The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 14

57th Year 1987

'At Large' with MCA's Robert Harris

Life on the edge of a media/program revolution


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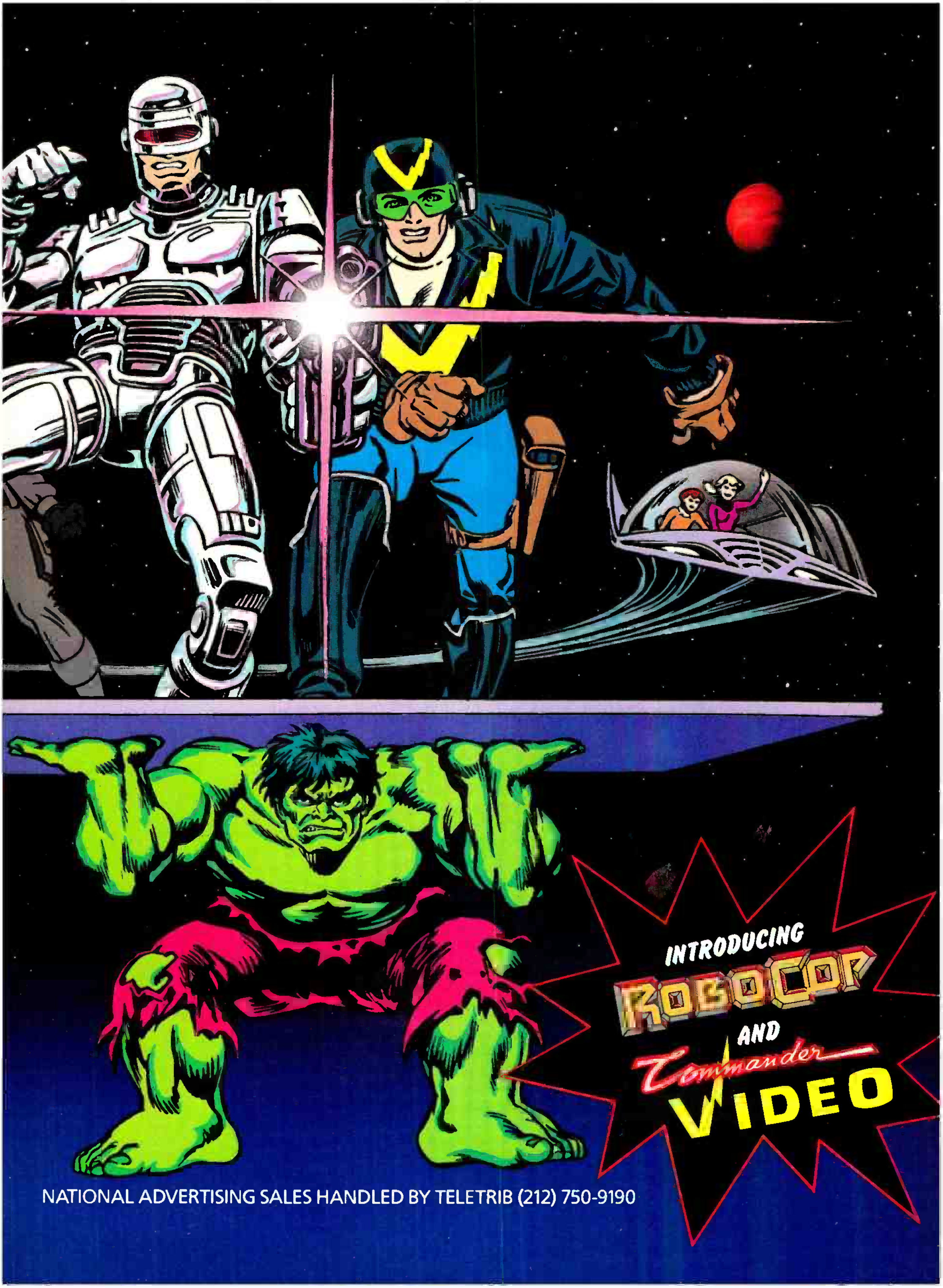
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Vol. 113 No. 24

Broadcasting Dec 14

No more must-carry... page 39

Transfer tax defeated... page 39

Florida service tax repealed... page 44

SUMMIT SUMMARY □ The world focused on Washington last week through the eyes of some 6,000 journalists from around the world, covering

the Reagan-Gorbachev summit. The coverage was historic, both in content and scope. **PAGE 41.**

DAY FOR NIGHT □ FCC receives letters of intent from AM daytimers eligible to switch to full-time status. **PAGE 50.**

PHILADELPHIA STORY □ Spectacor Broadcasting's WIP(AM) Philadelphia changes its format from MOR-based sound to full-service, all-sports outlet, becoming second all-sports station to hit airwaves this year. **PAGE 50.**

PBS EXPORT □ Public Broadcasting Service's *MacNeil/Lehrer NewsHour* added to noncommercial Japan Broadcasting Corp.'s schedule of foreign news shows to be broadcast daily in Japan over Satellite TV Channel 1. **PAGE 68.**

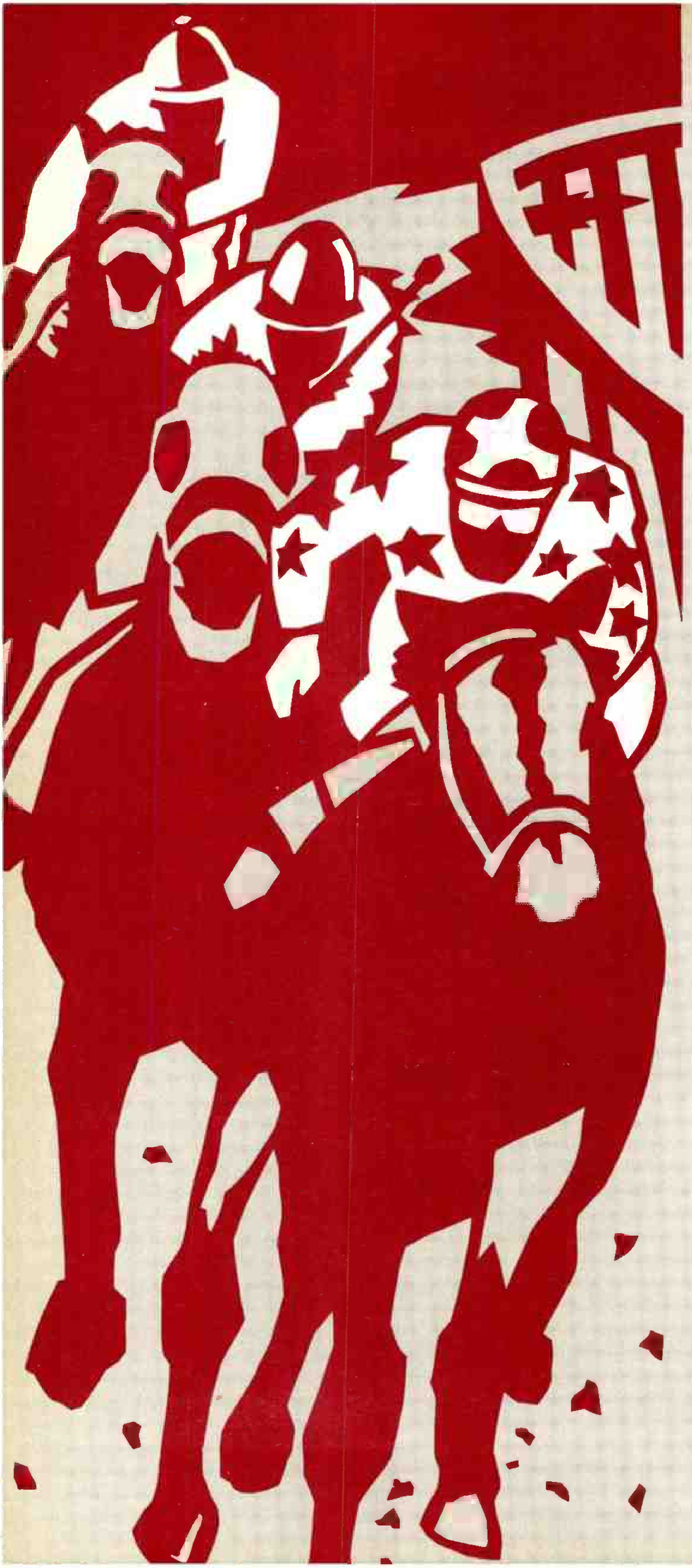
PUTTING ON THE HITS □ MCA Television Group's Robert Harris keeps watch on changes in media/program marketplace—from new forms of programing and distribution, to advertisers' role in mix. His views from Hollywood in this "At Large" with BROADCASTING editors begin on **PAGE 73.**

ALL IN THE FAMILY □ National Association of Public Television Stations names Corporation for Public Broadcasting senior vice president, David Brugger, as NAPTS president. Public Broadcasting Service directors approve appointment of Neil Mahrer, CEO and general manager of PBS Enterprises, to newly created position of executive vice president and chief operating officer of PBS. **PAGE 80.**

COMING UP ROSES □ Forecasts advanced at Paine Webber conference see network television returning to double digit growth in 1988. **PAGE 86.**

WINNING TEAM □ NBC's John Agoglia may have to wear the black hat in some production negotiations, but he is a veteran of the cavalry charge that took that network to number 1. **PAGE 111.**

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications, 1705 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $105. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1705 DeSales St., N.W. Washington, D.C. 20036.



Closed Circuit

Radio gains

Radio Advertising Bureau expects radio to close out 1987 posting revenues 4.3% higher than 1986, reaching approximately $7.324 billion, according to association's year-end revenue forecast being sent to RAB members this week. Strongest segment will be local advertising, with gains of 6.3% over last year to about $5.647 billion. RAB is estimating that both national spot and network radio, which have been sluggish for most of 1987, will finish 2% off, at $1.305 billion and $372.4 million, respectively. For 1988, which contains Olympics and presidential elections, typically better years for broadcast advertising, RAB is projecting total radio revenue sales growth of 7%-8%.

Secret ballot

No information on progress of vote on 1,125/60 high-definition TV production system now being conducted by Advanced Television Systems Committee will be released during tomorrow's (Dec. 15) regularly scheduled ATSC meeting. Proposal was sent to full membership of about 50 companies for mail ballot following passage by ATSC's T3 group during last meeting (BROADCASTING, Oct. 12). According to ATSC executive director, Robert Hopkins, voting will end on Dec. 31 "and there will be no announcement prior to the closing of the balloting." Earlier vote by T3 was 26 in favor of 1125/60, none against; nine abstained.

Tomorrow's meeting will be dominated instead by HDTV transmission issues, with discussions to be led by David Sarnoff Research Center representative on NBC-backed ACTV one-channel delivery system and by N.A. Philips representative on aspects of its HDMAC-60 two-channel system. Also to be discussed are progress of ATSC's current terrestrial broadcasting tests and FCC's new Advanced Television Advisory Committee.

Winning pitch

Hughes Television Network has won contract with Major League Baseball to scramble feeds of 1988 season, league confirmed last week. Hughes, provider of backhaul transmissions to 25 of 26 major league clubs in 1987 season, will "encrypt satellite delivered backhauls of our clubs' copyrighted [1988 season] telecasts" said Bryan Burns, league's broadcast director. "They made the best financial offer," he said. Job requires installation of 20 to 25 scramblers, 250 descramblers and construction of authorization center, estimated at initial $2 million-$3 million investment, plus annual operations costs.

John Tagliaferro, Hughes president, said field of encrypting systems has been narrowed to Scientific-Atlanta's B-Mac and General Instrument's Videocipher I, as per league's RFP specifying desire to adopt system standard other than that now widely in use—Videocipher II (BROADCASTING, Nov. 2). Both men said equipment choice could be made by Jan. 1. Although one losing bidder doubted system could be implemented in time for first game of season, Tagliaferro said, "We're encouraged by what we've heard so far from suppliers about how soon they can deliver hardware."

Neither party would reveal contract terms.

Filling in blanks

ABC affiliates will get in-depth briefing at regional meetings next month on so-called "white space" issue, concerning 2% of population not able to receive over-air television signals. NBC's solution has been to sign letter of agreement with Netlink to distribute signal to eligible back-yard dish owners. CBS affiliates oppose such arrangement and are kicking around idea of forming nonprofit cooperative to distribute signals to white areas. They will discuss issue with network executives at affiliate board meeting next month. ABC affiliates also have some "serious concerns" about Netlink-type arrangement, said affiliate board chairman, John Behnke, last week. Board member Charles Sherman, president and general manager of WHOI(TV) Peoria, Ill., is spearheading ABC affiliates' research effort on issue. Last week he said that costs of setting up cooperative to distribute signal, which some estimate would run at least $1 million, were "strong barrier" against taking that route.

Double vision

While eyes turn to overbuilds in southern New Jersey (see page 85), administrative law judges at state's public utilities commission are examining six other overbuild applications. They represent wide crosssection of market situations, including inner city (Paterson), classic small-town system (Phillipsburg), initial build (Washington township) and expanding resort area (Atlantic City). Washington township decision is expected first, but others will give indication of how PUC will act. Franchise applications by Tele-Communications Inc. and Choice Cable (Irving Kahn's fiber optic system) to build over *New York Times* system may soon be added to list.

Back on block?

Indianapolis independent WTTV(TV), which went bankrupt last spring, may be on auction block again. New York investment firm Warburg Pincus, which had won bid to buy station for figure reportedly in mid-$60 millions, apparently withdrew offer in recent weeks. Indianapolis-based radio group was Emmis Broadcasting, which had been in bidding until end, was asked last week if it were still interested in station. It was, but remains in dark as to status of financially troubed operation.

In family

In unusual cable programing arrangement, Financial News Network's national sports cable programing service, Score, has picked up half-hour *Coors Sports Forum*, interview program hosted by Greg Gumbel, from New York area sports network, Madison Square Garden Network. MSG produces program, which it carries on weekdays, and Score is carrying program Sunday evenings. It reflects national pickup (20 million homes) of regional programing service (two million). Score will replace local advertising with its own national spots.

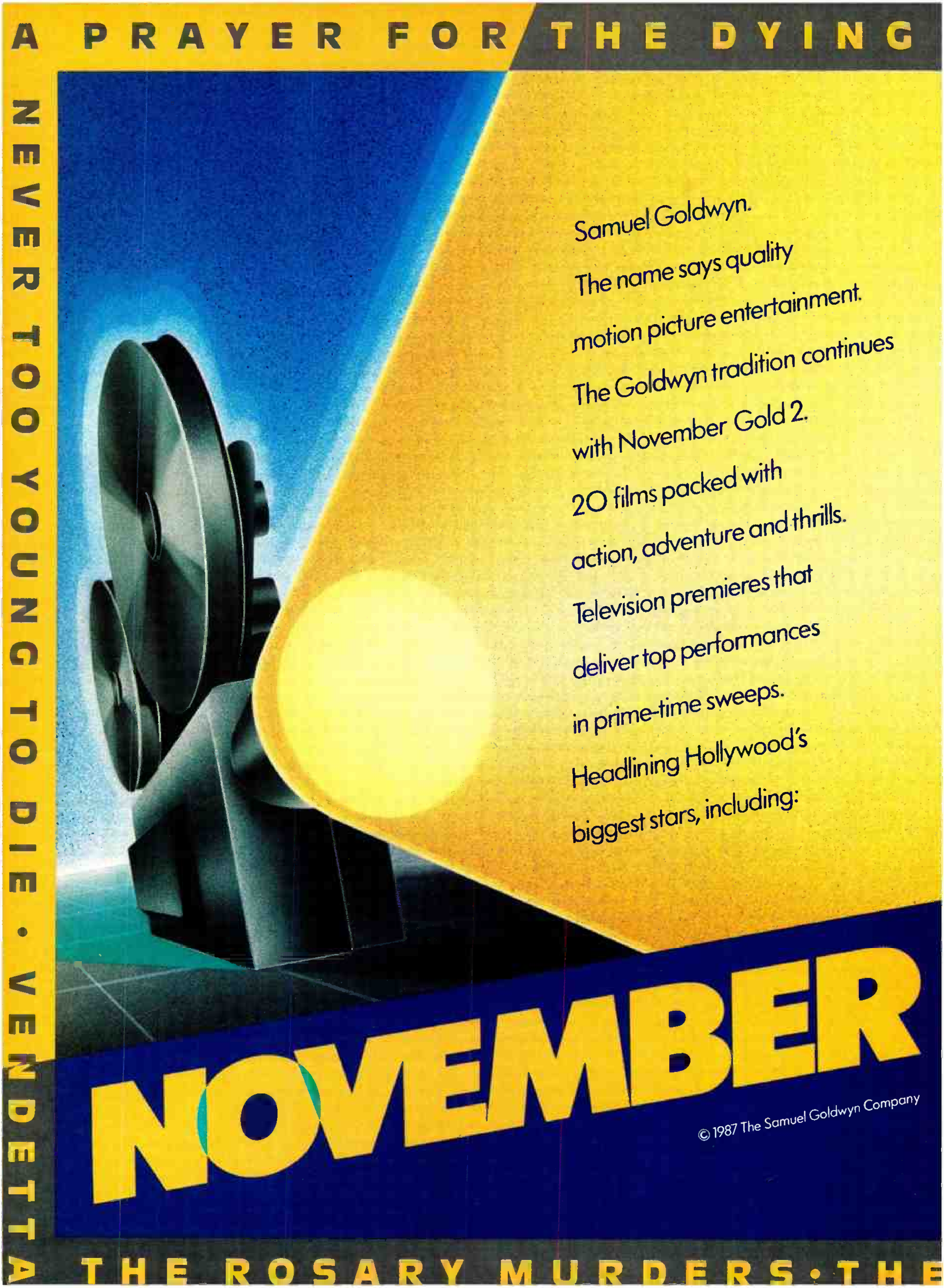
You say Viacom

What's in name? Ask Sumner Redstone and Frank Biondi, new owner-chairman and president-chief executive officer, respectively, of Viacom International, and they'll say "VI-a-com," not "Vee-a-com" as was preferred pronunciation under previous management." Also subject to change: familiar, stylized "V" logo.

Next act

Mark Fowler, one of whose last official acts as FCC chairman was to preside over adoption of compromise must-carry rules thrown out by court last week, said he was disappointed that court rejected "delicate balance" that FCC had struck, but was pleased that it had recognized again cable's First Amendment rights.

Fowler also said cable's compulsory copyright license should be revisited. License and must-carry have been tied together, he said. "With must-carry obligations now gone, it seems to be more urgent than ever that Congress now look at the license with a view toward eliminating it," said Fowler.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Where Things Stand

A weekly status report on major issues in the Fifth Estate

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

AM-FM allocations. FCC on Nov. 19 amended rules to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime or service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB 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.

□

■ **AM stereo.** Principals in issue have been waiting for FCC action on recommendation of Aug. 12 report by National Telecommunications and Information Administration that C-Quam AM stereo system's pilot tone be protected from possible interference. AM stereo issue was to be taken up at last week's FCC meeting, but was taken off agenda.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA 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 system in international marketplace.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publish 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.** As means of cracking down on trafficking of broadcast licenses, Senate Commerce Committee adopted revenue-raising proposal as part of deficit reduction package that would impose 4% transfer fee on broadcast licenses transfered within three years of last sale (BROADCASTING, Oct. 26). Broadcasters were fairly confident that fee proposal wouldn't survive when new version of package emerges from Congress, but new set of circumstances has developed and matter was expected to move to Senate floor for vote last week (see "Top of the Week"). Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation offered earlier this year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□

■ **Cable regulation.** National Cable Television Association has unveiled survey that found cable rates rose 6.7% in first six months of 1987. Results from 598 cable systems found that basic rates rose, on average 10.6%, while pay rates declined 2.5%.

On Capitol Hill, survey may crop up when House Telecommunications Subcommittee convenes oversight hearings (next year) on status of cable industry three years after deregulation. Subcommittee postponed hearing scheduled for Oct. 29 as result of Wall Street's sudden turn for worse to make time for private briefings on matter.

As for cable's standing in courts, two federal 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. At FCC, agency 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. Upshot of rulemaking is that fewer cable systems are likely to escape rate regulation.

□

Children's television. In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among 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 its 1984 elimination of time limits on children's advertising on ground that FCC had failed to justify action with either facts or analysis.

Some of impetus behind FCC inquiry came from Capitol Hill, where House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising.

□

Compulsory license. FCC is conducting inquiry into cable compulsory license and, if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. Patrick's latest comment on license came last month when he said FCC's proposal to reimpose syndicated exclusivity rules are based on assumption that license is 'flawed.'

In comments on license inquiry, cable supported retention of license, while program producers opposed it. National Association of Broadcasters softened its long-standing opposition, arguing that license should be left alone for time being.

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■ **Crossownership.** Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it do same.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

In initial round of comments, telcos said competition between telcos and cable would spur technological developments and cable subscriber fees to drop. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of telcos' control of poles and underground conduits and their ability to cross-subsidize.

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into "information services," which include cable.

□

■ **Direct broadcast satellites.** Home satellite industry scored victory last week as Senate Commerce Committee adopted legislation that would require cable programers to permit qualified third party to distribute programers' services to dish owners. Final Senate passage is by no means assured, but proponents are hoping it will move before Congress ad-

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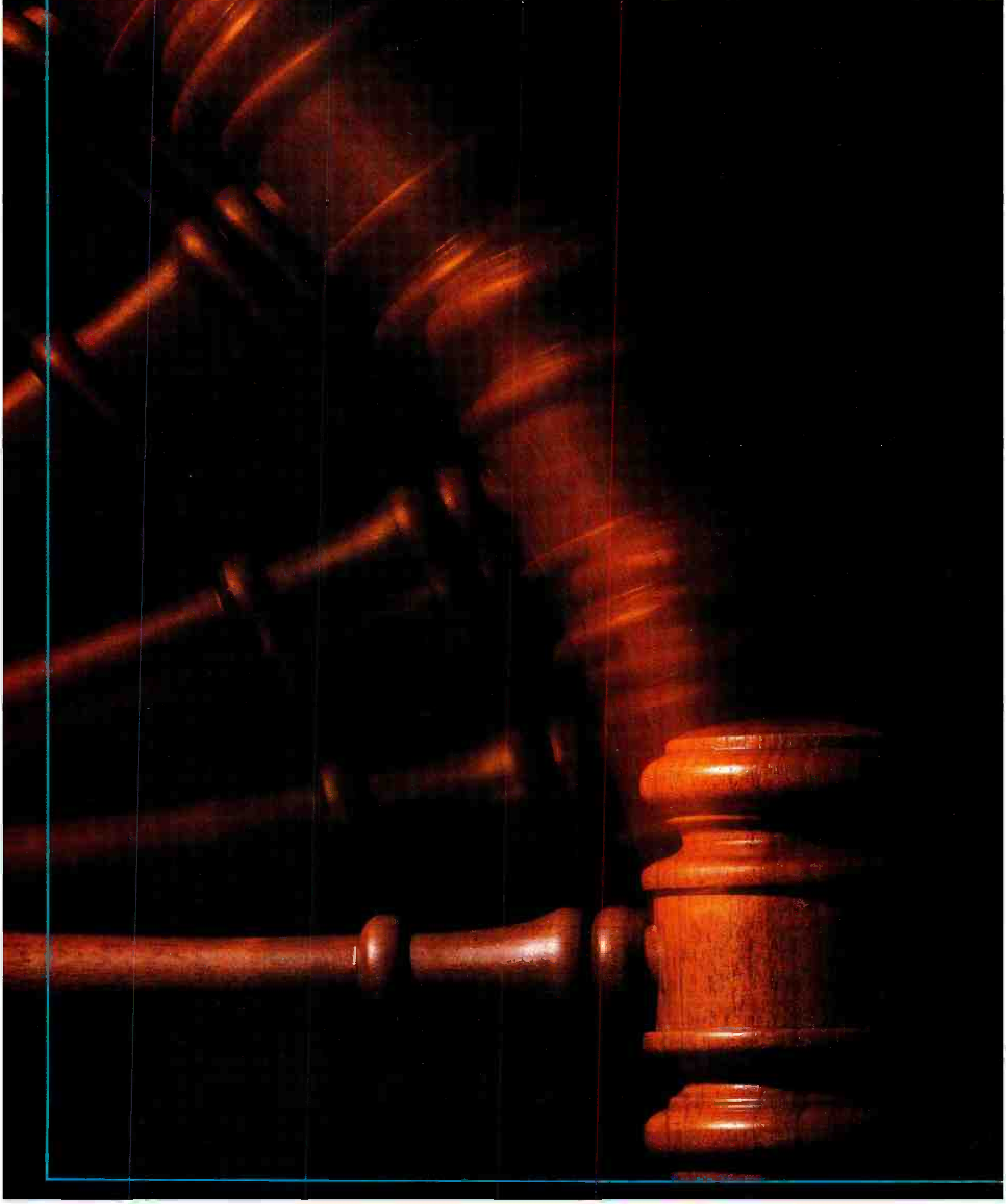

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REPUBLIC PICTURES

Fairness doctrine update

The fairness doctrine may be on its way back. As anticipated, the House two weeks ago adopted a catch-all spending bill (the continuing resolution) that would resurrect the doctrine (BROADCASTING, Dec. 7). The Senate version of the resolution does not include fairness, and broadcasters anticipate a fight over the doctrine will emerge during the House-Senate conference on the measure, which is likely to occur early this week. The spending bill was targeted because it is viewed as veto-proof, but, there is a strong likelihood President Reagan may veto the measure after all. House leadership has let the White House know that the doctrine's restoration is a nonnegotiable issue.

Pending in the Senate is a revenue-raising package (adopted by the Commerce Committee, 12-5) that would also codify the fairness doctrine; it was scheduled for a possible vote on the Senate floor last week (see "Top of the Week"). The National Association of Broadcasters has embarked on a major initiative to defeat both efforts and was working to gain commitments from a majority of senators to oppose the package.

The doctrine was repealed by the FCC on Aug. 4; earlier President Reagan vetoed a bill codifying fairness, but the doctrine's proponents lacked the votes to override the veto in the Senate.

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 available for $5 from the BROADCASTING Book Division, 1705 DeSales Street N.W., Washington, D.C. 20036.

journs and are laying groundwork for House consideration. National Cable Television Association's Jim Mooney called bill "fundamentally flawed."

High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programing dearth. But European governments have gone ahead with launching systems. Apparently flawless Arianespace launch of TV-Sat 1, first in French-West German DBS series, occurred Nov. 20. Although German Aerospace, co-builder with ERNO of the satellite, reported last week that TV-Sat 1 had attained final orbit, the outermost solar panel was still not deployed. Failure analysis, including on-the-ground simulation of the deployment failure, were under way, and operators would study the possible use of "software fixes" or, as a later resort, onboard rocket maneuvers to jolt the panel loose.

When or if four-channel TV-Sat 1 becomes operational, West Germany plans to assign two channels to public television and two to commercial broadcasters. Without full deployment of solar array, two transponders will likely never operate. Even when DBS becomes operational there, incompatible transmission-reception problems remain.

Low power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market. It got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable oeprators and other third parties. HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every 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 employes are required to file detailed reports.

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 broadcasting.

□

■ **Federal Trade Commission.** Ongoing Antitrust investigation of National Football League television rights contracts now includes testimony from top network executives including ABC President Daniel Burke, CBS Sports President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues ("In Brief," Nov. 9).

In related development, league's contract with ESPN for package of Sunday-night games was subject of Senate hearing. Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio) have written Justice Department asking agency to examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7).

FTC Chairman Daniel Oliver has scheduled press conference at National Press Club this Wednesday, Dec. 16. Topic or topics to be covered were not disclosed.

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High-definition television. FCC involvement in future of HDTV grew with first meeting of "blue ribbon" advisory panel on Nov. 17. Panel of top executives of TV industry is upper tier of FCC's Advanced Television (ATV) Services Advisory Committee. Lower tier is made up of three subcommittees that are divided into working parties. ATV committee will produce its first set of recommendations for commission, involving spectrum allocations, on May 17, 1988. Committee was formed as part of July 16 FCC order that also included notice of inquiry into HDTV systems. First round of comments received revealed that opinion of broadcast and cable industry is that some form of advanced TV standard should be adopted and that system compatible with NTSC receivers is preferable.

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.

Advanced Television Systems Committee'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 hertz 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 what prosecutors said was siphoning $4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegrett were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been $4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of $865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was setenced to three years and fined $100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S.district court in Maryland, claiming his activities resulted in damage to organization of $11.5 million (BROADCASTING, May 25). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Arianespace rocket.

□

Land-mobile. In response to petition from the Association of Maximum Service Telecasters,

ALREADY SOLD IN NEW YORK, PHILADELPHIA, SAN FRANCISCO, DETROIT, DALLAS, WASHINGTON D.C., HOUSTON, SEATTLE, MIAMI, ST. LOUIS, SACRAMENTO, BALTIMORE, HARTFORD, MILWAUKEE, NASHVILLE, NEW ORLEANS, RALEIGH, OKLAHOMA CITY, GRAND RAPIDS, PLUS 37 ADDITIONAL MARKETS.

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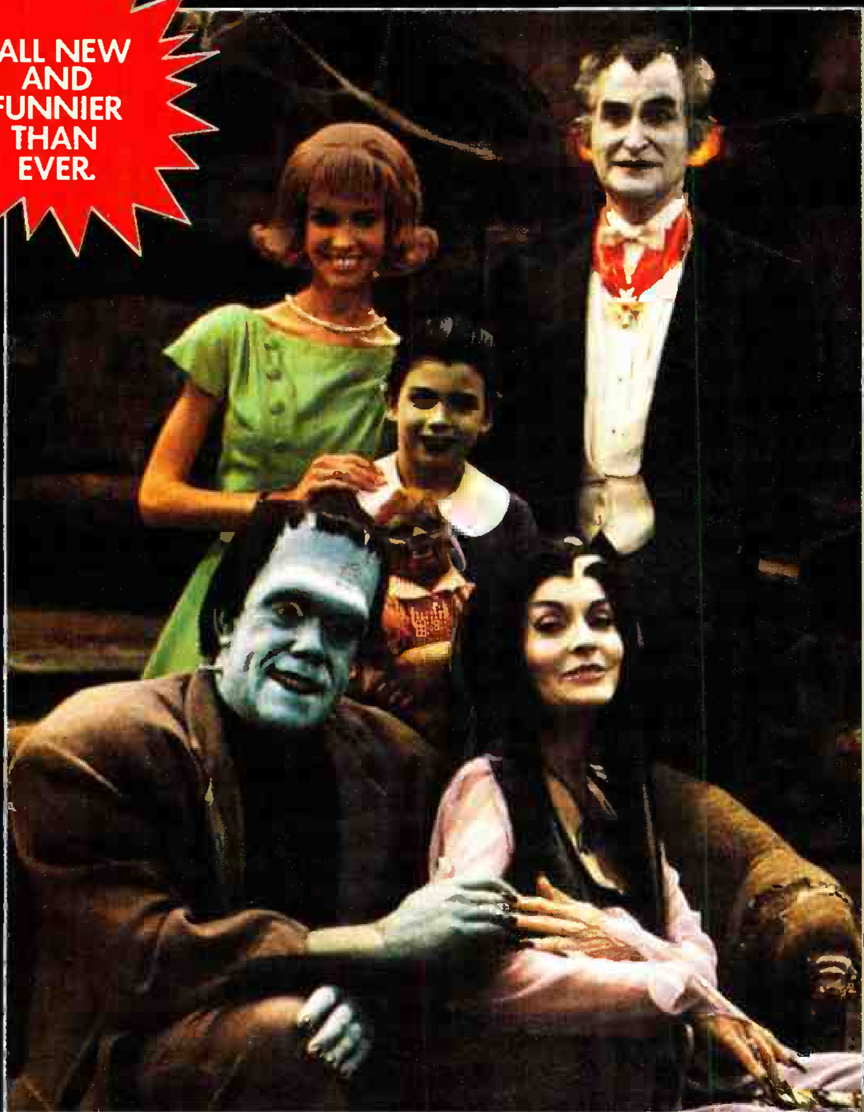

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GAME SHOW'S YOUNG ADULT DELIVERY

PROGRAM	WOMEN 18-49 (% of total adult demo)	MEN 18-49	ADULTS 18-49
WIN, LOSE OR DRAW	65	63	64
ALL NEW DATING GAME	60	52	57
TRUTH OR CONSEQUENCES	56	60	58
NEW NEWLYWED GAME	53	50	52
HOLLYWOOD SQUARES	49	53	50
HIGH ROLLERS	49	53	50
$100,000 PYRAMID	41	46	42
JEOPARDY	37	43	39
WHEEL OF FORTUNE	33	39	35

SOURCE: NSS THROUGH 10/25

WIN, LOSE OR DRAW is the game show that takes the risk out of programming. And turns access into a gold mine.

The numbers prove that too.

Not only is WIN, LOSE OR DRAW already #1 in 5 of our 6 access markets in the October books, it increases key demos in all of them. In city after city, we've significantly upped young adult demos. In Detroit, Women 18-49 were up +192%; in Columbus, Men 18-49 were up +171%; Indianapolis Teens were up +420%!

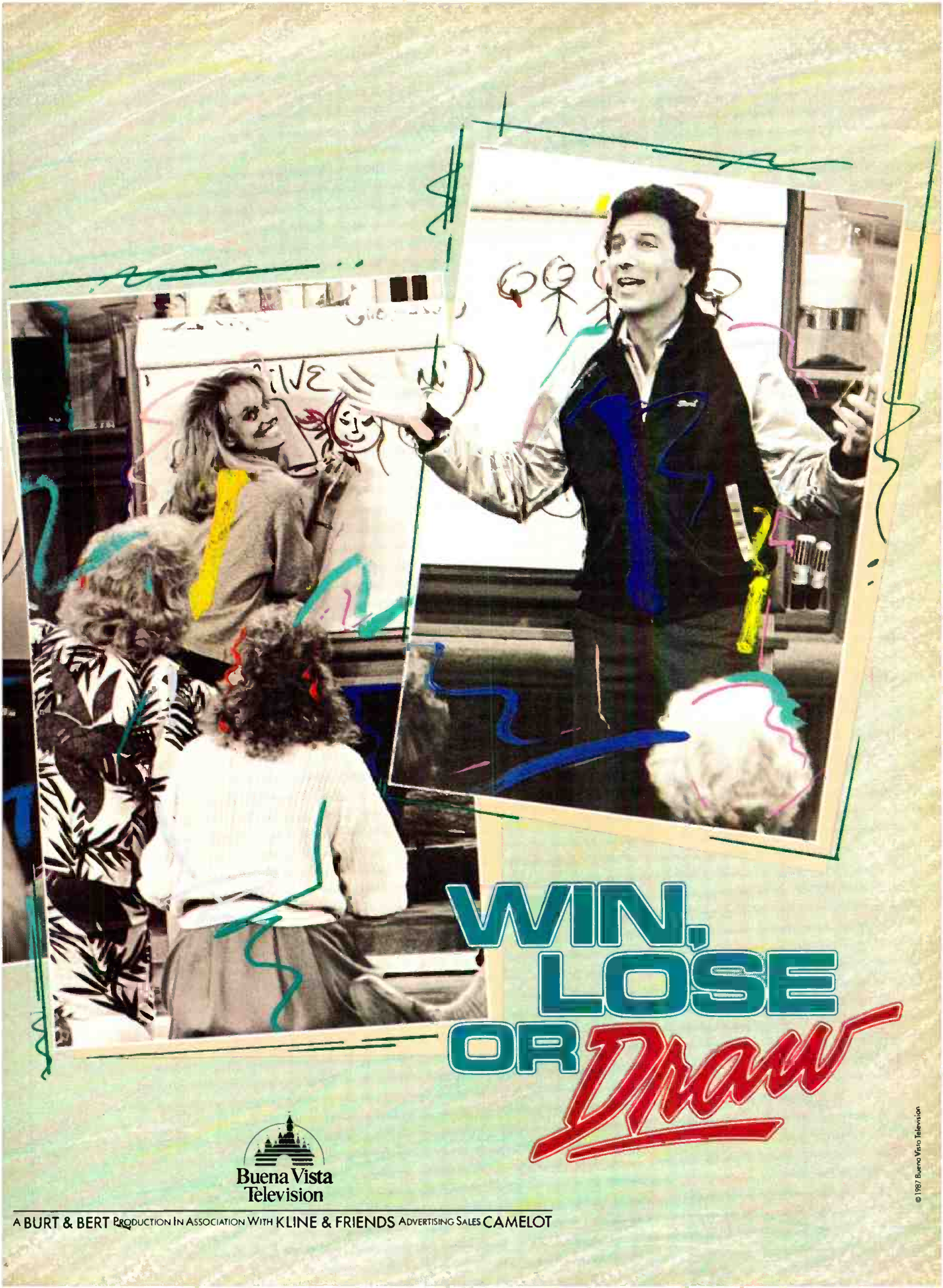
WIN, LOSE OR DRAW IN ACCESS OCTOBER '87

MARKET	STATION	TIME PERIOD	WOMEN 18-49 (RANK IN TIME PERIOD: % INCREASE OVER YEAR-AGO TIME PERIOD:)	MEN 18-49	TEENS	KIDS
ATLANTA (A)	WAGA	7:30 PM	#1 +55	#1 +67	#1 +38	#1 +50
COLUMBUS (A)	WCMH	7:00 PM	#1 +109	#1 +171	#1 +160	#1 +167
DETROIT (N)	WJBK	7:30 PM	#2 +192	#3 +158	#1 +517	#1 +305
INDIANAPOLIS (A)	WRTV	7:30 PM	#1 +103	#1 +125	#1 +420	#1 +700
PITTSBURGH (N)	WTAE	7:30 PM	#1 +88	#1 +54	#1 +158	#1 +68
TAMPA (A)	WTSP	7:00 PM	#1 +78	#2 +18	#1 +200	#1 +450

SOURCE: OCT '86/'87 NSI/ARB

When it comes to adults demos, WIN, LOSE OR DRAW does more than deliver like a sitcom, it beats MASH, WHEEL OF FORTUNE, ENTERTAINMENT TONIGHT, CHEERS, 3'S COMPANY, $100,000 PYRAMID, and HOLLYWOOD SQUARES head to head.

WIN, LOSE OR DRAW is the access success story of the year. It's the hottest game show in syndication now and for years to come, because it's the only game show that performs like a sitcom.


WIN, LOSE OR Draw
Buena Vista Television
A BURT & BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS ADVERTISING SALES CAMELOT
© 1987 Buena Vista Television

National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see 'High-definition television,' above). FCC wants to ascertain whether UHF channel's in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, the FCC also proposed, the station may try to negotiate settlement with mobile radio operator.

□

■ **Low-power television.** Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programing Cooperative. Under Lauglin's direction, the co-op will try to buy programing that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting 483 applications, and has so far granted almost a third of that number. Those not challenged by petitions to deny should be granted by end of year.

□

■ **Mergers.** Kohlberg Kravis Roberts & Co.'s SCI Holdings, which "disengaged" three investment banks hired last summer to explore divestiture of its 1.4 million-subscriber cable systems, is now in discussions to sell majority interest to cable consortium of TCI, ATC, Comcast and Bass Group. KKR's Storer Television has also closed on $1.3 billion transfer of six TV stations to company managed and 55% held by George Gillett Jr. □ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, has set $225 million as price for 135,000-subscriber cable systems of Essex Communications Corp. Amount was down $8 million from initial offer and is subject to further change at closing in 1988. □ Cablevision Systems' $470 million purchase of Adams-Russell, approved by A-R shareholders in November, is expected to close this month. General Electric Credit Corp. will finance deal, Cablevision will invest $40 million in buy and Kidder, Peabody & Co. will also provide $125 million in senior subordinated notes. □ Early 1988 closings are expected for following deals: Continental Cablevision acquisition of American Cablesystems for $481.7 million; radio group Summit Communications $200 million purchase of DKM Broadcasting in second-largest radio-only sale, and Adams Communications purchase of Forward Communications' five TV stations for $126.5 million from Wesray Capital Corp. □ Deals called off in wake of October stock market decline so far 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.

□

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—a violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, less onerous than original ones, are product of compromise between cable and broadcasting industries.

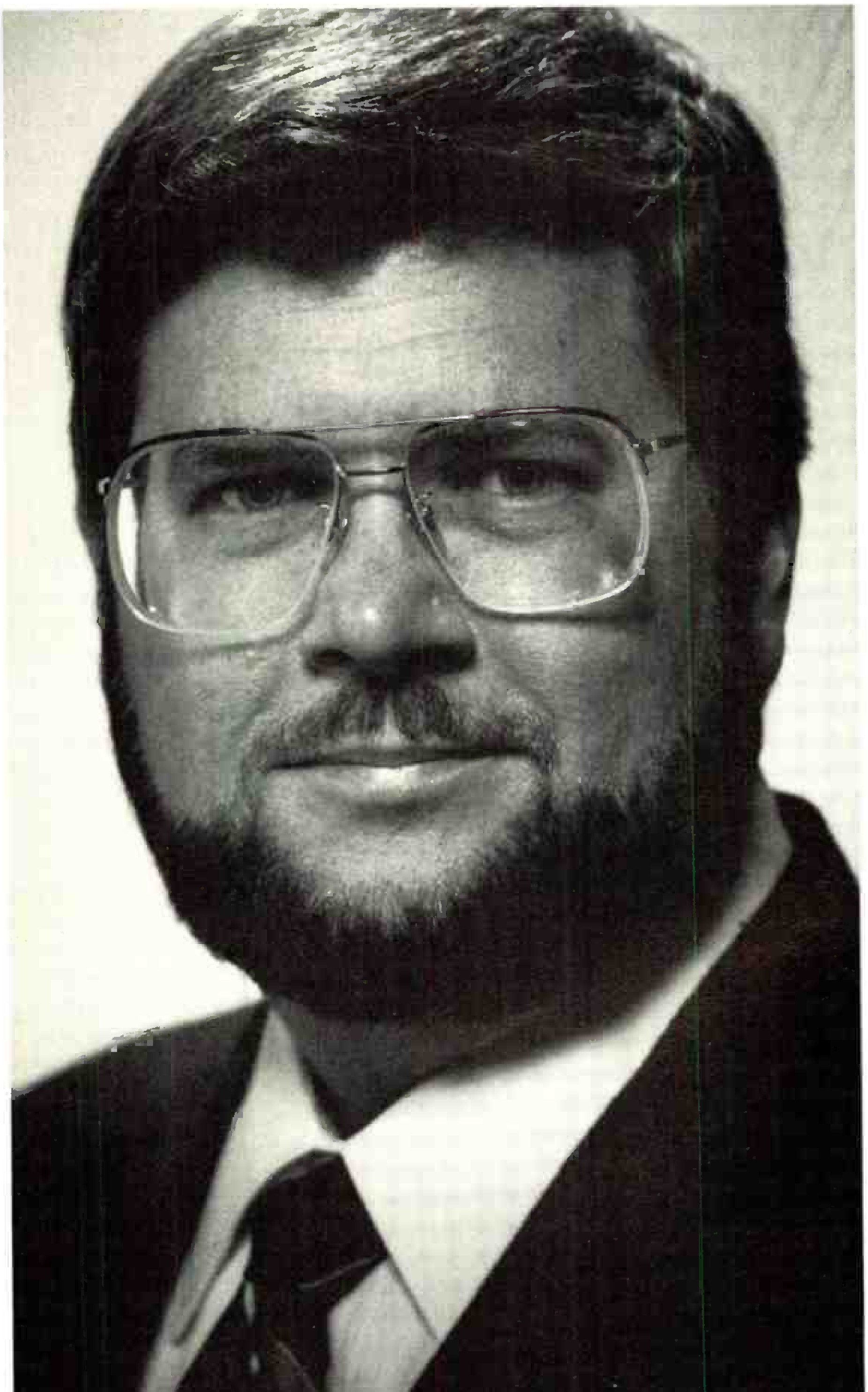
At oral arguments before court in October, some observers felt judge's comments and questions indicated that rules might, at very least, be remanded to FCC to correct specific problems.

□

■ **Public broadcasting**. National Public Radio board last week adopted unbundling resolution to be presented in written ballot to member stations for "advisory vote." Final decision rests with board, which may adopt policy as early as next February. Plan would split NPR programing into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also last week began $32-million FY 1989 budget proposal deliberations; total potential increase would be $5 million over 1988 base, including increases from 9% to 24% in station dues.

Board of National Association of Public Television Stations, lobbying arm of public TV system, last week unanimously voted David J. Brugger NAPTS president, effective Jan. 1. He succeeds acting president, Baryn Futa,

"Conus stations of all sizes have helped us from the minute our SNG® Truck arrived."



John Hutchinson, Vice President, General Manager of WWBT-TV, Richmond, Virginia

"WWBT in Richmond, Virginia was proud to become a Conus member last fall," says John Hutchinson, station Vice President and General Manager.

"As soon as our SNG van arrived, we were needed to cover the national TV evangelism story—to get a Virginian perspective on the resignation of the PTL board of directors.

"To bring our viewers live, interactive reports, we cooperated with three other Ku-equipped stations. Within one 30-minute newscast we had reports from: PTL headquarters near Charlotte, the Bakker's temporary residence in Gatlinburg, Jerry Falwell's church in Lynchburg and Pat Robertson's CBN ministry in Virginia Beach.

"This was our first example of the real value of Conus: stations pooling high-tech tools through a spirit of cooperation to deliver high-touch coverage of special regional interest.

"As a middle-market station, WWBT has been gratified to experience that same cooperation from all Conus member stations—large and small."

To find out how Conus can help you extend the reach of your newsgathering, call Charles H. Dutcher, III at 612/642-4645. Or write Conus, 3415 University Ave., Minneapolis, MN 55414.

We'll be more than happy to cooperate.

CONUS®


THE CORPSE DANCED

HOW TO COMMIT THE PERFECT SOLUTION.

COMMIT TO MURDER, SHE WROTE

It's never been out of the Top 10—first run or rerun.

It's the only series ever to improve upon—let alone hold—the audience of its 60 Minutes lead-in.

Angela Lansbury, as Jessica Fletcher, has created a character with unprecedented mass appeal.

And Murder's roster of guest stars will make every episode a promotion director's dream.

The evidence is overwhelming.

MURDER, SHE WROTE

The Perfect Solution.

MCA TV

and former president, Peter Fannon, who resigned in August. Brugger is currently senior vice president at Corporation for Public Broadcasting.

At Charleston, S.C., board meeting this month, PBS announced appointment of PBS Enterprises President Neil Mahrer to newly created post, executive vice president and chief operating officer, freeing PBS President Bruce Christensen from daily operations duties.

With new CPB chairman, Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

Bruce Theriault remains acting president of American Public Radio.

November 1987 oversight hearings in both Senate Communications Subcommittee (BROADCASTING, Nov. 16) and House Telecommunications Subcommittee (BROADCASTING, Nov. 23) featured pleas from public broadcasting executives for reliable and adequate source of funding. Corporation for Public Broadcasting Chairman Howard Gutin, CPB President Donald Ledwig, Public Broadcasting Service President Bruce Christensen, PBS board member Sharon Rockefeller, National Public Radio President Douglas Bennet and host of station general managers told Congress that system works but could work better with expanded, long-term funding.

Senate Commerce Committee's revenue-raising package—designed in part to create Public Broadcasting Trust Fund supplied with money raised from FCC license transfer fee—was adopted in House as amendment to budget reconciliation package, which went to vote before full body.

CPB board met Nov. 24-25, and new members began to voice themselves on budget and policy considerations; CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30).

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

□

■ **Scrambling.** Bill that would regulate home satellite marketplace was adopted by Senate Commerce Committee two weeks ago. It would mandate that cable programers permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until next year. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was focus of hearing two weeks ago. Broad coalition of industry groups is backing bill, but modifications suggested by motion picture industry (mainly suggestion that compul-

□

■ **Wireless cable**, using mix of ITFS and MDS channels, is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband targeted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within the next few months, is the biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland. ■

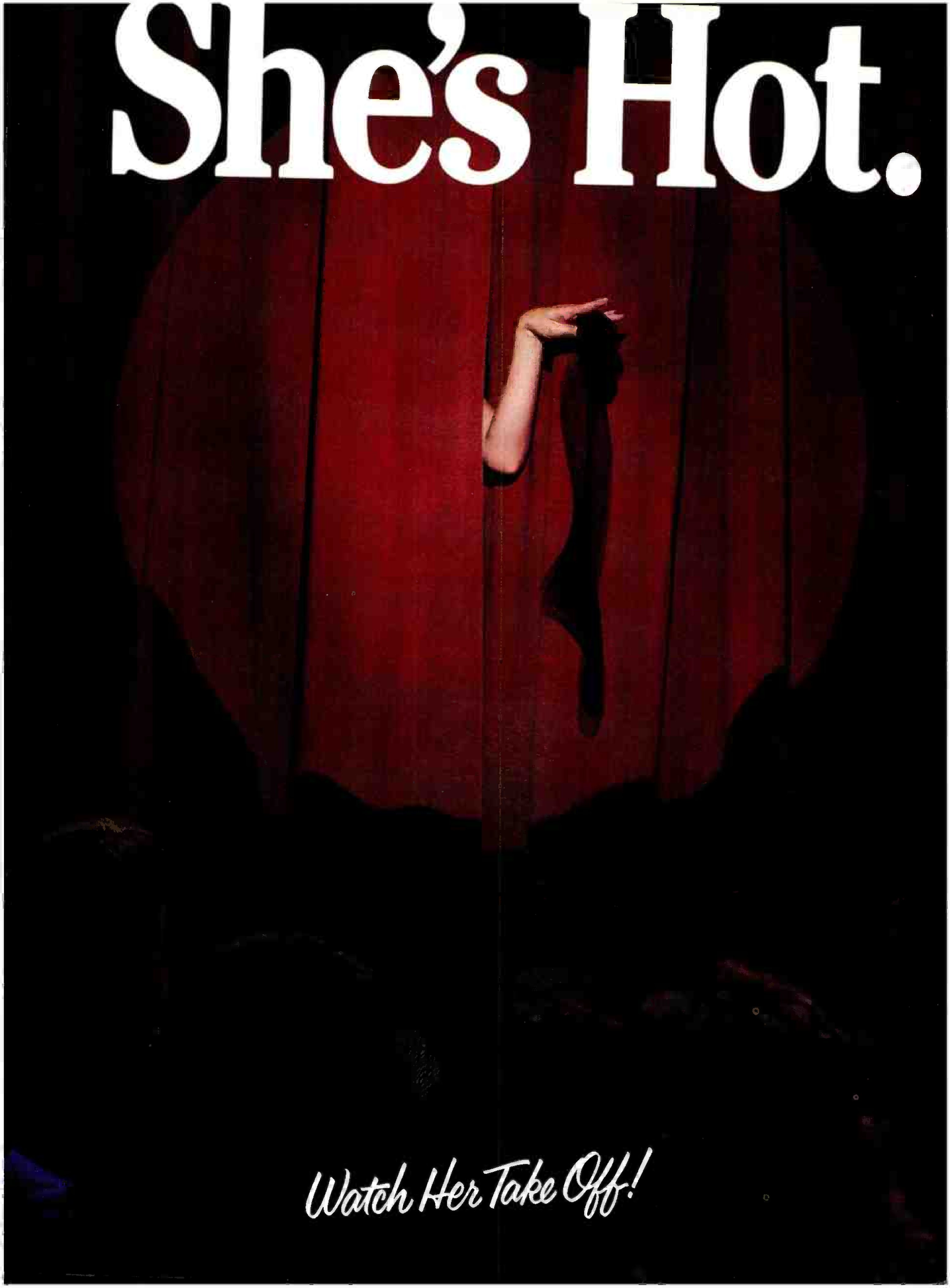
Lucky 11 for NBC

NBC closed out week 11 (ended Dec. 6) with a 15.3 rating and a 25 share from Nielsen. CBS came in just ahead of ABC to take second place with a 13.0/21, while ABC closed with a 12.8/21. For week 10, NBC took the week with a 15.1/25, while CBS had a 13.7/23 and ABC a 12.3/21.

In evening news, CBS won week 11 with a 12.0/21, over ABC and NBC's tie at 11.0/19.

Nielsen			Show	AGB	
1.	24.9/38	N	Different World	2.	24.0/39
2.	24.9/38	N	Cosby Show	3.	23.7/37
3.	23.7/41	N	Golden Girls	1.	25.9/42
4.	23.5/36	N	Cheers	4.	22.9/37
5.	22.5/34	A	Growing Pains	8.	21.4/32
6.	22.2/35	N	Night Court	11.	20.5/35
7.	21.8/35	C	60 Minutes	5.	22.5/36
8.	21.3/33	A	Who's the Boss?	7.	21.8/33
9.	20.7/32	A	Moonlighting	15.	19.4/30
10.	19.9/33	A	Monday Night Football	20.	18.3/31
11.	19.5/30	C	CBS Sunday Movie	13.	20.0/31
12.	19.4/29	C	Murder, She Wrote	10.	20.7/30
13.	19.3/28	N	Family Ties	9.	20.8/30
14.	19.0/33	N	Amen	6.	22.4/37
15.	18.7/34	N	L.A. Law	32.	15.5/31
16.	18.0/32	N	227	12.	20.3/34
17.	17.8/29	A	Hooperman	19.	18.4/30
18.	17.1/27	A	Head of the Class	29.	15.6/26
19.	16.7/26	C	Hallmark Hall of Fame	17.	18.4/29
20.	16.7/28	C	Dallas	22.	17.1/28
21.	16.5/28	A	Perfect Strangers	27.	15.8/27
22.	16.2/24	N	My Two Dads	21.	17.6/26
23.	16.1/27	N	NBC Sunday Movie	26.	15.9/27
24.	16.1/29	N	Facts of Life	16.	18.8/33
25.	15.8/29	N	J.J. Starbuck	23.	17.1/31
26.	15.5/24	N	NBC Monday Movie	38.	14.8/23
27.	15.4/23	C	Kate and Allie	24.	16.0/25
28.	14.9/26	A	Dynasty	47.	12.9/24
29.	14.7/26	A	Thirtysomething	43.	14.6/27
30.	14.7/24	C	Knots Landing	37.	14.9/26
31.	14.6/26	A	20/20	30.	15.5/27
32.	14.4/24	N	Miami Vice	31.	15.5/25
33.	14.3/23	A	Slap Maxwell Story	42.	14.6/25
34.	14.3/22	N	Matlock	18.	18.4/28
35.	14.2/21	C	Frank's Place	39.	14.8/22

Nielsen			Show	AGB	
36.	14.1/22	C	Jake and the Fatman	41.	14.7/23
37.	14.0/23	A	Ultimate Stuntman	35.	15.0/23
38.	13.9/25	C	Falcon Crest	36.	14.9/26
39.	13.9/24	N	St. Elsewhere	34.	15.2/28
40.	13.7/24	N	Mickey's Christmas Carol	40.	14.7/24
41.	13.4/22	N	Highway to Heaven	28.	15.7/26
42.	13.1/20	N	Our House	25.	15.9/24
43.	12.6/20	C	Life and Adven. of Santa	33.	15.4/25
44.	12.3/22	C	Law and Harry McGraw	44.	13.8/25
45.	12.1/21	C	Beauty and the Beast	46.	13.5/22
46.	12.1/20	N	Year in the Life	45.	13.7/23
47.	11.5/18	C	Simon & Simon	49.	12.6/20
48.	11.3/19	A	Mr. Belvedere	52.	11.8/19
49.	10.6/18	A	I Married Dora	59.	9.9/16
50.	10.6/16	A	Dolly	51.	12.0/18
51.	10.4/17	C	All Star Party, Joan Collins	48.	12.7 /21
52.	10.4/19	N	Private Eye	55.	10.8/19
53.	10.2/16	A	Disney Sunday Movie	54.	10.9/17
54.	9.9/17	C	Equalizer	56.	10.8/20
55.	9.8/17	A	Full House	58.	10.2/17
56.	9.4/14	A	Spenser: For Hire	66.	8.5/12
57.	9.0/15	N	NBC Political Debates	53.	11.7/20
58.	8.9/17	A	Hotel	64.	8.7/16
59.	8.9/15	A	Pursuit of Happiness	60.	9.6/16
60.	8.0/14	A	Ohara	65.	8.5/15
61.	7.9/13	A	ABC Thursday Movie	61.	8.9/15
62.	7.4/11	A	Sledge Hammer!	69.	7.9/12
63.	7.1/12	C	Oldest Rookie	62.	8.9/15
64.	7.0/12	A	Sable	68.	8.2/13
65.	6.9/13	C	West 57th	67.	8.4/15
66.	6.6/10	A	Jennings/Koppel Report	72.	6.3/10
67.	5.8/9	C	Houston Knights	71.	6.7/10
68.	5.2/9	C	CBS Reports	70.	7.2/12
69.	4.3/7	C	Twilight Zone	73.	6.2/10


She's Hot.
Watch Her Take Off!

Datebook

■ Indicates new or revised entry

This week

Dec. 14—"Anecdotes from assignment editors," meeting of *National Academy of Television Arts and Sciences, Washington chapter*. Quigley's, Washington.

■ **Dec. 15**—*FCC's consumer assistance and small business division, office of public affairs*, brown bag luncheon, "Broadcast Station Complaints: What happens to them when they arrive at the FCC?" FCC, Washington.

Dec. 15—"Federal Telecommunications Regulation in 1988 and Beyond," sponsored by *Columbia Business School's Center for Telecommunications and Information Studies*. Speakers: Gerald Brock, chief, Common Carrier Bureau, FCC; Thomas Cohen, Majority counsel, Senate Communications Subcommittee, and Kenneth Robinson, policy advisor to Assistant Secretary of Commerce, NTIA. New York Bar Association, New York. Information: (212) 280-2747.

■ **Dec. 17**—*New York Television Academy* special event, "Rebo Associates and high-definition TV." Rebo studio, New York.

Dec. 17—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York. Information: (212) 867-6650.

Also in December

Dec. 31—Deadline for entries in 13th annual Commendation Awards, sponsored by *American Women in Radio and Television*, for "positive and realistic portrayal of women in all media forms." Information: (202) 429-5102.

■ **Dec. 31**—Deadline for radio members of *National Association of Broadcasters* to nominate radio industry individuals for NAB's Broadcasting Hall of Fame, which is replacing the Radio Hall of Fame. Information: (202) 429-5422.

January 1988

Jan. 6-9—*Association of Indpendent Television Stations* annual convention. Theme: "Independents '88: The Real Superstations." Century Plaza, Los Angeles.

■ **Jan. 7**—Deadline for receipt of applications for *Associated Press Television Radio Association*-Clete Roberts Memorial Journalism Scholarship Awards. Recipients of two $1,000 scholarships will be students with broadcast journalism career objective, studying in California or Nevada. Information: (213) 746-1200.

■ **Jan. 7**—*NBC advertising and promotion task force* meeting. Century Plaza Towers, Los Angeles.

Jan. 7-10—International winter consumer electronics show, sponsored by *Electronic Industries Association*. Las Vegas Convention Center, Las Vegas. Information: (202) 457-4919.

Jan. 8—Deadline for entries in Alexander Hamilton/Ohio State Awards program competition, sponsored by *Ohio State University Institute for Education by Radio-Television*. Information: (614) 292-0185.

■ **Jan. 11**—*Indiana Cable Television Association* annual seminar and legislative reception. Columbia Club, Indianapolis.

Jan. 12—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

■ **Jan. 12**—*Southern California Cable Association* monthly dinner meeting/public relations workshop. Pasadena Hilton, Pasadena, Calif.

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Waldorf-Astoria, New York.

Jan. 13—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Jan. 14-15—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Marriot, Richmond, Va.

Jan. 15—*Cabletelevision Advertising Bureau* cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

Jan. 15—Deadline for entries in Achievement in Children's Television Awards, for "significant contributions toward improving service to children on broadcast and cable television (recently extended to home video)," sponsored by *Action for Children's Television*. Information: (617) 876-6620.

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 731-1600.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association*. Information: (302) 731-1600.

■ **Jan. 15**—Deadline for entries in 36th annual *Associated Press Television Radio Association of California-Nevada* news competition. Information: (213) 746-1200.

■ **Jan. 15**—Deadline for entries in fourth annual HAWRT Awards, recognizing "outstanding women in Bay Area communications industry," sponsored by *American Women in Radio and Television, Florida Hurricane chapter*. Information: (813) 579-9119.

Jan. 15-17—*Alabama Broadcasters Association* winter convention. Sheraton Capstone, Tuscaloosa, Ala.

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel, Kohala Coast, Hawaii.

■ **Jan. 18-19**—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel, Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—*Federal Communications Bar Association*

Major Meetings

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 11-13, 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 Center, 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 Programes 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.

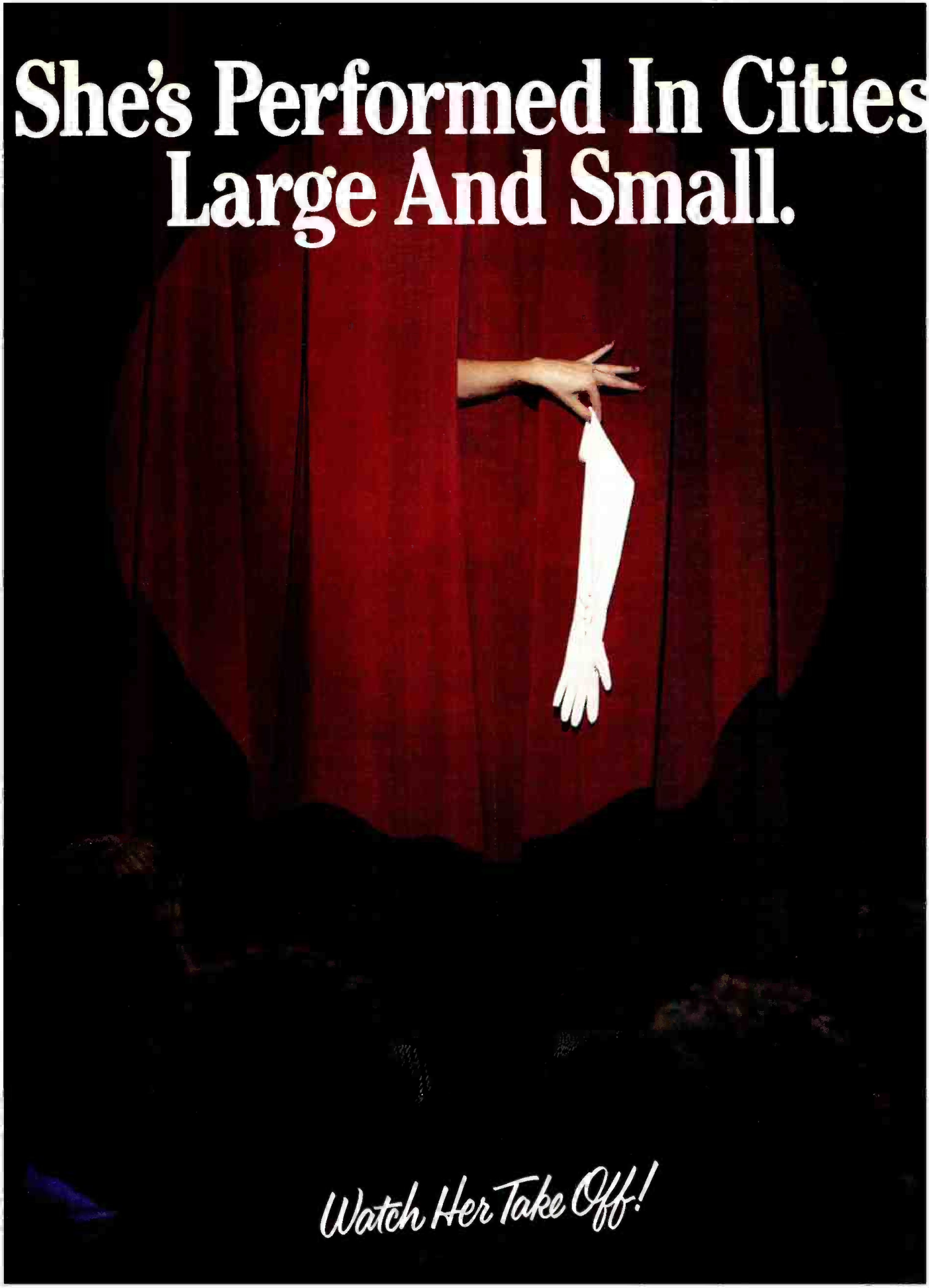
Sept. 14-17, 1988—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

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.


She's Performed In Cities
Large And Small.
Watch Her Take Off!

luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit, Marriott, Washington.

Jan. 22-23—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

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

Jan. 24—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programing*, on HBO.

Jan. 24-25—*California Broadcasters Association* radio and television management conference. Palm Springs Plaza hotel, Palm Springs, Calif.

Jan. 26-28—*South Carolina Broadcasters Association* winter convention. Columbia, S.C.

■ **Jan. 27**—"Chicago's Hispanic Media: Influence and Opportunity," sponsored by *Media Institute*. Chicago Hilton and Towers, Chicago. Information: (202) 298-7512.

■ **Jan. 29**—Deadline for entries in "Best of the Best" campaign saluting top radio promotions conducted by NAB member stations. Information: (202) 429-5422.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Information: (914) 761-1100.

■ **Jan. 30**—Deadline for entries in National Media Awards sponsored by *American Diabetes Association*, for excellence in reporting on diabetes. Information: (703) 549-1500.

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington. Information: (201) 428-5400.

February 1988

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

■ **Feb. 1**—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Feb. 7-9**—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

■ **Feb. 7-12**—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

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

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. San Diego Marriott, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

■ **Feb. 24**—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

March 1988

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **March 6**—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

March 13-15—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

■ **March 13-15**—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **March 15-16**—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

■ **March 20-24**—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

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

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

■ **March 25-26**—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

April 1988

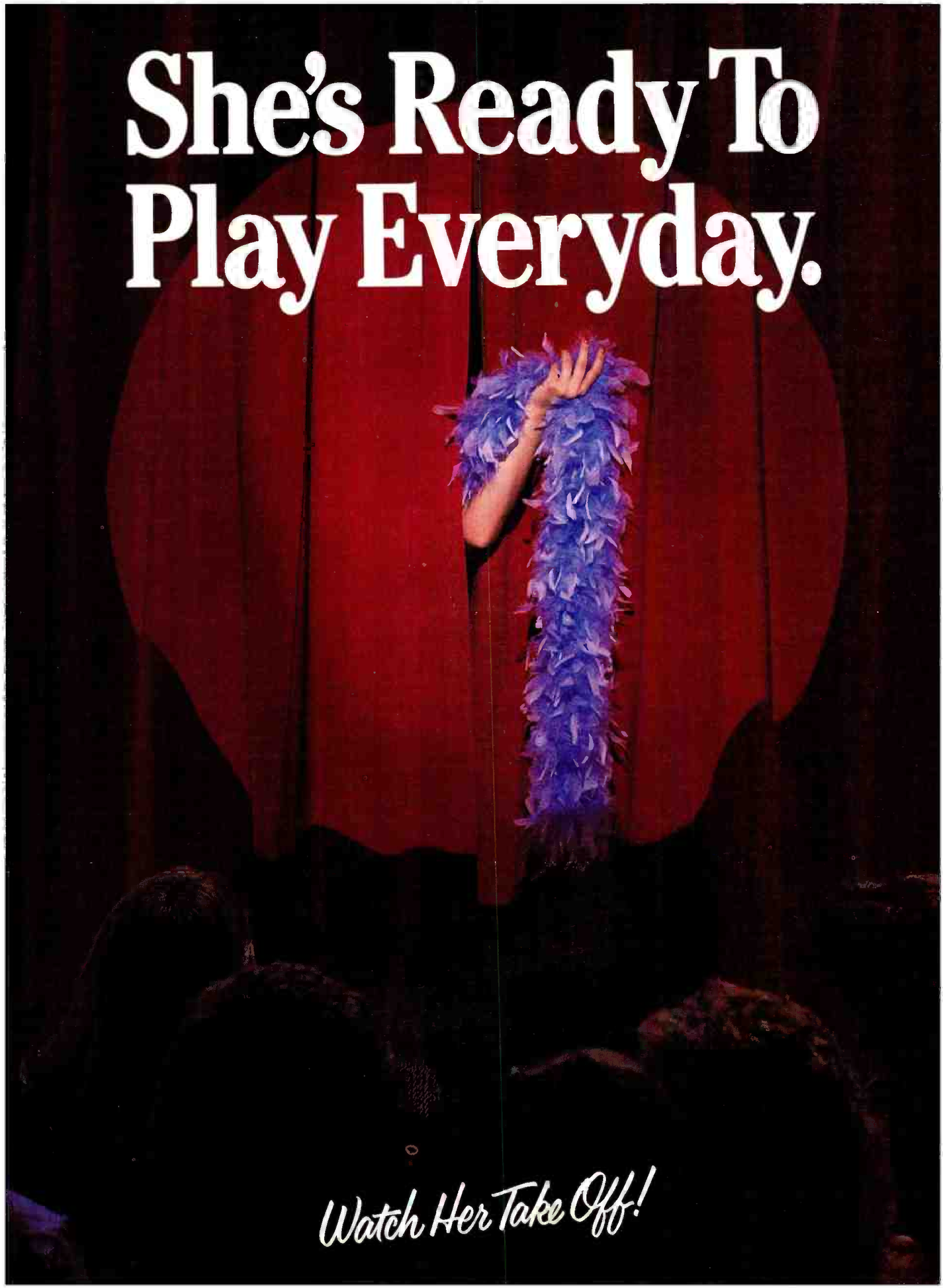
April 8-10—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center.

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

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter.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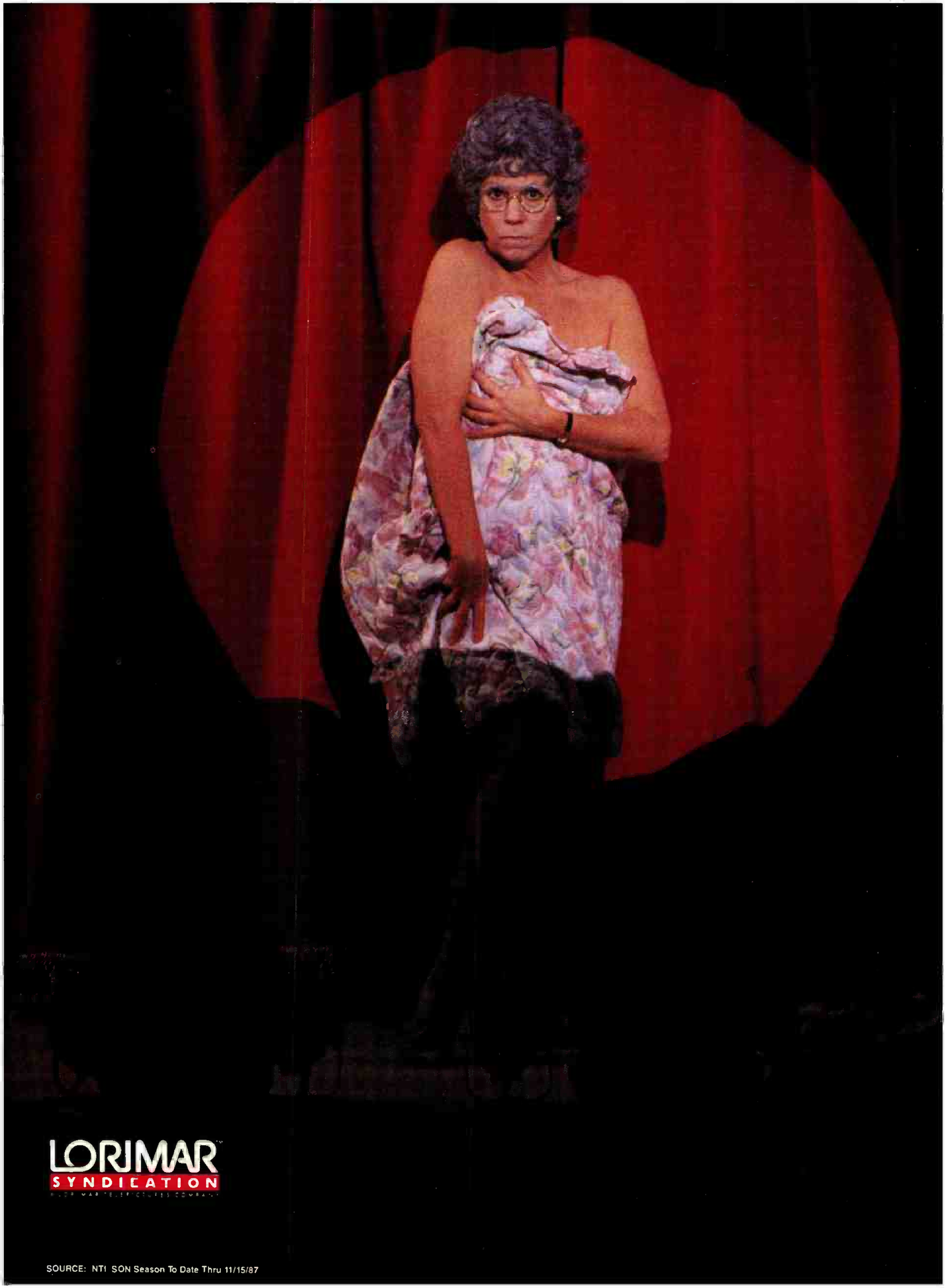
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She's the #1 continuing first-run comedy. And that's the naked truth. A talent like Mama's deserves the maximum exposure. And with 110 great half-hours available in Spring '89, she can have it five days a week. So put her on, sit back and watch her take off.

MAMA'S FAMILY

A JOE HAMILTON PRODUCTION

Watch Her Take Off!

National Association of Broadcasters, Washington. Information: (202) 659-3494.

■ **April 14**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

■ **April 14**—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

April 16—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 18-20—*Broadcast Financial Management Association* annual meeting. Hyatt Regency, New Orleans. Information: (312) 296-0200.

■ **April 22**—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

■ **April 28-30**—*Texas Associated Press Broadcasters Association* annual convention. Hilton, Odessa.

April 28-May 3—24th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

May 1988

■ **May 1**—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 17—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

May 18-19—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

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

May 18-22—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

June 1988

■ **June 5-7**—*NBC* affiliate promotion executives conference. Registry hotel, Los Angeles.

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

June 8-12—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure hotel, Los Angeles.

June 10-12—*National Council for Families and Television* annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

June 15—"Public Relations: Behind the Washington Scene," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

June 17-19—*Alabama Broadcasters Association* spring/summer convention. Gulf State Park, Gulf Shores, Ala.

June 18-21—*American Advertising Federation* annual convention. Century Plaza, Los Angeles. Information: (202) 898-0089.

June 20-24—*Radio Advertising Bureau* sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

August 1988

Aug. 24-28—13th annual National Association of Black Journalists newsmakers convention. Adam's Mark hotel, St. Louis. Information: (703) 648-1270.

Aug. 25-27—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

September 1988

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England.

October 1988

■ **Oct. 17-19**—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

Errata

In Nov. 16 "Fates and Fortunes," **Steve Feder's** previous position was incorrectly listed as general sales manager of WMFT(FM) Chicago. Feder was general manager of KYTE-AM-FM Portland, Ore. In Nov. 23 "Fates and Fortunes" **Bill Flanagan** was incorrectly listed as moving to general assignment reporter at KDKA-TV Pittsburgh from business reporter. Entry should have read: "to business reporter from general assignment reporter."

□

Correct number of weeks of **first-run production of** *On Trial* ("Syndication Marketplace," Dec. 7) is **35 weeks** not 25 weeks.

□

Head of syndication sales for Barris Industries is Jim Ricks, senior vice president and general sales manager, and not Bob Cook, as incorrectly identified in "Syndication Marketplace," Nov. 23. Cook is vice president and Western sales manager.

□

Listing for **Gammon & Ninowski Media Investments Inc.** was omitted from directory of brokers in Dec. 7 issue. Gammon & Ninowski has offices in Washington, Los Angeles, Philadelphia, Denver and Kansas City. Washington offices are located at 1925 K St., NW, Washington, DC 20006. (202) 862-2020.

□

Broker for sale of KLYD(FM) Shafter, Calif. ("Changing Hands," Nov. 30) was **Chapman Associates**, not Media Venture Partners.

“Bob, in the majors you couldn’t buy a hit. Now you’re in one.”

Markets sold
Albuquerque
Amarillo
Atlanta
Austin
Baltimore
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Colorado Springs
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Dallas-Fort Worth
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Los Angeles
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Monterey-Salinas
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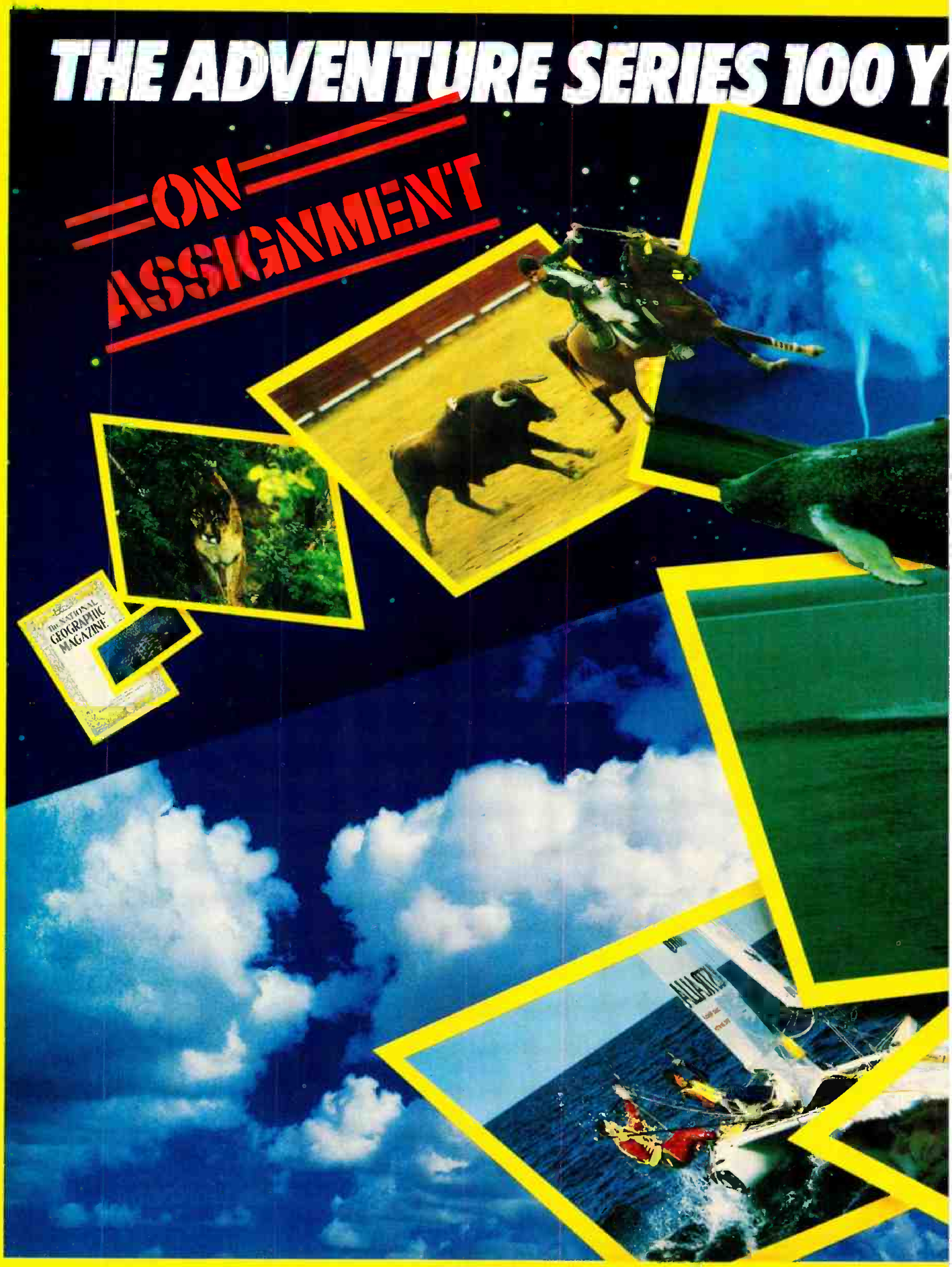
95 episodes available Fall ’89.



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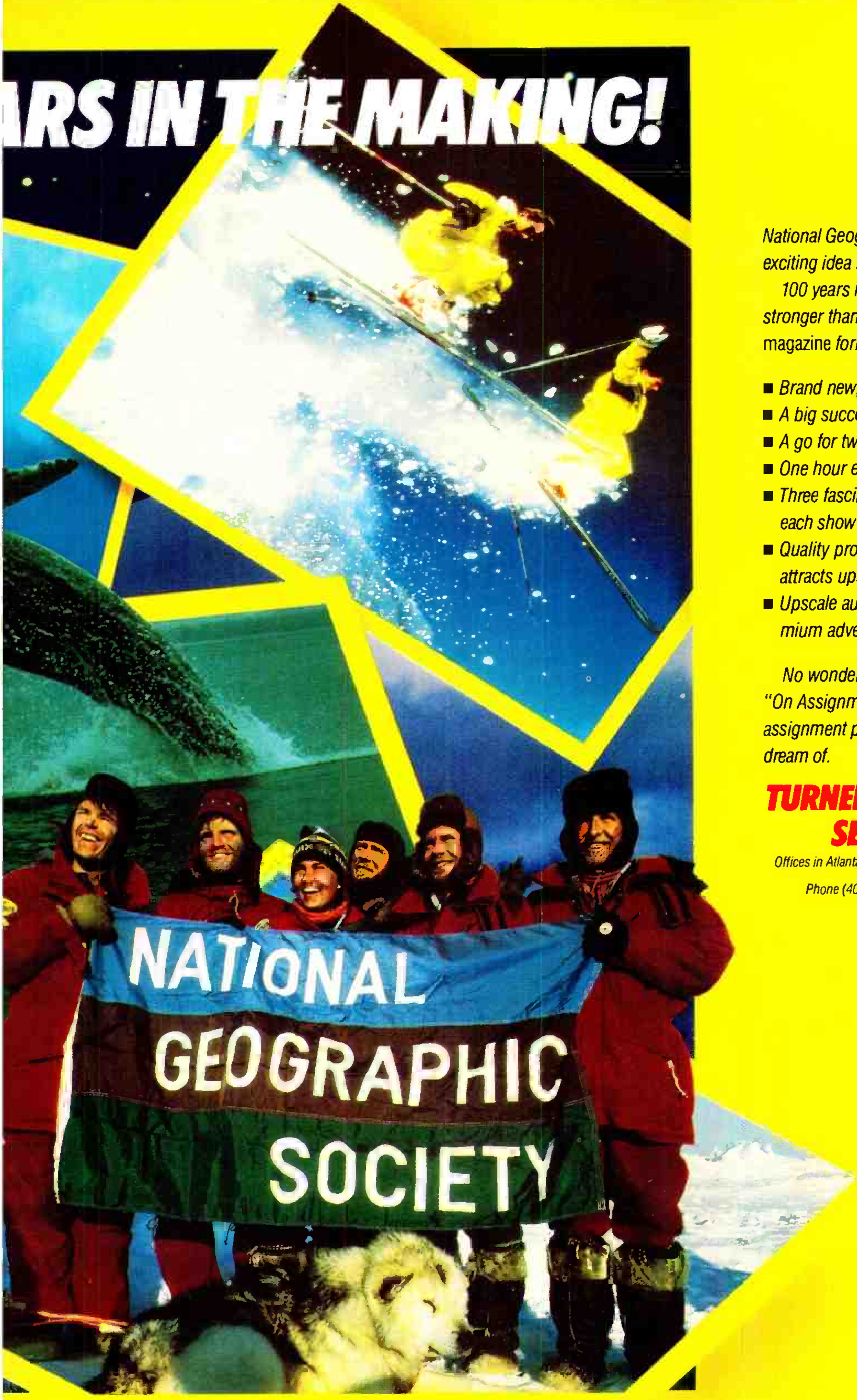

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Open Mike

Radio's super

EDITOR: Your super-detailed and super-interesting Nov. 30 cover story on "The superstations" might have been more complete with a mention of the only *radio* superstation to reach television-sized penetration nationally—WFMT Chicago's 36-year-old fine arts FM station. Roy Bliss put our station in his basket of United Video services in 1979, and WFMT has grown in cable outlets each year since, today reaching nearly 1,400,000 homes in some 182 U.S. markets. That places WFMT *fifth* among *all* superstations, outranked only by television stations WTBS Atlanta, WGN-TV Chicago, WPIX New York and KTVT Dallas in number of cable households served--and with all other TV stations mentioned in your story down in rank from there.

Superstation WFMT, along with nationally distributed video services such as Arts and Entertainment and Bravo, prove that the country will support top-quality arts programing, in *either* broadcast medium and in any size of market.—*Richard G. Marschner, general manager,* WFMT(FM) *and* WFMT *Fine Arts Network, Chicago.*

On location

EDITOR: Recently we took a three-week trip from Vermont to Mississippi. While traveling through northwest Georgia and into South Carolina, especially, we listened to radio stations that did not seem to give their location—just their call letters. This was very frustrating as we had no idea where they were and we were concerned about the weather. When they did give a weather report, we had no way of knowing if it was for the area we were going to be in.

As we traveled through Alabama, we heard warnings of detouring because of a bad accident. We had no idea if it was in the area we were heading because they just kept mentioning streets. It turned out it was the very next city we were going into, but fortunately we stopped to make a phone call and found we should detour.

I really think stations should have to identify themselves and their location on every half-hour.—*Mrs. Roy E. Wilkenson, East Middlebury, Vt.*

The Fifth Estate

Broadcasting

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1705 DeSales Street, N.W., Washington 20036
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The Hour works...

T.J. Hooker
The Hour

Monday Memo

A commentary on community service from Robert F. Larson, president, WTVS(TV) Detroit

Public TV and community service

In 1985, the board of WTVS(TV) Detroit chose to enter a new era in its life as a public television station—one to be marked by new dimensions of community involvement and action. As channel 56 was known in its first years for instructional television and later for the richness of PBS programing, so it intends to be known in the future as the Detroit station that supports community development through telecommunications.

The strategic plan adopted by the board included two key commitments:

1. "WTVS will develop telecommunication strategies to support community efforts and will serve as a catalyst when appropriate on issues vital to the community."

2. "WTVS will build on its existing strengths through local programing that addresses the needs, interests and concerns of Detroiters."

Less than two years later, it has been useful to reflect on the lessons learned from the false starts as well as the strengths of our initial efforts.

First, a few brief references to our activity in the past year:

Classroom Partners and the Dropout Problem—Less than 50% of young people in Detroit schools graduate, and that dropout rate is recognized as an unnatural disaster. In cooperation with the Detroit Board of Education, WTVS produced a series of programs on the issue and helped organize task forces in each of Detroit's public high schools. These groups of students, parents and teachers came together in an electronic town meeting connecting all 22 schools through remote camera crews, telephone hookups and television sets that enabled more than 1,200 people to meet for a 90-minute broadcast discussion during which a citywide consensus was reached on five recommendations for reducing the dropout rate.

The Working Channel and the problem of unemployment—WTVS was part of the original consortium of educational institutions that created the "Communication and Information System for the Unemployed," a project that resulted in the creation of a 24-hour cable channel carrying information, education and training for the unemployed.

What, then, have we learned from these and similar initiatives that will help us correct and strengthen our approach to community development?

■ *Community Affirmation*—Our first conclusion is encouraging: The community of which we are a part has responded to our initiatives with openness and affirmation.

■ *Community development is an expansion, not a contraction, of a public television station's work*—WTVS' priorities for 1987 include community action on youth issues, racism and human relations, but there will be no reduction in the educational, cultural and artistic programs that have caused people to associate PBS with "excellence." Culturally rich and varied people require a culturally rich and varied program from their "public" station.

Robert Larson is president and general manager of Detroit Public Television WTVS(TV). He returned to his native Detroit in 1983 to assume this post with an extensive background in public television. Larson came to WTVS from noncommercial WITF-TV Harrisburg, Pa., where he began his public broadcasting career in 1964 as a producer/director/writer. In 1968 he became assistant manager for program development. Larson was named president and general manager of WITF-TV in 1970. Larson is a member of the PBS board and several PBS committees. He is also an executive committee member of the Michigan Corporation for Public Broadcasting.

The point is emphasized only because among those who value public television most highly are some who fear that attention to urban issues will either transform their PBS station into a social service agency or result in a dramatic diminution of the programs they want. Neither will or should happen.

■ *Community development requires experienced staff and new organizational forms*—WTVS now has a Community Development Department, a Youth Initiative Division and a Programing and Education Department, each with clear responsibilities for relations with various sectors of the community and for the development of recommendations for our program and project calendar.

■ *Public television contributes to community development through telecommunications, not through direct services*—This has the ring of a truism, but requires emphasis. It is important to be clear that the station's work is to use telecommunications to help other organizations do their job; but it is a diversion and a trap for station staff to get into the provision of direct services themselves.

For example, the "Communication/Information System for the Unemployed" to which I've referred took a fateful, if understandable, turn when it accepted a contract to provide job placements for the unemployed, a task for which it was neither designed nor equipped.

It is important that the community institutions and groups whose best efforts we seek to support know that we are in no way attempting to duplicate or compete with their work.

■ *The station's commitment must be long-term*—The work we initiated on drugs, literacy and dropouts opened new doors, expanded the possibilities, and required us to make decisions about our focus over the next five years. We had to move beyond a series of programs focusing on issues to a comprehensive approach to centrally important social problems.

■ *Institutions should cooperate in the development of communications systems*—WTVS, to illustrate one such possibility, has joined six other major institutions of metropolitan Detroit to create an ITFS consortium with enormous potential for educational and community change. This cooperation opens the way for a system that will reach every home and institution of southeast Michigan through cable lines and a network of microwave-linked institutions.

■ *A public television station is a communications center*—Our work includes but is not limited to the production and broadcast of programs. Satellite, cable and microwave delivery systems continue to expand our range and the possibilities for entirely new forms of citizen interaction and participation in public affairs.

One of the first responsibilities of the Youth Initiative Staff at WTVS is to determine the need for this station to serve as a center for the collection of information and data useful to all youth-related agencies in the metropolitan region.

■ *The community development agenda requires new, sustained forms of evaluation*—At present, our evaluation of programs includes audience size and reaction, the judgment of our peers and our critics, especially as made known through a variety of awards and, of course, our own judgments of quality.

Each of these will continue to be important, but if community change is part or our agenda, we need to learn more about the impact and usefulness of our various programs. ■

For key adult demographics.

Women 18-49	+11%
Women 25-54	+5%
Men 18-49	+7%
Men 25-54	+29%

T.J. Hooker
The Hour

COLUMBIA/EMBASSY TELEVISION
A unit of Coca-Cola TELEVISION

Source: Nielsen Oct '87 vs Oct '86

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 14

Vol. 113 No. 24

TOP OF THE WEEK

Court strikes must carry

A three-judge panel of the U.S. Court of Appeals in Washington last Friday (Dec. 11) threw out the FCC's must-carry rules, which require cable systems to carry local broadcast signals, declaring them a violation of cable operators' First Amendment rights.

The ruling was a replay, of sorts, of a ruling by the same court (but different panel) two years ago in which the court found another, stricter set of must-carry rules unconstitutional.

FCC General Counsel Diane Killory said late last Friday, just hours after the ruling was handed down, that the FCC would need more time to decide whether it would appeal to the Supreme Court. Her thumbnail analysis: "The court said [in 1985] that we had no basis to justify a long-term must-carry rule and so we shortened it to a transition period and the court said even that is not justified."

Wrote Chief Judge Patricia Wald in the unanimous opinion: "Although the FCC has eliminated the more extreme demands of its initial set of regulations, its arguments in this case leave us unconvinced that the new must-carry rules are necessary to advance any substantial governmental interest, so as to justify an incidental infringement of speech.... Accordingly, we invalidate as incompatible with the First Amendment this latest incarnation of the FCC must-carry rules."

The court kept the scope of its opinion narrow, leaving the door open for establishment of yet another set of rules by the FCC or Congress. "We do not suggest that must-carry rules are *per se* unconstitutional, and we certainly do not mean to intimate that the FCC may not regulate the cable industry so as to advance substantial governmental interests," said Wald. "But when trenching on First Amendment interests, even incidentally, the government must be able to adduce either empirical support or at least sound reasoning on behalf of its measures."

Despite the opening left in the opinion, Jack Cole, the Washington attorney who represented the group of 13 cable operators that challenged the constitutionality of the rules, said he doubted the must-carry requirements would be resurrected. "In my estimation, must-carry is dead at the commission. It is conceivable to me, but unlikely, that the Congress might try to craft a statute. It's easy to write a decision striking [must carry] down and waffling a bit, but to write a decision upholding it is virtually impossible. Now if the commission and Congress would find that the world is coming to an end and that there is a total crisis at hand and that a must-carry rule of some nature is necessary to avert that crisis then perhaps a rule can be constructed. But I'm too old to fight must-carry III."

Upon complaints from the cable industry, the court in 1985 struck down the FCC's original must-carry rules requiring cable systems to carry virtually all local broadcast signals. For the sake of interindustry harmony, the leading cable and broadcast trade associations agreed on a new set of rules that set limits on the number of signals cable system would have to carry. In incorporating the compromise into FCC rules last spring, the FCC attached a five-year sunset provision and the A/B switch requirement.

In the wake of the latest ruling, the cable industry was downplaying its impact. "We expect that the court's decision will have

Continued on page 40

Transfer tax defeated; fairness still in peril

Senate votes down Hollings proposal to codify doctrine, fund public broadcasting from sale of stations

Broadcasters won one on Capitol Hill last week when the Senate rejected by a vote of 66 to 28 a proposal that would have imposed a 2%-4% license transfer fee on the sale of broadcast properties. They voted to strip the proposal from a deficit reduction package, the budget reconciliation bill. Since October, the National Association of Broadcasters has waged an intensive lobbying campaign to defeat the initiative which at one point would also have codified the fairness doctrine.

"It was a team victory; the whole industry was pulling together on this one," said NAB President Eddie Fritts. "The odds from the beginning were stacked against us," he added. NAB had tough opposition, mainly from Senate Commerce Committe Chairman Ernest Hollings (D-S.C.), the chief proponent of the transfer fee. Originally, the proposal would have revived the fairness doctrine and would have added a 1% fee for any seller violating fairness. But Hollings removed that section on the Senate floor. It was believed the senator thought such a move would help his case, but broadcasting sources think that strategy backfired and that Hollings actually lost support.

Danforth

Hollings

Fritts attributes NAB's success to its grass-roots lobbying: "It's a system we have been working on for five years and it bore fruit. It says we're coming of age." Industry lobbyists were crediting Fritts for his leadership on the matter. "NAB did a hell of a grass-roots job," commented one public broadcasting lobbyist.

Said another Washington counsel: "That old saw about the NAB not being able to lobby its way out of a paper bag has been laid to rest for good."

The association did seek some outside help. It relied on the services of several independent lobbyists: Jim Davidson of Jim Davidson & Associates, former Indiana Democratic Senator Birch Bayh, Bill Newbold of Newbold Government Relations and Susan Alvarado, previously on NAB's government relation's staff.

It was an arduous battle with commercial broadcasters pitted against their noncommercial brethren. The money from the fees would have been used to establish a trust

Continued on page 40

"Must carry" continued from page 39

little immediate practical significance because most cable systems are unlikely to drop any local broadcast signals they are now carrying," said National Cable Television Association President Jim Mooney in a prepared statement. "As the court pointed out, the new must-carry rules were much less burdensome than the old ones... and most cable systems that were going to drop stations did so a long time ago."

NCTA will wait for "guidance from Congress" on what it would do in regard to creating new rules, Mooney said. "In the interim, and having in mind that this decision may well be appealed, we will advise our members generally to behave as if the carriage rules just struck down were still in effect."

Cole, along with some cable operators, were assuming last week that the ruling Knocked out not only the carriage requirements but also the related requirements that cable operators educate subscribers about the use and possible need of A/B switches and offer to supply them to subscribers. A/B switches, attached to the back of television sets, would allow subscribers to switch easily from cable service to broadcast.

But Killory did not join them in making the assumption. "We need to look more closely at the court opinion and actual judgment, which should come out Monday (Dec. 14), to determine whether the court's decision included the A/B requirements given that only the carriage requirements were subject to appeal."

Broadcasters who have fought hard over the past two years to preserve some form of must carry expressed disappointment, but gave little indication of what their next move would be. National Association of Broadcasters President Eddie Fritts said NAB's "legal scholars" were analyzing the decision. "You can expect us to exhaust all legal remedies."

The Association of Independent Television Stations found some cause for hope in the ruling's language. "However, the court emphasized that it was not holding that must carry was *per se* unconstitutional. We will continue our effort to insure that consumers have access to diverse sources of information and entertainment."

The presumption is that the broadcasters may ask Congress to codify some form of must-carry rules.

"Transfer tax/fairness" continued from page 39

fund for public broadcasting (see box below). According to reports, both sectors of the broadcasting community were bombarding the Hill on the issue. It was a "hard call; there were good arguments on both sides," commented a staffer with Senator William Cohen (R-Me.). Cohen voted against the fee.

Indeed, as the Senate debated the issue late last Thursday (it began at 10 p.m. and wrapped up by 11:30), Fritts and staff watched from the visitors' gallery as did Public Broadcasting Service President Bruce Christensen and PBS director Sharon Rockefeller, whose husband, West Virginia Democratic Senator Jay Rockefeller, argued vigorously to preserve the trust fund.

"We want to heal any wounds that may have developed over this issue," said Fritts. Following the Senate vote, Fritts told Rockefeller and Christensen he was eager to schedule a meeting early next year to explore ways to "achieve the long-range and stable federal financing which public broadcasting deserves."

The industry still faces a stiff challenge on the fairness front. An omnibus spending bill (the continuing resolution) adopted by the House would resurrect the doctrine (BROADCASTING, Dec. 7). The Senate version of the measure does not include fairness, and the matter is expected to be debated during the House-Senate conference on the legislation early this week.

The threat of a presidential veto was raised during the House debate on the measure and a letter sent last week to Senate leadership from Office of Management and Budget Director James Miller underscored the administration's objections to the House bill for a number of reasons, including fairness. Fritts, however, was not optimistic about the industry's chances of killing the fairness provision during the conference.

As for the Senate debate, John Danforth of Missouri, the ranking Republican on Commerce, led the fight to strike the transfer fee/fairness proposal from the reconciliation bill. He was joined by Senators Bob Packwood (R-Ore.) and Pete Domenici (R-N.M.). Some observers say the trio, all popular among Democrats and Republicans, provided formidable opposition for Hollings. There was even some speculation that Hollings did so poorly because he has alienated some within his own party for criticizing fellow Democrats for resisting Robert Bork's nomination to the Supreme Court and his outspoken support of contra aid.

Also key to the broadcasters' win was Senator Lloyd Bentsen (D-Tex.), chairman of the Senate Finance Committee, who rose in support of Danforth and said: "There is no question in my mind but what this is a tax; and it is a sales tax." Approval of such a tax, he said, would overstep his committee's jurisdiction as well as violate the agreement reached during the White House-congressional summit on the budget which concluded that neither fairness nor the transfer fee belong in the reconciliation package. Bentsen's position was noteworthy since the Finance Committee Democrats followed his lead. (Rockefeller, who sits on Commerce and Finance, was the only one voting for the proposal.)

"Why vote for a tax that exceeds the aggregate amount in user fees that the budget summit people agreed that they would come up with? What is the reason for it? Is it sheer joy of taxing people? That is the only argument for putting it in this bill," argued Danforth.

Danforth also cited a letter from Treasury Secretary James A. Baker III and Miller sent that day that objected to provisions in the package including the transfer fee/fairness language. (The vote was 66-28, with Senator William Armstrong (R-Colo.) voting present. Armstrong, a broadcaster, refrains from acting on broadcast-related issues.)

Joining Hollings was Tim Wirth (D-Colo.), who chaired the House Telecommunications Subcommittee before his election last year to the Senate. What is wrong with a spectrum fee? asked Wirth. "It is a scarce commodity, it is something a lot of people want," he said.

Hollings chided the broadcast industry for approving of spectrum fees for "everybody but us." He slammed the industry for being "greedy and selfish." He blamed the "powerful" broadcast lobby for blocking his efforts.

Despite the industry's victory, there was an overwhelming sense among some industry observers that the matter will return. "We'll see some form of this next year," said one source. And a statement issued by Hollings seemed to reinforce that view. "I am disappointed by the vote," Hollings said. "Public broadcasting is in trouble and we have been trying to help the public broadcasting system." Commerce, he stated, "will hold hearings next year to do just that."

And as one source close to Hollings stated: "You can count on Senators Hollings and Inouye [Daniel Inouye] to be persistent." □

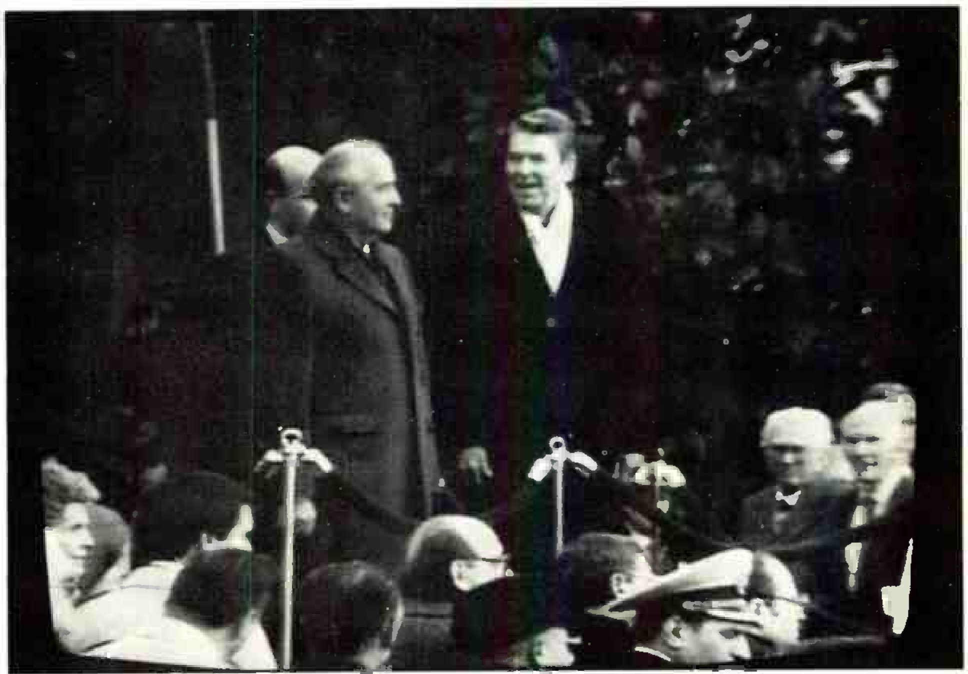
Public broadcasters not giving up

"Commercial broadcasters won, and the American people and the concept of public service lost," PBS President Bruce Christensen said last Friday, describing removal from the budget deficit reduction bill of a provision that was to finance a public broadcasting trust fund through a commercial broadcast properties transfer fee (see page 39).

Much of public broadcasters' reaction was dominated by praise for Senator Ernest Hollings (D-S.C.), creator and primary promoter of the trust fund idea, hailed by noncommercial broadcasters as "visionary" when it was unveiled (BROADCASTING, Oct. 26). "I think he was absolutely superb...a hero," said PBS board member Sharon Rockefeller, who was present at the Senate proceedings all last week. Said Corporation for Public Broadcasting President Donald Ledwig: "The debate on [trust fund legislation] produced widespread agreement on the need for increased permanent funding for public broadcasting. Therefore, we expect new actions to meet that recognized need." Said Rockefeller: "I consider this the first day of the next war."

East meets West as the world watches

Washington was a city full of broadcast journalists last week as cameras and microphones were everywhere capturing the Soviet delegation and the treaty signing



Gorbachev and Reagan on ABC News

The broadcast booths and camera platforms on the ellipse behind the White House are being dismantled. Trailers that had been used as news rooms and mobile vans that had served as control rooms have disappeared. Rooms in the fashionable Hay Adams hotel that had been used as studios and camera locations are back in the service of guests who use them for more conventional purposes. And most of the journalists and technicians who had descended on Washington from around the country and around the world—in all, the coverage was provided by an army of 6,000—have departed. The story to which all the labor and attention was committed did not satisfy all of the journalists in full. A story beyond the one they had anticipated did not break. Still, what was expected—and delivered—was, all agreed, quite a story. And it was the kind on which television shines.

The centerpiece of the meeting between President Reagan and Soviet General Secretary Mikhail Gorbachev was the signing of the treaty under which both sides pledged to eliminate all intermediate- and shorter-range missiles. Since that had been the purpose of the summit, its impact had been discounted in advance. Journalists, being journalists, wanted more—a dramatic announcement, perhaps, that a breakthrough had been achieved in negotiations on the next treaty, one that would provide for a 50% reduction in each side's strategic nuclear weapons, or a declaration by Gorbachev that Soviet forces would withdraw from Afghanistan by a certain date. They got neither.

What's more, given the absence of such a story, there was concern that the media would be overwhelmed with the "pomp and circumstance" of the occasion, as ABC's White House correspondent, Sam Donaldson, put it, or would allow the summit to become simply a "TV extravaganza," as NBC News vice president, Tim Russert, said. Certainly there was enough glitter and glitz for such fears to be realized. Not to mention Gorbachev's apparently deserved reputation as a manipulator of the media: While traveling from the Soviet embassy to the White House for a meeting with Reagan on Thursday morning, Gorbachev stopped the motorcade at a busy corner on Connecticut Avenue and got out of his limousine to shake hands with the startled and charmed passersby as an ITN camera crew recorded the event.

(That episode, incidentally, was one of the journalistic miracles of the summit. For all of the cameras in town, it was left to John Steele, a soundman, and Wynter Byrd, a cameraperson, to capture the prize because they happened to be camped on the corner hoping for no more than an excited crowd shot as the motorcade sped by. Whatever the reason for their presence, Worldwide Television News clients around the world—like CBS, a new one, and CNN, a major one—were grateful. So was ABC. It and ITN are the principal owners of WTN.)

Still, the network correspondents and other journalists made an effort to offer substance as well as form. Throughout the week, the highest-level officials on both sides turned up regularly on radio and television news shows, whether scheduled or special (when the correspondents were not indulging one of their vices of interviewing other correspondents, domestic and foreign). The interviews and the efforts at analysis, said Russert, "gave the news texture and meaning."

While he sat in NBC's booth on the ellipse on Thursday morning, preparing for the final day of the summit, NBC News anchor Tom Brokaw admitted to "a certain amount of frustration" at the failure of a major story to develop. But he was struck by what he saw as the "worldwide" significance of the event. "The two most powerful men in the history of civilization are meeting in this town," he said. "That's worth all the attention we can give it."

There were, moreover, those who made no apologies for the attention that was paid to form last week. For the nature of television allows it to capture events as the printed word cannot. Donaldson on Wednesday recalled a piece he had done on ABC's *World News Tonight* on Tuesday. It dealt with some of the events of the previous day that could truly be recalled "historic"—Reagan, the one-time world-class anti-Communist, and the leader of the Soviet Union's Communist party entering the East Room of the White House together, issuing brief statements, signing the Intermediate Nuclear Force Treaty, then bantering in the Oval Office. Donaldson thought the piece accomplished television journalism's main job: "showing the people what print people write about."

NBC's Maria Shriver in anchor booth on ellipse

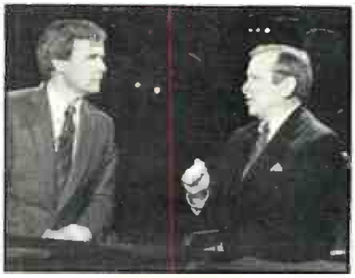
Certainly, the full-text treatment of the events provided by the NBC pool cameras that were the world's window on the event was, by any standard, exciting television. The BBC devoted one-and-a-half hours to the signing. In one fleeting moment, a camera seemed to have peered deeply into Gorbachev's innermost thoughts: Reagan had just made his second stab at use of a Russian proverb, in Russian and English—"the harvest comes more from sweat than from the dew"—and Gorbachev's eyes rolled back in his head, as if to say: "Not again." "Print couldn't do that," said Donaldson.

Joe Angotti, executive producer of NBC's coverage, was one of those disappointed that journalists and the world had not been "surprised." But looking back on the events the pictures had captured, he said: "In that respect, it was a spectacularly historic summit." □

Whether the story was one of form or substance, it was obviously fascinating to the audience in the Soviet Union. The Soviets' Gosteleradio crew of 41 correspondents and technicians, who worked out of a complex that CBS assembled for them out of trailers and a mobile van on the property of its Washington bureau, devoted a substantial amount of its 16 hours of satellite time daily to live broadcasts. Henrikas Yushkiavitshus, vice chairman of the Soviet radio-television


ABC's Jennings (middle)


CBS's Rather


NBC's Brokaw

CNN's Shaw

service, interviewed on Tuesday afternoon in the trailer that served as a newsroom, was as busy as any of his American counterparts; at one point, he was juggling calls on three telephones—speaking English and Russian into different instruments—as a portable television set tuned to Cable News Network's summit coverage provided background noise. But he managed to relate a telephone conversation he had just had with his wife in Moscow, which is eight hours ahead of Washington time. "She said the streets are empty, that everyone is watching television."

The Soviets in Washington did not lack for information about the summit. The U.S. Information Agency taped the Soviet news program *Vremya* (or *Time*) being beamed by Soviet satellite, and made it available to the Soviet embassy. Turner Broadcasting System, which has worked closely with the Soviet government in sponsoring the Goodwill Games, was also helpful. It arranged for members of the delegation who were staying at the adjoining Vista and Madison hotels to receive *Vremya* on their television sets in the two hotels. A ku-band uplink set up on the roof of the Vista hotel picked up the signal from the G STAR II satellite, to which it had been relayed from TBS's international earth station in Atlanta. It, in turn, received the signal from the Soviet satellite, on which USIA was relying.

Nor was that all. The Soviet embassy received daily deliveries of VHS cassettes of CNN's summit coverage. The deliveries were made by Ted Turner Jr., son of Turner Broadcasting System's chairman and a former member of CNN's Moscow bureau, who speaks Russian. "The embassy does not get CNN, and they wanted to see our coverage," said CNN Washington bureau chief Bill Headline. The younger Turner, Headline added, "was the right person to take care of it."

For a story whose broadcast coverage seemed to pose difficult political and technical problems, the American networks involved found little to complain about. True, the Soviets do things somewhat differently, like turning their cameras in the embassy to the wall when they want to signal the end of live coverage of an event. (The Soviets insisted on providing the camerapersons and the director for every event in the embassy.) And the abrupt termination of a simultaneous translation of Gorbachev's remarks at a function at the embassy on Tuesday remains to be explained. But overall, the network people who worked with the Soviets said they were satisfied with the cooperation. Indeed, CNN anchor Bernard Shaw seemed overwhelmed by it. "There were too many Russians," he said of those who were offered for interviews. "Suddenly, all were available to present their point of view." Then he added, "I wish our people in Moscow had as much access to them."

The pool operation, run by NBC, appeared to work well. In fact, NBC's Bob Asman, a senior producer who was in charge, said: "Without exaggeration, it was one of the smoothest operations we've had." He credited that to planning that involved the presence of a pool representative and an AT&T staffer at the AT&T Toll, where the feeds from the various pools were received and then fed out to the four pool members

Satelliting the summit

With many of the world's broadcast journalists present in Washington last week for the U.S.-USSR summit, satellite operators and the capital area's two major common carriers were faced with record traffic. As of the Friday (Dec. 4) before summit week, Washington International Teleport had booked 80 feeds for Dec. 8 (INF agreement signing day) alone, said WIT marketing director, Arthur Hill. For the week, said Robert N. Wold, president and chairman of Wold Communications, Wold's Fairfax Station, Va., teleport transmitted approximately 100 feeds above normal.

WIT called into service three mobile uplink facilities (in addition to 19 stationary uplinks co-located at the sight). The U.S. Information Agency called on WIT to set up an uplink service (finished in two days) at the Department of Commerce for foreign users. WIT users included the European Broadcast Union, Canadian Broadcasting Corp., *MacNeil/Lehrer*, BBC, Independent Television News, London, Visnews, TV-3 (Spain) and Brightstar Communications, which on Nov. 24 closed a four-year deal with WIT (BROADCASTING, Dec. 7). WIT averaged eight to nine hours of traffic each day.

Wold Communications added one mobile uplink and reversed an incoming microwave path, also incorporating a C&P mobile microwave truck into its international trafficking, making a total of five paths out of Capitol Hill to handle what President Wold described as "at least triple normal Washington traffic." In addition to Wold's joint partner as of last August, Overseas Telecommunications Inc. (OTI), full-time Wold customers included Japan International Satellite Operations, (JISO, a consortium of six Japanese broadcasters), Cox Communications stations (which have a permanent news bureau in Washington), Fox Television, Newslink independent news service, Pyramid Video production company, Potomac Video production company, and Group W. ABC and CBS also booked occasional time with Wold. Japan Broadcasting Corp. (NHK), a JISO partner, created its own separate, unilateral feed to augment its JISO feeds, for which Wold provided an exclusive microwave feed.

To handle increased JISO traffic, Wold designated its Santa Paula, Calif., international gateway (aimed at Intelsat 180) for supplementary traffic and called into service Canadian Teleglobe's Lake Cowichan, British Columbia, teleport as its main transmission point (beaming signals to Japan via Intelsat 174). Wold sent most Washington teleport traffic to domestic Telstar 301, on which Wold leases two full-time transponders. Westar IV and Galaxy 2 were also called into service for Wold. During peak hours, overflow traffic was sent by telco to Wold's New York teleport.

"Ku band gets all the attention now," said George Geesey, Wold executive director of operations, "but C band is out here holding its own." Geesey also pointed out that extraordinary cooperation among Washington area network broadcasters and microwave users resulted in "very little interference at the time of extremely high volume traffic," he said. "Broadcasters can manage their own business and not get in each other's or anybody else's way."

Six Intelsat birds over the Atlantic, Pacific and Indian Ocean provided 577 total television hours of traffic worldwide, including 115 transmissions from the U.S. directly to 10 countries: Brazil, Canada, West Germany, France, Korea, Iceland, Italy, the UK and the USSR.

and 23 subscribers. Asman said special equipment was installed to route the pool material on three paths—one taking the feed from the camera at the top of the Washington monument: the second, all multiple-camera coverage of major events and the third, tight-pool taped feeds. The system worked. "I hope we can do this next year at the presidential inauguration," said Asman.

□

But if American journalists were spending enormous amounts of money and energy on summit coverage and, frequently, saying positive things about Mikhail and Raisa, the general secretary made it clear he feels the American media have room for improvement. First, there was that exchange in a meeting with editors and publishers attended by Thomas S. Murphy, chairman of the board and chief executive officer of Capital Cities/ABC; Laurence A. Tisch, chief executive officer of CBS; Robert Wright, president of NBC; Gordon Manning, staff consultant to NBC News; Turner, and Katharine Graham, chairman of the Washington Post Co., among others. Gorbachev used a reference of Wright's to "human rights" as a jump-off point for criticizing the media for focusing on what he regards as petty rather than fundamental issues, and on what he sees as the American media's penchant for using symbolism—for instance, pictures of a failing farm to indicate problems in the farm economy.

What, Wright was asked, does Gorbachev think of the U.S. media? "Not much," he said. Then he added, "Make that: 'Less than we would like.' "

Gorbachev elaborated on his views regarding the media—without specific reference to the American media—in the lengthy statement with which he opened his farewell news conference. He said he had turned down requests for interviews because in those he has given he is asked the same questions. "What are we going to talk about? To beat the air?" He said the interviews seem designed "to somehow drive the politician into a corner. That's not what the media's for," he added. Then he said: "People want to live a better life. People want to have a better understanding of each other.... And how much the press tries to inflame quite different feelings and sentiments and not proceeding from any true *glasnost*."

The American media, of course, would argue that *glasnost* is what they are about. And if Reagan and Gorbachev regard their summit as a success, in view of the treaty that was signed and the steps taken to resolve major issues on which the two countries are divided, the journalists who covered the summit were pleased to be in on the story. "There are very few minutes that constitute 'history,' " said NBC's Russert. "This is one of them." So whatever the temptation to indulge in gossip about Raisa, "the important thing," he said, "was to focus on what Gorbachev and Reagan talked about for 90 minutes in the Oval Office." Last week was, he agreed, "a good time to be a journalist," perhaps especially a television journalist. □

Glimmer of hope

The glasnost and "new thinking" that Soviet leader Mikhail Gorbachev talked of in his meetings with President Reagan may be reflected in the Soviets' information policies. Or so U.S. Information Agency Director Charles Z. Wick thought he was given reason to hope after discussions with Soviet officials during the Washington summit last week. And he has suggested a formal structure by which each country could monitor the other's media, and seek corrections they think warranted.

Wick said he had gone into a meeting with the chairman of Gosteleradio, Aleksandr Aksyonov; the chief of the Novosti press agency, Valentin Falin, and Sergey Losev, director general of Tass, thinking they would discuss matters that have been on past agendas, like an agreement under which each country would make available to the other an AM frequency on which to broadcast or the establishment of a permanent video link between Washington and Moscow.

But while those items remain under consideration, the two hour and 50-minute meeting focused on the Soviet-initiated theme that "disinformation" and deception in communications policies should be considered history. "Now we want openness and truth," Wick said he was told. The Soviets, he said, stressed that the safety of the world was at stake.

Wick said he received the same message in talks during the summit with Aleksandr B. Yakovlev, a member of the Politbureau and secretary of the Communist Party's Central Committeev— and from Gorbachev himself at a luncheon at the State Department as Wick was going through a receiving line.

To Wick, who has long maintained that the Soviets engage in disinformation and lying, the implications of what he was told was a confession of wrongdoing by the Soviets. But the Soviets, he said, expressed the hope the Voice of America recognizes "the new thinking."

That led to Wick's suggestion: That each side set up committees representing radio, television, movies, print and books to examine the other country's output in those media, and to complain when they think they find errors. If a party is challenged and cannot document its statement, Wick said, "that party should do what is right." Wick said he outlined his idea to Gorbachev and that the Soviet leader said Wick and Yakovlev should set up the meetings to organize the committees. Wick said he left the next move to Yakovlev. "I told him: 'the ball is in your court.' "

TBS buys rights to 800 films owned by RKO Pictures

Turner Broadcasting System purchased the remaining rights to 800 feature films owned by RKO Pictures for an undisclosed sum last week. The basic cable, pay cable, home video and domestic syndication rights acquired last week were not covered in Turner's original film library purchase from MGM/UA Entertainment in March 1986.

The TBS acquisition for the exclusive perpetual worldwide license to the films produced between 1929 and 1959—including such titles as "Citizen Kane," "King Kong," "Top Hat," and "Little Women"—was coupled with word that three separate lawsuits between TBS and RKO Pictures had been resolved. Those suits, brought by RKO, concerned TBS's rights as a superstation to broadcast the films, as well as TBS's rights to colorize the movies.

TBS bought the rights from Wesray Capital Corp. which only last week completed its purchase of those rights from GenCorp. Wesray bought the rights following an unsuccessful buyout effort for them by RKO management.

The deal also included more than 150 episodes of Abbott and Costello cartoons, 50 short subjects, 221 episodes of *World of Survival* and a variety of specials.

Roger Mayer, president of Turner Entertainment Co. said that the resolution of the legal issues surrounding the library "were not the key issues" to the TBS purchase of the additional rights. Under terms of the deal with MGM/UA, Mayer said that TBS only had limited domestic syndication rights. Mayer said that acquisition of the video rights to the library was a "major factor in the rights we didn't have" under the original MGM/UA deal.

The RKO film library is currently under license to a number of pay cable and basic services—The Disney Channel, American Movie Classics and Showtime—as well as 14 broadcast stations, according to a TBS spokeman. TBS rights to the RKO library are exclusive, subject to those deals. As with the purchase of any other film library, the purchase of the rights to the RKO films is subject to outstanding deals from which TBS will now derive revenues.

Mayer said that TBS had developed a general in-house plan for the use of the library, but he declined to give any specifics of the plan beyond saying that should TBS plans for the creation of its new channel, TNT go through, the films would be used there. He also said that colorization of certain films will occur, mentioning "King Kong" as "clearly one we are considering."

Cable fighting telco waiver in Cerritos

Associations urge FCC to refuse waiver request in California; General Telephone says request is needed before financing can be arranged for cable system

The National Cable Television Association and the California Cable Television Association told the FCC last week there is no reason why General Telephone Co. should be granted a waiver of the telco-cable crossownership rules to build a 550 mhz cable system in Cerritos, Calif., and lease half the capacity to a local cable system and half to the commonly owned GTE Service Co. for the provision of experimental services, including a "video-on-demand" service.

General Telephone's application to build and lease the system is "clearly...fraught with problems, but realizing that General's proposal is at odds with the commission's rules is no reason for suggesting a waiver of those would be appropriate," NCTA said. "Quite to the contrary, the record in this proceeding makes clear that the rules should be enforced and that General's application should be denied."

The waiver would be "wholly inappropriate," CCTA said. The cross-ownership rules barring telephone companies from owning cable system in their telephone service areas "were adopted as a remedy to put an end to anticompetitive attempts by telephone companies to insure that there is no second wire into the home unless it is owned and controlled by the telephone companies, to protect ratepayers against cross-subsidization, and to promote the possibility of competition by the cable industry for telco-dominated local distribution services."

The so-called Cerritos case is seen by some as a test of the FCC's will to enforce the cable-telco crossownership rules. The FCC is currently conducting an inquiry that could lead to its abolishment of the rules and to a recommendation to Congress that it eliminate the redundant crossownership ban contained in the Cable Communications Policy Act of 1984.

Congress is apparently not waiting for an FCC prompting. Representative Howard Nielson (R-Utah) is preparing to introduce a bill eliminating the statutory ban to encourage cable in rural areas and promote competition. After considering General Telephone's application for several months, the FCC elicited last week's comments with a request on whether it should grant General Telephone a waiver if it should conclude that the application is inconsistent with the waiver of the rules.

"From the start, General has resisted playing by the rules," NCTA said. It alleged that General has failed to file required tariffs and has arranged to make a $750,000 advance payment to a subsidiary of the cable franchisee for the construction of the system in violation of the crossownership rules. General has awarded the system construction contract to a subsidiary of Apollo Cablevision, the franchisee that plans to lease half the General capacity.

NCTA voiced particular concern about General Telephone's failure to fully explain the "video-on-demand" service that GTE plans to offer with its capacity. After much prompting, NCTA said, General has promised to make a showing of compliance before it offers the video-on-demand service. But such a showing "leaves unresolved General's continuing failure to identify a qualified customer for the facilities as it required by commission precedent."

General argued that it deserves a waiver because cable service in Cerritos would not be viable but for the General-GTE-Apollo arrangements. "The record proves that Apollo was the only viable respondent to Cerritos's...request for cable TV proposals, and that even Apollo's proposal could not have been successful without General's finding of a second customer, GTE Service Corp., to share the costs of the advanced broadband system."

General said it has not "spoken in detail" about its video-on-demand service and shadow fiber optics system because they are still under development and proprietary. In earlier filings, General said, it explained that the experimental video-on-demand service could be an alternative to the home videocassette recorder. □

Florida repeals services tax

Tax that affected advertisers and broadcasters will be replaced by one-cent sales tax; ANA, others applaud move

What had been a financial nightmare for advertisers and broadcasters in Florida came to an abrupt end at 1:56 a.m. Thursday, Dec. 10. At that time, about 36 hours after it had convened for its third special session in a little over two months, the Florida legislature completed the task of repealing the 5% tax on services, including advertising. To make up for the revenue that would be lost, the legislature increased the existing five-cent sales tax by a penny.

William J. Brooks, the president and general manager of WPTV-TV West Palm Beach, who is president of the Florida Association of Broadcasters, said, "We are very happy." The Association of National Advertisers also expressed its gratification. Repeal of the tax "has been [ANA's] top priority" in 1987, said ANA president DeWitt F. Helm Jr.

In a sense, the action was a victory for Governor Bob Martinez, even though he had pushed the tax bill through the legislature in the spring, as a means of raising revenue that the fast-growing state needed for everything from roads and schools to prisons. After the tax generated enormous controversy and polls showed substantial opposition by the public, Martinez turned around on the issue and called for the measure's repeal.

Getting it was not easy. Some in the legislature wanted to keep the service tax. Others—who were backed by the Florida Association of Broadcasters—wanted simply to modify the measure, eliminating only what they called the "hot spots," including the tax on advertising; they cited the state's need for additional revenues. But Martinez,

TVX ponders bond offering

TVX Broadcast Group, hoping to pay off a Salomon Bros. bridge loan that it used to buy five major-market TV stations from Taft for $240 million last spring, may move this week to initiate a long-delayed $160-million debt offering. According to TVX President Tim McDonald, the bond placement was put off following the October stock market crash on the advice of Salomon, which also helped finance the acquisition by purchasing convertible preferred stock, equity warrants and other holdings in TVX that if fully exercised would leave it with 52%-53% ownership.

But the 15th-ranked TV station group is now considering going to the market, McDonald said, following the successful pricing last week by Salomon and investment bank Goldman, Sachs & Co. of $1.5 billion in bonds for the $4-billion takeover of Southland Corp., the first major high-yield bond offering on Wall Street since the crash.

TVX had been on the last day of an extended "road show" to place the bonds with institutional investors when the stock market crashed Oct. 19, McDonald said. "Oct. 19 didn't help anybody. We wanted to stand back," he told BROADCASTING. "Salomon has put no pressure on us at all so far. They advised us to wait until the Southland deal was out of the way."

McDonald acknowledged TVX would most likely have to sell one or more of its 11 stations to meet debt amortization payments of $20 million in 1988 and $10 million in the first half of 1989. "I favor [the option] to sell assets," McDonald said. "We are not wildly hawking stations, but we have a couple of conversations in progress. We're not selling major properties."

The group, with top 20 market independents in Philadelphia, Forth Worth, Washington, Houston and Miami, just sold its smallest station, KJTM-TV Pine Bluff, Ark., for $6 million, and has UHF independents in Nashville; Memphis, Tenn.; New Orleans; Raleigh, N.C.; Kerrville, Tex., and Norfolk, Va.

at the conclusion of the first special session on the issue, in September, vetoed a stripped-down version of the tax. He was impressed by the results of five polls showing between 70% and 80% of the public opposed to the tax. The second session failed to resolve differences between the legislature and the governor.

So in the seven weeks between the close of the second session and the start of the last one, politicking among the various factions was intense. It was, said Brooks, an emotional and political "roller coaster." But at the end, he said last week, "it all came together." Many details were worked out in advance, though some sticking points on the legislation remained. For a time, it seemed the legislature would repeal the tax as of April—which, Brooks said, "would have killed our first quarter." But the legislation as passed calls for repeal as of Jan. 1.

The sales tax increase from 5% to 6% is effective Feb. 1. That one-cent tax also represents a victory for the governor. The revenue it will raise—an estimated $1.2 billion for the fiscal year beginning July 1—will be divided between the general treasury and a fund earmarked for strengthening the state's infrastructure. And the governor, as he requested, is given a line-item veto for controlling the expenditures from that fund.

The opponents of the services tax had mounted a major campaign for its elimination as soon as it was enacted. Trade associations canceled meetings scheduled to be held in the state. Advertisers threatened to cut or eliminate their advertising in the state. And five media groups, including the National Association of Broadcasters and the FAB and Scripps Howard, were in court challenging the constitutionality of the tax on advertising. The state's broadcasters had run ads denouncing the measure as it made its way through the legislature. The movement toward modification if not repeal seemed inexorable.

However, the winners in the battle were not considering the service tax a matter only for history. "We're very pleased, but it is only good sense to keep our lines of communication [to the legislature] open," said Dan Jaffe, of the ANA's Washington office. He noted that some members, such as the chairman of the House Finance and Tax Committee, "are saying: 'This is not the final chapter,' that 'there would be another day.'" So, said Jaffe, "there is still a cloud over the silver lining."

And ANA president Helm's statement reflected that determination to keep the lines of communication open. Helm credited Martinez and the leaders of the Florida House and Senate with "statesmenship and willingness to make the hard choices necessary to assure Florida's economic health." In view of the uncertain economy, Helm added, the "demise of the tax could not have come at a more opportune and beneficial time for national advertisers and Florida." Helm also said it was essential that the advertising community remain vigilant in Florida and across the country to make sure that "no tax on national advertising is ever levied again."

But Helm took heart from the Florida experience. He expressed confidence "it will discourage other states from attempting to go down that road." He noted that the advertising community in 1987 had been successful in defeating similar efforts in 21 other state legislatures. □

KKR entertains suitors for Storer Cable

Investment firm Kohlberg Kravis Roberts & Co. made the second go-round in its attempt to sell the 1.4-million-subscriber Storer Cable systems to a consortium of cable operators, when it met last Tuesday (Dec. 8) in New York with John Malone of Tele-Communications Inc. and others to determine whether TCI, Time Inc.'s ATC, Comcast and The Robert Bass Group could put together a partial purchase of the properties.

The same consortium earlier this fall had informally indicated it would pay $1.25 billion for KKR's stock in Storer, according to a source familiar with the discussions. KKR rejected the amount as inadequate, having asked $1.85 billion, according to investment banker Steve Rattner of Morgan Stanley.

Storer cable has an asset value of $2.3 billion-$2.4 billion, the source estimated, with $1.2 billion in equity and $1.2 billion cash against $2.3 billion of debt.

KKR, apparently unsuccessful in attracting higher bidders because of the cable systems' burdensome debt structure and uncertainty after the October stock market crash over the use of the high-yield bonds KKR prefers, last month "disengaged" the three investment banks—Morgan Stanley, Drexel Burnham and Shearson Lehman—hired last summer to shop the systems.

Last week's talks were characterized by the source as "very preliminary discussions exploring very wide-reaching avenues of approch" to selling the systems. KKR did "express a willingness," the source added, to keep some portion of the cable assets.

A *Wall Street Journal* report that KKR would sell 80% of Storer Cable to the consortium in a complex transaction involving the transfer of some half-million subscribers to Storer Cable in return for the freeing of $1.1 billion in cash to KKR, was "only one of several means of concluding the sale," the source said.

KKR has also told the consortium, added the source, that it is still talking with other bidders for the systems, although it did not name them. Cox Cable and Jack Kent Cooke were among those earlier reported to have expressed an interest in the systems.

Scripps Howard, Sacramento settle cable franchising case

Preliminary agreement calls for company to pay city and county $15 million, which will be used to fund public access channels

Scripps Howard Cable and the city and county of Sacramento, Calif. have reached a preliminary, out-of-court settlement stemming from law suits each filed over the cable franchising process and subsequent litigation. The "memorandum of understanding" calls for the cable company to pay the city and county $15.3 million, which will be used to fund local access channels and the city-county cable commission.

The settlement also reduces most of Scripps Howard's service requirements to the level of those of its two competitors in the market, Cable Americal and PacWest. (PacWest, citing the First Amendment, sued the city and county earlier this year after it was denied a cable franchise.) Under the agreement, which also extends Scripps Howard's franchise another 20 years, to the year 2023, the company's yearly funding requirement for the local access programing has been eliminated. Scripps Howard Cable Chief Executive Officer Dick Davis also said the company is relieved of requirements concerning the payment of prevailing wages for technical staff and contracts and many of the original franchises technical standards.

A final contract detailing the settlement is expected to be signed by Jan. 17, with approval by the federal district court expected in mid-February, as long as the agreement does not become unglued.

Scripps Howard was originally granted a franchise for the 340,000 homes in the city and county in 1983. PacWest sued to gain entry into the market and the jury ruled that cable was not a natural monopoly and that that company was not required to operate under the same franchise commitments to which Scripps Howard had to adhere. The jury, however, did not award monetary damages, and post-trial motions have been filed in the case. The court has postponed acting on those motions until April.

Another company, Cable Americal, sued the city because it declined the company's request for proposal to provide cable service. No trial date has been set for that suit.

Following the jury's decision in the PacWest case last summer, the city and county adopted a licensing ordinance that reflected many elements of the jury's decision. In granting a five-year license, the city allowed companies to choose the portions of the area they wished to build. No universal service requirements were imposed. Funding for local access channels, plus other operational and technical requirements, which were part of the Scripps Howard franchise, were not included in the ordinance. Required, however, were a 5% franchise fee payment, a 450 mhz interconnected system and six access channels. Both Cable Americal and PacWest have applied for licensing ordinances. Cable Americal has begun, and PacWest is about to begin construction.

Following the adoption of the licensing ordinance, Scripps Howard sued the city for $160 million, saying it had to treat all the cable operators equally. The company also did not pay its Nov. 1 grant-fee payments and franchise fee, it said, because the other companies were not required to pay franchise fees upfront. The city and county countersued for $174 million, claiming breach of contract. The parties began discussions to settle the litigation and the "memorandum of understanding" was reached last week.

It calls for Scripps Howard to pay the city and county $15.3 million, said Bob Smith, executive director of the Sacramento Metropolitan Cable Commission, in lieu of franchise fees for the next five years. The government will use the money to finance the activities of the cable commission and fund local access, said Smith, taking the latter responsibility out of the hands of the cable operator and putting it into the hands of the city and county. Smith said the funding will start at the 1986-87 level, $600,000, and will be adjusted to the consumer price index thereafter.

Scripps Howard's franchise fee payments will be $1 million in year six and $2.5 million in years seven and eight. Starting in year nine, payments will be based on a percentage (2.5% or 3%) of revenue. Davis said the system estimated its original franchise fee payments in 1987 would be $1.4 million, $2.5 million in 1988 and $3 million in 1989, rising thereafter as the system takes in more revenue. Davis said the figure in the agreement could be reduced or eliminated if a constitutional challenge alters regulations surrounding franchise fees.

Davis said the cost of funding the local access channels would be $1.25 per month, per subscriber, which would amount to $2.5 million a year in three years, "a very high local funding requirement."

Under the agreement, the company would be relieved from paying the "prevailing wage" as defined in an annual wage study developed by the city and paid for by Scripps Howard, said Davis. The technical requirements, he said, had included government approval of even minor technical changes, such as changing manufacturers for a cable converter.

Although the agreement would bring Scripps Howard closer to the standards the other two companies are operating under, differences remain. Scripps Howard has a universal service requirement, although Smith said that did not appear to be a problem. The company reports its construction is 95% complete, and although it would not release subscriber figures, it said it is achieving 49% penetration in the areas in which it has marketed. It plans to complete system-wide marketing by the middle of next year.

The licensees are required to submit a 5% franchise fee to the city. Scripps Howard would not make payments, beyond the initial $15.3 million, until year six. Also, the licensees can only provide services that are protected under the First Amendment, while Scripps Howard is free to provide any service it chooses. That is primarily aimed at commercial applications, said county attorney, Lee Elam, such as data transmission services.

Both sides were pleased a preliminary agreement had been reached, and further litigation, which could include multimillion-dollar damage claims, would be avoided. Although there are certain covenants in the agreement, Elam said none prevent either side from suing in the future.

Davis saw the settlement as an indication that cities "are coming to a fuller understanding" about their regulatory powers, which he said "have been severely diminished." They are "moving in that direction with the agreement with us," he said. □

National Cable Month

Discover our Difference

Free sample. Organizers of National Cable Month plan to start this year's promotional extravaganza of cable programing with a bang—a 56-hour weekend preview the weekend of April 1-3. It will include series, movies and specials that will be seen on the various cable programing networks in April, and transmitted on the channel used by C-SPAN II, which is donating its space on Galaxy III, transponder 24 for the weekend preview.

As the month continues, each week will be devoted to highlighting a particular segment of cable programing—news and information, sports, entertainment and children's shows, said NCM organizers. Much of the promotion is aimed at increasing the awareness of cable programing in the general press.

Robert Clasen, president of Comcast Cable and chairman of the NCM, said although C-SPAN II reaches only 12.5 million homes, he hopes the preview will be seen in 30 million homes, as cable operators pick up the weekend feed for viewing on local origination channels. Gaining that reach, said Clasen, should not be a problem, since 98% of cable operators have dishes pointed to that bird.

A steering committee made up of representatives from Jones Intercable, United, Comcast, Heritage, Daniels, TeleCable and Warner will select the programs, which will be shown in their entirety, to be used that weekend. More than 40 cable networks have been asked to submit three programs for consideration by the panel. Clasen said the programing would include live cut-ins to CNN and the Weather Channel for news and weather updates. He also said local operators will be encouraged to undertake local system promotion during breaks within and between programs. "Discussions" on cable programing by various studio personnel and pre-produced testimonials from subscribers will also likely appear during the preview. Operators will also be receiving a how-to kit, which contains 51 successful promotional tie-ins that were used in last year's campaign. The kit helps operators target cable programing to specific groups.

NCM is a joint effort of the National Cable Television Association and the National Academy of Cable Programing.

What's better than one half hour of unbeatable Disney animation?

Daytimers getting new lease on life

FCC gets word that longer hours means better service as notifications start arriving

In the coming months, about 1,600 out of 1,900 AM broadcasters limited to daytime operation will be eligible to broadcast with unlimited hours. Letters of intent are now arriving at the FCC from stations eligible to extend their hours. As of Dec. 1, stations without directional antennas that have been cleared by two commission orders for night broadcasts were eligible to apply. The FCC reported last Wednesday (Dec. 9) that 142 of those stations have applied so far. Stations with directional antennas will be free to apply on Jan. 20, 1988, according to the FCC's Louis Stephens.

The clearances are arising out of a rulemaking initiated by the FCC following a March 1986 petition by the National Association of Broadcasters and the Association of Broadcast Engineering Standards to extend the hours of operation for Class III daytimers. The rulemaking proposed that all but about 200 or 300 of the daytime-only AM stations be allowed to extend their hours. The exceptions were Class II daytimers that were judged to be in possible danger of interfering with unlimited Class I stations. The remaining stations would be eligible to operate at night with reduced power to avoid interference with already established unlimited stations. The newly eligible AM regional channels are being reclassified by the FCC as "unlimited-time Class III." They will be restricted to a maximum 500 watts after sunset.

So far about half of the stations expected to be made eligible have been cleared for nighttime service following two FCC orders. In October the commission opened nighttime service for 21 of the 41 daytimers on the foreign clear channel frequency 1540 khz (BROADCASTING, Oct. 19). Approximately 800 more stations were cleared in November with an order to authorize all AM regional channels and stations on 940 and 1550 khz.

FCC officials expect that another order authorizing hundreds of other stations will be released next month. Still to be authorized are stations on 45 other channels in the AM band.

Those stations now eligible to begin nighttime broadcasting need only to write a letter to the commission with the start-up date for night service and the method to be used to reduce power.

The mood is good at stations that have already have sent in letters and have begun nighttime operation. Scot Harrison, chief engineer of KASI(AM) Ames, Iowa, told BROADCASTING that it sent its letter in early and began nighttime broadcasts on the first eligible day, Dec. 1. Much of the night programing has been high school football and other events of local interest. Added hours have meant a more complete service to the community from KASI, Harrison said. "Now we're there all the time."

Also planning to use its additional hours for sports programing, WLBN(AM) Lebanon, Ky., has informed the FCC of its intention to begin nighttime service in January. Night service on co-located WLSK(FM) has included local college and high school coverage with games of local interest sometimes conflicting. Now the station plans to broadcast local sports on both stations when such conflicts arise. According to WLBN-WLSK's assistant manager, Cherry Gibson, a decision has not yet been reached as to whether to continue WLBN's regular MOR programing on nonsports nights or to simulcast with WLSK, a country station.

Management at WKXG(AM) Greenwood, Miss., was not totally satisfied with the FCC's actions. The black-music-formatted station desires night service to serve its area which has a majority of black residents. However, due to its use of a directional antenna and proximity to Class I stations, the FCC formula would only allow WKXG to operate with 2 watts at night. The station is in the process of determining how much night power will be needed to cover the town of Greenwood and will try to devise a way with the FCC to be allowed more power. Otherwise, it is not sure whether it will be worth turning on the transmitter after sunset.

Richard Leavitt, general manager of gospel music KHRT(AM) Minot, N.D., said that night broadcasting "is a blessing to us." Since the start of the month the station has broadcast a few extra hours nightly and plans in the near future to stay on until midnight. Depending upon listener interest, it may eventually extend to 24-hour service. Although its post-sunset power decrease means it reaches a smaller audience, "lots of people have responded," Leavitt said. □

Sporting times in Philadelphia

WIP(AM) announces switch from MOR programing to all-sports format

All-sports radio has arrived in Philadelphia.

WIP(AM), which was taken over by Spectacor Broadcasting from Metropolitan Broadcasting nearly four weeks ago, had been gradually shifting from its MOR-based sound to a mostly sports-oriented format for several months. Last Monday (Dec. 7), the station, under Spectacor's ownership, officially declared itself a full-service, all-sports outlet, the second major all-sports station to hit the airwaves this year. In July, Emmis Broadcasting's WHN(AM) New York, switched from country to all-sports under the call of WFAN(AM) ("Riding Gain," May 4). WFAN bills itself as the nation's first 24-hour all-sports information radio station. WIP has sports information programing throughout the day, except for the overnight period of 11 p.m.-5 a.m. when it carries Mutual Broadcasting's *Larry King Show*.

Spectacor, parent of Spectacor Broadcasting, is a Philadelphia-based sports marketing company that owns the Philadelphia Flyers National Hockey League franchise as well as the Spectrum, a Philadelphia sports arena. In 1986, the company purchased the Hughes Television Network, a satellite distribution and programing concern. The company, headed by Jay Snider, formed Spectacor Broadcasting for the $6-million

Some of you can't get enough of Sally Jessy Raphael...

Brookshier, Snider, Camiolo

acquisition of WIP last summer.

WIP currently carries Philadelphia Eagles football and Flyers hockey as well as Big Five college basketball, Penn State football and Mutual's Notre Dame football broadcasts. The station also distributes its Eagles and Flyers coverage to a regional network of stations. (Play-by-play coverage can preempt part of King's broadcast at night). Art Camiolo, WIP general manager and president and chief executive officer of Spectacor Broadcasting, has not ruled out the possibility of syndicating more of the station's programing regionally.

In addition to play-by-play coverage, WIP's programing is primarily composed of sports news and information, interviews and telephone talk, including a daily one-hour (Monday-Friday, 9-10 a.m) *WIP Sports Page* broadcast that features Philadelphia sports writers discussing major sports stories. The station's weekday personalities include Steve Martarano, 5:30-9 a.m.; Joe Pellegrino, 10 a.m.-1 p.m.; Bill Campbell, 1-4 p.m.; Pat Croce, conditioning coach for the Flyers and 76ers basketball team who anchors a health and fitness show at 4-5 p.m., and Howard Eskin at 5-6:30 p.m., who is also WTAF-TV Philadelphia's sports director. There are either play-by-play sports or specialty sports shows in the evening (not including Larry King's general talk program) as well as on the weekend. "We hope to have a very broad appeal with our programing," said Camiolo.

WIP's primary sports competitor is CBS's news/talk WCAU(AM), which airs Phillies baseball, Villanova University basketball, Temple University football and basketball and the CBS Radio Network's exclusive National Football League, Major League Baseball and NCAA basketball packages.

Camiolo, along with Tom Brookshier, former CBS sportscaster who is now executive vice president and director of sports operations for Spectacor Broadcasting, are also part owners of the station. Camiolo, a former Philadelphia radio program and management consultant, was general manager of WIOQ(FM) there from 1977 to 1979. During that time, Spectacor also held an interest in the station. WIOQ was eventually sold to Outlet Communications. □

★PHILADELPHIA★
SPORTSRADIO
610 wip

NPR sees bigger dues in 1989

$32-million budget proposal, plans for growth and unbundling suggestion highlight board meeting

The National Public Radio board of directors last Wednesday proposed a $32-million budget for fiscal 1989 and settled on the contents of an unbundling plan to be put to an "advisory vote" by member stations. Designated "Option II," the unbundling resolution would allow stations to choose from among morning news, evening news and performance program packages. Option II, if the board votes to adopt it at next February's meeting, would supplant the present distribution system, in which stations pay a single fee for options on all NPR programing. Option II also includes an amendment making NPR working capital available to mitigate increased member dues under the plan.

Last week's meetings, with the participation of approximately 45 member and nonmember station representatives, constituted the end of a chapter in the "consultative process," said NPR President Doug Bennet. The advisory vote on Option II begins the next chapter. The board could ignore a conclusive system vote against the plan. Although system approval of Option II is unlikely, said board member Dale Ouzts, eventual adoption of Option II is probably "locked." Said the general manager of WVIK(FM) Rock Island, Ill., Don Wooten: "There's no stopping it now."

During a full, hurried and sometimes impassioned nine-hour session last Tuesday (Dec. 8), the board's discussion of budget proposals focused on member dues increases, which the board presented as unavoidable.

The increases could be as high as 24%, depending on adoption of "strengthened services" proposals, which include plans to produce hourly newscasts and expand NPR's development division. Assuming complete rejection of "strengthened service" proposals, dues would increase 14.6% upon adoption of all proposals in the less debatable "unavoidable or urgent increases" category. That category includes distribution and operation overhead increases (including a new headquarters lease) and increases in salaries and benefits (with health insurance increases, union renegotiations in 1989 and administration of an affirmative action program figuring heavily).

Rejection of some proposals from both categories will result in a dues increase of between 9.3% and 24%, according to a report circulated at the meeting. A number of member representatives stressed the unacceptability of percentages on the higher end. "Stations can't handle too many wholesale increases at once...dues increases [tied to distribution restructuring] and [NPR] development," said KRWG-FM General Manager Karen Holp, speaking for 25-member Rocky Mountain Public Radio. "I can't find 18% without firing somebody."

Although the co-dependence of unbundling policy and dues levels became evident during the Tuesday session, no dues increase estimates in the proposed budget take into account effects that might be incurred by adoption of unbundling, since effects of the four options—any of which could still become policy—could differ radically. "At the February meeting," said a Dec. 2 memo from Bennet to stations, "the board will determine what course to pursue" regarding both issues.

Board member Wayne Roth's call for an agreement on NPR's commitment to growth met with no arguments from other members. But discussions of both increased dues and the drive toward parcelling NPR's programing returned repeatedly to projections of a $1.4-million loss in revenue from the drop-out of 24 stations destined to leave the system "if a completely bundled service were maintained," according to a Nov. 20 unbundling cost-projection memo sent to each station. But, said Wooten: "These are stations that have been threatening to leave the system for years. A bottom line mentality," he said, is the force behind, and will be the result of, unbundling.

In any case, finance committee members also failed to dissent from Roth's assessment that the "status quo"—maintenance of unbundling—"can no longer really exist." A large portion of the system, he said, currently doesn't accept it.

Board members Roth, Kit Jensen and Dale Ouzts later attributed the unbundling move to three conditions: a growing number of stations less willing to pay for programing they don't use, inequities in payments

CHARLES IN CHARGE

Starring Scott Baio and Willie Aames

Produced by Scholastic Productions— Al Burton Productions, in association with Universal Television.
A Co-Venture of MCA TV and Tribune Entertainment Company
Advertiser-supported programming from

MCA TV

BUSTIN' LOOSE

Starring Jimmie Walker and Vonetta McGee

A Golden Groove Production.
A Co-Venture of MCA TV and Tribune Entertainment Company
Advertiser-supported programming from

MCA TV

for the same services within single markets and the unfolding effects of the three-year-old business plan, which now puts CPB money directly into the hands of stations—and a new level of budgeting and marketing responsibilities into the hands of NPR. Wallace Smith, vice president and general manager of WNYC-AM-FM New York, said a "welfare mentality" has dominated the bundled system, fostering an NPR that "bulges outward, getting fat," but not gaining in vitality or diversity.

In adopting Option II for a system vote, the board chose a plan that clearly breaks with current distribution practices yet promises a relatively softer blow to those stations endeared to the status quo. The options, progressively from I through IV, break down programing into more and more parts. A unified performance package separate from news is common to all the plans. Only Option I maintains a "unified news" package. Also, only Option I would, according to projections, fail to sway any stations expected to leave the system as it stands. Options II, like III and IV, breaks news into parts. Those last three options, unlike Option I, contained a projection that "five fewer stations [down from the 24 projected total] would drop membership."

A joint meeting of the finance and programing committees voted 6-1 Tuesday to send Option IV—the most radical parcelling—to the full board, following identical 5-4 rejections of Options II and I, the latter said by committee members Doug Vernier, Joan Rubel and Ouzts to be too similar to current bundling. A station's vote on Option IV, they said, would tell the board more about the station's stance on unbundling. But in the full board meeting Wednesday, Bennet cautioned the board to present the plan it believed viable, rather than use the vote to clarify the system's reaction.

Approximately half of the station members present Tuesday took advantage of the opportunity to speak to the unbundling issue, and their views were heard over a closed circuit interconnect of the meeting transmitted to member stations. Each representative had been sent the Nov. 20 cost-projection memo from Bennet, estimating the effects of each unbundling option for each station. Of approximately 79 stations represented by member speakers at the meeting (a representation skewed by those speakers' ability to attend), Kit Jensen's unofficial count was 30 for status quo, 23 for I, three for II, none for III and 23 for IV. Despite the total of 53 statements in favor of the status quo and option I (status quo's nearest kin), the final board vote for II was 13 to 1.

Signing party. The ABC Radio Network celebrated the signing of its two new talk personalities, Tom Snyder and Sally Jessy Raphael, with a party for the advertising community at New York's Equitable Center building. *The Tom Snyder Show* began airing each weekday evening on Oct. 5 from 10 p.m. to 1 a.m. NYT while Raphael begins her broadcast on Jan. 11 from 7 p.m. to 10 p.m. Pictures (l to r): Synder; Aaron Daniels, ABC Radio Network president; Raphael; James Arcara, ABC Radio president; Low Severine, ABC Radio Network senior vice president and director of sales, and Maurice Tunick, ABC Radio Network vice president.

MCA Radio cutting back

Stock market crash has sent fledgling network on economy course, canceling some shows and paring back personnel

After launching an ambitious program schedule in the late summer and early fall, MCA's one-year old-radio programing unit has substantially streamlined its day-to-day operations, dropping three weekly long-form shows and reducing its 13-member staff by seven.

"As a result of MCA's fallen stock price, the company is looking at every line of business. . .asking division heads how they can best operate profitably," said Robert Kardashian, president of MCA Radio Network, which is part of MCA's Music Entertainment Group. (MCA's stock has declined from a 52-week high of $64.50 to $33.75 at the close of business last Wednesday, Dec. 9.) In the case of MCA Radio, that primarily meant the cancellation of new shows. "We are pulling in for 1988, but we plan to expand in 1989," Kardashian said.

Kardashian

Eliminated from MCA Radio's program roster is *A Touch of Jazz*, a weekly, three-hour show that mixed contemporary jazz and "new age" selections with contemporary/pop crossover artists. The series, which debuted in September, was hosted by New York radio personality Alison Steele. Also gone is *Rocktrends*, a weekly, two-hour progressive rock broadcast that was hosted by Richard Blade,KROQ(FM) Pasadena, Calif (Los Angeles) personality. It premiered in August.

Kardashian also told BROADCASTING that the company's 90-minute music/talk country series, *Nashville Live*, which was launched in September, will no longer be distributed by MCA Radio. "I'm in the process of making a deal for another company to syndicate the series," he said. That deal could be announced as early as this week. The show, which is hosted by country radio personality Lon Helton, airs Sunday night.

Kardashian said that the jazz and country shows did not receive adequate advertising support while *Rocktrends*' main problem was lack of station clearances. "We didn't have the luxury to give these shows a chance," he said. "You need at least six months to judge performance, not two months."

Remaining on the MCA schedule for 1988 are *Breakfast with O.J.*, a 90-second, daily (Monday-Friday) sports commentary series hosted by former pro football star O.J. Simpson and sponsored by Warner-Lambert's Schick and *Up Close*, a twice-monthly album-rock artist interview show, which runs from 90 minutes to two hours. The series is produced and hosted by WNEW-FM New York personality Dan Neer. "We will also do some special program deals if they come along," Kardashian said. "This will not be a major growth year for MCA Radio."

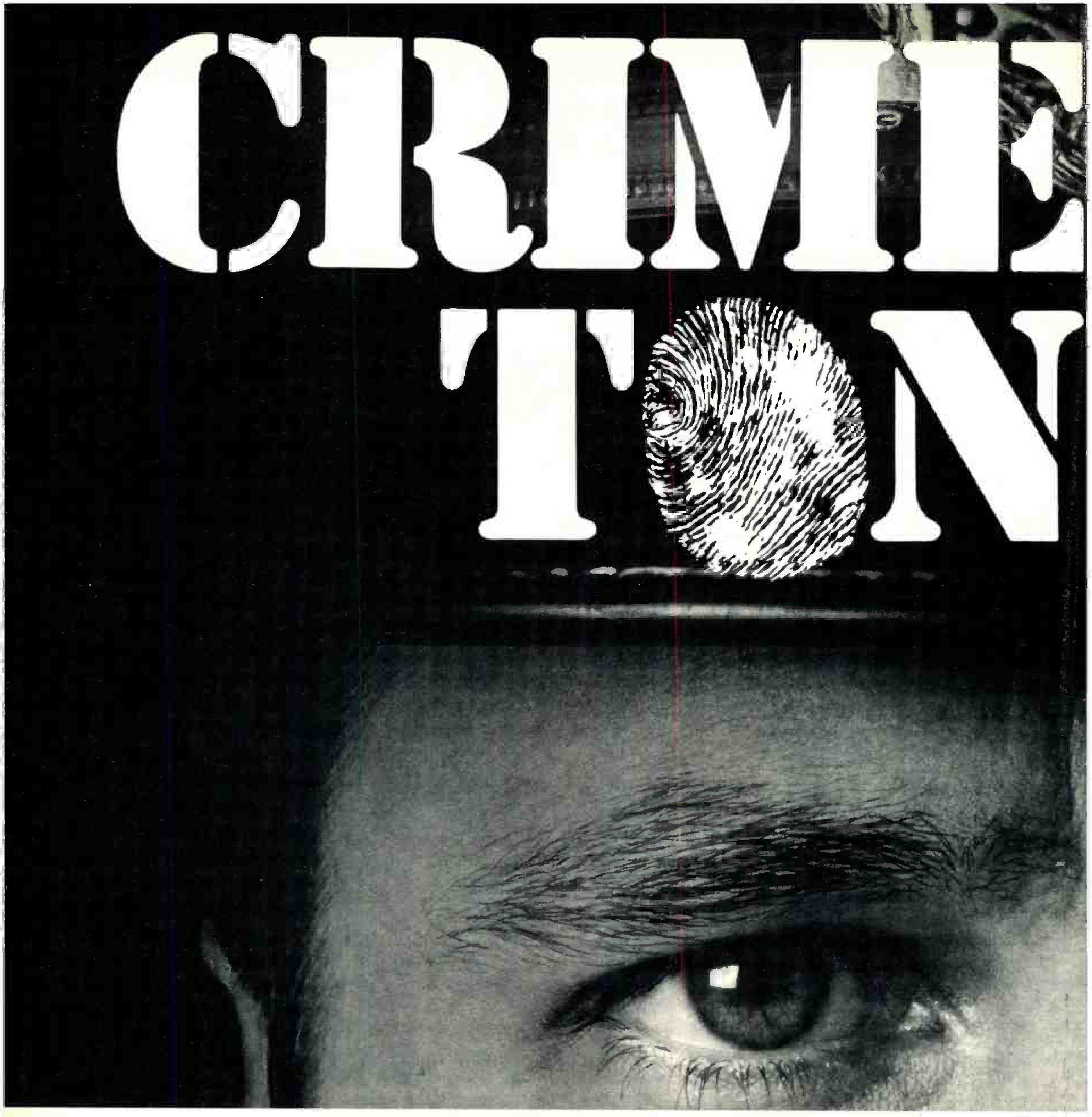
MCA Radio Network's two vice presidents, Bill Barnett and Lance Robbins, recently left the company. "There was too much management at the top," said Kardashian, a former attorney who was a co-founder of the trade publication, *Radio & Records*. (MCA Radio Network acquired Barnett-Robbins, an Encino, Calif.-based radio program supplier, when MCA created its radio division late last year. Bill Barnett and Lance Robbins, the two principals of the firm, then joined MCA Radio ["Riding Gain," Dec. 8, 1986].)

The company also closed its New York sales office, which housed two account executives, and hired MediaAmerica, a new media marketing and sales representation firm formed by Ron Hartenbaum and Gary Schonfeld, two former Westwood One executives, to handle MCA Radio's national advertising sales. "By restructuring and associating with MediaAmerica, we expect to strengthen radio sales and improve overall performance," Kardashian said. □

Kahn fires another salvo at Motorola

It claims AM stereo competitor influenced Sony to stop manufacturing sets capable of receiving both systems

Opening another front in the five-year-old AM stereo standards engagement, Kahn Communications has charged in an FCC petition that Motorola "improperly blocked" Sony Corp. from marketing multisystem



AMERICA'S NIGHTLY

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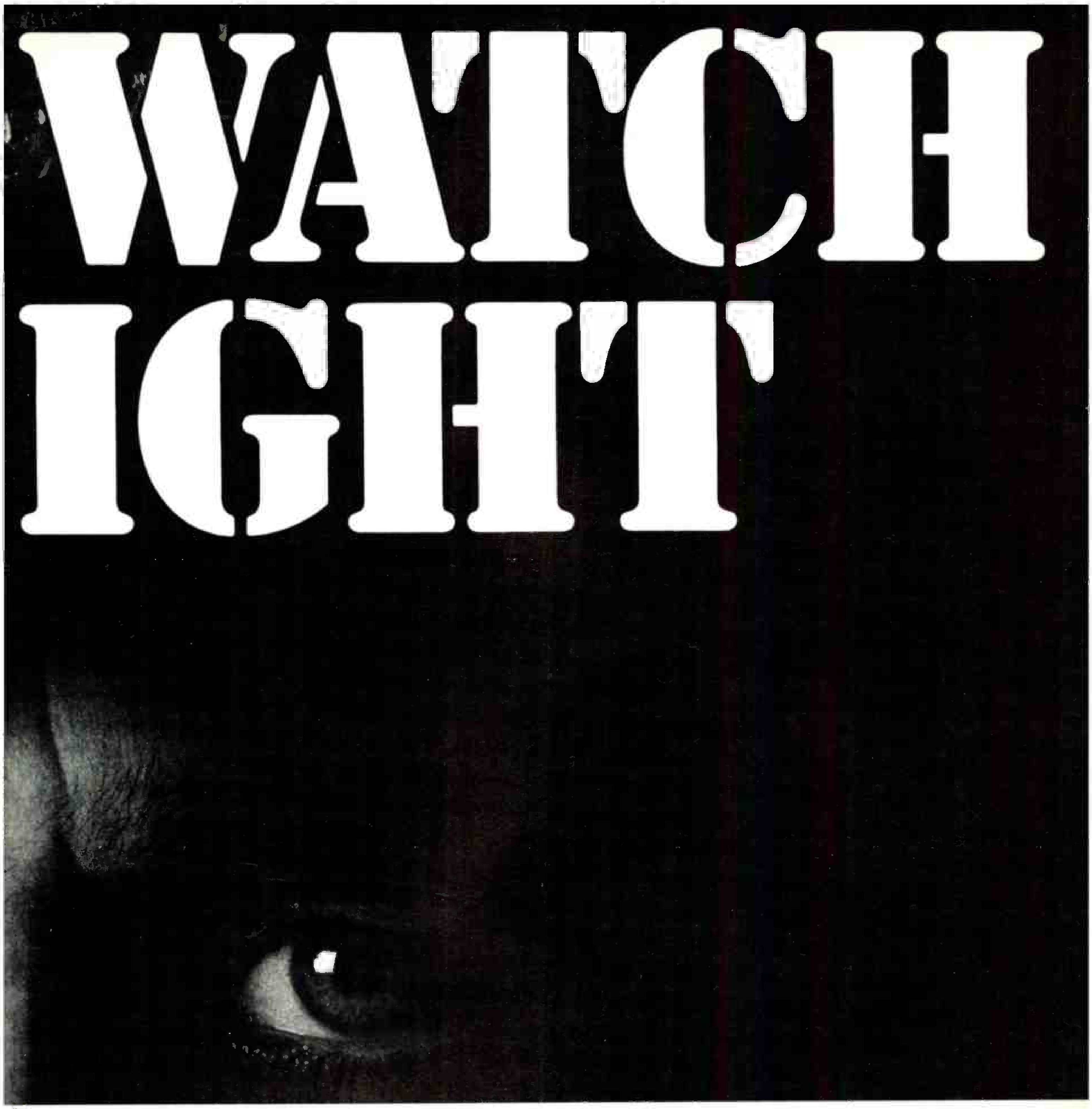

CRIME REPORT

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

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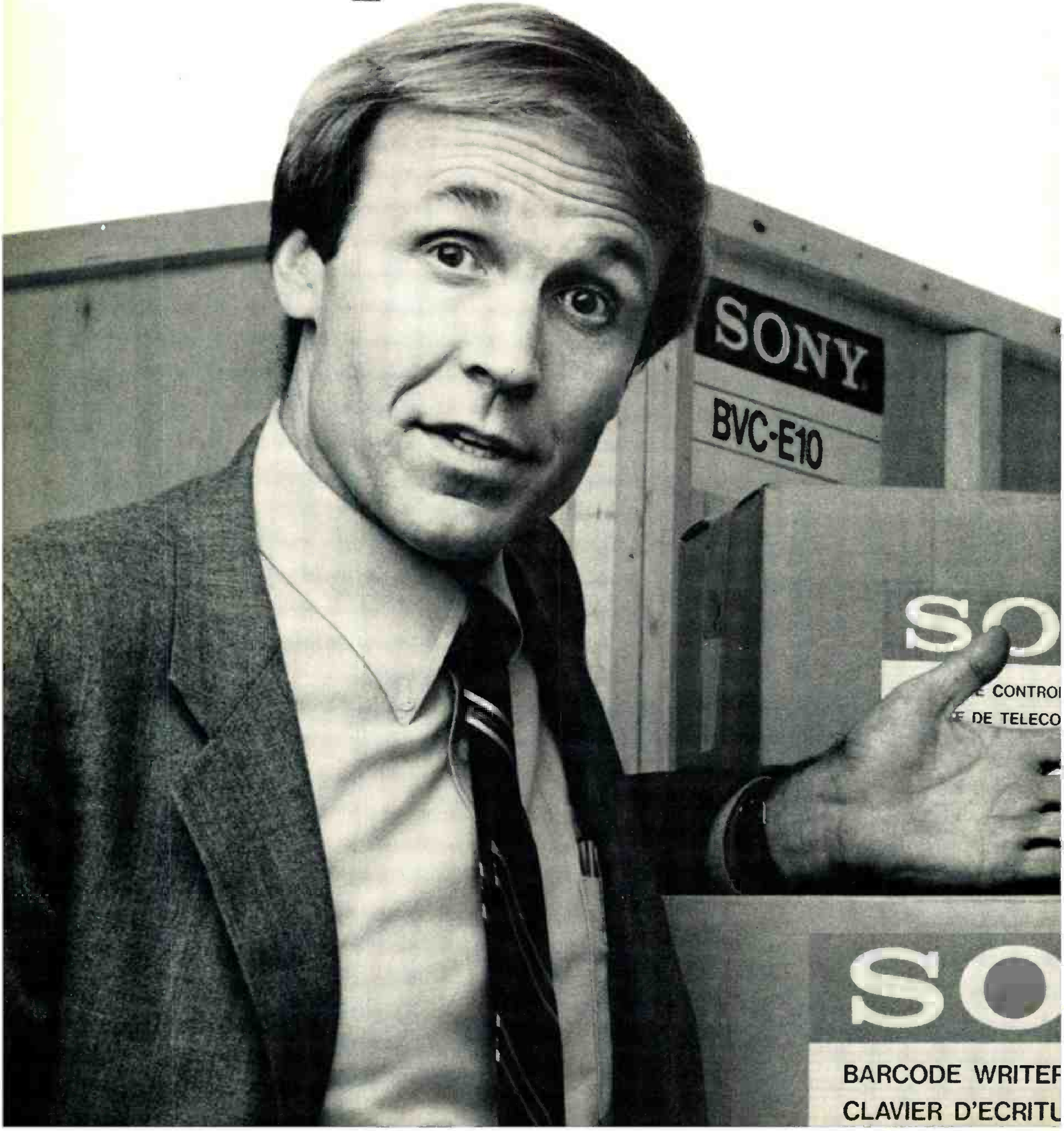

at what the ught: Betacart, Betacart, Betacart."

Hundreds of Betacart™ systems have been delivered throughout the United States.

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SONY

Broadcast Products

AM stereo radios in the U.S. by asserting certain "tainted" AM stereo patents two years ago.

In the five-page petition filed Dec. 3, Kahn asked the FCC to launch an investigation into the charges or to refer the matter to the Justice Department for action. "In the meantime, we request the commission to forcefully reaffirm its commitment to allowing the marketplace to select an AM stereo system," he said.

At the heart of Kahn's charges is a Sept. 12, 1985, letter from Motorola to Sony, a copy of which was attached to the petition. In the letter, Motorola said Sony's line of multisystem AM stereo radios used circuitry to receive Kahn single-sideband AM stereo signals that impinged upon two of Motorola's patents and asked Sony to "cease selling...receivers in the United States that use these patents."

Kahn alleged that letter caused Sony to drop its multisystem AM stereo line. "Of course, Sony could not ingore this threat, and during the course of 1986 model after model of Sony car, Sony home and Sony Walkmen radios were discontinued, even though these multisystem radios received wide acclaim from professional broadcasters and hi-fi critics," Kahn said.

Kahn further alleged that the patents Motorola cited in its letter to Sony may be invalid. According to Kahn, Motorola failed to disclose the existence of an earlier Kahn patent—"prior art"—for similar Kahn receiver circuitry when Motorola applied for one of the patents in 1978. As Kahn pointed out, the U.S. Patent Office requires applicants to disclose all prior art that is "material" to their applications.

According to a Sony spokesman David Kawakami, Sony stopped selling multisystem radios in the U.S. not because of the Motorola warning, but because they "didn't sell very well." The cost of the AM stereo was greater than its perceived value, he said. Despite the Motorola warning letter, he said, Sony feels there are "no legal barriers" to reintroducing multisystem radios should demand dictate such a move.

Motorola was reluctant to comment on the Kahn filing last week because it had yet to see and evaluate it. However, Motorola's Frank Hilbert indicated that Kahn charges are baseless and that Motorola may decline to respond to them. "Motorola has compassion for the losers in AM stereo and because of that we will continue to excercise constraint, discipline and intregrity."

Along with the Motorola-to-Sony letter, Kahn attached to its petition a U.S. Patent Office notice dated Nov. 30 granting Kahn's request for a reexamination of the Motorola patent in question and a two-year-old affidavit from a former patent examiner who believes the U.S. Patent Office erred in granting Motorola the patents.

In the affidavit, Kathleen H. Claffy said the Motorola patents and the earlier Kahn patent "have the same purpose and produce the same result. They also use many of the same structural elements, and I believe the structures used...are equivalent in areas where they are not identical."

Said Kahn: "That Motorola had the audacity to...attempt to invoke such a tainted patent against multisystem AM stereo receiver manufacturers shows an obvious lack of respect for the AM broadcast industry and, indeed, for this commission which committed itself to the support of a free marketplace."

Kahn and Motorola have been battling to make their respective AM stereo systems the de facto standard for AM stereo broadcasting since the FCC opted not to set a standard in April 1982.

Motorola's C-Quam system has a clear lead in the battle. At least five times as many stations are broadcasting in C-Quam as are in Kahn single-sideband. And while no manufacturers are making Kahn-only radios, many are making C-Quam-only radios. Motorola estimates that some more than 10 million C-Quam-only sets are now in use. Kahn has encouraged the manufacture of multisystem radios capable of receiving both systems because of the lack of Kahn-only radios.

Kahn has tried to use federal agencies to derail Motorola at least twice before over the past few years. It asked the Federal Trade Commission to investigate charges that Motorola had engaged in anticompetitive practices in the marketing of its C-Quam exciters to broadcasters and it asked the FCC to investigate claims that the C-Quam exciters were causing out-of-band emissions by stations. In both cases, the federal agencies found no cause for action.

Riding Gain

Shopping dropped

Public Interest Affiliates (PIA), the Chicago-based radio program supplier, ceased production and distribution of *Value Radio Shop Around The Clock*, a satellite-delivered, overnight home shopping program service ("Riding Gain," Aug. 13), late last month, said PIA President Brad Saul.

"We were having problems with our merchandise fulfillment," said Saul, adding that PIA terminated its contract with the Hanover Companies, a direct marketing subsidiary of Horn & Hardart, that was a partner in the venture.

Value Radio, which was targeted primarily for AM stations, aired each night from 11 p.m. to 7 a.m. (central time). It was launched on Oct. 5. At the time of its cancellation on Nov. 29, about 70 stations were airing the broadcast with nearly 40 more outlets preparing to sign on. "The service was successful," said Saul. "Now that we know what the problems are, we are trying to figure out how we can best air a home shopping show."

In another development, PIA has signed Kathy O'Malley, columnist for the *Chicago Tribune*, to host the *Campbell's Souperstars Show*, a two-and-a-half-minute, Monday through Friday, entertainment news program that is scheduled to premiere on Jan. 18.

Easy does it

Bonneville Broadcasting System, the Northbrook, Ill.-based radio programer that is a leading supplier of easy-listening music, continues to fortify its position in that market with the acquisition of Churchill Productions, a 10-year-old, easy-listening format producer and distributor based in Phoenix. Bonneville has signed a letter of intent to buy Churchill and expects to close the deal by year's end, according to Jim Opsitnik, Bonneville Broadcasting System president. The purchase price was not disclosed.

Churchill Productions currently offers a "matched-flow" easy-listening format; "Soft Songs," an all-vocal easy listening sound, and "Radio One," a mainstream adult contemporary format. The company has approximately 50 subscribing stations.

Tom Churchill, Churchill Productions president, and his staff, will maintain an "active programing [production] function" from their facilities in Phoenix, Opsitnik said. In addition, Churchill will become a program format consultant to Bonneville, he said.

Bonneville Broadcasting System, a division of Bonneville International Corp., a major group broadcaster based in Salt Lake City, also offers a "matched flow" easy-listening format as well as a "random-select" one; "Alpha," an all-vocal soft contemporary format, and "Ultra," an "upbeat" easy-listening sound. Both Bonneville and Churchill distribute their formats on tape.

"We are not stopping one service and continuing it with another. We will be blending the best of both [company's] services," said Opsitnik.

Churchill Productions is the third major easy-listening programing company acquired by Bonneville during the past five years. The company purchased Darrel Peters's FM-100 Plan in 1982 and Schulke Radio Productions, its primary competitor, in 1984.

Amicus brief

The National Association of Broadcasters and the U.S. Chamber of Commerce have backed WCLR(FM) Skokie, Ill., in its effort to win a Supreme Court review of a lower court decision affirming a $200,000 award in a case involving a charge of age discrimination (BROADCASTING, Aug. 24, 1986). The award was made to Leo Rengers, who said that at age 51 he was fired as a disk jockey by the Bonneville International station because of his age. NAB and the chamber, in a friend-of-the-court brief, said the issue in the case is what standard is proper for determining liquidated or double damages in cases involving "willful" violations of age discrimination in the Employment Act. NAB and the chamber say in their brief that in affirming an award of the district court, the U.S. Court of Appeals for the Seventh Circuit disregarded a standard the Supreme Court has established—that a defendant "knew or showed reckless disregard for the matter of whether its conduct was prohibited by the ADEA."

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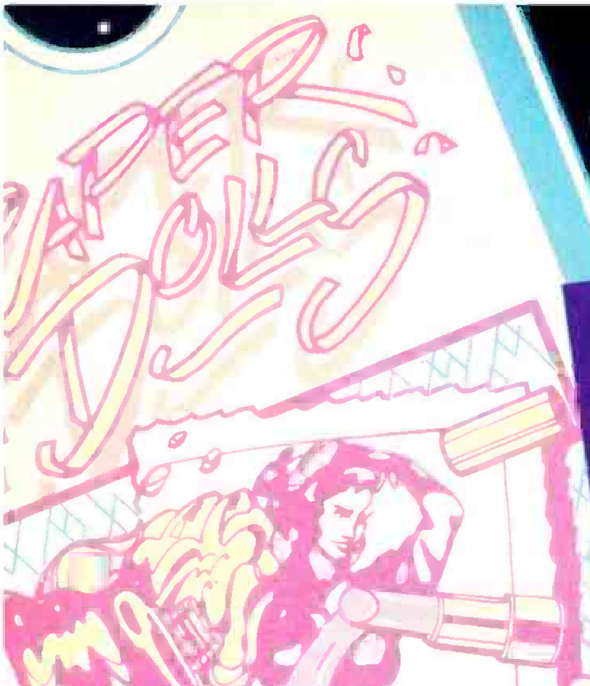
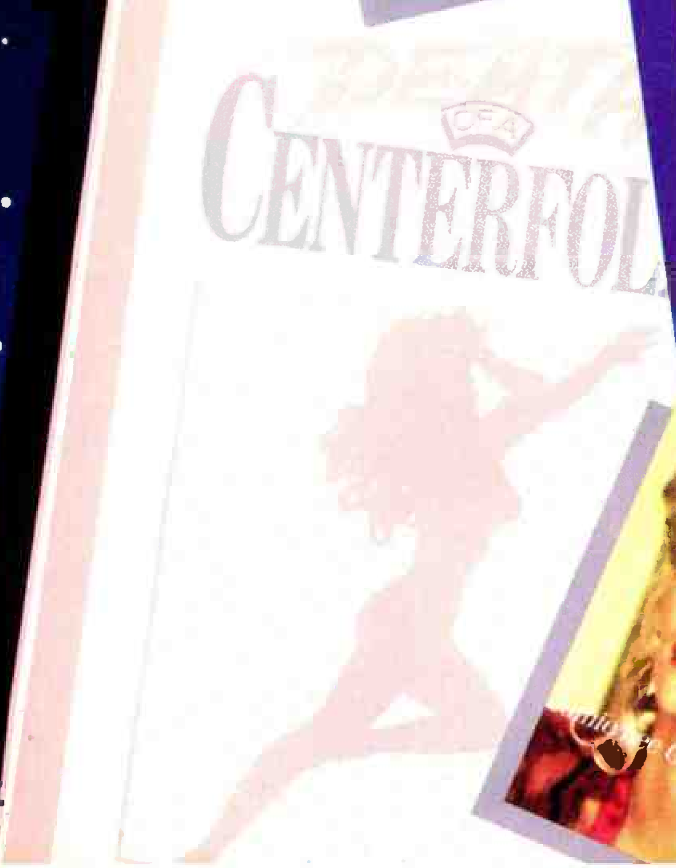
Joan Collins
SOMETHING ABOUT
amelia
Ken Wahl
Ted Danson
Glenn Close





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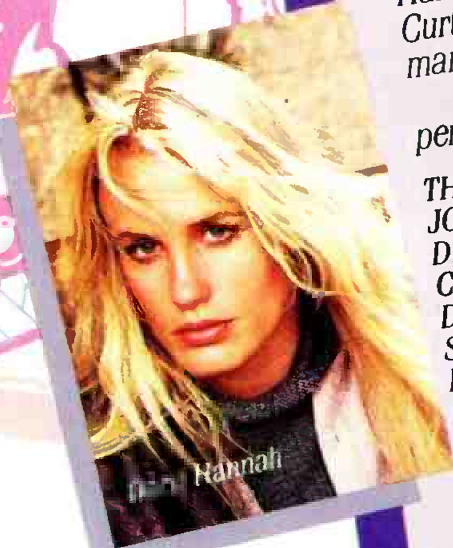

THE DIRTY DOZEN: NEXT MISSION
JOURNEY'S END
DEADLY LESSONS
CHILDREN OF THE NIGHT
DEATH OF A CENTERFOLD
SINS OF THE PAST
PAPER DOLLS
I WAS A MAIL ORDER BRIDE
FOR LOVERS ONLY
FANTASIES
THIS HOUSE POSSESSED
COWBOY
INCIDENT AT CRESTRIDGE
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NBC: putting out fires before they start

Wright and Sefert try to reassure affiliates about NBC-TBS discussions

NBC president, Robert Wright, and NBC affiliate board chairman, James Sefert of Cosmos Broadcasting, have sent a joint communique to NBC affiliates, apparently aimed at limiting adverse reaction to recent discussions between NBC and Turner Broadcasting System that could bring the leading broadcast network and basic cable programer together in some form.

The message, telegraphed to affiliates Dec. 3, said although initial discussions held Nov. 30 between NBC and TBS principals had "concluded without meaningful results," discussions would continue "at a lower level." Present at those initial talks were Wright, Ted Turner, Tele-Communications Inc.'s John Malone and Time Inc.'s Nick Nicholas (both Turner board members), and other company executives, including TBS's Terry McGuirk and Bill Bevins and NBC's Ray Timothy, Al Barber and Tom Rogers.

The telegram said that negotiating points between the parties include: "European cost savings, cooperation or joint sports buys, NBC and affiliates' news services, cost recovery in some form for the NBC Entertainment Division, and the opportunistic interest of NBC."

The communique added that the NBC affiliate board "has been informed [of the negotiations and] your concerns have been expressed...NBC renews its pledge of openness and candor as the fabric of our partnership."

Despite NBC's reassurances, some affiliates are voicing concerns that their stations may find themselves competing with NBC programs on local cable systems or that they could ultimately lose network compensation or be bypassed altogether. Other affiliates have expressed support of the move as long as it simply serves to strengthen NBC financially and does not take away its primary emphasis on the affiliate network.

Explaining their interest in any deal with NBC last week were officials of TCI, the leading shareholder in TBS after Ted Turner. TCI Senior Vice President John Sie emphasized the potential importance of Turner's proposed new cable channel, Turner Network Television (TNT), which, although supported in principle by the TBS board, is thought to need outside programing and financial resources (BROADCASTING, Nov. 23).

According to TCI's Bernard Schotters, vice president of finance, TBS has also had ongoing discussions with ABC regarding cable television programing.

"TNT offers us a window of opportunity to put different programing ideas into something impactful. Over the long haul it will become the most important [cable] channel," Sie said last week, adding that while NBC could bring certain "synergies" to TBS, TCI would only agree to a deal in which "Ted retains control" of the company.

Schotters said Turner was exploring a number of possibilities with NBC, but the key is to strengthen the company's financial ability to continue supporting existing services and develop new ones.

The increasing financial pressure on Turner Broadcasting is largely responsible for its seeking outside equity. The company, with $1.3 billion long term debt from the $1.7-billion acquisition of MGM/UA Entertainment in 1986, had been trying to refinance by next spring with a less onerous bank debt, new high-yield bonds and convertible securities, but the collapse of the stock market last October now makes that problematic.

Turner said in a BROADCASTING interview last summer that the company would show a $130-million loss this year largely because of interest rates and depreciation. Turner, who said he valued the company at about $2.5 billion-$3 billion, projected $200 million in 1987 cash flow. CNN would have cash flow of about $60 million on $200 million in revenue this year, Turner predicted. Estimates of CNN's value range from $800 million-$1 billion to as high as $1.5 billion.

Interest expenses have been a large part of the company's burden, already totalling nearly $157 million for the first nine months of 1987 alone. Interest on debt from the MGM purchase alone is expected to be between $110 million and $120 million for 1987 through at least 1989.

There are also interest payments on $150 million in outstanding extendable senior notes, which have risen by half a percentage point each quarter since the fall of 1986 and will go to 16% this Tuesday, Dec. 15. The extendable notes, due by 1991 but redeemable any time before, originally totaled $600 million, but $450 million was paid down by the proceeds from the sale of non-film library assets from the MGM/UA purchase.

Under the current debt structure, debt payments will mount even more heavily in 1989, when the company must begin repaying principal and interest on $300 million in zero coupon bonds. Payments are $110 million for each of four years from 1989 to 1992.

The next big crunch would be 1993, when $350 million in 14% senior subordinated debentures and $320 million in 10 ¼% senior subordinated notes come due. Another $175 million in 12 ⅞% senior subordinated notes is due in 1994.

The company solved one problem last summer with the $575-million infusion from the cable system operators' consortium led by TCI and Time Inc. which took a 37% stake in TBS. The proceeds were used to buy up shares of a preferred stock in which

Network notes. Just over a month after they debuted, ABC announced it would axe its first two midseason replacement programs in prime time this season. *Sable*, a one-hour adventure program from Sherman/Rosetti Productions in association with Taft Entertainment (Saturday, 8-9 p.m.), will have its last broadcast Dec. 26. That show replaced new-season rookie program *Once a Hero*, and will be replaced by *Juarez*, a modern drama set in El Paso, from Big Name Films Inc., in association with Columbia/Embasssy Television. Also being canceled is *Pursuit of Happiness*, from Hanley Productions in association with 20th Century Fox (Friday 9:30-10 p.m.), as of Jan. 8. Replacing it is a new sitcom (Mike Nichols, executive producer), *The Thorns*, from MTI in association with Reeves Entertainment.

□

GTG Entertainment picked up its second network program commitment for the 1988-89 season. ABC has ordered a new one-hour "comedy drama" from GTG titled *Down To Earth*, about a team of observers from another planet sent to earth to study its people and culture. CBS, which has an exclusive network program development agreement with GTG, passed on *Down to Earth* because it has a project "somewhat similar" in development, a spokeswoman said. Earlier, GTG announced that CBS has committed to a new sitcom starring Dick Van Dyke and his son Barry Van Dyke, titled *Encore* that will also be ready for fall 1988. GTG also has a pilot commitment from CBS for March delivery titled *The Johnsons Are Home*. Veteran director Jay Sandrich (*The Cosby Show*) will direct the CBS pilot and at least the first episode of *Encore*. Gordon Dawson (*Rockford Files*) and Michael Kozoll (*Hill Street Blues*) are co-creators of ABC's *Down to Earth*.

□

NBC said last week it was renewing *Late Night with David Letterman* for a seventh season. The program debuted Feb. 1, 1982. Originally telecast four nights a week, it added a fifth night in June of this year. The four-time Emmy-winning program will celebrate its sixth anniversary with a prime time special Thursday, Feb. 4 at 9:30-11 p.m.

Identify the famous relatives of these people

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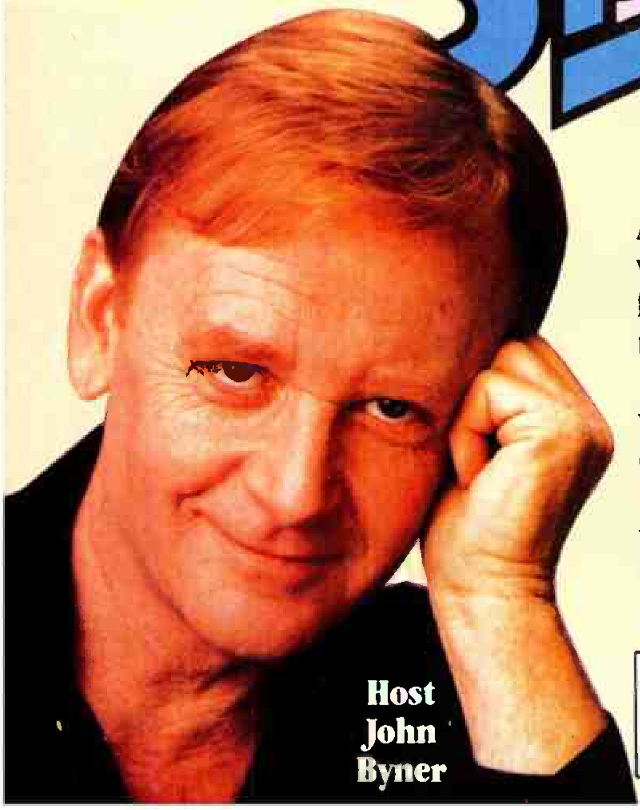

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Syndication Marketplace

Firestone-Cohen Entertainment reported its first clearance for *Photoplay* last week—KDFW-TV Dallas—for access when the show debuts in January. *Photoplay* originally aired on KCBS-TV Los Angeles, first in access beginning in the fall of 1986 and later in daytime that season. Firestone-Cohen is selling 21 weeks of first-run episodes and 14 weeks of repeats of the show on a cash basis. Additionally, the company has now made arrangements to produce 32 weeks of original episodes for the fall of 1988. Firestone-Cohen, made up of former Barris Industries sales executives Brian Firestone and Robert Cohen, took over domestic distribution of the magazine show that highlights current and historical stories of Hollywood show business at the time their company was formed seven weeks ago. Executive producer of *Photoplay* is Jack Haley Jr. Alan Landsburg is executive consultant in association with New Century Entertainment. Brian Firestone said that he hopes that by January *Photoplay* will be cleared on at least 15 stations. The show is being sold in 16-week cycles to allow stations to pick it up for a start in the spring as well. In addition to *Photoplay*, Firestone-Cohen is currently pursuing affiliations with other producers.

MCA-TV Enterprises gave the go-ahead for another year (26 more episodes) of production for its two first-run sitcoms produced in association with Tribune Entertainment and carried by the Tribune stations—*Charles in Charge* (now in its third year of production) and *Bustin' Loose* (in its second year). *Charles in Charge* is cleared in 89% of the country, and *Bustin' Loose* is cleared in 80%.

All-American Television is offering stations *Hollywood Countdown*, a new weekly half-hour series hosted by Casey Kasem, produced by Scotti-Vinnedge Television and aimed at teen-age and young adult audiences, beginning in the fall of 1988 or possibly earlier. The series, co-hosted by Bert Convy's daughter, Jennifer, will bring to its young audiences the latest on Hollywood—box-office reports on the movies, television ratings—as well as life-style pieces. Convy will act as a reporter for the show, which will be shot on location. All-American president George Back said that for lack of better word the show will have a "magazine" format with features similar to those that appear in the pages of *17*, *Creem* and *Rolling Stone*. Back said that plans call for production of a large number of first-run episodes that will be distributed on a barter basis with three-and-a-half minutes for stations and two-and-a-half minutes for All-American.

Viacom Enterprises reports that it has now cleared *Double Dare* on 40 stations including WPHL-TV Philadelphia; KTVU(TV) Oakland, Calif.; WFTS(TV) Tampa, Fla.; KITN(TV) Minneapolis; WPGH-TV Pittsburgh; KPLR-TV St. Louis, and KDVR(TV) Denver. *Double Dare* currently appears on Viacom International's Nickelodeon cable service. For syndication, new episodes are being produced in association with the Fox Television Stations (which has a 50% interest in the show) for a February 1988 start. Barter distribution of the show gives stations four minutes and Viacom two-and-a-half.

D.L. Taffner Ltd. reports that it has cleared *The Crazy World of Benny Hill*, 10 two-hour specials of re-editted material from *The Benny Hill Show* on stations including WWOR-TV New York, KHJ-TV Los Angeles, KTVU(TV) San Francisco, KTVT(TV) Dallas, WUAB(TV) Cleveland, WCCO-TV Minneapolis, KPTV(TV) Portland, Ore., and WOFL(TV) Orlando, Fla. The 10 two-hour shows are part of the "fresh" Benny Hill package that also includes new titles and editing for the 100-episode half-hour series. Taffner is selling the half-hours and two-hours separately or together.

Coral Pictures Corp. and Chameleon Motion Pictures of Orlando, Fla., are co-producing *The Beamriders*, a science fiction story of special agents that dematerialize and "beam" to anywhere in the world on "save the world" type missions. Ken Campbell, Coral director of special projects, said that the movie will complete location shooting in Venezuela by the end of December, and he hopes to sell it to a network or put it into syndication. A weekly series is expected to follow in the fall of 1988.

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dividends would have been paid in common stock, keeping Turner's original 81% stake in the company from being diluted to below 50%.

TCI and five affiliated companies invested approximately $280 million in TBS, giving it about 18% of TBS; Time Inc. invested $180 million for a 11.1% share. Other investors included Warner Cable, Continental Cablevision, Cablevision Systems, Times Mirror, TeleCable and Centel Cable.

The agreement with the MSO's also provides that Turner would have to give those investors the right of first refusal on purchasing his shares if he decides to sell more than 20% of TBS stock. The deal also left the TBS board with eight TBS-appointed members and seven appointed by the MSO's, and a "super majority" of 12 needed to approve the annual budget and any changes made to the company's capital structure.

Turner currently has just over 50% ownership control in the company, although the use of a second class of common stock with a one-fifth vote per share has now left him with two-thirds of the voting control. Although Turner's ownership percentage would probably drop below half in any outside equity deal, it is now considered unlikely he would sell enough of his one-vote-per-share stock to lose majority voting, key to company control.

If Turner's voting percentage were to drop below 50%, it might not only trigger clauses that would give Time Inc. day-to-day management of the company's businesses, but could also initiate change of ownership control reviews at the FCC for Turner Broadcasting's Atlanta UHF superstation WTBS(TV). □

PBS exporting 'MacNeil/Lehrer'

Japan's NHK will broadcast subtitled show next day over DBS Satellite TV Channel 1

The MacNeil/Lehrer NewsHour has become the latest addition to noncommercial Japan Broadcasting Corp.'s lineup of foreign news programs to be broadcast daily in Japan over Satellite TV Channel 1, NHK's 24-hour direct broadcast satellite (DBS) service. Beginning Dec. 21, MacNeil/Lehrer Productions said, NHK will pick up *NewsHour* in New York, beam it to Japan for subtitling—accomplished within two to four hours—and broadcast the full hour the next morning and evening.

Satellite TV Channel 1 became operational using Japan's second DBS satellite, funded and launched last July 4 by NHK and the Japanese government. (The first bird was experimental and not broadcast capable, said Elke Titus, NHK director of international sales.) Due to the country's mountainous terrain, not every Japanese home can be reached by broadcast television. Construction difficulties inherent in the crowded and ancient urban areas make wiring Japan for cable a less feasible means of achieving total penetration than direct broadcast satellite technology, NHK said.

Channel 1 currently carries all of NHK's terrestrial programing (domestically produced news, educational, entertainment and sports programs, as well as programs produced outside Japan, including Major League Baseball from the U.S.). Eventually, NHK will move all nonnews programs to a second, HDTV-capable satellite set to launch in 1990.

Non-Japanese news broadcasts currently aired daily by the Japan Broadcasting Corp. (NHK) on Channel 1 include *CNN Headline News*, *ABC World News Tonight* (as well as segments of other ABC news programs), the U.K.'s *BBC Nine O'Clock News* and *BBC Morning News*, France's *Antenne Deux*, Thailand's *Channel Nine, Bangkok*, the Korean Broadcasting Service and "various other Asian news programs," according to Titus. NHK will continue to add other nonJapanese news programs to its lineup, she said.

The Japanese public is hungry for programing, but a lack of domestic programs is not NHK's motive for acquiring shows like *NewsHour*, said Titus. "We have massive production capabilities," she said. Japan's counterpart to the U.S.'s Corporation for Public Broadcasting currently produces 90% of its own terrestrial programing in-house. A great part of long-term motives concerning Channel 1, she said, are

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NHK's President Keiji Shima said in his company's in-house newsletter last month: "I believe it is most essential for the world's broadcasters to form an international information network system in which they can cooperate across national boundaries to exchange programs and services and to collaborate in program production." NHK already provides production and transmission services to the Asian Broadcasting Union's Asianvision, a news cooperative, which shares news segments for inclusion within each member's domestic programs. Satellite TV Channel 1, on the other hand, may become "a global network of video news," said Shima, airing complete foreign news broadcasts from every region in the world.

NewsHour spokesman, Christopher Ramsey, said Satellite TV Channel 1 "comes closer to achieving a global village than any service before." Eventual two-way operations among similar news services in every global region, he said, would create a scenario wherein "Americans could watch Korean news coverage of riots in Korea, or the Japanese could tune into American coverage of a crisis on Wall Street." □

Legal troubles. What appeared to be a major feud between the co-creators of *L.A. Law*, Steven Bochco and Terry Louise Fisher, surfaced last week. The producer of the NBC program, 20th Century Fox Television, has suspended Fisher as supervising producer of the show until further notice. The dispute centers on the changing roles of Bochco and Fisher with *Law* next season (the assumption being that the top-20 ranked program will be renewed) when Bochco will be devoting most of his time to creating programs for ABC under a recently announced development deal. However, Bochco, now executive producer of *Law*, indicated that he wanted to maintain some involvement with the show and retain his current title. Fisher, in turn, feels she should step up as executive producer of the program, with a considerable pay raise and full creative control. Last week none of the players involved, including NBC, were commenting on the developments as, life imitating art, attorneys tried to work out a settlement.

In Sync

More time wanted

As earlier planned (BROADCASTING, Nov. 9), the National Association of Broadcasters has filed a request of the FCC to extend the deadline for comments on its notice of inquiry (NOI) on AM radio improvement. NAB asked that the deadline set for this Thursday (Dec. 17) be extended until June 17, 1988, and that the date for reply comments be moved from Feb. 17, 1988, to Aug. 17.

The FCC's Wilson LaFollette said last week that he expected the commission "will provide some type of extension." He said that the issues listed in the NAB request as needing further study will be examined individually to determine whether the full six months NAB asked for will be granted.

The proceeding is "the start of the first 'top-to-bottom' reassessment" of the FCC's technical and allocations rules for the AM band, and the scope of the work presently being done by the NAB and the National Radio Standards Committee (NRSC) justifies an exention, according to the NAB's comments. NAB named two studies with a bearing on the questions of the NOI now under way that will need several months to complete. One is looking into psychoacoustics and the level of quality expectation for radio listeners and the other is looking at technical standards, allocations standards and receiver performance.

NAB has already filed comments endorsing the mandatory observance of the NRSC's voluntary standard of 10 khz bandwidth limit on the AM band and preemphasis/deemphasis standards (BROADCASTING, Nov. 16). "We see no reason for the commission to delay rulemaking action concerning these portions of the NRSC standard pending its receipt and assessment of comments in the overall inquiry," NAB said in its extension request. It suggested that a petition for rulemaking could be released together with an extention on the comment deadline for other issues on the NOI.

Planning ahead. The planning subcommittee of the FCC's committee on Advanced Television Systems, chaired by CBS's Joe Flaherty, met to set up six working parties to do groundwork for recommendations to be submitted to the FCC in May. The purpose of the meeting, said William A. Harrington, assistant chief of the FCC's Mass Media Bureau for engineering, was "getting the people together to discuss the work to be done." Vice chairmen of the planning subcommittee are Wendell Bailey of the National Cable Television Association and Greg DePriest of the Association of Maximum Service Telecasters. Chairmen of the working parties: Advanced Television Subject Assessment: Bronwen Jones of the National Association of Broadcasters; Economic Factors and Market Penetration: Michael Tyler, Booz Allen & Hamilton; Alternative Media Technology and Broadcast Interface: Edward Horowitz, Home Box Office; ATS Spectrum Utilization and Alternatives: Dale Hatfield, Dale Hatfield & Associates, Boulder, Colo.; ATS Testing and Evaluation Specifications: Richard Green, Public Broadcasting Service, and ATS Technology Attributes and Assesment: Renville H. McMann, consultant.

The next open meeting of the subcommittee will be Jan. 26. An earlier date had been desired, but was rejected because of holiday conflicts and "to give people a chance to work," according to the Mass Media Bureau's Bill Hassinger. Following meetings will be held on a monthly basis.

□

Chief scientist. As part of NAB's formation of Broadcast Technology Center, which will focus on HDTV, Chairman Eddie Fritts named Thomas B. Keller to new post of NAB chief scientist. He will be succeeded by Michael Rau as Science and Technology department's acting director.

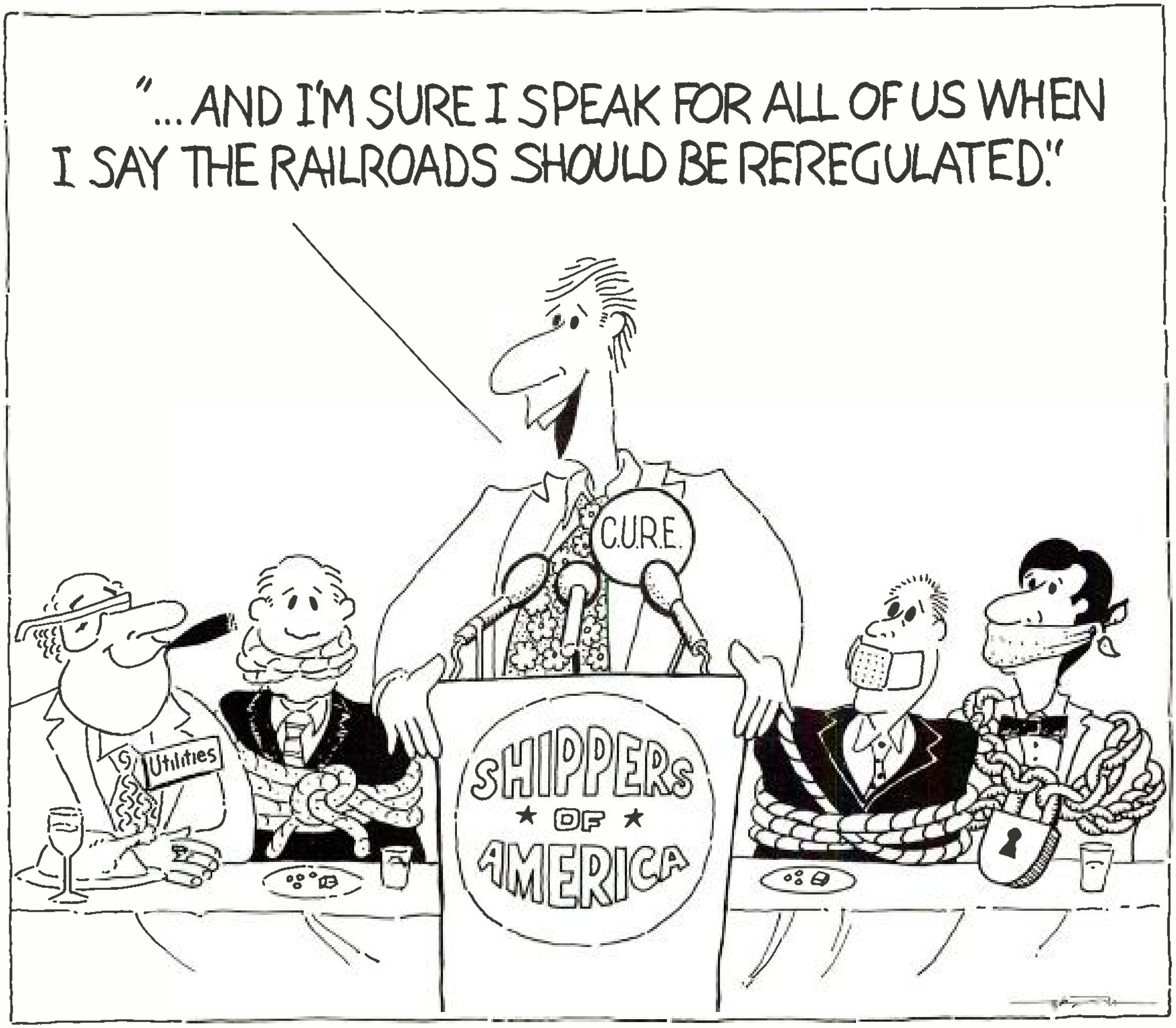
Price rise

Effective Jan. 4, 1988, Sony Corp. of American will raise prices on most of its broadcast and professional audio and video equipment by 7%. The increase is being invoked simultaneously with a 5% increase in the price of large-screen color television sets and 6% in consumer audio products such as compact disks and Walkman portable stereos. This is the first across-the-board price increase for Sony products in the U.S. since 1985. In a statement released along with the announcement, Neil Vander Dussen, president and chief operating officer of the American branch of the Japanese-owned Sony, said that the increases are necessary because "fluctuations in international exchange rates have been exerting severe pressure on profitability for the past two years."

Satellite PR

The Associated Press started operation Dec. 7 of AP Express, a video data transmission service to be provided free of charge to all U.S. television stations. Owned by AP subsidiary, Press Association, the new network is now available to 200 TV stations and will soon be expanded to all that choose to receive it. Like the AP television news service, the AP Express Network is delivered by satellite at 1200 baud to interface with teleprinters and newsroom computer systems.

AP Express operates as "a third-party public relations billboard," according to an AP spokeswoman. The network will be subsidized by the companies transmitting over it, with no delivery charge to the stations. The content will not be controlled by AP, but by Medialink, a video transmission company owned by New York-based Video Broadcasting Corp. Medialink began operation earlier this year, sending video news releases to businesses, government agencies and PR firms. Cooperation with AP extends its reach to the 1,300 U.S. TV stations.



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.

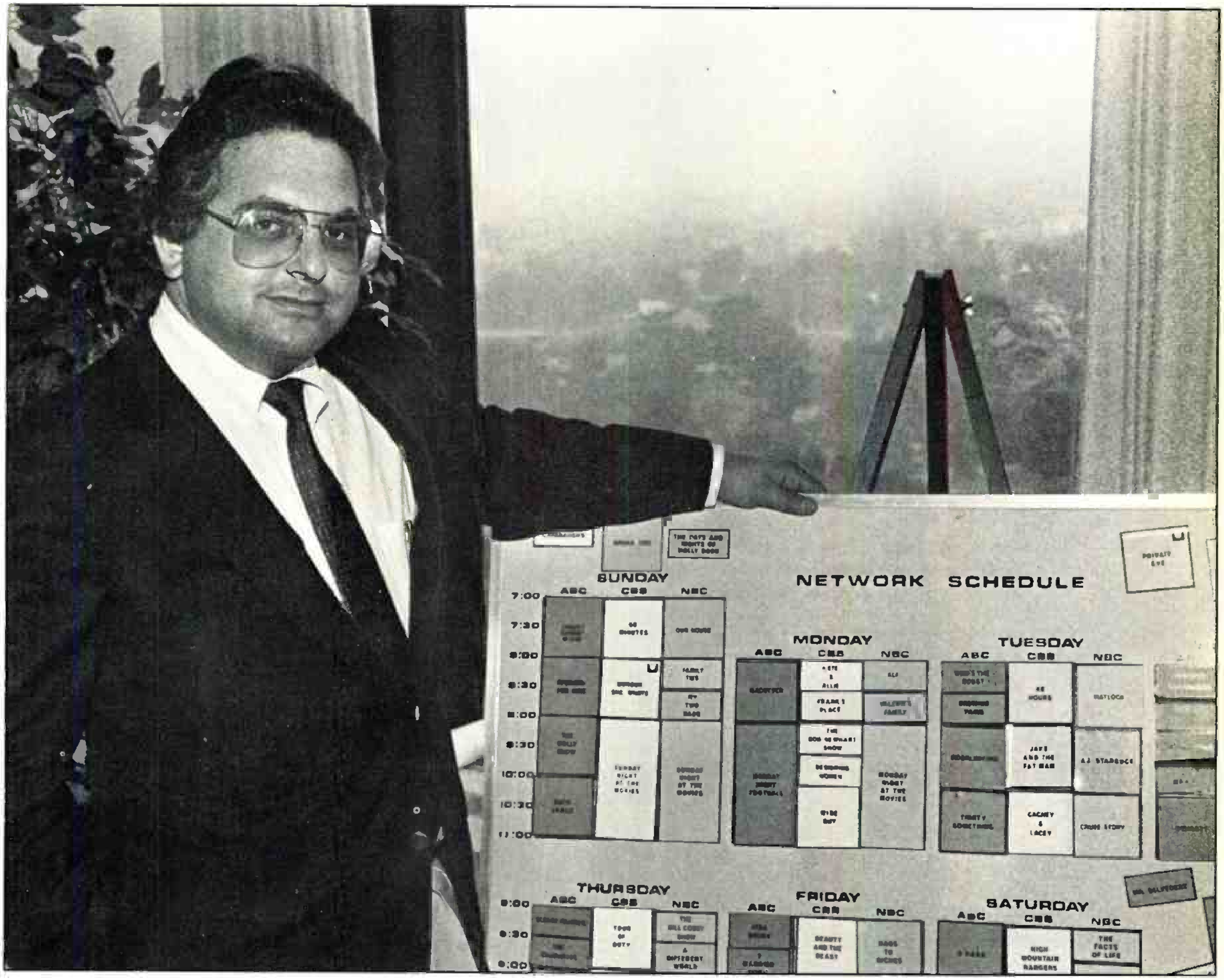
If you're a journalist interested in these issues, the Association of American Railroads will be happy to provide you with more information. Because we think that to tell the story properly, you need facts, not just assertions. To get the facts, write Media Information, Association of American Railroads,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

ASSOCIATION OF AMERICAN RAILROADS

Stock Index

		Closing Wed Dec 9	Closing Wed Dec 2	Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	(CCB) Capital Cities/ABC	321	315	6	01.90	22	5.189
N	(CBS) CBS	150 3/4	150 1/2	1/4	00.16	9	3.557
A	(CCU) Clear Channel	11 5/8	12 1/8	- 1/2	- 04.12	22	37
O	(INFTA) Infinity Broadcast	14 1/2	15 3/4	- 1 1/4	- 07.93	-111	121
O	(JCOR) Jacor Commun.	4 3/16	4 1/2	- 5/16	- 06.94		23
O	(LINB) LIN	39 3/4	37	2 3/4	07.43	21	2.131
O	(MALR) Malrite	5	5 3/4	- 3/4	- 13.04	-7	68
O	(MALRA) Malrite 'A'	4 5/8	5 1/4	- 5/8	- 11.90	-6	63
O	(OBCCC) Olympic Bdcst	3 1/4	4 1/4	- 1	- 23.52		8
O	(OSBN) Osborn Commun.	3 3/4	3 3/4		00.00	-3	15
O	(OCOMA) Outlet Commun.	7 1/2	6 1/2	1	15.38		49
A	(PR) Price Commun.	9 3/8	8 7/8	1/2	05.63	-4	80
O	(SAGB) Sage Broadcasting	5	5		00.00	-7	16
O	(SCRP) Scripps Howard	72 1/2	73 1/2	- 1	- 01.36	24	748
O	(SUNN) SunGroup Inc.	1	1 1/4	- 1/4	- 20.00	-1	2
O	(TLMD) Telemundo	4 1/2	5 1/4	- 3/4	- 14.28		25
O	(TVXG) TVX Broadcast	3 1/4	3 3/4	- 1/2	- 13.33	-2	19
O	(UTVI) United Television	18	20	- 2	- 10.00	30	197
	BROADCASTING WITH OTHER MAJOR INTERESTS						
N	(BLC) A.H. Belo	47	46 1/4	3/4	01.62	15	505
A	(AAR) Adams Russell	42 1/2	42	1/2	01.19	708	283
O	(ASTV) Amer. Comm. & TV	1/8	1/8		00.00		9
N	(AFL) American Family	14 3/4	15 3/4	- 1	- 06.34	14	1.188
O	(ACCMA) Assoc. Commun.	20	21	- 1	- 04.76		190
O	(BMAC) Bus. Men's Assur.	28 1/2	30 7/8	- 2 3/8	- 07.69	-11	298
N	(CCN) Chris-Craft	16 1/2	15 7/8	5/8	03.93	19	332
N	(DNB) Dun & Bradstreet	50 3/8	48	2 3/8	04.94	20	7.660
O	(DUCO) Durham Corp.	21 3/4	21	3/4	03.57	12	185
N	(GCI) Gannett Co.	35 1/8	33 1/4	1 7/8	05.63	19	5.675
N	(GY) GenCorp	63 1/2	68 1/8	- 4 5/8	- 06.78	11	1,418
N	(JP) Jefferson-Pilot	27 1/4	27 3/8	- 1/8	- 00.45	9	1,095
N	(KRI) Knight-Ridder	40 1/8	38 3/4	1 3/8	03.54	15	2.302
N	(LEE) Lee Enterprises	24	23 3/4	1/4	01.05	14	597
N	(LC) Liberty	36	36 3/4	- 3/4	- 02.04	12	344
N	(MHP) McGraw-Hill	50	51 1/2	- 1 1/2	- 02.91	16	2,526
A	(MEGA) Media General	30 1/4	30 1/8	1/8	00.41	44	853
N	(MDP) Meredith Corp.	27	26	1	03.84	14	518
O	(MMEDC) Multimedia	43 1/4	41 3/4	1 1/2	03.59	4325	475
A	(NYTA) New York Times	27 1/4	26 3/8	7/8	03.31	15	2,232
O	(NWS) News Corp. Ltd.	14 1/4	14 3/4	- 1/2	- 03.38	9	1,806
O	(PARC) Park Commun.	24 5/8	25 3/4	- 1 1/8	- 04.36	21	339
O	(PLTZ) Pulitzer Publishing	26 1/4	26	1/4	00.96	21	274
N	(REL) Reliance Group Hold.	5	5 5/8	- 5/8	- 11.11	5	375
O	(RTRSY) Reuters Ltd.	45 1/2	43 1/4	2 1/4	05.20	21	18,889
T	(SKHQ) Selkirk	20 3/4	20 3/4		00.00	45	168
O	(STAUF) Stauffer Commun.	135	130	5	03.84	22	135
A	(TO) Tech/Ops Inc.	21 3/4	22 3/8	- 5/8	- 02.79	8	47
N	(TMC) Times Mirror	68 7/8	64 1/8	4 3/4	07.40	14	4,442
O	(TMCI) TM Commun.	11/16	15/16	- 1/4	- 26.66	3	5
O	(TPCC) TPC Commun.	3/16	3/16		00.00		2
N	(TRB) Tribune	35 1/2	36 1/4	- 3/4	- 02.06	13	2,797
A	(TBSA) Turner Bcstg. 'A'	9 1/2	10 5/8	- 1 1/8	- 10.58	-1	206
A	(TBSB) Turner Bcstg. 'B'	8 3/8	8 1/4	1/8	01.51	-1	182
A	(WPOB) Washington Post	187	184	3	01.63	20	2,402
	PROGRAMING						
O	(SP) Aaron Spelling Prod.	4 3/8	5	- 5/8	- 12.50	3	81
O	(ALLT) All American TV	1 1/8	1	1/8	12.50		1
O	(BRRS) Barris Indus	6 3/4	6 7/8	- 1/8	- 01.81	3	60
N	(KO) Coca-Cola	39 3/8	37 1/4	2 1/8	05.70	15	14,883
A	(CLR) Color Systems	3 1/8	3 3/8	- 1/4	- 07.40	-1	16
O	(CAVN) CVN Cos.	9 1/4	9 1/2	- 1/4	- 02.63	-28	168
A	(DEG) De Laurentiis Ent.	1 1/4	1 7/8	- 5/8	- 33.33		14
O	(dcpi) dick clark prod.	4 1/2	4 3/8	1/8	02.85	11	37
N	(DIS) Disney	55 1/2	52 3/4	2 3/4	05.21	19	7,290
N	(DJ) Dow Jones & Co.	33 1/4	31 3/8	1 7/8	05.97	16	3.219
O	(EM) Entertainment Mktg	3 1/4	3 3/4	- 1/2	- 13.33	10	39
O	(FNNI) Financial News	6 5/8	6 7/8	- 1/4	- 03.63	41	77
A	(FE) Fries Entertain.	2 1/2	2 5/8	- 1/8	- 04.76	10	13
N	(GW) Gulf + Western	68 7/8	67 3/4	1 1/8	01.66	15	4.185
O	(HRSI) Hal Roach	4 1/2	5	- 1/2	- 10.00	-10	31
A	(HHH) Heritage Entertain.	3 3/8	3 1/4	1/8	03.84	3	15
A	(HSN) Home Shopping Net.	5 5/8	5 7/8	- 1/4	- 04.25	15	483
N	(KWP) King World	16 1/2	16 1/2		00.00	17	493
O	(LAUR) Laurel Entertain.	1 3/4	1 3/8	3/8	27.27	3	4
A	(LT) Lorimar-Telepictures	8 7/8	8 3/8	1/2	05.97	-6	405
N	(MCA) MCA	33 3/4	32	1 3/4	05.46	15	2.564
N	(MGM) MGM/UA Commun.	5 3/4	6 1/2	- 3/4	- 11.53	-7	287
A	(NHI) Nelson Holdings	5/8	7/16	3/16	42.85	-6	16
A	(NWE) New World Enter.	3 7/8	3 1/8	3/4	24.00	2	41
N	(OPC) Orion Pictures	9 1/4	10 1/2	- 1 1/4	- 11.90	14	159
O	(MOVE) Peregrine Entertain.	1 1/2	1 3/4	- 1/4	- 14.28	-50	3
N	(PLA) Playboy Ent.	11 1/4	11 1/4		00.00	-7	105
O	(QVCN) QVC Network	6 5/8	6 3/4	- 1/8	- 01.85		43
O	(RVCC) Reeves Commun.	5 1/2	5 1/8	3/8	07.31	550	68
O	(RPICA) Republic Pic. 'A'	4 1/8	4 5/8	- 1/2	- 10.81	45	17
O	(RPICB) Republic Pic. 'B'	6	6 1/4	- 1/4	- 04.00	42	4
A	(RHI) Robert Halmi	1 3/8	1 1/2	- 1/8	- 08.33	5	30
O	(SMNI) Sat. Music Net.	2 1/4	3	- 3/4	- 25.00	-56	20
O	(TRSP) Tri-Star Pictures	7 5/8	9 3/4	- 2 1/8	- 21.79	13	234
N	(WCI) Warner	25 3/4	24 7/8	7/8	03.51	15	3.220
O	(WWTV) Western World TV	3/8	5/16	1/16	20.00	2	
O	(WONE) Westwood One	17	15 3/4	1 1/4	07.93	22	210
	SERVICE						
O	(BSIM) Burnup & Sims	7 1/2	7 3/4	- 1/4	- 03.22	15	119
O	(CVSI) Compact Video	2 1/4	2 1/4		00.00	-1	14
N	(CQ) Comsat	24 7/8	26	- 1 1/8	- 04.32	-10	456
N	(FCB) Foote Cone & B.	40 7/8	40 3/4	1/8	00.30	12	170
O	(GREY) Grey Advertising	97	94 3/4	2 1/4	02.37	14	117
O	(IDBX) IDB Communications	6 3/4	7 3/4	- 1	- 12.90	27	27
N	(IPG) Interpublic Group	29 3/4	29	3/4	02.58	14	660
A	(MOV) Movielab	6 3/4	6 3/4		00.00		11
O	(OGIL) Ogilvy Group	21 1/4	23 1/8	- 1 7/8	- 08.10	11	293
O	(OMCM) Omnicom Group	17	15 3/4	1 1/4	07.93	-77	416
O	(SACHY) Saatchi & Saatchi	21 1/4	20 5/8	5/8	03.03	11	3.096
O	(TLMT) Telemation	2	1 3/4	1/4	14.28	8	9
A	(TPO) TEMPO Enterprises	6 3/8	6 3/4	- 3/8	- 05.55	21	36
A	(UNV) Unitel Video	8	8 3/8	- 3/8	- 04.47	11	17
	CABLE						
A	(ATN) Acton Corp.	14 1/8	14 1/4	- 1/8	- 00.87		16
A	(ACN) American Cable	43 3/8	43	3/8	00.87	-85	407
O	(ATCMA) Amer. TV & Comm.	19 1/2	19 1/2		00.00	75	2,133
A	(CVC) Cablevision Sys. 'A'	20 1/8	20 1/2	- 3/8	- 01.82	-34	423
N	(CNT) Centel Corp.	34 1/2	36 1/4	- 1 3/4	- 04.82	13	1,000
O	(CCCOA) Century Commun.	12 1/2	12	1/2	04.16	1250	361
O	(CMCSA) Comcast	20 7/8	20 3/8	1/2	02.45	-94	866
O	(ESSXA) Essex Commun.	15 7/8	16 1/2	- 5/8	- 03.78	-36	58
A	(FAL) Falcon Cable Systems	15 1/8	15 7/8	- 3/4	- 04.72	-47	96
O	(JOIN) Jones Intercable	8 1/8	8 7/8	- 3/4	- 08.45	25	103
T	(MHP.Q) Maclean Hunter 'X'	18 7/8	18 7/8		00.00	26	695
O	(RCCAA) Rogers Cable A.	21 7/8	21 7/8		00.00		112
O	(TCAT) TCA Cable TV	22 3/4	23 1/8	- 3/8	- 01.62	46	246
O	(TCOMA) Tele-Commun.	20	19 3/8	5/8	03.22	32	2.901
N	(TL) Time Inc.	72 3/4	73 1/2	- 3/4	- 01.02	11	4,318
O	(UACI) United Art. Commun.	19 1/2	19 3/4	- 1/4	- 01.26	162	800
N	(UCT) United Cable TV	20 3/4	20 3/8	3/8	01.84	-345	784
N	(VIA) Viacom	14 3/4	14	3/4	05.35		786
N	(WU) Western Union	2 3/8	2 1/8	1/4	11.76		57
	ELECTRONICS/MANUFACTURING						
N	(MMM) 3M	60 3/8	58 3/4	1 5/8	02.76	16	13.825
O	(AMCI) AM Communications	3/8	7/16	- 1/16	- 14.28		1
N	(ARV) Arvin Industries	16	15 1/2	1/2	03.22	6	299
O	(CCBL) C-Cor Electronics	4 1/4	4 5/8	- 3/8	- 08.10	11	8
O	(CATV) Cable TV Indus.	1 1/2	1 1/2		00.00	-10	4
A	(CEC) Cetec	4 1/4	4 3/4	- 1/2	- 10.52	141	7
N	(CHY) Chyron	4	4		00.00	15	40
A	(CXC) CMX Corp.	1	1 1/8	- 1/8	- 11.11	14	6
A	(COH) Cohu	6 1/8	6	1/8	02.08	14	11
N	(EK) Eastman Kodak	47 7/8	45 3/4	2 1/8	04.64	12	10,816
N	(GRL) Gen. Instrument	29 1/8	26 1/8	3	11.48	-12	948
N	(GE) General Electric	43 7/8	41 5/8	2 1/4	05.40	16	40.102
O	(GETE) Geotel Inc.	13/16	3/4	1/16	08.33	-2	3
N	(HRS) Harris Corp.	24 7/8	24 3/8	1/2	02.05	13	730
N	(MAI) M/A Com. Inc.	8 3/8	8 5/8	- 1/4	- 02.89	3	270
O	(MCDY) Microdyne	3 1/8	3 1/8		00.00	-2	13
N	(MOT) Motorola	46 3/8	42 1/8	4 1/4	10.08	25	5,962
N	(OAK) Oak Industries	15/16	1	- 1/16	- 06.25	1	68
A	(PPI) Pico Products	3 1/2	3 1/2		00.00	-70	12
N	(SFA) Sci-Atlanta	10 1/8	10 3/8	- 1/4	- 02.40	-112	237
N	(SNE) Sony Corp.	38 1/2	36 1/4	2 1/4	06.20	63	8,902
N	(TEK) Tektronix	22 1/4	24 1/4	- 2	- 08.24	16	723
O	(TLCR) Telecrafter	3 1/8	3	1/8	04.16	14	4
N	(VAR) Varian Assoc.	23	19 1/2	3 1/2	17.94	115	499
N	(WX) Westinghouse	46 5/8	44 1/4	2 3/8	05.36	9	6.663
N	(ZE) Zenith	14 1/8	13 7/8	1/4	01.80	56	358
	Standard & Poor's 400	275.16	266.76		8.40		03.15

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.



Bob Harris and the spirit of prime time present

The play's still the thing

That certainty aside, almost everything else is changing in the media/program marketplace: Fragmentation has made it tougher to launch anything new. Erosion has made it harder to justify the prices to make the product to win a period. The good news: there are more than three or four customers these days. The bad news: it's harder and harder to make a buck. That's part of the view from Hollywood these days, as enunciated in this "At Large" interview with Robert Harris, president of the MCA Television Group, whose company has an enormous stake in the present and in the future. His competitive edge: whatever happens with the media, it will still be a business of hits with the television audience.

What are the lessons of the '87 season?

This has been a season devoid of hits and a season where we've seen slippage on some previously successful shows. We've seen an erosion in the three-network share and a lot of chipping away at network viewing. I felt last season wasn't very exciting and this one is even less so.

What it's demonstrating is that it's harder and harder to launch new programing on television, and the suppliers are at greater risk than ever before. The casualty rate has always been high in prime time series but it's higher now, and the back end is more questionable.

Once was you knew that if you had one hit series a year—you sold five shows and one of them was a hit—you stopped making the four that didn't work and the one that worked went on to 400 negatives and those were worth $1 million apiece. At least you came out at the end of the game.

Why is it so much harder to launch a new series?

It's primarily the fragmentation of the marketplace. In the old days of Paul Klein's [the former NBC vice president] least objectionable program, the majority of American households had three networks to choose from and maybe an independent station, and generally they made a choice among those limited choices. Today there are a multitude of choices. Cable penetration is over 50% now. In addition, with remote control and multiple television households, there's a fragmentation of audience and much more clutter out there. *TV Guide* is thicker and more cluttered than it's ever been before; people are going to charts and grids and all manner of ways to try and communicate what's on and when it's on. And there isn't that anticipation; people are watching television more than ever before, but it's almost like brushing your teeth or getting up in the morning—it's there. They don't say, "Oh, I wonder what's on tonight," or, "I wonder what new show is coming on tonight," or, "I wonder what CBS or ABC are going to do tonight at 9 o'clock."

And once they sample it, they're a lot more fussy because they have more choices. If you don't get them in the first couple of episodes—even if you get a 30 or 35 share for a show—there is no guarantee they're going to come back and see it in its normal time period or see it two weeks later or even remember that it's on. There's just too much to choose from. As a result, the habits aren't formed as easily as they were in the past.

Brandon Tartikoff [president of NBC's entertainment and production division] did some research on this and concluded that network television isn't in trouble because the top 10 shows have as high a rating as the top 10 shows did a few years ago. Well, that's not what worries the suppliers. The problem is the next 40. They don't have the same share levels. There are more 10, 12, 14 and 15 share shows than ever before. What it does indicate is that it's still a hit-driven business. If you put something on people want to watch, they're going to watch it.

It's harder and harder to get people to the television set, and it's harder for them to develop the habits. I think we're going through a real strange time on television in terms of developing program concepts or personalities that are going to excite America. There hasn't been anything real exciting to come down the pike in the last couple of years. You know, we keep trying to do different things. We thought *Private Eye* was an experiment in trying something very different and very unusual. It looked different, and yet the public didn't really differentiate between *Private Eye* and *Crime Story* or *Miami Vice* and other shows. We're real proud of *Year in the Life*; I think that's going to be on the air for a long time. It's different. There are no car chases. It's well-written. It's a nicely done show with real sensitivity and real values, but whether it's ever going to be a 30-share show is real hard to tell at this point. It won the Emmy last year as the top mini-series and yet there still isn't a sense of excitement about the show. It's a very gentle show.

What's the best show of this season?

I think it's *Year in the Life*. I think it's television at what it does best. It's a program from which you walk away with something.

Look at all the shows that were really hyped at the beginning of the season. *Hooperman* and *Slap Maxwell* were picked by the press as two of the best new shows. So was *Private Eye* and so was *Year in the Life*. The audience turned out to be rather noncommittal. It hasn't come in significant numbers to any of those shows.

Are you going to start supplying more for the demographics rather than the mass audience?

You have to because of what is happening. Fragmentation is delivering specific demographic groups, particularly with peoplemeters becoming the unit of measurement now and you're going to be selling demographics. *A Year in the Life* has good demographics. We still want that hit that crosses a broad demographic range. We're looking for the next *Murder She Wrote* or the next *Cosby*, but I think that in today's marketplace, those are going to be fewer and far between and you're going to look to deliver a certain audience flow or a certain demographic into a network.

The most desirable demographic is 18-to-49 men and women. The demographic that is deserting network television at the highest rate is young men, and they're being taken away by sports and by movies on the independents and cable. The interesting new demographic is teen-age girls.

"Rags to Riches?"

Rags to Riches is an attempt to capture that audience. It's getting good demographics with that audience, but I don't know what NBC is going to do with it. I think that they're not very happy with the performance so far. The dilemma is that although the network audience is being eroded, no medium has come along to supplant it. Network television is still the most efficient delivery system to reach a mass audience at any given time, yet there's not enough audience there to sustain television product at the price it has cost to make programs in recent years.

It's a question of sequential marketing now. You cannot make a show purely for network television because there's no profit for the supplier. It's got to be a combination of network and foreign and video and cable and syndication, and the sequential marketing is much like the feature business. It's the various sequential marketing aspects of a program that are going to generate money for the supplier. So the risks are higher and the payoff is a little more uncertain than it used to be. That's the dilemma we find ourselves in.

Is this an ever-narrowing tunnel?

I don't know. I think that it reaches a point where it's going to plateau, because each form is interdependent on the other one. In other words, without network television, independent stations really couldn't survive, at least in their current form. The bread and butter of independent stations is still off-network programs. Many of their first-run shows originated with network—*Charles in Charge* or *It's a Living* or *Nine to Five*. They started as network shows and that at least gave them some credibility in syndication.

This year, we're starting to see some new shows. *Out of this World*, which is ours, was created totally for first-run syndication, and that's doing quite well. So maybe there'll be some original programing for first run that didn't have their origins in network, but I still think the two are totally interrelated. For instance, I still don't think the independent stations are strong enough on a regular basis to develop continuing mini-series and movie packages. The networks have to be the initial suppliers. The Operation Prime Times have done well from time to time but they can't generate enough product to feed that appetite.

So I think something is probably going to give in a lot of areas. It's going to give in the cost of producing shows and the way that we produce them.—they can't be done with the deficits. It's going to give in terms of the financial relationship between the networks and the studios. There has to be some meeting of the minds; otherwise, if it keeps going down the track we're on, there are going to be very few hour suppliers left in the business, and the networks still need hour programing.

We're already starting to see a glut of half-hour product. Last year we had the unfortunate situation, on Friday nights, where all three networks went against each other with half-hours across the board. It was a disaster. There is still an audience for hours and an audience for half-hours in any given time period. You've just got to find the right hours.

What about in off-network syndication? Why keep making the hours with all of the horror stories about how bad they're doing?

First of all, in first-run syndication, we're making a lot of comedies.

We currently have three first-run syndication comedies.

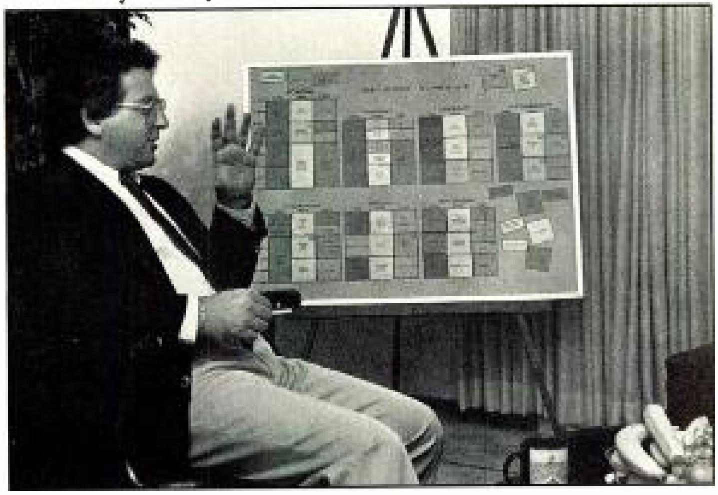
How long does it take to launch a new success on television?

Well, here's the problem. These days, I think the audience makes up its mind in the first six weeks—unless something is so unusual that it starts to build from word of mouth and starts to create a following of its own or changes time period. But audiences are sampling shows and rejecting them faster than ever.

There are some shows that never got any sampling and need to be showcased in a different time period. Take *Simon and Simon*, which was launched a few years ago on Tuesday nights at 8 on CBS and did an 18 share. Nobody ever saw it, and then it was moved to Thursday at 9 behind *Magnum* and it became a top 10 show for several years. But what you're seeing now are shows coming out and getting a 35 share for their premiere and then dropping off. It's very rare that a show comes back from that, although *Miami Vice* did. *Miami Vice* did a big number for its premiere, then labored in the low 20's for about a year, and then really started to take off the following summer. But it went into a tough time period. Its lead-in was against *Dallas* and it was up against *Falcon Crest*. A tough night of television.

When did you decide to sell *Miami Vice* to cable?

About a month ago. I think cable's going to be the savior of the hour form because I think that they find that the hours work well for them. They can now buy them at a reasonable price, because they're tougher to sell to the independents. They are finding it a much easier investment than buying a half-hour comedy, and there's an audience for them. When you look at the last November sweeps, *Magnum* in its second year in syndication, and *Fall Guy*, which is not our show,



both held pretty well, while there was erosion in the game shows and the comedies. The dramas are holding up. They still are a tough sale, but now there is an alternate audience. I think that USA Network and CBN and some of the other cable operators are going to capitalize on that.

Is there money in it for you?

I wouldn't sell it to them if they couldn't pay for it. There's not the kind of money in it that there was three or four years ago for off-network hours, but there's enough money to make the sale worthwhile. With *Miami Vice* we felt the show would work well as a strip, and I think they'll do well with that. USA will use it to really build that young, urban demographic. It's a major acquisition for them.

We don't know whether *Miami Vice* is going to continue next year or the year after, but one day the only place we'll be able to see *Miami Vice* will be on USA, and that exclusivity means a lot to them in terms of their national image. They've done very well with *Hitchcock*. We're making 41 new *Hitchcocks* for USA, and it's the only place you can see it. They don't demand the same rating levels. Their definition of success is not the same rating levels that the network needs or even an independent station.

How do you determine the longevity of a show, and will shows have as long a life as they had in the past?

I think shows will have a greater longevity. That's one of the ironies of what I think is happening with the business. With so many new shows coming on and failing, and so much clutter, there's a certain security in the shows you know. And that's why all these reunion shows do so well. Whether it's the *Marcus Welby* reunion or bringing back Raymond Burr, there's a sense of comfort with shows that are known factors. And when someone's going to invest their time and energy, even though they're not paying for it, they feel they're making a commitment. We're still licensing *Leave it to Beaver*, the *Munsters*, *Marcus Welby*, *Rockford Files* and *Quincy*. And 10 years from now you'll see *Murder She Wrote* and *Miami Vice* out there somewhere.

The real danger is the shows that are on for seven or eight weeks and disappear. Then we've got something that has no value at all.

With people making their decisions on the new shows so quickly, does that force you to do more testing beforehand?

Testing can be a real trap. For example, *Miami Vice* tested very low. In fact, if the test results had been followed, it would never have been on the air. The highest testing element in *Miami Vice* was Elvis the alligator. The test audience said the rock music was confusing and got in the way of the story. They didn't like the guys; they didn't like the show, and they didn't like Miami.

Testing can tell you if you have got a major character problem on a show, someone that the audience doesn't like, or if you have a major conceptual flaw. But generally, test audiences tend to reject anything that's new. Once you ask them to intellectualize about something that doesn't fit into a category, they're very nervous about it. So an over-dependence on testing, I think, results in safe and, frankly, boring programing. I think you've got to take chances. I think you've always got to go left when everyone else is going right. Sometimes it works and sometimes it doesn't. Sometimes you come up with a *Murder, She Wrote* and sometimes you come up with *Misfits of Science*, but at least you're taking a chance. I think *Max Headroom* was a chance someone had to take. It didn't work, but I'd rather take a chance with *Max Headroom*, frankly, than with the *Oldest Rookie*. That's just my own taste.

Are you doing anything different in the development process now as opposed to five years ago?

Yes. We're more realistic in terms of how ambitious we are. In other words, I don't think you'll see as many period shows or shows with major production values. We're orienting more towards character and story. That's basically it because the uncertainty of the syndication market has made it a much higher risk. The other thing we're doing in the development process at MCA, as opposed to Universal Television, is that we're in business with other companies—outside companies that are producing product for us. That fits into the category of diversification, so that we're doing product in Canada and we're developing shows in Australia and doing shows in Arizona. We're also building a studio in Florida. These are all examples of different environments and manpower pools that we're able to tap.

Many shows have gotten so expensive to produce. How do you reduce these deficits?

You reduce them by having more realistic projects that are tailored to what television can support and by not paying exorbitant amounts of money that do not appear on the screen. I think that if anything sent a message to the community this year it was the Valerie Harper incident at NBC. No one product or no one series or no one star is going to make or break a network or a studio. And if it comes to the point where it makes no sense for anybody to go on, we'll all do something else.

As for demands by either producers or stars, they know the only reasonable demand that can be made is that if everyone's making money, they should have their fair share. And if they feel they're underpaid according to what the value of that negative is, that's a serious conversation. But if they feel they've got some sort of leverage where they can squeeze whatever the powers that be are, whether it's the network or the studio, because, quote, "the network doesn't want to lose the show," that's an unrealistic situation these days.

In addition, one of the biggest things we have to deal with is the double and triple standards in the labor agreements. There are competitors to Universal and MCA that can make completely different deals than the ones we make. That's an unfair competitive advantage. There are independents who can make an independent kind of deal, but we have to make a major studio deal with the same employes. The labor situation is driving a lot of production away from Hollywood.

But it's not all labor and it's not all stars. Reasonable and prudent management of television shows is the way to reduce costs. You can't become overly ambitious or overly indulgent.

Do you anticipate that cable could become a primary customer?

It's already happening. We're already making original *Hitchcocks* for USA. We have a couple of shows in development that we're presenting to cable companies. And the current efforts of NBC to buy Turner, and ABC's involvement with ESPN, show that cable is a viable program supply system that's going to be around for a while. No one knows whether it will eventually be replaced by pay per view or direct broadcast satellite or some other technology in the next 20 years, but for now cable's a serious customer.

Do you anticipate that cable's ability to pay will escalate as the conventional networks decline?

Yes. We're already seeing the ability of cable companies or cable networks to pay more money because of the wider subscriber base—as can the independents. The independents have been around for decades but only in the last couple of years have they been able to afford to buy original programing that's at least close in quality to network television. I see some real opportunities there.

Does that mean that cable will eventually replace the networks?

No, I don't think they're ever going to reach the point where they overpower the networks because cable is a multitude of choices. There isn't any one cable system that has the power or the reach or the coverage of a major network.

I can't foresee the day when the networks are replaced by cable. I just don't see where America's going to be 100% wired. Cable still can't afford to pay network license fees, but if you take cable in combination with some other medium, then you can make it work. The pie is going to be the same size but the pieces are all going to be different sizes.

In fact, I think it's there now. I think you're going to see network television product being pre-released on videocassette in the next year. And I've heard that one of the networks is already talking to one of the cable systems about buying a network show off cable. In other words, it will have a cable window and then a network window.

What kind of market is there for videocassettes of television programing?

For comedies, none. However, for dramas, we're seeing a significant increase in sales for our type of product, which is what I call high-line television, expensive television, well-made television. It's perceived in foreign markets as having the same value as features. Because, again, a great many features that are released on foreign cassettes are never shown in theaters in those foreign markets. The theatrical distribution system, particularly in Europe, is very poor. Many of the theatrical features we export directly to videocassette. We do the same thing with television pilots and even episodes of television shows, and shows such as *Street Hawk* and *Air Wolf* have done very well in Japan and in Germany. Action-oriented television programing does better in foreign markets than a softer kind of programing. Right now I would say that foreign video sales are subsidizing the American television networks. I don't think there is an hour television, an hour action adventure or franchise show on American television that isn't getting a portion of its budget from foreign video sales.

How did program suppliers ever get in the position of selling product to networks for less than it costs you?

I think that it came about as a result of a highly competitive situation where a variety of major studios and independent producers were competing for a limited number of time periods. That payoff in syndication was so high that the networks were able to use that payoff—and because of the financial interest rules, the networks were not allowed to be a profit participant in the programing.

When you look at it from the networks' perspective, they're paying you for two runs of a television program. You own the negative. Whatever profits that negative throws off in the future belong 100% to the supplier. So they are saying, "Why should we pay a hundred percent of your costs and share in zero of the back end? Therefore, we expect you to deficit finance." The networks forced the creative community to deficit finance because they said, "If you won't make this program at this price, we'll get someone else to make the program at this price," and they could justify it when they could point to a million dollars an hour for an *A-Team* or $1.8 million for a *Magnum*.

They can't point to that any more and so there has to be a new idea. A new reality has set in. There's got to be a new way to do it. But literally the network attitude was that if you made a show for a million dollars-plus an hour, they'd do you a favor and pay you $750,000 to $800,000, but expect you to deficit 20% to 25%.

Naturally you put more money into the shows to make them good. You spent money on the writers, reshot and changed directors and did all kinds of things to pump that show up with the idea being that you spent money to make money. Same as the roofing business.

That was all well and good when there was a syndication market. We got here, I think, as a result of competitive pressures and network pressure. The alternative was to joint venture programing with the networks and that's a very complicated and thorny legal issue. I personally feel we should all share in the risk and all share in the rewards. That leads to a lot of abuse and that's really where the problem is.

Does that require a repeal of the financial interest rules?

Yes, except that it would have to be under very particular circumstances, because the fear that everyone has is that the financial interest rules would be repealed and the networks would be allowed to participate in ownership of the negatives and they'd still drive the prices down, so you still wouldn't see any more money for it. In other words, everyone is afraid that one guy is going to wind up with the advantage. Right now, frankly, nobody has the advantage. We're all at a disadvantage.

Is there any way to solve this?

I think so, if all three networks could get together and come up with a reasonable, united front, but they all have their own separate agendas and their own separate needs. Some are more motivated than others.

Are the suppliers saying "no" to the networks more often in regard to midseason shows?

We sent some shock waves through this industry two years ago when we turned down two firm on-the-air series orders. We've turned down other things since then very quietly. We've also reduced our network volume from 15 to 16 series down to six to eight series a year mainly because of the tremendous cash drain that many series create when you're deficiting. You can't afford the number of busted series you had a few years ago. You've got to be more selective and hope that your batting average stays high and that your overall losses are low.

Does this scenario suggest a greater number of program opportunities to be filled?

Right.

Does it also suggest a lessening of the overall quality of product being produced for television?

I think so, but quality is very subjective. I think some may argue that the highest quality program on American television today is *Wheel of Fortune*: it costs the least to produce, it makes the most money. And a lot of people watch it. Therefore, it's a quality program.

Less quality in the traditional sense? Perhaps. But maybe we're going to have less pyrotechnics and more, and better, storytelling. There's no such thing as cheap programing because it is only cheap the first year. I don't care if you do the most simple premise. If it goes on television and beats *Cosby*, you know that everybody involved with it is going to come in for a raise in about three months. So it may be cheap when you buy it, it's not cheap by the time it's a hit.

The dilemma that the networks face is that they are going to get less production value on the screen because more producers are going to be driven to features rather than television.Many of the people who are running the major theatrical operations in town or who are doing well in the theatrical world today are people who came out of television. We are seeing the first real generation of motion picture makers who were raised on television.

If someone's sitting at home with that button to switch from HBO to Showtime to channel 5 and can see a theatrical picture and then switch to a network and see something that looks like it was made in a shoebox, it's going to show. Television may take different forms, but you can't try to outdo the movies. We're doing a new show for first-run syndication that we're real excited about that will be on midseason. It's a five-nights-a-week cop show. Late night. It's really a television show designed to use the medium in an economical way. It's a show we're distributing that Quantum Media is producing in New Jersey. It makes no pretensions to be anything other than a television show.

Should someone who cares about television keep his or her eye on the three-network race? Is that where the future is being played out? Or should they be watching the networks versus the independents versus cable? Or should they be watching you?

I think you have to look at the big picture. I don't think that you can look at any one area and say, "This is what television is in the eighties and nineties." Television is just going to be the device that delivers the picture into the home. How it gets there and what the distribution systems will be are going to continue to change, combine, merge, be bought out and modified.

If you want to see what television is going to be in the next decade, watch the program suppliers because the delivery system is secondary to the product. Every delivery system is going to be product-driven. And it's still going to be a business of hits. If we have a major writer-producer who's under contract to MCA and he comes up with a great idea that will work better on cable than it will work on network, then he's going to cable. For instance, this show we're doing in first-run syndication was created and written by two producers who come out of a prime time network television series, blind-produced by a guy who comes out of movies for television, and done by a company that is owned by the man who created MTV for cable television.

Is there room for a fourth network like Fox?

What I'm afraid of is that there's not even enough room for the networks we've got.

Which network is in jeopardy?

I don't know if there's room for four networks all doing the same type of entertainment programing. I think we're going to reach a day when one or more of the networks will have to become an alternative program service of some sort. There's just too much duplication and not enough audience to go around for the same programing. The three-network race, or the four-network race, has become a spectator sport. Who's number one this week? Who won the sweeps? Who came up a 10th of a point? Who went down a 10th of a point? It's like a Super Bowl.

Being number one isn't necessarily being the most profitable. You've got new players in the field now, all of whom are businessmen. They're not entertainers, they're not show business people, they come from corporate America. I think they will survive if they trust their creative executives and empower them to show the same kind of inventiveness and take the risks that their predecessors did. Bill Paley built CBS with major personalities and he signed them for lots of money and he made people like Ed Sullivan and Lucille Ball household names. There were a lot of people who never became Lucy or Ed, and who disappeared. There's a certain amount of risk involved in that, and they've got to be prepared to take that risk. It's a high-stakes game.

If they're not impatient, if they take a long-term view rather than a short-term view, then I think they can make it. And if they're not married to tradition and are willing to change as the American public's tastes change. We're doing things on television today that couldn't have been done 10 years ago. The show that we're doing for first-run syndication, *The Street*, is being done with a technology that didn't exist a year ago. It's a new generation of cameras and lights. And yet, you're still seeing programs being scheduled that could have been put on in 1971. It's going to be tougher than I think anyone anticipated in terms of making it work.

Let's not put the question in terms of "fourth" networks. But can there be any new networks?

Yes, if there's a specialized need that a network could meet, then whether it comes about on cable or over the air or some ad hoc group of other stations, there may be needs in America that haven't been met yet for different forms of entertainment. But to keep doing clones of the current major networks is a mistake.

What about Fox?

Fox came into the marketplace at a very tough time, although I think they chose the right nights to launch. But frankly, I don't think they differentiated themselves enough. I don't think the American public really senses a difference between the programs Fox is putting on and the ones that the three networks and the independent stations are putting on. They are not being as inventive or even as outrageous as the cable networks. I think the programing on Showtime and HBO is more innovative than Fox, but that's a subjective opinion. I think they're not providing as true an alternative as they hoped to provide.

Can you see one of the three commercial networks going more for alternative programing?

Eventually. I don't think in the next couple of years, but sometime down the line they're going to be. You may find they'll start it a night at a time. I think you're already seeing it on CBS. I mean, they're already doing three prime time hours of news—starting in midseason. Look how much they've changed. That was a network that a year ago had six prime time hours of movies and mini-series a week. That's a significant change.

What would you do with a TV network if you had a chance to start one today?

I'd rather not answer that. Somebody will read it and they'll go in and get a great job. I'm being facetious. but seriously, if I ran a network it would be to make hits, and that's very subjective. In other words, just get the best people to do shows that people have a reason to watch. One of the biggest problems in television today is that there is no compelling reason to watch a lot of the programs. I think you do that through a certain amount of risk-taking, a certain understanding of what it takes to make a series work, and having the vision to gamble with new personalities, whether it's the next Tom Selleck, Don Johnson, Angela Lansbury or Edward Woodward.

And creating a hospitable environment in which people can work. I don't think that Steve Bochco would have made the deal at ABC for any amount of money if he didn't feel that he would be comfortable working there. I think that creating an environment where the best people can do their work is the way for network television to produce hits. There's another *Cosby Show* and another *Murder She Wrote* out there somewhere.

Would you suggest to people in those positions that they start looking for the alternative forms as well as just hits?

Yes. They should look for new program forms, new genres. I don't think we need to change from the basic television structure—you've got half-hour programs, one-hour programs, two-hour programs—but you can certainly change what goes in between the commercials. Two years ago I thought it was going to be anthologies. A couple of years before that, I thought they were going to be light detective shows. We were right about detective shows, but wrong about anthologies.

What type of programs are people going to be looking to in the future? I think there are going to be more programs with a little more heart and a little more sensitivity. I think action comedy is in there. It still hasn't really broken out on television, but it's certainly what's happening in the theaters.

What's action comedy?

One-camera film comedy, such as *Down and Out in Beverly Hills, Dragnet, Planes and Trains and Automobiles*. That's what has been working in the theaters for the last few years. All those Disney movies with Bette Midler and Richard Dreyfus. It just hasn't happened on television yet. They are harder to write, harder to do on a weekly basis, and a little more expensive to produce than a tape comedy.

In BROADCASTING's Nov. 30 issue, there was an interview with retiring FCC Commissioner Mimi Dawson in which she forecasts a television universe 10 to 15 years out that may be common carrier based with video signals delivered by the telephone company and with the broadcasting and cable businesses as we now know them forced to use this common carrier to get into the home. Would that put you on an equal footing with CBS or NBC or any other conventional network, and under those circumstances, could you anticipate or imagine that you might start your own television networks and create the programing and distribute it?

Basically, we're already doing it—it's called first-run syndication. We finance our own pilots, decide what we're going to make, take it out there and clear the station and deliver it. I'm working on making original product for videocassettes. We finance the scripts, we develop the material, and we'll produce the programs and take the risk.

You're still going to need program suppliers and you're still going to have to deliver something people want to watch. The trick, then, is how you're going to deliver it to them. Are they going to pay for it every time they see it? Will the American public start paying for something that they've been used to getting for free? Or will the networks deliver their product differently and still carry advertiser messages? There's some school of thought that it's not going to be long before pay cable will start carrying commercial messages. The American consumer only has "X" number of dollars that he's willing to spend on entertainment.

So will the networks as we now know them continue to exist? Maybe not as we now know them but there still needs to be some system to deliver a product to people and have somebody pay for it. It's fascinating to ponder, but I think that we will have our own networks, and in a way we are already halfway to that business.

Does that vision of the future hold any fear for you?

No, because, as Frank Price said, we're basically in the business of ideas. We really don't care what the delivery system is. If they start delivering programs by mental telepathy, we'll make programs for mental telepathy. You just change change the way you make them. It's a creative process.

I think you're going to see more suppliers wanting to have a little more control over their own distribution systems. You're going to see more suppliers in the station ownership business and cable ownership. Disney's got stations and cable systems, MCA has cable systems and television stations, and we are partners in a theatrical distribution company, a theater chain. You have to have some control over or at least some involvement in the distribution process.

Do you look forward to the next couple of years in this business?

I think it's going to be a difficult time for the next couple of years for everyone in television, particularly small companies without a great deal of cash or capital. And it's going to take some capital in order to adapt to the changeover. The risks are going to be higher. A lot of these new ventures, just like the network business, are going to depend on someone else sharing the risk. Every time a network programer makes a mistake in terms of where he schedules a program, we suffer right along with them. In fact, we usually suffer more than they do.

You spoke about adapting to the changeover. The changeover to what? What's it going to be when it's changed?

I think it's going to be a combination of delivery systems, all of which add up to enough money to pay for the product. That's where we're headed.

And I think the change is finding the most economical way to make programs, and the change is going to be getting rid of a lot of the old practices and old habits that you grew up with; they almost are an offshoot of the feature business. Television is a stepchild of the movie business. And a lot of the things we're trapped in today are a result of practices that took place in the feature business.

Is it too much to ask what those are? Some of them, at least?

Everything from extra fancy motor homes to package commissions to golden time. These are just catch phrases. It's a variety of things that we've all inherited in this business. Heavy investments in real estate, heavy investments in layers of management. Look at what they've done at CBS and ABC and NBC in the last two years in terms of clearing out layers of bureaucracy. And still we turn on channel 2 every night and there's a picture there, right? What I'm saying is that this is a mature industry and there's a lot of baggage we've accumulated along the way.

Is there something that you in Hollywood would say to the rest of the industry?

There's something I would say to the advertising community, and that is to join us, to come aboard and start supporting new forms of programing and new forms of distribution. The message to advertisers is to get on board the train. You can sit there and wring your hands about not getting as much value for your money in terms of network television, or you can try different things. Get involved in supporting basic cable, get involved in buying first-run syndicated product or commercial time in videocassettes, developing product with suppliers.

There's an awful lot of hand-wringing going on in the advertising community about how much trouble network television is in. Well, they can be part of the solution.

If we were going to open up another area I would ask you about your international responsibility. How is that area going and is it going to be major?

One of the most exciting areas in television right now is international. I can foresee a day in the not too distant future when we'll be producing product offshore for offshore consumption—not primarily for the U.S. market. Television is now a global community and the proliferation of nongovernment controlled, or free television—particularly in western Europe—and the new acceptability of some American programing in places like Japan and China have opened up real opportunities for us that the American people are going to benefit from because the money we get from those foreign markets goes on America's television screens. That's what enables us to do *A Year in the Life* or an *Equalizer*.

The way American culture is being exported internationally through television is phenomenal. It's creating a backlash in some countries, but the paradox there is that, like everything else, the people want it.

Our international business is in good shape, although I happen to think that a lot of the foreign nations are getting real bargains because they're getting American television product at a fraction of what it would cost them to produce it and at a fraction of what it costs them to produce their own shows. One of the great bargains in the world is American television. It's a better value than buying a watch in Hong Kong.

CPB official to represent public stations

Brugger replaces acting president, Baryn Futa, who will remain with NAPTS; PBS's Mahrer to new post

National Association of Public Television Stations (NAPTS) Board Chairman Richard Ottinger announced last week that his organization had found a new president "with a visionary perspective." Meanwhile, the Public Broadcasting Service (PBS), which serves the same constituency, created and filled a position that will free its president "to devote more time to the major issues and challenges ahead," said PBS.

NAPTS, without a president since the August resignation of Peter Fannon, announced that, next Jan. 1, current Corporation for Public Broadcasting Senior Vice President David Brugger will succeed Fannon—and interim acting president, Baryn Futa. Vice President and General Counsel Futa will remain with the organization.

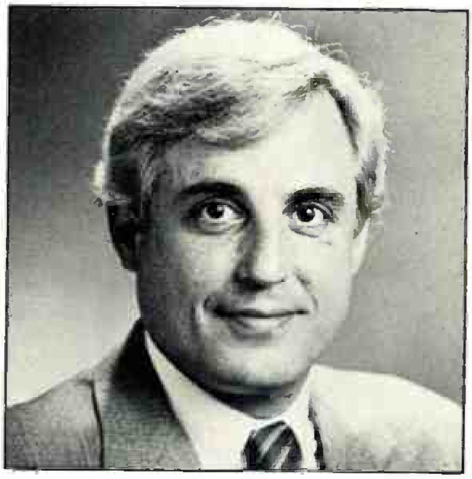
Ottinger said of Brugger: "He has been at stations, and he's been heavily involved with the community, so he understands the station managers' needs and points of view." He also has the administrative, managerial experience necessary to succeed at the position, said Ottinger.

Brugger began his public television career in 1967 at KDPS(TV)—now KDIN(TV)—Des Moines, Iowa, as a producer, then operations manager. He joined Iowa Public Television in 1970, eventually becoming director of administration. Beginning in 1977, he helped build and manage the University of Florida's WUFT(TV) Gainesville, Fla., before joining CPB in 1981 as vice president of telecommunications.

"For the past year," said Ottinger, "it has been the board's intent to expand the role of the organization beyond its singular lobbying function. With the issues we've had the past few years—cable issues and budget cuts—lobbying has been the most demanding job." But now, he said, the organization will move more aggressively into system

Brugger

planning and research. "We want NAPTS to be the forum for good, broad-based discussion of all the major issues public television



Mahrer

faces. We were looking for someone with visionary perspective and the ability to move the system toward visionary goals. [Brugger] fit the bill all around."

The board vote was unanimous, after a search firm, and then the board's executive committee, narrowed the field from 40 to two. Brugger accepted a six-month "rolling [renewable] contract." But, said Ottinger, "We hope it will be for a long, long time."

"The NAPTS directors made a superb choice," said CPB President Donald Ledwig, describing the position as "of critical importance to [public television's] continued success. I look forward to continuing my close working relationship with David in his new position."

PBS President and CEO Bruce Christensen said, "I see the relationship with David as compatible and collegial. The issues we face are bigger than the both of us, and what we can both do is make sure those issues get clearly defined and see that solid staff work goes into thoroughly developing options and into presenting those options to the public broadcasting community."

Christensen's own job became more "visionary" when, at its Dec. 3-4 meeting in Charleston, S.C., the PBS board of directors approved the appointment of Neil B. Mahrer to the newly created position of executive vice president and chief operating officer. Mahrer will assume responsibility for daily operations that were previously the purview of Christensen, who recommended Mahrer for the job. A 13-year veteran of PBS, Mahrer will continue as chief executive officer and general manager of the service's not-for-profit subsidiary, PBS Enterprises, which he is credited with establishing three years ago.

Mahrer was previously development and public information director for public stations WMHT(TV) Schenectady, N.Y.; WVIZ(TV) Cleveland, and WJCT-TV Jacksonville, Fla. Since joining PBS, he has headed up the headquarters relocation after an October 1984 fire and subsequent insurance settlement, and he established the PBS Satellite Replacement Project office at PBS. He joined PBS in 1974 as associate director of the Station Independence Program (SIP) and became director of administration and development-SIP in 1976. As senior vice president, beginning in 1978, Mahrer was responsible for various departments, including administration, promotion and advertising, development, broadcast and technical operations, personnel, research, engineering development, public information and new technologies.

Mahrer's "exceptional record of competent service to PBS," said Christensen, "uniquely qualify him to manage PBS's day-to-day operations." □

In reponse. Tension between commercial and noncommercial broadcasters remains high. The National Association of Broadcasters and National Public Radio have been battling it out over a proposal that would levy a 2% to 5% transfer tax on the sale of broadcast properties with the funds eventually going toward the support of public broadcasting. A series of letters between NAB President Eddie Fritts and NPR President Douglas Bennet illustrate the growing animosity (BROADCASTING, Nov. 23).

Bennet, responding to a Fritts' letter delivered late Friday, Dec. 4, minced few words. (Fritts had complained about NPR member station WBUR-FM Boston for "using its airwaves to lobby for support of the Hollings transfer tax/fairness doctrine proposal" [BROADCASTING, Dec. 7]).

"Two weeks ago, you were concerned about an allegation that NPR used the airwaves to lobby. Now you suggest that NPR member station activities are improper. Both of these claims are incorrect," wrote Bennet. "Broadcasters have every right to state their views. WBUR-FM is well within its rights both as a broadcaster and a nonprofit corporation," the letter stated.

But it was Bennet's postscript that was perhaps the most telling: "P.S. I'm glad to hear from you, but how come you always send the mail late on Friday afternoons?"

Wrapping up Western Cable

The Western Cable Show comprised three days of panel sessions and industry discussion of topical matters in Anaheim, Calif., and although a number of problems facing the industry were acknowledged and addressed, the overall mood was that cable was thriving (BROADCASTING, Dec. 7).

Basic and pay programers were both bullish about prospects for the industry. Pay programers were encouraged by the bounce-back in subscribers during 1987, while basic programers eyed increasing cable penetration to 70% (BROADCASTING, Dec. 7).

But other potential enhancements for the cable industry received discussion at the show. HBO conducted a three-day demonstration of high-definition television, which was also addressed in two technical panel sessions (see below). And cable's latest revenue stream, pay per view, also attracted an audience, as operators were told what makes PPV successful. A recap of Western show coverage appears below.

Panel is bullish about future of pay-per-view saying that it is going to become established

Pay-per-view is an idea whose time is coming and is, in some instances, already here. That was the essence of a Western Cable Show session on the subject.

"The fundamentals of this business are all up," said Steven Rosenberg, an analyst for Paul Kagan & Associates. "For event producers, PPV is going to be a bonanza," he said. Technology costs will come down, equipment will become friendly and better program selection will drive the business, said Rosenberg. He estimated that by 1993, 51% of cable homes will have addressable converters.

Rosenberg calculated what PPV would look like in 1996. Today, PPV revenue amounts to $75 million; by 1996 it will be $2.7 billion, he said. Today's buy rates of 20% will increase to 70% in 1996, boosting revenue per sub from $1.51 to $5.43.

Today, basic represents 62.7%, pay 26.6% and PPV 0.7% of a system's revenue; but by 1996, he predicted, the numbers will be 70.6%, 18.5% and 10.9%, respectively. With those calculations, said Rosenberg, PPV could be evaluated at $172 per subscriber, which helps justify the increasing system prices operators pay today.

Phil Lind, chairman, Rogers US Cablesystems, said PPV and cable advertising represent 10% of the company's revenue, and he expects that to double in the next few years. The company brought in $2 million in PPV revenue in 1985, $5.5 million in 1987 and projects $6.3 million in 1988. Rogers's chief U.S. PPV operations are in Minneapolis; San Antonio, Tex., and Portland, Ore., where it operates impulse technology with ANI ordering systems from the local telephone company. "ANI is so economical and so consumer friendly," testified Lind. Rogers, he added, "is pleased with the cooperation of the local telcos."

The biggest challenge in PPV is the early window, said Lind. "It's terribly important to have day-and-date release," he said. Lind said a movie that brought in $90 million at the box office and had a day-and-date release with home video did 25% better on PPV than one that grossed $180-million at the box office and had a six-week home video window. Lind also talked of multiple channels, extended scheduling, promotion and adequate training of staff. "You can have the attitude that it's an incremental headache," said Lind.

Robert Klingensmith, senior vice president, video distribution, Paramount, listed what is important for PPV to work. At the top is impulse ordering. He said buy rates with customer service reps were, on average, 5%, compared to 7.5% for ANI technology and more than 13% for impulse. A second point, he said, is that "multiple PPV was absolutely necessary." Klingensmith said buy rates increased 50% when a second PPV channel was added, 33% with a third and 20% with a fourth.

Klingensmith also voiced concern about home taping. He said half of PPV's have been taped; he said he hoped decoding technology would frustrate taping. If that does not happen and home video sales are hurt, he said it was possible the program window could be delayed. He also decried the access fee some operators charge. "A modest fee is OK," he said, but higher fees are "a barrier to entry. We won't license to operators with exorbitant access fees," Klingensmith said. Other points Klingensmith emphasized: Do not underestimate a modest box-office success, program a nationally known PPV service that is satellite delivered, run it on a 24-hour basis and list the service in the local TV guide.

Bill Mechanic, senior vice president of the Disney Channel, outlined how PPV is a small, but growing market for Hollywood. In 1987, 80% of Hollywood's revenue came from theatricals, 17% from broadcast sales and 3% from pay cable. By 1982, it was 56% theatricals, 14% broadcast, 14% pay and 16% home video. By 1986, theatricals represented 40%, home video 39%, broadcast 10%, pay 11% and PPV 0.1%. The 1988 estimate for PPV is 0.6% and 2% by 1990. The corresponding figures for theatricals are 43.5% and 41%; 38.6% and 41% for home video; 8% and 7% for broadcast and 9.5% and 9% for pay.

Scott Kurnit, president of the PPV network, Viewer's Choice, had little to quarrel about with the bullish attitudes of the panelists. He said the correct pricing for a PPV event is between $4 and $6, and said aggressive pricing does not hurt. A $1 increase lowers buy rates only slightly, he said in urging operators to test the market. Looking into the future, Kurnit said it was possible that advertising would show up on PPV networks.

Kurnit foresaw the day that PPV gets "the biggest events" and said "the shared experience" of watching an event is the goal of Viewer's Choice. □

L to r: Klingensmith, Lind, Mechanic, Kurnit, Rosenberg

Upbeat outlook for cable sales

In the aftermath of the Oct. 19 stock market crash, cable system values could cool off, but acquisitions will continue at a brisk pace during the next year. That was the consensus of a panel of industry brokers, analysts and buyers who appeared during a Western Cable Show (BROADCASTING, Dec. 7) session titled, "A Question of Value: What Price System Acquisition?"

Sales activity will be spurred largely by the fear of a change in the national political climate in 1989, said financial analyst Gordon Crawford, senior vice president of Capital Guardian Research Co. He said that a new, more liberal administration would likely force the Justice Department to crack down on large MSO's that have been acquiring systems and interests in program suppliers at a furious pace. The result would be an end to further consolidation in the cable industry. "Everybody is going to be scrambling to get everything done" before January 1989, Crawford said.

Crawford and two other panel members said sales activity during 1988 would remain on par with this year's. Cable broker John Waller, however, said the number of systems being sold next year would rise. Lower tax rates coupled with the economic uncertainty surrounding the financial market will lead cable companies to liquify their assets, he said.

Following a rapid escalation in the price of cable systems prior to the stock market plunge, Crawford said, there will be a cooling-off period during the next year to 18 months. Crawford cited a number of factors that could contribute to the devaluation, including further troubles in the junk bond market, the negative effect of the new tax law, overbuilds, a possible easing of restrictions on telephone company crossownership and adverse court rulings. Over the long run, however, Crawford foresees a continued rise in system prices.

One of the most aggressive system buyers in the industry, Robert Lewis, vice president of corporate development for Tele-Communications Inc., said he does not expect multiples to continue to rise. Small systems, he said, will sell at nine to 12 times cash flow while large systems will go for 13-14 times cash flow.

The only long-term worry expressed by panel participants is the threat of telephone company crossownership.

The fear stems from the telecos' development of fiber optics, which has the potential to become the dominant delivery system to the home in 10 years, Crawford said. He anticipates the FCC will act before the courts or Congress to lift restraints that now bar phone company cross-subsidization in the business.

"The real battle and the war will be fought in Congress," he said. Cable, he added, will be the eventual victor. □

HBO study shows public has preference for HDTV

In a study of consumer attitudes toward high-definition television, preliminary results released at the Western Cable Show indicate the public overwhelmingly supports the new technology.

The data was gathered by Home Box Office as part of a large research project conducted in the United States and Canada. Residents participating in side-by-side comparisons were not told which of the competing systems they were watching.

A week-long study of 507 residents of the upper-middle-class city of Danbury, Conn., showed that the mostly female respondents preferred HDTV over standard NTSC transmissions by a two-to-one margin, said Bob Zitter, HBO vice president of network operations. Overall, 74% of those who preferred HDTV were cable subscribers. In addition, 70% of the pay subs, 41% of the basic subs and 33% of the nonsubs said they would subscribe to HDTV, and 43% said they would pay more for the service.

Zitter said people are willing to pay as much as $1,000 for a high-definition set. All the participants expressed a willingness to spend more money for a better picture.

Males, who research reveals make the most hardware purchases, provided more favorable reviews of HDTV than women. Younger viewers preferred the NTSC system. The highest rating came from those sitting three picture lengths away from the big TV screens. To date, Zitter said, 5% of the pay subscribers and 3% of the basic subscribers own big screen sets.

A large majority of the research subjects liked all HDTV attributes, including screen shape, picture quality, sharpness, depth, size, motion and sound.

"The trends and attitudes clearly show that HDTV can be an opportunity for cable," Zitter said.

The remainder of the survey was conducted in Washington, Los Angeles and Seattle by the Public Broadcasting Service; Toronto by Rogers Cable; and Ottawa and Montreal by the Canadian government and CBC. Results of those surveys are still being tallied. HBO threw out the results of an HDTV study conducted in New York City because too many of the respondents were connected with the television industry. □

Take another look? At a Western Cable panel focusing on some of the legal battles facing cable, Nicholas Miller, an attorney with Washington-based Miller & Young, said the time may be coming to "revisit and retool" the Cable Communications Policy Act.

Miller, who represents a number of municipalities, said that although the cities do not sense that the 1984 act was a bad deal, there has been a lot of frustration because "what the cities thought they were getting has not been delivered."

In addition, he said that there are pressures mounting from broadcasters, Hollywood and telephone companies which were preoccupied with other issues and stayed out of the fight over cable legislation. Today, however, he added, that equation has changed. "Cable involvement is a top priority now for those industries." He predicted new legislation in the next three to four years.

Wireless cable war in New York

Cablevision and Microband are battling for subscribers in metropolitan area

Microband Companies Inc., operator of a wireless cable service in New York, blasted Cablevision Systems Corp. and three Cablevision-controlled cable programing services in a letter to the FCC for trying to prevent Microband from competing with Cablevision for subscribers in New York.

Cablevision, the nation's 15th-largest MSO, is building conventional cable systems in the New York boroughs of the Bronx and Brooklyn—where Microband is marketing its competitive wireless cable service (BROADCASTING, Nov. 30). "With this in mind," Microband said, Cablevision's Nov. 18 letter to the FCC asking it to prohibit Microband from using ITFS channels to continue providing its wireless cable service until certain MMDS channels become available for competing services "can be seen for what it is—a self-serving attempt to stifle competition in the New York video distribution marketplace."

In addition, Microband said, SportsChannel New York, American Movie Classics and Bravo have refused to allow Microband and other wireless cable operators to carry them. "Microband's inability to offer these programing services, particularly SportsChannel, may have an adverse impact on the popularity of Microband's wireless cable service," it said.

Microband stopped just short of accusing the programers of antitrust violations. "We believe that refusals by SportsChannel, American Movie Classics and Bravo to deal, like Cablevision's present attempt to impede Microband's right to use its leased ITFS . . . capacity, are acts in furtherance of an agreement or conspiracy involving Cablevision and others to impair Microband's ability to compete with Cablevision."

Like Cablevision, SportsChannel and Bravo are principally owned by Cablevision Chairman Charles Dolan. AMC is half-owned by Dolan and half by Telecommunications Inc., the nation's largest MSO, with interests in several programing services.

Wireless cable operators use a mix of MDS, MMDS, ITFS and OFS—all of which share the 2 ghz microwave band—to broadcast multiple channels of pay television to subscribers equipped with special antennas and receivers.

Microband announced last month that it had begun marketing a wireless cable service to some two million cableless homes in Brooklyn, the Bronx, Staten Island, Queens and the New Jersey suburbs. Although the initial service comprises just six channels—Home Box Office, SelecTV, Madison Square Garden Network, superstation WTBS(TV) Atlanta, MTV and Nickelodeon—Microband plans to add eight more.

The same week Microband made its announcement, Cablevision sent a letter to the FCC stating that it is seeking to lease MMDS and ITFS channels in New York to provide a service in competition with Microband and asking that the FCC bar Microband from using its ITFS channels until eight MMDS channels become available to lease. Shutting down Microband until the MMDS channels are available, Cablevision said, will insure that "all entrants . . . have an equal place at the starting gate."

The FCC has selected two partnerships—New York Red E and Grand Alliance New York—to be the MMDS licensees (four channels each), but interference disputes with ITFS licensees have so far prevented the FCC from awarding permits to build the facilities.

Granting Cablevision's request, Microband told the FCC, "could sound the death knell for Microband as a viable competitor to the coaxial cable monopolies in the New York marketplace. And that . . . is precisely what Cablevision hopes will happen.

"Of course, Cablevision would never admit as much. Rather, Cablevision—which has been working overtime to frustrate the development of wireless cable by abusing its control over at least three popular cable programing services—now has the temerity to assert that commission intervention is necessary to promote a competitive marketplace," Microband said. "That is nonsense. It certainly appears that Cablevision—which has yet to secure any MMDS or ITFS channel capacity, and may well never—is attempting to impede Microband's wireless cable service in the hopes of establishing its own monopoly over the distribution of cable programing in Cablevision's franchise area."

Microband questioned Cablevision's interest in leasing MDS and ITFS capacity and launching a wireless cable system in competition with Microband. "Cablevision has yet to lease any . . . capacity," it said. "If Cablevision were truly concerned about establishing its own wireless cable system, it presumably would have done so a long time ago."

For the FCC to block Microband on the grounds Cablevision has suggested would be "absurd," Microband said. "Significant public benefits redound to the public from Microband's service. In many areas of the New York metropolitan area, Microband currently offers the only means by which the public can subscribe to popular nonbroadcast programing services."

Microband also charged that Cablevision is not alone in trying to use the FCC processes to block competition from wireless cable operators. "In denying Cablevision's request, the commission must make it clear to Cablevision and to the rest of the coaxial cable industry that attempts to subvert competition through abuse of the commission's processes will not be tolerated." Cablevision was granted its New York franchises in 1983, but, instead of promptly building systems, opted to renegotiate the franchise agreements with the city. "Presumably, Cablevision decided that the benefits to be gained from delay and renegotiation justified the risks associated with expanding the window of opportunity for a competitive service," Microband said. "Now, that chicken has come home to roost—Cablevision finds Microband ready, willing and able to provide cable programing to subscribers throughout the metropolitan area, including the areas Cablevision thought it would have all to itself."

Julie Osler, director of public affairs, Cablevision, said the MSO's letter to the FCC was intended to promote competition, not discourage it. "Our concern is that everybody should be let out of the starting gate at a somewhat simultaneous time so no one can corner the market."

Osler said Cablevision's interest in wireless cable is real. The company has had some discussions with the tentative MMDS licensees about leasing their channels, she said. Cablevision would use the wireless cable system to provide service to homes within its franchise during system construction. Although the first subscribers will be on line next spring, she said, it will take around six years to complete the system and bring cable to every home in the franchise.

Despite Microband remarks to the contrary, Osler said, SportsChannel is considering cutting a deal with Microband. It has talked to Microband, she said, and "a proposal is now being worked on."

Cablevision's concern about the unavailability of at least one four-channel block of MMDS channels may soon be moot. Peter Frank, managing partner, New York Red E Partnership, said the partnership has settled all of its interference problems and expects the FCC to grant it a permit to construct transmission facilities in "the near future." □

U.S. seeks deferral of review of Intelsat pricing policy

Item is most controversial on Intelsat agenda at board of governors quarterly meeting

The U.S. entered the quarterly meeting of the Intelsat board of governors on Thursday determined to press for a postponement of consideration of the most controversial issue on the agenda—the pricing policy the global system uses in providing planned domestic service (PDS)—and to suggest alternatives to the policy now in effect. But U.S. officials last week were uncertain as to whether they would succeed in obtaining a deferral until the next board meeting in March. The reactions of board members contacted on the issue, said one State Department official, "have been across the board."

The International Telecommunications Satellite Organization uses excess capacity for PDS. The service is proving popular, but U.S. officials are concerned about the possibility the present system offers for cross-subsidization. Certainly, the Pan American Satellite Corp., the only U.S. company thus far authorized by the FCC to operate a separate satellite system in competition with Intelsat, is convinced of that. Last month, it filed a report with the FCC, the State Department and the National Telecommunications and Information Administration it said buttressed that view (BROADCASTING, Nov. 23). The Communications Satellite Corp., the U.S. signatory to Intelsat, has since denounced the PAS report as "completely misleading and unsubstantiated."

PAS has been urging the government to obtain a postponement of the PDS issue to allow time for public comment. And although the FCC rejected that request, it has invited comments on issues on the board of governors' agenda, including PDS. Department officials, sensitive to charges the department is working solely in behalf of PAS, have said they have their own problems with the PDS issue. Among other things, they say they need additional time to study a document on PDS recently issued by the Intelsat executive. Among other things, the document is said to defend Intelsat's position on pricing and costing the service and to argue the pricing is cost-based. But last week, officials disclosed the U.S. is proposing alternatives that officials say would be proper under terms of the Intelsat Agreement.

Under one option that officials say would be permitted by the Agreement, signatories that want PDS would contract for it with Intelsat before the satellite is built and launched. The capacity would be "a separate space segment, not part of the global system," according to one official. Under another option that officials are discussing, the entire organization, again in advance of launch of a satellite, would be asked to finance the cost of capacity sought by a signatory for domestic service. Both options, officials say, would foreclose the possibility of cross-subsidization. But in both cases, they are said to be considering future PDS, not the service available from existing excess capacity.

In noting the uncertainty as to whether the board would agree to postpone consideration of the PDS issue, one U.S. official said, "Some think the way it is provided is appropriate." But other signatories, the official said, "think a better way would be for signatories to pay for PDS in advance of the construction of the satellite."

Meanwhile, the debate was continuing between PAS and Comsat over the methodologies used and proposed in costing and pricing PDS services. In a letter to the State Department, the National Telecommunications and Information Administration and the FCC accompanying Comsat's response to the PAS attack, Bruce L. Crockett, president of Comsat's World Systems Division, said PAS's report was "predicated upon fundamental distortions, misconceptions and exaggerations as to the level of excess capacity in Inteslat's system, the way in which it came about and the soundness of the measures that have already been undertaken to deal with the situation."

Comsat's response also said PAS's sub-

BROADCAP roundup. "Our investments now total 43 stations (39 radio and four television stations) with dollar commitments of $11.5 milion," commented Donald Thurston, president of Berkshire Broadcasting Co., North Adams, Mass., and chairman of BROADCAP (Broadcast Capital Fund). Thurston's remarks followed a BROADCAP board meeting. BROADCAP is a private, nonprofit venture capital company created by the National Association of Broadcasters to assist minorities in acquiring and operating stations. Among its actions, BROADCAP announced that its president, John Oxendine, has been named chairman and chief executive officer and major stockholder of Blackstar Communications (see "Fates & Fortunes"), a minority-owned broadcast company with plans to purchase up to 14 television stations in the top 35 markets (BROADCASTING, Dec. 7). Oxendine remains BROADCAP president.

In other news, the board approved a $500,000-commitment to Silver Star Communications-Georgia Inc., Tallahassee, Fla., for an AM-FM combination in Alabama. Re-elected to the board: Henry (Jeff) L. Baumann Jr.; John F. Dille Jr.; Paul Van Hook, and Wesley S. Williams Jr. Daniel Gold, president and chief executive officer of Knight-Ridder Broadcasting, Miami, Fla., resigned from BROADCAP because of his service on other industry committees.

mission "interweaves criticisms of the fundamentally different methodologies of the Intelsat and U.S. signatory proposals in a confusing and sensationalized manner."

The thrust of the PAS report was that the Intelsat system is loaded with excess capacity and prices capacity far below cost, with the result that U.S. and other consumers of monopoly services bear unnecessary costs (BROADCASTING, Nov. 23). PAS's concern is that such "below-cost pricing" will make it difficult, if not impossible, for separate systems, like itself, to compete in the provision of domestic service.

Comsat says the excess capacity was not deliberate—it was a function of estimating techniques used in the 1960's and 1970's that are now being modified in light of experience and the new competitive atomosphere. And one of the principal points in Comsat's rebuttal was the assertion that its projection that 70% of Intelsat's capacity would be employed "is conservative and realistic." Comsat said it is based on current traffic projections through 1992. Furthermore, it said, Intelsat's capacity will not increase from 1993 through the end of the century. Hence, it said, "the use of a 70% utilization rate for that period is, if anything, extremely conservative."

Another key point in Comsat's response was the contention its proposal includes "all relevant costs." PAS had noted that interest during construction was not included in Comsat's proposal. But Comsat said it should not have been, since Intelsat does not borrow money or incur expense in procuring space segment capacity and "thus does not recover it from either its international or domestic users." As for research and development costs, Comsat said, they are included. PAS, Comsat said, "is simply mistaken" when it says Comsat's proposal excludes them.

PAS's submission, said Comsat, should be seen for what it is—"an attempt to gain sympathy (and governmental intervention) to help it fend off competition that it had previously declared itself unequivocally prepared to face." □

Striking UPI workers say enforcement of work rules illegal

UPI employes burned copies of recently implemented work rules while picketing outside UPI offices in 15 cities. The rules were instituted after UPI declared an impasse in negotiations with the striking workers. The Dec. 4 demonstration was the latest display of employe dissatisfaction with the progress of negotiations between UPI and its editorial and noneditorial staffs. The labor trouble is only the most recent indication of turmoil within UPI since Mexican publisher Mario Vazquez Rana purchased the wire service out of bankruptcy for $41 million in 1986.

The work rules permit large-scale layoffs, employe transfers and changes in the company pension plan. Wire Service Guild secretary-treasurer, Dan Carmichael, said that the work rules were illegally enforced because the impasse was called while the guild was reviewing UPI's final proposal. Carmichael also said that the work rules allow for subcontracting of news reporting and other services. "While the union has made job security an important issue in the negotiations, it also wants UPI to remain a first-class, full-service news agency, not a second-class operation staffed by cut-rate stringers, unpaid interns, and running subcontracted news stories bearing the UPI logo," said Carmichael.

According to Christopher Smith, director of corporate communications, "although the work rules allow for layoffs, none are planned at this time." He said, however, that UPI management is always looking for ways to "trim fat" from its operation. Smith said that the impasse was called after eight months and 90 sessions of negotiating failed to yield an agreement and with the Wire Service Guild refusing to come back to the table.

A major point of disagreement is a "no layoff" clause in the contract that expired in April. The clause was part of Rana's purchase agreement, which the Guild played a significant role in negotiating. According to Smith, the clause is no longer in effect because the contract is nullified when a new contract is signed or an impasse is declared during renewal negotiations. Because the impasse was called, the contract ended and the work rules were implemented. Carmichael disagreed, saying that the clause is still in effect, as is the entire contract, because the impasse was improperly called. "The guild is quite confident that it will prevail in proving that the rules are illegally enforced," said Carmichael.

Besides being embroiled in the labor dispute, the 80-year-old wire service has replaced its top editors three times in less than a year. The latest team: former science editor Al Rossiter Jr. will become executive editor; former managing editor, broadcast, Bill Ferguson, will take over as managing editor/national, and foreign correspondent Leon Daniel will become managing editor for international news. The previous team of Ben Cason, editor, Barry Sussman, managing editor, and Kim Willenson, managing editor for foreign news, had come to UPI in January, from *The Washington Post*. □

Cablecastings

Tune-in technology

Viewer's Choice has purchased an 800 information forwarding service for automatic number identification from AT&T for its pay-per-view service. VC will make the technology available to cable operators and other PPV program services beginning in February.

VC tested AT&T's ANI technology in Milwaukee and reported a 100% increase in buy rates. Scott Kurnit, president of Viewer's Choice, said the company did not have problems providing the ANI technology to other PPV services. "It is certainly in our best interest to make PPV ordering as easy for the consumer and as inexpensive as possible," he said. "This move is good for PPV and what is good for PPV is good for us."

The cable operator's cost for the service will be 25 cents per transaction, which will be brought down as more operators participate, VC said. To order a PPV event, a subscriber calls an 800 number. The call is processed at AT&T and the information authorizing the purchase goes to a call distributor computer, which releases the PPV event to the subscriber.

The automatic ordering allows cable operators to handle PPV events with a reduced number of staff, helpful for holiday events, such as the upcoming New Year's Eve concert of the Grateful Dead.

Coming to terms

Manhattan Cable and the New York Citizens Committee on Cable TV have settled, out of court, an antitrust suit the committee filed because the Time Inc.-owned system did not carry nonTime Inc. pay programing services. Under the settlement, the American Television & Communications system said it will add a pay service not affiliated with the parent company within the next six months, and another nonaffiliated pay service in two to three years. A Manhattan Cable spokesman said the company had not yet determined which service would be added. The new services will be available on an a la carte basis. The 35-channel system currently carries Time-owned HBO and Cinemax. Manhattan also agreed to pay the New York Law School, which handled the case for the committee on a pro bono basis, $1,000 for costs incurred.

Keep the faith

The National Interfaith Cable Coalition announced it will launch the Vision Interfaith Satellite Network, an ecumenical program service that will stress human values, on cable systems next year (BROADCASTING, Nov. 9).

"VISN is a historic undertaking that brings together a diverse group of religious traditions to create and sustain a unique and positive approach to religious programing," said Nelson Price, director of public media for United Methodist Communications and a member of the NICC. The corporation is developing bylaws and developing its organizational structure.

NICC church groups include Presbyterians, Catholics, Greek Orthodox, Seventh-Day Adventists, Episcopalians, Mennonites, Lutherans, United Church of Christ, Methodists, the Reformed Church and the Salvation Army. NICC is also talking with Jewish groups about participating in the service.

The Rev. Bernard Bonnot, a Roman Catholic priest, said VISN "will go beyond the usual religious programing to include jointly developed, values-based offerings for children, teen-agers, singles, parents and senior citizens. Worship, preaching and music will take their places beside interfaith discussions on timely issues, values-oriented life-style shows and issue-related films."

VISN will not solict funding on the air; finances will come from a number of sources, including the religious groups involved, the cable industry, foundations, corporations, denominations and advertising. Officials of the Gospel Music Network, which will be folded into VISN, will develop an advertising strategy and handle cable affiliate relations.

NICC hopes to get VISN off the ground in mid-1988 in 14 million to 16 million homes. NICC said it has had encouraging talks with cable MSO's including Tele-Communications, a prime mover behind the service, Jones Intercable, United, American Television & Communications, Viacom, Cox, Heritage and Adelphia.

The network also plans to run some locally produced ecumenical programing, to spur local church programing efforts.

Budget boost

The board of C-SPAN has approved a 1988-89 budget that represents a 20% increase over the year before. The $2-million increase to $12 million is a one-year-only jump to cover expenses related to the 1988 presidential campaign. Susan Swain, vice president, corporate communications, said roughly $500,000 will be allocated for coverage of the political conventions. Another $900,000 will go toward some capital equipment expenditures that will be moved forward a year, including the addition of a second Ku-band satellite truck.

C-SPAN has also allocated $600,000 for its first awareness campaign, which will be targeted to elected officials and cable operators. Gary Bryson, executive vice president, strategic planning and administration, ATC, and a C-SPAN board member, will head a committee that will determine the best way to spend that money. It is anticipated some of the money will be used for trade advertising, selective tune-in ads in major papers and seminars in which C-SPAN explains its service to cable operators. C-SPAN will also examine ways to increase penetration among smaller systems. Anticipated growth in system additions, said Swain, will pay for the '88-'89 budget increase.

Business briefs

The Financial News Network has added business news updates to its 24-hour program schedule. The two-minute business briefs will run hourly during FNN's *Score* (8 p.m. to midnight) and *TelShop* (midnight-6 a.m.) segments. The updates will include information from the Asian as well as London financial markets.

FNN also announced the signing of a number of major national advertisers, including Ford, Pentax cameras, Kodak, Kellogg, Combe Chemical, AT&T Computers, Doan's pills, Holiday Inn, Sheraton Hotels, Norelco, Remington, Paine Webber, Republic National Bank, UNISYS, NEC and JC Penney. FNN's *Score* service has added Budget Rent-A-Car, P&G/Pert shampoo, T. Rowe Price, General Mills, Gillette, NEC and Stroh's.

Overbuild application

The cable advisory board of Cherry Hill (N.J.) township is scheduled to take up the application of Tele-Communications Inc. to overbuild the existing New York Times cable operation in that locale at a public hearing on Wednesday, Dec. 16. It is also expected that Irving Kahn's application to build a fiber optic cable plant in the area will also be part of the discussion, although the board does not specifically have his application on the meeting's agenda.

The 35-channel NYT system is up for renewal in April 1988, and it has submitted its renewal application to the township, one of many jurisdictions in which the Times operates its system. The system was originally built by Kahn, who sold it to NYT in the early 1980's.

The board will eventually make a recommendation to the city council, which will decide on Kahn's (Choice Cable TV Co.), TCI's and NYT's renewal application. The state's public utilities board has the final say, however, on cable franchise matters, reviewing all local government decisions as well as serving as a judicial review body.

Cable First. The National Press Club's annual Edwin M. Hood award for diplomatic reporting has been won by CNN correspondent Stuart Loory, the first cable reporter to win the award. Loory took the honors for a series of 30 reports called *The Iron Curtain Rises*, about countries in Eastern Europe and the changes occuring there.

Time for ACEs

The National Academy of Cable Programing has set a Feb. 5 deadline for entries in the system ACE award competition. The awards cover 35 categories, 14 single program categories, 12 program series, seven for promotion and two for overall local achievement. Three promotion categories have been added this year, single spot, system support programs: single and systems support programs: series.

Australian anniversary

Arts & Entertainment will kick off a month-long look at Australia with a four-hour extravaganza on New Year's Day at 8 p.m. with tape-delayed coverage of that country's bicentennial. Helen Reddy and John Tesh will host A&E's coverage from New York, as the service's first satellite delivered program offering.

The Australian celebration will take place in a number of cities and showcase cultural events and Australian-born stars, including Peter Allen and Olivia Newton-John. The

Promoting goodwill. Turner Broadcasting System has established a 15-member cable affiliate advisory committee to promote the 1990 Goodwill Games. The committee plans industry meetings to coincide with the Western, national and Cable Television and Marketing conventions, and will concentrate its work on local ad sales, consumer tune-in, nonsubscriber acquisition and merchandising.

Pictured (l-r) at the committee's first organizational meeting at the Western Cable Show are Robert Wussler, TBS senior executive vice president; Terence McGuirk, Turner Cable Network sales president; Edwin Moses, track star; Mark Greenburg, vice president, marketing, Prime Cable; Gerard Maglio, executive vice president, marketing and programing, Daniels & Associates; Penny Taylor, general manager, Northwest Cable Interconnect; Allan Eisenberg, director of marketing sales, American Television & Communications; Connie Petit, vice president, Dimension Media Services (Times Mirror); Julia Sprunt, TCNS vice president, marketing; Bob Walsh, chairman Seattle Organizing Committee, and Don Ellis, TBS director of television production of the games.

Others on the committee, but not pictured, include Paul Bambei, vice president, marketing, Rifkin & Associates; Dan Cavallo, vice president, NewChannels Corp.; Ajit Dalvi, senior vice president, marketing and programing, Cox Cable; Vincent Dolan, president and general manager, Group W Cable; George Douglas, senior vice president, marketing and programing, American Cable Television; Glen Friedman, director of marketing, Manhattan Cable TV; Lowell Hussey, senior vice president, sales, marketing and programing, Warner Cable; Nimrod Kovacs, vice president, marketing, programing and communications, United Cable; Jerry Machovina, corporate director-advertising sales, TeleCable, and Charles Thurston, general manager, Continental Cable.

celebration will include taped congratulations from President Reagan, British Prime Minister Margaret Thatcher and other dignitaries. It will be capped with a Chinese fireworks display.

The special kicks off a month of Australian programing on A&E, which will include specials, movies and a biography of actor Errol Flynn. The four-hour special, *Australia Live! A Bicentennial Celebration*, will also be available free of charge to nonA&E affiliates.

Helping hearing impaired

American Television & Communications' Rochester, N.Y., system is offering free cable decoders to the area's hearing impaired who wish to receive cable service. Greater Rochester Cablevision is also serving as distributor of the TeleCaption II Adaptor, which it is selling to hearing impaired customers who are not cable customers for the company's cost of $150.

New Discovery

The Discovery Channel has unveiled a new on-air look, which includes a redesigned logo, original music tags and new interstitial elements between programs. The new logo features the word "Discovery" seen over a sunrise and was created by Digital Images, the graphic design arm of Century III Productions.

Opening statement

The Cable Television Administration & Marketing Society introduced its new president and chief operating officer at the Western Cable Show: Margaret Durborow, vice president of marketing and programing at United Cable in Los Angeles. Durborow said her initial challenge will be to make CTAM into "what the membership needs." The new title gives her broadened authority to work with the board, said Rod Thole, CTAM chairman. CTAM also announced that Ruth Otte, president of the Discovery Channel, had been elected to the board of directors.

Incentive sale

Netlink is knocking $5 off the price of its basic channel TVRO package for cable operators. If operators sign by Jan. 15, the basic channel package will cost them $20, instead of $25. The premium service commission Netlink is charging has also been reduced, from $20 to $8.

Business

Optimistic predictions for network TV in '88

Speakers at Paine Webber conference see advertising bouncing back next year after sluggish 1987

Network television will see a return to double digit growth in 1988 as a result of heavier-than-usual advertising spending spurred by the Olympics and presidential election year activities, according to forecasters at Paine Webber's annual Media Week seminar in New York Dec. 7-12..

That anticipated growth may make up for this year's weak three-network ad revenues, which speakers at the week-long seminar said were barely up this year.

David Poltrack, CBS TV's vice president of marketing, who last year at this time forecast a 3% three-network gain, said the 1987 three-network increase was just 1%-2% over 1986.

Robert J. Coen, senior vice president and director of forecasting for McCann-Erickson, said at the gathering his quarterly figures had the three-network ad revenues up 2.8% in the first quarter, up 3.4% in the second quarter, down 2.5% in the third quarter and up 10% in the fourth quarter of 1987.

But the picture should be brighter for 1988. According to Coen, one of the more highly regarded, consistently optimistic prognosticators, major national broadcast media as a whole will be up in 1988 by 9.7% to $20.825 billion, with the TV networks taking in between 10% and 12% more advertising revenue.

Also projecting an 11%-12% increase in TV network ad revenues for 1988 was CBS's Poltrack, who added that as much as 5%-6% of the increment is attributable to factors other than the quadrennial Olympic-presidential election cycle.

Advertising for cable and syndicated programs could register even greater gains than network TV, Coen believes, although spot TV and radio might not share in the "bonanza" to the same extent.

Total national and local advertising (including print and other media) will be up 9%, Coen predicted, with total national advertising up 9% and total local up 8.9%. Optimistic as well was Saatchi & Saatchi's Worldwide Media Director John Perriss, who said he could foresee no recession in ad expenditures for 1988.

Cable television is expecting a burst of ad expenditure growth in 1988, with its take growing by as much as 15%-20% next year, said Tele-Communications Inc.'s John Sie.

For television stations, speakers expect growth in local advertising income will likely outpace national spot dollars. Media General Broadcast Group President Robert Sutton referred to Television Bureau of Advertising predictions that place local growth at 16.1% in 1988, with spot up 12%.


Coen


Poltrack

Barter advertising is expected to grow more than 9% as well, Sutton added.

John McCrory, president of Times Mirror Broadcasting, said he expects at least a 7% increase in spot revenue for his stations, and possibly as much as 10%. But David Laventhol, president of Times Mirror Co., said 1987 had been a "dissapointing year" for the company's TV station group, which registered decreases in revenues and operating profits, and added that 1988 "does not look like a boom year, [although] there could be some improvement."

As for radio, Frank Osborn of Osborn Communications Corp. said he expected strong national radio growth by the second quarter of next year, based on what he said were correlations between national TV and national radio in which radio followed TV growth by about three months. Television's first quarter next year is riding an exceptionally strong network upfront market.

McCann-Erickson's Coen described the 1988 advertising environment as one of "mixed uncertainty," with packaged goods retailers not expected to loosen budgets soon and most national marketers continuing to budget tightly as well.

The increasing use of 15-second advertisements, which according to both Coen and Ray Simko, senior vice president of Ogilvy & Mather, now represent some 30% of TV ads, are also being used increasingly by advertisers to stretch static brand budgets.

National economic indicators have shifted downward as well since October's stock plunge, with real gross national product now projected at 1.9% for 1988, as opposed to

2.9% in September.

More positive factors in 1988, Coen said, would be the stimulus provided by new tax rates for corporate earnings that could bolster ad budgeting practices at many large package goods advertisers.

Advertising during the 1988 Olympics could add upwards of $500 million to the total TV ad pie, said Coen, while political advertising could bring $50 million-$60 million to the TV networks and $150 million-$200 million to the nonnetwork ad markets.

TV network profits could be further boosted next year by realization of the full impact of recent downsizing efforts, said Poltrack, who argued the medium could also move to even greater profitability by making a renewed effort to regain advertising and promotional dollars from its competition (see box, below).

Total national advertising (including direct mail and other forms) was projected at 7.4% growth, but came in up 6.6% to $60.605 billion. Total local advertising actually came in ahead of his 7.8% projected increase at 8.8%.

Local TV advertising expenditures in 1987 were up 6% to $6.9 billion, Coen's figures showed, with local radio up 6.5% to $5.515 billion, bringing the total local expenditures up 8.8% to $49.255 billion. Total national and local advertising was up 7.6% to $109.860 billion in 1987.

Syndication TV advertising showed the greatest growth in 1987, according to Coen, registering a 30% rise to $730 million. Cable was up 15% to $865 million, while spot TV, weakened by slowdowns in beer and airline advertising categories, was up 4% to $6.83 billion.

Network radio did not make out as well in Coen's tabulations; it was down 4% to $405 million. Spot radio was also off—2% to $1.320 billion.

One bright spot, according to both Coen and Saatchi's Perris, is advertising outside the U.S., where growth is now outpacing that in the states. In 1987, Coen said, ad expenditures were up 15% in the U.K., up 14% in Italy, up 30% in Spain. In West Germany, however, ad expenditures were up 8%, in Japan up 6%, in Australia up 5% and in Canada up 7%.

Worldwide ad growth has been at a double-digit pace for the last two years and will be again in 1988, said Coen, with non-U.S. totals up 12% next year to $103.7 billion, closer to U.S. totals, which he said will be up 9% next year, to $119.7 billion. □

Bullish on cable. The long-term effect of last October's stock market crash on the media business has yet to be determined, but for at least one cable TV representative speaking at last week's Paine Webber media seminar, the outlook had not dimmed.

William Elsner, senior vice president and chief financial officer of United Cable Television, a top 10 cable system operator, said despite the market crash, all the factors contributing to cable systems' increase in asset values are still in place, and cable stocks are even more desirable because of their relative cheapness with the market's decline.

"The stability of subscriber bases [and] the predictability of revenue those generate are not affected by the market," Elsner said, adding that with the era of major capital spending by cable drawing to a close, there is more money available both for acquisitions of systems and for acquisitions of programing for cable, all of which will serve to increase asset values.

"I remain bullish on the cable business," he added. "We're still in the golden age of cable TV. The stock prices may now be tarnished, but the business is real gold and will stay that way for some time to come."

Fighting network 'marketing myopia'. According to David Poltrack, vice president, marketing, CBS Television Network, 1988 will be a "pivotal" year for the networks in more ways than one. Advertising revenue should pick up as a result of the Olympics and national elections. But 1988 will—or should—also be a year in which the commercial broadcast networks re-think their marketing strategies, with an eye toward a larger share of available national advertising and promotion dollars. Up to the present, he said, all three networks have been guilty of "marketing myopia" that has focussed on increasing advertising revenues only at the expense of the other two direct competitors, without taking aim at other media, such as cable, syndication and print.

The network advertising pie now stands at $9 billion, but the pie "immediately increases" to $16 billion if cable and syndication are included. (Syndication is making serious inroads, he noted. For example, he said that *Return to the Titanic...Live* was sold on a cost-per-point basis that almost equalled what the networks get in prime time, even though the program contained twice the commercial load of a network program.) The total national advertising market is $60 billion, and the networks should target that, as well as the additional $100 billion-plus that makes up the national sales promotion market, said Poltrack.

"Is it not possible that network television could also be considered an effective promotional medium?" he asked. The medium would appear to make a perfect fit with so-called "event marketing," Poltrack said. "What makes an event an event? Or more precisely, what makes a big event, big? Television coverage, national television coverage, national network television coverage. It seems only natural that the networks could exploit this dependency on national network television coverage and establish themselves as a major promotional, as well as advertising, resource. To date, they have passively allowed others to feed off of the promotional potential they provide." It will only be through the deployment of a new, considerably more aggressive marketing strategy that aims at much more than just the current three-network market, said Poltrack, that will enable the big three to enter a new growth stage.

Metropolitan Broadcasting Corporation

has sold the assets of

WIP (AM)
Philadelphia, PA

to an affiliate of

Spectacor, Inc.

The undersigned acted as financial advisor to
Metropolitan Broadcasting Corporation in this transaction.

MORGAN STANLEY & CO.
Incorporated

December 8, 1987

NBC stays put for another 35 years

Network decides to stay at 30 Rock; city tax and financial incentives part of deal

NBC, which has been weighing a possible relocation of headquarters for the past two years, has decided to stay at Manhattan's Rockefeller Center for at least the next 35 years. The announcement came last week, the result of a package of tax and financial incentives put together by New York City, with some help from the state government. As part of the deal, NBC will spend $1.5 billion over the next 15 years to upgrade its base of operations at 30 Rockefeller Plaza. The financing package, which will give NBC tax breaks totalling at least $75 million, is believed to be the most generous incentive package New York has offered to keep a corporation from moving out of town.

NBC had seriously considered other options, according to network President Robert Wright, including several sites in New Jersey, as well the Television City project that has been proposed for the West Side of Manhattan by real estate magnate Donald Trump. Last month NBC said it would not participate in the Trump project, which had been denied sought-after tax abatements by the city earlier. That set off a feud between New York Mayor Edward Koch and Trump, whose Television City project may not get off the ground, for lack of a major network tenant.

At a press conference at New York's city hall last week, Wright said that although the city's financial package was attractive, it was more costly than the proposals to relocate to New Jersey, which could have saved the network "tens of millions of dollars" annually. But, said Wright, other factors tipped the scales in favor of staying put, including: "building from scratch" at an alternative site; the disruption and strain a move out of New York would have on the NBC programs produced there, including the NBC News programs, as well as *Saturday Night Live* and *Late Night with David Letterman.*

Wright also said that as many as 1,000 current NBC employes would be "displaced," if the network decided to move to New Jersey. Those staffers could have been replaced easily enough, said Wright, "but we'd rather continue with the existing staff." He said that there were "strong attachments" to 30 Rockefeller Plaza, where NBC has been for 54 years, on the part of many network employes.

Financially, the Television City project was not as attractive as the package put

Koch (l) and Wright

together by the city, which includes a minimum $300 million in bond financing NBC will receive from New York's Industrial Development Agency. NBC has committed to using at least $300 million and may take advantage of up to $800 million in bond financing from the city. Last week, a spokeswoman for Donald Trump said he had no official comment on NBC's deal with the city. However, he was quoted on one local television station as saying it was "preposterous," and that NBC tried to "take me to the cleaners," in earlier negotiations.

NBC's lease with the Rockefeller Group Inc. (RGI), which owns the RCA Building where the network is based, has been extended from 1997 to 2022 as a result of the new arrangement. The network also has the option to extend that lease for three 10-year periods beyond that. RGI, sources said, was key in making the deal work. As part of the bond financing package that NBC has committed to, the city said it needed title to that part of the RCA Building which NBC will renovate and occupy, which includes about 1.6 million square feet. RGI complied, and the city will own the facilities occupied by NBC for the 35-year period that the bonds remain outstanding.

According to Henry Kanensberg, the NBC vice president who engineered the deal with the city, the network will, over the course of the next year, develop its upgrade blueprint for 30 Rock, including an expansion of about 400,000 square feet. Of the $1.5 billion allocated for the project, about two-thirds of that would be used for new equipment, with the balance going toward reconstruction of the building.

The biggest tax savings for NBC will come in the form of a real estate tax abatement, valued at about $75 million, over the next 35 years. In addition, the network will be exempt from state and city sales taxes on the purchase of construction material and equipment relating to the renovation project. It's estimated that NBC's total tax savings could reach $100 million.

The first question on the minds of reporters attending the City Hall press conference last week was whether the city will negotiate similar packages with other companies, especially CBS and ABC (the latter has already initiated a major construction project on Manhattan's West side, without the generous tax incentives offered to NBC). Said Koch: "Every single deal has to be negotiated seprately." As for other companies, Koch said, "if you want to spend $1.5 billion in the city of New York, come on in, we'll make you a deal." □

Outlet management gets option to buy up to 74% of company

Deal, valued at over $84 million, would give 21 Outlet executives option of buying out Wesray and Mutual stock

Outlet Communications' management has reached a stock buyout agreement with majority shareholders, Wesray Capital Corp. and Mutual Benefit Life Insurance Co., allowing them to purchase up to 74% of the group broadcaster in a transaction valued at more than $84 million, or $22.50 per share.

According to Outlet's Felix Oziemblewski, vice president and chief financial officer, the agreement, effective Dec. 1, would give 21 Outlet corporate officers, station heads and other management the option to buy 1.875 million shares from Wesray and a similar number from Mutual Benefit before the end of June 1988.

If the management group, which already holds 16.8% of the company, does not make the full 3.75 million-share purchase, Wesray and Mutual Benefit, each now with 28.6% of the company, would have the option to buy the group out at the same $22.50-per-share price and then presumably would sell the company off, Oziemblewski added.

Outlet owns two NBC affiliated TV stations in Columbus, Ohio, and Providence-New Bedford, R.I., as well as FM stations in Los Angeles and Philadelphia and an AM and FM in Washington. Wesray recently sold its five-TV-station-group, Forward Communications, for $126.5 million to Adams Communications.

The $22.50-per-share price, well above the company's over-the-counter close at $7.25 last Tuesday after the agreement was publicized, was based on the company's breakup value, Oziemblewski said.

The management group is now in preliminary stages of considering financing for the buyout and expects to select an investment bank by the end of December, he said.

Outlet has also agreed to sell two independent UHF-TV stations held by Wesray-owned Atlin Communications, WATV-TV Atlanta and WXIN-TV Indianapolis, as part of a waiver of a bank loan violation. The two stations had registered a nine-month loss of more than $10 million.

Outlet's own recently reported third-quarter loss was $6.2 million, or 95 cents per share, with a nine-month loss of $17 million, or $2.64 per share. Third-quarter revenue was $14.9 million, with operating earnings of $2.7 million. Nine-month revenue was $45.3 million, with operating earnings at $7.6 million. Nine month broadcast cash flow was $14.7 million. □

Changing Hands

KNDO(TV) Yakima and its satellite, KNDU(TV) Richland, both Washington □ Sold by Columbia Empire Broadcasting Corp. to Farragut Communications Inc. for $13,250,000. Stations have been sold twice before, first to Beam Communications for $16,250,000 ("Changing Hands," Oct. 16, 1986), later to Adams Communications for $14 million ("Changing Hands,"July 20); both deals fell through. **Seller** is owned by Hugh E. Davis, who has no other broadcast interests. **Buyer**, through subsidiary, North Star Communications, owns KSTU-TV Salt Lake City. It is 90% owned by All State Insurance Co. and headed by Bill Lincoln and Katy Glakan. KNDO is NBC affiliate on channel 23 with 500 kw visual, 61 kw aural and antenna 960 feet above average terrain. KNDU is NBC affiliate on channel 25 with 163 kw visual, 16.3 kw aural and antenna 1,271 feet above average terrain. *Broker: Sandler Capital Management.*

WBGM-AM-FM Tallahassee, Fla.; WSBY(AM)-WQHQ-FM Salisbury-Ocean City, Md.; WGUS-AM-FM Atlanta and WWQQ-FM Wilmington, N.C. □ Sold by Woolfson Broadcasting Corp. to HVS Partners Inc. for $11,400,000. **Seller** is owned by Mark L. Woolfson, who has no other broadcast interests. **Buyer** is owned by Gisela B. Huberman, who also owns WLVW(FM) Salisbury, Md., and WMNX(FM) Tallahassee, Fla., both of which will be spun off. WBGM is daytimer on 1410 khz with 5 kw. WBGM-FM is on 98.9 mhz with 100 kw and antenna 365 feet above average terrain. WSBY is on 960 khz full time with 5 kw. WQHQ-FM is on 104.7 mhz with 3 kw and antenna 610 feet above average terrain. WGUS is daytimer on 1380 khz with 5 kw. WGUS-FM is on 102.3 mhz with 3 kw and antenna 265 feet above average terrain. WWQQ-FM is on 100.9 mhz with 2.1 kw and antenna 370 feet above average terrain. *Broker: Blackburn & Co.*

KDUB-TV Dubuque, Iowa □ Sold by Dubuque TV Ltd. Partnership to Sage Broadcasting Corp. for $4 million. **Seller** is headed by Thomas Bond, who has no other broadcast interests. **Buyer** is publicly owned, Stamford, Conn.-based group of nine AM's and eight FM's headed by Leonard Fassler and Gerald Poch. KDUB-TV is ABC affiliate on channel 40 with 646 kw visual, 64.6 kw aural and antenna 841.3 feet above average terrain. *Broker: Barry Sherman & Associates.*

KDAL-AM-FM Duluth, Minn. □ Sold by Duchossois Communications Co. to Shockley Communications Corp. for $2 million. **Seller** is Elmhurst, Ill.-based group of three AM's, five FM's and one TV owned by Richard L. Duchossois and Rolland Johnson. It recently bought WNAV(AM)-WHFS(FM) Annapolis, Md. ("Changing Hands," Oct. 12). **Buyer** is owned by Terry Shockley, who also owns WLIV(FM) Madison-Baraboo, Wis. KDAL is on 610 khz full time with 5 kw. KDAL-FM is on 95.7 mhz with 100 kw and antenna 803 feet above average terrain. *Broker: Blackburn & Co.*

WNOO-AM-FM Chatanooga □ Sold by Southern Star Systems, Inc. to Pye-Watts Communications, Inc. for $1.3 million. **Seller** is group of nine investors headed by Sam Cosley. It has no other broadcast interests. **Buyer** is owned by Lionel F. Pye and Gilbert H. Watts, Dalton, Ga.-based investors with no other broadcast interests. WNOO is on daytimer on 1260 khz with 5 kw. WNOO-FM is on 102.3 mhz with 3 kw and antenna 700 feet above average terrain.

WYNE(AM) Kimberly, Wis. □ Sold by Ned Hughes Broadcasting Inc. to Fox Valley Broadcasting Inc. for $934,500. **Seller** is principally owned by Ned Hughes and his wife, Diane, and Carter R. Dennis and his father, Carter W. Dennis. It has no other broadcast interests. **Buyer** is owned by Thomas L. Bookey and Dexter E. Card, who also own WROE(FM) Neenah and WRJQ(AM) Appleton, both Wisconsin. Card owns WRJN(AM)-WHKQ(FM) Racine, Wis. WYNE is on 1150 khz full time with 5 kw.

KGRC(FM) Hannibal, Mo. □ Sold by Great River Communications, Inc. to Portsmouth Broadcasting Corp. for $633,750. **Seller** is owned by Burt Schell and Francis Step, who have no other broadcast interests. **Buyer** is owned by Jack W. Whitley, C. Derek Parrish; Howard A. Doss, Truman E. Noe, Franklin A. Saliba, Richard C. Carroll and Donald F. Hodurski. It also owns WNXT-AM-FM Portsmouth, Ohio. KGRC is on 92.9 mhz with 100 kw and antenna 490 feet above average terrain.

KTVC(TV) Ensign, Kan. □ Sold by Sidney T. Warner, executor of estate of Leigh Warner, to NUCO TV Inc. for $621,080. **Seller** has no other broadcast interests. **Buyer** is subsidiary of Beach-Schmidt Group, Hays, Kan.-based group of six AM's, four FM's and three TV's, owned by Ross Beach and Robert E. Schmidt. KTVC is CBS affiliate in channel 6 with 100 kw visual, 10 kw aural and antenna 720 feet above average terrain.

KRKO(AM) Everett, Wash. □ Sold by First Pacific Broadcasting Inc. to SR Broadcasting Inc. for $600,000. **Seller** is principally owned by Norman Taft. It has no other broadcast interests. **Buyer** is principally owned by Arthur W. Skotdale, local investor with no other broadcast interests. KRKO is on 1380 khz full time with 5 kw.

WLBA(AM) Gainesville, Ga. □ Sold by WLBA Inc. to Radio Station WLBA Inc. for $500,000. **Seller** is owned by Linda K. Dotson, Jughn Dotson and Edith Chambers. It has no other broadcast interests. **Buyer** is owned by Bennie Hewett, Gainesville-based banker who has no other broadcast interests. WLBA is daytimer on 1130 khz with 10 kw.

WHRF(AM) Bel Air, Md. □ Sold by Bel Air Broadcasting Co. to Jeffrey Bair for $500,000. **Seller** is owned by James C. Swartz, who has no other broadcast interests. **Buyer** is Lexington, Ky.-based investor with no other broadcast interests. WHRF is daytimer on 1520 khz with 250 w.

For other proposed and approved sales see "For the Record," page 95.

Law & Regulation

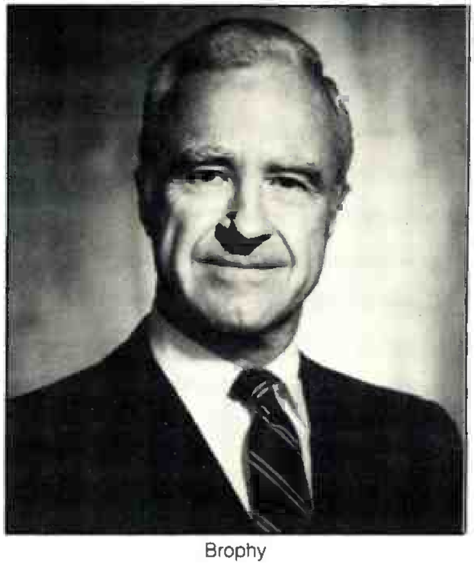
Gee, it's GTE's Brophy at Space WARC

But State's early announcement of choice rankles other agencies

Theodore F. Brophy, chairman and chief executive officer of GTE Corp., is expected to be named chairman of the U.S. delegation to the second session of the World Administrative Radio Conference on planning the use of the orbital arc, to be held in Geneva next summer. The process of selection has been less than elegant, and it is one that is roiling the easily roiled relationship among the State Department, the National Telecommunications and Information Administration and the FCC, the agencies that normally confer on such matters. A White House connection—Howard Baker—is said to have settled the matter.

The Dec. 4 announcement by State that Brophy "has agreed to head the delegation" caught NTIA's chief, Alfred Sikes, and FCC Chairman Dennis Patrick by surprise. They said a consensus had not been reached on the matter and that, in fact, another meeting on the subject was to be held on Dec. 11. It was not clear at midweek whether that meeting would be held. Sikes said it appeared that the Brophy selection was "a *fait accompli.*"

State's Diana Lady Dougan, who is U.S. coordinator and director of international communications and information policy, backed Brophy, while the FCC's Patrick favored Kalmann Schaefer, a consultant and former adviser on international matters at the FCC who had served in a senior capacity on a number of previous WARC delegations and was chairman of one to a regional conference in 1981. Sikes said he wanted to consider several individuals—including Brophy and Schaefer—in connection with four International Telecommunication Union-sponsored conferences being held over the next two years.


Brophy

The State Department is the lead agency in selecting chairmen of delegations. But it does not always prevail. A couple of years ago, Dougan had backed Wallace Johnson, former chief of the FCC's old Broadcast Bureau and now an engineering consultant, as head of the delegation to a regional administrative radio conference on use of 100 mhz of spectrum that had been assigned to the AM band. But it was James McKinney, then head of the commission's Mass Media Bureau, who was named. He had been then-FCC Chairman Mark Fowler's choice. Fowler had the necessary support in the White House, where the power ultimately lies. And Brophy has the support of the White House chief of staff, Baker, a personal friend.

So while Sikes and Patrick last week were saying the final decision would not be made until representatives of the three agencies met at least once more, neither was prepared to bet against Brophy as chairman of the delegation to the second session of the Space WARC. For its part, the State Department did not accept the view that anything more needed to be done, even as a formality. Tom Ramsey, Dougan's deputy, said: "This is a done deal, cleared by the White House." Brophy last week said Dougan had asked him if he would be interested in heading the delegation, and he had said he would. GTE is interested in the subject matter through its Spacenet, which provides a full range of satellite-based telecommunications services, and he is scheduled to retire from GTE in April. Brophy is 64 years old. "So it fits in with my personal schedule. If I could make a contribution, I'd like to." Brophy said he has known Baker since the White House chief of staff's days in Congress, where he served in both the House and Senate. Brophy has spent a considerable amount of time in Washington in company-related matters. Among other things, Brophy is co-chairman of the Business Roundtable, a group of some of the most prestigious business leaders in the country. As for the Baker connection, Brophy said he had "no idea of the internal decision-making process." And in discussing the delegation chairmanship with government officials, he said he had remarked that while he was interested in the job, "I was "not running for the job."

When the smoke finally clears, the White House will assign Brophy the personal rank of ambassador, which does not require Senate confirmation.

In its announcement regarding Brophy, the State Department quoted Dougan as highlighting his "outstanding accomplishments in the U.S. telecommunications industry and his extensive international experience." Brophy, a gradulate of Yale University and Harvard Law School, has been with GTE since 1958. He was elected president in 1972 and has been chairman and chief executive officer since 1976. He is director of a number of organizations, including Irving Trust and Procter & Gamble. And he runs a company that has operations in 33 countries and had combined revenues and sales of $15.1 billion in 1986.

The behind-the-scenes struggle over selection of the delegation head has slowed the process of naming and preparing a delegation. In the past several years, Dougan has taken pride in having a delegation chairman named a year before the start of the conference. The second session of the Space WARC, which will run about five weeks, will start on Aug. 29. A Dougan aide said work would now proceed on naming a delegation and that it would be done in two steps—a core group first, early next year, followed by the remainder of the group, which will probably include 45 members.

The first session, in the summer of 1985, was a rambunctious, disorderly affair that barely finished its work; indeed, some important details were left to be completed in the work between the sessions. But essentially, the delegates agreed to limit planning to the fixed satellite services, and to arcallotment planning within specific frequencies— the 6/4 ghz and 14/11-12 ghz bands. The selection of frequencies, however, was one of the contentious issues; the U.S. said it was reserving judgment on including the latter bands in the planning; it feels there is sufficient spectrum for planning without it.

The conference also agreed to establish improved procedures for multilateral meetings to accommodate countries' use of frequencies now set aside for satellite systems.

At the session next summer, the conference will implement the principles approved in 1985. It will also review and possibly revise existing procedures applying to other space-service communications—"routine maintenance," as one official put it, and resolve questions related to direct broadcast satellite service in Europe. The conference, for instance, will consider allocating the 23 ghz band for broadcast satellites. The band is seen as the future home of high definition television in Europe.

In sum, as several observers say, Space WARC 2 is a critically important event on the ITU calendar. Dougan says the conference is vital to U.S. goals of providing the expanded growth of satellite technology to accommodate new services as well as to meet ongoing requirements of individiual countries.

In a related development last week, Dougan announced the appointment of Warren G. Richards as executive director for the delegation. Richards, a career civil servant, is a deputy director of the Office of International Radio Communications in the Bureau of International Communications and Information Policy. He had more than 20 years of experience in broadcast engineering at the Voice of America before joining the State Department in 1984, and he has served on or led delegations to a number of meetings of the International Radio Consultative Committee. □

INTV and cities ask FCC to redefine 'effective competition' standard

Groups want tighter guidelines that would allow fewer cable systems to escape local rate regulation

The National League of Cities, joined by the Association of Independent Television Stations, urged the FCC to tighten up its three-signal "effective competition" rule that allows most cable systems to escape local cable regulation. The organizations said the FCC should perform a sweeping review of what constitutes effective competition ("In brief," Dec. 7).

"It has become abundantly clear that the mere theoretical availability of three over-the-air broadcast services in a cabled community does not pose effective competition to an exclusive franchise cable system, which may typically offer 30 or more channels of basic service," INTV said.

The effective competition standard, adopted by the FCC in 1985 in accordance with the Cable Communications Policy Act of 1984, states that a cable system is exempt from local rate regulation if three television signals placing a Grade B contour are available over any part of the cable community, or the TV signals are significantly viewed in the county in which the system is located.

The standard was promptly challenged by the American Civil Liberties Union and a group of municipalities in the U.S. Court of Appeals in Washington. The court upheld the three-signal standard but questioned the FCC's use of the Grade B contour over "any portion" of the community in determining availability of the standard as opposed to a "more refined geographical standard." It suggested a percentage coverage of the community as an alternative.

In its comments, the NLC argued that three signals did not constitute effective competition. It said the FCC should redefine "effective competition" as at least five signals, including three network affiliates, an independent and a noncommercial station, or as a viable wireless cable system. It also said that municipalities should be able to regulate rates if cable penetration exceeds 70%.

The NLC said there have been several developments since the establishment of the three-signal standard that had changed "marketplace realities" and warranted a change in the standard: the implementation of excessive rate increases, increased debt ratio (reflected in the price of cable systems), the impact of concentration of ownership and vertical integration on program distribution and availability, the commission's new must-carry rules, and the expanded definition of basic service ordered by the court."

INTV supported the NLC plan, saying "a searching revisitation of the 'effective competition' standard was necessary.'"While acknowledging that the current FCC rulemaking proposed only minor revisions to the signal availability criteria, it argued that reconsideration of the current standard is warranted.

INTV questioned whether a cable system can now be said to face effective competition when "1) a cable system faces no intramodal competition; 2) the cable system enjoys an unlimited, government-guaranteed right to retransmit the programing of local stations without any compensation...; 3) the cable system can, with impunity, shift the channel placements of local stations..., and 4) the cable system in many circumstances can deny carriage to or charge for carriage of a station that supposedly constitutes its local 'competition.' "

MPAA fell in line with the agruments of INTV and the NLC. It said that while the court had not found the commission's use of the three-signal rule to be "arbitrary or capricious," it pointed out that the FCC has conceded that the standard was not "an exercise in 'scientific precision.' "

"Cable's efforts to propagate... [the view that cable is already subject to competition] must be thwarted, lest the commission...be misled," MPAA said. "The commission should do everything possible to foster the emergence of multichannel competitors to cable, including DBS, MMDS and other media," it said. It recommended limits on the concentration of cable ownership and changes in cable compulsory licenses and syndicated exclusivity because cable had the power to act anticompetitively.

Comments from cable groups dealt more specifically with the definition of signal availability.

The National Cable Television Association and The Community Antenna Television Association questioned the need for any change in the rules. NCTA said the commission did not adequately explain to the court that "the Grade B contours do not define the outer limits of a signal's viewability.... A watchable signal is probably available to at least a substantial portion of the community."

But if the rules are to be changed, the NCTA said, the FCC proposal that signals be deemed available if they cover 75% of the community is "more than sufficient." In determining coverage of signals, it said, the FCC should allow actual field strength measurements, agreeing with the FCC that it "presents too great a risk of inaccuracy and reliability in exchange for a reduction of costs."

NCTA also said the FCC should reject any use of cable system penetration as an indicator of signal availability, citing the FCC's finding that penetration was a "poor and unreliable" indicator of signal availability. It recommended the use of a "significantly viewed" survey as an indicator of signal availability.

The FCC's current rules represent "a reasonable, easily understood and convenient approach," CATA said, and "the existing rules could easily be supported by a fuller explanation of their basis and purpose." It "strongly disagreed with the commission's proposal to change the degree of signal coverage."

It is incumbent on the FCC to explain the current Grade B contour test rather than "accept the misinterpretations of the court," it said. CATA suggested that a survey of significant viewing could resolve any disputes that arise from the application of the Grade B test. Indeed, the significant viewing test could supplant the Grade B test, it said, except in communities whose cable penetration is so high the "remaining noncable sample would be too small and biased to reflect actual television viewing habits." □

Court kills late claim for settling TV grant challenge

A panel of the U.S. Court of Appeals in Washington has dismissed the appeal of two parties to an assignment of a television construction permit who had challenged the FCC's refusal to approve the sales agreement unconditionally. Since the parties had not followed the commission's procedures for challenging a conditional grant, the court said, it lacked jurisdiction to consider the matter.

Under the agreement, Central Television Inc., which had a construction permit for channel 22 in Hattiesburg, Miss., agreed to dismiss its appeal of an FCC grant to Broadcasters of Mississippi of a permit for a station on channel 18 in nearby Laurel—and to transfer to Broadcasters the Hattiesburg permit. Under the agreement, Broadcasters was to pay Central $25,000 in direct payment and $475,000 in fees for four years of consulting service.

The commission approved the transfer, subject to the condition that the compensation paid Central not exceed the amount expended on the permit or operational costs to date—or $100,000. The commission said its rules limit payment for sale of a construction permit for an unbuilt station to the amount "legitimately and prudently expended" in connection with it. Since the commission had held that the agreement made the payments "an unavoidable part" of the transaction, Central said, it could not collect a major share of the consultancy fees.

But Central failed to challenge the condition—and seek a hearing—within 30 days, as provided by commission rules that the panel said the court had applied in the past as a "valid exhaustion of administrative remedies rule." Instead, the sale was consummated in September 1986, with Central receiving $100,000 in compensation. "Having secured this benefit, authorized by an FCC ruling that clearly conditioned the transfer on Central's accepting no additional compensation, Central now asserts its right to additional compensation," the panel said. "We find this position untenable."

The opinion was written by Chief Judge Patricia Wald. Judges Abner Mikva and Harry Edwards joined in it. □

For the Record

As compiled by BROADCASTING, Dec. 2 through Dec. 9 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

■ KJTM(TV) Pine Bluff, AR (ch. 38; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 2,008 ft.)—Seeks assignment of license from TVX Broadcast Group to Don H. Barden for $6 million, plus other considerations. Seller is publicly owned, Virginia Beach, VA-based group of 12 TV's headed by Gene Loving and Tim McDonald. Buyer is Detroit-based cable operator with systems in and around Detroit. Filed Nov. 25.

■ KLYD(FM) Shafter, CA (BALH871123HX; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Community Service Broadcasters, Inc. to Clayton Communications, Inc. for $975,000. Seller is owned by Alex Klein, who will retain co-located KLYD(AM), his only other property. Buyer is owned by Rick Dames and Steven Bunyard. Dames is former general manager of WHN(AM) New York (now WFAN(AM)). Bunyard owns Clayton-Webster Corp., St. Louis-based syndicated radio supplier. Bunyard also has interest in WJSC-AM-FM Magee, Miss. Filed Nov. 23.

■ WSIR(AM) Winter Haven, Fla. (BAL871125EA; 1490 khz; 1 kw-U)—Seeks assignment of license from WHF Associates Ltd. to Quid Me Broadcasting of Florida, Inc. for $250,000. Seller is headed by Roger Zinszer. It has no other broadcast interests. Buyer is owned by Chester Musialowski, who also owns WECK(AM) Cheektowaga, NY. Filed Nov. 24.

■ WLBA(AM) Gainesville, GA (BAL871127EB; 1130 khz; 10 kw-D)—Seeks assignment of license from WLBA Inc. to Radio Station WLBA Inc. for $500,000. Seller is owned by Linda K. Dotson, Jughn Dotson and Edith Chambers. Buyer is owned by Bennie Hewett, Gainesville-based banker who has no other broadcast interests. Filed Nov. 27.

■ KTVC(TV) Ensign, KS (ch. 6; ERP vis. 100 kw, aur. 10 kw; HAAT: 720 ft.)—Seeks assignment of license from Sidney T. Warner, Executor of the Estate of Leigh Warner to NUCO TV, Inc. for $621,080. Seller has no other broadcast interests. Buyer is subsidiary of Beach-Schmidt Group, Hays, KS-based group of six AM's, four FM's and three TV's. Filed Nov. 25.

■ KCWV(AM) Leavenworth, and KCWV-FM Fairway, both Kansas (AM: BAL871124EF; 1410 khz; 5 kw-D; 500 w-N; FM: 98.9 mhz; 100 kw; HAAT: 990 ft.)—Seeks assignment of license from 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. Tax certificate with value estimated to be $1.9 million is involved. Filed Nov. 24.

■ KLFY(TV) Lafayette, LA (ch. 10; ERP vis. 302 kw, aur. 44.7 kw; HAAT: 1,748 ft.)—Seeks assignment of license from Texoma Broadcasters Inc. to Young Broadcasting for $51 million. Seller is principally owned by M.N. Bostick, who is also principal in KWTX Broadcasting, Waco, Tex., which has interest in two AM's, one FM and four TV's. Buyer is subsidiary of Adam Young Inc., New York-based station representative. Subsidiary is owned by Adam Young and his son, Vincent. It also owns WLNS-TV Lansing, Mich., and WKBT(TV) La Crosse, Wis. Filed Nov. 25.

■ WHRF(AM) Bel Air, MD (BAL871125ED; 1520 khz; 250 w-D)—Seeks assignment of license from Bel Air Broadcasting Company, Inc. to Jeffrey Bair for $500,000. Seller is owned by James C. Swartz, who has no other broadcast interests. Buyer is Lexington, KY-based investor with no other broadcast interests. Filed Nov. 25.

■ KGRC(FM) Hannibal, MO (BALH871125GG; 92.9 mhz; 100 kw; HAAT: 490 ft.)—Seeks assignment of license from Great River Communications, Inc. to Portsmouth Broadcasting Corp. for $633,750. Seller is owned by Burt Schell and Francis Step, who have no other broadcast interests. Buyer is owned by Jack W. Whitley; C. Derek Parrish; Howard A. Doss; Truman E. Noe; Franklin A. Saliba, Richard C. Carroll and Donald F. Hodurski. It also owns WNXT-AM-FM Portsmouth, OH. Filed Nov. 25.

■ KIKC-AM-FM Forsyth, MT (BAL871123EB; 1250 khz; 5 kw-D; FM: BALH871123EC 101.3 mhz; 100 kw; HAAT: 1,025 ft.)—Seeks assignment of license from Gold Won Radio Corp. to NEPSK, Inc. for $252,500. Seller is headed by Clark Fletcher. It has no other broadcast interests. Buyer is owned by Thomas P. Shelburne, Peter P. Kozloski and Norman W. Johnson. It also owns WAGM-TV Presque Isle, ME. Filed Nov. 23.

■ WBUG(AM) Hughesville, PA (BAL871123EF; 1190 khz; 1 kw-D)—Seeks assignment of license from Muncy Broadcasting Inc. to Pro Marketing, Inc. for $60,000. Seller is owned by John A. Kennedy, who has no other broadcast interests. Buyer is owned by Victor A. Michael and Joseph J. Kalie, who also own WHTO(FM) Muncy, PA. Filed Nov. 23.

■ WNOO-AM-FM Chatanooga, TN (BALH871125GF; 102.3 mhz; 3 kw; 700 ft.)—Seeks assignment of license from Southern Star Systems, Inc. to Pye-Watts Communications, Inc. for $1.3 million. Seller is owned by Buyer is owned by Lionel F. Pye and Gilbert H. Watts, Dalton, Ga. investors with no other broadcast interests. Filed Nov. 25.

■ KRKO(AM) Everett, WA (BAL871125EC; 1380 khz; 5 kw-U)—Seeks assignment of license from First Pacific Broadcasting, Inc. to SR Broadcasting Inc. for $600,000. Seller is principally owned by Norman Taft. It has no other broadcast interests. Buyer is principally owned by Arthur W. Skotdale, local investor with no other broadcast interests. Filed Nov. 25.

■ WYNE(AM) Kimberly, WI (BAL871124EE; 1150 khz; 5 kw-U)—Seeks assignment of license from Ned Hughes Broadcasting Inc. to Fox Valley Broadcasting Inc. for $934,500. Seller is principally owned by Ned Hughes, his wife, Diane, Carter R. Dennis and his father, Carter W. Dennis. It has no other broadcast interests. Buyer is owned by Thomas L. Bookey and Dexter E. Card, who also own WROE(FM) Neenah, WI, and WRJQ(AM) Appleton, WI. Card owns WRJN(AM)-WHKQ(FM) Racine, WI. Filed Nov. 24.

New Stations

Applications

FM's

■ Alachua, FL (BPH871124MV)—Lynn and James Rivers seek 92.5 mhz; 3 kw; HAAT: 100 m. Address: 1203 Euclid Ave., Waycross, GA 31501. Principals have no other broadcast interests. Filed Nov. 24.

■ Beverly Hills, FL (BPH871119MI)—Jim Johnson seeks 97.1 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 1000, Bushnell, FL 33513. Principal has no other broadcast interests. Filed Nov. 19.

■ Beverly Hills, FL (BPH871119MI)—PEPCAP Ltd. Partnership seeks 97.1 mhz; 3 kw; HAAT: 100 m. Address: 2350 SE Country Club Lane, Stuart, FL 34996. Principal is owned by Byron McCartney and J.D. Lewis, who have no ther broadcast interests. Filed Nov. 19.

■ Chipley, FL (BPED871124NB)—Chipley Educational Radio Inc. seeks 90.1 mhz; 100 w; HAAT: 30 m. Address: P.O. Box 1, Chipley, FL 32428. Troy L. Walsingham, John Crutchfield and Aaron Brogdon, who have no other broadcast interests. Filed Nov. 24.

■ Lyons, GA (BPH871124MU)—WBBT Inc. seeks 92.5 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 392, Lyons, GA 30436. Principal is owned by James A. Johnson, who also owns WBBT(AM) Lyons, GA. Filed Nov. 24.

■ Jeffersonville, GA (BPH871125MB)—Twiggs County Broadcasting Inc. seeks 97.5 mhz; 3 kw; HAAT: 100 m. Address: 5 Cordes St., Charleston, SC 29401. Principal is principally owned by Charles A. Barton. It also owns WQBZ(FM) Fort Valley, GA. Barton also has interest in WSSC(AM) Sumter, SC. Filed Nov. 25.

■ Topeka, KS (BPH871124MW)—Spacecom Inc. seeks 92.5 mhz; 3 kw; HAAT: 100 m. Address: 444 Pine St., St. Paul, MN 55101. Principal is headed by Donald McNeely, chairman. It also owns KOSO(FM) Patterson and KKNU(FM) Fresno, both CA. Filed Nov. 24.

■ Alexandria, LA (BPH871127MA)—IBC Broadcasting seeks 93.9 mhz; 3 kw; HAAT: 100 m. Address: 525 Lakeshore Dr., Monroe, LA 71203. Principal has no other broadcast interests. Filed Nov. 27.

■ Richmond, MO (BPH871124MZ)—Laura Hendee seeks 92.5 mhz; 3 kw; HAAT: 100 m. Address: Rt. 1, Box 29, Cameron, MO 64429. Prinicpal has no other broadcast interests. Filed Nov. 24.

■ Heavener, OK (BPH871124NA)—Leroy Billy seeks 92.5 mhz; 790 w; HAAT: 195 m. Address: Rt. 2, Box 147-A, Poteau, OK 74953. Principal has no other broadcast interests. Filed Nov. 24.

■ Locust Grove, OK (BPH871124MK)—Michael P. Stephens seeks 100.7 mhz; 3 kw; HAAT: 100 m. Address: Rt. 5, Box 227, Sapulpa, OK 74066. Principal also owns KXOJ-AM-FM Sapulpa, OK. Filed Nov. 24.

■ Portage, PA (BPH871124MA)—Margaret V. Hons and John Petro seek 105.7 mhz; 3 kw; HAAT: 20 m. Address: 100 Poplar St., Portage, PA 15946. Principals have no other broadcast interests. Filed Nov. 24.

■ Abilene, TX (BPH871124MJ)—CVC Broadcasting Corp. seeks 92.5 mhz; 16.72 kw; HAAT: 262 m. Address: 1725 Avenue D, #2, Abilene, TX 79601. Principal is owned by David J. Cunningham, who has no other broadcast interests. Filed Nov. 4.

■ Abilene, TX (BPH871124MJ)—Spectrum Engineering Co. seeks 92.5 mhz; 34.1 kw; HAAT: 180 m. Address: 866 North Wilcrest, Houston, TX 77079. Principal is owned by William E. Cordell, who has no other broadcast interests. Filed Nov. 4.

■ Elgin, TX (BPH871124MX)—Austin Broadcasting Co. seeks 92.5 mhz; 3 kw; HAAT: 100 m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed Nov. 24.

■ Navasota, TX (BPH871124MT)—Whitten Broadcasting Co. seeks 92.5 mhz; 3 kw; HAAT: 80 m. Address: 116 Railroad St., P.O. Box 751, Navasota, TX 77868. Principal is owned by Robert H. Whitten, who has no other broadcast interests. Filed Nov. 24.

■ Danville, WV (BPH871124MY)—Boone Communications CO. seeks 92.5 mhz; 3 kw; HAAT: 100 m. Address: General Delivery, Danville, WV 25053. Principal is owned by Richard C. Callaway and Francis L. Blake, who also have interest in WXIT(AM) Charleston, WWBB(AM) Madison, and WVCM(AM) Miami, all WV. Filed Nov. 24.

TV

■ Aguada, P.R. (BPCT871125)—Channel 50 Television seeks ch. 50; 2,000 kw; HAAT: 342 m. Address: P.O. Box 846, Aguada, FM 00602. Principal is owned by Aurio Matos, who has no other broadcast interests. Filed Nov. 25.

Actions

AM's

■ Bethel, NC (870601AD)—Returned app. of Bethel Radio for 660 khz. Address: 751 Rockville Pike, Ste. 4b, Rockville, MD 20852. Principal is owned by Peter V. Gureckis, who also owns WBZE(AM) Indian Head, MD and WDER(AM) Derry, NH. Action Dec. 3.

■ Kitty Hawk, NC (870601AB)—Returned app. of Kitty Hawk Radio for 670 khz. Address: 310 Academy St., Salem, VA 24153. Principal is owned by David H. Moran, who also owns WKBA(AM) Vinton, VA. Action Dec. 3.

■ Patillas, PR (870608AG)—Returned app. of Community Broadacsting Inc. for 610 khz. Address: P.O. Box 902, Arroyo, PR 00615. Principal is owned by Enrique Garcia, who has no other broadcast interests. Filed Dec. 3.

FM's

■ Cusetta, GA (870601AF)—Returned app. of Kenny D. Hopkins for 700 mhz. Address: 352 Hamilton Station, Columbus, GA 31909. Principal has no other broadcast interests. Action Dec. 3.

■ Virginia Beach, VA (BPED831103AE)—Granted app. of Virginia Beach Educational Broadcasting Foundation seeks 88.5 mhz; 300 w; HAAT: 30 m. Address: 3177 Virginia Beach Blvd., Virginia Beach, VA 23452. Principal has no other broadcast interests. Action Nov. 30.

■ Clinton, MO (BPH850617MI)—Granted app. of B & F Broadcasting Inc. for 96.1 mhz; 100 kw; HAAT: 301 m. Address: 504 East Allen, Clinton, MO 64735. Principal is owned by Nicole Blank and three others, who has no other broadcast interests. Action Dec. 2.

■ Utica, NY (BPED860728MA)—Granted app. of State University Of New York for 91.9 mhz; 212 w; HAAT: minus 25 m. Address: State University Plaza, Albany, NY 12246. Principal is state educational institution with no other broadcast interests. Action Dec. 1.

TV's

Cordele, GA (BPCT871028KE)—Returned app. of Sunbelt-South Tele Communications, Ltd. seeks Ch. 55; 100 kw; HAAT: 125 m. Address: P.O. Box 917, Cordele, GA 31015. Principal is owned by William B. Goodson, and Phillip A. Streetman, who have no other broadcast interests. Action Nov. 24.

■ Fort Worth, TX (BPCT850108KN)—Granted app. of Texas Spanish Broadcasters for ch. 52; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,221 m. Address: 11783 Sunset Blvd., #26, Los Angeles, CA 90049. Principal is headed by RONALD ULLOA. It has no other broadcast interests. Action Feb. 5.

Facilities Changes

Applications

AM's

■ CA, McFarland, KXEM, 1590 khz—871130-Application for CP to change city of license to Bakersfield, CA; change freq to: 750 khz; change hrs of oper to unltd by adding night service with 1 kw; increase day pwr to 1 kw; change TL to: 2.82 km E of Bakersfield County Club on N side of CA Hwy 178, Bakersfield, CA & make changes in antenna system. 35 23 55N 118 54 00W

■ FL, Bushnell, WKFL, 1170 khz—871124-Mod of CP to change TL to: 2.8 km NW of the intersection of State Rte 48 & Interstate Rte 75 near Bushnell, FL 28 41 06N 82 09 52W

■ NY, Penn Yan, WQKA, 850 khz—871127-Application for CP to increase power to 1 kw.

FM

■ TX, Lake Jackson, KZFX, 107.5 mhz—871120-Mod of CP (BPPH851017IA) to change ERP: 94.5 kw H&V; change HAAT: 601 m H&V.

Actions

AM's

■ AL, Huntsville, WFIX, 1450 khz—871202-Application (BP871019AI) granted for CP to change TL to: 2310 Bell Ave NW, Huntsville, AL. 34 43 30N 86 36 15W

■ CA, Carmel Valley, KJCC, 540 khz—871202-Application (BMP870327AH) granted for Mod of CP to change hrs of oper to unl by adding night service with 500W; incr day pwr to 1 kw and make changes in ant sys.

■ CA, Santa Maria, KTAP, 1600 khz—871130-Application (BP871019AG) granted for CP to change TL: 1.8 km 358 degree True from intersection of Blosser & Donovan Rds, Santa Maria, CA; also reduce daytime power to 0.47 kw. 34 58 48N 120 27 12W

■ MN, Virginia, WHLB, 1400 khz—871130-Application (BP871102AE) granted for CP to make changes in ant sys; change TL to: S of Bourgin Rd. 1 km E of US Rte 53, Virginia, MN 47 30 09N 92 33 44W

■ NY, New York, WNYM, 1330 khz—871130-Application (BP870714AE) granted for CP to make changes in antenna system (including incr in hght of twr) & change TL to: 110 Commerce Way, Hackensack, NJ. 40 54 39N 74 01 42W

■ NY, Springville, WSPQ, 1330 khz—871130-Application (BP870923AD) granted for CP to change daytime pattern.

■ NC, Wake Forest, WNOC, 720 khz—871130-Application (BMP870528AC) returned for Pet for Reconsideration (nunc pro tunc) Mod of CP to change city of license to Apex, NC; change TL: Hwy 55, near Apex, NC & change from directional to non-directional antenna. 35 42 04N 78 48 05W

■ PR, Camuy, WCHQ, 1360 khz—871130-Application (BP870707AB) granted for CP to change daytime directional pattern.

■ TX, Helotes, KXAM, 1440 khz—871130-Application (BMP870828AG) granted for CP to augment standard pattern.

■ WV, Milton, WNST, 1600 khz—871130-Application (BP870805AD) granted for CP to make changes in antenna system (incl incr in hght of twr).

FM's

■ CA, Los Altos, KLZE, 97.7 mhz—871119-Application for CP to make changes. TL: Rural, 3.7 km SW of Monta Vista, on hill above cement plant; change ERP: 1.65 k m H&V; change HAAT: 132 m H&V. 37 18 27N 122 05 36 (for auxiliary purposes only)

■ FL, Key Largo, WVBH, 103.9 mhz—871120-Mod of CP to make changes. TL: MM 99.6 US Rte 1, Key Largo, Monroe County, FL; change ERP: 3 kw H&V; change HAAT: 57 m H&V 25 05 29N 80 26 37W

■ IN, Martinsville, WCBK-FM, 102.3 mhz—871130-Application (BPH870701MZ) granted for CP to make changes: change HAAT: 170 m H&V; change ERP: 1.05 kw H&V; change TL: Approximately 9.7 km (6MI) SW of Martinsville, IN on Hwy 37, then approximately 0.6 km (0.4MI) E; west side of Main Forest Rd, Martinsville, IN.

■ KS, Arkansas City, KWKL, 106.5 mhz—871130-Application (BMPH870226IB) granted for Mod of CP (BPH860606IB) to change HAAT: 389.7 m H&V.

■ LA, Shreveport, kwKH-FM, 94.5 mhz—871119-Mod of CP (BPH850925IC) to change HAAT: 333.52 m H&V.

■ MI, Zeeland, WJQK, 99.3 mhz—871130-Application (BPH870326IB) granted for CP to change ERP: 2.5 kw H&V.

■ MO, Joplin, KKUZ, 102.5 mhz—871201-Application (BPH870224IS) granted for CP to change TL: 2MI E & 2MI S of town, Mindenmines, MO; change HAAT: 303 m H&V; & make changes in antenna system. 37 27 02N 94 33 26W

■ MO, Kirksville, KRXL, 94.5 mhz—871130-Application (BMPH870209IB) granted for Mod of CP to change TL: 5.5MI N of Knox City on SR V, near Knox City, MO; change HAAT: 299 m H&V & make changes in antenna system. 40 13 32N 92 00 54W

■ MO, Liberty, KLTY, 106.5 mhz—871119-Application for CP to change TL: Wallace Ave., S of 27th St., Kansas City, MO. 39 04 23N 94 29 06W

■ NY, New York, WNSR, 105.1 mhz—871201-Application (BMPH870326IE) granted for Mod of CP (BPH851230II) to make changes. ERP: 4.19 kw H&V; change HAAT: 383 m H&V (for auxiliary purposes only).

■ NC, Morganton, WQXX, 92.1 mhz—871201-Application (BPH870323IB) granted for CP to change HAAT: 327 FT. H&V.

■ SC, Hampton, WBHC-FM, 103.1 mhz—871201-Application (BPH870323IA) granted for CP to change HAAT: 100 m H&V.

■ SC, Hilton Head Island, WIJY, 105.5 mhz—871203-Application (BMPH870616IA) granted for Mod of CP to make changes. TL: 1.25MI SW of Buckingham Landing, SC; change ERP: 2.52 kw H&V; change HAAT: 109 m H&V. 32 13 17N 80 49 05W

■ TN, Dayton, WTCX, 104.9 mhz—871127-Application for CP to change TL: Bean Ridge, 0.5 km, SW of Blackoak Ridge Rd, 2 km SE of Graysville, Rhea Co., TN; change ERP: 1.9 kw H&V; HAAT: 150 m H&V & make changes in ant sys. 35 26 12N 85 03 57W

■ TX, Robstown, KROB-FM, 99.9 mhz—871130-Application (BP870326IC) granted for CP to make changes TL: about 1/2MI W of South Violet Rd, near Corpus Christi, 3MI S of Violet, TX; change HAAT: 953.5 ft. H&V 27 44 28N 97 36 08W

■ VT, Brattleboro, WKVT-FM, 92.7 mhz—871119-Application for CP to make changes. TL: 0.35 km SW of intersection of Sunset Lake Rd & Hescock Rd, Windham Co, VT; change ERP: 0.85 kw H&V; change HAAT: 186 m H&V. 42 53 45N 72 39 49W

TV's

■ IN, Kokomo, WTTK, ch. 29—871130-Application (BMPCT871009KF) granted for Mod of CP to change ANT: Dielectric Communications TFU-25JDA "PEANUT"; TL:

0.37MI NE of intersection of SR 213 with Township Rd North 200. 40 20 20N 85 57 15W

■ KS, Ensign, KTVC, ch. 6—871130-Application (BPCT871014KF) granted for CP to change the offet to PLUS.

■ MN, Brainerd, KAWB, ch. 22—871130-Application (BMPET871014KE) granted for Mod of CP to change the ERP-VIS: 212 kw; HAAT: 227.1M, 745 ft.

■ NY, Jamestown, WNOD, ch. 26—871124-Application (BMPCT870504KE) granted for Mod of CP to change ERP-VIS: 715 kw; HAAT: 182M; ANT: Bogner DUI-18A

■ NC, Charlotte, WPCQ-TV, ch. 36—871124-Application (BPCT870514KK) granted for CP to make changes in license facility: ERP-VIS: 5000 kw; HAAT: 589 M; ANT: SWR TM-28-2.

■ TX, Irving, KLTJ, ch. 49—871130-Application (BMPCT870921KK) granted for Mod of CP (BPCT840710KK) to change ERP-VIS: 5000 kw/Horizontal Pol; 1081 kw/Vertical Pol; HAAT: 311M; ANT: SWR, Inc TM-30DA; TL: 0.8 km S of Oak Island, Chambers Co, TX. 29 38 47N 94 40 33W

■ TX, Waco, KWKT, ch. 44—871123-Mod of CP to change ERP-VIS: 4207 kw; HAAT: 552 meters; ANT: Bogner BUI 32N(DA); TL: 1.5MI NE of Moody, McLennan Co, TX 31 18 52N 97 19 37W

Allocations

■ Cambria, CA—Substituted Channel 235B1 (94.9 MHz) for Channel 232A (94.3 MHz); modified license of KOTR(FM), to specify operation on the new channel (MM Docket 87-117, November 23) [DA 87-1731];

■ Morro Bay, CA—Effective January 19, allocated FM Channel 259A (99.7 MHz) to Morro Bay. Filing window opens January 20, closes February 19. (MM Docket 87-204 by R&O [DA 87-1721] adopted November 6 by the Chief, Allocations Branch, Mass Media Bureau)

■ Kenansville, FL—Concluded Kenansville does not qualify as a community for allotment of UHF TV Channel 31. (MM Docket 86-388 by R&O [DA 871722] adopted November 12 by the Chief, Allocations Branch)

■ Golconda and Metropolis, IL, Reidland, KY—Allotted Channel 286A (105.1 MHz) to Golconda; allotted Channel 288A (105.5 MHz) to Metropolis; allotted Channel 294A (106.7 MHz) to Reidland; filing window for Golconda and Metropolis is Jan 25-Feb. 24; window for Reidland will be announced later (MM Docket 86-306, November 20) [DA 87-1735];

■ Hugo, OK—Substituted Channel 238C2 (95.5 MHz) for Channel 237A (95.3 MHz); conditionally modified license of KITX-FM, Hugo, to specify operation on the new channel (MM Docket 87-219, November 23) [DA 87-1737].

■ Midland and Alpena, MI—Substituted Channel 227C2 (93.3 MHz) for Channel 228A (93.5 MHz) at Midland; modified license of WKQZ(FM) to specify operation on the new channel; substituted Channel 257C2 (99.3 MHz) for Channel 228A at Alpena; modified license of WATZ-FM, Alpena, to specify operation on the new channel (MM Docket 86-517, November 20) [DA 87-1736];

■ Great Falls, MT—At request of Contemporary Communications proposed substituting FM Channel 261C1 (100.1 MHz) for Channel 262C2 (100.3 MHz) at Great Falls. Comments January 25, replies February 9. (MM Docket 87-528 by NPRM [DA 871723] adopted November 4 by the Chief, Allocations Branch)

■ Ashland, MO—Effective January 19, allocated FM Channel 291C2 (106.1 MHz) to Ashland. Filing window opens January 20, closes February 19. (MM Docket 86-243 by R&O [DA 87-1725] adopted November 12 by the Chief, Allocations Branch)

Actions

Commission Actions

■ Daytime-only AM stations—Amended rules to permit daytime-only AM radio stations to start daily pre-sunrise operations at 6:00 a.m. local time between the first Sunday in April and the end of April, with a minimum power of 10 watts provided there is no interference to groundwave contours of clear channel stations. (MM Docket 87-3 by Second R&O [FCC 87-346] adopted October 30 by the Commission).

■ Oklahoma City, OK—Ordered Seraphim Corporation, licensee of KGMC(TV), Oklahoma City, to show cause why its license should not be revoked for engaging in an unauthorized transfer of control. (MM Docket 87-531, by Order to Show Cause, Hearing Designation Order and Notice of Apparent Liability [FCC 87-366] adopted November 24 by the Commission).

■ RF radiation requirements proposed for FM booster stations gen. Docket 87-551—(Report DC-1060. Action in Docket Case) The Commission has proposed adding FM booster stations to the list of facilities requiring analysis for environmental radio frequency radiation. Action by the Commission December 1 by NPRM (FCC 87-375).

■ FCC proposes relaxing broadcast equipment authorization procedures gen. Docket 87-552—(Report DC1059, Action in Docket Case) On its own motion, the Commission has proposed relaxing the authorization procedures for certain equipment used in the broadcast and cable television relay (CARS) services. Action by the Commission December 1 by NPRM (FCC 87-376).

■ Conditions imposed on assignment of Puerto Rico station WVEO-TV—(Report MM-285, Mass Media Action) The FCC has consented to the assignment of license of WVEO-TV at Aquadilla, PR, from Seglares Islesia Catolica, Inc., to James C. Leake, on condition that the licensee construct a main studio at Aquadilla and originate some local programming within 18 months. Action by the Commission December 3 by MO&O (FCC 87-377).

■ Commission upholds staff action granting assignment of license for WRFK-FM at Richmond, VA—(Report MM-286, Mass Media Action) Upheld grant of assignment of license from Union Theological Seminary in Virginia to Paul T. Lucci and Wayne G. Souza, over the objections of Citizens for Public Radio, Inc. Action by the Commission December 7 by MO&O (FCC 87-380).

■ $1,000 forfeiture against KVLE(FM) Gunnison, CO, upheld—(Report MM-287, Mass Media Action) Denied High Country Communications, Inc., licensee of KVLE(FM), Gunnison, CO, review of staff letter requiring station to pay a $1,000 forfeiture for allowing spurious emissions. Action by the Commission, December 7, 1987, by Memorandum Opinion and Order (FCC 87-381).

■ FCC upholds disqualification of Christian Children's Network in Corpus Christi TV Proceeding—BC Docket 80-461 (Report DC-1062, Action in Docket Case) Upheld disqualification because of misrepresentations and an inadequate financial proposal. Action by the Commission December 7 by Order (FCC 87-382).

■ Phase II of KHJ-TV Proceeding held in abeyance pending further FCC action—Dockets 16679-80 (Report DC-1063, Action in Docket Case) Held in abeyance phase II of the proceeding involving the basic qualifications of Fidelity Television, Inc., and the comparative qualifications of Fidelity and RKO General, Inc., to hold the license of Los Angeles station KHJ-TV. Action by the Commission December 7 by Order (FCC 87-385).

■ Appellate court reverses FCC'S grant of AM station to Land O'lakes at Troy, OH; remands proceeding for further action—(Legal Activities) In a decision issued December 1, 1987, the United States Court of Appeals for the District of Columbia Circuit reversed a decision by the FCC granting the application of Land O'Lakes Broadcasting Corporation for a new AM station on 1030 kHz at Troy, OH, and remanded the case to the Commission for further action. (Union City Radio v. FCC, Case No. 87-1018

Staff Actions

■ Radio Frequency Devices—Extended the time to file comments to proposed revision of Part 15 of the rules concerning operation of radio frequency devices without an individual license. Comments are now due March 7, 1988, replies are now due May 9, 1988. (Gen. Docket 87-389 by Order [DA 87-389] adopted December 2 by the Chief Engineer, Office of Science and Technology).

■ Beep Beep Suncoast, Inc.—Granted Beep Beep's application for 152.66 MHz in the PLMS at Tampa, FL, but dismissed its request for stations on 152.57 MHz at Naples, Ft. Myers and Zephyrhills, FL, because they would cause interference to other stations. (By MO&O [DA 87-1717] adopted November 25 by the Chief, Mobile Services Division, Common Carrier Bureau).

■ Ely, NV—Designated for hearing applications of Darryl Madlock and Mountlake Productions, Ltd. for a commercial TV station on Channel 3 at Ely. (MM Docket 87-533 by Order [DA 87-1710] adopted November 24 by the Chief, Video Services Division, Mass Media Bureau).

■ Linden, AL—Designated for hearing the applications of Dianne E. Ellis, Terry C. King and Linden Radio Joint Venture for a new FM station on Channel 275A (102.9 MHz) at Linden. (MM Docket 87-539 by Order [DA 87-

1743] adopted November 30 by the Chief, Audio Services Division, Mass Media Bureau).

■ Gainesville, FL—Designated for hearing the applications of Gainesville Broadcasters and Mathew Provenzano for a new AM station on 1430 kHz at Gainesville. (MM Docket 87-536 by Order [DA 87-1745] adopted November 30 by the Chief, Audio Services Division).

■ Billings, MT—Denied KOUS-TV, Inc., licensee of VHF station KOUS, Channel 4, Hardin, MT, and Yellowstone Valley Community Television, Inc., permittee of LPTV station KO5HS, Billings, reconsideration of an action reallotting Channel *6 from Miles City, MT, to Billings and changing the reservation for Channel *6 to Channel *10 at Miles City for noncommercial educational use. (BC Docket 82-276 by MO&O [DA 87-1749] adopted November 12 by the Chief, Policy and Rules Division, Mass Media Bureau).

Review Board Actions

■ Tequesta, FL (Tequesta Television, Inc., et al.) TV Proceeding. Approved settlement agreement and dismissed the applications of Tequesta Television Partners Limited Partnership, Triple J. Properties, Zephyr Broadcasting Corporation, Martin Telecommunications, Inc., G & I Ltd., and Rodriguez-Barnett and Associates, Ltd.; granted the application of Tequesta Television, Inc. for a new UHF television station at Tequesta; and terminated the proceeding. (By MO&O [FCC 87R-63], Nov. 25) (MM Docket 85-60).

ALJ Actions

■ Waterloo, IA—Granted, subject to condition, application of Waterloo Television for a new TV station at Waterloo. (MM Docket 87-143, by Summary Decision [FCC 87D-45] issued November 25 by ALJ Joseph Stirmer).

■ Batavia, NY—Stayed the grant of The M&M Partnership's application for a new TV station on Channel 51 at Batavia, pending the outcome of the FCC's inquiry into minority/female integration credit proceeding; and denied the competing application of Genesee Communications, Inc. (MM Docket 86-48 by ID [FCC 87D-46] issued December 1 by ALJ James F. Tierney).

■ Toledo, OH—Granted application of Dominion Broadcasting, Inc., for a new TV station at Toledo; denied competing applications of Priscilla L. Schweir and New Life Evangelistic Center, Inc. (MM Docket 86-333, by ID [87D-44] issued November 23 by ALJ Richard L. Sippel).

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Ferndale, CA (Mrs. Betty Bennett and M. Keith Allgood) FM Proceeding. Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for January 26 and hearing for February 25, 1988. (By Order, Nov. 25) (MM Docket 87-513).

■ Selbyville, DE (Anchor Broadcasting Limited Partnership, et al.) FM Proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for January 25 and hearing for February 24, 1988. (By Order, Nov. 25) (MM Docket 87-504).

■ Mt. Vernon, KY (Cochran-Smith Broadcasting, Inc., et al.) FM Proceeding. Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for January 19 and hearing for February 18, 1988. (By Order, Nov. 24) (MM Docket 87-497).

■ Sault Ste. Marie, MI (Twin City Broadcasting, Inc. and Central Michigan University) FM Proceeding. Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Jan. 22 and hearing for Feb. 22, 1988. (By Order, Nov. 25) (MM Docket 87-498).

■ New Prague, MN (Kingsley H. Murphy, Jr., et al.) FM Proceeding. Approved settlement agreement and dismissed with prejudice the applications of New Prague Broadcasting Company and Joanna Kalyvas; granted the application of Kingsley H. Murphy for a new FM station on Channel 238A (95.5 MHz) at New Prague; and terminated the proceeding. (By MO&O, Nov. 19) (MM Docket 87-477).

Call Letters

Applications

Call	Sought by
Existing AM	
WQNX	WSCT Golf Capitol Bcg, Inc., Aberdeen, NC

Grants

Call	Assigned to
New AM	
WINV	WKIQ Kibbey Bcg Services, Inc., Inverness, FL
New FM's	
KZYX	Mendocino County Public Bcg., Philo, CA
WPCF-FM	Winstanley Bcg, Inc., Panama City Beach, FL
WGNP	Gospel Grace Missionary Radio, Inc., Albany, GA
WQMR	Mechanicsville Community Bcg Co., Mechanicsville, MD
KBPR	Minnesota Public Radio, Inc., Brainerd, MN
KJLF	Maranatha Bcg, Inc., Butte, MT
WCBA-FM	Dean J. Slack, Corning, NY
WSKE-FM	Radio Everett, Inc., Everett, PA
WIGL	Altcom of Wisconsin, Inc., Stevens Point, WI
New TV's	
KTMD	Bluebonnet Bcg Co., Galveston, TX
KRBT	Robin C. Brandt, Missoula, MT
WGTJ	Community Service Telcasters, Inc., Greenville, NC
KRSK	Robin C. Brandt, Spokane, WA
Existing AM's	
WIZD	WSKR Keymarket Gulf Coast, Inc., Atmore, AL
WNVR	WLMV Midwest Radio Associates, Ltd., Vernon Hills, IL
WFPG	WIIN H&D Bcg Limited Partnership, Atlantic City, NJ
Existing FM's	
WIZD-FM	WIZD Keymarket Gulf Coast, Inc., Atmore, AL
KBUY-FM	KTNT Walton Stations-New Mexico, Inc., Ruidoso, NM
WFPG-FM	WFPG H&D Bcg Limited Partnership, Atlantic City, NJ
WLRO	WNHZ Circleville Bcg Co., Circleville, OH
WWBE-FM	WWMC-FM Hale Communications, Inc., Mifflinburg, PA
WSEV	WNKX Great Smoky Mountains Bcg, Inc., Gatlinberg, TN
Existing TV's	
KWBI-TV	KCHD Colorado Christian College, Denver, CO
KCCO-TV	KCMT Midwest Call Letters, Inc., Alexandria, MN

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If you're in sales and know Christian radio we can use you. General sales exper. wanted, must be able to carry list and build a sales force, full time station in Midwest metro market. Only Christian station in 500,000 market. Box B-3.

If you have 2-3 years small market experience and want to move up, send resume to WMLW/WTTN, Box 509, Watertown, WI 53094. EOE.

Number one FM in growing southeastern N.Y. is expanding its sales force. Only organized, creative entrepreneurs need apply. Proven list plus benefits. Send sales philosophy, resume and income history to Box B-6. EOE.

Sales manager is needed for our Cedar Rapids, Iowas office for the hottest stations in northeast Iowa, KOKZ/KXEL. Send resumes to: Ken Hensley, GSM, KXEL, Box 1540, Waterloo, IA 50704.

Sales manager: Great opportunity to grow with a new 50KW FM station in the Albany, NY area. Please send resume: Box B-31.

Suburban NY FM sales manager needed for fast-growing Format 41 station. Long Island's K-JOY seeks experienced professional who can motivate, lead and support the best sales staff in the market. Must know qualitative as well as numbers selling - enjoy highly competitive, sophisticated radio climate. Retail strength a must, as are sales training programs, top salary/bonus plan. benefits and growth as part of New Barnstable Corp. group-owned facility. Respond - fast - to Ken Harris, VP; WKJY; 384 Clinton Street; Hempstead, NY 11550. EOE/MFF.

Local sales manager wanted for an expanding sales staff at an AM/FM combo in the Hudson Valley of NY State. Knowledge of concept selling, development of new advertisers and motivation are a must. Excellent opportunity for the right person. Market is one of the fastesl growing on the east coast. Compensation package includes salary, override, commission and bonuses. Station current bills over 1,500,000 a year. Send complete resume and references to Box B-37. EOE.

Unique opportunity, start in N.Y.C. with a new, exciting broadcast group. We're looking for an ambitious salesperson. The right individual will have some local retail experience. If you are creative, bright, charismatic & retail oriented call Kate Mon-Fri 9am-5pm at 212—586-5700.

HELP WANTED ANNOUNCERS

Part-time/relief announcers needed for New York FM radio station. Big band/standards experience preferable. Combo. Box B-20.

Top ten market classical music station seeks announcers for future openings. Substantial previous experience in classical music radio essential. Applicants must have in-depth knowledge of music and recordings, as well as facility with foreign pronunciations and a personable, conversational style. Send resumes to Box B-41. An EOE employer.

Cape Cod leader needs easy listening voice with strong production skills. Women & minorities are encouraged to apply. Experienced only. Operations Manager WQRC-FM, 737 West Main, Hyannis, MA 02601.

HELP WANTED TECHNICAL

Chief engineer. Immediate opening for Top 50 market AM/FM, familiar with 3 tower directional. SBE certified or general class FCC license, two years experience required. Send resume/references. KOMA-AM/KRXO-FM, P.O. Box 1520, Oklahoma City, OK 73101, Attn: Jane E. Bartsch.

Chief engineer. Immediate opening for top 50 market AM/FM, familiar with 3 tower directional. SBE certified or General Class FCC license, two years experience required. Send resume/references. KOMA-AM/KRXO-FM, P.O. Box 1520, Oklahoma City, OK 73101, Attn: Jane E. Bartsch.

HELP WANTED NEWS

WRCN-WRHD/Long Island seeks a young, energetic news hound to head up this AM/FM combo. Great opportunity for an enthusiastic journalist. T & R to Lenny Bloch, WRCN, Box 666, Long Island, NY 11901. EOE, M/F.

News director: Full service AC looking for aggressive, motivated, creative individual-looking for opportunity to lead outstanding news department. Ideal position for up-and-coming "go-getter". We have: outstanding facilities, traffic plane, two-ways, extensive in-house files, and community reputation. Send T & R to: Tom O'Brien, PD, WINE, Box 95, Danbury, CT 06813. EOE.

New England radio station in nation's first urban national park city needs organized, energetic news director. Strong local news commitment, ability to direct staff, musts. T&R Joe Corcoran, OM, WCAP, 243 Central Street, Lowell, MA 01852. EOE.

Sports. Radio sportscaster or sports producer needed for innovative telephone sports project in Minneapolis. $18,000/year. Call Stephen Prior, 612—854-5668.

News person needed: WSBY/WQHQ, Salisbury, Maryland, area's award-winning radio news operation. 3 years experience necessary, news and sports. Excellent benefits. Tape and resumes to Ed Hunt, P.O. Box "U", Salisbury, MD 21801. EOE.

News director: Regional full service AM/AC-FM central NY combo powerhouse dedicated to news committment. Must have 3 years experience, air presence. Send resume. Benefits, work with great staff. Box B-49.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

AM station in top 5 market has an opening for gospel DJ if you can pull big ratings in a major market respond to Box B-1. E.O.E.

AM/FM combo in N.W. Indiana seeking copywriter with good production skills for full-time plus position. Includes occasional air shift. Send tape and resume with copy samples to: Stan Black, Program Director, WLOI/WCOE-FM, 902 1/2 Lincolnway, La Porte, IN 46350.

Pacific Northwest. PD/AT for AC/CHR dominant combo in small market. Good management and communcation skills a must. "Can do" attitude vital. Box B-14.

Traffic manager: Orlando, Florida! Minimum three years solid experience with automated system. Columbine, IBM 34/36 a plus. Good salary and benfits. Resume to Business Manager, WSSP-FM, 140 North Orlando Ave., Winter Park, FL 32789. EOE.

Washington-based radio network is seeking an editor for it's Performance Today program. Responsibilities included the supervision of the preparation of air material, editorial integrity and quality of air producit, assisting in program and coverage planning and monitoring programing and providing critiques. Must have BA degree, or equivalent with a minimum of four years music and arts experience, which includes national arts and administrative/editorial experience. Demonstrated writing ability and familiarity with national institutions and with indivduals in music and other performing arts required. Broadcast experience extremely desriable. Please send resume with salary expectations to: National Public Radio, Personnel Department, 2025 M Street, N.W., Washington, D.C. 20036. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Broad experience. Sales, promotional, bottom-line oriented. Prefer general manager. Medium-small Southeast market. 703—433-3833 (Jay).

V.P. general management experience 7 years, age 41, formats, rock, country, oldies, Christian. Jim Bunn 904—760-3047.

Operations/program mgr: Country specialist with successful track record in major and medium markets. Strong leadership, marketing, promotion, strategic planning and people skills. Mark Tudor 617—335-0365.

Available now. General manager for small-medium market operation. 18 years experience all facets, heavy sales. Seeking a challenge and long term association with growth potential. Contact J. B. at 214—723-2605.

Now available. One of America's premier broadcasters. All markets. Excellent track record with top revenues, cash flow, ratings. Outstanding references. Turnarounds, startups, all facets, formats. 20 years management, ownership. Call Bill Luzmoor 208—342-8406.

SITUATIONS WANTED ANNOUNCERS

Morning drive air/sales combo. Plenty experience. Prefer Southeastern C & W medium market. Call James 703—433-3833.

Professional attitude, solid on air and production, copywriting. For consistency call Bill, 308—534-1211.

Quality easy listening announcer seeks quality easy listening station. 25 years experience. Neil Sher. 518 — 383-0239.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England, but will considr elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705. 203—754-8134.

Seven years experience, college graduate, speech trained. Nonsmoker with writing background, clean living. Gene 804—253-5889.

SITUATIONS WANTED TECHNICAL

Midwest third decade career engineer experienced all phases of radio seeking expedient move. Box B-7.

SITUATIONS WANTED NEWS

Ohio University grad seeks entry-level radio/TV/print announcer/reporter position esp. financial/consumer protection journalism. One semester Indiana U. Law School, two years freelance exp. international finance. Expert telephony incl. ability to arrange 15 cent coast-to-coast pay phone calling. Ron 216—758-3494, 1PM-3AM EST.

MISCELLANEOUS

Want to own your first radio station? Lack knowledge of how to go about buying process? Need to know steps to be taking now for that opportunity? An intensive three day workshop on how and what to do will be held in the Midwest January 28,29,30. Write Box B-44 for complete itinerary, location, and costs.

TELEVISION

HELP WANTED MANAGEMENT

Sales management: Midwest affiliate looking for highly motivated person for national sales manager. Local sales management background desirable. Possible GSM for qualified candidate. Apply Box A-96. EOE.

General sales manager, local sales manager and national sales manager. The Gillett Group seeks aggressive, innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by challenge, send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

General sales manager: Position open due to promotion within company. Dominant station is group owned in 100+ South Atlantic market. Sales leaders with people and organizational skills should apply in confidence immediately to: Charlie Webb, VP/GM, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701. EOE.

General manager: Network affiliate SE market 150+. New group owner looking for a leader to develop a cohesive station environ for newly competitive CBS affiliate. Overall knowledge of station department functions w/sales orientation important. GM will also handle NSM duties. Good organizational skills a must. This market provides an enjoyable lifestyle and the company provides room for growth. Send resume, references and salary requirements to Box B-4. EOE.

General marketing manager. Strong independent in Southeast seeking GMM to supervise local, regional and national marketing departments with responsibility and authority for budgeted revenue goals. Minimum five (5) years' experience in marketing management - two (2) in national and three (3) in local. Prefer independent background. Proven teaching/planning abilities and motivational skills desired. Send resume, compensation requirements and marketing philosophy to Box B-25. EOE, M/F/H.

Local sales manager: WQTV Boston requires a good background in management, marketing, research, account development, communication skills and strong sales abilities. This is an opportunity to be part of an exciting, challenging and dynamic team. Send resume, salary requirement and sales philosophy to Michael Roessler, WQTV, 1660 Soldiers Field Rd., Boston, MA 02135. EOE, M/F

General manager. Amarillo College seeks GM for its public radio station and its new public television station (KACV-FM/TV) located in Amarillo, Texas. TV station will provide first-time PBS for over 300,000 people in the Texas Panhandle. GM is responsible for all station operations and must interface with existing academic program. Requirements: Minimum five years recent broadcast management experience and bachelor's degree. Prefer graduate degree and non-commercial experience. Excellent benefits and starting salary will be commensurate with qualifications and experience. Apply to: Personnel Office, Attention: GM Search Committee, Amarillo College, P.O. Box 447, Amarillo, TX 79178. Application deadline December 28, 1987. Amarillo College is an equal opportunity and affirmative action employer.

Program manager. Growing TV rep firm seeks strong manager with independent TV programing experience, to oversee day-to-day operations of expanding department. Must be organized, creative, self-starter. Salary open. Send resume in confidence to: S. Wolf, VP Research & Programing, ITS, 437 Madison Ave., New York, NY 10022.

Director of development. WNPB seeks a dynamic senior manager to oversee station's fund raising/marketing operations and supervise development department. Individual should have experience in public broadcasting or non-profit fund raising techniques, including membership, corporate support, capital campaign implementation, and special event planning. Strong communications and management skills are essential. BA degree and 3 years development/fund raising experience required. Station has compiled an enviable record of fund raising growth over the past few years. Salary negotiable and commensurate with experience. Resume must be received by Dec. 31. Send to Personnel, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507-0987. EOE.

HELP WANTED SALES

The Gillett Group is seeking an aggressive, highly motivated, exceptional account executive with superior track record. Also seeking trainee for challenging career opportunity. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Local sales manager: KFVS-TV, a CBS affiliate, is looking for an aggressive, energetic individual to fill LSM spot. KFVS is part of the highly respected American family broadcast group and is one of the country's leading CBS affiliates. Located in Cape Girardeau, Missouri, the station is halfway between Memphis and St. Louis on the Mississippi River. The LSM position requires strong leadership and negotiating skills, and a previous background in sales management would be helpful. Send your resume (no phone calls, please) to: Mike McCollum, GSM, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702-0100. An EEO employer.

The Gillett Group is seeking a highly motivated individual for major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume to: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

WLIG-TV, the only commercial TV station on Long Island, NY, seeks experienced local sales manager to direct our expanding sales team. Responsible for recruitment, training and day-to-day sales effort. Excellent growth position with salary, bonus, car, and benefits. Send resume, salary history, to Marvin Chauvin, GM, WLIG-TV, Box 84, Woodbury, NY 11797. Phone 516—364-1500. EOE.

Account executive: Excellent opportunity with successful growing company at our affiliated station in prosperous Northeast market. Those with broadcast sales only, please. Charlie Cusimano, WVNY-TV, 100 Market Sq., South Burlington, VT 05403. EOE.

HELP WANTED TECHNICAL

Engineer in charge: Major east coast mobile facility requires experienced EIC to maintain 48 foot television trailer. Must enjoy traveling. Equipment includes Sony BVH 2000's, Abakas A-52, GVG-1600 7G, Chyron 4100, HL '79 E's, and TK '47's. Resume to Tony Buemi, EJ Stewart Inc., 525 Mildred Ave., Primos, PA 19018. 215—626- 6500. EOE.

Chief engineer: Independent UHF Flint, Michigan, desires hands-on chief. Emphasis on studio maintenance and supervision. Excellent and well maintained facilities. Call Ms. Kollstedt 513—351-9110. EOE.

Director of engineering. Top 30 Southeast network affiliate seeks experienced and technically sound director of engineering. Will assist station management in the construction and equipment installation of a new broadcast facility, as well as manage all technical personnel. Good people skills and experience in television engineering management is mandatory. BSEE degree preferred. ENG and SNG familiarity essential. Salary open. Send resume and salary history to Box B-10.

Television maintenance engineer: Strong Sony tape background required. Send resume to Personnel, KPTV, PO Box 3401, Portland, OR 97208. EEO employer.

Experienced maintenance engineers needed for major, state-of-the-art sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box B-28.

Maintenance technician with solid technical background wanted for CBS affiliate in the Rocky Mountain region. Contact Lonnie Butler, KKTV, P.O. Box 2110, Colorado Springs, CO 80901. 303—634-2844. EOE.

Technician. Minimum two years broadcast experience in all phases of videotape, projection and control room operations. First class or general class FCC license required. Resume (no calls) to Irwin Ross, WPVI-TV, 4100 City Line Ave., Phila., PA 19131. EOE.

Coordinator of television engineering, Laramie, WY. The University of Wyoming has a coordinator of television engineering position available. The University is beginning to construct a new microwave and on-campus distribution system and requires a skilled and dedicated individual to coordinate the television engineering section. This is a new professional staff position which includes liberal benefits. Applicants must have a minimum of five years supervisory experience in broadcast television and microwave distribution. A bachelor's degree is required but comparable hands-on experience may be substituted. Candidates must possess excellent communication skills and demonstrated ability to work effectively with a wide constituency of individuals. General FCC radio license is required; national certification desirable. Salary based upon skills and experience. Send resume and list of references to: Lyle Mettler, Director, Division of Instructional Telecommunication Services, University of Wyoming, P.O. Box 3984, Laramie, WY 82071.

HELP WANTED NEWS

Aggressive Midwest TV market needs news reporter, one to two years radio or TV reporting experience, ability to develop story ideas and enterprise news, strong writing skills and on-camera potential. Send resume and video tape samples of your work to KTTC-TV, Attn: News Director, 601 First Ave. SW, Rochester, MN 55902. No calls. EOE.

Computer graphics designer/illustrator. Top ten CBS affiliate seeks creative, efficient news graphics designer with television and computer graphics experience. Primary equipment: Aurora 280. Send resume and tape to: Design Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. No phone calls, please. EEO employer.

KTVN-TV has immediate opening for the position of news producer. Applicant must be able to assume responsibility for planning, organizing and executing newscast. Must have good news judgment. BA degree in broadcast journalism and one to two years experience in market of similar size or larger in similar position. Send resume and/or tape to Matt James, News Director, KTVN-TV, P.O. Box 7220, Reno, NV 89510. No phone calls, please. KTVN is an equal opportunity employer.

Assignment editor: Public television station in 45th market, serving Pennsylvania's state capital, is looking for an aggressive, experienced assignment editor for daily news program. Experience with live shots preferred. Send resume to: Personnel, WITF Communications Center, Box 2954, Harrisburg, PA 17105. EOE.

10pm news producer: Must have strong organizational, production and writing skills for highly visual and fast paced newscast. Send tape and resume to Jim DePury, Managing Editor, KTVI, 5915 Berthold Ave., St. Louis, MO 63126. No phone calls.

Anchor: Top 25 market. To join female anchor on new newscast. Must have three years continuous anchoring experience and solid writing skills. Prefer New England native. Resume and salary requirements to Box B-40.

Anchor/reporter needed by aggressive ABC affiliate in Pacific Northwest. The successful applicant will have at least two years experience and will co-anchor our early newscast with strong male anchor. Excellent writing and producing skills are a must. Send resume, writing samples and non-returnable tapes to: News Director, KDRV-TV, 1090 Knutson Ave., Medford, OR 97504. EOE.

Television reporter... 80's market. Requires aggressive street reporter, nightside. No beginners. Rush tape & resume to John A. Grdic, Station Manager, WFMJ-TV, 101 W. Boardman St., Youngstown, OH 44503. EOE. No phone calls, please.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Technical director: Requires two years technical director or director experience. Ability to direct and switch fast paced newscasts, promotion and commercials. Working knowledge of Grass Valley 300 switcher and two channel Quantel essential. Computer editing experience desired. Send resume and tape to Len DePanicis, WCPX-TV, 4466 John Young Pkwy., Orlando, FL 32804. EOE.

The Gillett Group is seeking production director, editor and innovative copywriter to staff expanding sales service departments. Must have two years minimum experience. Send demo tape 1/2" with resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Producer/director needed for top 50 affiliate to direct fast-paced newscast and some commercial production. At least 3 years directing experience required. Send resume, references, and salary requirements to: Box B-9.

Art director: Looking to move to a top 50 market? Job required 2+ years in television graphic design and production. You must also be a skilled photographer, faster than a speeding bullet, with ad layout and design and full of fresh ideas waiting to be expressed. Supervisory experience a plus, southeastern seaboard location in Virginia Beach, Norfolk, Portsmouth, Virginia. #1 station in market. Send resume and tape to Creative Services Director, WAVY-TV, 801 Wavy Street, Portsmouth, VA 23704. M/F. AA/EOE.

Program manager: ABC affiliate - 35th DMA - seeking motivated individual to coordinate programing acquisitions and scheduling. Experience in similar position necessary. Send resume to Michael J. Fiorile, VP-Gen. Mgr., WLOS-TV, PO Box 2150, Asheville, NC 28802.

Television director: Minimum of three years directing experience. Must be strong on news, commercial, and program production and able to do own switching. Top 50 market. Send resume and tape to: Production Manager, WJAR Channel 10, 111 Dorrance Street, Providence, RI 02903. WJAR is an equal opportunity employer.

Promotion manager. Growing VHF Midwest affiliate. Heavy emphasis on news promotion, episodics, community involvement, and audience building. Radio promotion skills a plus. Experience required. EOE. Box B-35.

Director of TV production sought by Oregon Public Broadcasting, a statewide radio and TV public broadcasting network serving Oregon and southwest Washington. Responsible for planning, conception and implementation of OPB produced local, statewide and national television programs; production priority setting; budget development and administration; hiring, training and supervision of production personnel; production equipment needs assessment and purchase; and evaluation of OPB produced TV programs. Must have minimum of five years experience in TV production plus BA degree in appropriate field. Public broadcasting experience preferred. Requires strong management and communication skills as well as being flexible, responsible, mature and organized with a high level of creative energy. Salary range $32,000 - $41,000. Excellent benefits package. OPB headquarters is located in Portland, Oregon, in the beautiful Pacific Northwest, with easy access to rivers, mountains, Columbia Gorge, and the Pacific Ocean. Send letter and resume by January 15, 1988, to: Personnel, Oregon Public Broadcasting, 2828 SW Front Ave., Portland, OR 97201. AA/EOE.

Promotion director. Create audience building campaigns; produce news promos that sell. Aggressive, growing affiliate that cares about people. Radio promotion experience helpful. Previous TV experience required. EOE. Resume. scripts, and tapes to: Robert Allen, Vice President/General Manager, KCRG-TV, Cedar Rapids, IA 51401. No phone calls.

Top 30 NBC affiliate looking for a very creative, capable, writer/producer. 3 years experience writing news & entertainment promos necessary. Also needs knowledge of 3/4" editing vital. This person must be a take-charge individual with the ability to complete a project with little supervision. Salary competitive. Send resume to Promotion Manager, Box B-48.

Major film and video production/post production company has immediate opening for a versatile director with a proven track record in directing corporate and commercial productions. Broad knowledge of the entire production process from scripting thru post production a must. Resume and salary history to: Box B-47.

Graphic artist needed for midwest TV group. Prefer person with television experience. Skills must include original art. Send resume and three letter-sized copies of work examples to Box B-46.

Full service post-production company seeks fulltime post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off-line. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Ave. South, Nashville, TN 37203, Attn: Joe Askins, 615—385-2820.

Producer/reporter for public television station WVPT. Duties include producing, reporting and editing segments for weekly public affairs magazine series, producing documentaries and producing and directing other occasional projects. Qualifications include a four-year degree in journalism, communications or similar field, and television producing and directing experience. Salary DOE. WVPT is located in one of Virginia's fastest growing cities in the heart of the Shenandoah Valley. Send resume by December 30 to Production Manager, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801. EOE.

Production/post house seeking on-line edit ace with detailed knowledge of BVE-5000. Resume, reel, salary requirements to: A. Taffel, Video Video, 204 So. Ten Broeck St., Scotia, NY 12302.

SITUATIONS WANTED MANAGEMENT

Chief major market TV station looking for chief position with west or mid-west station. Good background in engineering and good with people. Box B-29.

Are you looking for a TV station manager that in not just sales? I know that sales are not the only thing that must be right in a station. Box B-30.

General sales manager--experienced in every area of sales management with outstanding achievement with affiliate-indy station sales and major rep firm--seeks challenging general sales management assignment. Extensive experience working/supervising all areas of television sales management with group-owned operations. Attending INTV. Reply Box B-43.

SITUATIONS WANTED NEWS

Meteorologist seeking 5 day a week weather position. Have almost four years TV and radio experience. Call Richard at 713—723-7507.

Experienced anchor and executive editor seeking new location. Box B-18.

News director recently caught up in ownership change. Highly successful management background. Prefers working in middle to small markets with staffs of 20-30. Recognized for taking tough challenges and winning through great research, hiring and long term planning. If you need a positive leader who has the highest integrity write to Box B-39.

Female reporter/anchor capable of news, sports, entertainment. Intelligent and attractive. Anne 617—665-6687.

Ready to move up! Black woman, experienced anchor/reporter, articulate & attractive. Teens and 20's call 616—375-4632.

Weathercaster/feature reporter. Creative professional with over two years experience seeks new challenge. Exceptional style, pleasant delivery. Robert 509—448-2526.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award-winning investigative team: Two producers with crew and writing skills and over 15 years investigative experience available for freelance assignments. Credits, references and sample reel upon request. Call: 718—875-9722.

Exciting, creative, and talented reporter/host looking for on-camera position. Experience. Excellent tape. Call Debbie 412—378-3520.

News producer seeking position. Excellent news judgement, writing skills and references. Five years experience. Call Marianne in Nashville, 615—366-1623.

Videographer/editor. BS in TV production. Interned at international corporation. Seeking commercial production or news. Glennm 414—554-7537.

MISCELLANEOUS

Be on TV. Many needed for commercials. Children too. Casting info (1) 805—687-6000 Ext. TV-7833.

Career videos. Make an impact on potential employers. Let our major market broadcast team prepare your personal video resume tape. 312—272-2917.

Free issue--The Hot Sheet...our holiday gift to you! The most comprehensive publication of television/radio/corporate communications job listings nationwide. Requests must be postmarked by 12/26/87. Enclose $1 Money Order for postage/handling. No personal checks. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476.

Primo People: The News Director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli, 203—637-3653, Box 116, Old Greenwich, CT 06870-0116.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantships in telecommunications M.A. Starting June, 1988. Half-time stipend 625/month for 12 months, plus tuition waiver. Write for information: Director, Graduate Program, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901-6609. AAE/EOE.

Broadcasting faculty positions. The Department of Journalism and Radio-TV at Murray State University is seeking to fill two positions beginning the fall semester, 1988: 1. Assistant/associate professor to teach TV production, performance, directing courses. Advise students in RTV major. Successful college teaching, broadcast media experience, Ph.D. required. 2. Visiting lecturer in broadcast news for one year to replace faculty member on leave. Teach broadcast news writing and production classes. Also supervise student staff in the production of nightly (Monday-Thursday) newscast on local cable access channel. Successful college teaching, professional broadcast news experience, master's degree required. Ph.D. preferred. Rank, salary commensurate with qualifications. Positions open beginning August, 1988. Application deadline: Jan. 8, 1988 or until filled. Send up-to-date resume, college transcripts, and three current references to Dr. Bob McGaughey, Chairman, Department of Journalism and Radio-TV, Box 2456, Murray State University, Murray, KY 42071. The department, accredited by ACEJMC, has more than 320 majors and 20 graduate students. It has full-color TV studios with channel on local cablevision system and a good working relationship with the university's 100,000 watt FM stereo NPR radio station and the student carrier current radio station. An equal opportunity, affirmative action employer.

Mass Communication/broadcasting. Doane College invites applications for a new tenure-track position beginning August 1988 in a rapidly expanding program now planning a state of the art production facility. Seeking a dynamic assistant professor with strong commitment to excellent undergraduate teaching at a vigourous, emerging college. Well-integrated theoretical and applied background, professional media experience and Ph.D. preferred. Teach TV production and writing, media courses, and required speech course. Coordinate production facility/program. Salary competitive. Send application letter, vita, 3 current letters of reference with phone numbers, and evidence of teach effectiveness by January 20, 1988, to Dr. Philip Gilbertson, Vice President for Academic Affairs, Doane College, Crete, NE 68333. AA/EOE.

Broadcasting/mass media. Full-time tenure-track faculty position in Communication Arts beginning Fall 1988. Responsibilities include: teaching undergraduate courses such as Introduction to Mass Media in America, Radio Broadcast Theory, and Mass Communication Systems; coordinating on-campus work experience course; coordinating and directing senior seminar/thesis writing course; and student advising. Earned doctorate required. Other desirable qualifications include experience in the use of computers in communication, publications in the theory and history of Mass Media in the United States, professional managment level experience in commerical broadcasting. Rank and salary commensurate with qualifications and experience. Excellent benefits, package. Submit application letter, detailed vitae, and names, addresses and telephone numbers of three references to: Dr. Carl J. Naegele, Dean, College of Liberal Arts and Sciences, University of San Francisco, Ignatian Heights, San Francisco, CA 94117-1080 no later than January 15, 1988. U.S.F. is an equal opportunity, affirmative action employer.

Radio/TV: Assistant or Associate Professor. Teach courses with particular emphasis on TV production. Advise on facility design and construction. Particpate in curriculum revision, advise majors. Must have terminal degree (Ph.D., Ed.D., or MFA) in broadcasting or closely related field, at least five years experience teaching in college/university setting plus broadcasting or industrial/educational video experience. Send letter of application, vita, and 3 letters of reference by February 15 to: Wilfred Tremblay, Chairman, Radio/TV Dept., Jordan College of Fine Arts, Butler University, 4600 Sunset Ave., Indianapolis, IN 46208. Butler University is an equal opportunity, affirmative action employer.

Assistant/associate professor, journalism program: Anticipated full time, tenure track opening beginning 8/30/88. Teach reporting and writing in undergraduate communications curriculm. Ability to teach tv production, journalistc studies, introduction to mass communications, minorities and mass media desirable. Graduate degree in appropriate field or significant professional experience required. At least five years or more industry experience including broadcasting required. Excellent salary and fringe benefits. Send letter of application, names/addresses of three references , cv to: Professor Michael Keating, Chair, Journalism Search Committee, Department of Communications, Film and Video, Shepard Hall 16, The City College of New York, New York, 10031. Deadline: February 15, 1988. Applications from minorities and women are especially encouraged. EEO/AA.

Assistant/associate professor, film/video program: Anticipated full time, tenure track opening begining 8/30/88. Teach film and video production in undergraduate communications curriculum--with reference to cinema historical/theoretical framework. Teaching experience in camera, lighting, and editing from both narrative and documentary perspectives, and MFA in appropriate field or equivalent professional experience required. Excellent salary and fringe benefits. Send letter of application citing unique qualification for this position and theoretical background in film history and aesthetics, names/addresses of three references, cv to: Professor Dennis DeNitto, Chair, Film/Video Search Committee, Department of Communications, Film and Video. Deadline: February 15, 1988. Applications from minorities and women are especially encourage. EEO/AA.

Assistant professor (tenure-track) available, September 1988. Salary range competitive. MFA or Ph.D required for tenure and promotion. Professional experience and college teaching preferred. Responsibilities include teaching television/video production classes and classes in a specialization such as radio, film and news. Minorities and women are encouraged to apply. Submit a letter of application indicating interest, training and experience, a complete set of graduate transcripts and at least three letters of recommendation no later than February 15, 1988 to Dr. Keith Henning, Department of Communication Studies, California State University, Los Angeles, 5151 State University Drive, Los Angeles, CA 90032.

Broadcast news positions. Two tenure track faculty positions are available at the University of Georgia for September 1988. Position 1: Assistant/Associate Professor of Broadcast News. Teach undergraduate and graduate course in the history, ethics, processes, and/or effects of broadcast journalism and conduct primary research in these and/or other content areas. Ph.D. plus university-level teaching experience and a demonstrated record of scholarly achievement. Position 2: Assistant/Associate Professor of Broadcast News. Teach broadcast news managment, writing, producing, and/or reporting and engage in creative production or conduct primary research in broadcast news. M.A. plus five years professional experience in broadcast news managment, production, or reporting required. Competitive salaries. Send letter of application with vita by January 15, 1988 to: Dr. Donald M. Davis, Chair, Search Committee, 101 Journalism Building, The University of Georgia, Athens, GA 30602. The University is an equal opportunity employer and applciations from minorities and women are welcomed.

Graduate assistantships in radio, video production, ENG, sports, cable, and film-making. Contact: Dr. William R. Rambin, Head, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209 318—342-2144. EOE/AA.

HELP WANTED MANAGEMENT

Associated director, Communication Services Division. The University of Georgia Center for Continuing Education is seeking a creative leader to manage a division which has approximately sixty people in three departments: Telecommunication Services, Marketing Services, and Publication Services. Telecommunication Services includes broadcast-level video and audio production, satellite uplink-downlink facilities, an NPR station, and 16mm film production. Marketing Services includes marketing research, public relations, and creative design. Publication Services contains art, editing, typesetting, printing, and mailing functions. The Georgia Center is a multi-million dollar residential adult learning center offering conference support, lodging, restaurant and banquet services. The position holds public service faculty rank. Salary is competitive, based on experience. For a complete position announcement, including guidelines to meet the February 1, 1988, application deadline, contact Donna McGinty, Assistant to the Director, Georgia Center for Continuing Education, University of Georgia, Athens, GA 30602. An equal opportunity/affirmative action employer.

HELP WANTED SALES

TV automation sales specialist. Proven sales ability calling on broadcast industry TV station operation experience desirable. Lots of travel. Excellent compensation with fast-growing industry leader Resume to Townsend Broadcast Systemsn, 8222 Jamestown Drive, Austin, Texas 78758, Attn: D. Forbes. Call 800—531-5232 for info.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Videotape editor with business sense wanted to help develop new editing facility. Sony BVU/BVE 800. Monthly retainer plus incentives. Send resume: CWI Productions, 43 King Street, Portchester, New York 10573.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

News director KSBR-FM has a strong local news committment to a beautiful Orange County community. If you have strong writing/reporting skills and two years professional experience, apply for "Radio/TV Programing Specialist" by sending tape and resume to Personnel, Saddleback College, Mission Viejo, CA 92692. EOE.

Motor Sports Radio (sm) programs for 1988 are now available. For a proposal, write: Sportscom/Motor Sports Radio, B-1, 1285 Zevan Road, Johnson City, NY 13790-9715, phone 607—770-9165

EMPLOYMENT SERVICES

Government jobs. $16,040 - $59,230/yr. Now hiring. Your area. 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. Eckhert Special Productions, Inc. (ESP)

MISCELLANEOUS

Unity Awards in Media recognizes reporters' outstanding coverage of minority affairs. Entry deadline: 5.00 p.m. January 8, 1988. For entry forms contact Department of Communications, Lincoln University of Missouri 65101. 314—681-5437.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide 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.

Low power UHF transmitters, 1000 watts, 2kw, and 5kw, used, clean UHF transmitters needed immediately! Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916—961-6411.

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(1986)-AEL 25KG" RCA BTF-10D" Harris FM-10H3(10KW)" - RCA 5B-RCA 3B-CCA3000D(3KW)" Syntronics 3.5 FM" Transcom Corp. 215—884-0888, Telex 910—240-3856.

AM transmitters "Transmitters" Harris BC-10H(10KW)" 5KW-Collins Power Rock (1978)" 1KW-Harris MW1A-Harris BC1H" Collins 20V2 Gates BC500" Transcom Corp. 215—884-0888, Telex 910—240-3856

50KW AM "Gates BC-50C (1966) on air w/many 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.

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.

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 adn manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177.

RCA TTU-60A UHF sixty kilowatt transmitter. Will deliver and set up on site to any channel between channels 31-49. Available immediately. If you need a UHF transmitter and are ready to deal then call us immediately. No one can touch our price on this system. Maze Broadcast 205—956-2227.

Used equipment pieces or packages we will buy for cash before the end of year. Call us with your list. Maze Broadcast. 205—956-2227.

Installations by professionals. Turnkey facilities for AM/FM including complete consulting services. Transwest Broadcast Services 602—978-8278.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

FM transmitters: 25, 20, 15, 5, 1 and 25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

Building a new AM/FM radio station? Our Turnkey Specialists save you money, nationwide! 800—221-6941.

39 AM - trans. - 65 FM trans. in stock. World leader in broadcast trans.
Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—226-8967/214—630-3600. Telex # 510—1011-588.

Subcarrier generator--CRL model SCA 300A. Line new, used 6 hours. $900. 215—340-9738 after 7PM EST.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, $4.99 each; KCS-20 minutes $6.49; KCA-60 minutes, $10.99; 1"-60 minutes, $37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1—800—238-4300; in Maryland, call 301—845-8888.

Available now: Sony BVH-1000s, BVH-1100s, BVH-1100As, Ampex VPR-1Cs, VPR-2s, VPR-2Bs, VPR-3s, and one VPR-6, RCA and Hitachi triax cameras. Squeezoom, CEL, ADO-1000 and other DVEs. Call Media Concepts for a complete list 919—977-3600 Ext. 45.

We at Media Concepts want to thank our clients for a great 1987. We look forward to great success for you in 1988. To all we wish a very merry Christmas and happy New Year.

Audi-Cord cart machines, S-26 R/P stereo $1,200.00, TDS-6 twin-deck (2) $1,050.00 ea. All units factory reconditioned with new heads. Moseley STL 505/C $4,795.00. Kidd Communications 916—961-6411.

Available now: Sony BVH-1100As, Sony BVH-1100s, Ampex VPR-1Cs, VPR-2s, VPR-2Bs, VPR-3s and one VPR-6, Sony BVT-800 TBC, Triax studio cameras $7,900 each, Dubner CBG-2, 3M D-1000, 3M 3016, CEL DVE, Vital squeezoom, Beta equipment. Call now Media Concepts, 919—977-3600 ext. 45.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under $25,000. Refinance exisitng equipment. David Hill 214—423-6562.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store 818—845-1999.

980' zone A tower with guys, on ground, 12 bay antenna 93.1 mhz. KQID/Alexandria, Louisiana. 318—445-1234.

Sony VO4800 3/4 in. portable with cordura case and 2 batteries, 20 ea., 20 min. cassettes new, less than 15 hr. total time, like new. Includes - AC adaptor/charger. Paid $3600 00. Sell for $2400.00. GVC Productions, Box 1646, Kenai, Alaska 99611. Call 907—283-7800.

KAHN AM stereo system, excellent condition, just removed from service due to all-news format change. Cost $12,000. Make any unreasonable offer. Call after 8pm EST. 803—492-7613.

RADIO

Help Wanted Management

SALES MANAGER

Now that we have our 50,000 watt transmitter in **St. Louis County**; now that we have one of St. Louis' **highest rated** and most expensive air personalities; now that we have a **$1,000,000.00** promotion budget, we need additional sales people and a sales manager. If you are interested in **unlimited income pontential**, the opportunity to **build yourself a "team"**; send your resume and letter of interest that demonstrates your ability to develop sales and people, to

Mr. Davis
KIX 104FM
111 West Port Plaza
Suite 1000
St. Louis, MO 63146

Confidentiality will be assured.

SALES

LOCAL SALES MANAGER: WHRK/WDIA is currently seeking a professional, highly motivated local sales manager to supervise a sales staff of ten. Applicants must have at least 3 years sales and/or sales management experience. Broadcast or marketing background helpful, but not necessary. Compensation - salary plus override. Send resume and salary history to General Manager, WHRK/WDIA, 112 Union Ave., Memphis, TN 38103. EOE. No calls, please.

Help Wanted Sales

NEW YORK SALESPERSON

Radio trade weekly seeks experienced NYC based ad sales rep. Exceptional account list. Broadcast knowledge a must, but print experience not necessary. Excellent opportunity with respected publication to put your radio knowledge toward selling a tangible that gets results! Write in confidence to Box B-32.

Help Wanted Technical

WANTED TRANSMITTER ENGINEER

Familiar with AM & FM Stereo Transmitter to serve as broadcast engineer on off shore radio station "The Voice of Peace" off the coast of Israel. For information please write to Abe Nathan, Voice of Peace Radio, P.O. Box 4399, Tel Aviv, Israel.

Miscellaneous

WEATHER SCAN

Is a growing weather forecasting service that prides itself on ACCURACY, DEPENDABILITY, EFFECIENCY and most of all REASONABLE COST. For more information call 717—698-9299 or write Weather Scan, Box 22, Hideout, Lake Ariel, PA 18436.

TELEVISION

Help Wanted Management

COMPTROLLER ROME/ITALY

Excellent opportunity. Position requires fluent Italian, heavy background television station administrative systems, procedures, budgets and accounting. Box X-131.

UNIQUE SALES OPPORTUNITY

ESD, the leader in WeatherGraphix systems and services, is seeking a highly-motivated professional to expand our sales force. Written responsses handled in confidence, to: Terry Hambrick ESD, Inc., 5200 Auth Road, Suitland, MD 20746.

Help Wanted Sales

LOCAL SALES MANAGER

WCBI-TV, CBS, Columbus, MS seeks experienced and professional sales leader. Able to train and motivate sales team. Excellent opportunity for the right person.

Send resume and references to: Frank Imes, GM, WCBI-TV, P.O. Box 271, Columbus, MS 39703.

Help Wanted Technical

GENERAL MAINTENANCE ENGINEER

Installation and repair of studio and transmitter equipment. Will be maintaining Sony 3/4" tape machines, Ampex 1", Sony cameras, RCA transmitter. Monitor station signal.

Send resume and references to: Gene Imes, WCBI-TV, P.O. Box 271, Columbus, MS 39703.

Help Wanted News

ASSISTANT NEWS DIRECTOR

Medium market Sunbelt affiliate is looking for a strong manager to coordinate day to day operations in growing news market. Our news director needs an assistant with experience, know-how, and savvy when it comes to aggressive news coverage. Background in satellite truck technology would be very helpful. Ability to supervise line managers is required. Send resume and salary needs to Box B-42. EOE. M/F.

Help Wanted Programing Production and Others

TELEVISION PRODUCER

Creative, aggressive storyteller needed. Responsible for producing short stories for Evening Magazine. Minimum three years of producing for magazine format show and knowledge of all aspects of field and post production. Send reels and resumes to Human Resources, KPIX, 855 Battery St., San Francisco, CA 94111. EOE.

CABLE PROGRAMMING MANAGER

ATC is seeking a programming manager for major market cable operating divisions in the Midwest and Southeast. The individual chosen must have current experience as a manager of local production, promotion and technical quality control functions and proven strategic judgment in program scheduling and acquisitions. Both divisions plan to use their production capabilities to strengthen community identity and customer loyalty, attract program underwriting from key community organizations and businesses and generate revenue from program production and ad sales.

Resume, including detailed insight into program management, production and promotion experience, references and salary history should be sent to Dick Holcomb, Senior Vice President-Corporate Affairs, ATC, 160 Inverness Drive West, Englewood, Colorado, 80112 by January 1, 1988.

ATC

TRANSPORTABLE EARTH STATION OPERATORS

IDB Communications Group, Inc., a leading satellite transmission service provider, is looking for experienced transportable earth station operators. Salary commensurate w/experience. Resumes only to:

IDB Communications Group, Inc.
10525 W. Washington Blvd.
Culver City, CA 90232
Attn: TM.

Situations Wanted Programing Production and Others

AWARD-WINNING PRODUCER

Seeks challenge in major market or with syndicator. Talk, specials, mini-docs., sports. Will relocate. Carolyn: 603—448-6757.

ALLIED FIELDS

Employment Services

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
1553 N. EASTERN Dept F
LAS VEGAS, NEVADA 89101

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call 1-800-237-8073

MediaLine
THE BEST JOBS ARE ON THE LINE
P.O. Box 10167, Columbia, MO 65205-4002.

For Sale Stations

CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS

AFS

ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818—785-5500

Nationwide Media Brokers
Chapman Associates

CHICAGO AM

Bankruptcy offer: Fulltime AM in #3 market; serves mkt. segment from Chicago Hts. $675 K cash.

BERNIE KVALE
312/490-0470

BILL - DAVID ASSOCIATES
BROKERS-CONSULTANTS
303—636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

ARKANSAS

Beautiful retirement area Lakes Woods Wonderful Living with real estate only $350,000 With 1000 watt AM only $150,000 more.

R.E. Meador & Assoc.
MEDIA BROKERS
P.O. BOX 36
LEXINGTON, MO 64067 816-259-2544
KANSAS CITY, MO. 816-455-0001

CP / LPTV

Major East Coast Resort Area. Excellent growth. Prosperous. $45,000. Cash.

SNOWDEN Associates
919-355-0327

Small market opportunity for owner/operator AM/FM combos Southwest. Price range $80,000 to $300,000 terms. Contact: Norman Fischer & Associates, Inc., 1209 Parkway, Austin, Texas 78703. 512—476-9457.

AM-FM COMBO + CATV
Coastal Southeast Resort Market

Class-A FM, new first-class technical facilities. Fulltime AM will be on same basis High demographics market, great growth pattern. Priced below comparable start-ups. Combo only for $1 million cash: $1.25 mil terms of $350M down. CATV $250M cash. Tangible assets worth over $500,000.

Beckerman Associates
Media Brokers 215—935-1758
711 Valley Rd., Phoenixville, PA 19460

SE FLORIDA AM

Major growth area. Multiple market coverage. Now at breakeven. High potential remains.

Bill Brazzil Assoc., Inc.
305—662-7501

- Anchorage Area Class C $700.000/$100.000 down
- Oregon Fulltime AM good dial position/college town with strong ratings/$550.000 with $225.000 down.
- Profitable Oregon Coast AM FM $1,000.000 terms
- Oregon Single Station Fulltime AM $200.000/$75.000 down.
- Northwest Coast FM $175.000/financing available.
- Washington AM/FM College town $495.000/$50.000 down.
- Washington AM/FM metro market. $650.000/$150.000 down

CALL STEVE FEDER
THE MONTCALM CORPORATION
1410 NORTON BUILDING
801 SECOND AVENUE
SEATTLE, WASHINGTON 98104
206—622-6236

TOP 50 MARKET IN SOUTHEAST

Class C Move-In with a Format Hole.
Principals only
Box B-33

Looking for GM who would like to own an AM/FM station in a Top 100 growth market; good track record a must; no equity necessary. Principals only. Box B-34.

FOR SALE
TV STATION

$700,000 cash flow.
#1 in market.
Webster & Associates
1-214—361-4486.

Hogan - Feldmann, Inc
MEDIA BROKERS · CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

MISSOURI

AM-FM Combo small market owner wishes to retire Price includes real estate Only $400,000

R.E. Meador & Assoc.
MEDIA BROKERS
P.O. BOX 36
LEXINGTON, MO 64067 816-259-2544
KANSAS CITY, MO. 816-455-0001

- 50.000 watts 850kHZ Knoxville TN $1 2 million Exclusive listing
- UHF TV Southern Alabama City Appraised $12 million Sacrifice for $7 5 million Ask for Jim Dick
- Cable TV in W KS & S C PA ask for Jim Dick

Broadcast Communications Division
NAMB **BUSINESS BROKER ASSOCIATES**
615-756-7635 — 24 Hours

Nationwide Media Brokers
Chapman Associates

TOP 70 MARKET

SE fulltime AM in growth mkt. Top rated, solid CF. $975 K with terms & opt. on val. real estate.

ED SHAFFER
404/998-1100

INDIANA FM

UNIVERSITY CITY. ALL NEW FACILITY. REAL ESTATE. NICE MARKET. 85,000 CITY. 200,000+ MARKET AREA. $675,000. BOX B-38.

At last! An attorney who's been there.
- BARRY SKIDELSKY, Esq. -
132 E. 45th St., New York, NY 10017
212—370-0130
Call for free initial consultation.

AM-FM

Midwest Combo Powerhouses only TWO owners in the long history of these stations!
Medium Size-Multiple State Market
AM-$2,000,000 10kw
FM-$4,750,000 100kw
Strong Properties For Group Owner with management prepared to continue if desired.
Reply Box B-36

Nationwide Media Brokers
Chapman Associates

GREAT PLAINS

Midwestern Class C, need to sell. Best offer accepted, terms available. Contact:

BILL LYTLE
816/941-3733

Delmarva Urban
5Kw day/pre-Sunrise
Positive Cash Flow
$800,000
Box A-108

Full power UHF-TV CP's

- Mobile-Pensacola, Florida
- Des Moines, Iowa
- Oroville, CA

Television Technology Corp.
Bill Kitchen 303—465-4141

MAJOR MARKET

Fulltime AM, 1000 watts with over $450,000 annual gross includes real estate Priced $650,000

R.E. Meador & Assoc.
MEDIA BROKERS
P.O. BOX 36
LEXINGTON, MO 64067
816-259-2544
KANSAS CITY, MO.
816-455-0001

AUCTION:
PORTLAND, OREGON
FULLTIME AM

Offered on a best bid basis. Bids must be submitted by December 29, 1987. Informational packet available.

The Montcalm Corporation
311 Norton Bldg.
801 Second Ave.
Seattle, Washington 98104
206—622-6236

EARLY DEADLINE NOTICE

Due to the Christmas holiday, classified advertising for the December 28 issue is due at noon, EDT, December 18.

Due to the New Year's holiday, classified advertising for the January 4 issue is noon, EDT, December 24.

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 advertisment.

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.

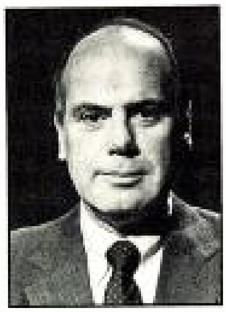
Fates & Fortunes

Media

Thomas Cookerly, president and general manager, WJLA-TV Washington, and president of broadcast division of Allbritton Communications, Washington, broadcast station group, also named president of Allco, Corp., Allbritton affiliate formed to acquire more television stations. He will retain position with Allbritton but will relinquish managership of WJLA-TV.

J. William Beindorf, VP and general manager, WVEC-TV Hampton, Va., named president and general manager.

Cookerly



Beindorf

Weinstein

Mark Weinstein, VP, general counsel, Viacom International, New York to senior VP and secretary.

E. Thayer Bigelow Jr., chief financial officer, Time Inc., New York, joins American Television & Communications Corp., Englewood, Colo.-based cable MSO 82% owned by Time Inc., as president. He will report to **Trygve E. Myhren,** chairman and chief executive officer of ATC. Glenn Britt, treasurer, Time Inc.,New York, named VP-finance.

John Mitchell (Mitch) Dolan, general sales manager, WPRO-AM-FM Providence, R.I., named president and general manager.

John Oxendine, president, Blackstar Communications, new minority-owned and controlled communications holding company, Washington, joins Broadcast Capital Fund, non-profit venture capital company, founded by NAB to assist minorities in acquisition and ownership of broadcast properties, Washington as chairman, CEO and major stockholder (In Brief, Dec. 7).

Joe Bacarella Jr., general sales manager, WLLZ(FM) Detroit, joins WMTG(AM)-WNIC-FM Dearborn, Mich., as VP and general manager. He succeeds **Henry Grambergu Jr.,** who joins Duchossois Communications Company of California (DCCC), Sacramento, Calif., group owner of four AM's, three FM's and one television station, in same capacity.

James Haviland, president and general manager, WABC(AM) New York, joins WCZE(AM)-WLOO(FM) Chicago as general manager.

Rick Sainte, general manager, WADC(AM)-WMGP(FM) Parkersburg, W.Va., joins WZZQ(FM) Terre Haute, Ind., in same capacity.

David Plyler, general manager, WTOB(AM Winston-Salem, N.C., named VP-general manager.

William Ghegan, controller, Turner Broadcasting System, Atlanta, named VP, controller and chief accounting officer.

John Shine, VP and general manager, WJKA(TV) Wilmington, N.C., joins KIMT(TV) Mason City, Iowa, as general manager.

Kevin Metheny, program and production VP, MTV, New York, joins WFBC-AM-FM Greenville, S.C., as station manager.

Bob Raleigh, operations manager-program director, WXRC(FM) Hickory, N.C., joins WAIM(AM)-WCKN-FM Hickory, N.C., as operations manager.

Gil Buettner, news director, WOKR(TV) Rochester, N.Y., joins WWMT(TV) Kalamazoo, Mich., as station manager.

Carolyn Blackwell-Thurman traffic manager, KRBK-TV Sacramento, Calif., joins KTXL(TV) Sacramento in same capacity.

John Johnson, corporate purchasing manager, Cox Cable Communications, Atlanta, joins Midwest CATV, Charleston, W.Va., as purchasing manager.

Carol Nicholson Bolling, corporate manager of employe relations, Gillette Co., Boston, joins WCVB-TV Boston as human resources manager.

Marketing

Dick Macedo, senior VP and general manager, William Esty Advertising Co., Los Angeles, joins Wells, Rich, Greene Inc. (WRG)-West, Los Angeles, as president. He succeeds **Larry Olshan,** resigned.

Appointments to board of directors at Busch Creative Services Corp., subsidiary of Anheuser-Busch, St. Louis: **Mike Stroot,** VP and general manager, Innervision Productions, subsidiary of Busch, St. Louis; **Scott Kane,** president, Optimus Inc., post-production subsidiary of Busch, Chicago.

Appointments at DDB Needham Worldwide, Chicago: **Michael Zaremba,** management representative, named senior VP. He is succeeded by **Charles Austin,** former account supervisor; **David Beals,** account supervisor, Needham, Harper & Steers, Chicago, named VP; **Kirk Borland,** senior partner and member of executive committee, Tatham-Laird & Kudner, Chicago, to group account director; **Mary Haderlein,** VP, management supervisor, Saatchi & Saatchi Compton Inc., New York, to management representative.

MaryAlice LeDuc, VP, account supervisor, Saatchi & Saatchi DFS Compton, New York, named senior VP, management supervisor.

Andrew Kelly, VP, director of strategic services, J. Walter Thompson, New York, joins William Esty Co., New York as VP for consumer perspectives department.

Robert McArthur, VP, sales manager, Katz Radio, Chicago, joins Banner Radio, Chicago, radio representative, as VP, stations-central region.

Robert Davies, VP-account supervisor, HDM Dawson Johns & Black, Chicago, named VP-account director; **Philip Goldberg,** account executive named account supervisor.

Sheila O'Connor, general sales manager, WCLR(FM) Skokie, Ill., named VP of sales.

Winston Jacobs, director of traffic, Geer, DuBois Inc., New York, named VP.

Pepper Gould, manager of Houston sales office, Katz Television Group, New York, adds duties as VP; **John Deacon,** account executive, Blair Television, Detroit, named sales executive at Katz, Detroit.

Richard Fennema, sports marketing specialist, Texas State Network, Dallas, named general sales manager.

Ira Kleinman, new business development director, WMCA(AM) New York, joins WFAS-AM-FM White Plains, N.Y., as general sales manager.

Thomas (Tom) Hunt, VP and general manager, WTMA(AM)-WSSX-FM Charleston, S.C., joins WWMG(FM) Charlotte, N.C., as general sales manager.

Linda LaRue Lynch, national sales manager, WNYB-TV Buffalo, N.Y., named general sales manager.

Augustine (Augie) Martinez, director of finance and administration/comptroller, WCAU-TV Philadelphia, joins KTTV(TV) Los Angeles as director of finance and administration.

William Powell, affiliate marketing manager, SportsChannel New England, Woburn, Mass., to director of affiliate sales and marketing.

Carol Merry, marketing director, Frederick & Nelson, Seattle, joins KING-AM-FM Seattle in same capacity.

Tom Gaertner, regional sales manager, WVTV(TV) Milwaukee, Wis., named director of sales.

Russ Read, program-operations manager, WSYX(TV) Columbus, Ohio, joins WAVE-TV Louisville, Ky., as marketing director; **Nick Ulmer,** account representative, WAVE-TV to national sales manager.

Appointments at Metro Traffic Control,

Houston: **Sharon Moran**, senior account executive, Emery Worldwide Air Freight, Orlando, Fla., to marketing director in Metro's Orlando office; **Robert Millman**, president and general manager, American Heritage Tours, Millis, Mass., to marketing staff in Boston office; **Connie Kyle**, director of human resources, Guest Quarters Hotel Group, Charlotte, N.C., to Houston-based regional trade manager.

Peggy Baptiste, local sales manager, WMXJ(FM) Pompano Beach, Fla., joins KRZN(AM)-KMJI(FM) Denver as marketing manager.

Colleen Cahill, director, affiliate sales, Northeast region, Request Television, New York named director, corporate sales.

Susan Dutton, director of development and marketing, KNPB(TV) Reno, joins KPBS-TV San Diego as development manager.

Russell McGraw, assistant production manager, Fleishman-Hillard Public Relations, St. Louis, joins SRH Direct Marketing, St. Louis, as production manager.

H. Drew Middleton II, account executive, WFLD(TV) Chicago, named director of regional sales for Sheridan Broadcasting Network's Midwest office in Chicago.

Brian Purdy, general manager, KKJC(AM) Blue Springs, Mo., joins KCFX(FM) Harrisonville, Mo., as local sales manager.

Maribeth Wuensch, salesperson, WCCO(AM) Minneapolis, named local sales manager.

Cindy Velasquez, account executive, KUSA-TV Denver, to local sales manager.

Mark Higgens, account executive, KTSP-TV Phoenix, to local sales manager.

Harriet Lodin, account executive, WCIX(TV) Miami, to local sales manager.

Duane Lammers, account executive and operations manager, KRCG(TV) Jefferson City, Mo., to local sales manager.

Perry Black, account executive, WPTF-TV Durham, N.C., to local sales manager; **Emily Biggs**, local sales manager, to national sales manager.

Scott Farley, account executive, WXIN(TV) Indianapolis, named local-regional sales manager.

Steve DiNardo, senior account executive, CBS Radio Representatives, New York, joins WCBS(AM) New York as national sales manager.

Robert Bacon, general-national sales manager, WCBD-TV Charleston, S.C., joins WLOS(TV) Asheville, N.C., as national sales manager.

Don Schultz, account executive, KZSN(FM) Hutchinson, Kan., joins KSNW(TV) Wichita, Kan., as agribusiness sales executive.

Alden Abernathy, media buyer, Mil-Mor Media, Richmond, Va., named senior media buyer.

Appointments at MMT Sales, New York: **Rod Murray**, research manager, to director of research; **Terrill Weiss**, TV salesman, Katz Continental Division, New York, to account executive; **Paul Cappiello**, broadcast supervisor, Fox & Associates, New York, to account supervisor; **Tracey Tynan**, team manager, Blair Television's Independent Division, Los Angeles, to account executive; **Jeff Nathan**, local sales manager, WGBO-TV Joliet, Ill., to account executive.

Suzanne Nace, research assistant, board of governors of Federal Reserve System, Washington, joins BBDO Chicago as research analyst; **Barbara McClain**, account service coordinator, BBDM Advertising, Chicago, joins BBDO Chicago as assistant media planner.


Nace


McClain

Appointments at Blair Television, New York: **Theresa Blaber**, senior research analyst on NBC blue team, to research manager of NBC gold sales team; **Scott Pokard**, assistant sales manager, to manager, independent sales team, Los Angeles; **Michael Ganz**, account executive, Petry Television, New York, to same capacity.

Janet Webber Bahr, art director, Needham Harper Worldwide, New York, named associate creative director.

Norman Mallard, art director, Abramson Associates, Washington, joins Golden Yonkler, Washington, in same capacity.

Sherry Terry, local sales manager, KZPS(AM)-KAAM(FM) Dallas, joins KMEZ-FM Dallas as account executive.

Martha Braun, account executive, Eastman Radio, New York, joins Cash Plus, Minneapolis, as broadcast negotiator.

Sandi Anderson, assistant national sales manager, WOWT(TV) Omaha, Neb., named sales account executive.

Lorna Lerner, account executive, Masla Radio, New York, joins Caballero Spanish Media, New York, in same capacity; **Alejandro Garcia-Ramon**, account executive, KVEA(TV) Corona, Calif., named sales manager of Miami office at Caballero.

Programing


Kananack

Arthur Kananack, president, ITC Entertainment Inc., New York, joins Viacom Entertainment Inc., New York, as president.

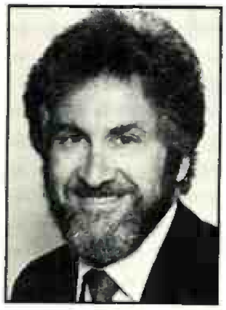
Alan Berkowitz, senior VP, Blair Entertainment, New York, adds duties as president, RPR Productions, sports programing production and distribution arm of Blair Entertainment, New York.

Appointments at Columbia Pictures Entertainment, company newly formed through merger of Entertainment Business Sector of The Coca-Cola Co. and Tri-Star Pictures, New York: **Lewis Korman**, senior executive VP, Tri-Star, to same capacity; **Arnold Messer**, president, telecommunications group, Tri-Star, to executive VP; **Lawrence Ruisi**, senior VP, finance, Tri-Star, to senior VP and chief financial officer; **M. Jay Walkingshaw**, executive VP and chief financial officer, Tri-Star, to senior VP; **Victoria Shaw Cohen**, VP, financial analysis and secretary, Tri-Star, to VP and secretary; **Susan Garelli**, VP, human resources, Coca-Cola, to VP; **Jay Green**, senior VP and controller, Coca-Cola, to VP, controller and chief accounting officer; **Kenneth Williams**, senior VP and treasurer, Coca-Cola, to VP and treasurer.

Neil Delman, president and chief operating officer, Worldvision Enterprises, New York, wholly owned subsidiary of Great American Broadcasting Co., joins entertainment group of Great American Broadcasting Co., New York, as executive VP and chief operating officer.

Harvey Reinstein, executive VP, Primetime Entertainment, which later merged into Southbrook International Television, New York, joins Palladium Television Distribution Corp., New York as executive VP of syndication sales.


Reinstein


Salob

Lorin Salob, VP, television division, Tri-Star Pictures, Los Angeles, joins New World Television, Los Angeles, as senior VP, production.

Peter Tortorici, VP, programing, CBS Sports, New York, named VP, planning and scheduling, CBS Entertainment, Los Angeles.

Rick Portin, director of production, Viacom Enterprises, New York, joins Movietime Cable Network, Los Angeles, in same capacity; **Jim Kosub**, director and co-designer, Kosub-Peters Productions, provider of broadcast graphics, named manager of post production at Movietime.

Stephen Hackett, VP, Coca-Cola Telecommunications, Dallas, joins MCA TV Enterprises, New York as manager, Southwest region, Dallas.

Bob Ferraro, producer, ABC News's *Business World*, New York, named senior producer.

Paul Rudolph, producer-director, WVTV(TV) Milwaukee, named production supervisor.

Bernard Aiello, director of programing, WSYT(TV) Syracuse, N.Y., joins WMTW-TV

Portland, Me., as program operations manager.

Jon Findley, program director, KDAF(TV) Dallas, joins WNYW(TV) New York in same capacity.

Jon Town, interim program director, KAMJ-AM-FM Phoenix, named program director.

Jim Anderson, producer, director, writer and announcer, KITV(TV) Honolulu, joins KFVE(TV) Honolulu as production manager.

Eve Creary, administrator of special programing, NBC Radio Entertainment, New York, joins Narwood Productions, New York, as manager of station relations.

Bernard Gershon, news director, WOR(AM) New York, joins WCBS(AM) New York as associate news and programing director.

Tommy Smith, interim program director, WAIM(AM)-WCKN-FM Anderson, S.C., named program director; **Lee Rogers,** afternoon drive personality, adds duties as music director.

John Florence, music director and air talent, KRSP-FM Salt Lake City, joins KUSW Salt Lake City, international shortwave station, as program director.

Tammy Driver Salinas, assistant programing manager, KTXA(TV) Fort Worth, named programing manager.

Mark Bradley, assistant music director, WNOR-FM Norfolk, Va., named music director.

Allen Stare, graduate, Southern Illinois University, Carbondale, Ill., joins WRVI(FM) Virden, Ill., as music director and account executive.

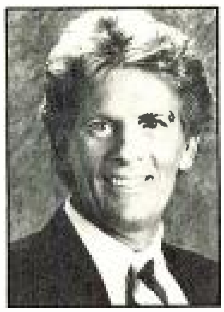
Richie Rosenfeld, production manager, The United Stations Radio Network, New York, joins MJI Broadcasting, New York, as line producer for its *Country Today* program.

Sandra Petterson-Hall, PC specialist, RKO General, New York, joins USA Network, New York as decision support analyst.

John Driscoll, morning air personality, KZLA-FM Los Angeles, joins Weedeck Radio's *Country Report Countdown*, Los Angeles as host.

Brian Carter, on-air personality, WBSB(FM) Baltimore, joins WUSL(FM) Philadelphia in same capacity; **David Sanborn,** on-air personality, WMYK(FM) Elizabeth City, N.C., joins WBSB in same capacity.

News and Public Affairs


Sparks

David Sparks, host, *Crosswits*, syndicated game show, joins KNAZ-TV Flagstaff, Ariz., as news director, 6 p.m. anchor and host of *Northern Arizona Outlook*.

Paul Stueber, news director, WNEP-TV Scranton, Pa., joins WMAR-TV Baltimore in same capacity.

Charles Van Sant, reporter-anchor,

WHIO(AM) Dayton, Ohio, joins WVUD-FM Dayton, as news director.

Appointments at WLNE(TV) New Bedford, Mass.: **Mike Gaynes**, freelance reporter-producer, to sports producer-reporter; **Ted Canova**, associate producer, WTVJ(TV) Miami, to weekday 6 p.m. news producer; **Bob Blanchard**, investigative reporter, WABC-TV New York, to investigative news reporter.

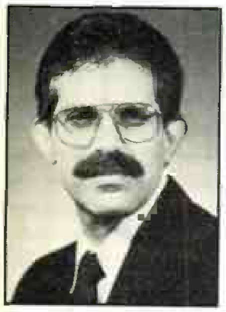
M.J. McKittrick, weekend anchor and medical reporter, KAKE-TV Witchita, Kan., resigns. **Vince Patton**, education reporter, will add duties as weekend anchor on interim basis. No replacement for medical beat has been found.

Michael Fabrizio, sports director, WTXL-TV Tallahassee, Fla., joins WVEC-TV Hampton, Va., as weekend sports anchor.

Marvin Bartlett, eastern Kentucky bureau chief, WCHS-TV Charleston, W.Va., joins WLEX-TV Lexington, Ky., as news reporter.

Kevin Kelly, reporter and weekend anchor, KTEN(TV) Ada, Okla., joins WINK-TV Fort Myers, Fla., as general assignment reporter.

Technology


Krautheimer

David Krautheimer, regional sales manager, The Narda Microwave Corp., Hauppauge, N.Y., joins RHG Electronics Laboratory, Deer Park, N.Y., as director of marketing.

Steve Hauk, chief photographer, KTVY(TV) Oklahoma City, joins KAKE-TV Wichita, Kansas, as satellite and remote operations manager.

Deborah Akel, technical director, WKYC-TV Cleveland, joins NBC, New York as technical manager, network news.

Les Hunt, Northeast sales manager, Broadcast Systems, Austin, Tex., joins Harrison Systems, Ltd., Hyattsville, Md., as manager of broadcast sales for Northeast area.

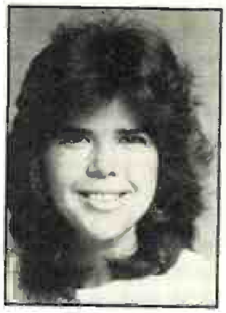
Paul Day, traffic coordinator, Dallas Fort Worth Teleport, named sales and traffic manager.

David Hill, regional sales manager, Marcom, Scotts Valley, Calif., joins LDL Communications, Laurel, Md., as Western region sales manager of transmission systems.

Judy Madden, corporate marketing manager, Chelsea Industries-Electronic Distribution Group, Livonia, Mich., joins Shape Magnetronics Inc., Lombard, Ill., as national distributor sales manager.

Richard Skillman, sales representative for Eastern region, Allied Film & Video, Troy Mich., named sales and customer service manager, Detroit division.

Tom Adams, editor, *Video Store Magazine*, Santa Ana, Calif., joins Paul Kagan Associates, Carmel, Calif., as analyst.


Livingston

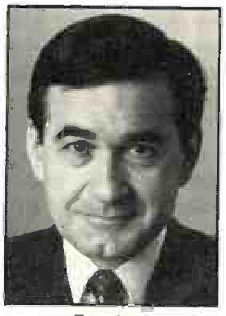
Bonnie Livingston, editor, WPXI(TV) Pittsburgh, joins Production Masters, Pittsburgh as one-inch editor.

Nina Doherty, manager of financial reporting, Chyron Corp., equipment manufacturer, Melville, N.Y., named corporate controller

Promotion and PR

Regina DiMartino, manager, broadcast publicity and special projects, ABC-TV, New York named director, daytime program publicity.

Debbie Scott, associate director of media relations, the White House, Washington, joins HRN, technology-based public affairs consulting firm, Philadelphia, as VP, media relations services.


Zaccheo

Lou Zaccheo, president, Zaccheo Inc., advertising and promotion consulting firm, Philadelphia, joins Multimedia Entertainment, New York as VP, creative services.

George Brenner, corporate director, management information services and telecommunications, Turner Broadcasting System, Los Angeles, joins MCA Inc., Universal City, Calif., as director of corporate information systems.

Mark Manoff, chief political writer, *Philadelphia Daily News*, joins Medialink, New York, as director of public affairs.

Nance Guilmartin, director of public communications, WBZ-TV Boston, adds duties as director, public affairs and community relations, Group W Television, Boston.

Allied Fields

Leonard Goldenson, chairman of executive committee of Capital Cities/ABC and retired chairman of board of American Broadcasting Companies, New York, inducted into Television Hall of Fame.

Robert Mulholland, director, Television Information Office, New York; **Hugh Price**, senior VP, national productions, PBS, Washington, and **James Williams**, director, Associated Press Broadcast Services, Washington, appointed judges for Scripps Howard Foundation Journalism Awards, Jack R. Howard Broadcast division, Cincinnati.

Appointments at Broadcast Capital Fund, non-profit venture capital company, founded by NAB to assist minorities in acquisition and ownership of broadcast properties, Washington: **Kenneth Harris**, VP to senior VP; **Victor Brown**, director of financial operation to VP and **Raymond Suarez**, director of finance and administration to VP.

Jeff Wakefield, senior VP, marketing and research, Major Market Radio, New York, elected co-chairman, RAB Goals Committee, Radio Advertising Bureau, New York.


Eolin

Robert Eolin Jr., VP and general manager, WLHY-TV Lancaster, Pa., named chairman of Pennsylvania Association of Broadcasters, Philadelphia.

Yuri Rasovsky, founder, president and producer, National Radio Theater of Chicago, joins Museum of Broadcast Communications, Chicago, as special assistant to president.

Deaths

Morrill Cody, 86, former deputy director of United States Information Agency (U.S.I.A.), died Nov. 23 at Manor Care nursing home, Wheaton, Md., of influenza after long illness. Cody worked in U.S. Foreign Service for more than 20 years. He was assistant director for USIA from 1961 to 1963 serving under late Edward Murrow. After two year retirement Cody returned to manage Paris bureau of Radio Liberty/Radio Free Europe from 1965 to 1976 when he retired for second time due to failing eyesight. Cody was also author of several books. Survivors include wife, Jane, one son and two daughters.

Forrest Livings Whan, 82, owner of KWFT(AM) Wichita Falls, Tex., died Nov. 29 at General Hospital, Wichita Falls, of heart failure. In 1941 while serving as head of speech department at University of Wichita, Whan began surveys of radio listeners in Oklahoma, Kansas and Iowa. He later expanded research to include analysis of listener habits in 20 states. He was also author of several college-level textbooks. In 1965 Whan accepted chair at University of Hawaii where he was responsible for graduate school program. He retired to Wichita Falls in 1968 where he became president and general manager of KWFT. Survivors include one son and one daughter.

Thomas (Tom) Copeland, 74, long-time broadcast engineer, died Oct. 12 in El Campo, Tex., hospital of cardiac arrest. Copeland was associated with several broadcast stations prior to and after World War II, among them: WOPI(AM) Bristol, Tenn.; KRVN(AM) Lexington, Neb., and WOWO(AM) Fort Wayne, Ind. He was with Voice of America in Europe in 1952-1954 and then senior engineer with Continental Electronics, Dallas, from 1954 to 1970. He was sales representative for Shafer, Cetec 1970-1980, and Century 21 Programing, 1980, until his retirement in 1983. Survivors include wife, Mildred, one son and three daughters.

NBC's John Agoglia: Life in the pressure cooker

A small, handmade sign hanging in John Agoglia's neatly furnished office at NBC studios in Burbank, Calif., reads: "Just Do Your Job." Agoglia has taken that advice to heart. And by also doing his job well, he has survived 22 years in the turbulent network TV business.

These days, Agoglia has just about as many jobs as he can handle. A year ago, he was appointed executive vice president of business affairs for NBC Entertainment and charged with overseeing the licensing of all its programs. In 1984, he became the executive vice president of a growing in-house TV and motion picture production unit. And with NBC owner General Electric bent on putting the network into new business ventures, the possibility exists that Agoglia's role could soon expand more.

Agoglia lives in the shadow of Brandon Tartikoff, president of the entertainment and production divisions. But Agoglia, 50, has become a powerful force in his own right, wielding authority over all NBC Entertainment product. Both he and Tartikoff answer to Raymond J. Timothy, group executive vice president of NBC, but there have been only one or two instances in which they could not resolve a dispute on their own. The two share a suite of offices and get along "extremely well," says Agoglia.

In dealings with the Hollywood production community, Agoglia sometimes has to play the heavy. "In cowboy terms, Brandon wears the white hat and I wear the black hat," he says. And Agoglia walks a tightrope every time he goes into negotiations. Program suppliers continually demand increased license fees to cover rising deficits. NBC wants to maintain its ratings lead and top producers while curtailing costs in an era of declining network audience shares.

Life in the "pressure cooker" stimulates Agoglia, but he acknowledges that it can tend to be wearing on the nerves. He still winces when he recalls that NBC rejected the financial strings attached to *The Cosby Show* the first time it was offered. The producers took the series concept to ABC, but luckily for Agoglia and then-third-ranked NBC, they came back when ABC failed to offer enough in programing commitments.

Each decision Agoglia makes can mean the difference between success and failure for the network. But the excitement, after all, is what the Brooklyn native was looking for when he left a career in the banking industry for an uncertain future in television. Agoglia worked the first five years after he dropped out of college as a foreign exchange trader for Barclay's Bank. Despite a stint in London, he found the job boring—unlike television, which he would often discuss for hours with a friend who worked at CBS: "Whenever he would talk about TV, both of us would be energized," he says. "I talked about banking, and both of us would fall asleep."

John Joseph Agoglia—executive VP, business affairs, NBC Entertainment, Burbank, Calif., and executive VP, NBC Productions, North Hollywood, Calif.; b. Sept. 24, 1937, Brooklyn, N.Y.; attended Brooklyn College, Brooklyn, 1959: foreign exchange broker, Barclay's Bank, New York and London, 1960-65; network finance manager, CBS-TV, New York, 1965-66; supervisor, production billing, CBS-TV, 1966-68; director, administration and business affairs, CBS-TV, 1968-77; VP, business affairs, CBS-TV, 1977-79; VP, program and talent negotiations, NBC-TV, Burbank, 1979-80; senior VP, business affairs, NBC-TV, Burbank, 1980-86; present production position since 1984; present network position since 1986; m. Joanne Posillico, Sept. 3, 1961; children—Anthony, 24; John Steven, 22.

A job opened at CBS for a manager of network finance; Agoglia jumped at it. Over the next 14 years, he climbed to the rank of vice president of business affairs in New York. In 1979, he moved his family to Los Angeles to become vice president of program and talent negotiations for NBC Entertainment. It was a tough transition going from CBS, which was headed for four consecutive seasons of ratings dominance, to NBC. "I came here when we were number three going to four or five," he recalls.

When former NBC Chairman Grant Tinker took over in 1981, the only two network executives he singled out during his first press conference were Tartikoff and Agoglia, whom Tinker dealt with when he was head of MTM. Tinker referred to Agoglia as a "good piece of manpower" who "does his job very well."

Agoglia says he won favor from producers such as Tinker by, among other things, providing as much creative freedom as possible and refusing to make deals "just for press announcements."

In 1984, Agoglia was named executive vice president of NBC Productions and given responsibility for business and creative matters, including a hand in some low-budget feature films—a factor he says has kept his job from growing stale. "I like the action," he says. "I don't know where you would get this much anywhere else."

NBC's production enterprise will do five theatrical movies this year, each in the $6-million range.

It is in TV, however, that Agoglia's business acumen has paid off the most. During his three years with NBC Productions, Agoglia has been responsible for a number of projects, including the award-winning dramas, *An Early Frost*, one of the first television movies dealing with AIDS, and the mini-series, *Peter The Great*.

Agoglia fought to air *An Early Frost*, which upper management feared would promote a gay life style. He argued, successfully, that the movie would focus on one family's plight. In the case of *Peter The Great*, Agoglia had an even larger obstacle to overcome—the Russians. During the filming of the mini-series, the producer bowed out and NBC stepped in and financed the $27-million project. Agoglia made many trips to the Soviet Union to oversee the shooting, which kept getting bogged down by severe weather and bureaucratic red tape.

The most annoying incident, Agoglia says, occurred on location near the Afghanistan border. The crew had separated the critical items that were needed in Moscow the following day from nonessential equipment that could go the 1,000 miles by truck. The Russians reversed the order, and sent the cast's handmade Italian wigs and costumes on the 1,000 mile trip. When the truck showed up in Moscow—two weeks later—Agoglia learned the driver had stopped along the way to sell melons. The fruit-vending sideline cost NBC Productions $300,000, but the division still reaped a substantial profit on the show through international sales.

One of Agoglia's greatest coups was engineering the $55-million sale of *Punky Brewster* to Columbia for first-run syndication. NBC Productions reportedly netted more than $20 million from the sale. The idea to sell the show came to Agoglia during a NATPE convention when he was approached by someone who offered him $2,500 an episode for the series. "It was obvious that he had his entire office in his attache case," Agoglia says. "It was one of those guys walking the floor trying to make something happen." Agoglia figured if someone were willing to wager his life savings on the program, he could probably fetch a fair price from a major studio.

Although he is proud of the accomplishment, Agoglia hedges at terming it a good deal. "I don't think I ever said I made a good deal because I wouldn't want anyone to think I'm gloating" he says. "A good deal is good for both people."

FCC announced last week that it would postpone phase II of RKO General hearings. FCC split proceeding into two parts: Phase I, which examined basic qualifications of RKO ended when ALJ Edward Kuhlman determined that RKO was unfit to remain licensee; RKO appealed decision to full commission. Phase II would have examined qualifications of Fidelity Television Inc., competing applicant for KHJ-TV Los Angeles, and was scheduled to begin Dec. 11. FCC general counsel, Diane Killory said postponement was ordered because potential resolution of settlement agreements with competing applicants, and RKO's appeal of Kuhlman's decision "could effect the scope or need for phase II."

□

Flap between *L.A. Law* co-creators, Steven Bochco and Terry Louise Fisher, escalated late last week with **filing in Los Angeles of $50 million breach of contract suit by Fisher against Bochco and 20th Century Fox** (see box, page 70).

□

Lorimar Syndication said last week that it **is withdrawing from its planned offering of** TV Guide in syndication given the unlikely prospect of getting deal with network-owned group of stations to carry show. *TV Guide,* based on magazine of same name, was designed for access periods beginning fall 1988. Executive producer of project was Susan Winston. Dick Robertson, member of office of president, Lorimar Telepictures Corp. said that getting show on air was understood to be "somewhat risky" given show's exclusive appeal to affiliates since show will only deal with TV network programing. He said that lack of possible time slots on network-owned station schedules in top three markets would prevent show from becoming firm go. *TV Guide* was budgeted at close to $25 million according to sources.

□

CBS has given reprieve for previously canceled first season show, *Law & Harry McGraw*, which was to have had last broadcast on Dec. 22. Network said last week that it had ordered several more episodes of program, which will be given new time period, Wednesdays, 8-9 p.m., effective Jan. 13. Network also said it was taking another first-season show off schedule, *The Oldest Rookie*, which may return to schedule at later date.

□

NBC Sports and London-based **Trilion Productions have formed joint venture to offer production services to European producers.** NBC has controlling interest in new company, Mobile Image Limited, which will be manged by Colin Callow in London and Hans Oberg in Sweden. NBC Sports will use venture to produce such overseas events as Wimbledon tennis. NBC Sports president Arthur Watson is also president of new division. And **at ABC Sports,** announcement came last week that **Geoffry Mason is rejoining division, from Ohlmeyer Communications,** as executive producer, ABC Sports, after Olympic games in Calgary, Canada, next February. Prior to joining Ohlmeyer in 1984, Mason ran NBC Sports' European operations, and before that was with ABC Sports for 10 years.

□

Thomas B. McGrath was promoted from senior VP to president of Act III Communications last week. McGrath succeeds Norman Lear who has been acting president since Randy Reiss left Act III.

□

Harte-Hanks Communications Inc., said it **reached agreement to sell four cable systems,** totaling over 50,000 subscribers, to three separate cable operators last week for undisclosed amounts. Two largest systems in **Philadelphia suburbs,** having more than 32,000 subscribers, will go to Adelphia Communications; **Asbury Park, N.J.,** system, serving about 10,000 subs, will go to Monmouth Cablevision Associates, and **west Houston** system, serving almost 9,000 subscribers, will go to Prime Cable of Austin, Tex. Although no price was announced, principals for TCI and Comcast had said they had offered $2,750 per subscriber for some systems, and were turned down.

□

EZ Communications, Fairfax, Va.-based group of four AM's and 11 FM's, **sold WEZS(FM) Richmond, Va., to National Radio Associates,** new group headed by Ragan Henry, **for $13 million.** Station was reported sold earlier for $16 million ("Changing Hands," Aug. 24), but deal fell through. Price was lower because Henry qualified for minority tax certificate. Henry owns WXTR-FM Washington and has recently purchased FM's in Detroit and Columbus, Ohio, and AM-FM combination in Kansas City, Mo. H.B. LaRue, Media Broker, handled sale.

□

Fifth largest TV group, **Tribune Broadcasting,** and Europe's programing powerhouse, **Kirch Group of West Germany, have agreed to international TV programing production joint venture** to develop made-for-TV movies, mini-series and specials. First of English-language shows will be aired during 1988-89 season in U.S. and abroad.

□

Rupert Murdoch's News International and European Broadcasting Union will join in establishing European satellite sports channel. Expected to launch in 1988, channel will compete for Europe's cable viewers with part-ABC-owned Screen Sport.

□

FNN-produced morning business program syndicated by Viacom Enterprises and cleared on four CBS-owned stations (BROADCASTING, Dec. 7) **will debut Feb. 29, 1988,** and will be called *Business This Morning*. Produced at Times Square Studios in New York, show will be produced each day after closing of major financial markets and fed by satellite. One anchor will be used. Viacom will distribute *BTM* on barter basis using undetermined split.

Brinkley bash. Journalists of every stripe turned out last week to honor veteran ABC newsman David Brinkley, who is this year's recipient of the National Press Club's Fourth Estate Award. Brinkley, was feted at a black tie dinner held at the National Press Club. Pictured (l-r): attorney Robert Strauss and former Democratic National Committee Chairman; Brinkley, his wife, Susan, and columnist George Will. Strauss and Will, along with AFL-CIO chief Lane Kirkland, poked fun at Brinkley, the anchor of ABC's Sunday morning news program, This Week with David Brinkley. Will is also featured on the show.

"I thought this dinner was in honor of Robert Novak," quipped Strauss. Will's humor was aimed more at the medium of television. "Television is a modern miracle, it allows you to be entertained by someone you wouldn't let into your home," said Will. But all kidding aside, they heaped praise on Brinkley whose journalism career spans some 46 years. "Brinkley has shaped TV journalism without letting it shape him," commented Kirkland.

In accepting the award, Brinkley was brief in his remarks but closed by sending this message to his industry's critics: "If everything in American society worked as efficiently as the print and broadcast media, this country would be in hell of a better shape."

ɔart of merger of **Coca-Cola's** Entertainment Business Sector Tri-Star Pictures, **500 employes will reportedly be laid off** for ngs of $40 million. Layoffs will consume $20 million of $100 ion reserve Coca-Cola recently set aside for restructuring of ıpany (BROADCASTING, Nov. 30).

□

basic cable viewing record was set with ESPN's coverage of ago Bears versus Minnesota Vikings on Dec. 6, with 14.4 ıg, or 6.5 million homes. Nielsen said that surpassed 11.7 ıg WTBS received for special broadcast on Titanic. ESPN mated combined broadcast-cable rating for Sunday night ıe was 16.0, or eight million homes.

□

itron said cable penetration as of November reached 49.8% of . households, 2.3% jump since July. Figures are slightly lower ı Nielsen's ("Cablecastings," Dec. 7), which reported 50.5% in November survey. Arbitron said 44,190,100 homes subscribe cable.

□

ınsylvania Cable Television Association said telephone comıy, **Bell of Pennsylvania, has lowered pole attachment rate 21.8%,** oactive to March 1, 1986. New rate will be $3.91, drop of $1.09 n old $5 pole rental fee. Association said estimated $1,368,000 savings will be credited in 1988 billings.

□

t attracts enough interest, **Fox Broadcasting's** WTTG(TV) Washıton **is considering making "Eye on Washington,"** news segment ich premiered last Friday (Dec. 11), **into weekly half-hour, syndied program.** Segment, anchored by Motion Picture Association American President Jack Valente, is weekly review of events in agan Administration. According to station spokeswoman Suı O'Malley, "the show is a test balloon" and it is still too early to / whether Fox Broadcasting or WTTG would produce program d which company would syndicate it. Guests on first installənt included former Johnson Administration official Harry :Pherson and Richard Pearle, former Reagan administration sistant secretary of defense.

□

ɜdia Central made Seltel Inc. national spot representive for five ɜdia Central **stations** Seltel **does not currently represent,** effece immediately. Representation of three of stations (Huntsville, a.; Jackson, Miss., and Knoxville, Tenn.) was formerly handled ITS; one by Katz (Paducah, Ky.), and one had no national rep.

□

ın Cortz ended 13 years as economics editor at ABC News last eek with announcement that he will host new series of 90- ɜcond inserts for local news, *Economy Watch with Dan Cordtz*, that planned for debut as early as first quarter of 1988. Cordtz's ɔmpany, Econoclasts Inc., and Troika Productions will co-proıce and syndicate inserts. Cordtz said show will be targeted at BC affiliates "who ought to know my work."

□

:C Common Carrier Bureau last Friday **ordered** U.S. Intelsat gnatory, **Comsat, to refund to customers $38.8 million in excess venues** ($3.33 million) and interest ($5.5 million) for 1984-1986 əriod. Dec. 10 order also requires Comsat's carrier customers to ovide additional information within 30 days to help commission ətermine "flow-through" of money to end users. Comsat was ıavailable for comment Friday. $62 million amount in bureau's iginal "tentative finding" last April, said bureau legal assistant, olleen Boothby, was "ballpark figure" (BROADCASTING, April 13). riginal finding effectively ended Comsat-Contel merger (BROADASTING, April 20). "Equitable considerations" since then—includıg recognition of FCC's own inaction on potentially justifiable omsat tariff filings—persuaded bureau that Comsat revenues rior to Aug. 1, 1984, were not improper. FCC denied Comsat ɜquest that refunds be distributed in form of future discounts. Comsat must put full amount in escrow until bureau determines disbursing method.

□

Summit news coverage did wonders for Cable News Network's ratings. Its live coverage of summit-related events Monday, Tuesday and Wednesday produced ratings 67% higher than November figures. Ratings soared during signing of treaty on Tuesday by President Reagan and Soviet general secretary Mikhail Gorbachev: They were 127% higher than normal.

□

AM radio listenership is holding steady, according to Statistical Research Inc.'s fall 1987 RADAR 36 vol. 1 report. It shows AM radio usage among adults 12-plus, Monday-Sunday, 24 hours, at same 26% level (FM is at 74%) as spring report. However, AM listening is off 2% from fall 1986 report.

Busted. On the eve of the Washington summit (Dec. 6), Cable News Network correspondent Peter Arnett was literally picked up by plainclothes Soviet police while covering a turbulent demonstration of Refuseniks in Moscow and detained for about four hours at police headquarters. Crews from CNN, NBC and CBS recorded parts of Arnett's run-in with police during the noontime demonstration. In the photograph, taken from CNN's video, Arnett prepares to board bus for police headquarters.

In Arnett's report of the incident, filed half an hour after his release, Arnett said he was trying to help his camera crew when he was approached by a policeman and told he was under arrest. "I produced my press card and I said we had permission...to cover activities on the streets of Moscow," he reported. "At this point I was pulled from behind; about six heavy-set men...picked me up bodily and carried me to a waiting bus. Now, I tried to fight free. I didn't know who these people were. In the scuffle, they took my American passport and one of them ground it on the pavement with his heels."

After the bus ride to police headquarters, Arnett reported, he was accused of assaulting a citizen with a microphone. In his presence, several people wrote statements backing up the police accusations, he said. "It was all sort of intimidating."

An hour later, he said, the pressure started easing. "I get the impression that the phone was ringing a lot and I know that they were answering queries from higher officials about what was going on," he said. "I think the pressure of the American embassy helped...."

After writing his version of the incident on a report, the police told Arnett he was free to go. At no time was he allowed to call the American Embassy, he said, despite his repeated requests to do so. "As I was leaving they said I would have had the right to a lawyer eventually."

Editorials

Steady as she goes

To the shock of many but the surprise of few, the U. S. Court of Appeals for the District of Columbia has struck down the FCC's new must-carry rules, and with them some 25 years of precedent in the mandated carriage of television stations by cable systems. It is not that the rules are unconstitutional, said the court, but only that insufficient evidence had been cited to warrant such an intrusion into First Amendment privilege.

It may be too early to say that it's all over on the must-carry front, but the early returns suggest that result. The FCC never wanted must carry in the first place, although it labored valiantly to make as much as it could—constitutionally—of the industry compromise placed before it.

It could be worse. Looked at realistically, the major adjustments in carriage that followed the *Quincy* decision that threw out earlier rules have long since taken place. Indeed, the industry compromise itself was molded to fit what the cable industry intended to do in any event; it merely gave the force of *de jure* to what was *de facto*.

The right thing now is for all parties to stay the course. The option, of course, is cable's, but there's no reason for that industry to go back on its asserted willingness to meet the more-than-modest but less-than-onerous carriage requirements of the compromise. This page applauded cable at the time for its statesmanship in entertaining a compromise when it might have taken full advantage of *Quincy*. We will applaud it no less now for forbearance in the present circumstances.

One snake killed, another coiled

The U.S. Senate came to its senses last week and excised from its budget reconciliation bill a proposal to impose a 2% sales tax on broadcast station transfers or 4% for transfers by owners who held stations less than three years. Before the Senate acted, Fritz Hollings (D-S.C.), author of the sales tax proposal, withdrew another of his imaginative submissions, a proposed revival of the fairness doctrine and with it an additional 1% sales tax on stations sold by owners who had been found to violate the new fairness law.

It must be assumed that Hollings withdrew his fairness package for tactical reasons that may later come to light. A codification of the fairness doctrine that was repealed by the FCC last August is among his stated missions in life, as it is the mission of Representative John Dingell (D-Mich), who got 258 other House members to vote with him for the insertion of a fairness amendment in the continuing resolution that is needed to keep the government in operation. The Senate version of the continuing resolution, which is a big appropriations bill, contains no fairness doctrine, but fairness is certain to be at issue when the Senate and House conference committees meet this week to work out a final version of the resolution. The Hollings and Dingell fairness doctrinaires will no doubt be at work.

The best guess around Washington after the station sales tax was decisively defeated in the Senate, 66 to 28, was that the last of that had been heard this year. There were all kinds of reasons for the broadcasters' victory, not the least of them their own work, led by Eddie Fritts, president of the National Association of Broadcasters, on Capitol Hill. Some senators thought the Commerce Committee, which Hollings chairs, intruded on other committee jurisdictions when it voted for what it called a transfer fee but what others called a tax. Some others objected to the Hollings maneuvers that suddenly delivered the fee-tax to an unannounced vote in his committee.

As to the Hollings fairness provision and its 1% sales tax for violators, someone may have had constitutional second thoughts about that. As was noted here a week ago, John Dingell, in his ringing advocacy of a fairness doctrine during House debates, was careful to point out that his amendment contained no penalizing tax. More than one lawyer with a knowledge of the First Amendment questioned whether a Holings tie-in of fairness law and certain penalty upon station sale would so dissuade broadcasters from presenting controversy that a per se violation of the First Amendment was at hand.

As the FCC decided, a government-imposed fairness standard all by itself offends the First Amendment, but that is a nicety that the Hollingses and Dingells choose to ignore.

Have broadcasters the votes to keep fairness out of the conference resolution this week? Wait for the answer before cheering the defeat of the station sales tax.

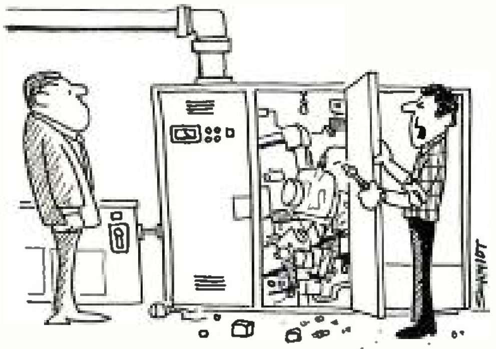
Good riddance

The sun came out in Florida for advertisers and broadcasters last week—not to mention for a host of other service providers—when that state's legislature repealed an ill-conceived and unpopular 5% tax on services, advertising included, and replaced it with an extra penny in sales tax.

Florida's governor was initially attracted to the tax as a handy prop in the state's budget balancing act, but was later persuaded to work equally vigorously for its repeal by those who would not have prudent policy abandoned in the administration's rush to the bank—those including a public that the governor was in part trying to appease by concocting an alternative to an income tax.

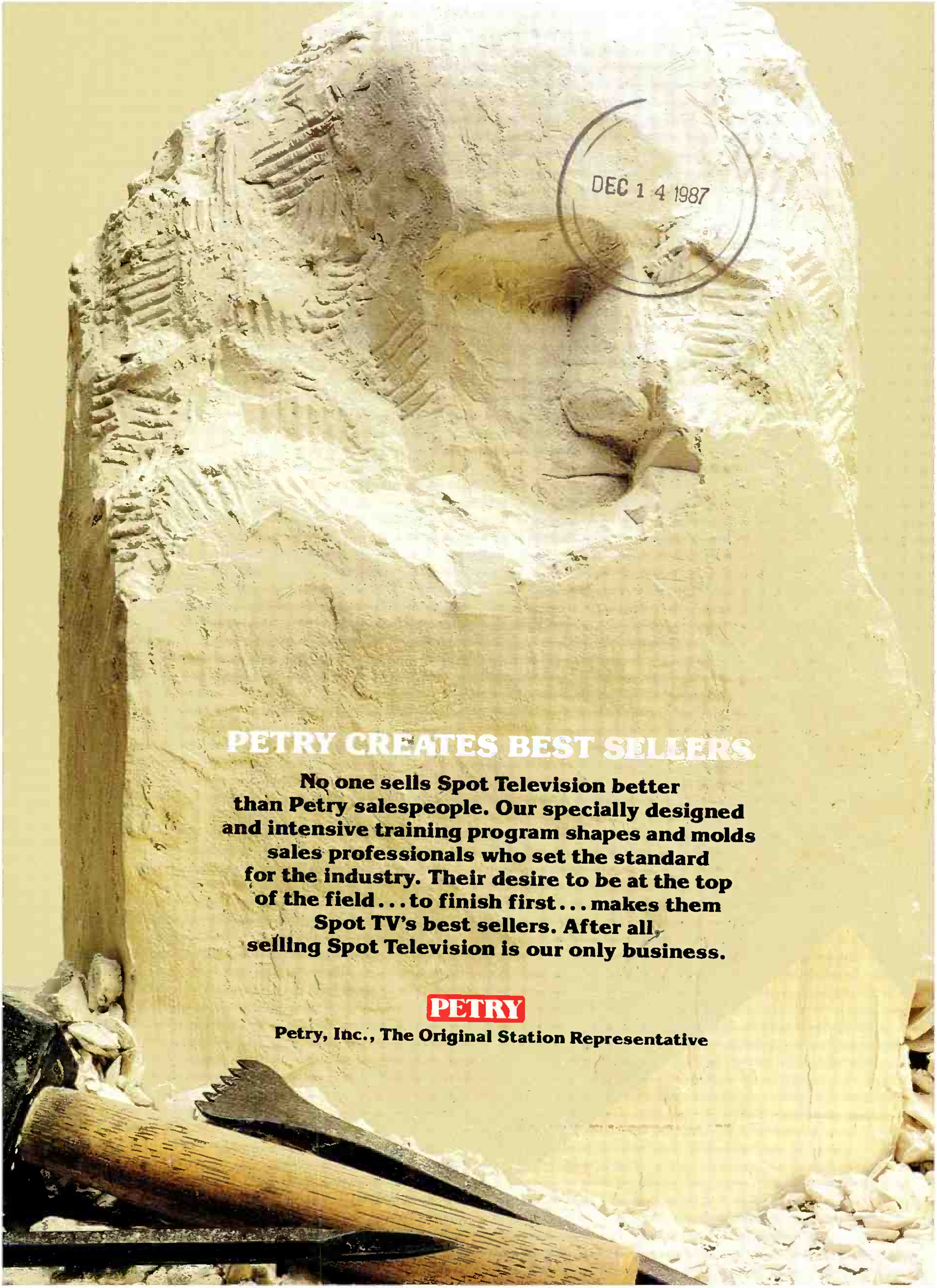
The persuasion came in the form of a storm of opposition that included the pulling of ad dollars from the state by powerhouses such as Procter & Gamble, General Foods and Nabisco; the canceling of association meetings in the state; a lawsuit brought by, among others, the National Association of Broadcasters and Scripps Howard, and a series of polls indicating that the vox populi—70%-80% strong—opposed the tax. (Other states contemplating a similar tax would be well advised to take note of the events in Florida.)

Some voices in the legislature have indicated that the issue is not yet dead—and there are 49 other states with coffers to fill—so vigilance is the order of the day. But this battle appears—for now—to have been won, and credit is due those who fought it.



Drawn for BROADCASTING by Jack Schmidt

"My advice would be to file for an LPTV application; this baby is only putting out 10%."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