

# Broadcasting Nov 9

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Radio Station Brokerage & Financing

# Broadcasting Nov 9

**Network prime time ratings fall 10%... page 35.**

**Ginsburg nomination in danger... page 37.**

**Holmes nominated to FCC... page 112.**

**SMPTTE provides forum for HDTV... page 46.**

**THE EROSION CONTINUES** □ Three-network prime time ratings fall 10% for first six weeks of season compared to same period last year, leaving three networks 75% of prime time audience. **PAGE 35.**

**CABLE'S GOOD NEWS** □ October ratings for most of top cable programming services are up over October 1986. **PAGE 36.**

**ETHICS QUESTION** □ Supreme Court nominee Douglas H. Ginsburg's involvement with cable MSO while participant in *Preferred Communications* case raises questions of conflict of interest. **PAGE 37.** Additionally, Ginsburg's disclosure that he has smoked marijuana further complicates confirmation effort. **PAGE 38.**

**TBS TURNOVER** □ TBS sales executive, Gerald Hogan, is named president of TBS's Entertainment Network, and William C. Bevins, TBS financial expert, has announced his departure. **PAGE 39.**

**SMPTTE '87** □ Broadcast and film engineers find HDTV area of common interest at 129th annual SMPTTE conference in Los Angeles. **PAGE 46.**

**NEW PLAYER** □ Jacor Communications enters national spot radio market with its acquisition of Eastman Radio. **PAGE 66.**

**NEXT GENERATION** □ Television Bureau of Advertising, whose members meet in Atlanta this week, has new president, William Moll. BROADCASTING discusses future of TVB and industry with Moll and Roger Rice, who relinquishes post after 13 years. **PAGE 70.**

**TELCOS WANT IN** □ Telcos call on FCC and Congress to drop prohibitions keeping them from entering cable TV business in areas where they provide telephone service. **PAGE 72.**

**CHURCH CHANNEL** □ Broad-based group of religious denominations are planning for advertising-supported cable programming network. **PAGE 82.**

**AXE TO FALL** □ NBC employees ready for what could be 700 job cuts. **PAGE 84.**

**CAUGHT IN THE MIDDLE** □ Showtime/TMC's Tony Cox says pay cable is being squeezed financially between its suppliers and retailers. **PAGE 87.**

**CONTINENTAL FLAIR** □ Timothy Neher is known by some as "a straight shooter" who has "outstanding people skills." It is mix that has served him well as president and chief operating officer of Continental Cablevision, nation's third largest MSO. **PAGE 111.**

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## Ornaments if needed

If broadcast industry finds it has no choice but to accept legislation imposing license transfer fee and codifying fairness doctrine (see page 75) there may be way to cut losses. Some Washington operators last week were kicking around idea of putting "sweetener" in bill to make it more palatable to industry. Among suggestions: Include permanent must-carry rule and clean up comparative renewal process.

## Cable under glass

National Telecommunications and Information Administration is gearing up for major study of wide range of cable television issues as basis for policies on video marketplace. Subjects likely to be included are concentration of cable ownership, vertical integration, local-franchising process, and telephone company-cable crossownership. Study—expected to be announced this week and to be completed in spring—will be undertaken by NTIA's Office of Policy Analysis and Development, which has new director, John Shapleigh. He is one-time chairman of Missouri Public Service Commission, and before joining NTIA was vice president and general counsel of LDX, fiber optic company in Missouri.

## Japan's No. 2 HDTV

In apparent bow to U.S. pressure for high-definition television system compatible with existing receivers, Japanese national broadcaster, NHK, has developed single-channel, compatible HDTV system separate from its Muse technology, according to U.S. TV executive close to HDTV developments. NHK, inventor of Muse, which compresses wideband HDTV to eight mhz, had consistently held that despite requirement for entirely new sets nothing narrower would suffice for consumer markets here and in Japan. But cries for compatibility are getting louder, raised by NBC's announcement of single-channel (six mhz) widescreen advanced compatible TV, plus enhanced television developments by Japan's terrestrial broadcasters.

Meanwhile, NHK work on Muse itself has shifted from testing of satellite signal transmission to perfection of consumer TV receivers. Leading Muse developer, Dr. Yuichi Ninomiya, head of NHK's engineering service division, said satellite

tests "proved that technically we can broadcast the [high-definition] signal using Muse." Research has been complete for about one year on downconverters necessary for Muse reception (degraded to present standards) on NTSC receivers, but NHK will make no announcements on them until it perfects Muse receivers. Ninomiya said converters will be affordable for most consumers. NHK's announced goal is to have Muse receivers and VCR's on world market in 1990 and to begin Muse satellite transmissions to North America at same time.

## Missing persons

Last week's comments filed on cable-telephone company crossownership proceeding at FCC (see page 72) may provide insight into cable's relationship with other elements of Fifth Estate. Noticeably absent were comments from motion picture industry and independent television; both have been critical of what they call cable's "monopolistic" stranglehold on marketplace and have suggested telcos (with some restraints) be permitted to compete with cable. Forces within Motion Picture Association of America are at odds over which course to recommend to FCC. MPAA was said to have prepared several drafts of comments (with one even suggesting crossownership prohibition might not be bad idea), but President Jack Valenti wants to wait, giving studios chance to see what others have filed and review issue further. It is still likely MPAA will submit reply comments but judging from studios's diverse holdings (some have cable and broadcast interests as well) it may be tough to reach consensus.

Association of Independent Television Stations President Preston Padden says INTV will probably submit reply comments, but that it is re-evaluating whole issue. INTV, he said, wants "to be very sure we don't jump from the frying pan into the fire."

## Buddy system

Are United Television's KCOP(TV) Los Angeles and MCA Inc.'s WWOR-TV New York forming de facto alliance? In wake of MCA TV Enterprises clearance of proposed late night strip, *The Street*, on two stations for test run prior to 1988 debut, there was question last week among several syndicators as to what kind of relationship might be forming there. According Shelly Schwab, president of MCA TV Enterprises, clearance of *The*

*Street* for test run on KCOP(TV) and company's station, is natural situation. MCA TV and United Television group (five independents, two affiliates) partnered last year on *The Lou Kelly Show*, proposed late-night strip for fall 1987 that did not make it to air.

## Franchise fever

Cox Cable President James Robbins and economist Alfred Kahn will testify Friday before Connecticut Public Utilities Commission as it wraps up testimony on proposed state bill that would shorten franchise renewal to five years or to 10 with strings attached. Cox has system in Manchester, Conn. General assembly passed bill, but stayed effective date until June 1, 1988, pending study by PUC. Bill's origin stems from federal pre-emption of cable rate regulation.

Bill would allow for 10-year renewals if system agreed to rate regulation. Bill also requires half of system's channels to show up on basic tier. That presents problems for cable companies that want to have, for instance, 12-channel, \$2 basic tier on 70-channel system.

## A first?

NBC Productions is close to concluding multiprogram production agreement with unknown cable network. NBC's chief cable programming interest is in Arts & Entertainment Network, but there was no indication A&E was cable service involved. Deal with any other cable service would make NBC first commercial network to enter production agreement with cable entity in which it does not have ownership interest.

## Another day

Preview Network, 24-hour cable programming promotion service, has postponed launch date from Dec. 1 until spring at earliest. Network's latest public offering was dashed by Oct. 19 stock market crash. Company hopes to make public offering in spring. Launch will be predicated on success of offering, which spokesman said would not be penny stock.

Preview Network was announced in October 1986 and said at that time it hoped to launch on Feb. 1, 1987. Some MSO's put up seed money at that time, but are no longer in financial picture. Number of top MSO's have since backed Starnet, cross-promotion service scheduled for launch next May.

# “Up...up...and away! Ove

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HAPPENING  
NOW!!**

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THE SECOND TIME AROUND**

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# Where Things Stand

A weekly status report on major issues in the Fifth Estate

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■ *Solid box denotes items that have changed since last issue.*

**AM-FM allocations.** FCC has authorized nighttime operation for 21 of 41 daytime-only AM stations on 1540 khz, foreign clear channel. Frequency's nighttime operation priority has belonged to Bahamas. However, since the negotiation of new international agreements, limited nighttime use of 14 Class I-A foreign clear channels will be allowed. Announcement of 21 stations affected will be delayed until early December when grace period for possible objections from Bahamas expires.

In response to FCC inquiry, National Association of Broadcasters told FCC Aug. 31 not to permit FM stations to use directional antennas, claiming it would lead to "AM-ization" of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public.

In July, NAB filed comments supporting FCC's proposal to allow most AM daytimers (1,600 of between 1,800 and 1,900) to provide nighttime service at or near lowest post-sunset power already granted those daytimers by FCC. However, NAB said FCC should authorize new nighttime service on interim basis until it completes comprehensive review of AM interference standards in separate proceeding launched last month. Others said FCC should defer any action until review is completed and new interference standards are adopted. FCC hopes to have final order by fall.

□

**AM stereo.** Motorola's C-Quam AM stereo system moved closer to establishing itself as de facto standard with Aug. 12 release by National Telecommunications and Information Administration of follow-up report to one released last February on AM stereo marketplace.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference. Commission's Mass Media Bureau has prepared statement on AM stereo pilot tone protection.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. It has also submitted comments to FCC saying that pilot tone protection is "unnecessary" and that it "clearly contradicts the administration's and the FCC's avowed support of the free

marketplace." Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

**Antitrafficking.** Three weeks ago, Senate Commerce Committee adopted revenue-raising package aimed at reducing trafficking of broadcast licenses (BROADCASTING, Oct. 26). Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill."

□

**Cable regulation.** Two federal court judges in northern district of California in decisions issued one week apart in September, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain "state-of-the-art" cable systems are unconstitutional—violation of First Amendment rights of cable operators. In earlier decision, one of those judges, Eugene Lynch, held that Palo Alto, Calif., and two nearby communities must award franchise to Century Communications Inc., even though it did not go through franchise process. Courts' decisions run counter to decisions in other courts.

FCC has opened rulemaking to define more narrowly those television markets where the rates of cable systems cannot be regulated because the systems are subject to "effective competition" from cable systems. Rulemaking was launched in response to U.S. Court of Appeals in Washington, which endorsed FCC's basic finding that three broadcast signals constituted "effective competition," but which felt FCC's definition of which signals should be deemed "available" in market was too broad. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

On Capitol Hill, House Telecommunications Subcommittee postponed indefinitely oversight hearing on status of cable industry three years after deregulation. It was scheduled for Oct. 29 but because of sudden developments on Wall Street, subcommittee needed to convene series of closed-member briefings on situation and cable hearing was bumped (BROADCASTING, Oct. 26). Subcommittee still intends to hold series of oversight hearings on cable, but with Congress scheduled to adjourn Nov. 21, lawmakers may

have to wait until next year.

Meanwhile, Representatives John Bryant (D-Tex.) and Al Swift (D-Wash.) have introduced legislation at behest of Association of Independent Television Stations, National Association of Broadcasters, National Association of Public Television Stations, National League of Cities and Motion Picture Association of America that would amend Cable Communications Policy Act of 1984 to grant cities (as franchising authority) right to specify "in the franchise or by any other means, the channel or service tier on which the cable system must carry (1) any channel designated for public, educational or governmental uses and (2) the signals of any television broadcast station that the cable system is required to carry by federal law or regulation" (BROADCASTING, Sept. 14).

□

**Children's television.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC voted unanimously to launch broad inquiry into children's advertising. Among the questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984 and are children's programs based on toys no more than so-called "program-length" commercials and, if so, should they be somehow restricted.

U.S. Court of Appeals in Washington set stage for inquiry when it remanded to FCC 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify deregulatory action with either facts or analysis.

Impetus behind FCC action also came from Capitol Hill. Last month, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) introduced bill that would limit advertising during children's programs. Measure has support of four other subcommittee members. Representative John Bryant (D-Tex.), also on subcommittee, intends to offer children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

□

■ **Compulsory license.** FCC received comments first week of August in inquiry into whether compulsory license should be preserved. National Association of Broadcasters softened its long-standing opposition to license, arguing that license should be left alone for time being. Most broadcasters, however, urged elimination or modification of rules to limit importation of distant signals. They were joined by Motion Picture Association of America. Cable industry, on other hand, argued to keep license intact. Inquiry is expected to form basis for legislative recommendation to Congress.

NCTA views the Association of Independent

# The Season's Top Draw!

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So, join all the stations who began the season with us as well as these new members of our WIN, LOSE OR DRAW family.

<u>MARKET</u>	<u>STATION</u>	<u>TIME PERIOD</u>
Philadelphia	WCAU	Access
Denver	KCNC	Early Fringe
Baltimore	WBAL	Access
San Diego	KGTV	Access
Nashville	WTVF	Access
Greenville, SC	WSPA	Access
Greensboro	WXII	Access
Joplin	KSNF	Early Fringe
Wichita Falls	KSWO	To Access
Beaumont, TX	KFDM	Early Fringe
Topeka	WIBW	Access
Mason City	KIMT	Early Fringe
Utica	WUTR	To Access
Idaho Falls	KPVI	Access

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LOSE  
OR *Draw***



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in over 30% of the country.**

A Current Affair has already carved out a niche by increasing audience shares in New York, Boston, Los Angeles, Chicago, Washington, D.C., Dallas and Houston. Based on its success in these markets, stations owned by Hubbard, Lin, Times Mirror and Par have bought A Current Affair for immediate stripping in prime access.



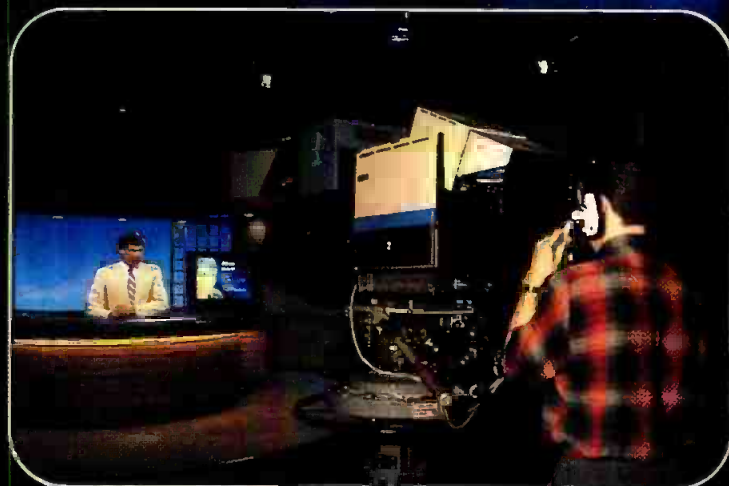
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*A Current Affair is ready to be your station's  
next Prime Access franchise. Available now!*

## Fairness update

House action on the fairness doctrine was delayed last week (see story, page 75). The doctrine's proponents are expected to strike next week when a catch-all spending bill (the continuing resolution) is slated to move in the House. An attempt was made two weeks ago to attach a fairness amendment to the funding measure when it was being considered by the House Appropriations Committee, but it failed 28 to 20.

In the Senate, Commerce Committee Chairman Ernest Hollings (D-S.C.) has offered a revenue-raising package (adopted by the committee 12-5) that in addition to establishing a basic 2% FCC license transfer fee, would codify the fairness doctrine (BROADCASTING, Oct. 26) and add 1% to the transfer fee for any seller who had violated the doctrine. The National Association of Broadcasters has embarked on a major campaign to defeat the measure, with NAB President Eddie Fritts calling on key members of the Senate (BROADCASTING, Nov. 2) to state the industry's opposition. Delegations of broadcasters were also making the rounds on Capitol Hill.

The fairness doctrine was repealed by the FCC on Aug. 4. Earlier, President Reagan vetoed a bill codifying the fairness doctrine, and doctrine proponents lacked the votes to override.

Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) have circulated a "Dear Colleague" letter supporting the repeal. In the House, Representative Tom Tauke (R-Iowa) and others sent a letter to counter earlier correspondence from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who is leading efforts in the House to enact the doctrine into law (see page 75). Dingell's letter raised the specter of the loss of the equal time law, saying repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to that candidate's opponents. The FCC has maintained that its decision does not affect equal time, which is embedded in Section 315 of the Communications Act.

*Editor's note: Copies of BROADCASTING's 'The Decline and Fall of the Fairness Doctrine,' which comprises a full text of the decision, including footnotes, plus blow-by-blow coverage of the historic decision and industry reaction, are still available for \$5 from the BROADCASTING Book Division, 1705 DeSales Street NW, Washington, D.C. 20036.*

Television Stations' compulsory license comments, which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) as violation of must-carry agreement that broadcast and cable industries reached last year (INTV is Signatory). INTV, nevertheless, denied it has "gone back on its word" and defended its actions (BROADCASTING, Aug. 10).

NCTA and MPAA initiated conversations in attempt to resolve longstanding differences over compulsory license. However, talks have gone nowhere. NCTA maintains it is still willing to negotiate on compulsory license.

ery station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift (D-Wash.), same EEO formula in Cable Act would apply to broadcasters.

**High-definition television.** HDTV is becoming increasingly important issue. Next move will come this month, when FCC's newly formed Advanced Television (ATV) Services Advisory Committee meets for first time. Makeup of upper tier of advisory committee, "blue ribbon" advisory panel, includes chief executives of three major networks, country's second largest MSO, and two former FCC chairmen. Second tier of committee comprises three subcommittees open to all interested parties. Committee was formed as part of July 16 FCC order that also launched inquiry into ATV. In connection with inquiry, the FCC has also decided to hold in abeyance any reallocation of UHF channels from broadcasting to mobile radio until advisory committee makes interim report next spring.

House Telecommunications Subcommittee convened HDTV hearing on Oct. 8 to explore future of new technology. Representative Al Swift (D-Wash.) said that additional spectrum space for possible HDTV terrestrial transmission system could be tied to "more clear-cut" public interest requirements from Congress.

Executive committee of National Association of Broadcasters has approved formation of Broadcast Technology Center dedicated to HDTV research. Center will be under control of NAB Technologies Inc., for-profit subsidiary that also oversees NAB's involvement in FMX technology. Thomas Keller, senior vice president of

NAB's Science and Technology Department, will head center.

NAB's HDTV Task Force approved expenditures of \$200,000 through end of first quarter of 1988 for HDTV research projects and demonstrations. Funds will come from \$700,000 earmarked for task force's work by NAB board last June. Most projects are intended to support work of Advanced Television Systems Committee, industry group that is trying to set standards for HDTV transmission and videotaping.

ATSC's T3 group voted Sept. 30 to approve formal document outlining standard devised by working group of SMPTE on high-definition electronic production. Standard will next be voted upon by entire ATSC membership. Standard sets parameters for HDTV production at 1,125 lines, 60 hz field and 16:9 aspect ratio. SMPTE's full membership must also approve standard, after which it will be submitted to American National Standards Institute.

### International Telecommunications Satellite Organization.

In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of addition to its headquarters building. Colino, along with Deputy Director General Jose L. Alegretti, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. district court judge in Washington, saying total loss to Intelsat had been \$5.4 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

**License renewal reform.** At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings. In comments filed Oct. 26., most agreed with FCC proposal. Notably absent from list of commenters was National Black Media Coalition, which asked for extension of reply comment deadline. It has filed an FOIA request with commission for evidence of shakedown rules are meant to correct, absent which, it asserts, there is insufficient information upon which to comment.

Legislation to reform comparative renewal process is pending in House and Senate, but fate of proposed measures is unclear. Latest renewal measure was offered last month by Representative Al Swift (D-Wash.) who would eliminate comparative renewal in exchange for public service obligations (BROADCASTING, Oct. 19).

**Crossownership.** Comments were received in FCC inquiry into telco-cable crossownership that could lead to recommendation that Congress drop Cable Act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone service areas. Telcos said cable had been slow in implementing new technology because of lack of competition and said telco crossownership would be of benefit to public in lower costs. Cable groups said telcos' history of "abuses" of cable owners and their ability to cross-subsidize their cable operations through phone revenue could destroy cable companies. Reply comments are due Dec. 2.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T. District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television.

**Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Ev-

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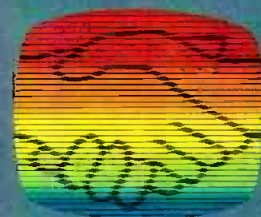
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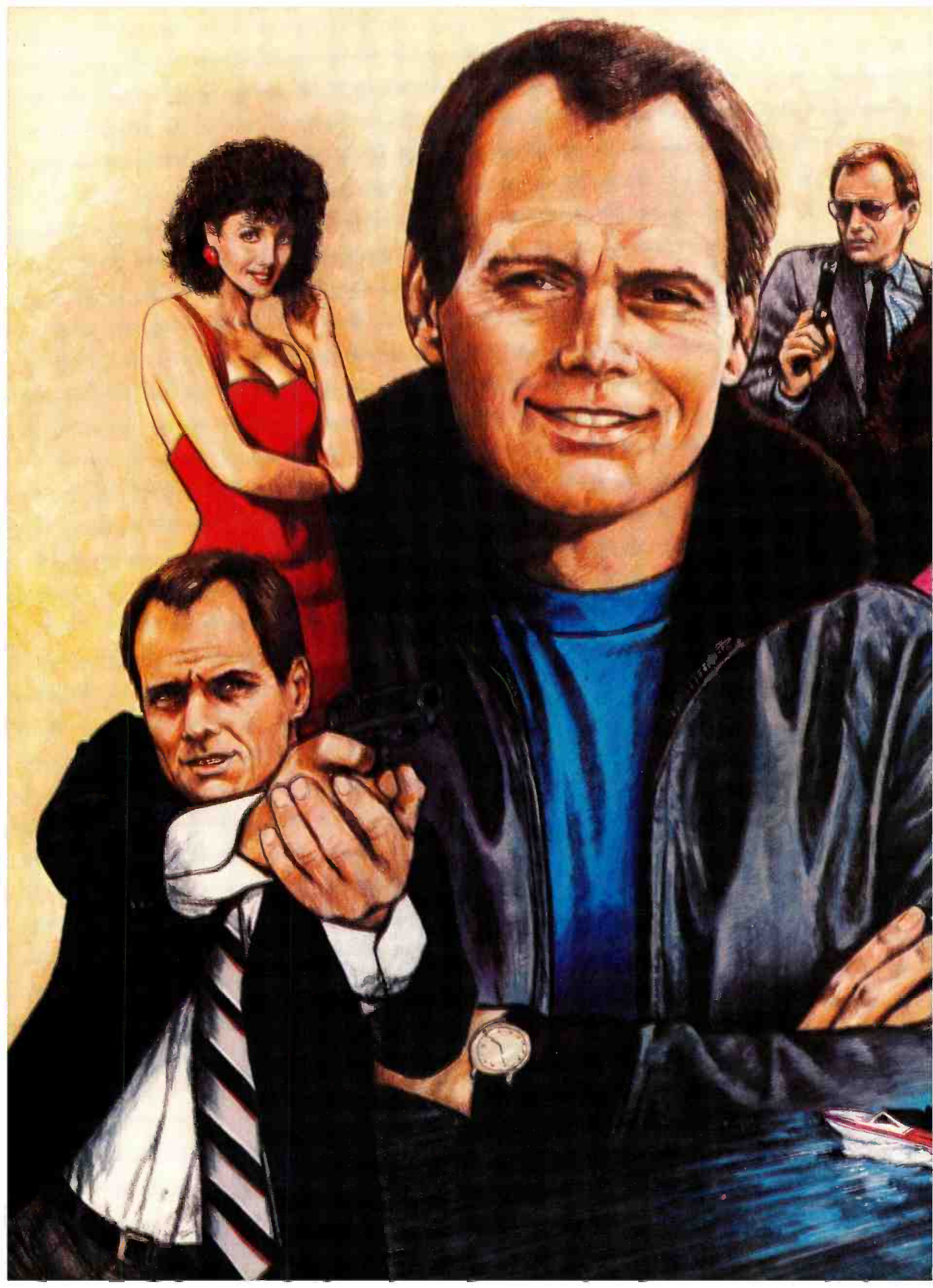
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NAB board rejected measure when it was in draft form and now says it wants radio-only comparative renewal measure, something that appears to have little, if any, appeal on Capitol Hill.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

At hearings held July 17 and July 20 by Senate Communications Subcommittee on S. 1277 (BROADCASTING, July 20), FCC Chairman Dennis Patrick and Commissioner James Quello stated reservations about bill's renewal standard and National Association of Broadcasters stated its strong opposition to measure. Department of Justice is also objecting to S. 1277 and Assistant Attorney General John Bolton said agency would recommend presidential veto should measure pass.

□

**Low-power television.** FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed to grant 483 applications, 205 of which are for translators. Applications have to be on public notice for 30 days to allow for petitions to deny. Absent those, grants are expected by end of year.

According to Kompas/Beil & Associates Inc., Milwaukee-based LPTV consulting firm, in latest round, applications were received for 16 of top 20 markets. Only Los Angeles, San Francisco, St. Louis and Seattle-Tacoma attracted no new applicants.

Community Broadcasters Association, which represents budding LPTV industry, is trying to form cooperative to buy and distribute syndicated programming for 160 or so commercial LPTV stations that are now originating programming. CBA has go-ahead from antitrust lawyers and, if all goes well in market tests, it will roll out co-op at NAPTE convention in Houston next February.

□

■ **Mergers.** Storer Television has closed on sale of first five TV stations to company 55% held and managed by Gillett Corp. FCC approved \$1.3 billion, six-station restructuring in October. Closing on sixth station in Milwaukee is expected after license renewal in early December. □ Mid-November close is expected for Cablevision Systems's \$470 million acquisition of cable system operator Adams-Russell Co. Bulk of financing for deal will come from General Electric

Credit Corp. Kidder, Peabody & Co. will provide \$125 million from private placement of senior subordinated notes and Cablevision will invest \$40 million in subsidiary as well. □ Continental Cablevision has agreed to buy American Cable-systems for \$481.7 million, or \$46.50 per share. Combined systems would have more than 2 million subscribers. □ Radio group broadcast Summit Communications is buying DKM Broadcasting for approximately \$200 million, second-largest radio-only sale. DKM holds AM-FM combinations in eight cities. □ Adams Communications has signed agreement to buy Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp., which bought group in 1984 for \$95 million. □ Deals called off in wake of stock market decline include: proposed merger of cable system operators United Artists and United Cable, and \$114 million TV station sale by United Broadcasting Corp. to ML Media Partners. Also in question is proposed sale of Storer Cable's 1.4 million-subscriber cable systems valued at \$2.5 billion-\$3 billion, particularly with evaporation of high-yield bond market, favored financing tool of Storer parent, Kohlberg Kravis Roberts & Co.

□

**Minority preference.** Senate has had last word on FCC's minority preference policy by approving funding measure that would prevent agency from eliminating preference policy along with commission's distress sale and tax certificate policies.

FCC deadline for returning minority ownership questionnaires was July 31. At last count, close to 80% of broadcasters had returned questionnaires, and FCC had yet decided on a cut-off date. FCC spokeswoman said commission will continue to process them, although those stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

In House, Telecommunications Subcommittee postponed Sept. 25 hearing to address minority preferences and other issues, although it will reschedule. Subcommittee Chairman Ed Markey (D-Mass.) is said to be committed to action on matter either as part of omnibus broadcast bill or as separate legislation (BROADCASTING, July 27). Broadcasting deregulation legislation is pending in Senate that would codify FCC's women and minority preferences and tax certificate and distress sale policies. In House, draft of broadcast bill includes same provisions.

□

**Multiple ownership.** FCC received comments

on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10). NAB was joined by major broadcasters in urging FCC to eliminate rules, complaining of vagueness and saying crossownership concerns were already covered under ownership rules. Consumer Federation of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede cross-interest were about to be changed.

□

■ **Music licensing.** Ongoing discussions between All-Industry TV Music License Committee and ASCAP collapsed (BROADCASTING, Oct. 5). It had been hoped parties could reach agreement on licensing arrangement, but broadcasters cried foul and charged ASCAP with unwillingness to meet broadcasters "even part way" on issue.

Broadcasters testifying this week before Senate Copyright Subcommittee will likely address collapsed negotiations. Industry committee is seeking enactment of Senate legislation (S. 698) that would replace blanket license with source licensing scheme. Companion measure is also pending in House (H.R. 1195), but House Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

□

**Must carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old ones, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they are set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge. Oral arguments were held two weeks ago and although it was difficult to gauge where court will come down, some observers, based on questions raised by judges, felt there was strong likelihood rules might be remanded to FCC citing specific problems while not attacking overall rationale of rule (BROADCASTING, Oct. 26).

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic to lending its support on must carry since abolition of fairness doctrine. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17).

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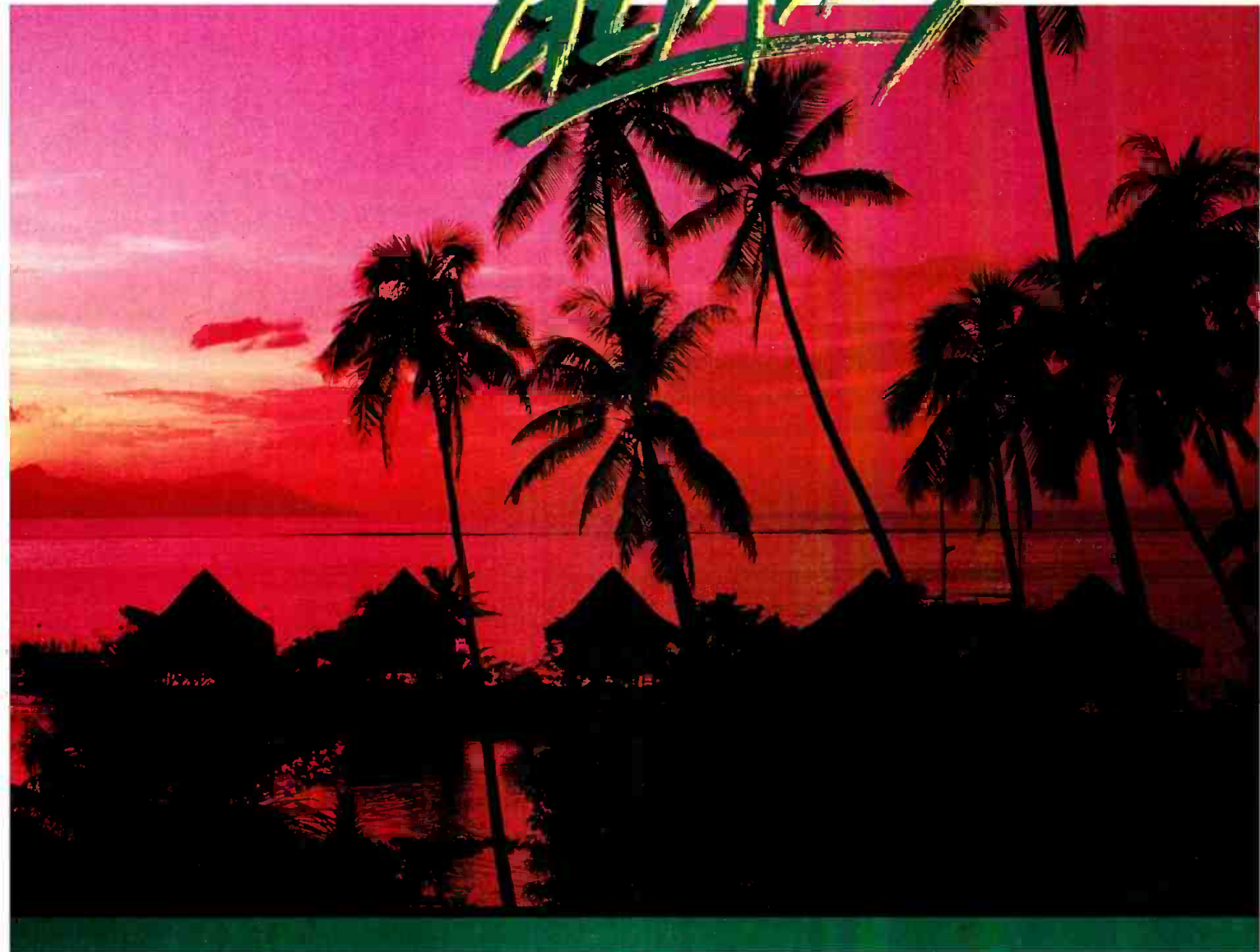
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However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

**Peoplemeters.** Both Nielsen and AGB began daily delivery of national peoplemeter numbers Sept. 1. All three networks have signed up for Nielsen's service. CBS has also signed with AGB.

Nielsen's peoplemeter ratings are generally lower than numbers of old system, and AGB's numbers are generally lower than Nielsen's peoplemeter numbers. In prime time, NBC continues to dominate, while second-place CBS and third-place ABC are in tighter race this season. In other dayparts (for which only Nielsen has released data), *CBS Evening News with Dan Rather* has regained lead in evening news race, while other two networks alternate for second and third. In daytime, ABC has regained lead, with CBS falling to second and NBC staying in third.

Meanwhile, two other companies have launched, or will launch, separate peoplemeter services. Arbitron's ScanAmerica service launched local service in Denver last April. R.D. Percy is currently testing service scheduled for launch this month. Three stations, five agencies and six advertisers have signed up for service so far, which is being designed to measure audience levels for commercial spots within programs.

□

**Public Broadcasting.** Board of National Public Radio reelected Chairman Jack Mitchell and Vice Chairman Ward Chamberlin to one-year terms.

On Capitol Hill, oversight hearing to take stock of public broadcasting, 20 years after enactment of Public Broadcasting Act is being convened by Senate Communications Subcommittee this week. House Telecommunications Subcommittee also has oversight hearing scheduled for Nov. 18. Senate Commerce Committee adopted revenue-raising package that would create "Public Broadcasting Trust Fund" based on money raised from FCC license transfer fee. Fund would not be activated until after Sept. 30, 1989 (BROADCASTING, Oct. 26). In other Hill action, Senate passed Labor-Health & Human Services bill Oct. 4 that included \$248 million appropriation for Corporation for Public Broadcasting for FY 1990. Because House has already approved \$238 million, both sides must confer.

Board of Corporation for Public Broadcasting elected new chairman and vice chairman at annual meeting. Howard Gutin, Texas communications consultant and acting chairman since March, moved officially into chairman's spot, while New York businessman and former CPB Chairman William Lee Hanley took over as second in command.

Search committees have been formed to fill vacancies in presidencies of American Public Radio and National Association of Public Television Stations, and resumes have been received in response to ads for position of vice president-treasurer at Corporation for Public Broadcasting. Former APR President Al Hulsen and former NAPTS President Peter Fannon both resigned effective Sept. 1, while former CPB VP-treasurer Don Ledwig was promoted to president in July (BROADCASTING, June 29, July 6, Aug. 10).

CPB board, which grew to eight members with addition of William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate in June (BROADCASTING, June 29), is likely to see nomination of former Tennessee First Lady Honey Alexander for one of two remaining spots on board. Still under consideration is Charles Lichenstein, who has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut ("Closed Circuit," June 29).

□

**Scrambling.** Senate Commerce Committee is slated to act Nov. 19 on legislation that would regulate home satellite marketplace. Backyard dish bill enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth of Missouri (BROADCASTING, Sept. 7). Legislation is expected to undergo some revisions before it hits Senate floor. Measure would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations. In apparent effort to head off legislation, National Cable Television Association President James Mooney met with Satellite Broadcasting and Communications Association President Chuck Hewitt to discuss ways of getting cable programming into hands of noncable third party packagers serving dish owners, but effort has so far failed to produce any inter-industry agreement over key provisions of bill.

There has been realignment of industry groups interested in TVRO legislation, with Motion Picture Association of America expressing its support for Senate dish bill, S. 889 (BROADCASTING, July 27, Aug. 3).

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, will be subject of House Copyright Subcommittee hearing Nov. 12. Expected to testify are representatives of motion picture, cable, common carrier and backyard satellite dish industries.

□

**Syndex.** In comments to FCC, cable operators opposed, while broadcasters and program producers supported, FCC's proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations.

The cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules has not harmed broadcasting and motion picture industries and that rules would violate cable operators' First Amendment rights.

Most broadcasters and program producers contended that rules are needed to protect sanctity of their "exclusive" programming contracts. And they say they have been harmed economically by cable importation of distant signals with programs that duplicate those of local stations. Among latest broadcaster organizations to take stand on syndex is Television Operators Caucus, which reached consensus on issue three weeks ago (BROADCASTING, Sept. 7). TOC is slated to announce its support for reimposing syndex during second round of comments.

□

**Unions.** Five-month-old strike between NBC and technical union, National Association of Broadcast Employees and Technicians, ended Oct. 24 when two of union's units dissenting to

terms of NBC's latest offer accepted it in second vote. Ratified contract is 29-month pact which includes caps on use of temporary hires to 4% in first year and 6% in second and wage increases of 3.68% for first year and 4.64% for second, with addition of 3% lump sum bonus for third year. As strike ended, network announced that it would layoff 200 union employees, most of them from jobs involved in sale of NBC Radio to Westwood One. Last week, that figure was upped to 700, as it was learned that a business plan delivered to GE officials had targeted another 500 jobs for elimination. NABET represents 2,800 technicians, newswriters, camera operators and others.

Three-day negotiations in Washington with federal mediator between CBS and technical union, International Brotherhood of Electrical Workers, ended Friday, Oct. 23, with little progress. Both sides discussed provisions of company's final offer, which was presented to IBEW following month-long negotiations shortly after contract expired at midnight, Sept. 30. IBEW conducted conference call meeting with representatives of locals, with consensus deciding to seek additional negotiations. CBS offer is believed to include 3% raises for each of three years of contract and language that would allow for unlimited use of daily hires. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America members have overwhelmingly ratified separate three-year staff contracts with ABC, CBS and NBC, as well as freelance contract covering about 500 additional directors at three networks. Vote at ABC was 83 to 46 in favor; CBS, 68 to 33, and NBC, 94 to 20. New staff contracts, covering news, sports and operations personnel, provide 3% across-the-board raises; minor layoffs in automated control area; and more network control over editing functions. DGA came out slightly ahead at NBC, with network providing few more bonuses in seniority, editing jurisdiction and severance pay areas. Guild members also approved pact covering low-budget theatrical feature productions, 2,155 to 144, and commercials, 2,180 to 106.

□

**Wireless cable.** Principal topic at Wireless Cable Association convention in Washington last month was difficulty operators are having in acquiring distribution rights to cable programming. Representative Charles E. Schumer (D-N.Y.), who has released study detailing problems of wireless cable operators, charged that cable operators and programmers have conspired to deny programming to wireless cable.

**Spreading the news.** UPI has begun transmitting news and features on behalf of the United States Information Agency (USIA). Under the two-year, \$2.5 million contract, UPI will use a separate wire service to send the government's news to 33 newsrooms in six cities—London, Rome, Copenhagen, the Hague, Brussels and Ankara, Turkey—eventually reaching 32 cities. UPI has received criticism from journalists who question the ethics of the deal, saying there should be no such link between the government and the press. USIA is not allowed to release information in the U.S.

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## This week

**Nov. 8-10**—*Television Bureau of Advertising/Sterling Institute* sales training program for local sales managers (preceding TVB annual meeting—see below). Atlanta Marriott Marquis, Atlanta. Information: (212) 486-1111.

**Nov. 9**—Comments due in FCC proceeding (MM Docket 87-6) considering use of synchronous transmitters to extend coverage of AM stations.

**Nov. 9**—*American Bar Association Cable Television Committee* panel discussion of legal issues affected by recent First Amendment cable television cases in Sacramento, Palo Alto and Santa Cruz, Calif. FCC, Washington.

■ **Nov. 9-10**—"The Baby Boomers Reach 40—Economic, Political and Social Repercussions," conference sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **Nov. 10**—*Media Research Club* luncheon meeting. Lawry's restaurant, Chicago.

**Nov. 10-12**—*Society of Broadcast Engineers* national convention. A.J. Cervantes Convention Center, St. Louis. Information: (317) 842-0836.

**Nov. 10**—*International Radio and Television Society* Second Tuesday seminar. Topic: "Search for Executive Excellence." Viacom Conference Center, New York. Information: (212) 867-6650.

**Nov. 10**—*New York Television Academy* 16th annual "Night at the Round Tables." Sheraton Center, New York. Information: (212) 765-2450.

**Nov. 11-12**—*San Diego Communications Council* in conjunction with *San Diego State University's Center for Communications* forum on "The First Amend-

ment—Third Century." Speakers include J. Richard Munro, Time Inc.; Representative Al Swift (D-Wash.); FCC Commissioner James Quello, and Edward Reilly, McGraw-Hill. Chairman of event is Sig Mickelson, former CBS News president. La Jolla Marriott, La Jolla, Calif. Information: Sig Mickelson, (619) 287-2446 or write Office of the Dean, College of Professional Studies and Fine Arts, San Diego State University, San Diego, 92182.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Theme: "Marketing the Television Advantage." Atlanta Marriott, Atlanta.

**Nov. 11-14**—*Society of Professional Journalists, Sigma Delta Chi*, national convention. Chicago.

**Nov. 11-14**—*Rocky Mountain Public Radio* 32d meeting. Donner Lake Village Resort, near Reno.

**Nov. 12**—*Telecommunications Career Day*, sponsored by *James Madison University*. University campus, Harrisonburg, Va. Information: (703) 568-6221.

**Nov. 12**—*Washington Metropolitan Cable* luncheon. Speaker: John Cooke, president, Disney Channel. Washington Marriott hotel, Washington.

**Nov. 12-13**—*Communications Law*, seminar sponsored by *Practising Law Institute*. Sheraton Center, New York. Information: (212) 765-5700.

**Nov. 12-15**—*National Association of Farm Broadcasters* 43d annual convention. Westin Crown Center, Kansas City, Mo.

**Nov. 13-14**—*New Hampshire Association of Broadcasters* annual conference. Bedford, N.H.

**Nov. 13-15**—*Radio Advertising Bureau's* Radio Sales University. Little Rock, Ark. Information: 1-800-232-3131.

**Nov. 13-17**—*National Federation of Community Broadcasters* public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

**Nov. 14**—30th *International Film and TV Festival of New York* awards banquet for TV programming and promotion, music video and nonbroadcast production. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

**Nov. 14**—Presentation of *Joey Awards*, sponsored by *Professional Media Network* and *San Jose Film and Video Commission*. LeBaron hotel, San Jose, Calif. Information: (408) 295-9600.

**Nov. 15**—Induction ceremonies into the *Academy of Television Arts & Sciences* Television Academy Hall of Fame of Johnny Carson, Jacques-Yves Cousteau, Leonard Goldenson, Jim Henson, Bob Hope, Eric Seward and the late Ernie Kovacs. Ceremonies to be taped by Fox Broadcasting for telecast on Nov. 30. Fox Broadcasting, 10201 West Pico Boulevard, Los Angeles. Information: Murray Weissman, (818) 763-2975.

## Also in November

**Nov. 16**—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Nov. 17**—Video on the Air lecture, featuring Kathy Huffman, curator/producer, Contemporary Art Television, sponsored by *School of the Art Institute of Chicago*. School of the Art Institute, Chicago. Information: (312) 443-3700.

■ **Nov. 17**—Presentation of third annual Nancy Susan Reynolds Awards for sexual responsibility in the media, sponsored by *Center for Population Options*. Hotel Bel Air, Los Angeles. Information: (213) 305-8010.

■ **Nov. 17**—Marketing research workshop, "Can You Make Better Marketing Decisions Through Hi-Tech?" sponsored by *Association of National Advertisers*.

**Nov. 3-8**—*National Black Media Coalition's* 14th annual media conference. Theme: "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal City Gateway Marriott, Crystal City, Va. Information: (202) 387-8155.

**Nov. 10-12**—*Society of Broadcast Engineers* national convention. A.J. Cervantes Convention Center, St. Louis. Information: (317) 842-0836.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

**Dec. 2-4**—*Western Cable Show*, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 6-10, 1988**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 23-25, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel, Atlanta.

**Jan. 29-30, 1988**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

**Feb. 10-12, 1988**—19th annual *Country Radio Seminar*, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

**Feb. 17-19, 1988**—*Texas Cable Show*, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

**Feb. 26-28, 1988**—*NATPE International* 25th annual convention. George Brown Convention Cen-

## Major Meetings

ter, Houston. Future convention: Houston, Feb. 24-26, 1989.

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

**April 9-12, 1988**—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**April 10-12, 1988**—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

**April 10-13, 1988**—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

**April 17-20, 1988**—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

**April 28-May 3, 1988**—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

**April 30-May 3, 1988**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

**May 18-21, 1988**—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

**May 18-22, 1988**—*National Public Radio* annual

public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

**June 8-11, 1988**—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

**June 8-12, 1988**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

**June 18-21, 1988**—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

**July 31-Aug. 3**—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

**Sept. 7-9, 1988**—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

**Sept. 14-17, 1988**—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

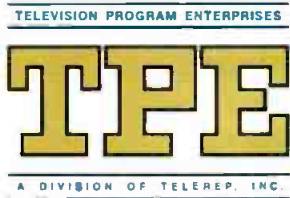
**Sept. 23-27, 1988**—*International Broadcasting Convention*. Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

■ **Oct. 14-19, 1988**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 30-Dec. 3, 1988**—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

**June 17-23, 1989**—16th International Television Symposium. Montreux, Switzerland.

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**Nov. 17-19**—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

**Nov. 18**—*Federal Communications Bar Association* luncheon. Speaker: Dean Burch, director-general, Intelsat. Marriott, Washington.

**Nov. 18**—"Gambling It All: Nuts and Bolts of Starting Your Own Business," meeting of *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

**Nov. 19**—*American Association of Advertising Agencies*, New England Council and Advertising Club of Greater Boston meeting. Back Bay Hilton, Boston.

■ **Nov. 19-21**—*Loyola Radio Conference*, convention for high school and college radio broadcasters. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207

**Nov. 20**—*Broadcast Pioneers*, Washington area chap-

ter, eighth annual awards banquet. Kenwood Country Club, Bethesda, Md.

**Nov. 21**—"Writers on Writing," seminar sponsored by *American Film Institute*. Mark Goodson Theater, New York.

**Nov. 23**—15th annual International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York.

**Nov. 24**—*International Radio and Television Society* newsmaker luncheon, "Television: New Sources, New Forces," featuring Sumner Redstone, Viacom; Fred Silverman, Fred Silverman Co.; Henry Bushkin, Bushkin, Gaims, Gaines & Jonas, and Brad Marks, Korn/Ferry International. Followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

**Nov. 24**—Presentation of Nancy Reagan Drug Prevention Award, sponsored by *Entertainment Industries Council*, to B. Donald (Bud) Grant, former president,

CBS Entertainment. Beverly Wilshire hotel, Los Angeles.

## December

**Dec. 1**—Deadline for entries in 18th annual National Educational Film & Video Festival. Festival is scheduled for April 29-May 1, 1988. For entry form, call or write: NEVF, 314 East 10th Street, Oakland, Calif., 94606; (415) 465-6885.

**Dec. 2**—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable cross-ownership rules. FCC, Washington.

**Dec. 2-4**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Dec. 3**—*American Sportscasters Association* fourth annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

**Dec. 3-4**—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Dec. 4**—*Southern California Broadcasters Association* Christmas party. Hollywood Roosevelt hotel, Los Angeles. Information: (213) 466-4481.

**Dec. 4-6**—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

■ **Dec. 5**—"Disasters: New Challenges for the Media" and "Media and the Law: Your Rights and Restrictions," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Woodlake

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## Errata

In chart listing broadcasting stocks that appeared on pages 31-33 of Nov. 2 issue, last column headed "% drop" referred to difference in price of stock between its 52-week high and price of stock on Oct. 30.

□

In Oct. 26 programming story, "TV Stations Priming for Access," **Buena Vista Television executive cited should have been Rich Goldman, vice president of sales**, not Jay Finkelman.

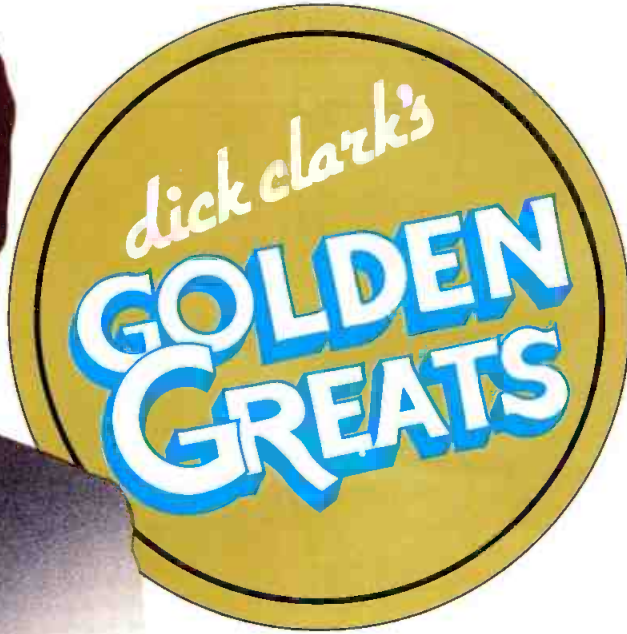
□

**AIDS Lifeline is production of Group W Television** in consultation with The World Health Organization's Special Program on AIDS and not simply latter organization as indicated in Nov. 2 "In Brief."

□

Senator Nancy Landon Kassebaum (R-Kan.) was not the only recipient of a **letter from public broadcasting forces**, as reported in "In Brief" Nov. 2. The letter, **praising measure within Senate budget reconciliation package that would provide public broadcast funding via commercial station transfer fees**, was signed by CPB President Donald D. Ledwig, NAPTS Acting President Baryn S. Futa and NPR President Douglas Bennet and **was sent to all 100 members of the U.S. Senate.**

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<b>DICK CLARK</b>	<b>91%</b>
<b>JOHNNY CARSON</b>	<b>90%</b>
<b>PAT SAJAK</b>	<b>83%</b>



Music shows on the networks hosted by Dick Clark have always delivered between 28 and 46 shares! For example:

**America Picks the #1 Songs/ABC**

17r/28 share  
31% increase for the 9-11 time period

**Dick Clark's Good Old Days/NBC**

24r/37 share  
33% increase for the 8-10 time period

**American Bandstand's 25th Anniversary/ABC**

24r/46 share  
81% increase for the 9-11 time period

Dick Clark has selected five "Golden Great" performances from his private collection for every show. Here's the first week's extraordinary lineup:

**ROD STEWART,**  
in London,  
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**DONNA SUMMER**  
performing her  
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Dance"

**THE BEACH BOYS,**  
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Resort and convention hotel, Sacramento, Calif. Information: (213) 746-1200.

**Dec. 6-9**—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

**Dec. 7**—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**Dec. 7-11**—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.



## Taking issue

**EDITOR:** Last week's editorial, which reported that the NAB HDTV delegation was in Japan to see HDTV demonstrations that already had been seen in the United States, was not only unfair, but was factually incorrect. As a member of the NAB delegation, I can report that less than one-half hour was spent on HDTV demonstrations.

The purpose of the trip was for a candid exchange of views between the NAB delegation and top communications officials in Japan, concerning the deep interest American terrestrial broadcasters have in HDTV and the need for an NTSC compatible, MUSE quality delivery system for the United States. Discussions included the proposed NAB New Technologies HDTV Center. Meetings were held with both technical and senior officials of NHK, the Ministry of International Trade and Industry (MITI) and the Ministry of Post and Telecommunications. In addition, meetings with Sony and NEC were scheduled.

The itinerary was loaded with substantive events covering up to 12 working hours per day.

The fairness doctrine fight in Washington is important, and will be continued. However, I believe that 10 years from now the events unfolding in Japan on HDTV will have more impact on how we conduct the television business than the fairness doctrine.—*Harold E. Protter, vice president, Gaylord Broadcasting Co., general manager, WVTW(TV) Milwaukee.*

□

**EDITOR:** Your editorial "Home and Away" (Oct. 26, 1987) appeared to be on the mark until I read the last paragraph. Let me set the record straight.

Last Wednesday (10/21), upon learning of the Hollings proposal (codification of fairness and transfer fees) the NAB government relations staff made immediate phone contact with all members of the NAB's executive committee and with Eddie Fritts and Wally Jorgenson who were in Japan.

On Thursday (10/22), night letters and wires were delivered to some 1,000 broadcasters who act as legislative liaison contacts. Additionally, the executive directors of state broadcast associations were contact-

**Dec. 8**—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel, Washington.

**Dec. 8-9**—*Radio Advertising Bureau* day-long sales seminar, "How to Close More Sales." Dec. 8: Registry hotel, Los Angeles, and Dec. 9: Westgate hotel, San Diego. Information: 1-800-232-3131.

**Dec. 10-11**—"Telecommunications: Current Developments in Policy and Regulation," sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Omni Shoreham, Washington. Information: (212) 765-5700.

ed. Phone contact continued with the executive committee and Eddie and Wally. NAB staff members from various departments were utilized in making phone contact with broadcasters all over the country.

On Friday (10/24), a conference call took place with staff in D.C., the executive committee and Eddie and Wally in Japan and John Summers.

Eddie Fritts and John Summers were in their offices in D.C. on Monday morning (10/26).

The reasons that Eddie and Wally were in Japan had to do with technological advances in HDTV. Meetings were conducted with industry and government leaders. On page 63 of BROADCASTING you began a "Special Report" on HDTV. You know how important this issue (HDTV) is. And yet your editorial described the mission in cavalier terms.—*Robert L. Fox, vice chairman, radio board, National Association of Broadcasters.*

## The re-chill

**EDITOR:** I was greatly distressed to hear of the Senate Commerce Committee's approval of proposed "transfer fee legislation" (BROADCASTING, Oct. 26).

While I am somewhat in favor of stabilized funding, for Public Television Stations, this particular action scares the hell out of me. Its goals with regard to funding may be fine, but the specifics of this legislation are not so good. It is bad enough that the Senate Commerce Committee is proposing to place a mandatory tax on all broadcast property sales, but the reimposition of the so-called "fairness doctrine" (and a surtax based upon violation thereof) can only have a chilling effect on the broadcasters' ability and initiative in covering virtually any political or controversial issue.

No thank you.—*Robert G. Blauvelt, acting general manager, office of public information, KVSK-TV Pago Pago, American Samoa.*

## Religious reasoning

**EDITOR:** In reference to your Oct. 12 summary of the House Oversight Subcommittee's hearings on television ministries, I found fascinating the National Religious Broadcasters' perspective on a new code of

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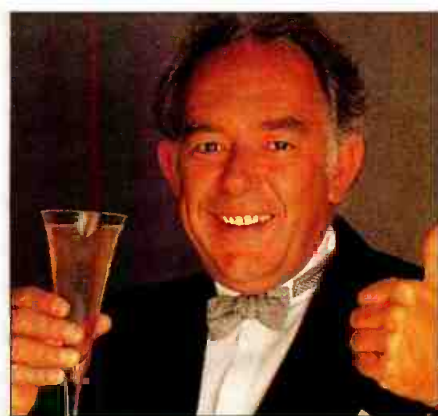
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ethics.

Dr. Ben Armstrong [executive director of the NRB] suggested that "the alternative to proclaiming such principles is to remain silent in the face of impropriety—and, worse, to imply by silence that such misconduct is

condoned." Yet the NRB itself has "remained silent" with respect to any action toward one of its most blatantly errant members, PTL (on whose board Armstrong formerly served).

I suspect the answer lies not in organiza-

tional or governmental regulation. Self-restraint and fiscal propriety are the strongest guarantees for religious broadcasters remaining separate from the state.—*Jim Sanders, account executive/producer, Ambassador Advertising Agency, Fullerton, Calif.*

## Monday Memo

A commentary on pay per view from Hal Krisbergh, VP-GM, Jerrold Subscriber Systems, Hatboro, Pa.

### Impulse pay per view: the interactive edge

In the past two years, the value of cable systems has jumped from approximately \$1,000 per subscriber, to a recent high of \$2,400. While the surge in system sales continues, buyers are searching for means of justifying these record-breaking purchase prices by creating additional cash flow. Since subscriber rates can be raised only so much, cable companies are increasingly turning to pay-per-view (PPV) channels for new revenue.

Impulse PPV is especially appealing to the average American family. With impulse technology, a viewer simply punches up the PPV channel with his hand-held remote control, then purchases a program by pushing two buttons on his remote control. Within a fraction of a second after the purchase, the program is available.

More and more, the American family includes two working parents or a single, working head of the household. These consumers may have more money, but they have less leisure time in which to spend it. As a result, they are more likely to shop from catalogues, order take-out meals . . . or opt to stay home and impulse order an evening's entertainment.

Cable subscribers are attracted by convenience shopping. With impulse PPV, they have an alternative to the local video store. They can order films without getting in the car and leaving home. What's more, they also know that the film they want will be available on the PPV shelf.

Today, PPV is in a formative stage. Different methods of packaging and delivering programming to subscribers are being tested. As this new cable concept evolves, it is becoming increasingly evident that successful PPV requires more than putting a signal up on a satellite. To be profitable, PPV must marry the right programming with the right technology.

As Warner Bros. Vice President Eric D. Frankel told the New England Cable Television Association meeting in Hyannis, Mass., impulse capability is necessary to PPV success. "Our buy rates are two to four times as good in impulse systems as in CSR [customer service representative] systems," Frankel said.

Frankel is right on target. The highest buy rates—and, therefore, the greatest revenues per household—are being scored by impulse



Hal Krisbergh is vice president and general manager of the Jerrold Subscriber System Division of General Instrument Corp. He joined General Instrument in 1981 as group director, business development, and before that held a variety of positions with W.R. Grace.

systems. (A buy rate is the total number of purchases divided by the available PPV homes. For example, if 50 of 100 customers ordered two events, the buy rate would be 100%.)

Typically, a cable company or MSO has installed addressable converters in its systems. The incremental cost of impulse PPV is the purchase of impulse "sidecar" modules for subscriber homes. If a company charges subscribers an average \$3 monthly equipment leasing fee for these units, then generates buy rates of at least 150%, the incoming money should offset the cost of the subscribers' equipment within a year.

Cable companies are finding that PPV appeals to both basic subscribers and to multipay subscribers.

For the basic subscriber, impulse PPV offers the excitement of a movie channel without the expense. The basic subscriber only pays for what he orders. He isn't saddled with a monthly fee for a service he's not home enough to watch. He can access premium programming without committing to a pay channel.

On the other hand, time has shown that PPV does not cannibalize existing pay channels. For example, once a subscriber realizes that he can get 40 or more films a month on a premium channel for the same price as two

or three PPV films, the perceived value of the pay service is strongly enhanced. The multipay subscriber sees PPV as a service that adds variety and provides early access to new films.

Impulse technology marries very well with consumer purchasing behavior. Typically, a subscriber will scan all channels for programming options before deciding what to watch. With impulse PPV, the subscriber can simply punch up the PPV channel, make a viewing decision, then order a film by pushing two buttons on his hand-held remote control. At once the program appears.

The consumer is automatically billed for his purchase on his monthly cable bill. The purchase information is stored in the converter and subsequently downloaded to the cable company. The order travels back to the cable operator via phone lines or a reverse feed hookup.

Impulse PPV has proved it can deliver satisfaction to subscribers and healthy revenues to the cable companies.

What's even more intriguing, however, is the growing potential of impulse PPV to provide additional services.

For cable home shopping, the potential for impulse revenues is enormous.

Right now, shopping networks are relying on a core of repeat buyers. However, the results of impulse PPV are showing that the simplicity of impulse ordering attracts an even broader participation by viewers, since the entire procedure can be done with a hand-held remote.

The first shopping network that matches impulse technology with the right format will be able to break out of that core of repeat buyers and attract more shoppers purchasing more product.

Moreover, as cable shopping diversifies into boutique programs geared to specific audiences, it would make sense to maximize the purchasing capabilities of those vertical markets with impulse shopping. With impulse store-and-forward technology, who knows how large the impulse home shopping audience actually is?

Still other possibilities for impulse cable programming include direct ordering for pay-TV services, a viewer response capability for local advertising, and such options as a cable stock exchange.

Impulse store-and-forward technology is creating a communications revolution, and two-way, customer-response cable is becoming a reality.



# The competition is tougher than ever.

MARKET	STATION	TIME PERIOD	11/86 SHARE	87/88 SHARE*	% INCREASE
Los Angeles	KNBC/N	M-F 7:00PM	11	13	<b>+ 18%</b>
Philadelphia	WCAU/C	M-F 7:00PM	12	15	<b>+ 25%</b>
San Francisco	KRON/N	M-F 7:30PM	16	20	<b>+ 25%</b>
Detroit	WXYZ/A	M-F 7:30PM	18	22	<b>+ 22%</b>
Dallas	WFAA/A	M-F 10:30PM	19	23	<b>+ 21%</b>
Washington, DC	WJLA/A	M-F 7:30PM	17	18	<b>+ 6%</b>
Atlanta	WSB/A	M-F 7:30PM	17	18	<b>+ 6%</b>
Seattle	KING/N	M-F 7:00PM	14	16	<b>+ 14%</b>
Miami	WSVN/N	M-F 7:30PM	22	24	<b>+ 9%</b>
Hartford	WFSB/C	M-F 11:30PM	15	19	<b>+ 27%</b>

\*SEASON TO DATE 9/7-10/12/87 SOURCE: NSI.

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# Broadcasting Nov 9

Vol. 113 No. 19

TOP OF THE WEEK

LENGTHENING SHADOW OVER NETWORK PRIME TIME

## Ratings down 10%, shares off four points

**Continuing erosion brings big three down to 75% of audience, drops ratings average to 44.9; independents are biggest beneficiary of continued fallout, with cable picking up piece**

Buffeted by the transition to peplemeters, poor program development and stronger alternative viewing options, the three-network prime time viewing level fell 10% to an average 44.9 rating for the first six weeks of the season, compared to the same period a year ago. The three-network share of audience in prime time fell four points to an average 75% over the same period. The level of homes using television fell 2.5% to an average 60.3%. Network researchers attributed the HUT level drop to the change to peplemeters, the NFL strike and the mid-size markets of the two World Series teams, St. Louis and Minneapolis.

Those numbers are based on Nielsen's ratings system, which is still the service upon which all network buying is based, although AGB Television Research has launched a competitive peplemeter service this season and is trying to establish itself as a second national ratings service of record.

Most of the networks' prime time share erosion this season appears to have ended up with independent stations. According to Nielsen numbers for the first three weeks of October (the available data at deadline), the independent share of audience climbed three points to a 17 (compared to October 1986). The average rating for independents in prime time climbed 14% over the same period to a 10.3. Susan Rynn, director of research, As-

sociation of Independent Television Stations, said the gains are due in part to the switch to peplemeters, and to a sample base that "more fairly represents younger households," where more viewing of independents occurs. If there is an overrepresentation of pay-cable homes in the new sample, as David Poltrack, vice president, marketing, CBS Television Network, charges, she said, that would also have a deflating effect on independent numbers.

But Rynn stressed that part of the credit for the growth in independent viewing levels must go to better programing, "particularly the quality of first run programing" from syndicators this fall.

But with the fall-off in Nielsen ratings came calls of protest from one network, CBS, which fell from second to third place in prime time. CBS charges that Nielsen's sample remains intolerably skewed with a portion of pay-cable homes that is approximately 21% above Nielsen's own estimate of the actual pay-cable universe.

Said Poltrack: "Once and for all, we are going to have to address with the ratings services the issue of sample composition bias. It is really starting to hurt us." Poltrack acknowledged that much of the downward ratings trend at the network is "real," due to stronger competition from alternative programing sources. "We've got to fight for every tenth of a rating point," he said, "and the networks can no longer afford to sit back and accept imbalances in the ratings sample. The fact is that Nielsen is screwing us. You can't have a service with that [cable] overstatement." If the imbalance cannot be adjusted

in the sample base, Poltrack proposed that the services start weighting their ratings to compensate, something Nielsen has been loath to do.

Commenting on Poltrack's charges, Nielsen vice president John Dimling said: "Nielsen is concerned about the possible overrepresentation." One possibility, he said, is that the company is simply misstating the level of pay-cable homes in its own sample and that it may not be as high as it is reporting due to a computer foul-up. "We are checking that out," he said. Also at issue, he said, is the accuracy of Nielsen's own universe estimate of pay-cable homes.

On a network-by-network basis, Nielsen reported that both NBC and CBS were 14% off in prime time ratings for the first six weeks of the season, while ABC was flat. NBC was off 10% in share, while CBS was off 8% and ABC was up 4%.

NBC still leads the pack in prime with a 16.6/28, followed by ABC with 14.5/24 and CBS third at 13.8/23. A year ago the standings were: NBC 19.3/31, CBS 16.0/25 and ABC 14.5/23.

The network rating and share are off every night of the week, the most on Saturdays, the heaviest VCR viewing night, when viewing of the networks is off by 17%. NBC continues to dominate Saturday and Thursday among the networks, and, boosted by the recent National Football League players strike, has picked up Monday nights as well. ABC's strength continues to be Tuesdays and Wednesdays, while CBS remains dominant on Fridays and Sundays.

The big question in the minds of many ob-



ABC's thirtysomething



CBS's Beauty and the Beast



NBC's Different World

servers is whether ABC, which knocked CBS out of second place the week it broadcast the World Series, will be able to hold second place through the season. It is a question few feel comfortable answering, although most agree that if ABC hangs on, it will be on the strength of special event programming—the World Series, the Super Bowl and winter Olympics early next year—and not on its regularly scheduled series programming.

"CBS has slightly better regular season programs," said Steve Sternberg, vice president and manager of broadcast research, Bozell, Jacobs, Kenyon & Eckhardt. Poltrack points out that in the first week of the November sweeps, once past the baseball playoffs and World Series, CBS ratings appear once more to outdistance those of ABC. For that week (Oct. 28-Nov. 4), NBC led in prime with a 16/28, but CBS was second with a 13.7/24 and ABC was third with a 13.3/23. Part of CBS's strength was special entertainment programming, such as the mini-series, *Echoes in the Darkness*, that won its time periods on Sunday and Monday of that week.

But NBC research vice president Gerry Jaffe did an analysis of the prime time season for the first six weeks indicating that if the baseball nights are taken out of the mix, NBC remains first, with CBS second and ABC third. But, he admits, "you play with the cards that are dealt you," and for NBC and ABC that includes baseball every fall.

There seems little doubt that NBC will repeat as prime time champ for the third consecutive season. Although the switch to the peplemeter, has, literally overnight, taken away that network's dominance in other dayparts, including the early morning, where *Today* is now neck and neck with ABC's *Good Morning America*, instead of the clear leader. And in the evening news race, *NBC Nightly News* has fallen to third place and *CBS Evening News* is back on top after having fallen to third last summer.

As for the prime time bid for second place, Stern of BJK&E suggests that "ABC has a chance" at overtaking CBS for the rest of the season, but only because of special event programs stacked in ABC's favor. NBC's Jaffe foresees a struggle that will ultimately be won by CBS, but not altogether because of that network's program strength. "I think ABC would have come in second this year, except for the football strike," he said. "That has forced ABC to carry 22 share movies" and replacement football games that dragged ABC's Monday night share down by at least 10 points. And, he noted, on Mondays, "they've been below average since."

As some network executives admit, they must take the blame for much of the ratings decline. The reason: poor program development. So far, there are only three new programs in the top 20, and two of them are there, most agree, only because of the huge lead-ins supplied by the hit programs they follow. Number-two-ranked *A Different World* (first among new programs) has been panned by critics for its poor scripts, but it follows *The Cosby Show* on NBC's Thursday night schedule. *Cosby* is the number-one prime time program. Another new NBC sit-

com, *My Two Dads*, is the second highest new show on the charts at 17, due largely, observers say, to its following another mega-hit program, *Family Ties*, on Sunday nights.

Other new programs for which the networks had high hopes included ABC's *Dolly*, which is the third-ranked new program and tied for 20th overall. Its share has fallen more than half to a 19 since its debut in September. And CBS's *Tour of Duty* (17th among new shows and 60th overall), the first television series about Vietnam, takes a weekly pounding from *Cosby* every Thursday night.

ABC has helped strengthen its lead on Wednesday with *Hooperman* and *The Slap Maxwell Story* (fourth and sixth among new shows, respectively), two programs that have been praised by the critics. The network has also had moderate success with the fifth-ranked new show of the season, *Thirty-something*, which follows *Moonlighting* on Tuesdays at 10 p. m. It routinely beats two other new hour entries, NBC's *J.J. Starbuck* and CBS's *Jake and the Fatman*. The seventh-ranked new program so far this season, CBS's *Beauty and the Beast*, has no competition on Fridays from 8 p.m. to 9 p.m. Most expect NBC and ABC to reprogram that hour block at or before midseason.

While network program development has often been better than it has been this season, syndication programming is more aggressive than ever, compounding the network's problems. Recent syndication specials have won their time periods handily, including a special from Tribune, *Return to Titanic... Live*, which won its time period in 14 of 15 metered markets. Multimedia's recent *The Search for Houdini* special ranked second in the top three markets and second or third in 11 of the top 15. Not only are such programs garnering high ratings, they are also attracting affiliate stations, which are preempting network programming to carry them. For example, the station roster for *Titanic* included 99 affiliates, about two thirds of the 154 station lineup. *Houdini* attracted 84 affiliates

(five of the top 15 markets) on a clearance roster totaling 141 stations.

And, while network executives may be asking themselves when their ratings slide will level off, the answer appears to be: not yet. Week number six of the new race saw the three-network share drop to a 69, believed to be a record low during the regular season. Only last summer CBS's research department reaffirmed its position that the three networks would retain a combined 70 share at least until 1990.

Admittedly, one week does not a season make, but others see the networks losing still more audience. "The erosion will continue," said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson. He cites the switch to peplemeters, stronger competition as well as "poor network programming." More and more viewers are simply tuning out, he states. Backing that position up, he notes that last year only two network programs in prime time had less than a 15 share. "This year there are eight."

While the networks may recoup some of their losses by the end of the sweeps, Kostyra also suggested that cable television is becoming a much stronger competitive threat (see separate story, below).

Whether ABC catches CBS in the network household race remains an open question, although most say the odds are with CBS to place second again. But in the demographic race, ABC has a good shot at overtaking CBS. So far this season, for women 18 to 49, NBC leads with an average rating delivery of 12.5, followed by ABC with a 9.7 and CBS with a 8.9. A year ago, NBC led with a 14.2, followed by CBS, 11.2 and ABC, 10.2. With men 18-49, ABC has strengthened its hold on second, with an 8.3, following NBC's 8.7. CBS is third with a 6.5. If those numbers hold, CBS will find itself hardest hit with make-goods in the first and second quarters. How it will handle that situation depends in large part on how much time the network held for sale in the scatter market. For now, no one is telling. □

## The autumn rise of cable ratings

**Most programing services show healthy gains for October; those with slight declines attribute them to growing universe of viewers**

For the top cable programing services, there was good news and some bad news. But even the bad news was good. The October ratings for most of the top cable programing services were up over October 1986. And even when ratings dropped slightly, the decline was attributed to increased household reach, as more homes were passed and more subscribers signed up for service. Meanwhile, researchers continued to sift through the peplemeter data, attempting to correlate it with past figures.

WTBS said its prime time ratings for October were 2.3 (978,000 households), up from last year's 2.1 (808,000 households). For 24 hours, WTBS was down slightly, from a 1.5 to a 1.4, but its homes reach

increased, from 577,000 to 595,000.

The news for CNN and Headline News was even better. TBS combines the two in its ratings. In prime time, the two services scored a 1.3 (567,000 households), up from 1.1 (411,000 households) from October 1986. On a 24-hour basis, they scored a 0.9 (393,000 households), up from last year's 0.8 (294,000 households).

ESPN reported a large jump in its October ratings, from a 1.1 (425,000 households) in 1986 to a 1.6 (710,000 households) this year. The ratings were also up on a 24-hour basis, from a 0.5 (190,000 households) to 0.7 (310,000 households). The increase was attributed in part to higher ratings for its *Sportscenter* and less competition in College Football Association football coverage. The network did not carry any NFL games in October. (It resumed its eight-game NFL regular-season schedule yesterday.)

Dave Bender, vice president, research, at

USA Network, said the service's prime time ratings in October were 1.4 (571,000 households), compared to a 1.2 (408,000 households) last year. Although the ratings are up 16.7%, the household increase was 40%. On a 24-hour basis, Bender said, USA had a 0.8 (326,000 households) in October 1987, versus a 0.7 (227,000 households) in 1986, representing a 44% increase in households.

It was a similar story with the Nashville Network, where October prime time ratings increased 9.1%, from a 1.1 to a 1.2, but the household reach jumped 41%, from 307,000 to 433,000. On a 24-hour basis, the network's ratings were off slightly, from 0.6 to a 0.5, but its household reach increased from 167,000 to 180,000.

The numbers for Lifetime were down in prime time, from October to October, dropping from a 0.7 (195,000 households) to a 0.4 (138,000 households). The network is revising its prime time block beginning today (BROADCASTING, Nov. 2), and Barry Kresch, vice president, research, said the early numbers "are up and encouraging." Kresch said the ratings changes "are more program-related than peplemeter-related."

He said the distortions that Lifetime has been seeing between the two systems are being narrowed as Nielsen's sample base increases.

CBN had a 0.6 rating (223,000 households) for prime time in October and a 0.5 (186,000 households) on a 24-hour basis. Both were decreases below 1986, when the prime time figure was 0.9 (291,000 households) and the 24-hour number was 0.8 (259,000 households).

A number of services do not break out monthly figures. For the third quarter (a combination of NTI [July and August] and people meter [September]), MTV, on a 24-hour basis, reported that although ratings were down in the third quarter of 1987 versus 1986, from 0.7 to 0.6, the households reached increased, from 208,600 to 222,600 homes.

Nickelodeon's figures rose from a 0.9 (248,400 households) in third-quarter 1986 to a 1.1 (394,000 households) in 1987 for its 7 a.m. to 8 p.m. schedule. Its Nick at Nite service, which runs from 8 p.m. to 7 a.m., scored a 0.5 in the third quarter of 1987 (155,000 households) and was not rated in

1986. MTV Networks is not releasing ratings information on VH-1.

The Discovery Channel said its prime time October 1987 rating was a 0.6 (150,600 households) and a 0.4 (100,400 households) on its full-day schedule (18 hours), which was lower than what it had been doing in the third quarter, said Dan Fisher, vice president, research. He said Discovery's third-quarter numbers were 1.0 in prime time and 0.6 for its total day. But Fisher said the prime time ratings for the first week in November were 0.9, closer to what he had been seeing over the summer. He attributed the difference to the volatile peplemeter sample base. Some of Discovery's male viewers, Fisher theorized, were drawn away to professional football and baseball contests, which ran in prime time on 17 of the month's 31 nights.

Arts & Entertainment reported its third-quarter numbers were 0.7, on a par with 1986's third quarter. But its household reach jumped from 151,000 to 202,000 because of increased growth and penetration in the industry. Additionally, A&E doesn't roll out its new programming until January. □

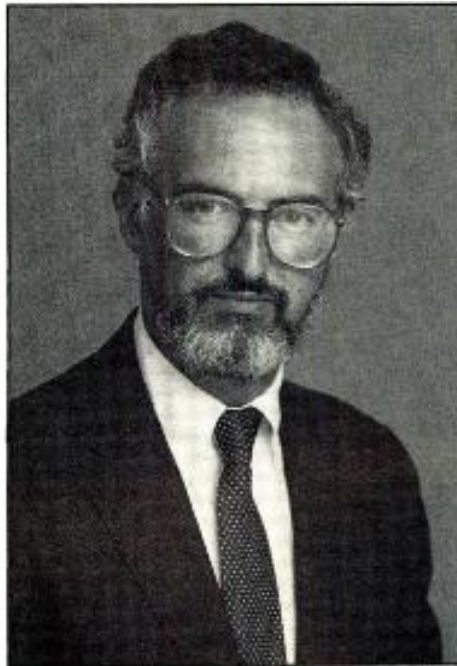
## Cable connection imperils Supreme Court bid

### Ginsburg's involvement with Rogers Communications while participant in 'Preferred' case raises question of judicial ethics

In the 14 months he served as assistant attorney general in charge of the antitrust division, Judge Douglas H. Ginsburg of the U.S. Court of Appeals in Washington played a key role in a number of cable television matters. He was, for instance, principal architect of the administration position ultimately adopted by the Supreme Court in the *Preferred Communications Inc.* case—that cable television systems enjoy "full" First Amendment rights but that the case should be remanded to the district court for an examination of "the relevant interests" (BROADCASTING, March 3, 1986). What was not widely known at the time was that Ginsburg owned up to some \$140,000 of convertible bonds issued by Rogers Communications Inc., a major Canadian cable television multiple system owner, with substantial interests in the U.S.

As a result, questions of whether President Reagan's nominee to replace retired Supreme Court Associate Justice Lewis Powell was guilty of a conflict of interest arose to haunt both Ginsburg and a White House still smarting from the Senate's rejection of President Reagan's first choice to succeed Powell—Judge Robert H. Bork, Ginsburg's colleague on the D.C. Appeals Court.

President Reagan appeared unshaken in his support of Ginsburg, dismissing suggestions that the nominee had been involved in a conflict of interest. And Senator Orrin Hatch (R-Utah), a member of the Senate Judiciary Committee that will hold hearings on Ginsburg's nomination, called the controversy "a tempest in a teacup." But Senate Minority Leader Robert Dole (R-Kan.) said he would not commit himself to support of Ginsburg



Ginsburg

until he heard about "the cable thing." A panel of the American Bar Association will consider the question in its overall evaluation of Ginsburg as a Supreme Court nominee. The Office of Government Ethics is also looking into the matter. So while Democrats on the Senate Judiciary Committee, including Democratic Chairman Joseph Biden of Delaware, were restrained in their comments, it seemed evident the issue would loom large at Ginsburg's confirmation hearing.

Biden on Thursday said he hoped to begin that hearing during the week of Dec. 7. But he said that assumes the ABA, the Federal Bureau of Investigation and the committee staff complete their investigations by then.

He said he would be prepared to begin the hearing earlier if the results of those inquiries were in hand.

Until his relationship to Rogers—now ended—came to light, Ginsburg, who is 41, was attracting attention principally as a conservative judge who was an expert in communications law—he taught the subject at Harvard law school and is the principal author of a casebook on the regulation of broadcasting and other electronic media—who is as deregulatory minded, and as First Amendment oriented, as the present FCC. Michael Botein, a New York Law School professor who is one of those working with him on a second edition of "Regulation of Broadcasting," says Ginsburg "tends to be a First Amendment absolutist." Former FCC Chairman Mark Fowler, a friend of Ginsburg's, says the nominee favors marketplace, as opposed to government, regulation. Henry Geller, who headed the National Telecommunications and Information Administration under President Carter, agrees: "He is a University of Chicago Law School ideologue."

The record tends to bear out those characterizations. In 1985, when administrator for information and regulatory affairs at the Office of Management and Budget, Ginsburg appeared at the FCC *en banc* hearing on the fairness doctrine to recommend its repeal; he said it "neutered" broadcasters. Ginsburg spoke as an expert, not as a representative of OMB. And in an article for the October 1984 issue of *Communication and the Law*, Ginsburg made clear his opposition to government-imposed requirements that cable systems make access channels available to the public, on either a free or leased basis. "As long as systems must be franchised," he said, there is a risk they will be controlled by the state. "The risk is much enhanced," he added, "if cable systems are thrust into the

controversies over programing that are likely to arise if there is an access obligation..." And as second in command of the antitrust division early in 1984, he helped prepare comments urging the FCC to repeal its rule limiting broadcast ownership to seven AM, seven FM and seven television stations. The department saw no competitive risk involved in repeal; it did not even recommend a new cap, such as the 12-12-12 limit the commission ultimately adopted.

Ginsburg's "Regulation of Broadcasting," first published in 1978, then issued in an updated version five years later to include information on cable television and other new media, is designed to teach by an examination of cases; it is not a treatise. But Mark Director, a Washington attorney who worked with Ginsburg on the updated version, said it contrasts the effect of structural changes with that of regulation on diversity of voices. "Without questioning the underpinnings of the 1934 Communications Act or the licensing it authorizes," Director said, "the book leads students to question whether commission policies promote the desired objectives and whether the objectives are constitutional."

Director, along with Botein and David Rice, of Touro Law Center, in Huntington, N.Y., are working with Ginsburg on a second edition of the book.

□

Ginsburg had a financial interest in Rogers when he joined the government, in 1983, as deputy assistant attorney general for antitrust. In financial disclosure reports he filed then and in 1985, when he moved over to OMB, he checked a box declaring his interest in Rogers to be worth between \$50,000 and \$100,000. In 1986, when he was named assistant attorney general, he checked a box in his financial disclosure form showing his

interest in Rogers had increased to between \$100,000 and \$250,000. Another filing at the time, with the Senate Judiciary Committee, indicated that the bonds were valued at \$139,194, the largest investment he had at the time, other than in real estate. He has since converted the bonds into shares of stock and sold them.

Ginsburg himself, in a letter to the Judiciary Committee last year, when it was considering his confirmation to be the chief of the antitrust division, said the *Preferred* case was among the 10 "most significant litigated matters" that he "personally handled." It involved *Preferred's* contention that the city of Los Angeles violated the First Amendment by denying *Preferred* a franchise to serve an area of the city, even though there was room on the utility poles, in underground conduits and over the city's rights of way to accommodate the system's cables. *Preferred* had not participated in the contest for the franchise, and the city had awarded it to another system. The Supreme Court, in a seven-page opinion that echoed the government brief, held that cable systems' activities "implicate First Amendment interests," but added that those interests must be balanced against "competing societal interests." It sent the case back to district court in Los Angeles for the trial that would produce the facts on which the balance could be struck (BROADCASTING, June 9, 1986).

There was little speculation last week that Ginsburg had been driven by financial self-interest in his participation in the case. The Supreme Court decision was not at the time, and is not now considered, a sweeping victory for the cable industry. Rogers, whose American subsidiary has 450,000 subscribers in Arizona, California, Minnesota, New Mexico, Oregon, and Texas, is not comfortable with it. Rogers's Washington counsel,

Jack Cole, said many cable companies, including Rogers, "favor the traditional concept of local franchising. They feel it lends stability to the cable industry; it does not invite chaotic overbuilds." Cole noted that Rogers, in connection with a stock offering, in 1986, said the decision "may adversely affect the profitability of the company's systems."

*Preferred* was the most publicized, but not the only cable television matter in which Ginsburg was involved while head of the antitrust division and holding a substantial interest in Rogers:

His name was on comments filed with the FCC in opposition to the proposal then being considered to adopt a new version of the must-carry rules. The department opposed any kind of must-carry regulation, contending that such rules restrict First Amendment interests and create an economic distortion. The rules ultimately adopted were based on a compromise agreement reached between the cable and broadcasting industries, a compromise that Rogers, through its representation on the National Cable Television Association board, endorsed.

Ginsburg's name was also on comments opposing a proposal by a Laurel, Mont.-based cable operator, Satcom Inc., which owns six small cable systems, to impose multiple-ownership limits on cable operators. Satcom suggested a rule prohibiting any entity from owning or controlling systems serving more than 50% of the cable subscribers in any state or more than 25% of the nation's subscribers. The department said such a rule "would be contrary to the public interest, since it might prohibit transactions that do not present competitive problems and could result in efficiencies and other benefits to consumers."

And Ginsburg, for most of his tenure as head of the antitrust division, was in charge of an investigation into the cable industry's efforts to develop a scheme for scrambling the satellite feeds of cable programing services. The department was focusing on whether the scrambling effort was aimed at harming dish manufacturers and on whether the cooperation of cable operators constituted collusion. The department in July, eight months after Ginsburg's departure for a seat on the appeals court bench, virtually, if not formally, closed down the inquiry. Charles F. Rule, then acting assistant attorney general, said the department had tentatively concluded there is "no significant evidence" of antitrust activity on the part of cable programers or their affiliates (BROADCASTING, July 6).

Ginsburg, on joining the department as deputy assistant attorney general and two years later, when he returned as assistant attorney general, said that to avoid conflicts of interest he would disqualify himself from acting in any matter in which Rogers was "directly involved." Last week, Justice's director of public affairs, Terry Eastland, said that Ginsburg had participated in the *Preferred* case after consulting with his staff and determining that Rogers would not be affected financially by the case. Eastland also said that Ginsburg determined that "the value of his holdings in Rogers would not be financially affected regardless of the outcome of

## Confirmation complication

Judge Douglas Ginsburg's involvement in a potential conflict of interest while he was chief of the Justice Department's antitrust division (see page 37) was overshadowed late last week as a possible barrier to administration efforts to obtain Senate confirmation of him as an associate justice of the Supreme Court. Ginsburg, a member of the U.S. Court of Appeals who was being advanced as a law-and-order judge, acknowledged that he had smoked marijuana once as a college student in the 1960's and "on a few occasions" in the 1970's, when on the faculty of Harvard law school. Use of the drug—which Ginsburg said in his statement was a "mistake" he regrets—is a misdemeanor.

The White House and Justice Department quickly rallied to Ginsburg's defense. President Reagan, who selected Ginsburg because of his reputation as a conservative and his youth—he is 41—dismissed Ginsburg's use of marijuana as the kind of youthful indiscretion for which Americans traditionally have forgiven public servants who showed "a sincere sense of regret." Reagan, in remarks to a gathering of ethnic, minority and Republican leaders at the White House said, "In the case of Judge Ginsburg, I think the American people will be no less compassionate and no less wise."

And Attorney General Edwin Meese, who had recommended Ginsburg to the President, agreed Ginsburg's use of marijuana was a mistake but said: "It certainly does not affect his qualifications to sit on the Supreme Court."

What's more, some conservative Republican senators, such as Senator Orrin Hatch (R-Utah) remained firm in their support.

But the revelation of Ginsburg's use of marijuana was seen as hurting his chances for confirmation, particularly since it came in the wake of the controversy over the earlier disclosure that he owned \$140,000 worth of bonds issued by Rogers Communications Inc., the Canadian multiple systems owner, when he was head of Justice's antitrust division and participating in cable-related matters. Some Republican senators were reportedly discussing among themselves whether Reagan would be forced to withdraw the nomination. Senator Warren Rudman (R-N.H.) said the administration has had a problem with the nomination "from day one."

the case."

As for the must-carry and Satcom proceedings, Eastland said, Ginsburg was not involved in the "articulation" of the antitrust division's position. "His name was typed on the filing and he was informed of the position taken, but he was not the signatory official." And as for the scrambling investigation, Eastland said, "Rogers was not a subject of or otherwise affected by that investigation."

The ethical standards to which government officials are held were pointed out in Ginsburg's case. An executive order that President Lyndon B. Johnson issued and that the Office of Government Ethics continues to apply directs employees to avoid any action "which might result in, or create the appearance of, . . . using public office for private gain" or of "affecting adversely the confidence of the public in the integrity of the government."

The Department of Justice has rules that require employees to confer with superiors and obtain written waivers from them before participating in cases that might involve a conflict of interest.

An expert in the field last week questioned Ginsburg's judgment in dealing with cable matters at a time he had a substantial interest in Rogers. Professor Stephen Gillers, who teaches legal ethics at New York University Law School, said it was "wrong" of Ginsburg to have worked on the *Preferred* brief. "He should have gone to an independent official at Justice to get clearance. . . . An ethics officer might have cleared him, but the problem is one of appearance." The sheer number of occasions involved was also troubling to Gillers. "Everyone is entitled to one lapse of judgment," he said. "But now there are four times when he acted in matters of economic importance to the cable industry. Four times is serious."

Reports of Ginsburg's financial involvement in Rogers when head of the antitrust division were beginning to generate comments from those unhappy with some of the positions Ginsburg had taken. "Whether or not his financial interest affected the position taken in the brief he wrote [in the *Preferred* case]," said Los Angeles City Attorney Jim Hahn, "it was certainly something he should have disclosed to his superiors."

And the chairman of the Home Satellite Television Association, George Kocian, wrote to the chairman of the Senate Judiciary Committee to oppose Ginsburg's nomination. The basis of the opposition, Kocian told Biden, is that the investigation Ginsburg conducted into the pressures cable companies allegedly were placing on satellite-delivered subscription television services—an investigation conducted at the time Ginsburg had a financial interest in Rogers—was a "whitewash." □

## Hogan named to head TBS Entertainment; Bevins to exit

**Sales executive decides to stay after job responsibilities are enlarged; financial chief seeks broader management role; Wussler named senior executive vice president**

There was turnover at the top of Turner Broadcasting last week. Named president of TBS's Entertainment Network: Gerald Hogan, a long-time TBS employe and sales official who earlier had announced his plan to leave at the end of the year. He will have specific responsibility for superstation WTBS(TV) Atlanta and the new (but now indefinitely delayed) Turner Network Television (TNT) for cable.

Equally newsworthy: the announced departure of William C. Bevins, the financial expert who has guided Turner down an innovative, and convoluted, fiscal path for the past decade. Bevins joined the company in 1979 and was instrumental in arranging the financing in Turner's attempted takeover of CBS, his purchase of MGM/UA and the sale of some MGM/UA assets, the buy-in by a group of cable operators and the restructuring of the company's \$1.4-billion debt. A Turner spokesman said Bevins's departure was a "personal decision." Bevins will step down from the executive committee upon his departure but will retain a seat on the

board, reflecting the regard both the company and Wall Street have in his abilities.

"That's a real sad one," said Ted Turner, chairman of TBS, in referring to Bevins's decision to leave. "We've never had a cross word. . . . I've really kept him busy as the devil in the same area," said Turner, "and I think he'd like an overall management challenge rather than just dealing in refinancing." The TBS chairman said Bevins has made overtures about leaving for a couple of years. "I've been talking him into staying for another six months," said Turner, "and finally, I guess, the string just ran out. But he's not going to leave until we get the current situation [the restructuring] squared away."

Bevins will be replaced by Paul D. Beckham, who moves from vice president, administration, to senior vice president, finance and administration. Beckham, who has been with the company for 15 years, will be responsible for the nonoperating divisions of the company, including financial, legal, human resources and real estate.

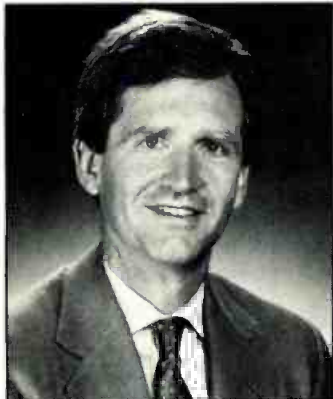
Randy L. Booth, who joined TBS following the purchase of MGM/UA as director of special projects, was named vice president, finance. Booth had been responsible for restructuring the MGM operations and selling the studio properties. Beckham will replace Bevins on the executive committee upon the

latter's departure from the company.

The appointment of Hogan reflects the company's growing programming operations and plans. He was named president of the company's domestic entertainment networks, overseeing WTBS and the new TNT. On the earlier assumption that Hogan would leave Turner and form his own broadcast company, Farrell Reynolds was brought aboard to replace him as vice president, advertising sales.

But Hogan, who had been with TBS for 16 years, was talked out of leaving by Ted Turner. Hogan had been in sales during his TBS tenure, and Turner said, "Quite frankly, he was just burned out from doing the same thing over and over again. He resigned, and I talked him into staying until the end of the year. During that time we started talking about finding something else for him to do, basically where he could start out fresh with a different assignment."

With the expansion of duties of both Robert Wussler, executive vice president, and Jack Petrik, vice president, programming, the company felt the superstation needed the full-time attention of one executive. Wussler was named senior executive vice president, relinquishing his title as president of superstation WTBS. He will oversee TBS's international programming activities, including for-



Hogan



Wussler



Beckham



Bevins

eign co-productions and the Goodwill Games. He will also have responsibility for Turner's Atlanta Hawks basketball team and Braves baseball team, which began reporting to him earlier this year ("that's \$100 million in assets alone," Turner remarked last

week), plus other sports and nonfiction programming. Wussler also will continue as Turner representative with industry organizations.

Petrik continues as chairman of Turner Program Services and president of Turner

Home Entertainment. The former is Turner's syndication arm and the latter manages the MGM film library. The company also said Reynolds, succeeding Hogan in his sales post, has been added to the company's executive committee. □

## He's not for 'blanket deregulation of networks,' but...

**CBS's Tisch suggests financial interest, syndication rules and crossownership prohibitions are no longer necessary**

CBS President and Chief Executive Officer Laurence Tisch suggested last week that the FCC's financial interest and syndication rules and cable crossownership prohibitions were no longer warranted in light of the increased competition the networks now face from cable, independent broadcasting and home video.

"Why should the networks be restricted from syndicating programs, or from financing programs in exchange for a residual interest or from producing programs in house?" Tisch asked at a panel discussion in Washington arranged by the Administrative Conference of the United States, a federal agency that brings together government officials and representatives of industry to discuss the impact of government regulation.

"Why should the networks be restricted by the government in the types of contracts we can negotiate with our affiliates? "Why should the networks be restricted in the other business activities in which we can engage, ranging from owning cable systems to creating supplementary broadcasting networks?"

The networks' competitors—cable, the motion picture studios and independent broadcasters—"are moving aggressively to try new approaches and enter new segments of the business," Tisch told an audience of mostly Washington communications lawyers and his fellow panelists—FCC Chairman Dennis Patrick and Washington communications lawyers Richard Wiley and Jonathan Blake. "The three networks are the only segment of the entire industry that cannot join this dramatic process of change," he said. "No one else... must labor under our restrictions."

Tisch said his remarks did not constitute an opening salvo against any of the regulations. "I am not here to advocate blanket deregulation of the networks or, indeed, to attack any particular aspect or piece of regulation," he said. Following the session, Tisch told BROADCASTING that CBS has no immediate plans to challenge the financial interest and syndication rules.

Wiley, a former FCC chairman whose firm now represents CBS in Washington, seconded Tisch, saying he did not think there would be "another attempt to change the [financial interest and syndication] rules in the public sector very soon." But, he said, elimination of the rules would "facilitate more program production from diverse sources."

Patrick declined to comment on what he thought of the financial interest and syndication rules.



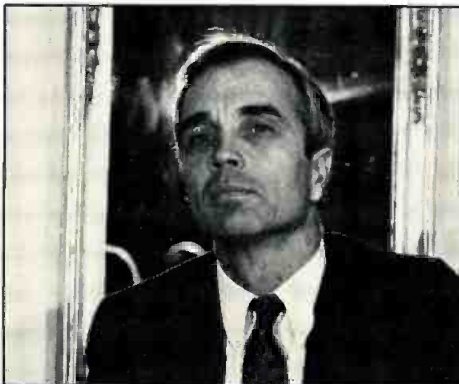
Tisch



Patrick



Wiley



Blake

At the urging of the broadcast networks, the FCC proposed in 1983 to eliminate the financial interest rule and to loosen the restrictions of the syndication rule. Due to pressure from Congress and the White House generated by the motion picture industry and independent broadcasters, however, the FCC subsequently decided to leave the rules intact.

The financial interest rule prohibits the networks from acquiring interest in programs except those they produce themselves. The syndication rule bars the networks from syndicating programming and sharing in the syndication revenue.

Despite assurance of Tisch and Wiley that CBS was not going after the syndication and financial interest rules, Preston Padden, president of the Association of Independent Television Stations, and Jack Valenti, president of the Motion Picture Association of America, reacted strongly to Tisch's remarks.

"We were quite surprised that what was billed as a public forum turned out to be a rather obviously staged *ex parte* opportunity for CBS to launch an offensive against the financial interest-syndication rules," Padden said. "Mr. Tisch failed to convince us that the public would be served by returning to the days when there were fewer than 100 independent stations."

Despite their "so-called decline" in recent years, said Valenti, the networks still enjoy "enormous dominance" in television. "There are only three networks in the nation just as there is only one cable system per community," he said. "These facts cannot be refuted... If you as a viewer want a competitive marketplace, then you better pray that the rules that keep the TV program marketplace in balance stay in place."

According to Tisch, the FCC's network regulations seem to be based on one premise—"the need to shackle the networks to keep them from trampling on such weak and innocent parties as the Hollywood community, the syndicators, the cable industry, the affiliates and the independent television stations. That must have been the perception of the broadcast industry 20 years ago, of three giant networks, uncontrolled by the competition."

But times have changed, Tisch said. The prime time ratings of the three networks have slipped 18% over the past 10 years, he said, adding that cable television and barter syndication rang up advertising sales of \$1.3 billion last year, and cable and local broadcasters now outspend the networks for programming. "To believe that the networks can operate in the 1990's as they did in the 1960's is as unrealistic as thinking that our energy policy can ignore the problems of the Persian



Gulf," he said.

And Tisch issued a warning. "If the networks continue to weaken, there may be a growing shift away from universal, free television to more exclusive, pay broadcast services," he said. "America is still well-served by insuring that every home has free access to the national programming services of advertiser-supported networks which combine local control with national resources."

On other matters, Patrick said the FCC will be considering reimposing the syndicated exclusivity rules "on the assumption that the compulsory license is flawed." The FCC will be asking "whether we can make a contribution on the margin of the public interest by providing an opportunity for independent broadcasters to... secure [program] exclusivity," he said.

Blake said the 50-year-old bargain between the public and commercial broadcasters—spectrum in exchange for public-interest programming—is breaking down. One indicator is the congressional plan to levy transfer fees on broadcast properties and use the proceeds to fund public broadcasting, he said. "Congress is looking away from commercial broadcasting, which was supposed to be the source of public interest programming, toward public broadcasting." □

## Fighting fire with fire on transfer fees

The National Association of Broadcasters—fighting off a congressional proposal that would impose a 2% to 5% license transfer fee on the sale of broadcast properties—is preparing a "white paper" suggesting a 2% excise tax on TV and radio sets, videocassette recorders and satellite dishes. The excise, however, is likely to force broadcasters into a major confrontation with the Electronic Industries Association, representing manufacturers of those appliances. EIA Vice President Gary Shapiro called NAB's effort an act of "desperation" and an example of a "handful of people trying to tax millions." Nor does he think NAB can sell the idea; Shapiro said EIA had "found a total dearth of congressional support." EIA has not taken a stand on the transfer fee, but Shapiro warned it was now considering such a move.

NAB was wasting no time in soliciting support for the excise tax. Last Friday, President Eddie Fritts pitched the idea to Senator Ernest Hollings (D-S.C.), chairman of the Commerce Committee and author of the transfer fee. Fritts also brought it up during a meeting last week with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

It has become increasingly clear that the industry would have to come up with some alternative revenue-raising ideas that Congress might be willing to substitute in place of the fee. Senator Wendell Ford (D-Ky.), for instance, urged a group of broadcast industry lobbyists to put an alternative before Hollings as soon as possible.

There is some question as to whether Commerce would have jurisdiction over an excise tax. NAB thinks so because the committee has authority to mandate all-channel receivers. But some industry observers believe it would fall under the purview of the Senate Finance and House Ways and Means Committees.

The station transfer fee is part of a budget reconciliation measure aimed at lessening the federal deficit and is pending in the Senate Budget Committee. It is estimated the excise tax would raise \$360 million a year, some \$80 million more than Congress would collect from the transfer fee. Broadcasters have been facing what appears to be an uphill battle against the fee (BROADCASTING, Oct. 26, Nov. 2). Part of the problem is that the funds from the fee would be used to support public broadcasting after fiscal 1990, an idea Congress is apt to find tempting; indeed, NAB was calling its own proposal a "support fee for public broadcasting."

The white paper should be released this week. NAB will argue, among other things, that from 1950 to 1965 there was a 10% excise tax on TV and radio receivers. Moreover, the association feels there is a philosophical precedent for the tax. The paper will note that a report released by the Carnegie Commission on Public Broadcasting in 1967 recommended an excise tax beginning at 2% and rising as high as 5%.

Meanwhile, NAB continued to gin up its forces to fight the transfer fee. The broadcasters' battle does not end with the fee since the Senate proposal would also codify the fairness doctrine.

Broadcasters have turned to Senate Finance Committee Chairman Lloyd Bentsen

(D-Tex.), hoping to convince him that the fee is a tax and that he should assert his committee's jurisdiction and have the matter referred to Finance. According to reports, broadcasters had a commitment from Bentsen, but a finance committee spokesman said no "promises" were made.

NAB is pressuring Budget Committee Chairman Lawton Chiles (D-Fla.) to reject the proposal on the grounds that the Commerce Committee missed the deadline for submitting the idea. But as of late last week no progress was seen to have been made on that front.

Senate action on the reconciliation is not likely to happen until the "economic summit" between the White House and congressional leaders is finished. Some industry observers have speculated the summit may produce a deficit-reduction package that would eliminate the need for a transfer fee.

In arguing against the fee, NAB has said it amounts to an "unlawful double taxation." Former FCC Chairman Mark Fowler, now with Latham & Watkins, underscored the inequity of the situation. He said the 1986 tax reform legislation resulted in a corporate capital gains tax rise from 28% to 34% and that approving a transfer tax would result in a 40%-plus capital gains rate for broadcasters.

An indication of the broadcasters' fervor on the issue is illustrated in a newsletter distributed by the Missouri Broadcasters Association. In a detailed account of what occurred when the fees were adopted by the Commerce Committee, the newsletter also advised Missouri broadcasters: "Before you get upset, remember the old political adage: Don't get mad—get even. Hopefully, we'll get our chance." □

## Media stocks show slight gain

**Some fare worse than others, but as whole, media companies off 22% from pre-crash figures**

Media companies gained only slightly in last week's fluctuating stock market, with many still trailing other U.S. industries in making up for October's devastating market declines.

According to BROADCASTING's 148-company media stock index (see chart below), media companies as a whole were off 22% from Oct. 12, the week prior to the market's initial decline. Some stock groups, such as programmers, service companies and elec-

tronics manufacturers, were substantially worse off. Cable and pure broadcasting companies, however, are performing better than the broader indices.

Among the leading broadcasters, Capacities/ABC, still well off its \$413-per-share value the week prior to the Oct. 19 crash, was down \$10 for the week, closing Friday at \$324. CBS traded around \$172 for the week, closing at \$169.75 on Friday, while GE declined for the week, to close Friday at \$46.13.

Other major media stocks continuing their decline over the past week were Turner Broadcasting, down last Thursday, Oct. 5, to

TYPE OF STOCK (# of co's)						% DOWN FROM 10/12
	10/12	10/19	10/26	11/2	11/5	
Cable (19)	27.06	24.86	20.24	22.30	23.18	-14%
Bdcst (17)	53.70	45.99	38.99	42.96	43.44	-19%
Bdcst w/other (36)	54.08	46.05	38.34	41.86	42.01	-22%
Prgmng (37)	16.56	12.31	10.42	12.20	12.27	-26%
Svce (13)	30.11	26.69	22.25	22.16	22.30	-26%
Elec./Mfg. (26)	28.14	21.07	18.09	20.80	20.43	-27%
BROADCASTING 148	34.52	28.80	24.14	26.63	26.80	-22%
S&P 400	359.21	257.81	257.35	293.07	290.66	-19%
DJIA	2471.44	1738.74	1793.93	2014.09	1985.41	-19%

\$10.25, and Rupert Murdoch's News Corp., still badly off its \$33.50 level the week before Oct. 19, closing at \$15 Thursday.

Declining broadcast stocks continue to include top 10 TV station owner Chris-Craft, off last week to close Thursday at \$16.25, and Belo, whose ongoing decline dropped it another \$1.50 from the previous week to close Thursday at \$49.25. Reliance Group was off again to \$6.50 at Thursday's close; Washington Post Co. fell back to \$190 Thursday, and Gannett was off at \$38 Thursday.

Top 20 group owner TVX declined to its lowest level yet in recent weeks last Thursday, closing at \$5.50. And the largest radio network programmer, Westwood One, also dropped back after gaining some ground the previous week, closing down last Thursday at \$17.75.

Better performers included Tribune, which charted a substantial increase last week to close Thursday at \$37.75, up \$4.50 from the previous week's close, and Times Mirror, up nearly \$3.00 to close Thursday at \$77.25. Knight-Ridder was back up last week with a \$40.50 Thursday close and Westinghouse was inching its way up as well to \$47.63 Thursday.

Some of the largest cable stocks were also busy recovering losses in last week's market. Number two system operator American Television and Communications closed nearer pre-crash levels Thursday at \$23.25; Comcast was up at \$20.38 Thursday; United jumped more than \$2 from the previous week to close Thursday at \$23.38, and also up were Jones Intercable, Cablevision Systems, Century Communications and Rogers.

Tele-Communications Inc. dropped slightly, closing Thursday at \$22.13, and Viacom, hurt badly in the market decline, was still far off its \$25 level the week before the crash, closing Thursday at \$16.50.

Programmers, among the worst hit in the crash and its aftermath, continued poor showings. Some, like MCA, Lorimar-Telepictures and King World products were on the incline last week, but others were dropping short-lived gains. New World Entertainment, for instance, was down again last Thursday at \$4.50, while Disney dropped to \$54.50 Thursday.

Ad agencies for the most part were also

performing weakly. The bottom dropped out of Foote, Cone & Belding last week, with Thursday's close down to \$43.75; Saatchi & Saatchi was still well off at \$18.75, and Grey dropped again to close near its recent lows at \$96. Closing only slightly better last Thursday were Omnicom at \$17.13 and Ogilvy at \$24.25.

The chart on page 41 shows group stock averages for the four Mondays beginning Oct. 12 and include last Thursday's closing average. The Standard & Poor's 400 Industrials and Dow Jones Industrials are also shown, along with an average for all 148 companies on BROADCASTING's index. Percentage change is from Oct. 12 to Nov. 5. □

## 'Globe'-ABC presidential debates threatened by summit

The first casualties of the Reagan-Gorbachev summit in Washington on Dec. 7 are the two sets of presidential debates that had been scheduled for the nights of Dec. 7 and 8. The *Boston Globe* and ABC News were sponsoring the two-hour debates—Republicans on the seventh, Democrats on the eighth—to be held in Boston's Faneuil Hall and to be carried live by the 320 television stations of the Public Broadcasting Service. ABC was to produce the television coverage and was to broadcast the debates over its radio network.

The *Globe*, ABC News and PBS were reported to have agreed among themselves that the meeting between President Reagan and General Secretary Mikhail Gorbachev, now set for Dec. 7, required cancellation of the debates. The summit, said *Globe* assistant executive editor Benjamin Taylor, "has taken center stage as the major news event of the year." It seemed prudent, he added, "not to conduct presidential debates while such a historic meeting takes place." Most of the candidates had said they would participate in the Boston debates.

Taylor said a major effort was made to find a mutually satisfactory date for the debates in advance of the New Hampshire primary on Feb. 16—but to no avail. He cited the upcoming holiday period and crowded calendars of the candidates, including a number of debates elsewhere in the country. Meanwhile, representatives of two Republican presidential campaigns were threatening to pull out of a debate that NBC has scheduled for Dec. 1 at the Kennedy Center in Washington. Representatives of Vice President George Bush and Representative Jack Kemp (R-N.Y.) expressed their displeasure with what they understood to be the format NBC has in mind—one in which the six Democratic and six Republican candidates would be seated in groups opposite each other on the stage of the Eisenhower Theater. Kemp spokesman John Buckley said it appeared that "Democrats and Republicans would be mixed." And that was not what Kemp wants; he wants to debate other Republicans. A Bush spokesman has expressed similar misgivings.

NBC News President Lawrence Grossman said he understood such concern but added that the final format has not yet been developed. He said Joe Angotti, executive producer of the debate, would be in touch with the candidates or their representatives this week "to discuss what we have in mind." □

## U.S. Cable offers \$233 million for Essex

Essex Communications announced that it had received a cash offer of \$233 million for the company from U.S. Cable Television Group, the group created by former ABC executives Marty Pompadur and Elton Rule, and Christopher Conley. Essex had earlier announced it would be reviewing bids for the company in August (BROADCASTING, Aug. 31), but said at the time it would not name the bidding companies. While Essex only announced it had received the offer and did not have a definite contract, a source close to the sale said it was a "done deal" and an announcement could be expected today (Nov. 9). This is the largest acquisition for U.S. Cable, which recently purchased C4 Media Cable, a Vienna, Va.-based MSO with 72,000 subscribers in eight states for \$126 million.

The \$233 million will be split 45% for the stock and the remainder for the assets of the four Essex operating partnerships.

Doug Paul, general counsel for Essex, said the 45% would be worth about \$104.9 million, but corrected earlier reports, saying the amount paid to subscribers would be reduced by the public companies' liabilities, "past financial data indicates the reduction would be about \$21 million, but there are other liabilities that should reduce it more," said Paul. He also mentioned that the \$233 million would be adjusted according to the number of subscribers Essex delivered at closing. Computing the cost-per-subscriber value at about \$1,700 per subscriber, Paul said the purchase price would be adjusted upward by something close to that amount if there were more than 135,000 subscribers and downward if there were less. Essex, based in Greenwich, Conn., is publicly owned and headed by Paul L. Field and Dave Pardonner. Waller Capital Corp., handled the sale for Essex.



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## HDTV provides film-broadcast nexus at SMPTE

Film and broadcast engineers share common interest in HDTV; 15,000 on hand also focus on digital NTSC VTR's, CCD cameras, fiber optics, Olympics

High-definition television has brought together the film and broadcast engineers that comprise the Society of Motion Picture and Television Engineers as has no other single topic in the long history of the organization. The conjunction was evident at SMPTE's 129th annual conference and exhibition last week in Los Angeles where the film and broadcast engineers joined in on the hows and whys of HDTV with equal interest and enthusiasm.

As the first theatrical productions shot with HDTV and transferred to film begin to reach movie screens, more and more filmmakers are considering using HDTV in lieu of film despite ongoing concern about the quality of the medium and the operational flexibility and capability of today's HDTV gear.

Broadcasters are also interested in HDTV production, but their more immediate concern is whether they will be able to broadcast some form of HDTV or whether they will be left behind by cable, VCR's and other media.

Many of the 15,000 SMPTE engineers went to Los Angeles not to discuss HDTV and its potential impact, but simply to check out the latest NTSC equipment on the exhibit floor, which encompassed 261 exhibitors from seven countries in booths covering nearly 80,000 square feet. The floor's hot products: Ampex's D-2 composite digital tape recorder and a host of CCD cameras.

Aside from HDTV, fiber optics was, perhaps, the most talked about conference topic. Many obstacles must be overcome before fiber optics can seriously challenge other media for moving television around on a wide scale, but speakers on the subject reported that progress in optical technology is being made.

In the business-mixed-with-pleasure department, conference attendees examined the technical preparations for next year's Olympics in Korea (summer) and Canada (winter). Broadcasting, they learned, is likely to come out of the games a little more technologically advanced than it was when it went in.

### THE HDTV SOFTWARE

Charles Pantuso and John Galt of the Northern Light and Picture Corp., a Scarborough, Ont., production company, are HDTV production pioneers—co-producers of *Chasing Rainbows*, a 14½-hour mini-series shot entirely in HDTV for the Canadian Broadcasting Corp. During one of the conference's HDTV sessions, Pantuso said HDTV was chosen over film because of the



SMPTE exhibit floor in Los Angeles

comparative ease with which the blue-screen special effects could be done and because of the superior audio quality. Another consideration was cost, Galt said. It is comparatively less expensive to shoot large amounts of videotape, he said. "There is no production penalty if you decide to shoot more than what is prudent in film," he said.

The production crew found the remote-focus controls of the HDTV cameras more difficult to operate than those of film cameras, Galt said. But, during the shooting, which lasted 214 days, many crew members became adept at remote focusing.

Speaking on *Chasing Rainbows* and HDTV production in general, Keith Fields of the CBC said "a lot of people are thinking about producing in high-definition television." Although much of what is being done in HDTV is experimental, Fields said, productions like *Chasing Rainbows* have given the medium a legitimacy. "It is indeed a proved production tool," he said.

Although a way to transmit HDTV pictures over the air has not yet been found, Fields said HDTV production has matured as a "mastering medium" that can be easily converted to other media for distribution. He said HDTV is ideal for feature films, promotional programs, music videos and down-converted NTSC TV productions.

While many bugs still exist in high-definition production, Fields said, it will continue to be considered because of the equipment limitations on NTSC video equipment, especially in post production. HDTV will continue to mature as a production medium while the long search for a transmission method goes on, he said.

According to Erasmo Lionetti, of Radiotelevisione Italiana (RAI), the Italian nation-

al network, RAI used HDTV for the feature film, "Julia and Julia," because it wanted the highest quality at the lowest price. The film, starring Kathleen Turner and Sting, scheduled for a Christmas season release in the United States, had been on top of the Italian box-office charts for five weeks at the time of the SMPTE conference. "This is very good technical news for us," Lionetti said.

About 4% of the movie was done in film. During the pre-conference briefing, Richard Streeter, vice president of engineering, SMPTE and vice president, development, CBS/Broadcast Group, told reporters that "most people cannot spot the difference" between the film and HDTV segments of the motion picture. Lionetti said some, mostly film engineers, were able to tell the difference.

Lionetti said most of the film scenes in "Julia and Julia" were shots that required slow motion. One of the next HDTV equipment developments will have to be an adequate slow motion machine, he said. Also, he said, film was used during a car crash scene which required more angles than the two RAI-owned HDTV cameras could provide.

Independent film director Zbigniew Rybczynski, who has worked with HDTV at Rebo High Definition Studio Inc. in New York, said HDTV's "biggest advantage compared to film... is that we can edit simultaneously with shooting." Like Pantuso, he was also impressed by HDTV's special-effects advantages. "I'm really amazed by this technology," Rybczynski said, adding that he would be directing a full-length feature film in HDTV next year.

Richard J. Stumpf, of Universal City Studios, said he was finding "a great deal of

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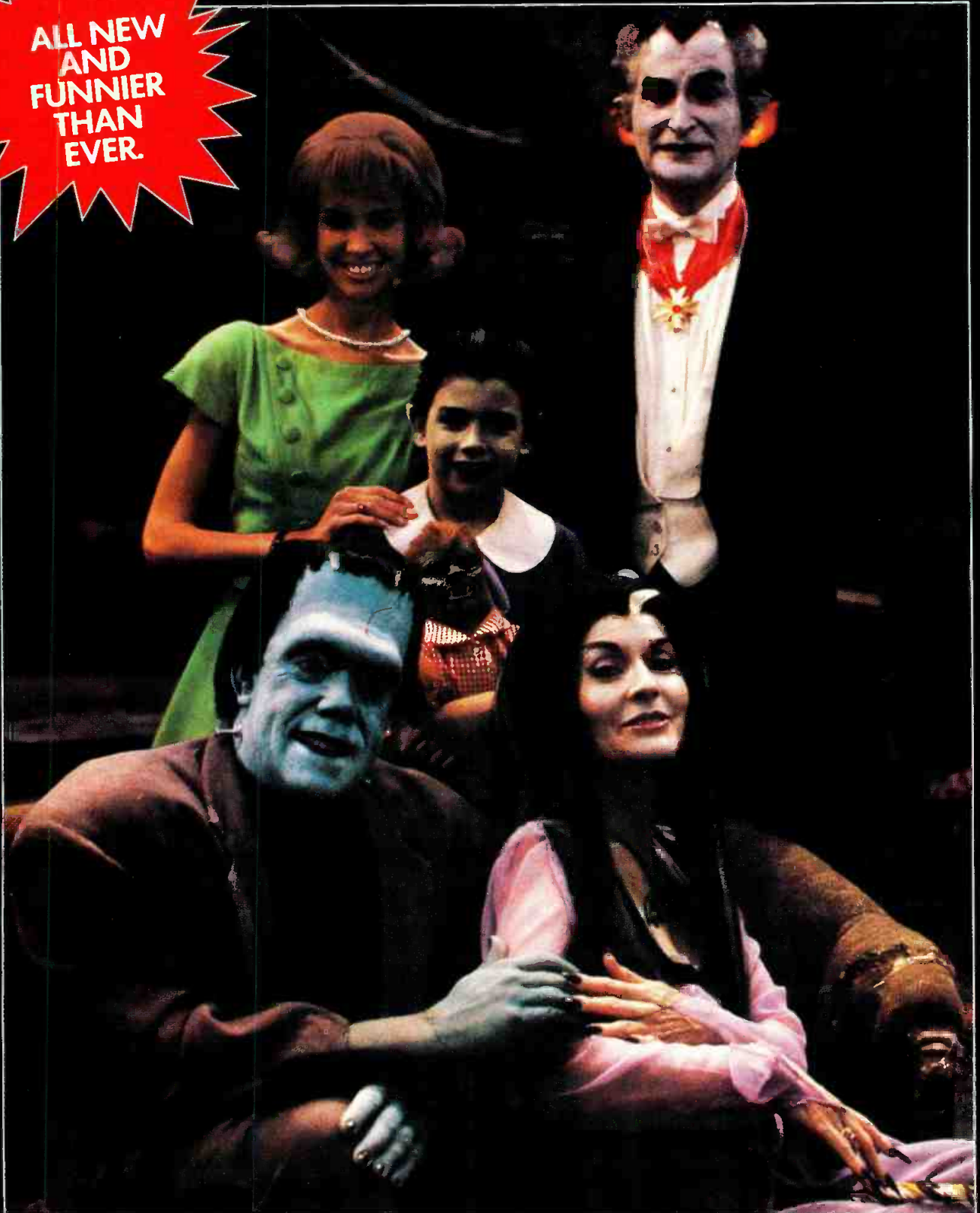


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interest" in HDTV production from filmmakers. During the pre-conference press briefing, he called HDTV "an augmentation of the filmmaker's tool box." Stumpf, who is SMPTE secretary, also served as chairman of the subgroup that developed SMPTE's proposed 1,125/60 HDTV production standard.

But there were other, less enthusiastic opinions from the film community to be found at the conference. Eastman Kodak Co. circulated copies of an interview done with its vice president and general manager for U.S., Canadian and Latin American marketing, Lewis F. Coleman. While Coleman said that HDTV cameras "produce a very good image," he said HDTV's quality did not match that of 35mm film. "I believe the art of cinema would have been better served by shooting 'Julia and Julia' on film," he said. "And as technologists, our mission is to serve art, not vice versa."

Until an economic means of transmitting HDTV is developed, most HDTV productions will have to be transferred to 35 mm film for distribution. To demonstrate the feasibility of such transfers, SMPTE and its Japanese counterpart, the Motion Picture and Television Engineering Society of Ja-

HDTV images. The result is a perceptible "judder" artifact, he said.

During a demonstration of an HDTV-produced music video that had been transferred to film at both the 24 fps and 30 fps rates, Thorpe pointed to background objects in the video, such as flower beds and windows on buildings, which seemed to oscillate slightly at 24 fps, but remain steady at 30 fps.

One observer, National Association of Broadcasters engineer Ben Crutchfield, called it "a very dramatic demonstration." The proposal to change the frame rate of film to 30 fps to facilitate HDTV transfers is presently being considered by a technical subgroup of SMPTE.

Explaining the laser-beam transfer method at the conference was Noboru Yura, director of the HDTV planning department of Imagica Corp., a Tokyo-based post-production company. As opposed to the electron method, which transfers in components, Yura said the laser method transfers HDTV images directly to film.

Yura showed the results of a laser-beam transfer test using a system developed by NAC Inc. A film camera and HDTV camera were placed side-by-side to capture the same angle on the same images. After shooting,

and the National Telecommunications and Information Administration to conduct studies to find out if other sources of spectrum might be found. If those studies prove successful, T3S4 will then test those bands. "The big question which has been nagging me for some time," Crutchfield said, is the problem of ghost cancelling, especially for wideband and two-channel HDTV systems. He said that he had spoken to companies like NHK about the problem. Their answer is to use satellites, he said. Unfortunately, he said, that "will not serve the purposes of broadcasters."

Amid all the talk about HDTV was some about enhanced NTSC. Yves Faroudja, of Faroudja Labs Inc., Sunnyvale, Calif., spoke on the recent improvements in the processing of NTSC signals. Faroudja said he disagreed with the implications of Winston Churchill's observation that "a camel is a horse designed by a committee." It is wrong to say that camels are a bad committee design, he said. They are fast runners, carry heavy loads and can survive in the desert much longer than a horse with little food or water. "Committees can design things the proper way," Faroudja said. "NTSC is a very good example."

More than 200 million—59% of the world's TV sets—are NTSC and NTSC is the standard in 32 countries. The system is a success, he said, because of users' "strict adherence to a set of well-defined rules which have been internationally accepted."

While advancing technology dictates that NTSC standards will one day be relaxed, Faroudja suggested that the transition be a slow and orderly one. He claimed that NTSC pictures could now be greatly improved at many stations through modern signal processors, which improve luminance and color and eliminate ghosting. "Superb pictures" are possible, he said.

#### THE HDTV HARDWARE

Some of the machines described in the HDTV and enhanced TV sessions were demonstrated on the exhibit floor. A new HDTV camera, the EC-1125, was introduced by Ikegami Electronics Inc., Maywood, N.J. The camera has more film-camera-style capability, is easier to focus and more light sensitive than its predecessors, according to Ikegami. According to Ikegami's John Lynch, the camera is meant for electronic moviemakers who plan to transfer the tape to film. Ikegami is not yet delivering the EC-1125; it will sell for about \$500,000.

NAC Inc. showed diagrams of its laser-beam HDTV video-to-film transfer system, which was used in the Imagica tests, at its booth, and demonstrated the system at the New Otani hotel, about a mile away from the convention center.

The graphics division of Symbolics, Los Angeles, introduced a new computer graphic three-dimensional animation and paint box system. According to Symbolics, it is the first computer animation system designed for HDTV production. It is compatible with Sony and NHK 1,125/60 outputs. Symbolics also announced that 1125 Productions, a New York high-definition studio, was the first customer for the new animation system.

Improved NTSC equipment was shown



SMPTE at Los Angeles Convention Center

pan, sponsored a HDTV-to-35-mm "film festival" during the conference. In addition to a reel of "Julia and Julia," the three-hour program included clips from *Chasing Rainbows* and a Rybczynski-directed HDTV music video, "Let's Work," featuring Mick Jagger.

Two competing conversion systems have been developed, one using electron beams and the other using laser beams.

According to Lawrence J. Thorpe, director, studio product management for Sony Communications Products, whose line of HDTV equipment includes an electron-beam HDTV-to-film system, HDTV-to-film systems could be used to fuse advanced digital HDTV special effects onto preshot 35mm film. "That poses some tremendous challenges to those of us who are engaged in building some of the basic building blocks to achieve this," Thorpe said.

A drawback in HDTV conversions, Thorpe said, is the difference in frame rates between HDTV and film. All current HDTV footage is shot at 30 frames per second while the 35mm film standard is 24 fps. When converting to film, therefore, he said, it is necessary to throw out every fifth frame of


the film pictures were compared to HDTV pictures transferred to film by laser. Imagica engineers found that "there was no noticeable inferiority" in either the film or HDTV-produced images, Yura said.

Appearing at the conference as a representative of both NAB and the Advanced Television Systems Committee, Crutchfield discussed efforts to develop a method for broadcasting HDTV. As far as the NAB is concerned, Crutchfield said, the most important goal is making sure that terrestrial broadcasting remains competitive in quality to cable and other TV media. But, he said, NAB is working to insure that whatever transmission system is eventually approved is spectrum efficient and compatible with present NTSC TV sets.

In his capacity as chairman of the ATSC's T3S4 group looking into HDTV terrestrial transmission, he outlined for the audience the group's testing plans that are now under way. At present, the group is testing propagation of two-channel HDTV signals. Those tests will be followed by wideband signal tests and tests of terrestrial broadcasting using the 2.5 ghz and 12 ghz DBS bands. ATSC, Crutchfield said, has asked the FCC

THIRTY  
YEARS AGO,  
ALIENS INVADDED  
EARTH.

WE  
THEY  
NEVER  
LEFT.



# WAR OF THE



# EW WORLDS

From the original book to the radio broadcast to an Oscar in 1953, "War Of The Worlds" has stood the test of time. Now its time has come again.

From the studio that brought you "Star Trek: The Next Generation" comes a stunning new television series destined to hold audiences everywhere captive.

No, the aliens never left. And soon, very soon, their quest to conquer mankind will begin again.

Schedule it for '88... before it's too late.



by Faroudja Labs. NTSC pictures with noticeably enhanced resolution and color were shown on conventional TV sets. The improvements were due to signals filtered through Faroudja's signal processing system which includes its CFD-N decoder and new CTE-N encoder. The system is compatible with any tape machine with RGB outputs. The CTE-N sells for \$7,850 and the CFD-N for \$6,250.

An enhanced NTSC large-screen projection system, the TPP-700, was demonstrated by Ikegami. The system projects 800-line pictures on to either 70-inch or 100-inch screens. It was first shown last month during the HDTV colloquium in Ottawa, Canada, using live camera pictures. Satellite-delivered pictures were demonstrated on the projector for the first time at the SMPTE show and revealed little degradation compared to the live shots. Although it has not yet been priced, Ikegami officials said that the system would be too expensive for consumers and would be marketed to big companies for satellite teleconferences.

### THE NON-HDTV HARDWARE

Despite the interest in the HDTV gear, it was the last development in NTSC production gear designed to meet the immediate needs of broadcasters and other video producers that dominated the exhibit floor.

Ampex showed its D-2, composite digital videotape recording format which is currently under consideration for standardization by SMPTE. The biggest advantage of the D-2 and the already accepted D-1 standards, according to Ampex, comes in post-production applications. Ampex claims that the machines can produce 20 generations without noticeable degradation. According to one Ampex executive, Ampex is "no longer sure" it will manufacture the D-1, which is aimed at high-end production houses. The company may abandon it if the D-2 machine, designed primarily for broadcast use, takes off in the marketplace, he said.

Ampex also showed a prototype of its ACR-225 D-2 commercial spot player, which was introduced during the last NAB convention. The prototype and sale price of a D-2 studio VTR will be available at the next NAB. Deliveries of both machines will begin in late 1988.

Another product line of great interest at the show was the charge-coupled device (CCD) cameras shown at several of the booths. This year's CCD's, which employ solid state semiconductor chips instead of pickup tubes, had many new features, including 3-chip configurations, electronic shutters and electronic-charge transfer improvements to mitigate smearing in bright lights. Broadcast-quality CCD's for electronic newsgathering and field production applications were priced at about \$17,000-\$21,000.

Sony Corp. has been marketing its BVP-5 CCD camera using an interline transfer chip since 1986. According to Sony's Lawrence Thorpe, the BVP-50 and other earlier CCD's were flawed because the overflow of electrical pulses on the chips when shooting bright lights caused vertical smears. Sony's new "frame-interline transfer" chip built into the BVP-50 camera which was introduced at

SMPTE, corrects the problem, producing 60 times less smear. "All CCD's have vertical smear," Thorpe said, but the new transfer system makes the problem much less noticeable.

Another new feature on the BVP-50 is an electronic shutter. On earlier CCD's there was no shutter, which meant that fast-moving objects blurred. Some manufacturers began installing mechanical shutters, which solved the blurring problem, but were hard to operate on a solid state electronic device. The tapes Thorpe showed of pictures made with the electronic shutter included stop-action of running water in which the individual droplets were visible. Overall, Thorpe said that an idea of how advanced the BVP-50 is can be inferred by the fact that it contains 63 new patents.

When it comes to CCD's, said Steve Smedberg of NEC America, Wood Dale, Ill., "we've been doing it the longest." When CCD cameras first went on the market in 1981, he said, the now-defunct RCA camera division was NEC's only competitor. The latest model of NEC's SP-3A camera has a frame-interline transfer system that was developed with "much the same logic" as Sony's chip, he said. Smedberg also said that "now [Sony's] marketing approach is a lot more like NEC's." The SP-3A also has an electronic shutter and produces 550 lines of resolution.

Ampex introduced a CCD, the CVC-50, which is currently being manufactured at its Colorado Springs facility along with the company's earlier CVC-5. The features Ampex emphasized were an electronic shutter, redesigned viewfinder, durability, light weight and high performance under harsh conditions.

Other companies displaying CCD cameras with similar features were Panasonic, Broadcast Television Systems, Ikegami, Hitachi Denshi America and Broadcast Television Systems.

### THE FIBER CONNECTION

One of the speakers during the Sunday afternoon session was Thomas R. Volk of NEC America Inc., Fairfax, Va., manufacturer of coder/decoder (codecs) devices that convert analog video signals to digital at one end of a fiber link and back to analog again at the other end. He detailed the progress NEC has made in development of the electronic devices since it began research in the late 1970's. Today higher order differential pulse coder modulation (HO DPCM) codecs can transmit four digital fiber optic channels two ways at a DS3 (or 45 megabit per second) rate.

Over the past year, NEC has worked with ABC and AT&T providing codecs for the experimental fiber line between ABC News headquarters in Washington and New York. The project has progressed "with excellent results," Bock said, and NEC has learned much from it. "In the larger context, this experiment demonstrates the possibilities of using terrestrial fiber optic links for program distribution," he said, adding that the experiment would lead to future benefits for broadcasters. "This is an exciting time for our industry," he said.

Giving more detail on how the experiment

has progressed was Kenneth Michel of the engineering department at Capital Cities/ABC, New York. ABC began working with fiber optic links in 1980, he said, during the winter Olympics in Lake Placid, N. Y. By the time of the 1984 Olympics in Los Angeles, much more of ABC's signal relaying was done with fiber and the "high quality" of the NEC codecs available at that time made it possible, Michel said. The 1984 success prompted ABC to make the 1986 deal with NEC and AT&T to establish the two-way, four-channel link between Washington and New York.

After looking for possible flaws in analog-to-digital conversion during testing in late 1986, ABC began using the optic line in January 1987. But almost immediately a problem arose in the transmission of ABC News's *Nightline*, a program produced in New York, with the host, Ted Koppel, based in Washington. *Nightline* requires the coordination of several camera shots to be transmitted between the two cities by use of digital and analog channels and to other cities by satellite. During initial digital fiber use, the differences between the digital fiber shots and the others became too obvious when the lip sync on the fiber line—due to the time taken for codec conversion—was about seven frames, or 271 milliseconds off, compared to the three-frame lag from conventional analog lines. This snag, which had not been observed in earlier testing, Michel said, forced digital use of the fiber optic line to be suspended until a solution could be found.

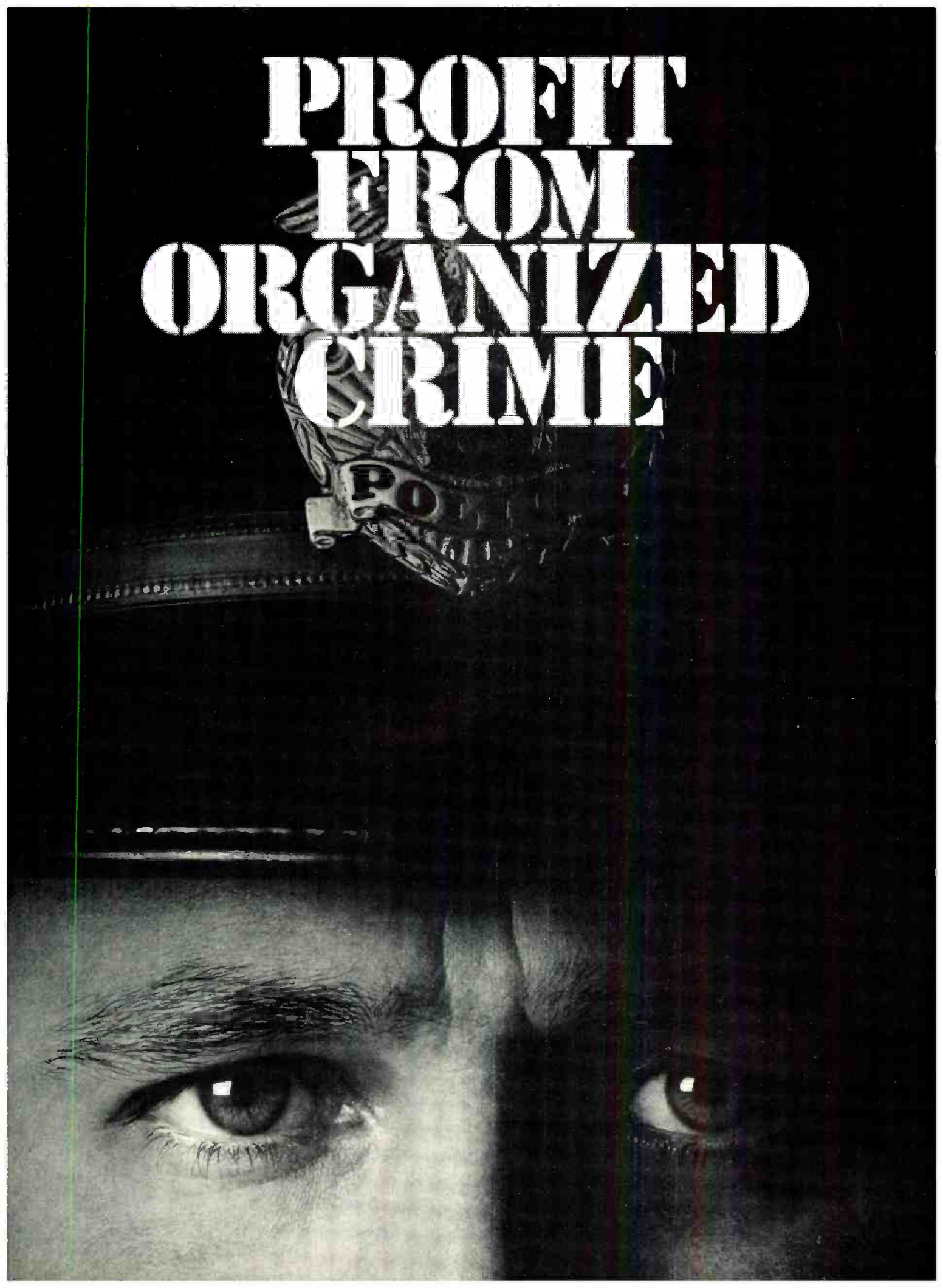
Digital service started again on April 27 and since then the line has provided consistent high quality, Michel said. However, outages of the line occurred on four occasions—twice in March and once in May, due to problems that were first thought to be related to the codecs. The outages in March occurred during testing, but the May mishap resulted in a loss of signal during a news program. Upon further investigation, ABC found that the problem was not in the codecs but in the local telephone company's equipment. Due to government regulation, AT&T cannot provide the entire connection service. Local common carriers in both cities must complete the link. Because of the confusion involved, on those three occasions it took a long time to locate the problem, Michel said. He suggested that the regulations be changed to provide for quicker isolation of outage sources.

The fourth outage happened on Sept. 21 when a utility crew accidentally broke the line. This incident, Michel said, demonstrated the need to develop alternate digital routing plans.

Two other obstacles foreseen by Michel before fiber becomes commonplace in intercity network communications are the development of a codec standard and the proof that digital fiber landlines will be more economical than analog. With those problems solved, Michel foresaw that "it will become increasingly evident that there will be a definite need for the broadcaster to access these fiber networks in the future."

Michel ended his talk by presenting split-screen pictures of ABC News programs showing fiber and analog images side by

# PROFIT FROM ORGANIZED CRIME



side and revealing that the fiber pictures produced fewer artifacts.

Following Michel, two speakers from Bell Communications Research (Bellcore) of Morristown, N.J., presented papers. Ed M. Underwood spoke on Bellcore's efforts to devise a new DS3 algorithm. When looking at the ABC experiment, Underwood said that it was impressive but that Bellcore is trying to find out: "Can we do any better than that?" The present proposal it is perfecting would create a two-way, 24-channel digital system at 24 mb/s on a single line compared to ABC's four-channel system.

The other Bellcore speaker, Robert Blackburn, district manager, digital radio, video and audio, spoke on the eight-city trial that is being planned to find out how feasible a nationwide system of transmitting network programming to affiliates could be (BROADCASTING, Aug. 31). The timing is right for the trial, Blackburn said, because broadcasters are becoming accustomed to fiber optics through the ABC test and other isolated trials around the country. Also of concern is the future of satellite delivery with the slowdown in launches of new communications satellites due to the space shuttle Challenger disaster and other factors. The cost of satellite delivery is going up, while the growth of channel capability on fiber optic lines is making it more economically attractive. "Of course there is concern for the future... Right now NTSC is the thing we are looking at," Blackburn said. But in the future, the wide bandwidth capabilities of fiber optics, perhaps even at the DS3 rate, could be an ideal solution for network program delivery of HDTV signals to affiliates, he said.

The fiber network Blackburn described would be a "tree" system. At the root of the tree would be the master location or network headquarters. From the master would be fiber connections to multipoint units located throughout the country. The multipoint units would then connect with remote locations, the affiliates. This would allow for some of the switching flexibility that networks now enjoy through satellites.

Blackburn used the example of regional football coverage, in which different games could be shown at each multipoint unit with all of them being received at the master location where a signal could be redirected from one end of the country to the other at will.

Bellcore now plans to begin the trials in March of 1989. "What's taking so long is building the hardware for all of this," Blackburn said.

### OLYMPIC PLANNING

A Saturday afternoon paper session gave an update on the preparations being made by broadcasters for the 1988 Olympic games. Joseph Roizen of Telegen, Palo Alto, Calif., who had visited the 1988 Olympic sites of Calgary, Alberta, and Seoul, Korea, a few months before the SMPTE conference, described the preparations being made by the host broadcasters.

The CTV Television Network is serving as host broadcaster for the winter games in Calgary. It will provide 550 hours of pool coverage for world broadcasters compared to the 226 hours provided by the Yugoslavian national network during the 1984 win-

ter games. "The host broadcasters will have a monumental task" in pool coverage in both Calgary and Seoul, Roizen said.

"The role of the host broadcaster," said Roizen, "is to try and do better than they've ever done before." By the great investment in new equipment CTV has made, "they're certain they will in fact do that," he said.

Like CTB, the Korean Broadcasting System (KBS) is originating a great deal of pool coverage—1,500 hours—significantly more than ABC provided during the 1984 Los Angeles games. "This is hard to imagine in a country so small compared to the United States," Roizen said.

Charles Jablonski who has overall responsibility for NBC's coverage of the Seoul games read a paper on the network's preparations. NBC will boast two Olympic broadcasting firsts next year—transmission in stereo and video to be shot with high-definition television cameras during the network's 170 hours of coverage.

When completed, the broadcast center NBC is building in Seoul will be the network's third largest. It will be used for only two weeks. Housed in the center will be videotape and graphics facilities including seven VTR's and a switcher specially designed and manufactured by the 3M Co. at its Huntsville, Ala., facility for the core facility. Similar production capabilities will be available in 11 other smaller editing rooms. Transmission equipment will send signals to the U.S. over Ku-band and C-band satellites. Jablonski said that when the games are

over, much of the equipment in the center will be distributed to NBC-owned stations.

Construction of the center began last January by a British contractor and the first shipments of equipment there also began earlier this year. He said that the network got off to a late start on construction due to the length of negotiations for rights to broadcast the games, which did not end until April of 1986 with the signing of a \$300-million contract.

Many of the events, Jablonski said, will be produced for American audiences solely by NBC, while other competitions with less popular interest will be shown through the KBS pool coverage. The marathon was an example he gave of an event that will include both NBC and KBS pictures. While the Korean network will center on the front runners, NBC will isolate on all of the American contenders. NBC plans to use two helicopters and two ground vehicles to cover the race.

Although the time difference will produce some scheduling problems for NBC, Jablonski said that much of the Olympic agenda has been engineered to accommodate American prime time. "During the games [the Koreans] will be going on double daylight savings time," he said. Korea and the individual Olympic committees around the world were willing to do this because 70%-80% of Olympic revenues will come from American TV broadcasting rights, Jablonski said. "It's amazing what some people will do for \$300 million." □



### AM activity

The allocations subgroup of the FCC's advisory committee on radio broadcasting met last week as part of ongoing investigations into ways commission rules could be changed to improve the AM band. Among the topics of discussion were possible new rules for interference protection and the proposed extension of the AM band by 10 channels to 1705 khz.

According to a subgroup member, Barry Umansky, deputy general counsel of the National Association of Broadcasters, timetables were devised for the advisory committee's work in the FCC's AM improvement proceeding. Reply comments in that proceeding are due in December, but Umansky said that the group was hoping to have that deadline extended. He said he expected a decision on the extension to be made by Dec. 2 when the allocations subgroup meets again at NAB headquarters.

The group focused on present NAB research into psychoacoustics, "to determine what the contemporary listener finds acceptable in terms of quality AM radio," Umansky said. Action by the FCC on protection ratios and other technical standards can be done, he said, "once you determine what a listener perceives sufficient to maintain attention and staying on the dial." What the NAB hopes to find out is: "What do [lis-

teners'] ears require these days? In an age of CD's and digital audio tape, isn't there a much higher expectation from listeners these days in terms of audio quality?" The NAB will be submitting a report to the FCC based upon its psychoacoustic research, to aid the commission in decisions on how future AM allocations should be made with possible sound quality used as a factor.

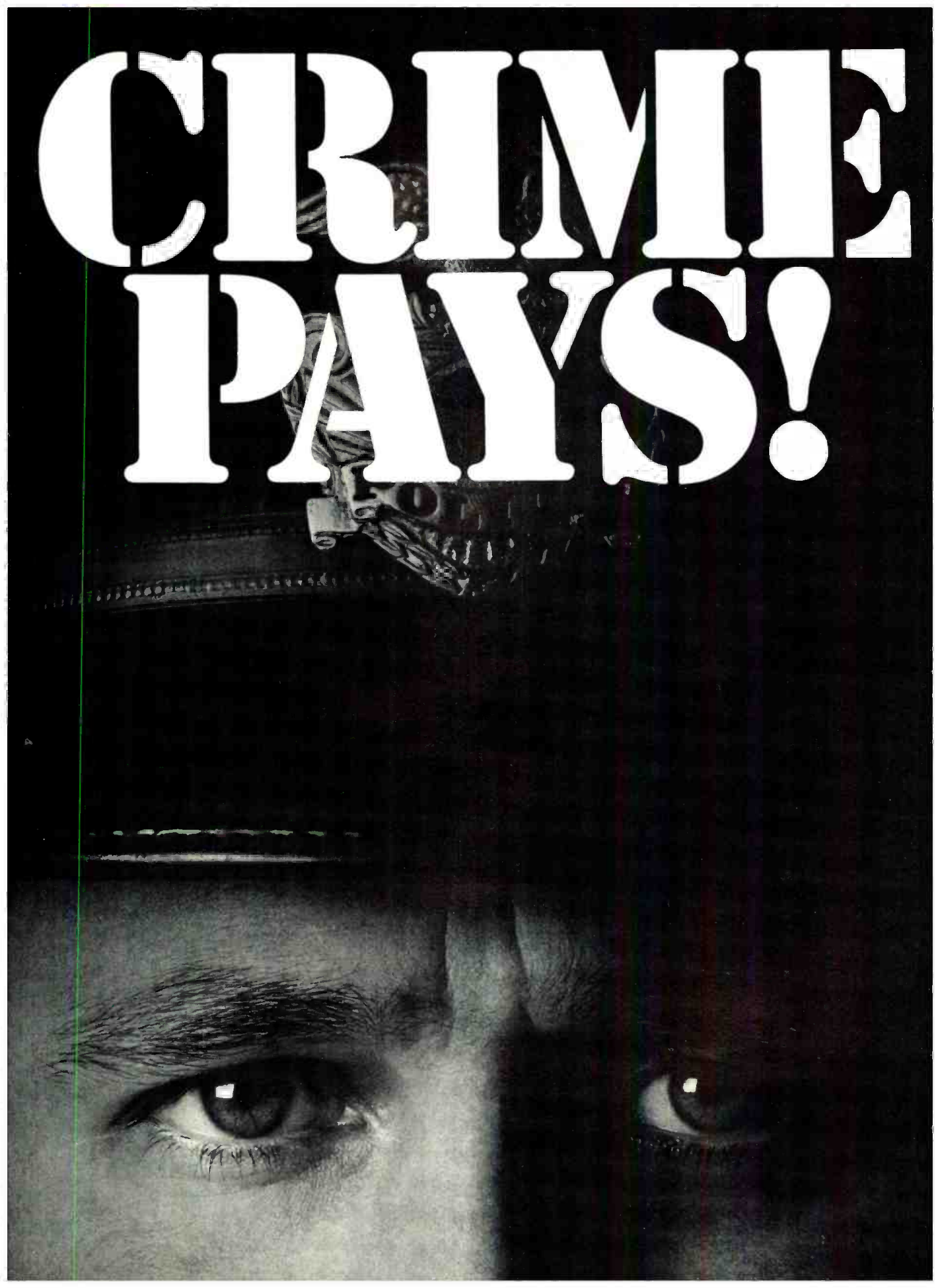
Also discussed was the idea of extending the end of the AM band from 1605 khz to 1705. A report on AM band expansion will be released in early 1988, "which will more or less determine what kinds of policies the commission will employ in choosing among various applicants on the expanded AM band," Umansky said. Also discussed was a planned 1988 conference on the issue.

### Betacam buy

All five television stations owned by Group W Broadcasting will convert from three-quarter-inch videotape equipment to Sony's half-inch Betacam SP equipment. The purchase covers field and production equipment including camcorders, editing machines and the Betacart multicassette player. According to Group W's vice president of broadcast operations and technical services, Joe Gianquinto, an estimated cost of the conversion would be "hard to say." The switch will take place gradually, through 1989.



# CRIMIE PAYS!



# AND CRIMEWATCH

## AMERICA'S NIGHTLY



### **VIEWERS ARE EAGER TO TURN TO CRIME!**

Across the country, the network dramas and syndication specials that capture the highest ratings are almost always crime oriented. Now, Orion introduces Crimewatch Tonight, a national, network quality program dedicated solely to crime related coverage.



### **WE CAPTURE IT DAILY!**

With a hard-hitting half-hour every weekday, Crimewatch Tonight will cover every facet of crime. From white collar crime to terrorism; from espionage to the mob; from street crime to government corruption; from crimes of passion to crimes of compassion.



### **THE WORLD IS OUR BEAT!**

Fed daily, we'll use the latest satellite technology to deliver the hottest crime stories. Our anchors and field producer/reporters will tackle the world of crime each day, utilizing our own national bureaus, plus TV stations, newspapers and wire services in the U.S. and overseas.

# PAYS!

## TONIGHT

### CRIME REPORT

#### IT'S A CRIME NOT TO BUY IT!

Crimewatch Tonight is Executive Produced by Reese Schonfeld, founding President of CNN. Crimewatch Tonight is a natural companion to your news programming as well as powerful counter programming to game shows, magazines and sit-coms. With a unique format and highly focused concept, Crimewatch Tonight delivers the payoff in Prime Access.

Crimewatch Tonight.  
When you're ready to deal in hot goods,  
call Orion, your partners in crime.

**ORION**<sup>®</sup>

TELEVISION SYNDICATION

# “WHEN OUR TRANSMITTER STOPPED...EXCEPT THE



Chattanooga. January 26, 1987. WTVB's transmitter — from a Harris competitor — exploded. Doors blew away. Quarter-inch-thick sheet steel melted. And Channel 9 went off the air.

Working through the night in subzero weather, Director of Engineering and Broadcast Operations Manager Dennis Brown and his staff would bring the station to half power in 18 hours. But less power

# BLEW UP, EVERYTHING EXPENSES"

F. Lewis Robertson  
Vice President/General Manager,  
WTVG



still meant less revenue. They needed a replacement fast . . . in 30 days rather than 30 weeks. Says Brown with a smile, "We knew if anyone could, Harris could."

The day after the accident, a Harris rep was on site. Assessing damage. Identifying needs. Rolling up the shirtsleeves to pitch in. And once Lewis Robertson gave the go-ahead, a new Harris transmitter was in place and operating just 30

days after the order. Channel 9 was back on the air at full power . . . with a picture viewers felt was better than ever!

At Harris, we understand the special pace and requirements of the broadcast industry. We've responded fast and effectively to our customers' needs for over 65 years. Supplying a full line of transmitters, antennas, control systems, and other high-quality communications products.

So when your signal goes up in smoke, depend on Harris to put you back on the air. For the full story, and your free *On The Air* poster, call us today TOLL FREE:

1-800-4-HARRIS, extension 3003.

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# Stock Index

Closing Closing Market  
Wed Wed Capitali-  
Nov 4 Oct 28 zation  
Net Percent P/E  
Change Change Ratio (000,000)

## BROADCASTING

N (CCB) Capital Cities/ABC	327	3/4	319	1/2	8 1/4	02.58	22	5,298
N (CBS) CBS	171	1/2	163		8 1/2	05.21	10	4,047
A (CCU) Clear Channel	11	1/2	10	5/8	7/8	08.23	22	37
O (INFTA) Infinity Broadcasting	16	3/4	15	3/8	1 3/8	08.94	-128	140
O (JCOR) Jacor Commun.	5	3/4	5	1/4	1/2	09.52		32
O (LINB) LIN	40	1/8	35	1/8	5	14.23	21	2,151
O (MALR) Malrite	7	1/4	5	1/4	2	38.09	-10	98
O (MALRA) Malrite 'A'	7	4	3/4		2 1/4	47.36	-10	95
O (OBCCC) Olympic Broadcast	4		4			00.00		10
O (OSBN) Osborn Commun.	5	1/4	4	1/2	3/4	16.66	-4	21
O (OCOMA) Outlet Commun.	9	1/4	10		3/4	-07.50		60
A (PR) Price Commun.	11	9	7/8		1 1/8	11.39	-5	94
O (SCRIP) Scripps Howard	74		76		-2	-02.63	25	764
O (SUNN) SunGroup Inc.	1	1/2	1	1/2		00.00	-2	3
O (TLMD) Telemundo	5	1/2	6	1/8	5/8	-10.20	-1	31
O (TVXG) TVX Broadcast	5		5	3/4	3/4	-13.04	-3	29
O (UTVI) United Television	19	1/2	14	3/4	4 3/4	32.20	32	213

## BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	49	1/8	45		4 1/8	09.16	15	528
A (AAR) Adams Russell	39		33	3/4	5 1/4	15.55	650	260
O (ASTV) Amer. Comm. & TV	332		332			00.00		7
N (AFL) American Family	13		12		1	08.33	12	1,047
O (ACMA) Assoc. Commun.	25		20		5	25.00		238
O (BMAC) Bus. Men's Assur.	33		31	1/2	1 1/2	04.76	-13	345
N (CCN) Chris-Craft	16	1/8	13		3 1/8	24.03	18	325
N (DNB) Dun & Bradstreet	50	3/4	49		1 3/4	03.57	21	7,717
O (DUCO) Durham Corp.	21	1/4	20	1/4	1	04.93	12	181
N (GCI) Gannett Co.	36	3/8	35	1/2	7/8	02.46	19	5,877
N (GY) GenCorp	69	1/2	59	3/4	9 3/4	16.31	12	1,552
O (GCOM) Gray Commun.	153		153			00.00	26	76
N (JP) Jefferson-Pilot	30	3/4	27	1/4	3 1/2	12.84	11	1,235
N (KRI) Knight-Ridder	39	3/4	35		4 3/4	13.57	15	2,281
N (LEE) Lee Enterprises	24	1/8	21		3 1/8	14.88	14	600
N (LC) Liberty	34	1/4	33		1 1/4	03.78	12	327
N (MHP) McGraw-Hill	55		51		4	07.84	18	2,779
A (MEGA) Media General	30	1/8	26		4 1/8	15.86	44	849
N (MDP) Meredith Corp.	29	1/2	25	3/4	3 3/4	14.56	15	566
O (MMEDC) Multimedia	45		39	5/8	5 3/8	13.56	4500	495
A (NYTA) New York Times	30	1/4	30		1/4	00.83	16	2,477
O (NWS) News Corp. Ltd.	14	3/4	16		-1 1/4	-07.81	9	1,869
O (PARC) Park Commun.	26	1/2	25	1/2	1	03.92	23	365
O (PLTZ) Pulitzer Publishing	33		30		3	10.00	26	345
N (REL) Reliance Group Hold.	6	1/8	5	3/8	3/4	13.95	6	459
O (RTRSY) Reuters Ltd.	49	5/8	42	3/4	6 7/8	16.08	23	20,601
T (SKHQ) Selkirk	21		19	1/2	1 1/2	07.69	45	170
O (STAUF) Stauffer Commun.	156		155		1	00.64	25	156
A (TO) Tech Ops Inc.	25	1/4	21		4 1/4	20.23	10	54
N (TMC) Times Mirror	74	1/4	71	1/2	2 3/4	03.84	15	4,789
O (TMCI) TM Communications	1	3/8	1	3/8		00.00	6	10
O (TPCC) TPC Commun.		1/4		1/4		00.00		2
N (TRB) Tribune	33	5/8	30	3/4	2 7/8	09.34	12	2,649
A (TBSA) Turner Bcstg. 'A'	9	3/4	9	1/4	1/2	05.40	-1	212
A (TBSB) Turner Bcstg. 'B'	8	1/4	8	1/4		00.00	-1	179
A (WPOB) Washington Post	189		166		23	13.85	20	2,427

## PROGRAMING

O (SP) Aaron Spelling Prod.	5	1/2	5	1/8	3/8	07.31	4	101
O (ALLT) All American TV	1	1/8	1	1/2	3/8	-25.00		1
O (BRRS) Barris Indus.	7	1/8	5	5/8	1 1/2	26.66	3	63
N (KO) Coca-Cola	40		38	3/4	1 1/4	03.22	15	15,119
A (CLR) Color Systems	3	5/8	4	1/8	-1/2	-12.12	-2	18
O (CAVN) CVN Cos.	10	3/8	8	5/8	1 3/4	20.28	-31	189
A (DEG) De Laurentiis Ent.	2	3/4	3	1/4	-1/2	-15.38	-1	30
O (dcp) dick clark prod.	4	1/4	4	5/8	3/8	-08.10	10	35
N (DIS) Disney	52		48	1/2	3 1/2	07.21	18	6,830
N (DJ) Dow Jones & Co.	34	1/2	30		4 1/2	15.00	17	3,340
O (EM) Entertainment Mktg	4		3	5/8	3/8	10.34	13	49
O (FNNI) Financial News	6	1/2	5	3/8	1 1/8	20.93	40	76
A (FE) Fries Entertain.	2	5/8	2	1/8	1/2	23.52	11	13
N (GW) Gulf + Western	69	5/8	63		6 5/8	10.51	16	4,230
O (HRSI) Hal Roach	4	1/4	4	1/4		00.00	-9	29
A (HHH) Heritage Entertain.	3	1/8	3	1/8		00.00	3	14
A (HSN) Home Shopping Net.	6	1/2	5	3/4	3/4	13.04	18	558
N (KWP) King World	17	1/8	13	3/4	3 3/8	24.54	17	512
O (LAUR) Laurel Entertainment	1	3/8	1	1/8	1/4	22.22	3	3
A (LT) Lorimar-Telepictures	9		7		2	28.57	-6	41
N (MCA) MCA	39		35		4	11.42	18	2,963
N (MGM) MGM-UA Commun.	6	3/4	7		1/4	-03.57	-8	337
A (NHI) Nelson Holdings	1	1/8	1	1/8		00.00	-11	30

Closing Closing Market  
Wed Wed Capitali-  
Nov 4 Oct 28 zation  
Net Percent P/E  
Change Change Ratio (000,000)

## PROGRAMING

A (NWE) New World Enter.	4	3/8	4	1/4	1/8	02.94	3	47
N (OPC) Orion Pictures	8	3/4	7	3/4	1	12.90	13	150
O (MOVE) Peregrine Entertain.	3		2	1/4	3/4	33.33	-100	7
N (PLA) Playboy Ent.	10	3/4	10	1/8	5/8	06.17	-7	101
O (QVCN) QVC Network	6	1/2	4	3/4	1 3/4	36.84		42
O (RVCC) Reeves Commun.	5	1/8	4	3/8	3/4	17.14	512	64
O (RPICA) Republic Pic. 'A'	4	1/2	4	1/2		00.00	50	19
O (RPICB) Republic Pic. 'B'	6	1/2	6	1/2		00.00	46	4
A (RHI) Robert Halmi	1	5/8	1	5/8		00.00	6	36
O (SMNI) Sat. Music Net.	1	7/8	113	1/16	1/16	03.44	-46	16
O (TRSP) Tri-Star Pictures	9	3/4	8	1/2	1 1/4	14.70	17	300
N (WCI) Warner	26	3/4	23	3/8	3 3/8	14.43	16	3,345
O (WWTW) Western World TV	1	1/2		3/8	1/8	33.33	3	
O (WONE) Westwood One	17	1/2	13	1/4	4 1/4	32.07	23	217

## SERVICE

O (BSIM) Burnup & Sims	6	5/8	5		1 5/8	32.50	13	105
O (CVSI) Compact Video	2	1/2	2		1/2	25.00	-2	16
N (CQ) Comsat	25		23	7/8	1 1/8	04.71	-10	458
N (FCB) Foote Cone & B.	42	1/2	46	1/2	-4	-08.60	12	177
O (GREY) Grey Advertising	105		100		5	05.00	15	127
O (IDBX) IDB Communications	9	1/4	7	1/4	2	27.58	37	37
N (IPG) Interpublic Group	26		24		2	08.33	12	577
A (MOV) Movielab	6	3/4	6	3/4		00.00		11
O (OGLI) Ogilvy Group	23	1/4	22	1/4	1	04.49	12	321
O (OMCM) Omnicom Group	16	1/2	17		-1/2	-02.94	-75	404
O (SACHY) Saatchi & Saatchi	18	3/4	18		3/4	04.16	10	2,732
O (TLMT) Telemation	2	1/2	2	1/2		00.00	10	11
A (TPO) TEMPO Enterprises	4	7/8	4	3/8	1/2	11.42	16	28
A (UNV) Unitel Video	8	1/2	8		1/2	06.25	12	18

## CABLE

A (ATN) Acton Corp.	13		13	3/8	-3/8	-02.80		15
A (ACN) American Cable	39	1/2	36	1/2	3	08.21	-77	371
O (ATCMA) Amer. TV & Comm.	22	1/4	19	1/4	3	15.58	85	2,434
A (CVC) Cablevision Sys. 'A'	19	1/2	17		2 1/2	14.70	-33	409
N (CNT) Centel Corp.	36		53	1/2	-17 1/2	-32.71	14	1,039
O (CCCOA) Century Commun.	12	1/2	11		1 1/2	13.63	1250	361
O (CMCSA) Comcast	18	7/8	16	3/8	2 1/2	15.26	-85	783
O (ESSXA) Essex Commun.	14	3/4	12	3/4	2	15.68	-33	54
A (FAL) Falcon Cable Systems	16	5/8	15		1 5/8	10.83	-51	106
O (JOIN) Jones Intericable	9	7/8	8		1 7/8	23.43	30	125
T (MHPQ) Maclean Hunter 'X'	17	3/4	17	1/2	1/4	01.42	24	654
O (RCCAA) Rogers Cable A.	19		14	5/8	4 3/8	29.91		97
O (TCAT) TCA Cable TV	22	1/4	20	1/4	2	09.87	45	240
O (TCOMA) Tele-Commun.	20	3/8	18	5/8	1 3/4	09.39	33	2,956
N (TL) Time Inc.	81		75	1/2	5 1/2	07.28	12	4,808
O (UACI) United Art. Commun.	19		14	3/4	4 1/4	28.81	158	780
N (UCT) United Cable TV	22		19		3	15.78	-366	831
N (VIA) Viacom	14	3/4	10	7/8	3 7/8	35.63		786
N (WU) Western Union	2	3/8	2		3/8	18.75		57

## ELECTRONICS MANUFACTURING

N (MMM) 3M	60	1/8	56		4 1/8	07.36	16	13,768
O (AMCI) AM Communications	1	1/2		5/8	-1/8	-20.00		1
N (ARV) Arvin Industries	19		18	3/8	5/8	03.40	7	355
O (CCBL) C-Cor Electronics	5	3/4	5	1/2	1/4	04.54	15	11
O (CATV) Cable TV Indus.	1	1/2	1	3/4	-1/4	-14.28	-10	4
A (CEC) Cetec	5		4		1	25.00	166	9
N (CHY) Chyron	4	3/4	4	1/8	5/8	15.15	18	48
A (CXC) CMX Corp.	1	1/8	1		1/8	12.50	16	7
A (COH) Cohu	6	7/8	5	3/4	1 1/8	19.56	16	12
N (EK) Eastman Kodak	50	5/8	52	7/8	-2 1/4	-04.25	13	11,438
N (GRL) Gen. Instrument	26	3/4	23	3/8	3 3/8	14.43	-11	871
N (GE) General Electric	44		43	7/8	1/8	00.28	16	40,216
O (GETE) Geotel Inc.	1		1			00.00	-3	3
O (HRS) Harris Corp.	26	7/8	24	7/8	2	08.04	14	788
N (MCDY) Microdyne	3		2	1/2	1/2	20.00	-2	13
N (MOT) Motorola	44	1/2	41		3 1/2	08.53	24	5,721
N (NPH) N.A. Philips	55	1/2	55	1/2		00.00	19	1,609
N (OAK) Oak Industries	1		1			00.00	1	72
A (PPI) Pico Products	4	3/8	3	3/4	5/8	16.66	-87	15
N (SFA) Sci-Atlanta	11	1/2	8	3/4	2 3/4	31.42	-127	269
N (SNE) Sony Corp.	28	1/8	27		1 1/8	04.16	46	6,503
N (TEK) Tektronix	31	1/4	26		5 1/4	20.19	23	1,015
O (TLCR) Telecrafter	3	1/4	2	3/4	1/2	18.18	14	5
N (VAR) Varian Assoc.	22	3/4	21	3/4	1	04.59	113	493
N (WX) Westinghouse	45	1/4	42	3/4	2 1/2	05.84	9	6,467
N (ZE) Zenith	13	5/8	12	1/4	1 3/8	11.22	54	346
Standard & Poor's 400	283.93		264.50			19.43		07.34

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in

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1190



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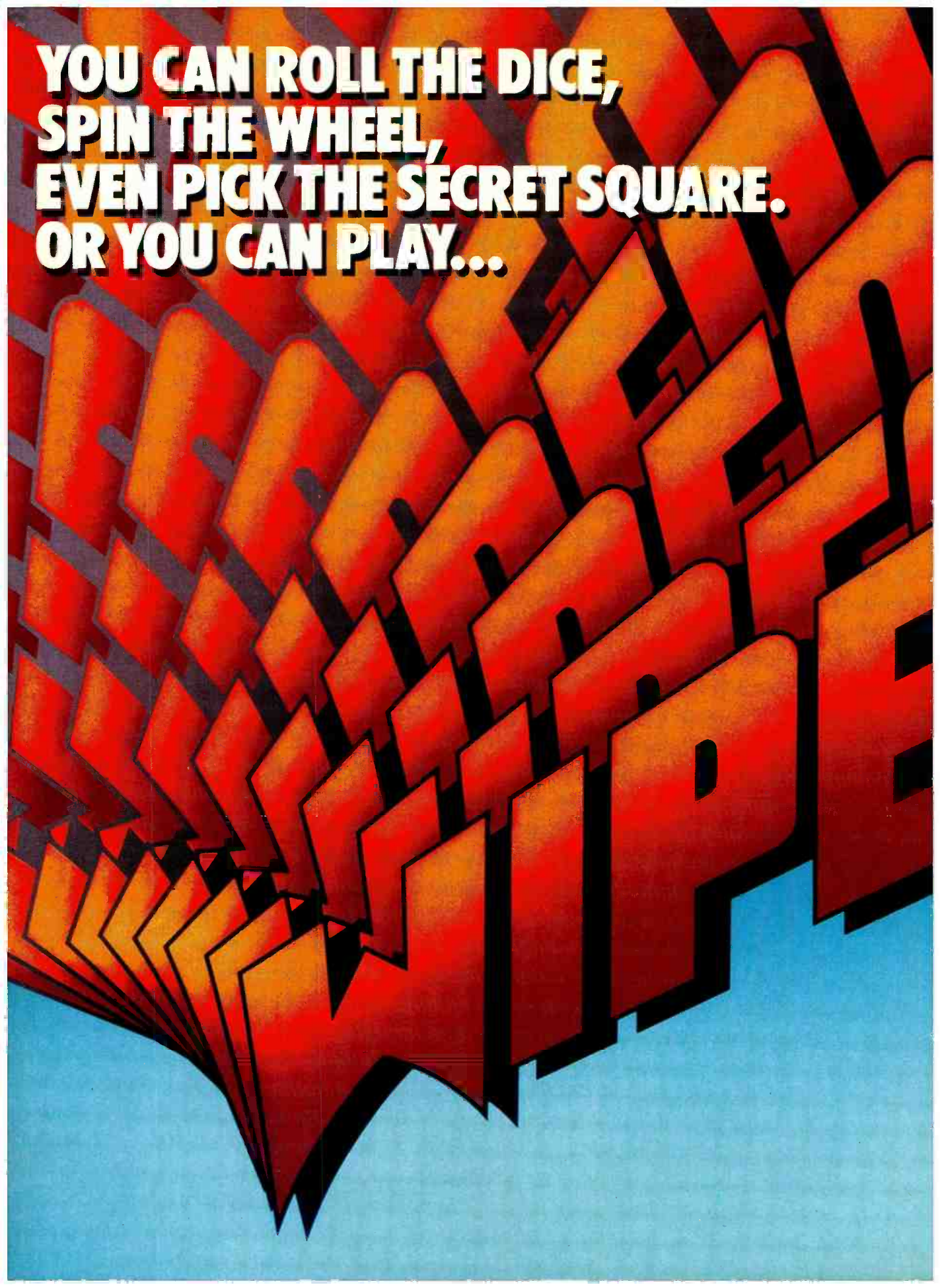
**WOWO 1190** in Fort Wayne, Indiana — one of America's truly *legendary* radio stations — is the flagship of our 18-station broadcast group, and we look forward to *another* 62 years together!

Thanks for a great five years, WOWO. All of us at Price are looking forward to many more of them. You really *are* a stairway of stars!

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Wipe out faltering also-rans.

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A great game show can be a franchise for years to come.

And a great game show is precisely what we've got.

No dice.

No wheel.

No squares.



## New independent enters national spot radio market

**Jacor's acquisition of Eastman Radio adds new player to competitive field now dominated by 'megarep' firms**

At a time when consolidation among national radio representation companies has become the norm, a new independent owner is about to emerge.

By early next year, Jacor Communications, a publicly held radio station group based in Cincinnati, will enter the hotly competitive national spot radio market via its acquisition of Eastman Radio ("In Brief," Sept. 7). The move will put Jacor in an area dominated by the "megarep" organizations of Interep and Katz Communications.

Some radio executives termed Jacor's move "courageous." Others questioned why a company that has been steadily making a name for itself within radio group circles has decided to own a "free-standing" national representation firm in today's business climate. For Jacor Chairman Terry Jacobs, a former executive with American Financial Insurance Corp. who founded the radio company seven years ago, the answer is simple: control.

"National spot remains a fairly significant piece of business for radio stations, especially for those in major markets, so it made sense to have some control over it by having a say in that business," he said. According to Jacobs, national spot sales represent approximately 20% to 25% of the total advertising dollars for most of the 12 Jacor-owned radio properties.

However, industry observers have suggested that this is not the most opportune time to enter the rep business. In addition to a major consolidation of rep firms, national spot sales have been flat or down for most of the past two years. According to Radio Expenditure Reports (RER), Mamaroneck,

N.Y., which tracks spot dollars monthly, sales for January through September are down 2.2% to \$668,962,100 compared to the same period a year ago ("Riding Gain," Nov. 2). As for national spot's future, the Radio Advertising Bureau is forecasting single-digit percentage growth in 1988.

As Jacobs sees it, the buying jitters among national advertisers offered even more incentive for Jacor to exercise control. "We fear that the consolidation of rep companies



will lead to a monopoly situation in spot sales... Now we can rep our own stations, and by doing a better job [than the competitors] in repping other stations, have an added plus," he said.

Jacor purchased Eastman through an \$8-million stock transaction under which Eastman shareholders will receive Jacor convertible preferred shares of stock at a 7% dividend with the right to convert to Jacor common stock at \$11 per share. Jacobs said the deal was not affected by the Oct. 19 stock market crash. "It is a set dividend amount based upon the face [par] value of our stock," he said, adding that the definitive agreement to purchase Eastman was actually signed on Oct. 22, three days after the market downturn. "Eastman didn't see any reason to change their mind, so we moved forward," he said.

Jacor stock, which posted a 1987 high of \$8.25 in the third quarter, was trading at \$5.75 after the close of business last Wednesday—down just over 30%. "We believe the price of our stock will rebound back close to what it was before the market crash. Nothing happened to our stations to make them worth any less today than before Oct. 19," Jacobs said.

Jacobs expects to close the Eastman deal following approval by the Securities & Exchange Commission, which is expected by the end of the year.

Eastman is said to be the largest independent radio rep company, with annual billings of between \$75 million and \$80 million. It represents about 170 stations in some 110 markets. Jacobs is projecting that Eastman will reap a pre-tax profit next year of \$1 million-\$1.75 million. For 1987, Jacobs said the company will make "less than a million."

Eastman Radio had been known to be negotiating a sale since at least early 1987. The company was nearing a deal with Katz Communications last spring ("Closed Circuit," April 6), but talks broke off in June ("In Brief," June 22). Jacor began "serious discussions" with Eastman about a stock ar-

rangement in August and those culminated in the \$8-million stock swap. Jacor also recently purchased KOA(AM)-KOAQ(FM) Denver from Belo Broadcasting for \$24 million, a transaction approved by the FCC last week (see "For the Record," page 92).

"We believe that there's room for a 'blue-chip' independent rep firm in the industry, perhaps, for several of them," said Jacor President Frank Wood.

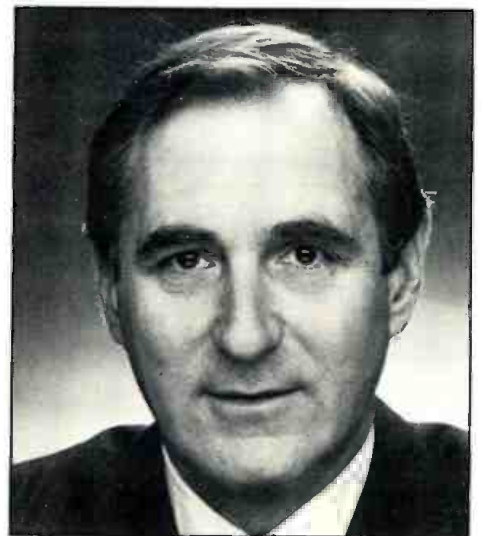
Eastman did not escape unscathed from the collapse of talks with Katz. The company recently lost the national sales representation of two powerhouses: WJR(AM) Detroit (to Katz Radio), and WHTZ(FM) New York (to Christal Radio, also part of the Katz Radio Group). "We knew what stations were going to be lost before we signed the deal. That was calculated in the negotiations," said Jacobs. Wood also noted that sales representation discussions are being conducted by Eastman with other stations in those markets.

Although Eastman was dropped by two key client stations, Jacor's acquisition of the firm has been well received by Edens Broadcasting, one of the rep company's top-billing group clients. "If Eastman had to be sold, we couldn't be happier with the buyer... Jacor ranks among the best broadcasters in the business," said Gary Edens, chairman and CEO of Edens Broadcasting. The Phoenix-based group operator has nine stations, all represented by Eastman. "With the additional financial resources of Jacor, there's every reason for us to believe Eastman will become even stronger," Edens said.

Jerry Schubert, Eastman Radio president, and Bill Burton, Eastman Radio vice chairman, two of the company's biggest shareholders, will remain with Eastman as consultants for at least one year. Carl Butrum, Eastman executive vice president for sales,



Jacobs



Wood

"... AND I'M SURE I SPEAK FOR ALL OF US WHEN I SAY THE RAILROADS SHOULD BE REREGULATED."



Some people who claim to speak for everybody are really speaking for almost nobody.

For example, there's a group in Washington calling itself Consumers United for Rail Equity (C.U.R.E.) that claims to speak for rail shippers. It's a group that is supported principally by the coal and electric utility industries. And it's seeking revisions to the Staggers Rail Act of 1980 which—if they benefit anyone—would primarily benefit the coal and utility industries at the expense of most other rail customers.

Most shippers—87 percent of those surveyed recently—are happy with the improved service and rates brought about by deregulation. They don't want

to see this progress reversed. And they certainly don't want to change a law that has revitalized failing railroads and made it possible for all railroads to become so competitive with each other and with other modes of transportation that rates overall are dropping.

Even the rates paid by C.U.R.E.'s supporters for shipping coal have dropped for the past two years. Down 2 percent in 1985 and down 2.5 percent in 1986. They're now at their lowest level since 1981. In addition, the contracts made possible by the Staggers Act have assured many utilities of low rates in the future.

Nevertheless, C.U.R.E.'s members think they can use

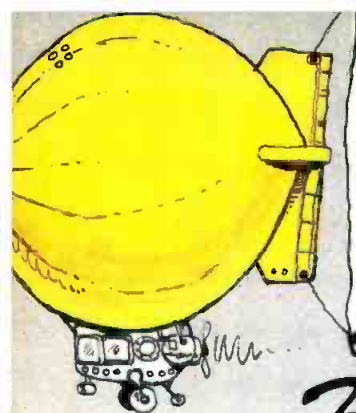
federal and state governments to lower their rates still further.

Maybe. But if they win, most other rail shippers will lose—through higher rates, deteriorating service, and—as railroads decline—perhaps through loss of service altogether.

If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information, Association of American Railroads, 50 F St., N.W., Washington, D.C. 20001, Dept. 710. If you're on a deadline, call (202) 639-2555.



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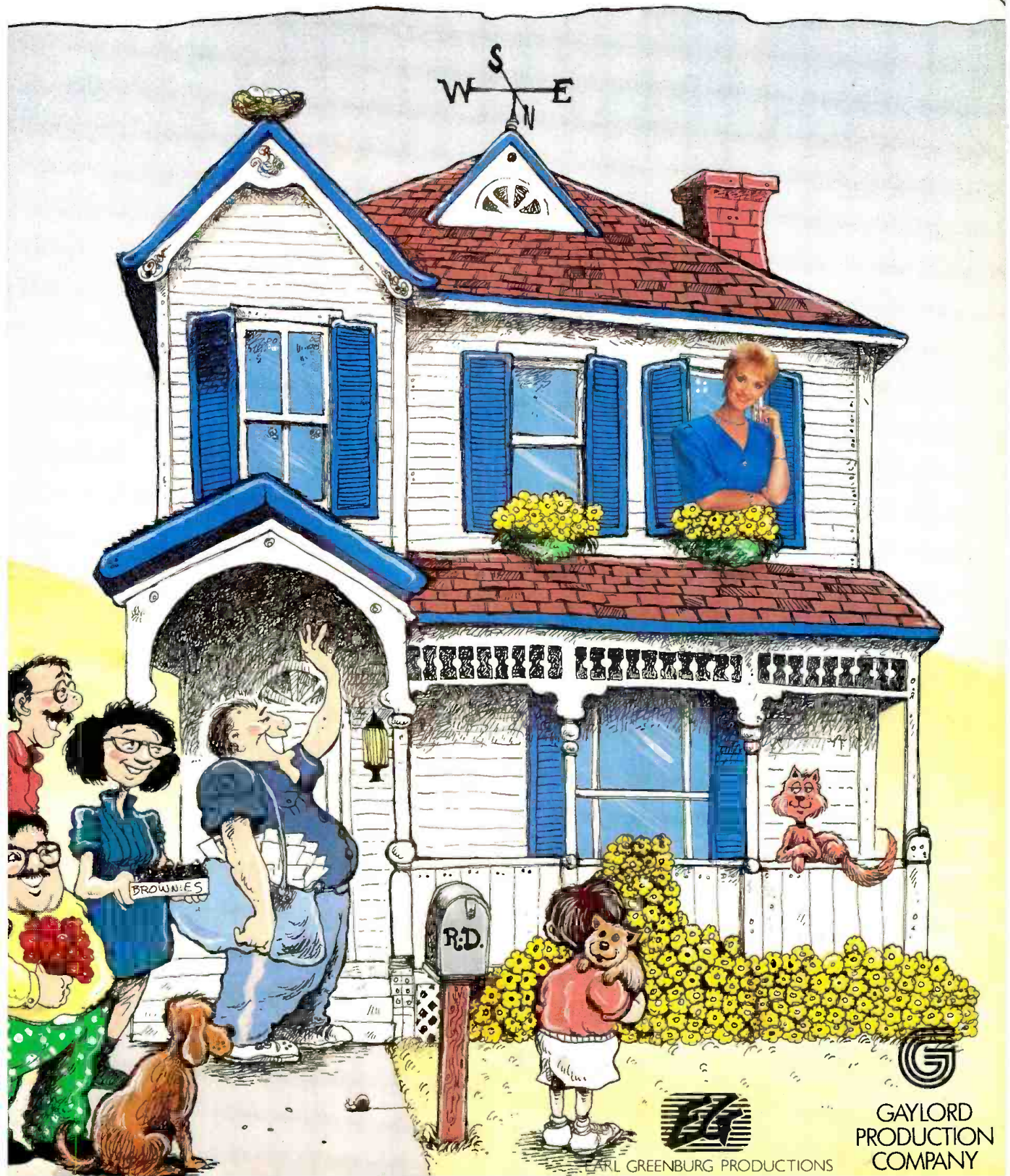
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# RITA DAVENPORT



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will become company president.

Eastman now joins CBS Radio Representatives as a group-owned, independent rep, a practice that was not uncommon in the 1960's and 1970's when major groups such as Metromedia, ABC and Group W had their own rep companies. (Today, Group W Radio has its own rep company under the Interep umbrella). But the number of independent reps continue to dwindle. Last month, Masla Radio said it was closing shop and selling the "major portion" of its client station list to the Katz Radio Group with Masla's remaining client stations going to Shelly Katz Radio Sales. Total price is said to be about \$3 million. Among the other independent players in the radio rep business is Roslin Radio Sales.

Jacor was formed in January 1981 with the purchase of three small religious stations: WTSJ(AM) Cincinnati, WTOW(AM) Baltimore (licensed to Towson, Md.), and WVOI(AM) Toledo, Ohio. Those stations were eventually sold, but not before Jacor began adding major outlets to its fold. One of Jacor's biggest station purchases occurred just last year when the company, through separate transactions, bought Republic Broadcasting and WEBN(FM) Cincinnati ("In Brief," May 26, 1986). At that time, Wood, who headed Circe Communications, owner of WEBN, joined Jacor as president and chief operating officer.

Aside from WEBN(FM) and KOA(AM)-KOAQ(FM), the Jacor radio station portfolio is composed of WQIK-AM-FM Jacksonville, Fla.; WGST(AM)-WPCH(FM) Atlanta; WLW(AM) Cincinnati; WBBG(AM)-WMJI(FM) Cleveland; WYHY(FM) Nashville, and WMYU(FM) Knoxville, Tenn., and the newly acquired KOA(AM)-KOAQ(FM) Denver. Additionally, the company operates the Georgia Radio News Network in Atlanta, which has 145 affiliated stations. Jacor was scheduled to close on the sale of WKYG(AM)-WXKX(FM) Parkersburg, W.Va., to Fritz Communications late last week for \$1.35 million. Prior to the Eastman acquisition, Eastman had been repping Jacor in two of its markets, Cincinnati and Cleveland. Eastman now represents sales for all of Jacor's stations except the Denver properties, which will be with Katz Radio until February. □

## Moll on job at TVB

**Annual meeting convenes in Atlanta to focus on changes in the industry including a new generation of leaders**

It's a year of transition for the Television Bureau of Advertising, whose members convene for their annual meeting this week in Atlanta (Nov. 11-13). Last Monday (Nov. 2), William Moll took over as TVB's new president, the fourth executive to hold that title in the 33-year history of the organization. Roger Rice, who relinquishes the post after 13 years, will remain through the end of the year as an adviser to Moll and to TVB.

Last week the two executives met with BROADCASTING to discuss the bureau's past under Rice and its future with Moll. When Rice became president of TVB, the television industry collected \$4.8 billion in adver-

tising revenues. This year, TVB estimates those revenues at \$23.5 billion. While TVB does not claim responsibility for the growth, its executives said the bureau can take some credit for aiding the industry in achieving it and for persuading potential television advertisers to make room in their budgets for television.

Moll, who was with Harte-Hanks for 15 years, most recently as head of the company's entertainment division, was named to succeed Rice two months ago (BROADCASTING, Sept. 14). He has been a TVB board member for eight years. Commenting on his predecessor's contribution, Moll said, that "under Roger, television gained a kind of credibility. He brought in a whole new level of professionalism."

At this year's conference, Moll's speech will focus on "TVB: The Next Generation." While reflecting that the first generation of television industry leaders is "almost gone," Moll plans to address the new generation of leaders—"the people, the challenges and the requirements. They are [and have to be] more intensely involved in management, finance, programs and managing change."

Both men agreed that when Rice took the helm of TVB, his major challenge was an internal one, to shape an organization that would effectively respond to its members' needs. Moll's task will be to use that organi-



zation to meet competition from cable television, VCR's, newspapers, syndication, as well as the impact of high-definition television and direct broadcast satellites in the future.

"We have to continue to be relevant to our membership," Moll said. Broadcast television is enduring a period of "pain and anxiety and lack of knowledge" as it "tries to find its way into the future." At the same time, Moll said his mission is similar to the one Rice faced, and that is to generate ideas to "stimulate revenues for the television industry."

As for the conference, which is being held at the Atlanta Marriott Marquis, highlights of the first day (Nov. 11) include a forum on newspaper competition and another on becoming a general manager. On Thursday, Rice will deliver the president's report, which will be followed by an awards presentation. TVB board elections take place on Thursday, and the luncheon that day will honor Rice. Sessions on productivity and sales also are scheduled.

On Friday, L.F. Rothschild's Alan Gottesman will present his forecast of television business. TVB will make a presentation on maximizing return on investment at a station. □

## Rep Report

KOFY-TV San Francisco, Calif.: To MMT from Katz.

□

WVRN-TV Richmond, Va., and KBSI-TV Cape Girardeau, Mo.-Paducah, Ky.: To Seltel from ITS.

□

WTWC-TV Tallahassee, Fla.: To Seltel from Adam Young.

□

WDKY-TV Lexington, Ky.: To Seltel from MMT.

□

WORL(AM) Orlando, Fla.: To Hillier, Newmark, Wechsler & Howard from McGavren-Guild.

□

KQDS-FM Duluth, Minn.: To Hillier, Newmark, Wechsler & Howard from McGavren-Guild.

□

KADX-FM Denver, Co.: To Hillier, Newmark, Wechsler & Howard. No previous rep.

□

KTEZ-FM Lubbock, Tex.: To Hillier, Newmark, Wechsler & Howard from Masla.

□

WGCV(FM) Gibson City, WPNX(FM) Paxton and WHPO(FM) Hoopston, all Illinois: To the Brian O'Linn Group. No previous rep.

□

WHMP-AM-FM Northampton, Mass.: To Republic from Select.

□

WKHX-AM-FM Atlanta, Ga.: To Republic from Eastman.

□

WADO(AM) New York: To Caballero Spanish Media. No previous rep.

□

KSNM(FM) Los Banos, Calif.: To Roslin Radio Sales from Masla Radio.

□

WJDY(AM) Salisbury, Md.: To Roslin Radio Sales from Savalli Radio Sales.

□

WBLO(AM) Erie, Pa.: To Roslin Radio Sales from Torbet-Select Radio.

□

WDVR(AM) Ocean City, N.J.: To Roslin Radio Sales. No previous rep.

□

WMHQ(AM) Morristown, N.J.: To Roslin Radio Sales from Masla Radio.



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## All eyes on cable: Telcos tell FCC they want in

**Say wired world no longer needs protection from competition that could bring new services to public; cable counters with charges of pole control, cross-subsidization**

The nation's telephone companies, in response to an FCC inquiry, called on the FCC and Congress last week to drop prohibitions barring them from entering the cable television business in areas where they provide telephone service.

The "blanket prohibition" against telcos providing "cable service in [their] telephone service areas is anti-competitive in itself, is no longer sustainable and is inconsistent with clear First Amendment precedent," the United States Telephone Association, the telcos principal trade association, said in its filing.

The cable industry was as unified and as forceful in arguing that the prohibitions should be retained as the telephone industry was in arguing that they should be abolished. "The prohibition against cable-telephone company crossownership remains essential to the preservation of competition," said the National Cable Television Association. "Telephone companies continue to have the means and incentives to enter the cable television business in a predatory manner that would enable them, first, to displace existing cable operators for reasons wholly unrelated to marketplace superiority and, ultimately, to eliminate any prospect of competition," it said.

Telcos have been prevented from owning cable systems in their service areas for nearly two decades. The FCC adopted crossownership prohibitions in 1970 and the Cable Communications Policy Act of 1984 reinforced and codified the FCC's rules. Under the restrictions, only telcos in "rural" areas not served by cable are now able to own a cable system in the same place they supply telephone service. The seven Bell operating companies are also prevented from entering the cable business by Judge Harold Greene's modified final judgment in the antitrust case that led to the breakup of AT&T and the creation of the seven companies.

The USTA said the prohibition is no longer warranted. "Analysis of the competitive forces at work in the cable television area cannot depend on an argument that has long since lost factual support. . . . 'The adoption of the blanket prohibition [on telco-cable crossownership] itself was an event whose primary impact was to protect a particular competitor. That competitor, the individual cable operator, has had every reasonable concern addressed and resolved over time, through the Pole Attachment Act, the Cable Act, technology, state-level activities and its own actions.'

The USTA said the FCC has a mandate "to allow local exchange carriers [LEC's] to make their networks fully efficient and effective for customers. If this leads in whole or in part to the deployment by LEC's of an integrated broadband pipeline or multiple LEC pipelines which a customer may choose to utilize, that option must be made available."

Bell Atlantic said the FCC should repeal the restrictions because cable is no longer a fledgling industry. "These system operators need no protection from competition in order to survive." Cable is available to 76% of the country and penetration has reached the 50% mark, it noted. "The cable industry is increasingly characterized by large multiple system operators who own a number of systems with millions of subscribers."

The lack of competition that results from excluding telcos from the cable market, Bell Atlantic said, "diminishes the choices available to consumers and limits the opportunity for creators of new programs to present their material to the public. Moreover, the cable industry has used its franchised monopoly power to stifle the development of technologies."

Sugar Land Telephone Company and the Missouri Telephone Company, in joint comments, said, "The cable industry has used many excuses for its failure to develop two-way, nonentertainment services, including lack of demand, state regulatory barriers, anticompetitive behavior by the telephone industry, lack of capital and unfair local requirements. After seventeen years, these excuses are stale indeed. A more candid explanation is cable operators singular focus on providing and selling video entertainment."

Southwestern Bell said, "The commission should insure that telephone companies are given the necessary flexibility to allow them to enter the CATV market and compete on a relatively even footing with existing CATV providers. Existing safeguards such as the Pole Attachment Act... would adequately insure against anticompetitive activities." Southwestern Bell recommended a complaint procedure to handle abuses.

GTE Telephone Companies, which has an application pending before the FCC to build a fiber optic cable system in Cerritos, Calif., and lease the facilities to Apollo Cablevision, said, "Declining costs and the advantages of service integration will have a positive impact. The public interest is best served by using the public switched telecommunications network as efficiently as possible." It said telephone companies need the incentive of access to the cable market: "Telephone companies cannot be expected to spend the money and resources needed for these technical transformations if they are unnecessarily limited in supplying video transport."

AT&T said that the rules should not apply to it or other long-distance carriers. "AT&T has eliminated its control over the local telephone distribution facilities upon which CATV providers rely," it said. "Accordingly, AT&T now lacks any ability to preclude either entry into the local CATV market or deployment of broadband service offerings within a local service area." AT&T said it takes no position on the continued application of the crossownership rules to local telcos.

"Local telephone companies continue to have the means to inflict serious, if not mortal, harm upon competitors in the provision of cable service by denying access to essential poles and conduits and by subsidizing their provision of cable service with revenues from their monopoly over basic transmission service," NCTA said.

NCTA's concerns were echoed by its members. Tele-Communications Inc., the nation's largest MSO, said, "Telephone companies are likely to use their control of essential facilities to impede cable competition. The record compiled in prior FCC proceedings confirms that... telephone companies abused their power to deny access to poles and conduits, to restrict the services which cable operators could provide and to pressure cable operators into leasing telephone company plant."

Also of great concern to cable owners was the ability of telephone companies to "cross-subsidize" their cable ownership through their phone revenues. In a filing on behalf of five cable companies, Hogan & Hartson, a Washington communications law firm, said, "a telephone company has a powerful incentive to cross-subsidize; it can avoid some of rate-of-return regulation of its telephone service by attributing costs to the regulated telephone division and revenue to an unregulated cable division." It said the FCC had determined that a ban on telco-cable crossownership was the only way to avoid cross-subsidies.

Dow Lohnes & Albertson, in a filing for nine cable companies, said a cable company's size does not protect it from telephone company competition. "The local telephone company still has the ability to control cable's growth," it said. "The size of cable MSO's is irrelevant if telephone companies can discriminate on the local level."

Cablevision Systems Corp. said, "Many data transport and other non-video communications offerings have been planned and attempted by cable operators. Cable operators that wish to enter these fields... have been thwarted at every turn by state regulatory authorities. . . . State regulatory agencies have not hesitated to assert jurisdiction to impose a variety of burdensome requirements upon such services, often at the behest of local telephone companies seeking to sup-



This announcement  
appears as a matter of record only

**ADAMS  
COMMUNICATIONS  
CORP.**

has sold

**KSTU-TV  
SALT LAKE CITY**

to

**MWT, Ltd.**

Mountain West Television Corp.,  
General Partner  
Northstar Communications, Inc.,  
Limited Partner

The undersigned initiated this transaction

**SANDLER  
CAPITAL  
MANAGEMENT**

Harvey Sandler  
General Partner

Barry Lewis  
General Partner

press competition."

Times Mirror Cable said, "Cable operators provide programming from a wide range of innovative and diverse programming sources, and original cable programming is beginning to rival the output of traditional sources such as Hollywood and television producers generally. The possibility that telcos could impede such diversity by driving out local cable operators through either discrimination or cross-subsidies is a serious threat to First Amendment values."

Centel Corp., a telco that owns cable companies outside its cable service areas, opposed repeal of the rules. "Telephone companies are still in the position to impair competition from independent cable companies through control of the poles and conduits on which cable depends," it said.

The National League of Cities supported a

limited deregulation of the telcos, saying, "The commission should take steps to enhance competition in local markets and should consider recommending revisions in the cross-ownership rules, provided that cross-subsidization can be prevented and local franchising and regulatory requirements are retained." The city of New York also filed comments in support of relaxation of the rules. "The commission should proceed forward toward the elimination or substantial modification of the cross-ownership rules, but to do so in a manner which: is fully consistent with the concerns and responsibilities of the local franchising authorities; preserves the fundamental safeguards embodied in the cable act and is mindful of the unique characteristics of the telephone companies," it said.

The National Association of Broadcast-

ers join cable operators in opposing changes in the cross-ownership rules, saying "adequate safeguards protecting competition in local markets must be in place before the current prohibitions are modified or eliminated. NAB believes that before the ban on cross-ownership is eased the FCC must have an adequate mechanism in place to insure against anticompetitive behavior. . . . To date no rules have been adopted to prevent the telephone companies from using control [of poles and conduits] anticompetitively. Modification of the ownership restrictions should not occur until Congress or the commission assures equal access to all video providers." The NAB said, however, that the issue should be reconsidered once those safeguards are in place.

Reply comments are due December 2. □

## House to look at TVRO superstation copyright bill

At a hearing this Thursday (Nov. 12), the House Copyright Subcommittee is reopening debate on legislation that would encourage the satellite distribution of broadcast station signals to owners of backyard earth stations.

Introduced by Robert Kastenmeier (D-Wis.), the subcommittee's chairman, and member Mike Synar (D-Okla.), the measure (H.R. 2848) would create a statutory copyright license for satellite carriers to retransmit broadcast signals—superstations—to TVRO owners. (It would eliminate uncertainties surrounding the legalities of such distribution under current copyright law.)

The license would apply only to network affiliates and independents that meet certain cable viewing criteria. The broadcast signals would have to be "received by not less than 10% of all cable television subscribers." However, all stations that were already distributed by satellite prior to June 1, 1987 would be grandfathered without having to meet the percentage criteria to be considered to be superstations.

For four years, carriers would pay a royalty fee of 12 cents a month per subscriber per signal, payable to those holding copyrights on the superstation programs. After four years, rates would be established through negotiation and binding arbitration. A sunset provision would kick in after eight years, terminating the license.

During the last Congress, a similar bill was adopted by the subcommittee and its parent Judiciary Committee. But Congress adjourned shortly after Judiciary's action without taking up the matter. Broadcaster opposition, chiefly from independent stations, was also considered an impediment to final passage.

The previous version of the bill exempted network affiliates from the superstation definition, much to the chagrin of independents. This time Kastenmeier made no exceptions.

Prospects for the measure are uncertain. It enjoys the support of some factions within the home satellite industry (including the Satellite Broadcasting Communications Association, which represents dish manufacturers, distributors, retailers and some cable programmers), and various companies wish-

ing to deliver the broadcast signals (satellite carriers).

But the Home Satellite Television Association and Amway Corp. (which is interested in being a third-party packager of programming to dish owners) are dissatisfied with the measure. HSTA, which represents dish owners and dealers, feels that the legislation is needed, but that the bill in its present form poses problems. HSTA is objecting to the sunset and the 10% cable viewing standard. In a letter to Kastenmeier, the group suggested tightening the bill's provisions that prevent discriminatory pricing practices.

The motion picture and cable industries, on the other hand, are generally supportive and won't oppose the bill. The National Rural Telecommunications Cooperative is also on board.

Broadcasters are still troubled and see the legislation as a further loss of control over their product. There are signs, however, that the industry's opposition may be softening. Independents have told Kastenmeier they will drop their opposition if they are afforded some form of exclusive programming protection. Others sources indicated the congressman is open to suggestions. The networks would also like to see a provision protecting affiliates as well.

A deal between NBC and cable MSO Tele-Communications Inc. allowing TCI-controlled Netlink USA to distribute NBC's KCNC-TV Denver to some TVRO owners (BROADCASTING, July 6) is said to have served as a catalyst for the parties to review the situation. It creates a means for getting NBC programming into so-called "white areas," where dish owners are unable to receive it off the air or off a cable system. But what is especially appealing to broadcasters is that under the agreement affiliates would

have the final say in whether dish owners applying for the service are eligible or not. If such an arrangement were incorporated in the Kastenmeier bill and applied to independents and affiliates alike, opposition from the broadcast industry might vanish.

In exploring the issue of program exclusivity, another factor could come into play. The addressability provided by the Video II Cipher may offer a potential solution to the problem. Dr. Mark Medress of General Instrument will present a technical display of the cipher system. Also slated to testify are National Cable Television Association President James Mooney, Tim Boggs, vice president, Warner Communications, on behalf of the Motion Picture Association of America; SBCA's Mark Ellison; Ed Taylor of Tempo Enterprises (which retransmits WTBS(TV) Atlanta), and Mary Metzger, president of Satellite Broadcast Networks.

Network affiliates and independents are likely to have their say at yet another hearing, a date Kastenmeier is expected to announce this week. HSTA is also seeking an opportunity to appear before the subcommittee.

If other broadcasters follow NBC's lead, some industry lobbyists think it could obviate a need for the copyright bill. (ABC-TV is said to be nearing an agreement with Netlink.) Even Kastenmeier indicated during a press conference held to announce the NBC-Netlink arrangement that such private agreements were a step in the right direction. But the TVRO industry would likely frown upon such revisions to the bill.

Still, the bill's future remains uncertain. Said Bert Carp, vice president for government affairs for Turner Broadcasting System, "I hope this doesn't turn into a situation where the perfect becomes the enemy of the good." □

**On tap.** On Nov. 12, the Senate Communications Subcommittee convenes a hearing on the status of public broadcasting 20 years after enactment of the Public Broadcasting Act. Members will hear from Donald Ledwig, president, Corporation for Public Broadcasting; Bruce Christensen, president Public Broadcasting Service; Douglas Bennet, president, National Public Radio; Henry Cauthen, president, South Carolina Educational Television Network; Loni Ding, president and producer, Vox Productions; William Baker, noncommercial WNET(TV) New York; John Wicklein, Ohio State University School of Journalism, Columbus, and Virginia Fox of Southern Educational Communications Association.

# Fairness fight is delayed on Hill

A showdown in the House over the fairness doctrine has been delayed until possibly next week. Broadcasters anticipated a fight last week when fairness proponents were expected to attach an amendment to a catch-all spending bill (the continuing resolution) that would have codified the doctrine.

The House opted to act on a short-term funding bill, postponing action on long-term continuing resolution until next week. The "economic summit" between the White House and congressional leaders was said to have been a factor in delaying a vote on the resolution.

It is believed that House Energy and Commerce Committee Chairman John Dingell (D-Mich.) will seek permission from the House Rules Committee to offer his fairness amendment during consideration of the resolution on the House floor. Two weeks ago an effort was made to insert fairness in the resolution during markup by the House Appropriations Committee, but it failed by a vote of 28 to 20 (BROADCASTING, Nov. 2).

A Senate budget reconciliation bill would also codify the doctrine. The House action is viewed as a backup in case fairness is stripped from the Senate measure (BROADCASTING, Nov. 2).

Fairness doctrine opponents in the House were also geared up for a confrontation. Representative Tom Tauke (R-Iowa) and a bipartisan group of congressmen circulated a "dear colleague" letter last week urging members to reject any fairness amendment. "The fairness doctrine gives the federal government the power to second-guess the editorial discretion of a broadcaster," Tauke wrote with Billy Tauzin (D-La.), Dan Coats (R-Ind.), Howard Coble (R-N.C.), David Nagle (D-Iowa), Michael Oxley (R-Ohio) and Timothy Penny (D-Minn.). The letter was a response to one that Dingell had sent asserting that the loss of the doctrine strikes at the heart of the equal-time law.

"Let us be very clear about what this dispute does not involve," the congressmen said. "It has nothing to do with 'equal time' for all political candidates and does not touch on Section 312 (a)(7), the so-called 'reasonable access' rule for federal candidates. These provisions are untouched regardless of the outcome of the fairness doctrine dispute," said the letter.

In the Senate, Commerce Committee Chairman Ernest Hollings (D-S.C.) defended the doctrine in another "dear colleague" letter. Hollings is responsible for adding fairness to the reconciliation measure. "For 40 years, the fairness doctrine has been the law of the land—by FCC rule," Hollings said. "It had been supported by all Presidents and all Congresses and more recently has caused the organization of a bipartisan group of 16 former FCC commissioners to have it reinstated by law," wrote the senator. "By a substantial majority in both Houses, the Congress has voted for the fairness doctrine, but the broadcasters met with the President and persuaded him to veto it."

## Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS
ATC	Third	\$180,000	13	\$13,066	64	\$0.12
A.H. Belo	Third	\$90,961	3	\$6,398	115	\$0.27
Capital Cities/ABC	Third	\$946,211	(1)	\$38,436	109	\$2.23
Gannett Co.	Third	\$751,139	9	\$70,519	8	\$0.44
Knight-Ridder	Third	\$500,111	9	\$33,449	6	\$0.57
LIN Broadcasting	Third	\$58,792	21	\$15,559	18	\$0.28
MCA	Third	\$770,598	1	\$46,847	(63)	\$0.62
Media General	Third	\$177,507	16	\$10,795	52	\$0.38
Meredith Corp.	First	\$143,191	3	\$11,132	18	\$0.58
Multimedia	Third	\$102,490	11	\$4,940	2614	\$0.40
New York Times Co.	Third	\$406,459	11	\$32,597	22	\$0.40
Orion Pictures	Second	\$108,245	46	\$4,236	25	\$0.23
Times Mirror	Third	\$782,254	12	\$70,600	(5)	\$1.09
Tribune Co.	Third	\$534,953	8	\$33,085	(73)	\$0.42
Washington Post	Third	\$312,910	7	\$61,314	190	\$4.77
Zenith	Third	\$591,800	15	(\$25,100)	NM	(\$0.99)

For **American Television & Communications'** comparison between 1987 and 1986 third quarters, year-ago period was restated to include Manhattan Cable Television, transferred from Time Inc. to ATC in March 1987. ATC operating cash flow (operating income before depreciation and amortization) was up 20% to \$73.5 million, with operating cash flow margin rising to 41% from 38% year ago. Company said it incurred operating losses during start-up phase of Queens, N.Y., cable system, still under construction. ■ **Broadcasting** revenue for **Belo** was down 8% to \$37.5 million for quarter, down 4% to \$120.5 million for year-to-date. ■ **Capcities/ABC's** third-quarter net income gain reflects third-quarter 1986 extraordinary charge of \$14.3 million from settlement of litigation against *Kansas City Star*. Broadcasting net revenues were down 3% for quarter to \$701.4 million, operating income down 7% to \$104.8 million. ■ **Knight-Ridder** said strong classified advertising in its daily newspapers helped offset "weaknesses" in TV and newspaper retail revenue. Broadcasting operations had revenue of \$24.5 million, down 3% from 1986 third quarter. ■ **LIN Broadcasting** 1986 third quarter included \$9.5 million income from discontinued operations. Media revenues for current quarter were up 4% to \$37.4 million, with media operating income up 6% to \$18.8 million. ■ **MCA** said causes of decrease in third-quarter operating income were: lower television earnings from recognition of revenues for *The A-Team* during the second quarter of 1987, rather than third quarter as anticipated, and losses by toy products division. Filmed entertainment group also reported lower revenues and operating income for quarter due primarily to lower domestic television syndication revenues. Broadcast station holdings, wwox-TV Secaucus, N.J., had operating income of \$1.1 million on revenues of \$31.4 million, with acquisition cited as main contributor to 600% increase in interest expense for quarter to \$12.9 million. ■ **Media General** reported broadcast revenues up 15% for quarter to \$44.4 million, with year-to-date operating profit quadrupled to \$5.6 million. ■ **Meredith** said profit decreases in television operations are attributable to soft national advertising market and higher programming costs. ■ Other income for **Multimedia** in current quarter includes \$6.4 million gain on sale of wvnc(am) Asheville, N.C. Broadcast revenues were up 7% to \$33.4 million, with cash flow up 13% to \$12.3 million; cable revenues were up 13% to \$22.8 million, with cash flow up 20% to \$10.4 million, and entertainment revenues were up 12% to \$14 million. ■ **New York Times's** broadcasting-cable TV segment reported operating profits up 100% to \$2.7 million, with \$1.8 million write-down in 1986 third quarter for film and syndicated program rights. Broadcast/cable revenue was up 6% to \$24.1 million. ■ **Orion Pictures Corp.** revenue for quarter from television distribution was up 118% over year ago period, with home pay cable accounting for \$18.2 million; free television and other at \$17.5 million, and home video at \$11 million. ■ **Time Inc.** said operating income from programming business segment, including Home Box Office, was up 42% to \$34 million. Cable television had 43% increase in operating profit to \$40 million, with operating cash flow up 20% to \$73 million. ■ **Times Mirror** cable TV operating profit was up 60% to \$8.4 million for quarter, on revenue up 24% to \$61.6. Broadcast TV operating profits were off 20% to \$11.6 million, with revenue also down 9% to \$24.3 million. ■ **Tribune Co.** said earnings decline for quarter was due to nonrecurring gains in 1986 third quarter and charges on 1987 quarter. Before items, net income was up 21%. Broadcasting and entertainment group reported 15% increase in operating profit to \$23.8 million, with revenues up 4% to \$130 million. For year-to-date, broadcasting and entertainment operating profit was off 7% to \$46 million. ■ Third-quarter results for **Washington Post Co.** include nonrecurring gains from sale of interest in Sportschannel cable program networks (for \$6.1 million) and some cellular phone interests. On pro-forma basis discounting gains, net income would be up 47% to \$31.1 million, with earnings per share at \$2.42. Cable division revenue was up 17% for quarter, while Post-Newsweek TV station revenue was off 2%. ■ **Zenith** said quarterly loss was due principally to volume and price declines in color TV and video products, increased interest expense and expenses to launch new color picture tube products. Consumer electronics revenues declined 24% to \$256 million.

# Court upholds FCC's rejection of speculative domsat request

**It also affirms tougher FCC policy on financial requirements for domestic satellite applicants**

The U.S. Court of Appeals in Washington last week affirmed an FCC order strengthening and restating its financial requirements for domestic satellite applications. At the same time, the three-judge panel affirmed a commission order rejecting Columbia Communications Corp.'s domsat application on the ground it failed to satisfy those financial qualifications.

Columbia had filed its application in response to a 1983 processing order announcing guidelines and deadline for a fourth round of satellite license awards. The order warned that the commission was not certain that orbital space would be sufficient to accommodate all applicants and that, as a result, the technical and financial information required of applicants was crucial. "We intend to avoid, to the extent possible, speculative applications," the commission said.

Columbia, in its application for two satellite licenses, indicated it had virtually no assets. Instead, it said it would sell 96 transponders on its satellites to raise \$414 million, far more than the \$277 million it said it would need. Accompanying the application was a letter from the company's president saying only it formally requested "a waiver of or an exception to any possible defect in the applications occurring as a result of the proposed nature of the corporation's business."

The commission in May 1985 announced that the number of applications had indeed exceeded the orbital slots available, and it repeated its requirement that applicants meet the financial requirements, which it reaffirmed in the form of proposed regulations. Columbia did not supplement its application with additional financial data, although it filed three statements protesting the proposed regulations.

The result was a commission rejection of Columbia's application. It said Columbia had "failed to demonstrate its financial qualifications," adding, "The fact that Columbia has a marketing plan for its transponders provides no assurance that its efforts will be successful or that the necessary funds will be obtained." Columbia acknowledged it did not meet the commission's financial requirements. Its complaint on appeal was that the commission failed to give sufficient attention to the applicant's waiver request, and that attention should have included a hearing.

The panel, in an opinion written by Judge Abner J. Mikva and joined in by Chief Judge Patricia M. Wald and Judge Harry T. Edwards, disagreed. It said that even if it con-

cluded the commission should have read Columbia's letter as a request to waive the financial requirements, "we would still conclude that such a request does not describe 'circumstances making application of the [financial qualification] rule inappropriate.'" Quoting language from an earlier case, it added that the request simply disputes the commission's judgment, reflected in the rules, that "permitting an applicant without the necessary resources to attempt to arrange financing after a grant would prevent qualified applicants from promptly constructing proposed systems and would impair the provision of service to the public."

"Certainly," the court said, "the commission was authorized to make this judgment." □

## First Amendment vs. the leading edge

**Conference in San Diego looks at the amendment's status in an age of increasing technological change**

About 150 communications industry professionals will gather Wednesday and Thursday in La Jolla, Calif., for "The First Amendment—Third Century," a conference examining the First Amendment's ability to cope with technological change in the next decade. The two-day meeting is sponsored by the San Diego Communications Council and California State University, San Diego.

Featured speakers J. Richard Munro, chairman and chief executive officer of Time Inc.; David Laventhol, president of Times Mirror Corp.; Representative Al Swift, a key player on the House Telecommunications Subcommittee, and FCC Commissioner James Quello will address a number of major concerns about the impact of technological advances on cable, broadcasting, satellite, publishing, electronic equipment

manufacturing and other communications-related industries.

Following an opening night dinner Wednesday at which Munro will deliver the keynote address, participants will gather Thursday at the La Jolla Marriott for a slate of panel sessions. The first session will look at the current condition of the First Amendment—proposed and existing laws, freedoms the media enjoys, how various interpretations of the amendment affect its application to the Fifth Estate and whether the amendment is sufficiently flexible to adapt to accelerating technological changes.

During a session entitled "The First Amendment and the Forces of Change," participants will examine how the press is defined under the Constitution now that technology is blurring the lines between the various media. Issues to be explored include the status of the common carrier principle; whether phone companies should be limited to common carrier status, or whether they should be allowed to operate cable systems and electronic publishing concerns, and exclusive franchises for cable operators and whether cities have the right to award them.

The news media's access to data obtained from remote sensing satellites will be the topic of a panel on national security and the First Amendment. Panelists will discuss the extent to which the First Amendment restricts the government's right to limit journalistic access to these new technologies and to use the evidence obtained from them.

The conference will conclude with a right to privacy session. Participants will examine how to protect the rights of individuals as increasing volumes of data about them are stored, and access to the information becomes more readily available. The issue raises concern about the types of controls put on the accessibility of files via electronic networks, to what extent the First Amendment protects the right of the media to use the information and how to define legitimate uses of the information. □

## Bottom Line

**Taking stock.** Firms initiating stock buybacks have increased following stock market decline in recent weeks. Knight-Ridder and A.H. Belo both authorized stock purchases of one million shares. Belo, which had already repurchased approximately 700,000 shares of million-share buyback approved in October 1986, has also set up \$2.5 million fund for annual repurchase of shares. LIN Broadcasting Corp. has authorized five million-share buyback. Washington Post Co. has authorized 700,000 Class B share buyback. Clear Channel Communications has approved 400,000-share repurchase, and Tempo Enterprises concluded \$500,000 purchase of 70,000 company shares and approved purchase of additional \$700,000 in shares. Among those authorizing buybacks just after the Oct. 19 market crash were Telecommunications Inc. (10 million shares), MCA (10 million), United Artists Communications (five million), Comcast (five million), Aaron Spelling Productions (one million) and King World (no fixed amount).

□

**Still selling.** Harte-Hanks, which just prior to last month's market decline announced proposed sale of cable TV, broadcast TV and other assets worth estimated \$500 million after taxes, says divestiture remains "right on track." According to Bob Marbut, president and chief executive officer, various proposals for properties continued to emerge early last week and, although no active discussions are yet taking place, bid deadline has been set for Nov. 20. Marbut said he expects no change in sale price as result of market decline and that Harte-Hanks will not sell if it can't get "fair" prices. Proceeds from divestiture will be used to pay down and refinance \$700-million debt from 1985 leveraged buyout that took company private. For sale are WFMV-TV in Greensboro, N.C., and WTLV-TV Jacksonville, Fla., and cable systems representing more than 100,000 homes in Houston, Miami and elsewhere in Florida, Pennsylvania and New Jersey.

# Satellite Footprints

**Let's do it again.** Wold/Visnews Broadcast Services, joint venture of Wold Communications and Visnews International, announced last week it had signed a two-year extension of its pact with Japanese International Joint Users Organizations (JISO) to provide the consortium of Japanese broadcasters with TV production and satellite transmission facilities. According to Wold, the new contract, which goes into effect next April and runs through March 1990, is valued at \$4.7 million.

According to Wold, the JISO members use the Wold/Visnews facilities to transmit news, live sporting events and other television programming from the U.S. (primarily New York and Washington) and Europe to Japan.

JISO comprises six Japanese broadcasting organizations: NHK-Japan Broadcasting Corp.; Nippon Television Network Corp.; Tokyo Broadcasting System Inc.; Fuji Television Network Corp.; Asahi National Broadcasting Co., and Television Tokyo Channel 12 Ltd.

**Here come the feds.** According to Satellite Broadcasting and Communications Association, FBI is now prepared to investigate allegations of satellite programming piracy—outlawed by the Cable Communications Policy Act of 1984. SBCA said the FBI had been uncertain whether it or the FCC was responsible for enforcing the act's antipiracy provision. But, after meeting with SBCA officials, SBCA said, the FBI has agreed it is criminal matter that falls within its jurisdiction and is revising its operating manual and notifying its field offices accordingly.

**Another radiosat.** Hughes Communications Galaxy Inc. is stepping up marketing of single-channel-per-carrier (SCPC) capacity on Galaxy II's transponder 3 to radio networks, syndicators and distributors.

So far, Hughes said, takers include Coloradio, The Florida Network, Great Lakes Radio Network, IDB Communications, KIRO(AM) Seattle, KOA(AM) Denver, Motor Racing Network, Portland Trailblazers, Premiere Radio Network, Public Interest Affiliates, Ray Communications, SunStar Telecom and WJRI(AM) Detroit.

Hughes is currently offering analog audio service, but, according to Bruce R. Elbert, director of Hughes Communications' Galaxy system, Hughes plans to offer a digital transmission service for data as well as audio.

**Country music in space.** IDB Communications, the Los Angeles-based satellite services company, has installed a 1.8-meter Ku-band earth station at Emerald Sound Studio in Nashville, giving IDB a satellite pipeline into and out of what the locals call Music City U.S.A.

The dish was put in principally to allow IDB to distribute MCA Radio Network's *Nashville Live*, which is produced at Emerald, to more than 100 radio stations. But IDB and Emerald hope to attract other customers—radio producers, syndicators, networks and stations—seeking production facilities with a satellite outlet.

*Nashville Live* and other feeds out of Nashville will not be going directly to satellite. IDB will downlink Ku-band signals from Nashville at its teleport in Los Angeles and retransmit them in digital format to radio stations over Satcom I-R.

IDB is growing in other ways. It expects to close on the purchase of International Relay Inc., a provider of international data communications services, as soon as the FCC approves the transaction. The price tag is approximately \$2 million. In addition to IRI contracts with the likes of Prudential-Bache and the Associated Press, IDB will take control of IRI's 9.2-meter earth stations in New York and Chicago. IDB spokesman Bill Fisher said the Chicago earth station may be disassembled and moved elsewhere.

**DBS on the way.** West Germany will become a leader in direct-to-home satellite broadcasting if Arianespace can launch West Germany's four-channel direct broadcast satellite, TVSat-1, into orbit later this month. The launch, aboard an Ariane 2 from Arianespace's launch facilities in Kourou, French Guiana, is tentatively set for Nov. 17.

The hopes of West Germany and Arianespace for a successful launch are buoyed by Arianespace's successful launch in September of two communications satellites aboard a more powerful Ariane 3 rocket, which differs from the Ariane 2 in that it has two solid-fuel, strap-on boosters for extra thrust.

**All business.** The fastest growing segment of the satellite communications industry may be business television—private satellite net-

works set up by corporations for either intercorporate or intracorporate communications.

According to *Business TV* magazine, which monitors developments in the budding industry, nearly 50 business television networks comprising some 10,000 business locations with earth stations are in operation today. What's more, according to the magazine's surveys, as new networks come on line and existing networks grow, the number of locations with earth stations will double within the next 18 months. "That doesn't include those now considering it," the magazine said. "We now believe that 20,000 sites are a drop in the bucket compared to where we are going."

**Case in point.** Two weeks ago, Medialink International Corp., Pasadena, Calif., launched the Food Business Network for companies involved in the food industry as growers, manufacturers, marketers, brokers, wholesalers, distributors and retailers. Via SBS IV, SBN is now beaming a 45-minute news-and-information program to its 10 subscribers each weekday (20 more have been signed up, but are not yet equipped to receive the signal). The program comprises 30 minutes of trade news and a 15-minute look at issues in one of five subject areas (perishables, groceries, health and beauty/general merchandise, business information technology and store operations). According to a spokeswoman, Medialink expects to expand its programming day to "several hours" within a year. The service is not inexpensive. Subscribers who commit for five years pay an initial "access fee" of \$900 plus \$360 a month.

**What do you think?** The Earth Observation Satellite Co. (EOSAT), the joint venture of General Electric and Hughes Aircraft that took over the government's Landsat remote-sensing satellite program, has sent out a questionnaire to broadcasters and other members of the media asking them whether they are interested in investing in a high-resolution sensor dedicated to newsgathering aboard a Landsat satellite to be launched in the early 1990's. According to the U.S. Office of Technology Assessment, the cost of such a sensor would be between \$60 million and \$80 million (BROADCASTING, July 20.)

According to EOSAT, the dedicated sensor would be able to supply broadcasters, newspapers and magazines with high-resolution (five-meter) images of any point on the globe within a day. And, it said, the sensor could be designed to provide near real-time "live" feeds.

In addition to the investment question, the questionnaire tries to assess the needs of the media and how they might make use of the sensor.

**On the bird.** GTE Spacenet will provide Ku-band satellite transmission of the Public Broadcasting Service's National Narrowcast Service beginning in January 1988. NNS, a video training service delivered to the workplace and launched in January 1987 by PBS, will be carried on GSTAR II. It was originally carried as a C-band service on Westar IV. PBS will continue to market NNS, which has been used by such companies as Anheuser-Busch, Caterpillar Inc. and Aetna Life and Casualty.

**Satellite reception reception.** Democrats convened at the national headquarters in Washington to unveil the latest addition to the party's technological arsenal at its Harriman Communications Center—two-way teleconferencing capability through a microwave hookup with the Washington International Teleport in the Virginia suburbs. Speaking at



a reception, party chairman Paul Kirk (center, with Pamela Harriman, party fund raiser, and actor Eddie Albert) said satellite capability is "one of the giant steps toward victory" in the 1988 presidential campaign. The Democrats passed a satellite milestone on Sept. 4 with the first transmission from party headquarters.

# RIDING GAIN

# O N R A D I O

## Olympic participants

ABC Radio, which holds the exclusive U.S. network radio rights to the Olympic winter games in Calgary, Canada, scheduled for Feb. 13-28, last week said five national sponsors have already been signed for its coverage. ABC's Olympic advertisers' list features Anheuser-Busch, Chrysler Plymouth, Paine Webber, General Foods Maxwell House and True Value Hardware Stores.

According to Shelby Whitfield, ABC Radio Network executive producer-director of sports, who is putting together the Olympic programming plans, ABC will offer affiliates of its six networks 560 live reports. (ABC had originally announced a total of 1,120 reports ["Closed Circuit," Nov. 2], but later said that figure represented reports for both the Olympic winter and summer Games. NBC Radio has the network radio rights to the summer contests.) The reports will range from one to three minutes in length. "There could be some live play-by-play coverage of events, depending on the progress of the U.S. competitors," Whitfield said.

In addition to the 560 on-site reports, ABC will feed its Olympic affiliates 60 "pre-Olympic" reports beginning from 15 to 30 days prior to the opening ceremonies. Those reports will preview the games and highlight potential U.S. gold medal winners.

Whitfield said ABC Radio will have about 15 anchors and reporters based in Calgary, at least five of whom will be personalities with ABC Television, the network television rights holder. ABC Radio's regular lineup of anchors that will be on hand include Fred Manfra, Johnny Holliday, Linda Cohen, Mike Harris, Don Chevrier and Chip Cipolla.

Whitfield is projecting station clearances for the winter Olympics at between 600 and 700 stations, with production costs running about \$500,000.

## New network

NBN Broadcasting, New York, parent of National Black Network, has created an unwired and syndicated radio programming network composed of black and urban contemporary stations, called NBN II. The

new network vehicle, according to Jack Bryant, vice president and general manager of NBN II, will both package unwired market spot buys for national advertisers looking to target black consumers and serve as the national sales representative for programming produced by Syndicate It Productions, a Los Angeles-based radio producer that supplies black and urban contemporary programs to stations. NBN II will complement the already-established National Black Network, which has 125 affiliated stations. (NBN delivers news, features and daily sports reports via Satcom F-4).

"NBN II will be an advocate for black station participation in national and regional [spot] advertising, said Sydney Small, NBN Broadcasting chairman." Many of these stations are not happy with their share of national and regional dollars." As for NBN's involvement of syndicated programming, Bryant said the industry "has been leaning heavily toward syndication for the past five years."

Besides Bryant, who is also vice president of affiliate relations for the National Black Network, overseeing the day-to-day operations of NBN II, other principals working on the venture include George Edwards, president of NBN Broadcasting; Mel Williams, vice president and sales manager who was formerly general sales manager for NBN-owned WWRL(AM) New York (licensed to Woodside, N.Y.) and Bernard Howard, former chairman of Hillier, Newmark, Wechsler & Howard, an Interep company. Howard is a consultant to the new subsidiary.

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## Talk talk

Talknet, NBC Radio's six-year-old nighttime talk program service, has selected Dara Welles, formerly a correspondent and news anchor with The Source, NBC's young-adult network, as its new overnight host. Welles, who will continue as anchor of *The Source Report*, a weekly news magazine, is on from 1 a.m. to 4 a.m. NYT, Monday through Friday. She replaced Neil Myers, who moved to the 10 p.m.-1 a.m. slot in September after the departure of radio and television personality Sally Jessy Raphael, an original Talknet host. (Raphael left NBC for ABC Radio Network in the fall [BROADCASTING, Sept. 14]).

Also on the current Talknet schedule are Bruce Williams, 7 p.m. to 10 p.m. weeknights; Bob Madigan, 7 p.m. to 10 p.m., and Dr. Harvey Ruben, 10 p.m. to 1 a.m., both weekends—all times are Eastern. Long-range plans for the talk network include launching a weekend program in the 4 p.m. to 7 p.m. time period, said Dave Bartlett.

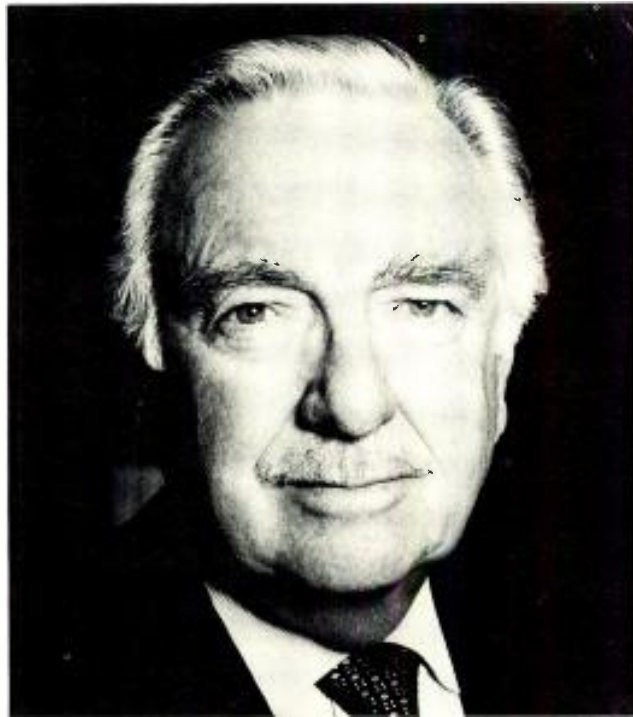
On a separate, but related note, RKO's talk-formatted WOR(AM) New York is drop-

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**Double roast.** Norman Wain and Robert Weiss, co-founders and partners of Metroplex Communications, a Cleveland-based radio group operation, were "roasted" last Wednesday evening (Oct. 28) at New York's Plaza hotel. It was the second annual media roast of the John Bayliss Foundation, designed to raise funds for college scholarships. Some 375 radio and financial officials attended the \$250-per-plate event.

The foundation is named after veteran radio executive and former Charter Broadcasting president, John Bayliss, who died in a car accident near his home in Santa Ana, Calif., in 1984. The Foundation's mission is to develop young talent for the radio industry "so that the broadcasting principles that John Bayliss stood for live on in his name." The Foundation, with offices at the headquarters of Paul Kagan Associates, a media and investment research firm based in Carmel, Calif., is expected to grant from \$10,000 to \$15,000 in scholarships during the coming year for students majoring in broadcasting.

Among those on the dais were (l-r): David Ross, executive vice president and general manager of Metroplex's WHYI-FM Fort Lauderdale, Fla.; Leona and Robert Weiss; Harvey Grace, Grace Broadcasting, Southfield, Mich. (standing); Norman and Nina Wain, and Paul Kagan, Paul Kagan & Associates, who served as master of ceremonies.

ping its affiliation with Talknet beginning January 11 for local programming. WOR carries Talknet from 7 p.m. to 11 p.m. each weeknight with Neil Myers (7 p.m. to 9 p.m.) and Bruce Williams (9 p.m. to 11 p.m.)—followed by Mutual's *Larry King Show*.

(WOR "customizes" the Talknet broadcast schedule by airing the first two hours of Neil Myers's show from the night before and then the last hour of Bruce Williams's program live followed by his first hour that night on tape-delay.) WOR's affiliation agreement with NBC will be two years old in January.

"We felt we can do just as well if not better [in the ratings] with local programming at night, which will also give us back our own inventory," said Lee Simonson, vice president and general manager of the station. Simonson said the program shift was not a reaction to Raphael's exit from the Talknet lineup. "This move was in the works before Sally left," he said.

WOR's new weeknight talk programming schedule will feature financial expert Jim Jorgensen from 7 p.m. to 10 p.m. followed by nutritionist Dr. Robert Atkins from 10 p.m. to 11 p.m. (formerly on from 2 p.m. to 3 p.m.).

The Talknet change is part of a major re-

shuffling of the station's personalities that leaves only veteran morning host John Gambling (5:30 a.m. to 10 a.m.) and King's national overnight show (11 p.m. to 5 a.m.) in the same time slots. Other moves in WOR's revised weekday schedule include Bernard Meltzer, a former Talknet personality, going from 3 p.m.-6 p.m. to 10 a.m.-1 p.m., and Joan Hamburg, moving from 11 a.m.-1 p.m. to 1 p.m.-3 p.m. Sherrye Henry (10 a.m. to 11 a.m.) will become a "correspondent-at-large" as well as host of specials and monthly programs, Simonson said. A new afternoon drive-time host for January has not yet been named.

### Troubleshooter computer

Republic Radio, one of the rep companies operated by the Katz Radio Group, has developed a computer software program, SampleTrac, that analyzes "finite segments" of the Arbitron sample size for most measured markets on a quarterly basis to identify "any possible sampling errors."

"Most markets have seen an increase in the number of stations reported and lower average shares for each station. Because of this, ratings have become more volatile and can be subject to wider swings if there are

sampling problems," said Bruce Hoban, Republic vice president and director of research.

The system, said Hoban, will be able to pinpoint problems prior to any audience analysis. "Once we've identified a problem market, we'll be able to work with Arbitron to solve the discrepancies."

SampleTrac's data base contains diary return information from 1982 to the latest summer Arbitron reports. According to a corporate spokeswoman, Republic will distribute an overall summary analysis of "problem markets" to both client stations and interested parties while individual market analyses will be included in Republic's "confidential programming report" for clients.

### Down but not out

Spanish-language KRDD(AM) Roswell, N.M., a one kw daytime, was off the air for about six hours on Sunday, Nov. 1, after three guy wires supporting the station's transmitter tower were cut, causing the 200-foot antenna to fall, said Ken Bass, chief engineer for KCKN(AM)-KCBQ(FM) Roswell, who also works as a contract engineer for KRDD.

Bass said the vandalism of KRDD's tower was discovered shortly before the station's sign-on time at 6 a.m. that morning. Bass was then called to the scene. "With the help of John Sanders [chief engineer] at KBIM-AM-FM Roswell, we rigged a temporary antenna and had the station back on the air by 1 p.m. the same day," Bass said.

According to Bass, the tower fell across one corner of KRDD's studio building. "There was no one on the premises," he said. "And there was no damage to the station's broadcast equipment."

At press time last week, Bass said the person or persons responsible for toppling KRDD's tower had not yet been caught.

### News note

KTWV-FM Los Angeles, the new age format pioneer, has created what it claims is another first. "Lady Sings the News," a new 90-second weekly parody segment, features Cheryl Bentyne of The Manhattan Transfer singing about the week's important news events.

**Hear there.** Public radio programming can be heard in four corners of the world thanks to the Corporation for Public Broadcasting, the United States Information Agency, National Public Radio and American Public Radio. The four organizations have joined to create and distribute public radio listening booths that will allow USIA library users to sample APR and NPR programming. Funding for design and fabrication of the booths was provided by CPB with the help of the MacArthur Foundation. USIA will handle shipping and supervision of tapes provided by APR and NPR. The first booths will be set up in Bucharest, Rumania; Hamburg, West Germany; Santiago, Chile; Pretoria, South Africa; Manila, the Philippines, and Dar es Salaam, Tanzania. A booth will be shared among Tunis, Tunisia; Khartoum, Sudan, and Cairo.

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## Seeking congressional support

City and county officials from Santa Cruz, Calif., have turned to Congress for help in defending the "constitutionality" of key provisions of the Cable Communications Policy Act of 1984. They wrote to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), expressing concern that municipal authority granted under the act to award franchises requiring public access channels, universal service and state-of-the-art cable systems is being eroded in the courts.

Two federal court judges in the northern district of California, in decisions issued one week apart in September, ruled that such franchise requirements are unconstitutional and violate the First Amendment rights of cable operators. Santa Cruz was involved in one of the cases and, as the letter pointed out, the Santa Cruz decision "constitutes the first step in the slippery slope toward invalidation of the Cable Act."

The city officials were particularly disturbed by the Justice Department's failure to intervene in the case. "The effect of the United States' action, or lack thereof, is to foist the entire burden of defending a statute of Congress, and the public benefits which will presumptively flow from the statute, upon local and state governments who are often financially ill-equipped to undertake such a burden," the letter said. "It is our sincere belief that Congress's message in adopting the Cable Act was not to direct local government to 'go it alone' when regulating pursuant to the dictates of the Cable Act," wrote Michael Rotkin, Santa Cruz city councilman and Santa Cruz county supervisor Gary Patton. They urged Markey and Inouye to "take whatever steps are necessary to stop the process now."

## A case for the FBI

According to the Satellite Broadcasting and Communications Association, the FBI is now prepared to investigate allegations of satellite programing piracy—outlawed by the Cable Communications Policy Act of 1984. SBCA said that the FBI had been uncertain about whether it or the FCC was responsible for enforcing the act's antipiracy provision. But, after meeting with SBCA officials, SBCA said, the FBI has agreed it is a criminal matter that falls within its jurisdiction and is revising its operating manual and notifying its field offices accordingly.

## Cross talk

WMAQ-TV Chicago and Network Media Corp. are cooperating in a cross-promotion. The station has bought time on the regional cable interconnect and is airing a 60-second preview of its local news program during the November sweeps.

The spots run between 4 and 4:30 p.m., in advance of WMAQ-TV's 4:30, one-hour news, and between 9 and 9:30 p.m., preceding the 10 p.m. late news, according to Susan Wallace, chief operating officer of NMC. The spots run on five of the six networks on the interconnect: the Cable News Network, Financial News Network, USA, ESPN and Arts & Entertainment. MTV is not included in the buy.

What also makes the buy unusual, NMC said, is the distribution. WMAQ-TV produces the spot in midafternoon and transmits it by microwave to the Hancock tower in downtown Chicago. From there it goes by microwave to Centel Videopath's switching center in McCook, Ill. According to Jane Meagher, vice president and general manager, Centel Videopath, Centel tapes the spots and, using special switching equipment designed by Channelmatic, then in-

serts it in the cable program satellite feed at commercial breaks, much like local broadcast affiliates do for network feeds. Additionally, the equipment allows Centel to send the spot to the headends of any number of the 15 cable systems participating in the interconnect. "We can target multiple headends in one region," with the technology, Meagher said. The technology allows the station to produce the news spots within an hour of a show's broadcast.

In addition to the news previews, WMAQ-TV is running generic 30-second spots on the interconnect.

## Weather updates

The Weather Channel will utilize the technology that allows for local insertion of weather forecasts to allow cable operators to cross-promote cable programing. Prime Time Tonight is a venture among Weather Channel parent Landmark Communications, Tele-Communications Inc. and Cable Video Entertainment, and will give cable operators an opportunity to cross-promote services within Weather Channel programing.

The service will consist of three-minute segments that air twice each hour, highlighting what's on cable in the next time period and throughout the day and week. All basic cable services will be included in the promotional segment.

A seven-member cable advisory board has been appointed to help formulate the new service's format. The service will be tested in six systems early next year. Results of the test will be presented at the National Cable Television Association convention next May.

Weather Channel's Weather Star unit will provide the switching and customization capabilities needed for the service, PTT said, allowing for system-specific ID's and dial position of programing services.

## Game winners

ESPN has announced that it received an 8.5 rating and 14 share for its four NFL preseason games, which helped give the sports network its highest quarterly prime time rating (1.9) since second-quarter 1984. (The 1.9 for the July-September period is a combination of both Nielsen ratings methodologies. The peplemeter became the ratings yardstick in September). ESPN said the three broadcast networks had a combined 52 share during ESPN's preseason contests. According to Nielsen, the games were the highest rated program series ever on basic cable. The combined broadcast-cable ratings for the games were 9.4.

## December debut

A pay-per-view network organized by five multiple system operators will launch Home



Patrick Buchanan (r) returned to CNN's "Crossfire" last Monday to debate Tom Braden (l).

Premiere Television—the new name for the service—on Dec. 4. HPT is a joint venture of American Television & Communications, Continental Cablevision, Cox Cable, Newhouse Broadcasting and TeleCable Corp.

There are 2.3 million addressable homes among the five companies, but the initial launch will be on seven systems serving 240,000 addressable homes. The service will be launched in Cox's Lubbock, Tex., system; TeleCable's Plano and Richardson, Tex., systems, and Newhouse systems in Syracuse and Binghamton, N.Y., Pinellas, Fla., and Bergen county, N.J.

HPT plans to deliver the World Wrestling Federation *Survivor Series* match on Thanksgiving night to one million of the 2.3 million addressable homes as a special preview.

### Lineup

Western Cable Show officials have announced the participants in a panel discussion, "Positioning Basic Cable for the Future," during the show, Dec. 2-4, in Anaheim, Calif. On the dais will be Trygve Myrhen, chairman and chief executive officer, American Television & Communications; Nicholas Davatzes, president and CEO, Arts & Entertainment; Ruth Otte, president, Discovery Channel; James Gray, president and CEO, Warner Communica-

tions, and Robert Wussler, senior executive vice president of Turner Broadcasting System.

Comedian Robert Klein will speak at the Thursday, Dec. 3, luncheon, providing an entertainer's perspective on the relationship between producers and distributors of cable programming.

To date 200 exhibitor booths covering 104,500 square feet have been reserved, topping last year's 98,200 square feet. California Cable Television Association President Jerry Yanowitz said exhibit space on the floor is sold out, with additional exhibitors being placed in the California room at the Anaheim Convention Center.

### Discount

Shareholders of Scott Cable Communications have authorized the company's directors to accept a \$1 price reduction from the original \$27.25 per share offer for the company by Simmons Communications. The initial offering at \$27.25 for the 4.2 million outstanding shares carried with it a \$114-million price tag. Simmons had requested the reduction after a further review of the company's balance sheet. The two companies are continuing negotiations on details of the merger after the Scott shareholder action Oct 23.

There is also a bondholders' suit brought by a Scott investor group that hangs over

the transaction. The group, which owns 28.3% of Scott's 12.25% subordinated debentures due in 2001, alleges that the company would not receive fair compensation for the additional debt Scott would take on as part of the merger. Scott plans to contest the suit. Under the initial offering, Scott's existing debt would be added to the purchase price, making the company's new debt load \$130 million.

As a result of the offer, Moody's Investors Service has downgraded \$50 million in subordinated debentures from single B-2 to single B-3.

Scott Cable has 106,000 subscribers; Simmons 113,000 subscribers.

### Isn't that special

HBO has announced that Bette Midler, Rodney Dangerfield, Robert Townsend and Dennis Miller will do comedy specials for the network late this year and next.

Singer-comediene Midler will host a program featuring performance artists; Townsend will headline an *HBO Comedy Hour Live*, while Dangerfield and Miller will appear on HBO's *On Location* series. Townsend starred in "Hollywood Shuffle"; his special is scheduled for Dec. 19, the only one of the four with a firm premiere date. Dangerfield is doing his third HBO special, *Saturday Night Live* comedian Miller his first.

## Programming

### Church groups aim to form cable network

#### Advertiser supported, 24-hour service would be broadly based among denominations and groups

Representatives of a broad spectrum of religious denominations are planning for an advertising-supported cable programming network that would exhibit product from participating groups ("Closed Circuit," Nov. 2). The National Interfaith Cable Coalition (NICC) is working on details of the plan, including the ground rules for participation, who would run the service, programming arrangements and cost structure. The organizers hope to announce details of the service by the end of this month, and launch the eventual 24-hour service next year.

Among the groups included in the coalition discussions are representatives of the Methodist, Lutheran, Catholic, Episcopalian, Presbyterian, and Greek Orthodox and Reformed churches, Jewish groups, the Seventh Day Adventists and the Salvation Army. Organizers emphasize that the network would include "interfaith" programming that "stresses values" more than individual theologies, said Bruno Caliendo, of United Methodist Communications. "Rather than talking heads," he said, the service would show "value-oriented programming" that would appeal to children, parents and the elderly. Although many of the organizing groups are connected with mainstream American churches, organizers want a

broad array of religious groups as possible to participate.

The coalition has been talking to existing religious cable operators to see how they might fit into the plan, including ACTS Satellite Network, run by the Southern Baptists; the Eternal Word Network, run by Mother Angelica; the Alternative View Network, and the Gospel Music Network, the last a participant in NICC. NICC organizers stress their service is not intended to supplant any existing programming network. It is not meant to be a superchannel, said Caliendo, who said that there is "more than enough room for everyone in the whole cable universe."

As envisioned, the network would carry programming the religious groups already have on the shelf, in production or in the planning stages. Many of the groups claim that broadcast deregulation has reduced the public service announcements and programming that appear on broadcast television, and cable provides another outlet. Dr. William Fore, executive director of the communication commission of the National Council of Churches, said churches are looking at "developing alternative means of distribution," such as cable. Broadcasters are selling time to television ministers, since deregulation, Fore said, and the 120-to-150-station lineup that had carried NCC programming has shrunk. "There is no eyebrow for the FCC to raise," Fore said. Fore said the Methodist church, for instance, has found it hard to get

an audience for its half-hour *Catch the Spirit*. Representatives from many of the NCC's member churches are on the NICC. Other shelf product that may be utilized, are Christmas specials and the clay animation, 60-episode series, *David & Goliath*, from the Lutheran church. NICC also plans to include higher education in the programming mix. The Methodist church has 128 chartered universities from which to draw programming, organizers say.

The coalition is exploring a number of alternatives to support the service. Mainstream advertisers "are very positive" about the service, said David Ochoa, president of Buena Vista Cable, who has taken a leave of absence to work as communications officer of the Methodist church and who is the chief NICC staff member. Program underwriting, similar to that on PBS, has also been discussed. There will be no solicitations for funds from the audience, organizers emphasize.

Seed money has been provided by the United Methodist church, the Trinity Parish (an Episcopalian group in New York) and the Marble Collegiate Reformed Church, each of which has contributed \$25,000 in start-up money.

Fore said that depending on how broad the participation criteria are, the joint effort "may be a problem for some denominations." Some denominations may also balk if the network is designed as a money-making

venture, he said. "It is very early in the game," Fore said in characterizing discussions.

NICC plans to meet this week with cable operators to discuss the service. Bob Thomson, vice president, government affairs, Tele-Communications Inc., said the company has been talking with a number of religious groups, including NICC, on ways to provide "additional religious and inspira-

tional programing" to cable subscribers. TCI is leaving the drawing up of guidelines on participation to church leaders. It is their operation, said Thomson. "We're just the catalyst."

Thomson said TCI has been impressed with the programing NICC has proposed and "the sense of common purpose" within the group. He said TCI would offer the service free of charge, and although the local TCI

managers would have final say on carriage, Thomson said: "I suspect it will be broadly carried [on our systems] if it comes together."

Ochoa described the service as "a mutual enterprise that serves the interests of the cable industry and the mainline denominational churches." The churches realize, he said, that "the window of opportunity is here, and will be gone tomorrow." □

## Syndication Marketplace

**Dow Jones & Co.** reports that it has cleared *The Wall Street Journal Report* on three more stations: KARE(TV) Minneapolis; WFSB(TV) Hartford, Conn., and WPTV(TV) West Palm Beach, Fla., bringing the weekly half-hour show's station total to 95, covering 65% of the country. *WSJ Report* has also managed a few coups lately, journalistically and ratings-wise, in the wake of the recent New York Stock Exchange crash. In all, 17 special feeds were provided to U.S. stations and two feeds sent abroad. On Oct. 19, the day of the crash, five CBS affiliated stations—WCBS-TV New York, WNEV-TV Boston, WAGA-TV Atlanta, WHAS-TV Louisville, Ky., and WTVH(TV) Syracuse, N.Y.—received live footage, hosted by the show's anchor and editor, Consuelo Mack, from the New York Stock Exchange. On Oct. 20, 12 Conus stations took a feed hosted by *Wall Street Journal* reporter Randy Smith. Stations used those feeds for their local newscasts, and in both cases they were able to maintain a two-way dialogue with Mack or Smith. The two international feeds of the show—to Japan's Fuji Television and England's Thames Television—were hosted by *Wall Street Journal* reporter Tom Herman.

The program received a 3.9/18 Arbitron rating/share in New York (where it is carried by WCBS-TV) for its highest rating ever. In its 8:30-9 a.m. time period, that number easily topped NBC's *Sunday Today* on WNBC-TV which had a 1.6/8 during the time period. The show had been averaging a .6/4 in the market prior to the move of its production to the headquarters of the *Wall Street Journal*. In Nielsen, it had a 1.6/7, a 60% improvement over its previous average since the *Wall Street Journal* took over production of the show.

**D.L. Taffner Ltd.**, has acquired the exclusive U.S. rights to the 14-year-old Thames Television game show, *Whose Baby?* In the game contestants attempt to guess the identity of two famous parents by questioning their child. Mark Smith, whose credits include *Cross-Wits*, *Truth or Consequences*, *Name that Tune* and *The Joker's Wild*, will produce the show. Taffner will make the show available as early as spring 1988.

**Paramount Domestic Television** announced that its first-run offerings for fall 1988 will include *War of the Worlds*, a weekly hour based on the H.G. Wells classic of the same name, and *Wipeout*, a game show strip, hosted by Peter Tomarkin. Paramount will give stations a two-hour movie to kick off the run of *War of the Worlds*, and will follow it with 24 one-hour episodes. Sam Strangis, producer of such series as *Mission: Impossible*, *Mannix* and the original *Star Trek*, will be executive producer of the series along with his son, Greg Strangis, whose credits include *Happy Days*, *Eight is Enough* and *Falcon Crest*. Rob Dames and Bob Fraser of Dames-Fraser Productions will be executive producers for *Wipeout* along with John Goldhammer.

**Viacom Enterprises** has acquired the domestic syndication rights to the 1981 De Laurentiis Entertainment Group film, "Ragtime," based on the E.L. Doctorow novel of the same name. Viacom already holds the international rights to the Milos Forman film. "Ragtime" stars James Cagney, Elizabeth McGovern, Howard Rollins and Mandy Patinkin. Viacom will make the film available in 1988 as part of a package.

**International Broadcast Systems Ltd.** reported last week that the Bandeirantes Network, the leading sports television network in Brazil, has purchased 30 NBA basketball games. The games will air on Saturday afternoons. Bandeirantes has also purchased 30 highlight shows to run Monday through Friday in the afternoon.

**Fremantle** has sold the first 22 of 78 half-hours of *The Campbells*, co-produced with Scottish Television and Canada's CTV Network, to West Germany's ARD network, which will carry the series nationally beginning in mid-1988.

**Orbita Technologies Corp and Belka International** of New York

have sold a package of American TV music programs to the Soviet state television service, Gostelradio. *Rock and Roll: The Early Days*, *British Rock: The First Wave*, and *The Making of Sun City* will air on Soviet national television later this year. Orbita, which delivered Soviet TV programing to the cable TV service, The Discovery Channel, last February, now has an exclusive agreement to introduce Soviet programing in North America and has taken other U.S. programs to the U.S.S.R., including the Public Broadcasting Service's *Frontline* and MTV's October special on Soviet youth.

Former Barris Industries sales executives, Brian Firestone and Bob Cohen, have established *Firestone-Cohen Entertainment*. Their first sales effort, in association with New Century Entertainment, will be *Photoplay*, a half-hour access strip that ran on KCBS-TV Los Angeles from September 1986 to September 1987. Stations will get 21 weeks of episodes, which they will repeat for 13 weeks, beginning in January 1988. Sales are on a straight cash basis. Alan Landsburg is executive producer, and Jack Haley Jr. is producer of the series which takes a behind the scenes look at show business.

**TEN** reports that it has cleared "Sizzle," its package of 12 films including "The Texas Chain Saw Massacre," "Smithereens" and "Wise Blood," on the entire group of Gaylord stations. TEN also



"The Texas Chain Saw Massacre"

recently announced that it will sell the Pierre Cosette special, *Andy Williams and the NBC Kids*, in the international marketplace.

**Access Syndication** has acquired the rights to a game show, *Eavesdroppers*, a Martindale-Gilden Production in association with Procter & Gamble Productions. Access is offering the game for a January start. A pilot of the show, hosted by Tom Kennedy, will be ready early this month. Sales are on a cash basis.

**World Events Productions** reports clearing a one-hour animated special, *Denver the Last Dinosaur*, on more than 75 stations covering 70% of the country. The special will air in the spring of 1988 in early fringe and weekend access time periods on such stations as WNYW-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, KBHK-TV San Francisco, WFXT(TV) Boston, WKBD-TV Detroit, and KDAF(TV) Dallas. In the barter deal on the show, stations and World Events equally split the advertising time.

**All American Television** reports clearing *The Boy King*, the Cox Enterprises production (through WSB-TV Atlanta) on more than 100 stations for its January 11-Feb. 7 window. Among the stations that will carry the Peabody Award winning story of the young Dr. Martin Luther King Jr., are WNBC-TV New York, KHJ-TV Los Angeles, WFLD-TV Chicago, KRW-TV Los Angeles and WSB-TV Atlanta. The special is being distributed on a barter basis.

**Syndicast Services** reports that it cleared *Slim Cooking* on WNBC-TV New York, for a Nov. 2 start. That series has been cleared on 75 stations covering more than 70% of the country.

## GE plans to cut 700 jobs at NBC

### Layoffs, buyouts and attrition to come primarily in TV network news and owned stations

NBC employees are bracing for another series of job cuts—cuts that could total 700, or more, by the time the axe stops swinging. Company officials confirmed last week that in addition to the previously announced elimination of about 200 positions, a business plan delivered to General Electric officials recently targeted about 500 more for next year. Those cuts will also come from among the approximately 2,800 National Association of Broadcast Employees and Technicians personnel currently at NBC and are scheduled for implementation in 1988.

Most of the first 200 cuts will be achieved through attrition and buyouts, according to NBC sources. Separately, an NBC spokesman confirmed that the business plan submitted to GE for the coming year contained a target reduction figure of 500 jobs. The reductions would come primarily from the television network, news and owned stations divisions. It was unclear how many of those job cuts would have to be achieved through layoffs, but the best guesses of network management sources was that perhaps half could be eliminated by attrition and buyouts.

The spokesman stressed that the 500 figure cited in the business plan was a ballpark estimate on the number of jobs NBC could cut next year. "It's nothing more than a number on a page," he said. "It could be 400 or it could be 600."

The new wave of cuts is the second to hit NBC, whose total staff now numbers around 7,500, since GE acquired the network through its purchase of RCA more than a year ago. Approximately 450 non-NABET jobs were eliminated starting in September 1986. Those cuts were the result of a so-called "functional analysis" the company underwent during the Grant Tinker administration, although they were carried out after the sale of the company to GE.

This time around, many of the cuts are coming as a result of the recent NABET strike. During the 18-week walkout it was business almost as usual as nonunion personnel kept NBC on the air. There were some on-air glitches in the early days of the strike, but the network successfully launched its new prime time season, covered major news stories (Iran-contra hearings and the stock market crash) and presented all the scheduled live sports events.

The network remains in first place in prime time, although it has slipped in the ratings in both the morning news and evening news dayparts, although that is largely recognized as a function of the transition to the peplemeter and not to impact from striking NABET workers. "The strike provided us with an 18-week laboratory," said

the NBC spokesman. "We did indeed learn some things" about operating with fewer technicians.

Striking workers began filtering back to work last week, meeting with supervisors and trying to sort out what life will be like in the post-strike era at NBC. "They aren't sure what they are coming back to," said one observer on the scene last week. The mood among returning NABET employees was said to be a mixture of resignation that the strike had been far from a success, and apprehension about the future.

The legacy of the strike was perhaps best summed up by Andrew K. Franklin, an NBC News producer and NABET member, writ-

ing on the op-ed page of the *New York Times* last week. "Not only did the union fail to gain substantial contract concessions, but NBC managed to get along remarkably well without its union employees. The episode amounts to a cautionary tale for anyone tempted to see a strike as an effective economic weapon." The network's losses were far less, said Franklin. The NABET employees, he said, represent "a wealth of experience and an investment that is difficult to quantify in purely economic terms. If NBC lost anything it was a full return on that investment." As for the union, he concluded, "We have some rebuilding to do and some lessons to learn. That work begins now." □

## More woes for UPI

### With resignations of three top editors, labor troubles and possible cutbacks, UPI's future is unclear

This was supposed to have been the year in which UPI bounced back from a decade of financial and management turmoil to reestablish itself among major newspapers and broadcasters as a vital complement to the Associated Press. Despite a hopeful start, the year did not live up to expectations. Following key resignations and rumors of massive layoffs last week, the future of the 80-year-old wire service seems as uncertain as ever.

Three top editors whose hiring marked



UPI's new beginning last February announced their resignations last Tuesday (Nov. 3), saying they could no longer insure the "quality and integrity" of UPI's reporting. In a newsroom meeting with the editorial staff in Washington, the three—Editor Ben Cason; Barry Sussman, managing editor, national news, and Kim Willenson, managing editor, international news—also cited difficulty in working with Mario Vazquez-Rana, the Mexican newspaper publisher who bought UPI out of bankruptcy in 1985 for \$41 million. They said Nov. 20 would be their last day.

The first sign of trouble came seven months ago when Milton Benjamin resigned as president and chief operating officer, say-

ing that Vazquez-Rana wanted a "more direct role" in managing the wire service. As a management consultant, Benjamin helped Vazquez-Rana buy UPI and, as president, he hired the Cason-Sussman-Willenson team. Upon Benjamin's departure, Vazquez-Rana added the title of president to his other titles of chairman and chief executive officer.

During the first half of the year, Vazquez-Rana spent freely on the service, opening new bureaus, hiring more reporters and editors and upgrading facilities and services. UPI funded the development of a new high-resolution wire photo service and spent several million dollars on a computer system.

But, according to sources, Vazquez-Rana, newly concerned about monthly operating shortfalls of at least \$1 million, started clamping down on costs in July. The clamp-down included layoffs and a tighter rein on nearly all expenditures. What was supposed to have been a lean management team turned into an "increasing encumbered bureaucratic mess," one source said.

UPI has not fared particularly well in marketing its services since Vazquez-Rana's arrival. It has lost several major newspaper customers, notably the *New York Times* and the *New York Daily News*, and acquisitions of new broadcast clients have been more or less offset by losses of old ones, mostly small-market radio stations.

CBS notified UPI earlier that it would not renew its contract (which expires at the end of the year) covering its television and radio stations and CBS News. But last week, amid all the bad news, UPI announced that it had signed CBS's four owned-and-operated TV stations to a new three-year contract that will earn UPI "under \$250,000 a year." And Jim Hood, vice president for broadcast services, said a deal to bring most CBS radio stations (all but a few stand-alone FM's) back in the fold was close to being consummated. UPI

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is still working on CBS News, he said.

UPI's problems are compounded by labor troubles. The Wire Service Guild, which represents 900 of UPI's nearly 1,600 employees, has been without a contract since April and negotiations on a new contract have been strained.

Company officials walked out of a meeting two weeks ago at the Federal Mediation and Conciliation Service. The company declared that it would "unilaterally implement" a new contract Nov. 1 if guild employees had not ratified it by then. Wire Service Guild president Kevin Keane said UPI was "trying to kill the union in half a dozen different ways" and that the guild would not ratify the company's proposal. He added, however, that the guild is not ready to ask its members for strike authorization, which he described as a "weapon of last resort." Keane said that the guild writers are engaging in a "by-line boycott."

Both sides indicated last week that money is not the biggest issue. The company has offered a 14.5% wage increase over the span of the proposed two-year contract. Union officials said that although the raise may be adequate for present staffing levels, they are concerned that the company may lay off between 300 and 500 editorial employees. That would mean a greater workload for remaining editors and reporters, and therefore a higher wage increase might be needed, union officials said.

A UPI spokesman acknowledged that the company is looking for ways to "streamline" operations but denied that UPI was consider-

ing eliminating 500 jobs. He declined, however, to state a figure.

In a memo to UPI staff, parts of which were put out over the UPI wire, the three editors said, "We take this action with deep regret, but with the conviction that we can no longer assure the quality and integrity of the UPI report. It is not our desire to pursue these matters here or in any other public forum."

The editors praised the staff as having

"performed superbly under adverse conditions" and said staff efforts "deserve continued support from the nation's news media."

They called upon UPI's subscribers to give the next management team "a chance to prove that the company remains deserving of their patronage." Such support from clients in the months ahead "will be vital to the survival of strong competition in American reporting or national and international news." □

## Changing Hands

PROPOSED

**KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas** □ Sold by Wodlinger Broadcasting Co. to Ragan Henry National Radio Associates of Philadelphia for \$8.7 million. **Seller** is Mission, Kan.-based group of one AM and two FM's principally owned by Mark and Constance Wodlinger, who also own HitVideo USA, Houston-based stereo video music cable service. It is also applicant for new TV in Kansas City and is disposing of stations to avoid potential conflict with FCC's one-to-a-customer rule. **Buyer** is owned by Ragan Henry, who also has interest in WXTR(FM) Washington and WWDB(FM) Philadelphia. Tax certificate with value estimated to be \$1.9 million, is involved; Henry is black. **KCWV-FM** is on 1410 khz with 5 kw day and 500 w night. **KCWV-FM** is on 98.9 mhz with 100

kw and antenna 990 feet above average terrain. **Broker: Mahlman & Co.**

**WYNG(FM) Evansville, Ind.** □ Sold by Beasley Broadcast Group to Faircom Inc. for \$5.6 million. **Seller** is Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. It recently sold WPHR(FM) Cleveland ("Changing Hands," Oct. 12). **Buyer** is publicly traded, Old Brookville, N.Y.-based group of two AM's and three FM's headed by Joel Fairman. **WYNG** is on 105.3 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Cecil L. Richards, Inc.**

**WIBM-AM-FM Jackson, Mich.** □ Sold by Van Wagner Broadcasting Inc. to CR Broadcasting Inc. for \$4,075,000. **Seller** is headed by Richard Schaps, president. It also owns KEBC(FM) Oklahoma City. **Buyer** is owned by Dennis Rooker and John Columbus. Rooker is Charlottesville, Va., attorney, former senior vice president and general counsel with Worrell Newspapers. Columbus is vice president of United Stations. **Buyer** is group of three AM's and three FM's bought from Community Service Broadcasting Inc. last year for \$4.1 million ("Changing Hands," Dec. 22, 1986). **WIBM** is on 1450 khz full time with 1 kw. **WIBM-FM** is on 94.1 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

**WCLU(TV) Clermont, Fla.** □ Sold by Channel 68 Inc. to Press Television Corp. for \$750,000. **Seller** is headed by Norris D. Woolfolk III, who has no other broadcast interests. **Buyer** is subsidiary of Asbury Park Press Inc., principally owned by Jules L. Plangerre and Donald Lass. It owns WJLK-AM-FM Asbury Park, N.J. and WMOD-TV Melbourne, Fla., and publishes *Asbury Park (N.J.) Press*. **WCLU** is independent on channel 68 with 5,000 kw visual, 500 kw aural and antenna 1,638 feet above average terrain.

**KENA(AM)-KOUL(FM) Mena, Ark.** □ Sold by Mena Broadcasting Co. to Ouachita Communications Inc. for \$450,000. **Seller** is owned by Jack R. Reeves, who has no other broadcast interests. **Buyer** is headed by Edward W. Stevenson, local investor with no other broadcast interests. **KENA** is on 1450 khz full time with 1 kw. **KOUL** is on 101.7 mhz with 3 kw and antenna 312 feet above average terrain.

For other proposed and approved sales see "For the Record," page 92.

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# Cox sees pay cable squeeze between studios and systems

**New Showtime/TMC head says systems should underwrite more of their own marketing; tells Cable Club audience to expect increases in fees**

Tony Cox, still settling in as chairman and chief executive officer of Showtime/The Movie Channel, said cable operators should be prepared to pay higher fees and receive less marketing support to carry Showtime, TMC and other pay-per-channel services. Like the basic cable services, the pay services should be raising their fees 10% a year, he told members of the Washington Metropolitan Cable Club at its monthly luncheon.

Cox, who took the helm of Showtime/TMC last August, said pay cable operators are being squeezed financially between their suppliers (the motion picture studios) and their retailers (the cable operators). Home Box Office's profit margin is in the 5%-8% range, he said, and Showtime/TMC's is "less than that." The pay services are in danger of becoming "classic middlemen" with a 2% margin, he said.

The cable operators, with basic penetration, cash flow and system prices increasing, "are in good shape," said Cox. "Our suppliers have had a very nice run" in the prices they have negotiated for product and the terms under which that product is taken, he said.

Showtime/TMC is "not invulnerable to financial problems," he said. "I think the cable operators are going to have to recognize that we have to make a little money too." He said the rates the pay service charges operators and the marketing support they give them are "fair discussion" items.

Cox chastised cable operators for relying on pay programmers for money to market pay services, calling the money "a short-term, feel-good budget fix." Operators lose control over their marketing when they accept such money, he said. It reduces and sometimes eliminates the promotion of services that compete with the supplier that is providing the support, he said. What's more, he said, the more money a program supplier spends on marketing, the less there is to spend on programming.

In the future, Cox said, "basic and pay distinctions will disappear, with HBO and Showtime as part of a package at one price," either the low to high \$20's. "The optional choices will be in pay per view," he said. "It only makes sense," said Cox about folding pay services in a basic package.

He also took issue with the desire of cable operators to produce high-budget, high-rating programming. "They [already] have the best programming available," said Cox, in referring to HBO and Showtime. "It is ironic that the best programming," he said, "is made available to the smallest audience." "There is no need for investment pools," he said. What is needed is to find a way to put pay services in the basic package.

He also cautioned against undue optimism over the resurgence in pay subscribers that began late last year and continued into 1987. Cox said he is "not bullish on the bounce-back" until the aggressive marketing and



Cox

free trial offers are over.

Pay per view, he said, "will be a very successful business." It will become more and more event-driven, he said, citing a Viewer's Choice's New Year's Eve Grateful Dead concert from San Francisco. PPV in the next five years will be to cable what pay was in the late 70's and early 80's, he said. PPV growth will also be spurred, he said, "as user friendly technology emerges."

In response to a question, Cox agreed that Showtime had done little marketing of the Movie Channel in 1987 and said that would

change in 1988. He said there was nothing wrong with the Movie Channel "that a little attention wouldn't cure."

Showtime/TMC has been relatively aggressive as a retailer—as a seller of its services and those of others to the 1.7 million owners of backyard dish owners. But, he said, Showtime/TMC did not see the home satellite business as becoming a "significant portion of our total business" or a "significant profit producer." He added that the home satellite industry's problem in getting access to cable programming at reasonable prices will diminish by next spring. Dish owners then, he said, will "be as happy as they can be." □

## West meets East

**NAB credits Japan trip for opening doors on HDTV**

"This has to be one of the most important missions we have ever engaged in," said Wallace Jorgenson, joint board chairman of the National Association of Broadcasters. Jorgenson was part of an NAB contingent that met last month with Japanese officials and broadcasters to discuss high definition television.

"I think we were successful in convincing [Japanese] officials that the TV system in America is different," said Jorgenson at a

November 2, 1987

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press briefing last week. He was particularly pleased with a commitment they received from NHK to share its HDTV research. The NAB delegation also met with representatives from Sony and NEC. "We have gotten an open dialogue like we've never had before," he said.

The broadcasters stressed the need to make HDTV available through all forms of transmission, not just satellite delivery. "We can't afford to have over-the-air broadcasters preempted," Jorgenson said.

Traveling to Japan with Jorgenson was NAB President Eddie Fritts, board member Hal Protter of WVTM-TV Milwaukee and Bill Hartunian, NAB's international consultant. They met with officials from Japan's Ministries of Posts and Telecommunications

and International Trade and Industry. The broadcasters also called on Japanese commercial broadcasters and officials from Japan's Broadcast Technical Association. □

## PBS set to air AIDS primer

Describing the PBS health-public service special program, *AIDS: Changing the Rules* as "one of the most important programs we have ever broadcast... We think it will save lives," Ward Chamberlin, president of the originating station, noncommercial WETA-TV Washington, introduced the program's producers, hosts and financial backers at a Na-

tional Press Club press conference in Washington last Tuesday.

Before its planned national airing at 10 p.m. last Friday, the broadcast's reported frankness (including "street language where it's necessary," according to producer Franklin Getchell) had stirred some controversy (including negative responses from banana industry officials for the program's use of the fruit as a condom-use visual aid), but Barry Chase, PBS vice president of news and public affairs programming, said the controversy, if true to form, would likely "die out over the weekend."

Forty-eight PBS stations in the nation's top 50 markets were set to air the program Nov. 6. In an effort to drive home the documentary's message, WETA-TV—producer of the broadcast's follow-up panel discussion segment, hosted by *MacNeill/Lehrer Newshour* correspondent Judy Woodruff—will air repeat broadcasts in the Washington area five times this week. In addition, WETA Educational Services has made VHS videocassettes of the program available at \$30 (30-minute version without follow-up panel, available with Spanish subtitles) and \$60 (complete version). Schmid Laboratories, financial backer of the documentary, will, in conjunction with the National Association of Chain Drug Stores and the National Wholesale Druggists Association, make the videocassettes available for use in local communities through local drug stores. AIDSFILMS will be free to negotiate syndication through other broadcast services after PBS's two-week exclusive rights period expires.



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**Taking another look.** Saying: "It is time to pick up the financial and structural recommendations" of the Carnegie Commission on Educational Television reports (1967 and 1979), Senator Terry Sanford (D-S.C.) has proposed immediate congressional action to change the nomination process for members of the board of the Corporation for Public Broadcasting. In the November issue of *Dial WETA*, noncommercial WETA-TV Washington's program guide, Sanford says the present system of presidential appointment and Senate confirmation would be "considerably strengthened" and de-politicized by the addition of a "distinguished panel" to recommend nominees to the President. Nixon, Carter and Reagan administrations, he said, have used the CPB board "to park political appointments, trading off seats for contributions or for Senate votes." Two seats remain open on the board, which has not operated at full strength since March 1986.

Sanford, a member of the Senate Budget Committee, which is now considering a Commerce Committee budget reconciliation measure that would create long-term public broadcast funding via a commercial station transfer fee (BROADCASTING, Oct. 26, Nov. 2) also said the Carnegie recommendation for a "dedicated tax" should "receive new congressional hearings in the next few months."



## Panel outlines hurdles to European program sales

### Americans face differences in governments' regulations on content, advertising and downlinking

The problem that American broadcasters will encounter in seeking a market in Europe, a CNN official with the scars to prove his experience suggests, is that it is not America. There are problems with tariffs and barriers to and restrictions on programming and advertising. Complicating matters is a lack of uniformity; the problems vary among the 17 countries involved. What the U.S. State Department could do to help, Robert W. Ross, managing director of Turner Broadcasting Service's CNN International, says, in effect, is to make Europe more like America.

Ross was one of four panelists who addressed a group of telecommunications attaches from U.S. embassies in Europe who had been assembled at the U.S. mission in Geneva last week in connection with Telecom 87 (BROADCASTING, Oct. 26). The U.S. coordinator and director of State's Bureau of International Communications and Information Policy, Ambassador Diana Lady Dougan, had organized the two-day seminar as a forum for an exchange of views on telecommunications issues among the attaches, State Department officials and industry representatives.

Participating with Ross on the panel on broadcasting were:

■ Charles Levinson, joint managing director of the United Kingdom's Super Channel. He noted that, as monopoly control of broadcasting gives way to competition, European governments are "sensitive" to the possibility of American dominance. In that connection, he noted that the Council of Ministers, which includes representatives of 21 countries, is considering recommendations to the member governments to adopt restrictions on imported programming and advertising. The Commission of the European Communities, which comprise 12 member countries, has made similar proposals. However, Levinson indicated quotas on programming are not likely to be adopted in view of opposition to them. "Europeans like American programming," he said. "So look at Europe with confidence."

Levinson also said panEuropean broadcasting has created a growing advertising market—but one in which Americans are losing ground to the Japanese. He said the market has grown rapidly, from something over \$3 million in 1985 to more than \$20 million currently, in English language programming beamed to three regional markets—the Benelux countries, Scandinavia and the German-speaking area. But Levinson said the largest single portion of the advertising money—about 30% of the total—"comes from Japan."

■ Frederick Gronich, the Motion Picture Association of America's senior vice president for Europe. He indicated that the American film industry faces some problems overseas—in receiving copyright fees in some countries for cable television's retransmission of broadcast programming and in the violation of copyright. But he also indicated the American film industry is not uncomfortable overseas—American films earn more than \$2 billion in foreign markets, 60% of that in Europe.

■ Henry Hockeimer, assistant director, U.S. Information Agency, who plays a key role in Worldnet operations. He said the international network's programming is being received by home viewers not only in Western Europe but in Eastern Europe as well. He said that 15 government-run television organizations receive the programming daily and distribute it throughout their countries. Among Worldnet's problems, he said, are those involving copyrighted music in Worldnet programs. However, it is understood that the only country where that has become a problem is the Netherlands, and USIA contends the issue is one to be resolved between

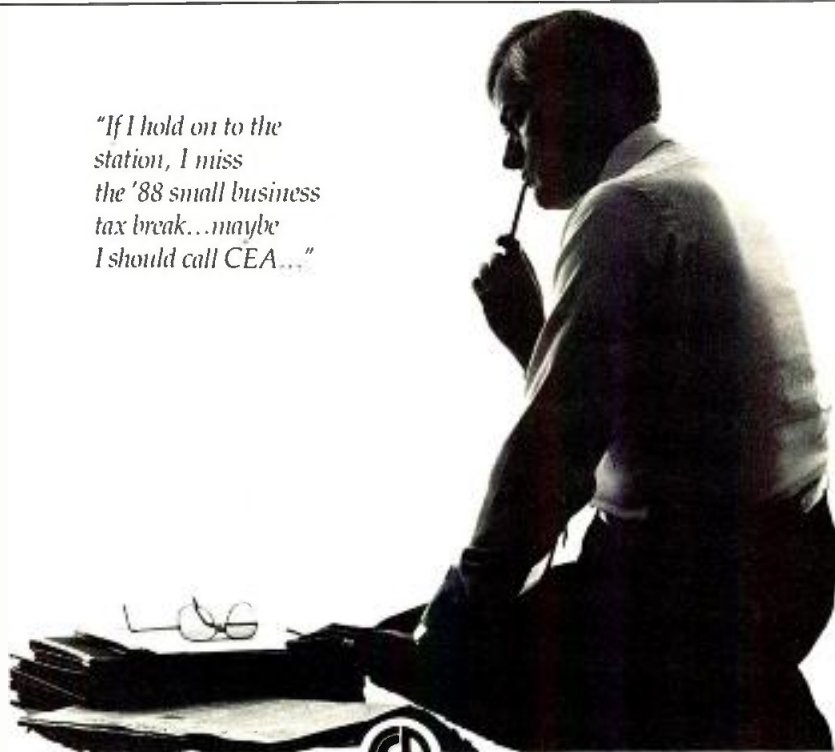
cable systems that carry the programs and music-rights organizations.

Ross last week was discussing some of the same issues he had dealt with two weeks earlier in addressing a session of Intelevent, the annual conference that brings together industry and government officials to discuss telecommunications issues (BROADCASTING, Oct. 19). But he was blunter and sharper in remarks at the U.S. mission in Geneva, in an apparent effort to generate action on the part of the State Department.

He noted that Intelsat two years ago adopted a point-to-multipoint tariff that eliminated the kind of shock CNN encountered in the Pacific when Taiwan asked \$500,000 a year to downlink a signal to a local broadcaster. But some PTT's—the postal telephone and telegraph organizations that run the telecommunications industries in most countries—have yet to associate themselves with it. He cited Greece. And "another country in Europe," not further identified, permitted a downlink only after securing exclusive rights to the distribution of the CNN signal.

Receive-only antennas have been another

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problem. Denmark and West Germany deregulated ownership of backyard dishes in July. Until then, he said, CNN was severely handicapped in selling its service to hotels, its primary market in Europe. Sales are still hindered in Belgium. "where a huge license fee" is charged. But in Spain, where home antennas are free of regulation, "dishes proliferate." Among European countries, Ross observed, "There is a total lack of uniformity as to dishes."

Then, there is "content regulation," which Ross said is expressed through licensing policy. Norway has authorized the reception of only two foreign satellite broadcasts, although legislation to liberalize the policy is pending. The Netherlands and the Flemish part of Belgium prohibit advertising in subscription programming. Sweden bans foreign advertising aimed at its audiences. And while the Treaty of Rome endorses "the free flow of information" across borders, Ross said, the concept of free markets is not likely to be applied in the face of "industrial politics."

"The governments of the 17 countries use their power to protect their own interests," Ross said.

What, Randy Earnest, a Dougan aide, serving as moderator, asked, "could the government do to help?"

"There's a lot you can do, but you have to know what's going on," Ross said. Essentially he saw the principal service the government could perform as persuading foreign governments to treat Americans seeking entry in the same manner that the U.S. treats foreigners providing service in America. He cited the ease of entry of Spanish International Network into American markets.

And when Dougan suggested that CNN engage in joint ventures with Europeans, Ross said, "CNN has a \$12-million joint venture with the British Broadcasting Corp. So we do that." The problem, he insisted, "is government restrictions."

But Ross was not all gloom and doom after CNN's two years in Europe. Despite the "impediments" he had recited, he said, "There is a future here for CNN and other transnational broadcasters." But, he added, "this is not a market for the fainthearted." □

## Disputing the 'iron law'

**Experts at Columbia seminar say liberalization of TV overseas won't necessarily cause American programs to flood foreign airwaves.**

Conventional wisdom has it that the introduction of television competition in nations around the world will inevitably lead to the Americanization of their television systems.

But that so-called "iron law of television Americanization" is wrong, argued communications experts at a Columbia University seminar in New York.

Sparking the discussion was the Columbia Center's former director, Eli Noam, now New York State public service commission-

er, who called "seriously flawed" the argument that the opening of television laws in foreign countries will allow American programs to flood their airwaves.

The "iron law" argument, he explained, says that foreign TV broadcasters seeking to fill program schedules will, because of budget constraints and profit motives, turn to imported American fare that can be had for only marginal costs since it has already been produced for the U.S. market.

The problem with that belief, Noam believes, is that not only do other nations have the same capacity to sell their programming in competition with America's around the world, but even if inexpensive American product were purchased, it would help free funds for foreign TV operators to invest in producing more domestic programs.

Noam was not the only one of the day's nearly two dozen speakers and panelists to contest the traditional view of America's programing dominance. Michael Tracy, head of the BBC-funded Broadcast Research Unit in London, challenged what he called "the most basic assumption, that U.S. TV has been the dominant TV influence."

Even where American programing is widely bought and aired, pricing factors may ultimately work against its dominance, said the University of Southern California's David Waterman. In a detailed analysis of the process of privatization, Waterman argued that the resulting expansion of television infrastructures would likely lead to inflationary program pricing as the dominance of single, state television buyers is eroded by new competition. While such inflation in pro-

gram prices may be initially beneficial to international program distributors, it eventually makes domestic production an increasingly economical option.

Because of concerns over such inflation for U.S. imports, some nations with already liberalized broadcast laws have seen the use of informal cartels, noted Richard Collins of Polytechnic of Central London. In the U.K., for instance, the BBC and the commercial Independent Television Companies do not bid against each other for U.S. programs; they wish to prevent inflationary price wars.

Political considerations, such as populist posturing against American cultural product, remains another substantial barrier to American entertainment product in many markets, said the program's keynote speaker, Jack Valenti of the Motion Picture Association of America. Added television executive Donald Taffner of D.L. Taffner, in many countries there remain numerous bureaucratic barriers before programs can reach television viewers to be watched or rejected.

Addressing the fear of cultural identity being threatened by U.S. dominance was Canadian Assistant Deputy Minister of Cultural Affairs Jeremy Kinsman, who said that "others may interpret [our] world, but a national culture needs its own signposts, its own images, its own collective memory."

But, added Tribune Broadcasting's vice president in charge of programing, Melvyn Smith, "TV executives [worldwide] have one thing in common—production costs have skyrocketed. And the future of international TV is being driven to some extent by those rising production costs." □

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As compiled by BROADCASTING, Oct. 28-Nov. 4, 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. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

## Ownership Changes

■ **KENA(AM)-KOUL(FM)** Mena, AR (AM: BAL871026EE; 1450 khz; 1 kw-U; FM: BALH871026EF; 101.7 mhz; 3 kw; HAAT: 312 ft.)—Seeks assignment of license from Mena Broadcasting Co. to Ouachita Communications Inc. for \$450,000. Seller is owned by Jack R. Reeves, who has no other broadcast interests. Buyer is head-

ed by Edward W. Stevenson, local investor with no other broadcast interests. Filed Oct. 26.

■ **KAVR-AM-FM** Apple Valley, CA (AM: BAL871026EA; 960 khz; 5 kw-D; FM: BALH871026EB; 102.3 mhz; 1.3 kw; HAAT: 53 ft.)—Seeks assignment of license from BHA Enterprises to Crown Broadcasting for \$1,700,000. Seller is principally owned by Dick Schofield, who has no other broadcast interests. Buyer is principally owned by Ron Strother, who recently purchased KLOV(FM) Loveland, CO ("Changing Hands," Oct. 26). Filed Oct. 26.

■ **WCLU(TV)** Clermont, FL (ch. 68; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,638 ft.)—Seeks assignment of license from Channel 68 Inc. to Press Television Corp. for \$750,000. Seller is headed by Norris D. Woolfolk III, who has no other broadcast interests. Buyer is subsidiary of Asbury Park Press Inc. principally owned by Jules L. Plangerre and Donald Lass. It also owns WJLK-AM-FM Asbury Park, NJ and WMOD-TV Melbourne, FL. Filed Oct. 23.

■ **WRAQ(AM)** Asheville, NC (BAL871027EC; 1380 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Greater Asheville Broadcasting Corp. to GHB Broadcasting for \$160,000. Seller is headed by John Jenkins, president. It has no other broadcast interests. Buyer is Decatur, GA-based group of six AM's and two FM's. Filed Oct. 27.

■ **KMIA(AM)** Fort Worth, TX (BAL871027EA; 1540 khz; 50 kw-D; 1 kw-N)—Seeks assignment of license from Command Broadcast Associates of Texas Inc. to Stuart Gaines Broadcasting Corp. for \$10,000. Seller is subsidiary of Command Broadcast Associates, Beacon, NY-based group of three AM's and one FM principally owned by Alford H. Lessner. Buyer is owned by John R. Stuart and Mary M. Gaines. Stuart also has interest in WBEC(AM-FM) Pittsfield, MA. Filed Oct. 27.

■ **KVOJ(AM)** Edna, TX (BTC871026EG; 1130 khz; 10

kw-D)—Seeks assignment of license from Benito Gaguine to Roger Ramirez for \$150,000. Seller is Washington-based communications attorney with Fly, Shuebruk, Gaguine, Boros & Braun. Buyer has no other broadcast interests. Filed Oct. 26.

■ **KZEU(FM)** Victoria, TX (BALH871023GR; 107.9 mhz; 100 kw; HAAT: 362 ft.)—Seeks assignment of license from First Victoria Bank and Trust, trustee in bankruptcy for Longcricer Communications to Osburn/Reynolds Group for \$537,500. Seller, Longcricer Communications, is owned by Steven Longcricer, who has no other broadcast interests. Station was earlier sold to George Santikos for \$625,000, but that deal fell through. Buyer is Longview, TX-based group of one AM and two FM's owned by Dick Osburn and Rusty Reynolds. Filed Oct. 23.

## Actions

■ **KIKO(AM)** Miami and **KEYX(FM)** Globe, both Arizona (AM: 1340 khz; 1 kw-U; FM: 100.3 mhz; 37.2 kw; HAAT: 3,344 ft.)—Granted assignment of license from Keycom Corp. to Allison Broadcasting Co. for approximately \$3,136,300 plus \$400,000 noncompete. Seller is owned by Denny Durbin. It has no other broadcast interests. He bought station for \$1,750,000 ("Changing Hands," April 14, 1984). Buyer is owned by Tara Allison. Allison's husband, Stephen, is station's general manager. Action Oct. 28.

■ **KMJ(AM)-KNAX(FM)** Fresno, CA (BALH870722EE; AM: 580 khz; 5 kw-U; FM: 97.9 mhz; 50 kw; HAAT: 312 ft.)—Granted app. of McClatchey Broadcasting Stations to Henry Broadcasting for \$5.5 million. Seller is Sacramento, CA-based newspaper publisher and station group of two AM's and two FM's owned by Eleanor McClatchey, C.K. McClatchey and family. It publishes 12 newspapers in Alaska, California, and Washington. McClatchey has owned KMJ(AM) since 1925, and KNAX(FM) since 1949. It is also selling KFBK(AM)-KEFR(FM) Sacramento. Buyer is San Francisco-based group of four AM's and five FM's owned by Charlton H. Buckley. Action Oct. 22.

■ **KNZS(AM)** Aptos-Capitola and **KMBY(FM)** Seaside, both California (AM: BAL870910EA; 1540 khz; 10 kw-U; FM: BALH870910HZ; 107.1 mhz; 910 w; HAAT: 1,570 ft.)—Granted assignment of license from C&C Communications Inc. to Vanir Communications Inc. for \$4.2 million. Seller is principally owned by Chester Tart and Christopher Murray. It has no other broadcast interests. Buyer is subsidiary of Vanir Group, San Bernardino, CA-based diversified company owned by H. Frank Domingas and headed by Brett Miller, president. It has no other broadcast interests. Granted Oct. 23.

■ **KTEE(AM)** Idaho Falls, ID (BAL870909EF; 1260 khz; 5 kw-D)—Granted assignment of license from Communications Corp. of Idaho Inc. to AJP Communications Investment Co. for \$180,000. Seller is headed by Barney Goodwin. It has no other broadcast interests. Buyer is owned by Allen J. Potts and Fred M. Hall. It has no other broadcast interests. Action Oct. 23.

■ **KOAM-TV** Pittsburg, KS (ch. 7; ERP vis. 316 kw, aur. 63.1 kw; HAAT: 1,090 ft.)—Granted assignment of license from Draper Communications to KOAM-TV Acquisition Limited Partnership for \$15 million. Seller is Salisbury, MD-based group of three TV's principally owned by Tom Draper. Buyer is company formed by David Croll, principal in TA Associates, Boston-based investment banking firm. Action Oct. 26.

■ **WGRY(AM)** Grayling, MI (BAL870914EB; 1590 khz; 1 kw-D)—Granted assignment of license from Alpine Broadcasting Co. to Lakes Advertising Inc. for \$110,000. Seller is owned by John DeGroot, who also owns WKPK(FM) Gaylord and WMLQ(FM) Rogers City, both Michigan. Buyer is owned by Thomas N. McNamara and Gary Mack. Action Oct. 26.

■ **KHFM(FM)** Albuquerque, NM (BALH870915GT; 96.3 mhz; 15 kw; HAAT: 4,110 ft.)—Granted assignment of license from Che Broadcasting to New Mexico Classical Radio Inc. for \$850,000. Seller is owned by J.D. Hopperton and William Weinrod. It has no other broadcast interests. Buyer is principally owned by F. Michael Langer, station's manager and Roxanne Allen, station's sales manager. It has no other broadcast interests. Action Oct. 26.

■ **WIQT(AM)** Horseheads, NY (1000 khz; 5 kw-D)—

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Granted assignment of license from Chemung County Radio, Inc. to Paul and Nancy Schumacher for \$175,000. Seller is group of eight partners headed by station's general manager, Ron Ferro. It has no other broadcast interests. Seller has been awarded new frequency on 820 khz and will retain present call letters, expected to go on air full time at end of October. Buyer has no other broadcast interests. Action Oct. 28.

■ **WQKA(AM)** Penn Yan, NY (BAL870826EH; 850 khz; 500 w-D)—Granted assignment of license from David T. Smith and Alan H. Andrews to MB Communications for \$200,000. Seller has no other broadcast interests. Buyer is owned by David W. Mance. Lawrence Bennett and his wife, Kimberly. David W. Mance is general manager of WDNV(AM), Dansville, NY, and 48% owner of CDO Broadcasting, Inc., licensee of WCDO-AM-FM, Sidney, NY. He is also limited partner in application for new FM at Webster, NY. Kimberly Bennett is sales manager of WDNV(AM). Action Oct. 26.

■ **KJDY(AM)** John Day, OR (BAL870911EH; 1400 khz; 1 kw-U)—Granted assignment of license from Pendleton Broadcasting Co. to Blue Mountain Broadcasting Co. for \$150,000. Seller is owned by Ted Smith, who also owns KUMA-AM-FM Pendleton, OR. Buyer is owned by Phillip Gray and his wife, Judy. Phillip Gray is stations general manager. Action Oct. 26.

■ **WPHL-TV** Philadelphia (BTCCT870910KF; ch. 17; ERP vis. 2,340 kw, 300 kw; HAAT: 1,313 ft.)—Granted assignment of license from Providence Journal Broadcasting Corp. to Dudley Taft Communications Inc. for \$71,978,400. Seller is Providence, RI-based publisher of *Providence Journal-Bulletin*, operator of 14 cable systems in five states and owner of KMSB-TV Nogales, AZ, and KGSW(TV) Albuquerque, NM. It is headed by Steve Hamblett, president and CEO, following death of chairman, Michael Metcalf. Buyer is principally owned by Dudley Taft, former vice-chairman of Taft Broadcasting. It also owns WGHP(TV) Greensboro, NC. Action Oct. 23.

■ **KXOI(AM)** Crane, TX (BAL870921EB; 810 khz; 1 kw-D; 500 w-N)—Granted assignment of license from Armor Cote Corp. to Guy L. Birdwell for \$324,000. Seller is owned by Ralph N. Conley and his wife, Betty. It has no other broadcast interests. Buyer is station's general manager. He has no other broadcast interests. Action Oct. 26.

## New Stations

### Actions

■ **Pago Pago, American Samoa** (BPH870616ME)—Granted app. of Samoa Technologies, Inc. for 92.1 mhz; 3 kw; HAAT: -41 m. Address: P.O. Box 793, Pago Pago, AS 96799. Attorney: Wood, Lucksinger & Epstein. Engineer: Peter V. Gureckis & Assoc. Principal is owned by Barney Senc and family. It has no other broadcast interests. Action Oct. 22.

■ **Quartzsite, AZ** (BPH860410MD)—Granted app. of Buck Burdette for 94.3 mhz; 3 kw; HAAT: 299 m. Address: 16031 Camel Dr., Box 1, Quartzsite, AZ 85346. Engineer: Courtright Engineering, Inc. Principal has no other broadcast interests. Action Oct. 22.

■ **Philo, CA** (BPED870303ME)—Granted app. of Mendocino County Public Broadcasting for 90.7 mhz; 3.41 kw; HAAT: 514 m. Address: P.O. Box 180 Philo, CA 95466. Attorney: Arter & Hadden. Engineer: Edward Edison. P.E. Principal is headed by Sean Donovan, president. Action Oct. 26.

■ **Bradenton, FL** (BPCT870331PR)—Dismissed app. of Channel 66 of Bradenton, Inc. for ch. 66; 5000 kw; HAAT: 734 ft. Address: 301 NW 48 Terrace, Plantation, FL 33317. Attorney: Wilcy, Rein & Fielding. Principal is owned by Leonard Harris and his wife, Veronica. It has no other broadcast interests. Action Oct. 26.

■ **Crisfield, MD** (BPH860123MX)—Granted app. of Leigh Sandoz Leverrier for 96.9 mhz; 3 kw; HAAT: 328 ft. Address: 5205 Brookway Drive, Bethesda, MD 20816. Attorney: Southmayd, Powell & Taylor. Engineer: Thomas J. Johnson. Granted Oct. 23.

■ **Calhoun City, MS** (BPH850712UL)—Granted app. of Franklin Broadcasting for 102.3 mhz; 3.0 kw; HAAT: 283 ft. Address: 237 Western Blvd., Jacksonville, NC 28540. Engineer: Morris E. Knight. Principal is owned by Charles E. Franklin, who also owns WJIK(AM) Camp Le Jeune, NC, and WETC(AM) Wendell-Zebulon, NC. Action Oct. 27.

■ **Butte, MT** (BPH860410MC)—Maranatha Broadcasting, Inc. for 92.7 mhz; 3 kw; HAAT: 24 m. Address: 2349 Mead, Butte, MT 59701. Attorney: Southmayd, Powell & Taylor. Principal is owned by John Jacobs, who has no other broadcast interests. Action Oct. 26.

■ **Deposit, NY** (851205MA)—Returned app. of Linda L. Gott for 94.7 mhz; 287 w; HAAT: 983 m. Address: P.O. Box 331, Deposit, NY 13754. Engineer: Sherman Chapman. Principal has no other broadcast interests. Action Oct. 23.

■ **Center Moriches, NY** (BPH870331MK)—Dismissed app. of Benjamin Macwan for 96.1 mhz; 3 kw; HAAT: 299 m. Address: 4701 Newtown Rd., Long Island, NY 11103. Engineer: Jorge F. Calderon. Principal has no other broadcast interests. Action Oct. 23.

■ **Ashland, OR** (BPED870504MJ)—Granted app. of State of Oregon acting by and through the State Bd. of Higher Ed. for 89.1 mhz; 228 w; HAAT: 412 m. Address: Box 3175, Eugene, OR 97403. Engineer: Robert A. McClanathan. Principal is headed by James C. Petersen, president. Action Oct. 26.

■ **Klamath Falls, OR** (BPED870121MB)—Granted app. of for 90.9 mhz; 2 kw; HAAT: 689 m. Address: P.O. Box 3175, Eugene, OR 97403. Principal is headed by James C. Petersen, president. Action Oct. 23.

■ **Knoxville, TN** (BPED861015SY)—Granted app. of Appalachian Educ. Communication Corp. for 88.3; 1.9 kw; HAAT: 452 m. Address: Box 2061, Bristol, TN 37621. Engineer: Edward F. Perry Jr. Principal is headed by Kenneth C. Hill. It has no other broadcast interests. Action Oct. 26.

■ **Wartburg, TN** (BPH860503MJ)—Granted app. of Group Three Broadcasters for 101.3 mhz; 500 w; HAAT: 770 ft. Address: P.O. Box 147, Wartburg, TN 37887. Attorney: Timothy K. Brady. Engineer: B. Scott Baxter. Principal is owned by Sandra Lavender. James Edward Knight and Carl Stump. It also has interest in WECO(AM) Wartburg, TN. Action Oct. 23.

■ **Reston, VA** (BP850701AK)—Granted app. of Reston Community Broadcasting for 700 mhz. Address: 21b 11607 Vantage Hill, Reston, VA 22090. Attorney: Earl Fisher. Engineer: John A. Lundin. Principal is owned by David Matthews. It has no other broadcast interests. Action Oct. 26.

## Facilities Changes

### AM's

■ **San Diego, CA, KIRS**, 1040 khz—871007-Mod of CP

to make changes in antenna system, including reduction in height of towers.

■ **Reno, NV, KISK**, 1550 khz—871026-Mod of CP (BP811124BL as mod.) to reduce power to 1 kw, non DA-D.

■ **West Klamath, OR, KWSA**, 1070 khz—871015-Mod of CP (BP870318AG) to make changes in antenna system; change TL to: 300 w of the intersection of Lavern St. and the Southern Pacific Railroad tracks, Klamath Falls, OR; reduce daytime power to 5 kw and critical hours to 1 kw. 42 11 38N 121 46 27W.

■ **San Antonio, TX, KHJK**, 1060 khz—871008-Mod of CP for exp. synchronous AM station at San Antonio, TX to operate simultaneously with primary KHJK facility at Lockhart, TX; increase DA-D power of authorized synchronous site from 0.25 kw to 1 kw.

### FM's

■ **Holtville, CA, KGBA**, 100.1 mhz—871019-Application for CP to make changes: ERP: 2.5 kw H&V; change HAAT: 100.7 m H&V.

■ **Pueblo, CO, KRYT**, 107.9 mhz—871016-Mod of CP to make changes: TL: From Ryc. CO 6.4 km (4M1), 293 degrees NW to proposed site; change HAAT: 73.46 m H&V. 37 56 40N 104 59 56W.

■ **Hagerstown, MD, WJAL**, 68.0 mhz—871023-Mod of CP to change ERP-VIS: 3910KW; HAAT: 394M; ANT: Dielectric Communications TFU-36JDAS (DA).

■ **Los Lunas, NM, KBBU**, 102.3 mhz—871023-Mod of CP (BPH820812AH) to make changes: freq: 102.5 mhz (per Docket #86-380); change TL: 0.9 km NE of intersection of I-40 and US 66; change ERP: 50 KW H&V; change HAAT: 150 m H&V; change to Class C2. 35 04 00N 106 46 52.5W.

■ **Fairborn, OH, WWSU**, 106.9 mhz—871023-Application for CP to make changes: ERP: 0.04 kw H only; change HAAT: 62 m H and make changes in antenna system.

■ **Clearfield, PA, WQYX**, 93.5 mhz—871019-Application for CP to make changes: change freq. to 93.9 mhz (per Docket #86-185); change TL: approx. 1 km S of US Rte. 322 and 4.6 km SE of Clearfield, Clearfield County, PA; change ERP: 12.5 kw H&V; change HAAT: 137 m H&V; change to Class B1. 40 59 36N 78 23 12W.

■ **Casper, WY, KCEB**, 91.1 mhz—871022-Application for CP to change HAAT: -148.7 m H&V.

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**KYKX-FM IN LONGVIEW**

**#1 Audience Ratings at 19.2/Arbitron  
(12+ Metro, Spring 1987)**



**WKXX-FM IN BIRMINGHAM**

**#1 Audience Ratings at 19.9/Birch  
(12+ Metro, Summer, 1987)**

**LOU MURRAY IN ABILENE**

**#1 General Manager/Country Music  
Association (Small Markets 1987)**



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## Actions

- Linden, AL, WDAL, 107.1 mhz—871023-Application (BMPH8703161F) dismissed for Mod of CP to change TL: 7 1/2 miles SW on State Rte 69, Linden, AL 32 15 19N 87 54 15W
- Montgomery, AL, WBAM-FM, 98.9 mhz—871026-Application (BPH870227MJ) granted for CP to change TL: 1.5 miles (2.4KM) N of Junction of US 80 and Burbank Drive, Montgomery, AL; change HAAT: 334.1 m H&V and make changes in antenna system. 32 24 11N 86 11 48W.
- Batesville, AR, KZLE, 93.1 mhz—871023-Application (BPH8702241I) granted for CP to change HAAT to: 984 ft. H&V.
- Little Rock, AR, KZOU, 98.5 mhz—871026-Application (BMPH870410IA) granted for Mod of CP (BPH8609151D) to change HAAT: 392 m H&V.
- Miami, FL, WQBA-FM, 107.5 mhz—871028-Application (BPH870227OZ) dismissed for CP to chg TL: NW 207th Street & Hwy 441, Miami, FL; chg HAAT: 307M H&V; install directional antenna and make chgs in antenna system. 25 57 59N 80 12 33W.
- Pensacola, FL, WOWW, 107.3 mhz—871028-Application (BMPH870227NA) granted for Mod of CP (BPH8511251E) to change TL: 1.2K m S of Barrineau Park School Rd and Rte 182, 250 m E of Barrineau Park School Rd, Molino, FL and make changes in antenna system. 30 42 20N 87 24 09W.
- Pocatello, ID, KSEI-FM, 104.9 mhz—871022-Application (BPH870227PA) granted for CP to change ERP: 100 kw H&V.
- Lowell, IN, WZVN, 107.1 mhz—871028-Application (BPH8705281F) granted for CP to change ERP: 1.29 kw H&V.
- Cadillac, MI, WWLZ, 96.7 mhz—871026-Application (BMPH8706151E) granted for Mod of CP to correct antenna supporting structure height.
- Twin Lake, MI, WBLV, 90.3 mhz—871022-Application (BPED8702171K) granted for CP to change HAAT: 185 m H&V.
- Lexington, MO, KCAC, 107.3 mhz—871023-Application (BPH8701151C) granted for CP to make changes: TL: 3.35 km N of I-70 and 3.67 km E of State Rte. 131, NE of Odessa, MO; change HAAT: 353.3 m H&V. 39 02 15N 93 55 48W.
- Havre, MT, KNMC-FM, 90.1 mhz—871023-Application (BPED870421MF) returned for Mod of CP to change change freq. to 91.1 mhz, #216; change TL: 27 miles SE of Harve, MT bearing N 140 degrees E, MT; change ERP: 92 kw H&V; HAAT: 453 m H&V and make changes in antenna system. 48 15 07N 109 18 20W.
- Syosset, NY, WKWZ, 88.5 mhz—871023-Application (BMPED8607171E) granted for Mod of CP to change HAAT: 78 m H&V; and change to directional antenna.
- Elizabeth City, NC, WMYK, 93.7 mhz—871023-Application (BPH870227IT) granted for CP to change HAAT: 996 ft. H&V (304 M).
- Wilmington, NC, WHQR, 91.3 mhz—871026-Application (BPED860611MC) granted for CP to make changes: change ERP: 10 kw H&V; change HAAT: 348.4 m H&V; operate as a Class C1, 34 07 51N 78 11 16W.
- Winston-Salem, NC, WSNC, 90.5 mhz—871028-Application (BPED870514MA) returned for CP to make changes: chg ERP: 3KW (H), chg HAAT: 68.9M (H); chg TL: Reynolds Park Rd, Winston-Salem, NC. 36 05 24N 80 13 20W.
- Stillwater, OK, KSPI-FM, 93.9 mhz—871022-Application (BPH870225MI) granted for CP to make changes: TL: South side of Rte. 51, approx. 1 km NE of intersection with Rte. 51C, Stillwater, OK; change ERP: 100 kw H&V; change HAAT: 308 m H&V. 36 06 33N 97 11 43W.
- Newport, OR, KYQT, 102.5 mhz—871028-Application (BPH870331JB) granted for CP to make changes: ERP: 65.48 kw H&V; change HAAT: 275.3 m H&V; correct coordinates: 44 45 21.8N 124 02 56.7W.
- Waldport, OR, KBBM, 850 khz—870924-Application (BMPH870529AI) dismissed for Mod of CP to chg TL to: approx. 2/5MI S of Hwy 34 on Lint Slough Rd, Waldport, OR. 44 25 20N 124 03 30W.
- Canton, PA, WKAD, 100.1 mhz—871023-Application (BPH870331IZ) granted for CP to make changes: change freq. to 100.3 mhz (per Docket #86-287); change TL: Armenia Mtn. on Rundall Creek Rd, 9.6 km N of Canton, PA; change ERP: 3.9 kw H&V; change HAAT: 258 m H&V; change to Class B1. 41 44 32N 76 50 08W.
- Manati, PR, WNRT, 96.9 mhz—871028-Application (BPH870331JA) granted for CP to change ERP: 50 kw H&V.

- Amarillo, TX, KWAS, 101.9 mhz—871023-Application (BPH8702261L) granted for CP to change TL: NW corner of Western and St. Francis Rds. Amarillo, TX; change HAAT: 1006 ft. H&V and make changes in antenna system. 35 16 09N 101 53 18W.
- El Paso, TX, KBNA-FM, 97.5 mhz—871028-Application (BPH870302NU) granted for CP to change ERP: 100 kw (H) & 52.1 kw (V).
- Green Bay, WI, WDUZ-FM, 98.5 mhz—871023-Application (BPH870217II) dismissed for CP to change TL: Glenmore Rd, 4.5 miles SE of City of De Pere, Town of De Pere, WI; change HAAT: 250.5 m H&V & make changes in antenna system. 44 24 31N 87 59 29W.
- Platteville, WI, WSUP, 90.5 mhz—871029-Application (BPED870302MD) granted for CP to chg ERP: 2.5KW H&V.
- West Salem, WI, WQJY, 100.1 mhz—871027-Application (BPH870227OH) granted for CP to change TL: 0.7 miles SW of Hwy B on Quarry Rd, Medary Township, WI; change ERP: 1.8 kw H&V; HAAT: 130 m H&V and make changes in antenna system. 43 51 02N 91 12 08W.

## Actions

### Commission Actions

- RF Lighting Devices—Affirmed that radio frequency lighting devices will continue to be subject to the standards specified in Part 18 of the rules concerning industrial, scientific and medical equipment. (Gen. Docket 83-806 by R&O [FCC 87-325] adopted Oct. 9 by the commission.)
- Viacom International—Upheld transfer of control of Viacom International, Inc. from its shareholders to Viacom, Inc., over the objection of Wodlinger Broadcasting of Texas, Inc. (By MO&O [FCC 87-333] adopted Oct. 16 by the commission.)
- Gerard A. Turro—Upheld staff denial of request for STA and waiver of rules so his New Jersey FM translator station could originate local programming, including commercial material. (By Order [FCC 87-334] adopted Oct. 16 by the commission.)
- Call Sign Assignments—commission has retained restriction on assignment of "K" and "W" as first letter of call signs east and west of Mississippi River, and modified certain other aspects of call-sign rules. (MM Docket 87-11 by

R&O [FCC 87-337] adopted Oct. 20 by commission.)

- FM-ED Rules—Amended rules to allow noncommercial educational FM station applicants within 199 miles of the U.S.-Mexican border to base their spacings to domestic non-commercial educational FM's on the non-overlap of predicted signal strength contours, provided they observe required mileages to Mexican assignments as established in the Mexican agreement. (MM Docket 87-140, by R&O [FCC 87-339] adopted Oct. 21 by the commission.)

- FCC remands Clovis, CA, TV proceeding for further hearings reopened the record in the Clovis, CA, TV proceeding, added a misrepresentation issue against North Star Communications, Ltd., and remanded the case to the presiding Administrative Law Judge with instructions to issue a Supplemental Initial Decision. Action by the commission October 30 by MO&O [FCC 87-345]. (BC DOCKETS 82-552-53. Report DC-1040, Action in Docket Case.)

- FCC amends Pre-sunrise Operation Rules for Daytime-only AM Stations—Amended rules to permit daytime-only AM radio broadcast stations to start daily pre-sunrise operations at 6 a.m. local time with a minimum power of 10 watts provided there is no interference to groundwave (primary) contours of clear channel stations. Action by the commission Oct. 30 by Second R&O [FCC 87-346] (MM Docket 87-3. Report DC-1041, Action in Docket Case.)

### Appellate Actions

Following FCC decisions were appealed to U.S. Court of Appeals for District of Columbia Circuit:

- Bible Broadcasting Systems, Inc. v. FCC, Case No. 87-1513—MO&O (FCC 87-279, released Aug. 29, MM Dockets 83-1223, et al.) denying appellant's application for new FM station on channel 278C (103.5 MHz) at Springfield, FL.
- M&M Communications, Inc. v. FCC, Case No. 87-1496—MO&O (DA 87-1096, released Aug. 18) and various other Common Carrier Bureau actions addressing M&M's request for waiver of "one-to-a-market" rule for 42 multi-channel multipoint distribution service applications.
- National Association For Better Broadcasting And Telecommunications Research And Action Center v. FCC and USA, Case No. 87-1505—R&O (FCC 87-210, released July 16, CC Docket 86-179) allowing multipoint distribution service carriers to classify their service as either common carrier or noncommon carrier.
- Henry Geller and Donna Lambert v. FCC and USA, Case No. 87-1544—MO&O (FCC 87-266, released Aug. 6) concluding fairness doctrine violates First Amendment and contravenes public interest.

### Staff Actions

- Porterville, CA—Designated for hearing applications of Garcia Communications and Arthur C. Kralowec for a commercial TV station on channel 61 at Porterville. (MM Docket 87-489 by Order [DA 87-1560] adopted Oct. 22 by the Chief, Video Services Division, Mass Media Bureau.)
- Destin, FL—Designated for hearing applications of Sharon S. Smith, William F. Parrish Jr., Airwave Media, Ltd., and Emerald Coast Broadcasting for a commercial TV station on channel 64 at Destin. (MM Docket 87-488 by Order [DA 87-1514] adopted Oct. 22 by the Chief, Video Services Division.)
- Sonala, FL—Designated for hearing 10 mutually exclusive applications for a new FM station on channel 287A (105.3 MHz) at Sonala. (MM Docket 87-464, by Order [DA 87-1488] adopted Oct. 8 by the Chief, Audio Services Division, Mass Media Bureau.)
- Casey, IL—Designated for hearing applications of Ford F.M., Inc. and Casey Broadcast Group, Inc. for an FM station on channel 282B1 (104.3 MHz) at Casey. (MM Docket 87-476 by Order [DA 87-1531] adopted Oct. 20 by the Chief, Audio Services Division, Mass Media Bureau.)
- Harbor Springs, MI—Designated for hearing applications of Running Rhodes, Inc., Patricia Ann Mason and Harbor Springs Radio Limited for an FM station on channel 280A (103.9 MHz) at Harbor Springs. (MM Docket 87-466 by Order [DA 87-1527] adopted Oct. 19 by the Chief, Audio Services Division.)
- New Prague, MN—Designated for hearing applications of Kingsley H. Murphy, Jr., New Prague Broadcasting Company and Joanna Kalyvas for an FM station on channel 238A (95.5 MHz) at New Prague. (MM Docket 87-477 by Order [DA 871553] adopted Oct. 21 by the Chief, Audio Services Division.)
- Indianola, MS—Designated for hearing the applications of Walter Gray Gilbert and Minority Broadcasting Corp. for an FM station on channel 245A (96.9 MHz) at Indianola.

## Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

(MM Docket 87-492 by Order [DA 87-1564] adopted Oct. 23 by the Chief, Audio Services Division.)

■ Las Vegas—Designated for hearing the following mutually exclusive applications for a new FM station on channel 286C2 (105.1 MHz) at Las Vegas: Nevada Number One Radio Co.; Irene Escalante; Walter-Wilson Broadcasters, LP; LVCM, Ltd.; Allum & Patton Broadcasting Associates; Las Vegas First Broadcasting Co.; Wayne Newton Communications, Inc.; FM Las Vegas LP; Patmor Broadcasting Group; Recreation Radio, Inc.; B J Broadcasting Limited; Mark Morris; Accretion Broadcasting; Costa a Costa Comunicaciones; Blackjack Broadcasting Co.; Toiyabe Broadcasting Corp. (MM Docket 87-462, by Order [DA 87-1477] adopted Oct. 8 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Paris, TX—Designated for hearing the applications of G & D Communications, Inc.; The Yellow Rose of Texas, and Mountlake Productions, Ltd. for a commercial TV station on channel 36 at Paris. (MM Docket 87-490 by Order [DA 87-1561] adopted Oct. 22 by the Chief, Video Services Division.)

## ALJ Actions

*By Review Board on Oct. 20*

■ Newton, NJ (Bogner Newton Corporation, et al.) TV Proceeding—Approved settlement agreement between Bogner Newton Corp. and Mountain Broadcasting Corporation and dismissed application of Bogner Newton. (By Order, FCC 87R-57) (MM Docket 85-399.)

*By Chief ALJ Thomas B. Fitzpatrick on dates shown:*

■ Ellwood, CA (Addison Broadcasting Co., Inc., et al.) FM Proceeding.—Designated ALJ Richard L. Sippel to preside in proceeding.—Scheduled prehearing conference for Dec. 16 and hearing for Jan. 25, 1988. (By Order, Oct. 20.) (MM Docket 87-429.)

■ Eureka, CA (Susan Lundborg and Eureka Christian Broadcasting, Inc.) FM Proceeding—Approved settlement agreement and dismissed with prejudice application of Susan Lundborg; granted application of Eureka Christian Broadcasting for new FM station on channel 288A (105.5 MHz) at Eureka; and terminated Proceeding.—(By MO&O, Oct. 20.) (MM Docket 87-222.)

■ Twentynine Palms, CA (John Michael Bosquez, et al.) TV Proceeding—Designated ALJ Joseph Chachkin to preside in proceeding.—Scheduled prehearing conference for Dec. 21 and hearing for Jan. 27, 1988. (By Order, Oct. 22.) (MM Docket 87-448.)

■ Woodlake, CA (SEB Broadcasting, Inc., et al.) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding.—Scheduled prehearing conference for Dec. 18 and hearing for Feb. 1, 1988. (By Order, Oct. 20.) (MM Docket 87-430.)

■ Enfield, CT (A.B.C.D. Broadcasting Company, et al.) FM Proceeding—Designated ALJ Joseph Chachkin to preside in proceeding.—Scheduled prehearing conference for Jan. 7 and hearing for Feb. 9, 1988. (By Order, Oct. 27.) (MM Docket 87-461.)

■ Lafayette, LA (Lafayette Communications, Inc., et al.) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding.—Scheduled prehearing conference for Jan. 5 and hearing for Feb. 8, 1988. (By Order, Oct. 26.) (MM Docket 87-449.)

■ Wartsboro, NY (Jerome Gillman, Inc. and Preston Mark Pollack & Susan Lea Pollack) FM Proceeding—Designated ALJ Joseph Stirmer to preside in proceeding.—Scheduled prehearing conference for Dec. 15 and hearing for Jan. 8, 1987. (By Order, Oct. 26.) (MM Docket 87-450.)

*By Deputy Chief ALJ James F. Tierney on dates shown:*

■ Worthington, MN (Tamara Klindworth, et al.) FM Proceeding—Approved settlement agreement and dismissed with prejudice applications of Tamara Klindworth and Gunderian Broadcasting, Inc.; granted application of KOVA Communications, Limited Partnership for new FM station on channel 228A (93.5 MHz) at Worthington; and terminated proceeding.—(By MO&O, Oct. 26.) (MM Docket 87-369.)

■ Spotsylvania, VA (A. W. Communications, Inc., et al.) FM Proceeding—Approved settlement agreement and dismissed with prejudice applications of A. W. Communications and Spot Radio. Limited Partnership; granted application of Richard J. Hayes and Associates, Inc. for new FM station on channel 257A (99.3 MHz) at Spotsylvania; and terminated proceeding.—(By MO&O, Oct. 27.) (MM Docket 87-422.)

*By ALJ Joseph Chachkin on dates shown:*

■ Great Barrington, MA (Berkshire Broadcasting-South, Inc. and Mai Cramer) FM Proceeding.—Approved settle-

ment agreement and dismissed with prejudice application of Mai Cramer; granted application of Berkshire Broadcasting-South for new FM station on channel 286A (105.1 MHz) at Great Barrington; and Terminated Proceeding.—(By MO&O, Oct. 22.) (MM Docket 87-161.)

■ Grifton, NC (William S. Page, et al.) FM Proceeding.—Dismissed with prejudice applications of Jan B. Greene and Grifton Communications. Partnership for failure to prosecute. (By Order, Oct. 15.) (MM Docket 87-346.)

■ Grove City, OH (Belfry Broadcasting Co., Inc., et al.) FM Proceeding.—Granted motion for summary decision by Ohio Broadcast Services and resolved air hazard issue in its favor. (By Order, Oct. 22.) (MM Docket 87-178.)

■ Richmond, VA (Seaboard Broadcasting Co., et al.) FM Proceeding.—Reinstated application of Virginia Communications Limited Partnership. (By Order, Oct. 16.) (MM Docket 87-352.)

*By ALJ John M. Frysiak on date shown:*

■ Highland, IL and Wentzville, MO (Lookingglass Prairie Limited Partnership [WINU] and James C. Magee) AM Proceeding—Memorialized dismissal of application of James C. Magee for failure to prosecute; granted application of Lookingglass for AM facilities at Highland, IL; and terminated Proceeding.—(By Order, Sept. 29.) (MM Docket 87-99.)

*By ALJ Edward J. Kuhlmann on date shown:*

■ Breaux Bridge, LA (Charles J. Saltzman, et al.) FM Proceeding—Granted request by Charles L. Saltzman and dismissed his application with prejudice; dismissed with prejudice applications of David Gregory Hays; Baxter Broadcasting; Breaux Bridge Broadcasting, Partnership in Commendam; J. Warren Kirk; Radio Breaux Bridge, Ltd.; Breaux Bridge FM Group Limited Partnership; St. Martin Broadcasting Partnership; and Jean Y. Hurley for failure to prosecute. (By Order, Oct. 29.) (MM Docket 87-371.)

*By ALJ Edward Luton on dates shown:*

■ Citronelle, AL (Barbara Kay Turner, et al.) FM Proceeding—Approved settlement agreement and dismissed with prejudice applications of Citronelle FM Group, Louis Anzek, Citronelle Broadcasting Co. and Two C Communications; granted application of Barbara Kay Turner for new FM station on channel 270A (101.9 MHz) at Citronelle; and terminated Proceeding.—(By MO&O, Oct. 27.) (MM Docket 86-445.)

■ Salinas, CA (San Jacinto Broadcasting, et al.) FM Proceeding—Granted petition by Artichoke Broadcasting Corp. and enlarged issues against Crystal Communications, Inc. to determine facts and circumstances surrounding certification of Crystal's application, and to determine, in light of evidence adduced, whether Crystal is qualified to be commission licensee. (By MO&O, Oct. 28.) (MM Docket 87-338.)

■ Fredericksburg, TX (Global Information Technologies, Inc., et al.) TV Proceeding—Granted motions by TexStar Communications and Global Information Technologies and enlarged issues against Frontier Southwest Broadcasting, Inc. to determine whether Frontier had reasonable assurance of availability of its originally specified transmitter/antenna site at time it filed its application; whether, in light of evidence adduced, Frontier falsely certified availability of site originally proposed in its application; and, in light of evidence adduced, whether Frontier is qualified to be commission licensee. (By MO&O, Oct. 22.) (MM Docket 87-250.)

*By ALJ Walter C. Miller on dates shown:*

■ Aspen, CO (Michael J. Bennis, et al.) FM Proceeding—By separate orders, granted requests by Ute City Broadcasting, Inc.; Harold S. Schwartz; Pro Video; Trans-California Broadcasting, Co.; Aspen Communications, Limited Partnership; and Michael J. Bennis and dismissed their applications with prejudice. (By Orders, Oct. 6, 21, 22, 27 and 28.) (MM Docket 87-424.)

■ Rapid City, SD (William Haydon Payne, et al.) FM Proceeding—Dismissed with prejudice application of William Haydon Payne for failure to prosecute. (By Order, Oct. 27.) (MM Docket 87-420.)

■ Appomattox, VA (Lovie McAuslan, et al.) FM Proceeding—Granted request by Lovie McAuslan and dismissed her application with prejudice. (By Order, Oct. 22.) (MM Docket 87-138.)

*By ALJ Richard L. Sippel on dates shown:*

■ Perry, GA (RSO Broadcasting, et al.) TV Proceeding—Granted petition by Perry Television, Inc. and enlarged issues against RSO Broadcasting to determine whether RSO possesses requisite reasonable assurance that site specified in its application will be available for use as location for its proposed antenna and transmitter; whether RSO misrep-

resented and/or lacked candor by proposing site without first having obtained reasonable assurance of its availability; and, in light of evidence adduced concerning disclosures and failures to disclose in Form 301, whether RSO displayed carelessness and ineptness in prosecution of its application; and, in light of evidence adduced, whether RSO is qualified to be commission licensee. (By MO&O, Oct. 28.) (MM Docket 87353.)

■ Bay Shore, NY (Warren Price Communications, Inc., et al.) FM Proceeding—By separate orders, granted motions for summary decisions by Susan Lundborg and Kandel Broadcasting Corp. and resolved air hazard issues in their favor. (By Orders, Oct. 23.) (MM Docket 87-246.)

■ Reno, NV (Reno 93-FM Broadcasters, California Limited Partnership, et al.) FM Proceeding—Granted request by Dennis L. Martin and dismissed with prejudice applications of Washoe Wireless Association; Reno Radio, Ltd.; High Sierra Communications Co.; Candor & Associates, Inc.; L. C. Broadcasting, Inc.; and Reno 93-FM Broadcasters, California Limited Partnership for failure to prosecute. (By MO&O, Oct. 19.) (MM Docket 87-316.)

■ Upper Arlington, OH (PN Radio Co., et al.) FM Proceeding—By separate orders, granted requests by Loretta M. Madved and Marlene V. Borman and dismissed their applications with prejudice. (By Orders, Oct. 26.) (MM Docket 87-370.)

*By ALJ Joseph Stirmer on dates shown:*

■ Jamestown, ND (Steed Broadcasting, et al.) TV Proceeding—Granted motion for summary decision by Red River Broadcasting Corp. and resolved air hazard and satellite operation issues in its favor. (By MO&O, Oct. 27.) (MM Docket 87-291.)

## Allocations

### Applications

■ Springdale, AR: Carthage, Aurora and Willard, MO—Three proposals for amending the FM Table: 1) at the request of Moran Broadcasting Co., proposed substituting channel 285C2 (104.9 MHz) for channel 285A at Springdale, AR, and modifying the license of KCIZ(FM) to specify operation on the C2 channel; 2) Carthage Broadcasting Co., licensee of KRGK(FM), proposed substituting channel 250A (97.9 MHz) for channel 285A at Carthage, and modifying the license of KRGK(FM) to specify operation on channel 250A; and, 3) Aurora Broadcasting, Inc., proposed substituting channel 263C2 (100.5 MHz) for channel 261A (100.1 MHz) at Aurora, and modifying the license of KELE(FM) to specify operation on the C2 channel. Aurora also seeks the substitution of channel 286C2 for channel 263A at Willard, MO, to accommodate its proposal. Ordered Carthage Broadcasting to show cause by Dec. 21 why its license should not be modified. Comments are due Dec. 21, replies Jan. 5, 1988. (MM Docket 87-474 by NPRM and Order to Show Cause [DA 87-1537] adopted Oct. 7 by the Chief, Allocations Branch, Mass Media Bureau.)

■ Cedar Key, FL—On request of BayMedia, Inc., proposed amending FM Table by allotting channel 274A (102.7 MHz) to Cedar Key as its first FM allotment; comments Dec. 21, replies Jan. 5. (MM Docket 87-472, by NPRM [DA 871539] adopted Oct. 7 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Sylvester, GA—On request of Thomas W. Lawhorne Sr., proposed amending FM Table by allotting channel 291A (106.1 MHz) to Sylvester as its second FM allocation; comments Dec. 21, replies Jan. 5. (MM Docket 87-473, by NPRM [DA 87-1538] adopted Oct. 7 by the Chief, Allocations Branch.)

■ Lynnville, IL—On request of Illinois Bible Study Group, proposed amending FM Table by allotting channel 296A (107.1 MHz) to Lynnville as its first FM allocation; comments Dec. 21, replies Jan. 5. (MM Docket 87-471, by NPRM [DA 87-1540] adopted Oct. 7 by the Chief, Allocations Branch.)

■ Broken Arrow, OK, and Coffeyville, KS—On request of KCMA, Inc., licensee of KCMA(FM), Broken Arrow proposed amending FM Table by substituting channel 221C2 (92.1 MHz) for channel 221A at Broken Arrow and modifying its license to specify operation on the higher powered channel; proposed substituting channel 255A (98.9 MHz) for channel 221A at Coffeyville; ordered KQQF(FM), Coffeyville, to show cause why its license should not be modi-

filed to specify operation on the new channel; comments Dec. 21, replies Jan. 5. (MM Docket 87-475, by NPRM and Order to Show Cause [DA 87-1536] adopted Oct. 7 by the Chief, Allocations Branch.)

■ Roseburg, OR—On request of KMTR, Inc. proposed amending the TV Table by allotting UHF channel 36 to Roseburg as its second TV service. Comments due Dec. 24, replies Jan. 8. (MM Docket 87-478 by NPRM [DA 87-1545] adopted Oct. 7 by the Chief, Allocations Branch, Mass Media Bureau.)

### Actions

■ Chippewa Falls, WI, and Red Wing, MN—Denied Bushland Radio Specialties an extension of time to file reply comments to a counterproposal by Sorenson Broadcasting Corp. to substitute channel 290C2 (106.3 MHz) for channel 288A (105.5 MHz) at Red Wing. (MM Docket 87-310 by Order [DA 87-1577] adopted Oct. 26 by the Chief, Policy and Rules Division, Mass Media Bureau.)

## Call Letters

### Applications

Call Sought by

#### New AM

KLEF Chinook Concert Broadcasters, Inc., An-

chorage, AK (AM)

#### New FM's

WHQO Charles J. Saltzman, Skowhegan, ME (FM)  
WUCP Central Penn. Business School Alumni Assoc., Summerdale, PA (FM)

#### Existing AM's

KKSB KBLs Anacapa Broadcasters, Inc., Santa Barbara, CA (AM)  
WWAM WIKX Beasley Broadcast Group, North Fort Meyer, FL (AM)  
WSQV WBRX Heritage Broadcasting Corp., North Fort Meyer, FL (AM)  
WGKT WKAL Target Communications of Utica/Rome Inc., Rome, NY (AM)  
KSVZ KMIA Stuart-Gaines Bcg Corp., Fort Worth, TX (AM)  
KJBX KRLB The Dowe Co., Lubbock, TX (AM)  
KRIL KRIG Clyde Butter, Odessa, TX (AM)  
KAYJ KQSA Foster Communications Co., Inc., San Angelo, TX (AM)  
KRIA KRNN Omni Broadcasting Corp., Terrell Hill, TX (AM)

### Grants

Call Sought by

#### New AM

WHJM Morgan Bcg Co., Knoxville, TN (AM)

#### New FM's

KHCD Hutchison Community College, Salina, KS (FM)  
WFQS Western N. Carolina Public Radio, Inc., Franklin, NC (FM)  
WNCD WNIO Bcg, Inc., Niles, OH (FM)  
KSKF State of Oregon through State Board of Higher Ed., Klamath, OR (FM)  
KLLS Guadalupe Communications, Inc., Kerrville, TX (FM)

#### New TV's

KTGM Guahan Airwaves Corp., Tamuning, Guam (TV)  
WACA Ithaca Television Associates, Ithaca, NY (TV)

#### Existing AM's

KOWA KOWN North County Bcg Corp., Escondido, CA (AM)  
KQMD KHOT Madera Bcg, Inc., Madera, CA (AM)  
KFIY KCOK Westcoast Bcg, Tulare, CA (AM)  
WLCF WEUS Lake Media, Inc., Eustis, FL (AM)  
WJGR WJXW Potomac Florida Bcg Co., Inc., Jacksonville, FL (AM)  
WBIV WTPP Satellite Radio Network, Inc., Natick, MA (AM)  
WNHA WACA Concord Bcg Associates, Concord, NH (AM)  
WCQC WGFW Wiredo G. Blanco Pi, Morrovis, PR (AM)  
WKEL WCSE Ocean Properties Mgmt of Myrtle Beach, Myrtle Beach, SC (AM)  
WUSJ WQLS Eaton P. Govan, III and Berton B. Cagle, Jr., Jonesboro, TN (AM)  
WQDQ WQZQ Wilson County Bcg Services, Inc., Lebanon, TN (AM)  
WWWV WCVR Stokes Communications Corp., Randolph Center, VT (AM)  
WRAP WNIS Sinclair Telecable, Inc., Portsmouth, VA (AM)  
WNIS WRAP Sinclair Telecable, Inc., Norfolk, VA (AM)

#### Existing FM's

WSYA-FM WREZ-FM U.S. Bcg Ltd Partnership, Montgomery, AL (FM)  
KOWF KWNQ North County Bcg Corp., Escondido, CA (FM)  
KHOT KQMD-FM Madera Bcg, Inc., Madera, CA (FM)  
KTID KWWF Marin Bcg Corp., San Rafael, CA (FM)  
WFLZ WPDS Tampa Bay Bcg, Inc., Tampa, FL (FM)  
WQRS WQRS-FM Marlin II Limited Partnership, Detroit (FM)  
KRJB KMCA R & J Bcg., Ada, MN (FM)  
WCQS WCQS-FM Western N. Carolina Public Radio, Inc., Asheville, NC (FM)  
WTNV WKIR Currey Bcg Corp., Jackson, TN (FM)  
WKWT WALR Effective Date: 11-2-87 Reeffoot Bcg, Inc., Union City, TN (FM)  
WMKS WCFR-FM Quality Communications, Inc., Springfield, VT (FM)

Notes: Pursuant to the request of Odon Madison Ltd Partnership, Sauk City, WI, grant of the call sign change for FM station WSEY to WWLY has been set aside. Call sign WSEY remains assigned.

Pursuant to the request of the Dowe Co., Lubbock, TX, grant of the call sign change of AM station KRLB to KJBX has been set aside. Call sign KRLB remains assigned.

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<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b>            Broadcast Engineering Consultants            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57 Street            New York, N.Y. 10107            (212) 246-2850</p>	<p><b>Mullaney Engineering, Inc.</b>            Consulting Telecommunications Engineers            9049 Shady Grove Court            Gaithersburg, MD 20877            301-921-0115  <i>Member AFCCE</i></p>	<p><b>HATFIELD &amp; DAWSON</b>            Consulting Engineers            Broadcast and Communications            4226 6th Ave., N.W.,            Seattle, Washington, 98107            (206) 783-9151  <i>Member AFCCE</i></p>
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# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Operations manager:** FM format launch in major Midwest market needs take-charge OM. Attractive package; great location. Reply Box A-2.

**Sales manager:** Promotion within company creates rare opportunity in leading AM-FM combo in North Central Indiana. If you know sales, can motivate others, and are ready to join the management team of an expanding young group, then an excellent compensation, incentive and benefit package awaits you. Send resume to G.M., WIOU/WZVZ, P.O. Box 2208, Kokomo, IN 46902. EOE.

**Manager for 100,000 watt FM, 5000 watt AM and LPTV in St. Ignace, MI.** Strong in sales with experience in radio, buy-in possibilities and profit sharing. 517-321-1763.

**Sales manager** for a top-rated California FM. I need someone who knows local and regional sales inside out. Someone who wants to make lots of money, your basic born leader. Interested? Send resume. Box A-27.

**Selling general manager** wanted for Ft. Myers, Florida, area FM. Good money, stock offered and excellent opportunity. Write Box A-23.

**Station manager:** WPNH, in beautiful lakes region of New Hampshire. Experienced professional with sales background needed to manage station. Reports to general manager. Must be willing to take responsibility. Please send resume and salary requirements to E.H. Close, P.O. Box 466, Keene, NH 03431.

### HELP WANTED SALES

**KNIX AM/FM Phoenix** has a rare opening for an extraordinary AE with 2-3 years radio sales experience. We are #1 12+, 25-54, etc. CMA's 1987 Station of The Year. Are you the #1 biller? Can you walk through walls to get the sale? Can you make a long term commitment to our organization? If so, unlimited income potential awaits you. Sell us in your letter. Write KNIX, Local Sales Manager, PO Box 3174, Tempe, AZ 85281. An equal opportunity employer.

**Upstate New York** full service AC with excellent reputation offers opportunity to learn, grow and make money. Resume to Radio, Box 3552, New Haven, CT 06525.

**KTXF in Texas' beautiful Rio Grande Valley** has an entry level opening for salesperson. The weather is great, so's the fishing and beaches with Mexico right next door. But, best of all you'll learn a great business with unlimited potential. "Give us a year, and we'll give you a career." Resumes and references to: KTXF, P.O. Box 1808, Harlingen, TX 78550. EOE.

**California country FM** needs new local sales blood! If you would like to work in a market of more than 300,000 for a top-rated station that billed more than 1.5 million last year, send a resume. Box A-26.

**Come to Florida!** Sales position available on Florida's beautiful west coast. Join top contemporary station. Salary plus commission. Contact E. Friedman, WRGI-FM, 950 Manatee Road, Naples, FL 33961. Phone 813-775-3321.

**Sales team applications wanted:** Sales manager, Sales persons. Exciting radio opportunity! Resume, track record, references to: NDXE, P.O. Box 569, Opelika, AL 36801. MF, EOE.

**Pack your skis** and your successful track record in broadcast sales and head for a world class ski resort in the Colorado Rockies. Above average income potential as a multi-media account exec. and an incredible "life style" environment. You'll get an immediate response when you send your references, work history and a brief letter to: Sales Manager, Avon, CO 81620.

**We need the best** of a rare breed, successful salespeople who hate commuting, crime, pollution and the anonymity of larger cities. Among our redwoods, mountains, and rocky coastlines, you can walk down clean, Victorian streets where people still greet each other; be on a first name basis with government officials of a growth area, and actually see your ideas implemented. We are young, dedicated, professionals building a positive communications "empire". We believe "successful people find a way, failures find excuses." And it's working! Our "Classic" FM almost doubled its target audience in the last ratings and our full service AC AM increased in its target by over 50%! Join as a salesperson now and the chance for management is up to you! If you're ready, your first step is to convince me why we should talk. Send your best presentation to Scott Marcus, Drawer 1139, Arcata, CA 95521. 707-822-7223.

**Sales pro** wanted for 100,000 watt FM. Established list for person with competitive, professional attitude. Great opportunity/lifestyle. Mike O'Brien, WYCO/FM, P.O. 778, Wausau, WI 54402-0778. 715-845-8218.

### HELP WANTED ANNOUNCERS

**Prime time co-host to complement our male host.** Aggressive "clean country" Christian AM station. Tape/resume. Greg Steward, WGO, 3155 S. Woodward Ave., Chippewa Falls, WI 54729.

**Texas calling!** New breed of EZ programmers seek experienced communicator with strong production skills. Large secondary market. Adult radio background. Send T & R in confidence. EOE. Box A-7.

**Weekend warrior** wanted to handle DJ/news/production. Join WLN's fun guys. Sag Harbor, Long Island 516-725-2300. EOE.

**Sparkling morning personality** for Minnesota AM. Outstanding market. Must have good production skills and ideas. Resume to: Box A-34.

**Immediate opening for morning personality.** Adult contemporary format. New studios in 100,000 metro 55 miles south of Chicago. Applicant must be comfortable communicating with primary 35-49 and have 3-5 years experience. T & R to Larry Timpe, WKAN, 2 Dearborn Square, Kankakee, IL 60901. Equal opportunity employer.

### HELP WANTED TECHNICAL

**Hands-on chief engineer** for two small-market AM-FM properties. Vehicle furnished. Chance for advancement in growing group -- plus opportunities at other area radio stations. Near beach resort, relaxed lifestyle -- hunting, fishing. State type of FCC license held and salary requirements. Reply to Box Z-70. EEO.

**Chief engineer needed** to maintain a brand new Midwest AM/FM facility. Competitive salary and benefits. Send resume to Box A-6.

**Northern Illinois AM/FM** solid operation with good equipment needs engineer with strong audio and automation maintenance ability. Light announcing duties. Send resume and salary requirements: Box A-20.

**Chief engineers** needed for Keymarket Communications, a fast growing broadcast group with stations in the Southeast, Midwest and Northeast. Two years experience required. Send resume and references to Keymarket Communications; Director of Engineering; 804 Carolina Avenue; North Augusta, SC 29841. EEO.

**NC FM/AM seeks aggressive C.E.** for new state of the art facility. Automation experience needed. Resume, salary requirements to Steve Christian, WWMY, 7819 National Service Road, Suite 402, Greensboro, NC 27409.

### HELP WANTED NEWS

**Full-time local news,** entry level market, now available. Scenic northern California. Full service format with CBS affiliation. 30 year commitment to format and network. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Road, Eureka, CA 95501.

**Morning anchor** for medium market Midwest station. Must have 2 years experience, good delivery. Room for improvement and aggressiveness. Send to Ed Huot, WTRC, Box 699, Elkhart, IN 46515 EOE.

**Market leader.** Full-service AC, upstate New York, needs reporter-anchor. If you're professional, aggressive and read well, send tapes and resume to Radio, Box 3552, New Haven, CT 06525 EOE, MF.

**Radio news reporter/producer.** Highly-rated Florida public radio station seeks aggressive, experienced news professional. Must produce in-depth radio news reports, develop features of state and national interest and train students. Excellent on-air delivery essential. Minimum requirements are a bachelor's degree with a major in communications or English and one year of experience in radio or television production work. Successful candidate will have radio broadcasting experience as well as a broadcast communications education. Salary: \$16,182 to a maximum of \$17,000, commensurate with experience. Excellent fringe benefits. Send resume and cassette to Kathy Campton, CEC, 4th Floor Stadium, University of Florida, Gainesville, FL 32611 by November 30, 1987. Refer to position ID# 20079 in order to guarantee consideration. Equal employment opportunity/affirmative action employer.

**KINK-FM,** Portland's top station for 25-49 year olds, is seeking an experienced anchor/reporter. Intelligent writer, conversational presenter, enterprising reporter. Tape and resume to Jacob Lewin, KINK-FM, 1501 SW Jefferson, Portland, OR 97201. A division of King Broadcasting Company 503-226-4443. EOE.

**News director** for winning radio combination in Northwest New Jersey. A/F combo committed to local news needs a leader. It could be you! Experienced anchor/reporter considered. Tape/res. writing samples/salary to GM, WNNJ/WIXL-FM, P.O. Box 40, Newton, NJ 07860. M/F, EOE.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Studio Center's audio division** is looking for the perfect combination! 50% super production...50% super personality! This is a great career opportunity for the person who is a seasoned producer/director/engineer with an incredibly sharp blade and has the ability to work shoulder to shoulder with some very creative agencies. That's what it takes to work at America's 6th largest and most awarded radio and television production company. So assemble 10 of your latest Addys, Cleos or Gold One Shows on a reel or cassette and send to: Bob Jump, Senior Vice President, Studio Center Corporation, 200 West 22nd Street, Norfolk, VA 23517.

**Copywriter** for A/F combo in northwest New Jersey. Production skills helpful. Join award winning department and winning radio combination in this suburban NY market. Resume, writing samples, tape, salary to V. Mitchell, WNNJ/WIXL-FM, P.O. Box 40, Newton, NJ 07860. M/F, EOE.

**Creative director.** Excellent production skills a must. Work with sales staff and clients plus three hour air shift. Voices/ideas. Top staff and facilities. Tape and resume to Clyde Johnson, GM, KCLD/KNSI, Box 1458, St. Cloud, MN 56302.

**New adult contemporary Christian station** in N.C. mountains needs announcers, news director and sales persons. Excellent market. Send resume and tape to WCIS, P.O. Box 2798, Morganton, NC 28655. EOE.

### SITUATIONS WANTED MANAGEMENT

**Experience pays.** Many years ownership, management, and sales have taught the sales, expense, profit formula. Can recruit, train, lead salespeople. Medium markets, preferably East/Midwest. Start-ups/turnarounds welcome. Mike Hassan, 505-296-8112.

**Extensive experience.** Sales, operations, promotions. Bottom line. Presently AM/FM general manager. Prefer Southeast small-medium. Box A-4.

**Twenty years of management,** sales, promotion and programming seeks GM position. Prefer East or Midwest. Currently employed. Box A-22.

**CEO, broadcast.** Top national-international level. Not a station mgr. Turnaround/organization specialist, financial professional. Marketing and administration strength. Recognized industry leader. Prefer east coast. Write Box A-18.

**Major market programmer** looking for new management challenge. Programming, operations or first general manager position. All markets considered. all replies acknowledged. Box A-16.

**AM Specialist** for major or medium AM management. Currently employed. Prefer urban, AC or country. GM or GSM. Call Don 301-742-1345.

**For small-market GM,** 11 western states. Sharp salesman and programmer. Experience: immediate and long-range revenue growth. Degree. Box A-39.

### SITUATIONS WANTED SALES

**I sell radio!** Sales-oriented general manager. Currently employed as sales manager in medium Eastern market. Prefer urban, AC or country. Call Don 301-742-1345.

**Attention Jacksonville, Florida, and surrounding area...** I am looking for a position that would allow me to do an early morning air shift consisting of talk and music. I am willing (and capable) to sell in order to add to a total package of compensation. If you are located in Jacksonville or an outlying community and in need of a strong air personality and sales "closer" contact me immediately. Box A-25.

**22 years successful GM-sales management,** with experience in all other related areas. Looking to win in a medium market. Box A-38.

## SITUATIONS WANTED ANNOUNCERS

**Available now:** Warm, friendly announcer with smooth, deep delivery seeks medium market position. Currently afternoon drive. ATS grad. Gifted copywriter/producer (characters, comedy) as well as news and sports. 813-934-1572

**17 year Cincinnati on air drive time veteran!** Background includes program management and drive time in various formats including stereo country, A.C., rock and CHR. Available now. Please call Scotty Jackson (Jerry Anderson) 606-824-6515

**Easy listening,** memory music stations. 25 years experience. deep pipes, final career move. Neil - 518-383-0239

**Professional attitude and sound** with production, copywriting and continuity background. Call Bill 308-534-1211.

**Experienced air-personality** seeks work in small to medium market MOR, A.C., or country format. Will consider all locations and answer all replies. Box A-30

## SITUATIONS WANTED TECHNICAL

**Chief engineer available.** I want to be on your team. Experience all phases of AM-FM. Box A-10

## SITUATIONS WANTED NEWS

**Sports nut!** Over 2 years in radio and TV as reporter, host, analyst. Currently sports producer in top 20 market. Yearn for PBPI. John 813-536-7359

**Currently active in Fairfield County, Connecticut,** market. Seeking news, traffic, 6 years on air. 203-877-4676 after 6:00 pm

**Commercial pilot** with eight years of ENG experience seeks airborne traffic position. Personable, authoritative, dependable. Reply to Box Z-53

## SITUATIONS WANTED PROGRAMING PRODUCTION AND OTHERS

**Morning drive entertainer, manager, salesman.** play by play. All around radio talent seeks morning opportunity with possible sales/management combo. Box A-21.

**Programing is marketing is psychology.** Program director with listener loyalty, dependence, bonding objectives. Profit-oriented, ratings-impassioned. Positive people skills. Distinguished trainer. 20 years major markets achievements. Meticulous state of the art planning: universal/social motivation research - social psychological analysis: central-peripheral programing/promotion translations: immediate perceptual engineering and listener/sponsor management applications. Sense of humour. Need: continuous measurement market, 25+ target, information-emphasis format, adequate facility, shared values. Phone 305-942-8861. Jonn

# TELEVISION

## HELP WANTED MANAGEMENT

**Leading Southwest independent** seeks program operations manager. Must have knowledge and experience in program scheduling, traffic, production, satellite and computer technology. Preference given to independent station experience. Apply Box Z-56

**Chief engineer:** Great television station for the right person. Southwest location. Must be experienced, technically sound, good with people. Applications will be kept confidential. Box A-5.

**General sales manager:** Group owned affiliated station in Southeast, seeks highly motivated, experienced, aggressive sales manager to direct the sales organization with special emphasis toward local sales. Send resume, compensation history and sales philosophy to Box A-19

**Local sales manager.** CBS affiliate in Augusta, Georgia, seeks an aggressive individual with five years broadcast sales experience. Previous broadcast management preferred but will consider veteran account executive eager to move up. Send resume to Jan Mairetta, Affirmative Action Officer, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212, EOE.

**Promotion manager:** Top ten market indie looking for aggressive manager. Position will be responsible for promotion and public affairs departments and report directly to the GM. Experienced managers only please reply to General Manager, WDCA-TV, 5202 River Rd., Washington, DC 20816.

**Promotions manager** needed for network affiliate in growing South Carolina market. Send resume to General Manager, WBTW, 3430 TV Rd., Florence, SC 29501. EOE.

**Group controller:** College degree. Must have current or recent station controller experience. Some travel required. Send resume with earnings history and earnings requirement in confidence to J. McCreary, ML Media Partners, 7 West 51 St., New York, NY 10019. An EEO employer.

**Director of operations** wanted to assume responsibility for daily operation and management of both broadcast and production operations of a major public broadcasting station. Applicant must have a minimum of five years experience in production and broadcast operations, along with experience in budgeting, labor negotiations and contract administration. Send resume to Vice President, Operations & Engineering, WETA-TV, Box 2626, Washington, DC 20013

## HELP WANTED SALES

**Account executive.** WJKS-TV, NBC, needs a marketing oriented salesperson with a minimum of three years electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest Rhyne, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. Equal opportunity employer.

**Account executive,** WOTV-TV (NBC), needs marketing oriented salesperson with 2-3 years electronic media sales, college degree, or equivalent in business or marketing. Send resume to: Joe Hempstead, Local Sales Manager, WOTV, P.O. Box B, Grand Rapids, MI 49501 AA/EOE

**Local sales manager.** WTVD, the Capital Cities/ABC owned station in Raleigh/Durham, is looking for a local sales manager. Successful candidate must have a proven record of accomplishment in television sales, strong leadership skills, and a thorough knowledge of all sales tools. Apply in writing to Denis O'Connor, General Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

**Local sales manager** needed in growing South Carolina market. Send resume to Box A-32 EOE.

## HELP WANTED TECHNICAL

**Assistant chief engineer** for CBS affiliated UHF, 3-5 years transmitter experience. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford, IL 61105, EOE.

**CMX editor.** Seeking fast, creative editor with three years CMX and ADO experience for commercial work. Ability to learn quickly essential. Resume and reel to: Box 121583, Nashville, TN 37212

**Master control operator,** must have 1-2 years MCO experience. Resume with salary requirements to Roger Topping, WIFR-TV, P.O. Box 123, Rockford, IL 61105, EOE.

**Director of engineering:** Responsible for the design, installation and implantation of all technical facilities and compliance with all FCC rules and regulations. Will supervise new facility construction, equipment expansion, maintenance, and management of technical personnel. Position requires significant prior "hands-on" experience, good organizational skills, and strong technical background. BSEE or related degree preferred plus five years experience in TV engineering management. Equivalent combination of education and experience may substitute for stated qualifications. Salary range: \$30,539 - \$42,104. Current resume must be received by 1 December 1987. Send to Susan L. Farmer, CEO, WSBF-TV, 24 Mason St., Providence, RI 02903. WSBF-TV is an affirmative action/equal opportunity employer.

**Maintenance technician** sought by Hollywood post-production facility. Ideal candidate has at least 2 years experience performing maintenance on VTRs, switchers & effects units, edit controllers, and related studio equipment. If maintenance is your vocation and not just a job, if you can work other than 9 to 5, then we'd like to hear from you. Send resume to Chief Engineer, Action Video, 6616 Lexington Ave., Hollywood, CA 90038, 213-461-3611. Action Video is an equal opportunity employer.

**Associate director, A/V systems:** PBS. PBS seeks an engineer to plan/design new installations and updates of our complex technical plant. Candidate will be responsible for assessing the equipment and facilities in our plant against the requirements of the PTV system and other users of our facilities. If you have 3-5 years experience in television plant design (prior experience as a chief or assistant chief engineer in design construction of state-of-the-art television plant facilities a plus) and the ability to conceive and design television electronic systems, respond with letter of interest, resume and salary requirements to PBS, Attn: Sheila E. Humphrey, 1320 Braddock Pl., Alexandria, VA 22314. EOE/AA.

**Engineering operations supervisor:** Requires experience in all phases master control operations. Submit resumes to Richard Lynn, Assistant Chief Engineer, WTNH-TV, 8 Elm St., New Haven, CT 06510. Equal opportunity employer.

## HELP WANTED NEWS

**Evening anchor.** Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to: ND, WVIR-TV, P.O. Box 769, Charlottesville, VA 22902. EOE.

**Special projects producer:** Produce special segments for newscasts, special event coverage, and news specials. Prefer expensive reporting and newscast producing experience. Send resume, references, and non-returnable video samples: Ken Middleton, News Director, WTSP-TV (St. Petersburg/Tampa), Box 10,000, St. Petersburg, FL 33733. EOE. No calls, please

**Reporter:** General assignment reporter. Minimum five years experience. Send resume, references, and non-returnable tape (including live work) to: Ken Middleton, News Director, WTSP-TV (St. Petersburg/Tampa), Box 10,000, St. Petersburg, FL 33733. EOE. No calls, please.

**South Florida affiliate** needs creative news photographer/editor. 2 years experience, minimum. Top notch operation with visual emphasis. Send tape and resume to: Keith Smith, 3719 Central Ave., Fort Myers, FL 33901.

**Investigative reporter** with winning record to join aggressive news staff. Three to five years experience. Send samples of your work to: Managing Editor, WOKR-TV 13, P.O. Box L, 4225 W. Henrietta Rd., Rochester, NY 14623. EOE.

**Graduate associates** with professional experience in broadcast journalism needed in 88-89 to help teach classes in TV and radio news while earning an MA in journalism. New fee waiver plus minimum \$780 monthly stipend for nine months. Contact: Graduate Chair, School of Journalism, Ohio State University, Columbus, OH 43210.

**Executive producer.** Run desk and produce early news. Two years hands-on experience producing newscasts required. Great writer with sound news judgement needed. Good people skills a must. Contact: Bill Wagman, News Director, WANE-TV, Box 1515, Fort Wayne, IN 46801. EOE. M/F.

**News director:** Pacific Northwest affiliate seeks news director to lead aggressive young staff. Producing/writing/shooting skills a must. Anchoring experience preferred. Demonstrated professional experience required. Send tapes, resume to: J. Marcus Wood, Station Manager, KVEW-TV, 601 Edison, Kennewick, WA 99336. EOE.

**Large, southeastern net affiliate** is seeking producers and reporters for both current and future openings. Producers should have 3 or more years experience in newscast or newscast/news series producing. We're looking for top writers who know how to use all the tools, including SNG, to put together a great broadcast. General assignment reporters are also needed, especially those with a background in money and personal finance, as well as those with heavy live and on-set experience. We're a first-class station in a very competitive market and we're looking for the best. Send resume and a letter outlining your views on TV news to Box A-28 EOE.

**Executive producer.** Want to work with the best? If you have strong writing credentials and hate to lose at anything, this is your chance to join the most aggressive newsteam in southern Nevada. Send resume, tape, and references to Mike Cutler, KVBC-TV, 1500 Foremaster Ln., Las Vegas, NV 89101.

**News producer** needed for ABC affiliate. Two years experience in TV news required. One year line news producing preferred. Send resume/salary requirements to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. 305-844-1212. Equal opportunity employer. M/F.

**Weeknight anchor:** Our anchorman just made a great career move, so we need a great successor. NBC station in major college city. Previous anchor experience. Some reporting. Tape, resume to Jack Keefe, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE. M/F.

**Assistant art director.** Five years TV design experience. Knowledge of Harris Stillstore/ICS Chyron Scribe and Aurora helpful. Send resume and tape to Fran Heaney, Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366.

**TV news producer.** Responsible for content of news broadcasts. Prior TV news experience required. Must be able to delegate, exercise authority, and supervise other personnel involved with production of programs. Must possess excellent creativity and broadcast writing skills. All responses should be sent to Wendie Fenberg, News Director, WTNH 8, 8 Elm St., New Haven, CT 06510.

**Weathercaster.** Network affiliate in Midwest market seeks dedicated weatherperson with personality plus. Weekdays. Two years minimum experience. Send resume to Box A-33. EOE.

**News director:** needed for top ABC affiliate in the Southeast. Must have experience and possess people skills. We're the market leader and are looking for strong person dedicated to excellence. Send resume to Wayne Daugherty, President/General Manager, WTVM-TV, P.O. Box 1848, Columbus, GA 31994. An equal opportunity employer.

**Anchor/reporter** needed by aggressive Midwest affiliate. Successful applicant will love reporting and have warm, professional on-air style. Unlimited growth opportunity for the right person. Box A-40. EOE.

**Assignment editor** for Southwest 50's market. Minimum two years assignment editor experience required with at least five years in television news. Must be able to generate visual, people-oriented story ideas. Good organizational skills required for aggressive 50 person newsroom. Send resume and cover letter to Box A-31.

**News director.** WNWO-TV is seeking a news director. Good administrative skills are essential. A creative, aggressive approach to news gathering is preferred. Send resume with cover letter to Business Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615. Application deadline is November 14, 1987. WNWO-TV is an equal opportunity employer.

**Producer 5PM news.** Three years television news experience, two as a producer. Writing skills key. Must be "go-getter". Send resume to Box A-29.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Net affiliate seeks illustrator/designer** to produce on-air and print graphics. Prime responsibility will be daily newscast graphics. Television experience preferred. Will be using computer paint system; experience preferred, but not necessary. Send resume to: Rhea Borzak, Art Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. No phone calls, please. EEO employer.

**Senior accountant/personal computer programmer:** An individual with three years experience in auditing or general broadcast accounting and computer template and format development on Lotus 123 and dBase III+. Work in corporate office of radio and television broadcasting company. Send resume to Robert W. Davis II, Sarks Tarzian, Inc., P.O. Box 62, Bloomington, IN 47402. An equal employment opportunity employer.

**Promotion writer/producer.** Great opportunity in a beautiful sunbelt city. NBC affiliate in top 50 market seeks creative individual with experience in entertainment and news promotion. Hands-on editing skills a must. Send resume and demo reel to: Creative Services Director, KMOL-TV, Box 2641, San Antonio, TX 78299. No calls, please.

**Producers:** Minneapolis/St. Paul PBS affiliate seeking top creative producers to augment our award winning staff. Position available in national/local specials: cultural and current affairs documentaries, entertainment and drama. And another position for national science series "Newton's Apple". Our station has established a reputation for quality, innovative production. We offer the time, support and resources to do outstanding work. If you are an experienced producer who knows how to create shows with intelligence, inventiveness and wit, send resume and VHS reel to: KTCATV, Box P, St. Paul, MN 55108. Deadline: 11/30/87. An EOE/AA employer.

**Producer/director.** WTSP-TV is seeking experienced producer/director for news, local programing, and commercials. Must have 3-5 years experience and reel that backs it up. Send letter, resume, reel, salary history to: Jim Strader, Production Manager, WTSP-TV, P.O. Box 1000, St. Petersburg, FL 33733. No phone calls, please. EOE.

**News producer:** One or two years experience, strong writing skills a must. Resume and tape to News Director, 25 Calamore Blvd., East Providence, RI 02914.

**Producer/director:** Northeast Spanish TV station seeks experienced director, with strong production sense and ability to work creatively under heavy workload. "Live" camera directing and knowledge of Spanish a must. EOE. Box Z-54.

**Broadcasting: Film acquisition specialist.** New York City cable company seeks a film acquisition specialist. You'll be involved in purchasing, screening, on-air promotional advertising and many other exciting aspects of the field. Individual must possess a BA/BS in film with 2 years + work experience. Excellent benefits. Candidates send resume with salary requirements to: Paragon Cable, Dept. HR/FA, 5120 Broadway, New York, NY 10034. Equal opportunity employer, M/F/H/V.

**Technical director.** Up and coming 98th ADI NBC affiliate looking for a technical director with 2 years experience directing newscasts to switch our shows and do commercial production. New facility and equipment. Send resume to Wes DesJardins, Production Manager, KDLT-TV, 3600 S. Westport Ave., Sioux Falls, SD 57116-0196. EOE.

**Commercial writer/producer.** We are expanding an aggressive staff, if you have 2 years experience writing and producing television commercials and can handle an EFP camera, you may be the person we are looking for. Send resume to Wes DesJardins, Production Manager, KDLT-TV, 3600 S. Westport Ave., Sioux Falls, SD 57116-0196. EOE.

**Promotion director:** Complete responsibility for on-air, community relations, sales promotion, and viewer promotions. We're a group-owned Fox/independent in the 100-125 market range, two hours from Atlanta and three plus hours from Gulf or Atlantic beaches, looking for creativity, leadership, and pizzazz. If you are degreed and have three years experience, send resume to Box A-37. Position to be filled before December 31. EOE. M/F.

**The Agency for Instructional Telechnology** has an opening for a project officer. Responsibilities include administration and direction of design and production of all components of projects. Assist in determining project budgets, supervise and manage expenditures. Supervise project staff, select and manage script writers and other project personnel. Must be well organized and work cooperatively with all types of people. Position requires extensive travel. Non-smoker. Qualifications should include at least five years experience as TV producer/director and proven ability to manage budgets. Salary commensurate with experience. Apply in writing to Deputy Executive Director, AIT, P.O. Box A, Bloomington, IN 47402. Application deadline November 16. EOE.

**Studio operations coordinator** to supervise all scheduled studio related activities. Hire, train, supervise, and schedule parttime production crew. Responsible for non-technical maintenance of all studio related facilities. Must have strong lighting background and proven supervisory skills. Must be highly skilled in running camera, audio and other studio production related equipment. BA and 1 year experience required. Send resume and three references by November 28 to Steven Doebel, WILL-TV, 1110 W. Main St., Urbana, IL 61801. An affirmative action/equal opportunity employer.

**Associate director** to plan and execute a variety of studio and remote productions. Must be highly skilled in running computer editor, video switcher, camera, audio, character generator, and variety of other studio related equipment. Must have proven organizational and planning skills. BA and 1 year experience required. Send resume and three references by November 28 to Steven Doebel, WILL-TV, 1110 W. Main St., Urbana, IL 61801. An affirmative action/equal opportunity employer.

**Associate producer** to help plan and execute field produced cultural and human interest programs. Includes proposing program ideas, researching, developing and organizational information. Must be highly skilled in operating EFP camera, audio, computer editor and lighting equipment. 60% appointment. BA and 1 year experience required. Send resume and three references by November 28 to Leslie Epperson, WILL-TV, 1110 W. Main St., Urbana, IL 61801. An affirmative action/equal opportunity employer.

**Associate producer-public affairs** to assist in the production of public affairs programs. Includes proposing program ideas, researching, developing, and organizing information. Writes, and produces videotaped program segments; includes interviews, interpretative reporting, panel discussion, documentary, and magazine. 50% appointment. BA and 1 year experience required. Send resume and three references by November 28 to Bill Glaeser, WILL-TV, 1110 W. Main St., Urbana, IL 61801. An affirmative action/equal opportunity employer.

**Script writer wanted** for health/fitness video and TV-series pilot. Health background preferred. TV writing experience a must. Send resume and 2 or 3 writing samples to Box 308, Greens Farms, CT 06436.

**Host/field producer.** Emmy-Award winning bilingual magazine program airing in the no. 1 and no. 4 markets. Needs a seasoned journalist to host the series and produce top-quality field pieces. 2-3 years experience researching, writing, editing, producing and appearing in field pieces required. Two years anchoring or hosting experience. Undergraduate degree and strong commitment to Hispanic-related issues required. Rush resume and tape to Personnel Office, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE, M/F.

**Top 24 independent** television station is looking for a full-time art director to design and produce station advertising. Collateral and on-air graphics. Three years experience in print design and production preferred, and knowledge of budgets. Send resume, salary requirements to Box A-36. Equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**Director of operations and engineering.** Twenty years broadcast experience, station design, construction, automation, staffing, and operations. Current assignment almost completed, third indie start-up in three years. Available for next project January 1, 1988. Box A-35.

#### SITUATIONS WANTED NEWS

**Personable broadcast meteorologist** with AMS seal, M.S. degree, 5 years TV experience, seeking challenging position in medium or large market in Northeast. Box Z-39.

**Beautiful, black female** ex-journalism teacher for on-air reporting position. Former intern: top 20 news. Relocate? Sure, any market. Tape. Lynn 314-725-2321 p.m.

**Anchor/reporter.** Former Miss USA with writing, reporting and production experience seeks fulltime news position. Excellent reader. Team worker. Tape available. Will relocate. 313-338-2811.

**Northwestern University grad** seeks writing/producing position in small/medium market. Dedicated, articulate, good sense of humor. Prefer sunny southern states west of the Missouri River. Call K. 303-773-9073.

**Searching for a pragmatic person** for your Northeast station? If "affirmative" call Jeff 516-623-8483.

**Incredibly enthusiastic female** seeks sports reporter/anchor position. Outgoing, creative, intelligent redhead. Excellent writing skills, strong production background. Will relocate anywhere. Tape and resume available. Amy - 212-472-2989.

**Need a strong anchor/reporter?** Black, female, smooth delivery, experienced, & attractive. Teens and 20's. Call 616-375-4632.

**Camerman editor.** 12 years experience in top 25 market and Central America. Speak some Spanish. I will pay moving costs. Ray Etheridge 316-838-1212.

**Award winning sportscaster** looking for new challenges. Great PBP & sports interviews. Call Tim 308-635-3679.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Videographer:** Ability to shoot location/studio video with highest degree of quality, film style. Strong emphasis on lighting and use of filtration. Work shot in Betacam and one inch for clients around the country. Interested in staff position. G. Hammer 914-241-3685.

**Young, ambitious, self-starter.** Two years radio, BS degree. Too attractive for radio, seeks entry into TV. Willing to pay dues to learn every aspect of television production/news. 215-565-4694.

**Help!** Associate producer for industrial video firm is bored to tears. Former director news/commercials, writer/researcher NY production company. Would love "fresh start" in creative, crazy atmosphere. Christopher 717-824-0759.

#### MISCELLANEOUS

**Primo People** wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli or Margo Sanchez, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Career videos.** Move ahead! Let our major market broadcast team produce your personal video resume tape, one that will excite the person who hires. 312-272-2917.

**Videopieces needed concerning pets,** wildlife & animal issues for a national television magazine program on PBS. Send segments to: Living With Animals, 1410 15th St., NW, Washington, DC 20005 or call 202-483-0469.

**Attention job-hunters!** Frustrated by dead-ends and form letters of rejection? Discover why more news professionals use our popular CareerLine and The Hot Sheet to gain the winning edge! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Missouri Southern State College** is seeking to fill a faculty position in broadcasting with the emphasis to be in television. The position is available Aug. 18, 1988. It is a tenure-track position at the assistant professor level, although the rank of associate professor may be considered for a person with unusual credentials. The salary is competitive. The person employed will teach 11-12 hours per semester (summer teaching for extra pay is possible) and will manage the department's television operation which presently include a cable station and a low-power television station. There also is a unique relationship with the local PBS station. All these operations serve as laboratories for students. A full-time engineer and a full-time community affairs director assist in the operations of the television and radio stations, and a departmental television management board oversees the operations of the stations. The faculty member, however, is expected to provide leadership with vision in the student staffing and programming of these operations. Because of the growth and development of the department and of the college, and because of the increasing national reputation of both, this position offers many challenges. A master's degree with professional television experience and some teaching experience is required. A doctorate is preferred. Also required is a commitment to excellence in teaching. Applications should include a letter; a current vita; a list of graduate courses; and three current letters of reference. Applications must be received by Jan. 14, 1988. They should be addressed to: Dr. Ray Malzahn, Dean of the School of Arts and Sciences; Missouri Southern State College; Joplin, MO 64801-1595. MSSC is an AA/EEO employer.

**M.S. - Broadcasting.** The College of Communications at the University of Tennessee invites applications from experienced broadcaster for its graduate program in media management. This unique M.S. program is designed for professionals desiring advanced training in broadcast administration. Graduate assistantships available. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37996. Complete applications for fall 1988 due March 1. GRE required. Minorities and women are especially urged to apply.

**Bradley University:** Division of Communication. Broadcasting (retirement replacement) Assistant Professor to teach intro to radio/TV, radio production, field/studio TV production and background to develop radio/TV sales and promotion. M.A. and media experience required. Ph.D. preferred. Applications should be sent to Chair, Search Committee, Division of Communication, Bradley Hall, Bradley University, Peoria, IL 61625. Applicants should send a resume, academic transcripts of advanced degrees, 3 letters of recommendation and names/phone numbers of three additional references. Screening of applications will begin December 1, 1987. Interviews will begin mid-January 1988 and continue until position is filled. Bradley University is an equal opportunity/affirmative action employer.

#### PROGRAMMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962 World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

**New Years Eve Special.** "Big Band", 6 hours announced on 10-1/2" reels. Affordable quality. 602-267-8076 for demo

#### EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list.

#### EDUCATIONAL SERVICES

**On-air training:** For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Learn from former ABC Network news correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP)

#### WANTED TO BUY EQUIPMENT

**Wanting 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.

**Instant cash—highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**FM antenna(s):** Will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518.

**Mobile production truck.** Broadcast quality video and audio, minimum (3) camera. Will consider all. Send photos and equipment list to G.T.V., 207 Charles Ave., New Kensington, PA 15068. 412-337-7459. 412-834-2300.

#### FOR SALE EQUIPMENT

**AM and FM transmitter,** used excellent condition. Guaranteed. Financing available. Transcom 215-884-0888. Telex 910-240-3856.

**FM transmitters** \*\*Harris FM 25K-AEL 25KG-CCA 20,000D\*\*RCA BTF-10D\*Collins 830F(10KW)\*\*Collin 830E (5KW)-RCA 5B-RCA 3B-CCA 3000D(3KW) 2.5 Sparta\*\*Gates FM-1C\*\*Transcom Corp. 215-884-0888 Telex 910-240-3856.

**AM transmitters** \*\*Transmitters\*\*Harris BC-10H(10KW)\*\*Harris MW1A\*\* Gates BC-1G\*\*Harris MW5(1974) 5KW\*\*Gates BC500\*\*Transcom Corp. 215-884-0888. Telex 910-240-3856.

**50KWAM** \*\*Gates BC-50C (1966) on air w/may spares. in STEREO.\*\* Transcom Corp. 215-884-0888. Telex 910-240-3856

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**6 1/8" transmission line** 1000', 75 ohm, 19 3/4" Ready to ship. Good condition. Call Bill Kitchen 303-465-4141.

**1000' Kline tower** Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

**Building a new AM/FM radio station?** Our Turnkey specialists save you money, nationwide! 800-221-6941.

**Satellite earth stations** for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's to HPAs. 6 MHz microwave equipment also available. Technichrome 702-386-2844.

**44 AM trans - 71 FM trans.** Delivery from our inventory. All powers - all complete - all inst. books World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-276-9725/630-3600.

**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.

**Inventory sale!** Eventide BD-980 digital delay. Orban 245F synthesizer. Orban co-operator, Marantz PMS-221 portable recorders. UMC splice finder eraser. plus Technics turntables, tone arms, pre-amps, and timers. All items brand new, super low prices! Call today. Kidd Communications 916-961-6411.

**RCA TP-7** slide projector. Fully reconditioned, refinished, and tested. \$1000.00. Solid state boxes (working) \$600.00. Simber Broadcast Services 609-435-1091

**Blank tape, half price!** Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300

**Four Philips LDK-25 studio cameras** 25mm Plumbicons. 10:1 zooms, misc. items. Operational now. Available February. 25K each Jerry Hanna WTTW-TV, Chicago, IL 60625. 312-509-5459.

**Sony BVU 850 SP:** with BVT 810, BK 806, TCKI, rack mounts for both units, very low time, 90 day warranty - \$22,000.00. Call Video Brokers 305-851-4595

**Sony BVU 850:** with 806 and rack mounts at \$13,500. Sony BVU 850: at \$11,500.00. Call Video Brokers 305-851-4595.

**Sony PVM 1910:** monitors at \$600.00 each Sony VPH 1020: monitors with Hi-res mod. at \$4,100.00 each Call Video Brokers 305-851-4595.

**Tektronix:** test gear. 528's, 1420's, 650 HR's. Some brand new in the box. Call Video Brokers 305-851-4595

**Sony 1" VTR's** BVH-1000 as low as \$10,000 two available. RCA TK-46 cameras, TK-28 and other Ikegam. Hitachi, Sony JVC, etc. cameras. Grass 400 routing switcher. 8 remote trucks/trailers. Many VTR/VCRs all makes, many models. We need Vital squeezezooms. Call Media Concepts today. 919-977-3600.

**1985 32' Video Mobile unit:** Ford F-600 with 17,000 miles. 22' control room, Grass Valley switcher. Ikegam cameras, Chyron character generator. Sony video recorders, isolated audio booth \$249,000.00 Call 512-458-4343 or 512-453-5122.

**Technics products,** Hard to find SP-15, SP-25, SP-10MK2A, and SL-1200 turntables. SH-15B3 bases, and SLP-1200 compact disc player. All units in stock! Prepay for best price. Kidd Communications 916-961-6411.

**Sony BVP-300** Plumbicon ENG camera systems. 2 years old. Good operable condition. Best offer. 1-205-956-2227

**Vital VM-2** dual channel squeezezoom system. Includes revision 3 software. Chroma tracking, Chroma zoom & Sync pulse. Cost \$199K. Best offer. 205-956-2227.

**Adda ESP-200** digital still store system. Dual disc 400 frame store. Can be expanded to 1600 frame. Available immediately. Best offer 205-956-2227.

**EFP great outfit,** 79 with Beta recorder and player. w/a zoom, 3/4" recorders, sachlers, monitors, sound, lites, everything 305-232-5893.

**Why buy used UHF TV transmitters?** When brand new, fully warranted, expandable, 15Kw, 30Kw, 60Kw, 120Kw, 240Kw transmitters start below \$150K. Call for best quote. Astre Systems Inc. 209-575-1000.

**100W LPTV, UHF14 TTC transmitter** excellent shape, spare parts. Available now. \$12K plus shipping. TV14 POB 24816 GMF. Guam 96921 Tel: 671-646-4873.

**980' zone A tower** with Guy's, on ground, 12 bay antenna 93.1 MHz. KQID/Alexandria, LA. 318-445-1234.

**Used towers,** 205' Prod AM tower complete, 6 years old. All solid rod, \$6500.00. 250' AM/FM tower all insulators and 50' mast on top, \$5500.00. Other small towers available. One new 842' heavy duty tower, good lease tower ready to ship. 400' of 3 1/8" Ridgid transmission line, \$300.00 per section. 4 different FM broadcast antennas. 512-646-9693.

**Broadcast quality evaluated blank videotape.** Big savings on all formats. Call 1-800-346-4669 or in New York 516-758-6116 to discuss details and receive price quotations on your specific requirements.

**MA/COM 23GHZ** - two complete single channel MA/COM 23 VFM video microwave systems - tuned to 21825MHz and 21925MHz. Call today 312-869-8001.

**Farinon microwave** - two complete single channel point to point 10 watt video microwave systems covering 2450-2500MHz, both with fully synthesized ENG receivers and 8 foot Anixter grid antennas. Call today 312-869-8001.

## RADIO Help Wanted Management

### Selling General Manager

Growing radio group is seeking someone for a small northern New York/Vermont market AM/FM Combo. Applicants should have strong selling skills, good people skills. Creative promotion capabilities, willing to become active in community. At least three years' experience in similar market. Send resume and salary requirements to P.O. Box 1410, Schenectady, New York 12301, Attention: CWB.

### Help Wanted Programing, Production, Others

### ON THE GROW AGAIN

The nation's largest radio traffic reporting system. Has immediate and future openings for operations managers, airborne reporters, engineers, anchors, studio and mobile reporters. Both local and national levels. Serving major markets with 300 affiliates and growing. Send resume and recent aircheck (if applicable) to M.M., 4828 Loop Central Dr., #800, Houston, Texas 77081. No phone calls, please.

### PROGRAM MANAGER

WJON/WWJO - St. Cloud, MN, needs experienced manager to take charge of all programming operations, including announcer supervision and training, research, fill-in air work, and promotions. WJON is full service station with community involvement. WWJO-FM is country leader with a regional audience. Top pay and benefits for family oriented, committed, competent pro. Send resume, tape, and solid industry recommendations to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302. EOE.

### Situations Wanted Programing, Production, Others

### 30 YEARS EXPERIENCE!

All areas of Radio Broadcasting, including station construction and 10 years of successful ownership/manager. Major Market Vice President/Program Manager with large broadcasting companies. Programming INNOVATOR with entire 30 year career directed toward attracting and holding audiences 25-54. Strong morning and afternoon drive "Personality", Dynamic Talk-Show host! Creative Production ability... "Gifted" music programmer with "IMPRESIVE" rating history. Excellent sales/sales support experience... Broad, exciting Promotion background. "Blessed" with talent and ability to "Turn radio stations around!" Available soon... for a "Good" opportunity! Let's talk! Box A-17.

Blind Box Responses:

**BOX ???**  
c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)

## TELEVISION

### Situations Wanted Management

#### TV GENERAL SALES MANAGER (Now Available)

Portfolio of experience covering local, national and regional sales management - with strong rep experience. I enjoy what I am doing - a commitment to excellence. Does this sound like it will make you profit? Contact me - TVB Annual Meet-on message board as - Attn: TVB Member. Write Box A-14.

### Situations Wanted News

Reporters available in:

## MEDICINE, TECHNOLOGY SCIENCE, ENVIRONMENT

Survey after survey shows that your audience wants to know more about these vital areas. But as you know, specialists who can report technical stories with verve and clarity for a general audience are scarce. Now there are a few such reporter/producers available.

WGBH in Boston, a major producer of science programming including *NOVA*, has prepared six of the nation's best science writers to be broadcast journalists. They've had extensive experience in both radio and television, taught by some of the best in the business. Their work has appeared on broadcasts such as *All Things Considered*, *The MacNeil/Lehrer NewsHour*, WGBH's *The Ten O'Clock News* and *Science Gazette*. Their resumes and sample reels speak for themselves.

These are not students, but aggressive, seasoned reporters who left secure print positions to enter broadcasting. They will be available in November. For further information please contact:

David Kuhn, Director of Science Fellowships  
WGBH, 125 Western Avenue,  
Boston, MA 02134, (617) 492-2777

#### FREELANCE ENG/EFP CREW AVAILABLE

Pacific Northwest (Seattle) based but eager to travel. Extensive broadcast news and corporate/industrial experience.

BETACAM . 3/4"SP. 1"

Contact: David Oglevie 206-281-7074

### Help Wanted Sales

#### SALES MANAGER

One of California's fastest growing cable networks is seeking an aggressive sales manager for the San Fernando and San Gabriel Valley. TV or radio media sales experience required. Salary & overrides & benefits. Write or call Peter James, Real Estate Broadcast Network, 9338 Reseda Blvd., Suite 200, Northridge, CA 91324. 818-993-3106.

## Help Wanted Management

## EDITOR-CORPORATE TELEVISION

Join award-winning team of television professionals at this major corporate facility. Three edit suites--two newly updated--feature GVG 41, and 51 editors, GVG 100, 200 and 300 switchers, two-channel ADO, ESS still store, Graham Patton audio board, Chyron 4100 and Beta A/B roll capability. All suites master on 1". Facility produces 200 programs yearly in variety of creative formats. Broadcast and/or commercial post-production experience required, with field production background preferred. Compensation package for this management position includes excellent benefits. Send resume and demo tape (to be returned) to: Television Communications, P.O. Box 69104, St. Louis, MO 63169. Equal opportunity employer.

#### DIRECTOR OF DEVELOPMENT

New Hampshire Public Television, a major three-station network with 439,000 viewing households in four states, seeks strong development professional. Senior manager position oversees \$2 million program including 24,000 members, major corporate underwriting effort, and annual auction. Lead a staff of seven skilled specialists. Emphasis on developing new initiatives to capitalize on growing audiences in expanding market. Minimum qualifications: Bachelor's degree and five years development/fundraising experience or equivalent combination of education and experience. Preference given to individuals with demonstrated marketing/sales and management leadership skills. Salary range \$30,690 to \$47,940 commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston. Send resume and salary requirements by November 30, 1987 to: General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

#### GENERAL SALES MANAGER TOP 25 INDEPENDENT

Our last GSM moved up to general manager. Excellent opportunity for experienced GSM to assume broader station responsibility. Local sales emphasis including local programming, live sports, and news in a highly desirable market. If you're a leading sales manager check out this opportunity. EEO M/F. Respond to Box A-3.

### Help Wanted Programing, Production, Others

## HEY, SPORT!

We are looking for a #1 Promotion Sports Producer to promote the #1 sports franchise in the nation in the #1 sports town on the #1 sports station in St. Louis. We're talking about Cardinal Baseball, Cardinal Football, Blues Hockey, Big 8 Basketball, S.L.U. Basketball, and Steamers Soccer. We've got more balls than any station in town. If you want to be part of our team...show us your stuff! EOE. Send resume/tape to Steve Grzyb, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.



#### TECHNICAL DIRECTOR/ CREW CHIEF

Supervise studio technical crew in all aspects of studio production at this top 15 market station noted for its award winning local and commercial production. Work as team member with directors/producers on technical aspects of studio production. Primary job function as video switcher.

- General class FCC license + high school graduation.
- Five + years experience in commercial broadcasting.
- Proficiency in operation of video switcher, preferably Grass Valley 300.
- Experience operating all studio equipment.
- College strongly preferred.

#### VIDEOTAPE/ MASTER CONTROL OPERATOR

Operate all videotape machines fulfilling playback and record functions for on-air and production. Operate master control switcher, transmitter and satellite remote controls, keep program log.

- General class FCC license and high school graduation.
- Broadcasting technical school or college desired.
- Five + years commercial broadcast experience with videotape machines and master control switcher.

Both positions demand demonstrated interpersonal, communication, and leadership skills.

Send resume and cover letter (no phone calls, please):

KING 5 TV  
333 Dexter Avenue North  
Seattle, WA 98109  
Attn: Human Resources

An equal opportunity employer. M/F/HC



### Help Wanted News

#### SUNBELT ANCHOR!!!

WSA-TV is looking for a dynamic, experienced news anchor who wants a long-term, bright future with a station determined to continue its winning tradition. If you have what it takes, send me your resume, tape, and salary requirements. Keith Young, News Director, WSA-TV (NBC), P.O. Box 2429, Savannah, GA 31402. EOE, M/F.

# Executive Producer 10PM NEWS-WWOR

Are you ready to shape the  
news in the #1 market?

We're looking for a seasoned Broadcast Journalist with a flair for production. Candidates must have at least five years news experience, preferably as a large market News Manager. You must be aggressive, accurate, organized, and possess superior news judgment. Ability to supervise others is crucial. Flexible hours/work week.

Send resume and salary requirements to: Personnel Dept., WWOR-TV, 9 Broadcast Plaza, Secaucus, New Jersey 07094. An equal opportunity employer m/f.

# WWOR-TV

## ALLIED FIELDS

Help Wanted Instruction

## CHAIRPERSON

### Department of Mass Media Marietta College

The Department of Mass Media is seeking qualified applicants for the position of department chairperson. The four-person department offers 18 courses which in combination with courses taught by other departments lead to academic majors in radio and television, journalism, advertising, media management, political journalism, public relations, sports communication, and media and psychology. Some 65-75 of the college's 1,050 students major in the department. The mass media faculty also oversees student-operated co-curricular programs involving two FM radio stations (9,200 watts and 10 watts), a cable-TV station (into 12,000 homes), a weekly newspaper, and a yearbook. The department is housed, with its state-of-the-art equipment, in its own four-year-old, \$16 million McKinney Media Center.

Marietta College, founded in 1835, is a largely residential, private liberal arts college with a number of departments with strong career-orientation. The campus is in an attractive, historic city of 17,000.

Applicants with doctorates, in media-related disciplines, are preferred. Demonstrated excellence in teaching and student advising, administrative/management experience, continuing interest in research, expertise centered in the electronic media (but with knowledge of and interest in print journalism, public relations and advertising), and work experience in media fields are highly desirable attributes.

Rank and salary negotiable.

Send letter of application and resume, including names, addresses and telephone numbers of at least three academic references, to:

Professor Rick Shriver  
Search Committee  
Dept. of Mass Media, Rm. 122  
Marietta College  
Marietta, OH 45750

Review of applications will begin on Dec. 2, 1987.



# Marietta College

An Equal Opportunity, Affirmative Action Employer

## JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P. O. Box 10167, Columbia, MO 65205-4002.



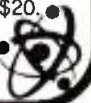
## 10,000 RADIO-TV JOBS

### American Radio TV

Up to 300 openings weekly over 10,000 yearly-The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back**

**Guarantee-** One week \$7.00 **Special:** Six weeks \$1595. You save over \$20.

AMERICAN RADIO TV JOB MARKET  
1533 N. EASTERN Dept F  
LAS VEGAS, NEVADA 89101



## Help Wanted Management

### ADVERTISING MANAGER BROADCASTING EQUIPMENT

Broadcast Electronics seeks a creative individual to direct the company's total product promotion and space advertising program. Position reports to VP/Marketing.

Minimum requirements: 2 years industrial product/ad merchandising experience and BS or MS degree, preferably in journalism. Applicant must possess good writing skills, in addition to creativity and management ability. No exceptions to minimum requirements.

Salary commensurate with experience, education and abilities. Exceptional benefit package includes profit sharing plan. We are an equal opportunity employer. Please send resume in strict confidence to Director of Personnel.



4100 N. 24th, P.O. Box 3606  
Quincy, IL 62301  
217-224-9600  
An Equal Opportunity Employer

## EARLY DEADLINE NOTICE

Due to the Veteran's Day holiday, classified advertising for the November 16, 1987, issue is due Friday, November 6, 1987.

## Supervisor, Transmission Facilities Operations

Group W Satellite Communications, Stamford, CT, a leading national provider of Broadcast and Cable Programming Satellite Transmission Services, is seeking a responsible individual to supervise and schedule both the Staff and daily operations of our Satellite Earth Station Operations and Traffic Facilities. Responsible for providing training, developing and/or updating operating procedures, coordinating between Clients, Transmission Engineering, and Playback Operations/Engineering Departments. Also provide background and resources to Director, Transmission Facilities, for general business development and facility planning. Requirements include: BSEE, or five years to seven years' management experience in either microwave or satellite communications fields. Must have proven budget management skills, the ability to explain and teach principles and audio/video and R.F. technology and client traffic procedures. Strong written and verbal communication skills to deal effectively with GWSC clients are necessary. Experience in Satellite-based data communications would also be helpful.

We offer a competitive salary, excellent benefits and superb working environment. Send your cover letter, resume and salary requirements to: Human Resources, Group W Satellite Communications, 250 Harbor Drive, P.O. Box 10210, Stamford, CT 06904. An Equal Opportunity Employer m/f.



### Programing

### Wanted to Buy Stations



#### Lum and Abner Are Back

... piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

Twenty-year broadcaster seeks to buy FM or AM/FM combination in smaller measured market in Eastern PA or Southern NJ. Principals only, please. Respond to President, 207 S. State Rd., Upper Darby, PA 19082.

### Miscellaneous

#### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
Sanders & Co.

1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

#### GOT A PUBLICITY HEADACHE?

Drop the aspirin bottle and pick up the phone.

Call the PR Doctor at 212-734-9234.

Faraone Communications, Inc.

### IN SEARCH OF NEW AND INVENTIVE PROGRAMING FOR JAPAN

Our company, CLASS ACT INC., is located in Tokyo and delivers overseas television information to a Japanese advertising giant, DENTSU. We have a delivery network which reaches commercial and independent TV stations and advertisers. We are seeking American TV and video programs for introduction to Japanese traders. If you are interested in the Japanese market, if you have new and inventive programs, please contact our company by FAX, 011813 546-6019.

We also welcome the works of independent producers. 3-4-15 #404, Mita, Minato-Ku, Tokyo, Japan.



Nationwide Media Brokers  
**Chapman**  
Associates

### MINNESOTA

Profitable combo serving a market of 100,000. Asking \$725,000 with \$150K down.

**PETER STROMQUIST**  
818/893-3199

Full C in strong mkt of over 400,000. Negotiable.

Texas FM's and combos from \$325K to \$2Mil.

Med. Mkt. Network TV - \$10Mil, solid mkt.

Profitable combo in beautiful La. mkt - \$1.2Mil-terms.

Ark. combo-170,000 pop. excellent terms.

Miss. combos-great values for the \$.

John Mitchell or Joe Miot  
**MITCHELL & ASSOCIATES**  
Box 1065, Shreveport, La. 71163  
318-868-5409 318-869-1301

**BROADCAST  
MEDIA  
ASSOCIATES**  
RENO • 702-789-2700 • SEATTLE • 206-643-2116

### FM'S & COMBOS

CA-WA-OR-ID-UT-TX-HI

\$450,000 - \$5,000,000

Terms from \$75,000 down

**CLIFF HUNTER**  
800-237-3777

4 MAJOR MKT AM'S

275k to 640k w/terms

2 SE MED MKT FM's

900k to 1.5m w/terms

SE MED COMBO & SM COMBO

1.4m w/terms

AM's from 20k down

FM's from 175k down

Jim Jennings  
904-668-0263

Paul Reid  
404-882-1214

JENNINGS/REID ASSOCIATES, INC.

For fast  
Action Use  
**BROADCASTING'S**  
Classified Advertising



For Sale Stations Continued

Nationwide Media Brokers  
**Chapman**  
 Associates

**WEST**  
 Top 40 market FM, full Class C with great potential. Asking \$2.5 million with terms avail.  
**GREG MERRILL**  
 801/753-8090

Nationwide Media Brokers  
**Chapman**  
 Associates

**NORTHEAST GROWTH**  
 Clear channel AM with limited competition in boom market. Asking \$550K; \$275K down.  
**RON HICKMAN**  
 201/579-5232

Several Excellent Medium & Small Market Stns in Central & Midwest

AM-FM	"C"	MN	1.2 Million
AM-FM	"A"	IL	700K
AM-FM	"A"	OK	500K
AM-FM	"A"	AR	300K
AM-FM	"A"	KS	600K
AM-FM	"A"	MO	400K
AM-FM	"A"	KY	1.45 Million
FM	"A"	IA	480K

*R.E. Meador & Assoc.*  
 MEDIA BROKERS  
 P.O. BOX 36  
 LEXINGTON, MO 64067 KANSAS CITY, MO.  
 816-259-2544 816-455-0001

**AM/FM COMBO**  
 Small Market  
 Only FM in Market  
 Outstanding Facility/Potential  
 Will Finance 312-368-0943

**RADIO STATION PROPERTIES**  
 For Sale  
 in Lafayette, LA & Vicksburg, MS. markets (1 Small & 1 Medium-sized). Contact Ed Chandler at 800-233-5981 or in LA 800-423-0520 for specifics.

**BILL - DAVID ASSOCIATES**  
**BROKERS-CONSULTANTS**  
 303-636-1584  
 2508 Fair Mount St.  
 Colorado Springs, CO 80909

**Full power UHF-TV CP's**  
 ■ Mobile-Pensacola, Florida  
 ■ Des Moines, Iowa  
 ■ Oraville, CA  
 Television Technology Corp.  
 Bill Kitchen 303-465-4141

**FOR SALE**  
 100,000 watt FM in Midland/Odessa, Texas market. Priced to sell. Great opportunity for serious broadcasters. Cash or terms. Box A-11.

**MEDIA BROKERS • APPRAISERS**  
 Put my over 30 years of service to work for you ...  
**BURT SHERWOOD** INC.  
 3125 Maple Leaf Dr • Glenview, IL 60025  
**312-272-4970**



• Fulltime Iowa. Big population. Bargain at \$580,000. Terms.  
 • Cable systems in ND and MN. \$1,000 per subscriber. Ask for Jim Dick.  
 • UHF TV CP within 60 miles of Cincinnati. \$70,000.  
 Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
 615-756-7635 — 24 Hours

**Atlanta to Chattanooga ADI UHF C.P., sell or lease. Reply to: 4724 Maple Brook SE, Marietta, GA 30067. Serious reply only.**

**OZARKS CLASS A FM**  
 Covering S.W. Missouri and N.W. Arkansas this well established station offers owner/operator exceptional opportunity for growth potential in ideal resort/retirement area. \$229,000 plus assumptions. Owner, Box 111, Mt. Wilson, CA 91023.

**CANTON, OHIO AREA FULL TIME AM.**  
**\$250,000/TERMS.**  
 Contact: Clarence Bucaro  
 216-352-1460

**Aspen, Colorado LPTV - K23AE (Licensed - 1982)**  
 On Air 5 Years from Red Mountain Site overlooking entire Aspen Valley  
 Call Sandy: 303-925-2417

**ARIZONA AM/FM**  
 Class 4 & C2, 20yr. Hist., E. AZ Mts., fast growing regional commerce center in popular year-round vacationland. Owner seeks retirement. \$895K = 's 7X cash flow, incl. real estate, no existing debt, \$300K dn, workable. Contact Ken Rivers of Spill Invest. 602-537-4300, Evenings 602-367-5946.

**SOUTHWEST GROUP Six Stations**  
 2 AM/FM Combo's, 2 FM's  
**\$4.7 million. Positive cash flow.**  
 Box A-15

**ATTENTION**  
**BLIND BOX RESPONDENTS**  
 Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

**For Fast Action Use**  
**BROADCASTING'S**  
**Classified Advertising**

# WRITER/PRODUCER DIRECTOR

## Boeing needs your expertise to support America in space

Boeing Computer Support Services, Inc., a subsidiary of The Boeing Company, is a leading pioneer in telecommunications. As a result, we provide extensive support to NASA at the Marshall Space Flight Center. Our progress creates an excellent opportunity for you to have a role in America's Space Program.

We seek a proven Writer/Producer Director to join us at Marshall and take responsibility for corporate videos supporting NASA. To qualify, you'll need 3-5 years experience, preferably in a television station, with a college degree in communications or a related area.

Your background should also include the ability to conceptualize, research, write, produce, direct, and supervise the

editing of in-house research, documentation, and employee motivational video tapes. You must also be able to prepare video press releases, documentaries, and feature material for broadcast. Familiarity with all modern broadcast production equipment and techniques is essential; BETA CAM technology experience would be a plus.

Join us and help further America's progress in space. Boeing provides a salary commensurate with experience and a full range of benefits. To find out more, please send your resume in confidence to: Ms. M.A. Oulton, Dept. 54, BOEING COMPUTER SUPPORT SERVICES, INC., 4940 Corporate Park, Suite C, Huntsville, AL 35805. An Equal Opportunity Employer.

### ATTENTION: BLIND BOX ADVERTISERS

Effective with the November 2, 1987 issue of BROADCASTING, the following rate structure for the blind box service will apply:

#### BLIND BOX FEES

(in addition to basic advertising cost)

Situations Wanted: \$4.00 per issue.  
All other Classifications: \$7.00 per issue

The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number.

BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to the sender.

### EARLY DEADLINE NOTICE

Due to the Thanksgiving Day holiday, classified advertising for the November 30 issue is due at noon November 20.

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media

Appointments at Multimedia Inc., Greenville, S.C.: **James T. Lynagh**, president, Multimedia Broadcasting Co., Cincinnati;



Lynagh



Lund

**Peter A. Lund**, president, Multimedia Entertainment Co., New York; **Donald D. Sbarra**, president, Multimedia Cablevision Co., Wichita, Kan., and **Donald J. Barhyte**, president, Multimedia Newspaper Co., Greenville, to senior VP's, parent company; **Robert E. Hamby Jr.**, VP, finance, to treasurer and chief financial officer.

**James F. Stack**, VP and general manager, manufactured housing financing department, GE Credit Corp., Stamford, Conn., joins Meredith Corp., Des Moines, Iowa-based publisher and owner of seven TV's, as VP, to succeed Chief Financial Officer **Bill Straw** upon latter's retirement next February.

**Robert K. Zimmerman**, VP, operations, Eastern Broadcasting Corp., Washington-based owner of five AM's and six FM's, named senior VP.

**William A. Longcore**, group financial director, Avery, Soabar Products Group, Philadelphia, joins Comcast Cable Communications, Bala Cynwyd, Pa., as VP and controller.

**Cary D. Jones**, former senior VP and general manager, KTRV(TV) Nampa, Idaho, joins KDAF(TV) Dallas as VP and general manager.

**Bob Allen**, news director, KCRG-TV Cedar Rapids, Iowa, named general manager.

**Jerry Kunkel**, general manager, WDHN(TV) Dothan, Ala., joins WXTX(TV) Columbus, Ga., in same capacity.

**Larry Wilson**, sales manager, KLEO(AM) Wichita, Kan., and KZSN(FM) Hutchinson, Kan., named VP and general manager.

Appointments at WLQY(AM) Hollywood, Fla.: **Bruce Maduri**, VP, to president; **Angel Fernandez**, operations manager, to VP and station manager.

## Marketing

Appointments at Saatchi & Saatchi Co. PLC, New York: **Jeremy Sinclair**, chairman, Saatchi & Saatchi International, to group deputy chairman, corporate affairs,

corporate office; **Andrew Woods**, chairman, Saatchi's U.S. Holding Company, to group deputy chairman, corporate planning and long-term development, corporate office;

Appointments at Lintas:Worldwide, New York office: **Algernon Greenlee**, account supervisor, **Carol Kaufman**, group research manager, **Maria Comperchio**, media planner, and **Nancy Schumacher**, assistant media director, to VP's.



Lucas

Appointments at McGavren Guild Radio: **Edén Lucas**, account executive, to VP, sales, Los Angeles office; **Phil Brown**, quality control manager, Interop's network division, Internet, New York, to account executive, Boston office; **Brian J. Naggy**, account executive, WAEB-AM-FM Allentown, Pa., to same capacity, Philadelphia office.

**Peg Foley**, both New York account executive and Philadelphia regional manager, Group W Radio Sales, division of Interop, New York, named VP and Philadelphia-Boston regional manager.

**John Coll**, **Fran Huelse**, **Mort Kohn** and **Greg Wilson**, associate creative directors, Mojo MDA Advertising and Public Relations, San Francisco, named senior VP's.

**Ronald W. Dowling**, senior VP and general manager, WHYN(AM)-WHFM(FM) Springfield, Mass., joins Belcher Advertising Associates there as executive VP.

Appointments at Wyse Advertising, Cleveland: **Jim LeSueur**, and **Todd Thompson**, account executives, to account supervisors; **Jeanmarie Fucci**, account coordinator, to account executive; **Cindy Wagner**, account coordinator, to word processing center manager.

Appointments at DDB Needham Worldwide, Washington: **Davyd Morris**, business development manager, Rosenthal, Greene & Campbell, Washington, to account executive; **Brent Milner**, freelance market research associate, to research associate; **Charles Stilton**, marketing assistant, Farma Food A/S, Copenhagen, to research assistant.

**Mindy Miller**, account executive, Torbet Radio, New York, joins Group W Radio Sales there in same capacity.

**Firdausah Jami**, researcher, Worldvision Enterprises, New York-based independent television programming distributor, named sales assistant, barter advertising sales.

**Jim Grace**, account executive, WKHT(AM) Hartford, Conn., joins Johns & Laws/Southwest advertising agency, Houston, as media buyer.

**Colette Rowland**, project researcher, commercial and trust marketing division, First Pennsylvania Bank, Philadelphia, joins Lewis Gilman & Kynett Advertising there as market research analyst.

**Paul Kelly**, owner, KHOK(FM) Hoisington, Kan., and former Southern division manager, Arbitron, Dallas, joins APAC Corp., Chicago-based spot time purchasing firm, as national account manager, Radio America division.

**Stephen Stoltz**, account executive, WXXA-TV Albany, N.Y., joins Petry Television, New York, in same capacity, green team.

**Dick Wexo**, general sales manager, WPLG(TV) Miami, joins WTVJ(TV) Miami in same capacity.

**Donald C. McGovern**, national sales manager, KMPC(AM) Los Angeles, joins WCCO(AM) Minneapolis as general sales manager.

**Jeffrey C. Kimmel**, local sales manager, WTAI(AM)-WVTI(FM) Melbourne, Fla., joins WBAZ(FM) Southold, N.Y., as general sales manager.

**Michael Polatschek**, general sales manager, WQTV(TV) Boston, joins WGBO-TV Joliet, Ill., in same capacity.

**Don Caparis**, general sales manager, KDBC(TV) El Paso, joins WDBD(TV) Jackson, Miss., in same capacity.

**Jerry D. (Jay) Braswell**, account executive, Bell System Yellow Pages, Columbia, S.C., joins WJST(FM) Panama City, Fla., as general sales manager.

**Steve James**, general manager and part-owner, KQDS(FM) Duluth, Minn., joins KDAL(AM) Duluth as sales manager.

**Don Wiggins**, sales manager, WDZZ-FM Flint, Mich., named sales manager, WFDF(AM)-WDZZ-FM Flint, Mich.

**Mark E. Bisgeier**, national-regional sales manager and business manager, WFDF(AM)-WDZZ-FM Flint, Mich., joins WKMF(AM)-WCRZ(FM) Flint as co-op director.

**Joanne Bodow**, account executive, WNEW(AM) New York, named local sales manager.

**Jim Ostrander**, senior sales supervisor, KHQ-TV Spokane, joins KREM-TV Spokane, Wash., as local sales manager.

**David Hauptman**, account executive, KCNC-TV Denver, named regional sales manager.

**Valari A. Dobson**, director, research and marketing services, KPRC-TV Houston, joins WPVI-TV Philadelphia as research manager.

**Rita Lampus**, account executive, WFTX(TV) Cape Coral, Fla., named manager, Naples, Fla., sales office.

**Robert Manning**, Salt Lake City sales manager, KMGR(AM) Murray, Utah, and KMGR-

FM Orem, Utah, named Utah county sales manager.

**E.R. (Bert) Medina**, research director, WSVN(TV) Miami, named marketing research and cable relations manager.

Appointments at WJAR(TV) Providence, R.I.: **Gayle McGill**, account executive, International Playtex, Inc./Pennaco Hosiery Division, Boston, to vendor marketing manager; **Stephen E. DelPico**, director, sports sales, WHJJ(AM) Providence, to account executive.

**Alice Riehl**, account executive, Storer TV Sales, New York, joins WXIA-TV Atlanta as national sales manager.

**David B. Hickman**, general sales manager, WOTB(FM) Middletown, R.I., joins WVEU(TV) Atlanta as national sales manager.

**Kathleen Williams**, account executive, KJEO(TV) Fresno, Calif., named national sales manager.

**Frank Hutson**, account executive, WKRC-TV Cincinnati, joins WLWT(TV) Cincinnati in same capacity.

**Linda Ogden**, senior account executive, KHOU(TV) Houston, joins KTXA(TV) Fort Worth as account executive.

**Pat Macholl**, advertising manager, *San Francisco Business Journal*, and former director, research, KRON-TV San Francisco, joins KTVU(TV) Oakland, Calif., as research director.

**Mike Freeman**, account executive, KWTO-FM Springfield, Mo., joins KYTV(TV) Springfield in same capacity.

## Programming

**Anthony J. Lynn**, president, cable, pay television and home video, Coca-Cola Telecommunications Inc., Los Angeles, joins MGM/UA Telecommunications, Culver City, Calif., as executive VP, international television distribution and worldwide pay television.

**David F. Sifford**, president, King World Enterprises, New York and Nashville, joins Tribune Entertainment, Chicago, as executive VP, marketing and sales.

**Steve Palley**, acting chief operating officer, King World, New York, named chief operating officer, succeeding **Stuart Hersch**, resigned.

**Jesse S. Weatherby**, director, Southwestern sales, Worldvision Enterprises, Los Angeles, joins LBS Communications, there as VP, Western region, LBS Distribution.

**Susan Leeper**, director, current drama series and drama development, broadcast standards and practices department, Capital Cities/ABC, Los Angeles, named director, current series programs, ABC Entertainment there.

**Dorothy Viljoen**, head, rights negotiations, Central Independent Television, London, joins D.L. Taffner/UK, London, as director, business affairs.

Appointments at MTV Network, New York: **John Shaker**, VP, affiliate sales and marketing, Eastern division, to senior VP; **Mark Rosenthal**, VP, affiliate sales and marketing, Western division, to senior VP; **Erica**

**Lindberg**, director, marketing, Henson Associates, New York, to VP, merchandising and licensing; **Nicole Browning**, regional director, Southeastern region, to VP, Eastern division; **Peter Einstein**, regional director, Eastern region, to VP; **Christine Edwards Sheehan**, VP, national accounts, to VP, Western division, affiliate sales and marketing group; **Jonathan Bender**, senior associate, Alexander & Associates, New York-based media consulting firm, to director, international business development; **Rene Garcia**, supervising producer, special programming, MTV: Music Television, to executive producer; **Sandy Sheffer**, director, advertising sales, New York, to Eastern sales manager; **Kris Bagwell**, account director, Southeastern region, to regional director; **Steve Houck**, account manager, Southeastern region, to account director.

**Debbie Betters**, coordinator, pay per view, Lorimar Syndication, Culver City, Calif., named director, pay per view, and liaison with Request Television.

**Douglas Knight**, station manager, WGBO-TV Joliet, Ill., joins Viacom Enterprises, as manager, Central West division, Chicago, after declining Republic Pictures position, reported in Oct. 26 issue based upon premature press release from Republic.

**Dana C. Gumanow**, administrative assistant to VP, Tradex Brokerage Service, New York, joins Zink Entertainment, New York, as development associate, program development department.

**Gail Ward**, district marketing manager, Continental Cablevision, Boston, joins ESPN, Bristol, Conn., as senior account executive, Northeast region.

**Drea Besch**, head writer and co-producer, *Countdown America with Dick Clark*, dick clark productions, Los Angeles, joins Global Satellite Network, Los Angeles, as producer, *Let the Good Times Roll*.

**Mike Rogers**, musical supervisor, Universal Studios, Los Angeles, joins Patterson & Walz Music Productions, Los Angeles-based custom music company, as musical supervisor and special projects producer.

**Mark Flesot**, co-producer, *Powercuts*, Global Satellite Network, radio program producer and syndicator, Los Angeles, adds responsibilities as producer, *Rockline*. **Cindy Tollin**, operations manager, producer, *Rockline*, and co-producer, *Powercuts* and *Reelin' in the Years*, resigns.

**Shawn Walker**, account executive, CBS CableConnect, Chicago, joins Tribune Radio Networks, news, sports and agribusiness programming service, in same capacity.

**Peter Bregman**, freelance film researcher and former manager, Sherman Grinberg Film Library, New York, joins CBS, New York, as manager, film and videotape archive.

**Mike Koste**, production director, WXRK(FM) New York, joins WUSL(FM) Philadelphia in same capacity.

**Steve Ellis**, music director, WQHT(FM) Lake Success, N.Y., adds duties as assistant program director.

**Sallie Regan**, administrative assistant, pro-

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graming department, Central Educational Network, Chicago, named programing assistant.

**Carol Sikorski**, production coordinator, Paisley Productions, Los Angeles, and former reporter, wWTV(TV) Cadillac, Mich., joins KMTF(TV) Fresno, Calif., as talk show producer and host.

Appointments at WNEV-TV Boston: **Bernadette Yao**, assistant director and production assistant, noncommercial WGBH-TV Boston, to host and producer, *Asian Focus*; **Stanley Wojcik**, special projects producer, WCVB-TV Boston, to field producer.

**Karl Loren**, part-time talk show host, KIEV-(AM) Glendale, Calif., named host, weeknight, late-night talk show, *Karl Loren Live*.

## News and Public Affairs

Appointments at UPI, due to new divisional reorganization, incorporating current 21 management regions into six new regional divisions (see story, page 84): **T. Swift Lockard**, regional manager, California and Nevada, to manager, national sales; **Margaret A. Boatright**, senior regional manager, Texas, to manager, Southwest division, Dallas; **Ernest J. (Bud) Hutchinson**, senior regional manager, Washington, Oregon, Montana and Idaho, to manager, Western Division, San Francisco; **John Kady**, senior regional manager, Ohio, to manager, central division, Columbus, Ohio; **John Morgan**, senior regional manager, New England, to manager, Northeast division, Boston; **Allan Siebert**, regional manager, Florida, to manager, Southeast division, Miami; **I.J. (Pinky) Vidacovich**, senior regional manager based in Raleigh, N.C., to manager, Mid-Atlantic division, Washington; **Peter Zollman**, regional sales executive, Florida, to manager, special projects, Orlando, Fla.; **Victoria Wakefield**, national representative, non-media sales, to manager, corporate and government sales; **Jack Graeme**, national representative, media sales, to manager, newspaper group sales.

**Tim McCarver**, major league baseball analyst, ABC-TV, signs new \$800,000 contract with ABC, more than doubling contract. **Jim McKay**, horse racing and golf anchor, ABC-TV, adds duties as primary host, 1988 winter Olympics, extending his contract two years.

**Charles Tornell**, news director, WREX-TV Rockford, Ill., joins WKFT(TV) Fayetteville, N.C., in same capacity; appeared incorrectly, Nov. 2 issue.

**Mark Hoffman**, assistant news director, WABC-TV New York, joins WAGA-TV Atlanta as news director. **Abigail Flanders**, community affairs director, WBT(TV) Charlotte, N.C., joins WAGA-TV as public service director.

**Maria Albin**, news operation manager, KXTV(TV) Sacramento, Calif., named assistant news director.

**Dan Will**, weekend assignment editor and backup producer, KOVR(TV) Stockton, Calif., named weekday night assignment editor.

**News morning at CBS.** Former ABC Sports anchor **Jim Lampley** has signed on as sports reporter for CBS News's new *Morning Program*. Lampley will continue his daily two-hour sports talk show on WFAN(AM) New York and his Sunday play-by-play duties for CBS-TV NFL telecasts. News division also confirmed that current *Morning Program* weatherman **Mark McEwen** would remain in that capacity. Also, **Ted Savaglio** has been named VP, administration, CBS News. No word on his replacement as director of news coverage. **Beth Waxman Bressan**, general attorney, labor and employe relations, law department, CBS News, has been named to new post of VP, legal affairs, CBS News, reporting to Howard Stringer, division president.

**Alice Stockton**, news writer and anchor, United Stations Radio Network, New York, joins WINS(AM) New York as anchor.

**Gwendolyn M. Crudup**, news producer, KOMU-TV Columbia, Mo., joins WAND(TV) Decatur, Ill., in same capacity.

**Gib Stanley**, morning drive sports commentator, WQAL(FM) Cleveland, and sports anchor, 6 p.m. and 11 p.m. news, WEWS(TV) Cleveland, joins WUAB(TV) Cleveland as sports director and sports anchor, 10 p.m. news.

Appointments at WBZ-TV Boston: **Suzanne Bates**, general assignment reporter and substitute anchor, WCAU-TV Philadelphia, to co-anchor, 5:30 p.m. news; **Bob Karstens**, anchor, KTBC-TV Austin, Tex., to weekend anchor; **Hampton Pearson**, reporter-producer, CBS News, Washington bureau, to general assignment reporter; **Alexis Yancey**, senior producer, WFAA-TV Dallas, to executive producer, 11 p.m. news; **Jack Walton**, senior producer, 11 p.m. news, to special projects senior producer; **Mark Pimentel**, producer, 6 p.m. and 11 p.m. news, to 11 p.m. news; **Bob Gately**, 5:30 p.m. news, to producer, 6 p.m. news; **Marjorie Brand**, news producer and writer, and **Barry Ahrendt**, special projects producer, to co-anchors, 5:30 p.m. news; **Bruce Perlmutter**, news producer, WPLG(TV) Miami, to producer, noon news.

Appointments at KTIV(TV) Sioux City, Iowa: **Al Joens**, reporter and weekend anchor-producer, adds duties as weekday 10 p.m. news producer; **Brenda DeWit**, backup weather anchor, to general assignment reporter.

Appointments at KVBC(TV) Las Vegas: **Rikki Cheese-Haynes**, anchor, *First News*, adds duties as co-anchor, 6 p.m. news; **Gwen Castaldi**, anchor, 6 p.m. news, adds duties as anchor, *Healthline*; **Tracy Record**, producer, *First News*, to managing editor; **Jaime Garcia**, reporter, KCB-D-TV Lubbock, Tex., to same capacity; **David Riggelman**, reporter, KAMR-TV Amarillo, Tex., to morning anchor and reporter; **Carolyn Matthews**, production assistant, to *Call 3* producer.

**Jackie Hays**, co-anchor, KYW-TV Philadelphia, will join WAVE-TV Louisville, Ky., in same capacity next April.

**Dan Fenaughty**, news writer, KTVI(TV) St. Louis, named 6 p.m. news producer.

**E. Michael Woolfolk**, intern and production assistant, WBRZ(TV) Baton Rouge named weekend producer.

**Gib Shanley**, sports anchor, WEWS(TV) Cleveland, joins WUAB(TV) Lorain, Ohio, as sports director.

**Don Pablo Pereira**, anchor-reporter, KRBC-TV Abilene, Tex., joins KERO-TV Bakersfield, Calif., in same capacity.

## Technology

Appointments at Harris Corp., Melbourne, Fla.: **John T. Hartley**, president and CEO, adds title of chairman of board; **W. Peter Carney**, director, corporate communications, to VP, corporate relations.

**Barry A. Brune**, group VP, North American franchise support, MicroAge Computer Stores, New York, joins Tempo Enterprises, satellite distribution and program service, Tulsa, Okla., as president and chief operating officer.



Brune



Jones

**Kinsley D. Jones**, director, North American operations, Omega International, Irvine, Calif.-based equipment design and maintenance firm, named VP, marketing and services.

**Jack Lieberman**, general manager, Hewlett-Packard, Santa Clara, Calif., division, joins Analogic Corp., Peabody, Mass.-based equipment manufacturer, as VP, test and measurement instrumentation.

Appointments at Wold Communications, Los Angeles-based satellite transmission service: **Carolyn K. Connerat**, co-owner and director, sales, CG Communications, Dallas, to manager, New York sales; **Leonard Shaver**, media buyer, Geto & DeMilly, New York-based public relations and political consulting firm, to sales executive.

**Judith Szidik**, financial management specialist, Uniroyal Goodrich Tire Co., Troy, Mich., joins Allied Film & Video, video duplication service there, as chief financial officer.

**Robert B. Wean**, executive director, technical operations Wold Communications, Los Angeles, joins Videocom Satellite Associates, Boston-based satellite service, production facility and videotape distributor, as chief engineer.

**Charles Morganti**, director, broadcast sales, Research Technology/Lipsner Smith, Lincolnwood, Ill., joins Rank Cintel, Valley

Cottage, N. Y.-based equipment manufacturer, as broadcast sales manager.

**Donna Rae**, sales support specialist, United Video, Tulsa, Okla.-based satellite carrier, named affiliate representative, text services.

## Promotion and PR



Tolvin

**Jeffrey R. Tolvin**, director, business information, ABC Television Network Group, Capital Cities/ABC, New York, named director, sports information, ABC Public Relations.

**Suzanne T. Bonsall**, office manager, Philadelphia Cable Interconnect, subsidiary of

Comcast Cable Communications, Bala Cynwyd, Pa., joins McAdams, Richman & Ong Public Relations there as account manager.

**Karin Ericson**, marketing and research director, Group W's WINS(AM) New York, joins co-owned WBZ(AM) Boston as advertising and promotion manager.

**Jennifer Davies Gillespie**, media and community relations manager, WNEV-TV Boston, named director, public relations.

**David Helton**, art director, WHTZ(FM) Newark, N.J., joins parent company, Malrite Communications Group, Cleveland-based owner of five AM's, eight FM's and six TV's, as supervisor, graphics arts department, radio division.

**Jan Greenberg**, promotion writer-producer, WTVT(TV) Tampa, Fla., joins WLWT(TV) Cincinnati as news promotion writer-producer.

**Andy Jackson**, camera operator, noncommercial WUFT(TV) Gainesville, Fla., joins WDZL(TV) Miami as promotion assistant.

## Allied Fields

**James E. Duffy**, president, communications, network and broadcast groups, Capital Cities/ABC, New York, wins Special Recognition Award from National Telemedia Council in Chicago for ABC's public service commitments, Project Literacy U.S. (PLUS) and American Television and You,



McFarland

Appointments at Arbitron Ratings: **Doug McFarland**, Eastern division manager, New York, to VP, television station sales there; **Dennis Spragg**, division manager, Southern television station sales, Dallas, succeeds McFarland as Eastern division, New

York; **Doug Marks**, account executive, television station sales, Chicago, to regional manager, Dallas; **Nancy Lankford**, client service representative, advertiser/agency

sales, Dallas, to account executive, Western advertiser/agency/syndicator television sales, Los Angeles.

**Flying solo.** W. Gilbert Carter, counselor at Intelsat, has retired after three years with global organization. Carter, who practiced international communications law before joining Intelsat, played major role in recruiting new Intelsat members—particularly from Africa. Carter expects to become consultant.

**John Caso**, director, appraisal services, The Holt Corporations, Pensacola, Fla.-based media broker, adds duties as associate and director, newly established brokerage division there.

**W. Brent Kulman**, VP, Bank of Boston, Boston, Mass., joins Raymond James & Associates, St. Petersburg, Fla.-based media financing firm, as associate, corporate finance department.

**Richard M. Tettelbaum**, former assistant general counsel, Metromedia, New York, joins Gurman, Kurtis & Blask, Washington-based law firm, as of counsel.

**Nicholas Arcomano**, VP and general counsel, SESAC Inc., New York music licensing firm, joins Broadcast Music Inc. there as senior attorney.

Officers re-elected to two-year terms at Writers Guild of America, East, New York: **Edward Adler**, freelance television and film writer, currently with Hemdale Pictures, New York, to president; **Adrian J. Meppen**, news writer, WCBS-TV New York, to VP; **Jane Bollinger**, staff writer, ABC-TV's *Good Morning, America*, to secretary-treasurer.

Officers elected at New York State Associated Press Broadcasters Association: **Gil Buettner**, news director WOKR(TV) Rochester, N.Y., to president; **Bernard Gershon**, news director, WOR(AM) New York, to first VP; **Paul Conti**, assistant news director, WNYT(TV) Albany, N.Y., to second VP; **Lew Wheaton**, chief of bureau, AP, Albany, to secretary.

## Deaths

**Thomas G. Flynn**, 61, retired ABC-TV studio operations manager, died Oct. 30 at Long Island College hospital, Brooklyn, N.Y. Flynn had been in year-long coma following accident during Trinidad vacation when out-of-control horse slammed hooves through roof of car in which Flynn sat. After service as engineer with ABC's WBKB(TV) Chicago (now WLS-TV Chicago), he began 35 years with broadcast operations and engineering division in 1950, honored during that time with Emmy awards for his work on Olympics in 1976 and 1984. He retired in 1985. He is survived by wife, Ame, four children and eight grandchildren.

**Walter R. Hariu**, 73, broadcast engineer, died Oct. 9 after illness and complications, reportedly including emphysema and heart

trouble, at Madison General Convalescent Center, Madison, Wis. As co-engineer, he helped oversee start-up of WEBC(AM) Hibbing, Minn., during late 1930's. Subsequently, he oversaw start-up operations for Morgan Murphy radio stations in Duluth, Minn.; Rice Lake, Wis.; and Eau Claire, Wis., followed by Murphy television stations in Eau Claire; Des Moines, Iowa, and, in 1956, Murphy's WISC-TV Madison, Wis., where he served as chief engineer for over 25 years. He is survived by wife, Betty, two sons and two daughters.



Kievman

**Michael S. Kievman**, 64, senior executive VP, broadcasting division, Cox Enterprises, died of heart attack Oct. 27 at his Atlanta home. He had suffered from diabetes since 1982, and his legs had been amputated, one in 1985 and other last year. Radio and television producer for U.S. Army in World War II, he became vice president, programming, for Avco Broadcasting Corp., Cincinnati, after work as actor and television station sales manager in Dayton, Ohio. In 1968 Kievman joined Cox Broadcasting, then owner of four AM's, four FM's and five TV's, first as coordinator of programming, then as vice president of programming, vice president for broadcast operations and executive vice president for television before becoming senior executive vice president. He was co-author of "Radio-TV Programming," published in 1982, and university lecturer. During his career, he served on board of governors, National Academy of Television Arts and Sciences, as president of Atlanta Broadcasting Executives and was two-term chairman of Television Code Review Board, National Association of Broadcasters. He is survived by wife, Beverly Stein Needle Kievman, two sons, two daughters, two stepsons, and four grandchildren.

**Graciela Olivarez**, 59, National Public Radio board of directors public member, died Sept. 19 of cancer at St. Joseph's hospital, Albuquerque, N.M. Olivarez owned Spanish-language commercial station KLUZ-TV Albuquerque. She is survived by ex-husband, Alfred Olivarez, and son.

**Kenneth G. Spaulding**, 48, radio personality and program director, WKBR(AM) Manchester, N.H., died of apparent heart attack Oct. 10 at his home in Manchester. He began career in 1956 as co-host of *Teenage Platter Party* for WBOS(AM) Boston (now WUNR(AM) Boston). He then served as staff announcer at various New England stations. He is survived by wife, Marie, and two sons.

**Rev. John Polizzi**, 63, radio minister, died Oct. 18 of apparent heart attack during *Prayer Line* broadcast over KSTL(AM) St. Louis. Music instructor at St. Louis University and former music director at college associated with television evangelist Jimmy Swaggart's ministry, Polizzi had also been host at WGNU(AM) Granite City, Ill. He is survived by wife, Eleanor, one son and three daughters.

## Tim Neher and that Continental style

Timothy Neher in many ways typifies the new generation of cable executives. He entered the business during the seventies, an era of new builds and franchising, and rapidly advanced through the corporate ranks to president and chief operating officer of Continental Cablevision, the third largest multiple system operator, which will surpass two million subscribers with its purchase of American Cablesystems.

Some of that new generation will say they saw the potential of the industry right from the start. For Neher, it was not so obvious. "It was less the business itself than it was the opportunity to go out and do something that appeared to be very exciting," says Neher about his entry into cable. That meant leaving the Boston area, where he, his wife and their families grew up, and moving to Michigan "to get involved in a very new business from the start," building Continental's Lansing system.

Neher's background was in finance (MBA at Boston University and three years with the Bank of New England, coincidentally Continental's chief lender).

Neher joined Continental in the spring of 1974. A fellow graduate school student was working for the company and paved the way for interviews with H.I. Grousbeck, then chairman, and Amos (Bud) Hostetter, Continental's then-second in command, who is now chairman and chief executive officer. They liked what they saw, and Rod MacLeod, whom Neher knew when they both worked at the Bank of New England, hired Neher to join him in running Continental's Michigan operations. That involved acquiring, franchising and building systems in various communities, a reach that eventually stretched to the Detroit suburbs.

It was in Michigan that Neher got his feet wet in programing. "We were nervous that we weren't offering enough product for people to pay that much money," says Neher, so he and MacLeod set out to create a pay movie service. "It was a wonderful opportunity for me to learn what made Hollywood and New York work as far as movie product was concerned," says Neher. The service, Cinevue, ran three movies a night and played a new major film title each week. It cost subscribers an additional \$3 per month on top of the \$6.95 for basic. "It really was the first top-down marketing" of cable, says Neher, and represented the bundling of services "before it became fashionable." Cinevue grew to 150,000 subscribers among the company's 300,000 basic subscribers, making it the third largest pay service behind HBO and Showtime, says Neher. But that growth also meant greater pressure to raise rates, which Continental was loath to do. "It died a natural death," says Neher, "but it served its purpose by providing us with a



TIMOTHY PYPER NEHER—president and chief operating officer, Continental Cablevision, Boston; b. Sept. 9, 1947, Dunellen, N.J.; BA, mathematics, Cornell University, Ithaca, N.Y., 1969; MBA, finance, Boston University, 1971; branch manager, loan officer, Bank of New England, Boston, 1971-74; regional manager, Continental Cablevision of Michigan, Lansing, 1974-77; vice president and general manager, Continental Cablevision of Michigan and Oakland County, 1977-80; vice president and treasurer, Continental, 1980-82; executive vice president and chief financial officer, 1983-85; present position since 1985; m. Molly King, June 13, 1970; children: Amy, 15; Tory 13.

marketing push to help basic."

Neher is getting back into programing through his participation on the board of Turner Broadcasting System and Home Premiere Television, the new pay-per-view network owned by five MSO's, Continental included (see page 81).

He is bullish on PPV and, along with ATC, Cox, TeleCable and NewChannels, saw opportunities for cable operators to get involved. "We wanted some control over how the service looked," said Neher, and over program scheduling. "With the business in the very early stages," he said, "this is the time to try."

And although the cable-operator-programmer board at Turner "is still in the honeymoon stage," says Neher, the combination is working. "I'm learning an awful lot about what makes a programmer tick and what their problems and opportunities are, and that makes me more sensitive to other programing suppliers," says Neher.

Neher returned to Boston with Continental in 1980 and was soon running the day-to-day business, as Hostetter took over more responsibilities after Grousbeck reduced his role in the company. By all accounts, he and Hostetter are a good fit.

Hostetter describes Neher as "very quantitative and very analytical," but of "that rare blend who mix that with outstanding people skills." He is "a wonderful listener," says Hostetter, and someone with "terrific presence, wit and charm."

Bob Miron, president of NewChannels,

also speaks glowingly of Neher, describing him as "intelligent, smart and thoughtful. He's a straight shooter," said Miron, and "good with people."

Today, Neher spends roughly a third of his time on acquisitions, a third on day-to-day operations and a third with various outside projects, such as his TBS and HPT directorships and his National Cable Television Association responsibilities. He is on the telecommunications and copyright subcommittees of that association in addition to being involved with NCTA's Cable Pac, through which operators solicit money from within their companies for federal political candidates. (According to NCTA, Neher accounted for \$33,800 of the \$260,000 the association raised in the last election cycle, with 300 employees contributing, figures, according to NCTA, far above those of any other cable operator.)

And although his finance background has been utilized, he says, "I spend less of my time on financing today than I do on looking outside the company, looking for ways to grow our company." The company had been involved in cellular radio, but found it would have a hard time keeping quality people if it did not grow larger. Faced with a market where available properties were few, Continental engineered a swap of its cellular operations for some Colony Communications cable operations plus cash.

For Neher, many of the problems cable faces today hinge on customer service. Most of the First Amendment court cases, about which Neher is pragmatic, could have been avoided if high service standards had been maintained. "We should have First Amendment rights to some extent," he says, but not "to the detriment of our relationship with the cities... The status quo, we felt, was just fine," says Neher, in referring to franchise fees and minimum service requirements. "It is absolutely crazy that all of this has come about simply because major companies don't do the kind of job in providing service."

The chief challenge for the industry, he says, "is to stay on balance, to not get so full of ourselves, given what we've accomplished, that we forget what got us here." And that is "being different, offering services that provide choice that our subscribers never had before and take the risk to foster the development of new programing services."

If there is a Neher operating philosophy it mirrors the Continental corporate culture. "You need to be working with people whom you respect and with whom you share certain business philosophies. Continental has a certain style and operating philosophy," Neher explains. "We want to feel good about ourselves, and the way to do that is to make our constituents [cities, customers and shareholders] feel good about us. So far, Continental has been able to do that. For me, that's what makes this all worthwhile." ■

Long-awaited **White House nomination of Bradley P. Holmes**, chief, policy and rules division, mass media bureau, and former aide to FCC Chairman Dennis Patrick, for long-vacant fifth seat on FCC came down last Friday. Seat has been vacant since departure of former FCC Chairman Mark Fowler last April. Native of House Telecommunications Subcommittee Chairman Ed Markey's home district outside Boston, he graduated from Dartmouth in 1975 and Georgetown Law School in 1978. He has been with FCC since May 1984. White House will have new seat to fill if Commissioner Mimi Dawson is confirmed as deputy secretary of transportation. Senate Commerce Committee has scheduled confirmation hearing for Nov. 17; confirmation is expected to occur shortly thereafter. FCC Commissioner Patricia Dennis, who had been mentioned as possible successor to departing Labor Secretary William Brock, will stay at commission. White House nominated Ann Dore McLaughlin to succeed Brock last Tuesday (Nov. 3).

CBS owned-and-operated **wbbm-TV Chicago**, whose license is up for renewal, has had **competing application filed against it**. Competing group, **Center City Communications**, is headed by Chicago attorney Brenda Minor, who is general partner. "We believe channel 2 has not satisfied its public service obligations," said Minor. "Our concern is with the community." Minor said there were no specific charges against wbbm-TV, but felt its service was not responsive to needs of community. CBS spokesperson, Alice Henderson, said, "CBS has always been a responsible licensee with a superb record of service to Chicago. We are confident that when the proceedings are over we will have our license renewed." Center City is represented by Lewis Cohen, of Washington law firm, Cohen & Berfield. Cohen has been involved in many comparative renewal hearings in past, filing against United Broadcasting's stations in 1978 and against RKO's licenses in New York, Chicago, Los Angeles and Fort Lauderdale. Cohen also represents Southeast Florida Broadcasting Ltd. Partnership in comparative renewal battle with Metroplex Communications over WHY-FM Fort Lauderdale (BROADCASTING, Aug. 24). Center City is owned by Minor, who put up her services for her 4% share in applicant, and 13 limited partners who have agreed to initially invest about \$500,000 for filing. None of limited partners list Chicago addresses.

**List of candidates to replace former CBS Entertainment President Bud Grant** has been narrowed to **MCA Television Group President Robert A. Harris** and **CBS programming vice president Kim LeMasters**, network sources said last week. Harris holds edge for job, but is said to be having trouble getting MCA to release him from his contract. If studio gives in, 41-year-old executive could be named as head of division within next few days.

**Federal Trade Commission's on-going investigation into NFL's current TV rights deals with broadcast networks and ESPN has reached highest corporate levels.** Kevin Monihan, NBC sports information director, said NBC Sports President Arthur Watson has given deposition, but added network is "only peripherally involved" in investigation. Source said Capital Cities/ABC President Daniel Burke submitted deposition in August. CBS had no comment on *New York Times* story last week that said CBS President and CEO Laurence A. Tisch and CBS Sports President Niel Pilson have also testified. Joe Browne, NFL director of communications, said Commissioner Pete Rozelle gave FTC deposition "around August." Investigation is focusing on allegation that in TV rights negotiations early this year, networks and NFL conspired to carve out Sunday night package for ESPN, but to exclude others from getting rights package. ESPN is principally owned by ABC. Among issues is whether Fox had fair shot at rights to Monday night package. Fox President Jamie Kellner, who talked to FTC on Aug. 15, told AP last Thursday, "We were told, clear as a bell [by the NFL], that whoever made the highest bid [for Monday nights] would get the contract, we made the highest bid, but we didn't get the contract." Val Pinchbeck, NFL director of broadcasting, reached last Friday said league "did not conduct a bidding process" for Mondays, nor for any other rights, adding that Kellner "never was a part to any of the meaningful negotiations." He also said, "Fox had the opportunity to negotiate for Sunday night, and

they said, 'No.'"

**CBS cancelled its first two new-season prime time programs** last week—*Everything's Relative* (Columbia) and *Leg Work* (20th Century Fox)—which had last broadcast Nov. 7. Third Saturday night program on CBS, second-season sitcom *My Sister Sam*, has been shelved indefinitely but remains in production. *West 57th* remains on Saturday schedule at 10 p.m.

**Johnny Carson** revealed last week that he has put **his production company on block**, further fueling rumors that entertainer will leave show business when his two-year *Tonight Show* contract expires in spring of 1989. Decision to sell Johnny Carson Production Co. for **reported minimum asking price of \$65 million**, comes when firm has entered barter business and is contemplating first-run distribution and return to movie making. Those factors, combined with company's increased earnings potential over next several years through its network commitments and off-network syndication value of its shows, led many industry observers last week to speculate that Carson is preparing to exit program after more than 25 years at helm. Carson said in statement that he decided to sell TV and movie production company to "simplify my life."

**MCA TV Enterprises**, first-run syndication division of MCA TV, is adding **four more first-run projects** for 1988-89 season: *The Street*, late-night strip production of Universal Television shot in New Jersey that will follow four police officers; *Secret Identity*, Scholastic Prods. (shot in Canada) "fantasy-comedy" starring Jerry O'Connor ("Stand By Me"), about teen-ager who acquires unique powers as result of being splashed with chemical; *Tender Loving Care*, story of young teacher (Christopher Atkins) in all-women nursing school that will be shot in Australia with Bruce Taylor (*Webster*) and Bud Grossman (*Three's Company*) as producers, and *Operation: Watchdog*, half-hour action-adventure that will be shot in Canada by Arthur Co.

**GTG Marketing** has **cleared USA Today** in 22 out of top 50 markets, company reported last Friday.

**U.S. Court of Appeals for Second Circuit has affirmed lower court order enjoining Showtime from using advertising slogans that Home Box Office complained of as infringing on its trademark.** In process, appeals court wrote new law in trademark field, holding that defendants in such cases have burden of proving disclaimers they use in such advertising are effective. At issue was campaign Showtime initiated at NCTA convention in Las Vegas in May that HBO said indicated that two competitors in business of providing programming to cable television systems were cooperating in promotional venture. One key piece of copy read: "Showtime and HBO—It's Not Either/Or Anymore." District court had granted preliminary injunction preventing Showtime from carrying on its campaign. But it exempted from order promotional material Showtime presented at injunction hearing that were designed to serve as disclaimers. But appeals court said record does not support finding that "the disclaimers proposed by Showtime will be effective in substantially reducing consumer confusion" as to relationship between two companies. What's more, although courts have not explicitly held who has burden of proof in such cases, second circuit panel, in sending case back to district court, said Showtime would have "a heavy burden" of demonstrating "that any proposed materials would significantly reduce the likelihood of consumer confusion."

Interpublic Group of Companies' **McCann-Erickson** announced **agreement for acquisition of Geers Gross Advertising** last week. Geers Gross, U.S. subsidiary of England-based Geers Gross PLC, has U.S. billings of over \$125 million.

**U.S. District Court in Alexandria, Va., last week ordered Robert Wold Co. to pay Western Union \$2.4 million for breach of contract.** Wold signed three-year agreement for three satellite transponders on Westar satellite system in April 1985, unilaterally cancelled contract in November 1986 and acquired three other Westar transponders from system's part owner, Contel ASC. In prepared state-





**Troop meeting.** *George Gillett (right) was in Boston last week to introduce himself to local media as new controlling owner of WSBK-TV Boston. At his side: Daniel Berkery, president of WSBK-TV. Through complicated \$1.3-billion transaction, Gillett acquired 51% of WSBK-TV and five other stations from Storer Communications. Kohlberg Kravis Roberts & Co., owner of Storer Communications, ended up with about 45% of stations. Acquisition of interest in six stations makes Gillett and family trusts owner of 17 TV stations. Despite FCC prohibition against owning more than 12 stations, FCC approved Storer deal conditioned on Gillett's agreeing to adhere to strict guideline insulating himself from five stations and family trusts that owns them. Gillett seemed resigned to guidelines. "We operate in a regulated environment and they have a right to impose any restrictions they want." Gillett said none of stations is on trading block.*

ment, Wold said award is subject to appeal. What's more, it said, it "addresses only one point of a trinity of complaints and represents only a temporary decision in a larger complex dispute between Wold and Western Union." Still pending, it said, is its counterclaim in same district court that Western Union violated Communications Act in its dealing with Wold and complaint at FCC alleging that Western Union's pricing practices have been unreasonable and discriminatory.

As **demonstration of its candor and effectiveness of management controls**, **RKO General** told FCC last week it had fired producer at WRKO(AM) for logging spots as having been broadcast that, in fact, had not been broadcast. RKO said it is continuing audit to determine full extent of mislogging, which, it believes, occurred between January and Oct. 21, 1987, when problem was discovered. RKO said it will reimburse advertisers for overpayments due to misloggings.

**NBC took sixth week of prime time race** with 15.8 rating for households, according to Nielsen figures. CBS finished second with 13.4, while ABC came in third with 12.6. Evening news numbers put CBS on top for week six with 12.4/22, over ABC's 11.3/20 and NBC's 11.1/20. **AGB averages** for week six put NBC on top with 17.0 rating for prime time, followed by CBS's 13.6 and ABC's 11.8.

**CBS Records sale to Sony Corp. will again be on agenda of CBS board of directors meeting**, scheduled for Wednesday, Nov. 11, in New York. According to CBS Chief Financial Officer Fred Meyer, there is 70% chance of sale to Sony. Meyer, quoted last Wednesday on Dow Jones News Wire, refused comment when contacted by BROADCASTING.

**Representative Edward J. Markey** (D-Mass.), chairman of House Telecommunications Subcommittee, has **expressed concern about increased use that FCC is making of circulation process as means of disposing of agenda items—and of "substantial" decrease in number of public meetings** that commission has held in recent years. In letter to Comptroller General Charles A. Bowsher last week, Markey asked General Accounting Office to investigate those matters

and provide analysis both of number of items circulated among members, rather than dealt with at meetings, and of number and frequency of commission meetings and hearings.

**Senate Copyright Subcommittee** is convening **hearing tomorrow** (Nov. 10) **on music licensing legislation** (S. 698) that would replace current blanket license for music rights in syndicated television programs with source licensing scheme. Slated to testify: Leslie Arries, chairman of All-Industry TV Music Licensing Committee and president of WIVB-TV Buffalo, N.Y.; Dick DeAngelis, KPHO-TV, Phoenix, C.E. (Pep) Cooney KPNX Phoenix; Phil Lombardo of Citadel Communications, New York-based broadcast station group; Broadcast Music Inc.'s Ed Cramer; American Society of Composers, Authors and Publishers's Hal David; Alice Prager of SESAC; composer Mike Post of Mike Post Productions, and William Cotton of American Association of Advertising Agencies.

**CBS Radio Network, based upon affiliate input, will expand role of popular CBS News Correspondent Charles Osgood in January** by programming four different four-minute *Osgood File* reports, breaking stories and human interest pieces anchored by Osgood, each weekday morning. Series is now fed once each weekday afternoon at 12:25 p.m. NYT. Osgood, however, will no longer anchor network's 7 and 9 a.m. hourly newscasts. They will be taken over by CBS News Correspondent Bill Whitney. Several other format and program changes are planned, including broadening network's "newsfeed" service.

**Tipper Gore**, well-known to radio broadcasters for her crusade against sexually "explicit" and violent rock music lyrics, **met two weeks ago in Los Angeles with executives of entertainment industry.** Gore who was joined at meeting by her husband, Democratic presidential candidate Senator Al Gore (D-Tenn.), has been charged in press reports by some of meeting's participants of changing her stand on issue in attempt to allay concerns of entertainment industry. Democratic candidates have often relied on Hollywood as source for substantial campaign contributions. But Gores and other participants say meeting had nothing to do with senator's campaign and had no political overtones. Press spokesman for Gore's campaign said senator and his wife went because it was good opportunity to "have a dialogue with Tipper's critics." Furthermore, Mrs. Gore wanted to use forum to "reiterate her opposition to censorship." Reportedly Mrs. Gore told executives, Senate hearing on rock lyrics "was a mistake" and "sent the wrong message." But spokesman said statement had been misinterpreted as Mrs. Gore backing down. Rather, he said Mrs. Gore has said "many times the hearing sent the wrong message... that she never advocated censorship."

**Home Shopping Network** Chief Financial Officer Joseph Connelly **testified** last week before Senate Tax Subcommittee **against S. 639 and S. 1099**, which would grant states authority to tax out-of-state vendors. Connelly said bill attempts to overturn *National Bellas Hess* Supreme Court decision, which said company had to have sufficient business in state in order for government to tax service. HSN said its sales network, which reaches 43 million homes nationwide, does not constitute sufficient in-state business.

**Television Bureau of Advertising** reported last week that **national spot advertising in Florida for third quarter** (first three months of state's new ad tax) **declined 11.8%** to \$66.5 million. National spot spending overall for quarter was up almost 3%. Local television advertising in state, however, was up 2.5%, to about \$82.4 million. Local TV advertising overall in quarter was up 4.6%.

**International Radio and Television Society** said last week it was giving CBS News's **60 Minutes**, its **1988 Gold Medal award** for outstanding achievement in electronic communications. It's first time award has been given to news program.

**James T. Lynagh**, president of Multimedia Broadcasting, Cincinnati, was **named chairman of Television Operators Caucus** last week.

# Editorials

## Old wounds

Laurence A. Tisch, on the job at CBS just a year, went to Washington last week with some questions that would trouble any businessman entering the television network business at its present stage. Why, he asked, should the government prohibit television broadcasting networks from syndicating programs or taking a financial interest in the programs they broadcast or producing their own entertainment programs in whatever number they choose or becoming cable MSO's?

He had his own answer to those questions: The rules were adopted to curb the power of three networks that, at the time, were dominant forces in television broadcasting. But, said Tisch, things have changed. Cable and videocassette recorders are in half of all American homes. Independent stations have proliferated. Prime time ratings for the three networks as a group have fallen 18% over the past 10 years (and are still falling, he could have said, as is noted on page 35 of this issue). Is it fair to keep old shackles on networks that are facing new and powerful competition in a teeming marketplace?

Tisch was not on the scene to observe the carnage wrought in Washington when those questions were last raised seriously. The FCC in August of 1983 proposed to eliminate the financial interest rules and liberalize the network syndication rules. Hollywood turned on a multimillion-dollar lobbying campaign that eventually recruited the Congress and the President of the United States to call the FCC off. By November the agency surrendered.

An FCC with those memories to bear would no doubt be reluctant to relive the fin-syn experience of 1983, especially with Hollywood's hometown boy still in the White House and many of its faithful servants still in the Senate and House. Also, the independent television stations, which worry about the networks mucking up a syndication market that now favors nonnetwork TV, are a stronger force in Washington than they were in 1983.

Still, the questions Tisch raised deserve better answers than silence. At least some relief for the networks in, say, financial participation in their programming, in-house production and cable ownership should be entertained while the networks are still delivering national service of demonstrable value. When the FCC put out tentative relief in August 1983, this page called it "Nibbling the bullet." Perhaps another nibble, if still short of a bite, is worth consideration.

## The equitable excise

Some good ideas never fade away. Take the idea of financing public broadcasting through an excise tax on radio and television receivers. That one's been around since Hector was a pup—or at least since the first Carnegie Commission report. Without doubt, in the opinion of this page, it's been all along the soundest, fairest and most reliable alternative to all the others that have so far been tried—and found wanting—in financing that medium.

Now it's being advanced by the National Association of Broadcasters, which fears its constituents will be stuck with an alarmingly burdensome transfer tax—not to mention a companion impost that would codify the fairness doctrine—if it can't come up with a realistic alternative. Whether the excise tax on receivers is "realistic" in terms of being able to overcome the sure opposition of the set manufacturers has yet to be demonstrated, but it's sure worth a shot.

Among its attributes, it is broadly based, touching virtually every member of the populace. At the same time, it is addressed specifically to those that benefit from the medium being under-

written. A more equitable arrangement could hardly be imagined.

The proposed transfer tax, on the other hand, is narrowly based, penalizing one small sector of the economy, presumably for the benefit of all.

The excise tax—touching on radio and TV sets, VCR's and home satellite dishes—is estimated to produce \$360 million annually, within the ballpark targeted by the Senate Commerce Committee. Moreover, that would be both a stable and even growing revenue source, with a potential bonanza to be realized when high-definition television comes over the hill.

There's no doubt it's a good idea. If only its time has come.

## But will it play in Pago Pago

The public broadcasting establishment has been suckered into swallowing—line, sinker and pole—Senate Commerce Committee Chairman Ernest Hollings's proposed fee on all broadcast station transfers. The lure—and it is a shiny one: a fat public broadcasting trust fund to be bankrolled by those same transfer fees. (Would commercial broadcasters get underwriting credit?) A "visionary proposal," concluded the combined heads of the Corporation for Public Broadcasting, National Association of Public Television Stations and National Public Radio. A decidedly myopic vision, we would counter. For hiding behind that easy money is the hook: return of the fairness doctrine, which would be reinstated as a revenue-generating part of the package.

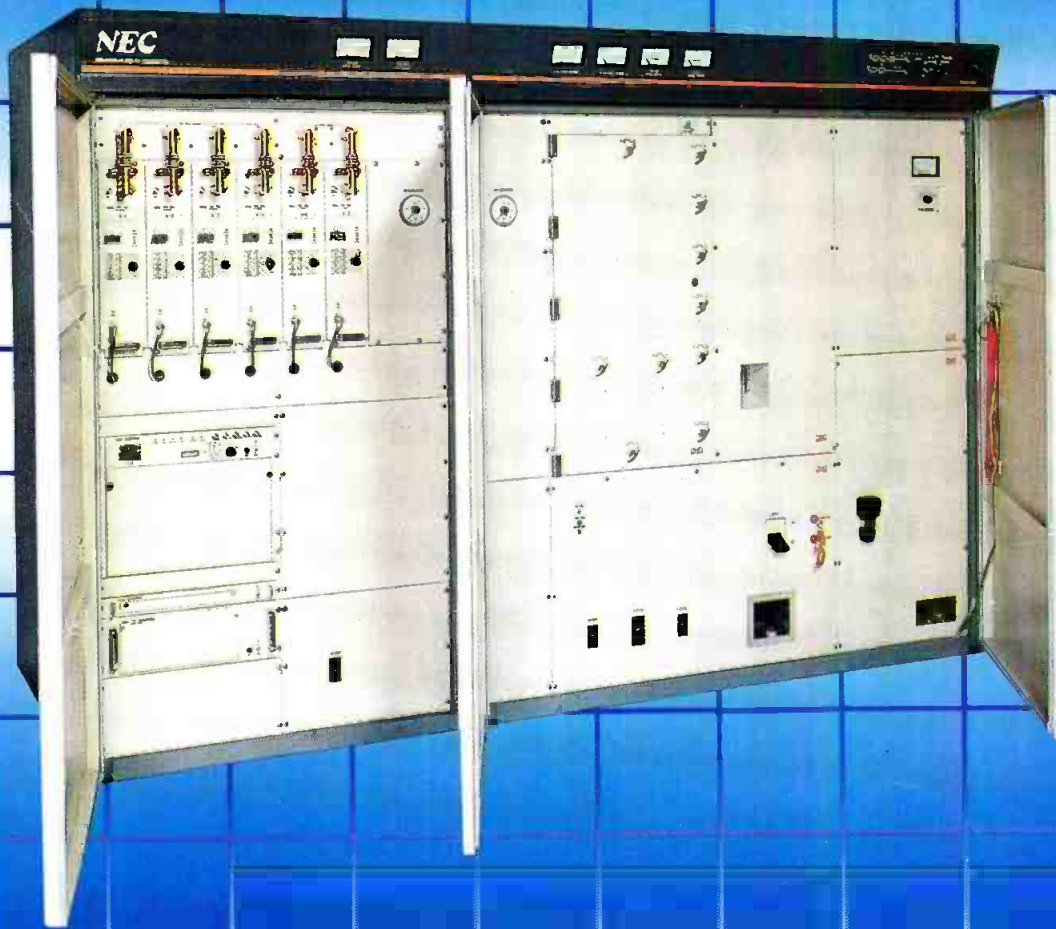
It is a vision that is not universally shared by the rank and file. Evidence of that is found on this week's "Open Mike" page. Robert Blauvelt, acting general manager of a noncommercial station in far off Pago Pago, American Samoa, saw beyond the gold-plated bells and whistles, and had this to say about the proposed legislation: "Its goals with regard to funding may be fine, but the specifics of this legislation are not so good. It is bad enough that the Senate Commerce Committee is proposing to place a mandatory tax on all broadcast property sales, but the reimposition of the so-called fairness doctrine (and a surcharge based on violation thereof) can only have a chilling effect on the broadcasters' ability and initiative in covering virtually any political or controversial interview."

Surely other public broadcasters will find this quid pro quo equally untenable, regardless of the dollars involved. They have had some experience with government intrusion into editorial decision making. It was they, remember, who were prevented by federal law from broadcasting editorials, and they who fought all the way to the Supreme Court to obtain the right to do so. They seem not to have forgotten that in Pago Pago.



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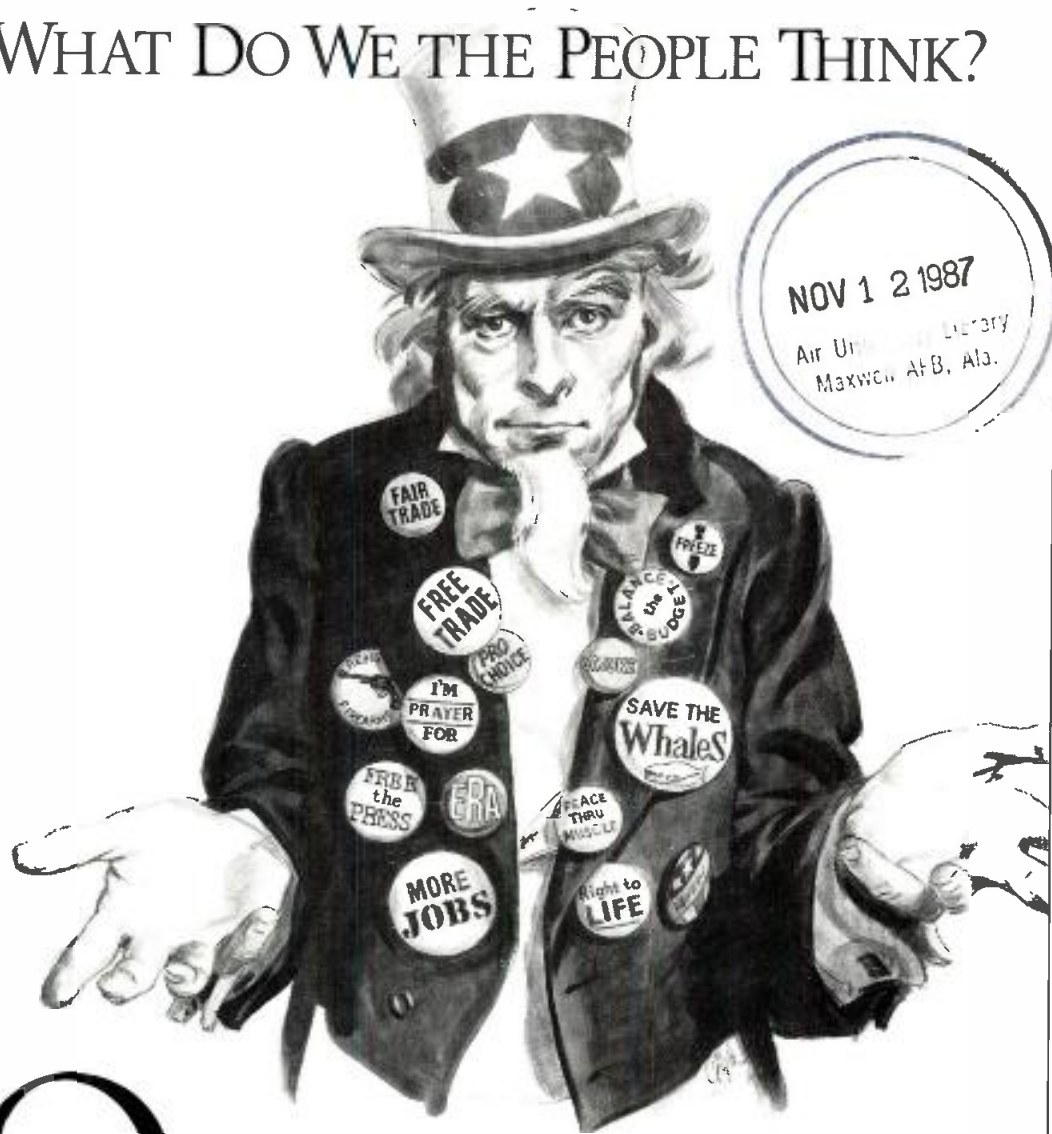
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