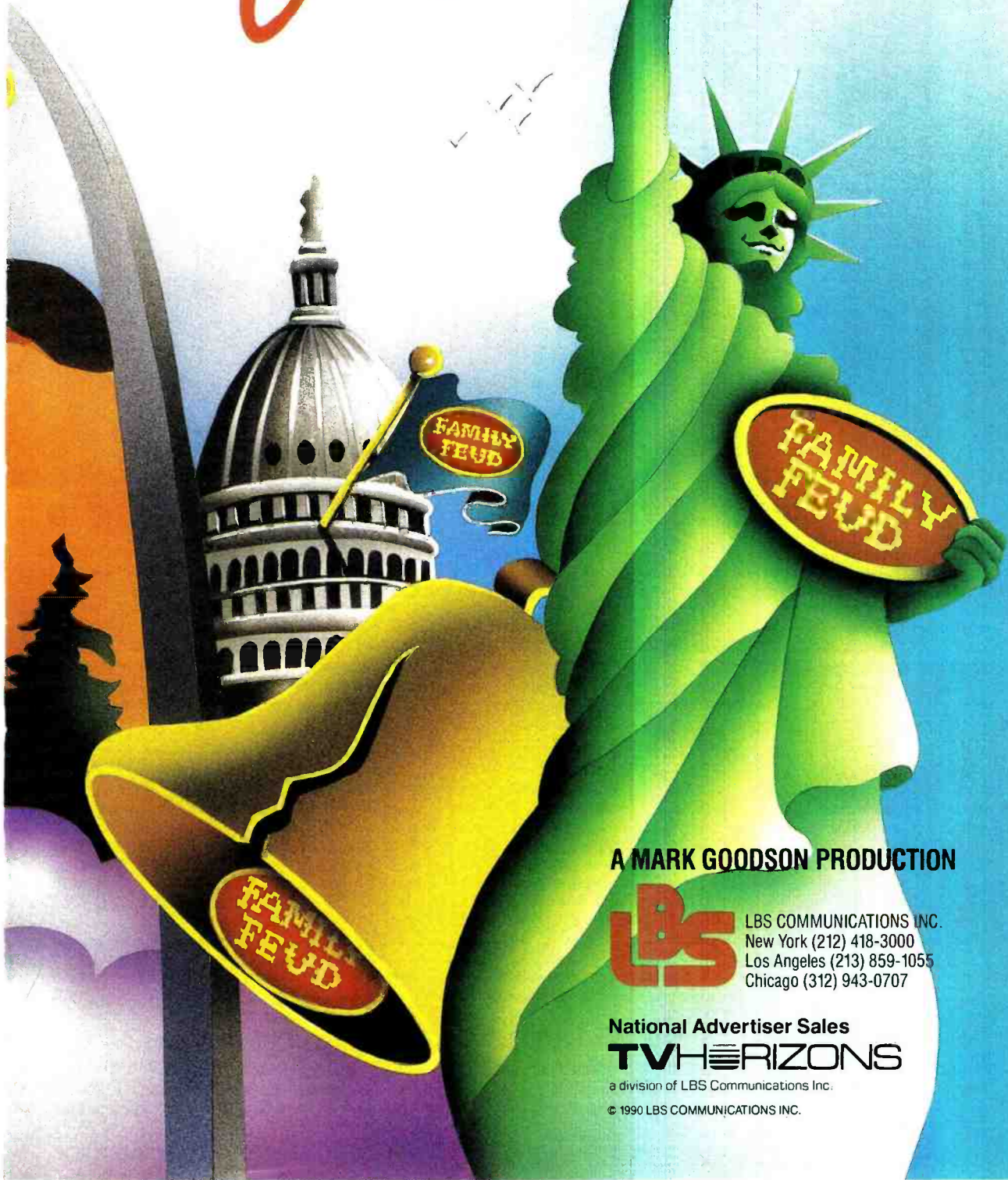
FAMILY FEUD

FAMILY FEUD

FAMILY FEUD



# America's Got It!



**A MARK GOODSON PRODUCTION**



LBS COMMUNICATIONS INC.  
New York (212) 418-3000  
Los Angeles (213) 859-1055  
Chicago (312) 943-0707

**National Advertiser Sales**  
**TV HORIZONS**

a division of LBS Communications Inc.

© 1990 LBS COMMUNICATIONS INC.



## NATPE in New Orleans: Let the games begin

**Game show genre will see host of contenders taking their chances on exhibit floor; talk and reality offerings will also battle for place on station schedules**

Game, talk, and reality programs will take center stage on the NATPE International exhibit floor in New Orleans next week.

In terms of quantity, more new game shows may get launched than any other form for the new season. Program analysts believe at least four new games have the best shots at getting launched. Without precluding others, they are: *Challengers*, from Buena Vista Television, *Trump Card*, from Warner, *Tic Tac Dough*, from ITC, and *Jokers Wild*, from Orbis.

Among other games being proposed is King World's *Monopoly*, which has been in development for almost three years. There was no word last week on clearances, although at one point company executives said they were planning a clearance announcement at this week's show.

*Monopoly* has been the subject of speculation for several weeks. Station and rep executives have told the company they like the basic concept, but have offered various changes in the format as seen in the pilot. King World continues to test the show

(ASI, Los Angeles, is doing the testing), and King World President Michael King says changes are in the works. "But remember, almost every program that gets to air looks different from its pilot. And some shows change completely. That's the nature of the business. These shows evolve," said King.

At least three new magazine strips have been offered for next fall, including Fox Syndication's *Personalities*, King World's *Only Yesterday*, and Television Program Enterprises' *Preview*.

Fox has been somewhat tight-lipped, publicly, about *Personalities*, but it's understood the program has been cleared in over 50% of the country to date, including the seven Fox-owned stations. According to one source familiar with the Fox sales pitch, the show is being positioned as one that will report exclusive stories on the way celebrities "live, love, work, play and get into trouble."

Stations outside the Fox-owned group clearing the show to date include KYW-TV Philadelphia; WKYC-TV Cleveland; KSTP-TV Minneapolis; WTVJ(TV) Miami, and WKRC-TV Cincinnati.

King World declined last week to talk about clearances for its new *Only Yesterday*, but stations have given KWP positive

feedback on the show, and reps expect it to launch. KWP is positioning the show as a companion piece to *Inside Edition*, which launched last January and is expected to be renewed for next season.

TPE's *Preview*, a strip about the latest developments in pop culture, has cleared over 40% of the country, and reps say it has a pretty good shot at getting launched.

The chances of a number of the new entries making it to launch depend in part on the fates of a number of existing programs. "Right now there is a great deal of confusion out there," said Bill Carroll, director of programming, Katz American Television. "If you look at the magazine section, or games, there's no clear-cut leader, with the possible exception of *Challengers*."

According to Carroll, Paramount's ability, or lack thereof, to renew *Geraldo* in early fringe "will determine whether some of these slots open up," allowing the launch of new shows. The future of LBS's *Family Feud* may also determine the ability of new shows to get launched in viable time periods, said Carroll.

At least in the case of *Geraldo*, syndicators coveting the program's early fringe time slots may want to examine their options. According to Lucie Salhany, presi-

dent, Paramount Domestic Television, the program has already cleared 60% of the country, or 57 stations for the 1990-91 season. Program affiliates in the top three markets have renewed, including WCBS-TV New York, KCBS-TV Los Angeles and WGN-TV Chicago. Of those renewing the show so far, she said, 80% have committed to early fringe.

*Geraldo* has taken some heat this season for going overboard on the exploitative issues (usually of a sexual nature) that most talk shows indulged in during the November sweeps. Nevertheless, ratings were high, but the show found itself on more than its fair share of advertiser "hit lists."

But Tribune Entertainment and host Gerardo Rivera are taking steps to tone down the show ("Closed Circuit," Jan. 8), taking more of a journalistic approach and less of a sensationalistic approach to program topics.

There was no word last week from LBS on progress in renewing *Family Feud*. However, several weeks ago, WNBC-TV New York said it was bumping the show

out of access to make way for *Inside Edition* at 7:30 p.m. (Last week *Edition* was picked up by co-owned station KCBS-TV Los Angeles, also for 7:30 p.m.).

The loss of the access slot in New York was a big blow for *Feud*, although LBS has time to find another station in the market for next fall. It's simply too early to tell the fate of the show at this point, observers said last week.

Meanwhile, the talk show area has never been more competitive. In addition to the handful of returning veterans, several new shows are being proposed for next year, including MCA's *Studio 33*, *Hollywood*, *The Kelly & Gail Show* from Tribune Entertainment, *Just Between Us*, from GTG, *For Love and War* with Ross Shafer from Viacom and *A Question of Scruples* from Worldvision.

The new talk shows are hoping to tap into the success of all the ones currently on the air, such as *Oprah* and *Donahue*. But, again, their ability to do that will, to some degree, depend on the fates of those on the

air still trying to prove themselves, such as *Joan Rivers*, *Joan Lunden*, and *Regis and Kathie Lee*.

Distributors of the new talk vehicles have their work cut out for them in order to get on the air. "There aren't a whole lot of slots out there," said Janeen Bjork, vice president, programming, Seltel. "The potential for the shows being introduced is based on the shows already on the air being displaced."

Attendance at this year's convention is expected to be a record breaker. Pre-registration is already at 5,700, an all time high at this point, according to NATPE President Phil Corvo. "We've never been higher than 4,400 for this time of year," said Corvo. Total attendance, he said, "could push 9,000."

Exhibitor attendance also continues to grow. A total of 227 exhibitors have booked space, compared to 220 a year ago. Corvo said he was still turning down exhibitors as late as last week because there is no more space on the convention floor. —SM

## Syndication's 'Crash' of 1990

### Latest programing bandwagon features updated versions of wrestling, roller derby, other competitive events

The 1989-90 television season saw the coining of a new programing term, "Crash TV," describing the genre typified by various athletic, competitive special events held in a television-friendly setting. Two chief examples, Samuel Goldwyn Television's *American Gladiators* and Qintex's *Rollergames*, have fared quite differently in their search for audience strength and ratings numbers, and will head to NATPE to attempt to consolidate their respective positions. Their performance, as well as that of other programs set to enter the "crash" fray, will help determine whether the genre has a future.

"*Gladiators* has beaten *Rollergames* in hand-to-hand combat," according to Dick Kurlander, vice president, director of programing, Petry Television. Nielsen numbers for the November syndication sweeps (BROADCASTING, Dec. 25, 1989) show *Gladiators* with a 3 rating and an 11 share, up 50% from the November 1988 time period, as well as up in all demographics. *Rollergames* received a 2/9, down 33% from the previous year.

*Gladiators* began production for the second cycle of 13 new episodes on Jan. 9, and has cleared 15 of the top 20 markets since the Association of Independent Television Stations convention, said Dick Askin, president, Samuel Goldwyn Television. Among the improvements for the new episodes, Askin told BROADCASTING, are the move to a larger, 25,000-square-foot sound stage, as well as the redesigning of the set and some of the games, including Powerball, Joust and Eliminator.

"We've also added a new event called The Wall," said Askin. "It's a 30-foot-

high wall used for mountain climbing schools, on which two contenders will race against the clock." *Gladiators* is one of the few shows to show consistent growth since its debut (on Sept. 9, 1988), said Askin, who referred to the program's male demographics as "staggering," and the main reason for the show's "quick renewals."

Among men 18-34, *Gladiators* is beating NCAA football in many markets, Askin said, and in Dallas and Sacramento, Calif., the show is beating *Saturday Night Live* for the same demo. "We're getting 8's, 9's and 10's in men 18-34 around the country," Askin said. Last Wednesday, WNYW-TV New York obtained the show from WNBC-TV, which had been airing it at 2:30 a.m. WNYW will show *Gladiators* at noon on Saturdays and repeat it at midnight.

At its NATPE booth, Goldwyn will offer a live satellite feed of *Gladiators* from Universal Studios in Hollywood.

As for *Rollergames*, a decision on whether production will continue is "inches away," according to Jody Shapiro, Qintex executive vice president, telecommunications division. "We still don't know," he said, "but hope we will make the next 26 weeks." A decision is expected to be made this week, said Shapiro.

"Our biggest problem is that [*Rollergames*] was sold as the Second Coming of Christ," Shapiro said. The program improved to an "outstanding" 3/7 during late December, he said, but because of the huge expectations associated with the show, those numbers are not perceived as good enough.

"We're the first to admit," said Shapiro, "that we pushed heavily to get a strong late-night lineup, and that the worst numbers [*Rollergames* received] were in late night." This strategy was not a mistake, he said, because the "brass ring" of advertising revenue is in latenight. "We believe we

were correct in going for that time period," Shapiro said, "and that stations were correct in taking a swing at the plate."

*Rollergames* performed best during 11 a.m.-4 p.m. on weekends, said Shapiro, who said that many stations are switching to those time slots for February.

David Sams, *Rollergames* executive producer, refused to comment on speculation that the show's future distribution is currently being negotiated. "I would love to discuss the situation with you," Sams told BROADCASTING, "but it is inappropriate at this time." Sources indicated that lawsuits exist between Sams and Qintex over *Rollergames*.

Sources also indicated that Tribune was in line to pick up the show from Qintex, but David Siffert, Tribune's executive vice president, sales and marketing, said talks had broken off. "We sell barter time," said Siffert, "but are not on the station side of it. We had been talking [with Qintex], but didn't get a deal worked out." Talks between the two companies may resume sometime in the future, Siffert said.

Qintex filed for protection under Chapter 11 of the Federal Bankruptcy Code last October, when the company could not meet a material obligation under a distribution agreement with MCA Television Ltd. In December, Qintex reported that it expected a loss of \$30 million-\$35 million for the fiscal year ended July 31, 1989.

A new entry into the genre, slated to debut April 1, is *WRF Express*. "Basically what we are doing," said Patrick J. Schaefer, managing general partner, World Roller Federation, "is bringing old-style roller derby-type action into the 1990's." The majority owner of WRF is Alda (UK), an affiliate of Alda Communications Corp. *Express* is being produced by Andrews Entertainment.

Schaefer said that roller derby has at-

# THE FACTS ARE OF THE CRUSHING GLOBBERING



**SEE...**

HOW SHE IMPROVES  
MORE TIME PERIODS  
THAN WHO'S THE BOSS  
OR GROWING PAINS!

**HEAR...**

**CRUSHING**

KCBS NEWS, AS SHE  
BECOMES THE #1 INDY  
IN LOS ANGELES

**GLOBBERING**

SEE AFFILIATE



HOW SHE  
DOUBLES HH SHARE  
IN DALLAS!

**SENSE**

THE COMPETITION'S FEAR  
AS SHE TRIPLES W18-34  
AS SHARE IN SEATTLE!

NEWSCASTING STATION  
RISES TO #1 STATION  
IN WASHINGTON, D.C.

**CONQUERING**

HOUSTON, AS SHE  
GAINS 67%  
YEAR-TO-YEAR!

GET HER  
BEFORE SHE  
GETS YOU!

# THE *Small* WONDER

THAT KEEPS ON  
**GROWING!**

TWENTIETH  
TELEVISION  
CORPORATION

SOURCE: NIELSEN 10/89 VS 10/88 TIME PERIOD: HH SHARES EXCEPT AS NOTED. \*ARBTRON

© 1990 Twentieth Century Fox Film Corporation. All rights reserved.



tained mass popularity "about every 12-15 years since 1937." It died out, he explained, when the current wave of professional wrestling caught on, but the time has come again for such a "sports entertainment event" as *Express*, he said.

Schaefer is targeting the show towards the younger generation, he said, and expects to attract a lot of the audience interested in professional wrestling. Two skating

teams, the California Bombers and the Miami Renegades, already exist, and four more are being put together now. Three shows, including the pilot, are already in the can.

According to Max Andrews, president, Andrews Entertainment, *Express* has so far been cleared in 15 markets, including Dallas and Atlanta. Andrews' product includes *Tuff Trax*, the monster truck racing and

tractor pull program, and "we are looking for a subdistributor to take over from Qintex," Andrews said.

Andrews also produces events for the United States Wrestling Association and will be showing at NATPE *USWA Live*, a one-hour, live weekly wrestling program to air Saturday at 11 a.m. ET. This program, to be offered on a barter basis, is also slated for an April 1990 debut. —RG

## Day by day at NATPE

### Monday, Jan. 15

**8 a.m.** □ Repts, Groups and Networks, various hotels.

**9 a.m.-5 p.m.** □ Registration, Convention Center Lobby.

**5-6 p.m.** □ "View from Washington," Hilton Ballroom AB; *Producer/Moderator*: Mickey Gardner, Akin, Gump, Strauss, Hauer & Feld, Washington, D.C.; *Panelists*: Andrew Barrett, FCC Commissioner; Sherrie Marshall, FCC Commissioner; James Quello, FCC Commissioner.

**6-7:30 p.m.** □ FCC Reception, Hilton Grand Salon CB; Remarks by Al Sikes, FCC Chairman.

### Tuesday, Jan. 16

**8:30 a.m.** □ Orientation/Coffee Hour, Convention Center Ballroom.

**9-10 a.m.** □ Concurrent Workshops ■ "Syndication in 1995: Surprises, Changes or More of the Same?" Room 20; *Producer/Moderator*: Joe Tirinoto, New York. *Panelists*: Russ Barry, Turner Program Services, Atlanta; Gary Gannaway, Genesis Entertainment, Los Angeles; Vicky Gregorian, WSVN(TV) Miami; James Lynagh, Multimedia Broadcasting, Cincinnati; Tony Malara, CBS, New York; David Salzman, Lorimar Television, Los Angeles; ■ "Servicing What You Sell," Room 26; *Producer*: Jim Paratore, Warner Bros., L.A.; *Moderator*: Al Jerome, NBC Station Group, New York; *Panelists*: Vince Manzi, Steve Sohmer Co., Los Angeles; Amy McCombs, KRON-TV San Francisco; Michael Mishler, CBS, Los Angeles; Jim Moloshok, Warner Bros., Los Angeles; Linda Nix, WDSU(TV) New Orleans and BPME; ■ "Advertising: Is Free TV Losing It?," Room 10; *Producer/Moderator*: Ave Butensky, Fries Distribution, Los Angeles; *Panelists*: Allen Banks, Saatchi & Saatchi, New York; Phil Guarascio, General Motors, Detroit; Bill Hadlock, Leo Burnett Company, Chicago; Robert Wehling, Procter & Gamble, Cincinnati.

**10-11:30 a.m.** □ General Session/Brunch; Convention Center Ballroom; *Host*: Lon C. Lee, KCNC(TV) Denver and NATPE chairman; *Keynote*: Robert Wright, president, NBC, New York; *Producer*: Craig Smith, KING-TV Seattle. Chairman's Report, President's Report, New Orleans Pops Orchestra featuring Pete Fountain.

**11:30 a.m.-6:30 p.m.** □ Exhibition hours.

**5-6:30 p.m.** □ International Seminar, Room 20 (Convention Center); *Producer*: Michael Jay Solomon, Warner Bros. International, Los Angeles; *Panelists*: Harold Greenberg, Astral Belleview Pathe, Montreal; Pierre Lescure, Channel Plus, Paris; Andrew Neil, Sky Television, London; Bernd Schiphorst, UFA Film, Hamburg; David Webster, Annenberg Washington Program, Washington; Lennart Wiklund, AB Svensk Filmindustry, Stockholm.

**6:30-8 p.m.** □ International Reception, Convention Center Ballroom; *Sponsored by* Devillier-Donagan Enterprises.

### Wednesday, Jan. 17

**7:30 a.m.** □ USC Management Seminar: "Developing Leadership Skills"; Room 16; Dr. Norman Sigband, University of Southern California.

**8:30-10 a.m.** □ General Session/Breakfast, Convention Center Ballroom; *Host*: Vicky Gregorian, WSVN(TV) Miami. "Primetime 90's: Movers and Shapers"; *Producer*: Jayne Adair, KDKA-TV Pittsburgh; *Moderator*: Candice Bergen, *Murphy Brown*; *Panelists*: Marshall Herskovitz, MGM/UA, *thirtysomething*; Ken Johnson, Fox, *Alien Nation*; Heide Perlman, Fox, *The Tracey Ullman Show*; Harvey Shephard, Warner Bros., *Murphy Brown*; Hugh Wilson, Columbia, *The Famous Teddy Z*.

**9:30-11:30 a.m.** □ International exhibition hours.

**10-11 a.m.** □ Three Concurrent Workshops: ■ "Minority Programming: A Billion Dollar Marketplace," Room 20; *Produced by*: Don Jackson, Tribune Central City Productions, Chicago; *Moderator*: Reverend Jesse Jackson; *Panelists*: Thom Burrell, Burrell Advertising, Chicago; Bob Cambridge, Tribune, Los Angeles; Don Cornelius, Los Angeles; Byron Lewis, Uniwold Advertising, New York; Clark Morehouse, Tribune, Chicago; Chuck Morrison, Coca-Cola, Atlanta; Dionne Warwick, Los Angeles; ■ "Movin' Up or Movin' Over," Room 26; *Producer/Moderator*: Bill Castleman, Act III Broadcasting, Atlanta; *Panelists*: David Kenin, USA Network, New York; Tony Thompson, Spencer Stuart, New York; Barry Thurston, Columbia TV, Burbank; ■ "Regulation and Issues in the Decade Ahead," Room 10; *Producer*: Dick Block, DBA Enterprises, Santa Monica; *Moderator*: Jeff Greenfield, ABC News, New York; *Panelists*: Frank Biondi, Viacom International, New York; Joel Chaseman, Post-Newsweek Stations, Washington; Larry Irving, House Subcommittee/Telecommunications, Washington; Dennis Patrick, Patrick Communications, Washington; Brian Roberts, Comcast Corp., Philadelphia.

**11:30 a.m.-6:30 p.m.** □ Exhibition hours.

**11:30 a.m.-12:30 p.m.** □ "Television for the 90's: How to Face it in Latin America" (Spanish language-English translation), Room 13; *Producer/Moderator*: Mauricio Calle, RTL, Chile; *Panelists*: Salvador Agustin, TVE, Madrid; Charles Morgan, Universal, Universal City; Marcel Vinay, Univisa, Los Angeles.

### Thursday, Jan. 18

**7:30 a.m.** □ USC Management Seminar: "Marketing in the 90's," Room 16; Dr. Joseph Hair Jr., Louisiana State University.

**8:30-9:30 a.m.** □ Four concurrent workshops: ■ "Catching the Programing Wave," Room 20; *Producer*: Gary Stark, WEWS(TV) Cleveland; *Moderator*: Leonard Mallin, *Entertainment Tonight*; *Panelists*: Betsy Frank, Saatchi & Saatchi, New York; Neil Hoffman, USA Network, New York; Mike Levinton, Blair TV, New York; Lucie Salthany, Paramount TV, Los Angeles; ■ "Local Program Money Makers," Room 21; *Producer*: Brooke Spector, KTVU(TV) San Francisco; *Moderator*: Linda Rios Brook, KARE(TV) Minneapolis; *Panelists*: Phil Arnone, KTVU(TV) San Francisco; Mark Engel, WSB-TV Atlanta; Jim Griffin, WRAL(TV) Raleigh N.C.; Rick Wardell, KCNC(TV) Denver; ■ "Cable Opportunities for Broadcasters," Room 13; *Producer/Moderator*: Al Bova, WFIT(TV) Hartford-New Haven, Conn.; *Panelists*: John Goddard, Viacom NCTA, San Francisco; John Healy, ABC Distribution New York; Jason Juraska, Cox Cable Connecticut; John Orr, WGRC-TV Rochester, N.Y.; Paul Verciglio, WVEM(TV) Flint, Mich.; ■ "Should We Program sixtysomething?," Room 10; *Producer/Moderator*: William Small, Fordham University, New York; *Panelists*: William Link, Universal, Universal City; David Poltrack, CBS, New York; Doris Winkler, *Senior Report*, Los Angeles; Robert Wood, *Modern Maturity*, Los Angeles.

**9:30 a.m.-noon** □ International exhibition hours.

**9:30-10:30 a.m.** □ Four Concurrent Workshops: ■ "Back to the Future," Room 16; *Producer*: Bob Clark, KHTV(TV) Houston; *Moderator*: Hal Protter, Milwaukee; *Panelists*: Julius Barnathan, ABC, New York; Eva Blinder, *BME* magazine, New York; John Schilberg, KHTV(TV) Houston; Richard Solomon, MIT, Boston; ■ "Fighting Fragmentation," Room 13; *Producer*: Paul Lenburg, ASI Market Research, Burbank; *Moderator*: Jack McQueen, FCB/Telcom, Burbank; *Panelists*: Andy Fessel, Fox, Los Angeles; Robert Maxwell, HBO, New York; David Mumford, Columbia, Burbank; ■ "Fencing with the Censors in the 90's," Room 10; *Producer*: Judy Girard, WNBC(TV) New York; *Moderator*: Ike Pappas, *Crimewatch Tonight*; *Panelists*: Alan Gerson, NBC, Burbank; Brad Greenberg, Michigan State University; Michael Jacobs, *My Two Dads*, Hollywood; Jerry Leidfer, ITC Entertainment, Studio City; Roger Morrison, Eastman Kodak Co., Rochester, N.Y.; Ron Townsend, Gannett Broadcasting, Arlington, Va. ■ "Barter: First-Run Boom of the 90's," Room 26; *Producer/Moderator*: George Bagel, All American TV, New York; *Panelists*: Tim Duncan, ASTA, New York; John Mandel, Grey Advertising, New York; Kevin O'Brien, KTVU(TV)



**VIACOM**

# FIRST-RUN



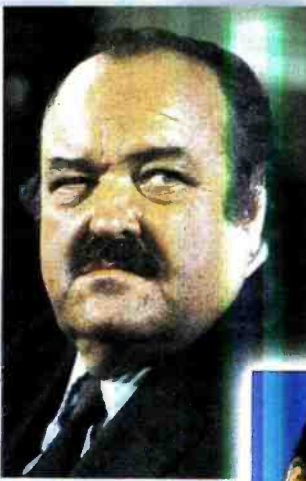


America's Hit List  
Entertainment Coast to Coast  
Not For Men Only  
Remote Control™  
Superboy™  
Super Cop™  
Super Mario Bros. Super Show™  
This Morning's Business  
Trial By Jury



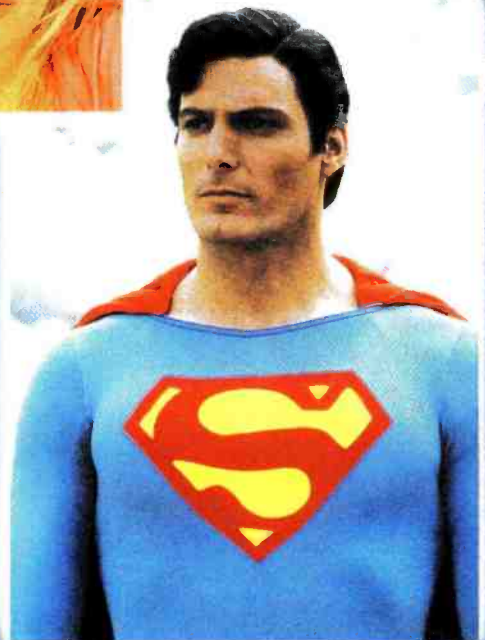
SERIES





The Andy Griffith Show  
The Beverly Hillbillies  
Bizarre  
The Bob Newhart Show  
Cannon  
Clint Eastwood in Rawhide  
The Cosby Show  
Dempsey & Makepeace  
The Dick Van Dyke Show  
A Different World  
Family Affair  
Frank's Place  
Gomer Pyle U.S.M.C.  
The Life & Times of  
Grizzly Adams  
Gunsmoke  
Have Gun, Will Travel  
Hawaii Five-0  
Hogan's Heroes  
The Honeymooners  
I Love Lucy  
Marshal Dillon  
The Mary Tyler Moore Show  
My Three Sons  
Perry Mason  
Petticoat Junction  
The Phil Silvers Show  
The Rookies  
The Twilight Zone  
The Wild Wild West

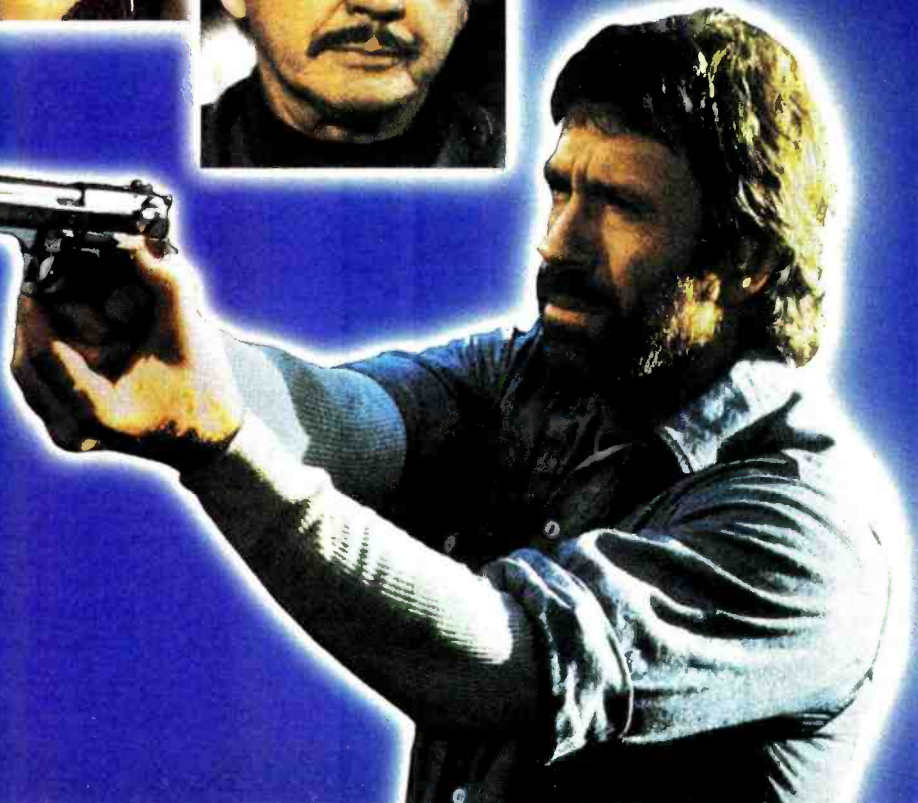
- Features I
- Features II
- Features III
- Features IV
- Features V
- Features VI
- Features VII
- Features VIII
- Features Nine
- Features 10
- Features XI
- Features XII
- Features XIII
- Black Magic
- The Exploitable
- Exploitable III
- Exploitable 4
- Gasp
- Guts and Glory
- The Legend Group
- Movie Greats
- Perry Mason Features
- Thematics
- Young and Reckless





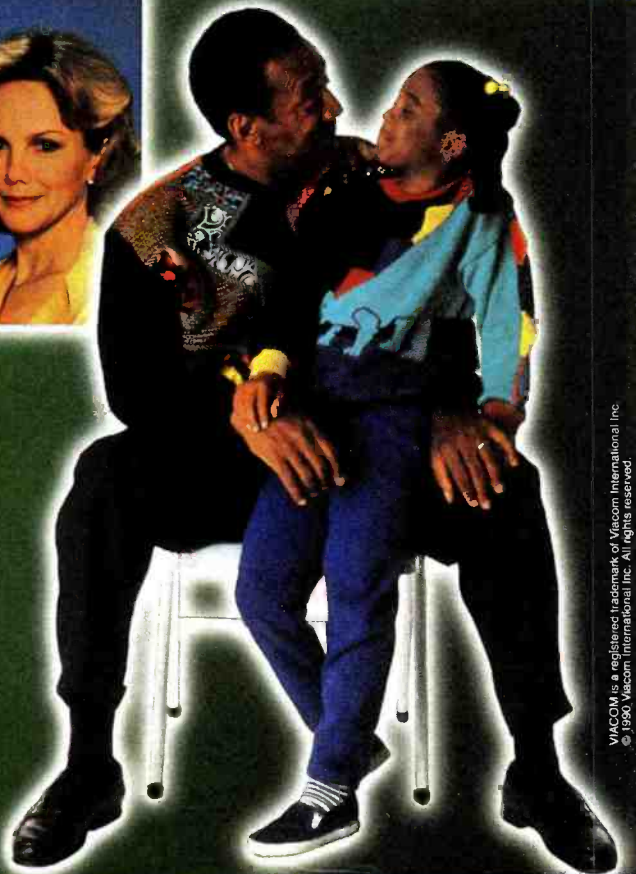
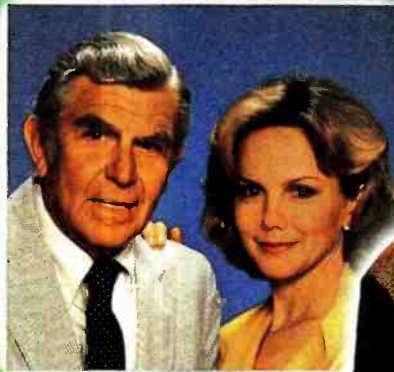


# FEATURE FILMS



A Different World  
The Cosby Show  
Jake & The Fatman  
Matlock  
Roseanne

# NETWORK SERIES



# VIACOM

San Francisco; Dick Robertson, Warner Bros., Culver City; Marc Hirsch, Premier Advertiser Sales, New York.

**10:30 a.m.-1 p.m.** □ Iris Celebration Lunch, Convention Center Ballroom; *Iris Chair:* Jim Lutton, KPIX(TV) San Francisco; *Assistant Chair:* Maria Smith, KUTV(TV) Salt Lake City; *Introduction by:* Lon C. Lee, KCNC(TV) Denver and NATPE chairman; *Host:* Joan Rivers; *Presenters:* Siskel & Ebert; *Starring:* Yakov Smirnoff; presentation of Chairman's Award.

**1-6:30 p.m.** □ Exhibition hours.

Jagdish Sheth, University of Southern California.

**8:30 a.m.-12:30 p.m.** □ Exhibition hours.

**11 a.m.-12:15 p.m.** □ Panel Luncheon, Convention Center Ballroom; ■ "TV Sports in the 90's—Who'll have the Ball?"; *Producer:* Bob Levi, WTBS(TV) Atlanta; *Panelists:* Steve Bornstein, ESPN, New York; Dick Ebersol, NBC Sports, New York; Barry Frank, International Management Group, New York; Stephen Leff, Backer Spielvogel Bates, New York; Marc Lustgarten, Rainbow Program Services, Woodbury, N.Y.; Terry McGuirk, Turner Broadcasting, Atlanta; William Eric Ray, Raycom, Charlotte, N.C.

**12:30-2 p.m.** □ Luncheon, Convention Center Ballroom; *Host:* Rick Reeves, WCPO(TV) Cincinnati and NATPE 2nd vice chairman; *Speaker:* Ted Turner, Turner Broadcasting, Atlanta.

**2 p.m.** □ Distributor's meeting.

**2:30 p.m.** □ Business meeting.

## Friday, Jan. 19

**7:30 a.m.** □ USC Management Seminar, "Managing in the 90's." Room 16; Dr.

# Booth by booth at NATPE

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

\* Indicates new product.

**ABC Distribution Co.** 265  
825 Seventh Ave., New York 10019

**Staff:** Herbert Granath; John Healy; Archie Purvis; Paul Coss; Maria Komodakis; Mara Sternthal; June Shelley. **Programs:** \*Miller & Mueller; \*Cross-Town; Academy Awards Special; \*ABC/Kane: The World of Discovery; \*Globe TV.

**Academy of Television Arts & Sciences** L9

**ACT III Publishing** 465  
401 Park Ave. South, New York 10016

**Action Media Group** 781  
150 E. 58th St., New York 10155

**Staff:** Rick Pack; Len Materna; Gina Garrubbo. **Programs:** *First-run series:* Take One with Robert Klein. *Features:* Broken Vows; Resting Place; Stones for Ibara; Room Upstairs; April Morning; Tenth Man; Home Fires Burning; Face to Face; Caroline; Last Butterfly; Beasties; Dracula; Family Christmas Movies; Special Movie Presentation. *Specials:* Miss Peach; Motown Merry Christmas; The World's Greatest Stunts. *Sports:* The Wrestling Network; The Wrestling Network Plus; Tufftrax. *Cable:* Country Music Television.

**Advertiser Syndicated Television Assn.** 871  
1756 Broadway, #3-J, New York 10019

**Alice Communications Ltd.** 436

**ALIN-TV** 1114  
149 Madison Ave., New York 10016

**Staff:** Alan Cohen; Jack Giebel; Alan Steinberg; Henry Dutsek. **Programs:** Prime Movie Network; Teen/Young Adult Network; Prime Access Network; Late Night Network; Weekend Network.

**All American Television** 462  
304 E. 45th St., New York 10017

**All Communications International Inc.** 373  
342 Madison Ave., #714, New York 10173

**Staff:** Marie LeFevre. **Programs:** \*Ed Randall's Talking Baseball; \*A Point in Time; This Day in Hollywood; Bright Idea.

**All Media Enterprises Pty. Ltd.** 1127A  
184-186 Glenferrie Rd., Malvern, Melbourne, Victoria, Australia 3144

**Alliance Entertainment Corp.** 913  
920 Yonge St., #400, Toronto, Ontario M4W 3C7  
**Staff:** Robert Lantos; Milt Avrushkin; Rola Zayed.

**American Motion Pictures** 537  
2247 15th Ave., West, Seattle 98119

**Staff:** Conrad Denke; Laura Nielsen; Ed Hume; Jacki Arley; Gail Workman. **Programs:** *Magazine-talk:* Teens Talk. *Educational:* Ed Hume on Gardening; Home Improvements; \*Sit & Be Fit. *Documentary:* \*Military Aircraft Video Report. *Children:* Adventures on Sinclair Island; In Search of the Wow Wow Wibble Woggle Wazzie Woodle Wool; \*Let's Be Friends.

**Amvest Video** 270  
937 E. Hazelwood Ave., Rahway, N.J. 07065

**Andrews Entertainment** 981  
3 Dallas Communications Complex, #200, Irving, Tex. 75039

**Staff:** Max Andrews; Ilene Cook; Patrick Schaefer. **Programs:** World Roller Federation (WRF); USWA Challenge; USWA Main Events; Tufftrax.

**Anglia Television Ltd.** 553  
Brookhouse, 113 Park, London, England WY1 4DX

**Applied Information Management** 137  
98 Cattermill Rd., #473N, Great Neck, N.Y.

**Staff:** David Isacowitz; Shari Neuwirth; Joseph Fuller; Melissa Blog; Roni Podell; Sheri Savin. **Services:** Harpoon computer systems for TV/film syndicators; distribution sales (domestic and foreign); rights management; advertiser sales; print/traffic control; \*residuals processing; home video distribution; fiscal management; office automation.

**Arbitron Co., The** 681  
142 W. 57th St., New York 10019

**Staff:** Pete Megroz; Doug McFarland; Bill Shafer; Jim Mocariski; Michael Spitalnik; Barbara McFarland; Alan Kraut; Jim McRae; Doug Marks; Eric Schindler; Laura Solomon; Bob Decker; John Ferrari; Susan Howard; Nancy Lankford.

**ARP Films Inc.** 373  
342 Madison Ave., #714, New York 10173

**Staff:** Claude Hill; Anne Cody. **Programs:** \*The Russian Circus; \*Kids Like Us; Star Blazers; Strange Paradise; Rocket Robinhood.

**ASI Market Research Inc.** 636  
2600 W. Olive Ave., #700, Burbank, Calif. 91505

**Staff:** Paul Lenburg; Loren Steck; Ellen Ryan; Tracey Gayle; Robert O'Brien. **Service:** Market research.

**Associated Production Music** 1087  
6255 Sunset Blvd., #820, Hollywood, Calif. 90028

**Staff:** Bill Brooks; Connie Red; Cassie Goraieb. **Products:** Broadcast One production music library; Sound FX—The Library compact disks; Bruton Gold Classics compact disks; Coombe Library of re-recorded songs.

**Banff Television Festival** 913  
P.O. Box 1020, Banff, Alberta, Canada

**Staff:** Carrie Hunter.

**Barton Printz Productions Ltd./ Mountain Entertainment** 1075  
210-267 W. Esplanade, #201, North Vancouver, BC, Canada V7M 1A5/  
3700 Russell, #118, Missoula, Mont. 59801

**Staff:** Lee Barton; Phillip Printz; Dan Halligan; Susan Piela; Laurier LaPierre; Diane Lund. **Program:** \*Beyond the Line. **Service:** \*Mountain Entertainment syndication services.

**Baruch Television Group** 771  
7777 Leesburg Pike, #302N, Falls Church, Va. 22043

**Baseline II Inc.** 1083  
8929 Wilshire Blvd., #100, Beverly Hills, Calif. 90211

**Staff:** Jim Monaco; Linda Brown; Tim Ney. **Service:** On-line information service.

**Bavaria Film** 905  
Bavariafilmplatz7, 8022  
Geisel Gasteig, W. Germany

**B.C. Film** 913  
1200 1185 W. Georgia St., Vancouver, B.C., Canada, V6E 4E6

**Staff:** Wayne Sterloff.

**Beckmann Communications Ltd.** 1100

**Biznet/U.S. Chamber of Commerce** 833  
1615 H St., N.W., Washington 20062

**Staff:** Robert Adams; Meryl Comer; Carl Grant; Andrea Kosek; Mill Mitler; Frank Allen Philpot; Vanessa Potts; Mercedes Sandoval. **Programs:** It's Your Business; \*First Business; Ask Washington.

■ **John Blair Communications Inc.** 141/1013  
1290 Ave. of the Americas, New York 10104

**Staff:** James H. Rosenfield; Jonathan Silver; Kenneth P. Donnellon; Linda Cecere; Betsy Hart; Jean Rattigan.

**Blair Entertainment** 141  
1290 Ave. of the Americas, New York 10104

**Staff:** Alan Berkowitz; Michael Weiser; Howard Levy; Ken DuBow; Ron Geagan; Clare Simpson; Cathy Sulmasy; Christine LaFroschia; John Buckholtz; Evelyn Chigrinsky; Randi Alderman; Karol Pozniak. **Programs:** \*Reunion; Hall of Fame Collection; Divorce Court; Interactive Vignettes; Sports Vignettes; Michelob Presents Night Music; Dracula; The World's Greatest Stunts; Goldeneye; Fashion Report—Swimsuit Edition; Impact I; Death Valley Days.

**Blair Television** 1013  
1290 Ave. of the Americas, 7th floor,  
New York 10104

**Staff:** Timothy McAuliff; James Kelly; William Bre-

da Jr.; Floyd Gelini; William Murphy; David Her- man; Leo MacCourtney; John Poor Jr.; Mayer Le- vinton; John Rohr; Garnett Losak; Teri Luke. **Services:** \*Ask Blair programming information data bank.

**Bob McGuire Video 819**

**Boom Television Ltd. 141A**

**BPME L6**

**Brite Voice Systems Inc. 719**  
555 N. Woodlawn, #1-209, Wichita, Kan. 67208

**Broadcast Management Plus 155**  
1451 California, Palo Alto, Calif. 94304

**Broadcast Yellow Pages 140A**

**Broadstar Television Corp. 268**  
6464 Sunset Blvd., #1180, Penthouse, Holly- wood, Calif. 90028

**Staff:** Tom Broadbridge; June Hatch; Jim Katz; Andrea Cummis; Don Stotter. **Programs:** Father's Day; Wishful Thinking; Australian Dream; Danger Freaks; Jenny Kissed Me; Relatives; The 13th Floor; Innocent Prey; Twenty Years After; Entertain- ment Time-Out; Silent Network; Wizbit; The Liars Club-Old Series.

**International:** A Man Called Rainbo; Never Cry Devil; Summer Job; To Make a Killing; MBX Band- its; Coda; Contagion; Tail of the Tiger; Father's Day; Wishful Thinking; Australian Dream; Danger Freaks; Jenny Kissed Me; Relatives; Twenty Years After; Entertainment Time-Out; Silent Network; Wizbit; Broadway Magazine; Change the World; Health Week; Morning Stretch; Dr. Jekyll and Mr. Hyde; Story Theatre; Bo Diddley Special; A Crystal Christmas; Golden Eagle Awards; Hollywood Xmas Parade; Mother/Daughter Pageants; Slim Cooking; S.N.A.F.U.; Kids in Sports; Sex Abuse of Children; UFO's: What's Going On?; The Liars Club—Old Series.

**Brockway Television Corp. 149**  
10 Hub Dr., Melville, N.Y. 11747

**Buena Vista Television 391**  
500 South Buena Vista St., Burbank, Calif. 91521

**Staff:** Robert Jacquemin; Mark Zoradi; Mort Mar- cus; Rick Jacobson; Carole Black; Sal Sardo; Catherine Schulte; Michael Mellon; Jim Packer; John Rouse; Lisa Gamba; Janice Marinelli-Mazza; Doug Martz; John Bryan; David McLeod; Lloyd Komesar; Jamie Bennett; Mary Kellogg-Joslyn; David Simon; Bruno Cohen. **International:** Etienne De Villiers; Edward Borgerding; Travis Wynne; Orest Olijnyk. **Programs:** *Off-network se- ries:* Golden Girls. *Magazine/talk:* Live with Regis & Kathie Lee. *Animated:* Double-O Duck; Tale Spin; The Gummi Bears; Chip 'n' Dale's Rescue Rangers; Ducktales. *Series:* The Challengers; Win, Lose or Draw; Siskel & Ebert; Wonderful World of Disney. *Features/packages:* Disney Mag- ic I, II; Disney Treasure I.

**C.B. Distribution 252**  
141 El Camino Dr., #110, Beverly Hills, Calif. 90212

**Staff:** Bob Wright; JoAnne Leighton; Steve Schott. **Programs:** Carol Burnett and Friends.

**Camelot Entertainment Sales 963**  
1700 Broadway, 34th floor, New York 10019

**Staff:** Steven Hirsch; Michael Auerbach; Patty Co- hen; Cynthia Irving; Robin King; Jay Leon. **Pro- grams:** *Game shows:* Wheel of Fortune; Jeopar- dy!; \*Monopoly; Win, Lose or Draw; The Challengers. *Magazine/talk:* Oprah Winfrey; In- side Edition; \*Only Yesterday; Siskel & Ebert; Live with Regis & Kathie Lee. *Entertainment/variety:* It's Showtime at the Apollo. *Features/packages:* Disney Magic I & Magic II. *Animated:* DuckTales; Chip 'N Dale's Rescue Rangers; Gummi Bears; Tale Spin; Muppet Babies. *Specials:* Oprah Win- frey Specials; Siskel & Ebert Christmas Special;

Siskel & Ebert Academy Award Special; Siskel & Ebert Special; Walt Disney World July 4th Special; Live Event Specials. *Unwired network:* Camelot- Corinthian unwired network; prime time schedule; late fringe schedule.

**Cassandra Enterprises Inc. 914**  
of N.Y.

**CBS Broadcast International 262**  
51 W. 52nd St., New York 10019

**Staff:** *Affiliate relations:* Tony Malara; Scott Mi- chels; David Olmsted; Dick Goldstein; Rich Schoenholtz.

**Centaur Video Films 141A**

**Central Television Enterprises 553**  
Hesketh House, 48-45, Portman Sq., London, England W1H 9FG

**Staff:** Bill Allan; Philip Jones; Anthony Utley; Ted Childs; Andy Allan; Bob Carruthers; Steve Clay- ton; Peter Gardner; Kevin Morrison; Clare Alter. **Programs:** *Documentaries:* Scandal; Song of the Forrest. *Children's:* Byker Grove; Grim Tales. *Dra- ma:* The Free Frenchman; The Woman in Black. *Light entertainment:* About Face; Spitting Image Special.

**Channel One Ltd. 473**  
Production Plaza, Sewickley, Pa. 15143

**Cinar Films 913**  
1207 Rue St. Andre, Montreal, Quebec, Canada H2L 3S8

**Staff:** Ronald Weinberg; Micheline Charest; Wil- liam Litwack.

**Cine Groupe J.P. Inc. 913**  
1151, Rue Alexandre-DeSeve, Montreal, Quebec, Canada H2L 2T7

**Staff:** Jacques Pettigrew.

**Claster Television Inc. 370**  
9630 Deereco Rd., Timonium, Md. 21093

**Staff:** John Claster; Sally Bell; Janice Carter; Terri Akman; Jeffrey Hughes; Peggy Powell; Dana Feldman. **Programs:** *Animated:* Jim Henson's Muppet Babies; G.I. Joe; G.I. Joe—mini-series; C.O.P.S.; Maxie's World. *Children:* Romper Room.

**Colombian Government Trade Bureau 141A**

**Columbia Pictures TV 341**  
3400 Riverside Dr., Studio Plaza, Burbank, Calif. 91505

**Staff:** Gary Lieberthal; Barry Thurston; Michael Zuckor; David Mumford; Doug Roth; Leslie Tobin; Lon Feldman; Francine Beougher; Terry Mackin; Joe Kissack; William L. Clark; Elise Keen; Eric Marx; Alan Daniels; Julie Fields; Jill Smith; Gary Lico; Herb Weiss; John Rohrs Jr.; Stuart Walker; Susan Grant; Brian Fleming. **Programs:** *Off-net- work:* Archie Bunker's Place; Barney Miller; Ben- son; Carson's Comedy Classics; Carter Country; Diff'rent Strokes; The Facts of Life; Fish; Good Times; The Jeffersons; Maude; One Day at a Time; Punky Brewster; Sanford & Son; Silver Spoons; Soap; Square Pegs; That's My Mama; The Three Stooges; 227; Who's the Boss?; Char- lie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker.

**Features:** Columbia Classics (34 titles); Colum- bia Gems I (214), II (22); Columbia Night at the Movies; Columbia Showcase I (22); Embassy II (20), III (20); Entertainer of the Year (15); Prime 4 (3); TV 20 (20); TVM One (19); Volume I (28), IV (15), V (26), VI (21).

**Compania de Informaciones Audio 141A**  
Visuales

**Consultores Latino Americanos 141A**  
Asociados

**Conus Communications 184**  
3415 University Ave., Minneapolis 55414

**Staff:** Charles Dutcher III; Stephen Blum; Hewitt West III; Tom Mart; Tom Becherer; Anita Klever; Scott Goodfellow. **Programs:** All News Channel; News Briefs; Conus Satellite News Cooperative;

Allergy Alert/Fish & Game Report; Wall St. Journal TV News Service.

**Coral Pictures Corp. 870**  
8850 Coral Way, #404, Miami 33155

**Staff:** Marcel Granier; Luis Guillermo Gonzalez; Jose Manuel Pagani; Manolo Vidal; Ricardo Pan- neflek; Debbie Loucel; Susana Lopez; Juan Pablo Fernandez. **Programs:** *TV novels:* La Pasion de Teresa; Amanda Sabater; Rubi; Abigail; Alma Mia; Senora; Mi Amada Beatriz; Primavera; Selva Ma- ria; La Dame de Rosa; Roberta; La Intrusa; Atre- vete; Cristal; Topacio; Leoneia. *Mini-series:* Pobre negro; Broigada Especial; La Muchacha del Circo; Diamantes de la Muerte; Mansion de Luxe; Vida de mi Vida; Quo Vadis?; Leonardo da Vinci; Mussolini and I; Cindy; Echoes of the Heart; Be Good if You Can. *Specials:* Your Show of Shows; Fine Arts Concert from Puerto Rico; New Songs by Raphael; Musicalisimo; Romulo Galle- gos Theater; Tex; Hooray for the Three Wisemen; Mysteries of the Ancient World.

**Documentaries:** Expedition through the Ama- zon and Orinoco Rivers; Expedition to the Plains of Venezuela; Expedition to the Mists in the Ama- zon Jungle; The Amazon, the Last Frontier; The Amazon, the Truth and the Legend; Cuare, A Par- adise in Danger; Tapirapeco; Sarisarinama; Los Roques; La Sierra Nevada; Urimaco, a Desert of Fossils; Orinoco, the Sources. *Films/packages:* Venezuelan Feature Films; Feature Film Package III. *Children:* Federrico; Plaza Sesamo; 3-2-1 Contacto. *Animated:* Pimpa; Man and His World.

**Cycle Sat Inc. 648**  
119 Willowglen Dr., Forest City, Iowa 50436

**Devillier-Donagan Enterprises 755**  
1608 New Hampshire Ave., Washington 20009

**DLT Entertainment Ltd. 381**  
31 W. 56th St., New York 10019

**Staff:** Donald Taffner; John Fitzgerald; Rick Levy; Robert Peyton; Merritt Sticker; Bob Kennedy; Don- ald Taffner Jr.; David Bulhack; Genevieve Piturro; Ami Hope-Witt; Mike Fahn. **Programs:** *Animated:* Count Duckula; Dangermouse; Animated Family Classics. *Game shows:* Talkabout; 5-4-3-2-Run. *Comedy:* The Benny Hill Show; Thames Comedy Originals. *Documentaries:* Hollywood; The World at War; Destination America. *Off-network series:* Check It Out; Three's Company; Too Close for Comfort; The Ropers; Three's a Crowd. *Specials:* The Benny Hill Specials I, II, III; The Crazy World of Benny Hill. *Features/packages:* Mystery Wheel of Adventure.

**Dynocomm Sports 337**  
27285 Las Ramblas, #130, Mission Viejo, Calif. 92691

**Earth Communications Office L8**

**■ Ebony/Jet Showcase 1004**  
820 South Michigan Ave., Chicago 60605

**Staff:** Linda Johnson Rice; Ozzie Bruno; Ava Odom; Lillian Cartwright; Colleen Applewhite; Darryl Dennard; Deborah Crable; **Programs:** Ebony/Jet Showcase; Great Moments in Black History; American Black Achievement Awards.

**Electra Pictures Inc. 970**  
3 Dallas Comm. Complex, LB91, Irving, Tex. 75039-3510

**Staff:** David King; Leellen Childers; Amy Rojas; Richard King IV. **Programs:** *Children:* Peppermint Place. *Series:* \*Sports Training Camp; On the Beam. *Specials:* \*Ornette Coleman: Made in America; \*To Russia with Music; The All American Cowboy; B.B. King: Live at Nick's; \*The Carnegie Hall Blues Tribute; Liz Carpenter and the Good Of Boys; Joe Ely: Live from Texas; Tony Campise and Friends; Vaquero: The Forgotten Cowboy.

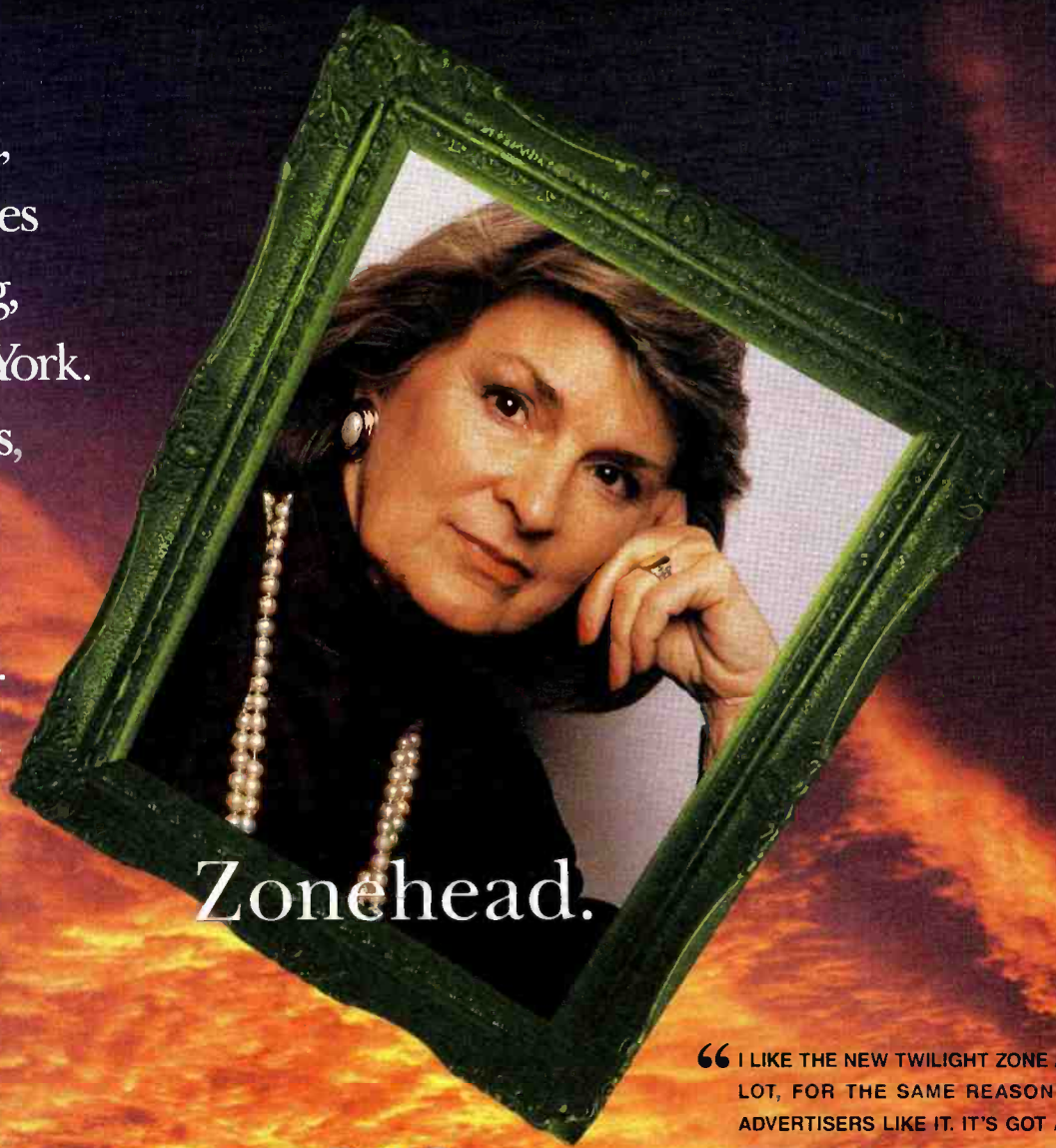
**Ralph C. Ellis Enterprises Ltd. 913**  
1231 Yonge St., #201, Toronto, Ontario, M4T 2T8 Canada

**Staff:** Cathy Ellis, William Barron. **Programs:** \*Well Now!; \*Wild Guess; \*Man of the Wilderness; \*Spirit of the Wilderness.

**ESPN International. 265**  
605 Third Ave., 8th floor, New York 10016

■ A solid box denotes an exhibitor entry that has been added or ex- panded since last week's listing.

Donna Zapata,  
Senior VP., Sales  
and Marketing,  
WWOR New York.  
Loves the Mets,  
her three big  
kids, and her  
Nielsen books.  
Basketball fan.  
Golfer.



Zonehead.

THE  
NEW  
TWILIGHT  
ZONE

“ I LIKE THE NEW TWILIGHT ZONE A LOT, FOR THE SAME REASONS ADVERTISERS LIKE IT. IT'S GOT A GREAT, DISTINCTIVE IMAGE THAT'S GOOD FOR US BOTH. AND IT DELIVERS EXCITING ADULT DEMOS. THE ZONE IS A GREAT COMPLEMENT TO OUR LATE BLOCK; WE LEAD IT OUT OF ARSENIO.”

94 EPISODES AVAILABLE FOR STRIPPING,  
FOR CASH, FOR SEPTEMBER 1990.

**Staff:** Andrew Brilliant; Mark Reilly; Richard Stone; Charles Moseley. **Service:** ESPN International satellite-delivered program service. **Programs:** \*Tour of the Americas; \*Davis Cup and Other World Team Tennis; \*Surfing Championships.

**Excel Telemedia International Corp.** 263  
745 Fifth Ave., #1516, New York 10151

**Staff:** Ken Israel; Joan Israel; Allen Hart. **Programs:** *Domestic:* \*Captain O'Hara; \*Danger, Death Ray; \*Evil Eye; \*Stigma; \*Venus Meets the Son of Hercules. *Features/packages:* All Family I (7 titles); Activation I (9); Grippers (6); Excel Packages I, II, III, IV. *Specials:* \*Perils of Problemina; On Wings of Fire. *Series:* The Leonard Rosen Show; Pathfinders. *Specials:* American Campus Tour; Music Moods. *Documentaries:* The Louvre; Scotland Yard; The Kremlin; Forbidden City; The Incas Remembered; Truth about Communism (narrated by Ronald Reagan). *Holiday specials:* The Amazing Mr. Blunden; Follow That Rainbow.

*International:* Amateur Night; Angry Joe Bass; Bonnie's Kids; Bye, See You Monday; Chance; Cody; Duncan's World; Knocking at Heaven's Door; Perilous Journey; The Ragpicker; Skeleton Key; Terrorvision; A Woman for All Men; Evil Eye; \*Perils of Problemina; Jarvis Collection; Truth about Communism; The Leonard Rosen Show; Wings of Fire; American Campus Tour.

**Explosive Promotions Inc.** 1131A  
4801 S. University Dr., Ft. Lauderdale, Fla. 33328

**FilmLife Inc./Fortress Film Depository** 718  
The Film/Video Hospital, Moonachie Rd., Moonachie, N.J. 07074

**Staff:** Marvin Bernard; Sheila Bernard; Milton Miller; John Natali. **Services:** Rejuvenation and preservation of films, before and after videotape transfer.

**Filmopton Internationale Inc.** 913  
4060 Rue Ste-Catherine West, Bureau 315, Montreal, Quebec, Canada, H3Z 2Z3

**Staff:** Lizanne Rouillard. **Programs:** *Children:* \*Hairly and Furry; \*B.B. and Jennifer; \*Moon Glow. *Wildlife:* \*The Little Zoo; \*The Paradoxes of the Emperors; \*An Oasis in the Ice. *Documentaries:* \*Techno Clip 1989; \*It's a Colourful World; \*Villa El Salvador: A Desert Dream; \*The Flying Farmer.

**Filmworld Television Inc.** 336  
685 Fifth Ave., New York 10022

**Staff:** Deborah Dave; Beverly Partridge; Harold Warren. **Programs:** Feature films (more than 200 titles); Dimension I & II (25); Family Entertainment I & II (30); Shock Theatre I & II (15); \*Classic Collection I (100).

**Fishing the West Inc.** 136  
5484 S.E. International Way, Milwaukie, Ore. 97222

**Staff:** Lana Coon; Charles Goodloe; Tami Goodloe. **Program:** Fishing the West.

**Fox/Lorber Associates Inc.** 1072  
432 Park Ave. South, #705, New York 10016

**Staff:** *Domestic:* David Fox; Robert Miller; Patrick McDarragh; Paul Greifinger. *International:* Richard Lorber; Rena Ronson; David Linde; Denis Gutman. **Programs:** *Domestic series:* \*Driver's Seat; Michelob Presents Night Music; The Dr. Fad Show. *Specials:* Overboard; King...Montgomery to Memphis; The Elvis Collection. *International:* \*Cinema Brasil; \*Empty Beach; \*Cassidy; \*Best Film & Video Catalog; \*Through the Wire; \*KIDS-TV; \*The Discovery Program; \*The Fox/Lorber Feature Packages; \*The Search for the World's Most Secret Animals; \*Storybook World; Time/Life Series; The Bluffers; Romance Theatre; Sports Bloopers Package; Tell Me Why.

**Fremantle International Inc.** 1023  
660 Madison Ave., New York 10021

**Staff:** Paul Talbot; David Champaloup; Julie Zulueta-Corbo; Josh Braun; Sarah Sessions; Tony Gruner. **Programs:** \*The Galloping Gourmet; \*Baywatch; \*Kenny, Dolly and Willie; \*Divorce Court; \*Sammy Davis Jr.; \*Cosby Salutes Alvin Ailey; \*Frederick Forsyth's Theatre of Espionage; \*Travel & Adventure; \*The Running, Jumping, Swimming, Flying Animal Show; \*Richard Hack: \*The Hollywood Chef; \*Phenomena; TV 101; People Magazine on TV; Mrs. World '89; Swimsuit '89. *Movies:* The Happy Circus; Vanishing Act; Stillwatch; The Last Days of Frank and Jesse James. *Series:* The Campbells; The Adventures of Black Beauty; Fugitive Samurai; Candid Camera. *Specials:* The Magic of David Copperfield; Las Vegas 75th Anniversary; Rolling Stone Magazine's 20 Years of Rock n' Roll; Tony Awards; Kennedy Center Honors; Christmas In Washington; Candid Camera. *Drama:* Loving. *Children:* Curious George; The Berenstain Bears. *Game shows:* The Price Is Right; The Dating Game; The Newlywed Game; Family Feud; Blockbusters; \$25,000 Pyramid; Let's Make a Deal; Strike It Rich; Quandaries; Every Second Counts.

**Fries Distribution Co.** 163  
6922 Hollywood Blvd., Hollywood, Calif. 90028

**Staff:** Charles Fries; Ave Butensky; Peter Schmid; Don Golden; Tim Newman; Mike Murashko; Larry Friedricks; Tony Lytle; Paula Fierman; Lou Wexner; Ava Ostern Fries. **Programs:** Fries Frame 5; Fires Dynamite; The Mark Twain Collection; \*Taggart; \*Crime Time; \*Mosquito Lake.

**GE American Communications Inc.** 264  
4 Research Way, Princeton, N.J. 08540

**Staff:** W. Neil Bauer; Andreas Georgiou; Robert Krzyzkowski; John McGrath; Susan Bennett. **Services:** Satellite service provider.

**The Gene Davis Group** 1022

■ **Genesis Entertainment** 186  
30501 Agoura Rd., #200, Agoura Hills, Calif. 91301

**Staff:** Gary Gannaway; Phil Oldham; Don Springer; Diane Galella; Stanley Sherman; Steve Smooke; Barry Wallach; Mitch Turner; Liz Oldham; Jason Charles; Sue Werber. **Programs:** Best of National Geographic; Classic Country; The Byron Allen Show; The Judge; Highway to Heaven. *International:* Birobidjan; The Byron Allen Show; Classic Country; El Juez; The Great Escape; The Judge; Looking East/One World; The Rifleman.

**GGP/GGP Sports** 881  
400 Tamal Plaza, Corte Madera, Calif. 94925

**Staff:** Robert Horowitz; Henry Schneidman; Leslie Lombre; Anna Owens; Hillary Mandel; Chris Weis; David Peterson; Michelle Smith. **Programs:** John Madden's Super Bowl Special & NFL Pre-Season Special; World Cup Skiing; \*Albertville '92 & Barcelona '92—Pre-Olympic Programming; \*Death By Gun—A Time Television Special; \*GGP Ski Magazine.

**Global News Services** 138A

**Global Vision Group Inc.** 474  
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

**Staff:** Cesar Diaz.

**Globo TV Network-Brazil** 873  
909 Third Ave., 21st floor, New York 10022

**Granada Television Int'l.** 437  
400 Madison Ave., #1511, New York 10017

**Staff:** David Plowright; Andrew Quinn; Vivien Wallace; Steve Morrison; Sally Head; Jules Burns; Dennis Flach; Rod Caird; David Liddiment; Leila Maw; James Butterworth; Greg Roselli; Mark Young; Stephanie Neville; Fiona Keaney. **Programs:** \*Capstick's Law; \*El C.I.D.; \*Pasternak; \*Countdown to War; \*Split Ends. *Mini-series:* The Real Charlotte; Small World; A Tale of Two Cities. *Drama:* All For Love; Bulman; Cribb; Coronation Street; A Family at War; Shades of Darkness. *Features/packages:* Every Breath You Take; The Magic Toyshop; Staying On; A Wreath of Roses. *Docu-*

*mentaries:* Afghanistan; Borderlines; Disappearing World; Hypotheticals; Inside the Brotherhood; Lord of the Golden Triangle; Lost Children of the Empire; What Will Survive of Us Is Love; World in Action.

*Variety/music:* The Amazing Adventures of Christopher Gable; The Long Way Home; Man and Music; Masterclasses at Aldeburgh; Tanita Tikaram. *Comedy:* Surgical Spirit; Watching. *Children/family:* Allsorts; Bubbles; Children's Ward; Forever Young; Ghost Story; How to Be Cool; Josie Smith; Story World. *Education:* Environments: Fresh Water; Information Technology.

**The Great Entertainment Co.** 142A  
2170 Broadway, #2275, New York 10024

**Staff:** Nancy Dixon-Welch; John Welch; Scot Herd; Bill Behrens; Bobbie Marcus. **Programs:** Bayliner's Water Sports World.

**Group W Productions** 441  
One Lakeside Plaza, 3801 Barham Blvd., Los Angeles 90068

**Staff:** Derk Zimmerman; Sam Cue; Meryl Marshall; Owen Simon; Kim Schlottman; David Jacquemin; Donald Spagnolia; Mary Fisher; Linda Magee; Barry Stoddard; Lee Salas; Dan Cosgrove; Richard Sheingold; Peter Gimber; Glen Burnside; Steve Parker; Elizabeth Koman; Rhonda Schullik; Brock Kruczki; Patricia Brown; Tim Noonan; Jeff Hoops; Tim Lavender. **Programs:** *Magazine/talk/reality:* House Party with Steve Doocy; Missing/Reward; On Scene: Emergency Response; Home Again with Bob Vila. *Animated:* Teenage Mutant Ninja Turtles. *Specials:* Desperate Passage; There Really Is a Santa Claus.

**Group W TV Sales** 441  
90 Park Ave., New York 10016

**Staff:** Tom Goodgame; Ed Goldman; Dave Plegier; Deb Zeyen; Tony De Thomas; Leslie Levy; David Lalich; Bob Gore; Beth Sosin; Steve Hoffman; Emilia Giammarella; Catharine Van Mater; Tim Marshall. *Chico Kurzawski;* Alan Buckman; Gregg Cooke; Joel Segall; Nick Langone; Jeff Osborne. **Programs:** *Magazine/talk:* PM/Evening Magazine. *Other:* Time to Care; For Kids' Sake; \*Thanks to Teachers; \*Kids Under the Influence; \*Group W Sports Marketing; Premiere Announcement Network.

**Group W/Westinghouse Broadcasting International** 441  
3801 Barham Blvd., Los Angeles 90068

**Staff:** Catherine Malatesta. **Programs:** *Movies:* Matia Princess; Fatal Judgment; Lost in London. *Health specials:* The Diet Dilemma; Conquering Pain; One Nation Under Stress; Critical Minutes; Ageless America; The Fighting Edge; Mysteries of the Mind; The Hidden Addict. *Series:* Missing/Reward; Couch Potatoes; Hour Magazine; The Wil Shriner Show. *Shakespeare plays:* The Tragedy of Antony and Cleopatra; The Tragedy of King Richard III; The Taming of the Shrew; The Tragedy of Macbeth; The Merry Wives of Windsor; The Tragedy of King Lear; The Tempest; The Tragedy of Othello, the Moor of Venice. *Animation:* Teenage Mutant Ninja Turtles; Teenage Mutant Hero Turtles.

*Holiday specials:* There Really Is a Santa Claus. *Public Affairs:* Desperate Passage. *Children's:* Kid-A-Littles; Mr. Moon's Magic Circus; Gepetto's Workshop; The Comic Book Kids; Memories of a Fairy Godmother; Fantasy Theatre; The Little Kid's Dynamite All Star Band; Merlin's Cave; The Casebook of Charlotte Holmes; Super Grand Prix; The Adventures of Pinocchio; Great Moments in History; Heavenly Days; The Music Shoppe; Dr. Yesterday's Old Time News; The Magic Star Traveler; The Good Book; Betsy Lee's Ghost Town Jamboree; Slapstick Studio.

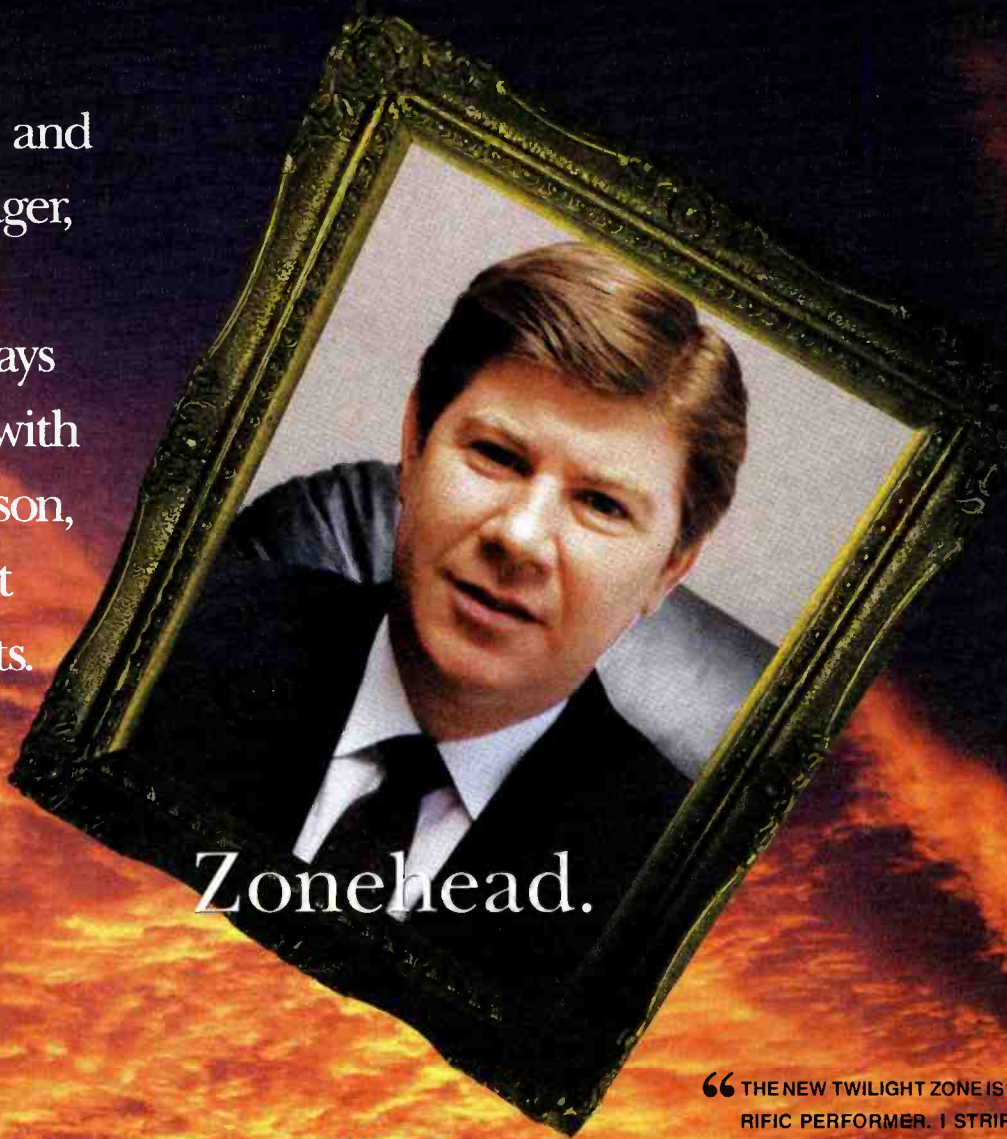
*Music special:* America's Music. *Services:* The Newsfeed Network; The Entertainment Report; PM Magazine/This Evening. *Travel:* Rendezvous/Takin' Off. *Sports:* Blood Sweat & Tears; Go Fish Australia.

**GTG Marketing** 1123  
150 East 52nd St., 19th floor, New York 10022

**Staff:** Bob Jacobs; Fred Petrosino; Bette Alofsin;

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

Ed Trimble,  
Vice President and  
General Manager,  
KTVT Dallas-  
Fort Worth. Plays  
golf on a par with  
his 3-year old son,  
but vigorous at  
spectator sports.  
Proud papa  
and...



Zonehead.

THE  
NEW  
TWILIGHT  
ZONE

“THE NEW TWILIGHT ZONE IS A TER-  
RIFIC PERFORMER. I STRIP IT AT  
11:00 P.M., LEADING OUT OF  
'CHEERS.' IT'S EXCEPTIONALLY  
STRONG AMONG MEN AND  
WOMEN, AND MAKES US THE #1  
INDIE IN THE TIME PERIOD. BEST  
OF ALL, IT HAS WIDE ADVERTISER  
ACCEPTANCE.”

94 EPISODES AVAILABLE FOR STRIPPING,  
FOR CASH, FOR SEPTEMBER 1990.



Brian Davidson; Rick Weidner; Marc Berman; Deirdra Pierce; Mary Carroll. **Programs:** Just Between Us; USA Today on TV; \*Love Thy Neighbor; \*Celebrity Update!

**Guber-Peters Television** 741  
1990 S. Bundy Dr., PH, Los Angeles 90025

**Staff:** Peter Guber; Jeff Wald; Richard Dalbeck; Bob Cook; Howard Mendelson; Lee Rudnick; John Weiser; Rachel Wells; Deborah Parisi; Olivia Ayala; Mary Jester; Scott Sternberg; Mark Hufnail. **Programs:** \*The Quiz Kids Challenge; \*New Music Report; Kenny Rogers—Classic Weekend I; Classic Weekend II, and Kenny, Dollie & Willie—Something Inside So Senny.

**Home Shopping Network** 1111  
12000 25th Court North, P.O. Box 9090, Coldwater, Fla. 34618-9090

**Staff:** Chuck Bohart; Jim Bocock; George Penavis; Will McManus; Catherine Kinsey. **Programs:** Celebrity Shopping; Full/Part Time Affiliates; Overnight Affiliates; Turning Current Dark Time Into Profits.

**HRP Inc.** 675  
805 Third Ave., New York 10022

**I.A. Entertainment** 336

**Icelandic Films Ltd.** 912

**IDDDH** 278  
124 Rue de la Boetie, Paris, France 75008

**Independent Entertainment Group** 330  
8730 Sunset Blvd., Los Angeles 90069

**Staff:** Dennis Sylvester. **Programs:** \*La Toya Jackson: A Sizzling Spectacular; \*Wayne Newton, Live in Concert; \*Rock & Roll Revival; \*Metalhead Video Magazine; \*Impact Videos; \*Slammin'—The Rap Video Magazine; \*Gorgon Video Magazine; \*Wild World of Stunts; \*Action Makers; \*Sports Styles; \*Girls, Girls, Girls on Location in Paradise; \*The Great American Centerfold Search; \*Summer Games; \*Wet Water T's & Beverly Hills Knockouts; \*Comedy's Dirtiest Dozen; \*Heavyweights of Comedy.

**Independent Network Inc.** 1108  
1115 Olympic Blvd., #1100, Los Angeles 91401

**Info-Edge Corp./Hot Net** 1141A  
111 Elm St., New Canaan, Conn. 06840

**Staff:** Duane Loftus; Peter Yaman; John Krubski; Glen Hagen; Helen Marshall. **Program:** \*Hot-Net Information Network.

**International Broadcast Systems Ltd.** 1040  
100 Crescent Court, 16th floor, Dallas 75201

**Staff:** Earl Jones Jr.; Armando Nunez Jr.; Ken Lameiras; Leslie Levine; Jorge Serrano; Cristian Vergara; Ron Alexander; Mirjana Bulek; Lisa Hyniewicz; Dan Springer; Stephen Williams; Joanne Jones; Alison Lightbourn. **Programs:** *Features:* Hot Shot; Perfect Profile; The Legend of Cougar Canyon; The Grizzly and the Treasure; Dr. Otto and the Riddle of the Gloom Beam; Captain Power and the Soldiers of the Future. *Sports:* NBA Basketball; Texas Championship Rodeo. *Music:* Hit Video USA; The Magic of Music. *Children's:* Barbie and the Rock Stars; Lady Lovelylocks; Popples. *Series:* Captain Power and the Soldiers of the Future; Camp Wilderness. *Other:* Hey Vern, It's My Family Album; That French Show; Kung Fu Features.

**International TV Enterprises Ltd.** 553  
420 Lexington Ave., New York 10017

**International Tele-Films Enterprises** 913  
47 Densley Ave., Toronto, Ontario, Canada M6M 5A8

**Staff:** Murray L. Sweigman; Stuart Grant.

**Ironstar Communications Inc.** 913  
65 Heward Ave., #107, Toronto, Ontario, M4M 2T5 Canada

**Staff:** Derek McGillivray. **Programs:** Comedy Mill; You Can't Do That on Television; Everyday Workout; \*The Island; \*Life After Hockey; \*Sea Ice & Wooden Boats.

**ITC Entertainment** 562  
12711 Ventura Blvd., Studio City, Calif. 91604

**Staff:** Ritch Colbert; Henry Urlick; John Herrin; Jim Ricks; Charlie Keys; Tony Dwyer; Mike Russo; Sam Peck; James Marrinan; Lori Bardwil. **Programs:** Tic Tac Dough; Domestic Film Packages (Volume 9 and Volume 8); International Product (Night of the Fox, The Doctors, The Heritage Collection, featuring The Prisoner, The Baron and Space 1999).

**ITEL** 553  
420 Lexington Ave., New York 10017

**Staff:** Andrew Macbean; Frank Miller; Dana Ardi; Angus Fletcher; Paul Sowerbutts; Julie Van Duser; Joe Kennedy; Fiona Eldridge.

**Ivanhoe Communications** 909  
401 S. Rosalind Ave., #100, Orlando, Fla. 32801

**Staff:** Marjorie Bekaert Thomas; Bette BonFleur; John Cherry. **Programs:** Your Family's Health Connection. *Specials:* Wellness in the Workplace; Dying to be Heard—Is Anybody Listening?; Kids Out of Control; Alcohol and the Family—Breaking the Chain; No More Secrets—Child Sexual Abuse in America; America's Healthcare Dilemma—Who Pays?; When the Blues Won't Go Away—Women and Depression; Pressure Cooked Kids—On a Collision Course with the Future; 9 to 5 High—Substance Abuse in the Workplace; More than Child's Play; Kids, Parents and Sports; Unmasking Depression.

**JM Entertainment** 863  
133 East 58th St., 804, New York 10022

**Staff:** Jerry Molfese; Brian Molfese; Lydia Cunniff; Christina Ortiz; Stephanie Beatty; Dain Fritz; Brian Wynn; Ron Castell. **Programs:** \*Red Hot & Cool; \*Baby Boomers; \*Dancin' on Air. *Specials:* \*Story of a People; \*A Laugh, a Tear; Frankie Avalon Presents; \*Making It in Hollywood; Bearwitness News Back to School; Great Bear Scare; The Bear Who Slept Through Christmas. *Specials:* \*Tukiki and His Search for a Merry Christmas; \*The Little Brown Burro; \*The New Misadventures of Ichabod Crane; \*Gettysburg "The Final Fury." *Sports specials:* Indy Challenge; Jockey; Thunder at the Wheel.

**Johnson Publishing Co./Ebony/ Jet Showcase** 1004  
820 S. Michigan Ave., Chicago 60605

**Staff:** Linda Johnson Rice; Ozzie Bruno; Lilian Cartwright; Taylor Fuller; Deborah Crable; Darryl Dennard; Colleen Applewhite; Ava Odom. **Programs:** Ebony/Jet Showcase; Great Moments in Black History.

**Katz Communications Inc.** 541  
One Dag Hammarskjold Plaza, New York 10017

**Staff:** Pete Goulazian; John von Soosten; Bill Carroll; Mitchell Praver; Ruth Lee; Bill Hall; Joyce Rodriguez; Paul Arzen; Dick Weinstein; Jim Beloyanis; Tom Olson; Marty Ozor; Ibra Morales; Jack Higgins; Jay Friesel; Lucille Luongo; Rob Rosenthal; Lisa Dampf. **Service:** Katz Television programing conference center.

**Keystone Communications LP** 1175  
303 East South Temple, Salt Lake City 84111-1226

**Staff:** Bruce Hough; Baline Colton; Irene Escardo; Paula Mannings; John Kessler. **Programs:** Satellite programing distribution.

**King Features Entertainment** 563  
235 East 45th St., New York 10017

**Staff:** Bruce Paisner; William Miller; Samuel Gang; Leonard Soglio; Donald Barrabee; Steve Weiser; Michael Doury; Melissa Wohl; Stacey Valenza; Laurie Tritini. **Programs:** *Domestic:* Package: \*Great Expectations. *Movies:* \*Performers IV; The Performers I, II, Marquee. *Animated:* Original Popeye; All New Popeye; Animated Flash Gordon; Dinky Dog; Beatles; Cool McCool; Trilog. *Live*

*action:* Original Blondie; Original Flash Gordon; Perspectives on Greatness. *Other:* TV Time Capsules; Hearst Reports; King Features Creatures.

*International:* *Films, mini-series:* The King Features: Prince Valiant. *Animated:* Original Popeye; All New Popeye; Popeye and Son; Animated Flash Gordon; Defenders of the Earth; G-Force; Adventures of the Galaxy Rangers; Popeye and Friends; Beatles; Cool McCool; Trilog; Animated Specials; King Video Comics. *Live action:* Original Blondie; Original Flash Gordon; Perspectives on Greatness. *Other:* TV Time Capsules; Hearst Reports; King Features Creatures.

**King World** 951  
1700 Broadway, 35th floor, New York 10019

**Staff:** Roger King; Stephen Pailey; Jeffrey Epstein; Fred Cohen; Jeffrey Grant; Av Westin; Jonathan Birkhahn; Allyson Kossow; Dennis Franklin; Betsy Green; Diana King; Leonard Spilka; Moira Dunlevy; Patsy Bundy; Michael King; Sid Cohen; Erni DiMassa; Ed Gish; Lee Leddy; Diran Demirjian; Stu Stringfellow; Gary Grandolph; Lee Kiersted; Jim Farah; Annelle Johnson.

**Programs:** \*Only Yesterday; \*Monopoly; Inside Edition; Wheel of Fortune; Jeopardy!; The Oprah Winfrey Show; The Little Rascals; Guns of Will Sonnett; Branded; Topper; Mr. Food. *Features/packages:* Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives.

**Koch-Silberberg Communications** 362  
1650 Broadway, #510, New York 10019

**Staff:** Leonard Koch; Lori Koch. **Programs:** Koch Movie Package (4 titles); Bill Flemming's College Football Previews; Bill Flemming's College Basketball previews; The Woman Who Willed a Miracle; Sports Challenge. **Service:** Tintoretto colorization process.

**Larry Harmon Pictures** 275  
650 N. Bronson Ave., #303, Los Angeles, 90004

**LBS Communications Inc.** 241  
875 Third Ave., New York 10022

**Staff:** Henry Siegel; John Storrer; Phil Howort; Paul Siegel; Ira Bernstein; Tony Intelisano; Rand Stoll; John Mansfield; Louise Perillo; Lou Israel; Joanne DeRicco; Bill Smither. **Programs:** *First-run series:* \*Family Feud; \*TV Personals; \*Classic Rock; Memories—Then and Now. *Children:* Police Academy: The Series; The Real Ghostbusters; \*The New Adventures of He-Man; Heathcliff; Mask; Inspector Gadget. *Specials:* Medal of Honor: True Stories of America's Greatest War Heroes; \*Beyond Valor; Test Series. *Features/packages:* \*LBS World Premiere Movies; \*It Nearly Wasn't Christmas; Hope Diamonds. *Off-network series:* What's Happening!; Crazy Like a Fox; Hardcastle & McCormick; Gidget; LBS Classics.

*International:* **Staff:** Henry Siegel; Phil Howort. **Programs:** *Movies:* Bonanza: The Next Generation; Horror Trilogy; Vietnam War Story. *Series:* \*Treasures; \*Runway Club; Hit Squad; You Can't Take It with You; \*Crimes of the Century. *Serial drama:* \*Another World; \*As the World Turns; \*Edge of Night; \*Guiding Light; \*Search for Tomorrow; \*Texas; \*The Catlins. *Specials:* Medal of Honor: True Stories of America's Greatest War Heroes; \*The Search for Haunted Hollywood; \*Crimebeat; Exploring Psychic Powers; The Hunt for Stolen War Treasures; Mysteries of the Pyramids; UFO Cover-Up?; Manhunt; \*Manhunt: Update!; \*Miss Hollywood Talent Search; \*Grand Slam; \*International Swimsuit Edition; One Day in America. *Children's:* Powermasters: The Movie; Heathcliff: The Movie; Care Bears Family; A Child's Christmas in Wales; \*Christmas Messenger; \*The Little Mermaid; \*The Happy Prince; \*The Selfish Giant; \*The Remarkable Rocket; The Story of Rock 'N' Roll; Music Machine. *Documentaries:* \*Adventures in Space; \*The Thunderbirds...A Team Portrait; Smithsonian World; Forever James Dean; \*A Walk Through the 20th Century with Bill Moyers; \*Seven Views of War; \*Smithsonian: American Institution; Scared Straight! Ten Years Later; \*Great Battles of World War II; Victory of the Pacific; \*America: The Way We Were; \*Creativity with Bill

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.



Susan Matthews,  
Program Manager,  
KTVI St. Louis.  
Born in New York,  
raised in Oregon.  
Still knows all her  
old school cheers,  
but has trouble  
with the splits.  
Runner, bicyclist,  
new bride  
and...



Zonehead.

THE  
NEW  
TWILIGHT  
ZONE

“THE NEW TWILIGHT ZONE IS MY BABY, AND I'M PROUD OF IT. IT'S GOT GREAT PRODUCTION VALUES. NOVEMBER '89 WAS UP 2 RATING POINTS OVER NOVEMBER '88'S 'ENTERTAINMENT TONIGHT,' WITH MEN 18-49 INCREASING 100% AND MEN 25-54 UP 78%. IMPROVING ITS 'NIGHTLINE' LEAD-IN MAKES HAVING THE ZONE EVEN MORE DELICIOUS.”

94 EPISODES AVAILABLE FOR STRIPPING,  
FOR CASH, FOR SEPTEMBER 1990.

Moyers; Kennedy: A Celebration of His Life and Times; "Medjugorje: A Lasting Sign; "Great National Parks of America.

**Les Productions Z.E.D. 913**

206 Ouest, Rue St. Paul, #300, Montreal, Quebec, Canada H2Y 1Z9

**Staff:** Michel Zgarka; Fernand Beland; Patrick Chassin.

**London Television Services 907**

**Louisiana Association of Convention and Visitors Bureaus' L7**

**LWT International 941**

500 Fifth Ave., #1710, New York 10110

**Staff:** Sydney Perry; Suzanne Hayes; Melissa Green; Carol Lawhon; Celeste Champagne. **Programs:** Documentaries: Brave New Wilderness; Climate and Man; Clive James; Evil; Prince Charles at 40. **Specials:** An Audience with Victoria Wood; The Dame Edna Experience; The Dame Edna Experience II; An Audience with Dame Edna Everage; One More Audience with Dame Edna; The Trouble with Joan Collins; The Trouble with Michael Caine. **Comedy:** Square Deal; Hale and Pace; The Management; First Exposure; The Two of Us; Hot Metal. **Drama:** Bust; The Charmer; Forever Green; Poirot; Piece of Cake; Scoop; Star-trap; Stolen; Upstairs, Downstairs; Upstairs, Downstairs Lost Episodes; Wish Me Luck.

**M&M Syndications Inc. 932**

1000 Laurel Oak Corp. Center, #108, Haddonfield-Berlin Rd., Voorhees, N.J. 08043

**Staff:** Michelle Pruyn; Gary Robins; Tom McHenry; Suzanne Lyons; Bill Behanna; Jon Reed; Leah Cascarina. **Programs:** Studio Sounds; Sports Quest; Studio Scenes; Boxing Illustrated; The Country Record Guide.

**M.A. Kempner Inc. 336**

2151 W. Hillsboro Blvd., #110, Deerfield Beach, Fla. 33442

**Staff:** Marvin Kempner; Glenn Seger. **Programs:** Escape 600; Telephone Poll; TV Powww.

**Major League Baseball Productions 973**

1212 Ave. of the Americas, New York 10036

**Staff:** Joseph Podesta; Terry Kassel; Geoff Belinfante; Michael Teicher; Hilary Blinken; Peggy White; Michael Kostel. **Programs:** This Week in Baseball; Baseball 1990—A Look Ahead; Sports Newsatellite; Weekend Baseball Wrap-up; All-Star Special.

**M.C. Stuart and Associates 336**

**MCA TV 291**

100 Universal City Plaza, Universal City, Calif. 91608

**Staff:** Al Rush; Shelly Schwab; James Kraus; Bobbi Fisher; Ken Arber; Mort Slakoff; Gerald Farrell; Sara Rutenberg; David Pulido; Pat Wells; Bob Raleigh; Steve Rosenberg; Al Strada; Stephen Barbour; Rick She; Tom Maples; Bill Trotter; Chris Rovtar; Paul Hoffman; Dan MacKimm; Steve Bradbury; Sandy Tepelidis; Melanie Press; Jan Craven; Jeff Suss; Jerry Clark. **Programs:** Off network—Amen\*; *First run:* My Talk Show\*; What a Dummy\*; Studio 33, Hollywood\*; The New Adam-12\*; The New Dragnet\*; Inside Report\*; Charles in Charge; Out of this World; The New Lassie; The Munsters Today; My Secret Identity; Universal Debut Network Movie Package.

**MCA TV International 291**

100 Universal City Plaza, 500-8, Universal City, Calif. 91608

**Staff:** Colin Davis; Peter Hughes; Ron Suter; Reha Salomon; Wanderley Fucciolo; Edenir Amadio. **Programs:** New product: Adam 12 (new) (52); Dragnet (new) (52); Lassie (24); Major Dad (22); Nasty Boys (13); The Outsiders (13). *Returning product:* Amen IV (88); Charles in Charge V (126);

Coach II (30); the Munsters Today II (48); Murder, She Wrote VI (132); My Secret Identity II (48); New Mystery Movies II (36); Out of this World III (72); Quantum Leap II (30). **Series:** Airwolf (79); Alfred Hitchcock Presents III (41); The A Team (94); Desperado: Western Series (5); Guts & Glory: The Rise and Fall of Oliver North (2); Knight & Daye (7); Magnum, P.I. (156); Miami Vice (111); Simon & Simon (154); Children's Theatre (4); Woody Woodpecker & Friends (113); 150-plus two-hour and 100-plus 90-minute TV movies.

**Medallion TV Enterprises 619**

8831 Sunset Blvd., #100, West Hollywood, Calif. 90069

**Staff:** John Ettlinger; Greta Ettlinger; Shanna Gray; Jim Stern; Dennis Livson; Bill Gilbert; Eric Conrad; Jorge Rossi; Bob McKay. **Programs:** Phantom of the Opera; Communion; Elm St.: The Making of a Nightmare; The Gladiators of Hollywood. **Variety/music:** More Than a Scarecrow. **Mini-series:** Gambling's Invisible Thieves. **Specials:** Action I, II; Scrooge's Rock and Roll Christmas. Features and movie packages. **First-run series:** The Making of....

**Media Solutions 632**

P.O. Box 7171, Auburn, Calif. 95604-7171

**Staff:** Dale Smith; Peter Chislett; Rob Smith; Clariss Smith; Linda Korn. **Services:** PC-based, multi-market TV ratings processing systems: SNAP syndicated network audience processor; SNAPTRAC for rep firms; \*SNAPLINE lineup report for unwired networks; \*SNAPONIT overnight ratings processor; \*SNAPMOVI movie package; SNAPTV multi-market processor for TV stations.

**Mediacast Television Entertainment 628**

2350 E. Devon, #250, Des Plaines, Ill. 60018

**MG/Perin Inc. 373**

124 East 40th St., New York 10016

**Staff:** Marvin Grieve; Richard Perin; Fran Reiter; John Hess; Holly Grieve. **Programs:** First-run series: Inside Video: This Week; Night Flight. **Program inserts:** Super Bowl Record Book. **Specials:** The Magic Boy's Easter; The First Valentine. **Features:** The Gathering Storm; Churchill and the Generals. **Children:** Cicero, The Queen's Drum Horse.

**MGM/UA 663**

10000 W. Washington Blvd., Culver City, Calif. 90232

**Staff:** Jeffrey Barbakow; Kenin Spivak; Trevor Fetter; Dick Cignarelli; Anthony Lynn; William Josey; Jack Smith; Joe Abrams; Mark Massari; Kelly Kalcheim; Ninette Root; Paul Sumi; David Gerber; Kim Reed; Phillip Smith; Chuck Atkins; Peter Preis; Robert Horen; Adam Lloyd; Bill Wineberg; James Wills; Patrick Gallington; Gilberte de Turenne; Annabel Bighetti; Bill Wells; Osvaldo Barzelatto; Felipe Vial.

**Programs:** Domestic: Series, specials, mini-series: The New Twilight Zone; Sea Hunt; Fame; Bat Masterson; Highway Patrol; Outer Limits; Patty Duke Show; Rat Patrol. **Features/packages:** The Movie Pool; Blue Chips; MGM/UA Premiere Network III; MGM/UA 1, 2, 3, 4; UA Showcase 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11; UA 17; UA Prime Time 1 and 2; Award Package; Box Office; Premiere; Festival; AAP Features.

**International:** Cartoons: The Pink Panther; Pink Panther Specials. Series, specials, mini-series: The Young Riders; thirtysomething; In the Heat of the Night; Knightwatch; Baby Boom; Dream Street; Kids Incorporated; George Washington: The Forging of a Nation; Happy Anniversary 007: 25 Years of James Bond; James Cagney: That Yankee Doodle Dandy.

**TV movies:** Trenchcoat in Paradise; Prime Target; She Knows Too Much; The Tenth Man; The Man Who Fell to Earth; Dark Victory; Kids from Fame; Witness for the Prosecution; Dirty Dozen IV; In the Heat of the Night; Hot Paint; If It's Tuesday It Must Be Belgium; The King of Love; My Father, My Son; Red River; Broken Angel; Inherit the Wind; Moving Target; Police Story: The Freeway Killings; Mercy or Murder. **Theatrical:** UA motion picture library. **Animated:** Pink Panther and Sons; Banjo:

The Woodpile Cat.

**Michael Krauss Syndication 234**

707 Westchester Ave., White Plains, N.Y. 10604

**Staff:** Michael Krauss; Jack Firestone; Karen Volkman; Terry Hicks; Vivien Stern; David Lytle; Joan Lunden. **Programs:** "Everyday with Joan Lunden; Mother's Minutes with Joan Lunden.

**Minority Broadcasting Corp. 1085**

2050 Stemmons Freeway, Dallas 75258

**MKTV 1116**

155 N. Michigan, #511, Chicago 60657

**Staff:** Michelle K. Thomas; Pamela Hargrave. **Programs:** "A Better Way; "The Student Union.

**MMT Sales Inc. 280**

150 E. 52nd St., New York 10022

**Staff:** Jack Oken; Charles Lizzo; Don Gorman; Ted Van Erk; Murray Berkowitz; Jon Gluck; Matthew Shapiro; Lou Dennig; Al Cannarella.

**MTM TV Distribution Group 571**

18001 Ventura Pl., #600, P.O. Box 7406, Studio City, Calif. 91604

**Staff:** R. Kevin Tannehill; Tom Straszewski; Janet Bonifer; Scott Higgins; Tim McGowan; Teresa Garcia; Susan Burchfield; Jim O'Neill. **Programs:** Newhart; St. Elsewhere; Remington Steele; Hill St. Blues.

**MTV Networks 1162**

1775 Broadway, 11th floor, New York 10019

**Staff:** Russ Naiman; Linda Kahn; John Frey; Mike Koff. **Programs:** MTV: Music Television; Nickelodeon: VH-1.

**Muller Media Inc. 354**

23 East 39th St., New York 10016

**Staff:** Robert Muller; Daniel Mulholland. **Programs:** "Ten Most Wanted (10 titles); "Eventful Specials; "MMI Classics 12; "Spectreman. **Features/packages:** Weapons; The Great Escapes; Top Guns; Super Action 11; Cinema Greats; Scattergood Baines; Above and Beyond. **Animation:** A Chucklewood Easter; Which Witch is Which; The Turkey Caper; Christmas Tree Train. The New Three Stooges. **Specials:** Hollywood Hidden Heroes; Hollywood Gladiators; Encounters of the Fifth Kind; Connie Francis—A Legend in Concert. **Series:** The Making of...; Mr. & Mrs. North.

**Multimedia Entertainment/Spectrum 1122**

75 Rockefeller Plaza, 22nd floor, New York 10019

**Staff:** Peter Lund; Thomas Shannon; Bruce Johansen; James Dauphinee; Ed Monahan; Nancy Cook; Norm Hayes; Gerry Philpott; Mike Marsho; Joseph Cifarelli; Valerie DeSanti; Richard Bailey. **Programs:** "Big Break; "Private Affairs; Donahue; Sally Jessy Raphael; Young People's Specials.

**National Football League 973**

330 Fellowship Rd., Mt. Laurel, N.J. 08054

**Staff:** Harlan Sugerman; Jay Moran. **Programs:** MVP/Super Bowl XXIV Special; 1989 Great Performances/Team Highlights; NFL Update '90; This Is the NFL; NFL Super Bloopers; Super Bowl 25th Anniversary Special; Road to the Super Bowl.

**National TV Marketing 134**

222-23 St., N.E., Calgary, Canada T2E 7N2

**NATPE Net 358**

10100 Santa Monica Blvd., #300, Los Angeles 90067

**NBA Entertainment 181**

645 Fifth Ave., 15th floor, New York 10022

**NBC 248**

30 Rockefeller Plaza, New York 10020

**Staff:** NBC TV Network Affiliate Relations.

**NDR International (German TV) 905**

Gazellenkamp 57, D-2000, Hamburg 54, West Germany 2000

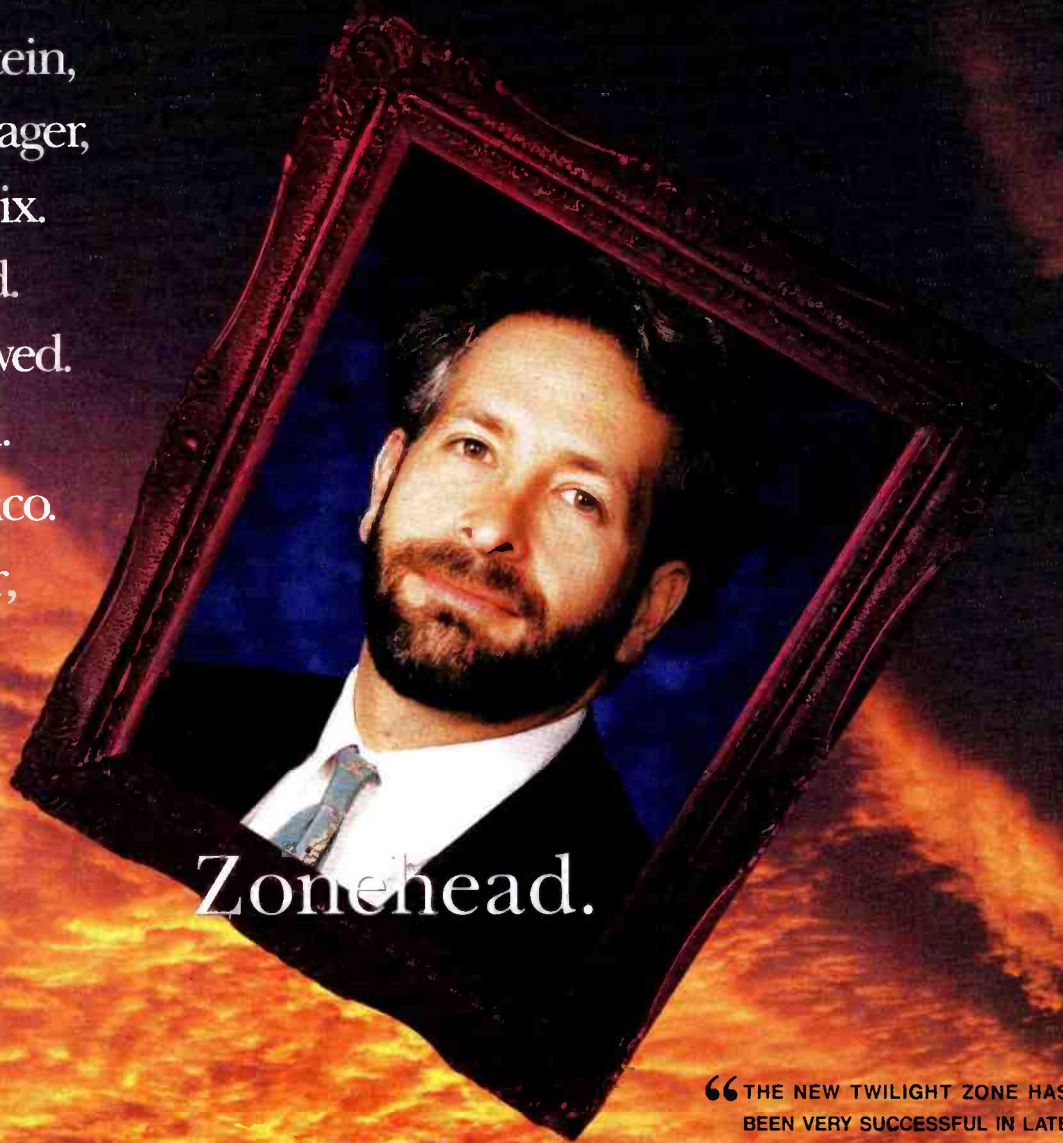
**Nelvana Enterprises 913**

32 Atlantic Ave., Toronto, Ontario, Canada M6K 1X8

**Staff:** Neil Court; Lina Marrone; Michael Hirsh;

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

Matt Cooperstein,  
Program Manager,  
KNXV Phoenix.  
Dedicated dad.  
Happy newlywed.  
Loves London.  
Loco for Mexico.  
Dirt bike racer,  
bush league  
basketball star  
and...



Zonehead.

THE  
NEW  
TWILIGHT  
ZONE

“THE NEW TWILIGHT ZONE HAS BEEN VERY SUCCESSFUL IN LATE NIGHT FOR US. IT HOLDS THE AUDIENCE AND BUILDS ON IT. IT'S ALSO A PART OF OUR 'FANTASTIC FRIDAYS' LINEUP, 7:30... PRIME TIME... WHICH HAS DONE EXTREMELY WELL. WE LIKE THE SHOW!”

94 EPISODES AVAILABLE FOR STRIPPING,  
FOR CASH, FOR SEPTEMBER 1990.



MCA/UA TELECOMMUNICATIONS, INC.

MCA/UA TELECOMMUNICATIONS, INC.



## We're the name behind great programming.

### We're the name behind series' strength with INSPORT

INSPO<sup>R</sup>T's network-quality blend of sports and entertainment has set new standards in weekend performance. For year two, you can expect even more secrets from behind the scoreboard. More tell-all interviews with sports superstars. More fast-paced action and excitement. More of what's made INSPORT the definitive network sports adjacency and late night franchise. With hosts Ahmad Rashad and Robin Swoboda.

### We're the name behind innovative event programming with THE HORROR HALL OF FAME™

The two hour, primetime tribute to terror honors the creatures and creators who've made horror a screaming sensation. Classic film clips. Behind-the-scenes segments. Revealing stories and more. Plus, the induction of 13 horrifying honorees into THE HORROR HALL OF FAME. It's a night of fright you'll never forget. Premiering Halloween 1990.



© 1990 Select Media Communications, Inc.

**We're the name behind exclusive Zap-Busting VIGNETTES**

Our innovative short-form programs wrap around spots to make sure commercials are seen...and remembered. We're the leader in interstitial entertainment, with a program for virtually every advertising category. From movies and music. To comedy. Fashion. Health. And more. We'll even create custom vignettes

See us at NATPE, Booth 723

for exclusive national sponsorship. If you're looking for impact, value and improved viewer recall, look to Select Media. We'll give your commercials the attention they deserve.

So when it comes to your programming success, remember it's all in the name—our name—Select Media.



(212) 355-0033



# Only one format is good enough to

You *can* go all the way. From acquisition to editing to on-air without ever changing formats.

With Sony Betacam SP® products. The total system that gives you

total confidence. With innovative products to meet virtually every production need.

Best of all, Sony Betacam SP® products deliver the performance and

reliability that made them the world-wide standard in EFP. As well as ENG. Which is exactly what you would expect from the leader in innovative video technology.



go the distance. Sony Betacam SP®

And only Sony offers the most extensive selection of Betacam SP® products available. Which gives you the performance and flexibility you need. Go the distance with Sony

Betacam SP® products. There's no telling how far they can take you. To find out more, contact your Sony Broadcast Sales Engineer. Or call 1-(800) 635-SONY.

Sony Communications Products Company, 1600 Queen Anne Road, Teaneck, NJ 07666. © 1989 Sony Corporation of America. Sony and Betacam SP are trademarks of Sony.

**SONY®**

BROADCAST PRODUCTS

See Us At  
the NATPE Show  
Booth #1111



**SALES  
KEEP  
GOING  
THROUGH  
THE ROOF!**

*Our Paid Programming is Available 24 Hours  
a Day . . . By the HOUR . . .  
By the DAY . . . By the NIGHT*

*For more information, contact Jim Bocoock at  
(813) 572-8585*





Stan Blum.

**New Mexico State University** 1119A  
 Box 30003, Dept. 3AI, Las Cruces, N.M. 88003

■ **New World Television** 623  
 115 E. 57th St., New York 10022  
**Staff:** Joe Middleburg; Tony Fasola; Bob Greenstein; Frank Browne; Sandy Lang; Dorothy Hamilton; Gloria LaMont. **Programs:** New World One (18 feature films); New World Two (18 films); New World Three (20 films); New World Four (20 films); New World's TV Gold (10 "Movies of the Week"); New World's Pretty Smart (10 films); New World Presents (10 films); Sledge Hammer (41); Life of Riley (146); Marvel Action Universe (60); Crosstown (65); Kid Pix Six Pac (6); LCA Classics (13 after-school specials).

**News Travel Network/Preview Media Inc.** 1005  
 1160 Battery St., #100, San Francisco 94111  
**Staff:** James Hornthal; Roy Walkenhorst; Keitha Mashaw; Robert Sokol; Paul Ryan; Michael Sanford; Michelle Roth. **Programs:** Consumer Travel Reports; "Takin' Off"; Weekend Travel Update.

**NHK Visual Book Co. Ltd.** 1106  
 INTEC 88 Bldg., 20 Araki-cho, Shinjuku-ku, Tokyo 160, Japan  
**Staff:** Toshiro Ohta; Yasuhiko Takagi; Tsuneyoshi Yamada; Jim Weatherford; Soichiro Harada; Ken Sukekawa; Miyuki Takezawa. **Programs:** Documentaries; how to's; animation; educational shows.

**Nielsen Media Research** 823  
 Nielsen Plaza, Northbrook, Ill. 60062

**Nippon Anlmation Co. Ltd./Fuji Eight Co.** 816  
 10-11, Ginza 7-chome, Chuo-ku, Tokyo 104, Japan  
**Staff:** Junzo Nakashima; Yasuhiko Matsuoka; Hiroko Karaki; Eri Ichikawa; Yoshiaki Kobayashi. **Programs:** "The Jungle Book"; The Space Sagittarius; Conan and Friends; Ellie; The Alps Story; My Annette; "Columbus"; "The Adventure of Manxmouse"; Back to the Forest (Peter of Placid Forest).

**Notel Inc.** 143A

**NTV International Corp.** 1001  
 50 Rockefeller Plaza, #940, New York 10020  
**Staff:** Yasuo Ema; Takao Sumii; Elyse Rabinowitz; Meredith Wolfe. **Programs:** *Animated:* "Haachi"; "In the Beginning"; "The Anpan-Bread Man"; "Cliff Hanger. *Drama:* The Water Margin. *Documentaries:* "Becoming a Sushi Chef"; Monkey; "Orca, King of the Sea"; "Return to Glory (Vol. I & II)"; "The Unknown World of Tokyo Bay.

**NVC Arts International** 236  
 The Forum, 74-80 Camden St., London, England NW1 0JL  
**Staff:** Hazel Wright; Richard Somerset Ward. **Programs:** "Le Corsaire"; "Opera Stories"; "Flying Dutchman"; "Diaghilev Ballets"; "Giovanna D'Arco.

**Omnivision Ltd. Inc.** 1022  
 31255 Cedarvalley Dr., #316, Thousand Oaks, Calif. 91362  
**Staff:** Denyse Chimenti; Steve Frame; Scott Bolton; Debora Langsam. **Programs:** "An Evening with Paul Winchel"; "On Location"; "Fabian Turns It Loose"; "Fabian Presents.

**Ontario Film Development Corp.** 913  
 81 Wellesley St. East, Toronto, Ontario, Canada M4Y 1H6  
**Staff:** Shane Kinnear.

**Orbis Communications Inc.** 841  
 432 Park Ave. South, New York 10016

**Orion Television Entertainment/Orion Pictures International** 363  
 1888 Century Park East, 6th floor,

*Los Angeles 90067*

**Staff:** Tom Cerio; Don Frehe; Arthur Hasson; Kathy Haynsworth; Larry Hutchings; Joe Indelli; Jerry Jameson; Bob King; Steve Maddox; Steve Mulderrig; Gary Nardino; Robert Oswaks; Tim Overmyer; Gary Randall; Bob Sanitsky; Richard Zimmer. *International:* Robert Meyers; Bob Chow; Charlotte Ermoian; John Laing; Frances Reynolds; Ron Hastings.

**Programs:** *First-run series:* "Name That Tune"; "Battle of the Exes. *Off-network series:* Adderly; Cagney & Lacey; The Avengers; Addams Family; Green Acres; Mr. Ed; The Best of Saturday Night Live. *Features/packages:* Orion I (20 titles), II (25), III (20), IV (22); Orion Starview I (11); Orion Premieres (15); Born Wild (12); Chrome & Hot Leather (12); Filmways I (22); Monsters on the Prowl (10); Films from the 80's (45); Beach Blanket Biggie's/Young Adult Theatre (14); The Winning Hand (25); Ghoul-A-Rama I & II (26); The World of the Macabre (8); Films from the 70's (22). *Mini-series:* Louisiana; Blood of Others; Secret of the Black Dragon; King.

*International:* "Equal Justice"; "And the Violins Stopped Playing"; "No Place Like Home"; "Passport to Terror"; "Bill & Ted's Excellent Adventure"; Green Acres; Glory! Glory!; Pancho Barnes; Hotel Terminus; Life and Times of Klaus Barbie; The Murder of Mary Phagan; Cagney and Lacey; Adderly.

**Outdoors with Archie Phillips** 983  
**Palladium Entertainment** 1062  
 444 Madison Ave., 26th floor, New York 10022  
**Staff:** Gary Dartnall; Nathaniel Kwit Jr.; Bob Cohen; Brian Firestone; Harvey Reinstein; Richard Bompane; Ruth Robbins; Ginny Wood; Louis Sanovai; June Morrow; Adrian Caddy; Chris Wilson; Bernice Black. **Programs:** *Game shows:* Jackpot!. *First-run series:* "New Lone Ranger. *Series:* Adventures of the Lone Ranger; Lone Ranger Series; Lassie Series; Jeff's Collie; Sgt. Preston of the Yukon; Skippy; The Bush Kangaroo; Timmy & Lassie; Lone Ranger Cartoons. *Features:* Palladium Silver (32); American Legends (32); Southbrook Number One (12); Prime Time 90's (10); Lone Ranger Features (2); Lassie Movies (15); Lassie Features (2); Adventures of the Lone Ranger (13). *Children:* Animated Shorts. *Mini-series.*

**Pan American Satellite/Alpha Lyacom** 900  
**Paragon International Inc.** 913  
 260 Richmond St. West, #405, Toronto, Canada M5V 1W5  
**Staff:** Isme Bennie; Jon Slan. **Programs:** The Raccoons; "Aliens Next Door; Under the Umbrella Tree; "Degressi High; "C'mon Geese.

■ **Paramount Domestic Television** 1153  
 5555 Melrose Ave., Los Angeles 90038  
**Staff:** Mel Harris; Lucille Sahany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Bob Sheehan; Vance Van Petten; Meryl Cohen; Joel Berman; Emeline Davis; Tom Fortuin; Howard Green; Charlotte Koppe; Jim Martz; Steven Nalevansky; Jack Wartlieb; Tom Connor; Michael Dragotto; Maryann Schuilze; Jayne Wallace Yollin; Dick Montgomery; John Nogawski; Liz Firallo; Ed Wilson; Mike Kerans; Richard Golden; Bobbee Gabelmann; Gerry Noonan; Stan Justice; Don Sateri; Maura McDonough; Al Rothstein; Mark Dvornik; John Morrow; Stuart Marcus; Susan Stamm. *International:* Bruce Gordon; Peter Cary; Patrick Stambaugh; Jean Pullen; George Mooratoff; Malcolm Orme; Ramon Perez; Susan Bender; Stephen Carey; Kevin Keeley; Joe Lucas. **Programs:** *First-run series:* The Arsenio Hall Show; Entertainment Tonight/Entertainment This Week; Friday the 13th: The Series; Geraldol; Hard Copy; The Joan Rivers Show; Star Trek: The Next Generation; War of the Worlds. *Mini-series/specials:* The Kid Who Loved Christmas; Mary Hart Specials; The Winds of War. *Features/film packages:* Portfolio XIII (27); Portfolio XII (26); Portfolio XI (22); Preview IV (18); Preview III (20); Preview II (16); Special Edition III (55); Special Edition II (40); Special Edition I (50); Marquee III (18); Marquee II (17); The Untouchables (3). *Off network:* Brothers; Cheers; The

Complete Star Trek; Family Ties; Happy Days; Mannix; Mission Impossible; Taxi; The Untouchables; Webster.

**Peter Rodgers Organization Ltd.** 171  
 P.O. Box 2759, Beverly Hills, Calif. 90218

**Petry Television Inc.** 572  
 3 East 54th St., New York 10022  
**Staff:** David Allen; Bill Fagan; Michael Membrado; Harry Stecker; C. William Schellenger; John Scognamiglio; George Dennis; Tom Belviso; William Wiehe; Harry Stecker; Jack Tentress; Dick Kurlander; Ron Martzoff; Gail Healy; Scotty Dupree; Rob Hebenstreit; Teddy Reynolds; Tino Pappas; Bill Fagan; George Blinn; Steve Eisenberg; Jerry Linehan; Rob Friedman; Richard Larcade; Kevin Nugent; Bill Shaw; Donald O'Toole; Gary Mancuso; Michael Membrado; John Heise; Paul Morrissey; Bill Hahn; Chuck Hanrahan; Joe Lyons; Richard Stein; Denise Hall-Weiterstein; William Wiehe; Neil Hitzig; Greg Moloznik; Ron Brownstein; Val Napolitano; M.P. Kelleher; Stockton Holt; Roger Stepic; Laverne Cole; Dan Mayasich; Patrick McNew; Chuck Sitta; Tom Vannelli; Dave Bell; Bruce Farber; Lori Gravino; Marc Maehi; Judy Obernier. **Services:** Television station representative.

**Premier Advertiser Sales** 1181  
 15 Columbus Circle, 28th floor, New York 10023  
**Staff:** Marc Hirsch; David Brenner; Nancy Cohen; Barbara Fultz; Rosanne Legano; Jeffrey Manoff; Kit Simon; Darina Hinds; Thomas Illari; Jennifer Casolaro; Gerald Bixenspan; Christie Millington. **Programs:** "The Arsenio Hall Show; Studio 33; Hollywood; "Hard Copy; "My Talk Show; "Friday the 13th; "Star Trek: The Next Generation; "War of the Worlds; "Charles in Charge; The New Lassie; The Munsters Today; "My Secret Identity; "Out of This World; "Smash Hits; "What a Dummy; Universal Pictures Debut Network; Orbis Showcase Network. *Mini-series/specials:* "The Boy Who Loved Christmas; Fall of Moondust; Raising Good Kids in Bad Times; Ring of Scorpio.

**Producciones Jes Ltd.** 141A  
**Production Masters Inc.** 1000  
 321 First Ave., Pittsburgh 15222

**The Program Exchange** 1031  
 (Division of Saatchi & Saatchi DFS Inc.) 375 Hudson St., New York 10014  
**Staff:** Allen Banks; Jack Irving; Chris Hollowell; Susan Radden; Beth Feldman; Diane Casse; Holly Friend; Esther Soane. **Programs:** *Children's:* Dennis the Menace; The Woody Woodpecker Show; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Valley of the Dinosaurs; King Leonardo; The Beary Family; Inch High Private Eye; Wheelie and the Chopper Bunch; Goober & the Ghost Chasers; Where's Huddles; Buford Files/Galloping Ghost; Jana of the Jungle; Bisketts. *Off-network series:* Bewitched; I Dream of Jeanie; Abbott & Costello; The Partridge Family; The Brady Bunch; Laverne & Shirley; The Odd Couple; Mork & Mindy.

**Program Syndication Services** 1032  
 375 Hudson St., New York 10014-3620  
**Staff:** Karen Morgenbesser; Peggy Green; Suzanne Crowe; Amy Willstatter. **Programs:** Morning Stretch.

**Programlink** 271  
 708 Third Ave., New York 10017  
**Staff:** Nick Peters; Mitchell; Saslow; William Phillips; Betty Steward. **Services:** Programing data delivery to TV stations via dedicated, high-speed newswire.

**Radio Cadena Nacional S.A.** 1076  
 Avenida de Las Americas, #65-82, Bogota, Colombia  
**Staff:** Samuel Duque Roza; Bernardo Nieto Soto; Guillermo Restrepo Camacho. **Programs:** Soap operas; mini-series; series.

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

**Radio Television Interamericana 141A**

**Raycom Inc. 923**  
 P.O. Box 33367, 801 E. Trade St., Charlotte, N.C. 28233-3367

**Staff:** Rick Ray; Dee Ray; Ken Haines; Meade Camp; Ann Miller; Ray Warren; Jim Duncan; Michael Fanning; John Lazarus; Greg McCastle; Peter Elam; Cindy Clemens. **Programs:** Atlantic Coast Conference Basketball; Big Ten Conference Basketball; Southwest Conference Football and Basketball; The Kickoff Classic; The Disney Pigskin Classic; Pacific Ten Conference Basketball; Metro Conference Basketball; Big Eight Conference Basketball; ACC Sports Center; Diet Pepsi Tournament of Champions; The Big Ten Game Day Preview; The Sunshine Football Classic; The Liberty Bowl; The Freedom Bowl; Iowa Football; The Hayden Fry Show; The John Mackovic Show; The Fred Akers Show; The Lou Henson Show; The Gene Keady Show; The Tom Davis Show. **Specials:** Killers at the Box Office; The Lords of Hollywood; The Innocent of Hollywood; Night Creatures.

**■ Raymond Horn Syndications 1022**

38 W. 32nd St., #1610, New York 10001  
**Staff:** Bernie Schulman; Henry Howell; Ron Nummi; Ann Nummi; Mariam Heine; Chuck Wickler; Will C. Morgan; Raymond Horn; Gloria Horn. **Programs:** Rhythm & Blues; King All America Classic; Bravo: Latin Music Awards; Black Filmmakers Hall of Fame; Brown Sugar: Outstanding; Caribbean Spice; The Senior Report; America's Black Forum; Travel Adventure; On the Beam; Sports Line; R.P.M.; Making a Difference; Women

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

(with Theresa Brown); Great Years.

**Reel Movies International 1028**  
 8235 Douglas Ave., #770, Dallas 75225

**Staff:** Tom T. Moore; Carol Smith; John Foster; Dominique Mougenot. **Programs:** \*Reel Christmas; \*Reel War; \*Reel Westerns; \*Reel Academy Awards.

**Republic of Texas Communications 925**

505 E. Huntland Dr., #210, Austin, Tex. 78752  
**Staff:** Gloria Moore; Steven Hieronymus; Dennis Michael Antolik; Sue Bruce. **Programs:** Series: Austin Encore!; \*American Gospel Music; \*American Country Music; \*Texas Tornado Jam. **Specials:** \*Texas Blues Reunion. **International:** \*Great Moments from Austin City Limits; \*Buddy Holley and the Crickets—A Tribute; \*Country Memories with Willie Nelson; \*The Arlo Guthrie Show; \*Country Music Crossroads; \*The Legends of Country Music; \*Good Rockin'; \*I'll Fly Away; \*Country Music Jubilee; \*Down Home Country Music; \*Swingin' Over the Rainbow; \*More Country Classics; \*Every Tub Has Its Own Bottom; \*Gospel Resurrection.

**Republic Pictures Corp. 763**

12623 Beatrice St., Los Angeles 90066  
**Staff:** Russell Goldsmith; Steve Beeks; Chuck Larsen; Joe Levinsohn; Linda Lieberman; Lisa Woodcock; Diana Foster; Gene Lavelle; Glenn Ross; Lee Wedemeyer; Christine Palinkas; Nancy Willauer; Diane Levin. **Programs:** Domestic: **Features/packages:** All Nite Movie (260); Republic Premiere One (12 titles); Color Imaged Specials I (3); II (8); John Wayne Collection (16); Hollywood Stars (16); Hollywood One (30); Action-Packed Package (28); Classic Comedy (13); Republic Serials (36); Home of the Cowboys (22); Serial Movies (26); Holiday Features (4); Animated Features (5); Animated Cartoons (500-plus). **Specials:** Cliffhanger Serial Specials; Fashion Report and The

Swimsuit Edition. **Off-network series:** Bonanza; Get Smart; My World and Welcome to It; High Chaparral; Victory at Sea; Car 54: Where Are You?

**International:** **Staff:** Russell Goldsmith; Joe Levinsohn; Ryan Shiotani. **Programs:** **First-run series:** Beauty and the Beast. **Made-for-TV movies:** Sail Away; Class Cruise; Fulfillment; Liberate; Indiscreet; Jesse; Mistress; Promise a Miracle; When the Time Comes; Eye on the Sparrow; Family Sins. **Off-network series:** Bill Cosby Show; I Spy; Bonanza; Get Smart; High Chaparral; Dr. Kildare; T.H.E. CAT. **Other:** Fashion Report; Best Catches; On Trial; Travel Tips; Hollywood Stars; Champions; Favorite Holiday Features; Horror Features; Republic Cowboys; Science Fiction Features; Loving You; Theatrical Cartoons.

**Roland Collection of Films & Video on Art826**  
 Tillingham, Peasmarsh, E. Sussex TN31 6XJ, England

**Staff:** Anthony Roand; Gail Nicoll; Stephen Janson. **Programs:** \*Writers Talk—Ideas of Our Time; The National Gallery, London—A Private View; Fine Art from Pre-History to the Present Day; Kenneth Clark's Rembrandt Series; A Film Maker's Vision—Films on Art Become an Art Form. **Specials:** Discovering Early Civilizations; Egyptian Temples; Michelangelo; Rembrandt.

**Rosnay International 818**  
 6 Rue Robert Estienne, Paris, France 75008

**RTVE/Radiotelevision Espanola 274**  
 Commercial direction, Avda. de General Peron, 40-D 1, Madrid 28020, Spain

**Staff:** David Nogueira Rivera; Jose Maria Otero Timon; Javier de Paul de la Serna; Maria Paz Jimenez Goy; Teresa Moreno. **Programs:** \*The Art of the Video; \*The Magic Crown; \*Central Squad; \*The Woman of Your Life; \*Time and the Sea.

# EBONY/JET SHOWCASE

## We've Got The Stars - That Make It Happen!



Johnny Mathis



Patti LaBelle



Michael Jordan



Hasts: Debarah Crable & Darryl Dennard



Jody Watley



Smokey Robinson



Debbie Allen

See Us At NATPE Booth #1004, or call Ozzie Bruno 312-322-9409

EBONY/JET SHOWCASE—A Production of Johnson Publishing Co.

# CATCH OUR SCORES.



The stats prove it. InSport is Television's all-star performer.

With hosts Ahmad Rashad and Robin Swoboda, InSport's network-quality combination of sports and entertainment is in a league by itself.

Revealing interviews. In-depth profiles.

And behind-the-scenes stories that reveal the games the superstars play—on and off the field!

Once you know the score, you'll know why InSport is your weekend's most valuable player.



## NEW YORK WNBC

- #1 ENTERTAINMENT SHOW IN THE TIME PERIOD—Beats *Entertainment This Week*.
- Delivers top male ratings—M 18+, M 18-49, M 25-54.

## CHICAGO WMAQ

- #1 ENTERTAINMENT SHOW ON SATURDAY AFTERNOONS—Outdelivers WBBM, WFLD, WGN, WPWR & WGBO.
- Increases male ratings across the board.

## MILWAUKEE WITI

- #1 SUNDAY NIGHT PERFORMER—Beats *Magnum*, *College Madhouse* and *The Byron Allen Show*.
- Delivers unbeatable Household Rating & Shares in October '89 and November '89.

## CLEVELAND WJW

- SUNDAY MORNING FAVORITE.
- Increases Household Share 60% from November '88 to November '89.
- Increases lead-in share by 168%.

## HARTFORD WFSB

- #1 IN SUNDAY MORNING TIME PERIOD.
- Crushes *Better Your Home* and the *Morning Movies*.



# IT'S A 90 BILLION DOLLAR MARKET



# HOW MUCH ARE YOU MISSING ?

**SPEX GROUP INC./MEDIA**  
Booth 901  
NATPE

A

**Samuel Goldwyn Television** 480  
10203 Santa Monica Blvd., Los Angeles 90067  
**Staff:** Richard Askin; Mike Byrd; Gary Perchick; Casey Lanken; Christie Hawks; Richard Bornstein; Jeri Sacks; Ron Breilstein; Bob Quintero; Bill Featherstone; Luz Castro-Bran. **Programs:** American Gladiators; \*Samuel Goldwyn Theatre (14 titles); \*November Gold 3 (15); November Gold (20); November Gold 2 (20).

**Santa Fe Communications** 975  
2525 N. Naomi St., Burbank, Calif. 91504

**Scott Entertainment** 255  
P.O. Box 554, Westbury, N.Y. 11590  
**Staff:** Scott Sobel. **Programs:** *Features/ packages:* \*Drive-In Theater; The Movie Classics; Haunted Hollywood. *Off-network series:* Nostalgia Network One; Golden Years of Television; Casebook of Sherlock Holmes. *Program inserts:* TV Facts. *Specials:* The Dealers in Death (international); The Many Faces of Sherlock Holmes.

**Select Media Communications** 723  
885 Third Ave., #1220, New York 10022

■ **Selitel** 735  
575 Fifth Ave., New York 10017  
**Staff:** Raymond J. Johns; David Schwartz; Janeen Bjork; Frank Cicha; Jody Hecker; Ed Karlik; Roger Freedman.

**SFM Entertainment** 285  
1180 Ave. of the Americas, 10th floor, New York 10036  
**Staff:** Stan Moger; Joe Gerard; Amy Sauertieg; Cyndy Wynne; Jerry Rettig; John Doscher; Jordan Ringel; Dick Coons. **Programs:** \*Witness to Survival; \*Allen & Rossi's 25th Anniversary Special; \*Benny Carter: A Symphony in Riffs; \*In Our Image; \*National Academy of Dance: America's Dance Award; Care Bears; The Digital Discovery Series: The Infinite Voyage; Zoobilee Zoo; Crusade in the Pacific; Crusade in Europe; The Indomitable Teddy Roosevelt; The March of Time; Sea World Special; Unclaimed Fortunes; Pinocchio in Outer Space; Pillar of Fire; Ford's Theatre Celebration; SFM Holiday Network.

**Silverbach-Lazarus Group** 463  
9911 W. Pico Blvd., PH-M, Los Angeles 90035  
**Staff:** Alan Silverbach; Herb Lazarus; Toby Rogers; George Blaug; Nicole Wonica. **Programs:** *Domestic and international:* Series: The Littlest Hobo; Hillary's Adventurers. *Mini-series:* \*A Fortunate Life; \*Body Business; \*Great Bookie Robbery; \*Tracy; \*Petrov; \*Glass Babies; Term of His Natural Life. *Features:* \*An Indecent Obsession; \*Skin Deep; \*I Can't Get Started; \*High Country; \*Double Sculls; \*Fighting Back; Full Circle Again; \*Abracadabra; \*Images by Animation. *Specials:* Ivan the Terrible: The Demjanjuk Dossier; \*Everest—The Australian Challenge; The Last Days of Marilyn Monroe; The Best Christmas Pageant Ever; Terror!. *Domestic:* Series: \*Blood, Sweat and Tears; \*Go Fish Australia; \*Go West—Sing West; Cimarron Strip. *Features:* Visual One. *International:* Series: Spirit of Adventure; Wild Kingdom; \*The March of Time; \*Crusade in the Pacific; \*Crusade in Europe; \*Anything for Money; \*The Smothers Brothers Comedy Hour. *Features:* A Christmas Carol; \*The 5th Musketeer; \*A Little Night Music; Special Friendship; The Ted Kennedy Jr. Story; Sante Fe Trail; The Last Days of Patton. *Specials:* \*The Indomitable Teddy Roosevelt; \*Sea World's All-Star, Lone Star Celebration; \*Sea World's Miracle Babies and Friends; \*The Comedy Store 15th Class Reunion; Korean War—The Untold Story; Top Flight.

**Simon Wiesenthal Center** 821

**Spanish Television Services** 267  
2044 Cotner Ave., Los Angeles 90025

**Sportsman's Showcase with Ken Tucker** 903

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

Highway 313, P.O. Box 872, Brewton, Ala. 36427  
**Staff:** Ken Tucker; Doug Yamnitz; Scott Gardner; Jackie Scrimshire.

■ **S.P.E.X. Group Inc./Media** 901  
8831 Sunset Blvd., Penthouse, Los Angeles 90069  
**Staff:** Dan Greene; Peter Castas; Bill Povondra; Chris Bavvles; Daniel Bruck; Bob Seagren; Tiu Leek; **Programs:** Home Restoration and Remodeling; Caveat Emptor/Buyer Beware

**Stars** 1081  
3003 Moffett Lane, Houston 77489

**Stormway Productions** 913  
615 Yonge St., #200, Toronto, Ontario, Canada M4Y 2T4  
**Staff:** Martha Fusca; Julia Martin.

**Studio Hamburg Ateler GMBH** 905  
Jenfelder Allee 80, 2000 Hamburg 70, West Germany

**Sunbow International** 370  
130 Fifth Ave., New York 10011  
**Staff:** C.J. Kettler; David Wollos; Loretta Fleming; Ellen Postman. **Programs:** \*The Adventures of Commander Crumcake; \*Georgie; \*Sherlock Hound; \*A Matter of Conscience; \*World of Adventure; \*The Wonderful World of Strawberry Shortcake; \*Strawberry Shortcake in the Big Apple City; \*Puff the Magic Dragon; \*Puff the Magic Dragon in the Land of the Living Lies; \*Puff the Magic Dragon and the Incredible Mr. Nobody; \*Peter and the Magic Egg; \*Dorothy in the Land of Oz. *Children:* The Transformers; Jem; My Little Pony N' Friends; G.I. Joe: International Heroes; Super Show; Inhumanoids; Visionaries. *Animated:* My Little Pony I & II; Bigfoot and the Muscle Machines; Robotix; Charmkins; The Glofriends Save Christmas. *Specials:* The Secret World of the Very Young. *Features:* My Little Pony: The Movie; The Transformers: The Movie; G.I. Joe: The Movie.

**Sunrise Films Ltd.** 913  
160 Perth Ave., Toronto, Ontario, Canada M6P 3X5  
**Staff:** Paul Saltzman; Steve Levitan; Linda Beath.

**Syndicom** 140  
66 Music Square West, Nashville 37203  
**Staff:** Jane Grams; Joyce Simmons; Hal Buckley; Martin Clayton; Gloria Graves; Susan Charney; Terri Greenwood. **Programs:** Hee Haw; Prestige I, \*II; Babe Winkelman's Good Fishing; \*Faerie Tale Theatre; \*Tall Tales.

**Telefilm Canada** 913  
144 South Beverly Dr., #400, Los Angeles 90212  
**Staff:** Robert Armstrong; Michelle Bischoff; Elizabeth Hamilton; Francoise McNeil; Ann Picard; Sam Wendel; Edmund White; Yvonne Wolf.

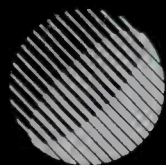
**Telemedia** 1172  
2025 Royal Lane, Dallas 75229

**Telepool** 905  
Sonnenstrasse 21, 8000 Munchen 2, West Germany

**Telerep Inc.** 470  
875 Third Ave., New York 10022  
**Staff:** Alfred Masini; Steven Herson; Thomas Tilson; Larry Goldberg; Andrew Feinstein; James Robinson; James Monahan; Joseph Isabella; Mac Lorimer; Edward Kroninger; David Hills; John McMorrow; Lanie Richberger; Cathy Nobile.

■ **TeleVentures** 581  
1925 Century Park East, #2140, Los Angeles 90067  
**Staff:** Pat Kenney; Bill Kunkel; Ed Youngmark; Jack Brandon; Kathy Zeisel; Maury Lanken; Ray Lewis; Douglas Friedman; Drew Hallmann; Jerry Leifer. **Programs:** 21 Jump Street; Hunter; Pegasus II—21 feature films from Tri-Star; Pegasus I—20 feature films from Tri-Star; TV-I—20-film package; Classicolor I, 12 feature films; Sha Na Na; Wiseguy; My Two Dads; Booker; Hardball.

**Television Latina Inc.** 474  
550 Biltmore Way, 9th floor, Coral Gables, Fla.



IBS



# CAPTAIN POWER

AND THE SOLDIERS OF THE FUTURE

## THE LEGEND BEGINS...

© 1989 LANDMARK ENTERTAINMENT GROUP. ALL RIGHTS RESERVED.

WORLD PREMIERE

Based on the smash international series  
Captain Power and the Soldiers of the Future

# HOTSHOT

It takes more than talent to become a winner.

Starring World Renowned Soccer Star, Pelé



# PERFECT PROFILE

The romantic comedy with  
bounce!

Starring International Basketball Sensation,  
Nancy Lieberman

## NATPE BOOTH 1040

### International Broadcast Systems, Ltd.

BROADCAST MANAGEMENT • ADVERTISING SALES • PROGRAM DISTRIBUTION

**DALLAS**  
100 Crescent Court  
16th Floor  
Dallas, Texas 75201  
Telephone 214-871-8100  
Telefax 214-871-8101  
Telex 4630226 IBSTX

**WASHINGTON, DC**  
1229 Nineteenth Street, N.W.  
Washington, DC 20036  
Telephone 202-429-2538  
Telefax 202-429-4912  
Telex 4630226 IBSTX

**LOS ANGELES**  
1299 Ocean Avenue  
Suite 200  
Los Angeles, California 90401  
Telephone 213-395-1100  
Telefax 213-394-1248  
Telex 4630226 IBSTX

**PARIS**  
156 Boulevard Haussmann  
75008 Paris, France  
Telephone 011-33-1-42-89-41-31  
Telefax 011-33-1-42-89-41-11  
Telex 651268 IBSF

**SANTIAGO**  
Avenida Once de Septiembre 1860  
Piso 18  
Santiago, Chile  
Telephone 011-56-2-319-135  
Telex 4630226 IBSTX

**AND IT'S  
CLIMBING  
TO  
137.5  
BILLION  
DOLLARS  
BY  
1994\***

**!**

**HOW MUCH MORE  
DO YOU WANT  
TO MISS  
?**

**SPEX GROUP INC./MEDIA  
Booth 901  
NATPE**

**\*Do-It-Yourself Retailer 9/89**

33134

**Staff:** Benjamin Perez; Rafael Vazquez. **Programs:** *TV Novels:* Paraiso; Maribel; La Revancha; Fabiola; Virginia; Maria, Maria; La Sombra de Piera. *Series:* El Enviado; Que Chicas!; Adda. *Specials:* Miss Venezuela; Sabado Sensacional.

**Television Program Enterprises (TPE) 1063**  
875 Third Ave., New York 10022

**Staff:** Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Harvey Gamm; Rick Goldman; Rick Meril; David Morris; Bethany Gorfine. **Programs:** *First-run series:* "Preview: The Best of the New/The Next Seven Days; Lifestyles of the Rich and Famous; Star Search; Runaway with the Rich and Famous; Entertainment Tonight/This Week; The Byron Allen Show. *Off-network series:* Fame, Fortune & Romance. *Animated:* Denver, the Last Dinosaur. *Specials:* International Star Search 1990; The Rich and Famous 1990 World's Best; The Dayton International Airshow; Supermodel of the World, 1990; Republic Colorized Movie Classics. *Mini-series:* Blood Feud; Emma: Queen of the South Seas; Ford: The Man and the Machine; Hold the Dream; Hoover vs. the Kennedys: The Second Civil War; Jenny's War; The Key to Rebecca; Sadat; Strong Medicine; A Woman of Substance.

**Thames TV International Ltd. 381**  
149 Tottenham Court Rd., London, England W1P 9LL

**Staff:** Mike Phillips; Roger Miron; Tricia Friswell; Peter Davies; Martha Sanchez. **Programs:** *Animated:* Count Duckula; Dangermouse. *Comedy:* The Benny Hill Show; Thames Comedy Originals. *Documentaries:* Hollywood; The World at War; Destination America. *Specials:* The Benny Hill Specials I, II, III; The Crazy World of Benny Hill.

**Thomas Howe Associates Ltd. 913**  
1100 Homer St., Vancouver, BC, Canada V6B 2X6

**Staff:** Thomas Howe; Janine McCaw. **Programs:** *Series:* "Breakthrough. *Features:* "The First Season; "Kingsgate; "Matinee; Family Pictures; North American Indian Portraits.

**Toei Animation Co. Ltd. 974**  
20695 S. Western Ave., #112, Torrance, Calif. 90501

**Staff:** Mary Jo Winchester; Yoshinobu Karamatsu; Yukio Hayashi; Hitoshi Kondo; S. Sasaki; Katja Fendley. **Programs:** *Animated:* "Sally the Witch II; The Secret of Akkochan; Lomien-Man; New Maple Town Story; Lady, Lady; Bukkuri Man; Saint Seiya; Ninju Akakage; Silver Fang; Dragon Ball; Maple Town; Ge Ge Ge No Kitaro; Modern Kid; Step, Jun!; Ken the Great Bear Fist; Gugu Ganmo; Little Memole; Wingman; Stop! Hibari!; Great Mazinger; Getta Robot; Little Big Nose; Mr. Muscleman; Love In Rock 'n' Roll; The Pumpkin Wine; Patalliro; Super Gal Asari; Dr. Sulump; Tiger Mask II; Hello Sandybell; Genki, The Boy Champ; Lalabel, the Magic Girl; Galaxy Express 999; Grand Prix; Balatak; Jet Mars; Gakeen, the Magnetic Robot; Jeeg, the Steel Robot.

*Animated specials:* Ken, The Great Bear Fist; Mr. Muscleman—The Final Match!; Seven Superman vs. Space Outlaws; Dr. Manbo & Zibako—From Outer Space with Love; Two Year Vacation; Chief Hippo's Zoo Diary; Arsen Lubin vs. Sherlock Holmes; Galaxy Express 999—Queen Emeralous, the Eternal Traveler; Captain Future—The Brilliant Race Over the Solar System.

**Total Video 771**

**TNT Special FX/TNT Mallfast 1145**

**Tribune Entertainment Co. 1137**  
435 N. Michigan Ave., #1982, Chicago 60611

**Staff:** Sheldon Cooper; Don Hacker; David Sifford; Clark Morehouse; Joseph Antelo; Bob Cesa; Carol Forace; Peter Marino; George Hankoff; Mel

Smith; George Paris; Greg Miller; Allan Grafman; Bill Lyall; Tanya Neimark; Lynn Lazaroff; Michael Adinamis; Bob Cambridge. **Programs:** *First-run series:* At the Movies; Soul Train; "Dionne and Friends; Monsters; Tales from the Darkside; U.S. Farm Report; Roller Games; Charles in Charge. *Magazine/talk:* Geraldo; The Joan Rivers Show; "Kelly and Gail. *Movies/mini-series:* "A Child Called Jesus; TV Net; Columbia Night at the Movies; Gunfighters; Tri-Star Showcase. *Mini-series package:* "Tribune Premiere Network. *Specials:* Mother/Daughter Pageants; At the Movies...The Academy Awards; Hollywood Christmas Parade. *Variety/music/comedy:* Soul Train Music Awards; "The Stellar Awards: A Gospel Music Tribute to Dr. King. *Game show:* "The Puzzle Game. *Sports:* Chicago Cubs Television Network. *Animated:* G.I. Joe Mini-series; C.O.P.S.; Maxie's World; Wolf Rock Power Hour.

**Turner Program Services 641**  
One CNN Center, Box 105366, Atlanta 30348-5366

**Staff:** W. Russell Barry; John Walden; Robert Schuessler; Robert Rierson; Ken Christensen; David Skillman; Paul Williams. **Programs:** *Feature packages:* Color Classic Network Three (12 titles); Color Classic Network Four (24); Best of Color Classics (4); Premiere One (8), Two (19), Three (10), Four (15); Turner Entertainment One (25); Premium One (22); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25), Two (30); Theatre 15; Extra-Extras (25); 10 More Extra-Extras; 13 Tailor Mades; MGM Pre-48 Library (744); RKO Film Library (669); Warner Bros. Library (735). *First-run:* NWA Wrestling; CNN News Service; National Geographic "On Assignment" (Years IV, V); Kids Still Say the Darndest Things; Captain Planet; Update. *Off-Network:* Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Dakarti. *Children's programming, cartoons:* Captain Planet; Tom & Jerry and Friends; Popeye; Our Gang; Warner Bros. Cartoon Library; MGM Cartoon Library.

**TV Executive/Video Age Intl. L1**

**TV Horizons 241**  
875 Third Ave., New York 10022

**Staff:** Henry Siegel; Michael Weiden; Ira Bernstein. **Programs:** *Nighttime series:* Family Feud; A Current Affair; Memories—Then and Now. *Late night series:* TV Personals; Secrets and Mysteries; Crazy Like a Fox. *Daytime:* Jackpot. *Children:* Poice Academy: The Series: The Real Ghostbusters; The New Adventures of He-Man; Fox Holiday Specials; Children's Net. *Specials:* Medal of Honor: True Stories of America's Greatest War Heroes. *Features/packages:* LBS World Premiere Movies; Fox Premiere Movies; Fox Mini Series; ITC Premiere Network; Color Classics I; Mark Twain Collection. *Sports:* Sportstest.

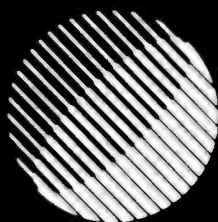
**TVRC Syndication 1080**  
245 Fifth Ave., #401-2, New York 10016

**Staff:** George Nuccio; Nat Schorr; Martin Waters; Allan Infeld; Anthony Durante; Leslie Aaron; Al Cohen; Alan Laymon; Chris Monte; Bonnie Chadis. **Programs:** *Series:* "Future Stars in Sport. *Specials:* "American Icon. *Mini-programs:* Pat Collins' Video Previews; Money Clip; Today's Word on Health. **Services:** Unwired networks.

**Twentieth Century Fox Television 481**  
10201 W. Pico Blvd., Los Angeles 90035

**Staff:** Barry Diller; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Fred Bierman; Benson Begun; Robert Fleming; Patricia Jennings; George Gubert; J. Mathy Simon-Wasserman; Kenneth Richards; Stephen Friedman; David Grant; David Witus; Antony Bauer; John Campagnolo; Timothy Mudd; Daniel Greenblatt; Joseph Mirabella; Edward Slesowsky; Barbara Van Buskirk; Matthew Jacobson; Paul Franklin; Michael Newson; David Ozer; Vic Zimmerman; Jeff Stern; James Griffiths; Douglas Lee; Lucy Hood; Sam Weinstein; William Saunders; Peter Broome; Paul Herbert; Rua Dr. Costa Jr.; Elie Wahba; Maurice

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.



# IBS

TIENE EL ORGULLO  
DE PRESENTAR  
NBA INTERNATIONAL



VISÍTENOS EN EL  
BOOTH 1040  
DURANTE NATPE '90

**International Broadcast Systems, Ltd.**

**BROADCAST MANAGEMENT • ADVERTISING SALES • PROGRAM DISTRIBUTION**

**DALLAS**

100 Crescent Court  
16th Floor  
Dallas, Texas 75201  
Telephone 214-871-8100  
Telefax 214-871-8101  
Telex 4630226 IBSTX

**WASHINGTON, DC**

1229 Nineteenth Street, N.W.  
Washington, DC 20036  
Telephone 202-429-2538  
Telefax 202-429-4912  
Telex 4630226 IBSTX

**LOS ANGELES**

1299 Ocean Avenue  
Suite 200  
Los Angeles, California 90401  
Telephone 213-395-1100  
Telefax 213-394-1248  
Telex 4630226 IBSTX

**PARIS**

156 Boulevard Haussmann  
75008 Paris, France  
Telephone 011-33-1-42-89-41-31  
Telefax 011-33-1-42-89-41-11  
Telex 651268 IBSF

**SANTIAGO**

Avenida Once de Septiembre 1860  
Piso 18  
Santiago, Chile  
Telephone 011-56-2-319-135  
Telex 4630226 IBSTX

# DON'T MISS THIS MARKET



IT'S WAITING AT NATPE BOOTH 901



SPEX GROUP INC./MEDIA Booth 901 NATPE

C

Aghion; Gilles Meunier; Gustavo Montaudon; Malcolm Vaughan; Stephen Cornish; David Jackson.

**Programs:** *First-run series:* A Current Affair (yr. 3); A Current Affair (yr. 4)/A Current Affair Extra. *Series:* Adventures in Paradise; Animal Express; The Ann Sothern Show; Audubon Wildlife Theater; Batman; Bracken's World; Broken Arrow; Circus; Daniel Boone; Dobie Gillis; Expedition Danger; Fall Guy; The Ghost & Mrs. Muir; Green Hornet; Incredible World of Adventure; Jackie Gleason Show; Judd for the Defense; Julia; Lancer; Land of the Giants; Lost in Space; M\*A\*S\*H; Miller's Court; The Monroes; Movin' On; Mr. Belvedere; Nanny and the Professor; The New Avengers; Peyton Place; Room 222; That's Hollywood; Trapper John; The Untamed World; Vega\$; Voyage to the Bottom of the Sea; 12 O'Clock High. *Movie packages:* Big 36; Carry On; Century 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15; Charlie Chan; Fox IV, V, VI, VII; Fox Mystery Theatre; Golden Century; Laurel and Hardy; Mark I, II, III; MPC-20; Planet of the Apes; Premiere One, Two, Three, Plus; Special 41; Super 65; Time Tunnel.

*Specials:* Anatomy of a Crime; Assassins Among Us; Blind Alley; The Cancer Confrontation; Charles Dickens Classics; Divorce, Kids in the Middle; Fox Movietone News; Future Shock; Goldonov—The World to Dance In; Hollywood: The Gift of Laughter; Inside Russia; Jane Goodall and the World of Animal Behavior; The Making of M\*A\*S\*H; The President's Command Performance; Sex, Teenage Style; Summer Solstice; Time of Man; The Undersea World of Jacques Cousteau; War to End All Wars.

*Mini-series:* The Far Pavilions; Fox Mini-series I; Flying Doctors; Jamaica Inn; Mussolini & I; Roughnecks; Sara Dane; Spearfield's Daughter; Wild Times. *Children's:* Crusader Rabbit; Doctor Doolittle; Fantastic Voyage; Groovie Goolies & Friends; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes.

**Ulster Television 553**

**Up with People 949**  
3103 N. Campbell Ave., Tucson, Ariz. 85719

**U.S. Army Reserve 1077**  
7110 Rainwater Pl., Lorton, Va. 22079

**U.S. Nippon Communications Network 257**  
The Plaza, 2 W. 59th St., New York 10019

**Viacom 1041**  
1211 Ave. of the Americas, New York 10036

**Staff:** Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Dooley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; Joseph Zaleski; Michael Gerber; Dennis Gillespie; Paul Kalvin; Dennis Emerson; Frank Flanagan; Toby Martin; Peter Newman; Eric Veale; Howard Berk; Anthony Guido; Elissa Lebeck; Lisa Merians; Andrew Spitzer; Betsy Vorce; George Faber; Scott Kolber; Kenyon Kramer; Nanci Orgel; Gerald Pinks; Joseph DiSalvo; Sean Deneny; Ted Baker; Brooks Carroll; Gayle Dickie; Bob Mahlman; John Atterbury; Marilyn Salas; Sid Beighley; Craig Smith; Ken Doyle; Douglas Knight; Joseph Kiselica; Arthur Kananack; Raul Lefcovich; Peter Press; Bruce Boro; Noreen Brittenham; Anthony Manton; Alameda Jau; Ivan Aragon; Alastair Banks; Hiro Kuno; Manfred Metzger; Thomas Tannenbaum.

**Programs:** *First-run series:* \*America's Hit List; \*Entertainment Coast to Coast; \*Not for Men Only; \*Super Cop; Remote Control; Superboy; Super Mario Bros. Super Show; This Morning's Business; Trial by Jury. *Off-network series:* \*A Different World; All in the Family; The Andy Griffith Show; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; Rawhide; The Cosby Show; December Bride; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honey-mooners; Hogan's Heroes; I Love Lucy; The Life

and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss Brooks; Perry Mason; Petticoat Junction; The Rookies; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West. *Animated:* Terrytoons; Harlem Globetrotters; The Alvin Show. *Features/packages:* \*Guts and Glory; Viacom Features I-XIII; Viacom Movie Greats; Exploitable I, III, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only).

**Vid-Film Services Inc. 624**  
1631 Gardena Ave., Glendale, Calif. 91204

**Video Media Marketing 771**

**Video Yesteryear 830**  
Box C, Sandy Hook, Conn. 06482

**Wall Street Journal Television 774**  
200 Liberty St., 14th floor, New York 10281

**Staff:** Susan Strekel; Robert Rush; Michael Connor. **Programs:** The Wall Street Journal Report; The Wall Street Journal Business Briefs.

**Warner Bros. Domestic TV Distribution 150**  
10202 W. Washington Blvd., Culver City, Calif. 90232

**Staff:** Dick Robertson; Scott Carlin; Tracy Marr; Mark Robbins; Alicia Windroth O'Neill; Damian Riordan; Richard Cartier; Andrew Weir; Eric Strong; Jillian Lines; Jeff Hufford; Mark O'Brien; Ed Wasserman; Jacqueline Hartley; William Hague; Mary Markarian; Keith Samples; Rob Barnett; Mary Voll; Scott Weber; Steve Knowles; John Louis; Chris Smith; Vince Messina; Jim Burke; Jeff Brooks; Bruce Genter; Bill Hart; Eleanor Liebs; Karl Kuechenmeister; Jim Engleman; Marc Solomon; Julie Kantrowitz; Jim Harder; Leon Luxenberg; Jim Moloshok; Yelena Lazovich; Martin Iker; Cynthia Stanley; Joel Kaplan; Ronald Ascher; Bruce Rosenblum; Wayne Neiman; Leonard Bart; Robert Jennings; Jocelyn Chan; Jim Paratore; Hilary Estey; Julio Proietto; Dan McRae; Chip Aycock; Richard Klein.

**Programs:** *First-run series:* \*Voices of America with Jesse Jackson; \*Trump Card; \*3rd Degree; \*College Mad House; \*Family Matters; \*Island Son; \*Life Goes On; \*Molloy; \*Normal Life; \*The People Next Door. *Two-hour movies:* \*A Matter of Trust; \*An Eight Is Enough Wedding; \*China Nights; \*Crossing the Mob; \*Desperate For Love; \*Murder in Mississippi; \*My Name is Bill W.; \*Outside Woman; \*The Company; \*The Plot to Kill Hitler; \*She Was Marked for Murder. *Mini-series:* \*Common Ground; \*I Know My First Name is Steven. *Specials:* \*Coming Home—A Rockin' Reunion; \*The Dave Thomas Comedy Show; \*1990 Grammy Awards; \*Grammy Living Legends Awards 2; \*1989 Miss America Pageant; \*Dick Clark's New Year's Rockin' Eve 1990; \*1990 Academy of Country Music Awards; \*1990 American Music Awards; \*The Wickedest Witch; \*Spitting Image; \*Superstars and Their Moms.

*Animated series:* \*Beetlejuice; \*Police Academy—The Series; \*Superman; \*Tiny Toon Adventures; ALF Animated; ALF Tales.

*Off-network series:* ALF; China Beach; The Days and Nights of Molly Dodd; Falcon Crest; Freddy's Nightmares—The Series; Full House; Fun House; Mama's Family; Growing Pains; Head of the Class; The Hogan Family; Hunter; Just the Ten of Us; Knots Landing; Last Frontier; Murphy Brown; Night Court; Paradise; Perfect Strangers; Wonderworks.

**Warner Bros. International Television 150**  
4000 Warner Blvd., Burbank, Calif. 91522

**Staff:** Michael Jay Solomon; Jeffrey Schlesinger; Stuart Graber; Jorge Sanchez; Annette Bouso; Brenda Gefner. **Programs:** *Series:* \*Family Matters; \*Island Son; \*Life Goes On; \*Molloy; \*Normal Life; \*The People Next Door; \*Trump Card; \*Voices of America. *Movies:* \*A Matter of Trust; \*An Eight Is Enough Wedding; \*China Nights; \*House of Dies Drear; \*Konrad; \*Murder in Mississippi; \*Necessary Parties; \*RIP; \*The Company; \*The Plot to Kill Hitler; \*Words by Heart. *Mini-series:* \*Common Ground. *Specials:* Coming

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.





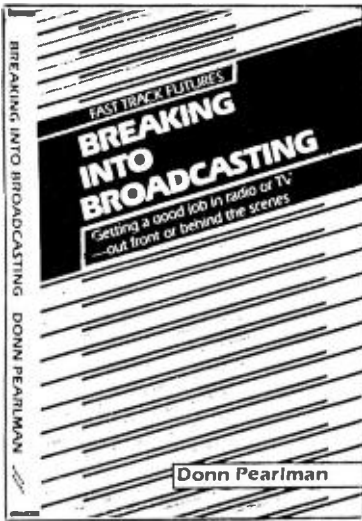
**SFM...  
PROGRAMMING  
AS VARIED AS  
YOUR VIEWERS.**

- Witness to Survival
- Care Bears
- The Digital Discovery Series:
- The Infinite Voyage
- Zoobilee Zoo
- Crusade in the Pacific
- Crusade in Europe
- The Indomitable Teddy Roosevelt
- Allen & Rossi's
- 25th Anniversary Special
- The March of Time
- Sea World Specials
- Unclaimed Fortunes
- Benny Carter:
- A Symphony in Riffs
- Pinocchio in Outer Space
- Pillar of Fire
- Ford's Theatre Celebration
- In Our Image
- National Academy of Dance:
- America's Dance Award
- SFM Holiday Network

**sfm**  
**entertainment**

1180 Avenue Of The Americas  
New York, N.Y. 10036 (212) 790-4800

© 1988 Sea World, Inc. © 1988 Metropolitan Pittsburgh  
Public Broadcasting, Inc. © 1943, 1951 20th Century Fox  
© 1973 Paramount © 1987 Those Characters from  
Cleveland © 1986 Hallmark Cards, Inc.



Award-winning CBS-TV and radio broadcaster Donn Pearlman offers advice on how to find, keep and use that first job in television or radio. Sometimes humorous and always easy-to-follow, this book uses informative first-person case histories to chart proven paths to success.

*"Easy to read, with a clear message, and with realistic approaches to a variety of problems that face every would be broadcaster . . ."*

—John Kurtz, Chairman, Dept. of Telecommunications, Ball State University

*" . . . Pearlman . . . describes the more convenient and effective paths into the electronic media . . ."*

—ALA Booklist

Donn Pearlman co-hosts the mid-day show on all-news radio WBBM-AM and works as a reporter for WBBM-TV in Chicago (both CBS stations). He was named the "Best Reporter" by the Illinois Associated Press Broadcasters Association.

ISBN 0-933893-16-7  
224 pages  
\$13.95

**Broadcasting Book Division**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
Or call 1-800-638-7827 to use  
VISA or MasterCard

Home—A Rockin' Reunion; \*The Dave Thomas Comedy Show; \*1990 Grammy Awards; \*Grammy Living Legends Awards 2; \*Dick Clark's New Year's Rockin' Eve 1990; \*1990 Academy of Country Music Awards; \*1990 American Music Awards; \*The Wickedest Witch; \*Spitting Image; \*Superstars and Their Moms. *Animated series:* \*Beetlejuice; \*Police Academy—The Series; \*Tiny Toon Adventures; *Latin America Only:* Booker; Thunder Boat Row; Top of the Hill. *Animation—Latin America and Far East:* Camp Candy; Captain N; Maxie's World; Super Mario Brothers. *Other:* Movietime subscription service.

*Continuing series:* ALF; China Beach; The Days and Nights of Molly Dodd; Falcon Crest; Freddie's Nightmares—The Series; Full House; Fun House; Growing Pains; Head of the Class; The Hogan Family; Hunter; Just the Ten of Us; Knots Landing; Mama's Family; Midnight Caller; Murphy Brown; Night Court; Paradise; Perfect Strangers; The Last Frontier; Wonderworks; ALF Animated; ALF Tales.

**WDR International 905**

**Weiss Global Enterprises 259**  
2055 Saviers Rd., #12, Orndard, Calif. 95033-3698

*Staff:* Steven Weiss; Adrian Weiss; Ethel Weiss; Laurie Weiss. *Programs:* *Features:* Galaxy 15; Golden Showmanship 9; Impact 120; Parade; Bride and the Beast; Vintage Flicks; Westerns. *Documentaries:* The Brave Rifles; Our Time in Hell; Those Crazy Americans. *Serials:* The Black Coin; The Clutching Hand; Custer's Last Stand. *First-run series:* Kids Say the Darndest Things; The Stan Kann Show. *Off-network series:* \*Joey Bishop; The Adventures of Jim Bowie; The Bill Dana Show; Canine Comments; Craig Kennedy, Criminologist; Good Morning World; I Married Joan; Make Room for Daddy; My Little Margie; Rocky Jones, Space Ranger; Thrill of Your Life; Waterfront. *Comedy:* The Chuckle Heads. *Cartoons:* Alice; Crazy Kid Kartunes; Nursey Rhymes.

**Western International Syndication 1111A**  
8544 Sunset Blvd., Los Angeles 90069

*Staff:* Ronald Glazer; Chris Lancey; Tiy Bowton. *Programs:* It's Showtime at the Apollo; Fight Back! with David Horowitz.

**WesternWorld 1012**  
10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

*Staff:* Gary Worth; Julio Gonzalez-Reyes; Peter Valle; Neil McDermott. *Programs:* \*It Had to Be You; \*The Marilyn Diary; \*Beauty Academy; Boating World; \*Defrosting the Fridge; \*Across the Lake; \*Murder Story; \*Reasonable Force; \*The Most Dangerous Man in the World; \*What Ramon Did; \*Four in the Wild; \*Shadowlands. *Film packages:* Skouras Pictures Package (20 titles); Action Package (21). *Series:* Adventures and Explorations; Hollywood Insider; Orphans of the Wild; Risking It All; Shout: The Story of Johnny O'Keefe. *Children:* Fifteen; Pals; Box of Delights. *Music programs:* Kenny and Dolly in Concert; Pavarotti at Madison Square Garden. *Animated:* Grimm's Fairy Tales; The Space Sagittarius; The Story of 15 Boys; Thunder Sub; Tom Sawyer. *Other:* Crocodiles; Dead Wrong; Living Tomorrow; Ways of the Wild.

**WesternWorld TeleFilm/The Video Tape Co. 1012**  
10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

*Staff:* Gary Worth; Jon Duncan; Sharon Beverly; Gary Burns; Frank Cavaioli; Nina Harvey; Rick Montez. *Services:* Worldwide and domestic distribution by tape or satellite; film-to-tape transfer; standards conversion; traffic and fulfillment; videotape duplication.

■ A solid box denotes an exhibitor entry that has been added or expanded since last week's listing.

**World Events Productions Ltd. 177**  
4935 Lindell Blvd., St. Louis 63108

*Staff:* Edward (Ted) Koplar; Edward Ascheman; Susan Cho; Joseph Stephenson; Glenda Gabriel; Anita Kelson; Doug Stoll; John Teichmann. *Programs:* \$1,000,000 Video Challenge; Denver, the Last Dinosaur; Voltron: Defender of the Universe; Saber Rider and the Star Sheriffs.

**World Wrestling Federation 929**  
1055 Summer St., P.O. Box 3857, Stamford, Conn. 06905

*Staff:* Edward O'Donnell; Basil DeVito; Joe Perkins; Bill Datre; Andrew Whitauer; Rosanne Eke Sharon Rothspan; Bob Rothspan; Bob Wright Toni Starson. *Programs:* WWF Superstars of Wrestling; WWF Wrestling Challenge; WWF Wrestling Spotlight.

**Worldvision Enterprises Inc. 174**  
660 Madison Ave., 3rd floor, New York 10021

*Staff:* John Ryan; Rita Scarfone; Alan Winnikoff; Don Micallef; Steve Hackett; Marty Weisman; Ed O'Brien; Paul Danylik; Karl Middelburg; Brian O'Sullivan; Gary Butterfield; Phil Martzoff; Bill Baffi; Gary Montanus; Randy Hanson.

*Programs:* *Domestic product: first-run:* \*A Question of Scruples; \*Wake, Rattle & Roll; \*Future Stuff; \*Better Your Home; \*Voice of the Heart; \*Sword of Honour; \*After Hours; \*Hanna-Barbera Superstars 10. *Animated series:* The Greatest Adventure: Stories from the Bible; The Yogi Bear Show; Smurfs' Adventures; Fantastic World of Hanna-Barbera; The Jetsons. *Additional series:* Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch; Yogi's First Christmas.

*Off-network:* The Streets of San Francisco; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; The Mod Squad; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invaders; One Step Beyond; Flying "A" Series; Man from Atlantis.

*Features:* Prime I, II, III, IV, V, VI, VII, VIII; Hanna Barbera Superstars 10. *Other:* Banana Splits; Yogi's First Christmas; World of Super Adventure; Fun World of Hanna-Barbera; Discovery; George of the Jungle; Harvey/Casper; Jackson Five; Jerry Lewis; Josie & the Pussycats; Josie & the Pussycats in Outerspace; King Kong; Lancelot Link—Secret Chimp; Douglas Fairbanks Presents; High Road; It Pays to Be Ignorant; Mickey Rooney; Next Step Beyond; On the Mat; Range Rider; The Rebel; Take My Word for It. *Children's:* Rambo; Centurions; Chuck Norris Karate Kommandos. *Movies:* Saturday at the Movies.

*Specials:* Shark's Paradise; A Christmas Carol; Amahl & the Night Visitors; Bay City Rollers; Children of the Gaël; Echo 1; Herbie Mann/Roland Kirk; Fabulous Sixties; Irish Rovers Special; Is It Christ?; Jack Nicklaus at Home of Golf; Last Nazi; Musical Ambassadors; New Fangled Wandering Minstrel Show; The Night the Animals Talked; Raphael; Roberta Flack/Donny Hathaway; Ron Luciano's Lighter Side of Sports; Russian Festival of Music & Dance; Sunshine Specials; A Little Bit of Irish (Bing Crosby); World of Miss World; The Bobby Vinton Show; An Evening with Irish Television; Against the Wind; Holocaust.

**Yorkshire Television 553**  
32 Bedford Row WC1R 4HE London, England

*Staff:* Clive Leach; Brian Harris; Roy Gibbs; Mark Kaner; Sue Crawley. *Programs:* Yellowthread Street; Stay Lucky; Snakes & Ladders; First Tuesday; The Hunting Ground; All Change.

**ZDF 905**

**Zenith Productions Ltd. 553**  
8 Great Titchfield St., London W1P 7AA, England

**Zodiac Entertainment Inc. 1014**  
610 Fifth Ave., New York 10020



Courtesy of Universal Pictures.

## We've created a monster!

We've done the impossible. The unthinkable. The unimaginable. We've created a show so entertaining, so promotable, so appealing its power is unstoppable. It's THE HORROR HALL OF FAME, the two-hour, primetime tribute to the world's titans of terror. An unforgettable salute to the creatures and creators

that will leave your audience screaming for more. Classic film clips. Behind-the-scenes horror stories. Revealing interviews and rare footage. Plus the induction of 13 honorees into THE HORROR HALL OF FAME.

### THE HORROR HALL OF FAME™

HOSTED BY HORROR SUPERSTAR ROBERT ENGLUND  
 "FREDDY" FROM A NIGHTMARE ON ELM STREET

Premiering Halloween week 1990, THE HORROR HALL OF FAME is the definitive Halloween holiday franchise.

After all, what would you expect from a monster?



See us at NATPE, Booth 723

# RAYMOND *Syndication* HORN

## The Specialist...

Rhythm & Blues

King All  
America Classic

Bravo: Latin  
Music Awards

Black Filmmakers  
Hall of Fame

Brown Sugar

Outstanding

Caribbean Spice

"The Senior Report"

America's  
Black Forum

Travel & Adventure

On the Beam

Sports Line

R. P. M.

Making A  
Difference

"Women" with  
Theresa Brown

Great Years

38 West 32nd St. #1610  
New York, N.Y. 10001  
212 564-4144  
Fax: 212 629-0697  
NATPE Booth 1022

# Programming

## TV critics get earful from ABC

**Network has number of hour-long shows on shelf; Iger tells press tour audience that one show, 'Twin Peaks,' will likely have special premiere, perhaps without commercials; Brockman announces three possibilities for late night vehicle following 'Nightline'**

ABC could be facing a number of scheduling problems in the next few months. The reason: an overabundance of ensemble-cast dramas the network has on the shelf.

The list of one-hours on back-up include *Twin Peaks*, an eerie soap opera from David Lynch, whose credits include the theatrical "Blue Velvet." It is among the most eagerly awaited of the new series, due to Lynch's involvement and the off-the-wall nature of this latest prime time soap.

*Equal Justice* is ABC's answer to NBC's *L.A. Law*, about a group of hungry big-city district attorneys. The show is produced by The Thomas Carter company in association with Orion Television Entertainment.

*Capital News* features an ensemble cast working in a Washington, D.C., newspaper. The series stars Lloyd Bridges and Helen Slater, and is produced by MTM Enterprises.

As for how ABC will schedule the series, Robert Iger, president, ABC Entertainment, speaking to the nation's television critics at the winter press tour in Los Angeles, reiterated his plans to schedule movies in the Monday night 9-11 time slot—left vacant since the end of *Monday Night Football*—until the end of February, when he will schedule two dramas in the two-hour block.

Aside from the Monday night slot, Iger didn't rule out the possibility of moving one of the dramas already on the schedule, including *China Beach* (Wednesday, 10-11) and *thirtysomething* (Tuesday, 10-11), although he gave both series a vote of confidence.

Also in regard to *Twin Peaks*, Iger said the network is considering premiering the show in "some special fashion," perhaps without commercials. "That has been seriously contemplated and is still possible, although there are some problems that would obviously have to be considered if

we were to do that...but I think we'd like to premiere it in some fashion that's different," he said.

Iger also said the network has given a commitment to "three or four series" currently on the schedule for the 1990-91 season. While not naming the series, Iger described them as "the older programs that have been largely responsible for some of our successes in certain time periods." Among the series that have been given commitments for next season, Iger also said *Primetime Live* from the news division will be back next season.

One show that has not been given a commitment for next season is *Life Goes On* (Sunday 7-8). Iger said the show has improved on the time slot's ratings from last year, and from a quality standpoint "we're delighted. We haven't made a decision as to whether that program will be back next year, and I'm not sure that decision will be made until we really address our full program schedule for next season," he said.



Iger

Iger also stopped short of saying he is disappointed with the ratings of the *Saturday Night Mystery Movie*, which has had trouble against NBC's combination of comedies at 9-10 (*Golden Girls* and *Empty Nest*) and the one-hour *Hunter* from 10-11. "It's still early. I think Saturday night—and we knew this going in—is an extremely tough night of the week to program. I'm not going to write the Mystery Wheel off by any stretch of the imagination at this time. It's still early and we have a lot of original product left for that series," he said.

In other dayparts, Michael Brockman, president, daytime, children's and late-night entertainment, ABC Entertainment, announced the three projects he is considering as a late-night vehicle to follow *Nightline*. *Nightlife with Jeff MacGregor*, *Marder at Midnight* and *Into the Night*, starring Rick Dees, are all hours centered on the personalities of the hosts, and are geared to younger audiences. Both MacGregor and Marder are young comics, and Dees is a well-known Los Angeles radio personality.

Brockman said the three shows have already been tested before audiences, and he expects to make a decision as to which one will go to air. He said the show chosen will premiere in July when late-night viewing

SO BLOW AWAY THE  
COMPETITION!

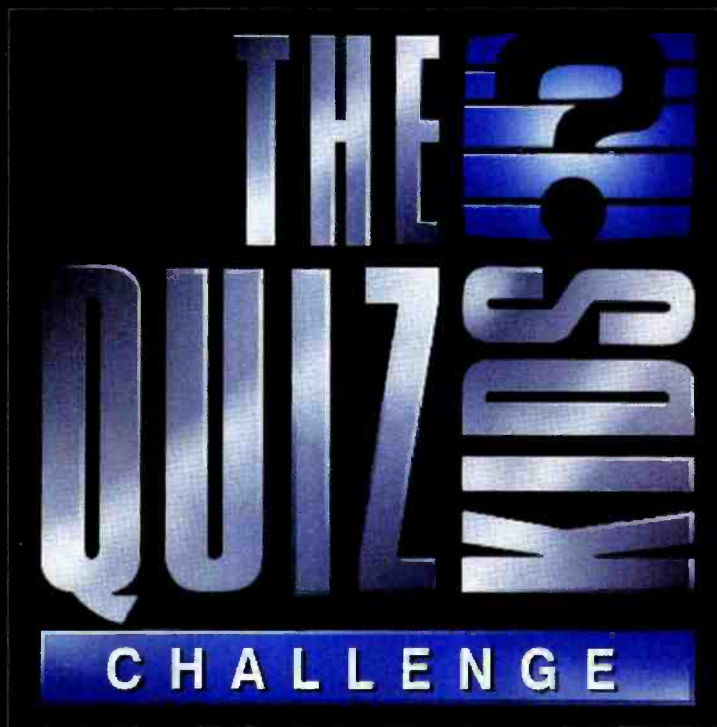


SLEDGE HAMMER!, the toughest cop on the airwaves, explodes into television and he's aiming to be Number One with a bullet in your programming line-up. A proven winner in competitive time-periods with top efficiencies among men and kids, he carries a prior awareness necessary for success as well as a built-in audience of faithful and loyal fans. SLEDGE HAMMER! is ready to gun down the competition in your market.

**SLEDGE HAMMER!**  
**TOP GUN IN SYNDICATION!**

  
NEW WORLD  
TELEVISION GROUP

**IT'S A "GO"!**



**From GUBER-PETERS Television**

**Visit NATPE Booth #741**

*"Mayday, Mayday, we're out of control..."*

*Jerry Schemmel was on Flight 232 as it cartwheeled into a cornfield in Iowa and exploded...he escaped not only with his life, but saved one year-old Sabrina Michaelson.*

Real life heroes don't leap over tall buildings or fly through the air. They face danger, disaster, even death itself and do more than survive... they triumph!

## **WITNESS TO SURVIVAL**

is a new half-hour weekly series featuring ordinary people overcoming extraordinary circumstances. Through the use of actual footage and reenactment, viewers will travel along on their heart-breaking journeys and share in their heart-warming survival.

You'll see fear as they saw it. Meet danger as they met it. And discover triumph as they lived it. Hosted by Paul Hecht and Rosalyn Landor.

# **WITNESS TO SURVIVAL**

**26 half hours that will make your ratings more than survive. It will make them soar.**

SFM Entertainment/Division of SFM Media Corporation · 1180 Avenue of the Americas, NY, NY 10036 · (212) 790-4800

© 1989 Reeves Entertainment Group

levels are at their highest with students out of school.

For the Saturday morning schedule, ABC is taking advantage of the recent rise of the teen-pop musical group New Kids on the Block by committing to an animated/live action series starring the group. The series, which will feature the group's music and brief appearances of the members, will be produced by DIC Productions.

In sports, Dennis Swanson, president, ABC Sports, said the network's retention of *Monday Night Football* is ABC Sports'

"number one priority" going into the upcoming NFL negotiations. "*Monday Night Football* is something that obviously would not be good for ABC Sports if we weren't involved in it," he said. Swanson said losing the property would be particularly painful considering that the network has just finished its 20th anniversary with the game and it finished the season with "an 18.1 rating, and I think at present ranks somewhere around 12th of all network programs for this season," he said.

Although Swanson wouldn't go so far as

to say ABC would pay any price to keep *Monday Night Football*, he did say the network's negotiations in the past—like the MLB and NBA contracts—had been done bearing in mind that NFL negotiations were on the horizon. "The one reason we were reluctant to go overboard in some of these other negotiations is that we always knew that the pro football one was going to be last. And we didn't want to be in a position where we felt we had overextended ourselves prior to coming to this negotiation," he said. —SC

## CBS says good-bye to Barbara Corday, 'Famous Teddy Z'

Prime time executive VP under LeMasters is out as expected; 'Teddy' to be replaced by 'City,' starring Valerie Harper

In a further—and anticipated—shakeout from the appointment of CBS Entertainment President Jeff Sagansky, Barbara Corday, executive vice president, prime time programs, CBS Entertainment, will not retain her position at the network. "After cordial discussions, CBS and Barbara Corday have decided to end their present contractual relationship," read the statement from the network last Tuesday (Jan. 9). Corday said she and the network had held "preliminary discussions" regarding her taking over CBS Entertainment Productions, "but we decided not to pursue it," she said.

Corday said that Sagansky made it clear when he came in he wasn't going to keep her position filled once he took over. "His plan as I understand it is to have a very hands-on approach. It's very important for the person who is brought in to be able to run things the way they want," said Corday. She said that in her position she acted as a liaison between LeMasters and the various departments within the entertainment divisions. As for her 16-month tenure at CBS, Corday said she has no regrets. "I loved it and I'm very happy that I did it." She said her only immediate plans are to take some vacation time, and will decide in the coming months what area of the business she will return to, either in production or as an executive in network television.

Last week also saw CBS bid farewell to *The Famous Teddy Z*, the critically acclaimed but low-rated half-hour comedy from Hugh Wilson that is the latest series on the CBS schedule to get the hook from Sagansky. The removal of *Teddy Z* comes less than a week after the network canceled *Beauty and the Beast*, ending that series' brief comeback and ending its two-and-a-half-year roller-coaster ride on the network's schedule.

Replacing *Teddy Z* is *City*, starring Valerie Harper, in the Monday 8:30-9 slot beginning Jan. 29. The show is produced by Paul Haggis/A.V. Productions in association with CBS Entertainment Productions and MTM Enterprises (see story, this page).



Barbara Corday



The canceled *Teddy Z*

Taking over for *Beauty and the Beast* in the Wednesday 8-9 slot is *Grand Slam*, starring John Schneider and Paul Rodriguez as bounty hunters. *Grand Slam* will get a special preview on Sunday, Jan. 28, following CBS's presentation of the Super Bowl. *Beauty and the Beast*'s last broadcast will be on Jan. 24.

According to a source, Sagansky and

*Teddy Z* producer Hugh Wilson met last week and decided the show would return to the schedule in April for the final seven episodes. Whether the show will be renewed will depend on how the series performs in the last seven airings. The source indicated the show will probably return in a 9 p.m. or 9:30 p.m. slot, but not likely on the Monday night lineup. —SC

## MTM looks to put bite back in kitty

Veteran sitcom producer, whose move into hour dramas coincided with downturn in that market, has series nods from big three that it hopes will mark return to past glories

While MTM Television parent Television South (TVS) of Britain is searching for either a single minority investor or several equity participants (BROADCASTING, Jan. 8) in the production company, MTM is making itself a more attractive package with a slew of new network pilot projects, in addition to recent midseason commitments from ABC, CBS and NBC. According to MTM Television President Peter Grad, it "marks the first time in company history that MTM product will air on all three networks."

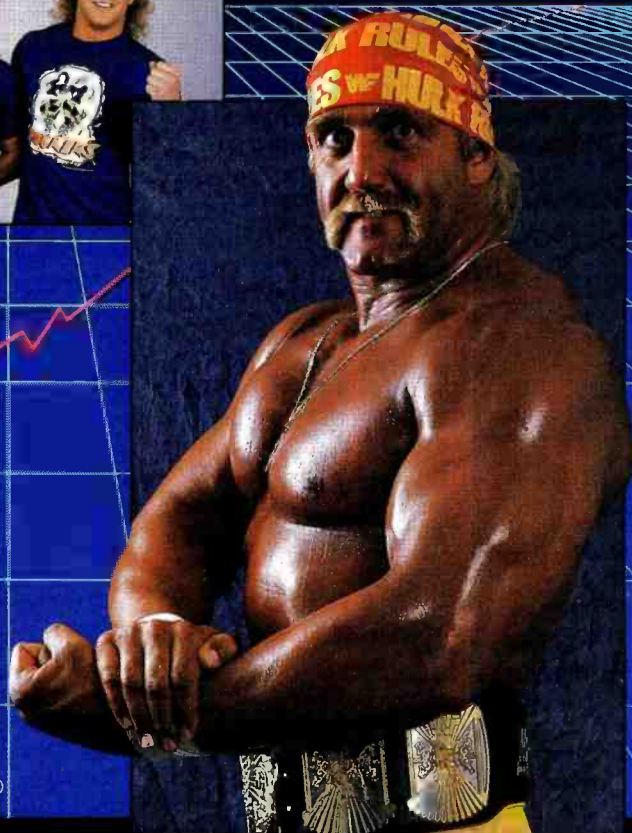
According to Grad, TVS and MTM are seeking "long-term investment partners" to take minority stakes in the Studio City, Calif.-based production house, or "individ-

ual co-venture partnerships" on specific programs to help relieve the "burden of deficit financing" of network programming.

Bill Allen, executive vice president, MTM Television, says the overall health of network and syndication units of the company were adversely affected by "cyclical trends in programming." The 1970's were a decade marked by huge successes for network sitcom programming produced by MTM, which aligned itself exclusively with CBS, but Allen said a downturn in the market forced MTM to focus on hour dramas. While the late 1970's and early 1980's featured acclaimed MTM dramas like *Hill Street Blues* and *St. Elsewhere* for NBC, the revival of off-network sitcoms in the latter half of the 80's left increasingly little room for syndicated hours. The past two seasons have been less than prosperous for MTM, with CBS's *Newhart* the only network incumbent after quick axes for *Annie McGuire*, the hour-long *Tattlingers* and its



# SALES FORCE



WORLD WRESTLING FEDERATION®

**Over 260 stations put the SALES FORCE of the WORLD WRESTLING FEDERATION to work for them each week -- more stations than any other syndicated program.**

## *The WWF Television Network delivers:*

### **EXCITEMENT**

Millions of loyal fans tune in week after week for non-stop WWF action

### **RATINGS**

A leader nationally and locally

We're the one with an unparalleled track record of success and momentum for the future. For attraction, audience, organization and merchandising, the WORLD WRESTLING FEDERATION is the ultimate in sports-entertainment programming.

### **KEY DEMOGRAPHICS**

An audience that attracts advertisers

### **SALES SUPPORT**

Tickets, merchandise and promotional opportunities in conjunction with thousands of WWF live events

**Put the SALES FORCE of the WWF TELEVISION NETWORK to work for you.**

Call the Affiliate Relations Department at 203-352-8600

**See us at NATPE booth #929**

® Registered Trademark of TitanSports, Inc. © 1989 TitanSports, Inc. All Rights Reserved.

half-hour *Nick and Hilary* incarnation/spin-off.

The recent appointment of Jeff Sagansky to head up CBS Entertainment may have proved to be a boon for MTM, with a 13-episode midseason commitment for its half-hour sitcom *City* (starring Valerie Harper), which Allen says was originally scheduled to debut in March, moved up to premiere Jan. 29 (at 8:30 p.m.). Allen said CBS has a fall 1990 series commitment on *Arkansas* (tentative title), a half-hour sitcom from the husband-and-wife producing team of Harry and Linda Bloodsworth-Thomason (creators of *Designing Women*).

MTM and its foreign partner, TVS (which acquired MTM for \$320 million in 1988), are in "preliminary" discussions with CBS on a summer 1990 replacement series to be produced in England. Grad said a pilot commitment for *The Maestro and Me* is a done deal, but MTM is still awaiting a six- or eight-episode commitment from CBS. Allen says the half-hour sitcom revolves around a British symphony conductor, his three children and a relationship he develops with an American nanny. Bernard Slade, who is an English-based playwright (and creator of *The Flying Nun* and *The Partridge Family* and producer of theatricals "Tribute" and "Romantic Comedy"), will produce the pilot.

Other new pilot projects being developed for CBS include an untitled hour drama being penned by Michael Gleason (creator of *Remington Steele*) for the 1990-91 season, and pilot commitments for one or two

separate sitcoms featuring current *Newhart* co-stars Julia Duffy and Peter Scolari. (According to Grad, Bob Newhart "is not sure he wants to come back for a ninth season" of the MTM-produced *Newhart* series, and may "sit out two seasons" before embarking on a new series. "We have not had a definitive word on *Newhart's* future," Allen added.)

*Oh No, Not Them*, a completed pilot based on a British series (*The Young Ones*), is also awaiting a decision from Fox Broadcasting regarding possible fall 1990 airing. Allen says the half-hour sitcom revolves around "three bizarre young men who live together—one is a hippie from the 1960's, another is a punk rocker and the last is a straight-laced yuppie who is not sure how to deal with them." MTM is producing *Not Them* in

association with D.L. Taffner. Also in the works for Fox is an untitled hour "docudrama" looking at the inside workings of the urban criminal justice system, which Allen calls a cross between *Cops* and *L.A. Law*. The pilot for the show is being developed by Andrew Adelson.

MTM will also be bringing out *Capital News* as a midseason replacement on ABC, with Lloyd Bridges as a gritty editor-in-chief of a youth-dominated Washington newspaper. The hour drama has a 13-episode commitment, and Allen says its "broad demo appeal" has ABC thinking about a 10 p.m. slot on Monday, Tuesday or Wednesday nights. *F/M* (starring Robert Hayes), a half-hour sitcom that NBC ran as a summer replacement last season, gets another midseason nod Wednesday nights at 9:30 p.m. this March. —MF

## INTV, programmers to discuss problems

**Meeting is scheduled for March 9 between association and syndicators following complaints about exhibitors taking traffic away from suites with outside activities; question of merging show with NATPE is also likely to be addressed**

Program distributors will meet with officials and board members of the Association of Independent Television Stations on March 9 in Los Angeles to discuss future INTV conventions. The meeting was

prompted by the brouhaha that emerged at the INTV show in Los Angeles two weeks ago when two syndicators held events away from the convention site at the Century Plaza Hotel during hours set aside for station executives to visit syndicators' suites (BROADCASTING, Jan. 8).

Buena Vista Television held a presentation on its *Disney Afternoon* that attracted about 200 people. Paramount took several hundred station executives on a field trip to see a taping of its *Arsenio Hall Show*.

Many distributors expressed anger at the so-called "off-campus" activities. All syndicators pay INTV to have suites at the show, and many felt they were getting less than full value for their money.

The issue was the topic of a breakfast meeting with distributors and INTV officials on the last day of the convention (Saturday, Jan. 6). According to sources at the breakfast, cooler heads prevailed at the breakfast meeting, compared to the many acrimonious quotes that appeared in the press during the convention.

Nevertheless, the future participation, and the extent of participation at INTV by syndicators, are issues on the table for the March 9 meeting. "I think people will step back and take a real hard look as to the

**VIDEO  
BROKERS  
INCORPORATED**

**BUY  SELL  TRADE**

Broadcast Video Equipment  
**New / Used / Demo**  
Warranty on every item sold. Save from  
20% to 50% off list.  
Package pricing available.

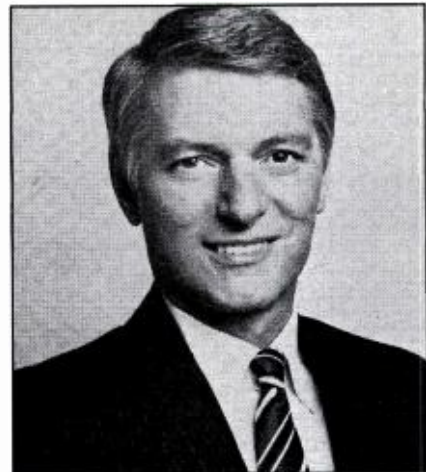


Brand new **Sony BVP-30A** camera system (3 in stock). Fully featured Plumbicon Betacam camcorder with factory warranty.

Includes camera case, tripod adaptor, accessory package. Fujinon 12x9 BERM lens (new).  
Special pricing - **\$18,500.00**

Also in stock, all brand new, factory warrantied, available for immediate delivery; Sony **BK806** Time Code cards for BVU series VCR's (20 in stock) **\$1,800.00** ea. Sony **PCM** Audio Tape Recorders, **DAT** machines, analog **ATR's**, Sony **MXP 21** mixers, call for pricing details. Sony **BVH 2000** VTR's, (2), **\$40,000.00** ea. Call **SOON!**

**VIDEO BROKERS -Orlando**  
**800/476-4595, 407/851-4595, Fax 407/851-7497**  
**VIDEO BROKERS CALIFORNIA - Redwood City**  
**415/369-6464, Fax 415/369-7499**



MCA TV's Shelly Schwab

Everyone will watch.

Many will play.

One will win.



The weekly competition series of the 90's.  
Hosted by Willie Aames.

Programming Excellence



8544 Sunset Boulevard, Los Angeles, California 90069 • 213/854-3261  
At NATPE Booth #1111A

feasibility of the combining the two conventions [INTV and NATPE]," said Shelly Schwab, president of MCA TV.

Schwab also said he was getting feedback from station executives who felt the same way. "I spoke to independent operators at the show who had been passionate about remaining separate," he said. "They were saying now it really does make sense to structure a setup that doesn't exact the kind of hardship it causes on everybody."

John Serrao, vice president and general manager of WATL(TV) Atlanta and INTV chairman, said the March 9 meeting would explore formal rules barring the kind of activities held by Buena Vista and Paramount this year.

As to a merger of the INTV and NATPE shows, he said: "I suppose those things will be happening, too." Talks about a

merger between the two groups have occurred in the past, but to no avail. "But we have never refused to talk to them," Serrao said.

NATPE President Phil Corvo didn't rule out future merger talks. "There is nothing going on right now," he said. "It's a backburner issue for us. We have to get through our own show first."

Distributor fees account for a significant portion of the INTV budget—between \$400,000 and \$500,000 of the association's approximately \$1 million budget, according to Serrao.

"We need their support," said Serrao. "But INTV will go on," whether that support is there or not, he said. He noted that the annual INTV show has only featured distributor suites for about the last 10 years. "They came to us," said Serrao. "It was at their convenience that we did it." —SM

## Syndication Marketplace

**NATPE International** has signed 600 television stations, including station representation in each of top 175 U.S. markets, for its new NATPE\*Net on-line computer communications and delivery system, according to NATPE International Chairman and CEO Lon Lee. NATPE members can link their computers to system for one-time charge of \$50 to cover software and equipment costs. CompuServe will provide electronic communications and delivery system for NATPE\*Net, while Samsung Information Systems America and Computer Resources Corp. will be providing hardware.

□

**Grundy International** has cleared *Tanamera Lion of Singapore*, dramatic six-hour mini-series, on WWOR-TV New York and KCOP-TV Los Angeles, and will be selling it at NATPE this week, announced Chairman and CEO Reg Grundy. Romantic World War II drama follows two aristocratic families, one English and other Chinese, through three decades. Company says WWOR and KCOP based purchasing decisions on success drama had on Australia's Ten Network. *Tanamera* is co-production of Grundy Motion Pictures and Central Independent Television.

□

Dick Askin, president, **Samuel Goldwyn Domestic Television**, reported that 15 stations signed up for its November Gold 3 movie package featuring "Mystic Pizza," "Deadly Decision," "The Nest," "Breaking In," "Apology" and "Fear City" during the recent INTV convention in Los Angeles. Major markets joining carriage lineup include WFTX-TV Philadelphia, WFTX-TV Boston, KHTV-TV Houston, KTVT-TV Dallas, WTVT-TV Milwaukee, KSTW-TV Seattle, KPLR-TV St. Louis, WDZL-TV Miami and WGNX-TV Atlanta.

□

Distributor **GGP Sports** and **Time** magazine will join forces to produce at least two syndicated specials in 1990—*Women Face The '90s: A 'Time' Television Special* (working title) and *Death By Gun: A 'Time' Television Special*—based on cover stories featured in *Time* during 1989. *Women* and *Gun*, both hour specials, have not yet gone into production but will be available for airing during weeks of April 22 and July 9, respectively. Each program is being offered on straight barter basis (5½ minutes national, 6½ minutes local). GGP and *Time* joined together before to produce *1968: A 'Time' Television Special* and *Man In Space: The 20th Anniversary of the Landing on the Moon* for syndication.

□

Television personality Chuck Henry (*Eye on L.A.*) has been signed to host *\$1 Million Video Challenge*, weekly half-hour series co-produced by **World Events Productions** and **Paradigm Productions**.

□

*Take Me To Your Leaders*, the fifth installment in the *Raising Good Kids in Bad Times* series, will be hosted by James Garner. The window for airing the special is Oct. 20-Nov. 10, 1990. The barter series, originally set for four specials, was expanded due to success of the first four. The series is cleared in 98.1% of the country, on 177 stations, including all of the top 150 markets. *Raising Good Kids in Bad Times* is produced by Arnold Shapiro Productions in association with USAA, and is distributed by **Oribis Communications**.

Come see us at  
**NATPE!**

We're in Booth 970

with an

# Electra-fying

lineup of programs

for 1990!

★

From the fun of

"Peppermint Place" to

the black entertainment

and music scene of

"On The Beam" to the

hard-hitting action of

"Sports Training Camp",

Electra Pictures has

a programming and

advertising opportunity

to fit your every need!

And don't forget to

check out our new line

of entertainment and

sports specials for the

1990 season!

★

See

**David R. King**

V.P. Syndication & Sales

**Amy G. Rojas**

Dir. Domestic Syndication

**Richard King IV**

Dir. International Sales

**Leellen P. Childers**

V.P. Program Development

in Booth 970

# COME TO

# PEPPERMINT PLACE



## **The 1st Run, Live-Action Destination for *Quality* Children's Programming!**

Come to *Peppermint Place*, where fun and learning go hand in hand. Join Mr. Peppermint, Muffin the Bear and all the outrageous residents of *Peppermint Place* every week as they meet interesting new friends and travel to exciting new places. Each fresh new 1/2 hour can take you from Japan to Disneyworld to an underwater laboratory, and bring you the latest "kid's news" for the week. Kids love it. Parents and teachers appreciate it. *Peppermint Place* shows you really care about your childrens audience. Call us today for station clearance and national ad sales.

Distributed by

*Electra*

PICTURES

Three Dallas Communications Complex  
LB91 Irving, Texas 75039-3510  
(214) 869-2462 Telex 249626 LPIX UR

Produced by WFAA-TV and  
the A.H. Belo Corp.

**ZOOM IN TO  
WORLD EVENTS  
(NATPE BOOTH 177) for  
all the angles—and pick  
up your director's chair.**

*Awarding  
America's  
Best in  
Home Video!*

- It's outstanding television entertainment from World Events and Paradigm Entertainment, producers of "Star Search" and "Solid Gold."
- It's a whole new programming concept and an unprecedented promotional opportunity.



**\$1,000,000**

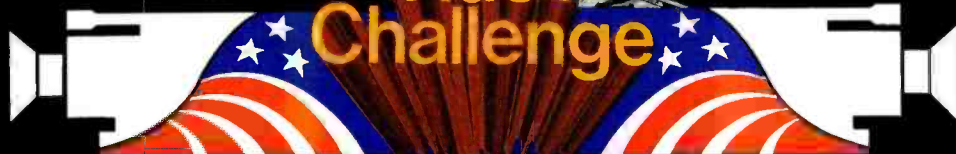


**VIDEO  
CHALLENGE**

- It's a nationwide competition awarding one million dollars in cash and culminating in a major one-hour special.
- It's multiple categories of videos that capture the humor, the drama and the unusual in everyday life, produced by your viewers and judged by Hollywood's biggest directors, producers and stars.
- It's the "\$1,000,000 Video Challenge," the weekly series that awards America's best in home video...and it's only from World Events.



**\$1,000,000  
Video  
Challenge**



Distributed by World Events Productions, Ltd.  
Produced by World Events Productions, Ltd. and Paradigm Entertainment

**WORLD EVENTS  
PRODUCTIONS, LTD.**

**PARADIGM  
ENTERTAINMENT**

*“It’s Your Business,  
sometimes irritating,  
occasionally inspiring,  
usually interesting, but  
always informative.  
Wish there were more  
like you on the tube!!!”*

*–P.J.G., Newland, NC*

W

hen you put *It’s Your Business* on the air, you’re giving your viewers a hard-hitting, thought-provoking look at today’s toughest issues. Argued by opposing teams of national experts. Skillfully moderated by Meryl Comer. Offering both sides of the story so viewers can make up their own minds.

For more than ten years, the award-winning *It’s Your Business* has shown that real business can make it in “show business.”

But don’t take our word for it, just ask our viewers. Chances are, your viewers will feel the same.

- Weekly, first-run, half-hour
- Barter
- Satellite or Tape
- Promotional support

Call Frank Allen Philpot at (202) 463-5834



**BizNet**

Producers of quality business programming including the new *First Business* news program, *Nation’s Business Today* on ESPN and the national call-in talk show *Ask Washington*

Stop by BizNet Booth #833 at NATPE

## Split over split screen

### Bush asks networks to tell him before airing other live event during his press conferences

President Bush apparently will have to rely principally on his staff to avoid the kind of embarrassment he experienced last month when three of the networks carried split-screen coverage of a jovial President at a news conference as the first bodies of American servicemen killed in the Panama invasion were being unloaded from a plane at Dover Air Force Base in Delaware (BROADCASTING, Dec. 25, 1989). Network news executives generally expressed sympathy with Bush. But with the possible exception of ABC News's Roone Arledge, they turned down the President's request that he be notified in advance the next time they plan to use a split screen in covering a presidential news conference.

"I got a lot of mail after the last press conference," Bush said at a news conference on Jan. 5. He said the impression left by use of the split screen was of a President at "a solemn moment" who "didn't give a damn. And I do, I do," he said, his voice filling with emotion. "So please help me with that if you would," he said. His request: "If the urgency of the moment" required it, that the networks inform him, "and we'll stop the proceedings."

The networks were confronted with a dilemma by the timing of the two events last month. They had planned live coverage of the arrival ceremony long before White House spokesman Marlin Fitzwater announced the time of the news conference. Only NBC News chose to tape the coverage of the scene at Dover and show it immediately following the live coverage of the news conference. But that news operation made no promises as to what it would do if there is a next time.

"We are certainly respectful of the views of the President and welcome his point of view," said NBC spokeswoman Peggy Hubble. "But those kinds of situations are difficult to predict, and each one is unique. We will not develop a policy to alert the White House of our coverage plans."

CBS News President David Burke issued a statement asserting CBS understands the President's "sensitivity" about the juxtaposition on the screen of returning bodies and the news conference. But he said CBS felt it "had the responsibility to broadcast live a brief portion of the arrival ceremony which occurred simultaneously with the President's briefing." He added that the President, "as is his right, called our judgment but not our intent into question." Burke made no commitment as to what CBS News would do in a similar situation in the future.

CNN's executive vice president, Ed Turner, also expressed understanding of the

President's feelings. But, he added: "One must understand, too, that the technology that permitted such a convergence of images was not done and utilized to embarrass the President." And last week, a CNN spokesman said: "We can't consult with the White House on editorial positions," and added, "If something like this comes up again—which is highly unlikely—he'll have to rely on his staff to suggest calling off the press conference."

ABC News's Arledge was not so certain ABC News had made the right call in going to a split screen. He was not apologizing, he said at a news conference in Los Angeles during the ABC winter press tour, but, he said: "I think we were wrong. There was a better way to do it." The technique used, he said, was "insensitive." If there is a

next time? "ABC won't notify the White House what we plan to do," he said. But he might advise Fitzwater "that at the same time he's scheduled a press conference, dead bodies are coming back." Arledge said he does not regard that as "any collusion with the White House."

Both ABC News and CNN were sufficiently concerned that viewers would be confused by the use of the split screen that they announced at the end of the news conference that Bush had not been aware pictures of the coffins were being shown as he answered questions. And like Arledge, anchor Peter Jennings, who made the announcement for ABC News, told reporters during the ABC tour in Los Angeles that the decision to use the split screen had been a mistake. —LZ

## Paper to start cable news channel

### New 24-hour service planned in Orange County, Calif., by 'Register'

Freedom Newspapers, owner of five TV stations and the *Orange County Register*, announced plans last week to launch a 24-hour local cable news service, Orange County Cable News, in the county next fall.

Freedom sees an opportunity in serving a large section of the Los Angeles ADI unserved by the Los Angeles television stations. The area is similar to Long Island News 12, which serves cable subscribers on Long Island.

The service, to be offered free to local cable operators, has signed two of the three major operators in the county, KBLCOM and Comcast, and is working on the others, including the largest, Dimension Cable. That could present some problems, since Dimension is owned by Times Mirror Cable, whose co-owned company owns the *Los Angeles Times* and is battling the *Register* on the newspaper front in the county.

The news channel will be operated by Freedom's broadcast division, said the division's president, Alan J. Bell, and will resemble an all-news radio format. The service will provide local news stories, repeated in some frequency, Bell said, but will also have the capability to cover breaking stories at length. Regular features might include commuter traffic reports, cameras stationed on key freeways and high school sports, he said. Bell hopes to have internal newscasts ready by July 4 and has set Sept. 1 as a tentative target launch date.

Bell said Freedom decided six months ago to go ahead with the idea, but waited until enough cable operators signed for the service in order to be credible. In addition

to Comcast and KBLCOM, Freedom has signed the Yorba Linda system, which combined amounts to roughly 200,000 of the 450,000 subscribers in the county. Times Mirror has another 110,000 subscribers.

Freedom is a privately held company, and Bell declined to discuss specifics on budgets or staffing. He did not dispute that the budget would run at least \$10 million and said the staff size would not be that different from a TV news operation in a mid-sized city.

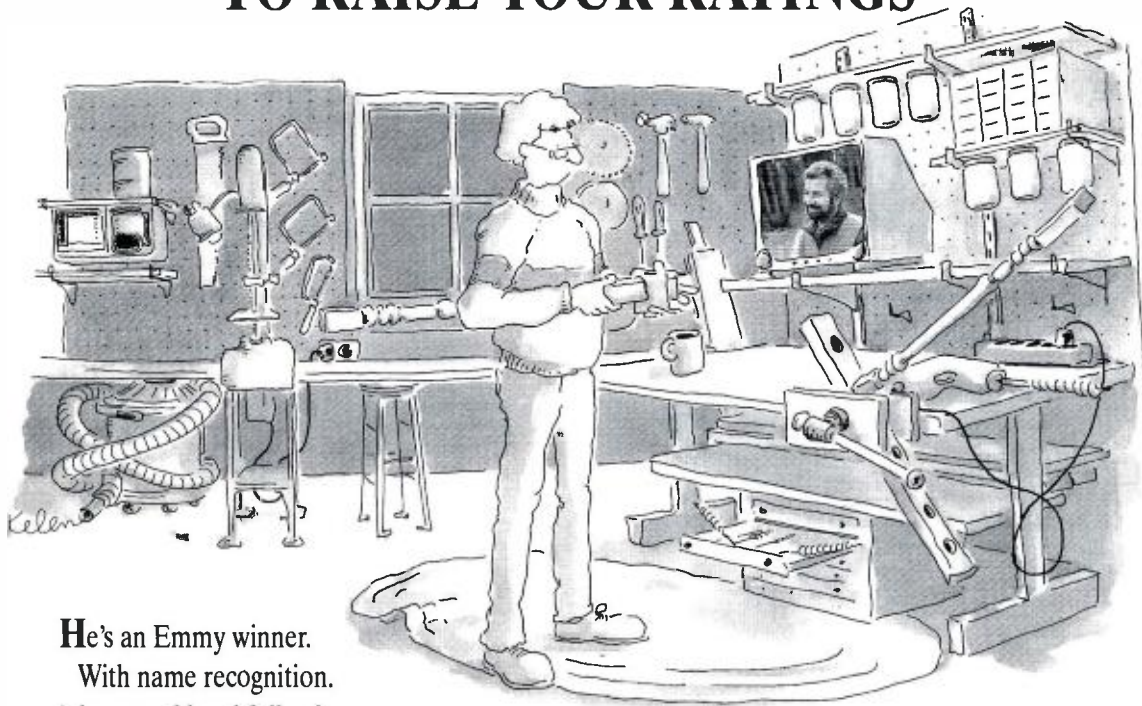
Operators will not be charged for the service during its lifetime, and they will also receive a certain unspecified portion of the ad inventory. Bell believes there are enough advertising prospects that both OCCN and the operators will not cannibalize each other. It will be several years before the operation is profitable, Bell said.

The final piece of the distribution puzzle will be Times Mirror, and although there is a newspaper rivalry on another front, Bell believes, based on his discussions, that Times Mirror Cable is "reasonably serious" about the project. "We're not calling it *Register TV*," he points out. It is not an arm of the newspaper, he said, but of the broadcast division.

Dick Waterman, director of corporate affairs, Times Mirror Cable, said the company has had discussions with Freedom as well as other companies about providing local cable news to county residents. One is KHJ-TV, which plans to go to an all-news prime time format later this year. Included in those plans is a local news window for cable operators to insert programming. Waterman said the company "wants to evaluate all the options out there," including others in addition to OCCN and KHJ-TV. —MS



# BOB VILA IS THE TOOL YOU NEED TO RAISE YOUR RATINGS



**He's an Emmy winner.**  
With name recognition.  
A large and loyal following.

Tremendous credibility. **Now**, he's coming to syndicated TV with a new show called *Home Again with Bob Vila* — the one tool that do-it-yourselfers can't do without. **Ready** to air this fall, Bob's show targets a mass audience of home owners and renovators. His half-hour programs will give back-to-basics information on how to turn houses into exciting dream homes. **With** three and a half minutes for local advertising, *Home Again* is an outstanding environment for building your revenues. **Let** Bob Vila into your viewers' homes. They'll watch him raise the roof and you'll watch him raise your ratings.

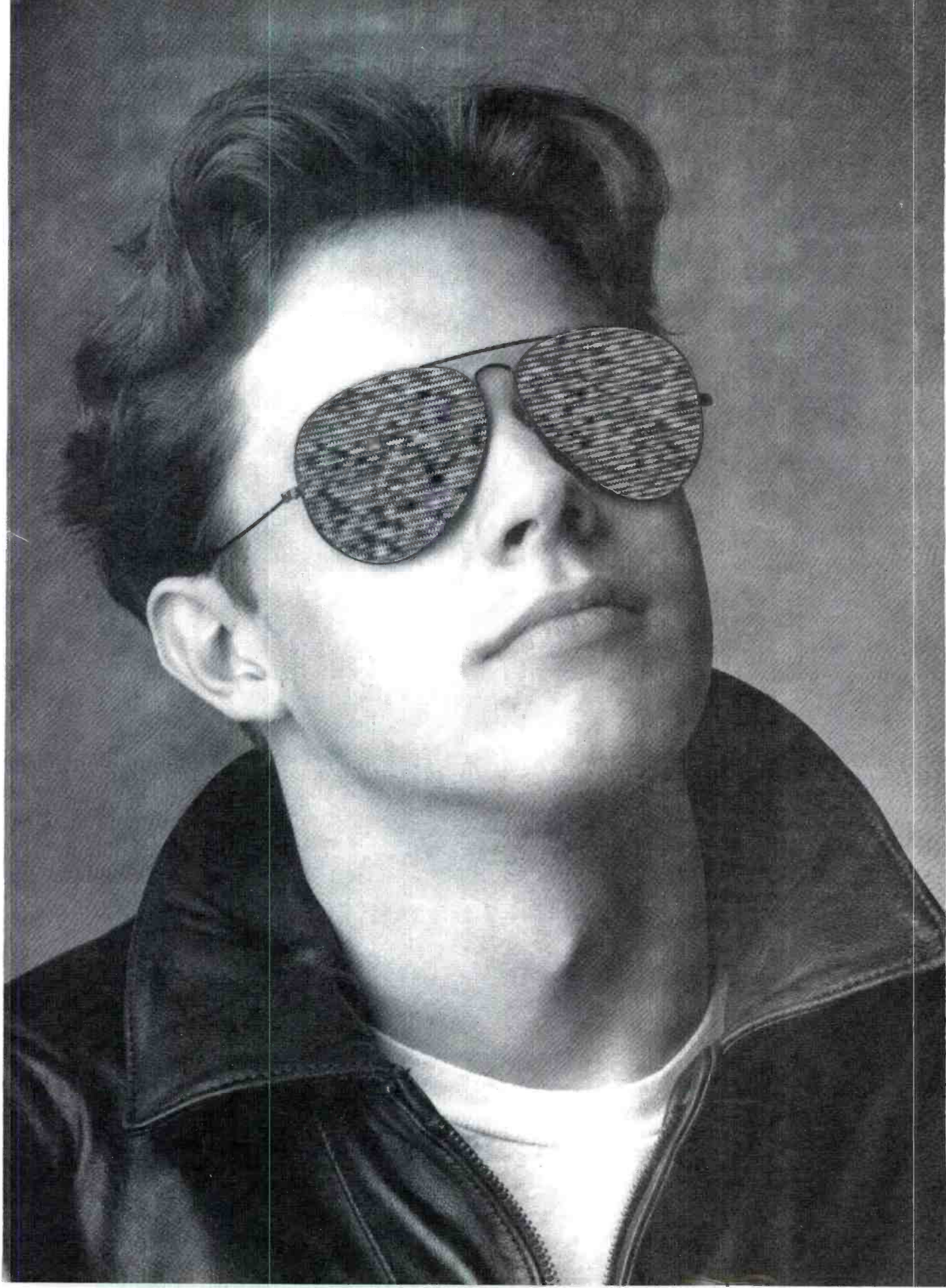


Meet Bob Vila at NAPTE on Wednesday, January 17 and Thursday, January 18  
at the Group W Productions booth.

Distributed by



New York 212/307-3000, Atlanta 404/843-5520, Chicago 312/454-6975,  
Los Angeles 213/850-3800



# HOW DO YOU MAKE 20 MILLION KIDS PUT DOWN THEIR NINTENDO SYSTEMS?

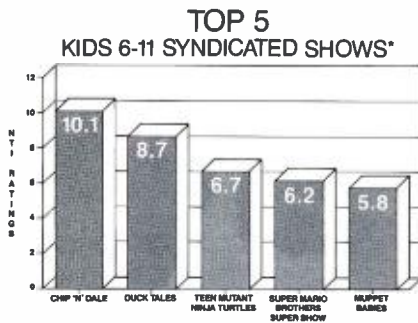
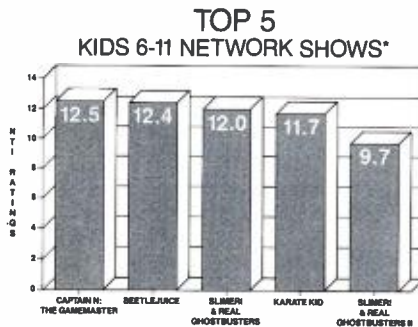
## VIDEO POWER! THE LIVE ACTION-ANIMATED SERIES

Introducing Johnny Arcade, the host of Video Power. Johnny Arcade is the ultimate in video gamesmanship. He's totally charged and fully energized with the ability to transform Television into an action packed interactive challenge.

With Johnny Arcade at the controls, Video Power is an electronic video "club" where today's hottest video games

come to life. There are daily tips on mastering video games, weekly reviews of the Top 10 selling games, and previews of the future games people will play. Video Power is an on-air magazine for zap-happy kids.

In 1990, action/adventure is where the action is. The majority of successful network and syndicated programs for kids 6-11 are action/adventure. In fact, the #1 rated show in America today for kids 6-11 is based on the video game craze. (Captain N: The Game-master) With the major syndicators of children's programming all going soft



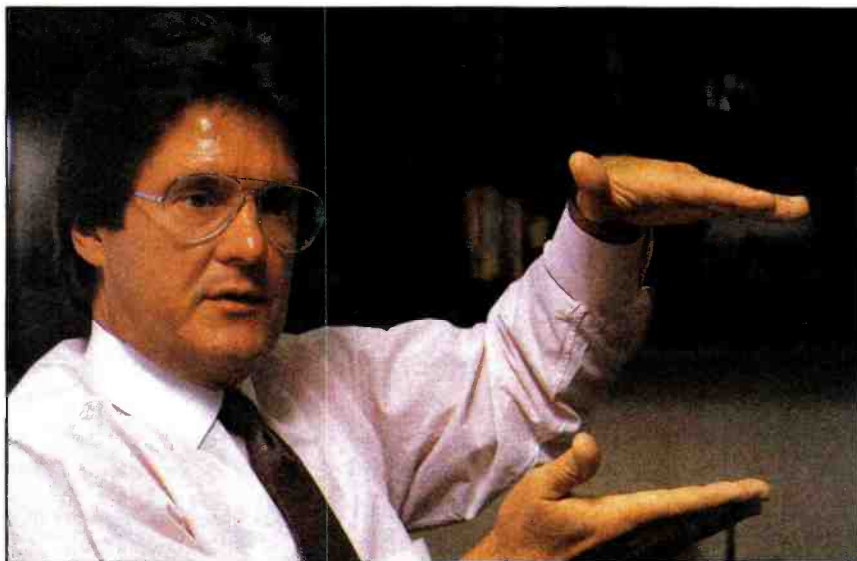
in 1990, Video Power stands alone as the only new show that offers boys the action they crave.

For more information, and for a preview of Video Power, call Adrien Seixas or your local Bohbot representative at 212-213-2700.

\*Source: NTI Season To Date (9/18/89 - 11/19/89)



## Radio's megareps lead the way into the 90's



**R**adio's megareps, Katz Radio Group and Interep, are advancing into 1990 aggressively. They are not resting on the sales laurels they acquired over the past two years, but are moving creatively to attract new national spot dollars. Together, the two reps are estimated to control 90% of the today's business, and, according to the men at the helm of these two firms—Ken Swetz, president of the Katz Radio Group, and Ralph Guild, chairman of The Interep Radio Store—they are doing much more than “waiting for the avail bell to ring.” Both firms have complex sales structures with large amounts of money invested in research tools and departments and a heavy emphasis on educating and training their employees.

The consolidation of the rep firms occurred throughout the 1980's. As the dust was settling on the merger and buyout activity in 1986 and 1987, the industry was experiencing little or no growth. In 1988 and 1989, estimated national spot billings increased—1988 posted a 7.7% increase over 1987 with a total of \$995,885,300. The year-to-date 1989 figure (as of October of that year) was \$899,001,300, a 7.7% rise over the \$834,771,800 for the same period in 1988.

“If you look back at 1986 and 1987,” said Swetz, “you will see that there was zero growth in the industry. Everybody began to look at themselves and to look at each other—all the represented stations—and the consensus was to create new dollars, bring in new business.” The dollars from the growth years of 1988 and 1989, he said, are going to remain in the medium. The need now is to use that growth as a foundation upon which to build further.

The growth will only come with a new strategy. Said Swetz: “We cannot do it in the traditional rep alignment. That is why you see us doing different things, Interep doing different things—we all recognize that we have to market our stations differently than in the past and that means getting off our asses and getting out in the field and selling.”

Guild shares that assessment. “The radio business in its traditional form, the way it has been for the last 15 years, pretty much peaked out in 1986 and 1987,” he said. “And if national spot radio was going to grow, we were going to have to start doing some national sales development.”

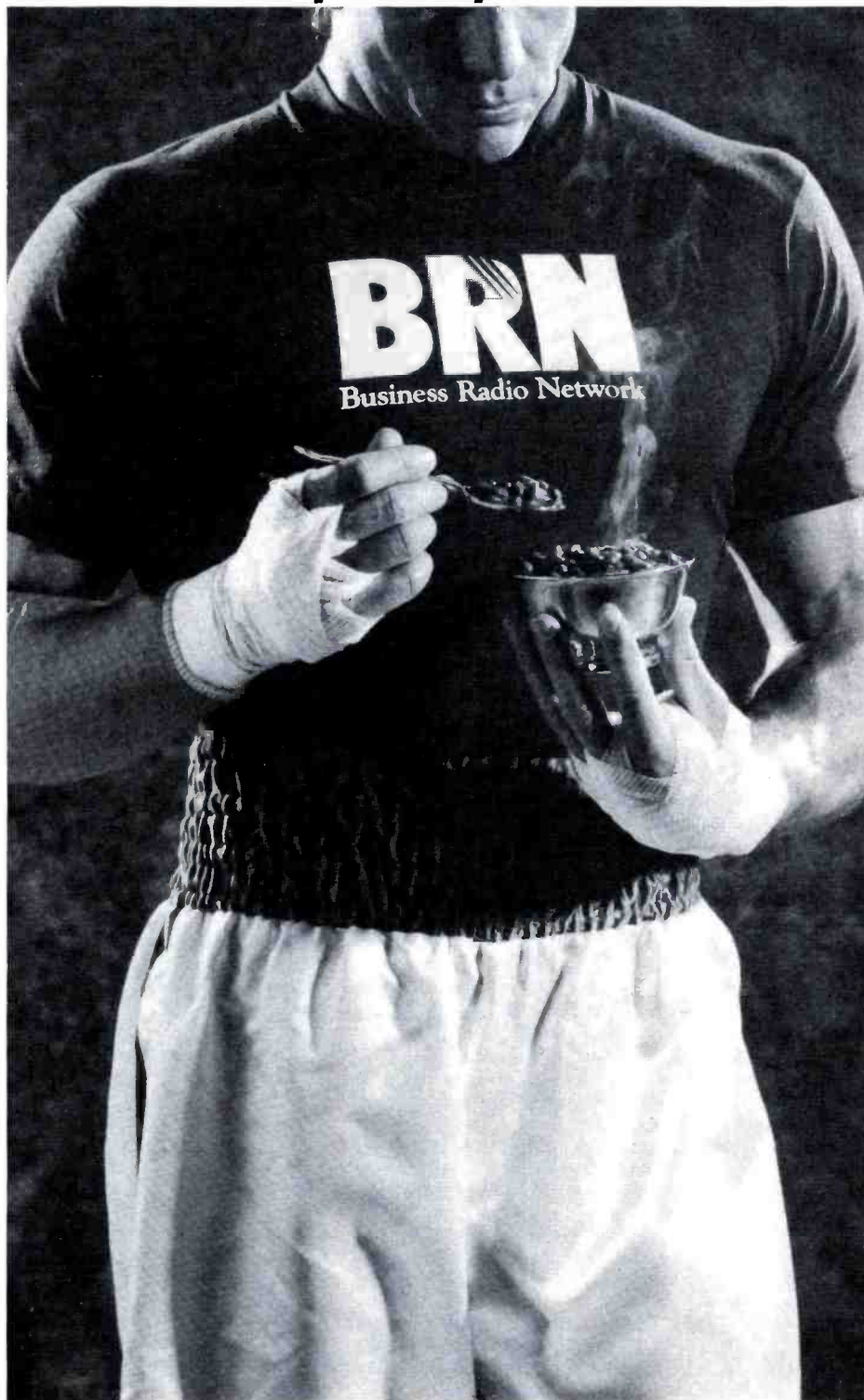
National sales development strategies mean new internal structures for both companies. In late 1987 and early 1988, Interep emphasized dealing with agency planners, account people and people within the agencies who have some influence on making the decision of which media will be included in a campaign's media

Katz's Ken Swetz (above); Interep's Ralph Guild (below)



**Q: How has BRN grown strong so quick?**

**A: By adding Boston baked beans to our menu. Hello, WMEX, Boston.**



**F**or The New Contender in network radio, sound nutrition demands a healthy affiliate from the home of baked beans. Boston.

For decades, WMEX has developed new standards for breakthrough radio broadcasting. Now, the **Greater Media, Inc.** station is taking a bold step into the 90s. This American tradition is locking arms with radio's aggressive new contender. Business Radio Network.

BRN boasts 55 wins. 90% of our affiliates are in the top 100 markets. 15 are in the top 20 markets. We reach 51.43% of the U.S.

If you're keeping track of our record, and still wonder why BRN is building up so fast, the answer is simple.

Business Radio Network is hard-hitting business news and talk. 24-hours-a-day. We're the odds-on winner for knowledge hungry executives. As our affiliates prove every day, we're also becoming the choice of advertisers.

So when you're ready to join WMEX and get behind a winner . . . we're ready to talk.

**1(800)321-2349**  
(Inquiry)

**1(719)528-7046**  
(Listen Line)

*Radio's Business Solution™*

**BRN**  
Business Radio Network



we have so they can cover all the aspects of the business, and not wait for the business to come to us," he said. If radio stations in the local marketplace had waited for their "First National City Bank of their respective city," to go to them, he said, they wouldn't be as successful as they are today.

The route taken by many of those stations has provided the building blocks that have enabled Katz Radio Group to expand its operation, said Swetz, from a single vertical operation of Katz Radio, to the Katz Radio Group with five operating companies and an abundance of stations.

The radio industry climate of the last two years has also served as a building block for the rep firms, according to Swetz. "Advertisers have realized and come to accept that radio is not only alive but has flourished in its positioning itself against other media," he said.

The competitive climate of the radio industry necessitates constant improvement by the reps. Or as Swetz said: "I subscribe to the theory that if you are an influential decisionmaker at an agency or advertiser, I can get an appointment with you any time. If I don't bring anything to that appointment, I am not going to get another one. But if I can bring something to you and show you how perhaps I could improve your business or make it easier, or enhance that business...."

Both Katz Radio Group and Interep have continuously invested both money and time to educate their employees. Katz Radio Group, said Swetz, systematically puts its employees, particularly the management people, through a variety of training programs. "Management is pretty much where it all begins and ends," he said, "because they are in a position out in the field to train, motivate, mold and build those respective sales teams."

Periodically, said Swetz, the company hosts strategic, motivational and time management seminars, as well as bringing in outside speakers. In addition, Katz Radio Group has weekly and monthly sales meet-

mix. Said Guild: "New business development is almost like building a brick wall. You get the first layer, then the next. So far, it looks like the accounts we developed last year are coming back this year."

Compared to the traditional business that was generated when an agency decided to add radio, said Guild, there is less turnover on the new business. Previously, he added, it was just as easy for an agency to decide to take radio off the schedule. And Interep expects new business development in 1990 to be two-and-a-half times what it was in 1987.

At Interep, the marketing strategies include Marketing Service Teams (MST) and Account Management Teams (AMT). Said Guild: "The AMT's and the MST's are the two parts of the company that are growing very, very rapidly." Guild says the transactional business is still 90% of the business, and Interep is investing a lot of money in training its people in those two areas. The regular sales force, he said, will be holding on to the dollars that are already in the medium. "The reason I think that business is going to be so much stronger," he said, "is the new business we bring in comes back. The business we used to get, we were churning all the time. If half the business turned over every year, it meant that you spent the first six months of the year trying to get back to where you were."

An MST comprises representatives from each of the six companies under the Interep umbrella. The group works together as a sales team calling on major advertising agencies. The idea is to share some of the traditional rep work and routine service jobs and start working vertically within the advertising agencies.

Ideally, according to Guild, one or two people may work directly with a media department on a continuing basis, others will be working at the planner level, at the account management level, the creative level and so forth. The design is to penetrate the agency at various levels, rather than just having people deployed hitting the media departments.

The AMT's, according to Guild, come in at the following step in the process. The account manager on an advertising agency relinquishes the duties of being a rep and

becomes an agency advocate. The manager's responsibilities are to start thinking in terms of new business ideas for the client. "We have people who are working within an advertising agency," he said, "almost as though they worked for the advertising agency. So when they think of radio, they think of the AMT."

At the Katz Radio Group, the internal realignment is just as focused. Swetz is building what he termed a "super-selling" structure. Capitalizing on the growth of the last two years and with the same desire to use that growth as a springboard to future growth, the head of the Katz Radio Group envisions a continuing transformation of the company from the traditional product seller to the customer-oriented focused seller.

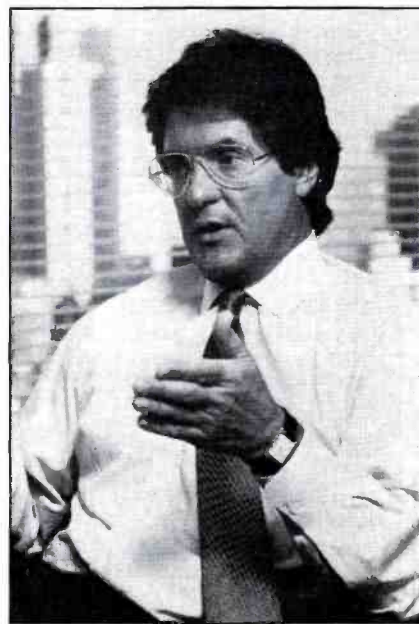
"Now we have to change the way we do business and put a sales structure and a sales executive in place," said Swetz. The sales executive Katz Radio Group is developing, he said, is an executive knowledgeable about all the media, is not selling just a single station but, rather, is selling a marketplace, a region and the entire medium as part of a media mix.

"We will in 1990," said Swetz, "put into place that very structured sales tier—of people who are not necessarily reps at this time, with varied backgrounds—as well as backing them up with specialists with experience in the various areas"—retail, print, food brokerage, co-op and vendor.

Katz is looking to restructure its agency service so there is not one person selling all its client stations, but, instead, have a senior executive servicing each agency and, at the same time, looking for new opportunities, said Swetz.

"Our next step," he said, "is to put into place a specially geared super sales structure that has responsibility for the Katz Radio Group—to sell it as an entity." The idea, said Swetz, is for this executive to go in and talk to the upper echelon of management, the brand managers and advertising managers.

The aggressiveness with which the megareps are facing the coming decade takes its cue from the transformation undergone by successful radio stations at a local level, said Swetz. "We have to restructure and redeploy a lot of the different people that



# *"Today's Birch/Scarborough is more than just a ratings service..."*



Today you need to know more than the size of your audience. You need quality radio ratings and retail information at a price you can afford.

The joining of Birch Radio and Scarborough Retail makes possible the expansion of qualitative research to more markets than ever before.

Our subscribers can prove to advertisers not just how many people listen to their stations, but how much they earn . . . their occupation . . . education . . . and household size.

Millions of dollars in radio sales are being transacted because we say not just "Women 25-54" . . . but

***"Women 25-54 with household incomes over \$50,000 who've recently shopped Neiman Marcus."***

We at Birch/Scarborough take great pride in providing quality information that will turn your sales calls into sales dollars.

Call me today. Learn how Birch/Scarborough can help you show value beyond your average quarter hour rating.

*Bill Livek  
President/CEO*

**Birch  
Scarborough**

**1-800-62-BIRCH**

A VNU BUSINESS INFORMATION SERVICES COMPANY

ings, repositioning and strategy sessions with its sales people. The last, he said, are led by the respective management teams. Said Swetz: "We go through that continually. You have to, to keep abreast of the marketplace."

The Katz commitment to its personnel, said Swetz, extends to supporting them with the company's best technological and research tools. In his view, that is one of the keys to the company's success. Swetz believes the company has the number-one technological and research franchise in the business. It includes an in-house "media data center," the training for which, according to Swetz, puts his salespeople "head and shoulders above the competition."

Interep shares with Katz Radio the commitment to its staff training. Its educational programs are now organized under the Interep Radio Store University. In an effort to prepare for the development teams, the Radio Store was formalized, said Guild, "to help our people grow and modify their behavior to deal with the issues and opportunities in the '90s."

People entering the company come in with diverse backgrounds: sales, research, marketing and media. Very few people come in with the extensive background that Guild says is required for the kind of marketing and selling that he expects them to do. "So what we've done," he said, "is to help the people grow and develop in what we think is going to be the business and marketing trend for the '90s."

Interep also invests in research tools. According to Guild, Interep is currently working with Donovan Data Systems to develop a buyer worksheet. The goal is to have a computer link-up with the client so that the rep and client can look simultaneously at the same screen and input changes. Once the changes are agreed upon, the finished product becomes the work order. Guild expects the project to be ready sometime this year.

Interep also invests money in research data, but Guild believes that what people term radio research is really not research at all but "advocacy material." "They are buying tools," he said, "advocacy material that we develop for our client stations to make them look good."

Looking to the future also entails possible cross-media selling, or at least studying the possibility of cross-media selling for both companies.

Swetz believes that the Katz Radio Group is in an enviable position because of its connection to Katz Television. The radio and television sales development and marketing departments at Katz currently work together on a synergistic basis. But Swetz maintains that the level of alliance between the two needs to be made more formal and frequent. He sees this alliance as a natural force in the "super sales structure" he is developing. "There is a synergism now between Katz Radio Group and Katz Television," he said, "and there will be one in the years ahead." For Swetz, that synergy extends to cable television, which he categorizes as part of the television side of the business.

Interep is not quite at that stage of alliance yet between the two media. "There is a compatibility there [in cable]," said Guild, "but it is not part of our strategic thinking at the moment. It probably should be, but it isn't. It does make sense to me."

Guild believes that Interep's lack of association with a television rep will make it the company most likely to cash in on the "synergy" because, in his view, Interep will not be impeded by television clients. Said Guild: "It will be very difficult for any company that has a television association to get into the cable business without being criticized by their television clients."

Attracting new clients and bringing new dollars to the medium is a goal that Interep and Katz Radio Group have in common. And both companies have benefitted from the consolidation in the industry that has made them dominant forces. Whether the benefits are already being felt is something that Guild and Swetz seem to perceive differently.

Guild sees the consolidation of the rep world as the biggest boon to the national segment of the radio industry in the last 20 years. Previously, said Guild, there were

only three companies at the top of the industry—Blair, Katz and McGavren-Guild. Then, he said, you had a bunch of other companies at the center and a few at the bottom. "Now between the Katz Radio Group and Interep," said Guild, "you have 10 companies, all of which are terrific. We cannot afford to have a weak rep company." As a result, in his opinion, there are now 10 choices for good representation where before there were only three. In addition, he said, the industry has CBS and Eastman, both of which he views as good companies.

Swetz believes that up to this point, neither the advertiser nor the agency has probably benefitted too much by the consolidation. It is only now, he said, that the companies are able to bring the benefits to the advertiser and agency. "We have to find a better way of competing against each other," he said. What has existed so far, Swetz said, has really not been that big a help to the industry. "Until I can put in that senior sales executive to an agency and say: 'Hey, I am here to service you. How can I help?' the industry will not have benefited." —LC

---

## Selling radio in the 1990's

### **RAB's Managing Sales Conference to feature full slate of speakers, panels on sales, motivation**

Attendance at the Radio Advertising Bureau's (RAB) 1990 Managing Sales Conference at the Loew's Anatole Hotel in Dallas this week (Jan. 18-21) is running well ahead of last year's. According to the RAB, by the middle of last week, more than 1,000 of the 1,500-person capacity had been filled. Booth commitments are also running ahead of last year for the 10th annual conference.

The show begins with an opening reception on Thursday, Jan. 18, at 6 p.m. and runs through the morning of Sunday, Jan. 21. This year's gathering will feature approximately 25 workshops and four in-depth forums. The latter, each running about two-and-a-half hours (they will all be repeated), are: "Converting Yellow Page Advertisers," presented by Steve Wasser; "Maximizing Persuasion Skills," presented by award winning author and motivator, Alice C. Selby; "Creative Problem Solving," presented by Mitch Ditkoff and Steve McHugh, principals of New York-based consultancy firm, Idea Champions, and "You Can Get Anybody to Do Anything," presented by Charles Dwyer, Wharton School of Business and Finance, University of Pennsylvania, Philadelphia.

Among the workshops offered: "Marketing Your Station to Advertisers," "Food Brokers—The Untapped Market," "Promotions that Save Inventory," "Conquering Call Reluctance" with consultant Chuck Casen, "Positive Leadership," with consultant Norm Goldsmith, "Developing in-House Sales Training," "Ask a Retailer," "Applying Theories of Airline Inven-

tory Management," "Cashing in on Recruitment Ads," "Telemarketing Idea Exchange," "Selling Urban Radio," "Selling Hispanic Radio" and "Growing Your Replacement."

Among the speakers at this year's conference will be Wess Roberts, author of "Leadership Secrets of Attila the Hun," who will launch the day's sessions on Friday, Jan. 19. Following later that day will be forums, workshops and a luncheon that will feature creative keynote speaker Dick Orkin, radio commercial creator and producer of the Los Angeles-based Dick Orkin Radio Ranch.

Saturday's sessions will be kicked off by the keynote address of Stanley P. Gold, president and chief executive officer, Shamrock Holdings Inc. Gold will talk about customer service—explaining the Disney philosophy that is taught at the Disney University—and how it relates to radio station management. The forums and workshops will continue throughout the day, closing with a dinner sponsored by Interep and a performance by the Flash Cadillac Band, courtesy of Unistar. Saturday's keynote luncheon will feature a speech by broadcaster and former Washington Redskins quarterback, Joe Theismann, on "Building a Team."

The final day of the conference, Jan. 21, will feature separate presentations by Don and Dirk Beveridge, a motivational keynote address on "Meeting the Achievement Challenge," and an advertiser's panel featuring, among others: Gordon Link, McCann-Erickson, and Kaye Bentley, DDB Needham. The advertising panel, titled "Meeting the Media Mavens," will be moderated by John Waugaman, regional vice president, Group W Radio. —LC



## Supreme Court will review FCC minority cases

### High court will look at distress sale policy and minority preference

Two cases coming out of the FCC appear likely to become landmarks in the civil rights record being written by the current Supreme Court. The high court last week agreed to review appeals court decisions in two cases dealing with commission programs aimed at increasing minority ownership of radio and television stations. They are the only cases the court will hear in the present term bearing on the constitutionality of government-sponsored affirmative action programs.

In one, a divided three-judge panel of the U.S. Court of Appeals in Washington, in March 1989, struck down as unconstitutional the commission's minority distress sale policy; it permits broadcasters in danger of losing their licenses to sell their stations to minorities at distress sale prices. In the other, a separate panel of the same court—again by a 2-1 vote—affirmed the commission policy granting minorities and women a preference in comparative hearing cases. The decision came a month after the first. The inconsistency of the two opinions led a number of lawyers to expect the Supreme Court to review them both.

And in making clear its position on the issues raised, court observers say, the high court is likely to offer firm guidelines as to the limits the Constitution imposes on the federal government's power to write programs designed to give minorities an advantage in competing for government benefits. The cases offer the high court—now seen as being under the control of a conservative majority—its first opportunity to rule on whether its 6-3 ruling last year declaring unconstitutional a minority set-aside program adopted by Richmond, Va., applies to federal programs.

The Bush administration did not seek review of either case. It sought to persuade the Supreme Court to deny review of the case the commission had lost as well as the one it had won. But in neither did the government's brief go to the merits of the case. It said the issues were not ripe for review, that the high court should await further illumination of the questions by lower courts, that the cases are not in conflict, since each deals with a different minority ownership program, and that Congress is expected to review the commission's policies at issue later this year. (In the distress sale case, the government also said it was not clear that the successful purchaser, Astroline Communi-

cations Co., could benefit from a reversal of the lower court decision since it was in bankruptcy.)

In brushing aside those and other arguments, the Supreme Court ordered the lawyers in the two cases to meet an accelerated briefing schedule; they are to file opening briefs in a month, rather than in the customary six weeks. That would permit the court to hold arguments in March, a month during which the court's schedule is light.

The commission in 1978 adopted policies aimed at strengthening minority participation in broadcasting as a means, it said, of promoting program diversity. Pluria Marshall, head of the National Black Media Coalition, which has long backed blacks' efforts to play a larger role in broadcasting, said it was "tragic that the cases even reached the Supreme Court." He blamed the commission under former chairmen Mark Fowler and Dennis Patrick for the fact that they did; those former chairman, he said, "did not help minorities." And he said the commission's policies at issue should be "affirmed and expanded. Any policy diverting ownership from white males should be affirmed."

It was not only organized minorities that were sharply critical of the commission's retreat from its minority preference policies. Congress was, too. And in 1987, as the commission seemed determined to dismantle the program designed to benefit minorities, Congress enacted legislation as part of an appropriations bill prohibiting the commission from reexamining or repealing the policies. The prohibition has been renewed every year since and remains in effect. And the Senate Communications Subcommittee indicated its continuing interest last fall in hearings it held on the status of the commission's minority ownership policies.

The distress sale policy case reached the Supreme Court after a tortuous journey of more than six years. At issue is the effort of Hartford, Conn., businessman Alan Shurberg to acquire WHCT-TV Hartford. The commission, operating under its distress sale policy, permitted Faith Center, the licensee, to sell the station at 75% of its market value to Astroline, whose general partner was a Hispanic, Richard P. Ramirez. Shurberg contended that the policy denies him his constitutional right to equal protection of the law, since, he said, the policy was not narrowly tailored to remedy past discrimination against minorities or to promote program diversity. Two members of the panel hearing the case agreed, though

## 1989 Sales

# \$224,370,000!

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

ELLIOT B. EVERS  
415-391-4877

BRIAN E. COBB  
CHARLES E. GIDDENS  
703-827-2727

RANDALL E. JEFFERY  
407-295-2572

RADIO and TELEVISION BROKERAGE  
FINANCING · APPRAISALS



## MEDIA VENTURE PARTNERS

WASHINGTON, DC  
ORLANDO  
SAN FRANCISCO

Some subject to F.C.C. approval

in separate opinions.

The second case involves a three-way contest for a UHF facility in the Orlando, Fla., area. The commission granted the application of Rainbow Broadcasting Co., largely on the ground that 90% of its ownership was Hispanic. The majority opinion of the panel that heard the case cited an earlier decision of the court which held that the commission's minority preference policy "easily passes constitutional muster." The majority also said the policy was "but one factor in a competitive multi-factor selection system that is designed to obtain a diverse mix of broadcasters." The petition to the Supreme Court was filed by Metro Broadcasting Inc., which had lost on the minority-preference issue. The commission's review board had overturned the decision of an Administrative Law Judge, who had favored Metro and granted Rainbow's application.

Despite the attention being focused on the commission's policies, they do not seem to have had much of an impact on ownership patterns. Marshall says that minority ownership remains low—he estimates the number of minority-owned broadcast stations at 300 (the National Association of Broadcasters estimates 260), out of 11,500 commercial radio and television outlets. And he credits commission policies for only about 150 of them. "The distress-sale policy has not been used 10 times in the last 10 years," Marshall said, in large part due to the fact the commission since the chairmanship of Democrat

Charles Ferris has rarely threatened stations with loss of license. One policy that Marshall said has been helpful—and one that had not yet been challenged in court—provides for the issuance of a tax certificate to broadcasters who sell their stations to minorities.

The fact that the commission's policies have not been particularly effective is, in the view of James Winston, executive director of the National Association of Black Owned Broadcasters, all the more reason to keep them in force. Without them, he said, "it will be devastating—we'll be closed out of the ball game." —LZ

## **NTIA calls for suggestions on strengthening U.S. telecommunications**

The Commerce Department's National Telecommunications and Information Administration has begun a major search for answers to the question of how the country's telecommunications infrastructure can be improved and the industry's competitive position in the world's markets strengthened, while, not so incidentally, Americans' "quality of life" is improved. It launched the search on Tuesday (Jan. 9) with a 99-page notice of inquiry that NTIA's administrator, Janice Obuchowski,

says is to generate the information that will be used to prepare a report to Secretary of Commerce Robert Mosbacher and the White House for submission to Congress in one year.

Obuchowski, at a news conference on the NOI, indicated she was prepared to examine new, even radical, approaches to the problems raised—among them, the issue of telephone companies using the new fiber optic technology to transmit video—and made it clear she did not want "a rehash of hackneyed positions" that have been aired in other proceedings over the years. And she said NTIA is aiming for "an ambitious synthesis" of ideas in a manner that has not been tried previously. The time table is also ambitious—comments due March 19 and replies, April 23, with the report and its policy recommendations to be filed next January. The reason: "We want to be part of the debate [on telecommunications issues] on Capitol Hill."

The department spared no effort to stress its view of the importance of the undertaking. Obuchowski said, "The right kind of telecommunications infrastructure could move the growth curve for the whole economy forward." And she said Mosbacher is concerned about the prospect of an economically unified Europe in 1992 and the competition the U.S. faces in Asia. Furthermore, she said, telecommunications is the key to locating industries in rural areas and to revitalizing urban life. And as to how telecommunications could improve the quality of life of Americans, she said, "Most Americans don't have enough time; they are looking for a simpler way of life—without turning the clock back."

Another of the major issues raised by the NOI involves whether the definition of "universal service"—the long-standing idea that some level of telephone service should be available and affordable to all Americans—should be expanded to include additional services made possible by an advanced telecommunications infrastructure—and, if so, whether all of the features of the new basic service should be bundled into a monthly charge or made available on an optional basis. The NOI also asks how the new "universal" telephone service would be made available and affordable—whether, specifically, subsidies should be used to make the service "universal" and affordable.

Obuchowski and Kim Sloan, a policy analyst who had a major role in drafting the NOI, said they were not contemplating video services as among those that might be included within the new definition of "universal" service. They said such an inclusion would raise a number of difficult questions. Sloan said a question regarding video as part of universal service "would expand the study enormously." Obuchowski said the entire telephone system would have to be "retrofitted" to accommodate video service. But the study does not ignore video—specifically, the development of end-to-end fiber-optic transmission and broadband switching that would enable telephone companies to include among their services not only video programming but new interactive video services.

The NOI asks for comment on the "pur-

**ABS GREENVILLE PARTNERS**  
(Kenneth A. Brown and Jon Sinton, Principals)

has acquired

**WAIM/WCKN-FM**  
Anderson (Greenville/Spartanburg), South Carolina

for

**\$6,000,000**

from

**CAROLINA BROADCASTING, INC.**  
(John C. Ellenberg, Chairman and Blake Shewmaker, President)

We are pleased to have served  
as exclusive broker in this transaction.

**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

ported benefits of a switched broadband network"—the introduction of new competition into the video marketplace, the virtually unlimited number of channels that could be delivered, and the provision of advanced video services, such as "video on demand." The NOI also asks parties to submit "any credible data or studies" on the nature and size of economies that telephone companies could realize by integrating voice, data and video services on the same system. And while recognizing that the Cable Act of 1984 and FCC rules generally prohibit telephone companies from providing video programming within their service areas, the NOI seeks help in examining the relationship between potential telephone company entry into video programming and telecommunications network development. —LZ

INTV said. "This is not an instance where telco ownership of cable would enhance competition. Pacific hardly would be providing another pathway to the consumer to compete with the local cable monopoly.

"Indeed, grant of the waiver would permit the takeover of one monopolist—the local cable television system—by, perhaps, the most capable and experienced monopolist in the world," INTV said. Such a substitution "only entrenches the current lack of competition in the cable television marketplace."

Echoing INTV, NAB said the deal would constitute the exchange of one "monopolist...for another, more powerful one." In addition, it said, Pactel would become through its compliance with local franchise provisions, "the generator of content for some of the cable system's information services, both within and outside the franchise area, and a provider of two-way communications within the franchise area. Thus, Pactel is asking for the court to open the door to wholesale waiver of the core restrictions contained in the consent decree." —HAJ

## NAB, INTV oppose Pactel request to buy Chicago cable system

The National Association of Broadcasters and the Association of Independent Television Stations, in separate filings with the Justice Department last week, opposed allowing Pacific Telesis to purchase a controlling interest in a Chicago cable systems (BROADCASTING, Jan. 8).

The trade associations said permitting the acquisition would not promote competition and could hamper it. What's more, they said, it would open the door for other regional Bell operating companies (RBOC's) to purchase cable systems outside their telephone service areas.

The National Cable Television Association also intends to file against the deal, but has notified Justice that its brief will not be submitted until Jan. 30.

To buy a controlling interest in the Chicago system, Pactel asked the Justice Department last month to support its request for a waiver of the provision of the 1982 modified final judgment (MFJ) that bars it and the other six regional Bell operating companies from providing cable and other "information services" (BROADCASTING, Dec. 25, 1989). The MFJ ended Justice's antitrust suit against AT&T, requiring it to spin off the RBOC's.

Based largely on Justice's recommendation, federal District Court Judge Harold Greene, who oversees implementation of the MFJ, will decide whether to grant Pactel the waiver.

Pactel now has an agreement to purchase a 68% interest in Group W's system in Chicago. Because of the regulatory hurdles, Pactel's partner in the deal, Prime Cable of Austin, Tex., plans to go to closing on the \$198 million deal this spring with Transamerica standing in for Pactel. After closing, Pactel will have four years to clear the hurdles and buy out Transamerica.

"Pacific fails to offer the most nominal public policy benefit to be derived from its ownership of a cable system in Chicago and no such benefit is remotely apparent,"

## Changing Hands

**WMBB(TV) Panama City, Fla.** □ Sold by Buford Television Inc. to Spartan Broadcasting Co. for \$10.4 million. **Seller** is headed by Robert Buford, who heads Friendship Cable, which has systems in seven states. **Buyer** is headed by Walter J. Brown and also owns WSPA-AM-FM-TV Spartanburg, and WBTW(TV) Florence, both South Carolina; KIMT(TV) Mason City, Iowa, and WTWA(AM)-WTHO-FM Thomson, Ga. WMBB is on channel 13 with 316 kw visual, 63 kw aural and antenna 887 feet above average terrain. **Broker: Sandler Capital Management.**

**KFOR(AM) and KFRX-FM Lincoln, Neb.** □ Sold by Arrow Communications Inc. to Edward W. May

Jr. for \$6.6 million. (FCC granted sale to Arrow from Summit-Lincoln Broadcasting Group for \$6.6 million on Sept. 20, 1989). Sale is transfer of 51% majority interest to 49% minority holder. **Seller** is headed by Paul H. Rothfuss, and has interests in WFRG-AM-FM Rome, N.Y.; WZNY-FM Augusta, Ga.; WHDL(AM)-WOCN(FM) Olean, N.Y.; WHUM-FM Topeka, Kas.; WFFX(AM)-WRLX(FM) Tuscaloosa, Ala.; WZOQ-FM Lima, Ohio; KZZB-FM Fort Smith, Ark.; and KILQ-FM Davenport, IA. **Buyer**, Edward W. May Jr. is general partner and has 25% interest in Lacross May Broadcasting, licensee of WKTY(AM)-WSPL(FM) Lacrosse, and KMA Broadcasting, licensee of KMA(AM) Shendoah, Iowa, and KMA-FM Clarinda, Iowa. WFOR is fulltimer on 1240 khz and 1 kw. WFRX-FM is on

Proud of our ten-year association with the Blue Chips



**Radio's Blue-chip Broker**  
THE COMPLETE MARKET STRATEGISTS

One Stone Place • Bronxville NY 10708 • (914) 779-7003

102.7 mhz with 100 kw and antenna 430 feet above average terrain.

**KEZQ-FM Jacksonville, Ark.** □ Sold by KEZQ Ltd. to Galaxy Broadcasting Ltd. for \$3.25 million. **Seller** is headed by Robert Understein, who has interest in Richmond Radio Ltd., licensee of WOSF(FM) Williamsburg, Va., and Toledo Television Ltd., licensee of WUPW(TV) Toledo, Ohio. **Buyer** is headed by Walter S. Tucker, who owns 10% interest in seller and has interest in KEZQ(AM) North Little Rock, Ark. KEZQ-FM is on 100.3 mhz with 44.2 kw and antenna 1,369 feet above average terrain.

**KMJC(AM) El Cajon, Calif.** □ Sold by Bartell Hotels Ltd. to Family Stations Inc. for \$2.4 million. **Seller** is headed by Lee Bartell (father), Richard Bartell, Michael Bartell and Roberta Bartell Weiss (siblings) and has no other broadcast interests. **Buyer** is nonprofit corporation headed by Harold Camping, Scott L. Smith and Richard Van Dyk and is licensee of nine AM's, 38 FM's and one TV. KMJC is full-timer on 910 khz with 5 kw.

**WPGO-FM Charlotte, NC** □ Sold by Beach Broadcasting of North Carolina Inc. to Todd Spoori for \$550,000. **Seller** is headed by Stuart

Freeman and Robert Simpkins. They own WYLL(AM)-WFFR(FM) Terre Haute, Ind., and also have interest in WWBD(AM)-WWLT(FM) Bamberg, S.C. **Buyer** has interest of less than 1% of voting stock of SCI Television Inc., which through various subsidiaries (regional Gillett Communications Co.'s) is licensee of WAGA(TV) Atlanta; WJW(TV) Cleveland; WITI(TV) Milwaukee, WJBK(TV) Detroit; WSBK(TV) Boston, and KNSD(TV) San Diego. WPGO-FM is on 106.3 mhz with 3 kw and antenna 328 feet above average terrain.

*For other proposed and approved sales see "For the Record," page 124.*



## TCI buys into Family Channel

### MSO pays \$250 million for 18% of cable service's parent

Tele-Communications Inc. has made another major programming investment, taking an 18% stake in International Family Entertainment, the new for-profit company spun off from the Christian Broadcasting Network to run the Family Channel ("Closed Circuit" Nov. 20) which is one of the last major cable services to operate without major media ownership.

The total spinoff price is \$250 million, at least \$45 million in cash and the rest in notes convertible to common stock. The stock price and the number of privately issued shares have not been disclosed. The new venture will be headed by Pat Robertson, chairman, who is also chairman of CBN, and his son Tim, president and chief executive officer, who was president of the Family Channel. The Robertsons will have voting control of IFE, but will have only a small equity ownership, although that could increase depending on IFE's performance. Employees of the Family Channel will also receive some stock in the new company. In addition to the sale price, IFE will assume \$43.5 million in programming commitments of the Family Channel.

"This move strategically places us in a

position to become America's leader in family entertainment for the 1990's," said Tim Robertson. "We remain absolutely committed to maintaining the same type of program format and the same high program standards that our audiences have grown to expect from the Family Channel."

For the past several years, Robertson said the company was moving towards spinning off the cable service in order not to run afoul of IRS rules concerning the operation of commercial enterprises under a nonprofit organization. The Family Channel was rapidly approaching the level of representing 50% of CBN's revenues, he said. The IRS's statute uses the word "insubstantial" in regards to how much commercial revenue is allowable for a nonprofit enterprise, he said. "No one has told us we have crossed that line, but in our opinion we are coming dangerously close," Robertson said. "The big problem we face is that whole statute is totally subjective." Robertson said the Family Channel will have revenues near \$100 million in 1989, which he said would cross the 50% level for CBN.

CBN's owners had initially talked with programming companies about taking a minority stake in the venture, said Robertson. But those talks broke down over the issue of control, he said. Robertson added that

TCI President John Malone is a fan of the Family Channel's programming and wants it to continue on the course Robertson has set out.

The channel has undertaken an ambitious \$100 million programming budget for next year, much of it plowed into building up the several original series it already produces, all at a time when most new original product on cable is movies. Family Channel will produce five movies this year, but it's most known for its family series programming, its western block on Saturdays and original productions (*Bordertown*, *Rin Tin Tin K-9 Cop*, *Zorro*, as well as a 26-hour weekly children's block from DIC Enterprises.)

CBN had several criteria that were met by the TCI deal, said Robertson, not the least of which is the continued carriage of the channel. The first was a continued home for *The 700 Club* and the deal stipulates that the service will carry three-and-a-half hours Monday through Friday of the program, now seen at 10 p.m. CBN also wanted "to be able to get immediate cash," said Robertson, as well as income derived from the securities.

The deal calls for two classes of stock, one voting and one equity. There are interest-bearing notes that are convertible to common stock, with CBN gaining the benefit of that interest. The convertibles are structured, said Robertson, so that CBN can convert them at a later date and sell them as stock for a higher return.

Although CBN, on the surface, will lose Family Channel revenues to IFE, the deal benefits CBN because "under accounting rules, CBN could only carry the actual hard asset value of the FC," said Robertson. Now, he said, it can write up the full valuation, including program contracts, advertising goodwill and affiliate contracts. "From a financial perspective, this thing is like Christmas," he said.

IFE will continue with links to CBN, said Robertson, leasing office space and satellite uplinks in Virginia Beach, as well as using CBN's direct mail and other operations. But all that will be on a "competitive arm's length basis," he said. CBN will also

## Investing in Television 1990

Market Revenues ❖ Demographics ❖ Competitive Outlook

**The only source book of its kind!**

**Now Available!**

Call for free brochure (800) 323-1781  
or (703) 478-5873



BIA Publications, Inc.

continue to produce several programs, including *700 Club*, for the service.

With this deal under its belt, the Family Channel is turning its attention to program production and discussing new rate cards with operators. Robertson said the service is looking for a one-time upward adjustment of four to five cents, to 13 cents per subscriber per month beginning in 1991. It foresees increases after that being more gradual, tied to "little more than the Consumer Price Index" over the next few years, Robertson said.

The IFE board includes the two Robertsons, Indianapolis industrialist Beurt Ser-Vass and drugstore founder Jack Eckerd. There will probably be a fifth, said Robertson, and TCI's Malone has been asked to serve. Communications Equity Associates acted as investment banker on behalf of the seller. —MS

## MGM/UA: on block but still after blockbusters

Company tells its stockholders that it will consider offers while continuing to put money—up to \$185 million—into movie development; loss of \$2 million in first quarter FY 1990 compares with \$39 million loss for same quarter 1989

MGM/UA Communications President and CEO Jeffrey Barbakow told a stockholders meeting in Beverly Hills last Tuesday that the company is "on the threshold of a resurgence," despite cutting off discussions with Turner Broadcasting Systems and TeleCommunications Inc. over a buyout of MGM/UA. However, Barbakow told the shareholders that the company will listen to any new offers tendered from other corporate giants willing to pursue the communications conglomerate. He suggested later that another party was currently looking into acquiring the company, but would not elaborate.

Barbakow later told BROADCASTING that MGM/UA will invest \$170 million to \$185 million in 15 motion pictures already in various stages of development for 1990, and is "supporting" efforts to draw more development money from the networks for the 30 new shows on the drawing boards for midseason and fall 1990.

While disappointed by the failure of the \$1.5 billion acquisition bid by Qintex Entertainment, which was forced to file for bankruptcy in October 1989, and more recently by the collapsed talks with TBS and TCI, Barbakow said simply: "We know we have to get on with our lives."

Barbakow reported that MGM/UA recorded only a \$2 million first-quarter net loss for fiscal year 1990, compared to \$39 million in red ink for the same quarter last year. Continued strong worldwide sales performances from the MGM/UA Home

Video division were credited with bringing in a 24% increase in overall first-quarter revenues, which grossed \$211 million compared to \$170 million for the prior year. The home video unit recorded the "largest initial rental shipment in the history of any studio" for the theatrical "Rain Man."

Fewer films in production, higher corporate administration expenses, restructuring and "the terminated Qintex transaction" were the primary factors Barbakow cited for MGM/UA's \$75 million loss in fiscal 1989. Since last year's stockholders meeting, Barbakow said, the company retired all of its bank debt, which he said had ballooned to \$280 million at the end of fiscal 1988. Through the organization of the MGM/UA Film Group and other corporate restructuring, the chairman said a \$30 mil-

lion annual reduction of overhead costs was realized. Even with the \$75 million in red ink for fiscal 1989, Barbakow said the cost-cutting moves and retirement of bank debts still left the company with cash assets of \$125 million.

Word of the reduced effort to sell the company caused MGM stock to fall from 16¼ the previous week to 14¼ last Wednesday.

"Although we believe that 1989 was a year of tremendous progress, our focus certainly was on the sale of the company," Barbakow told the shareholders. "You should know that we are 100% focused on building our operating entities. We are continuing in the entertainment business with the goal of aggressively building a stronger film production schedule, bringing more



Affiliates of  
**Rifkin & Associates, Inc.**  
and  
**Narragansett Capital, Inc.**  
have sold the assets of  
**Michigan Cable Associates  
Limited Partnership**  
to  
**DF Cablevision Limited  
Partnership**  
August 30, 1989

Affiliates of  
**Rifkin & Associates, Inc.**  
and  
**Narragansett Capital, Inc.**  
have sold the assets of  
**Rifkin/Michigan City  
Associates, Ltd.**  
to  
**US Cable  
of Northern Indiana**  
October 1, 1989

Affiliates of  
**Rifkin & Associates, Inc.**  
and  
**Narragansett Capital, Inc.**  
have sold the stock and  
partnership interests in  
**Rifkin/Jacksonville  
Associates, Ltd.**  
to  
**Continental Cablevision, Inc.**  
November 1, 1989

The undersigned acted as financial advisor to Rifkin & Associates, Inc. and Narragansett Capital, Inc. in this transaction.

**MORGAN STANLEY & CO.**  
Incorporated

product to the networks and breaking sales records in international TV licensing, home video and merchandising."

MGM/UA Television currently has two series pilots in the works, a half-hour animated TV version of the "Pink Panther" movie series for CBS, and *The Hit Man*, an

hour drama series for ABC. The syndicated television unit has been distributing *The New Twilight Zone* to 133 markets (83% coverage), and will soon launch the next installment of the *MGM/UA Premiere Network* features package. In the domestic pay TV arena, the company is set to release

"Rain Main" (which accounted for \$410 million in cumulative gross revenues for MGM/UA) and "License To Kill" for premieres on HBO this season. Licensing deals with HBO and Showtime cover approximately 800 titles from MGM/UA's film library. —MF

## The Media

### Telephone, cable on the mind of NAB board

#### Competition, programing guidelines likely to occupy board members in Palm Springs, where telephone forum was also scheduled

When it comes to the cable and the telephone industries, broadcasters are taking a hard line. That is likely to be the case at the National Association of Broadcasters's winter board meeting Jan. 14-17 in Palm Springs, Calif. Also slated for discussion is a suggestion that NAB adopt programing guidelines in response to growing political pressure over so-called indecent broadcasts and programing with gratuitous violence and sex.

NAB is likely to strengthen its resolve to stop the telephone industry from becoming a full-fledged provider of video services. There is such intense concern about the phone industry and its market power that the directors will clarify guidelines adopted at the June meeting which stated that telcos should only be permitted in the TV delivery business as an overbuild to cable and as a common carrier with no financial interest in the programing it delivers.

The site of NAB's meeting, the Ritz-Carlton in Rancho Mirage, was teeming with telco executives last week. It so happens that the United States Telephone Association sponsored a legislative forum (Jan.

12-13) there at the same time NAB commenced its own government relations forum. Consequently, the two organizations agreed to hold a joint cocktail reception last Friday night and a golf match was planned for Saturday.

On Sunday, the meeting was slated to get under way with a presentation from USTA President John Sodolski. It would be his second appearance; the first time he failed to impress the broadcasters who felt he was "disingenuous." Said one director: "I hope he is better prepared and has some answers."

Sodolski told BROADCASTING he "welcomes" the opportunity to talk to NAB again. He feels the interests of the two industries "may coincide." He said the scheduling of the two meetings was "serendipitous" and not intentional. But that to the extent that "socializing can help move matters forward," Sodolski was optimistic about time they would spend together.

Among other activity: NAB's television board is likely to approve what it calls its "if carry, shall pay" proposal that would force cable operators to carry most broadcaster signals and pay a fee for retransmitting those signals. All the mechanics have not been worked out. However, the general concept should sail through the board. It is believed they will sign off on a set of guidelines which would be incorporated into pay-for-carriage legislation.

Last month, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) told CBS President Laurence Tisch that he would introduce the pay-for-carriage proposal into the cable reregulation debate if CBS can deliver the entire broadcast industry's support (BROADCASTING, Dec. 4). With NAB on board, CBS and other retransmission fee proponents can satisfy Inouye's request.

Apparently, some NAB directors are worried that the "must pay" idea will jeopardize the industry's drive to obtain must carry. Legislation is already pending in the Senate that guarantees carriage of most broadcaster signals on cable and there are those skeptics who believe "must carry and must pay" will be a hard sell on Capitol Hill.

Television vice chairman, Ben McKeel of Nationwide Communications, has some reservations. He fears the proposal puts

October 20, 1989

#### CASCADE COMMUNICATIONS CORP.

(Michael Burnette, President)

has acquired

KGRL(AM)/KXIQ(FM)  
BEND, OREGON

for

\$1,950,000

from

BRUCE L. ENGEL & TERI E. ENGEL

We are pleased to have served as  
exclusive broker in this transaction.



431 Ohio Pike

Suite 210N

Cincinnati, OH 45255

(513) 528-7373



The Rancho Mirage Ritz-Carlton

NAB in the position of choosing between "must carry and must pay." McKeel believes the pay for carriage idea has merit. But, he said, "we don't know many of the details, such as: How does Hollywood fit in?"

Nevertheless, there appears to be an overwhelming feeling among NAB directors that cable was built on the back of broadcasters and something needs to be done to "level the playing field." "We'll push it as far as we can," said Lowry Mays, NAB's joint board chairman and head of Clear Channel Communications (which operates radio and independent television stations). Mays said the proposal is not a "smokescreen" to obtain concessions from cable on channel positioning and must carry.

Moreover, the pay for carriage idea is likely to be folded into a major policy statement on cable ("Closed Circuit," Jan. 8) which will indicate NAB's stand on cable reregulation and how it should proceed at the FCC on the agency's cable inquiry. NAB has endorsed the Danforth bill, a major cable reregulation measure, and there is no reason to believe it will withdraw its support.

"Each one is an important issue," said NAB President Eddie Fritts. But it is the "cumulative effect of all these issues that makes this meeting especially significant," said Fritts.

Fritts also invited National Cable Television Association President James P. Mooney to address the board. But Mooney sent his regrets to Fritts, saying he could not make the Palm Springs meeting. Mooney said he was committed to a "series of meetings" in Los Angeles the same weekend. (NCTA is hosting a group of congressmen there as well as events surrounding its ACE Awards ceremony.)

In a letter declining the invitation, Mooney warned Fritts not to get too cozy with telephone representatives: "In essence, the telcos have a long-range strategy to move into the television business, the result of which would be to make telephone networks the sole transmission facility for video to the home, and at the same time, are working to abolish common carrier restrictions which prevent the phone companies from themselves acting as programers and video retailers."

There are some directors who feel Mooney's failure to show sends a "negative message." Relations between the two industries have soured considerably since NAB

announced its backing of the Danforth cable bill. Furthermore, cable is expected to fight the pay-for-carriage proposal.

For radio, there does not seem to be as many pressing issues, but passage of a radio deregulation bill remains a priority. AM improvement issues will be discussed. It is believed that radio will resist the establishment of programing guidelines more than television operators. "It is a very difficult issue," said Mays. "I am a strong First Amendment advocate, maybe not a purist, but we may be able to structure some guidelines," he said.

As for other First Amendment issues, the Supreme Court's refusal to review the lower court decision affirming the FCC's fairness doctrine repeals likely to generate some discussion. Until the doctrine is enacted, Hill leaders have promised broadcasters there will be no action on legislation

the industry wants.

The radio board is also slated to deal with some fine tuning of the association's dues structure. They will hear an update from Group W Radio's Dick Harris on the status of the all-industry radio music license committee. Harris said they are "debt free" and have a "bank account." He said the group plans to open negotiations with ASCAP this spring; the current contract expires Dec. 31.

On the technical front, the radio board will hear a report on digital audio broadcasting ("Closed Circuit," Jan. 8).

Key House and Senate members were slated to address a variety of issues at the NAB forum last Friday and Saturday. On the agenda: Senators Conrad Burns (R-Mont.) and James McClure (R-Idaho); Congressmen Matthew Rinaldo (R-N.J.), Jack Fields (R-Tex.), Don Ritter (R-Pa.), Bill Richardson (D-N.M.), Tom Luken (D-Ohio), Harold Rogers (R-Ky.), Bob Carr (D-Mich.), Tom Delay (R-Tex.), John Bryant (D-Tex.), Carlos Moorhead (R-Calif.) and Billy Tauzin (D-La.).

House Republican Leader Bob Michel (R-Ill.) was scheduled to speak Saturday night and Dan Rostenkowski (D-Ill.) is the Monday night speaker.

Attending the USTA forum: David Bonior (D-Mich.); Rick Boucher (D-Va.); Robert Davis (R-Mich.); Jack Fields (R-Tex.); Robert Kastenmeier (D-Wis.); Martin Lancaster (D-N.C.); Raymond J. McGrath (R-N.Y.); Richardson; Rinaldo; Ritter; Rogers; Marty Russo (D-La.); Tauzin, and Doug Walgren (D-Pa.).

-KM

## NCTA hosts congressmen for seminar in La-La Land

### Two-day agenda intended to accentuate cable's positive for lawmakers

The National Cable Television Association's agenda for some 20 members of Congress who accepted its invitation to join cable industry leaders in Los Angeles this past weekend (Jan. 13-14) included a seminar on the "benefits" of cable and television sports, dinner at a Hollywood studio, a trip to Santa Anita Park to play the horses and good seats at the Wiltern Theatre for the ACE Awards.

As usual, NCTA was picking up the tab for the members' travel and first-class accommodations at the Four Seasons Hotel—rooms there go for anywhere from \$255 to \$300 a night—the seminar and most of the weekend's other activities. It also offered honoraria to the members attending the seminar. NCTA would not say how much, but the going rate has been \$2,000 for senators and \$1,500 for representatives.

Such all-expenses paid trips for members of Congress are common practice in American industry. Indeed, the National Association and Broadcasters and the United States Telephone Association were hosting their own "legislative conferences" with members of Congress at about the same time 110 miles to the east at a resort in Rancho

Mirage, Calif.

The trips are intended to curry favor with members, while impressing upon them the host industry's views on the issues of the day. Of late, cable's mission has been to mitigate the growing anti-cable sentiment in Washington, which may lead to substantial reregulation of the industry.

As it did during a similar weekend last year, NCTA planned to turn the usual format around. Instead of having the congressmen sit on panels and speak to executives, NCTA planned to put the executives on the dais and the members in the audience.

According to a copy of the agenda obtained by BROADCASTING, the Saturday seminar was built around two panel sessions.

The morning panel—"How Cable is Changing Television for the Benefit of the Consumer"—included Michael Fuchs, chairman, Home Box Office; Tom Burchill, president, Lifetime; Gerry Hogan, president, Turner Entertainment Networks; Jim Robbins, president, Cox Cable, and Charlton Heston, who is producing and, in some cases, acting in and directing a series of made-for-TV movies for Turner Broadcasting System.

The afternoon panel—"Sports on Television"—featured Bill Daniels, Daniels & Associates; Roger Werner, president,



**Washington point of view.** Key Hill and FCC staff share their views of this year's legislative and regulatory environment at a BROADCASTING-sponsored INTV public policy "Power Breakfast" (BROADCASTING, Jan. 8). L-r: David Leach, aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.); Terry Haines, Republican counsel, House Telecommunications Subcommittee; Gina Keeney, Republican counsel for Senate Communications Subcommittee; moderator, Shaun Sheehan, Tribune Broadcasting; Larry Irving, senior counsel, House Telecommunications Subcommittee; FCC Mass Media Bureau Chief Roy Stewart, and Ed Baxter, counsel, Senate Copyright Subcommittee.

## Wireless cable: Bloodied but unbowed

**Despite Microband bankruptcy, industry still optimistic about company and medium's future**

The wireless cable industry, still struggling to win the confidence of investors and programmers, has been shaken by the financial troubles of Microband Companies Inc., which led to a management shakeout in November and culminated in the company heading for the cover of federal bankruptcy laws late last month.

But while industry leaders acknowledge that the troubles of the largest and most prominent wireless cable operator will not help, they remain optimistic that Microband will turn things around and that the industry will continue to grow.

"It will be a problem," said Jim Theroux, president of MetroTEN, a wireless cable operator serving Cleveland. "But it was already a business for the courageous. I don't know how much it will change. I mean, who wants to take on the \$150-billion cable industry."

Microband, which operates wireless ca-

ESPN; Harvey Schiller, executive director, U.S. Olympic Committee; Bryan Burns, vice president of broadcasting, Major League Baseball, and Brian Roberts, executive vice president, Comcast Corp.

The two panels were framed by welcoming remarks by NCTA President James Rooney and a question-and-answer period moderated by Peter Hart, of Peter Hart Research Associates.

After all the talk, according to the agenda, everyone headed for Warner Brothers Studios in Burbank for a dinner hosted by Time Warner's Steve Ross, co-chairman and co-chief executive officer, and Nick Nicholas, president and chief operating officer, Time Warner Inc.

On Sunday morning, the congressmen and executives staying at the Four Seasons were given the option to play tennis on nearby courts or to join a contingent at Santa Anita Park's private Turf Club for some wagering. A reception at the Beverly Wiltern prior to the nationally televised ACE awards ceremony was slated to get under way at 3:30 p.m.

BROADCASTING's copy of the agenda lists 20 members of Congress as having accepted NCTA's invitation. However, who would actually attend was apparently changing in the days leading up to the weekend. Although House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) was on the list, an aide to the congressman said he would not attend.

Other than Markey, the list includes Senator Conrad Burns (R-Mont.) and Representatives Joe Barton (R-Tex.), Jim Bates (D-Calif.), Michael Bilirakis (R-Fla.), John Bryant (D-Tex.), William Dannemeyer (R-Calif.), Jack Fields (R-Tex.), Robert Kastenmeier (D-Wis.), Thomas Luken (D-Ohio), Bill McCollum (R-Fla.), Carlos Moorhead (R-Calif.), Howard Nielsen (R-Utah), Michael Oxley (R-Ohio), Bill Richardson (D-N.M.), Matthew Rinaldo (R-N.J.), Don Ritter (R-Pa.), Patricia Schroeder (D-Colo.), Al Swift (D-Wash.) and Bob Whittaker (R-Kan.).

Most of the NCTA board of directors, which include the top executives of the major cable operating companies and several of the major cable programming companies, were expected for the weekend. In addition, the agenda lists 27 other executives as "special guests." Among those executives were many of the panelists for the seminar.

-HAJ



**Presidential performance.** Appearing before a packed house, former President Ronald Reagan drew a standing ovation from members of the Association of Independent Television Stations. The event was hosted by INN during INTV's annual convention in Los Angeles on Jan. 5. INN produces *USA Tonight* for independent stations.

Reagan talked about his respect for the broadcast industry and the role television can play in facilitating the spread of democracy. He also reminded the group of his aversion to government intrusion in broadcasting.

The former chief executive noted that many of the political changes in Eastern Europe would not have occurred without the "miracle of television." And he said television programming "represents America...it is America to the world."

Furthermore, he pointed out that television can be used for the "common good." He told broadcasters that they can "help shape" the national agenda, "help bring about remedies."



ble systems in New York, Washington and Detroit, filed for protection from creditors under Chapter 11 of the federal bankruptcy code on Dec. 22, 1989, in the bankruptcy court in Manhattan.

Microband Companies Inc.'s balance sheet, presented pro forma as of last Dec. 15, shows a highly leveraged and illiquid company. Investment in the company, as equity, appears to be roughly \$20 million. But the company took on a lot of debt and had roughly \$50 million in senior secured long-term notes plus \$85 million in unsecured long-term notes.

It appears the company is in immediate need of additional funds, since at the balance sheet date it had no cash or inventories on hand and only \$72,000 in accounts receivable, pre-paid expenses and other assets. The company owes roughly \$26 million in liabilities over the next 12 months, including \$5.4 million in accounts payable; \$9.8 million in accrued expenses, and \$10.6 million in notes payable.

Among Microband's creditors (and what they are owed): HBO (\$1,744,514), Showtime (\$663,896); Madison Square Garden Network (\$311,469); ESPN (\$103,784); Zenith Electronics (\$754,616); Comband Technologies (\$400,226); Conifer Corp. (\$727,904) and Lance Industries (\$407,904).

That move was foreshadowed a month earlier when Microband's chief financial backers—TA Associates and New York Life—forced out founders and industry pioneers Mark Foster and Don Franco as chairman and president, respectively, for unspecified reasons. Foster and Franco have initiated litigation against the company (BROADCASTING, Dec. 4, 1989).

Patrick Dugan, who took over as president and chief executive officer, would not discuss Microband's problems in detail, but he attributed them to a combination of poor management and the fact that company has been financed almost entirely by debt. "It's a very highly leveraged company," he said. "When it works, it's great. When it doesn't, it's not so great."

With the breathing room afforded by the bankruptcy filing, Dugan said, Microband can reorganize and eventually become successful. "It's a good product and a good business when it's well managed and properly financed, which we will be when we come out of Chapter 11."

Dugan said he did not believe the restructuring of the company would entail selling off or shutting down any of the three operating systems. The systems currently have about 85,000 paying subscribers, he said.

Although some wireless cable operators have suffered from the inability to affiliate with popular cable programming services at rates comparable to those paid by conventional cable operators, Dugan said programming was not a major problem for Microband. It was able to offer Home Box Office at "pretty competitive rates," he said.

Microband faced some programming handicaps, however, he said. It was unable to strike a deal to carry regional sports networks in New York and Detroit, he said.

Dugan could not predict when the company would come out of bankruptcy, noting that the court imposes no "drop dead"

deadlines. "Some companies come out in a couple of years," he said, "some, in a couple of months."

Dugan said potential lenders should not draw too many conclusions about the industry from the performance of Microband. Its problems were "unique," he said.

Others shared Dugan's optimism about Microband. "I think they will come out of it. They have a lot of customers and the ability to pay their bills," said Theroux. "The problem is a lot of heavy debt that is not realistic in the short term."

"It may come out all the better for it if given a little time to resolve some of the programming and technical issues," said Mike Specchio, chief executive officer of People's Choice TV Partners, which is starting up systems in Sacramento and Chicago.

"It doesn't help when one of our disciples has financial problems," Specchio said. "But their business plan was a little different than others and that has to be taken into consideration."

To the extent the industry is tarnished by the Microband bankruptcy, it "is a shame," said Mark Foster, who now heads a company developing interactive television services. "It's unfortunate as hell that this had to occur. The business is as sound as it could be," he said. The bankruptcy "has nothing to do with the business. It's an isolated situation."

The filing is a confirmation of "everything we've been saying," Foster said. Mi-

croband financing was "practically all debt," he said. "When a company is over-leveraged and has no equity base, it runs into trouble."

Mike Kelley, director of telecommunications, George Mason University, which leases Microband one channel and the right to market three others in Washington and is owed more than \$11,000 by Microband, said: "I'm hoping they get back on their feet.... It's a neat system. If it's run right, it can be a viable alternative to cable and provide service where cable can't." The bankruptcy filing does not say that wireless cable "is not a viable concern," he said. "It says that their way of financing it isn't going to work."

The company got into trouble not only because it was overleveraged, but also because its management was "trying to learn on the job," Kelley said. Microband was a common carrier company, he said. "They knew as much about running a wireless cable system as you or I knew about running a television station."

Wireless Cable Association President Robert Schmidt found a silver lining in Microband's financial woes. He said they provide further evidence of the harm that the cable programmers' discrimination against wireless cable can cause, strengthening his case in Washington for legislation mandating that wireless cable be given access to programming on the same terms and conditions as conventional cable operators. "It's grist for my mill," he said. —HAJ

## Cablevision settles MSG dispute

Following on the heels of a settlement in Connecticut, Cablevision Systems has agreed to rebate \$1.1 million to cable subscribers relating to its carriage and marketing of Madison Square Garden Network from 1987 through 1989.

Parties included the state cable commission and attorney general, and the settlement concludes their inquiry into the Cablevision-MSG dispute.

The rebate will affect some 72,000 cable subscribers in New York, Yonkers and Long Island, and relates to two separate MSG-Cablevision cases. Most of the money (\$775,000) will go to Rainbow subscribers, who paid roughly \$45 per month between October 1987 and September 1988 for service that included HBO, Disney, Bravo, AMC, Cinemax, SportsChannel and MSG. The state said that during that time MSG had been descrambled and "therefore could be seen with basic service for as little as \$19.50 per month. Rainbow subscribers were not formally notified that the MSG programming could have been obtained separately at this lower rate."

The state said Cablevision acknowledged it did not notify subscribers about the MSG availability in another cheaper package, but denied any wrongdoing.

The balance of the refunds relates to the time when MSG was dropped by Cablevision, from September 1988 through July 1989. In this portion of the settlement, 72,000 Rainbow subscribers will receive \$4

each for the first two months (September and October). Of those 72,000, 40,000 will receive another \$12 for the period during which MSG was descrambled and made available with basic service. And 5,000 of those 40,000 who "demonstrated a particular interest in MSG programming during the 1987-1988 period of descrambling" will get another \$60.

The state said the exact amount of the refunds will depend on the number of months subscribers held their subscriptions. Subscribers will be notified over the next several weeks, with all refunds to be completed by April 30.

Cablevision Vice President William Quinn said he was pleased that the offer was accepted and that "there has been no finding" that Cablevision "violated any applicable laws or regulations; nor has any fine been assessed against the company." Quinn went on to say, "We descrambled MSG in 1987 as an accommodation to our subscribers so that none would be deprived of the games. Our moves at that time to prevent any disruption have been interpreted in a different light, resulting in today's announcement."

Despite the settlement, the differences separating operators and programmers on costs, marketing and levels of service remain. Cablevision Chairman Charles Dolan said the company "is content to satisfy any official view that concerns fairness to our subscribers." —MS

# For the Record

As compiled by BROADCASTING from Jan 4 through Jan. 11 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—presurise 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

- KEZQ-FM Jacksonville, AR (BALH891205ED; 100.3 mhz; 44.2 kw; ant. 1,369 ft.)—Seeks assignment of license from KEZQ LP to Galaxy Broadcasting Ltd. for \$3.25 million. Seller is headed by Robert Understein, and is licensee of KEZQ(AM). Understein has interest in Richmond Radio Ltd., licensee of WQSF(FM) Williamsburg, VA and Toledo Television Ltd., licensee of WUPW(TV) Toledo, OH. Buyer is headed by Walter S. Tucker, who owns 10% interest in seller. Filed Dec. 5, 1989.
- KMJC(AM) El Cajon, CA (BTC891129EC; 910 khz; 5 kw-U, DA-2; )—Seeks assignment of license from Bartell Hotels Ltd. to Family Stations Inc. for \$2.4 million. Seller is headed by Lee Bartell (father), Richard Bartell, Michael Bartel and Roberta Bartel Weiss (siblings) and has no other broadcast interests. Buyer is non profit organization headed by Harold Camping, Scott L. Smith and Richard Van Dyk and is licensee of nine AM's, 38 FM's and one TV. Filed Nov. 29, 1989.
- WTTB-AM and WGYL-FM Vero Beach, FL (AM: BAL891204HH; 1490 khz; 1 kw-D, 250 w-N; FM: BALH891204HI; 93.5 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Treasure Coast Broadcasting Co. to Sea Coast Broadcasting Co. for \$14.5 million (deal includes WQRC-FM Barnstable, MA, and is a transfer of partner; see "Changing Hands" Jan. 8, 1989). Seller is headed by Gregory D. Bone and Thomas A. LaTanzi. Buyer is headed by Gregory D. Bone, Michael F. Starr and Jay Arnold Schorr. Starr has interest in WDSI(TV) Chattanooga, TN. Bone has 73% interest in Cape Cod Broadcasting, licensee of WQRC-FM Barnstable, MA and 83%

interest in Treasure Coast Broadcasting co. Filed Dec. 4, 1989.

- WXTR-FM Waldorf, MD (BAPLH891215HJ; 104.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Communications Management National to Radio Ventures I for \$33 million. Seller is Ragan Henry. Henry is sole general partner of Ragan Henry Communications Group (RHCG). Ragan Henry National Radio LP (National Radio) and Communications Management National (CMN). RHCG is licensee of WMXB(FM) Richmond, VA, and WDIA(AM)-WRHK(FM) Memphis. National Radio is licensee of WKSG(FM) Mt. Clemens, MI. CMN is licensee of WWIN-AM-FM Baltimore. Henry also has interest in KDIA(AM) Oakland, CA; WCMCI(AM)-WZXL(FM) Wildwood, NJ; WLXE(FM) Columbus, OH, and WQOK(FM) Raleigh, NC. WRAW(AM)-WRFY(FM) Reading, PA. Henry is also purchasing WCOS-AM-FM Columbia, SC, and KCCV(AM) Independence, MO ("Changing Hands," July 31); and Henry also has applications pending for three AM's and two FM's. Buyer is headed by William E. Conway, Stephen L. Norris, David M. Rubenstein and Daniel A. D'Aniello. (FCC granted applications to assign licenses of WWNC(AM) and WKSF(FM) Asheville, NC, from Pine Trails Broadcasting Co. Inc. and WMXB(FM) Richmond, VA from Ragan Henry Communications Group to Radio Ventures I. Neither has been consummated.) Filed Dec. 15, 1989.
- KFOR(AM) and KFRX-FM Lincoln, NE (AM: BTC891204EA; 1240 khz; 1 kw; FM: BTCH891204EB; 102.7 mhz; 100 kw; ant. 430 ft.)—Seeks assignment of license from Arrow Communications Inc. to Edward W. May Jr. for \$6.6 million. Sale is transfer of 51% majority interest to 49% minority holder. Seller is headed by Paul H. Rothfuss, and has interests in WFRG-AM-FM Rome, N.Y.; WZNY-FM Augusta, Ga.; WHDL(AM)-WOCN(FM) Olean, N.Y.; WHUM-FM Topeka, Kas.; WFFX(AM)-WRLX(FM) Tuscaloosa, Ala.; WZOO-FM Lima, Ohio; KZZB-FM Fort Smith, Ark.; and KILQ-FM Davenport, IA. Buyer Edward W. May Jr. is GP and has 25% interest in Lacross May Broadcasting, licensee of WKTY(AM)/WSPL(FM) Lacrosse, WI; GP and has 25% interest in KMA Broadcasting, licensee of KMA(AM) Shenandoah, IA and KMA-FM Clarinda, IA. Filed Dec. 4, 1989.
- WMIH(FM) Gorham, NH (BAPH891215HG; 107.1 mhz; 3 kw; ant. 631 ft.)—Seeks assignment of license from Metrocomco Inc. to White Mountain FM Inc. for 25,000. Seller is headed by James Moyer and has no other broadcast interests. Buyer is headed by Thomas M. Pancoast and is licensee WMTK(FM) Littleton, NH. Filed Dec. 15, 1989.
- WBAB-AM-FM Freeport, NY (AM: BTC891201EF; 1240 khz; 1 kw; FM: BTCH891201EG; 102.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Noble Broadcasting Group Inc. to BAB Broadcasting Corp. for \$26,203,064 (includes a covenant not to compete valued at \$5 million). Seller is headed by John T. Lynch, Norman Feur, Terence O'Malley and Cameron J. Rains and has interests, through various subsidiaries, in WSSH(AM) Boston, and WSSH-FM Lowell, both Massachusetts; WAV-

Z(AM) New Haven, CT; KBEQ(AM) Blue Springs, MO; KBCC-AM-FM Boulder, CO; WMHE(FM) Toledo, OH; K1X1(FM) Seattle, WA; KYOK(AM)-KMJQ(FM) Houston, TX; KMJM(FM) St. Louis, MO; and holds foreign broadcast authorization to XETRA(AM) Rosarita and XETRA(FM) Tijuana, both B.C., Mexico. Buyer is headed by Edward Simon and Honey Giannattasio. Simon is 50% shareholder of Noble Broadcast Group Inc. and is 33.3% shareholder of South Fork Broadcasting Corp., licensee of WWHB(FM) Hampton Bays, NY. Filed Dec. 1, 1989

■ WOKR(TV) Rochester, NY (BTCCT891208KE; ch. 13; 316 kw-V; ant. 500t)—Seeks assignment of license from WOKR Partners Inc to Falmouth Broadcasting Corp. and Falmouth Communication Inc. for \$57.5 million (includes a covenant not to compete valued at \$5 million). Sellers are headed by George N. Gillett Jr. and Edward W. Karrel. Gillett has interest in Gillett Holdings Inc. and SCI Holdings Inc., which together owns six TV stations. Buyer is headed by David Johnson, Thomas V. Jahl and David Johnson. Johnson served as FOX senior VP from 1986-88. FOX Television Stations Inc., is licensee KTTV(TV) Los Angeles, CA; WTTG(TV) Washington, DC; WFLD(TV) Chicago, IL; WFXT(TV) Boston, MA; WNYW(TV) New York, NY; KDFA(TV) Dallas, TX; KRIV(TV) Houston, TX. Filed Dec. 8, 1989.

■ WPGO-FM Shallotte, NC (BALH891208HP; 106.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Beach Broadcasting of North Carolina Inc. to Todd Spoeri \$550,000. Seller is headed by Stuart Freeman and Robert Simpkins. They also own WYTL(AM)-WPFR(FM) Terr Haute, IN, and have interest in WWBD(AM)-WWLT(FM) Bamberg, SC. Buyer has interest of less than 1% of voting stock of SCI Television INC., which through various subsidiaries (regional Gillett Communications Co.'s) is licensee of WAGA(TV) Atlanta, GA; WJW(TV) Cleveland, OH; WITI(TV) Milwaukee, WI; WKBS(TV) Detroit, MI; WSBK(TV) Boston, MA; KNSD(TV) San Diego, CA. Filed Dec. 8, 1989.

### Actions

- KDVR(TV) Denver, CO (BTCCT890406KE; ch. 31; 5000 kw-V; ant. 1,038 ft.)—Granted app. of assignment of license from BMA Corporation to Chase Communications Inc. for \$12 million (BROADCASTING March 20, 1989). Seller is Business Man's Assurance, which previously sold KTXL(TV) Sacramento, CA. Buyer is headed by Roger M. Freedman, chairman, and also owns WPTY-TV Memphis, TN; KGLD(AM) St. Louis, WKBQ(FM) Granite City, IL; WTIC-AM-FM-TV Hartford, and WSTC(AM)-WIAZ-FM Stamford, both Connecticut. Action Dec. 29, 1989.
- WCGL(AM) Jacksonville, FL (BAL891019EA; 1360 khz; 5 kw-D; )—Granted app. of assignment of license from Antelope Broadcasting Inc. to JBD Communications Inc. for \$510,000. Seller is headed by Robert Bell and also owns WCLY(AM) Raleigh, NC, and has applications pending for acquisitions of WXII(AM) Montgomery, AL, and WPJM(AM) Greer, SC, pending at commission. Buyer is headed by Deborah Maiden and Barbara Battle and has no other broadcast interests. Action Dec. 27, 1989.
- KSSC-FM Columbus, KS (BALH891012ED; 98.3 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of license from J. Kevin Checkett, trustee in bankruptcy, to Saturn Communications Inc. for \$200,000. Seller is headed by William Mensendiek, and also has interest in KSSC(AM) Joplin, MO. Buyer is headed by Andrew S. Wolfson and has no other broadcast interests. Action Jan. 1.
- WOXD(FM) Oxford, MS (BALH891108GG; 95.5 mhz; 3kw; ant. 328 ft.)—Granted app. of assignment of license from Lafayette County Broadcasting Corp. to Belle Communications Corp. Purchase price will be filed in amendment with FCC. Seller is headed by Melvin Chrestman Sr. and has no other broadcast interests. Buyer is headed by Diane Bell and has no other broadcast interests. Action Dec. 29, 1989.
- WRKG(AM) Lorain, OH (BAL891031EB; 1380 khz; 500 w-D)—Seeks assignment of license from Veard Broadcasting Co. to Victory Radio Inc. for \$300,000. Seller is headed by Jon Veard and has no other broadcast interests. Buyer is headed by Vernon R. Baldwin and his wife, Marcella. They have following broadcast interests: WCNW(AM) Fairfield, OH, and WWXL-AM-WWXL-FM Manchester, KY. Victory Radio Inc. is licensee of WZLE-FM Lorain, OH. He also has interest in permittee of

## EDWIN TORNERG & COMPANY, INC.

Negotiators  
For The Purchase And Sale Of  
Radio And TV Stations • CATV • Appraisers

P.O. Box 55298 Washington, D.C. 20011  
(202)291-8700



new FM Harrison, OH. Action Dec. 26, 1989.

- **KJIL(FM) Bethany, OK (BALH891026HN; 104.9 mhz; 3 kw; ant. 300 ft.)**—Granted app. of assignment of license from Jimmy Swaggart Ministries Inc. to Broadcast Equities Inc. for \$1 million. Seller is headed by Jimmy Swaggart and is licensee of WHYM(AM) Pensacola, FL; WLUX(AM) Baton Rouge; WAME(AM) Charlotte, NC, and WJYM(AM) Bowling Green, OH. Buyer is headed by M.G. Robertson and is wholly owned subsidiary of Christian Broadcasting Network Inc. Broadcast Equities Inc. has interest in WNTR(AM) Silver Spring, MD. CBN Continental Broadcasting Network Inc. and Continental Satellite Corp. also are each wholly owned subsidiaries of Christian Broadcasting Network Inc. CBN Continental Broadcasting Network Inc. is licensee of KXTX-TV Dallas. Action Dec. 22, 1989.
- **KBBM(AM) Waldport, OR (BAL891106ED; 850 khz; 250 w-D)**—Granted app. of assignment of license from Edward C. McElroy Jr. to KBBM Radio Inc. for \$115,000. Seller has no other broadcast interests. Buyer is headed by James Girard and has no other broadcast interests. Action Dec. 29, 1989.
- **WWCB(AM) Corry, PA (BAL891103EE; 1370 khz; 1 kw-D, 500 w-N)**—Granted app. of assignment of license from Corry Broadcasting Inc. to Corry Communications Corp. for \$140,000. Seller is headed by Arthur Arkelian and has no other broadcast interests. Buyer is headed by William W. Hammond, Donald R. Worthington and Stephen H. Hutzelman and has no other broadcast interests. Action Dec. 22, 1989.
- **WICE-AM Pawtucket, RI (BAPL891109EF; 550 khz; 1 kw-D, 500 w-N)**—Granted app. of assignment of license of Beam Communications Inc. to Roger Williams Broadcasting Corp. Beam had purchased station from buyer four years ago but could not foreclose on million-dollar price. Seller is headed by Bruce J. Mittman and has no other broadcast interests. Buyer is headed by Donald Hysko and Dennis Hysko and has no other broadcast interests. Action Dec. 29, 1989.
- **WPJM(AM) Greer, SC (BAL891108EB; 800 khz; 250 w-D)**—Granted app. of assignment of license from Greer Broadcasting Inc. to Robert F. Bell for \$125,000. Seller is headed by John Salter Jr. and has no other broadcast interests. Buyer is 100% stockholder in RFB Raleigh Inc., licensee of WCLY(AM) Raleigh, NC; president and 20% stockholder of Full Force Inc., licensee of WLLV(AM) Louisville, KY; president and 42.5% owner of Antelope Broadcasting Co., licensee of WCGL(AM) Jacksonville, FL. Action Dec. 29, 1989.
- **WKRK(AM)-WKOM(FM) Columbia, TN (AM: BTC891101HE; 1340 khz; 1 kw; FM: BTCH891101HF; 101.7 mhz; 3 kw; ant. 300 ft.)**—Granted app. of assignment of license from R.M. and Lois H. McKay, husband and wife, to Robert M. McKay III, assignee's son, for no financial consideration. Sale is transfer of 50% of stock within family. McKays have no other broadcast interests. Action Dec. 26, 1989.
- **WKXJ South Pittsburg, TN (BAPH891103HU; 97.3 mhz; 27 kw; ant. 188 ft.)**—Granted app. of assignment of license from Smith Broadcasting Inc. to Marson Broadcasting Inc. for \$17,355. Seller is headed by Elizabeth Smith and has no other broadcast interests. Buyer is headed by M. David Smith, seller's son, and Robert Gay. Both Smiths have interest in Smith Broadcasting Inc., assignor hereunder, which owns 100% of issued and outstanding common stock of Rocket City Television Inc., licensee of WAAY-TV Huntsville, AL, and WNUE(AM) Fort Walton Beach, FL. Principals of Smith Broadcasting Inc. are, likewise, officers and directors of Rocket City Television Inc. Action Nov. 26, 1989.
- **KIOL(FM) Lamesa, TX (BALH891027GF; 100.3 mhz; 100 kw; ant. 268 ft.)**—Granted app. of assignment of license from Henry Seals, debtor in possession, to Galen O. Gilbert for no financial consideration. Seller is headed by Dick Fields and also has interest in KBYG(AM) Big Spring, TX. Buyer is Galen O. Gilbert, who has interest in KDNT(AM) Denton, KDXE(AM) Sulphur Springs and KTXJ(AM)-KWYX(FM) Jasper, all Texas and KWHW(AM)-KRKZ(FM) Altus and KYFM(FM) Bartlesville, both Oklahoma. Action Dec. 21, 1989.
- **KBER-FM Spanish Fork, UT (BALH890928GQ; 106.3 mhz; 220 w; ant. 920 ft.)**—Granted app. of assignment of license from KBER Inc. to Ironclad Radio Inc. for \$1,000,000. Seller is headed by Christopher F. Devine, Frederick R. Phelan, and C. Robert Allen III. Principals of Devine Media Inc. are principals in KXBR Inc., licensee of KXBR-FM Greenfield, MO, and KKBR Inc., licensee of KKBR-FM Los Alamos, NM. Buyer is headed by Street Stryder, who has no other broadcast interests. Action Dec. 29, 1989.
- **WMJA(FM) Spencer, WI (BALH891106HZ; 92.1 mhz;**

3 kw; ant. 300 ft.)—Granted app. of assignment of license from Hackman Broadcasting to DN Communications Inc. for \$325,000. Seller is headed by Gerald Hackman and Ann Cutts and also has interest in WATW(AM)-WJH(FM) Ashland, WI. Buyer is headed by Patrick J. Delaney and has no other broadcast interests. Action Dec. 28, 1989.

## New Stations

### Applications

- **Gosnell, AR (BPH891113MP)**—B & H Broadcasting Co. seeks 93.9 mhz; 6 kw; 521 ft. Address: 4004 Clay Dr., Jonesboro, AR 72401. Principal is headed by O.L. Bayless and Earl N. Hodges and has no other broadcast interests. Filed Nov. 13, 1989.
- **Seligman, AZ (BPH891201MB)**—Rick L. Murphy seeks 103.3 mhz; 46 kw; 787 ft. Address: 2908 Saratoga Ave., Lake Havasu City, AZ 86403. Principal has interest in KZUL-FM Lake Havasu City, AZ; construction permit for Clifton, AZ; FM translator in Prescott, AZ. Filed Dec. 12, 1989.
- **Ludlow, CA (BPH891206ME)**—KRXV INC. seeks 105.7 mhz; 6 kw; 328 ft. Address: P.O. Box 25606, Los Angeles, CA 90025. Principal is headed by Howard B. Anderson, C. Burton Stohl, Jack M. Gilday, Jack Spring, Patricia Cookus, Richard A. Van Wagenen, Robert F. Bennett and Gerald B. Iba. KRXV inc. is licensee of KRXV(FM) Yermo, CA, and KXVR(FM) Mountain Pass, CA. Filed Dec. 6, 1989.
- **Ludlow, CA (BPH891206MG)**—Thomas M. Jones and John W. Mathieson seek 105.7 mhz; 6 kw; -42 ft. Address: 2586 Holkham Dr., Charlottesville, VA 22901. Jones owns (jointly with wife Karin Jones) 41.5% of voting stock of Calnevar Broadcasting Inc., licensee of KBAS(AM) Bullhead City, AZ, and KWAZ(FM) Needles, CA. Filed Dec. 6, 1989.
- **Fernandina Beach, FL (BPH891129MF)**—Annette B. Godwin seeks 105.3 mhz; 6 kw; 328 ft. Address: 19 S. 3rd St., Fernandina Beach, FL 32034. Principal is headed by Annette B. Godwin and has no other broadcast interests. Filed Nov. 29, 1989.
- **Fernandina Beach, FL (BPH891129MG)**—Northeast Florida Radio Inc. seeks 105.3 mhz; 6 kw; 328 ft. Address: P.O. Box 496, Fernandina Beach, FL 32034. Principal is headed by Billy G. Hogan, Jeff L. Hogan and Mark T. Hogan. Billy G. Hogan is 51% stockholder in Northeast Florida Radio, licensee of WHOG(AM), Fernandina Beach, FL; 50% stockholder in Marengo County Broadcasting Inc., licensee of WDAL(FM) Linden, AL; Billy G. Hogan is 44-49% stockholder in Moulton Broadcasting Co., licensee of WHIY(AM) Moulton, AL; is 50% owner of Hobson City Broadcasting Co., permittee of WHOX(AM) Hobson City, AL. Filed Nov. 29, 1989.
- **Fernandina Beach, FL (BPH891129MH)**—Fernandina Beach FM Ltd. seeks 105.3 mhz; 3 kw; 328 ft. Address: 4280 Bleinheim Pl., Jacksonville, FL. Principal is headed by Robert Lee Dunham and Troy Lynn Payne and has no other broadcast interests. Filed Nov. 29, 1989.
- **Fernandina Beach, FL (BPH891130MM)**—Galaxy Broadcasting LTD seeks 105.3 mhz; 6 kw. Address: 1212 Fir St., Fernandina Beach, FL 32034. Principal is headed by Diana E. McNeil, Peter B. Knobel and Robin M. Rothschild. Rothschild is 89% equity owner of WVAY-FM Wilmington, VT. Filed Nov. 30, 1989.
- **Fernandina Beach, FL (BPH891130MN)**—Fernandina Beach Radio Partners seeks 105.3 mhz; 6 kw; 328 ft. Address: 1668 NW 19th Circle, Gainesville, FL 36205. Principal is headed by Mary A. Murphy, Wanda D. Cooper, Frances W. Larsen, Joyce D. Brenzel, Margaret Ann Wells, Donna J. Kiley, Christina Montilla and Jeanne M. Lyons. Filed Nov. 30, 1989.
- **Fernandina Beach, FL (BPH891130MO)**—Emily Metcalf seeks 105.3 mhz; 6 kw; 328 ft. Address: 2128 N. Ridge Ln., Fernandina Beach, FL 32034. Principal has no other broadcast interests. Nov. 30, 1989.
- **Fernandina Beach, FL (BPH891130MP)**—Mardirossian Broadcasting Inc. seeks 105.3 mhz; 3 kw; 328 ft. Address: 21533 Davis Mill Rd., Germantown, MD 20874. Principal is headed by Aris Mardirossian and has no other broadcast interests. Filed Nov. 30, 1989.
- **Chauncey, GA (BPH891206MF)**—William A. Culppeper seeks 101.3 mhz; 5 kw; 492 ft. Address: 227 Farr's Bridge Rd., Greenville, SC 29611. Principal has no other broadcast interests. Filed Dec. 6, 1989.
- **Tell City, IN (BPH891206MH)**—Carolyn S. Hagedorn seeks 96.9 mhz; 6 kw; 328 ft. Address: 2404 Pestalozzi St.,

# Making Broadcast Financing Possible

Since its inception in 1987, Chapman Financial Services has provided broadcast investment banking services to dozens of station buyers and current station owners. We combine our financial expertise with an in-depth knowledge of our industry to provide you with a tailor-made financial package, from analyzing your financial options to securing necessary funding. We maintain strong relationships with the nation's leading media investment and lending institutions.

Chapman Financial Services is an independent subsidiary of Chapman Associates, one of the nation's premier broadcast brokerage firms. Call us for a confidential discussion of your financing needs.

# Chapman Financial Services

**Robert J. Maccini**  
Vice-President

**James S. Marks**  
Asst. Vice-President

176 Federal Street, Suite 555, Boston, MA 02110 • 617/330-7880 FAX: 617/330-7883

# Services

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
Including  
Data Base Allocation Studies  
Terrain Profiles  
A Div. of Maffei, Larson & Johnson, Inc.  
703 824-5666  
FAX: 703-824-5672

**Teletech, 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 Dearborn MI 48124  
(313) 562-8873

**SOFTWARE**  
**FM & TV CHANNEL SEARCH**  
FCC databases for MS-DOS  
Broadcast Technical Consulting  
**Doug Vernier**  
Broadcast Consultant  
1600 Pictureque Drive  
Cedar Falls, Iowa 50613  
319 266-7435

**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

**PIROD INC.**  
ENGINEERS & MANUFACTURERS OF  
SOLID STEEL TOWER STRUCTURES  
PHONE 219-936-4221  
FAX 219-936-6796  
P.O. Box 128, 1200 N. Oak Rd.  
Plymouth, IN 46563

New towers, transmitter buildings, earth  
stations, turnkey site development.  
**Tower Structures, Inc.**  
1869 Nirvana Avenue  
Chula Vista, CA 92011  
619/421-1181  
Fax: 619/421-0533

BROADCAST DATABASE  
**dataworld**  
MAPS  
Coverage/Terrain Shadowing  
Allocation Studies - Directories  
P.O. Box 30730 301-652-8822  
Bethesda, MD 20814 800-368-5754

**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

**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

**Shoolbred Engineers, Inc.**  
Structural Consultants  
Towers and Antenna Structures  
Robert A. Shoolbred, P.E.  
1044 Morrison Drive  
Charleston, S.C. 29403 • (803) 577-4681

Space Segment  
• Turn Arrounds  
Fixed and Remote  
Uplinking  
**Pittsburgh International Teleport**  
**800-634-6530**

**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

**TRANSMISSION STRUCTURES LTD.**  
**TOWER ENGINEERING SERVICES**  
•Registered Professional Engineer•  
INSPECTIONS•ANALYSIS•MODIFICATIONS  
P. O. Box 907 • Vinita, OK 74301  
(918) 256-7883 • FAX (918) 256-2558

contact  
**BROADCASTING MAGAZINE**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

Tell City, IN 47586. Principal has no other broadcast interests. Filed Dec. 6, 1989.

■ Paintsville, KY (BPED891220MD)—Morehead State University seeks 94.7 mhz; 13.5 kw; 455 ft. Address: Box 903, Morehead State University, Morehead, KY 40351. Principal is headed by Calvin Aker, Walter W. Carr, William C. Field Alban Wheeler, Charles Wheeler, Duane Hart, Jerry F. Howell and H.B. GILLIAM and has no other broadcast interests. Filed Dec. 20, 1989.

■ Fort Kent, ME (BPH891215MC)—University of Maine System seeks 88.5 mhz; 50 kw; 492 ft. Address: 65 Texas Ave., Bangor, ME 04401. Principal is headed by Robert L. Woodbury, William J. Sullivan, Eve M. Bither, James K. Caron, Patricia M. Collins, Thomas A. Dukes, Fitzgerald D. Duane, David T. Flanagan, Robert H. Foster, Joseph G. Hakanson, Ralph H. Dgkins Jr., Bennett D. Katz, Richard P. Marshall, Thomas F. Monaghan, Harrison Richardson, James A. Storck, Sally G. Vamvakias and George W. Wood. University of Maine System has interest in WMEB-TV Orono, ME; WMEB-TV Presque Isle, ME; WMED-TV Calais, ME; WMEA-TV, Biddeford, ME; WMEH-FM Bangor, ME; WMEA-FM Portland, ME; WMEB-FM Presque Isle, ME; WMED-FM CALAIS, ME; WMEW-FM WATERVILLE, ME; WMEB-FM Orono, ME WMPG-FM Gorham, ME; WUMF-FM Farmington, ME; WUPI-FM Presque Isle, ME; WUFG-FM Fort Kent, ME. Filed Dec. 15, 1989.

■ Kosciusko, MS (BPH891130MQ)—Jesse Fleming seeks 103.3 mhz; 25 kw; 328 ft. Address: Route #2, Box 112, Sallis, MS 39160. Principal has no other broadcast interests. Filed Nov. 30, 1989.

■ Bozeman, MT (BPED891117MH)—Eastern Montana College seeks 102.1 mhz; 20.36 kw; 767 ft. Address: 1500 N. 30th St., Billings, MT 59101. Principal is headed by Bruce H. Carpenter, William Mathers, Elsie Redlin, Dennis E. Lind, Jim Kaze, Beatrice McCarthy, Thomas Topel and Vickie Rae Clouse and has no other broadcast interests. Filed Nov. 17, 1989.

■ Concord, NH (BPED891128MF)—Knowledge For Life seeks 91.1 mhz; 1 kw. Address: 134 Hollis Rd., Amherst, NH 03031. Principal is headed by Ronald A. Tannariello, Ronald D. Baptist, R. Stephen Johnson, Ronald Wojtaszek and William Thompson. Filed Nov. 28, 1989.

■ Nyack, NY (BPED891215MK)—Sacred Heart University Inc. seeks 89.9 mhz; 3 kw; 541 ft. Address: 5151 Park Ave., Fairfield, CT 06432. Principal is headed by Rev. Edward M. Egan, Robert J. Matura, Robert L. Julianelle, Victor R. Coudert, Edward Caldwell, David E.A. Carson, Anthony J. Cerera (please see Owega, NY). Sacred Heart University Inc. is licensee of WSHU(FM) Fairfield, and holds construction permit for associated translator station to serve Stamford, CT. Filed Dec. 15, 1989.

■ Shirley, NY (BPED891215MD)—Sacred Heart University Inc. seeks 88.3 mhz; 3.98 kw; 711 ft. Address: 5151 Park Ave., Fairfield, CT 06432. Principal is headed by Rev. Edward M. Egan, Robert J. Matura, Robert L. Julianelle, Victor R. Coudert, Edward Caldwell, David E.A. Carson, Anthony J. Cerera. Sacred Heart University Inc. is licensee of WSHU(FM) Fairfield, and holds construction permit for associated translator station to serve Stamford, CT. Filed Dec. 15, 1989.

■ Ellendale, ND (BPET891221KF)—Prairie Public Broadcasting Inc. seeks 500 khz; 339 kw; 751 ft. Address: 207 N. 5th St., P.O. Box 3240, Fargo, ND. Principal is headed by Dave Borlaug, Richard Chenoweth, Maurice E. Cook, Jonathan Eaton, Dennis L. Falk, Kathleen Gershman, Sharon Geyer, Susan Podrygula, Omar Rood and Anne Russell. Prairie Public Broadcasting Inc. is licensee of KFME-TV Fargo, ND; KGFETV Grand Forks, ND; KBME-TV Bismarck, ND; KSRE-TV Minot, ND; KWSE-TV Williston, ND; KDSE-TV Dickinson, ND; KCND-FM Bismarck, ND; KMPR-FM Minot, ND; KPPR-FM Dickinson, ND; KDPR-FM Dickinson, ND. Filed Dec. 21, 1989.

■ Alva, OK (BPH891204MI)—Lucille Ann Lacy seeks 104.7 mhz; 100 kw; 980 ft. Address: 1210 Belford, Oklahoma City, OK 73116. William R. Lacy (husband) is 83% stockholder of Zumma Broadcasting Co., licensee of KZBS-FM Oklahoma City, OK. Filed Dec. 4, 1989.

■ McAllen, TX (BPED891214MB)—RGV Educational Broadcasting Inc. seeks 88.1 mhz; 2.1 kw. Address: 1701 E. Tennessee Ave., Harlingen, TX 78550. Principal is owned by Bishop John J. Fitzpatrick. Rev. Gustavo Barrera, Sr. Esther Dunegan, Ruben Cardenas, Randall Feldman, Angela Villarreal, Sonia Perez and Ray Coccoza. RGV is licensee of KMBH(TV) and permittee of new FM, both Harlingen, TX. Filed Dec. 14, 1989.

## Actions


■ Alliance, NE (BPED881209MB)—Nebraska Educational Telecommunications Commission—Granted app. of 91.1 mhz; 92.3 kw; 1325 ft. Address: 1800 N. 33rd St., Box 83111, Lincoln, NE 68501. Principal is headed by Please

# 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 AFCEE


**SAC** Carl T. Jones Corporation  
A Subsidiary of Science Applications International Corporation  
CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD VA. 22153  
(703) 569-1704  
MEMBER AFCEE

**LOHNES & CULVER**  
Consulting Radio-TV Engineers  
1156 15th. St., N.W., Suite 606  
Washington, D.C. 20005  
(202) 296-2722  
 Since 1944 Member AFCEE

**COHEN, DIPPELL and EVERIST, P.C.**  
CONSULTING ENGINEERS  
1300 "L" STREET, N.W. SUITE 1100  
Washington, D.C. 20005  
(202) 898-0111  
Member AFCEE

**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 AFCEE

**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 AFCEE

**ANDRUS AND ASSOCIATES, INC.**  
ALVIN H. ANDRUS, P.E.  
351 SCOTT DRIVE  
SILVER SPRING, MD 20904  
301 384-5374  
 Member AFCEE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
**HE** (415) 342-5200  
(202) 396-5200  
Member AFCEE

**Jules Cohen & Associates, P.C.**  
Consulting Electronics Engineers  
Suite 600  
1725 DeSales, N.W.  
Washington, D.C. 20036  
Telephone: (202) 659-3707  
Teletype: (202) 659-0360  
Member AFCEE

**CARL E. SMITH CONSULTING ENGINEERS**  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
"Serving the Broadcast Industry" for over 50 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 AFCEE & 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 AFCEE

**HATFIELD & DAWSON**  
Consulting Engineers  
Broadcast and Communications  
4226 6th Ave., N.W.,  
Seattle, Washington, 98107  
(206) 783-9151  
Member AFCEE

**ENTERPRISE ENGINEERING P.C.**  
Consulting Engineers  
FW HANNEL, PE  
PO Box 9001 Peoria, IL 61614  
(309) 691-4155  
Member AFCEE

**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) 556-9765

**C. P. CROSSNO & ASSOCIATES**  
Consulting Engineers  
P.O. Box 18312  
Dallas, Texas 75218  
(214) 669-0294  
Member AFCEE

**JOHN F.X. BROWNE & ASSOCIATES, P.C.**  
525 Woodward Ave.  
Bloomfield Hills, MI 48013  
(313) 642-6226  
Washington Office  
(202) 293-2020  
Member AFCEE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
Consulting Engineers  
AM-FM-TV-LPTV-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 93436  
**LAWRENCE L. MORTON, P.E.**  
AM - FM - TV  
APPLICATIONS • FIELD ENGINEERING  
MEMBER AFCEE  
(805) 733-4275 / FAX (805) 733-4793

**SELLMEYER ENGINEERING**  
Consulting Engineers  
P.O. Box 356  
McKinney, Texas 75069  
(214) 542-2056  
Member AFCEE

**PAUL DEAN FORD, P.E.**  
BROADCAST ENGINEERING CONSULTANT  
R.R. 12, Box 351  
WEST TERRE HAUTE, INDIANA 47885  
812-535-3831  
Member AFCEE

• FCC Data Bases  
• FCC Applications and Field Engineering  
• Frequency Searches and Coordination  
• AM-FM-CATV-ITFS-LPTV  
 **OWL ENGINEERING, INC.**  
Consulting Communications Engineers  
1306 W. County Road F, St. Paul, MN 55112  
(612) 631-1338 "Member AFCEE"

**DATTEL CORPORATION**  
BROADCAST CONSULTANTS  
- APPLICATIONS - INSPECTIONS -  
1515 N. COURT HOUSE ROAD  
ARLINGTON, VIRGINIA 22201  
Tel. 1-800-969-3900

**RADIO SYSTEMS ENGINEERING**  
FCC Applications • Design • Installation  
Field Service  
Experienced & Affordable  
4250 East Powell Avenue • Las Vegas, Nevada 89121  
24 Hr. (702) 454-2085

**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 3.5  
readers per copy

contact  
**BROADCASTING MAGAZINE**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**AFCEE**  
Association of  
Federal Communications  
Consulting Engineers  
P.O. Box 19333  
20th Street Station  
Washington, DC 20036  
(703) 534-7880

Vance D. Rogers and has no other broadcast interests. Action Dec. 13, 1989.

■ Newport, OR (BPED881205MA)—Lane Community College—Granted app. of 90.5 mhz; 3 kw; 2 ft. Address: 4000 East 30th Ave., Eugene, OR 97405. Principal is headed by Mae Westfall Cook, Charlene L. Curry, Martin E. Lewis, Chuck Ivey, Larry P. Perry, James B. Pitney and Mary Unruh and has no other broadcast interests. Action Dec. 19, 1989.

## Facilities Changes

### Applications

#### FM's

■ Huntsville, AL 90.9 mhz—Dec. 14, 1989 application for Mod of ED CP (BPED880509MA) to change change ERP: 100 kw H&V.

■ Fairbanks, AK KQRZ(FM) 102.5 mhz—Dec. 15, 1989 application for Mod of CP (BPH870227MY) to change ERP: 26.3 kw H&V; 1,626 ft. H&V; TL: atop Ester Dome, 3.9 km N. of Ester, AK, in N. Star Borough.

■ Hot Springs, AR KALR(FM) 91.5 mhz—Dec. 18, 1989 application for CP to change ERP: 3 kw H&V; 485 ft. H&V; change class: C2.

■ Grass Valley, CA KJFA(FM) 99.3 mhz—Nov. 30, 1989 application for Mod of CP (BPH851030MG) to change ant.: 1,049 ft.; change TL: Banner Mountain, 9.2 km E. of Grass Valley, CA.

■ Castle Rock, CO KZRZ(FM) 92.1 mhz—Dec. 1, 1989 application for CP to change ERP: 1.65 kw H&V; (per Docket #88-375).

■ Arcadia, FL WOKD(FM) 98.3 mhz—Dec. 4, 1989 application for CP to change ERP: 6 kw H&V; 328 ft. H&V; change TL: 1 km E. of intersection of Pine Level St. and Barrow Ave., FL.

■ Cross City, FL WDFL-FM 106.3 mhz—Nov. 29, 1989 application for CP to change freq.: 106.9 mhz; ERP: 100 kw H&V; 980 ft. H&V; change to class C1; TL: W. side of Hwy. 349, 9 miles S. of Old Town, FL; (per Docket #87-455).

■ St. Mary's, GA WLKC(FM) 93.5 mhz—Dec. 4, 1989 application for CP to change ERP: 50 kw H&V; 462 ft. H&V; change TL: Private Rd. just N. of Lofton Point, Nassauville, FL; 30 33 22N 81 33 13W; freq.: 93.3 mhz; class: C2 (per Docket #87-77).

■ Hartford City, IN WWO(FM) 93.5 mhz—Dec. 6, 1989 application for CP to change ERP: 3.06 kw H&V.

■ Terre Haute, IN WMHD-FM, 90.5 mhz—Dec. 18, 1989 application for CP to change ant.: 347 ft. V; TL: 3/ 10 mile E. of Hwy. 150. Terre Haute, IN.

■ Eureka, KS KOTE(FM) 93.5 mhz—Dec. 1, 1989 application for CP to change ant.: 328 ft. H&V.

■ Wichita, KS KGAM(AM) 90.7 mhz—Nov. 22, 1989 application for Mod of CP (BPED860912MG) to change ERP: 25 kw H; and 23.03 kw V; 334 ft. H&V; class: C2; change TL: Summer County, KS. .5 mile S. and 2.5 miles E. of Riverdale, KS; 37 21 53N 97 20 30W.

■ Jeffersonton, KY WLSY-FM 101.7 mhz—Dec. 7, 1989 application for CP to change ERP: 1.89 kw H&V.

■ Baton Rouge, LA WTGE-FM 100.7 mhz—Nov. 11, 1989 application for CP to change ant.: 1,630 ft. H&V; TL: 1.9 mile W. State Rte. 1 on Rte. 1148 near Addis. LA; change to class C (per Docket #89-49).

■ Thief River Falls, MN KMGK(FM) 102.7 mhz—Nov. 20, 1989 application for Mod of CP (BPH861002SY as Mod) to change transmitter location.

■ Two Harbors, MN WRSR(FM) 104.3 mhz—Dec. 15, 1989 application for Mod of CP (BPH880406MC) to change ERP: 50 kw H&V; 492 ft. H&V; TL: .5 km N. of Hegberg Rd., 2.8 km W. of Helmstead Rd., Knife River, MN (per Docket #89-37).

■ Las Cruces, NM KVLK(FM) 99.5 mhz—Dec. 4, 1989 application for Mod of CP (BPH860929MD) to change ERP: 100 kw H&V; 1023 ft. H&V; TL: 2.5 km N. of Rincon, NM; other: Section 73.215 processing.

■ Ravena, NY WRV(FM) 94.5 mhz—Dec. 1, 1989 application for Mod of CP (BPH870813MB) to change ERP: 1.79 kw H&V; 606 ft. H&V; TL: 2 km E. of State Rte. 32, 3.5 km S. of State Rte. 396 and 10.4 km NW of Ravena in Albany County, NY.

■ Banner Elk, NC WZJS(FM) 100.7 mhz—Dec. 5, 1989 application for CP to change ERP: 1.1 kw H&V.

■ Hamilton, OH WBLZ(FM) 103.5 mhz—Dec. 4, 1989 application for CP to change ERP: 10.7 kw H&V; 1,056 ft. H&V; change TL: .15 km W. of Winton Rd., .14 km S. of N. Bend Rd., Cincinnati, OH.

■ Curwensville, PA WOKW(FM) 102.9 mhz—Dec. 8, 1989 application for Mod of CP (BPH860707NF) to change ERP: .35 kw H&V; 942 ft. H&V.

■ Mount Union, PA WXMJ(FM) 99.5 mhz—Nov. 28, 1989 application for CP to change ERP: .3 kw H&V.

■ Cameron, TX, KCRM(FM) 103.1 mhz—Nov. 20, 1989 application for Mod of CP (BPH881121ID) to change TL: .92 km NE of intersection of TX Hwy. 435 & Old Providence Church and Cemetery.

■ Menomonee Falls WI WFMR(FM) 98.3 mhz—Dec. 1, 1989 application for CP to increase ERP: 6 kw H&V; change from non-directional to directional antenna.

#### TV

■ Arlington, VA WTMW(TV) ch. 14—Dec. 5, 1989 application for Mod of CP (BPC8700118KN) to change ERP: 4,470 kw (vis); 718 ft.; TL: WNCV Tower, Rte. 29-211 (Lee Hwy.) and interstate 495, at Merrifield, Fairfax; ANT: Dielectric Communications/ TDU-25G(BT); 38 52 28N 77 13 24W.

### Actions

#### FM's

■ LaFayette, FL 99.9 mhz—Dec. 14, 1989 application (BMPH890623IC) granted for Mod of CP (BPH870729MJ) to change TL: 1171/2 Henderson Rd., Tallahassee, FL.

■ Fort Wayne, IN WAJ(FM) 95.1 mhz—Dec. 19, 1989 application (BPH890713IE) granted for CP to change ERP: 39 kw H&V; change TL: 3232 Hillegas Rd., Fort Wayne, IN.

■ Boston, MA WROR(FM) 98.5 mhz—Dec. 20, 1989 application (BPH891024IH) granted for CP to change ERP: 9 kw H&V; 1,144 ft. H&V.

■ La Plata, MD WXT-FM 104.1 mhz—Dec. 27, 1989 application (BPH890721IC) granted for CP to change ERP: 22 kw H&V; 764 ft. H&V.

■ Cloquet, MN WSCN(FM) 100.9 mhz—Dec. 19, 1989 application (BPED890602IE) granted for CP to change ERP: 97.2 kw H&V; 875 ft. H&V; TL: W. 4th Ave. and 10th St., Duluth, MN; 46 47 21N 92 06 51W; and to change freq.: 100.5 mhz (per Docket #88-143).

■ Nebraska City, NE KNCY-FM 97.7 mhz—Dec. 27, 1989 application (BMPH890808ID) granted for Mod of CP (BPH880719IA) to change ERP: 26 kw H&V; 298 ft. H&V; TL: 125 ft N. of SR 2, 2.55 mile W. of Nebraska City, NE.

■ Trenton, NJ WCHR(FM) 94.5 mhz—Dec. 19, 1989 application (BPH870727IB) granted for CP to change TL: Lincoln Hwy., Fairless Hills section of Falls Township, PA; change ERP: 50 kw H & 47.9 kw V; 492 ft. H&V; directional antenna; 40 11 22N 74 50 47W. Petition for reconsideration. Filed Dec. 14, 1989, petition for reconsideration reinstated nunc pro tunc as of Nov. 2, 1988.

■ Roswell, NM 106.5 mhz—Dec. 28, 1989 application (BMPH890511IB) granted for Mod of CP (BPH850712OX) to change ERP: 52 kw H&V; 134 ft. H&V; TL: 20 km from Roswell at a bearing of 269 degree (T) on Hwy. 70; class: C1 (per Docket #87-12).

■ Mifflinburg, PA WWBE(FM) 98.3 mhz—Dec. 19, 1989 application (BPH890816ID) granted for CP to change ant.: 403 ft. H&V; change TL: 1 mile NW of New Berlin, PA.

■ Canadian, TX KEZP(FM) 103.1 mhz—Dec. 28, 1989 application (BPH890615IF) granted for CP to change freq.: 94.9 mhz; change ERP: 100 kw H&V; 557 ft. H&V; class: C1; TL: 1300 ft. E. of Hwy. 60/ 83, 7.1 miles S. of Canadian, TX.

■ South Padre Island, TX 92.7 mhz—Dec. 27, 1989 application (BMPH890811IG) granted for Mod of CP (BPH850712R1) to change TL: 2 miles W. of S. Padre Island, TX; 26 03 51N 97 13 02W.

■ Tacoma, WA KRPM-FM 106.1 mhz—Dec. 21, 1989 application (BPH891107IG) granted for CP to increase ERP: 55 kw.

■ Black River Falls, WI WWIS-FM, 99.7 mhz—Dec. 19, 1989 application (BMPH890724IC) granted for Mod of CP

(BPH880216MN) to change ERP: 3 kw H&V; 328 ft H&V; TL: .83 km W. of U.S. 190, on Town Creek Rd., Jackson County, WI.

#### TV

■ Morgantown, WV WNPB-TV ch. 24—Dec. 26, 1989 application (BPET880115KE) granted for CP to change ERP: 3475 kw (vis); 1491 ft.

## Actions

### Actions

■ Montecito, CA. Dismissed application of Peacock Broadcasting, Ltd., for a new FM station; remanded proceeding to ALJ for aduction of additional evidence and preparation of supplemental ID to determine whether Claudia Bratton is financially qualified to be commission licensee (MM Docket 87-426, by MO&O [FCC 89R-82] adopted Dec. 21, 1989 by Review Board).

■ Clearwater, FL. Granted application of Gulf Coast Radio, Inc., licensee of WKLR(FM), Clearwater, to assign license to Great American Television and Radio Company, Inc. (by letter [FCC 89-363] adopted Dec. 26, 1989 by commission).

■ Gulf Breeze, FL. Granted applications of Breeze Broadcasting Co., Ltd., for new FM station at Gulf Breeze and denied three competing applications (MM Docket 87-119, by ID [FCC 89D-57] issued Dec. 20, 1989 by ALJ Joseph P. Gonzalez).

■ Emporia, KS. Designated for hearing mutually exclusive applications of Stone Broadcasting Corp. and Roberts Broadcasting Corp. for new FM station on channel 256A (99.1 MHz) (MM Docket 89-607, by order [DA 89-1602] adopted Dec. 12, 1989 by chief, Audio Services Division, Mass Media Bureau).

■ Annapolis, MD. Designated for hearing mutually exclusive applications of Family Stations, Inc. to renew license of WFSI(FM) Annapolis and FM Annapolis Inc. for construction permit for new FM channel 300B (107.9 mhz) Annapolis (MM Docket 89-609 by order [DA 89-1680] adopted Dec. 7, 1989 by chief, Audio Services Division, Mass Media Bureau).

■ Bedford, NH. Ordered Donna M. MacNeil to file specified documents within 20 days in case involving four competing applications of new FM station on Channel 243A (96.5 MHz) at Bedford (MM Docket 88-3, by MO&O [FCC 89R-81] adopted Dec. 19, 1989 by Review Board).

■ Kingston and Oneonta, NY. Dismissed petition of WMHT Educational Telecommunications Corporation to reallo noncommercial educational channel 42 from Oneonta to Kingston (MM Docket 87-537, by R&O [DA 89-1627] adopted Dec. 14, 1989 by chief, Allocations Branch).

■ Aberdeen, WA. Dismissed request by Pioneer Broadcasting Co. to amend FM table by substituting channel 284C (104.7 MHz) for channel 284C2 at Aberdeen, and modifying facilities of KDUX-FM accordingly (MM Docket 89-43 by R&O [DA 89-1631] adopted Dec. 14, 1989 by chief, Allocations Branch).

## Allocations

■ Fort Rucker and Geneva, AL, and Blakely, GA. Effective February 20, amended FM table to substitute channel 229C1 (93.7 MHz) for channel 229C2 at Geneva; substitute channel 263A (100.5 MHz) for channel 226A (93.1 MHz) at Fort Rucker; substitute channel 226A for channel 228A (93.5 MHz) at Blakely; modified licenses of WRJM-FM, Geneva, and WBBK-FM, Blakely, accordingly (MM Docket 87-618, by R&O [DA 89-1617] adopted Dec. 7, 1989 by the chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ Beloit, KS. Effective February 20, amended FM table by substituting channel 288C2 (105.5 MHz) for channel 288A and modified license of KSVV-FM accordingly (MM Docket 87-595, by R&O [DA 89-1623] adopted Dec. 13, 1989 by the chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ Hiawatha, Manhattan and Ogden, KS. Effective February 20, amended FM table by allotting channel 268C (101.5 MHz) to Manhattan, allotting channel 280C2 (103.9 MHz) to Hiawatha and substituting channel 278A (103.5 MHz) for channel 280A at Ogden; modified licenses of KNZA-FM, Hiawatha, KMKF, Manhattan and KQLA, Ogden, accordingly (MM Docket 87-36, by R&O [DA 89-1622] adopted Dec. 13, 1989 by the chief, Allocations Branch).

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**GSM/AE's/AT's:** Midwest group owner in Southern Illinois seeks aggressive person with proven track records for hi-power, turn around FM. EOE. Send resume/references: Box N-46.

**Charlottesville, Virginia:** High on the Nation's Best Places to Live list, home of Monticello and the University of Virginia. Multi-award winner Best News/Sports Operations AP, UPI and VAB five consecutive years, seeks energetic bottom line GSM to lead/train seven-person sales staff. Resume, salary requirements to: Colin Rosse, WIN-AWQMZ, Box 498, Charlottesville, VA 22902. EOE.

**Once in a lifetime** radio opportunity. Need that special person who can do it all. Experience, education and talent required. Ft. Myers-Naples, FL area. New youth oriented station with excellent working environment. Call 813-597-3990. EOE.

**Local sales manager:** WWJ/WJOL Radio in Detroit is looking for a local sales manager. Two years of solid sales management experience required. Send resume to: General Sales Manager, WWJ/WJOL Radio, PO Box 5005, Southfield, MI 48086. EOE.

**GM:** Christian Talk & Information, Washington, DC. Sales leadership required. Nationwide chain. Contact Dick Marsh, Pres., Marsh Broadcasting, Corp., 1124 East Alostia Ave., Glendora, CA 91740. 818-914-7717. EOE.

**Wonderful opportunity** for ambitious man or woman as sales manager and later as manager and likely later as owner. Present owner looking to gradually step down and retire. Beautiful vacationland and great place to raise family. No calls. Write or visit station KVBR, Brainerd, MN 56401. EOE.

**GSM wanted.** Dominant station in great competitive market. Train, motivate, manage and carry large list. Must be goal oriented with successful track record. To 40K. Resume today: Pres., 319 Mill St., Poughkeepsie, NY 12601 EOE, MF.

**General manager.** Medium California market. Sales and sales training priority responsibility. Must have management skills and experience. Send resume, salary requirements to Box A-26. EOE.

**Little Rock AM/FM** is searching for an individual with outstanding sales management skills to lead in maintaining and improving our ever-increasing market share. Signal Media of Arkansas offers significant benefits to the successful candidate with proven leadership skills and strong record of accomplishment in sales/sales management. Minimum media sales management experience of three years preferred. Contact KHLT Corporate Office, 214-458-8400. EOE.

### HELP WANTED SALES

**Sales/marketing rep:** Corporation seeking energetic, dedicated person-oriented individual willing and able to work hard. Knowledge of radio and/or TV operations a must. Moderate travel. Salary commensurate with experience. Send resume and salary history to Box M-26. EOE.

**Account executive.** Vermont's only Oldies station seeks qualified candidates for sales positions with forward thinking, dynamic organization. On air since August, and growing daily. Want the biggest opportunity of your career? Send resume to Phillip A. Maglione, General Manager, WSBH, RR Box 34, Warren, VT 05674 EOE.

**WHP-AM and FM** want only the best radio sales people in the industry to apply. Benefits, continual training, and a management team that supports, leads, and serves you. Resumes only to Rob Adair, WHP, PO Box 1507, Harrisburg, PA 17105. EOE.

**Media Management Group, Inc.** seeks experienced SM's and AE's for six stations including Columbus and Chicago markets. Resumes to Kent Smith, Box 270, Morris, IL 60450 or call 815-942-0022. EOE.

**WNNO AM/FM:** Wisconsin Dells, Wisconsin is looking for a goal oriented sales person to handle a current list billing in excess of \$100,000 annually. Applicants must have a minimum of two years of direct selling experience along with a desire to live in a resort community. This position offers salary, bonuses, insurance and more. Please send cover letter and resume to WNNO Radio, Box 444, Wisconsin Dells, WI 53965. WNNO is an EOE

**50Kw News/Talk giant** wants to add another killer to our staff. If you're tough, aggressive, and not afraid of cold calls and direct selling, we have a great opportunity. Rush resume to Don Blesse, WWWE, 1250 Superior, Cleveland, OH 44114. EOE.

### HELP WANTED ANNOUNCERS

**Virginia, AM/FM Combo** looking for experienced announcer willing to accept responsibility and grow with us. The right person will move through the ranks fast to mornings and/or PD. Great place to live and work, good people and benefits. T&R to J. D. Cave, WLCC/WRAA, PO Box 387, Luray, VA 22835. EOE.

**Country air personality** with sales ability. Station located south of DC in growing county. Enthusiasm/consistency write your pay check in sales. 703-221-1124. EOE.

**Physicians Radio Network**, the unique radio news and information program service for physicians is expanding and will soon begin programming to AM radio stations nationwide. The following positions are open at our Princeton headquarters: **PHYSICIAN ANCHOR/HOST:** No prior broadcasting experience is required. We are seeking two physicians with broad general knowledge of medicine and an interest in electronic journalism. Ideal for Dr.'s with private practices in the NY/NJ/PA area who would like to become involved on a P/T basis, in the creation, production and airing of a news and talk radio program for physicians. **PRODUCERS:** Must have broadcast journalism skills with medical background for two, hour-long nightly radio programs for physicians. Send resume, salary requirements and samples (will be returned) to: Michael Hauptman, President, Physicians Radio Network, 13 Roszel Rd., Princeton, NJ 08540. EOE.

**KVYN-FM** in the beautiful Napa Valley is losing its female mid-day communicator. Need A/C pro who can relate to Wine Country, California lifestyle, with sharp promotional and production skills. Cassette/aircheck, production versatility and promotional experience to: Tom Young, 1124 Foster Rd., Napa, CA 94558. EOE.

### HELP WANTED TECHNICAL

**AM non-directional/Class C FM** stations seek chief engineer with transmitter and studio experience. Excellent physical plant. Send resume, references and recent photo to Gary Exline, Box 1330, Owensboro, KY 42302. EOE.

**Family Life Radio** station in mid-Michigan seeks staff engineer who is able to do studio construction, maintenance and repairs. FCC license or permit required plus three years broadcast engineering experience. Qualified applicants should send resume to John Harrison, WUFN, 2255 North Concord Rd., Albion, MI 49224. Resumes should be received by January 31, 1990. WUFN is an equal opportunity employer.

**Working manager.** Highly successful AM/FM Combination. Experience and familiarity with the principles of: AM directional transmission system, AM stereo, Class D modulation, FM transmission with multiple SCA's, SCA surpassed carrier injection measurements, AM and FM modulation, studio configuration/connections, audio tape theory, broadcast telephone hybrids, current audio production technics, and computers. Send resume and salary requirements to John Weigand, Director of Engineering, KFMB-AM-FM-TV PO Box 85888, San Diego, CA 92138. EOE.

### HELP WANTED NEWS

**Madison, Wisconsin's** premiere News/Talk station seeks anchor/reporter. T & R to Tom Denison, WTDY, Box 2058, Madison, WI 53701. No calls! EOE.

**News director wanted:** In beautiful central Wisconsin college town at the top Country station. Area offers excellent professionally and personally. T&R to: Michael Weis, WYTE-96, PO Box 1030, Stevens Point, WI 54481. Male/Female. EOE.

**Writer/producer** with track record to work with Christian ministry. Will produce financial features for established radio network. Good voice, production and writing skills. Send resume and samples to Steve Moore, Christian Financial Concepts, 601 Broad St., SE, Gainesville, GA 30501. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion director** needed for top-rated, high profile KMEL, San Francisco. 3 years major market experience in Contemporary Music preferred. If you're quick thinking and a marketing maverick ready for the 90's, SHOW ME YOUR STUFF! EOE. Send resume to Paultette Williams, VP/GM, KMEL, 55 Francisco, #400, San Francisco, CA 94133.

**Major market broadcaster** needs a major market CHR PD to help keep this medium market East Coast power house on target. You'll be paid almost major market salary while living in one of the best markets on the East Coast. Box A-43. EOE.

**Medium market News/Information** station seeks on-air program/news director with great leadership abilities. Our numbers are strong, but we're greedy and want more. You must know programming, promotion, and broadcast journalism. You must be able to lead, teach, and demand top performance. Programming and news experience a must. Creativity and excellent judgement required. Reply in confidence to Box A-45. EOE, MF.

### SITUATIONS WANTED MANAGEMENT

**Former station owner** with extensive sales and financial background seeking station management position. Oscar Silver, PO Box 222032, Carmel, CA. 93922.

**Top-notch manager.** 10+ years. Excellent credentials - Sales & programming. Top producer. Bottom line oriented. Southeast US. Prefer Florida. Call Bill James, 804-232-5197.

**Supercharged general manager** with 20+ years experience available now for small-mid sized market. Strong hands-on sales and programming, outstanding credentials, and a documented record of success. I am a bottom-line leader who knows what it takes to get the job done. You present a quality opportunity and I'll present results. 502-737-7642.

**General manager available.** Successful in medium and major markets. Love turnarounds and rebuilds. Group management and acquisitions experience. Excellent background and references. Relocate for quality opportunity in top 75 markets. Deane Johnson, 503-472-1221.

**Experienced, successful, general manager** seeks career advancement. Strong in sales and sales training; programming, marketing; understands bottom line; motivates his team by example. GM position only, small to medium market. Prefer Mid-west. 218-326-8391, Jack.

**General manager.** Aggressive, assertive trainer, leader and motivator. 20 years experience. Available immediately. Box 420132, Del Rio, TX 78842.

**Success oriented general manager** will share 26 years of broadcasting experience to lead your station or group. Plenty of proven sales and promotion strategies that work! Looking for turnarounds, start-ups or anyone who needs help. Possible fulltime or consultant basis. Please contact Bill Elliott 413-442-1283.

**Red Ink? Absentee owner?** Lousy numbers in audience-cash flow? Major-market winner seeks small/medium "turn-around" situation. Modest salary, equity incentives based on performance. Presently employed. Let's win/profit together! Box A-34.

**Successful, dynamic major market** sales manager seeks GM opportunity/equity participation, with growth-oriented company. Performance-driven; solid track record in retail, agency, co-op, vendor, new business. Box A-41.

### SITUATIONS WANTED ANNOUNCERS

**Talk show pro:** Provocative. Controversial. Informed. Entertaining. Professional. Serious. Funny. Dependable. Traveled. Original. Drug-free. Sober. Experienced. Available. Major market. Send business card. Box A-21.

**Male DJ:** Broadcasting school graduate. Experienced in Country, CMA member. Area desired: Chicago, Nashville, Los Angeles, northern Illinois, southern Wisconsin, Indiana. Matt, 708-864-3304.

**20 year pro:** GM, SM, PD looking for all-rights in another major or good med. market. Box A-28.

### SITUATIONS WANTED NEWS

**Current high-tech,** alleged state-of-the-art station places machines above people. Veteran news director needs to return to professional environment, full-service or News/Talk formats. Motivator, innovator, community-conscious. If you want more local news than ever before, 805-298-9471.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**20 years experience.** Knowledgeable, talented Country programmer/air talent. Seeking stable position in Midwest, Mideast, or Central areas. Mike, 419-243-0043.

## MISCELLANEOUS

**Make money in voiceovers.** Cassette course offers marketing and technique for success in commercials and industrials. Money-back guarantee. Call for info: Susan Berkley, 1-800-333-8108.

## TELEVISION

### HELP WANTED MANAGEMENT

**Sales and marketing professional** needed for strong Fox station in central Illinois. Position will be tailored for individual. Experience and ideas count. Call or write Rod Whisenant, GM, WYZZ-TV, 2714 E. Lincoln, Bloomington, IL 61704. AC 309-662-4373. EOE, M/F.

**General manager:** Enthusiastic self starter for Midwest network affiliate. Strong sales, community involvement, people motivator. Send resume, references, salary requirements to Box A-8. Confidential. EOE.

**President & general manager:** Northeastern Educational Television of Ohio, Inc. (NETO). The president and general manager is the principal administrative officer of NETO and is responsible for the entire administration of WNEO/WEO, Channels 45 & 49 subject to the control of the board of directors. In this capacity, the president & general manager recommends and implements policies of the Board, plans all business and budgetary matters pertaining to the stations, makes all appointments to the staff, supervises the stations' operations, and advises the Board on all legal requirements for the operation of the stations. Bachelor's degree required. Master's degree preferred. A minimum of five years experience in the telecommunications field with at least three years in a supervisory capacity is required. Salary range is from \$56,000 to \$68,000. Deadline for applications is February 9, 1990. Starting date is no later than April 1, 1990. Send a resume, cover letter and a list of five references to: Dr. Kathy Stafford, NETO, Inc., 275 Martine Dr., Kent, OH 44240. NETO is an Affirmative Action/Equal Opportunity Employer.

**Local sales manager:** Progressive and innovative manager needed for top rated Fox affiliate. Top 100 market. Prior management experience a plus. 3-5 years television experience required. Must be well versed in marketing, vendor, coop, and research. Please send resume and salary requirement to WDKY-TV, PO Box 12650, Lexington, KY 40583. EOE.

**KPTM 42,** A Pappas Telecasting Company station, is looking for a program manager. Omaha's only independent television station and Fox affiliate, KPTM is consistently ranked among the nation's top five Indies. The successful applicant should have independent station experience and a strong knowledge of features. KPTM holds the market's most extensive program library and is backed by strong promotion and marketing departments. Send resumes to: Harold E. Protter, Vice President/General Manager, KPTM 42, 4625 Farnam, Omaha, NE 68132. Fax: 402-558-0475. KPTM is an equal opportunity employer. M/F.

**GSM position available** in Southeast Independent/progressive TV group. Applicant must be successful trainer and motivator. EO employer. Send resume to Box A-35.

**Promotion director:** WICS-TV, NBC in Springfield, IL, is seeking a professional with proven production and organizational skills, knowledge of radio, print and co-op as well as experience in affiliate news promotion. Send resumes to Gary Spears, WICS Personnel Director, 2680 East Cook St., Springfield, IL 62703. 217-753-5620. EOE.

**Television sales manager:** WNWO-TV seeks a local sales manager. Applicants should have extensive experience selling broadcast advertising in northwest Ohio. Position requires supervision of seven salespeople and support staff. Strong organizational, training and creative abilities are essential. Send cover letter and resume to Sam Jacobs, GSM, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615 by January 26, 1990. WNWO-TV is an equal opportunity employer.

### HELP WANTED SALES

**WRAL-TV, CBS, Raleigh, NC.** Opening for account executive with exceptional track record. Well versed in research/marketing resources and new business development. References necessary. Written inquiries only. Capitol Broadcasting. Equal opportunity employer. Contact Laura Stillman, Local Sales Manager, Box 12000, Raleigh, NC 27605.

**Fast growing San Francisco** based sports marketing and television production company has a career opportunity for a successful TV advertising/sponsorship salesperson. Experience and national agency/client contacts essential. Send resume and salary history to: Henry Schmeider, VP, GGP Sports, 400 Tamel Plz., Corte Madera, CA 94925. EOE.

**Account executive:** Immediate opening for aggressive experienced self-starter at NBC affiliate in East North Central region. You must be able to handle an established list consisting of agencies and direct accounts with emphasis on new business development. Send resume and salary history to Box A-42. EOE.

**Account executive:** KEVN-TV is looking for an aggressive, experienced sales pro. KEVN-TV is an NBC affiliate located in the beautiful Black Hills of South Dakota. Resumes to Chuck Outland, PO Box 677, Rapid City, SD 57709. EOE.

### HELP WANTED TECHNICAL

**ENG maintenance technician:** CBS O&O needs an experienced person who wants to work in sunny, warm south Florida. Ability to repair Beta and related equipment a must. Send resume: Bernard Wimmers, WCIX, 8900 NW 18th Terr., Miami, FL 33172. EOE.

**Transmitter/broadcast maintenance engineer:** Broadcast maintenance engineer with very strong transmitter/RF experience. Supervise equipment maintenance technician and satellite truck engineer. Excellent quality of life environment. EOE. Box A-18.

**Technician.** Must possess FCC General Radiotelephone license. Minimum five years experience in all phases of television including master control switching, videotape, character generator use and video. Letter and resume (no calls) to Irwin Ross, WPVI-TV, 4100 City Line Ave., Suite 400, Philadelphia, PA 19131. EOE.

**Field service engineer:** Odetics Inc., manufacturer of the TCS2000 cart system, is looking for a field service engineer to support its expanding cart machine business. Must have solid technical maintenance experience with professional video and television studio equipment. Must have good mechanical aptitude, computer or micro-processor background, good communication skills and the ability to work independently. AS Technical degree or equivalent work experience required. Job requires extensive travel. Send resume to Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802 or call John at 714-774-2200, Ext. 3301. EOE.

**Honolulu, Hawaii chief engineer** needed for leading network affiliate. Bachelor's degree or equivalent experience required. Send letter and resume to T. Arthur Bone & Associates, Inc., 197 Taunton Ave., Suite 202, East Providence, RI 02914. EOE.

**Maintenance technician:** Minimum 3 years experience in electronics repair and troubleshooting in broadcast industry facility. FCC General Class license or SBE certification. Will perform installation/maintenance/operations at studio and remote transmitter and production sites. Send resume and cover letter: Director or Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE/AA.

**Maintenance engineer:** WNM-TV, Saginaw, Michigan, seeks individual with solid background of studio equipment. Must be self-motivated person who can meet the challenge of maintaining the equipment of the leading station in the 58th market. Send resumes to: Greg Surma, Chief Engineer, WNM-TV, Box 531, Saginaw, MI 48606. EOE.

**Channel One** seeks highly qualified and experienced technicians to staff their New York City production center. Open positions include technical director, on-line editor, audio, studio camera, videotape operator, maintenance engineer, field crews, and A/B roll editors. All candidates should have a minimum of five years network or top 20 market experience. Excellent benefits. Salary commensurate with experience. Send resume and demo tape to: Channel One, 529 Fifth Ave., 17th Floor, New York, NY 10017. Attn: Janet Morgan. EOE.

**TV maintenance engineer** needed for a national Christian studio post production satellite uplink facility. Three years component level maintenance experience. Ampex, AVC, ADD, VPR-3, Beta, Scientific Atlanta uplink. Positions available in San Diego and Dallas. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Director of engineering:** WTMJ, Inc. We are seeking an experienced professional to accept responsibility for technical planning and operations at our radio and television stations. Applicant should have a BSEE or equivalent and minimum 5 years in a supervisory or management position. Along with organizational ability, applicant should possess excellent technical and interpersonal skills. SBE certification desired. Send resume to Steven Smith, President, WTMJ Inc., Box 693, Milwaukee, WI 53201. WTMJ is an equal opportunity employer.

**Translator technician:** Previous experience in maintenance of translators. Working knowledge of microwave and associated RF equipment. Familiar with IBM PC. FCC license desirable. Contact: Sam Tikkanen, Chief Engineer, KOB-TV, 4 Broadcast Plz., SW, Albuquerque, NM 87103. EOE, M/F.

**Engineer sought** for New York City facility. Experience with digital television, tape machine, telecine, editing systems, and system design is desirable. EOE. All inquiries will be kept strictly confidential. Box A-29.

**Senior video engineer:** Medium sized NY production/post company looking for sr. video engineer familiar w/ operations, maintenance & system design. Need to be familiar w/ Sony/Ikegami broadcast cameras as well as Sony Betacam & 1" machines. Will engineer multi-camera shoots. Send resumes to Com/Tech, 770 Lexington Ave., New York, NY 10021. Attn: E Zalk or Fax 212-688-4264. EOE.

**Rapidly expanding** medical equipment company in the forefront of video endoscopy technology, requires the expertise of a senior video engineer for our NJ corporate office. Minimum qualifications are a two year AAS Electronics degree with professional video repair experience, and extensive customer service background. Send resume to H. John Evans, 2101 Midway Rd., Suite 350, Carrollton, TX 75006. EOE.

**TV broadcast engineer** needed with FCC First Phone license or TV SBE certification. TV transmitter maintenance experience required. Contact Mervin Ainsworth, CE, WKTV, Box 2, Utica, NY 13503. EOE.

**Chief engineer:** WNAC-TV, Providence, RI is seeking a CE with General Class license or SBE certification. Two years of formal education with five years of experience is required. RF experience is a must for this position. The CE is responsible for supervision of a 12 person engineering department. Send resume with salary requirements and references to: John Fignar, VP/General Manager, 33 Pine St., Rehoboth, MA 02769. No phone calls, please. EOE, M/F.

### HELP WANTED NEWS

**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 Roland Laro, Director, New England Weather Service, One Corporate Center, Hartford, CT 06103. Telephone: 203-527-6161. EOE, M/F.

**Our news department** needs an energetic and aggressive news photographer. Applicants must have experience shooting and editing news stories. Send tapes to KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. Attention: Steve MacDonald. EOE.

**Weekend anchor/reporter:** WVTM-TV (NBC) Birmingham, AL. Need TWO experienced communicators. Send tapes and resumes to Tom Roberts, WVTM-TV, Box 10502, Birmingham, AL 35202. EOE.

**WFSB,** a Post Newsweek station, is seeking an experienced and creative news producer. Candidates should be experienced journalists and have a thorough knowledge of state-of-the-art television production and have the ability to apply it to our top-rated newscasts. Resumes to: Deborah Johnson, Executive Producer, WFSB-TV, 3 Constitution Plz., Hartford, CT 06103. EOE.

**State capital correspondent.** If you like state government, politics and the Rocky Mountains, this job is for you. General assignment reporter/photographer needed in Helena for Montana Television Network. This is NOT an entry level job, and it doesn't pay like one. If you have a college degree and at least three years reporting experience, send your resume, references, and tape by January 22, 1990 to News Director, KTVQ-2, 3203 3rd Ave. N., Billings, MT 59101. No calls. EOE, M/F/H/V.

**Immediate opening:** Top 20 market. News promotion writer/producer. Minimum 3 years experience in news or promotion as writer or producer. Must have excellent writing, producing, and editing skills. Must be able to interact with news and anchor team. Do not apply unless you are self-motivated, creative and ready to work. Salary commensurate with responsibility and experience. Send resume: Box A-24. EOE. No tapes.

**KCBA Fox 35,** the #1 independent in Monterey-Salinas, California, is seeking experienced news director/anchor with proven management skills to start up major news operation. The ideal candidate will have prior news management, the ability to build and establish a top quality news team and strong technical knowledge to assist in planning, budgeting and equipping a new operation. Send tape, resume with salary requirements and news philosophy to: Barbara R. Erick, Vice President and General Manager, KCBA Fox 35, PO Box 3560, Salinas, CA 93912. All potential candidates will be contacted. EOE.

**Meteorologist:** For morning and noon weathercasts. Must be able to do science reporting. Send non-returnable tape and resume to Jim Church, WTVC-TV, PO Box 1150, Chattanooga, TN 37401. EOE.



**Investigative unit producer:** Major market television station is looking for a producer to work in its investigative unit. Candidates should have 3 or more years experience in television news, preferably working on in-depth, hard hitting pieces. Strong research, writing, and production skills are essential. The successful candidate for this job will have the opportunity to produce award winning material in one of the most competitive markets in America. Send resumes and reference list to: Box A-36. Equal opportunity employer, M/F.

**General assignment reporters:** KCRA-TV is looking for three top-notch general assignment reporters. If you're a good writer, digger, and do well in live situations, send a resume along with samples of your best work and a non-returnable 3/4" cassette to: Bob Jordan, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. If we like what we see, we'll ask for more material. In the meantime, please, don't call us! EOE.

**Photographer/editors:** We're looking for three news P/E's to join a photo team that's dedicated to becoming America's best. Send your best work as well as samples of your most recent material, plus a detailed resume to: Mike Rhinehart, Chief Photographer, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Non-returnable 3/4" tape only. IBEW Union position. No calls, please. EOE.

**Writer/producer:** Experienced. Top writing skills and savvy news judgement a must. NewStar skills a plus. Send a resume and a recent broadcast on a non-returnable 3/4" cassette to: Jim Stimson, Senior Producer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please. EOE.

**Videotape editor:** Experienced. Send a resume and samples of your recent work on a non-returnable 3/4" cassette to: Mike Rhinehart, Chief Photographer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. IBEW Union position. No calls, please. EOE.

**KTUL-TV: Meteorologist:** We're serious about our weather and we're looking for another meteorologist to complete our staff. We're fully equipped, with a Triton-X and Doppler radar. Must know your stuff and make an excellent on-air presentation. Send resume, tape and references to: Michael Sullivan, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE, M/F. No phone calls, please.

**Executive producer:** For 70's market net affiliate. Minimum 3 years producing experience. Resume, references, and salary history to Box A-38. EOE. No tapes.

**Anchor:** Top 50 CBS affiliate UHF faces tough challenge versus two affiliate V's. Need right anchor to provide magic chemistry with excellent female anchor and solid news team. Send tapes and resumes to "Anchor", WBMG TV, 2075 Golden Crest Dr., Birmingham, AL 35209. EOE

**WTOV-TV, NBC affiliate in Steubenville, Ohio,** is now accepting tapes and resumes for anticipated anchor opening. Prior TV anchor experience required. Send to: Brian Trauring, News Director, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE, M/F.

**FOX Television, KRIV in Houston** is seeking a senior producer for its main prime time newscast. Must have strong management skills, impeccable news judgement, great writing skills and a burning drive for news. A five (5) year track record as a news producer is a must. The senior producer will oversee the midday and weekend broadcasts as well as generate special reports. Send resumes and demo tapes to KRIV-TV, PO Box 22810, Houston, TX 77227. Attn: Will Wright, VP News Director. No phone calls. EOE.

**Producer:** WTVT, the #1 news station in Tampa, seeks a veteran newscast/segment producer. Must have 3-5 years producing experience. Looking for 6:30 AM producer, who would also produce consumer stories. Opening April 1, 1990. Send non-returnable 3/4" tape to Colleen Hamilton, Executive Producer, WTVT, PO Box 31113, Tampa, FL 33609. No phone calls. EOE.

**Producer:** If you have proven you can make an hour news program feel like it lasted only 15 minutes, you might seriously consider this position in the beautiful Northwest. KGW TV, the NBC affiliate in Portland, Oregon, is looking for a people oriented producer with 3 to 5 years experience in a top 50 market. Send non-returnable tapes and resumes to: Phil Wenstrand, News Director, KGW TV, 1501 SW Jefferson, Portland, OR 97201. EOE

**Entertainment news director:** National cable entertainment network seeks news director to oversee daily entertainment news coverage. Must have television news background, as well as strong management skills and leadership ability. Send resume and videotape to: Movie-time, c/o Dept. P.D., 6561 Santa Monica Blvd., Hollywood, CA 90038. Absolutely no phone calls! EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**WSMV Nashville** seeks award-winning talent. People-oriented, highly organized designer. Join a leading broadcast team. Send demo to Carolyn Lawrence, WSMV, PO Box 4, Nashville, TN 37202. No calls, please. EOE.

**Promotion writer/producer:** WCBS-TV New York is looking for a top promotion writer/producer to add to our exceptional staff. Ability to do breakthrough work under time pressure required. No phone calls and no beginners please. Send a reel to: Lee Minard, WCBS-TV, Advertising & Promotion, 513 West 57th Street, New York, NY 10019. Equal opportunity employer.

**Dedicated production facility** looking for a strong producer/director. New facility with two edit suites; and in-house computer graphics needs capable person to direct studio, remote and live tape sessions. Meets with clients on creative and budget, requires some writing and producing. Books and schedules assigned work units, and coordinates information with other departments. Responsible for client contacts and revenue generating sales calls. Requires high school diploma, and 3 years prior related experience. Send resume to: Box A-19. No tapes. EOE.

**WPRI-TV, Providence, Rhode Island,** is seeking a full-time news graphics artist who's familiar with Dubner paint systems. Candidate should have two or more years experience and be able to handle print ad design/layout. Send resume and reel to Steve Johnson, Promotion Manager, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914-1203. Reels will not be returned. EOE.

**Graphic artist needed** for a national TV program. Two years experience with state-of-the-art 3D computer graphics, animation, and video post production. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Creative producer** w/strong writing, directing and production skills needed for a national Christian TV program. Three years spot and feature production a must. Competitive salary and benefits (paid vacations, holidays, incentive programs, medical and dental insurance) with an exciting organization. Send your resume to: Personnel Dept., Word of Faith, PO Box 819099, Dallas, TX 75381-9099. EOE.

**Public affairs producer/host:** The television public affairs producer/host at WBGU-TV researches, writes, produces, edits and hosts regional and local public affairs projects. The position may also be responsible for certain University instructional programs, some on-air fund raising drives and events, and various WBGU-TV production services projects. The position also requires some training and supervision of students at WBGU-TV. A Bachelor's degree in Journalism, Political Science, Communications, or related field is required. Two to three years experience in public affairs. To apply, send letter or application, resume, three letters of reference, official transcripts and a tape, if available, postmarked no later than February 9, 1990 to: Annmarie Heldt, Interim Director, Personnel Services, 100 College Park Bldg., Bowling Green State University, Bowling Green, OH 43402. BGSU is an AA/EEO.

**Production person** for a growing local cable station. Right candidate should possess shooting, editing, post production skills with 3/4" format. Minimum one year experience and broadcast degree required. Starting salary 16K. Send non-returnable VHS tape and resume to James Silver, Station Manager, WMCT-TV-30, 247 1/2 Maple St., Marlborough, MA 07152. EOE.

**Senior director/producer:** Versatile, quality minded person needed to be the lead director at a top-notch Midwest affiliate. Direct some news plus numerous special projects. You must be a leader, have "network quality" standards, and excellent craft and lighting skills. This is a facility most people only dream about. Send resume and salary requirements to Box A-31. EOE. No tapes.

**Television production specialists:** Experienced, creative, quality minded persons needed to operate broadcast audio, video and other studio production equipment, and floor direct for a Midwest commercial television station/production house. Facilities include GVG 300-3A, Kaidoscope, Vidifont V, Ikegami HK 322's and CMX. Send resume and salary history to Box A-32. EOE. No tapes.

**Broadcast television editor:** F&F Productions, Inc. is looking for someone with a minimum of 3-5 years experience in television production engineering to fill an immediate opening in our post production department. The ideal candidate must be able to operate video computer editors (Sony BVE 5000 and Sony BVE 900) and be able to operate tape machines, graphics devices, and general television production equipment. The candidate must be familiar with general editing procedures and have a background in client contact and sales. Please send resume and salary requirements to: Robert W. Eisenstaedt, General Manager, F&F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. A division of Hubbard Broadcasting, Inc. EOE, M/F.

**Production manager** needed for one-hour daily public affairs television program taped just outside of New York City. Requires strong organizational skills and keen awareness of deadlines. Responsible for logistics associate with all shows including those tape on location. Send resume and salary requirements to Margaret Suzor, 1211 Connecticut Ave., NW, Suite 810, Washington, DC 20036. EOE.

**WSMV, Nashville** seeks studio camera/lighting operator. Minimum 2 years experience. Contact Joe Adair, WSMV, PO Box 4, Nashville, TN 37202. EOE.

**Direct marketing coordinator:** Maryland Public Television is looking for a dynamic, energetic individual to serve a direct marketing coordinator. This position involves coordination of all marketing activities in the Development Division to include direct-mail campaigns and telemarketing. Requires Bachelors degree in Marketing, Communications or related field; three years experience in managing and coordinating marketing activities. Salary \$24,939. Send resume by January 31, 1990 to: Assistant Director of Human Resources, Maryland Public Television, Bonita Ave., Owings Mills, MD 21117. MPT is an AA/EEO employer.

**Promotion director,** Responsible for the concept and production of both news and entertainment promotion and will have supervisory responsibilities. Should have at least 2 years experience in television promotion with emphasis on news promotion. Strong writing and producing skills required and a 4 year degree preferred. Excellent benefit package and quality work environment. Applicants should send resumes (no tapes or phone calls, please) to Bud Brown, Creative Services Manager, KOTV, PO Box 6, Tulsa, OK 74101. KOTV is an equal opportunity employer.

**Research analyst:** Maryland Public Television has an opening for a research analyst. Requires four-year college degree and one year experience in data base analysis or market research. Duties include analyzing raw data from customer data bases and developing reports. Salary \$19,973. Send resume by January 31, 1990 to: Assistant Director of Human Resources, Maryland Public Television, Bonita Ave., Owings Mills, MD 21117. MPT is an AA/EEO employer.

**Producer:** Growing Midwest video production company is seeking an experienced producer. Qualified candidate must have 5-7 years video production experience with a minimum of 2 years in producer role, preferably working on corporate training and sales marketing presentations. Salary commensurate with experience. Please send resume ONLY to: Jay Phillips, Telematrix, 5635 West 80th St., Indianapolis, IN 46278. EOE.

**Manager, viewer marketing:** Will develop and execute strategies to acquire, renew and increase support from viewers. BA degree in Business or Marketing preferred; three years experience involving membership or subscription-base fundraising. Television experience helpful. Salary \$26,867. Send resume by January 31, 1990 to: Assistant Director of Human Resources, Maryland Public Television, Bonita Ave., Owings Mills, MD 21117. MPT is an AA/EEO employer.

**Research director:** We are looking for a research director for the nation's #1 independent television station. Our needs include a person who can work with sales and programming. This individual must be able to work with overnights and have a good understanding of the broadcast industry. Since this is a new position, you must be a self-starter and creative. Send resumes to Roger Werner, KMSP-TV, 6975 York Ave. S., Minneapolis, MN 55435. No phone calls, please. EOE.

#### SITUATIONS WANTED NEWS

**Excellent, experienced sportscaster** looking for a good station in which to work. 216-929-0131.

**Sports producer,** six years in top 30 market, seeking new challenge. I can do it all - Writing, editing, reporting, field producing. Bob, 414-481-5417.

**Sportscaster:** Your market deserves to fill two positions with one person. TV affiliate hires sports anchor/reporter. Local sports network gets P-B-Per. Call Mark Heller. 619-721-3043.

**a bargain?** Forget the over-inflated salaries of news anchors. Forget the 6 and 7 figure bidding war over news reporters. I'll be the hardest-working, cheapest-paid reporter you hire. Network level experience behind camera. Great references. NYU Journalism degree. Box A-3.

**Minority female anchor,** Network experience. Superb writing skills. Known to take station to top. Call 803-873-1402.

**Wake up!** Tired of dull weathercasters? Audience in a coma? Finally, weather with pizzazz! For people, not astronauts. Call 612-935-9293.

**News director** for small market. Heavy background of 27 years including 5 years news management. Currently main anchor at award-winning station. Box A-40.

**News/sports anchor,** Mature, Experienced, Personable, Caucasian. Now in N. Texas. 214-270-1114 mornings.

**Credibility and personality** in perfect proportion. Weathercaster with considerable reporting background seeks weathercaster or weathercaster/reporter position with aggressive news operation. Loves community involvement, thrives on challenge. 314-634-4845.

**Attorney broadcasting** in #1 market seeks full-time TV reporter position. Let me boost your legal, consumer, political coverage. Call Gary during day at 201-261-7676.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Recent technical school graduate** looking for first job. I know how to use audio boards, cameras, character generators, switchers and videotape editing controllers. Call or write to: James Arthur, PO Box 141, Clarinda, IA 51632, 712-542-4320.

**Commercial producer/director.** Close to four years experience. Can write, shoot, edit. Seek medium market, Pacific Northwest/Western states preferred, but will consider serious offers. Tony, 206-242-6345.

**Ten years production experience** in mid-size markets. Willing to move up to top ten in broadcast/CATV. 618-687-3515.

**Writer/producer:** Substantial background in all aspects of television, production, and marketing. 13 years experience in top 30 market, willing to relocate. References, demo tape, print available upon request. Lara Spivey, 2104 Scott Ave., Charlotte, NC 28203. 704-372-7352.

#### MISCELLANEOUS

**1:30 Productions:** Want to be the best reporter but no one has the time to help? We do. Writing, production, delivery. References available. 607-272-3718.

**Career Videos.** Our broadcast professionals prepare your personalized video resume tape. Excellent rates, unique format. Coaching and referrals. 708-272-2917.

**Bill Slater and Associates** helps get you that better job in TV news. Talent coaching for reporters and anchors. Help with audition tape, resume and cover letter. 601-446-6347.

**Attention Vidfont users:** Graphics V specialist will train your staff in all phases of usage or work with you to design and compose new graphics. Call 203-271-3401 and leave message.

**Free information:** "How To Start Your Own Local Cable Television Advertising Business." Thousands of channels available. No license required. 918-647-2337.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Los Angeles University** seeks assistant professor, tenure track, to teach beginning, intermediate and graduate courses in radio/TV/film management, mass media law and regulation, broadcast/cable operations and programming, elementary research methods and computer applications for radio/TV/film. Conducting research and creative activities. Terminal degree (Ph.D or MFA) required. Teaching experience at university or college level desirable. Professional experience in media management needed. Computer literacy desirable. \$30,270-\$41,840 per academic year. Nominations to Dr. Emory Johnson, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline: March 1, 1990. An equal opportunity/affirmative action, Title IX, Section 504 employer.

**Los Angeles University** seeks assistant professor, tenure track, to teach beginning and intermediate screenwriting and television production. Conduct research and creative activities. Terminal degree (Ph.D or MFA) required. Teaching experience at university or college level desirable. Professional experience in screenwriting and television production desired. \$30,270-\$41,840 per academic year. Nominations to Dr. Michael J. Stanton, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline: March 1, 1990. An equal opportunity/affirmative action, Title IX, Section 504 employer.

**Los Angeles University** seeks assistant professor, tenure track, to teach beginning and intermediate courses in film production. Promotion will require conducting of research and creative activities. Terminal degree (Ph.D or MFA) required at the time of appointment. Teaching experience at university or college level desirable. Professional experience in film production needed. \$30,270-\$41,840 per academic year. Nominations to Frederick Kuretski, Chair, Search and Screen Committee, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. Deadline: March 1, 1990. An equal opportunity/affirmative action. Title IX, Section 504 employer.

**Graduate assistantships** in Mass Communication program available for Fall 1990. Thesis/non-thesis option. Stipended for academic year approximately \$6300 plus tuition waiver. Applicants should have minimum 3.0 undergraduate GPA. Contact Dr. Howard Kleiman, Mass Communication Area, 150 Williams Hall, Miami University, Oxford, OH 45056. Miami University is an affirmative action/equal opportunity employer.

**Broadcasting:** Assistant Professor, tenure track. Teach all levels production with network quality studios and field equipment, plus theory courses. Assist interns placed in NYC, PhD and teaching experience required. Highly motivated students. Competitive salary. Start 9/90. Send letter and resume by 15 March 1990 to Gerald Lee Ratiiff, Chair, Department of Speech/Theatre, Montclair State College, Upper Montclair, NJ 07043. EOE/AA.

**Indiana University** Department of Telecommunications, tenure-track Assistant Professor effective August 15, 1990. Salary is highly competitive, teaching assignment two courses a semester. Areas of interest include critical studies, advertising, production, international and intercultural, processes and effects research, management and economics, and voice/data/video telecommunications. An earned terminal degree, university-level teaching experience, and demonstrated commitment to scholarly research or creative work required. Applicants should submit 1) A current vita describing teaching, research and professional achievements, 2) Copies of research presentations or publications, 3) Indicators of teaching effectiveness, and 4) Three letters of recommendation submitted directly by references or placement services. Please address questions and application materials to Don Agostino, Department of Telecommunications, Indiana University, Bloomington, IN 47405. EOE, AA.

**Radio/television:** Tenure track position. Fall 1990. Teaching/research interests in some combination of two or more of the following: Radio/TV production and directing, broadcast announcing, radio/TV advertising, cable and alternate delivery systems, and graduate-level research and theory courses. Doctorate in appropriate area and experience in electronic media or Masters degree and at least seven years of significant electronic media experience. Assistant/Associate rank. Contact: Richard Carvell, Chair, Department of Radio/Television, Arkansas State University, PO Box 2160, State University, AR 72467. Provide current resume, three letters of reference addressing the position and transcript (copies acceptable). Review of applications will begin February 23, 1990. EOE/AA.

**The School of Journalism and Mass Communications** at Drake University invites applicants for a tenure-track assistant professor position to begin August 1990. Applicants should have experience and interests in studio and field production. Candidate must hold an advanced degree and have worked full-time at least three years in professional production. Evidence of successful teaching at the college level is preferred. Scholarly development required for promotion. Applications from women and minorities are encouraged. Review of submitted material will begin in late January. Send vita and letter to: Dr. Michael R. Cheney, Dean, School of Journalism and Mass Communications, 118 Meredith Hall, Drake University, Des Moines, IA 50311. Drake University is an equal opportunity/affirmative action employer.

### HELP WANTED SALES

**Sales reps:** Testing equipment. International mfg. of sophisticated audio system and network testing equipment needs reps throughout the US. Proven track record with broadcasters required. Reply to Box A-39 EOE.

### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000. Ext. R 7833 for current federal list.

**Let the Government finance** your small business. Grants/loans to \$500,000 Free recorded message: 707-448-0270. NH4.

**Attention - Hiring!** Government jobs - your area. \$17,840 - \$69,485. Call 1-602-838-8885, Ext. R 8435.

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 1-805-687-6000 ext. R-7833 for current federal list.

### EDUCATIONAL SERVICES

**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. Group workshop January 20. 212-921-0774. Eckhart Special Productions (ESP).

**Entry level reporters:** One-on-one on-camera coaching. 2 day program and/or demo tape. Call The Media Training Center, 602-285-1143.

### WANTED TO BUY EQUIPMENT

**Wanted:** 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Used 1", 3/4", VHS videotape.** Looking for large quantities. No minis of Beta. Will pay shipping. Call Carpel Video, 301-694-3500.

**Christian radio station** in Haiti needs 1000 watt FM transmitter. Contact Grant Goodrich, 904-287-0254. Fax 904-287-3614.

### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

**50KW AM Harris MW50A** (1980), like new. CCA-AM 50,000D (1976), excellent condition. Transcom Corp. 215-884-0888. FAX 215-884-0738.

**FM transmitters** CCA 28,500 (1980) Harris FM20K (1980), CCA FM 20,000DS (1972), RCA BTF20E (1976), 3.5Kw McMartin (1985), 5Kw Gates FM 5G(1967), RCA 5D (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

**1KW AM transmitters:** Harris SX-1 (1985), Sparta SS1000 (1981), Collins 20V3 (1967). Transcom Corp. 215-884-0888. FAX 215-884-0738.

**5/10 AM transmitters:** Collins 828E-1 (1978), RCA BTA-5L (1975), CCA AM 10,000 (1970), Harris MW5A (1976/81), 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.

**FM antennas.** CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

**TV antennas.** Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

**Blank videotape:** Betacam, 3/4" & 1". Broadcast quality guaranteed and evaluated. Betacam \$4.99. 3/4" - 20 minutes \$5.99. 3/4" - 60 minutes \$8.99. 1" - 60 minutes \$24.99 in quantity. Magnetically examined, cleaned and packaged. Guaranteed to perform as new. Sony, 3M, Fuji, or Ampex. Free shipping. For more info, call Carpel Video toll free, 1-800-238-4300.

**Equipment sale.** Microwave, transmitters, studio, and production. America's oldest used equipment broker. Maze Broadcast, 205-956-2227. Fax 205-956-5027.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$35,000. Refinance existing equipment. Exchange National Funding, 214-422-5487.

**Save on videotape stock.** We have 3/4 & 1" evaluated broadcast quality videotape. Available in all time lengths. Call IVC, toll free, 800-726-0241.

**Andrew channel 30 UHF antenna:** ATW24G-3 HSS-30 skull pattern 0.75 degrees beam tilt, sidemount. Antenna was in operation less than 6 months. \$50,000.00. Installation and testing available for additional charge. 800-635-5608.

**Sony DXC M3A,** Sony BVU 6800. Canon 15 x 9.5 lens. 4 batteries, 2 adaptors, charger, cables. Vernal Productions, 206-542-3532.

**Two Ampex ACR-25** cart machines. \$3,000 ea. or both for \$5,000. Buyer to handle shipping. Also available AVR-1 and VR-1200. Call Bill Strube, KPHO-TV 602-264-1000.

**6-1/8" 75 Ohm rigid transmission line.** 900+ feet cablewave in 19.5 sections. System includes. 84 spring hangers, 14 horizontal hangers, 2 bulkhead fittings, 1 gas barrier, 10 90-degree elbows, 1 75-50 transformer and nitrogen gassing system. Line was in use less than 6 months and is in excellent condition. \$45,000.00. Installation and RF sweep available for additional charge. 800-635-5608.

**Used towers.** Dismantled. Self-supporting and guyed. 502-826-8700. Nationwide Tower Company.

**Planned studio not build:** New Electrovoice RE-20 microphone - \$375; 2 Tascam 122MKII tape decks - \$600 each. 2 Gentner teleprocessors - \$200 each. Also Comrex equipment and more. 919-544-1366.

**Comark UHF transmitter:** CTT-U-25MX 25Kw. IF dplexed transmitter currently tuned to ch 30. Can be retuned. System includes: Exciter, control cabinet, NWL beam supply, high voltage controller, heat exchanger, pump, water reservoir, Paschel automatic voltage regulator, intermod and Harmonic filters, four port patch panel, dummy load, Control Concepts surge protector, electrical boxes, racks and plumbing. System was in use 6 months. Complete for \$150,000.00. Installation available at additional charge. 800-635-5608.

## RADIO

### Help Wanted Management

#### GENERAL MANAGER, EAGLE 107

The All New Classic Hits Eagle 107 is ready to soar! Burbach Broadcasting, a growth oriented company, is looking for a leader to take Wheeling's most exciting new station to the top. We are looking for a manager who is willing to do whatever it takes to win. Come join our team for the Nineties. Send resume and salary requirements to Rich Hornberg, President, Burbach Broadcasting Company, 80 Fairway Drive, Jamesburg, NJ 08831. Or Fax to 201-521-9115 EOE, M/F.

#### GENERAL MANAGER

Dynamic North Central AM/FM in market of 400,000.

This Combo has a 20 share of audience and has heritage franchises on both stations. We need a dynamic leader who is a strategist, motivator, planner and champion.

Everything about this property is excellent. Perfect opportunity for GM/GSM on the way up.

This is an existing station and an exciting opportunity with a substantial group owner. Our current manager is retiring, but we haven't informed our staff yet.

Please reply in confidence to:  
**Jim Carlson,**  
Media Strategies,  
26400 Lahser Rd., Suite 215,  
Southfield, MI 48034.  
EOE

### Situations Wanted Management

#### MAJOR MARKET GENERAL MANAGER

Top notch General Manager available, specializing in turn around or growth opportunities. Great track record and outstanding references. All replies will be held in the strictest confidence.

Write to Box A-37

#### GENERAL MANAGER or GROUP HEAD AVAILABLE

Considerable experience in acquisitions and group management as well as an extensive and successful background as General Manager in medium and major markets.

Start-ups and turnarounds welcomed. Excellent references. Relocate for quality opportunity in top 75 markets. Phone for complete resume.

**Deane Johnson**  
503-472-1221

### Miscellaneous

#### THE WEATHER SOLUTION

Edward St. Pe' & National Weather Networks

The 1988 National Weather Association Radio contributor of the year. AMS Seal Certified customized weathercasts... complete barter

CALL 1-800-722-9847

## TELEVISION

### Help Wanted Programing Production & Others

#### SPECIAL PROJECTS PRODUCER

PITTSBURGH STEELERS, RIVER FESTIVALS, SPEEDBOAT RACES, HOLIDAY PARADES AND CHRISTMAS CAROL CONCERTS. THESE ARE JUST A FEW OF THE PROJECTS OUR PROGRAMMING DEPARTMENT PRODUCES. WE NEED AN EXPERIENCED PRODUCER/WRITER TO HELP WORK ON AND DEVELOP THESE AND OTHER SIMILAR PROJECTS FOR PITTSBURGH'S NBC-TV AFFILIATE'S AWARD WINNING PRODUCTION UNIT. THE SUCCESSFUL CANDIDATE MUST KNOW HOW TO PUT A STORY TOGETHER FROM START TO FINISH. EXCEPTIONAL WRITING ABILITY IS A MUST. EDITING SKILLS ARE A PLUS.

SEND RESUME AND TAPES TO  
**MARK BARASH,**  
PROGRAM DIRECTOR/  
OPERATIONS MANAGER,  
WPXI-TV  
11 TELEVISION HILL  
PITTSBURGH, PA 15214



EOE

#### MASTER CONTROL SWITCHER

Group W Satellite Communications, a leading national provider of Broadcast and Cable Programming Satellite Transmission Services, is seeking an experienced video professional to be in charge of daily switcher operations in Playback Operations.

Your responsibilities include: Performing Master Control Switching, Tape Operations and machine to machine editing; logging and trafficking configurations and familiarization with automation. Requirements include: a minimum of 2 years of formal education in communication, production or equivalent with 1-2 years experience in TV broadcast operation or satellite (video) communication. Six months experience master control operation, video handling of playback, and recording and editing of 1/2", 3/4" and 1" videotape also required. Familiarization with daily logs and operation schedules and knowledge of operations of videotape machines, audio tape machines, character generators and readers, video waveform monitors, audio metering and all monitoring equipment is essential.

We offer a competitive salary, excellent benefits and an attractive professional environment in a fully equipped facility on the Stamford, Connecticut waterfront.

Send your cover letter, resume and salary requirements to:

**Human Resources,**  
Group W Satellite  
Communications,  
250 Harbor Drive,  
PO Box 10210,  
Stamford, CT 06904.

An equal opportunity employer, M/F

#### GROUP W SATELLITE COMMUNICATIONS

## CREATIVE SERVICES DIRECTOR

KGW-TV is seeking an innovative, dynamic individual to provide leadership and creative direction to the station's Creative Services Department. This department head position, reporting directly to the General Manager, is responsible for coordinating on-air promotion, advertising/media placement, station marketing, and public relations.

Qualified candidates must have proven leadership skills and experience in all aspects of the creative services function at a television station. For consideration, please send resume to:

**Ms. Bobby Weisbord**  
Human Resources Director  
KGW-TV  
1501 SW Jefferson Street  
Portland, Oregon 97201



A Division of King Broadcasting Company  
An Equal Opportunity Employer

## Assistant Director, Photography, Radio & TV (one year only)

Assist Director in developing and managing operation and capital budgets. Responsible for studio and field productions which meet the highest broadcast industry standards. Expertise must extend from writing, script writing, creation of concepts, script development, hands-on camera work to video editing, effects switching, directing state-of-the-art post-production steps and supervision. Bachelor of Fine Arts degree preferred in film or closely related academic major or equivalent professional experience. Minimum five years as a professional producer/editor videographer/cinematographer with a successful record in television and/or industrial video production. Demonstrated ability as a still photographer who can operate a large darkroom. Proven expertise must include camera work, field and location lighting, audio, sophisticated editing and multi-camera video switching. Demonstrated competence in the use of such video equipment as Sony DXC 3000 cameras, Sony 5850's. Submit a letter of application and resume by February 2, 1990 to: **Linda Sebella, Search Committee Chair, Assistant Director, Photography, Radio & TV (230052) Position, P.O. Box G, Kingston, RI 02881. An Affirmative Action/Equal Opportunity Employer.**

**DIRECTOR / PRODUCER**

WTAE-TV has an opening for a Director / Producer. Candidates must have at least 2-5 years experience in directing TV programs, news, commercials and specials, with emphasis on producing special programming events. Some technical knowledge is helpful. Bachelors in Communications or equivalent is desired.

Resumes only.  
Tapes on request.  
No phone calls please.

Joe Phillips  
Production Supervisor  
WTAE-TV  
400 Ardmore Boulevard  
Pittsburgh, PA 15221

EEO / M/F



**Creative Services  
Writer/Producer**

Bring your creativity, energy and innovation to one of Boston's top television stations, as you develop on-air promotions for specials and regular programming. To qualify, you should have 1-2 years of prior television promotion experience, plus the proven ability to function creatively under tight deadlines. We also require a team player who can work well with a wide variety of people and personalities. A Bachelor's degree is preferred.

Send your resume, reel and salary history to Carol Nicholson Bolling, Human Resources Manager, 5 TV Place, Needham, MA 02192.

Equal Opportunity Employer  
Minorities and Females Encouraged to Apply.



**America's  
Competitive Edge...  
American Workers.**

Across the U.S., companies and unions have dramatically improved productivity, quality, and employment security by tapping the ideas of some willing and able partners—American workers. To find out how your company can tap this valuable resource, write:



Elizabeth Dole  
Secretary of Labor  
U.S. Department of Labor  
Room N-5419  
Washington, DC 20210

**Help Wanted News**

**TV network is looking for  
broadcast journalists  
experienced in medical  
news coverage to serve as  
associate producers and  
researchers. Only those  
experienced both in  
broadcasting and in  
medical news need apply.  
No calls. Send resume and  
salary history. Box A-14.**

**PROMOTION  
WRITER/PRODUCERS  
WPIX NEW YORK**

Are you ready for the Big Apple? We're looking for writer/producers to join our award-winning promotion staff.

If you've got what it takes to perform on the biggest stage of all, we want to hear from you. Strong writing skills, production experience and high energy a must.

Send tape and resume to:

**Creative Services Dept.  
WPIX  
220 East 42nd Street  
New York, N.Y. 10017**



An equal opportunity employer

**ASSOCIATE DIRECTOR**

The News Division of a major communications company is looking for a New York based Associate Director.

Requirements include:  
Experience in directing live multi-camera news programs in studio and at remote locations. Prior experience in graphics, tape, control room, and post production are musts. Background in news preferred.

Send resume and salary requirements to:  
Box 108,  
12 West 37th St.,  
10th Fl.,  
New York, NY 10018.

We are an equal opportunity employer, M/F/H/V

**WE ARE LOOKING FOR AN AGGRESSIVE, MOTIVATED AND EXPERIENCED VIDEOTAPE EDITOR AND PHOTOGRAPHER. MUST HAVE EXTENSIVE KNOWLEDGE OF SPORTS. WE ARE LOOKING FOR A CREATIVE PERSON, WHO THINKS AS A PRODUCER TYPE EDITOR.**

**KNOWLEDGE OF SONY BVE-800 AUTOMATED EDITING CONTROL UNIT.  
KNOWLEDGE OF 3 CHANNEL AMPEX ADO PREFERRED.  
KNOWLEDGE OF IKEGAMI HL-95 CAMERA.**

SEND TAPES AND RESUMES TO:  
JOEL GOLDBERG  
c/o GEORGE MICHAEL SPORTSMACHINE  
4001 NEBRASKA AVE., NW  
WASHINGTON, DC 20016

NO PHONE CALLS. EOE.



**THIS PUBLICATION AVAILABLE  
IN MICROFORM**

University Microfilms International  
300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106



WGRC-TV (Greater Rochester Cablevision), the nation's first full-time independent local cable channel, is expanding its present News operation.

**NEWS DIRECTOR**

Candidate must be an excellent journalist with strong organizational and management skills. 3-5 years management experience in small to medium market.

**ADDITIONAL OPENINGS:**

- Anchor News**
- Anchor Sports**
- Anchor Weather Reporters**
- Photographers**

Send resumes and tapes to:  
Dennis Czechanski  
WGRC-TV 5  
144 Exchange Blvd.  
Rochester, NY 14614

EOE/M/F No Phone Calls Please.  
All applicants will be contacted by March 1, 1990.

**TV Maintenance Technician**

Repair and maintain state-of-the-art television production equipment. Operational experience, as well as experience in maintaining cameras, VTR's, Digital Video Effects, Paintbox Systems, and switching system preferred. FCC General Class License required, BSEE preferred. Send resumes to: Brian Lay, Engineering Manager, WNEV-TV, Inc., 7 Bulfinch Place, Boston, MA 02114.

**No Phone Calls Please.**

An Equal Opportunity Employer.



**BROADCAST MAINTENANCE TECHNICIAN**

Group W Satellite Communications, a leading provider of satellite transmissions services, currently seeks a qualified Maintenance Technician to maintain and install program origination and production facilities.

We offer a competitive salary, complete benefits and convenient Stamford location.

Please send resume to:

Human Resources, Group W Satellite Communications,  
250 Harbor Drive,  
Stamford, CT 06904.  
An equal opportunity employer, M/F.

**Group W Satellite Communications**

**Books for Broadcasters**



Award-winning CBS-TV and radio broadcaster Donn Pearlman offers advice on how to find, keep and use that first job in television or radio. Sometimes humorous and always easy-to-follow, this book uses informative first-person case histories to chart proven paths to success.

ISBN 0-933893-16-7  
224 pages  
\$13.95

**Broadcasting Book Division**  
1705 DeSales St., N.W.  
Washington, D.C. 20036.  
Or call 1-800-638-7827 to use VISA or MasterCard.

**TV Engineer**

**Operations and/or Maintenance**

Must have experience in several of the following areas: cameras, switchers, audio videotape/telecine and chyron for TV studio live and tape productions. Qualifications are a minimum of two years of TV training plus two or more years of experience in operations or maintenance of studio equipment at a major market TV station. Additional experience in maintenance and microwave system and general class license a plus. Minority candidates encouraged to apply.

Please send resume to:  
**Human Resources Department-BC-#101**

**WWOR-TV**  
9 Broadcast Plaza, Secaucus, NJ 07096  
Equal Opportunity Employer M/F/H/V



**For Fast Action Use  
BROADCASTING'S  
Classified Advertising**

## Manager- Production Sales

The GWSC POST division of Group W Satellite Communications seeks an aggressive self-starter to sell Production/Post Production services to entertainment and business video users in the Connecticut and New York City Metro areas. Only experienced applicants with an established track record, with a minimum of five years in the business, will be considered.

GWSC POST is a new business unit being created within the GWSC Stamford, Connecticut facility, a facility which is unique in the video industry for its integrated production and transmission capabilities. We offer an attractive professional environment in a fully equipped facility on the Stamford, Connecticut waterfront, with an outstanding compensation and benefits package, including a combination salary and commission plan.

All inquiries will be treated confidentially. Apply to: GWSC POST, c/o Human Resources, Group W Satellite Communications, 250 Harbor Drive, P.O. Box 10210, Stamford, CT 06904. An Equal Opportunity Employer.



### Help Wanted Technical

## SYSTEMS DESIGN ENGINEERS SENIOR PROJECT MANAGERS

As a result of continuing dynamic growth, AFA is expanding its project engineering staff. A.F. Associates is an acknowledged leader in the design, engineering and fabrication of advanced television facilities for the industry's most prestigious clients. We have built more major facilities for networks, cable, large corporations and the entertainment field than probably all of our competition combined.

We are seeking talented and experienced systems engineers to join our dedicated staff of professionals, and become involved in a number of exciting and challenging projects.

AFA offers a dynamic, yet "small company" work environment, located in suburban New Jersey. As part of Video Services Corporation, we offer unique growth potential in the industry's fastest growing group of high-tech companies, as well as a comprehensive package of benefits.

Candidates should have at least five years of broadcast systems engineering experience, including design of advanced video, audio and communications systems. An EE or other applicable degree is preferred.

Positions are open immediately for the right candidates.

**Send resume and salary history to:**

**Mr. Eugene Hammerle, Director of Engineering**



**A.F. ASSOCIATES INC.**

100 Stonehurst Court, Northvale, New Jersey 07647-2487

A Video Services Corp. Company - AFA is an Equal Opportunity Employer

### Help Wanted Sales

#### THINKING OF CHANGING CAREERS?

Then we have just the place where you can turn your talents into real dollars. We are an expanding, national commercial credit service company and your communication and sales skills can practically guarantee your success. Sell our services to established corporate clients, develop new clients and manage an on-going client base. Must be self-motivated, have an entrepreneurial spirit, enjoy making money, and have the ability to close sales by telephone in a challenging environment. Our telephone sales representatives average \$65,000/yr., while top performers earn six figure incomes. Liberal employee benefits. Unlimited career opportunities available in Tucson, New Orleans, and North Carolina. For more information call or send work history:

Lou Gavin  
Milliken & Michaels  
3850 N. Causeway • Lakeway II, 3rd Floor  
Metairie, LA 70002  
1-800-256-2059 • LA (504) 837-3913

### Employment Services

INSIDE JOB LISTINGS  
1-900-234-INFO ext. TV (86)

JOBPHONE  
RADIO • TV • ADVERTISING • CABLE  
\$2 per minute From any touch tone phone

California

### Broadcast Job Bank

For application information call  
(916) 444-2237

California Broadcasters Association

Don Fitzpatrick Associates presents:

## THE PIPELINE 1-900-456-2626

Lets you be among the first to know...  
Instant TV information by phone:

- job openings
- tips for improved on-air performance
- Rumorville, the source for industry news and gossip!

\$1.95 for the first minute, \$.95 each add'l.  
Call Now!



When answering a Blind Box ad, **DO NOT** send tapes. BROADCASTING does NOT forward tapes or other oversized materials to Blind Boxes.

### YOUR BEST SOURCE OF JOB LEADS JUST GOT BETTER!

MediaLine now offers you money back. Get a job through MediaLine and we'll refund the balance of your subscription price! Pay only for what you use. No costly per minute connect charges. Your subscription brings you more job leads at a lower cost. Television news, production, promotion and programming people get the jump on the job market with daily telephone reports from MediaLine.



800-237-8073  
In CA: 408-648-5200

THE BEST JOBS ARE ON THE LINE PO Box 51909, Pacific Grove, CA 93950

## Business Opportunity

### Radio Station Owners

Get FREE Help and Get Paid for it

Allow students to come into your station 1 hour a week for 18 weeks. Will pay you \$600.00 on each student. Can prove where some stations have made \$10,000 within 90 days.

Call Radio Connection 213-316-1705 or write for details  
8033 Sunset Blvd. #4042, Hollywood, CA 90046.

## For Sale Stations

### CASH FLOW FINANCING

We purchase Accounts Receivable  
National and Local

MFR FINANCIAL (714) 544-7131

### TIDEWATER VIRGINIA MSA

Brand new Class A FM in this prosperous market of 1.3 million people. Priced under one million dollars. Substantial escrow and down required.

**SNOWDEN Associates**

MEDIA BROKERS

Tom Snowden

Dick Paul



919-355-0327

## Wanted to Buy Stations

**LOOKING TO BUY  
FM CP'S  
AND  
TURN-AROUND  
AM'S & FM'S.  
ALL REPLIES  
CONFIDENTIAL.  
NOT A BROKER.  
REPLY BOX A-30**

### OKLAHOMA

AM "C" FM with  
C.P. Full 100 KW  
Well Equipped.  
Price Reduced for Quick Sale  
\$450,000

*R.E. Meador & Assoc*

MEDIA BROKERS  
P.O. BOX 36  
LEXINGTON, MO 64067  
816-259-2544

### COLORADO

Ski/Summer Resort F.M.  
College town, dominant station. Real Estate includes studios, living quarters and transmitter site. Good cash flow. Asking \$495,000 with \$150,000 down.

Contact: Charles Goyette  
(602) 992-7242



Pat Thompson Co.

COMMUNICATIONS BROKERS

## Books for Broadcasters

### BROADCAST SERVICES GUIDE

Provides references on over 250 different firms who can help you buy, improve, sell or finance radio or television properties. Profiles brokers, bankers, investment bankers, FCC attorneys, program consultants, research firms, consulting engineers, and program suppliers. A must for existing owners in radio and television; industry leaders; and new-to-broadcasting owners and investors.  
BIA16 Price: \$75

### STATION LEADERS

At-a-glance profiles of the best performing stations by format and market group.  
BIA6 Price: \$75

### THE OWNERSHIP FILE

Complete details on the holdings of more than 400 owners.  
BIA13 Price: \$150

### Broadcasting ■ Book Division

1705 DeSales St., N.W.  
Washington, D.C. 20036.

Or call 1-800-638-7827 to use  
VISA or MasterCard.

# For Sale



- South Central - 100KW FM with vast coverage area. Excellent terms @ \$1M.
- SW Georgia - 3KW FM, beautiful smaller market, perfect for owner/operator. GREAT terms @ \$750K.
- Southeast - FM. FANTASTIC terms. \$650K
- Mid-Atlantic - FM covering profitable market of approx. 300K people, best terms @ \$1.5M.
- Coastal NC - Class A currently being upgraded to 50KW, to cover approx. 1M people, reasonable down payment & good terms @ \$1.6M.
- Northern NC - Class A CP awaiting 50KW approval, to cover Henderson NC, Emporia VA, Roanoke Rapids NC, Oxford NC, Petersburg VA, fully built @ \$1M.

## Willis & Company

Media Brokers

*Specializing in sales of owner-financed properties tax certificate buyers*

645 Church Street, Suite 400 Norfolk, VA 23510 (804) 624-6500

## For Sale Stations Continued

### Great Opportunity!

Radio station in prosperous mid-size Kansas community needs owner-operator. This station has shown growth of over 40% in past year and possesses modern facilities. Absentee owner willing to finance qualified buyer.

For information call  
1-800-444-0894, mailbox #4511

**MIDWEST AM WITH FM CP  
PROFITABLE STATION-  
PERFECT FOR COUPLE  
OR INDIVIDUAL  
SEEKING AFFORDABLE  
BROADCAST FACILITY  
BOX A-25**

**COASTAL GEORGIA  
SOUTH CAROLINA  
MEDIUM MARKET**  
FM CLASS C CONSTRUCTION PERMIT  
FOR SALE OR JOINT VENTURE  
BOX A-27

**HAWAII CLASS C FM**  
Prime Transmitter Site and Dial Position.  
Affords potential to dominate  
key resort market areas.  
New equipment; first time offered.  
\$595,000.  
Possible terms to qualified buyer.  
Box A-33

**NASHVILLE METRO FM  
-100,000 WATTS-  
Class A with CP for C-2  
just granted C-1 status.  
\$2.5m cash or \$3m with terms.  
Financially qualified only, please.  
Box A-44.**

**TOP RATED FM  
FLORIDA COASTAL MARKET**  
Dominant local station.  
Strong cash flow.  
Ranked number one in  
Women 25-54 and 18-34  
in Spring 1989 Arbitron.  
Growth Market  
Radio Revenues -  
Projected Five Year  
Average Annual  
Growth Rate over 11%.  
The Price is \$11,000,000.  
Qualified Buyers  
contact Box A-46.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published above this rate-card. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.20 per word, \$22 weekly minimum. Situations Wanted: 60¢ per word, \$11 weekly minimum. All other classifications: \$1.30 per word, \$24 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$90 per inch. Situations Wanted: \$50 per inch. All other classifications: \$120 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: \$5 per ad per issue. All other classifications: \$10 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

**Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.



# Fates & Fortunes

## Media

**Barry Rosenblum**, president, ATC's American Cablevision of Queens (ACQ), New York, has been named general manager of combined systems of ACQ and Warner Cable Communications' Brooklyn Queens Cable Television.

**Kim I. Pressman**, VP, treasurer, Price Communications, New York, named senior VP, treasurer.

**Doug Kiel**, VP, general manager, WTKI(FM) Milwaukee, adds duties of executive VP, radio, for parent company, WTMJ Inc. there.

**Rick Lowe**, VP, general manager, KRRT(TV) Kerrville, Tex. (San Antonio), joins KOKI-TV Tulsa, Okla., in same capacity. **Sandra Cooper**, accountant, KOKI-TV, named business manager.

**Garry Eaves**, general sales manager, WOCL(FM) De Land, Fla. (Orlando), named general manager.



Eaves



Mashek

**Kevin Mashek**, general manager, KWSS(FM) Gilroy, Calif. (San Jose), joins KCEB(AM)-KWFN(FM) Tucson, Ariz., as VP and general manager.

**Elizabeth McDonnell Yoder**, general sales manager, WLAC-AM-FM Nashville, named VP, general manager.

**Jimmy Collins**, general sales manager, WCOS-AM-FM Columbia, S.C., joins WOIC(AM)-WNOK-FM there as VP and general manager.

**Robert G. Mallery**, VP, operations, Burbach Broadcasting Corp., Pittsburgh, adds duties of VP and general manager of Burbach's WEYZ(AM)-WCKK(FM) Erie, Pa.

**Jack R. Gennaro**, VP and general manager, WWRW(FM)-WFHR(AM) Wisconsin Rapids, Wis., retires from that position; he will remain as consultant. **Miles G. Knuteson**, general sales manager, WGCL(AM)-WTTS(FM) Bloomington, Ind., succeeds Gennaro.

**Gray Exline**, sales manager, WIKY(AM) Evansville, Ind., joins WOMI(AM)-WBKR(FM) Owensboro, Ky., as VP and general manager.

Appointments at Comcast Cable Communications, Philadelphia: **William A. Longcore**, VP and controller, to senior VP, adminis-

tration and financial control; **Barbara Broyhill**, director of financial planning and analysis, succeeds Longcore; **David H. Richardson**, director of division accounting, to assistant controller, financial systems and planning.

**Jon Horton**, VP, research, Emmis Broadcasting, Indianapolis, resigns to become president of newly formed Neon Communications, Louisville, Ky.-based group owner.

**Randolph W. Brooksbank**, director of commercial standards and practices, Group W, New York, named VP, broadcast standards and practices.

**Jon Erdahl**, operations manager, WGIR-AM-FM Manchester, N.H., adds duties of regional operations manager of parent company, Knight Quality Stations.

**Mardie Womeldorf**, program/operations manager, WNHT(TV) Concord, N.H., joins WGOT(TV) Merrimack, N.H., as station manager.

tional broadcast and programming, DDB Needham, Chicago, named senior VP, director, electronic ventures. **Daniel Rank**, VP, DDB Needham, Chicago, succeeds Dubin.

Appointments at Bozell, Dallas: **Glenn Geller**, VP, group research director, The Bloom Agency, Dallas, to senior VP; **Mark Davis**, account supervisor, to VP; **Donald Havens**, director of broadcast business affairs, to VP, administrative director of broadcast production; **Sharon Larkin**, management supervisor, to VP, Bozell Public Relations; **Donna Manyin**, account supervisor, to VP; **Mike Spence**, account supervisor, to VP; **Steve Taylor**, associate creative director, to VP.

Appointments at Harrington, Righter & Parsons Inc.: **James M. Curtin**, associate director of program services, New York, to VP, director of program services; **Bruce Butler**, account executive, St. Louis, to manager; **Mark Beckwith**, assistant account executive, New York, to account executive.

**Luanne O'Dell Stamp**, account executive, DMB&B, St. Louis, named account supervisor.

**Carol Blank**, advertising sales account exec-

## Sales and Marketing

**Wesley P. Dubin**, senior VP, director of na-

# 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

(International subscribers add \$20 per year) (6 mos. term must be prepaid)

**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

## ATAS Hall of Famers



The Academy of Television Arts and Sciences inducted seven new members into its Hall of Fame at a ceremony held Jan. 7 in Los Angeles. The newly honored included Fred Astaire (deceased); Perry Como;

actor Carroll O'Connor; Joan Ganz Cooney, chairman, and CEO, Children's Television Workshop, New York; ABC News President Roone Arledge and anchor/interviewer Barbara Walters, and

Don Hewitt, executive producer, CBS's *60 Minutes*. The ceremony will be aired by Fox Broadcasting Co. on Jan. 24. Pictured (l to r): Arledge, Ganz Cooney, Hewitt, Walters and Como.

joins Movietime Channel, Hollywood, as president and CEO.

**Mel Giniger**, president, Telcom International, Los Angeles, joins Producers Group International there as president in charge of South and Central American distribution.

**Rosita Peru**, VP, director of programing, Univision, New York, named senior VP of programing.

**Michael D. Klein**, senior VP, comedy programs, 20th Century Fox Television, Los Angeles, joins Paradigm Entertainment there as senior VP, television.



Shapiro

**Sy Shapiro**, CEO, Coral Pictures, Miami, joins Shapiro Glickenhaus Entertainment, Los Angeles, in newly created position of VP and general manager, SGE Television.

Appointments at Samuel Goldwyn Company: **Gary Phillips**, sales executive,

Weintraub Entertainment, London, to VP of European TV sales there; **Bill Featherstone**, Southwest sales manager, LBS Communications, Dallas, to director of Southeast TV sales there; **Luz Castro-Bran**, international servicing coordinator, Los Angeles, to manager of Asian and South American TV sales there.

**Mary Mazur**, senior director, CBS Entertainment Productions, Los Angeles, named VP, series development.

**Howard Freedman**, marketing and research director, Noble Broadcast Group, San Diego, named VP of programing.

**Neil Pennella**, VP of business affairs/film acquisition, HBO, New York, named VP of programing planning and business affairs, The Comedy Channel.

**Gilbert W. Jones Jr.**, managing partner, Alliance Communications, New York, joins Showtime Networks there as director, sales support and planning.

**Anne Upson**, director of programing, CBS/Fox Video, New York, joins Mark Zander Productions there as VP of programing and executive producer.

**Judy Gold**, independent advertising sales consultant, Los Angeles, joins I.A. Entertainment, Los Angeles-based television, cable and video distribution company, as director of worldwide sales and marketing.

**Mary Murano**, director, American Movie Classics, Western region, Santa Monica, Calif., named VP, Western region.

**Jan Teich**, partner, Felder & Teich, New York, joins Reiss Media Enterprises Inc. there as director, marketing and public relations.

## News and Public Affairs

**Andy Barton**, news director, WLKY-TV Louisville, Ky., joins WDSU-TV New Orleans, in same capacity.

utive, Select Media Communications, New York, named director of advertising sales.

**Claire Sturkie Daly**, regional sales manager, WCHL(AM) Chapel Hill, N.C., named general sales manager.

**Sam Jacobs**, national sales manager, WNWO-TV Toledo, Ohio, named general sales manager.

**Nichols Paras**, VP and general manager, WETT(AM)-WWTR-FM Ocean City, Md., joins WTAG(AM)-WSRS(FM) Worcester, Mass., as general sales manager.



Paras



Soffen

**Shari Soffen**, local sales manager, WHEB-AM-FM Portsmouth, N.H., named general sales manager.

**Dick Tracy**, account executive, WBBM-TV Chicago, named local sales manager.

**Kerry Mulvey**, account executive, WPHL-TV Philadelphia, named local sales manager.

**Charles W. Weldman**, account executive,

WDBB(TV) Tuscaloosa, Ala. (Birmingham), named local sales manager.

**Janice Todd**, account executive, KJRH(TV) Tulsa, Okla., named local sales manager.

**Jim Emmerling**, account executive, WTOV-TV Steubenville, Ohio, named local sales manager. **Jim Davis**, regional account executive, WTOV-TV, named regional manager, Wheeling, W.Va., sales office.

**John Burkavage**, senior account manager, WEAZ(FM) Philadelphia, named national sales manager.

**Darnell Washington**, account executive, KTUL-TV Tulsa, joins KOKI-TV there as national sales manager.

**Joe Pogge**, promotion director, KKBQ-FM Pasadena, Tex. (Houston), joins KNRJ(FM) there as marketing director.

**Lynn Moore**, account executive, WDAF-TV Kansas City, Mo., named manager of newly formed business team.

**Mary Ellen Burns**, account executive, Adam Young, Chicago, joins Seltel there in same capacity.

**Rod Taylor**, account executive, WLTI(FM) Detroit, joins Katz's Banner Radio there in same capacity.

## Programing

**Lee Masters**, former executive VP and general manager, MTV Networks, New York.

**Brian Greif**, assistant news director, WHO-TV Des Moines, named news director.

**Staci Adelman**, associate producer, Washington news bureau, Hearst Broadcasting, named producer.



Graves

**Debra Graves**, news person and public affairs host, WPEN(AM)-WMGK(FM) Philadelphia, joins WEAZ(FM) there as news/public affairs director.

**Emily Rooney**, assistant news director, WCVB-TV Boston, named news director.

**Charles J. Kravetz**, senior executive producer, WCVB-TV, succeeds Rooney. Emily Rooney is daughter of Andy Rooney, commentator on CBS's *60 Minutes*.

**Rocky James**, freelance producer, NBC, Los Angeles, joins KREM-TV Spokane, Wash., as special projects producer. **Alan Townsend**, producer, KBCI-TV Boise, Idaho, joins KREM-TV in same capacity.

**Shelli Sonstein**, news director, WPLJ(FM) Lake Success, N.Y. (New York), joins WYNY(FM) there as morning news anchor.

**Tom Sinkovitz**, reporter, WXUA-TV Atlanta, joins KRON-TV San Francisco as weekend co-anchor.

**Karen Church**, weekend anchor, WPEC(TV) West Palm Beach, Fla., joins WCNC-TV (formerly WPCQ(TV)) Charlotte, N.C., as 5:30 weekday anchor.

**Gary Cruz**, sports director and sports anchor, KMGH-TV Denver, joins KCAL(TV) (formerly KHJ-TV) Los Angeles as sportscaster. **Matt Stevens**, reporter, KNBC-TV Los Angeles, joins KCAL as general assignment reporter.

**Randy Wilburn**, VP and financial planner, Prudential Bache, St. Petersburg, Fla., joins WSUN(AM) there as money editor.

## Technology

**C. Robert Ogren**, director of engineering, broadcast division, Freedom Newspapers, Riverside, R.I., joins WBAL-TV Baltimore in same capacity. **Chris Bryant**, operations maintenance supervisor, WBAL-TV, named engineering manager.

**Mike DeClue**, chief engineer, KWKT(TV) Waco, Tex., joins KOKI-TV Tulsa, Okla., in same capacity.

**Gil Korta**, national director of marketing, Eastern Microwave, Syracuse, N.Y., named VP of video and programming.

**Mark Hutchinson**, software engineer, Fuller Weighing Systems, Columbus, Ohio, joins Pioneer Communications of America there in same capacity for cable television engineering department.

Appointments at A.F. Associates, Northvale, N.J.-based designers/builders of studio systems: **Rich Lunniss**, VP, sales, to VP for sales, marketing and product division; **Meryl Altman**, director of systems sales, to

VP, systems division; **John Dale III**, assistant general manager, to director of systems administration.

## Promotion and PR

**Kristy Loveman**, senior publicist, VH-1, New York, named manager, corporate communications, MTV Networks.

**Scott Steffey**, executive promotion producer, WVEC-TV Hampton, Va. (Norfolk), joins WITI-TV Milwaukee, as senior writer/producer, creative services department.

**Lee Reams**, operations manager, KSAS-TV Wichita, Kan., joins KOKI-TV Tulsa, Okla., as creative services manager.

## Allied Fields

**Robert H. Ratcliffe**, assistant chief, video services division, Mass Media Bureau, FCC, Washington, named assistant bureau chief (law), Mass Media Bureau. Ratcliffe also served for several months as Chairman Alfred Sikes's interim legal assistant for mass media affairs.

**Sally Lawrence**, chief of news media division, Office of Public Affairs, FCC, Washington, resigns Jan. 15 to form event-planning and media-relations firm, Sarah Lawrence Communications, Washington.

**Max M. Barber**, superintendent, Senate Radio-Television Gallery, Washington, retired after 38 years of congressional service. **Larry Janezich**, assistant superintendent, Senate Radio-Television Gallery, succeeds Barber.

**Doris B. Indyke**, competition director, ACE Competition, National Cable Television Association, Washington, named VP for programing and marketing. She will also serve as executive director of National Academy of Cable Programing.

**Harold E. Simpson**, director of information services, Television Bureau of Advertising, New York, named VP, research.



Flaherty

**Joseph A. Flaherty**, VP and general manager, engineering and development, CBS Inc., New York, was decorated on Jan. 8 as "Chevalier dans l'Ordre des Arts et des Lettres" by Republic of France. Award, which was presented at French Embassy in New York, is "intended to reward persons who have distinguished themselves by creative work in the fields of the arts and letters and by their contribution to propagating the arts and letters in France and all over the world."

**David Cradick**, air personality, KEGL(FM) Fort Worth, named one of 10 outstanding

## 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).

- |   |  |
|---|--|
| <input type="checkbox"/> 1. Cable TV systems Operations | <input type="checkbox"/> 6. Microwave or Telephone Company               |
| <input type="checkbox"/> a. Independent Cable TV System | <input type="checkbox"/> 7. Commercial Television Broadcaster            |
| <input type="checkbox"/> b. MSO (two or more Systems)   | <input type="checkbox"/> 8. Cable TV Component Manufacturer              |
| <input type="checkbox"/> 2. Cable TV Contractor         | <input type="checkbox"/> 9. Cable TV Investor                            |
| <input type="checkbox"/> 3. Cable TV Program Network    | <input type="checkbox"/> 10. Financial Institution, Broker or Consultant |
| <input type="checkbox"/> 4. SMATV or DBS Operator       | <input type="checkbox"/> 11. Law Firm or Government Agency               |
| <input type="checkbox"/> 5. MDS, STV, or LPTV Operator  | <input type="checkbox"/> 12. Program Producer or Distributor             |
|   | <input type="checkbox"/> 13. Advertising Agency                          |
|   | <input type="checkbox"/> 14. Educational TV Station, School or Library   |
|   | <input type="checkbox"/> 15. Other _____                                 |

(Please describe)

young Americans for 1990 by United States Jaycees, Tulsa, Okla.

**William M. Backer**, president and worldwide executive creative director, Backer Spielvogel Bates Worldwide, New York, named advisory board chairman, 1990 CLIO Awards.

**Dan Spice**, associate consultant, East Coast, St. Petersburg, Fla., The Lund Consultants, radio programing and research consultants, named VP.

**Pat Hazan**, director, station services, Associated Press Broadcast Services, Washington, joins BIA Publications Inc., division of Broadcast Investment Analysts Inc., there as director, publications marketing.

Appointments at Brad Marks International, executive search firm for entertainment industry: **Steve Berman**, litigation attorney, Harrington, Foxx, Dubrow & Canter, Los Angeles, to associate/associate counsel there; **Victoria Destin Goldberg**, associate, Kibel, Green Inc., Los Angeles, to same capacity there; **Mathew Mohi**, recent graduate, Occidental College, Los Angeles, to research associate there; **Tammy Palmer Booth**, executive assistant, Korn/Ferry Los Angeles, to office manager there; **Julla Curphey**, research associate, Convergent Information Ltd., London, to senior associate there.

**Marilyn Edwards**, director of cash management, Daniels & Associates, Denver, named VP and chief financial officer.

**Edward H. Frazier Jr.**, VP, cable division, Communications Equity Associates, Tampa, Fla., named senior VP. **John H. Long**, VP, CEA, Philadelphia, named senior VP.

**William F. Case**, president, Strategic Investment Research Co., Avon, Conn., joins Skye Communications Corp., Hartford, Conn.-based radio and television investment banking firm, as senior VP.

**Charles V. Bush**, VP of finance, Unicel Inc., Los Angeles-based cellular communications firm, joins Marnel Investment Corp., Los Angeles-based investment banking firm targeting, radio, television, cable, telecommunications and publishing, as president.

**Eduardo Caballero**, president and founder, Caballero Spanish Media, New York, joins advisory committee, Voice of America, Washington.

## Deaths

**D. Mitchell Self**, 53, president and general manager, WLAY-AM-FM Muscle Shoals, Ala. (Sheffield), died of apparent heart attack Jan. 8 at Humana Hospital there. Self began his broadcasting career at 16 as announcer with WJBB(AM) Haleyville, Ala., and served in that capacity for two years before joining WAJF(AM) Decatur, Ala., in same capacity. In 1955 he joined WSHU(AM) Oxford, Miss., as announcer and salesman. In 1959 he became part owner, with two other investors, of WTRO(AM) Dyersburg, Tenn., and served as president. He joined WLAY in 1961 as sales manager and became minor stockholder of WLAY-AM-FM in 1964.

In 1970 he and two other investors purchased WMSL(AM) Decatur, Ala. He became major stockholder of WLAY-AM-FM in 1971 and at same time was named president and general manager. While at WLAY-AM-FM he had daily gospel show from 6 a.m. to 7 a.m. and for period of time did daily editorials. He taught broadcasting courses part-time at University of North Alabama, Florence, for two years. He was member of Alabama Broadcasters Association, Birmingham, served as president in 1982, and was named "Broadcaster of the Year" in 1989. At time of his death he was serving his second term as NAB radio board member, representing Alabama and Georgia.

**Jeffrey R. Forbes**, 48, first full-time commissioner for Massachusetts Community Antenna Television Commission, died of cancer Jan. 8 at Dana-Farber Cancer Institute, Boston. Forbes served as commissioner from 1979 to 1981. He served as executive director of commission in mid-1970's, before it operated full time. He oversaw deregulation of cable industry and helped establish guidelines for its development in Massachusetts. "Jeffrey recognized that cable was not a utility, and should not be subject to all the regulation it might have as one," said Margaret Sofio, VP, counsel, Continental Cablevision, Portsmouth, N.H. He is survived by his wife, Maureen.

**Susan C. Waldrop**, 45, vice president, subscriber, government and community relations, Media General Cable of Fairfax, died of cancer Jan. 6 at Fairfax Hospital there. Waldrop worked in cable in California before moving to Washington in early 1970's. She served in various capacities in market-

ing and management from 1972 to 1983 at cable systems in Maryland and Virginia. She joined Media General Cable in 1983 as general manager of Early Bird Satellite Services, which at that time was subsidiary of Media General Cable. One year later she was named VP, construction, government and community relations, and in 1986 was named to position she held until her death. She is survived by her husband, Thomas, stepdaughter, Lisa, and stepsons, Thomas Jr. and Scott. Her husband is chairman and CEO of Media General Cable of Fairfax.

**Walid Harati**, 47, Beirut office manager, CBS News, Lebanon, died of heart attack Jan. 4 at American University Hospital there. Harati joined CBS News in 1971 as reporter/producer specializing in Middle East. He is survived by his wife, Georgite Kwam, and daughter, Nassrine.

**Eugene O'Neill**, 66, news director, WWON(AM) Woonsocket, R.I., died Dec. 23 in his sleep at his home in Woonsocket. O'Neill joined WWON in 1948 as news director and served in that capacity for 41 years. He is survived by his wife, Alice, and stepdaughter, Lisa.

**Robert S. Rivlin**, 42, former editor-in-chief, BME, Act III Publishing, New York, died Jan. 5 at Northern Westchester Hospital, Mount Kisco, N.Y. He died of heart failure due to complications resulting from diabetes. Before moving into publishing, Rivlin served as production manager and unit production manager in late 1970's and early 1980's for ABC's *American Sportsman*, and *CBS Sports Spectacular*. He is survived by his wife, Alice, daughter, Meredith, and son, Justin.

## INDEX TO ADVERTISERS

Accuracy in Media 42 ■ All American Television 4-5 ■ BIA Publications 118 ■ Birch Scarborough 113 ■ BizNet 105 ■ Blackburn & Co. 116 ■ Bohbot Entertainment 108-109 ■ Business Radio Network 111 ■ Chapman Financial Services 125 ■ Classified Ads 129-138 ■ Conus Communications/Front Cover ■ Ebony/Jet Showcase 84 ■ Electra Pictures 102-103 ■ Fox TV 31, 32-33 ■ Group W Productions 107, Cover 3 ■ Guber-Peters Co. 96 ■ Home Shopping Network 82 ■ Raymond Horn Syndication 94 ■ International Broadcast Systems 87, 89 ■ ITC Domestic Television 11, 12-13, 14-15, 16 ■ LBS Communications Inc. 60-61 ■ Mahlman Co. 117 ■ Media Venture Partners 115 ■ MGM/UA Telecommunications 69, 71, 73, 75 ■ Morgan Stanley & Co. 119 ■ Multimedia Entertainment 26 ■ New World Television Group 95 ■ Paramount 34 A-P ■ Professional Cards 127 ■ Program Exchange 76-77 ■ Select Media Communications 78-79, 85, 93 ■ Services Directory 126 ■ SFM Entertainment 91, 97 ■ Sony Broadcast Products 80-81 ■ Spex Group Inc. Media 86, 88, 90 ■ TeleVentures 37, 38-39, 41, Cover 4 ■ Television Program Enterprises 22-23 ■ Edwin Tornberg & Co. 124 ■ Tribune Entertainment Co. 45, 46-47 ■ 20th Century Fox Television 24-25, 48-49 ■ Twentieth Television Corp. 19, 20-21, 64-65 ■ Viacom International 59, 66A-H ■ Video Brokers 100 ■ Warner Bros. Domestic Television Distribution 7, 8-9, 28-29, 43, 50A-H ■ Western International Syndication 101 ■ Wood & Co. 120 ■ World Events Productions 104 ■ Worldvision/Cover 2-3 ■ World Wrestling Federation 99

## Lon Lee: Blazing new trails for NATPE

Lon Lee got his start in the Fifth Estate partly through the influence of Navajo "code talkers." In that, he is likely unique on this page. Lee is an unabashed Westerner with a colorful family history that includes John Ford's classic film "Stagecoach," the town of Mexican Hat, Utah, and a real life gunfight over a gambling debt. More on that later.

At present, however, Lee, who for the past 12 years has been vice president and program manager for Denver NBC affiliate KCNC-TV, is hoping to leave more than bootprints behind as he ends a one-year term as chairman and CEO of NATPE International.

From his seven-year stint on NATPE's board of directors (which expires at the end of 1991), the 47-year-old programing executive hopes to cite as his "legacies" the development of a new *NATPE\*Net* national on-line computer service linking stations (600-plus so far) and syndicators—it is projected to begin operation in February; more stringent and "businesslike" exhibition rules for the 1990 NATPE convention, and the organization's continuing support for prime time access rules. Of the adoption of new rules affecting floor activities, Lee says, chief among his concerns was the "roving" camera crews of the consumer press he felt were a hindrance to business on the convention floor. But Lee says that after the convention, "we'll ask syndicators how the rules affected business" to determine whether they were too stringent.

After haphazardly hopping from Western to Eastern seaboard in various local station programming positions, Lee decided to put down roots in Denver. It is, he says, "the most beautiful city west of the Mississippi."

That appraisal of Western real estate comes from a man with credentials in the region. His great grandfather, William Lee, "shot a deputy over the outcome of a horse race," Lee relates (and not without a hint of pride), apparently as a result of a bet gone sour. William "high-tailed it" to Alaska, but later resettled in Utah with a young bride. Lee's grandfather, John Lee, started the first ferry service across the Colorado River, according to Lee, founding the town of Lee's Ferry, Ariz. And Lee's parents (Clarence Frank [C.F.] and Mary) established "homestead ranching" on the "Payute Strip" in the town of Mexican Hat, Utah.

It was there that Lee's father, C.F., had a brush with mass media in the person of renowned western movie director John Ford. According to the younger Lee, it was C.F. who rented the horses that Ford used in the classic 1939 John Wayne western "Stage Coach," which was shot in the Payute Strip.



LON CHARLES LEE—chairman and chief executive officer, NATPE International, and vice president and program manager, KCNC-TV Denver; b. Aug. 8, 1942, Winslow, Ariz.; BS, Communications, Arizona State University, Tempe, 1964; continuity director, KOOL-AM Phoenix, 1964-65; continuity director, KFBK(AM) Sacramento, 1965-66; public relations assistant, McClatchy Newspapers, Sacramento, 1966-67; promotion manager, KOVR-TV Sacramento, 1967-69; promotion manager, KBNK-TV San Francisco, 1969; program manager, WKBS-TV Philadelphia, 1969-74; director of information services, WPLG(TV) Miami, 1974-75; program director, WJXT-TV Jacksonville, Fla., 1975-78; present position at KCNC-TV since June 1978; m. Kathleen Newman, Sept. 12, 1964; children: Barbara, 24; David, 21; Linda, 19; Brian, 17, and Michael, 14.

Shortly afterward, the Lee family moved to Winslow, Ariz., where Lon was born. But again, the family pulled up roots, making permanent residence in Holbrook, Ariz. It was there that C.F. prospered as an Indian trader with the Navajo tribes in the area.

C.F. recruited Navajos to work maintaining rail lines in the northern Arizona area for the War Manpower Commission during World War II. The U.S. Marine Corps became acquainted with C.F.'s activities and asked for his assistance in recruiting English-speaking Navajos for the war effort. According to Lee, the development led to the establishment of Indian "code-talkers" at various radio posts throughout the Pacific theater. "The Japanese didn't know the Navajo language—they had no clue to what was going on," Lee says.

Spurred in part by his father's indirect venture into the radio medium, Lee worked as a "summer fill-in" at a number of local radio stations—first at KDJI(AM) in Holbrook, Ariz., while still in high school, and later in Phoenix at KPHO(AM) and KPOL(AM) while earning a degree in mass communications from Arizona State University. Lee

also completed TV internships at KTVK-TV Phoenix and KAET-TV Tempe. Just out of college, Lee landed a job as continuity director at KOOL-AM in Phoenix (1964-65), then moved to Sacramento's KFBK-AM, where his break into the television business awaited.

KFBK-AM, which was owned by the McClatchy Newspaper chain (also owner of the *Sacramento Bee* and former licensee of KOVR-TV), proved to be a stepping stone for Lee into other media. In 1966, he was named public relations assistant for McClatchy and became involved in print, radio and television promotions for each of the chain's local holdings. A year later, Lee got into TV full time when he was named promotion manager at KOVR-TV.

"I didn't have a lot of fears, but I did have a lot of misconceptions about television," Lee says. "At the time I thought radio people were more singularly responsible for creating original promotions, but when I went into TV, I could see that there were many more tools to exercise creative freedom. I think it helped to have exposure to all three media, but the hardest part was learning the lingo unique to each of them."

The fall of 1970 turned out to be a "watershed year." Lee was hired by Kaiser Communications-owned independent UHF WKBS-TV Philadelphia as promotion manager. Lee developed a promotion taking advantage of the then-new "Trekies"—fans of the syndicated repeats of *Star Trek*. The promotion paid off in spades, as "core viewers" of the original NBC network series tuned to the independent station, and "many other local indies soon followed suit with similar promotions," says Lee.

Lee is committed to creating better communications between syndicators and local station executives. He describes his role as "co-conspirator" with former KRON-TV executive Dave Wilson in the development of the nationwide *NATPE\*Net* computer system. The system is designed to offer station programmers and syndicators the opportunity to receive and send messages regarding program timings, cues and out-cues, program formats, guest listings, tape delivery dates and other internal product information. Lee estimates the system will help syndicators shrink their overall communication costs to local stations from an annual average of \$256,000 to \$56,000 or less. "Hopefully, it will change the way we do business," Lee says. "Stations will...find this system to be a huge time saver, not to mention a cost saver."

Lee says the creation of a national database/communications network is "one of the most important decisions NATPE has made" for its future. With a little license, the enterprise could be described as NATPE's first electronic "ferry," and as such would be in keeping with the pioneering spirit of the Lees. ■

**Ed Gradinger, president-CEO, New World Entertainment, has left company and will be replaced by Jon Feltheimer, president, New World Television.** Shake-up at company comes following sale of New World Entertainment's video and theatrical interests to Trans-Atlantic Pictures. New World Entertainment and its parent company, Andrews Group Inc., will retain assets of New World Television.

**Paramount's *Wings*, which has seven-episode commitment from NBC as mid-season replacement series, began production last week.** Half-hour comedy features ensemble cast of characters in small airport. David Angell, Peter Casey and David Lee, former producers and writers for *Cheers*, are executive producers.

**David Fein and John Goldhammer, who make up FeinGoldhammer Productions, have signed exclusive development agreement with Orion Television Entertainment.** Under agreement, two will develop projects for all areas of television, including syndication, network and cable. Prior to forming FeinGoldhammer Productions, both producers held studio positions. Fein spent time at both Columbia Pictures Television and 20th Century Fox, while Goldhammer had five-year stint as VP and later executive VP for programing at Paramount Pictures Television.

**CBS Radio Division is said to be restructuring CBS Radio Network and RadioRadio Network.** No clear reason for change has been established. Spokesperson for CBS confirmed that changes are being considered and said that changing demographics was cause. CBS Radio Network,

geared towards older adults, has news/sports format and 440 affiliates. RadioRadio features comedy bits, countdowns and news for 18-34 year-old audience. Announcement for new network, tentatively called "CBS Entertainment," should come in mid-February. One catch may be getting advertisers who signed exclusively with RadioRadio to make switch. One industry source said that advertisers with, for example, eight ads on RadioRadio, would get four on new network, logic being that advertiser is reaching more stations. However, source said that some advertisers who may have to reach young audience exclusively will not pleased with possibly taking cut in ads and reaching older audience.

**Shamrock Broadcasting Inc. has sold first of its five broadcast properties to raise capital from equity and pay off debt.** Shamrock, owned by Roy E. Disney family, currently owns 15 radio and three TV stations, and is selling **KMCC-FM Dallas to Cook Inlet buyers for \$22 million.** Cook Inlet owns 11 radio and two TV stations. Shamrock has no near-term plans to acquire any more stations deciding, instead, to concentrate on strengthening stations they do have. Negotiations for **WNB(AM)-KUDL-FM Kansas City** have just begun, but sources say stations should bring in approximately \$11.5 million-\$12 million due, in large part, to station's grosses, cash flow and market position. Blackburn & Co. is brokering sale. **KXXT-TV Waco** and **KTAB(TV) Abilene, both Texas,** are reportedly on verge of changing hands. Neither Shamrock nor Ted Hepburn, broker, would disclose buyer's name or sale price.

**ABC announced that Ed Weinberger, creator of *The Mary Tyler Moore Show* and *Taxi*, has been given two-series commitment.** One project will be based on recent successful theatrical, "Look Who's Talking," although ABC will be unable to use that. Second is tentatively titled *Honor Bound*, about young "Brooklyn-born Italian-American named Sal Bavasso." No launch date has been given for either. Weinberger currently is executive producer of NBC's *Amen* and *Dear John*.

**Kevin Stein, former VP, Binder Entertainment, and before that, VP, development, King World, has been named director, late night programs, CBS Entertainment.** Stein will be responsible for direction of *Pat Sajak Show*, which has been rumored to be on way out. If show is canceled, Stein will have hand in developing replacement. Stein will report directly to Rod Perth, VP, late night programs, CBS Entertainment.

**Edward A. Bennett last week was named president of HA! The TV Comedy Network, MTV Networks' 24-hour basic cable service scheduled to premiere April 1.** Bennett will continue to serve as president of MTV's VH-1, post he has held since April 1989. In his new position, Bennett will have full profit and loss responsibility for HA!, controlling sales, production, programing, program publicity, promotion, marketing and ancillary business.

**Tektronix Inc., Beaverton, Ore., announced last week that it is in negotiations with Sony Corp. of Japan regarding future ownership of Grass Valley Group and Sony/Tektronix Corp.** Grass Valley Group is fully-owned Tektronix subsidiary specializing in digital graphics and video effects equipment. Sony/Tektronix is coventure of two companies created to Tektronix products in Japan. Companies are discussing possible swap in which Sony would acquire Grass Valley and Tektronix would take over full control of Sony/Tektronix and other Sony payment in return. Talks have been under way for several months, according to Tektronix spokesman. Negotiations are currently at very serious point, he said.

## Roundabout

*When Robert N. Wold started Robert Wold Co. in 1971 and Wold Communications in 1973, it was specifically to compete with Hughes Television Network (HTN) in distributing radio, particularly baseball on radio. The two companies were but weeks apart in entering satellite distribution in 1975, and for both, the business expanded over the next decade to include network radio, television news and sports backhauls and syndicated and international TV.*

*Last week, not quite 20 years later, Bob Wold announced that the first domestic client for his newly formed Los Angeles-based consulting firm, The Wold Organization Ltd., is long-time rival HTN. Set to report directly to HTN President John Tagliaferro in New York, Wold said he intends to aid in continuing relations with existing HTN customers, look for new kinds of satellite users and help assess how much satellite capacity HTN (currently controller of 15 transponders on four birds) should acquire in the future. "We are very pleased that Bob will be representing HTN," said Tagliaferro. "His tremendous knowledge and creativity will be of great benefit."*

*The original Wold and HTN companies have been transformed, as the past year saw IDB Communications purchase HTN and Wold Communications merge with Bonneville Satellite to form Keystone Communications, which Wold's son (and first employe) Robert E. Wold continues to serve as vice president of international sales. "We're not going to trade secrets," the senior Wold said, joking that he had "kind of worked myself out of a job" at Keystone, giving way to an "excellent" staff and, at the end, working only part time with his son to successfully renew Keystone's crucial contract with the Japanese International Satellite Organization. "I'm happy to be returning to an area I've always enjoyed," he told BROADCASTING. "I'm calling it 'deja vu all over again.'"*

## ITU's Tarjanne talks 'telestroika'

The new secretary general of the International Telecommunication Union, Pekka J. Tarjanne, of Finland, was in Washington last week, sketching out a future in which he saw the national, regional and global organizations that are involved in telecommunications becoming "more adaptive, open, responsive—in short, more entrepreneurial themselves." He said the organizations are being used in "complex, even interactive and competitive ways as the old restrictive boundaries in telecommunications fall away." Indeed, he adapted the term Mikhail Gorbachev uses to describe changes in political and economic attitudes—perestroika—to the telecommunications world: "telestroika."

Tarjanne made two speeches—at a dinner sponsored by the U.S. Chamber of Commerce's Telecommunications Trade Task Force and as a guest lecturer on Global Communications Issues sponsored by the Center for Strategic and International Studies. He also answered reporters' questions at a press briefing. Throughout, he sounded the theme of change in telecommunications rooted in radical changes he saw in the underlying technologies and in the entrepreneurial opportunities to apply those technologies to better serve existing needs, create new markets and to effect—in the phrase of a Paris think tank,

Prométhée, "a global networked society."

A major new component of the new environment described by Tarjanne is the General Agreement on Tariffs and Trade. He said GATT negotiators last month had completed "a rather remarkable document" that, he said at the CSIS meeting, details "a new GATT 'multilateral framework for services provided through telecommunications.'" He said the principles emphasized in the document "include transparency, market access, harmonization of regulations and standards, progressive liberalization and special considerations for developing countries." He said development within GATT "may well be the dominant international subject of 1990."

Indeed, he said it could lead to "a concurrent (and I think compatible) regulatory regime with those existing within the ITU domain." The GATT framework, Tarjanne said, could provide for the 1990's "a common global order based on economic and trade principles." For he said that as the GATT document was being shaped at GATT headquarters in Geneva, members of the ITU's telecommunications standards body—the CCITT—a half mile away at headquarters was developing a comparable framework for providing open access to telecommunication networks and markets. —LZ

**FCC last week approved \$125 million Comsat investment in overall \$480 million Intelsat satellite replacement project** involving five Intelsat VII birds, two to be launched into Pacific Ocean Region in 1992-93 time frame, one into Atlantic Ocean Region (AOR) in 1993 and two others, initially as backups to aforementioned launches, into AOR in 1995. Higher power VII series, said FCC, "will serve the increasing demand for small antennas, while reducing earth station costs."

□

Dallas-based **Satellite Music Network launched contemporary hits format "The Heat"** on Jan. 9, delivering satellite-fed service to 57 affiliates in U.S. and Caribbean. Operations manager for "high-energy, mainstream CHR" format is Harry Nelson, with Lee Abrams, managing director of SMN's "Z-Rock" format, serving as consultant.

□

**Sale agreement of United Broadcasting to TA Communications Partners has expired and deal will not close.** TA already owns significant minority interest in United. Sovran Bank of Maryland is trustee to shareholders established by Richard Eaton of United. Earlier reported price of \$123.5 million is total value of United. TA is subsidiary of UBC Acquisition Corp. Deal specified ownership transfer of WYST-AM-FM Baltimore; WDJY-FM Washington; WINX(AM) Rockville, Md.; WJMO(AM)-WRQC-FM Cleveland; WKDM(AM) New York; KALI(AM) Los Angeles; KSOL-FM San Francisco, and United Cable Co. of New Hampshire.

□

In move designed to "eliminate regulations that would impede non-government space activities," **FCC has set aside six frequencies in 2310-2390 mhz band for telemetry control of commercial launch vehicles.** Leaving industry to determine how band is to be used, FCC said "this additional telemetry capability will help the United States private sector to compete in the world market for launch vehicles." U.S. companies McDonnell Douglas and Martin Marietta provided their first commercial launches last August and December, respectively, and General Dynamics is scheduled to do same in June.

□

**Missouri State Conference of Branches of NAACP, along with local chapters in affected service areas, filed petition to deny**

**renewal of licenses to three Missouri stations** for poor EEO performances. KFYO-AM-FM Clayton, KARO(FM) Columbia and KRJY(FM) St. Louis are alleged to have had only token minority employment during license term. Stations are also said to have deficient EEO programs.

□

**Cable industry in Georgia is opposing Southern Bell request for additional \$147 million depreciation over three years,** beyond present \$1.5 billion, three-year number. BOC said even at three years, rapid pace of technological change demands higher number, which would include truck and central office depreciation, along with replacing copper plant with fiber. Cable, led by Cox Enterprises, has testified against BOC before state public service commission. "Southern Bell is trying to get all current telephone ratepayers in Georgia to pay for costly and unnecessary facilities and to subsidize BellSouth's desire to get into the video business," Cox testified.

□

**Norm Feuer, VP-COO, Noble Broadcasting, resigned from San Diego-based group owner.** John Lynch, chairman-CEO, and Tom McKinley, senior VP, will assume Feuer's duties.

□

**Walda Roseman, senior advisor, strategic planning, Intelsat, last week was named director of FCC's newly formed Office of International Communications, effective Feb. 12.**

### NATPE update

Worldvision Enterprises staff attending NATPE convention in New Orleans (exhibitor list, page 92) should include following: Bert Cohen, Kimberly McGuire, Elliott Abrams, Willard Block, Noreen McGrath, Tom Devlin, Dan Willis, Harrington Silva, Bruce Swanson, Sara Indart, Jerry Kaufer, Andy Samet, Anna Mark, Denise Perri, Bob Dahill, Bob Dudelson, Doreen Muldoon and Jim Smith.

□

Home Shopping Network address in exhibitor listing (page 72) should be 2505 118th Ave. North, St. Petersburg, Fla. 33716.

# Editorials

## The main event

The U.S. broadcasting industry—attended by an important segment of the cable and international programming worlds—will move en masse to New Orleans this week, attracted by the largest ever edition of NATPE International. It will represent, in more ways than one, a critical mass: the judgments made at NATPE will have an important effect on the syndicated programming industry in the short run, while the new waves whipped up at NATPE will sweep across the industry for years to come.

There'll be no more controversial wave than repeal or modification of the financial interest rules (the syndication rules appear reasonably safe this time around). Almost to a person, the syndicated program community represented at NATPE will fight to the death against a change in fin-syn. The most determined advocate in New Orleans will be the president of NBC, Robert Wright, who's been chosen to keynote the affair.

That there will be some change in these arrangements is virtually certain. Hollywood and the networks have been negotiating—but avoiding agreement—for some time, and it is the excuse of those negotiations that the FCC uses in not engaging the issue on its own. And then there are those consent decrees, expiring this year, that will loose the networks to become a production as well as programming force, should they so opt.

All in all, it should be big at NATPE in New Orleans, but it won't be easy.

## Endangered species

This page has always had a special affinity for engineers. We've found them usually out in front in broadcasting, leading the way into new frontiers, urging management and program people to occupy the new territory they've taken. They're frequently the most enthusiastic of broadcasters and at times the happiest; it may come from dealing in the relative surety of physics as opposed to the chancy world of show business.

These reflections are brought on by a remarkable short text that passed this way last week—the acceptance by Joseph A. Flaherty, vice president of engineering and development for CBS Inc., of the "Chevalier de L'Ordre des Arts et des Lettres," conferred by the government of France. Mr. Flaherty—who is credited as the developer of electronic news gathering and America's motive force behind high-definition TV—is no stranger to such orders: he earlier received that nation's highest award, the "Legion d'Honneur," as well as numerous other honors, foreign and domestic, that need not be catalogued here.

But it was what Flaherty said about his profession that caught our eye, and which we are prompted to pass on:

"Engineers, neither artists nor writers, are the toolmakers to the arts, craftsmen of fine instruments—instruments that expand artistic horizons, but instruments we cannot play. Yet, this is the engineer's *raison d'etre*. We live, as it were, on the wrong side of the tapestry, amid networks of strings, knots and loose ends. While this infrastructure is the vital support to the artwork itself, ours is nevertheless the skeletal view.

"But our fulfillment is this: Without our tools, culture would be diminished, and the arts of modern television and telecommunication would not exist....

"The Berlin Wall is down. The Iron Curtain is open. Our walled cubicles of protected technology must also disappear. Otherwise, we will sacrifice our technical integrity, ill serve our creative colleagues and propagate today's 'Tower of Babel.' "

What Flaherty means by the last is that nationalism, chauvin-

ism and greed threaten to perpetuate the technological ghettos that have prevented a one-world of telecommunications since World War II. The politicians who are revolutionizing the western world are far ahead of the technologists, in his view.

In ours, there's rarely been a time when broadcasting—and all its allied arts—has needed its engineers more. And yet, paradoxically, the industry has disbanded its laboratories and cut its technological forces almost to the bone, as research and development have fallen victim to enhancement of the next quarterly report. While the nation worries that it may fall victim to the tides of technology from abroad, we have virtually abandoned the field at home.

This page thus joins with the French in honoring Joe Flaherty, and hopes that his fellow engineers will not be allowed to become prophets without honor in their own country.

## Thanks, but no thanks

President Bush has asked that in the future the television networks advise the White House of circumstances that would affect their presidential press conference coverage. The spur to that curious request was the televising of a press conference last month following the invasion of Panama. In that instance ABC, CBS and CNN chose to juxtapose, via split screen, the President's live remarks on the success of the operation, including a reference to the flag, with the coincident arrival of the first flag-draped coffins of American servicemen killed in the exercise (NBC taped the arrival of the bodies and aired it immediately after the press conference). From some vantages, the unintentional irony was deemed unfortunate, and at least one network, ABC, said in retrospect it had made the wrong call.

Wrong call or right one, the President's request that in the future such calls be cleared first with his office must be respectfully denied, as the networks made clear in their responses to the request (see story, page 106).

As a matter of policy, journalists cannot be expected—and shouldn't be asked—to consult the administration on the manner in which they will cover the news. As a practical matter, news breaks too fast and can be turned around too quickly for those charged with competitively reporting it to check in with the White House first even if they wanted to. They don't, and won't, and shouldn't.



Drawn for BROADCASTING by Jack Schmidt

*"It can't miss in access. I like to think of it as a combination of 'Donahue' and 'The Cosby Show' only on rollerskates and with a celebrity guest referee."*



# REWARDING

## for Stations

THE SECOND HIGHEST RATED  
NEW WEEKLY SHOW.

SECOND HIGHEST IN HOUSEHOLDS AND  
WOMEN 18-49 AND 25-54 RATINGS.



HOST STACY KEACH



Produced by  
Four Point Entertainment,  
Dave Bell Associates and  
Group W Productions

## for Audiences

Compelling true stories of  
missing people and objects.  
With the opportunity for  
viewers to write happy endings.  
From a father finding his young  
children after a 10-year search  
to \$50,000 paid to owners of  
Japanese ceremonial swords.

## for Advertisers

Reality programming at its best.  
Non-exploitive entertainment  
packing a solid emotional punch.  
An ideal atmosphere  
for advertisers.

Source:  
NTI Nov. 1989  
(10/30-11/26)

Broadcasters Producing for Broadcasters



Advertiser Sales:

**GROUP W PRODUCTIONS MEDIA SALES**

© 1990 Group W Productions

# SITCOM CHALLENGE!

“You think you  
know sitcoms?”

We've got a sitcom quiz that'll  
really test your TV savvy!!!

See how much you really know  
about sitcoms & win a chance  
to place your daughter or son  
on “21 JUMPSTREET”!

---

Come see us at NATPE Booth #581

---

 TELEVENTURES