

Broadcasting Apr 11

GIVE YOUR AUDIENCE A GREAT WEEKEND, AND A CAN'T-MISS WEEK.



THE PROFESSIONALS



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STATION	REP.	OWNER	AFFILIATE
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WEWS, Cleveland	Blair	Scripps Howard	ABC
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
WMC, Memphis	Blair	Scripps Howard	NBC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WGHP, Greensboro-Highpoint	TeleRep	Taft Broadcasting	ABC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
KESQ, Palm Springs	Katz/Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

Where Things Stand

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■ Solid box indicates item has changed since last issue.

AM-FM Allocations

FCC launched inquiry March 24 into FM translator service—FM translators rebroadcast signals to areas where terrain, distance or obstructions weaken original signal—and in meantime froze applications for new translators. National Association of Broadcasters, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A FM stations to double their power from 3 kw to 6 kw. Plan is contained in comments opposing proposal sent by New Jersey Class A FM Broadcasters that would allow more than 60% of class As to double their power. NAB decided not to support New Jersey plan because of possible interference with class B and C FM's in parts of U.S. where band is crowded. Commission has released rulemaking authorizing FM stations to use directional antennas to permit allocation of stations in what would currently be short-spaced positions. In response to inquiry last August, NAB opposed proposal, saying 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. However, in releasing rulemaking, commission said it had no plans to change table of FM allotments.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

FCC amended its rules last November 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 service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July 1987, NAB filed comments at FCC 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. NAB board has called for freeze on additional AM allocations, except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

Cable Regulation

■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programming to homes.

Opposing industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But top cable and Hollywood executives are holding series of meetings to try to resolve differences. They are set to meet again this week in New York.

Developments within cable industry are coming under increased congressional scrutiny. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has asked Government Accounting Office to study cable rate increases. Comments from lawmakers expressed during Telecommunications Subcommittee hearing two weeks ago indicate industry's problems on Capitol Hill may go beyond battle with home satellite industry (BROADCASTING, April 4). It was first of three oversight hearings subcommittee plans to hold on status of cable industry three years after passage of Cable Act.

Allegations that cable industry has been anticompetitive were subject of congressional hearing last month by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as growing anticompetitive behavior on part of cable (BROADCASTING, March 21).

FCC adopted new rules last week defining more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are violations of First Amendment rights of cable operators.

Children's Television

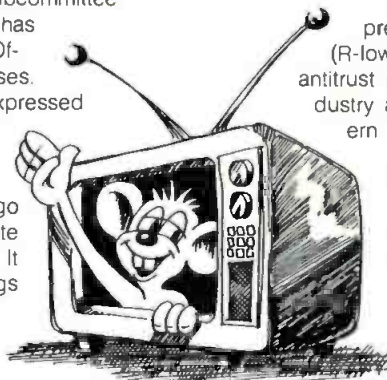
■ House Telecommunications Subcommittee Chairman Ed Markey is trying to reach compromise with broadcasters on children's television bill (BROADCASTING, April 4). He is proposing legislation that would limit amount of advertising on children's programs. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process, which troubles some broadcasters.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising (BROADCASTING, March 14).

Children's television legislation is also pending in Senate, but no action appears to be imminent there.

In response to U.S. Court of

Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted, in order to discourage proliferation of what it calls program-length commercials.



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HOLLYWOOD SQUAD

Market	Station	Time Period	Nov. '87		Feb. '88		% Increase	
			Rating	Share	Rating	Share	Rating	Share
Philadelphia****	KYW	M-F 5:00 PM	7	15	8	16	+14%	+7%
Tampa	WXFL	M-F 5:00 PM	6	16	8	18	+33%	+13%
Seattle	KOMO	M-F 4:30 PM	6	16	8	20	+33%	+25%
Miami	WPLG	M-F 7:00 PM	9	14	10	16	+11%	+14%
Denver*	KMGH	M-F 10:00 AM	1	5	3	15	+200%	+200%
Phoenix	KPNX	M-F 6:30 PM	8	13	9	16	+13%	+23%
Baltimore	WBAL	M-F 10:00 AM	3	20	4	25	+33%	+25%
Kansas City*	WDAF	M-F 11:30 PM	2	15	3	21	+50%	+40%
Cincinnati	WLWT	M-F 5:00 PM	7	19	8	20	+14%	+5%
Milwaukee	WISN	M-F 12:30 PM	2	9	4	14	+100%	+56%
Oklahoma City	KOCO	M-F 3:00 PM	2	8	3	9	+50%	+13%
Buffalo	WGRZ	M-F 7:30 PM	8	14	10	16	+25%	+14%
Salt Lake City	KSL	M-F 3:30 PM	4	16	6	20	+50%	+25%
Harrisburg	WHTM	M-F 7:30 PM	9	17	11	18	+22%	+6%
Wilkes Barre	WNEP	M-F 7:00 PM	12	20	16	24	+33%	+20%
Chas.-Hunt.	WSAZ	M-F 7:30 PM	12	20	15	22	+25%	+10%
Fresno	KSEE	M-F 4:00 PM	2	6	3	8	+50%	+33%
Knoxville	WTVK	M-F 4:00 PM	3	10	6	15	+100%	+50%
Green Bay	WBAY	M-F 4:30 PM	5	14	6	17	+20%	+21%
Rochester*	WOKR	M-F 7:30 PM	4	6	9	15	+125%	+150%
Paducah	KFVS	M-F 4:00 PM	7	24	11	29	+57%	+21%
Honolulu	KHON	M-F 2:00 PM	1	7	3	16	+200%	+129%
Davenport	KWQC	M-F 3:30 PM	5	18	6	22	+20%	+22%
Johnstown-Alt.	WJAC	M-F 7:30 PM	11	20	17	27	+55%	+35%
Huntsville*	WAAY	M-F 4:30 PM	2	6	7	17	+250%	+183%

Market Station Time Period

New York WABC M-F 7:30 PM

Market	Station	Time Period	Rating
Burlington	WCAX	M-F 7:30 PM	19
Las Vegas	KVBC	M-F 6:30 PM	12
Waco	KWTX	M-F 3:00 PM	2
El Paso	KTSM	M-F 4:00 PM	6
Ft. Myers	WINK	M-F 7:30 PM	9
Madison	WKOW	M-F 4:00 PM	4
Terre Haute	WTWO	M-F 4:30 PM	5
Yakima	KAPP	M-F 7:30 PM	5
Wichita Falls	KFDX	M-F 4:30 PM	5
La Crosse	WXOW	M-F 9:00 AM	1
Mason City	KTTC	M-F 4:00 PM	3
Salisbury	WMDT	M-F 4:00 PM	2

INTO YEAR 3 AND BETTER

* Nov. '87 (Denver--AM Colorado, Kansas City--Benson, Rochester--9-5, Huntsville--Mary Tyler Moore)

** = Feb. '87 (Detroit--Nightlife, Des Moines--Scrabble, Champaign--Gimme A Break, Tucson--3's Company, Spring--Hoty--Newlywed Game, Wheeling--SM-Chance)

CONTINUES!

WOOD STARS

Rank In Time Period		Women		
Rating	Share	18-34	18-49	25-54
#2	#2	#1	#1	#1

7	Feb. '88	% Increase	
Share	Rating	Share	Rating
33	21	34	11%
20	13	21	6%
8	3	11	50%
19	8	21	33%
15	10	16	11%
13	6	20	50%
15	6	18	20%
9	6	10	20%
13	7	18	40%
6	2	11	100%
9	4	11	33%
6	5	11	150%

Market	Station	Time Period	Nov. '87	Feb. '88	% Increase	
			Rating	Share	Rating	Share
Ada-Ardmore	KXII	M-F 4:30 PM	7	19	8	22
Butte	KTVM	M-F 12:30 PM	3	17	5	24

Market	Station	Time Period	Feb. '87	Feb. '88	% Increase	
			Rating	Share	Rating	Share
Los Angeles	KHJ	M-F 7:30 PM	6	10	8	12
Detroit**	WDIV	M-F 12:30 AM	5	17	7	23
Dallas	KXAS	M-F 2:30 PM	6	19	7	24
Albany, N.Y.	WRGV	M-F 7:30 PM	12	20	13	22
Des Moines**	WHO	M-F 10:30 PM	3	19	5	27
Champaign**	WAND	M-F 10:00 AM	1	5	4	18
Tucson**	KOLD	M-F 6:00 PM	6	11	7	12
Spring.-Holy.**	WGGB	M-F 7:30 PM	8	14	10	16
Tri-Cities	WJHL	M-F 7:30 PM	13	20	16	25
Savannah	WTOC	M-F 5:00 PM	7	18	10	27
Wheeling**	WTRF	M-F 5:00 PM	10	21	11	23
Bangor	WABI	M-F 5:30 PM	16	31	20	36

Market	Station	Time Period	Lead-In	Feb. '88	% Increase	
			Rating	Share	Rating	Share
Boston***	WNEV	M-F 4:30 PM	4	11	5	12
Wash., D.C.***	WRC	M-F 4:30 PM	5	13	6	14
Cleveland***	WKYC	M-F 5:00 PM	4	9	6	14
St. Louis***	KMOV	M-F 9:00 AM	2	12	4	17
Greenville***	WSPA	M-F 7:30 PM	10	16	11	18
San Antonio***	KSAT	M-F 6:30 PM	7	11	8	14
Flint***	WEYI	M-F 7:00 PM	1	2	4	6
Binghamton***	WBNG	M-F 5:00 PM	9	25	12	30

THAN EVER!

ORION

TELEVISION SYNDICATION

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

C A B L E	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

NAB has offered survey indicating that advertising in children's programming is currently under proposed 9.5 minute limit.

Comparative Renewal Reform

■ Seventeen Republican members of House Commerce Committee have sent letter to FCC Chairman Dennis Patrick urging him to follow through on his announced intention to reform comparative license renewal procedures.

In speech at conference sponsored by National Association of Broadcasters in March, Patrick criticized current process and said time may be ripe for FCC action. Patrick received cue for speech from key members of Congress, who said congressional reform efforts had bogged down. Week after Patrick speech, NAB President Eddie Fritts also encouraged Patrick to take action, saying FCC should prohibit, among other things, license challengers from receiving payments from incumbents in excess of their "prudent and legitimate" expenses. Leibowitz & Spencer,

Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that their applications may be subject to more stringent scrutiny than in the past. Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor (BROADCASTING, March 21). Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting five other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent

Television Stations convention in Los Angeles in January, Patrick said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting in January, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in final hours of its last session violated First and Fifth Amendments of Constitution by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he had sold in February to real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW(TV) New York. But Murdoch now has opportunity to retain Boston Herald and WFXI-TV Boston. Court did not, however, rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when that becomes possible.

Telco-cable—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 eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not wait-

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ing for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Although he told representatives of telephone industry he doesn't expect measure to go anywhere this year, he said it could make headway in next Congress.

FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984. In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their 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. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Direct Broadcast Satellites

Following death of start-up DBS bird, West Germany's TV-Sat1 (BROADCASTING, Feb. 22), U.S. operators continue wait-and-see stance on high-power DBS, which would use Ku-band spectrum set aside for it. Although threat to cable distribution market is cited as major stumbling block, presidents of two major U.S. satellite operators, Hughes Communications and GE Americom, have expressed qualified optimism about near-future establishment of direct-to-home delivery of entertainment programming in U.S. (BROADCASTING, March 7). DBS's value rests on ability to receive high-power signals with very small earth stations.

For time being, European eyes are turned toward less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Ariane-space launch next winter. TV-Sat1 technical failure leaves two state-owned programmers and two commercial programmers booked on TV-Sat1 without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for launch within next year. Two months ago, French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites got start 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 approximately two million. Number of TVRO homes subscribing to cable programming has grown

as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

Equal Employment Opportunity

■ FCC has decided not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employees of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices.

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 employees are required to file detailed reports.

High-Definition Television

■ NBC has unveiled latest twist on Advanced Compatible Television (ACTV) system development. ACTV I would transmit enhanced-definition signals over 6 mhz channel. New ACTV-II would be implemented sometime after establishment of ACTV I. It would deliver full high-definition television through use of augmentation channel. It was to be subject of press conference during National Association of Broadcasters convention.

Advanced Television Test Center (ATTC) has held first meeting with representatives of seven partners in project—NAB, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations. Joel Chaseman of Post-Newsweek Stations, representing AMST, was elected ATTC chairman.

Center is being created to provide place to test HDTV and ATV systems for use by Advanced Television Systems Committee and FCC's ATS Advisory Committee. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives

by other partners. Proposal has been submitted to locate facility in same building with PBS headquarters in Alexandria, Va.

FCC's Advanced Television Systems (ATS) Advisory Committee's first set of recommendations to commission—involving spectrum needs—will be submitted about month later than original May 17 deadline. Second meeting of ATS blue ribbon panel was tentatively set for early June to review and approve report before submission. Report, to be prepared mainly by planning subcommittee, will set testing guidelines for HDTV systems and present propagation scenarios for different

types of transmission systems using various amounts of spectrum.

Advanced Television Systems Committee and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

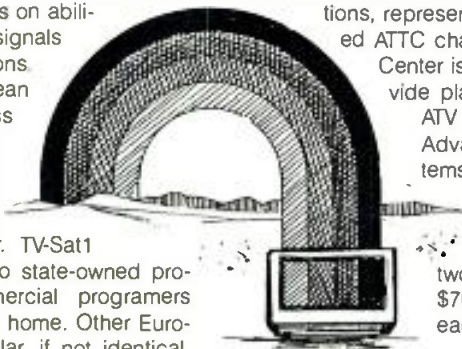
Land-Mobile

Statements by Mass Media Bureau Chief Alex Felker to Land-Mobile Communications Council (LMCC) hint that first report by Advanced Television Systems Advisory Committee will not provide enough information for FCC to act on petition to reallocate UHF channels in eight markets to land-mobile radio. Last fall, commission delayed decision until completion of report in response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Mergers

■ Mergers. U.S. Cable Television Group has closed approximately \$225 million acquisition of 135,000-subscriber cable systems of Essex Communications Corp. † Lorimar Telepictures is continuing preliminary merger talks with Warner Communications Inc. Financier Marvin Davis is at same time pressuring company to discuss possible \$17-per-share bid. † Cablevision Systems is reported to be considering bid for Storer Cable properties. Earlier talks between owner of 1.4 million-subscriber systems, Kohlberg Kravis Roberts & Co., and consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—had broken off when companies could not agree on complex tax, debt structure and pricing problems associated with deal. That transaction would have been largest cable deal ever, involving total considerations of \$2.8 billion. † United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). Tele-Communications Inc., which holds 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger, expected to be completed in second half of year, will create third largest cable system operator in U.S., with 2.3 million-subscriber cable systems (including UACI's



THIS SEASON'S BIGGEST KIDS STORY.

Double Dare is *the* #1 kids show!



DOUBLE DARE	987
THE COSBY SHOW (NBC)	974
GROWING PAINS (ABC)	930
WHO'S THE BOSS (ABC)	877
ALF (NBC)	852
A DIFFERENT WORLD (NBC)	801
DUCK TALES (SYN)	762
VALERIE'S FAMILY (NBC)	760
PERFECT STRANGERS (ABC)	650
DIFF'RENT STROKES (SYN)	623
REAL GHOSTBUSTERS (SYN)	614
HEAD OF THE CLASS (ABC)	609
MR. BELVEDERE (ABC)	566
FACTS OF LIFE (SYN)	565
SMALL WONDER (SYN)	562
FAMILY TIES (NBC)	538
DENNIS THE MENACE (SYN)	524
PEE WEE'S PLAYHOUSE (CBS)	506
227 (NBC)	501
FAMILY TIES (SYN)	490

The numbers are in and the word is out. Double Dare delivers more kids 6-11 than any other television program in the nation's three most competitive markets.

Double Dare's phenomenal success began just eighteen months ago on Nickelodeon.

Now it has premiered in syndication. Now nothing else beats it.

Source: Nielsen, February 1988, Children 6-11 (000). Includes regularly scheduled programs only. New York, Los Angeles, Chicago combined.



recent purchase of Daniels' cable interests) to be operated under United Cable name. Deals closed in March include Continental Cablevision's \$481.7-million acquisition of American Cablesystems cable properties and Adams Communications \$126.5 million purchase of Forward Communications five TV stations from Wesray Capital Corp.

Must Carry

Broadcasters' hopes of preserving second version of must-carry rules adopted by FCC suffered blow on Dec. 11, 1987, when U.S. Court of Appeals in Washington overturned them on ground they violated First Amendment. That was replay of same court's decision overturning original must-carry rules two years ago. And broadcasters suffered second blow when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

FCC, responding to congressional pressure, launched inquiry into local broadcast signal carriage on cable systems in wake of Appeals Court decision. As part of inquiry, FCC is surveying broadcast industry. Last month, Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. In speech before broadcasters, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules, although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7).

Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all "cable abuses" that occur following demise of must carry.

Public Broadcasting

Reauthorization hearings in House Telecommunications Subcommittee and Senate Communications Subcommittee, March 11 and 15, respectively, featured criticism of system by both independent producers and minorities. Senate and House proposed CPB authorizations of \$304 million for FY 1991 (plus \$200 million for replacement of satellite interconnection system), \$353 million for FY 1992 and \$404 million for FY 1993. OMB has recommended yearly appropriations of \$214 million for 1989, 1990 and 1991.

Public television holds its 1988 annual meeting April 10 through April 12, with PBS and NABPS holding board meetings April 13. National Public Radio and American Public Radio will hold 1988 annual meeting jointly for first time May 18-22 at Adams Mark hotel, St. Louis.

Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, will become new American Public Radio president effective April 11. APR had been without full-time president since July 1987. David J. Brugger, senior vice president at

CPB, on Jan. 1 became president of National Association of Public Television Stations.

National Public Radio will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

Representative Ed Markey (D-Mass.) and Senators Ernest Hollings (D-S.C.) and Daniel Inouye (D-Hawaii) and National Association of Broadcasters President Eddie Fritts (whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations) have expressed desire to work for permanent funding for public broadcasters. Two openings remain on CPB board. White House has announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await Hill confirmation.

Scrambling

Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish (TVRO) owners. Bill is expected to hit Senate floor sometime in spring, according to aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. In Senate, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill.

If Senate passes bill, TVRO measure in House could pick up momentum. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has said matter is "front burner" issue for many subcommittee members and indicated discussions are underway as to fate of bill (BROADCASTING, April 4).

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, with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat or modify bill, especially if network affiliates are exempted from measure. Late last year, representatives from broad coalition of industry groups backing bill stated their support for measure at hearing.

Syndex

FCC is moving toward adoption of new syndicated exclusivity rules that would require cable systems to delete syndicated programming

on superstations or other distant signals for which local television stations have exclusive local rights (BROADCASTING, March 14). FCC hopes to act at April 21 meeting, but action might not come until May meeting.

Principal question still unresolved is whether rules should apply retroactively. Cable and superstation owners are opposed to rules, but say that if FCC is determined to adopt them, it should do so prospectively, allowing impact of rules to be felt gradually. Most broadcasters, led by National Association of

Broadcasters and Association of Independent Television Stations, argue that rules should apply retroactively, so that local exclusivity provision contained in rights contracts written since repeal of original syndex rules in 1980 can be enforced.

Unions

As Writers Guild strike heads into second month, no formal negotiations are scheduled between two sides. However, officials report some informal discussions have taken place. Also WGA official said guild has started negotiations with handful of producers who asked to bargain individually and in "good faith" with union in attempt to come to settlement. Guild said it was required by National Labor Relations Act to enter into talks with any company seeking to bargain separately in "good faith." Guild official said if any of those separate talks result in agreements (none so far), those companies would be bound by those agreements, even if blanket agreement eventually worked out by WGA and Alliance of Motion Picture and Television Producers provides more favorable terms for producers. Guild refused to identify any of producers it was talking with, other than to say it's small group including Alliance and non-Alliance companies.

Meanwhile, in other strike news, members of Screen Actors Guild (SAG) and American Federation of Television and Radio Artists (AFTRA), met with advertising agencies and production companies on April 6 in New York. Meeting, presided over by federal mediator, was first discussion two sides have held since talks broke off March 7.

According to SAG spokesman, SAG/AFTRA has signed 550 interim contracts with ad agencies and production companies at rate of about 50 per day. Five hundred and fifty represent one-seventh of approximately 3,500 signatories of former contract that expired earlier this year.

Sides are at odds over cable residuals agreement SAG/AFTRA is seeking—there is currently no payment to artists for cable carriage of commercials. Under proposed formula, artists would be paid according to number of cable subscribers in particular cable system. Under proposal, artists would be paid \$366 for first 20 million subscribers and additional \$366 for each additional 30 million subscribers.



NEXT SEASON'S BIGGEST KIDS STORY.

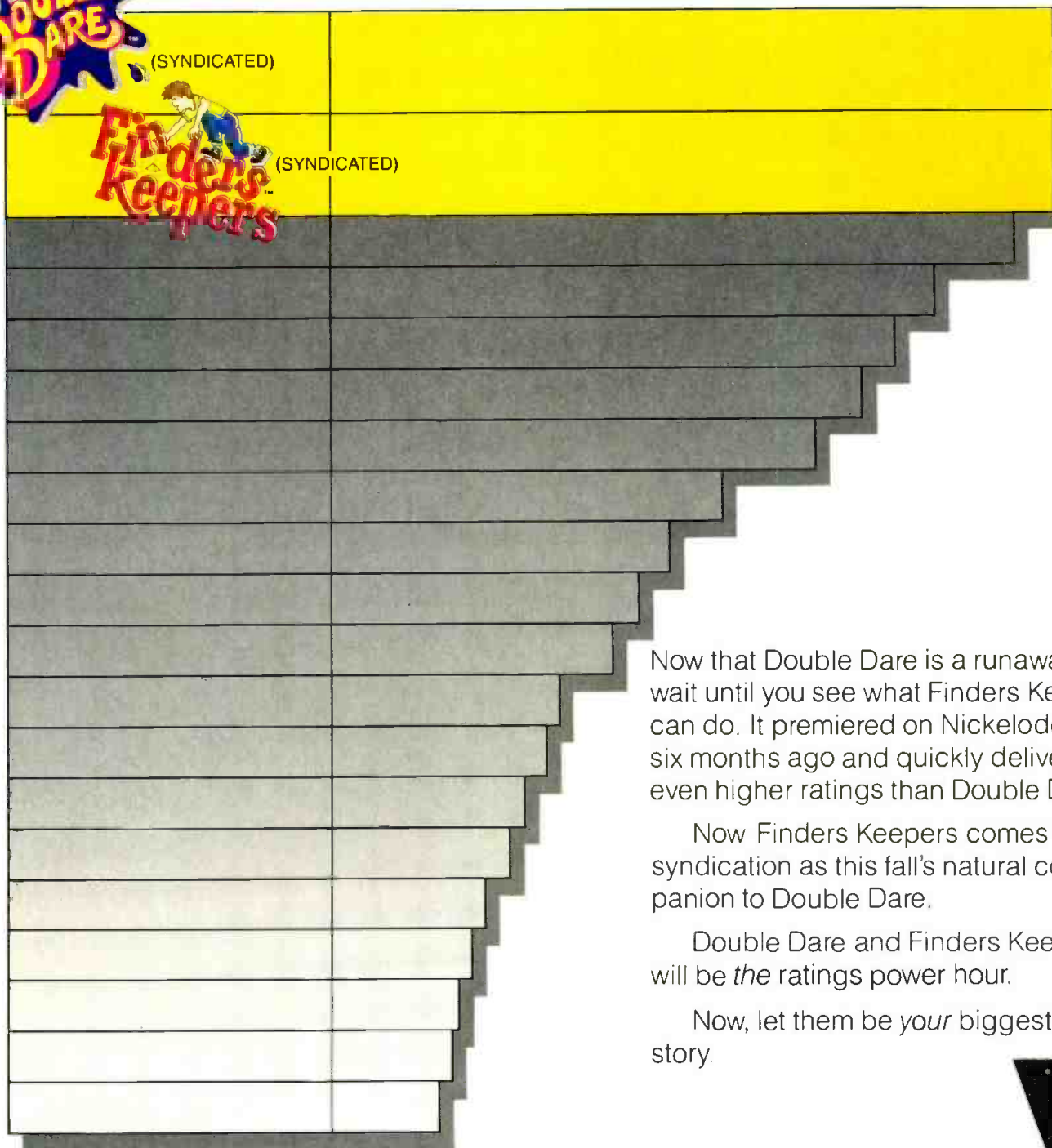
Double Dare and Finders Keepers will be
the ratings power hour.



(SYNDICATED)



(SYNDICATED)



Now that Double Dare is a runaway hit, wait until you see what Finders Keepers can do. It premiered on Nickelodeon six months ago and quickly delivered even higher ratings than Double Dare.

Now Finders Keepers comes to syndication as this fall's natural companion to Double Dare.

Double Dare and Finders Keepers will be *the ratings power hour.*

Now, let them be *your* biggest kids story.



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Monday Memo

A commentary on cable TV advertising from Douglas McCormick, Lifetime, New York

Television advertising 1988: some assembly required

If King Midas had wandered into last month's Association of National Advertisers television workshop in New York, he would have felt very much at home. After years of calls for more and better research from the client, agency and media communities, it arrived—seemingly all at once. Almost to a man (and woman), executives were now lamenting the avalanche of numbers piled up on their desks. To make matters worse, few companies, if any, had the manpower in place to make the best use of the new information.

Also notable at last month's ANA meeting was that three top media executives, when asked to independently create their best media plan for launching a new product, all included cable television as a basic building block for success. One plan called for 20% of their media dollars to be allocated to basic cable. This is a validation of the fact that cable television is an essential part of an effective media plan. Cable is no longer an experiment or a "budget permitting" afterthought driven by a cute idea. For some time now there have been more cable homes than noncable homes. In 1987, the cable universe grew by 11,000 new subscribers per day. Yesterday's media plans no longer work in today's multichannel environment.

Companies that have downsized, restructured and held expense lines to a higher degree of scrutiny found that growth comes not only from new business and new products but also from constantly reviewing and improving upon current business practices. It's time now to fine tune media buys to a greater degree of efficiency without sacrificing the effectiveness of the plan. There's a gold mine of untapped potential available to advertisers who direct more of their national advertising dollars to cable television, where targeting to specific audiences yields less waste. Thus, advertisers gain a higher quality, more affluent audience for a lower cost-per-thousand than that of the broadcast networks. However, the process takes more man hours than generic buys. In other words, there is "some assembly required."

Cable's opportunistic C-P-M's are a by-product of cable's more competitive inventory status. While there are only three broadcast networks, there are 17 Nielsen-rated cable networks selling time. Cable networks also program more hours per day than their broadcast counterparts. Hence, cable's "discount" is not reflective of a less desirable product; rather, the lower costs result from a stronger supply of inventory and a greater ability to package.

Consider the effect of moving an addi-



As vice president, sales at Lifetime, Doug McCormick is responsible for all consumer advertising sales and network sales management. He returned to Lifetime in 1987 after serving the Samuel Goldwyn Co. as vice president, eastern division sales from 1985 to 1986. Previously at Lifetime, he was vice president, eastern sales manager from 1983 to 1985. He began his career in cable with the Cable Health Network, prior to which he was an account executive for Petry Television from 1972 to 1981.

tional \$5 million from the broadcast networks to cable TV. In today's marketplace the efficiencies, when compared to traditional network C-P-M's, will yield around \$2 million worth of extra advertising impressions. Sure, there are more man hours involved in the placement and posting of the cable portion of the buy. But the benefit of the extra effort means the advertiser has gotten more for his money and used his advertising budget to its full potential. Yes, it takes longer and the work is harder, but since when did the advertising business start spawning 9-to-5 jobs?

The good news is that help is readily available to advertisers who would put the cable advantage to work for them if they knew where to look. The Cabletelevision Advertising Bureau's Cable Planning System provides a computer software program that simplifies the planning process of calculating how much cable to use. The CAB Optimix as well as DDB Needham's Smartmix Study address the correct cable-to-broadcast proportions on a reach and frequency basis for a national buy. The Smartmix Study concluded: "More aggressive use of cable can be appropriate for many media plans. Depending on the day-

part, as much as 20% to 50% of plan weight can be placed in cable without significant loss of audience." Since the data for the Smartmix Study was collected and analyzed two years ago when cable penetration was 45%, the cable universe has grown to a significantly stronger 54% of U.S. TV households, offering further support to this assessment.

The electronic harvest of new data last fall contains a breakthrough in the techniques of evaluating network television schedules. Reach and frequency data for specific demographics is now available to buyers and sellers of network television time. An electronic spreadsheet will calculate the improvement brought on by the deletion of some "big ticket" broadcast units and the addition of a heavier, concurrent cable network schedule. The progress in the process lies in the ability of network buyers and sellers to quantify the added demographic reach and frequency that cable schedules bring to media plans. What was once more an art than a science is now more a science than an art.

Cable's final frontier will be crossed when the true price of the "bigger is better" myth is more closely examined. The "uptown" C-P-M approach to media buying will be tested on a buy-by-buy basis. Advertisers footing the bill for the premium costs-per-thousand will be presented with greater freedom of choice in their spending strategies. In the mind of the "bigger is better" media buy, cable's ability to deliver target users of products is arbitrarily dismissed. The irony here is that if cable pumped up its numbers and delivered more nonessential, nontarget viewers, the "bigger is better" bunch would likely spend more in cable.

By all means, the most compelling reason for buying cable television remains the quality audience composition that can be targeted in a cable buy. Cable's concentration of actively spending consumers can upgrade the effectiveness of any media plan.

Most important is the fact that cable's collective viewership adds up to a substantial audience of great importance to advertisers interested in price and value. Those ratings present the greatest opportunity in media today to improve an advertiser's spending strategies. There is no doubt that the increased paperwork involved in the cable-buying process is currently more cumbersome than the labor required to buy bulk audiences from the broadcast networks. However, looking only at the extra paperwork is seeing only half the story. Buying more cable TV allows one to buy Bloomingdale's audiences at Woolworth's prices. Any analysis that puts the objectives of the brand as the top priority will indicate that the extra effort for the "some assembly required" for cable is not only worthwhile, but a necessity to maintain a winning agenda.

TAKING THE SHOW ON THE ROAD?

Transmit Your Live Remote Right Back To Your Doorstep

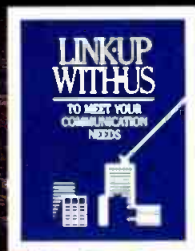
As broadcasters, we understand the need for audio quality and system reliability—that's why we tailor our system to meet your critical needs, whether you transmit seven days a week or once a year.

Top rated stations such as WAVA-FM, WMMR-FM, WHDH-AM, KIKK-FM, and WASH-FM, Easy 97 have already used our satellite services—and we have transmitted programs from such exciting sites as London,

Budapest, Moscow, the Super Bowl, the Mardi Gras, Atlantic City, and Hollywood.

So link up with NPR for ad hoc networking, full-time networking, transportable uplinking and SCPC audio transmission, and find out why so many broadcasters are using our services to stand out in today's competitive marketplace.

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How to upgrade your BVH-2000:

How to upgrade your Ampex VTRs:

When you own an Ampex Type C VTR you have a lot more choices.

Because no matter how it was originally configured, your Ampex VTR can be upgraded with a long list of enhancements designed to extend performance and make your job easier.

Upgrade your VPR with our Emmy Award-winning Zeus™ video processor, Multi-Gen Setup, Status At A Glance™ operational display, and the incredible new TBC-7. Or add them as your needs and budget grow.

The new TBC-7 extends performance for all Ampex Type C VTRs.

The new TBC-7 combines some of the most valued features of our Zeus processor, in a product priced for a wide range of applications:

—No bounce, no blur video pictures in both variable speed and time compression/expansion modes.

—Drift and adjustment-free digital velocity compensation for improved multi-generation performance.

—A Decode Mode that corrects non-color framed edits. So you have flexibility in edit point selection, without picture shift.

—Dual inputs for time-share operation with a 3/4" heterodyne machine.

Compare. Except for the Zeus processor, there's no better time base correction anywhere. And it's available as an upgrade for all Ampex Type C studio VTRs—including the VPR-2 and 2B.



Status At A Glance operational display. It's like having a full-time assistant.

As VTRs gain more and more features, operating them gets more and more involved. For Ampex VTR owners, the Status At A Glance display simplifies complex operations.

Its unique on-screen menu eliminates cumbersome reference cards by displaying operational setups and non-standard conditions in plain English.

And it's interactive, so you can check and quickly change setup parameters—without getting lost.

Status At A Glance display capability means fewer operator errors.



Multi-Gen Setup. Better quality video over more generations.

Operational setup errors are the major source of degradation in multi-generation video. Multi-Gen Setup provides a solution.

When teamed with a Zeus processor, it lets you easily do setups that are ten times more accurate. And better setups mean superior video quality, for both multi-generation and low-generation work.

It's another example of how we make our newest technology available to our current customers. And how we help keep them competitive.

The Zeus advanced video processor. It rewrote the book on Type C performance.

You probably already know how the Zeus processor revolutionized variable speed

playback and multi-generation performance. And how it provided Ampex customers with frame store capability, serial remote control, and a host of other unique features.

But did you know that it's designed to operate with older Ampex VTRs as well as new ones? So all Ampex Type C customers can increase their creative flexibility—and profits—without having to buy new VTRs.

Ampex technology. It's designed to enhance your investment in Type C, not obsolete it.

Ampex is responsible for most of the major advancements in Type C technology. But we've gone a step further. We've made sure our existing customers can take advantage of those advancements.

And that's what makes us different.



(left to right) VPR-6, VPR-3, VPR-80

So if you're looking at Type C VTRs, look hard at the options. Then choose a machine you can grow with.

You can find out more about Ampex Type C products by contacting your nearest Ampex Sales Engineer today.



Zeus processor (left), TBC-7 (front)

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Datebook

■ indicates new listing

This week

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

April 10-12—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 10-12—"Telecommunications and the First Amendment," conference sponsored by *Telecommunications Consumer Coalition*, *National Federation of Local Cable Programers*, *Communication Commission* and *NCCUSA*. National 4-H Center, Chevy Chase, Md. Information: (202) 244-7650.

April 10-13—Business-to-business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Information: (212) 697-5950.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—*National Academy of Television Arts and Sciences* deadline for entries in Community Service Awards. Information: (212) 586-8424.

April 11-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 12—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

■ **April 12-13**—*North Carolina Cable Television Association* and *North Carolina Chapter of Women in Cable* customer service seminar. Hickory, N.C. Information: (919) 821-4711.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 13—First Alexander Hamilton/Ohio State Awards luncheon and 52d annual Ohio State Awards banquet ceremony, sponsored by *Ohio State's Institute for Education by Radio-Television*. National Press Club, Washington. Information: (614) 292-0185.

April 14—*International Radio and Television Society* newsmaker luncheon. Topic: summer Olympics. Panelists: Bryant Gumbel, NBC News' *Today*; Gayle Gardner, one of NBC's studio anchors during Olympics; Arthur Watson, president, NBC Sports; Michael Eskridge, executive producer, NBC Sports; Michael Weisman, executive producer, NBC Sports; Terry Ewert, coordinating producer, Olympics, NBC, and James Greenwald, chairman of Katz Communications and president of IRTS. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—*Action for Children's Television's* 20th birthday celebration, including presentation of Achievement in Children's Television Awards and seminar on business of home video for children. Luncheon speech: Robert Solow, Nobel laureate in economics.

Harvard Graduate School of Education, Gutman Library and Conference Center and Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

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

■ **April 14-15**—*North Carolina Cable Television Association* and *North Carolina Chapter of Women in Cable* customer service seminar. Greenville, N.C.

April 14-18—*National Federation of Community Broadcasters* annual conference and business meeting. Crowne Plaza Holiday Inn, Rockville, Md. (Washington). Information: (202) 797-8911.

April 15—31st annual New York Emmy Awards, sponsored by *New York chapter of National Academy of Television Arts and Sciences*. New York Hilton.

April 15-17—*Radio Advertising Bureau* radio sales university. San Francisco. Information: (212) 254-4800.

April 15-19—Munditele, world show of television productions. International Center of Exhibitions and Congresses, Zaragoza, Spain.

April 16—11th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcast Arts* and *Central Michigan University*, in cooperation with *Michigan Association of Broadcasters*. Campus of Central Michigan University, Southfield, Mich. Information: Dick Kernen, (313) 569-0101.

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 9-12—*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—*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.

April 17-20—*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 30-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11—*American Women in Radio and Television* 37th annual convention. Westin Wil-

liam Penn, Pittsburgh.

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

June 12-15—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-18—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

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

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

Sept. 14-17—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. 22-25—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 15-19—*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.

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

Oct. 23-25—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

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

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

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

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

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

Feb. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

Att: UHF Broadcasters...

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ASK OUR COMPETITION WHAT THEY CAN DO FOR YOU!

You'll find our competition unusually quiet when it comes to the subject of power costs for their transmitters. That's because only Comark's new Klystrode Transmitter is backed by the type of groundbreaking technology that can actually put back \$50,000 or more a year on your bottom line in energy savings.

*Typical: based on a 120 kW transmitter at 9¢ per kW hour.



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See Us at NAB Booth 3333

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

Also in April

April 17-20—*Broadcast Financial Management Association* 28th annual conference. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

April 18—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

April 19—Pay-per-view videoconference, sponsored by *Cable Television Administration and Marketing Society's* pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 19—"The Future of Television in a Changing Society," sponsored by *The Washington Journalism Center*. Speakers include Edward Fritts, president, National Association of Broadcasters; James Mooney, president, National Cable Television Association; James Quello, FCC; George Gerbner, dean of Annenberg School of Communications. Watergate hotel, Washington. Information: (202) 331-7977.

April 19—*New York Women in Cable and Turner Broadcasting* meeting. Speaker: Shelly Duvall, chairwoman, Think Entertainment. Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

April 19—*Women in Cable, Greater Philadelphia chapter*, meeting. Adams Mark hotel, Bala Cynwyd, Pa. Information: (215) 293-8681.

■ **April 20**—"The New Television Mix and the Political Process," luncheon panel sponsored by *National Cable Television Association* and *National Academy of Cable Programming*, in celebration of National Cable Month. Panel: David Gergen (moderator), editor, *U.S. News & World Report*; Robert Beckel, manager, 1984

Mondale campaign; Ed Rollins, manager, 1984 Reagan campaign; Bill Headline, VP-Washington bureau chief, CNN, and Brian Lamb, chairman and CEO, C-SPAN. National Press Club, Washington. Information: (202) 342-7723.

■ **April 20**—Symposium on Minorities and Women in Television, co-sponsored by *Caucus for Producers, Writers and Directors* and *Los Angeles County Commission on Human Relations*. Los Angeles Midtown Hilton. Information: (213) 652-0222.

April 21—*Advertising Club of Greater Boston* annual ad club sports panel luncheon. 57 Restaurant, Boston.

April 20-22—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

April 21—*Academy of Television Arts and Sciences* forum luncheon, "Television: From Both Sides of the Table." Speaker: Fred Silverman, president, Fred Silverman Co. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 21-24—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

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

April 22-23—*Kentucky Cable Television Association* general membership meeting. Holidome, Bowling Green, Ky.

April 22-23—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Sheraton Oaks hotel, Novi, Mich. Information: Catharine Rice, (202) 626-3250.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

April 23—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

April 23—Elizabeth P. Campbell lecture series sponsored by *WETA(TV) Arlington, Va.* Speaker: Judy Woodruff, chief Washington correspondent, *MacNeill/Lehrer NewsHour*. WETA studios, Arlington, Va. Information: (703) 998-2713.

April 25—"Executives Talk About Strategic Outlook of the Communications Industries," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

April 26-27—*Ohio Association of Broadcasters* spring convention. Westin hotel, Cincinnati.

April 27—*New York Television Academy* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 765-2450.

■ **April 27**—*San Diego Communications Council* videoconference with FCC Chairman Dennis Patrick. Reuben H. Fleet Space Theater, Balboa Park, San Diego. Information: (619) 265-6933.

April 28—Sixth annual Lowell Thomas Award presentation, for "excellence in broadcast journalism," presented by *Marist College*, to Harry Reasoner, correspondent and co-editor of CBS's *60 Minutes*. Helmsley Palace, New York. Information: (914) 471-3240.

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

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

April 29—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Marriott, Torrance, Calif. Information: Susan Herman, (213) 485-2866.

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.

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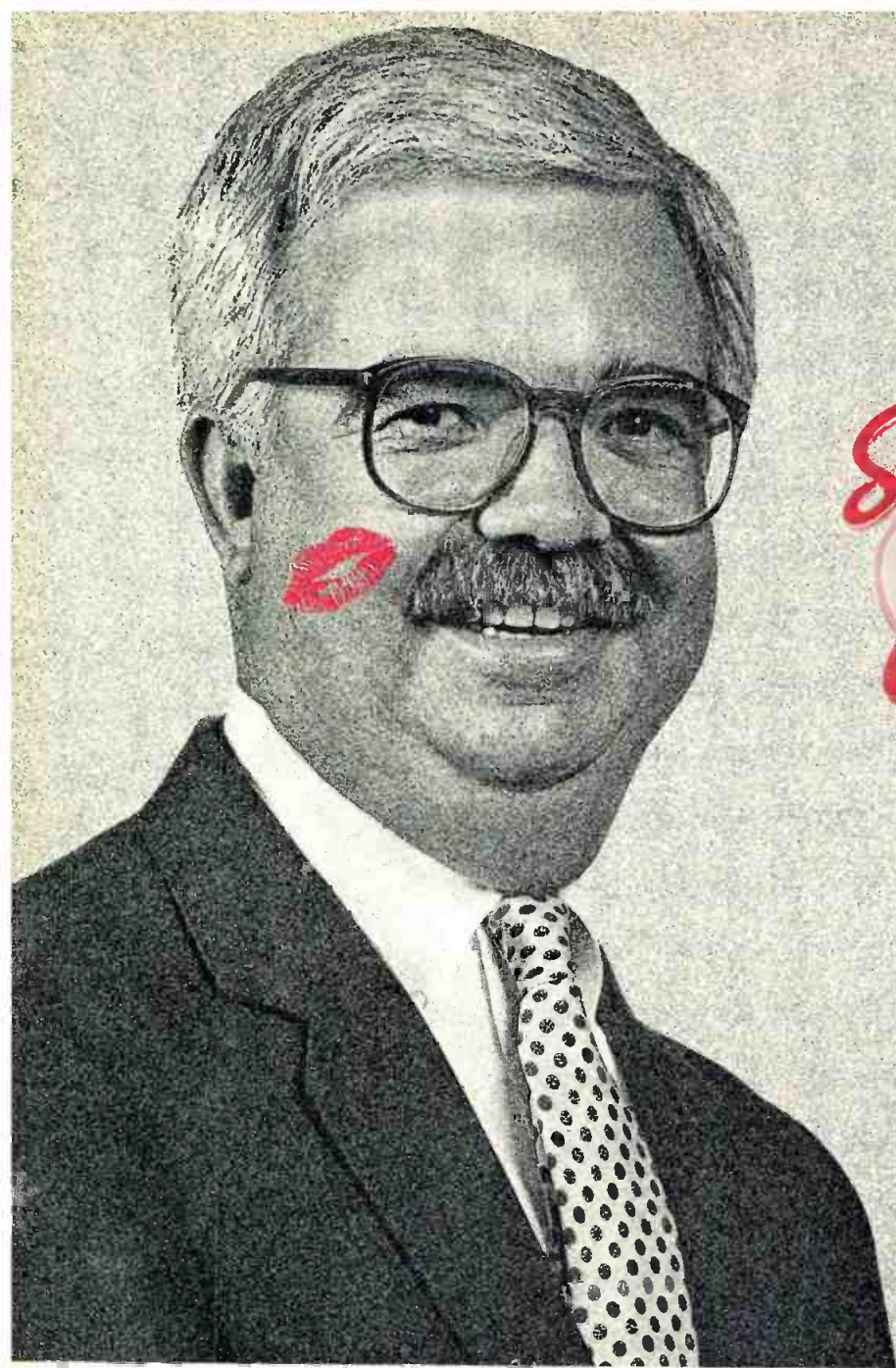
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TOP OF THE WEEK

FCC Chairman Dennis Patrick

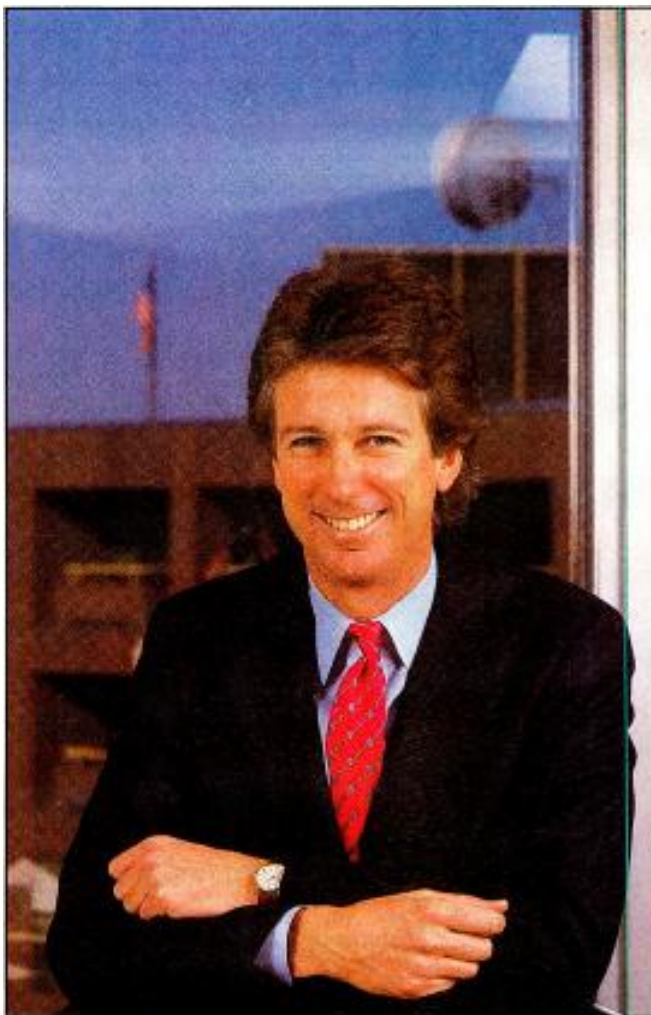
Standing on principle and the law

Dennis Roy Patrick may end up with one of history's shorter tenures as chairman of the FCC, but he will have made his mark. Already, in the historic fairness doctrine decision, he has set the stage for history. Should the Supreme Court eventually affirm the judgment Patrick and his colleagues made last August, broadcasters will have been freed from governmental oversight that is unique to the electronic press. But that is not the only instance in which he would set his constituents free; Patrick is committed to creating "an environment in which free and fair competition will flourish—a world in which competition and technology evolve in response to consumer demands, not in response to my vision on the future."

That dedication to the efficacy of markets, as opposed to regulation, has turned out to be a two-edged sword among the regulated industries, some of which have begun to grumble about deregulators who don't know when enough is enough.

And it's winning him few friends on Capitol Hill, where a reregulatory tide runs strong. Yet he means to press on, as is made clear in this pre-NAB-convention interview with BROADCASTING editors, which presents both the pro-libertarian philosophy that guides the Patrick FCC and the pro-competitive agenda to which its chairman is so conspicuously committed.

What's shaping up in the Fifth Estate is a classic contest between the high seas of free enterprise and the safer harbor afforded by government patronage. Dennis Patrick has already made his choice.



We're here to ask about your agenda for the rest of your chairmanship—however long that may be. We realize, on the eve of the NAB convention, that you have some ambitions in the area of comparative renewal. What do you hope to accomplish?

First of all, there is a broad consensus in the industry, at the commission and in the Congress that comparative renewal needs to be reexamined. In fact, we have had a docket on the subject outstanding for a number of years, trying to form an approach to determining when a broadcaster is entitled to renewal or has a renewal expectancy. Many argue that the comparative criteria themselves are only tangentially related to the public interest. Today, for instance, the broadcaster is disadvantaged in the comparative process when he owns more than one broadcast property, even consistent with our multiple ownership rules.

The expectancy question in particular needs to be resolved, because the manner in which one secures a renewal expectancy is unclear—it leads in my view to an excessive focus on programing content. It leads to delay, uncertainty and a great deal of litigation. And then there is the important problem of various types of abuse of process.

What about a two-step renewal process?

That's certainly among the issues being discussed, but I have to add that the commission's action in the area of comparative renewal obviously will accept the Communications Act as a given and consequently will focus on those aspects of the process that are within the commission's jurisdiction. There is a legal question as to whether the commission could, absent some amendment to the act, adopt a two-step approach.

What's your initial reading on the legal question? Do you have any feel for it?

That it is an issue.

"I tend to prioritize First Amendment rights. I tend to have a healthy suspicion of the efficacy of government action. I have an equal measure of confidence in the utility of markets. And I prioritize individual liberties, individual rights, freedom. Those are indeed a core set of ideas that I would bring to bear in thinking through any given issue."

Do you have a philosophy in terms of comparative renewal? Do you have a feeling for what ought to be good public policy in that area?

Yes, I think so. The first is that the process, at least in terms of the criteria and procedure, ought to be predictable. There should not be the degree of uncertainty and vagueness with respect to standards that we have today; broadcasters ought to know going into a comparative renewal what they're expected to show and where they may be vulnerable. That's number one.

Number two, I think it's imperative that we curb the abuse of process that exists in the comparative area, and here I refer to comparative applications filed with no good-faith intention to secure the property in the final analysis, but rather, applications filed only with the intention of being bought out. I refer to petitions to deny filed in bad faith, only for the purpose of securing a cash settlement. I refer also to sham applications which disguise the real party in interest. This sort of abuse of process is something that I think we need to deal with, and that would be a second element of my philosophy or concern that I would bring to the process of reevaluating comparative renewal.

But thirdly, and on a broader basis, I think we have to recognize that the comparative renewal rules that we have today not only evolved over time, but also evolved at a time when the industry was less mature, less well settled, even less vigorously competitive than the market we have today. And that may affect the way we go about altering the comparative renewal process.

In general, I think that having a renewal expectancy where an incumbent broadcaster has served the public interest within the broad confines of the act is positive, because it leads to continuity and leads to a disposition to invest both in facilities and in programming.

What about concluding the notice outstanding with respect to petitions to deny? That should be ripe for action.

That's on the front burner.

Again, anticipating the convention this week, there is what might be called "The Chairman vs. the NAB." There is an interview in last week's BROADCASTING with NAB's Michael Rau, attacking the FCC for what it's doing in radio allocations. Two or three weeks ago the same charge came up in regard to the translator issue and a suggestion that the FCC was about to invent a new category of low-power FM. They're very concerned about what you have in mind in terms of

admitting new competition.

Let me comment on the translator item first because I think it may be at the heart of these concerns.

The commission did not propose and does not propose to create a low-power radio service. The translator docket was initiated largely at the request of the NAB, so that a vehicle would be created in which the broadcasters could express their concerns with respect to translators and the abuse of that service.

At the same time, as you know, there are others who have petitions and comments pending before the commission that take a different view with respect to translators, and we have placed those comments in the inquiry for comment as well.

That is only appropriate, and consistent with our approach to inquiries in general. But I have been impressed by and have been concerned by a number of things that I've been told by broadcasters with respect to the abuse of the translator service and, therefore, we're looking forward to the comments in this docket.

There is always a trade-off between providing for more service to the public, especially in those areas that are currently underserved, and avoiding either unfair competition or abuse of a particular service opportunity, or increased interference. I can assure you and I can assure broadcasters that we are very sensitive to the latter two concerns. During the pendency of the inquiry, I have directed the Field Office Bureau to monitor for abuse of translator authority and I have directed the Mass Media Bureau to investigate translator complaints and take enforcement action where appropriate.

The NAB in a petition for reconsideration said that competition for the sake of competition is not necessarily a good thing, and that every regulator has to know when enough is enough. Do you believe that if a new station is not causing any interference to any existing station, there is good reason to keep that station out of the market just because the market may not be able to support another station?

I'd have to draw the line here, as I have some difference of opinion with respect to that view. If a new station is not interfering and is competing fairly—which may distinguish it from the translator situation, the alleged abuse of the translator services—then I would much prefer to leave it to the marketplace to determine whether that station is viable, whether it is in fact an excess station, a station that is not needed, rather than leave it to the commission to make that judgment. I don't think the federal government is very good at determining just exactly how many stations are enough and what variety of services are needed by a particular community. I would much prefer to leave that to the marketplace.

I would also note that the commission has been able to withdraw from the regulation of broadcasting with respect to various business practices—and, as I mentioned earlier, with respect to some matters of content—precisely by relying instead upon competition in the marketplace. It is upon this competition that we rely in moving away from the regulatory model. Obviously, this is a double-edged sword. On the one hand, it allows us to withdraw from unnecessary regulation, and on the other hand, it forces broadcasters to be very responsive, and to compete in a more difficult environment, at least from a competitive perspective. From the perspective of the public interest, which is our bottom-line concern, I don't think that's bad, I think that's competition, and good.

I found it curious that in last week's BROADCASTING interview with Representative Edward Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, and in the Rau interview, both called you an ideologue, or said your actions were ideologically motivated. How do you see yourself in that regard?

The word "ideologue" is often used in a pejorative way. If by ideologue you mean someone who adheres to a certain perspective in an unthinking or uncritical way, then I am not an ideologue. And I think that is the way in which that term is often used.

If by "ideologue" you mean that someone has a core set of principles that allow for a systematic approach to issues or prioritizing a certain set of values, then I may be an ideologue in that sense. I think we all have a certain set of values, a certain set of ideas that allow us to approach issues in a systematic way and reach decisions. I have made no secret of the fact that in my approach to communications and policy, I tend to prioritize First Amendment rights. I tend to have a healthy suspicion of the efficacy of government action. I

have an equal measure of confidence in the utility of markets. And I prioritize individual liberties, individual rights, freedom. Those are indeed a core set of ideas that I would bring to bear in thinking through any given issue.

We were struck by Congressman Markey's extending an olive branch to the FCC and suggesting that Congress and the FCC redevelop a relationship based on trust. Were you aware of such an attitude on the Hill? What has your experience been in terms of relationships on the Hill of late?

With respect to Chairman Markey, despite some obvious differences of perspective on some important issues, he and I have managed to maintain a good line of communication and open communication between our offices and between ourselves individually. So that has not been a problem.

On the question of relations with the Hill, there has been a good deal of rhetoric on both sides, and I think if you put aside the comments that are sometimes made, we find that what we have is an honest difference of opinion. There is clearly a philosophical difference between my approach in general to a number of these issues and the approach of the leadership in the Congress. But that is quite predictable and quite understandable in many regards.

I do think, however, as Chairman Markey indicated, there is room for the Congress and the commission to work together on a whole range of issues. We're cooperating with the Congress, for instance, in monitoring the post-must-carry environment, the lead issue in the cable/broadcast interface. I've indicated we want to take a look at the comparative area, and I think there is a consensus in Congress that reforms need to be taken in that area. Abuse of process is something that the Congress is concerned about and we're concerned about. Ed Markey has indicated a particular interest in HDTV and there would be great utility in our cooperating in those areas.

So I think there is a need to cooperate and to communicate; I have offered to meet with the chairmen of the Commerce Committee as well as the Communications Subcommittees, in both houses of Congress, and I renew that offer and stand ready to meet with them and discuss any of the issues pending before the commission at any time.

How long-standing is that offer?

Well, it is one of quite substantial duration. In fact, immediately after our decision in the fairness doctrine matter, I offered to talk to the leadership about that decision as well as any other matters that were pending before the commission in which the Congress may have an interest.

As I say, Ed Markey and I have maintained open lines of communication, but that has not been the case with some other offices. And I think that's unfortunate because the bottom line is that both the commission and the Congress have an interest in engaging and resolving these issues in a way that will maximize the public interest, and I think we could benefit by some communication.

What about high-definition television? Chairman Markey expressed a fear that the FCC was moving prematurely in that area.

I don't think it's true. I think that HDTV is a very important issue, both from the perspective of securing for consumers an important service and also from the perspective of broadcasters in terms of maintaining their competitive parity with other delivery mechanisms that may be able to deploy and utilize HDTV. We are not proceeding with undue haste in that area. Given the technological developments that continue in the area and given the importance of the issue, it behooves us all—certainly it behooves the industry—to focus on the issue and then to proceed apace with it. But we're not going to reach any rash judgments.

There is a growing movement among broadcasters and some politicians to stop the NHK version of HDTV, which is the one most technologically advanced. On the other hand, the cable industry is experimenting with and could embrace this new technology. Is it possible to project how your blue-ribbon committee will go?

No. We have not reached any decision with respect to committing to a particular technology. I think it's too early to do that. We're still at the stage of assessing the issues and assessing the trade-offs. The options range from enhancing a six-megahertz channel or signal

through systems of enhancing that signal by adjacent frequency, by nonadjacent frequency, all the way to a so-called dual-channel system, some form of simulcast methodology.

Until the commission has an opportunity to assess the trade-offs among the various issues, the quality of the signal, the amount of spectrum it would require, the cost to broadcasters, and the value that is perceived by consumers, we won't be in a position to make those judgments.

How quickly can things change? Are we going to sit here and wait until the end of the century for high definition while Japan and others go ahead without us? How quickly can things change here? We were chasing a rumor last week about NHK becoming involved with an American DBS satellite, which the more we think about it may not be so unlikely. Are you prepared for that sort of eventuality or would you be at all surprised to see it?

Well, I certainly would not be surprised to see rapid technological evolutions in this area because a great number of dollars are being devoted to it. And I think your question points out the fact or the need for us to proceed in a relatively direct fashion in this area. Again, as I indicated earlier, the commission has no intention of making a rash judgment or jumping to judgment before we have sufficient information to assess the trade-offs and to assess these various issues. But the fact that an enhanced signal, an HDTV signal or some form thereof, might be delivered by satellite or through video product of various types means it is important for the terrestrial broadcast community to focus on this issue and to move forward our research efforts as expeditiously as possible. That is the countervailing consideration that I think suggests we ought not simply sit back and watch.

Where does the National Telecommunications and Information Administration fit in with HDTV?

Al Sikes is very interested in the issue and has met with industry leaders on it. We welcome each of these efforts by the various groups and various individuals because that information eventually is going to be funneled into the commission's process in this docket and will be useful in our reaching a judgment.

Do they want this to be a "Made in the USA" type technology? Is that their thrust?

I think there is a general feeling that it would be useful if American industry could be a meaningful participant—could be in on the hunt, if you will, with respect to the development of this technology. I think that our bottom-line consideration here, as in everything else, has to be on the consumer—the delivery of the best possible product or service to the consumer at the least possible cost.

If at the end of this process, the broadcasters come up with a standard or a system that will allow them to broadcast one or two channels, will the FCC make it a national standard as it did with the NTSC standard?

Well, it's a highly speculative question that anyone can read a lot into, so let me try to answer generally by saying that the commission's responsibility is to make judgments that are consistent with the broader public interest mandate, so I guess my answer to your question is "not necessarily."

We certainly are not discouraging those industry efforts. In fact, we are actively encouraging various industry efforts to provide us with certain information we need to make the right judgments in this area. Industry consensus is very helpful in terms of facilitating that decision-making process; it certainly makes it easier to deploy a certain technology or a certain approach once it's adopted. So it's very positive, but as a legal matter, I have to answer your question by saying not necessarily. Because we would have to make sure that whatever judgment they had reached comported with the public interest.

We've discussed your interest in the comparative renewal process. Turning to the remaining months of your administration, what other initiatives do you anticipate bringing forward?

Let me answer your question first in broad terms and then we'll talk about specifics.

I think the commission has been relatively successful—in fact, it

Continues on page 98.

Deregulation reduced to four-letter word at NAB

Marketplace policy goes too far in creating competition, may imperil broadcasting industry's claim to 'special' status, Fritts says in pre-convention interview; change of direction on comparative renewal; tax issues will get high priority; high definition among 'mega-issues'

The broadcast industry is having second thoughts about deregulation. That was the impression left last week by an interview with National Association of Broadcasters President Eddie Fritts, who says there is a growing concern among his membership that the marketplace philosophy that has dominated FCC policy for the past eight years may, in some cases, have been a "two-edged sword."

Case in point: instead of continuing the NAB's long-standing drive to eliminate the entire comparative license renewal process, Fritts suggested that the best way to tackle the situation may be by simply curing the "abuse of process" problems associated with renewal. "We are concerned that if the FCC attempts to overreach and change the basic

broadcaster has nothing by which to defend himself. My solution to comparative renewal is simply to change the interpretation—that there will be no payoffs and no lawyers fees."

The comparative license renewal process is a front-burner issue for NAB because radio licenses in 21 states, territories and the District of Columbia expire next fall. The association is on the offensive, and its legal department has put together kits for stations to help them in this round of renewals and possible challenges, reports Fritts.

NAB, he says, does not want to turn back the clock to an era of complete regulation. But because of increased competition from cable and VCR's, and a pending congressional proposal to tax the transfer of broadcast properties, he says the association may have to reevaluate its priorities.

Fritts sat down with BROADCASTING editors on the eve of the association's convention to discuss what he has in mind and where the association is headed at the FCC and on Capitol Hill. His remarks about the renewal process were noteworthy in that FCC Chairman Dennis Patrick is expected to

association.)

According to Fritts, the paper will not call for an absolute halt to the allocation of licenses for radio or television, but he wants the document to sensitize regulators and legislators to the "fact that this system is unique. It is the only system in our media mix that has no subscription stream of revenue. It costs the consumer nothing." As Fritts puts it: "You can make something so competitive that it can't perform and goes out of business: Witness the American consumer electronics industry."

This is Fritts's sixth year at the association. He will go to this NAB convention for the first time with a team of executives he either hired himself or chose to promote. This lineup, he feels, gives NAB the edge it needs in Washington. Within the past month he has hired a new chief lobbyist (Jim May) to head the government relations department, and last week he announced the appointment of Charles E. Sherman, president and general manager of WHOI-TV Peoria, Ill., to succeed Dick Hollands as senior vice president for television (see "In Brief").

Fritts says his association is embarking on a more aggressive and innovative course: "I think you'll see fresh thinking, fresh ideas, new approaches." Fritts says the association has been in an "evolutionary state" for the past six years. "We've been building a foundation, piece by piece. Part of that has been where we've brought in the various disparate factions, the daytimers, the clear channel, the NRBA [National Radio Broadcasters Association]. That wasn't easy to do. It took some time." The adjustments have enabled NAB to speak with "one voice" and, he added, have resulted in a "much stronger" NAB.

Fritts feels the association is now better equipped to take on some of the technological and legislative challenges ahead. Among other things, it is imperative for broadcasters to devote more attention to those congressional committees that write the tax laws, he believes.

"We have to take an active role on this," he said, noting that as long as the Congress is looking for ways to offset the federal deficit, broadcasters are considered vulnerable. "We see a very unpopular trend—the refusal to change taxation rates for individuals and corporations and a congressional mandate to target specific industries. We think in the first four months of the new administration, we'll see massive taxation. We don't want to be one of those industries," he said.

Moreover, there could be other fiscal problems this year. Fritts says that if the economy does not live up to the Gramm-Rudman-Hollings deficit reduction targets, Congress would be forced to start looking for additional revenues, and broadcasters could get hit on several fronts. Last year the association had to launch a major grassroots lobbying campaign to defeat a proposal by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to impose a tax on



NAB President Fritts □ One foot on the brake, the...

formula of comparative challenges it will provoke another round of bitterness with Congress," said Fritts. "Our contention is that if you remove payoffs, you remove comparative renewal as an issue. If the competing applicant knows he cannot be paid off, knows his legal fees cannot be reimbursed, then you get challenges that are based on genuine interests as opposed to payoffs."

What worries Fritts even more is that the FCC may remove a defense now available to challenged broadcasters. Incumbent licensees currently rely on their programming record to defend themselves in the comparative process. "We are concerned it may be removed under the guise of reform, and the

announce a major commission inquiry into the matter during his NAB convention appearance Tuesday.

The NAB president also is calling for a spectrum allocations policy that involves some form of "economic sanity." Within 30 days, he says, NAB will have completed a "white paper" on spectrum use. Fritts predicts it will be an "eye-opener" because it will illustrate how spectrum is used in the U.S. as compared with other countries. And, he says, "it will conclude that this system is so new and yet so great [that] isn't it worth preserving and protecting?" (The paper is being written by John Summers, NAB's former chief lobbyist, who retired late last year and remains a consultant to the

the transfer of broadcast properties. The money eventually would have been used to establish a trust fund for public broadcasting. The issue is still alive. Hollings is holding a hearing on the transfer tax on April 27.

Also last year, both the House and Senate committees responsible for tax oversight considered proposals to reduce or eliminate deductions for advertising expenses. And there was a provision in last year's tax package that would have seriously curtailed broadcasters' ability to amortize certain intangible costs. NAB and other organizations were able to defeat both initiatives, but Fritts thinks they could resurface.

In anticipation of those battles, NAB has formed a special tax advisory working group guided by Jim Davidson (an independent lobbyist on retainer) comprising chief financial officers from major broadcast organizations as well as tax specialists. Fritts says NAB is also concerned about the Treasury Department's review of the depreciation schedule for broadcast assets. NAB fears the department may extend the schedule, which would mean there would be less per year that broadcasters could charge back against profits.

There are yet other legislative challenges. The industry's fight over the fairness doctrine and transfer tax last year left hard feelings on Capitol Hill—altercations NAB had not initiated. "We prefer to finesse the issues when we can, but occasionally we have to play hard ball." Fairness, Fritts maintains, is "out of our control" and in the hands of the President. (Reagan has vowed to veto any fairness legislation.) "I think broadcasters have demonstrated that they operate with the same integrity as the print press," Fritts said.

As for the possibility that broadcasters might have to accept reimposition of the fairness doctrine in exchange for a permanent set of mandatory cable carriage rules (must carry), NAB's president does not "see any trades in the works. There is no way you can trade fairness in terms of must carry or any other piece of legislation, in my estimation. I think must carry might be considered on its own merits" (a possibility also suggested in BROADCASTING's April 4 interview with House Telecommunications Subcommittee Chairman Ed Markey [D-Mass.]).

Fritts has been working to mend the industry's fences on the Hill. He and other broadcast lobbyists have been engaging in a series of negotiations with Markey on a children's television bill (BROADCASTING, April 4). Markey wants to limit advertising in children's programming and restrict the so-called host-selling and tie-in practices. "I think you can even find a silver lining in the children's bill. It would indicate good faith from the broadcasting industry to deal with Congress," Fritts argued. And as long as broadcasters do not have to embrace a programming standard as part of the renewal process, a condition Markey has injected into the discussions, Fritts thinks they may have a deal.

The children's bill is part of a much larger public policy debate concerning the public

trustee concept of broadcast regulation. Broadcasters, Fritts maintains, have "typically and willingly" accepted the public interest obligation as a condition of license. What is at issue, however, Fritts says, "is what are the public interest obligations of the broadcasters? Broadcasters have never asked to be free of government per se, but only free of onerous government regulation."

And he acknowledges that broadcasters want recognition for being "special" occupiers of the spectrum. Spectrum allocations in the already crowded AM and FM bands have become a hot issue for the association. Last month the association had a serious



...other on the throttle

run-in with the FCC over the commission's announced inquiry into FM translator service (BROADCASTING, March 28). According to Fritts, those differences have been ironed out. "Chairman Patrick wants to make peace on that, and we accept that."

NAB and the FCC have not always seen eye to eye. "The commission has a number of issues with which we agree and a number of issues on which we disagree," said Fritts. "Where we disagree, we have to convince them of our position without offending. That's a delicate balance. Occasionally there is an issue that's so severe that there's just no room for compromise. The translator problem is such a volatile issue with the radio industry that any thought of expansion is

going to be met with a very strong response."

Fritts says there is a general feeling among radio operators that there are enough radio outlets. "I think it's the FCC's responsibility to allocate stations to serve the public interest. If they over-allocate to an area, stations have to resort to shortcut methods of service. Or they end up not serving the public interest because of competitive pressures. Consequently service is withdrawn that normally would be available. Broadcasters are a unique animal. They have two missions: One is to serve the public interest to accommodate the conditions of their license, and two, if they make money at it, good. Oftentimes they make a lot of money. Oftentimes they go broke."

A station, Fritts argues, has to have a certain amount of income to serve the public interest: to provide news, public affairs, local information. But what about those that don't? They, too, have to serve their communities, he says. "If they don't then they're jeopardizing their licenses."

On must carry, Fritts says NAB is working with outside lawyers to develop a strategy to sustain a court challenge of any new rule. He has been talking with National Cable Television Association President James P. Mooney about ways to resolve the issue. Fritts says the lawyers are looking at rules similar to those to which broadcasters and cable agreed in 1986.

As for the FCC's proceeding to reinstitute syndicated exclusivity rules, Fritts says he has "some new ideas on that." He refused to say what he has in mind but will discuss the issue with his television board during the convention. "There's a logjam at the commission and they've got a quandary. They're worried about blackouts; they're worried about who makes the decision as to whether or not syndex is enforceable. I've got some ideas in concert with other major players. I think we've got some ideas that might help move things along."

Must carry and syndex are "vitaly important," but television faces what he calls "mega-issues," such as the development of high-definition television. NAB sponsored a new technologies seminar for its executive committee and others earlier this year, and another is planned on Sept. 19 for television executives.

Which way does Fritts think broadcasters should move on HDTV? He indicated NAB might consider asking the FCC for a geographical reassignment of existing television channels (channel 3 for 12, 5 for 7, etc.) to give existing broadcasters dual-channel capacity accommodating HDTV. NAB was a moving force behind the establishment of the Advanced Television Test Center (ATTC) in Washington.

NAB's interest in HDTV and its desire to protect the "integrity of the spectrum" all boil down to what Fritts believes is essential: "Free, over-the-air broadcasting has to stake its place in this new tomorrow of video and audio. We have to be ahead of the curve in areas of technology instead of behind the curve." Broadcasters, he said, have to be willing to "adapt to change." □

Cassandras show 'Wheel' still on top but slipping

Buena Vista's 'Duck Tails' is first with children

Nielsen's February Cassandra report, released last week, once again showed the growth in ratings of several of this season's newcomers, as top-ranked *Wheel of Fortune* continued to decline slightly. Numbers in the Nielsen report are averages based on local market diaries.

In the report, King World's top-ranked *Wheel of Fortune* fell 1.3 rating points from its 20.1 in February, 1987, to an 18.8 in February 1988. The drop confirmed initial impressions based on ratings from the top 50 and top 100 markets ("Top of the Week," March 28) that the show's ratings would be down. *Wheel of Fortune's* ratings have declined over the past three Cassandra reports.

In November 1987 (when homes using television and, consequently, ratings, are generally higher) *Wheel* had a 19 rating.

The decline did not keep *Wheel* from registering its 17th consecutive first-place finish in a Cassandra report. But, according to station and rep-firm executives, the decline has been troublesome for those renewing the show through 1992.

Among children 2-11, Buena Vista Television's *Duck Tails* was again first, this time with a 15.5 ranking, up from a 12.5 in November 1987. In household ratings, the show had a 5.2 rating to place 28th among

all programs. In November 1987, it had a 4.3 household rating.

Among other children's shows, *Double Dare*, syndicated by Viacom and produced with the Fox Television Stations, was second among children 2-11 with a 15.4. In household ratings that show had a 5.4. *Double Dare* debuted Feb. 22.

Real Ghostbusters was the third-ranked show among children with a 13.5, followed by *Dennis the Menace* with a 10.7.

Those renewals have been in combination with the second-ranked program in the report, *Jeopardy!*, also from King World. That show rose from a 13.3 in Nielsen's February 1987 report to a 14.4 in the February 1988 report. The show was also up from November 1987, when it had a 12.1.

As of last week, a total of 54 stations had purchased *Jeopardy!* and *Wheel* through 1992. The latest major-market additions were WMC-TV Memphis, WGHT-TV Greensboro/High Point, N.C., and KYTV(TV) Springfield, Mo.

Among all women, *Wheel* was down from a 17 in the February 1987 report to a 16 in February 1988. Among all men, it was down from a 12.3 to an 11.6. It remained tops in all adult demographic categories, however.

Among this season's top-rated premieres in syndication, *Win, Lose or Draw* from Buena Vista Television was up from a ninth-

ranked 7 in the November 1987 report (when it was carried by 128 stations) to a seventh-ranked 8.2 in February 1988 (when it was carried by 152 stations).

Paramount's off-network half-hours, *Family Ties* and *Cheers*, placed eighth and ninth respectively with an 8.1 and 7.6 in the February 1988 report. In the November 1987 report they finished fifth and 10th respectively with ratings of 8 and 6.8.

20th Century Fox's *A Current Affair*, a production of the Fox Television Stations, grew from a 3.4 in November 1987 (when it was carried by 11 stations) to a 5.1 in February 1988 (when it was carried by 30 stations).

Another Fox Television Station production, *America's Most Wanted*, averaged a 7.5 rating in February 1987. That show appeared in only nine markets in February 1988, but will be carried by the full lineup of FBC stations starting this Sunday, April 10.

Cable networks post first-quarter audience gains

Prime time figures at WTBS, USA, Nashville Network and Lifetime are up over last year

The gradual shift in viewing to basic cable networks continues, as evidenced by last week's reports on their first-quarter ratings. All the major cable networks reported an increase in homes delivered, and most reported increases in ratings, particularly in prime time.

Leading the way was superstation WTBS(TV) Atlanta, which posted record numbers in both prime time and on a 24-hour basis. In prime time, WTBS averaged a 3.1 rating (1,378,000 homes) for the quarter, versus a 2.7 (1,066,000 homes) in 1987, a jump of 29% in households. On a 24-hour basis, it averaged a 2.0 rating (861,000 homes) in the first quarter, versus 1.6 (656,000 homes) a year earlier, a household jump of 31%.

The combined ratings for CNN and Headline News were down slightly, although the household reach increased because more cable systems carried the services. The two news services scored a combined 0.9 rating (399,000 homes), down from 1.0 (383,000 homes) a year earlier. The prime time figures were 1.3 (597,000 homes), down from a 1.5 (591,000 homes) a year earlier.

WTBS said its first-quarter ratings were paced by its best two months in history, February and March 1988. Turner Broadcasting System said the ratings for its news services have averaged either a 0.9 or a 1.0 on a 24-hour basis for the last nine quarters.

ESPN said it averaged a 1.9 rating in the first quarter in prime time, versus a 1.8 last year. On a 24-hour basis, ratings stayed the same at 0.8. Figures for homes delivered

\$300 million sale would set radio-only record: NBC sale of WKYS is new stand-alone FM record

The NAB convention traditionally draws large station sale announcements, and often records are broken, but this year could set a record for the most records broken. Sillerman Magee Communications Management Corp., headed by Legacy Broadcasting principal Bob Sillerman, made the largest radio-only purchase ever last week when it announced it had reached a deal to buy Metropolitan Broadcasting Corp. for over \$300 million. And in the largest FM stand-alone sale ever, Albimar Communications, a minority-controlled radio group based in Boston, signed a letter of intent last Thursday (April 7) with NBC to purchase urban contemporary WKYS(FM) Washington, for a price said to be \$46.75 million.

Metropolitan came in and left like a lion, as the original purchase—by Carl Brazell, former president of Metromedia Radio, and Morgan Stanley & Co.—of the nine-station group from Metromedia for \$285 million set the radio-only deal record in 1986 (BROADCASTING, March 31, 1986). Sillerman told BROADCASTING that it had purchased 100% of Metropolitan, but that the structure of the new company had not been determined. It could be a joint venture of Legacy Broadcasting—which is principally owned by former Malrite executive, Carl Hirsch, and Sillerman—and Sillerman-Magee, or present Metropolitan management could be left in place. "We haven't decided yet," said Sillerman. "We're leaving all our options open." Metropolitan was in the process of slimming down the company to reduce debt, selling two of its original nine stations: WASH(FM) Washington to Outlet Communications for \$29.25 million and WIP(AM) Philadelphia, to Spectacor for \$6 million, and trying to sell stations in Tampa, Fla., Detroit, and New York (BROADCASTING, March 21), hoping for about \$75 million for the stations.

WKYS purchaser Albimar's principals are Bertram Lee, chairman, who is also a major campaign fund raiser for Jesse Jackson's 1988 presidential bid, and Skip Findley, president. The company also owns KDAB(FM) Ogden, Utah.

The WKYS sale is part of a divestiture of the seven-station NBC radio division. Emmis Broadcasting, based in Indianapolis, purchased five of the stations in a \$121.5-million deal in February (BROADCASTING, Feb. 22). The remaining NBC radio property to be sold is KNBR(AM) San Francisco. NBC, which had announced its intention to separately sell WKYS—considered to be one of its more profitable operations—to a minority-controlled group, will receive a tax credit for the move.

were not available.

USA Network's ratings also increased over last year. In prime time it scored a 1.6 rating (684,000 homes) for the quarter, a 37% increase in homes over last year's 1.3 rating (501,000 homes). On a 24-hour basis, USA scored a 1.0 (427,000 homes) in the quarter, versus a 0.9 (332,000 homes) last year, a 27% homes increase.

The same was true at the Nashville Network, where the prime time rating jumped from 1.1 to 1.3 in the first quarter. The homes increase was 64%, from 311,000 to 511,000. On a full-schedule basis, ratings were flat at 0.6, although the homes count increased from 180,000 to 241,000.

At MTV Networks, 24-hour ratings re-

mained flat from last year's first quarter for three of the four services, although homes delivered increased by over 20% for all four. Nickelodeon's rating for its 13-hour programming day rose from 1.1 to 1.2, with a corresponding homes gain from 350,000 to 462,000. MTV remained flat at 0.6, and increased its homes delivery from 201,000 to 242,000. The same was true at VH-1, which averaged a 0.3 in both quarters, although its household reach grew from 56,000 to 76,000. Nick at Nite's 11-hour programming day stayed flat at 0.4, but homes increased from 111,000 to 136,000.

Lifetime's prime time rating increased, hitting 0.9 (333,000 homes) in the first quarter, up from a 0.7 (203,000 homes) a

year earlier. Ratings for Lifetime's full schedule—17½ hours, Monday through Saturday—were flat at 0.6.

The lone network to drop in ratings was CBN, posting a first-quarter rating of 0.5, down from last year's 0.9. It was also down on a 24-hour basis, from 0.7 to 0.5.

The Discovery Channel said its prime time rating was a 0.9 (264,300 homes), with a 0.5 rating (146,800 homes) for its full 18-hour schedule. Year earlier figures were not available.

Arts & Entertainment said it scored a 0.8 prime time rating in the quarter, mirroring last year's first quarter. In daytime it scored a 0.4 in the first quarter. The service did not have full-schedule figures available. □

FCC rejects five indecency complaints

Actions still leave questions over just what commission will allow to be said and shown

The FCC last week dismissed indecency complaints against two television stations and three radio stations in the hope of giving broadcasters further guidance on what it considers "indecent" and of reminding them of the limits on its antiindecency enforcement.

But lawyers representing broadcasters and citizen groups opposed to the FCC's year-old indecency policy found little in the dismissals to mitigate their First Amendment concerns about the policy.

The FCC actions came in the form of letters, all dated April 7 and signed by Mass Media Bureau Chief Alex Felker, to individuals who filed the complaints.

In the letters, the FCC reinforced its policy of finding sexual innuendo and double entendres acceptable as long as they are not "intermingled" with explicit sexual references to an extent that their "innocent" meaning is lost. It underscored its practice of not acting on complaints not supported by tapes or transcripts of the offending broadcast or against programming aired after midnight. And, in dismissing a complaint against WBAI(FM) New York, the FCC said it is unlikely to object to the broadcast of portions of James Joyce's "Ulysses."

"These dismissals demonstrate that we are not approaching this issue with a broad brush," said FCC General Counsel Diane Killory, the agency's chief spokesperson on indecency matters. "We are exercising a degree of care warranted by the First Amendment. I would expect decisions like these would provide broadcasters with further guidance on the FCC efforts in this area.

"The subject of sex is not forbidden," Killory said. "It is the manner in which it is done that brings it within the definition of indecency."

Killory was set to speak on the FCC's indecency policy yesterday (April 10) at the NAB convention in Las Vegas. The release of the dismissal letters, however, was not timed to take the heat off at the convention, Killory said. "I think that is really coinci-

dental," she said. "It always seems to take the staff longer to prepare an item than you think it will."

Timothy Dyk, an attorney representing the broadcasters and citizen groups challenging the FCC policy in the U.S. Court of Appeals in Washington, said the dismissals "do not change the basic problem—that is, broadcasters don't have necessary guidance to make the regulations constitutional... The dismissals do not clarify the policy in any meaningful way. The problem is you can't really ascertain the whys and wherefores from what the commission says," Dyk said. "They are just not articulating a standard that people can look at and understand and apply."

In the latest batch of dismissals, Dyk said, "the statement of why it is not indecent is far from clear, far from specific."

J. Laurent Scharff, a Washington attorney who has represented the Radio-Television News Directors Association and the Association of Independent Television Stations in indecency matters, said: "Even in disposing of these complaints without faulting the broadcasters, the agency's interest in the details of the program content adds further credence to the belief that the FCC has gotten itself into the censorship business."

Under pressure from antipornography groups, the FCC said in April 1987 that it would enforce the statutory prohibition against broadcast indecency using the broad definition of indecency affirmed by the Supreme Court in its 1978 decision in the *Pacifica* case—that is, programming that depicts or describes, in terms "patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

At the time it announced the get-tough policy, the FCC sent warning letters to three radio stations. But in the year since, it has taken just one other enforcement action, sending a letter to KZKC-TV Kansas City, Mo., seeking explanation for the station's May 1987 broadcast of the movie "Private Lessons," which contained frontal female nudity in scenes in which a 15-year-old boy is seduced (BROADCASTING, Jan. 18).

The FCC says it is taking its time in

indecency enforcement, because of the difficulty of determining what is indecent and because each action sets precedent for further action. Instead of setting forth detailed guidelines, the FCC has allowed the guidelines to evolve from its periodic actions on indecency complaints.

Killory last week would not predict when the FCC would resolve the KZKC-TV case, but hinted it may be soon. "All the information is in. The staff is preparing a recommendation for the commission."

Following is a list of the stations, the complaints and the FCC responses:

■ WCET(TV) Hamilton, Ohio—Dan Walters, Hamilton, Ohio, complained about the noncommercial station's broadcast of a segment of the film "Heimat" on Oct. 12, 1987, at 9:30 p.m. Walters's complaint was based on his written descriptions of three scenes from the broadcast.

"As a consequence of the lack of a complete tape recording we are unable to ascertain the context in which the complained of material appeared," the FCC said. "The question of whether sexually explicit material is 'patently offensive,' a crucial determination in assessing whether it is 'indecent, requires careful consideration of context."

■ WTMA(AM) Charleston, S.C.—North Charleston Mayor John E. Bourne complained that WTMA broadcast on July 15, 1987, a political advertisement opposing his efforts to purchase a clock for city hall, which contained the word "clocksucker."

The FCC "does not restrict broadcasts... unless the material involves a patently offensive depiction of sexual or excretory activities or organs," the FCC said. "The political broadcast at issue does not meet this test in our view."

■ KING-TV Seattle—Barbara and Roland Orle, Seattle, complained about KING-TV's broadcast on June 3, 1987, of a program, *Teen Sex, What About the Kids*, based on a sex-education course at an area high school.

The FCC acknowledged the program, part of a series on teen-age problems, includes "frank discussions of sexual topics, the use of sex organ models and the simulated demonstration of various birth control devices." But, the FCC said, such subject

matter must be presented in a manner that is "patently offensive" to be considered indecent. "In the program at issue here...the references to sexual and excretory organs and activities, in context, were not 'vulgar,' 'lewd' or 'shocking.' Nor were they made in a pandering or titillating manner or in any other manner that would render them 'patently offensive as measured by contemporary community standards for the broadcast medium.'"

■ WTRG-FM Rocky Mount, N.C.—Richard A. Moore, Aardvark Creative Services, New Bern, N.C., complained about WTRG-FM's June 3, 1987, broadcast of the song "I Want to Kiss Her, But...."

In earlier cases, the FCC said, it found that innuendo and double entendres are actionable only if they are "intermingled with explicit references" that allow only a sexual interpretation of the innuendo and double entendre.

The FCC said "the lyrics at issue here are not such that they are capable of only one, sexual meaning. Rather, the lyrics are capable of two meanings—one innocent, one sexual."

■ WBAI(FM) New York—Thomas Byrne, Yonkers, N.Y., complained about WBAI's broadcast on June 16-17, 1987, from 11 p.m. to 2 a.m. NYT, of unidentified programming containing references to sexual and excretory organs and activities.

Because Byrne's complaint was based on written descriptions rather than tape recordings or transcripts, the FCC said it had "insufficient contextual information necessary for the commission to make a determination in this sensitive area."

In addition, the FCC said, "most of the material that you complained of, even if it met the definition of 'indecent,' would not be actionable, airing, as it did, subsequent to midnight." In refining its indecency policy last November, the FCC said it will not take action against indecent programming aired after midnight when the risk of children being in the audience is low.

Also, the FCC said Byrne's complaint likely referred to readings from James Joyce's "Ulysses," which WBAI told the FCC it would be airing beginning on June 16 at 11 p.m. NYT. If that is the case, the FCC said, "we would not expect that the commission would find such references, dispersed as they would have been throughout the three-hour reading of this work of literature, to be patently offensive."

Reaction from some of the affected parties was predictable.

In producing *Teen Sex. What About the Kids*, said Sturges Dorrance, vice president-general manager, KING-TV Seattle, "we made a special effort to make sure a tough subject was handled sensibly and well and are glad the FCC agreed with us." He said the program received several awards, including a JC Penney-University of Missouri award and a Sigma Delta Chi award. Barbara Orle, who heard of the dismissal of her and her husband's complaint against KING-TV broadcast from a reporter, said she is "sorry the FCC is so lenient and lax. It is not a program that should have been shown

...[during prime time]. It was very shocking to me. I would not want my grandchildren to see it." She said she did not know what avenues of appeal were open to her, or whether she would pursue them.

Bob Ballantine, general manager, WTAM-(AM)-WSSX-FM Charleston, N.C., said he was not concerned about the WSSX-FM's broadcast of "clocksucker." The complaint was "frivolous," he said. "We knew it would be dismissed." Although the mayor filed the complaint against the AM, he said, it was the FM that broadcast the offending term. The morning disk jockeys were simply pok-

ing fun at the mayor, he said.

"My personal opinion is that the FCC doesn't want to get involved," said Dan Walters, pastor of the Tri-County Church of the Nazarene, Hamilton, Ohio, when told the FCC had dismissed his complaint against WCET's showing of the "Heimat" episode. "In no way was the [program] acceptable to community standards." Walters said the explicit broadcast was a violation of his rights. "I don't want it in my home. I don't want my kids seeing it." He said he may try to press his complaint by finding a videotape of the broadcast. □

Fashion Channel confronts red ink

Company, which reports losses of nearly \$20 million for full year, looks for outside help; Gee resigns

Executives of the Fashion Channel, which is facing a severe cash shortfall, were negotiating with several parties—both inside and outside the cable industry—late last week to bail out the home shopping service. Last Monday, the company reported full-year



losses of \$19.5 million on revenue of \$5.5 million. Although much of the loss was attributable to the start-up of the operation, the loss was about \$5 million more than expected, said Ken Goldman, an analyst with Hanifen, Imhoff, which handled the Fashion Channel's initial public stock offering last year.

Additionally, Fashion Channel Chairman Charles Gee II resigned on Friday, April 1, becoming the third top executive to leave the service this year, although Gee will remain on the board. Donald Miller, a consultant to the service and former executive of the Marshalls department store chain, was named president last week. Gene Schneider, chairman and chief executive officer of United Cable, was named acting chief executive officer. (United and Tele-Communications Inc. each own more than 10% of the

service, and some 65 cable operators own another 25%.)

The company said assets totaled \$11 million and stockholders' equity amounted to \$1.5 million. The company said "it is currently experiencing severe liquidity problems and requires the immediate infusion of a significant amount of funds." The company said "several parties have indicated a serious interest in acquiring, merging with or pursuing other ventures with the company." It said a committee of the board "is actively engaged in meaningful discussions with these parties," and it is "otherwise exploring various means of resolving its present financial problems."

Fashion Channel, which reaches 10.5 million cable homes, 6.8 million of them on a full-time basis, launched last year by selling high-end merchandise. But Miller said: "The concept initially was incorrect... The idea of selling department store merchandise at department store prices and offering it to the consumer with nothing more than convenience wasn't enough to stimulate them to buy." When the same type of merchandise was presented at a 20% to 60% discount, which occurred earlier this year, it "instantly stimulated purchasing." For that reason, Miller believes the service remains viable. "The issue now is getting money," he said. Also contributing to the company's problems was "too much inventory," a spokesman said.

Among leading cable shopping services, an official at the Cable Value Network said it was not involved in any negotiations with the Fashion Channel. An official at Telshop said it had been contacted, but he did not indicate that there was a great deal of interest. "It is what it is," the official said. Officials at QVC Network and Shop Television had no comment. □

Call in. The Home Shopping Network turned over 14,000 leads to cable operators last week from potential subscribers who called an 800 number during the night preview portion (April 1) of National Cable Month. The number appeared on the screen as part of the cable programming preview that was seen on HSN's owned and affiliated stations, and about 12 other stations. Another indication of the weekend's viewership came from the Nashville Network. Telephone voting for its Viewer's Choice award show, to be shown April 26, ended that weekend. Calls on Friday, the night of a live *Nashville Now* segment in which the awards were discussed, were up 200% over Thursday, and the total for Saturday (when several more references to the show were made) was up another 100% over Friday, Nashville said.

NAB 88

Las Vegas to host 40,000-plus for 66th annual convention



What are Radio Station Owners Saying About Americom...

"We personally interviewed seven brokers when we decided to sell WOJO (FM) in Chicago. We chose Americom, and we're glad we did - they got us \$14,000,000 cash for a station many people felt was worth only \$11 or \$12 million."

Jim and Jane Hall

"I had a direct offer from someone that wanted to negotiate my price so I called Americom and told them I wanted a serious buyer. Two weeks later, they brought me a buyer that paid my price."

Stan McKenzie, Seguin Broadcasting

"When they came to us with a buyer for our Albany and Providence radio stations, we took them seriously, and we are glad we did. From our experience, they are the best in the business."

Morton I. Hamburg, JAG Communications, Inc.

"They get some of the highest prices in the industry and yet the prices can be financed; all of their deals have closed. This professionalism and a high degree of confidentiality has made Americom so well respected."

Ed Christian, Saga Communications, Inc.

"Recently, I completed a complex exchange of assets through Americom. They stayed right on top of things, providing solutions to difficult problems. I applaud Americom's innovative nature and professional attitude."

**George Silverman,
Sunshine Group Broadcasting**

"When we talked value, they gave us the highest price we could expect and did not inflate the price to get a listing. The result...\$7,000,000 and no covenant, no seller note."

Fred Godley, Jr.

"Americom orchestrated a complicated three-party, like-kind exchange, brought us a top price, a qualified buyer and maintained the confidentiality of the whole deal. We were impressed."

**Don Wilks & Mike Schwartz,
Wilks/Schwartz Broadcasting**

"When we decided to sell our radio group, we wanted to sell for the highest price and that's why we called Americom. We're very pleased."

**Richard Oppenheimer,
Capital Cities Broadcasting**



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BROADCASTING & DEMOCRACY

THE WINNING TICKET

THE ANNUAL NATIONAL ASSOCIATION OF BROADCASTERS CONVENTION

NAB 88: On a roll in Las Vegas

Broadcasters have congregated in Las Vegas this week to assess some of the economic, technical, legislative and regulatory challenges facing the industry. They arrived last Saturday (April 9) and are staying through Tuesday (April 12) as participants in the 66th annual meeting of the National Association of Broadcasters at the Las Vegas Convention Center. This year's convention theme, "Broadcasting & Democracy: The Winning Ticket," is based on the upcoming presidential election with not only an appearance by President Reagan, but with several panel sessions slated to examine the role the media play in the political process.

Reagan was scheduled to speak Sunday from 10:50 a.m. to 11:25 a.m.; NAB was to present the President with an award honoring him for his contributions to broadcasting.

The convention opened Saturday with remarks by NAB President Eddie Fritts and presentation of the association's Distinguished Service Award to former FCC Chairman Mark Fowler. Attendees watched *The McLaughlin Group*, a syndicated program that focuses on politics and other national issues. Slated to join host, John McLaughlin, were program regulars Robert Novak, Jack Germond and Morton Kondracke, who were to discuss the effect the electronic media have on political campaigns. This afternoon (Monday), TV personality David Frost is moderating a panel called, "The Public, the Press and the Political Candidates." Joining Frost on the dias: political consultant John Sears; William Carrick, campaign manager for the Gephardt campaign; Tom Donilon, political

consultant, CBS; Bob Squire, political consultant; syndicated columnist Richard Reeves, and Tim Russert, NBC, assistant to the president for news.

NAB expects the convention to draw some 40,000 to the convention, the concurrent engineering conference (last Friday through Tuesday) and the exhibit hall, which opened last Saturday. According to the Las Vegas Convention Center, NAB is estimated to be the third largest show held there, with the Consumer Electronics Show coming in first and Comdex, a computer trade show, second.

As for the legislative and regulatory environment this year, broadcasters will hear from 41 congressmen (five senators and 36 House members). NAB covers airfare and hotel accommodations for the lawmakers and pays honoraria for their participation on panels. This year NAB will spend more than \$60,000; roughly \$2,000 each to senators and \$1,500 to congressmen.

Besides the agenda's Capitol Hill emphasis, the FCC will also have a strong presence in Las Vegas. Chairman Dennis Patrick is speaking at the Tuesday all-industry luncheon. Later that afternoon, Commissioners James Quello and Patricia Diaz Dennis appear on a panel with Al Sikes, head of the National Telecommunications and Information Administration.

The industry's economic outlook will unfold during the more than 85 radio and television management sessions scheduled throughout the four-day convention. Comedian Rich Little is the radio luncheon speaker today (Monday). Yesterday (Sunday), NBC News President Lawrence Grossman was to speak to television broadcasters.

On the technological side, high-definition television has become a priority for broadcasters, and the two sessions scheduled for yesterday were expected to have high attendance.

In addition to the convention program, there are several related activities, including the Broadcast Education Association meeting last Thursday, Friday and Saturday (April 7-9), an NAB/American Bar Association Communications Law Forum held last Friday and the Association of Maximum Service Telecasters meeting last Saturday. A Community Broadcasters Association-Low Power Television presentation and reception were slated for Sunday. Today, the Ham Radio Operators are hosting a reception.

What's on tap at the NAB convention

Saturday, April 9

RADIO AND TELEVISION MANAGEMENT SESSIONS

FCC/FEMA EBS Policy Update Forum. 7:30-9 a.m. Room 21. Moderator: Edward J. Minkel, FCC. Panelists: Ted DeLozier, Federal Emergency Management Agency; Rod Becker, National Weather Service; Richard M. Smith, FCC.

Notre Dame Financial Planning Principles for Broadcasting Managers. 10 a.m.-2 p.m. Room B2. Presenter: Professor Kenneth Milani, University of Notre Dame College of Business Administration.

Daytimers' Forum. 11 a.m.-noon. Room M1. Moderator: Bayard H. (Bud) Walters, The Cromwell Group. Panelists: Larry Eads, FCC; Wayne Eddy, KYMN(AM) Northfield, Minn.; Alan Okun, WGFP(AM) Webster, Mass.; Michael Rau, NAB; Barry Umansky, NAB.

The Future of Broadcast Research. 11 a.m.-noon. B1. Moderator: Donald Newberg, WGOW(AM)-WSKZ(FM) Chattanooga. Panelists: Paul Sonkin, Capital Cities/ABC; David Poltrack, CBS-TV; William Rubens, NBC; Roger Wimmer, Surrey Research.

Spanish Radio Open Forum. 11 a.m.-2 p.m. M2. Moderator: George Hyde Jr. Panelists: Gene Bryan, Katz Hispanic Radio; Eduardo Caballero, Caballero

Spanish Media; Tom Hervey, Lotus Hispanic Representatives; Mary Helen Barro, KAFY(AM) Bakersfield, Calif.; Ramsey G. Elliott, KRCX(AM) Roseville, Calif.; Howard Kalmenson, Lotus Communications Corp.; Kenneth Wolt, KTNQ(AM)-KLVE(FM) Hollywood; Tony Aguilar, WMDO(AM) Wheaton, Md.; Manuel Davila Jr., KCCT(AM) Corpus Christi, Tex.; Julio Mendez, WQBA-AM-FM Miami.

One-On-One Consulting Sessions. Noon-2 p.m. *Program Consultants.* L1. Donna Halper, Halper & Associates; Steve Sandman, Drake-Chenault Radio Consultants; Rick Sklar, Sklar Communications.

Instant Book Analysis. L1. Philip Beswick, Birch/Scarborough Research; Ed Cohen, NAB; Alan Tobkes, Arbitron Ratings Co.

Doing Your Own Research. L1. Dr. Joey Reagan, Washington State University; Dr. James Webster, Northwestern University.

Ask the Lawyer. L2. Benjamin F.P. Ivins, NAB; Keith Townsend, NAB; William D. Freedman, Gurman, Kurtis & Blask; Neal M. Goldberg, Hamel & Park; M. Scott Johnson, Barry Skidelsky, attorney at law.

Ask the FCC. L2. Larry Eads, FCC; Milton D. Gross, FCC; Rennee Licht, FCC; Roy J. Stewart, FCC.

NAB Services & Insurance. L2. Presenter: Peggy Lambert, NAB.

Sales Consultants. R1. Norm Goldsmith, Radio Marketing Concepts; Tim Menowsky, Greenwood Performance Systems.

Minority Employment Services. R1. Joyce Clark, Westwood One Companies;

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Claryce M. Handy, NAB; Mal Johnson, Cox Broadcasting; Donald Lockett, National Public Radio; Mary Castleberry White, KDAY(AM) Los Angeles.

NAB convention opening celebration. 2:30 p.m. Pavilion. Welcome: Wallace Jorgenson, Jefferson-Pilot Communications. State of the Industry address: Edward O. Fritts, president-CEO, NAB. Presentation of the Distinguished Service Award to Mark S. Fowler, former FCC chairman. Dr. John McLaughlin offers a look at presidential candidates and the electronic media.

TARPAC Red, White and Blue Club Reception. 6-8:30 p.m. Grand Ballroom, Desert Inn.

RADIO ENGINEERING SESSIONS

Radio New Technology. 9 a.m.-12:10 p.m. Room 21. Chair: John Furr, Clear Channel Communications.

Opening Presentation and Chairman's Remarks. 9 a.m.

Advanced Means to Measure and Minimize FM Multipath Problems. 9:15 a.m. Lloyd Berg, WUSA-FM Tampa, Fla.

Design Considerations for Multi-Station FM Broadcast Antennas. 9:40 a.m. Dean W. Sargent, D.W. Sargent Broadcast Service.

Implementing FMX Broadcasting at Your Station. 10:05 a.m. Emil Torick, Broadcast Technology Partners.

Techniques for Measuring Synchronous AM Noise in FM Transmitters. 10:30 a.m. Geoffrey N. Mendenhall, Broadcast Electronics.

Smart Audio Switcher Solves Programing and Routing Problems. 10:55 a.m. Charles Kelly Jr., International Tapetronics.

A State-of-the-Art Microprocessor Controlled, Analog Audio Routing Switcher with Advanced Features. 11:20 a.m. Guenther E. Urbanek, Siemens.

Designing and Modeling High-Power FM Boosters. 11:45 a.m. Bert Goldman, Shamrock Broadcasting.

Engineering Luncheon. 12:30-2:15 p.m. Ballrooms A, B & C. Presentation of the Engineering Achievement Award to Jules Cohen, Jules Cohen & Associates. Keynote speaker: Richard C. Kirby, director, CCIR, Geneva.

TELEVISION ENGINEERING SESSIONS

TV New Technology. 9-11:45 a.m. Room 23. Chair: Richard Streeter, CBS-TV.

Opening Presentation and Chairman's Remarks. 9 a.m.

A Noise Reduction System for NTSC Color Television Links. 9:15 a.m. John Rossi, Renville McMann, Intelvideo Inc.

A Digital Amplitude Modulator-Transmitter for Television. 9:40 a.m. Timothy Hulick PhD, Acrodyne Industries.

Development of an All Solid State Video Recorder. 10:05 a.m. Richard Dienhart, NEC.

Digital Intelligence in Professional Broadcast Video Monitors. 10:30 a.m. Dan Desmet, Barco Industries.

Video Measurements—A Comprehensive Solution. 10:55 a.m. John Lewis, Tektronix Inc.

High Resolution CCD Imager. 11:20 a.m. Laurence Thorpe, Sony Communications Products.

TV Post Production. 9 a.m.-noon. Room 18. Chair: Larry Jefferson, PBS.

Opening Presentation and Chairman's Remarks. 9 a.m.

A New Approach to Editing Episodic and Movie-of-the-Week Television Presentations Originating on Film. 9:15 a.m. Michael Lowe, Montage Group Ltd.

New Audio Post Production Facility at CBS Television City. 9:40 a.m. George Benkowski, CBS-TV.

The Design Philosophy for an ENG Editor. 10:05 a.m. Stanley Becker, CMX Corp.

Computer Techniques Improve Editing Film for Television. 10:30 a.m. Herbert Dow, Cinedco.

Post Production in Miami. 10:55 a.m. Marco Obdea, Limelight Video.

Post Production at Pacific Video. 11:20 a.m. Emory Cohen, Pacific Video.

Sunday, April 10

RADIO AND TELEVISION MANAGEMENT SESSIONS

FCC/Congressional Staff Breakfast: Legislation, Regulation and Politics. 7:30-8:45 a.m. Ballrooms D&E. Moderator: Belva Brissett, NAB. Panelists: Toni

Cook, Senate; Lisa Hook, FCC; Gina Keeney, Senate; Diane Killory, FCC; Mark MacCarthy, House; Paul Smith, House. Participants: Cynthia Blackburn, Senate; Dale Brown, FCC; Dan Craig, Senate; Alex Felker, FCC; Bruce Franca, FCC; Matt Gerson, Senate; Milton Gross, FCC; Terry Haines, House; John Haring, FCC; William Hassinger, FCC; Bradley Holmes, FCC; Larry Irving, House; John Kamp, FCC; Renee Licht, FCC; Walter McCormick, Senate; Ed Minkel, FCC; Randy Rader, Senate; Ray Seddon, FCC; Charles Schott, NTIA; Larry Sidman, House; Richard Smith, FCC; Roy Stewart, FCC.

Successful Radio Promotions: From Ideas to Dollars. 7:45-9 a.m. Room S1. Speaker: Bill Moyes, The Research Group.

New and Improved Radio Stations. 7:45-9 a.m. Room L1. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; John Garziglia, Pepper & Corazzini; Kenneth Howard, Baker & Hosteller; Mark Lipp, Mullin, Rhyne, Emmons & Topel.

Valuing and Financing a Station. 7:45-9 a.m. Room R1. Moderator: Tom Gammon, Americom. Panelists: John Feore, Dow, Lohnes & Albertson; Susan Harrison, Harrison, Bond & Pecaro; Robert Maccini, Chapman Financial Services.

How to Recognize, Talk and Sell to Food Brokers. 7:45-9 a.m. Room M1. Bill Grier, Retail Merchandising Group.

President Reagan is expected to visit the convention and speak on Sunday morning from 10:50 a.m. to 11:25 a.m., when NAB will present him with a special award.

Broadcasters' Bottom Line...How Congress Will Affect It. Noon-1 p.m. Room B3. Moderator: L. Lowry Mays, Clear Channel Communications. Participants: Senator Charles Grassley (R-Iowa), Representatives Joe Barton (R-Tex.), Tom Bliley (R-Va.), Hank Brown (R-Colo.), Byron Dorgan (D-N.D.), Barney Frank (D-Mass.), Larry Smith (D-Fla.), Al Swift (D-Wash.).

The Manager's Guide to Buying Custom Radio Research. Noon-1:15 p.m. Room M1. Moderator: Ed Cohen, NAB. Panelists: Terry Danner, RKO Radio; Ken R. Dennis, King Broadcasting; Fred Jacobs, Media Strategies.

Economy and the Market: What Effect on Broadcasting? Noon-1 p.m. Room B2. Moderator: Adam Smith, Adam Smith's Money World. Panelists: Bob Coen, McCann-Erickson; Steven Rattner, Morgan Stanley & Co.

Hiring and Firing Within the Law. Noon-1 p.m. Room M2. Moderator: Valerie Schulte, NAB. Panelists: Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn; David Olive, Donrey Media Group; Henry Rivera, Dow, Lohnes & Albertson; Jason Shrinisky, Kaye, Scholer, Fierman, Hays & Handler.

Copyright: How Level is the Playing Field? Noon-1 p.m. Room B1. Moderator: Leavitt Pope, WPIX Inc. Panelists: Senator Howell Heflin (D-Ala.), Representatives Howard Berman (D-Calif.), George Crockett (D-Mich.), Mike DeWine (R-Ohio), Hamilton Fish (R-N.Y.), Henry Hyde (R-Ill.), Mike Synar (D-Okla.).

Advanced Television...A 1988 Assessment. Noon-1 p.m. Room D2. Moderator: John Abel, NAB. Panelists: Alex Felker, FCC; Daniel Gold, Knight-Ridder Broadcasting; John McCrory, Times Mirror Broadcasting; Richard Wiley, Wiley, Rein & Fielding.

Predicting Market and Station Growth. 1:45-3 p.m. Room M2. Moderator: Mark Fratrik. Panelists: Thomas Buono, Broadcast Investment Analysts; George Nadel, Riven, Miller, Kaplan, Arase & Co.; Joseph Dorton, Dorton Communications.

Winning at the Contest and Promotion Game. 1:45-3 p.m. Room L1. Moderator: Robert Branson, NAB. Panelists: Alan Campbell, Dow, Lohnes & Albertson; Arthur B. Goodkind, Koteen & Naftalin; William Kennard, Verner, Lipfert, Bernhard, McPherson & Hand; Brian Madden, Cohn & Marks.

It's 12 Noon, Do You Know Where Your Salespeople Are...And What They Are Saying? 1:45-3 p.m. Room M1. Ray Holbrook and Wayne Cornils, Radio Advertising Bureau.

Hiring for Excellence. 1:45-3 p.m. Room S1. JoAn Mann, Prep Inc.

Radio Programing Showcase and Luncheon. 1-3 p.m. Room A3.

Television Luncheon. 1:15 p.m. Pavilion. Call to order by Benjamin McKeel, NAB TV board chairman, Nationwide Communications. Speaker: Larry Grossman, president, NBC News. Presentation of the Broadcasting Hall of Fame Awards to Lucille Ball and Milton Berle.

Winning Radio Research. 3:15-4:30 p.m. Room M1. Jhan Hiber, Malrite Communications Group.

Successful Radio Promotions: From Ideas to Dollars. 3:15-4:30 p.m. Room S1. Repeat of 7:45-9 a.m. session.

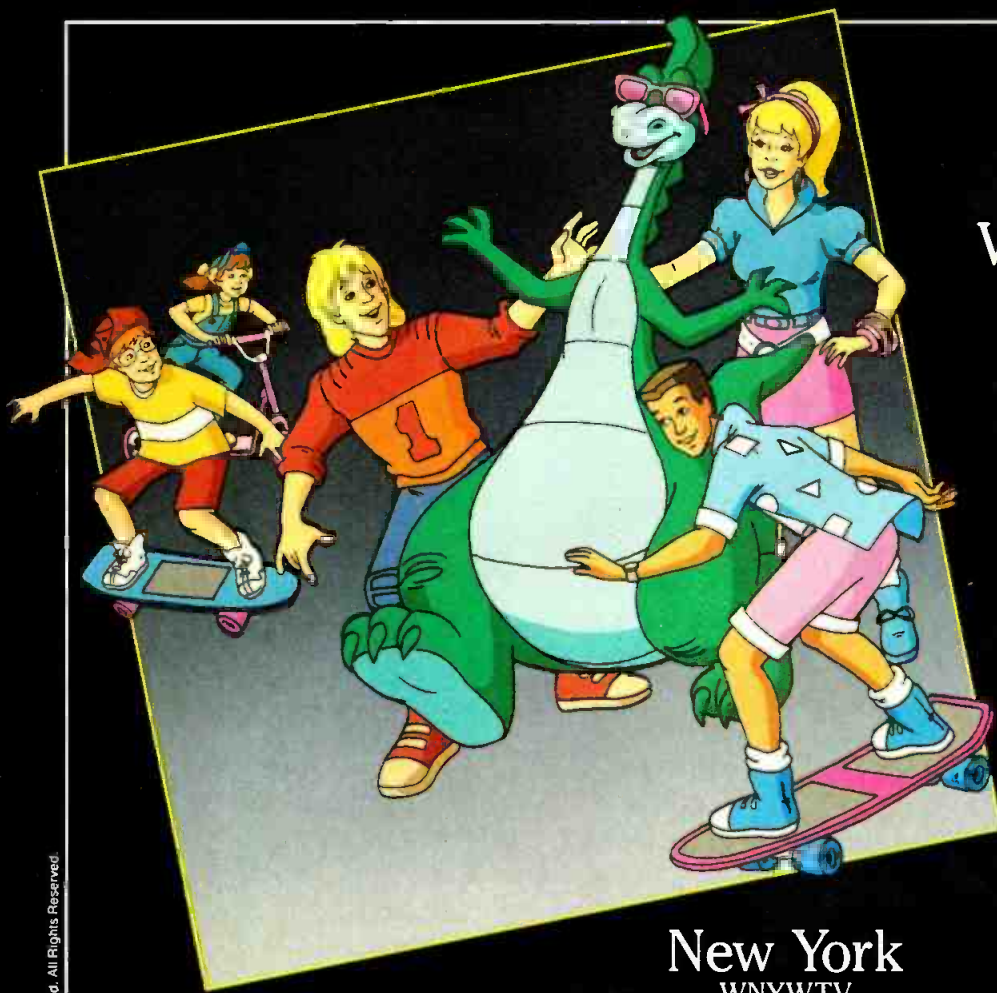
Voices Around the World. 3:15-4:30 p.m. Room R1. Moderator: Bill Haratunian, NAB. Panelists: Ivars Kezbers, Gosteleradio; Richard Carlson, Voice of America; David Morse, Christian Science Monitor Syndicate; John Tusa, BBC.

The Art of Closing. 3:15-4:30 p.m. Room L1. Dave Gifford, Radio Advertising Bureau.

Radio-Only Legislation...Should We Stay Tuned? 2:45-4 p.m. Room M2. Moderator: Jerry Lyman, RKO Radio. Participants: Senators John Breaux (D-

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Television Music Licensing—What's Happening Now? 3:30-4:45 p.m. Room B3. Moderator: Jack Zwaska, All-Industry Television Music License Committee. Panelists: Leslie Arries, WIVB-TV Buffalo, N.Y.; Willard Hoyt, Nationwide Communications; R. Bruce Rich, All-Industry Television Music License Committee

What's Happening in the Rep Business? 3:30-4:45 p.m. Room B2. Moderator: F. Robert Kalthoff, Beam Communications. Panelists: Pete Goulazian, Katz Group; James Rosenfield, John Blair Communications; Gary Scollard, MMT Sales.

Advanced Television...The Systems Under Development. 3:30-4:45 p.m. Panelists: Yves Faroudja, Faroudja Laboratories; William Glenn, Science and Technology Research Center, New York Institute of Technology; Richard Iredale, The Del Rey Group; Andrew Lippman, Massachusetts Institute of Technology; Yozo Ono, Japan Broadcasting Corp.; Michael Sherlock, NBC; Arpad Toth, Philips Laboratories

EEO—It's More Than a Numbers Game. 4:45-6 p.m. Room M2. Moderator: Keith Townsend, NAB. Panelists: Renee Licht, FCC; Thomas Hart, Baker & Hosteller; Kathryn Schmeltzer, Fisher, Wayland, Cooper & Leader; Daniel Van Horn, Arent, Fox, Kintner, Plotkin & Kahn.

Combination Rates and Joint Sales Practices: Getting Together Without Getting in Trouble. 4:45-6 p.m. Room S1. Moderator: Robert Branson, NAB. Panelists: Edward Henneberry, Howrey & Simon; Bruce Reese, Bonneville International; James Winston, Rubin, Winston & Diercks; Richard Zaragoza, Fisher, Wayland, Cooper & Leader.

Indecency and Other On-Air Perils. 4:45-6 p.m. Room R1. Moderator: Steve Bookshester, NAB. Panelists: Diane Killory, FCC; Timothy Dyk, Wilmer, Cutler & Pickering; Ronald Guttman, Cozen & O'Conner; Chad Milton, Media/Professional Insurance

Mastering Music Licensing and Coping with Copyright. 4:45-6 p.m. Room M1. Moderator: Benjamin F.P. Ives, NAB. Panelists: Marvin Berenson, BMI; Patrice Lyons, Haley, Bader & Potts; Voncie Pearce, WARF(AM) Jasper, Ala.; John Stewart, Crowell & Moring

Advertising's the Name of the Game. 4:45-6 p.m. Room L1. Moderator: Valerie Schulte, NAB. Panelists: Tom Davidson, Sidley & Austin; John Quate, Wiley, Rein & Fielding; Peter Tannenwald, Arnet, Fox, Kintner, Plotkin & Kahn; Ian Volner, Cohn & Marks.

RADIO ENGINEERING SESSIONS

Radio Engineering. 8 a.m.-12:35 p.m. Room 21. Chair: John Marino, NewCity Communications

Opening Presentation and Chairman's Remarks. 8 a.m.

NAB FM Transmission Subcommittee Report. 8:15 a.m. John Marino.

Grounded Guy Antenna Reduces Static Arcing and Improves Bandwidth. 8:40 a.m. Grant Bingeman, Continental Electronics

Using FM Vertical Diversity Transmission to Overcome Temperature Inversions. 9:05 a.m. Bert Goldman, Shamrock Broadcasting

The Relationship Between Currents in AM Towers and Field Parameters Affecting DA Array Adjustment and Dealing With the Proximity Effect. 9:30 a.m. James Hatfield, Hatfield & Dawson.

Optimum Use of Tall Towers for AM. 10:45 a.m. Ogden Prestholdt, A.D. Ring & Associates

An Assessment of Factors Affecting the Stability of AM Broadcast Antenna Patterns. 11:10 a.m. Karl D. Lahm, consulting engineer.

Using Circularly Polarized FM Receive Antennas to Reduce the Effects of Multipath Propagation. 11:35 a.m. John Kean, Moffet, Larson & Johnson.

FM Multipath and Distortion Reduction Through RF Amplifier Optimization. Noon. Edward Schober, Radiotechniques

Broadcast Auxiliary. 1-4 p.m. Room 18. Chair: Lloyd Berg, WUSA-FM Tampa, Fla.

Opening Presentation and Chairman's Remarks. 1 p.m.

Assuring Frequency Compatibility When Using Multiple Wireless Microphone Systems. 1:15 p.m. Ken Fasen, HM Electronics

Further Considerations in Selecting ENG Microwave Antenna Polarization. 1:40

p.m. Vince Rocco, AAI.

Field Experiences in Evaluating and Using the 40 GHz Microwave Band. 2:05 p.m. Richard Lehtinen, *Broadcast Engineering* magazine.

New Generation RPU Enhances Performance. Kevin Tam, TFT Inc.

Broadcast Auxiliary Service Frequency Coordination. 2:55 p.m. Panelists: Bruce Franca, FCC; Richard Rudman, KFWB(AM) Los Angeles; Joseph Wu, TFT Inc.; Lynwood Heiges, CBS Inc.

Studio Construction and Acoustics. 1:40-4 p.m. Room 21. Chair: William Ryan, KVIL(AM) Highland Park, Tex. (Dallas).

Opening Presentation and Chairman's Remarks. 1:40 p.m.

Project Management Techniques Save Broadcasters Time and Cost. 1:55 p.m. Marvin Born, KRIS-TV Corpus Christi, Tex.

Proposed CAD Drawing Standards for Radio and Television Engineering. 2:20 p.m. Walter Black, Video Design Pro.

Acoustical Troubleshooting and Modification in Broadcast Facilities. 2:45 p.m. Peter D'Antonio, RPG Diffusor Systems.

Present Trends in Television Studio Design. 3:10 p.m. Edward Webster, Centro Corp.

Considerations in Designing and Constructing an AM-FM Broadcast Facility. 3:35 p.m. Norman Philips, KPLX(FM)-KLIF(AM) Dallas.

Personal Computers for Broadcast Engineers. 4-5:30 p.m. Room 18. Chair: Paul Donahue, Gannett Radio. Panelists: Paul Dunton, KOLD-TV Tucson, Ariz.; Barry Victor, The Victor Group; Bob Metzler, Audio Precision; Bill Tulles, WTBS(TV) Atlanta; Hank Brandenburg, DataWorld; Dick Rudman, KFWB(AM) Los Angeles.

RF Radiation Regulation Compliance. 7-8:30 p.m. Embassy Salon, East Tower, Las Vegas Hilton. Moderator: Jules Cohen, Jules Cohen & Associates. Panelists: William Hassinger, FCC; Richard Tell, Richard Tell & Associates; Barry Umansky, NAB.

Studio Acoustics Workshop. 7-8:30 p.m. Royal Salon, East Tower, Las Vegas Hilton. Moderator: Peter D'Antonio, RPG Diffusor Systems. Panelists: Norman Philips, KPLY-AM-FM Dallas; Alfred D'Alessio, A.W. D'Alessio & Associates; Stanley Ellington, Centro Corp.; David Schwind, Charles M. Salter Associates.

Contract Engineers Workshop. 7-8:30 p.m. Grand Salon, East Tower, Las Vegas Hilton. Moderator: James Loupas, James Loupas & Associates. Panelists: Mark Persons, M.W. Persons Associates; Harold Hallikainen, Hallikainen & Friends; Barry Victor, The Victor Group.

AM Antenna Systems Workshop. 7-8:30 p.m. Club Salon, East Tower, Las Vegas Hilton. Moderator: Karl Lahm, consulting engineer. Panelists: Ronald Rackley, duTrell, Lundin & Rackley; Ogden Prestholdt, A.D. Ring & Associates; Thomas Osenkowsky, WLAD(AM) Danbury, Conn.

TELEVISION ENGINEERING SESSIONS

Television Engineering. 8:30 a.m.-12:25 p.m. Room 18. Chair: Max Berry, Capital Cities/ABC.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

Factors Affecting On-Air Reliability of Solid-State Transmitters. 8:45 a.m. Frank Svet, Harris Corp.

Second Generation Analog Component VTR's—A User's Perspective. 9:10 a.m. Karl Penwanz, WNEV-TV Boston.

Teletext: A Unique Application for Election Night Results. 9:35 a.m. J. Talmage Ball, KSL-TV Salt Lake City.

Designing Broadcast Facilities for Composite and Component Digital Video Technology. 10:45 a.m. Curtis Chan, Centro Corp.

Methods of Producing High Levels of RF Power for Test Purposes. 11:10 a.m. Robert Surette, Shively Labs.

Second Generation ENG Camcorder. 11:35 a.m. Laurence Thorpe, Sony Communications Products.

A Study of Maintenance Requirements for Component Level Diagnostics in Digital Equipment. Noon. Thomas Cavanagh, Canadian Broadcasting System.

HDTV Production I. 8:30 a.m.-12:25 p.m. Room 20. Chair: S. Merrill Weiss, NBC-TV.

Opening Presentation and Chairman's Remarks. 8:30 a.m.

Status Report, 1125 HDTV Production Standard, SMPTE Working Group on High Definition Electronic Production. 8:45 a.m. Richard Stumpf, Universal Studios.

1125 Production. 9:10 a.m. David Niles, 1125 Productions.

Techniques for HDTV Production in Japan. 9:35 a.m. TBA, Japan Broadcasting Corp.

Progress Report on First CBS HDTV Feature Movie of the Week. 10:45 a.m. Rupert Stow, CBS-TV.

HDTV Production in Canada. 11:10 a.m. Keith Field, Canadian Broadcasting Corp.

Production Aspects of HDTV. 11:35 a.m. Barry Rebo, Rebo High Definition Studio.

In the trenches. BROADCASTING's staff members will be headquartered at the Las Vegas Hilton during the NAB convention. Attending will be David Berlyn, Vince Ditingo, Adam Glenn, Kira Greene, Harry Jessell, Kwentin Keenan, Stacey Kibel, Kim McAvoy, Charles Mohr, Randy Sukow, Larry Taishoff, Skip Tash, Tim Thometz, Don West, David Whitcombe and Len Zeidenberg.

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 **FUJI** PROFESSIONAL
VIDEOTAPE

HDTV Plumbicon Camera Tube. Noon. Ad Franken, Philips.
HDTV Production II. 2-4 p.m. Room 20. Chair: Harold Protter, Gaylord Broadcasting
Opening Presentation and Chairman's Remarks. 2 p.m.
Subjective Assessment of HDTV. 2:15 p.m. Bronwen Jones, consultant.
Sixty Frame Per Second Movies. 2:40 p.m. Douglas Trumbull, Showscan Film Corp.
Film to HDTV Tape Transfer. 3:05 p.m. Rich Thorne, Post Group.
A New HDTV to NTSC Converter. 3:30 p.m. Laurence Thorpe, Sony Communications Products
Preparations for Distribution of HDTV Programming in Japan. 3:55 p.m. TBA, NHK

MONDAY, APRIL 11

RADIO MANAGEMENT SESSIONS

RAB General Radio Session. 9-10:15 a.m. Ballroom B, Las Vegas Hilton. William Stakelin and Wayne Cornils, Radio Advertising Bureau.
"Idea Depository" for Small Markets. 10:30-11:45 a.m. Room L1. Moderator: Thomas Young, Young Radio.
It's Radio Renewal Time Again. 10:30-11:45 a.m. Room M1. Moderator: Jeff Baumann, NAB. Panelists: Roy Stewart, FCC; George Borsari, Bechtel, Borsari, Cole & Paxson; Wade Hargrove, Tharrington, Smith & Hargrove; Marvin Rosenberg, Fletcher, Heald & Hildreth.
Writing More Business. 10:30-11:45 a.m. Room S1. Daniel Flamborg, Radio Advertising Bureau.
United We Grow: The State of the Radio Industry. 10:30-11:45 a.m. Room R1. Moderator: Jerry Lyman, RKO Radio. Panelists: Steven Berger, Nationwide Communications; Bev Brown, KGAS(AM) Carthage, Tex.; Bill Clark, Shamrock Broadcasting; Robert Fox, KVEN Broadcasting; Bernard Mann, Mann Media.
Radio's Leadership Luncheon. 12:15-2 p.m. Pavilion. Entertainment: Rich Little. Toastmaster: Robert Fox, NAB Radio Board vice chairman. Presentation of Broadcasting Hall of Fame awards to William B. Williams and Roy Acuff; Jerry Lyman, NAB Radio Board chairman, MC.
Fighting the AIDS Epidemic: Broadcasters' Responsibility. 2:45-4 p.m. Room B3. Moderator: Robert Mulholland, Television Information Office. Panelists: Thomas Goodgame, Westinghouse Broadcasting; Gary Noble, MD, Centers for Disease Control; June Osborn, MD, School of Public Health, University of Michigan; Joanne Grenne, KFRC(AM) San Francisco; Representative Henry Waxman (D-Calif.).

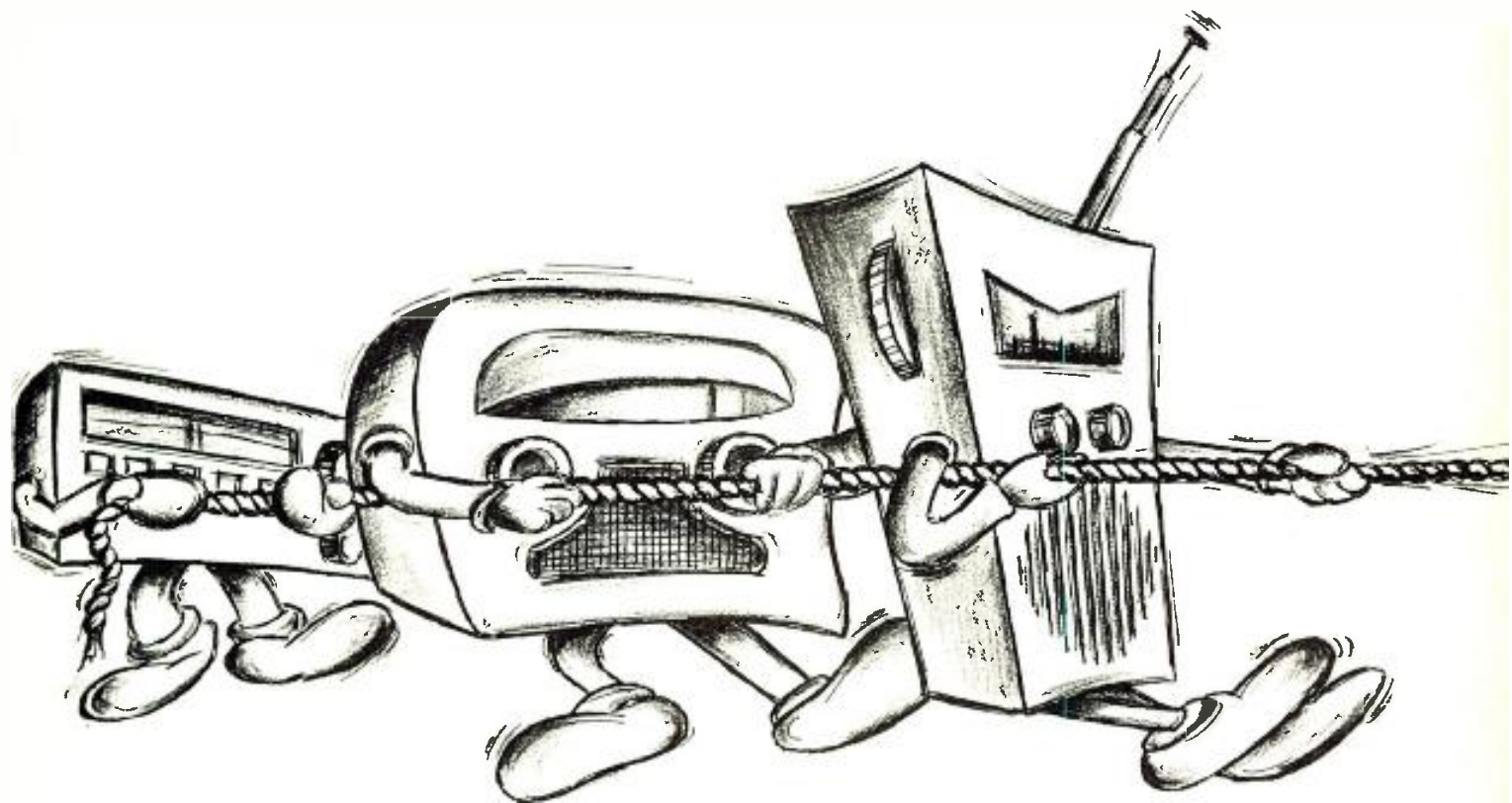
RADIO ENGINEERING SESSIONS

AM-FM Allocations. 8:30-10 a.m. Room 23. Chair: Paul Stewart, WOR(AM) New York.
Opening Presentation and Chairman's Remarks. 8:30 a.m.
Current Radio Allocation Issues at the FCC. 8:45 a.m. William Hassinger, FCC.
Use of Directional Antennas by FM Stations to Permit Reduced Distance Separations—An Interference Analysis. 9:10 a.m. John Kean, Moffet, Larson & Johnson.
Medium Frequency Skywave Propagation at High Latitudes: Results of an FCC-Sponsored Study. 9:35 a.m. Robert Hunsucker, University of Alaska.
Digital Audio Studio. 9-11:45 a.m. Room 21. Chair: Paul Donahue, Gannett Radio.
Opening Presentation and Chairman's Remarks. 9 a.m.
Advanced Editing Features From Direct Access Media. 9:15 a.m. Guy McNally, Digital Audio Research Ltd.
Digital Audio Workstation Uses Fixed Rate Sampling and Digital Audio Bus. 9:40 a.m. Glenn Edens, Waveframe Corp.
Tapeless Audio Production for Broadcast Applications. 10:05 a.m. Eric Gray, New England Digital Corp.
Concepts and Consequences of Hard Disk Systems for the Broadcast Industry. 10:30 a.m. Gerry Kearby, Integrated Media Systems.
Digital Audio Cartridge Disk Recorder, Reproducer and Editor for Broadcast Use. 10:55 a.m. David Schwartz, CompuSonic.
Digital Storage of Music and Speech. 11:20 a.m. Paul Schafer, Schafer International.
Environmental Concerns. 10 a.m.-12:20 p.m. Room 23. Chair: Warren Hapfel, Scripps-Howard Broadcasting.
Opening Presentation and Chairman's Remarks. 10 a.m.
RF Radiation Compliant Ammeter System. 10:15 a.m. Thomas Wright, Delta Electronics.
RF Radiation: Working Close to AM Broadcast Antenna Components. 10:40 a.m.

Richard Tell, Richard Tell & Associates.
Taming Lightning Around Broadcast Towers. 11:05 a.m. Roy Carpenter, Lightning Eliminators & Consultants.
Organizing Broadcasters for Local PCB Clean-Up. H. Carr Stainaker, KEZQ(AM) North Little Rock, Ark.
Specifying Tower Lightning Requirements—Whose Job Is It? Ralph Justus, NAB.
Radio and Television Satellite Systems. 1:30-4:40 p.m. Chair: James Wulliman, SBE/Ennes Education Foundation.
Opening Presentation and Chairman's Remarks. 1:30 p.m.
Engineering and Operational Considerations for Mobile Satellite Communications. 1:45 p.m. Jack Moore, Dalsat.
Designing and Installing Ku Band Receive Facilities for Broadcast Application. 2:10 p.m. Ray Conover, Conus Communications.
Field Testing an Earth Station Antenna for Two Degree Compliance. 2:35 p.m. Michael Morgan, Andrew Corp.
Custom Designing a Satellite News Vehicle to Meet Station Requirements. 3 p.m. Gene Gildow, WTKR-TV Norfolk, Va.
Low-Cost, Efficient Satellite Systems Aid Radio Production. 3:25 p.m. Dennis Feely, IDB Communications Group.
Further Developments in Miniaturizing Equipment for Satellite News Operation. 3:50 p.m. Makoto Kajijima, Toshiba.
A Novel Method of Measuring the Deviation of Video FM Modulators. A.G. Uyttendaele, Capital Cities/ABC.
Radio Production and Audio Processing. 1:45-4:30 p.m. Room 21. Chair: Milford Smith, Greater Media.
Opening Presentation and Chairman's Remarks. 1:45 p.m.
Comparing FM Transmission System Performance and Receiver Capabilities: How Good Must Your Station Be? 2 p.m. Jerry Whitaker, Broadcast Engineering magazine.
A Different Approach to Audio Level Monitoring. 2:25 p.m. Richard Burden, Burden & Associates.
Zootube: A Morning Radio Show on TV. 2:50 p.m. Ralph Beaver, WRBQ-FM Tampa, Fla.
A Mobile Radio Production Facility for the Space Age. 3:15 p.m. William Ryan, KVIL(AM) Highland Park, Tex. (Dallas).
A Microprocessor Performance Optimizer for All Tape Formulations. 3:40 p.m. James Carpenter, Broadcast Electronics.
Processing Audio From Remote Sources. 4:05 p.m. Skip Pizzi, National Public Radio.

TELEVISION MANAGEMENT SESSIONS

Broadcasting and Cable...What's Next? 9-10:15 a.m. Room B3. Moderator: William Duhamel, Duhamel Broadcasting Enterprises. Participants: Representatives John Bryant (D-Tex.), Jack Fields (R-Tex.), Tom Luken (D-Ohio), Carlos Moorhead (R-Calif.), Bruce Morrison (D-Conn.), Dan Schaefer (R-Colo.), Tom Tauke (R-Iowa).
Not Necessarily the Network...the Impact of Regional Marketing. 9-10:15 a.m. Room B2. Moderator: Ron Inman, INTV. Panelists: Cathy Egan, Katz Communications; Michael Kammerer, Independent Television Network; George Mahrig, Campbell Soup Co.; Donald Williams, John Blair Communications.
What's a TV Station Worth Today? 9-10:15 a.m. Room D2. Moderator: I. Martin Pompadur, Television Station Partners and ML Media Partners. Panelists: Thomas Cookerly, Allbritton Communications; David Croll, TA Associates; John Fiorini III, Heron, Burchette, Buckert & Rothwell; Milton Maltz, Malrite Communications; J. Patrick Michaels Jr., Communications Equity Associates; William Suter, Merrill Lynch Capital Markets.
All's Not Fair in the Ratings War. 9-10:15 a.m. Room B1. Moderator: Rick Ducey, NAB. Panelists: Gary Chapman, Freedom Newspapers; Mel Goldberg, Electronic Media Rating Council; El Plowden, Procter & Gamble; Jhan Hiber, Malrite Communications.
TVB and Television: Tandem Transition. 10:30-11:45 a.m. Room D2. Presenters: James G. Babb, Jefferson-Pilot Communications; William Moll, Television Bureau of Advertising.
The Public, the Press and the Political Candidates. 1:15-2:30 p.m. Room D2. David Frost.
The Alternative Delivery Systems...Cable, Fiber, Satellite. 2:45-4 p.m. Room D2. Moderator: Paul Bortz, Browne, Bortz & Coddington. Panelists: Stanley Hubbard, Hubbard Broadcasting; Irving Kahn, Choice Cable; John Sie, Tele-Communications Inc.
How to Take Money From the Newspapers: The Inside Story. 2:45-4 p.m. Room B1. Herb Maloney, WPRI-TV East Providence, R.I.
Audience Views on HDTV: Early Findings. 2:45-4 p.m. Room B2. Rick Ducey, NAB. Panelists: Dr. Paul Hearty, Department of Communications, Ottawa; Robert Maxwell, HBO; W. Russell Neuman, Massachusetts Institute of Technology.



TEAMWORK

A lot of companies talk about teamwork, but we've got muscle behind *our* words. We work as a team with our client stations to determine mutual goals, and then to achieve and *exceed* those goals.

We emphasize another kind of teamwork, too—internal teamwork, which has everyone at HNWH working and pulling together in the right direction. It's an unbeatable combination, one that gives our clients a winning bottom line.

HNWH

THE FACTS SPEAK FOR THEMSELVES

Hundred Plus Exchange. Promotions Idea Exchange. 4:15-5 p.m. Room A6. Robert Krueger, KTVB-TV Boise, Idaho, and John Von Rueden, KXMB-TV Bismarck, N.D. *How Do You Run the Sales and News Departments?* 5:15-6:15 p.m. Room A6. Gary DeHaven, WISC-TV Madison, Wis., and Frank Flynn Jr., Fort Myers Broadcasting Co.

Cable Carriage and Channel Position—Cry No More Tiers. 4:15-5:30 p.m. Room D2. Moderator: Benjamin F.P. Ivins, NAB. Panelists: Michael Berg, Miller, Young & Holbrooke; David Fleming, Multimedia Broadcasting; Thomas Meeks, WOFL-TV Lake Mary, Fla.; Julian Shepard, Heron, Burchette, Ruckert & Rothwell.

Diversity and Dollars Through Satellites. 4:15-5:30 p.m. Room B2. Moderator: Valerie Schulte, NAB. Panelists: James Ennis, Fletcher, Heald & Hildreth; Raul Rodriguez, Leventhal, Senter & Lerman; Robert Mazer, Nixon, Hargrave, Devans & Doyle.

Drinking, Drugs, AIDS and Other Health Law Problems at Your Station. 4:15-5:30 p.m. Room A3. Moderator: Steve Bookshester, NAB. Panelists: David Grant, Baker & Hostetter; Ann Miller, NAB; June Osborn, MD, University of Michigan; R. Eddie Wayland, King & Bellow.

Trimming Taxes on the Business of Broadcasting. 4:15-5:30 p.m. Room B3. Moderator: Robert Branson, NAB. Panelists: Jana DeSirgh, Cadwalader, Wickersham & Taft; Karl Kellar, Jones, Day, Reavis & Pogue; Bernard Long Jr., Dow, Lohnes & Albertson; Paul Thompson, Fox Broadcasting.

The FCC's TV Agenda. 4:15-5:30 p.m. Room B1. Moderator: Belva Brissett, NAB. FCC panelists: Alex Felker, John Haring, Bradley Holmes, Lisa Hook, Roy Stewart, Charles Schott.

TELEVISION ENGINEERING SESSIONS

Advanced Television Transmission Systems. 9 a.m.-12:35 p.m. Room 18. Chair: T. Arthur Bone, Knight-Ridder Broadcasting.

Opening Presentation and Chairman's Remarks. 9 a.m.

Advanced Television Systems Committee Status Report. 9:15 a.m. Robert Hopkins, ATSC.

ACTV—A Glimpse of the Future for Terrestrial Broadcasters. 9:40 a.m. Dr. James Carnes, David Sarnoff Research; Alan Godber, NBC-TV.

HDTV Compatible with NTSC—A Progress Report. 10:05 a.m. Arpad Toth, North American Philips.

HD-NTSC: A Status Report. 10:30 a.m. Richard Iredale, The Del Rey Group.

Signal Propagation and Interference Studies for a Compatible HDTV Transmission System. 10:55 a.m. William Glenn, New York Institute of Technology.

An Extended Definition Television System for Terrestrial Broadcasting. 11:20 a.m. TBA, Broadcast Technology Association.

The MUSE Family of HDTV Transmission Systems. 11:45 a.m. Taiji Nishizawa, NHK.

Bandwidth-Efficient Advanced Television Systems. 12:10 a.m. William Schreiber, Massachusetts Institute of Technology.

Environmental Concerns. 10 a.m.-12:20 p.m. Room 23. Chair: Warren Hapfel, Scripps-Howard Broadcasting. See description under "Radio Engineering Sessions," above.

UHF Television Transmission Systems. 1:15-4:50 p.m. Room 23. Chair: William Ramsay, Nebraska ETV Network.

Opening Presentation and Chairman's Remarks. 1:15 p.m.

The Multi-Depressed Collector Klystron Project—Final Report. 1:30 p.m. Earl McCune and Glen Huffman, Varian Associates.

Updating Older Generation UHF Television Transmitters to Current Performance Standards. 1:55 p.m. Harvey Arnold, University of North Carolina.

Klystron Technology Update. 2:20 p.m. Merrald Shrader, Varian Associates.

A 120 kw Klystron UHF Transmitter for Full Broadcast Service. 2:45 p.m. Nathaniel Ostroff, Comark Communications.

Circularly and Elliptically Polarized UHF TV Transmitting Antenna Design. 3:10 p.m. Geza Dienes, Andrew Corp.

Developing Antenna Patterns to Match Desired UHF Television Coverage. 3:35 p.m. Warren Trumbly, Jampro Antennas.

Field Experience with All Solid State UHF Television Transmitters. 4 p.m. Joseph Engle, NEC.

Tall Towers for Super Power UHF. 4:25 p.m. Thomas Vaughan, Micro Communications.

Radio and Television Satellite Systems. 1:30-4:40 p.m. Room 18. Chair: James Wulliman, SBE/Ennes Education Foundation. See description under "Radio Engineering Sessions," above.

Expenses. 9-10:15 a.m. Room M2. Mike Langner, KHFM(FM) Albuquerque, N.M.

The Law of Political Broadcasting '88. 9-10:15 a.m. Room S1. Moderator: Steve Bookshester, NAB. Panelists: Milton Gross, FCC; Irving Gastfreund, Kaye, Scholer, Fierman, Hays & Handler; William Green, Pierson, Ball & Dowd; James Popham, Hardy & Popham.

"You Deserve the Best." 9-10:15 a.m. Room L1. Pat Pearson, Pearson Presentations.

Gaining the Advertising Edge with Minority-Formatted Stations. 9-10:15 a.m. Room M1. Moderator: Verna Green, WJLB-FM Detroit. Panelists: Eduardo Caballero, Caballero Spanish Media; Nick Howse, Burrell Advertising; Earl Jordan, KGfJ(AM) Los Angeles; Dennis McCann, The Spanish Connection.

Putting Yourself in the Customer's Shoes. 9-10:15 a.m. Room R1. Phillip LeNoble, Executive Decision Systems.

Rules of the Radio Ratings Game. 10:30-11:45 a.m. Room M1. Robert Balon, The Benchmark Co.

RadiOutlook 1988: Forces Shaping the Radio Industry. 10:30-11:45 a.m. Room R1. John Abel and Rick Ducey, NAB.

Selling More/Saving More. 10:30-11:45 a.m. Room S1. Gerry Robbins, WCMP(AM) Pine City, Minn., and Bayard (Bud) Walters, The Cromwell Group.

"You Deserve the Best." 10:30-11:45 a.m. Room L1. Repeat of 9-10:15 a.m. session; see above.

The Golden Links—Corporate America, Broadcasters, Community. 10:30-11:45 a.m. Room M2. Moderator: Thomas Goodgame, Westinghouse Broadcasting. Panelists: Tom Adams, Just Say No Foundation; George Hyde Jr., WQBA-AM-FM Miami; Arthur Kapplow, J.C. Penny Co.; Fred Patterson, Johnson & Johnson.

All-Industry Luncheon. Noon-2 p.m. Pavilion. Welcome by Wallace Jorgenson, chairman of NAB joint board. Convention '88 video presentation. Presentation of the Walter May Award. Keynote address by FCC Chairman Dennis Patrick.

Government and Industry Face the Issues. 2:15-3:30 p.m. Ballroom E. Moderator: Jeff Baumann, NAB. Panelists: James Quello, FCC; Patricia Diaz Dennis, FCC; Alfred Sikes, NTIA; Wallace Jorgenson, NAB joint board chairman; Jerry Lyman, NAB radio board chairman; Margo Cobb, NAB television board vice chairman.

Buying Stations: Using OPM (Other People's Money). 3:45-5 p.m. Room L1. Moderator: Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand. Panelists: Robin Martin, Deer River Group; Susan Ness, American Security Bank; Ronald Wooding, Wooding & Associates.

Power Marketing. 3:45-5 p.m. Room R1. Doug Cluff, Cluff & Co.

COLRAM/Arbitron Diaries Test—Preliminary Findings. 3:45-5 p.m. Room M1. Panelists: David Lapovsky, Arbitron; Jim Peacock, Arbitron; Bob Galen, COLRAM; David Kennedy, COLRAM; Jerry Lee, COLRAM; Bill McClenaghan, COLRAM.

RADIO ENGINEERING SESSIONS

Alternate Power and Grounding Systems. 8:15-11 a.m. Room 21. Chair: Gerald Plemmons, Outlet Communications.

Opening Presentation and Chairman's Remarks. 8:15 a.m.

America's First Solar Powered FM Radio Station. 8:30 a.m. Sanford Cohen, KIHx(FM) Prescott Valley, Calif.

Application and Performance of Rotary Phase Converters as an Alternative to Utility Supplied Three-Phase Power. 8:55 a.m. Larry Katz, Kay Industries.

Surge Protection and Grounding Methods for AM Broadcast Transmitter Sites. 9:20 a.m. John Schneider, RF Specialists of Washington.

Designing and Maintaining a Facility Ground System for Broadcast Studio Facilities. 9:45 a.m. Jerry Whitaker, *Broadcast Engineering* magazine.

The Need for and Solutions to Power Conditioning for Broadcasters. 10:10 a.m. Barry Epstein, Current Technology.

Uninterruptable Power Supplies for Broadcasters. 10:35 a.m. Wyatt McDaniel, Outlet Communications.

Fiber Optics and Digital Transmission. 9-10:55 a.m. Room 18. Chair: James Hoke, Edens Broadcasting.

Opening Presentation and Chairman's Remarks. 9 a.m.

The How and Why of Optical Fiber Transmission Systems. 9:15 a.m. Richard Claus, Fiber and Electro-Optics Research Center, Virginia Institute of Technology.

Optical Fiber Applications in BellSouth. 9:40 a.m. Karen Mangum, BellSouth Services.

Broadcast Quality Television 45 mb/s (DS3) Customer Controlled Digital Network. 10:05 a.m. Robert Blackburn, Bell Communications Research.

Optical Fiber Interface Equipment for Video, Audio and Data. 10:30 a.m. Robert Paulson, Artel Communications.

FCC Engineers Forum. 11 a.m.-12:30 p.m. Room 18. Chair: Otis Freeman,

Tuesday, April 12

RADIO MANAGEMENT SESSIONS

Engineering Cost Containment: Maximizing Results While Minimizing



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Tribune Broadcasting. FCC panelists: Alex Felker, Richard Smith, Bruce Franca, William Hassinger, Robert Weller.

TELEVISION MANAGEMENT SESSIONS

The International Television Market: What's In It For U.S. Broadcasters? 9-10:15 a.m. Room D2. Moderator: Donald Wear Jr., CBS Broadcast International. Panelists: Sheldon Cooper, Tribune Entertainment; Patrick Cox, Societe Nationale Television Francaise; Beth Gordon, NW Ayer; Arthur Kananack, Viacom Enterprises; Roy Stout, Coca-Cola.

How to Grow Revenue—Creative Selling Solutions! 9-10:15 a.m. Room B3. Robert Baker and William Moll, Television Bureau of Advertising.

Number One in News. 9-10:15 a.m. Room B2. Moderator: Wayne Godsey, KOAT-TV Albuquerque, N.M. Panelists: Ronald Bergamo, KWCH-TV Wichita, Kan.; Tom Kirby, KARE-TV Minneapolis; Steve Wasserman, WPLG-TV Miami.

The Law of Political Broadcasting '88. 9-10:15 a.m. Room S1. Moderator: Steve Bookshester, NAB. Panelists: Milton Gross, FCC; Irving Gastfreund, Kaye, Scholer, Fierman, Hays & Handler; William Green, Pierson, Ball & Dowd; James Popham, Hardy & Popham.

Inside the Programing Marketplace. 10:30-11:45 a.m. Room D2. Moderator: Joel Chaseman, Post-Newsweek Stations. Panelists: James Dowdle, Tribune Broadcasting; Mel Harris, Paramount Pictures; David Salzman, Lorimar Television; Robert Wussler, Turner Broadcasting.

Getting Along with Your Cable Operator. 10:30-11:45 a.m. Room B2. Moderator: James Hoak, Heritage Communications. Panelists: Ken Bagwell, Storer Cable Communications; Jack Clifford, Providence Journal Co.; Benjamin Ivins,

NAB; Paul McCarthy, Broadcast Cable Associates; William Viands Jr., KDNL-TV St. Louis.

The Golden Links—Corporate America, Broadcasters, Community. 10:30-11:45 a.m. Room M2. Moderator: Thomas Goodgame, Westinghouse Broadcasting. Panelists: Tom Adams, Just Say No Foundation; George Hyde Jr., WQBA-AM-FM Miami; Arthur Kaplow, J.C. Penney Co.; Fred Patterson, Johnson & Johnson.

Minority and Multicultural TV Programing for Urban Markets. 10:30-11:45 a.m. Room B1. Moderator: Dwight Ellis, NAB. Panelists: Topper Carew, Golden Groove Productions; Ellen Endo-Dizon, MGM/UA-TV; Raymond Horn, Raymond Horn Syndication; Thursa Thomas, WJLA-TV Washington; Joaquin Blaya, LatCom Group Univision.

TELEVISION ENGINEERING SESSIONS

Fiber Optics and Digital Transmission. 9-10:55 a.m. Room 18. Chair: James Hoke, Edens Broadcasting. For description, see Tuesday "Radio Engineering Session," above.

FCC Advanced TV Service Committee. 9:15-11 a.m. Room 23. Moderator: E. William Henry, Ginsburg, Feldman & Bress. Committee members: Richard Wiley, Wiley, Rein & Fielding; Gregory DePriest, Association of Maximum Service Telecasters; Irwin Dorros, Bellcore; James Tietjen, David Sarnoff Research Center; Alex Felker, FCC; Bruce Franca, FCC; William Hassinger, FCC.

FCC Engineers Forum. 11 a.m.-12:30 p.m. Room 18. Chair: Otis Freeman, Tribune Broadcasting. For description, see Tuesday "Radio Engineering Session," above.

A guide for NAB floorwalkers

The following is a list of companies exhibiting at the NAB convention in Las Vegas.

Aarmor Case Co. 4482
2100 Lupu, Lake Odessa, Mich. 48849

A.C. Nielsen 2189
Nielsen Media Research, Nielsen Plaza,
Northbrook, Ill. 60052
(See Nielsen Media Research listing.)

A.F. Associates 2869
100 Stonehurst Court, Northvale, N.J.
07647

Staff: Tom Canavan; Richard Lunniss;
Marc Bressack; Meryl Altman; Vince Ja-
kimzak; Jim McGrath; Alan Rudolph;
Bud Pearson.

Abbott & Co. 4277
Division of BRIntec Corp., 1611 Cas-
cade Dr., Marion, Ohio 43302

Abekas Video Systems 1439
101 Galveston Dr., Redwood City, Calif.
94063

Staff: Yeshwant Kamath; Martha Lash;
Phil Bennett; John Dunstan; Lance Kel-
son; Nafiseh Lindberg; Harris Rogers;
Mark Pinkel; Andy Sheldon.

ACCOM 5825, 5827
2 Blue Jay Way, Woodside, Calif. 94062

Accu-Weather 4151, 4153
619 W. College Ave., State College, Pa.
16801

Staff: Joel Myers; Skip Hunsberger; Jeff
Bertram; Mary Ann Seidler; Bruce Koni-
koff; Jess Goodman.

A.C.E. Ltd. 5223

Acoustic Systems 4280-4282
415 E. Saint Elmo Rd., Austin, Tex.
78745

Acrodyne Industries 3833
516 Township Line Rd., Blue Bell, Pa.

19422

Staff: Joe Wozniak; Ron Briggs; Steve
Blasetti; Marshall Smith; Timothy Hulick;
Dan Traynor; Bill Barrow.

Adams-Smith 1513
34 Tower St., Hudson, Mass. 01749

Staff: H. Adams; W. Hickman; S. Strass-
berg; H. Williams; Xen Sloan.

ADC Telecommunications 3480
4900 W. 78th St., Minneapolis 55435

Adelphon 4256, A113
100 Covelo Ave., Box 7256, Fort Worth
76111

ADM Technology 4369
1626 E. Big Beaver Rd., Troy, Mich.
48084

Staff: Robert Bloom; Murray Shields;
Larry Mandziuk; Dennis Bennett; David
Wills; Joe Supinsky.

Adrienne Electronics Corp. 5318
11994 Marjon Dr., Nevada City, Calif.
95959

Staff: Bruce Waggoner; Liz Waggoner.

Advanced Designs Corp. 4278
924 W. 17th St., Bloomington, Ind.
47401

Advanced Micro-Dynamics 5829, 5831
7 Lomar Dr., Pepperell, Mass. 01463

Advent Communications Ltd. A109
Little Britain House, Alma Rd., Che-
sham, Bucks HP5 3HE, England

AdVentures International 272
1540 Market St., #440, San Francisco
94102

AEG Bayly 719
167 Hunt St., Ajax, Ont. L1S 1P6,
Canada

Agfa-Gevaert 3880
100 Challenger Rd., Ridgefield Park,

N.J. 07660

Staff: Maria Curry; Andrew Da Puzzo;
Joe Tibensky; Chris Emery; John Matar-
azzo; Teri Sosa; Bob Zamosciany; Peter
Jensen; Walter Bremer.

Aircraft Digital Music Library 1613,
1615

77 N. Washington St., Boston 02114

Staff: Mark Cuddy; Crit Harmon.

Akai Digital 5728
1316 E. Lancaster, Fort Worth 76102

AKG Acoustics 1245
77 Selleck St., Stamford, Conn. 06902

Alamar Electronics 3180
36 Railway Ave., Campbell, Calif.
95008

Staff: Douglas Hurrell; Jesse Blount;
Henry Votsmier; Gary Ciraulo; Nancy
Trumbley.

Alan Gordon Enterprises 2538
1430 Cahuenga Blvd., Hollywood, Calif.
90078

Staff: Grant Loucks; Bob Kuhagen; Ted
Lane; Wayne Loucks; Peter Barton.

Alden Electronics 4566-4567
40 Washington St., Westborough, Mass.
01581

Staff: Michael Porreco; Kevin Porreco.

Alexander Batteries 2205
Box 1508, Mason City, Iowa 50401

Staff: Bob Williams; Pat Huberty; Barney
Schroeder.

Allen & Heath Brennel 5016, 5017
Five Connair Rd., Orange, Conn. 06477

Staff: Chuck Augustowski; John Petru-
celli; Joseph Boerst; Vic Steffens; Mi-
chael Fabricant.

Allen Avionics 2705
224 E. Second St., Mineola, N.Y. 11501

Allied Broadcast Equipment 557
3712 National Rd. West, Box 1487, Richmond, Ind. 47375
Staff: Tom Harle; Roy Ridge; John Timm; Judy Spell; Rick Funk; John Grayson; Scott Beeler; Tony Mezey Jr.; Kent Pendleton; Cal Vandegrift; Walt Lowery; Jeff Detweiler.

Allied Broadcast Systems 419
3901 MacArthur, Newport Beach, Calif. 92660
Staff: Chuck Rockhill; Mike Palmer; Steve Sampson; Bill Thompson.

Allied Tower 859, 861
12450 Galveston Rd., Webster, Tex. 77598
Staff: V.G. (Bud) Duvall; Jeff Philippe; Doug Moore.

Allsop 4141
4201 Meridian St., Bellingham, Wash. 98227
Staff: Eivind Clausen; Zeke Lenn.

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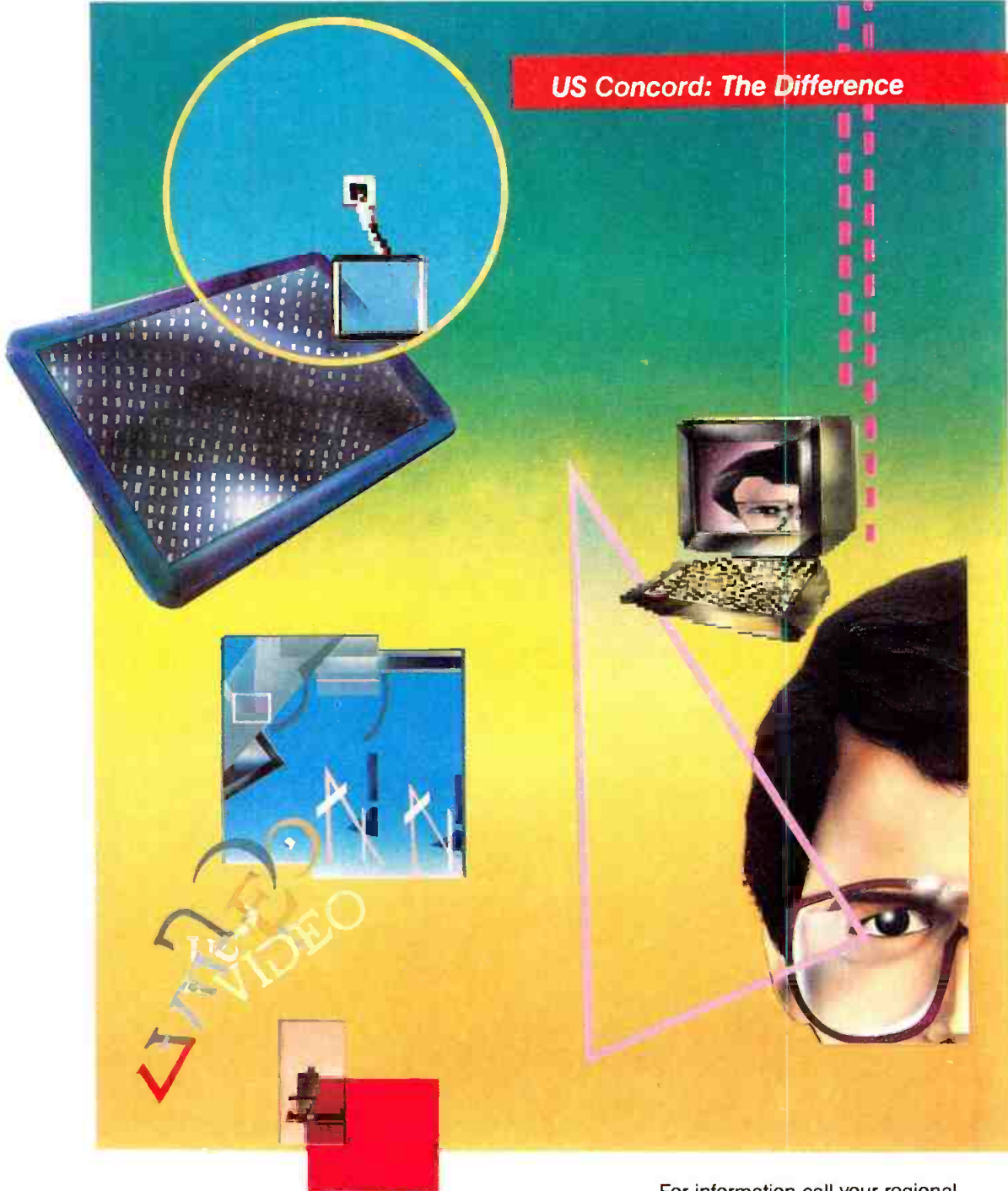
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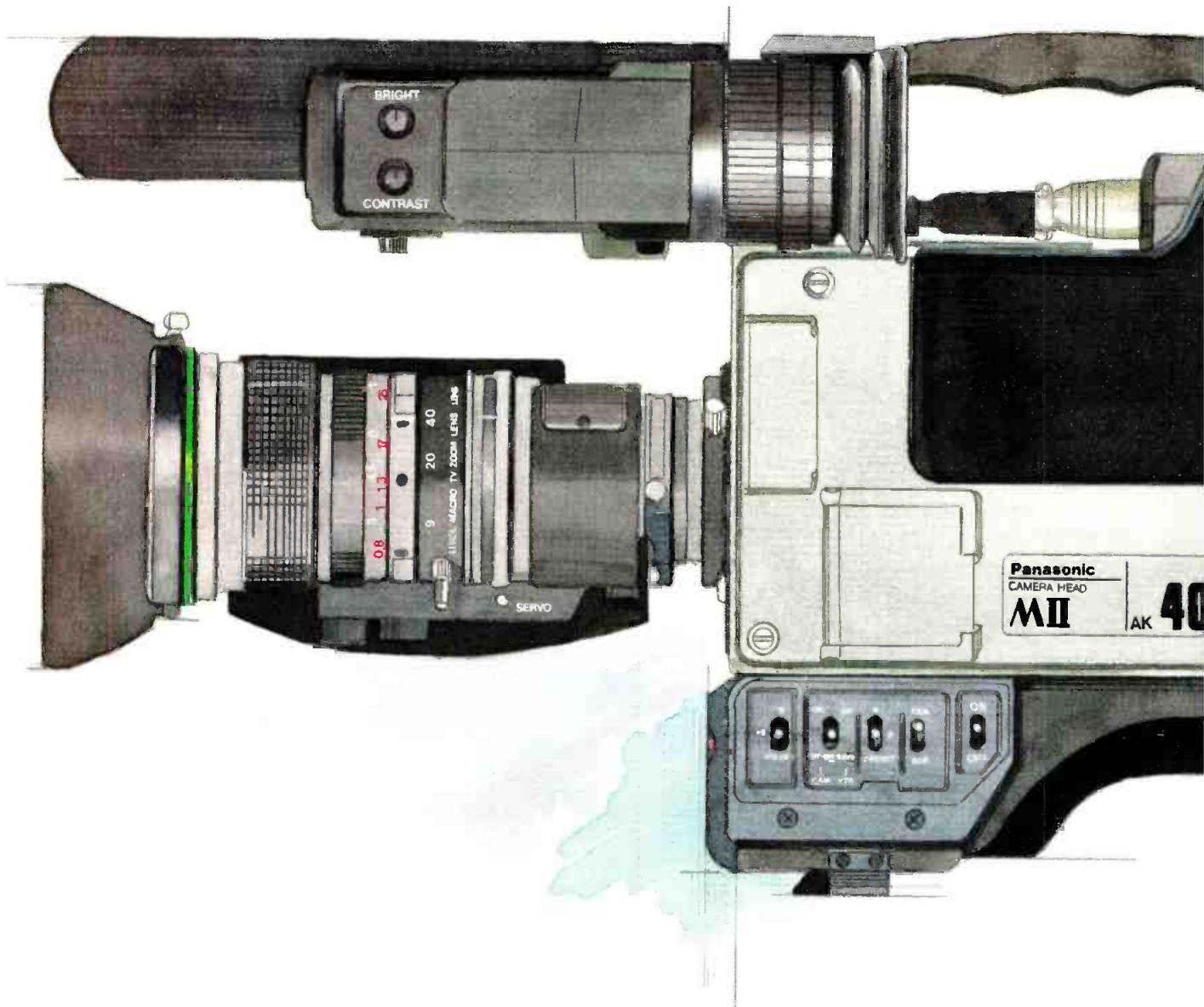
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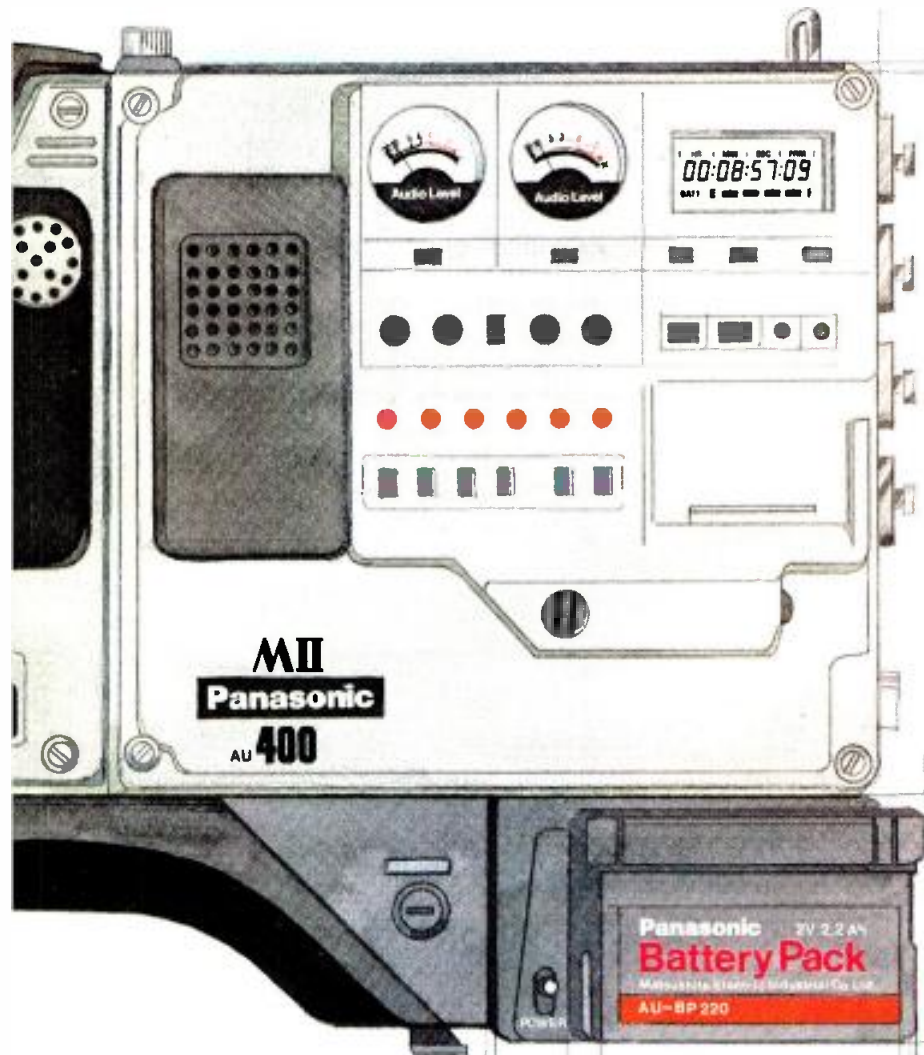
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FCC

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Eads, chief, audio services division, Mass Media Bureau; Roy Stewart, chief, video services division; Milton Gross, chief, fairness/political programming branch, enforcement division, Mass Media Bureau; Donna Searcy, information specialist, Mass Media Bureau, and Diane Hofbauer, legal assistant to Commissioner Dennis.

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Robert A. Chaisson	Las Vegas Hilton 1710	Media Touch Systems	Bally's 1409A
Chapman Associates	Bally's 5410	Media Venture Partners	Las Vegas Hilton 1769
Churchill Productions	Bally's 6904	Midwest Communications Corp.	Sands
Chrysler Capital Corp.	Las Vegas Hilton 930	Mohawk Wire & Cable	Bally's 1976A
Cinedco/EDIFLEX	Las Vegas Hilton 2350	George Moore & Associates	Las Vegas Hilton 2250
Donald K. Clark Inc.	Bally's 6110,	Musicscan	Caesars Palace
Cohn & Marks	Las Vegas Hilton 1950	Al Ham's "Music of Your Life"	Las Vegas Hilton 2469
Communications Equity Associates	Las Vegas Hilton 19-121	Myers Broadcasting Services	Bally's 2533A
Concept Productions	Las Vegas Hilton 2861	National Black Network	Las Vegas Hilton 2980
Otis Conner Cos.	Bally's 5709	National Broadcasting Co.	Las Vegas Hilton 4-109
Conus Communications	Bally's 5504	Operations & Technical Services/O&TS	Bally's 1862A*
Convergence Corp.	Las Vegas Hilton 1750	Television Network	Las Vegas Hilton 477
R.C. Crisler & Co.	Las Vegas Hilton 4-112	Nightingale-Conant Co.	Bally's 598A
CSI Electronics	Las Vegas Hilton 950	Pacific Bell	Bally's 6403
Custom Audience Consultants	Bally's 897A	Pacificorp Credit	Bally's 797A
DDP Media Computer Systems	Bally's 1661A	Pacific Radio Electronics	Bally's 6610
Denon America	Las Vegas Hilton 2769	Paltex	Caesars Palace
Dow, Lohnes & Albertson	Las Vegas Hilton 2875	C.R. Pasquier Associates	Las Vegas Hilton 2430
Drake-Chenault Radio Consultants	Las Vegas Hilton 2750	Pepper & Corazzini	Bally's 609A
Durpetti & Associates	Flamingo Hilton	The Performance Group	Paddlewheel
EEV Inc.	Las Vegas Hilton 573	Progressive Music Network "The Breeze"	Las Vegas Hilton 1650
Electronic Media Consultants	Las Vegas Hilton 560	The Ward L. Quaal Co.	Las Vegas Hilton 1550
Emmis Research	Bally's 1909A	Stan Raymond & Associates	Las Vegas Hilton 1969
Enterprise System Group	Las Vegas Hilton 25-121	Cecil L. Richards Inc.	Bally's 1475A
William A. Exline Inc.	Las Vegas Hilton 371	Thomas L. Root, PC	Las Vegas Hilton 2865
Fairlight Instruments	Las Vegas Hilton 2929	Satellite Music Network	Las Vegas Hilton 373
Film House Inc.	Las Vegas Hilton 21-121	Schafer International	Las Vegas Hilton 2030
Firstmark Financial Corp.	Las Vegas Hilton 969	SCS, division of United Video	Las Vegas Hilton 2919
Norman Fischer & Associates	Las Vegas Hilton 3-121	Sheridan Broadcasting Network	Las Vegas Hilton 377
Fisher, Wayland, Cooper & Leader	Sands	Barry Sherman & Associates	Las Vegas Hilton 24-121
Fletcher, Heald & Hildreth	Bally's 1875A	Society National Bank	Las Vegas Hilton 564
Richard A Foreman Associates	Las Vegas Hilton 650	Symbolic Graphics Division	
Gammon & Ninowski Media Investments	Bally's 6209		
Clifton Gardiner & Associates	Bally's 5609		
GE American Communications			

TA Associates	Bally's 875A, Las Vegas Hilton 2710	United Stations Radio Networks	Las Vegas Hilton 2925
Tapscan Inc.	Caesars Palace	John Waddell Co.	Caesars Palace
Telerep	Bally's 1609A	Wall Street Journal Report/Dow Jones Report	Las Vegas Hilton 321
Television Technology Corp.	Las Vegas Hilton 8-121	Weather Bank/WeatherConnect	Caesars Palace
Thoben-Van Huss & Associates	Bally's 2009A	Jim West Co.	Las Vegas Hilton 2469
Tillinghast Reid & Co.	Continental hotel	Western Union	Bally's 5909
TM Communications	Las Vegas Hilton 2869	Westwood One/Mutual Broadcasting	Las Vegas Hilton 2976
Toko America	Las Vegas Hilton 2010	NBC Radio Network	Las Vegas Hilton 2964
Torbet Radio	Las Vegas Hilton 4-103	Wilkinson, Barker, Knauer & Quinn	Las Vegas Hilton 2650
Edwin Tornberg & Co.	Bally's 6103	Wood & Co.	Las Vegas Hilton 316
Transtar Radio Network	Las Vegas Hilton 2914	Zonal Ltd.	Bally's 1009A
Turner Engineering	Flamingo Hilton		

NAB's exhibit floor: In high (tech) gear

ACTV-II, an enhancement to a proposed advanced television transmission system supported by NBC, was one of the engineering and equipment topics of high interest as broadcasters traveled to view the annual equipment exhibition at the NAB convention at the Las Vegas Convention Center and Hilton hotel. The event was scheduled to open at 8:30 a.m., Saturday, April 9.

Videotape products were expected to draw crowds, especially the new D-2 component digital recorders and interfaces. At least two, and perhaps three, companies have plans to introduce D-2 VTR's in Las Vegas. In the battle of the half-inch formats, Sony has several new Betacam SP machines to show while Matsushita's Panasonic Broadcasting Systems, marketers of the MII format, were getting good news from NBC and PBS. Enhanced multicassette videotape management systems on this year's NAB floor are larger and more sophisticated than ever.

Others on the list of eye-catchers are the latest CCD (charge-coupled device) cameras, upgraded satellite news gathering vehicles and videographics equipment and NRSC and FMX transmission gear for radio improvement. The four-day exhibition will be the largest ever hosted by NAB. A record 710 exhibitors renting over 380,000 square feet of display space are expected to be posted. Attendance, which NAB believes will approach 50,000, should also be a record.

Last fall, NBC began showing computer simulations of the ACTV (advanced compatible television) transmission system developed for the network by the David Sarnoff Research Center and RCA Consumer Electronics (now Thomson Consumer Electronics). It is designed to be compatible with the present NTSC consumer TV sets, delivering enhanced-definition video and wider aspect ratio than NTSC, all in a conventional 6 mhz of spectrum. The computer simulation of ACTV-II, which was to be unveiled during a Saturday press conference at the Riviera hotel, is meant to show the result after NBC's next proposed step—high-definition images delivered through the use of an augmentation channel. ACTV-II would also be compatible with current NTSC sets.

Michael Sherlock, president, operations and technical services, NBC, said that ACTV-II is to be implemented after the FCC

makes the spectrum for augmentation channels available. An FCC advisory committee on advanced television services is now looking at the question of whether extra spectrum from the UHF-TV band and other sources should be secured. However, Sherlock predicted that "we will not have immediate, clear access to a second channel...I see it as possible in the long term and I think both political and technological testing will be required before that happens."

That is why NBC is still proposing that ACTV-I be approved as the next transmission standard rather than a direct transition to ACTV-II by the TV industry. Another factor, he said, is the added expense it would take to install ACTV-II equipment in stations, which would be much greater comparatively than the conversion to ACTV-I. "I think [broadcasters] will see enough improvement with I that II becomes a very long-term goal."

The focus of much HDTV activity at NAB will be the special "Tomorrow's Television" room, where several proposed systems will be shown in computer simulation or prototype form. Many have been looking forward to picking up the latest information on the "Muse family" of transmission systems being developed by the Japanese Broadcasting Network (NHK). Muse-6, Narrow-Muse and Muse-9, three NTSC compatible systems, were first described last fall by NHK as terrestrial delivery alternatives to the incompatible Muse system that has already been developed and tested by the Japanese.

Several companies will be showing HDTV cameras, graphics generators, test monitors, editors, switchers and other gear. The most HDTV introductions are being made by Sony Corp., which will display a new camera, 525-line downconverter, disk player, sync pulse box converter and 38-inch monitor at a suite at the Tropicana hotel.

Sony is also giving a great deal of attention to the introduction of its DVR-10 D-2 studio VTR, which it believes will gradually replace one-inch, Type C machines in broadcast and production/postproduction studios. Thirty DVR-10's will be available for viewing at the Sony booth and six more will be at Sony's Tropicana suite. Ampex Corp., which developed the composite digital videotape format and submitted it jointly with

Sony to the Society of Motion Picture and Television Engineers for standardization, is also introducing a new studio D-2 machine, the VPR-300. Ampex claims it has been designed to be a higher-end VTR than Sony's, with superior slow motion, gentler tape handling and other features appealing to postproduction studios.

In the quest to win the majority of the half-inch videotape market, Matsushita's Panasonic, selling the MII format, continues its competition with Sony and its Betacam SP. The good news for Panasonic—that PBS planned to buy 14 MII VTR's ("Closed Circuit," April 4)—was to be officially announced last Friday, April 8. PBS plans to replace some of its Type C machines used for its four-time-zone, automatic delay system for its satellite transmission to affiliates with the MII VTR's.

According to Richard Green, PBS senior vice president, broadcast operations and engineering, any tape format could be adapted to the automated delay system, and PBS does not use its video equipment for ENG very often. Therefore, picture quality, reliability, maintenance and support capability are the main attributes PBS looked for when searching for a format. PBS tested both MII and Betacam SP "thoroughly," Green said, "and for this application we've selected MII." However, he said that PBS's decision does not signal a complete conversion to MII. It will continue to accept program contributions in Type C format only, he said.

During its Saturday press conference announcing ACTV-II, NBC was also to update the progress of its conversion from three-quarter-inch to MII, which Sherlock described as "smooth." It was to report that more than 900 of the 1,142 machines so far delivered have been installed and are now in use by the network and NBC-owned stations. NBC Sports and NBC News will both be using MII during their coverage of the summer Olympics in South Korea in September. NBC's broadcast center in Seoul will have four large edit suites, each equipped with seven MII VTR's, and 11 small editing suites with three or four VTR's each.

Meanwhile, Sony is planning to introduce two field recorders, the BVW-70 and BVW-75, in the Betacam SP format, as well as two new studio editors with A/B roll capability, the BVW-60 and BVW-65. Ampex and BTS Broadcast Television Systems are also li-

censed to sell Betacam SP equipment.

Several companies will show new multicassette tape library management systems, many of them compatible with both MII and Betacam SP, such as the systems being introduced by Odetics and LA-KART Corp. Panasonic will have its earlier introduced M.A.R.C. systems for MII, while Sony will debut its LMS's (Library Management Systems), compatible with Betacam SP and D-2.

The era of the solid-state, CCD chip camera for all applications is not yet here for many companies, including Sony. But Ikegami is going ahead this year with the introduction of five CCD studio models. Meanwhile, Sony, NEC, Broadcast Television Systems and Hitachi all have new CCD field units that are making strides in the replacement of tube cameras in ENG applications.

AM radio signal improvement equipment manufactured according to the National Radio Systems Committee standards to be shown by Circuit Research Labs, Orban Associates, Inovonics and Texar Inc. will be

mostly items that were shown at NAB '87. But this year, all of the companies have reason to believe that curious AM broadcasters will be doing more than investigating and asking questions. This year, they expect educated broadcasters to start buying. Meanwhile, in AM stereo equipment, Motorola believes that the growing consensus that C-Quam is the de facto transmission standard will lead to an increase in its sales. At its booth, Motorola will feature prototype radio receivers based on integrated circuits designed to make AM stereo less expensive, less prone to adjacent channel interference and more energy efficient.

FMX should attract wider attention from FM broadcasters after the recent announcement that CBS will begin transmitting it at all 11 of its stations by this summer (BROADCASTING, April 4). The system, which was co-developed by CBS and NAB, is designed to reduce noise in FM stereo transmission and increase coverage. Inovonics will be the only company showing an FMX processor at the exhibition, but Orban and CRL also have designs that will soon be ready for marketing. Emil Torick, president of Broadcast Technology Partners, which has carried on FMX development for the past year, has predicted that by the end of 1988, FMX should be installed in 100 stations covering 100 million listeners. The addition of the CBS stations will increase the number of current FMX stations to 20, covering 80

million listeners. "We think there's going to be a good move toward adoption by a number of stations now," Torick said.

Research in the area of computer graphics and animation software has traveled in two directions—the effort to find new, more advanced capabilities and the effort to make the old capabilities more affordable. Among those looking for new capabilities are BTS Broadcast Technology Systems and Symbolics, showing new high-speed graphics processors. Chyron has added several new features to its Scribe family of character generators. In low-end offerings, Digital Arts, Accu-Weather and other companies are showing less expensive, PC-based animation, paint, weather graphics and character generation equipment.

Upgrades of SNV's introduced at 1987 will cover most of the inventory of trucks that will be parked in the convention center and at the outdoor exhibits. Among the companies showing improved vehicles offering more work room and payload are Hubbard Communications, BAF Communications, Centro Corp., Dalsat and Roscor Corp. Midwest Communications will introduce one new vehicle, the S-23F. □

KOMO RADIO AM 1000 RECIPIENT OF THE GOLDEN MIKE AWARD



The Broadcast Pioneers "Golden Mike" Award honors the one station in the country that has consistently served the community and enhanced the broadcast industry.

KOMO RADIO, owned by Fisher Broadcasting Inc., has been part of the Seattle community for 62 years and is proud to be the recipient of the 1988 "Golden Mike" Award.

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Stock Index

	Closing		Market	Net	Percent	P/E	Capitali-	zation
	Apr 6	Mar 30						
BROADCASTING								
N (CCB) Capital Cities/ABC....	351	345 1/4	1/4	5 3/4	01 66	24	5,678	
N (CBS) CBS.....	160 1/4	157		3 1/4	02 07	9	3,786	
A (CCU) Clear Channel.....	13 5/8	13 7/8		1/4	-01 80	24	44	
O (INFTA) Infinity Broadcast....	21 5/8	21 1/4	3/8	3/8	01 76	-166	181	
O (JCOR) Jacor Commun.....	5 1/2	5 5/8		1/8	-02 22		31	
O (LINB) LIN.....	56 1/4	51 5/8	4 5/8	5/8	08 95	30	3,015	
O (MALR) Malrite.....	7 1/2	7 1/4		1/4	03 44	-10	102	
O (MALRA) Malrite 'A'.....	7	7 1/4		1/4	-03 44	-10	95	
O (OBCCC) Olympic Broad....	4	4 1/2		1/2	-11 11	10	10	
O (OSBN) Osborn Commun....	6	6 1/4		1/4	-04 00	-5	24	
O (OCOMA) Outlet Commun..	16 1/4	15 3/4		1/2	03 17		106	
A (PR) Price Commun.....	8 1/4	7 5/8		5/8	08 19	-6	70	
O (SAGB) Sage Broadcasting	5 1/4	5		1/4	05 00	-7	20	
O (SCRIP) Scripps Howard.....	80	76 1/2		3 1/2	04 57	27	826	
O (SUNN) SunGroup Inc.....	1 1/2	1 5/8		1/8	-07 69	-2	3	
O (TLMD) Telemundo.....	7 1/4	7 1/4			00 00	-1	41	
O (TVXG) TVX Broadcast.....	3 3/4	3 1/4		1/2	15 38	-2	22	
O (UTVI) United Television....	25 1/2	25		1/2	02 00	42	279	
O (GMXC).....	1/8	1/8			00 00	42	279	
BROADCASTING WITH OTHER MAJOR INTERESTS								
N (BLC) A.H. Belo.....	56	51 1/4	4 3/4	09 26	22	591		
O (ASTV) Amer. Comm. & TV	3/32	3/32			00 00	7		
N (AFL) American Family.....	16	16 3/8		3/8	-02 29	14	1,294	
O (ACCMA) Assoc. Commun..	33	32		1	03 12		314	
O (BMAC) Bus. Men's Assur..	35 1/2	33		2 1/2	07 57	50	372	
N (CCN) Chris-Craft.....	17 3/4	17 5/8		1/8	00 70	25	375	
N (DNB) Dun & Bradstreet....	48 1/8	47 1/4		7/8	01 85	19	7,317	
O (DUCO) Durham Corp.....	26 3/4	26 1/4		1/2	01 90	15	228	
N (GCI) Gannett Co.....	35 1/8	35 5/8		1/2	-01 40	19	5,675	
N (GY) GenCorp.....	19 1/8	18 3/8		3/4	04 08	9	1,281	
O (GACC) Great Amer. Comm..	11 5/8	12 1/8		1/2	-04 12	11	270	
N (JP) Jefferson-Pilot.....	33 7/8	32 1/8		1 3/4	05 44	12	1,361	
N (KRI) Knight-Ridder.....	40	40			00 00	15	2,295	
N (LEE) Lee Enterprises.....	26 1/2	26 5/8		1/8	-00 46	16	659	
N (LC) Liberty.....	44 1/2	45		1/2	-01 11	16	425	
N (MHP) McGraw-Hill.....	56 3/8	54		2 3/8	04 39	18	2,848	
A (MEGA) Media General.....	43 5/8	42 3/8		1 1/4	02 94	64	1,230	
N (MDP) Meredith Corp.....	28 1/8	27 1/2		5/8	02 27	15	540	
O (MMEDC) Multimedia.....	64	63 1/2		1/2	00 78	6400	704	
A (NYTA) New York Times.....	30 1/2	29 5/8		7/8	02 95	16	2,498	
N (NWS) News Corp. Ltd.....	20 3/8	20 1/8		1/4	01 24	12	2,582	
O (PARC) Park Commun.....	28 1/2	27		1 1/2	05 55	25	393	
O (PLTZ) Pulitzer Publishing..	33 3/4	34		1/4	-00 73	27	353	
N (REL) Reliance Group Hold..	6 1/2	6 1/4		1/4	04 00	7	487	
O (RTRSY) Reuters Ltd.....	29 1/4	27 1/2		1 3/4	06 36	27	24,286	
T (SKHA) Selkirk.....	20	21		1	-04 76	43	162	
O (STAUF) Stauffer Commun..	147	147			00 00	24	147	
N (TMC) Times Mirror.....	33 1/2	34 5/8		1 1/8	-03 24	13	4,321	
O (TMC) TM Communications	5/8	9/16		1/16	11 11	3	4	
O (TPCC) TPC Commun.....	3/16	3/16			00 00	2		
N (TRB) Tribune.....	38 7/8	37 3/8		1 1/2	04 01	14	3,063	
A (TBSA) Turner Bcstg. 'A'....	14 7/8	14 1/2		3/8	02 58	-2	323	
A (TBSB) Turner Bcstg. 'B'....	14 5/8	14 1/8		1/2	03 53	-2	318	
A (WPOB) Washington Post...	216 1/4	216 1/4			00 00	23	2,777	
PROGRAMING								
O (SP) Aaron Spelling Prod... 5 5/8	5 3/4			1/8	-02 17	4	103	
O (ALLT) All American TV..... 1 3/4	1 7/8			1/8	-06 66	2		
O (BRRS) Barris Indus..... 10 3/8	10 1/4			1/8	01 21	-5	84	
N (KO) Coca-Cola..... 39	38 1/2			1/2	01 29	14	14,640	
A (CLR) Color Systems..... 7 3/8	4 7/8			2 1/2	51 28	-4	39	
N (KPE) Columbia Pic. Ent.... 8 5/8	7 3/4			7/8	11 29		83	
O (CAVN) CVN Cos..... 14 3/4	14 5/8			1/8	00 85	-44	269	
A (DEG) De Laurentis Ent..... 15/16	1			1/16	-06 25	10		
O (dcp) dck clark prod..... 5 1/8	5			1/8	02 50	13	42	
N (DIS) Disney..... 58 1/2	59 1/2			1	-01 68	20	7,684	
N (DJ) Dow Jones & Co..... 32 1/4	31 1/2			3/4	02 38	15	3,122	
O (EM) Entertainment Mktg... 3 1/2	3 5/8			1/8	-03 44	11	43	
O (FNNI) Financial News..... 5 5/8	5 3/4			1/8	-02 17	35	66	
A (FE) Fries Entertain..... 2 3/8	2 1/4			1/8	05 55	10	12	
N (GW) Gulf + Western..... 78 1/8	78 3/8			1/4	-00 31	17	4,747	
O (HRSI) Hal Roach..... 6	5			1	20 00	-13	41	
A (HHH) Heritage Entertain... 2 5/8	2 1/2			1/8	05 00	2	12	
A (HSN) Home Shopping Net... 5 1/2	6 3/8			7/8	-13 72	15	472	
N (KWP) King World..... 19 5/8	19 3/4			1/8	-00 63	20	587	
O (LAUR) Laurel Entertain... 1 5/8	1 5/8				00 00	3	4	
A (LT) Lorimar-Telepictures... 14 1/8	14 3/8			1/4	-01 73	-10	646	
N (MCA) MCA..... 44 3/4	43 5/8			1 1/8	02 57	21	3,400	
N (MGM) MGM/UA Commun... 13 3/4	8 3/4			5	57 14	-17	687	
A (NHI) Nelson Holdings..... 1/2	1/2				00 00	-5	13	

	Closing		Market	Net	Percent	P/E	Capitali-	zation
	Apr 6	Mar 30						
PROGRAMING								
A (NWE) New World Enter.....	2 3/4	2 3/4					00.00	2 29
O (NNET) Nostalgia Network ...	115/16	1 5/16		5/8	47.61	-2	10	
N (OPC) Orion Pictures.....	16 1/4	16		1/4	01.56	25	280	
O (MOVE) Peregrine Entertain.	2 1/2	2 5/8		1/8	-04.76	-83	5	
N (PLA) Playboy Ent.....	15	14 7/8		1/8	00.84	-10	141	
O (QVCN) QVC Network.....	10	8 7/8		1 1/8	12.67	65		
O (RVCC) Reeves Commun.....	6 1/4	5 11/16		9/16	09.89	625	78	
O (RPICA) Republic Pic. 'A'...	5 3/4	6 1/2		3/4	-11.53	63	24	
O (RPICB) Republic Pic. 'B'...	5	6		1	-16.66	35	3	
A (RHI) Robert Haiml.....	2	1 7/8		1/8	06.66	8	44	
O (SMNI) Sat. Music Net.....	4	3 3/4		1/4	06.66	-100	35	
N (WCI) Warner.....	31 1/4	30 3/4		1/2	01 62	18	3,908	
O (WWTW) Western World TV...	1/8	1/8			00 00		0	
O (WONE) Westwood One.....	22 1/4	22 1/4			00 00	30	275	
SERVICE								
O (AMEA) A.M.E. Inc.....	10	10 1/4		1/4	-02.43	10	52	
O (AGRP) Andrews Group.....	6	5 3/4		1/4	04.34	-4	39	
O (BSIM) Burnup & Sims.....	11 3/4	11 7/8		1/8	-01.05	25	187	
N (COS) Comsat.....	29 1/8	29		1/8	00 43	-12	534	
N (FCB) Foote Cone & B.....	24 1/2	51		26 1/2	-51 96	7	102	
O (GREY) Grey Advertising....	104	104			00 00	15	126	
O (IDBX) IDB Communications	9 1/2	9		1/2	05.55	38	38	
N (IPG) Interpublic Group.....	32 1/2	33		1/2	-01.51	16	721	
O (OGIL) Ogilvy Group.....	28	27 3/4		1/4	00.90	14	386	
O (OMCM) Omnicom Group....	20	19 5/8		3/8	01.91	-90	4	
N (SAA) Saatchi & Saatchi....	22 1/2	23		1/2	-02.17	12	3,278	
O (TLMT) Telemation.....	1 7/8	1 7/8			00 00	7	8	
A (TPO) TEMPO Enterprises...	9 1/4	9 1/4			00 00	30	53	
A (UNV) Unitel Video.....	9 3/4	9 3/4			00 00	14	21	
CABLE								
A (ATN) Acton Corp.....	14 7/8	15 1/4		3/8	-02.45	4	17	
O (ATCMA) Amer. TV & Comm..	25 1/2	25 1/2			00 00	85	2,787	
A (CVC) Cablevision Sys. 'A'.	33 1/2	34 3/8		7/8	-02.54	-20	704	
N (CNT) Centel Corp.....	47 7/8	48 1/4		3/8	-00 77	18	1,388	
O (CCCOA) Century Commun..	17 1/4	17 5/8		3/8	-02 12	-61	498	
O (CMCSA) Comcast.....	25 3/4	24 7/8		7/8	03.51	-117	1,068	
O (ESSAC) Essex Commun....	18 1/4	19		3/4	-03.94	-41	67	
A (FAL) Falcon Cable Systems	18 1/4	18 3/8		1/8	-00 68	-57	116	
O (JOIN) Jones Intercable.....	11 3/4	12 7/8		1 1/8	-08 73	36	149	
T (MHPQ) Maclean Hunter 'X'	23 1/4	23		1/4	01 08	32	856	
O (TCAT) TCA Cable TV.....	29 1/2	29		1/2	01 72	60	319	
O (TCOMA) Tele-Commun.....	26 5/8	26 3/8		1/4	00 94	43	3,863	
N (TL) Time Inc.....	87	86 7/8		1/8	00 14	13	5,164	
O (UACI) United Art. Commun.	29 1/4	29 1/4			00 00	243	1,201	
N (LUC) United Cable TV.....	33 1/2	33 1/8		3/8	01 13	-558	1,265	
N (VIA) Viacom.....	22 1/4	22 7/8		5/8	-02 73		1,185	
N (WU) Western Union.....	3 3/8	3 1/4		1/8	03 84		82	
ELECTRONICS/MANUFACTURING								
N (MMM) 3M.....	60 7/8	57 5/8		3 1/4	05.63	15	13,848	
O (AMCI) AM Communications	3/8	7/16		1/16	-14 28		1	
N (ARV) Arvin Industries.....	21 1/4	21 1/4			00 00	8	404	
O (CCBL) C-Cor Electronics... 7 1/4	7 1/2			1/4	-03 33	15	14	
O (CATV) Cable TV Indus..... 3 1/2	3 3/8			1/8	03 70	-23	10	
A (CEC) Cetec.....	10	5 1/2		4 1/2	81 81	76	18	
N (CHY) Chyron.....	4 7/8	4 3/4		1/8	02 63	16	49	
A (CXC) CMX Corp.....	1	1			00 00	9	8	
A (COH) CoHu.....	9 1/8	8 1/2		5/8	07 35	17	16	
N (EK) Eastman Kodak.....	42 3/8	40 3/4		1 5/8	03 98	10	9,574	
N (GRL) Gen. Instrument.....	32 1/8	31 1/8		1	03 21	-14	1,046	
N (GE) General Electric.....								

Radio getting down to business

Financial and economic news is latest development for satellite-delivered services

Spurred by front-page headlines on economic news, particularly since last Oct. 19's stock market crash, radio stations will soon be offered a plethora of business and financial news programming services. By the fall, there could be as many as six satellite-delivered national economic news programming ventures (excluding syndicated daily and weekly business programs as well as financial news programming distributed by traditional networks). Today, there are at least two such satellite-fed national services: *The Wall Street Journal Report*, the business service launched in 1980 and designed for AM stations, and the *Dow Jones Report*, a relatively new service for FM stations. Both services offer short-form reports and are operated by Dow Jones.

"Since the October plunge in the stock market, a number of our affiliates have added more [*Wall Street Journal* and *Dow Jones*] reports to their broadcast schedule," said Bob Rush, director of broadcast services for Dow Jones. "Financial and economic news is a very hot ticket right now."

He continued: "I believe radio has a brighter future than television in this area because radio offers the ability to segment audiences by format. Television programs have to appeal to a much broader audience to support themselves."

That potential future upside in business reporting has led the Financial News Network, the New York-based economic news cable service, into a joint radio venture with Starstream Communications, a publicly held radio marketing, promotion and programming firm with offices in Houston and New York (BROADCASTING, March 7). The service, which has a target launch date of Aug. 1, will be composed of two-minute

reports fed hourly between 6 a.m. and 7 p.m. across all time zones. It will originate from new FNN facilities in Los Angeles.

"We are moving forward and will meet with a number of potential station affiliates during the National Association of Broadcasters convention," said Gary Firth, Starstream president. The proposed service is an equal partnership between Starstream and FNN. "We will share 50% of the costs and 50% of the profits," Firth said.

Another proposed business programming venture is being readied by Business News Broadcasting, a new entity headquartered in Boston. According to Joe Knowles, BNB executive vice president and the former vice president of corporate finance for the U.S. Trust Co., the new service is in the "last leg" of research and is set to premiere in the fall.

BNB will deliver 17 continuous hours of economic and financial news programming, Monday through Sunday, said Knowles. The service has already attracted Jim Hood, former AP and UPI radio news executive, as an investor, director and consultant, and Fred Walters, former Group W Radio all-news executive, as head of programming.

In the continuous business programming arena, Business Radio Network, a new Colorado Springs-based company planning to offer stations 24 hours of economic-oriented programming, said last week it is looking to begin partial morning and afternoon drive-time service in June.

"The format will contain programs on everything from employment to the stock market," said Roger Petrik, BRN chief financial officer. "We will also have live reports from the major stock exchanges around the world."

"We were originally planning to launch this service about a year ago, but one of our major funders backed out," said Petrik. "Then the stock market crashed, making some other investors hesitant," he said. "But

we attracted some new money and got back on track."

He added: "Our main approach will be to pick up stations that want business programming 24 hours per day. However, we will not turn down an affiliate in a top 10 market who wants just two-to-three hours of programming a day." Petrik said that BRN's programming will likely be short-form during the day and long-form in the evening and on weekends.

"We know a lot of advertisers will be taking a 'wait-and-see' attitude regarding affiliate performance. However, we have a good sales story to tell because we have a target market. The person who makes the decision to buy will be listening to the format," Petrik said. BRN is headed by Michael Lowrey, who owns KRMH-AM-FM Leadville, Colo.

KMNY(AM) Pomona, Calif. (Los Angeles, is looking to syndicate its "Money Radio" format nationally through an arrangement with RCM, a Champaign, Ill.-based broadcast production and distribution firm (BROADCASTING, Dec. 21, 1987).

Is there room for six satellite business programming services in radio? "There's a clear need for money news on radio. But I'm not sure that there's a need for six different services," said Ed Shane, who operates Shane Media Services, a Houston-based radio programming consultancy. "Our research has shown that 13% to 15% of radio listeners really care about money news on radio," Shane said. "However, if programming centers on 'money-coping' news, that 13%-15% [listening] figure skews much higher."

Shane continued: "The answer to which of the services survives is simple: coverage. It will come down to which has the key stations in the key markets." He added that some services will also be marketing to money-losing AM properties.

In addition to satellite-fed business programming, both current and proposed services, the American Stock Exchange, through its Radio Amex division, offers daily, 60-second stock market reports and the weekly, 15-minute *Amex BusinessTalk* series. Its programming is made available to stations by telephone. □

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Revenues up. Network radio revenues through February are up 5.5% over January/February 1987, to \$53.3 million, according to the Radio Network Association, which relies on financial data collected each month by the accounting firm of Ernst & Whinney.

January was up 11.1% over last January to \$28 million, but sales dollars for February were flat when compared to February 1987, standing at \$25.3 million.

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Done deal. Jacor Communications, the publicly held Cincinnati-based radio group operator, after receiving SEC approval, completed its purchase of Eastman Radio, the New York-based independent national radio rep company, in a stock transaction valued at roughly \$8 million (BROADCASTING, Nov. 9, 1987.) "The acquisition provides a logical, competitive alternative to those who are concerned about the consolidation taking place in the radio representation industry," said Frank Wood, Jacor president and chief operating officer. Eastman presently represents 170 stations in 110 markets.

New lineup for 'Performance Today'

NPR's daily arts show will offer new and enlarged daily features

Performance Today, National Public Radio's two-hour daily forum for the performing arts, has filled its second spring season with classical, folk and jazz music, classical and contemporary radio drama, poetry readings and a new weekly 'arts column' from Europe. Distributed to 35 NPR member stations when it launched in the first week of January 1987, *Performance Today* is now carried by 99 stations, according to NPR's Sarah Carlston.

New specials in the series include *Speaking for Everyman: Ian McKellen Celebrates Shakespeare's Birthday*, a special WBUR(FM) Boston production of the one-man show, "Ian McKellen Acting Shakespeare," to air April 23. And on Tuesdays this month, Eli Wallach stars as the father of a boy lost in a futuristic *Radio Arcade*, a series of four half-hours produced by New York-based E-Radio Theater.

This spring and early summer, each Thursday and Friday, NPR listeners can hear an hour of *New Sounds*, expanded from its original one hour a week. Host John Schaefer examines how musicians have combined diverse influences and instrumentations to create uncategorizable music, such as John Adam's "Nixon in China," presented in a series of live concerts from New York City's Merkin Hall.

Friday will also feature reports from the Dutch World Service of The Radio Netherlands World Broadcasting Service on European culture, such as a story on the first art auction held in Moscow since World War I, or a story on Arte Contemporaneo, Madrid's annual international art festival.

Saturday continues to be jazz night. One

hour of South Carolina Educational Radio's *Marian McPartland's Piano Jazz X* features improvised piano duets between McPartland and her guests, this season including Claude Bolling and Michael Feinstein. And another hour of *Sidran on Record*, from WHA(AM) Madison, Wis., features new jazz recordings and interviews with their creators by pianist-composer Ben Sidran. Guests this spring include guitarist George Benson, saxophonist Arthur Blythe and vocalist Betty Carter.

Performance Today goes both classical and down home on Sundays with programs from the 1987-88 season of the Saint Louis Symphony Orchestra (SLSO) and "Our Front Porch," a survey of folk music. Richard Freeman hosts SLSO performances of orchestral pieces by John Williams, Berlioz, Bartok and Stravinsky. And on WCMU-FM's "Our Front Porch," host John Sheffler mixes live performances by specialists in diverse musical genres with his own one-man show on the life of a fictional antebellum singer, fiddler, minstrel and storyteller, "The Last Song of John Proffit."

Two hours of *Music from Europe*, showcasing the Berlin Philharmonic—and special performances by the Philadelphia Orchestra and the Orpheus Chamber Orchestra of New York, make up Monday's offering. WPKT(FM) Middlefield, Conn., produces the series from material provided by the European Broadcasting Union and other European broadcasters.

Tuesday continues the classical trend with two hours of WETA-FM Washington's *Music from Washington*, featuring performances by pianist Andre Watts, violinists Ani and Ida Kavafian and the Tokyo String Quartet at the John F. Kennedy Center in Washington.

Wednesday means *Children's Radio The-*

ater, a series of half-hour radio plays written by, for and about children and addressing topics ranging from dating to nuclear war. The series also features performances from the Henny Penny Playwriting Contest Awards at the Kennedy Center.

Thursday features WBUR(FM) Boston's *Musical Offering*, a forum for "early music" performances by such ensembles as the Handel and Hayden Society Orchestra, the Smithson String Quartet and the Orchestra of the 18th Century.

Performance Today is hosted by Kathryn Loomans. Wesley Horner is executive producer; Martin Goldsmith is music producer and Noah Andre Trudeau is producer. □

Karlos defends management changes at Century

Statement responds to suit filed by Grafman, seeking to dissolve company

The former president and co-founder of Century Broadcasting, Howard Grafman, was fired during a board meeting of the Chicago-based radio group "because significant changes in Century's management needed to be made." That was the response of Anthony Karlos, Century board chairman, last week to a lawsuit filed by Grafman ("In Brief," March 28). "Subsequently, the board appointed George Collias as Century's chief executive officer and assigned Collias responsibility for overall supervision of Century's broadcast operations," Karlos said.

He added: "The management changes do not result from any ill will on the part of the Century board toward Howard Grafman... We have worked together over the past 20 years, and in that time, the values of our stations, along with most FM stations, have grown enormously."

Grafman is seeking to dissolve the company, alleging that, among other things, "inaccurate and grossly misleading" information was presented to Century's board last August concerning projected revenue of Century's Chicago properties, WCZE(AM)-WLOO(FM), which led to his removal as company president. The Century response did not specifically address that charge. But it included a statement from Collias which said, in part: "Management changes were made to stimulate growth in market shares and revenues of Century's stations while significantly reducing Century's operating costs."

Those "management changes," according to Collias's statement, also entailed the "recruitment" of Jim Haviland, former president and general manager of WABC(AM) New York, to run Century's Chicago outlets.

A court date for Grafman's suit, which was filed in Cook County Circuit Court, has not yet been set.

In addition to WCZE and WLOO, Century owns and operates KMEL-FM San Francisco, KYBG(AM) (formerly KLSC(AM)) and KDAX-FM both Denver and WLFF(AM) St. Petersburg, Fla. □

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A black and white photograph of two women standing in a gymnasium. They are positioned in front of a basketball hoop. The woman on the left is wearing a patterned jacket and a light-colored skirt, with her arms crossed. The woman on the right is wearing a dark suit and is holding a basketball. The background shows the wooden floor and the wall of the gymnasium.

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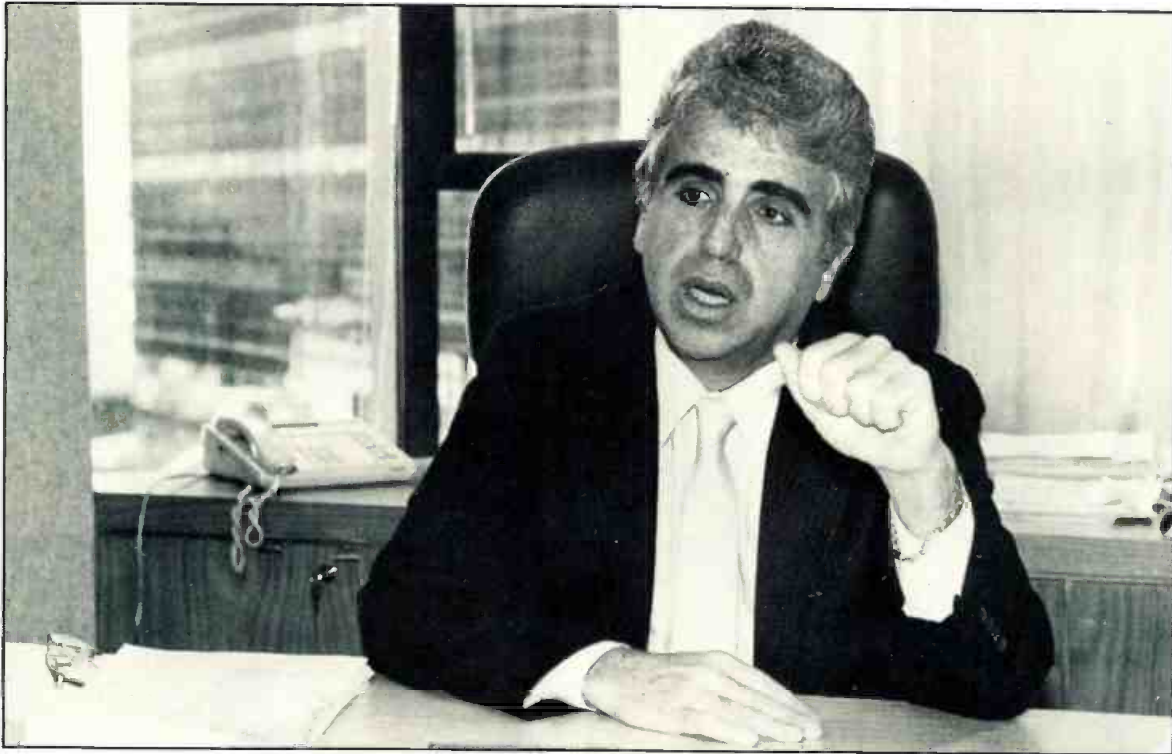
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Infinity Broadcasting, under the day-to-day stewardship of former Metromedia Radio executive Mel Karmazin since 1981, has become the largest radio-only station group in the country, with properties in each of the top 10 markets (once the pending purchase of WOMC-FM Detroit from Metropolitan Broadcasting is complete). Called by Merrill Lynch "the best-managed radio broadcasting group in the nation," Infinity has gained a reputation as an aggressive player in station trading, paying a record \$82 million for KVIL-AM-FM Dallas and a premium price for KROQ(FM) Los Angeles. BROADCASTING editors sat down with Karmazin, Infinity Broadcasting's executive vice president, on the eve of the National Association of Broadcasters convention to discuss the future of radio, Wall Street's heightened interest in the medium and current regulatory issues. His views begin on the following page.

Why are you so bullish on radio?

We can't think of an industry that is a better investment opportunity than radio. Radio has not had a down revenue year since 1955. The industry has had 30-plus years of consecutive revenue growth. Because our company operates in the largest markets, we also are able to achieve profit margins that are similar, if not better, than many cable companies and television companies.

Our profit margin as a company last year was 44%—so we also feel that because we operate in the largest markets in the country, we also don't have to win in order to be successful. And that was a very important factor in our decision to select the largest markets to concentrate on.

We want to be in markets that have sufficient advertising revenue so that your success is not dependent upon being the number-one station in that market. We're very proud of the fact that we're the only broadcaster that has two number-one stations in the top 10 markets—WBCN(FM) Boston and KVIL-FM Dallas—but you can't always count on being number one, and the markets that we're in, we don't have to be in order to win.

So we have a business that we know very well, spent a lot of years in; we have diversified markets so that our cash flow risks are minimal because there's no one station that represents that importance to the company, so that the more acquisitions we make and the more big acquisitions we make, the less risky it is to investors because it's spread out over a wider base.

We also feel that we want to be geographically diversified, so that any economic downturn in any given market is not going to impact the company—and that's been an advantage.

And radio is—or had been—totally misunderstood on the part of investors before our company went public. There was never an opportunity for investors to invest in a radio company. We're the largest radio-only company in the nation. The only companies that are larger than we are in radio are Capcities, CBS and Westinghouse. That's ranked on revenue; on the basis of cash flow, we're probably a little bit higher than that.

And the problem had been that those companies, when they talk to people about their companies, don't focus on radio because radio represents such a small portion of those companies, that people never really got to know how good an industry radio was.

Malrite is a very well-run, very successful public company, but in addition to radio, they have independent television stations—so a lot of the other public companies also have added baggage of being involved in industries outside of radio, whereas Infinity represents an opportunity for investors to take advantage of this industry which has been tremendously undervalued by Wall Street.



Aren't the institutional holdings in your company fairly high?

Approximately 70 percent of our flow is in the hands of institutions.

What does that say about Wall Street's view of radio, and let's talk about how you see that view changing from pre-Black Monday to post-Black Monday.

Well, it's changed a tremendous amount from our initial public offering. When we did our road show that we were going public in June 1986, there was very, very little knowledge about radio as an industry. When Tom Murphy goes to talk to institutions, he is not spending as much time as I would like him to spend talking about his radio operation because he has a very good radio operation. But it's just so small that the institutional investors didn't have the knowledge of radio until after they met with us a number of times. So we think that what's happened and the fact that 70% of our load is in the hands of institutional investors is very encouraging, and certainly has benefited a number of other radio companies that are smaller than we are that have gone public after Infinity had gone public.

So we see that as being an ever changing situation—we spend a lot of time, a good percentage of our time, dealing with institutional investors. I would say a week doesn't go by that I am not meeting with a new company that's interested in investing in the industry.

Just as an aside, I have a meeting at noon today with an institutional investor and then a meeting at 2:30 with another one. So they are learning more about it, and they're seeing the value. You know, they knew cable and they knew television, and one of the things that radio—you asked earlier about why it's such an attractive investment; it's that unlike these other industries, we are not dependent upon national advertising as much as local advertising. So the fact that about 80% of our company's business comes from local advertisers makes us almost recession-proof. I mentioned that we had more than 30 years of continuous growth. That was through years that were recession years. That was 1974-75, 1981, when there were recessions—yet radio still grew.

So because we are now able to demonstrate that fact and show people that we are a local advertising medium very much like newspapers in our dependence upon retail, but unlike newspapers in that we don't have to worry about classifieds for our profits that could dry up if there were a recession and the classifieds dried up.

Regarding the question on Black Monday, we've really not seen anything change in the nature of our business. Our stock went from a high of 27 before the 19th down to 13.5 after the 19th, and today it's back to 21. So the stock market has affected our pricing, but not our performance.

Our business is terrific; the interest rates are the same or a little bit lower now so that's not really changing anything operationally. So the 19th really didn't have any impact on our company at all, other than to show that radio still performs well, even after the 19th.

What about station values? Have they topped off?

We don't believe so. Obviously, we believe there's future growth; I see the cash flows growing as long as the radio industry. Let's talk about the near future. Is there any reason for us to believe that what's happened for the last 30 years is not going to happen for the next few years, that radio revenue will continue to grow?

We don't see any reason to doubt that, and we also are very much in control of our expenses. Unlike television, we are not dependent upon our network affiliation for our success, and we're not dependent upon some syndicators to bid up the cost with programming; we can very much control our own destiny.

So as long as our revenue base is growing and our expenses are controllable, our cash flows are going to increase. And if our cash flows are going to increase, I see the values of radio properties increasing. I don't see anything on the horizon that could impact adversely the values; I see things on the horizon that might improve the values and make the multiples even higher, and we're hopeful that some of that will occur.

One of the things certainly would be the nature of the regulatory agencies. If the rule on ownership were to be liberalized, and broadcasters would be allowed to own more than 12 FM stations, I would see the prices being increased, the multiples increasing based on that. And we think that's a very reasonable position. Certainly there's no reason for someone to believe that a broadcaster should not be able to own 24 FM stations—why should it matter whether or

not we have 12 AM or 12 FM? Why can't we own at least 24 FM stations?

We're hopeful that will become effective soon.

Out of your 15 stations, you have five AM. Do you see a future in AM radio?

Yes; I see a big future. I think the key is the programming.

The number-one billing radio station in New York is WINS, an AM station; KABC in Los Angeles is an extraordinary station; WGN in Chicago. You can go down the major markets and some of the secondary markets and find successful AM radio stations.

What is difficult is to buy an unsuccessful AM station and turn it around—that's the challenge. Our company would like very much to buy some more AM stations, and as a matter of fact, if Capacities were interested in selling KABC(AM) Los Angeles or KGO(AM) San Francisco, we would certainly be chomping at the bit to buy. So we would buy an AM radio station.

Is information the way to go on AM?

The play is the thing. Whatever programming will get an audience. Howard Stern, when Howard was on WNBC(AM) New York, was very successful. So I think it can prove that if you have a good program and put it on AM, it could get an audience.

Howard Stern, who is now on WXRK (FM) New York in the morning, has been the focus of the FCC's revised indecency ruling. What do you think of the FCC's approach in this matter?

We don't question the FCC's right to regulate indecency on the radio. It's been our policy—long before the FCC's attempt to clarify its policy—that no Infinity station would broadcast any indecent programming. We don't condone it. We don't want to broadcast indecent programming on our radio stations at any hour. And we don't. The problem that we have with the commission's last directive is that it did not make clear what it was that they believe was indecent. But if there were clear guidelines on what constitutes "indecency" and those guidelines were constitutionally consistent, we would conform to it.

And that's all we're looking for; all we want to know is: "What is it that you think is indecent, so that we can obey the law?" We all wear seatbelts, we drive at 55 mph, we don't litter—and we don't want to broadcast indecency. So just tell us what it is.

I made the analogy before about someone getting a speeding ticket, but no one telling them what the speed limit was. So if you're going to give me a ticket, then tell me what the speed limit is.

The industry is currently serviced by two ratings companies—Arbitron, still the dominant one, and Birch Radio; do you see Birch reaching parity with Arbitron in the next couple of years?

I hope so; I think the more competition there is, the better both of the services will be.

We have stations that subscribe to both. Certain of our stations don't subscribe to Birch; all of our stations subscribe to Arbitron. We have difficulties with both methodologies, but at this point they're the best there is, so we're very supportive of whatever is there. We'd like to see peplemeters in radio.

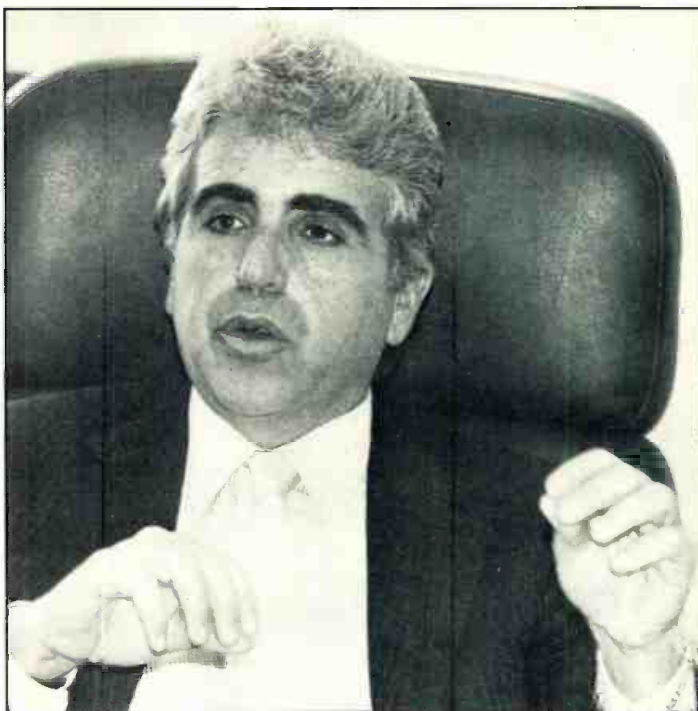
Let me ask a broader question about the past year—we have seen NBC essentially getting out of the radio business, selling networks to Westwood One and, more recently, its radio stations to Emmis Broadcasting. What is the significance of that to the radio industry as a business, to AM and to radio networking?

I think it's good for radio, because what's happening is that it's putting the properties into the hands of people who want to own them. So obviously, if someone is interested in selling it, then they have less enthusiasm toward operating it than someone who is willing to put a lot of money on the line to buy it. So we feel that it really helps the industry to get stations in the hands of companies that are committed to radio.

No one is going to pay the kind of money that's being paid for these properties unless they're committed and believe in radio. I think it's very positive because they're going to operate the stations better because they care more about them.

What does it say about a company that's been in the business for decades now and wants to get out of it?

I think it says that NBC or GE has grown as a company far greater than its radio operations had, and that radio represented such an insignificant portion of its business that it didn't make any sense for



them to have those assets being undervalued on their balance sheet.

I don't think it would be a bad thing for the industry to see the major conglomerates sell their radio stations to other people who are more committed to radio than some of these other companies are.

The last couple of years we've seen the consolidations of rep sales forces and network radio sales forces. What effect is this having on the industry?

We just came back from some meetings with our managers, and we basically told them to become self-sufficient, that we're currently at 80% of our business coming locally, that we should try to control our destiny more because we can't control the national dollars—with the mergers of the rep firms, it's something that is totally beyond our control.

Of the \$8 billion spent in radio, there's only \$1 billion currently spent nationally, so it represents a very small percentage of our business. We are going to fight and try to get every dollar that's out there and put forth efforts toward generating more dollars from those advertisers—but our efforts can be much more local.

What is your projection for total radio sales for 1988?

The U.S. Department of Commerce published a statistic that said that radio would grow by 13% percent in 1988. Their reasoning was that there were more and more advertisers devoting efforts to local media, that network was losing its appeal—network television particularly—and that advertisers were concentrating on more localization of their efforts; couponing, promotions and radio and spot television fit in well.

We're not sticking our neck out by saying that it's going to be 13%, but our estimates are in the markets that we do business in, which are the top markets in the country, that radio revenue will be up in the double digits.

Where do you see radio in the next five years?

I see it where it has been for the last 60 years—I see the industry growing, I see radio's 7% of the advertising pie of \$109 billion spent in advertising increasing. I think the way to get more is by having each station increase their sales efforts at the local level.

I think that the new owners coming into radio are going to do that. I know that all of our radio stations have significantly increased the size of their sales departments and are concentrating much more on expanding the base of advertisers, so I see our share of the pie increasing. I see a whole new group of advertisers becoming buyers of radio time.

Part of the reason for it is that there is this acknowledgement on Wall Street now about the radio industry: Wertheim; Kidder-Peabody; Donaldson, Lufkin & Jenrette; Oppenheimer; Merrill Lynch; Shearson Lehman Brothers—all have written reports about the industry since we went public.

So I think that not only are these reports being read by potential buyers of stock, but by people who may invest in the industry. Also, there have been a number of nibbles from cable companies about expanding into radio. There is a tremendous synergy that would probably make some sense between cable companies owning radio stations and radio companies owning cable systems.

So I think that is going to flush out new buyers, and I see the multiples going up because I see the increase in the number of buyers. I see the regulatory situation improving, I see the FCC and/or Congress doing something about the comparative renewal issue to make it a little bit more secure for broadcasters to operate their radio stations. I see the ownership of 12 FM stations as a maximum being expanded.

Those are some of the things that I realistically see happening. There's no technology out there that's going to negatively impact us. I remember when MTV came around, people said: "Gee, MTV is going to hurt radio." MTV came along and it hasn't hurt radio, and ESPN hasn't hurt radio. Radio has continued to thrive in that kind of climate, and I don't see anything bleak on the horizon at all.

Are there other regulatory issues that concern you? You mentioned ownership.

I think that there are a number of others; the ones I mentioned were the most important ones. Another problem is that with all of the environmental changes that have taken place in all of the cities, it's very difficult for critical array AM stations to always be in compliance, and we think that the commission's rules are overly strict on that. In situations where there is no interference with the public, the commission's theoretical contours have caused us all kinds of expenses and difficulties in conforming.

So we'd like to see things improve there. But I think the main things the commission can do to help broadcasters and the public would be the relaxation of the ownership rules and having the comparative renewal issue dealt with.

What about crossownership of TV and radio stations in the same market?

I see absolutely no reason why a TV station shouldn't have the ability to own a radio property, and vice versa, and the same with newspapers. Free market competition would help the industry.

You talked about where radio will be in five years—where do you see Infinity Broadcasting in five years?

We've come a long way in the last five years; our plans for the future are to continue to grow in the radio industry. There are a number of markets we would like to be in—Atlanta, Miami, Houston. At this time, we only have the ability to buy two more FM stations, so we have to be very selective, but if there were some successful AM stations for sale, we have the opportunity of expanding with seven more.

We also believe that every one of our properties has continued growth in it, and believe that it won't be long before a radio station group will have \$100 million in cash flow. And we'd like to be the first company that has that \$100 million in cash flow.

How close are you to that now?

We don't make projections on our cash flow; there are a number of analysts who have reported that the company will have cash flow of somewhere in the neighborhood of \$50 million in '88.

Any plans to look at cable television?

We're not ruling anything out; we have no desire to look at cable or newspapers or billboard companies or anything like that. But we are business people, we know that we have the ability to operate in those industries. We haven't really seen an acquisition that made any sense to us. Again, the problem is that we're used to having radio stations with a lot of revenue and a lot of cash flow. So when you have stations that do \$10 million in cash flow, if you're going to buy a cable system that has that kind of cash flow you're talking about a major market, and there are people with deeper pockets who are willing to pay more than we have been so far.

Could you expand on the synergy you mentioned before that you saw between cable and radio?

One of the areas where cable is not maximizing its potential is in the area of local advertising. There's been only approximately \$400 million in all of 1987 that was generated by cable companies in this area of local advertising.

Radio has long since demonstrated its ability to sell a fragmented audience, and I certainly could see where the management of a radio company could be benefiting a cable company in expanding into this local advertising area.

Over the last 10 years, syndicated programming has soared; it went from a handful of shows to probably 400 shows on the air now. Are we reaching a saturation point?

I think that tends to be over-written. There is only about \$400 million in this whole network syndication business. We're always in the market for quality programming that we cannot duplicate locally—and there's very little of that kind of programming offered by syndicators.

Some of our adult stations would love to have Paul Harvey on their air, so that if there were these quality programs available, we would still be interested. But there seems to be a glut of countdown shows and recorded concerts.

But are you convinced that the factors, and not just for radio, but for television stations and cable as well, that led to the elevation of values in the past several years are going to be true for the next five years?

I think that the companies that know what they're doing and watch their expenses and invest and are growing in revenue will see their cash flows grow, and I see the multiples increasing and not going down because of the new breed of buyers that will be coming along; and hopefully, relaxation of regulatory restrictions.

But that doesn't mean that there won't be bad deals and it doesn't mean that there might not be a company or two that will run into trouble—but that doesn't make an industry bad. I think we're too solid, and I think we've demonstrated that there are enough good companies in radio that it's not going to hurt us if one had a bad year.

Does the company have any interest in getting into the TV station business, and what do you think of the multiples there?

I don't think television is as good a business—for a lot of reasons. Radio is less capital intensive, so that's sort of attractive. Television has less control over its own destiny—if I buy a network-affiliated station, then I'm at the mercy of the network. And if I buy an independent, I'm at the mercy of the syndicators developing programming.

So if I have a radio company that has all of the advantages of television, or even more advantages than television, why get into TV? But I wouldn't rule it out; we have looked at a number of TV stations; we haven't found any that are as good as radio.

Are the prices now for the TV stations a problem, as well?

Well, the issue to me is really whether or not there's a future upside, and at this point the prices that sellers are demanding in television don't leave very much room for upside. So we have yet to see a television acquisition where there was anything left on the table for the buyer.

What about a formula today on multiple-to-cash-flow—what's a good multiple in 1988?

I don't know; I never buy based on multiples. The way we make an acquisition is we do an extensive amount of research in the market; we do a whole lot of financial runs that will estimate what that station is going to do under our operation.

Many times we'll buy a radio station where we can't operate it as inexpensively as the person who is selling it for various reasons, largely the way we invest in our properties—we believe in making investments in them. Very often a seller is going to cut the advertising and promotion. Well, we're very big believers in advertising and promotion. Very often, a seller is not going to be doing research in the year they're selling in—well, we spend a tremendous amount of money on research. So what we're going to do is a pro forma of the acquisition based on how it will be under our ownership.

And then we're going to take a look at what we think it's going to be worth paying—and whatever that price is, we'll offer. And if it turns out to be a multiple of 15 times cash flow, then we'll pay 15 times cash flow based on what they did. As an example, in the case of KROQ in Los Angeles, we bought that station at 15 times cash value. In the case of KVIL, we bought it at eight times cash flow.

But we don't have to buy anything else. We'd like to buy a couple more radio stations, but only if we can find attractive acquisitions. And if we can't find an attractive acquisition, we just won't buy it.

The FCC's Dennis Patrick: Standing on principle and the law

Continued from page 33

has been very successful, I would argue—in providing for what is now a vigorously competitive mass media marketplace. We have a number of new competitors, we have provided for policies of open entry and deregulatory policies that have facilitated that entry, as well as the ferocity of competition within the market generally. We have a number of pipelines into the home now, and as a result of those technological changes, as a result of those regulatory changes, I think what we see is a marketplace which is in some senses transitioning. Distribution relationships are transitioning, the comparative advantages and disadvantages of the various participants are changing.

So to answer your question in broad terms, I think our agenda must be that of providing for a set of ground rules that will help to effect that transition and establish a basis for fair and effective competition thereafter.

How do you do that? Well, I think it has to do with establishing freedom of contract with respect to programing, which is going to drive this market even more in the future now that we have established vigorous competition in delivery mechanisms.

I think we have to identify market power and avoid the abuse of market power by any of the participants in the marketplace.

I think we have to curb abuse of processes, as we mentioned; I think we have to stand ready to reassess regulations that we have in place in light of those new realities, and modify them where appropriate. And we have to accommodate new technologies.

Now how that translates into specific initiatives, I have touched upon a bit. The commission has dockets pending with respect to syndicated exclusivity and compulsory license. And I might note, parenthetically, that my belief in freedom of contract generally does not necessarily translate into any given conclusion in these dockets. We are monitoring the cable/broadcast interface in terms of the effect of the absence of the must-carry rules on relationships between cable and broadcast. We are very actively looking at the question of telco entry in terms of making legislative recommendations to Congress.

We have some initiatives presently with respect to abuse of process, and we will look at more of those issues, especially in the context of comparative renewal. HDTV we've already talked about; I wouldn't count out DBS. In fact, today we're closing a new round of filings for applicants for DBS and I think we'll see three or four new potential participants in that market—and I think that's an area that will require some of the commission's attention.

In general, all of the regulations that we have in place have to be assessed from time to time in light of the new marketplace.

When you talk about these issues of transition, exactly what are we transitioning from and to?

We are transitioning from a relatively stable market dominated by three networks to a market of stronger, more numerous independents, reduced network share, increasing cable penetration, VCR's, changing distribution relationships and more changes to come. I have argued and continue to believe that it's very important for the industry to focus on those fundamental ground rules that will provide for, and allow, fair and effective competition in that transition and after.

At the moment the most livid issue between the industries is must carry. What do you think is the best public interest solution to the problem?

The public is best served by a mass media marketplace in which all of the participants have a fair and equal opportunity to compete, which is to say deliver their product to the public and have the viability of that product judged by the public. That's how the public interest is maximized. Whether or not the absence of must carry will affect or cause harm to that goal is something that I don't think we will know until we have monitored for a period of time the impact of a world in which we no longer have must-carry rules.

How long a period do you think that might be?

That would depend to some extent on the results. If we began to see

a dramatic and material impact on broadcasters as a result of the absence of must-carry rules, that would be one situation that might require some relatively expeditious focus. If we don't see it, then that's a different situation. Obviously, the court has twice instructed the commission and all those concerned with this issue that it will require proof that the absence of must carry has material adverse effect on underlying substantial government interest, and to date we simply have not had that proof.

The FCC has come in for some criticism in terms of its record in the court of appeals and even your own general counsel has publicly addressed that question. Chairman Markey has issued a letter on that subject, suggesting the commission is often reversed due to blind pursuit of ideological goals. Do you think these are valid assertions or are they off base?

I think the facts are just the opposite. This commission decides in any average two-year period—and I use two years because that was the period of time focused upon in the study to which you refer—800 or more reviewable decisions.

Now, among those 800 or so cases decided by the commission within that two-year period a research service found 22 it labeled as reversed. So I would argue right off the bat that that's a phenomenally positive record in terms of the commission's decisions and the sustainability of our decisions before the court of appeals.

But beyond that, focusing on this particular document, of the 22 cases that they cited, at least eight were cases in which the commission was largely affirmed, or affirmed in substantial part, and some aspect of the decision was remanded to the commission. So I'm not sure that they qualify as reversals in any case.

Let me get to another aspect of this debate. It has been suggested that the commission's losses—and I would argue that those losses in fact are very, very few—are a result of our adherence to a certain ideology. Well, I would note that a number of the cases that were cited in that study were cases in which the commission was reversed for pursuing some pro-regulatory approach to the particular issue. And in fact, in general, I think it's fair to say that the commission's most notable losses in the past year or so have been cases in which we have either been deferring to a regulatory approach or pursuing a regulatory approach in some regard—for instance must carry, where we had some initial reservations about attempting to resurrect rules. But the Congress, very strongly, urged us to attempt to do that, as did the industry. We did—and the court again threw them out as unconstitutional.

Perhaps the best example is the fairness doctrine decision. For two years, despite very substantial reservations about the constitutionality as well as the public interest propriety of the fairness doctrine, the commission deferred to what we perceived to be the will of the Congress with respect to fairness, and did not engage the constitutional challenge to fairness that was put to us on reconsideration. And the reversal that we suffered in the Court of Appeals was precisely for our not addressing the fairness doctrine and for deferring to Congress's drive for a continuation of this regulation."

We suffered a loss recently in the Murdoch case. Again, it was a loss which involved a statute that precluded a reexamination of the rule.

So I would say that the commission's most notable losses have been cases in which we have been pursuing regulation, not because we were blindly pursuing a deregulatory course.

Speaking of the will of Congress and must carry, the Senate does not look as though it's going to act on the two vacancies at the commission. Many believe that may be tied in with what happened with the fairness doctrine—as a way of punishing the FCC. Have you resigned yourself to running the FCC with three commissioners?

I am still hopeful the Senate will act. The President has nominated two very well qualified individuals, and it is our view that the Senate should schedule expeditious hearings. As I say, I'm hopeful it will. In the interim, we will continue to do business.

Is it difficult conducting business this way?

I think so. The issues before the commission are difficult. It is more

difficult with the vacancies we currently have. There is a certain amount of representational work that has to be done at the commission, by which I mean public appearances, speeches, talking to the industry—and I would argue that that's very positive because it makes our decisions more informed. With three persons you obviously have two fewer offices to spread those responsibilities among, and that makes a difference.

In an interview with Commissioner Mimi Dawson prior to her departure, she spoke about a fiber optics scenario of the future. Essentially, the idea was that with the advent of a new cable technology or fiber optics, it might no longer be necessary to use broadcast spectrum—that television signals could be delivered by fiber to the home—perhaps put in place by telephone companies. The suggestion was that, perhaps 15 years out, there could be a revolutionarily different video environment in this country. Do you share that view?

The technological environment as well as the costs associated with the various technologies are changing so quickly that it's very difficult to guess. Unlike Mimi, I tend to believe that we're going to see a much more incremental evolution in the marketplace. I still think there is a very strong place for terrestrial broadcasting in the United States and that there will be for the foreseeable future. That is not to deny the obvious strides that cable has made or to preclude the possibility of telephone entry. The latter is a judgment that will ultimately have to be made by the Congress. My own view is that the public would be best served by a scenario in which there were additional providers of video services by wire, rather than a provider that would necessarily replace all of the other participants in the marketplace.

Do you mean a cable system competing with a cable system?

Either more cable entry per se, or a world in which the telephone industry was able to enter this market, not to replace the cable company in a jurisdiction, but as an additional participant or competitor in that market.

Are you concerned at all that the cable industry, through its vertical integration, might lock up all the programming? That by the time you get a second wire in the home, there might be nothing left to put on it?

The general answer to your question is that I am always concerned and believe that the commission should be concerned about the existence of market power and the potential for abuse of market power. In general terms, these are the types of issues that I think are legitimate focuses of our concern. However, your question—or the way you pose it—suggests there is very limited possibility of entry for alternative program providers, or those who would develop product and form new delivery technologies, and I just don't think that's the case. I think if you have new entrants—DBS, for instance—that have an actual or potentially viable market, you will see sources of supply for programming develop. I think that whereas in general we must always be concerned about the possibility of market power, I don't think that we should necessarily define or assume that a vertical supply relationship or exclusive supply relationships are necessarily anticompetitive or necessarily suggest the existence of market power.

After all, the evolution of the American network system was an evolution driven by what is largely an exclusive supply relationship—that is, a relationship between networks and their affiliates.

In historical terms, I think we would all agree that was very positive in terms of the benefits provided to the American people. So, in my view, exclusivity is generally a positive, assuming the absence of a horizontal conspiracy or other actions that violate the antitrust law.

What about children's television? Have you been involved?

No. It is a topic of widespread discussion in the industry, and I have discussed it with some broadcasters, but we have not been involved in any formal way in the discussions I understand are taking place between certain members of Congress and the industry.

What is your advice to broadcasters on the renewal provisions?

Broadcasters, as it relates to a legislative initiative, have to do and I'm sure will do precisely what is right and appropriate. My own view is one of substantial concern about what I understand is a proposal to make the rule standard more specific with respect to

children's television. I have very substantial concerns about the utility of doing that, as well as reservations based upon First Amendment principles.

The broadcasters were asking for some kind of limits, weren't they?

Well, I think we have to distinguish two questions. The matter of commercialization—how many minutes of commercial material within programming—is a matter now being actively considered by the commission. We think that's a fair and important question.

A separate question is that of either mandating a certain number of hours or changing the rule standard that pertains to the matter of children's programming. And as to both of those suggestions, I have very substantial reservations. I think it's important to focus on this issue very carefully.

The problem is not the number of hours of children's programming that are available. Based on the information I've read, the average commercial station provides about 11 hours of children's programs a week. Given the fact that 97% of the TV households in this country have access to five or more TV signals, that means we're talking about approximately 55 hours of children's programming on broadcast television per week. When you add cable to that, you're adding 167 hours of additional children's programming available to those homes that are wired.

The average 11-year-old watches something like 19½ hours a week? Now that is not all programming that one might categorize as children's programming, as there is a substantial amount of television being watched by young persons.

So the issue is not the amount of programming. The issue is—if we're quite honest with ourselves—the content of children's programming. And as is well known, I do have serious reservations about the federal government involving itself in the specific content of specific categories of speech.

May we return for a moment to your vision of the future to deal with some specifics? Do you anticipate that we will have a DBS system operational in this country 10 years from now?

Yes.

Do you anticipate that HDTV will be operational?

In 1997? This is purely within the arena of a guess, but I would say yes, with that caveat.

Telcos functioning as cable systems?

I'll pass on that one.

Fiber optics?

Yes. Whether it will be pervasive in terms of wire delivery of video product is not clear, but I certainly think it will be the technology of choice as cable systems are retrofitted.

Cable is now a little over 50% in penetration and something closer to 75% in terms of homes passed. Where do you think that medium will be in the next 10 years?

The short answer is I don't know. I would expect that cable will continue to make incremental progress, but I think it's going to find penetration to be more difficult from this point forward, and progress will turn more on programming than it has in the past. And I think cable is going to face increasing competition in the future.

Cable's future will be determined by programming. And if cable wants to be in a position to produce, promote and distribute product as it sees fit, consistent with the antitrust laws, the industry would be well advised to endorse fair and equal rules, grounded in principles of free contract, for all competitors in the mass media marketplace.

How do you think conventional television might look by then? Will there be as many stations on the air as now? Might there be fewer? Is there any likelihood there will be more?

I don't think it's possible for me to project that far, other than to say I think terrestrial broadcasting will still be in a very strong position inside of 10 years. Whether you're going to see slightly more or slightly fewer stations on the margin, I don't know.

But let me add a philosophical note. It is not our job, in my view, to map the future and then regulate that vision into existence. Our job is to create an environment in which free and fair competition will flourish—a world in which competition and technology evolve in response to consumer demands, not in response to my vision of

the future.

I see continued transition. The change will proceed incrementally but, nonetheless, it will be dramatic in its cumulative impact. Technology will drive the process. Fiber will replace coaxial; pay per view will become economic; the financial markets will reevaluate the economics of DBS in light of recently appreciated cable and broadcast property values, allowing DBS to become a player; we'll see some form of enhanced or higher-definition technology. Of course, all of this spells greater competition for over-the-air broadcasting, but that medium will remain an efficient, low-cost distributor of programming in the time frame we're discussing.

Audiences will continue to be further fragmented. This is a world in which technology will continue to improve and multiply delivery modes but, in the end, programming will be king. Production and distribution relationships will change—as they are evolving now. The production business will burgeon as it expands to fill these competing distribution modes. The current trend toward vertical integration will continue for some time but, in the end, you'll see a healthy mix of integrated and nonintegrated program supply.

Cable will have to make an election as to its First Amendment status. Is it principally a delivery mechanism or a speaker? If the latter, as I hope, the cable industry will be hard pressed to resist entry by new cable speakers. In any event, there will be continued pressure for competitive entry of some nature into this market.

All in all, you'll see an increasingly competitive market. And consumers will be the principal beneficiaries. They will be free to choose from an even wider variety of delivery and programming alternatives. There will be a role for regulation in monitoring the market structure to insure fair competition. But regulation of content will be as unnecessary as it is offensive to our First Amendment values.

And, I might add, the world I've described is one in which it will be imperative to define the ground rules we were discussing earlier, and to finally conclude that the principle of free speech applies equally to all speakers, regardless of the technology they choose to

deliver their message.

One final question, having to do with your chairmanship. We ask it because others speak critically about your ideological and/or legalistic approach. What do you see as your charge and how happy are you about how it's being accomplished?

First of all, I see my charge as fulfilling the overriding mandate that Congress gave us, which is to maximize the public benefits derived from those entities within our jurisdiction.

In doing that, I think you have to have a certain set of priorities and a certain way of thinking through the issues, and I certainly am one who prioritizes First Amendment rights and who has a great respect for the efficacy of markets in identifying what the people want as distinguished from what we in government think they should want, and in delivering goods and services that are consistent with those needs and interests as expressed by the people.

I think we have focused on the broad policy questions. Right out of the box we dealt with a very tough, very important issue in the fairness doctrine, and I think we made the right decision. I think history will bear us out on that point.

I think that we have already managed to frame the debate with respect to what this industry needs to focus on in this transitional period, and for purposes of the out years.

This industry is going to be driven by programming from this day forward, and it is absolutely essential that we put into place a system of rules that will insure fair competition and freedom of contract such that competitors will succeed or fail based upon service to the public rather than regulatory advantage.

I hope that people will say we were not afraid to deal with the hard questions, and that we put the right questions on the plate.

We can expect that there will continue to be differences of perspective both within the industry and in Congress, but I would hope that we can engage those questions in an intellectual and honest way—and I hope our decisions will be ones that will maximize the public interest.



"...comparative renewal needs to be reexamined [as does] the important problem of abuse of process."

The name of the game is game shows

While new and old entries try to best 'Wheel' and 'Jeopardy!' in the top spots, there's growing competition for early fringe slots from talk shows

Although the game show arena is currently ruled by King World's *Wheel of Fortune* and *Jeopardy!* some other programs, both new and returning, are hoping to dethrone the two. The prospects for success, however, are becoming less likely with the changing marketplace.

"The marketplace is too congested," said Dean McCarthy, vice president, program services, HRP Inc. "There is an acute shortage of time periods, principally occasioned by the fact that there are three successful hour-long talk shows out there—*Donahue*, *Oprah* and *Geraldo*—with a fourth coming out in the fall featuring Regis Philbin and Cathy Lee," he said. "They've moved into early fringe," he continued, "and out of their customary 9 a.m. time period, so you have a limited number of time periods that you can play programming."

Game shows are not only being threatened by the intrusion of talk shows into early fringe and access, but this year, said McCarthy, "you've got two major entries coming in, *Cosby* and *USA Today*, both of which are in virtually every market in the country."

"The market is definitely crowded," said Rick Meril, vice president, sales at Teletrib. "The *Wheel*'s and the *Jeopardy*'s aren't going away," added Meril, "and you have *USA Today* along with a sprinkling of six or seven other programs that have a foothold; not a simple marketplace by any stretch." Teletrib is entering the game show fray with *Triple Threat*, a music/show business trivia game show set to air in the fall. *Triple Threat*, originally scheduled to run Monday-Friday, is now being offered on a once-a-week basis.

"The bottom line now," according to Dick Kurlander, director of programming at Pety Television, "is that there is more and more competition to *Wheel*." It was inevitable, he said, because "when you are king of the hill, too many people are shooting at you and, sooner or later, some will connect." From February 1987 to February 1988, *Wheel* posted a 9% drop in household share among the top 50 markets. The drop among women 18-49 in those markets during the same time period was 19%. The drops can be attributed to four shows, said Kurlander, the recently syndicated *Family Ties* and *Cheers*, *A Current Affair* and *Win, Lose or Draw*.

Both *Wheel* and *Jeopardy!* have been renewed by more than 50 stations on a multi-year basis through the 1991-92 season and despite the recent drop in numbers, Kur-



Bert Conway, co-executive producer and host, 'Win, Lose or Draw,' with guest, Loni Anderson

lander feels long-term contracts are a safe bet. "I don't anticipate anywhere near the same rate of decline for *Wheel* that we saw in the February book," said Kurlander. "I think you can make an assumption that the show will remain number one even with the erosion."

Win, Lose or Draw and *The New Family*

Feud are two shows projected to have bright futures. In the November-February book, *Win, Lose or Draw*, a Buena Vista product, had increases of 10 share points in Nashville, five points in San Antonio, Tex., and Norfolk, Va., and four points in Seattle. "Win, Lose or Draw has certainly had a very impressive first year on the air and I see it as a continuing force in terms of being a significant game show for the future," said John Von Soosten, vice president/director of programming, Katz Television. *Win, Lose or Draw* "hasn't approached the levels of *Wheel* at this point," he added, "but *Wheel* didn't reach its current levels in its first year either. I think *Win, Lose or Draw* is positioned for the next couple of years to be very strong, and will probably be very good over the long run," Von Soosten said.

The New Family Feud, which is offered by LBS Communications, is nearing 100 markets and is hoping to regain some of the audience the original *Feud* held before *Wheel* knocked it off the air three years ago. Said Von Soosten: "I think everyone is very optimistic about the show because of the

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new host [Ray Combs] and the way they are booking the show, with a younger appeal."

He added: "In a head-to-head battle with *Wheel*, either *Feud* or *Win, Lose or Draw* would not win in household ratings; *Wheel* will still be the number-one syndicated show a year from now. There is a possibility," he said, "that the demos from *Wheel* will be a little older than those of *Feud* and *Win, Lose or Draw*."

Among the shows that are expected to have moderate to limited success are Barris Industries' return of the *Gong Show*, *New Newlywed* and *Dating Game*; Fox's *Double Dare*; Paramount Television's *Wipeout*; Four Star's *The New Liar's Club*; Worldvision's *Trivial Pursuit*, Orion's *Hollywood Squares*; Multimedia's *Sweethearts*, and ABR's *Yahtzee* (production for *Yahtzee* has stopped due to legal squabbles between the co-producers of the show. ABR is calling it a question mark for the fall), and *Lingo*. *The Gong Show* and *Wipeout* are the strongest of the group going into the fall, according to many station reps.

D.L. Taffner's *Whose Baby*, scheduled to launch in the fall, will not make it, according to Dick Kurlander. "They came out with it too late. It may come back at a later date and we hope it does because it is a good show."

Game shows not returning for fall '88 are Orion's *High Rollers* and Fox's *\$100,000 Pyramid*.

The failure of *High Rollers* "is an indication of how crowded and difficult the market has become," according to Larry Hutchings, senior vice president, sales and marketing, Orion Television. □

Oldies format, for TV

Minneapolis station teams up with ad agency to create TV format, 'TV Heaven 41,' of old programs; target is baby boomers

A Minneapolis-area television station has joined forces with a New York-based advertising agency to create a new television format designed to appeal to baby boomers who still have an appetite for programs they watched while growing up. If the format

takes off (the first returns will be in with the May rating books), its creators may market it nationally.

The format, known as "TV Heaven 41," is owned jointly by Halcom Inc., KLXI(TV) St. Cloud, Minn., and Fred/Alan Inc., the New York-based advertising agency responsible for the on-air look of MTV and Nickelodeon.

KLXI(TV) (which covers the Minneapolis market with its Rochester, Minn.-based satellite, KXLT-TV) is the fourth-rated independent station in the market. The station, which went on the air in 1981, and its satellite were bought last summer from L.E.O. Broadcasting. According to Doug McMonagle, new general manager of the station, research done in the market showed there was unfulfilled demand for older programs, known in the business as "ever-green" material. If packaged properly, he said last week, he believes the right schedule could lift the station from hash marks in the rating book to perhaps an average 3 rating/5 share.

"TV Heaven 41" uses a theme approach to program what amounts to an "oldies" format for TV. Each night of the week will feature a different theme, such as science fiction, comedy, western, detective and war. The weekend schedules will feature "marathons" of shows. Programs such as *Combat*, *Topper*, *Rawhide*, *Get Smart*, *Superman* and *My Favorite Martian* are planned.

The pitch to agencies, said McMonagle,

Isn't Bilko's idea of heaven very much like your own?

With his closest friends surrounding everything to keep his hand's busy, with a little something in the stomach, Sgt. Bilko is in heaven!

And now, so are you. With "The Phil Silvers Show," "Squad Wednesday night is Heaven with the most lovable scoundrel on earth."

"The Phil Silvers Show," tonight at 8:00. And of this weekend on the TV Heaven Bilko Marathon.

Theme nights every night. Marathons every weekend.

Will Non-Stop Superman Weekend Prove Scientist's Theory?

"I know how Superman steers" the eminent Dr. Milton D. Hornstap revealed—arrive this week. "It's not the cape, not even secret wing flaps! I know the secret!" TV Heaven 41 will join forces with the prize-winning scientist to prove his theory in a rare example of cooperation between a television station and the scientific community. How? With the unprecedented TV Heaven 41 Superman Marathon!

The Superman Marathon, non-stop action to delight today and tomorrow. And that's Super! Superman, every Tuesday at 8:30 pm.

Theme nights every night. Marathons every weekend.

Tuesday problems keep CBS in third

Still suffering the disastrous effects of its now-aborted Tuesday night comedy lineup, CBS placed third again in the prime time ratings for week 28 of the season (ending April 3). NBC was first with a 14.6 rating and a 25 share, followed by ABC, 12.8/22, and then CBS, 12.6/22. The third and final week of the comedy block gave CBS an average 9.4 rating and a 16 share for the night, a distant third behind ABC (16.5/27) and NBC (16.4/27). On Monday night, CBS's established comedy block from 8 p.m. to 10 p.m. received solid second-place numbers from 8 p.m. to 9:30 p.m. with *Kate and Allie*, *Designing Women* and *Newhart*, but foundered at 9:30 p.m. with the mid-season replacement *Eisenhower & Lutz*, which fell to third place, where the

network ended for the night. On Wednesday, the premiere of CBS's *Smothers Brothers Comedy Hour* was third in its time period against *Aaron's Way* on NBC and a one-hour special *Growing Pains* on ABC. The new Smothers Brothers program ranked 52nd among prime time shows for the week. After finishing last the first three nights of the week, CBS pulled into second place on Thursday night with its lineup of *48 Hours*, *Simon & Simon* and *Knots Landing*. ABC's schedule of *Probe*, *Hotel*, and *Buck James* averaged only an 8.3/14. CBS took Friday (April 1) with its regular lineup of *Beauty and the Beast*, *Dallas* and *Falcon Crest*.

On Saturday night, NBC dominated with its regular comedy lineup.

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB	
1.	25.1/42	N Cosby Show	1.	25.6/44	26.	14.5/25	C CBS Sunday Movie	18.	16.2/27	50.	11.5/20	N Beverly Hills Buntz
2.	24.2/41	N Different World	2.	23.3/40	27.	14.5/23	N Aaron's Way	9.	17.0/28	51.	11.4/21	A 20/20
3.	23.2/39	N Cheers	3.	22.3/38	28.	14.3/26	N Miami Vice	45.	11.7/22	52.	11.3/18	C Smothers Brothers
4.	22.0/35	A Who's the Boss?	5.	20.3/33	29.	14.1/28	N Hunter	42.	11.9/25	53.	10.8/20	N Bronx Zoo
5.	20.3/36	N Golden Girls	4.	20.9/38	30.	14.0/26	N Facts of Life	29.	13.6/25	54.	10.8/19	A Mr. Belvedere
6.	19.4/30	N ALF	6.	19.6/31	31.	14.0/25	C Equalizer	31.	13.4/26	55.	10.2/19	N Highwayman
7.	19.2/30	A Wonder Years	8.	19.1/30	32.	14.0/23	A Heartbeat	41.	11.9/23	56.	10.1/17	C Wiseguy
8.	19.0/30	N Matlock	7.	19.5/31	33.	13.8/22	N Highway to Heaven	22.	15.4/25	57.	10.1/16	C Coming of Age
9.	18.1/29	A ABC Monday Movie	17.	16.2/27	34.	13.7/25	C Falcon Crest	30.	13.5/26	58.	10.0/20	C West 57th
10.	18.1/29	A Growing Pains	10.	16.7/27	35.	13.6/21	C Kate and Allie	26.	14.5/23	59.	9.7/19	A Spenser: For Hire
11.	17.4/28	N In the Heat of the Night	12.	16.6/27	36.	13.5/21	A MacGyver	39.	11.9/19	60.	9.7/17	N Day by Day
12.	16.8/30	N Amen	15.	16.5/31	37.	13.3/24	C NCAA Champ. Final 4 #2	38.	12.0/22	61.	9.6/17	A Family Man
13.	16.7/25	N My Two Dads	19.	16.1/25	38.	13.3/24	A Thirtysomething	34.	12.8/24	62.	9.5/16	A Probe
14.	16.6/30	N L.A. Law	32.	13.4/25	39.	13.1/23	N Night Court	40.	11.9/21	63.	9.3/16	A Unruly Dragon
15.	16.5/29	C Knots Landing	27.	14.4/27	40.	13.1/22	N NBC Sunday Movie	28.	13.7/23	64.	9.2/17	N Family Ties
16.	16.4/28	N Days, Nights of M. Dodd	24.	15.2/26	41.	12.9/24	A ABC Sunday Movie	56.	10.4/19	65.	9.0/14	C Franks Place
17.	16.2/28	C Dallas	20.	16.0/29	42.	12.9/23	N Crime Story	36.	12.4/23	66.	8.8/16	A Ohara
18.	16.1/26	A Dynasty	35.	12.7/21	43.	12.7/20	C Jake and the Fatman	33.	13.2/22	67.	8.6/16	A Dolly
19.	16.0/29	N 227	21.	15.5/28	44.	12.4/23	A Perfect Strangers	49.	11.0/21	68.	7.9/13	A Hotel
20.	15.5/25	A Moonlighting	14.	16.5/27	45.	12.3/19	C Eisenhower and Lutz	44.	11.7/19	69.	7.9/12	C My Sister Sam
21.	15.2/33	C 60 Minutes	13.	16.6/35	46.	12.1/22	A Full House	55.	10.4/19	70.	7.5/13	A Buck James
22.	15.1/23	C Newhart	23.	15.3/24	47.	12.1/20	C Simon and Simon	51.	10.9/19	71.	6.9/12	C 48 Hours
23.	14.9/24	N NBC Monday Movie	25.	15.0/25	48.	12.0/22	C Cagney and Lacey	48.	11.1/21	72.	5.4/9	C Trial and Error
24.	14.7/22	C Designing Women	16.	16.3/25	49.	11.8/22	C Beauty and the Beast	46.	11.6/22	73.	4.2/9	N Easter in Rome
25.	14.6/26	C Murder, She Wrote	11.	16.7/29								

* Indicates premiere episode

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is that baby boomers, now with families of their own, have "fond memories" of programs they watched growing up, and will tune in. In fact, said McMonagle, the theme scheduling is not so different from what the networks do, with the exception that network programs are fresher. "But NBC has essentially proclaimed Thursday's comedy night," he noted. Fred Seibert, president, Fred/Alan, likened the approach to what happened in the radio station business as the field became more crowded. "It's very radio oriented," said Seibert of "TV Heaven."

Formats are not new to television. A few dozen stations around the country several years ago embraced music video formats as MTV hit its stride in terms of commercial appeal. And two years ago, other stations, looking for a niche, caught the home shopping bug. Both formats proved shortlived on broadcast outlets.

According to Seibert, one advantage "TV Heaven" has is that "it uses programing elements that we all recognize as television. In its classic sense, television is shows—not videos or home shopping. □



Four new faces. GTG Entertainment last week kicked off a six-city press tour with the four hosts of *USA Today: The Television Show* (l-r: Kenneth Walker, Robin Young, Edie Magnus and Bill Macatee). At the GTG appearance in New York, executive producer Steve Friedman explained that *USA Today*, the newspaper, and *USA Today: the Television Program* will be complementary and not exactly similar in format. "They're cousins," he said.

Business

CAB says America is cable ready

About 1,000 were expected for group's annual meeting this week in New York, celebrating industry's progress in last year

Last year, the theme of the Cabletelevision Advertising Bureau convention was: "We're Reaching Out," indicative of a medium anxious for its piece of the action. Since then, cable penetration has surpassed 50% of U.S. TV households; advertising revenue has topped the \$1-billion mark, and viewing levels continue to increase. The fact that those benchmarks are behind it is reflected in this year's conference under the banner, "America is Cable Ready," which began for an expected 1,000 attendees yesterday and runs through tomorrow (April 12) at New York's Waldorf-Astoria hotel.

"Cable is moving through 1988 with ever-increasing momentum," said Robert Alter, CAB president, and cable continues to increase its share of viewing, largely at the expense of the three commercial broadcast networks. Alter said basic cable viewing was up 38% in the fourth quarter of 1987, and pay viewing increased 26%.

Advertising revenue for the basic networks reached \$883 million in 1987, and CAB said that, based on estimates by Paul Kagan Associates, it will top \$1.06 billion this year. Likewise, local advertising, which hit \$271 million last year, is expected to climb to over \$363 million this year.

Most of cable's subscriber growth in the past year has been in existing systems, said Alter, as operators realize the value of marketing and promotion in increasing the bottom line and a system's asset value.

To date in 1988, the cable networks are ahead of budget, said Alter, with the second and third quarter starting to shape up. They are following an "out of this world" fourth quarter 1987 and a "superb" first quarter, said Alter.

CAB plans to expand its role in selling the value of cable to the advertising world through print and television advertising campaigns it will launch later this month. The "America is Cable Ready" theme will be showcased in print ads in industry trade publications and in a television spot that will run on cable programming networks. The budget for the campaign is upward of \$500,000 and will include material sent to local systems for use in their own local promotional efforts.

CAB's convention was to kick off yesterday, with a day-long nuts-and-bolts program that included examinations of ad insertion software and hardware, classified advertising and research.

CAB Chairman Ed Bennett, executive vice president, Viacom Cable, will present official welcoming remarks on Monday, a day devoted to local advertising issues. He'll be followed by Ty Boyd, president of Ty Boyd Enterprises, who will discuss training sales people.

At 10:30 a.m., there will be three concurrent sessions. Dwight Case, president of Networks-America, will discuss "Evaluating Your Market Potential." Cable's growing stake in political advertising will be addressed by Bob Williams, president, National Cable Advertising; Jeffrey Browne, president, Political News Network; John Power, group vice president, Vitt Media,

and Anthony Fabrizio, president, Multi-Media Services.

The final morning session, examining the value of tune-in promotions, will feature Jerry Maglio, executive vice president, marketing and programing, Daniels & Associates; George Rosehart, regional marketing manager, TeleCable; Doug Wenger, senior vice president, marketing, Storer Cable; Ed Berenhaus, vice president, advertising and promotion, Financial News Network; Ron Harris, vice president, advertising and promotion, Turner Broadcasting System, and Jim Shumaker, director of communications, CAB.

Monday's lunch will feature comedienne Phyllis Diller and will include presentation of CAB's annual awards. CAB's top award, its Chairman Award, will go to Turner Broadcasting System Chairman Ted Turner.

Monday afternoon panel sessions will explore competition against local media; understanding financial statements and selling local avails. The last will feature CAB President Alter; David Kantor, director, advertising sales, Cox Cable; Tom Enmi, advertising sales manager, TeleCable; Dan McCarthy, director of advertising sales, Viacom Cable; Lynne Stauffer, director of sales promotion, Lifetime, and Diane Weingart, director of affiliate marketing, USA Network.

On Tuesday, CAB's focus will shift to national advertising issues. The day's opening panel, composed of John Malone, president, Tele-Communications Inc.; Frank Biondi Jr., president, Viacom International; J. William Grimes, president, ESPN, and Joseph Ostrow, executive vice president,

Foot, Cone & Belding, will examine the growing interrelationship between cable operators and programmers. That will be followed by two sessions: the advertiser's perspective on cable, with Lawrence Cole, senior vice president, Ogilvy & Mather; Kathryn Hayes, director of advertising services, Warner-Lambert; Sherman McQueen, senior vice president, FCB/Telecom, and Douglas Ritter, corporate broadcast manager, AT&T, and the other reports from cable programmers, with Thomas Burchill, president, Lifetime; Robert Johnson, president, Black Entertainment Television; David Meister, president, FNN; Timothy Robertson, president, CBN, and John Wynne, chairman, The Weather Channel.

Tuesday's luncheon speaker will be Michael Roarty, executive vice president, director of marketing, Anheuser Busch, who was behind the Spuds McKenzie advertising campaign. Afternoon sessions will examine planning strategies for segmented markets and cable's "added value." The former will feature Thomas Winner, executive vice president, William Esty Co.; Cole; Hayes; Thomas Lux, media director, Gillette Co.; Farrell Reynolds, president, Turner Broadcasting Sales, and John Silvestri, senior vice president, USA Network. On the latter panel will be Mike Drake, BBDO; Mary Ann Madigan, DDB Needham; McQueen; Ritter; John Reardon, executive vice president, sales and marketing, MTV Networks, and Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications. □

Changing Hands

KWFN(AM)-KVRE(FM) Santa Rosa, KWTR(AM)-KXBX(FM) Lakeport, KOZT(FM) Fort Bragg, all California, and KZAM-AM-FM Eugene, Ore. □ Sold by Visionary Radio Euphonics Inc. to Keffco for \$5.4 million. **Seller** is principally owned by John Detz, who has no other broadcast interests. **Buyer** is owned by James Kefford, Los Angeles-based radio consultant. KWFN is daytimer on 1460 khz with 1 kw. KVRE(FM) is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. KWTR is on 1270 khz full time with 500 w. KXBX(FM) is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. KOZT(FM) is on 95.3 mhz with 1.23 kw and antenna 460 feet above average terrain. KZAM is on 1320 khz full time with 1 kw. KZAM-FM is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: William A. Exline Inc.**

WATN(AM) Watertown and WTOJ(FM) Carthage, both New York □ Sold by A.P.A. Communications Inc. to Clancy and Mance Communications Inc. for \$1,675,000. **Seller** is owned by Frank Penny and Dean Aubol, who also own WEBO(AM)-WQXT(FM) Oswego, N.Y. **Buyer** is owned by John Clancy and David Mance, who also own WOKA(AM) Penn Yan, WCDO-AM-FM Sydney and WSCM(AM)-WACS(FM) Cobleskill, all New York. Mance is also general manager of

WONY(AM) Dansville, N.Y. WATN is on 1240 khz full time with 1 kw. WTOJ is on 103.1 mhz with 3 kw and antenna 363 feet above average terrain. **Broker: Kozacko-Horton Co.**

WMME-AM-FM Augusta, Me. □ Sold by Target Communications to Tri-Group Inc. for \$1.4 million. **Seller** is subsidiary of Augusta, Me.-based group of four AM's and nine FM's, headed by Marshall Magee. **Buyer** is owned by Frederick Hessick and family, Washington-based investors with no other broadcast interests. WMME is on 1400 khz full time with 1 kw. WMME-FM is on 92.3 mhz with 50 kw and antenna 500 feet above average terrain. **Broker: Blackburn & Co.**

KPUR(AM) Amarillo and KATT(FM) Canyon, both Texas □ Sold by Alfred Broadcasting Inc. to Holder Broadcast Services Inc. for \$1.1 million. **Seller** is owned by A.W. Lair, who has no other broadcast interests. **Buyer** is publicly traded, Tampa, Fla.-based group of five AM's and five FM's headed by Harold Holder, chairman, and Bruce Singleton, president. KPUR is on 1440 khz with 5 kw day and 1 kw night. KATT is on 107.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Doyle Peterson & Associates.**

WCOU(AM)-WAYU(FM) Lewiston, Me. □ Sold by Long Lake Broadcasting Corp. to Airborne Broadcasting Co. for \$1 million. **Seller** is owned by Phillip M. Lowe, who also owns WCNL-AM-FM Newport, N.H., and WHIM(AM) Providence, R.I. **Buyer** is owned by Dave Dulac

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End of an era. Simon Geller, 65, long-time owner of wvca-FM Gloucester, Mass., who fought his way through an FCC comparative renewal to keep control of his station and program it as he saw fit, sold the station last week to Douglas H. Tanger for \$1 million. Geller, who programed mostly symphonic music (about 95%, said Geller), had his license renewal challenged in 1975 by Grandbanke Corp. because of alleged inadequate informational programming. In 1978, an administrative law judge granted Geller's renewal, but on appeal by Grandbanke that decision was overturned by the full commission on a 4-2 vote. After the Court of Appeals remanded the case to the FCC, some commissioners had a change of heart—Commissioner Dawson said that the commission had "clearly deserved the public"—and renewed the license. Tanger also owns WCLZ-AM-FM Brunswick, Me., and has an interest in classically formatted WORS-FM Detroit. A spokesman for Tanger said the station will continue with a classical format. Wvca-FM is on 104.9 mhz with 3 kw and antenna 260 feet above average terrain.



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and John J. Pineau, who also own WKIT-AM-FM Brewer, Me. WCOU is on 1240 khz full time with 1 kw. WAYU is on 93.9 mhz with 27.5 kw and antenna 640 feet above average terrain. *Broker: Kozacko-Horton Co.*

WGSW(AM) Greenwood, S.C. □ Sold by Radio

Greenwood Inc. to WGSW Inc. for \$350,000. **Seller** is owned by William O. Woodall, who has interest in Faver Broadcast Group, Valdosta, Ga.-based group of five AM's and four FM's. **Buyer** is owned by Alex Kinlaw, Greenville, S.C., attorney, and Charles Watt, local

investor, who have no other broadcast interests. WGSW is daytimer on 1350 khz with 1 kw.

For other proposed and approved sales, see "For the Record," page 121.

Cable's growing attractiveness to Madison Avenue

Although its praises are not sung unanimously, the medium is becoming a more popular place for many advertisers' messages

Last year cable advertising topped the \$1 billion mark for the first time. And although that remains a fraction of broadcast television expenditures, cable advertising increasingly is becoming an integral part of the buying process, executives of various advertising agencies say. The extent to which cable is a player can be debated by agency officials, but there is no doubt that as audiences leave the networks, advertisers' dollars are following.

"Cable is doing very well and its health continues to improve," said Joseph Ostrow, executive vice president, corporate director of media, Foote, Cone & Belding. "Cable is becoming a more widely considered option," said Ostrow.



Ostrow

Arnie Semskey, executive vice president, BBDO Worldwide, said cable "is very strong at the moment" and "has turned the



Semskey

corner in the advertising circles." He said "most clients at least consider cable, and most clients are using cable." Added Thomas Winner, executive vice president, media director at William Esty Co.: "It has certainly become increasingly attractive to us as an advertising vehicle."

That cable has arrived, in some respects, is indicated by its role in overall media planning (see "Monday Memo," page 22). "We're in the mainstream of the planning process," said CAB President Robert Alter, as the new medium has helped to change the way agencies and advertisers view television. Alter said that more and more the phrase "network television" is being replaced by "national television." The latter "is a more realistic description of what national advertisers are doing now," said Alter. With broadcast network, syndication and cable marketplaces, agencies and advertisers realize the market is segmented, said Alter. Esty is one agency that uses that approach. "That allows us to place the money the way we feel is best," he said.

Most clients are buying cable for two reasons, said Semskey. The first is statistical, a compensation for network erosion and underdelivery combined with the increased efficiency of cable. "You can buy lots of units with lots of frequency," he said.

The second is for creative reasons, said Semskey, to target an audience with specific merchandise and promotions. "Between the two, you can reach the full spectrum of what an advertiser's needs might be."

BBDO, for instance, has worked with Pepsi as a sponsor of MTV's *Viewer's Choice* award. Not only does the promotion "really tie in well with the viewer," said Semskey, but the awards go hand-in-hand with Pepsi's theme, "The Choice of a New Generation." "At BBDO, when we look at cable, we're looking more for those kinds of things," said

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Semsky. "Primarily we're looking for how to use the medium more impactfully." Cable is a unique medium, said Winner, where "we can target audiences directly...It fits very nicely into segmenting our media effort."

Ostrow said advertisers are no longer put off by cable's small audience numbers. "Not only is there a willingness to make those kinds of buys," he said; advertisers are also looking at "buying in the aggregate, rather than spot by spot; looking at the totality of the schedule."

The key for continued cable advertising expansion, said Semsky, is in "better and better programing." Both Semsky and Ostrow believe cable should continue the directions it has taken on new and old programing. "I would like to see certain constituencies do things that are new and different and do things only cable can do," said Ostrow—more flexible, more dynamic, more targeted programing. "On the other hand, it is hard to quarrel with successful formatting," such as the success USA has achieved with off-network hours. Which leads Semsky to point out that in many cases, the networks are getting beaten by their old shows. In some respects, that is giving cable a greater opening to exploit network share loss.

"The networks have been unable or unwilling to do things to stem the bleeding," said Ostrow. "At a time when they should be investing more, they're cutting back," he said. Reducing costs is understandable, said Ostrow, "but it couldn't happen at a worse time." That, says Ostrow, is playing into cable's hands.

Another factor that could boost cable advertising is more detailed information on the audience demographics of cable networks. The broadcast networks can provide agencies with ratings and demographic information overnight. Cable's demographics are not usually available that quickly and not in the same form as the network data, said Winner. Comparing the information is not impossible, but it is difficult, he said. If Nielsen's cable sample provides credible demographic information starting next fall, it could give an added boost to cable networks, said Winner. That the present peplemeter data reports lower viewing of the networks, and not necessarily higher viewing of syndication or cable, leads Winner to speculate that "it may mean people have maxed out on the amount of television they can handle in their lives."

The broadcast networks' programing seasons run September to September, with the corresponding upfront sales activity taking place in June and July. Although cable is an element in the upfront mix, said Semsky, "increasingly cable is trying to determine its own upfront...More and more the cable upfront is picking up a little bit of steam." Semsky said cable buys appear as "a bump" in June and July "when the networks are done," and "a real bump" in September or October, as planners buy cable for the 1989 calendar year.

But difficulties remain. "The problem is there are a lot of availabilities," said Semsky, "There isn't the urgency or need to commit funds upfront unless you get a lot of

specific premiums." BBDO has separated its upfront cable spending from its broadcast network spending. "We were afraid cable would get lost in the network negotiations," said Semsky. Add in syndication and other buying, and there is already a lot of activity going on, he said.

Another problem is the number of choices. "One of the difficulties is how do you do an upfront and cover 20 networks," said Semsky. An advantage is that many cable networks are narrowly targeted. "Once you get your objectives and strategies done, it does kind of fall into place," he said. "But the key to all this is programing," he said. The NFL package on ESPN, he

said, "was one of the best things that ever happened to cable."

If programing is the key to the future, local advertising may be the hope. "Local advertising in the U.S. is going to ultimately be cable's real strength," Semsky said. Although a little dilution from other media will happen, Semsky sees local cable advertising carving its own niche. "History has shown [that] whenever you've found new outlets, new money comes," he said. "I'm still convinced cable's future is local." Alter said there will be "a natural growth in advertising at the local level," as MSO's grow more sophisticated, but he doesn't foresee local expenditures passing those on the cable

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But cable hasn't convinced everyone on Madison Avenue that it has hit the big time. Paul Isaccsson, executive vice president, Young & Rubicam, said he "is waiting for cable to become a national medium." With total television households over 90 million, cable is in barely over half, said Isaccsson, and that is a disappointment considering cable passes more than 70 million homes. Cable needs to reach 70%, or about 63 million homes, said Isaccsson, to become a truly national medium. Once it reaches that level, more advertising dollars will follow.

In addition to extending its reach, Isaccsson said, cable needs to develop better programming. He wonders, for instance, if the

large cash flows the MSO's are now seeing will be put back into programming, to drive penetration and ratings. Not until cable achieves ratings of 5 and 10 will large amounts of advertising dollars follow, said Isaccsson.

Likewise, Richard Kostyra, executive vice president, U.S. director of media services, at J. Walter Thompson, said cable's spread "is going to have to increase" before more advertising dollars go its way. Advertisers are looking to consolidate buys, in programs with either high ratings or high efficiencies, said Kostyra. He is also waiting for cable to improve its programming beyond reruns and movies. "Where do they go from there?" asked Kostyra. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Aaron Spelling	Second	\$51,776	2	\$5,716	0	\$0.32
Clear Channel	Fourth	\$11,586	18	\$726	87	\$0.22
	Year	\$32,461	36	\$2,153	53	\$0.66
	Cosmos Broadcasting	Year	\$104,024	3	\$8,050	(6)
General Instrument	Fourth	\$292,353	21	\$19,380	NM	\$0.55
	Year	\$1,155,460	47	\$66,220	NM	\$1.88
Gulf + Western	First	\$705,600	7	\$63,100	(9)	\$1.05
	Jefferson-Pilot	Year	\$121,590	33	\$5,191	(45)
Knight-Ridder	Fourth	\$556,756	8	\$50,048	15	\$0.86
	Year	\$2,072,648	8	\$155,163	11	\$2.65
Malrite	Fourth	\$33,086	9	(\$1,787)	NM	(\$0.13)
	Year	\$116,888	10	(\$6,398)	NM	(\$0.46)
Multimedia	Fourth	\$111,201	11	\$5,043	NM	\$0.42
	Year	\$410,753	10	\$12,489	NM	\$1.03

Clear Channel reported after-tax cash flow up 56% to \$6 million for 1987. Revenue increase for year was largely due, company said, to full-year inclusion of WHAS(AM)-WAMZ(FM) Louisville, Ky., bought in September 1986, as well as acquisition last July of KORA(FM)-KTAM(AM) Bryan, Tex. ■ **Cosmos Broadcasting Corp.** is subsidiary of Liberty Corp. Cash flow was \$34 million, up 19% from 1986, and addition of two TV stations in late 1986 added \$12 million to 1987 revenues. Operating profit before taxes and net income were negative affected, however, by increased debt expense and depreciation and amortization, company said.

■ **General Instrument** said results of fiscal 1988 were helped by strong markets for cable TV equipment, coaxial cable and Videocipher products. Company had net loss of \$80 million in previous fiscal year due to a one-time provision for disposal of discontinued operations. ■ **Gulf + Western's** entertainment arm had \$55.5 million in operating income, down 24% from previous year's quarter, due to comparison with strong motion picture results in 1986 period. Entertainment revenue was up \$20 million to \$465 million and company said strong series syndication sales offset declines in revenues from sales of features to network TV. Syndication revenues in second quarter are expected to benefit from sales of *Webster*, *Cheers* and *Family Ties*. ■ **Jefferson-Pilot** figures refer to communications subsidiary only. Lower net income figures, company said, were "largely attributable to higher depreciation and amortization charges arising from recent acquisitions, from asset write-downs, and from an addition to the provision for taxes." ■ **Knight-Ridder Broadcasting** reported 1987 operating income off 35% to \$15 million on operating revenue up 2% to \$104 million. Income decline reflected lower political advertising and \$2.4 million writedown in program contract rights, principally hour-long drama, company said. Local revenues were "sluggish" throughout 1987, and national revenues, although improved in third and fourth quarters, were "weak" during first half. ■

■ **Malrite** net loss for year includes \$2.2-million pre-tax gain from sale of Denver radio properties. Loss was less than 1986's \$9 million, but profit from broadcasting stations was down 19% to \$18.5 million from previous year. According to company, "The loss reflects the anticipated development and interest costs associated with our 1986 investment in five new broadcasting properties. The major startup expenses...are now largely behind us." ■ **Multimedia's** broadcast division had \$50 million in 1987 operating cash flow (operating profit plus depreciation and amortization, and amortization of restricted stock awards and restricted stock options), operating revenues of \$134 million and operating profits of \$44.5 million; Cablevision operation had \$41.5 million cash flow, \$91 million revenue and \$26 million profit, and entertainment had \$29 million cash flow, \$58 million revenue and \$29 million profit. Multimedia had 1986 net loss of \$4.7 million, 1986 fourth quarter loss of \$2.5 million. Net earnings for 1987 included approximately \$3 million after-tax gain on sale of WWNC(AM) Asheville, N.C.

Tom Shales: The write stuff

One of the chief advantages of being a critic, of course, is that one gets paid for doing what comes as second nature to many people: expressing opinions. And if one does it well, with style and wit, with taste and intelligence, one may even, in time, win a Pulitzer, as Tom Shales. *The Washington Post's* television critic, demonstrated a couple of weeks ago.

To some who are associated with the product that Shales writes about, the recognition came none too soon. M. S. (Bud) Rukeyser Jr., senior vice president, corporate relations, NBC, for instance, said last week: "Tom Shales is in another zone from anyone else doing television criticism. He is the Don Mattingly of TV criticism... The Pulitzer is long overdue. I would never take the Pulitzer prize for criticism seriously until he won it."

It is not that Shales has been laboring unrecognized. Shales, who was born in 1948, about the time television began attaching itself to the American culture, began writing for *The Post's* Style section in 1972 and was named *The Post's* chief television critic in 1977. He became its TV editor two years later. It is, perhaps, the sharpness of a style that impresses itself on readers' consciousness that makes it seem he has been around forever. There was, for instance, on April 2, the lead to a critical review of *The Fortunate Pilgrim* mini-series that was to begin on CBS on April 4. *Pilgrim*, he said, "is a long long ride on a slow-moving train, full of hot air but hardly steamy."

But Shales is not a critic whose only joy comes from skewering a piece. He has been known to write favorable notices about material he recognizes as junk, if he is persuaded it is entertaining junk. And on the same day he was dismissing CBS's offering of "hot air," he wrote movingly of HBO's *Dear America: Letters Home from Vietnam*. His point about the program's impact was made *sotto voce*. Much of the piece consisted of quotations from the letters. They carried the wallop.

What's more, Shales does not restrict himself to reviews of television programs, as such. He wanders all over the television landscape. He seems to relish analyzing and comparing the news coverage by the networks of major breaking events, or writing about trends and developments in the business, or doing long profiles on television's celebrities, from William S. Paley to Farrah Fawcett-Majors.

All of which may indicate the secret of Shales's success. He is a television fan. He loves the medium as, he says, any critic should love the medium on which he focuses his attention. He grew up in Elgin, Ill., watching television from Chicago on a 14-inch RCA mahogany console. And he is old enough to have known television before *The Brady Bunch*. "I remember the 'golden age' of television," he says. And when he started writing for the Style section of *The Post*, "as a second stringer," he quickly gravitated to television.

Now, he says, equipped with three televi-

sion sets at home (the unmarried Shales refers to the collection of Sonys as "my Japanese family of television sets") and three in his office at *The Post*, plus a number of VCR's in both places, he watches the box 40 hours a week.

Shales concedes that may be "more than any human being should" watch television. Still, of that, while 80% is work-related, the rest is for sheer pleasure. What does he watch when he has his feet up and his notebook is out of reach? Nonprime-time stuff, like *Johnny Carson* and *David Letter-*

man, and HBO offerings.

Shales approaches his job as critic in a classic manner. It is his job, he feels, to point out the shortcomings he sees. Simply "to praise" what he sees, he says, "would blow up the egos of people with egos already the size of baseball fields." And he sees his first job as being to influence his readers (and they are not limited to the Washington-New York axis—most of the pieces he writes for *The Post* are syndicated, through the Washington Post Writers Group, to 160 newspapers around the country); his second, to influence the business. "I like to think I have influence," he says. And while he says he does not "try to inflict pain," he also says, "The one weapon I have is to



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embarrass the guys when they screw up." Is that enough to enable him to make a difference? It seems so—if within limits.

There are some at the networks who say that Shales's coverage of news events on which all four networks are focusing—a hostage-taking story, for instance, or Super Tuesday, when he is working all three Sonys and taping the fourth network on a VCR for later review—is not taken as seriously as it once might have been. "We started realizing...that he's not watching all the time," said one network executive. "You have the sense he's just watched the last five minutes." And he is not seen as having the power to make or break a show in terms of the ratings it achieves.

But, more than one network executive said his impact is felt internally, within the organization. "I read everything he writes,"

said Richard Wald, senior vice president, ABC News. "I disagree sometimes violently with his conclusions. But he's a fascinating writer....And he makes points with power. You don't change, but you reexamine things. You know other people read what he's written." And in a business where the product disappears on being shown to the public, those responsible for the product, Wald said, look to critics for validation of their effort, and would rather have the critics' approval. Thus, Shales's power to "embarrass."

That was also suggested in the comment of Joanna Bistany, vice president and assistant to the president of ABC News. "When creative people have put a lot of effort into a show, yes, criticism makes an impact," she said. "You don't want to see your baby torn apart." But the "true impact," she added, "is



Shales

when he points out something that went wrong. You know someone is watching." Particularly if that "someone" is, as Wald describes Shales, "literary and sophisticated."

Rukeyser has no doubt about the extent of Shales's influence, even if he cannot cite specific examples of it. "In a bureaucratic business, it is hard to point to causes of change," he said. "But Shales's moral suasion is consistent, and people pay attention. Decisions are made by people who have been influenced by Tom Shales."

Perhaps it is the Washington milieu in which he moves, but Shales does not restrict himself to the business and art or even the politics of television. He writes with passion about the regulatory—or, rather, what really bothers him, the deregulatory—policies of the FCC. "The Mark Fowler show was a long-running disaster," says Shales of the FCC under the former chairman. "I am not," he added, unnecessarily, "a fan of deregulation."

"Television performs a lot of functions besides simply raising capital and selling goods," Shales said, referring to the former FCC chairman's view that the business of broadcasting was business. "It performs social, socializing, cultural and informational roles. It is a citizen of democracy, and very important. I think his [Fowler's] idea that the marketplace should rule was baloney, thickly sliced."

Indeed, Shales would turn his feelings about the commission into a political cause. He would like to see the election of a Democratic President who would "kick out" the current FCC chairman, Dennis Patrick, whom he dismissed as Fowler's "Charlie McCarthy," "and start over."

And thus the passion that drives Shales in writing about television programing and those who produce it is evident also in his approach to government when it affects the medium—for good or ill. Fowler and Patrick would argue—and they have argued—that deregulation allows the creative juices within the medium to flow more freely. That is

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the kind of talk to which Shales refers as "baloney."

The freedom to express such opinions—and the means for spreading them beyond

the sound of his voice—make Shales one of that fortunate breed who are happy in their work. He may fantasize sometimes—as he did when asked what he would really like to

do with his life—about "teaching in France." But with Pulitzer in hand, such thoughts pass quickly. "Absolutely, this is what I want to do." □

Religious war on cable?

Reacting to establishment of ad-supported Vision service, PTL writes cable MSO's saying new nondenominational channel is unnecessary and ill-conceived

PTL, the Inspirational Network, fighting being dropped by cable systems, has sent a memorandum to cable MSO's taking issue with statements made by the Vision Interfaith Satellite Network. Basically, PTL contends Vision is a solution to a problem that doesn't exist.

Using Gallup survey data, PTL director of cable marketing, John McEntee, says that most of the viewing of religious television programming is done by evangelicals, whereas Vision hopes to reach nonevangelicals. That group, said McEntee, is less interested than evangelicals in watching religious programming and would be less likely to be loyal viewers.

PTL also said Vision, while describing itself as an ecumenical service, plans to take advertising and will program prime time with entertainment series and movies. "Already religion is being downplayed," said McEntee. "All the cable industry needs is another clone of CBN entering the market," he said.

The nonsolicitation of funds may be high-minded, but PTL said religious broadcasters use only 11% of air time raising funds, while advertising-based religious programming has 21% of its time devoted to advertising.

McEntee said the secular press has overblown accounts of PTL's financial troubles. "The misrepresentation by the secular media of religious broadcasters as money-grabbers simply is not true," he said. Furthermore, strict accountability rules are now in place, he said.

PTL said Vision's formation is in reaction to this and "is not the product of substantiated research." PTL said there already is enough religious programming fulfilling viewer's needs. It said PTL carries programming from a wide spectrum of religious groups. Vision, it said, represents nothing new in religious programming. "This is not the time to 'reinvent the wheel,'" McEntee said.

Consulting Westwood. The Pollack Media Group, a radio program and management consulting firm based in Pacific Palisades, Calif., and headed by Jeff Pollack, has signed with Westwood One to provide consulting services for Westwood's three network operations—the Westwood One Radio Networks, the NBC Radio Networks and the Mutual Broadcasting System. Pollack had been consulting the ABC Radio Networks for the past seven years.

PTL goes on to allege that "VISON founders contracted, as their programming and management entity, a group of individuals who could not get their own gospel network far enough off the ground to satisfy its underwriters," an apparent reference to the Gospel Music Network, which is handling many of the cable industry-related functions of Vision.

PTL also pointed to comments by Eternal

Word Television Network President Bill Steltiemier, who said he did not think consumers would embrace a multid denominational network.

Many of those religious networks may have the most to lose if Vision succeeds. Already, several MSO's have dropped PTL in the wake of the Bakker scandal, and with Vision coming on line with the support of many of the top cable operators, other ser-



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Satellite Footprints

U.S.-UK satellite bridge. Pan American Satellite has crossed another threshold on its way to link the U.S. and the United Kingdom through the satellite communications service. Britain's Department of Trade and Industry told the State Department it will participate in a joint U.S.-UK consultation with Intelsat regarding PAS's proposal to use six Ku-band transponders aboard a PAS 1 satellite to serve customers in the UK. The department's decision was the third from the British government affecting operations of international communications satellites. First, the Department of Trade and Industry, in February, authorized use of on-premises receive-only antennas within the UK for receiving signals from privately owned international satellites. Two weeks ago, Britain's Office of Telecommunications ruled that British Telecom, the UK's signatory to Intelsat, was required by its licenses to provide uplinks to international satellites as requested by its customers. Last week, the Department of Trade said: "The way is now open for certain two-way services which may be provided from the UK over international leased circuits..." PAS President Fred Landman, citing U.S. policy regarding separate international satellite service, said: "The consultation is the final regulatory requirement before we open up specialized satellite service with Great Britain." PAS has already completed Intelsat consultations regarding the use of its C-band services in the Caribbean, Central America and Latin America.

Satellite bust. U.S. Customs officers have raided four offices of Echosphere, a Denver-based home satellite equipment distributor. In Miami, an office-warehouse with an estimated \$4 million in descrambling equipment was seized, said the special agent in charge, Patrick O'Brien. Customs impounded the gear because, said another Customs agent, "it was [Echosphere's] practice" to ship equipment overseas, in violation of the Arms Export Control Act. However, Customs will examine the confiscated equipment to see if it had been altered for unauthorized reception of scrambled signals. Echosphere is a major distributor of General Instrument's Videocipher descramblers. The investigation began three months ago based on tips. In late March, Customs seized a small number of Videocipher units being shipped by Echosphere to Cancun, Mexico, said O'Brien. A statement by Echosphere President Charles Ergen said the company "has never violated any U.S. Customs laws" since receiving its export licenses in 1983.



Richard Rozacko



Keith Horton



Mel Stone



Bruce Kanner

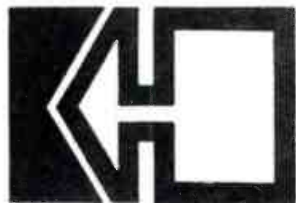
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VICES may get caught in the squeeze or may be combined into one religious channel with Vision.

David Ochoa, chief executive officer of Vision, called the letter "very unfortunate." He said Vision "doesn't seek to replace PTL or any other channel." Vision intends to carry programming that is broad in scope from mainline churches which have heretofore not been represented on television. But clearly the scandals that have rocked some television ministries played a pivotal role in Vision's development. "The issue of credibility is a significant one," said Ochoa, which is why Vision will stay away from fundraising.

Mitchell now top man at Ampex

Ampex has no plans to replace Charles Steinberg, chairman emeritus and one-time president and chief executive officer of the broadcast equipment manufacturer, who resigned to take a high-level position at Sony Corp. of America (BROADCASTING, April 4).

Now holding the top post at Ampex is Max Mitchell, who replaced Steinberg as president and chief executive officer shortly after the New York-based holding firm Lanesborough bought the company from Allied-Signal for \$515 million last spring. Mitchell went to Ampex in 1983 from a separate subsidiary of then corporate parent, Signal.

Steinberg, in his new job as executive vice president at Sony, will be responsible for all nonconsumer products, including broadcast equipment. The company's Sony Communications Products Co. and its Sony Information Systems Co. will report to him, and he will handle nonconsumer businesses throughout Latin America and certain other foreign markets as well.

Several other key executives have also left Ampex in recent months. Among those departing were the head of the company's worldwide marketing, sales and service organization, Donald Bogue; one-time national sales manager, Robert Natwick, and a former business manager of video recorders and director of marketing for data and instrumentation systems, Jock Diermann.

Ampex's new owner, Lanesborough, which has no other businesses in the electronics field, has filled the vacancies from within the company, rather than bringing in outside managers.

Long-time executives Mark Sanders and George Merrick, for instance, now head the company's recording systems and video systems divisions, respectively. And the company last week also named former tape division head, Robert Wilson, to the general manager's post for worldwide marketing, sales and service.

The company has continued to maintain strong sales in its broadcast, professional and government data systems business, with record 1987 sales of \$619 million and earnings from operations (including royalties) up 35% over 1986.

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Senior Debt

\$90,000,000

Subordinated Debt

Star Midwest, Inc.

(a subsidiary of Star Cable Group)

has acquired

North American

Communications Corporation

Combined Cable Corporation

Columbia Cable Corporation

Cable Properties of Illinois

and

James Communications, Inc.

\$190,000,000

Senior Debt

\$80,000,000

Subordinated Debt

Georgia Cable Holdings

Limited Partnership

(an affiliate of the Robert M. Bary Group, Inc.)

Acad's Partners, L.P., Prime Ventures, Inc. and

Prime Communications Partners, L.P.

has acquired the assets of

Cable Atlanta, Limited

and

Prime Cable Of Georgia, Ltd.

\$310,000,000

Senior Debt

\$20,000,000

Preferred Stock

Cablevision Systems

Corporation

(through its wholly owned subsidiary,

Adams-Russell Communications, Inc.)

has acquired

Adams-Russell Co., Inc.

\$180,000,000

Senior Debt

\$103,100,000

Subordinated Debt

Adams Television Corporation

(has acquired existing debt and acquired

the assets of Adams Television Corporation)

Forward Communications

Corporation

\$251,000,000

Senior Debt

\$127,000,000

Subordinated Debt

U.S. Cable Television Group, L.P.

(a partnership formed by Martin Pomidor and Eric Ruse)

has acquired the assets of the

C4 Media Cable Companies

and the

Essex Cable Companies

\$38,000,000

Senior Debt

\$18,000,000

Subordinated Debt

\$12,000,000

Preferred Stock

Crump Communications

of Charleston, Inc.

(a subsidiary of Crump Communications, Inc.)

has acquired

WCSC-TV

(the NBC affiliate in Charleston, South Carolina)

\$11,500,000

Senior Debt

\$5,300,000

Preferred Stock

CEA Acquisition Corp.

has acquired

Consolidated Theatres

Incorporated

\$130,000,000

Senior Debt

\$75,000,000

Senior Notes

Edgell Communications

has acquired

HBJ Publications, Inc.

\$87,000,000

Senior Debt

Northeastern Cable

Limited Partnership

(an affiliate of the Robert M. Bary Group, Inc.)

has acquired a 50% interest in

Taft Cable Partners

Financing provided by

GE Capital

\$57,000,000

Senior Debt

AMC of Delaware, Inc.

(an affiliate of Amstar Media, L.P.)

has acquired

WLOS-TV

(the ABC affiliate in Asheville, North Carolina)

Financing provided by

GE Capital

\$200,000,000

Senior Debt Participation

National Amusements, Inc.

has acquired

Viacom International, Inc.

Financing provided by

GE Capital

\$21,250,000

Senior Debt

with a 50% interest by Robert M. Bary, N.A.

\$17,000,000

Subordinated Debt

TVSM Acquisition Company

has acquired

TVSM, Inc., Publisher of

The Cable Guide

Financing provided by

GE Capital

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Media have rough day in courts

\$3-million-plus libel award upheld against CBS and commentator for its WBBM-TV Chicago; appeals court rules against press leak supplier

April 4 was the media's own black Monday.

It was the day the Supreme Court let stand the largest libel award against a media defendant thus far upheld on appeal—a \$3,050,000 judgment against CBS and an anchor/commentator at its WBBM-TV Chicago for a commentary, broadcast in 1981, that lower courts found to contain deliberate falsehoods about the cigarette advertising of Brown & Williamson Tobacco Co. Media groups that had supported CBS's petition for review said the high court should consider the question of whether the nature of the judgment violated the First Amendment. The justices declined, without comment or dissent, to take the case.

It was also the day a three-judge panel of the U.S. Court of Appeals for the Fourth Circuit, in Richmond, Va., unanimously upheld the conviction on espionage charges of a former Navy intelligence analyst, Samuel Loring Morison, for leaking classified satellite photographs of a Soviet ship to a British publication. The panel rejected the argument of more than 30 media groups that the law involved was not intended to be applied to press leaks.

In the WBBM-TV case, the U.S. Court of Appeals for the Seventh Circuit last August had affirmed a jury verdict that Walter Jacobson had broadcast a false charge when he said the company had attempted to attract young people to Viceroy cigarettes with advertising offering an "illicit pleasure"—comparable to "pot, wine, beer and sex"—and as initiation into adulthood. The appeals

court, moreover, held that Brown & Williamson had sustained the heavy burden of proof required of plaintiffs deemed public officials or public figures: It demonstrated that the defendants had acted with "malice"—that they knew or should have known the material was false or had entertained serious doubts about its accuracy. The court said Jacobson and his assistant had been unable to find any "pot," "wine" or "sex" ads and that the assistant, Michael Rudutzky, had destroyed "critical documents" that might have aided Brown & Williamson in its prosecution.

Jacobson, who has won a number of awards for his work, including 17 Emmys, contended the commentary, broadcast during one segment of a five-part series on smoking and the tobacco industry, was based in part on a confidential report of the Federal Trade Commission. The report allegedly said that Brown & Williamson had tested such a campaign. Jacobson says he was unable to obtain copies of the ads the FTC says were tested. And CBS did present ads it says were toned-down versions of those suggested to Brown & Williamson. (Jacobson last week also said his assistant had discarded documents after a district court had dismissed the libel suit—but before it was reinstated after an appeal.) But the federal court jury and the appeals court concluded that Brown & Williamson had not adopted the strategy. And the tobacco company said it had fired the advertising agency that had recommended it.

CBS Associate General Counsel Douglas Jacobs said the company was "disappointed. We feel the interpretation of the commentary asserted by Brown & Williamson and accepted by the courts below was incorrect

and should have been reviewed by the Supreme Court."

Jacobson put it more strongly. "I feel terrible," he said. "The system has gone awry. The bottom line is, 'I did not with malice aforethought present false information.'"

Brown & Williamson, on the other hand, expressed pleasure. "The good name of the company and its people have been vindicated," it said in a statement. "The courts have found that the public's right to fair and accurate reporting of the facts coincides with the right to protect one's reputation against slanderous attacks."

The award to Brown & Williamson consists of a \$1-million judgment against CBS for "presumed damages" to the tobacco company's reputation and \$2 million for punitive damages. The remaining \$50,000 was for punitive damages levied against Jacobson. Jacobs said the company had paid all of the damages in December; he noted that the judgment was not stayed pending appeal.

The total, according to Henry Kauffman, general counsel of the Libel Defense Resource Center, a media-supported clearinghouse, was the first multimillion-dollar award to survive the appeal process. That is the "significance," he said. Jury awards of "\$1 million or \$2 million" are not uncommon, he said. But until the WBBM-TV case, he added, "they were either thrown out or reduced substantially on appeal." The largest to survive until last week was one of \$850,000 against the Outlet Communications Co. because of a broadcast by its KSAT(TV) San Antonio, Tex., naming a local company and an individual as being involved in gun running. According to the LDRC, the average award upheld following appeal has been less than \$150,000 (see box, page 116).

CBS, in seeking Supreme Court review, said that in the absence of evidence of actual injury, Brown & Williamson was awarded \$3 million composed entirely of presumed and punitive damages. Those facts, it argued, "present the strongest possible argument against the constitutionality of presumed and punitive damages in such libel cases." The media groups represented in a friend-of-the-court brief, including ABC and NBC, made a similar argument, pegging it to suits brought by public figures. But Brown & Williamson, in opposing review, said publication of the "lurid charges" had caused it "grave injury."

□

The appeals court decision in the Morison case—unless overturned on appeal—indicates the government has the authority to

Fee bill. Senate Commerce Committee has hearing scheduled April 27 on bill that would impose fee on transfer of broadcast properties. Fees would be used to help offset federal deficit for first two years and later would become part of trust fund for public broadcasting.

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<p>WHEREHOUSE Wherehouse Entertainment, Inc. has been acquired by WEI Holdings, Inc., a corporation formed by Adler & Shaykin. We initiated this transaction and acted as financial advisor to Wherehouse Entertainment, Inc.</p>	<p>New Issue 1,840,000 Shares  Common Stock</p>	<p>New Issue 1,750,000 Shares  Common Stock</p>	<p>New Issue \$50,000,000  Plenum Publishing Corporation Convertible Subordinated Debentures</p>
<p>\$70,360,000  DIC Animation City, Inc. Senior Notes, Subordinated Notes, Revolving Note, Common Stock and Preferred Stock</p>	<p>\$81,000,000  Weintraub Entertainment Group, Inc. Subordinated Debentures with Warrants to Purchase Class A Common Stock</p>	<p>\$13,000,000  Federal Enterprises, Inc. Convertible Subordinated Debentures We acted as financial advisor in the private placement of these securities.</p>	<p>4,000,000 Units Falcon Cable Systems Company, a California Limited Partnership Master Limited Partnership</p>
<p>\$50,000,000  CAROLEO PICTURES INC. Senior Subordinated Notes</p>	<p>\$25,000,000 Aaron Spelling Productions, Inc. Subordinated Notes</p>	<p>\$260,000,000 FMI Financial Corporation to be renamed Great American Communications Company. Senior Subordinated Debentures</p>	<p>\$250,000,000 GACC Holding Company \$125,000,000 Senior Extendable Reset Notes \$125,000,000 Senior Notes</p>

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Bad news. News on libel front is not good for media. Libel Defense Resource Center, in latest study of issue, said media defendants lost more often at trial than in previous two-year period—72% compared to 54%. And when libel suits were tried before jury, as they are in more than 90% of cases, loss record went up to 78%, compared to 62% in previous period. Damage awards in lost cases were down, on average, to \$1.1 million from \$2 million-plus. But LDRC did not take much comfort from that statistic; it noted that decrease in average award was attributable largely to reduction in exceptionally large awards of high-seven and eight-figure awards. There was more bad news in performance of appeals courts in libel cases. Overall size of damage awards being affirmed on appeal was up, by almost 20%, from \$121,750 to \$145,550. And although there was no award in excess of \$500,000, that barrier will be broken. It said that since end of latest reporting period covering 1985-'86, an award of \$850,000 has been affirmed. It also noted appellate court has upheld an award of \$3.05 million, in Brown & Williamson's suit against CBS. And, again since end of study period, award of \$5 million-plus has been entered in Wayne Newton's suit against NBC. That case is now on appeal. If those awards are not overturned, LDRC said, they would represent far more significant threat to media than previous averages, "which were consistently overturned or very substantially reduced on appeal."

prosecute government employees who provide members of the press with information covered by the espionage laws. Morison was found guilty of violating those laws in U.S. district court, in Baltimore, three years ago for passing three classified photographs—of a Soviet aircraft carrier under construction in a Black Sea naval shipyard—to *Jane's Defence Weekly*, a London-based publication of Jane's Publishing Co. Morison had been serving on a freelance basis with the company's "Jane's Fighting Ships," a standard reference work, and was seeking permanent employment with the weekly. The decision could also have consequences for the press. Morison's attorney, Mark H. Lynch, said the decision would leave reporters subject to grand jury subpoenas, facing orders to reveal their sources. But he said the ruling will be appealed.

Judge Donald Stuart Russell, in writing for the court, indicated it was not impressed that Morison took the documents for the benefit of the press. "The mere fact that one has stolen a document in order that he may deliver it to the press, whether for money or for other personal gain, will not immunize him from responsibility for his criminal act," he wrote. "To use the First Amendment for such a purpose would be to convert the First Amendment into a warrant for thievery."

Russell's opinion rejected the defense argument that the espionage laws were intended to apply to "classic spying." Rather, he wrote, they were "intended to criminalize"

disclosure to anyone not authorized to receive the classified material. "Actually," he said, "we do not perceive any First Amendment rights to be implicated here." It was, simply, a case of a civilian member of a military intelligence service being prosecuted "for purloining" material described as "intelligence information" and "secret" and for transmitting it to someone the law said was not entitled to receive it.

Some communications attorneys, however, did not read the case in entirely negative terms. Richard Schmidt, general counsel of the American Society of Newspaper Editors, one of the groups represented in the friend-of-the-court brief, said, "It would have been far better if they had reversed [the lower court.] But they threw us a bone." He was referring to statements in the concurring opinions of the two other judges on the panel, J. Harvie Wilkinson and J. Dickson Phillips Jr. Both seemed designed to ease concerns the government could use the law to stifle a vigorous press.

"I do not think the first Amendment interests here are insignificant," Wilkinson wrote, adding, "Criminal restraints on the disclosure of information threaten the ability of the press to scrutinize and report on government activity." Furthermore, he said, "The First Amendment interest in informed popular debate does not simply vanish at the invocation of the words 'national security.'" In that regard, he noted that no decisions are more serious than those bearing on peace and war. And Morison, he noted, said

he had released the pictures of the Soviet nuclear carrier to alert the public to the dimensions of a Soviet naval buildup. "Although this claim is open to serious question," Wilkinson said, "the undeniable effect of the disclosure was to enhance public knowledge and interest in the projection of Soviet sea power such as that revealed in the satellite photos."

Wilkinson, on the other hand, expressed doubt that upholding the Morison conviction would stifle investigative reporting, as the media groups argued in their friend-of-the-court brief: "Even if juries ever could be found that would convict those who truly expose governmental waste and misconduct, the political firestorm that would follow prosecution of one who exposed an administration's own ineptitude would make such prosecutions a rare and unrealistic prospect." Still, he said that the question is not one of motives but rather of who must decide. "The answer," he added, "has to be the Congress and those responsible to the Chief Executive." For where matters of extreme sensitivity are involved, he said, "we cannot invariably install, as the ultimate arbiter of disclosure, even the conscience of the well-meaning employe."

Phillips said he concurred in Russell's judgment and in the opinion—except with regard to Russell's discussion of the First Amendment. There, he said, he agrees with Wilkinson's view that "the First Amendment issues raised by Morison are real and substantial." And he expressed concern that the espionage statutes are too broadly drawn to provide precise instruments for prosecuting "government 'leakers' to the press as opposed to government 'moles' in the service of other countries." But Phillips agreed with Wilkinson that the statutes can be constitutionally applied to convict press leakers "by limiting jury instructions which sufficiently flesh out the statutes' key element of 'relating to the national defense.'" As stated, he said, that term is "both constitutionally overbroad and vague."

Morison, grandson of the naval historian Samuel Eliot Morison, faces a two-year prison sentence for releasing the photographs to the British magazine. He is free on \$100,000 bail. □

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Time is money. Three former executives of WNYW-TV New York have been indicted for illegal sales of air time valued at \$1.3 million. With discounts they offered buyers, the executives allegedly collected \$650,000. The three defendants are Leo Goldschmidt, former account executive; Richard Witkin, former VP and commercial operations manager, and Stephen Zumbernick, former assistant business manager. All three left the station after the investigation began in 1986. The scheme allegedly lasted from 1983 (when the station was owned by Metromedia) to 1986, when a Fox management team discovered it. First- and second-degree larceny charges against the three carry maximum penalties of seven years in prison.

ABC's network-affiliate joint venture

News department takes the unusual step of requesting footage, including original reporting, from 50 stations for special

ABC News, and about 50 of its affiliates, broke new ground last night (April 10) with a not-so-new topic—drug abuse in America. *Drugs: A Plague Upon the Land* was the ABC News special that aired at 10-11 p.m. The program itself is news, not so much for what it reported, as how it went about reporting it. More than two-thirds of the material came from affiliates, much of it custom ordered for the broadcast and paid for by the network. ABC executives and affiliate news directors said there has never been that level of cooperation between a network news division and affiliates on a special report.

According to Av Westin, vice president, program development, ABC News, who heads the division's long-form program unit, *Drugs* represents what the network hopes will be the first in a series of joint projects. Westin also said the project was a recognition that affiliates can do a better job on some stories than the network can do. "It's a recognition by us that the quality of [affiliate] reporting is every bit as good on stories of great interest to their communities as the network's would have been. We could not have done as well as a reporter who is closely associated with the community."

Westin said the impetus for the special was the murder of a New York City policeman, about a month ago, who was sitting outside the home of a witness in a drug case. At the time, he said, it struck him that drug-related crime and violence is not just isolated to New York, but that "it's happening everywhere."

Westin decided to put out a call to all affiliates for any stories they had done recently on drug abuse. About 75 affiliates responded with material. At press time, the final post-production touches were being put to the show, but it appeared that material from about 50 stations would be used, including some instances where stations were commissioned to do fresh reporting.

Peter Jennings is the host of the show, which opened with a montage of footage from about 15 affiliates of drug-plagued neighborhoods across the nation. After the opening, network and affiliate footage, with voice-overs from both network and station correspondents were woven together. Every time a piece of footage used by a contributing affiliate appeared, an identification "button" flashed on the air, with the contributor's call letters superimposed on the logo of the news special.

In addition, every time a voice-over or standup was used from a contributing station correspondent, a banner identifying the re-

porter accompanied the station ID.

Exactly how much ABC News paid the affiliates could not be determined, but it's believed it was not more than \$50,000. Westin stressed that he did not take the approach as a cost saving measure. "This was not an inexpensive program to produce," he said, adding that it cost about as much to make as the average prime time news special (about \$350,000). "But it was cost effective," he said.

Westin did suggest, however, that the cost-consciousness brought to the network by Capital Cities when it bought ABC two years ago "led to a re-evaluation of the network-affiliate relationship." Since that time, he said, considerably more news footage from affiliates has shown up on network news programs "in terms of daily stories."

Much of the changing relationship between the networks and affiliates is attributable to technology. The satellite has enabled both to communicate much easier than in years past. But affiliates also suggested that network news divisions were more reluctant in the past to work with affiliates, because the belief was that station journalism stan-

dards were lower than those of the networks. Whether justified or not, both sides say that attitude is changing. "The environment changes and you don't realize it until you have to," said Westin. "The cliché of the blow-dried, bubblehead local news [effort] died hard at the networks."

Affiliates involved in the ABC effort said it was the first time they had worked so closely on a network news special. "It's an interesting experiment," said Jim Boyer, news director at KOMO-TV Seattle, which contributed two developed pieces to the program. "I'm not sure this is the final way to make that [kind of project] work. We spent a lot of effort assisting them on this project."

Boyer said ABC was paying the station "out of pocket expenses" it incurred. "But we sure didn't make any money on it. The question for me is, is it good television that is relevant to my audience? If it is, it doesn't matter where they get it. It is not part of my priorities to become a partner with the network. Whatever I can do to cover news locally I'll do. I don't care what form it takes."

Doug Fox, news manager at WFAA-TV Dallas, said his station also produced two

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finished pieces for the broadcast. As was the case with a number of the stories ABC requested, the station had been following the story locally, "and it was more a matter of restructuring," said Fox.

While it's not unusual for a network to request file footage from affiliates, Fox said the amount of assistance the network asked for and received on yesterday's program was "extraordinary." But he also said

the network-affiliate tie, particularly in news, will continue to strengthen. "Given the financial constraints, I think so, if for nothing else than front line protection of spot news." □

Front line report from Panama

NBC's C.D. Jaco can describe first hand the violence there

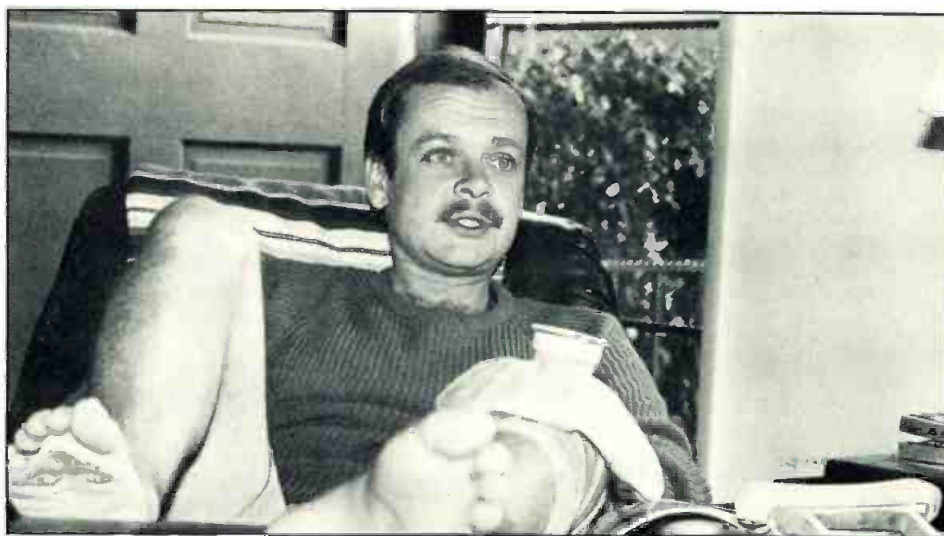
C.D. (Charles Dennis, but he prefers C.D.) Jaco, NBC Radio correspondent who has covered revolution in Nicaragua and violence in South Africa, is spending most of his time these days in an easy chair in his home in the Washington suburb of Oakton, Va., his left knee wrapped in an Ace bandage and the leg elevated, with a pair of crutches at hand in the event he wants to travel from one room to another, or to leave the house for treatment at the local hospital. Jaco is one of journalism's walking wounded veterans of the unrest in Panama.

He was one of the journalists injured on March 28, the day Panamanian soldiers swept the Marriott hotel in Panama City, looking for and arresting members of the opposition but rousting Americans, including journalists, in the hotel along the way. It was the event that triggered the decision of the Reagan administration to send 1,300 additional troops to Panama to strengthen security for the canal and the Americans stationed there. But that, as they say, is getting ahead of the story.

Jaco, 37, was injured a few hours before the raid on the hotel, while covering a massive demonstration by opponents of strongman General Manuel Antonio Noriega. His left knee had been twisted out of shape, he had tumbled down an incline and landed at the bottom, just as a tear gas cannister exploded some 15 feet from his face. It had not been a good day. And it would be a while before it got appreciably better.

"I had been interviewing people along the line of march and was taking a break with members of an NBC camera crew, and saw coming around a corner a big black vehicle with a high-pressure water hose," Jaco recalled. The "Pitufo," as the Panamanians call it, or "Smurf," was spraying a mixture of pepper gas and water that stings the skin and constricts breathing. Advancing ahead of the truck was a phalanx of army troops firing what Jaco describes as "U.S.-supplied weapons." It was, he decided, a good time to leave. Just then, he caught a splash of the pepper gas-water across the face that left him "half-blinded," and the stampeding crowd swept him across the street to the top of a grassy incline.

As he stood there, peering down the incline, "something—I don't know what it was"—caught him in the back of the head and the back of the left knee. He saw his leg bend at an unnatural angle, and heard a snap. Later, he learned it was the medial maniscus ligament, which serves as a pad between the upper and lower leg bones, tearing. Before he could contemplate that damage, he was tumbling down the incline, landing in a heap, his breath knocked out, at



Jaco recovering at home in Virginia

the bottom. His arrival there was greeted by the explosion of the tear gas cannister. He was not completely unprepared for that occurrence: NBC had issued him a gas mask, which he quickly donned, and, despite the damage to his leg, he began walking.

Jaco wanted to look for the NBC television crew, he says. But the leg gave out. At that point, he got lucky. A member of the opposition drove up in a four-wheel vehicle, helped him aboard and drove him to the local hospital. He gave the driver, a woman, some video and audio tapes for delivery to NBC headquarters at the Marriott. Then, while being tended to by a doctor who found no broken bones but, rather, the ligament damage, Jaco located a telephone and filed reports on the demonstration and the military's reaction. Equipped with a knee brace and a cane, he left the hospital and, thanks to a car and driver dispatched by NBC, returned to the Marriott. But the excitement was not over.

Jaco was in the NBC headquarters, on the 15th floor of the hotel, when he heard, then saw, the troops entering the building. They began hauling off members of the opposition who were holding another in a series of virtually daily press briefings. But journalists, too, became targets of opportunity. Jaco says an NBC cameraman, Domingo Rex, was aiming his camera when three soldiers jumped him and, in the ensuing scuffle, Jaco says, broke his nose. Ignacio Medrano, a Cuban-American cameraman working for CBS, tried to aid Rex; for his pains, he was beaten and, with several ribs broken, was thrown into a van and hauled off. Carl Hirsh, a freelance cameraman working for ABC, was also roughed up and detained. Both were released after a short time.

Meanwhile, members of the Panamanian military intelligence were making their way up the stairs through the hotel. On the 14th

floor, Jaco says, they entered the room used as an uplink center, interrupted a feed and seized the tapes. The soldiers rifled a number of other offices, seizing journalists' belongings, including their gas masks, flak jackets (it is that kind of duty), two-way radios and scripts. Jaco says he lost all of his scripts and the tape he had made of the demonstration. Finally, it was over.

Jaco returned to Washington two days later, and a couple of days after that underwent arthroscopic surgery for the removal of what he describes as "two large chunks" from the medial maniscus ligament. Treatment, including draining of blood from the affected area, is continuing, and Jaco expects to be off his feet for the next two to three weeks. It will be two or three months before he can put aside the brace or cane he will need after he starts walking. And sports like softball and tennis are probably no longer part of his future.

Jaco talked to BROADCASTING about the events of March 28 as a means, he says, of alerting broadcast journalists in the U.S. to the real dangers in Panama. For the Noriega story, like so many stories within the footprint of a domestic satellite, is drawing television and radio journalists from around the country. "Local stations are sending crews. Affiliates are rotating people in and out. Syndication services are there, as well as the major networks and foreign press."

Jaco, who has been with NBC radio since 1979, serving in Washington; New York; La Paz, Bolivia; Johannesburg, South Africa; Addis Ababa, Ethiopia; Tegucigalpa, Honduras; and Port-au-Prince, Haiti, expects to confine himself to sedentary work in the weeks ahead, perhaps writing and producing pieces for the network. He also talked of writing some magazine articles. He probably would not have trouble thinking of things to write about. □

Passing the plate

The Vision Interfaith Satellite Network has established a rate structure that will have cable operators paying two cents per subscriber per month upfront to help the service get off the ground.

According to Chief Executive Officer David Ochoa, Vision will charge operators one cent per subscriber per month in year two and nothing in year three. By that time, Vision hopes to be profitable and to be able to rely on advertising for revenue.

Ochoa said Vision officials plan to present the service to the industry at the National Cable Television Association convention in Los Angeles later this month. Vision plans to go on the satellite July 1 and has already had the commitment of several large MSO's, including Tele-Communications Inc., Jones Intercable, Post-Newsweek and United Cable. Ochoa reported an "overwhelming" response from MSO's briefed on the project.

While operators will be supplying the money for start-up operations, sales staffs and satellite costs, the church groups involved with Vision will be responsible for developing and providing the programming.

Programming ideas, said Ochoa, include an early morning news program, programming for children between 7 and 9 a.m. and a mix of programming between 9 a.m. and noon. Ochoa hopes to have a midday discussion show. A pilot is being developed for a values-based soap opera, and Ochoa is looking at the possibility of a values-based game show.

Ochoa hopes to have a live call-in talk show at 7:30 p.m. on weekdays with installments addressed to teen-agers, the elderly, the family, parents and ecumenical concerns. There is some mainstream entertainment Vision is looking at, such as gaining the rights to air films such as "Lilies of the Field." There is discussion about negotiating with CBS for Edward R. Murrow's *Harvest of Shame* documentary, Ochoa said. He hopes the movie night will bring in a 1 rating.

Vision may go to a Jewish seder or a Greek Orthodox mass, he said, and provide a guest analyst to help viewers understand what's going on.

Advertising on the service will not disrupt the programming, Ochoa said. A church service, for example, will not be interrupted for a commercial, he said. In children's programming, on-screen borders will identify commercials.

Although the cable industry will initially fund Vision, its direction beyond the start-up period will be by the religious representatives making up the five-member board of directors, said Ochoa, and the 20 participating religious groups. Cable operators will continue to play an active role in one element of the programming mix: encouraging churches to

develop programming for the local windows that will be provided.

Olive branch

National Cable Television Association Chairman Jim Cownie told a Women in Cable meeting in Greenwood Village, Colo., last week that public hostility between the broadcasting, cable and motion picture industries "serves no useful purpose" and said NCTA is willing "to work with other interests to reach negotiated compromise agreements to present to regulatory bodies."

In the last month, representatives of Hollywood and cable have met several times to discuss a wide range of issues affecting both industries. Although no immediate agreements have come from those talks, the two sides continue to schedule meetings. "For the record," the Heritage Communications president said, "I expect that willingness on the part of NCTA to work out differences with the broadcasters and the motion picture industry to continue at the national level." Cownie pointed to the 1976 Copyright Act, the Cable Communications Policy of 1984 and the must-carry rules as examples of

NCTA's working successfully with other industries.

Cooling the rhetoric and keeping Congress from reregulating the marketplace should not be cable's only concern, said Cownie. Cable needs "to be a little more sensitive to the overall marketplace changes that are affecting our competitors, and do what we can...to develop better relationships at the local level." That includes local broadcasters, said Cownie. "To the extent that we have problems at the national level, especially with respect to the broadcast industry, those problems tend to bubble up from the local level," he said. Broadcasters "are often influential citizens who can create problems with our city councils, our customers and members of Congress," he said. The problems that exist are not intentional, he said, but occur "through a lack of forethought, courtesy and a lack of communications."

Shopping list

Management Horizons, a division of Price Waterhouse, has released a report on home shopping suggesting that the rapid growth

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of the past two years "will not likely continue as the market approaches saturation." MH estimates the industry, which took in \$1.2 billion in 1987, could reach sales of \$3 billion in 1990.

But MH expects "a considerable amount of near-term consolidation. The consolidation will result both from acquisitions, as the stronger companies solidify their positions, and from failures, as the weaker ones fall. In fact, the shakeout has already begun," the company said. Indeed, Home Shopping Network bought Sky Merchant late last year and cable executives have discussed the merging of other shopping channels.

□

Cable Value Network has received a boost with a "strong buy" recommendation from Eberstadt Fleming. The Wall Street firm estimated that CVN would take in \$560 million in revenues in 1988 and record profits of \$25 million, surpassing HSN's profit estimate of \$22 million on revenue of \$730 million. Eberstadt estimated that QVC Network would have revenue of \$170 million this year and profit of \$7.5 million.

Among CVN's pluses, said Eberstadt, were its wide distribution due to the backing of cable operators, the experience of its management team and relatively light debt load.

Showtime's exclusive

Weintraub Entertainment Group and

Showtime/The Movie Channel have signed a multiyear agreement for Showtime/TMC to hold exclusive U.S. pay TV rights for 20 upcoming motion pictures from WEG. Viewer's Choice, Showtime/TMC's pay-per-view vehicle, will also feature WEG's films. Included in the package are "My Stepmother is an Alien," starring Dan Aykroyd and Kim Basinger, and "The Gods Must Be Crazy II."

X marks spot

X*Press Information Services, which offers home information services to cable subscribers with personal computers, has begun marketing its services to owners of backyard earth stations. Dr. Gerald Bennington, president of X*Press, said that about 25% of the two million TVRO owners have personal computers.

General Instrument is aiding in the roll-out by manufacturing hardware and software kits. The kits, with a suggested retail price of \$350 each, include an InfoCipher 1500R, RS232 serial cable and X*Press software. GI is offering three months of free use of X*Press's two services, X*Change and Executive. Thereafter, X*Press will be available to TVRO homes through Netlink's satellite programing package.

Elsewhere, X*Press said that several cable systems owned by Jones Intercable and Lenfest Group totaling nearly 240,000 homes had signed to provide X*Press services to their subscribers.

Closed

U.S. Cable Television closed the \$225-million acquisition of cable operator Essex Communications. The systems, with 135,000-subscribers, will be run by U.S. Cable affiliate Multivision Cable TV Corp., which is not expected to retain Essex home-office personnel, including Chairman Paul Field and President Dave Pardonner. Pardonner said he plans to "stay active" in the cable business, possibly in partnership with Field.

Revival

Walt Disney Co. plans to bring another animated offering from its film vault to television, premiering "Lady and the Tramp" on the Disney Channel on Saturday, May 7, at 7 p.m. Originally released in 1955, the film joins such other animated classics as "Alice in Wonderland," "Dumbo," "Pinocchio," "Robin Hood" and "Sleeping Beauty" that have premiered on the channel. The movie will be seen eight other times in May.

Live from the Garden

HBO last week announced that it would carry live the Atlantic Records 40th anniversary celebration from Madison Square Garden on Saturday, May 14. The special will include appearances by a host of Atlantic label artists, such as the Average White Band, Dan Aykroyd, the Bee Gees, Laura Branigan, the Coasters, Phil Collins, Crosby, Stills, Nash & Young, Roger Daltry, Pete Townsend, Foreigner, Genesis, Iron Butterfly, Mick Jagger, Keith Richards, Ben E. King, Manhattan Transfer, Herbie Mann, Robert Plant, the Rascals, the Spinners and Yes. The four-hour show on HBO will begin at 8 p.m., although the concert will begin at 1 p.m. In addition to the live performances, HBO will carry highlights of earlier performances and archival footage from Atlantic's library.

Making itself at home

United Cable Corp. moved into the ranks of home video last week, buying 5% of a Fort Lauderdale, Fla.-based home video operator, Blockbuster Entertainment, for \$12.25 million. United bought 700,000 shares at \$17.50 per share. With the cash infusion, Blockbuster intends to open 100 additional video rental stores by October 1990 in small markets where the cable company has movie theaters or cable systems. United Cable is in negotiations to merge with United Artists Entertainment, which owns 2,000 movie screens across the country. It, in turn, is majority owned by Tele-Communications Inc.

Blockbuster presently operates more than 200 video stores. Blockbuster Chairman H. Wayne Huisenga said the agreement "will provide opportunities in purchasing, advertising and cross-promotion."

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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&B—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; 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. One meter equals 3.28 feet.

New Stations

- Niceville, FL (BPH880324NJ)—Jackson Cobb Jernigan seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 185, Mary Esther, FL 32569. Principal has no other broadcast interests. Filed March 24.
- Niceville, FL (BPH880324NV)—Niceville FM Co. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 900 Juniper Ave., Niceville, FL 32578. Principal is owned by Lynne A. Waltz, who has no other broadcast interests. Filed March 24.
- Niceville, FL (BPH880324NR)—Westenberger FM Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: Kieferwald Circle #1, RR1, Mary Esther, FL 32569. Principal is owned by Kenneth D. Westenberger; Richard H. Anderson; John H. Angell; J. Darrell Ash; Charles L. Burns; Craig E. Cook; Gary Crook; R.L. Groat; Corbett R. Hall; Darel L. Hatley; Y.D. Hawkins; Joseph Jarman; John C. Jarrard; John Carter Jarrard; Donald F. Maner; John L. Moran; J. Philip Novry; Phillip Osborne; Kenneth W. Parker; Lynn O. Pitegoff; Hilda E. Ramirez; Jose L. Santana; Linda F. Sides; Charles E. Sipe; Everett L. Smith, and Jeannie S. Stimpson. It has no other broadcast interests. Filed March 24.
- Niceville, FL (BPH880323MG)—Emerald Coast Broadcasting Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 618 St. Martin Cove, Niceville, FL 32578. Principal is owned by Lawrence E. Kindred, who has no other broadcast interests. Filed March 23.
- Niceville, FL (BPH880323MH)—Niceville Radio Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: Rte. 2, Box 197E, Niceville, FL 32578. Principal is owned by Jerry H. Peatross and Patty L. Peatross, who have no other broadcast interests. Filed March 23.
- Niceville, FL (BPH880324MM)—Niceville Minority Broadcast Associates seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 502 Helveston St., Mobile, AL 36617. Principal is owned by Barbara Pearson; Catherine Pettaway; Alfred Figures, and Russell Figures, who have no other broadcast interests. Filed March 24.
- Niceville, FL (BPH880324NA)—Robert T. Rowland Sr. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 14 Castle Court, Fort Pierce, FL 33449. Principal owns WITS(AM)-WCAC(FM) Sebring, FL. Filed March 24.
- Niceville, FL (BPH880324NF)—Niceville Radio Ltd., a Florida Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 308, Valparaiso, FL 32580. Principal is owned by Norton J. Gilson; his wife, Barbara, and Arthur P. Williams. It also owns WFSH(AM) Valparaiso-Niceville, FL. Filed March 24.
- Niceville, FL (BPH880324ND)—Internart Broadcasting of West Florida Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 2696, Jacksonville, FL 32203. Principal is owned by James E. Martin and David L. Cobb, who have no other broadcast interests. Filed March 24.
- Niceville, FL (BPH880317MG)—Plenn H. Phelps seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 1418 Bay

Shore Drive, Niceville, FL 32578. Principal has no other broadcast interests. Filed March 17.

- Niceville, FL (BPH880324OE)—Niceville FM Ltd. Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: 700 North 12th St., Defuniak Springs, FL 32433. Principal is owned by M. Scott Macada, who also owns WZEP(AM) Defuniak Springs, FL. Filed March 24.
- Niceville, FL (BPH880324MJ)—Bay Area Broadcasting Inc. seeks 100.3 mhz; 3 kw; 100 m. Address: 101 Drew Court, Niceville, FL 32578. Principal is owned by Martha L. Brewer and Harron C. Coon Jr. Filed March 24.
- Tallahassee, FL (BPH880324MH)—Tallahassee Minority Partners seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 2308 Aster Way, Tallahassee, FL 32308. Principal is headed by Henry C. Hunter, who has no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324MV)—Alan L. McCall seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 3907 Apalachee Parkway, Tallahassee, FL 32301. Principal has no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324NQ)—Women's Broadcasting Corp. seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 1674, Tallahassee, FL 32302. Principal is owned by Terese V. Douglas; Barbara D. Hoy, and Terralynn Hoy, who have no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324NL)—Tally Radio Inc. seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 3195 Ponce de Leon Blvd., Coral Gables, FL 33134. Principal is owned by Russell S. Joseph Bullard, and Sylvia Forman. Oasis has interest in WXDJ(FM) Homestead, FL. Filed March 24.
- Tallahassee, FL (BPH880324NI)—WCVC Inc. seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 117-1/2 Henderson Rd., Tallahassee, FL 32312. Principal is owned by John Vander Aa; Robert Cook; his wife, Coreen, and Wendell Bottink, who have no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324MW)—Capital City Broadcast Partnership seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 118 S. Martin Luther King Blvd., Tallahassee, FL 32301. Principal is owned by Timothy Swofford who has no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324OA)—Metro Tallahassee Broadcasters seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 1555 San Luis Rd., Tallahassee, FL 32304. Principal is owned by Chester Lee A. Clear and Jeanette T. Clear, who have no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324OD)—Quad Communications Inc. seeks 106.1 mhz; 3 kw (H&V); 100 m. Address: 2517 Clara Kee Blvd., Tallahassee, FL 32303. Principal is owned by William Newton, Rayburn Blair, Fred Good and Jack Nichols, who have no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324NX)—Kenneth B. Darby seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 1112 South Magnolia Drive R-4, Tallahassee, FL. Principal has no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324NG)—Maranatha Broad-

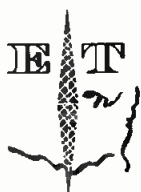
casting Co. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: E. Rock Road, Allentown, PA 18103. Principal is owned by Richard C. Dean; David G. Hinson; Barry N. Fisher; Joanna M. Dean; Richard Allen Dean, and Rebecca Watrous, who have no other broadcast interests. Filed March 24.

- Tallahassee, FL (BPH880324OH)—John S. Matthews Jr. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 739 E. Brevard St., Tallahassee, FL 32308. Principal has no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324MR)—Dolphin Communications Ltd. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 4436 Widegen Way, Tallahassee, FL 32303. Principal is owned by Gwendolyn Spencer; William M. Yandell, and William M. Mounger, who have no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324NE)—Moorhead/Kiedrowski Ltd. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 2070 Edenfield Rd., Tallahassee, FL 32308. Principal is owned by Ann Moorehead and Leah Kiedrowski, who have no other broadcast interests. Filed March 24.
- Tallahassee, FL (BPH880324MN)—Ferguson Communications Inc. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 3339 Nottingham Drive, Tallahassee, FL 32312. Principal is owned by Nikki Clark, who has no other broadcast interests. Filed March 24.

Actions

- Versailles, MO (BPH870909MM)—Granted app. of Mid-Mo Broadcasting Co. for 95.1 mhz; 3 kw H&V; 100 m. Address: Rt. 1, Box 217, Henley, MO 65040. Principal is owned by Virgil S. Holder and Kenneth W. Rains, who have no other broadcast interests. Action March 28.
- Philipsburg, PA (BPH870917MH)—Granted app. of Moshannon Valley Broadcasting Inc. for 105.9 mhz; 1.85 kw H&V; 128 m. Address: Box 361, Radio Park, Philipsburg, PA 16866. Principal is owned by C. Dean Sharpless and Sheldon L. Sharpless, who also own WPHB(AM) Philipsburg, PA. Action March 28.
- Rohnerville, CA (BPH880126NQ)—Returned app. of North Star Communications for 100.5 mhz; 0.16 kw H&V; 525 m. Address: P.O. Box 291, Fortuna, CA 95540. Principal is owned by Steve Hastings and Melvin Kadle, who have no other broadcast interests. Action March 29.
- Eureka, KS (BPH870805MC)—Granted app. of Newwood Productions for 93.5 mhz; 3.0 kw H&V; 100 m. Address: P.O. Box 331, Eureka, KS 67045. Principal is owned by Jay Brown and Kris Brown, who have no other broadcast interests. Action March 29.
- Wailuku, HI (BPCT871029KG)—Granted app. of King Broadcasting Co. for ch. 15; 750 kw-V; HAAT: 1736 m. Address: P.O. Box 24525 Seattle, 98124. Principal is owned by Steven A. Clifford; Eric S. Bremner; Suzanne S. Sorknes; Stephen G. Welch; Pricilla B. Collins; Dorothy S. Bullitt; Harriet S. Bullitt; Ancil H. Payne; Richard H. Riddell, and Glenn R. Pascall. It has no other broadcast interests. Action March 29.
- Greenville, TX (BPCT860218KR)—Granted app. of Richard Wright for ch. 47; 413.4 Kw-V; 41.3 kw-A; HAAT:

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1013 m. Address: 3302 Mineola St., Greenville, TX 75401. Principal is owned by Bill R. Wright, who has no other broadcast interests. Action March 29.

■ Carmel, CA (BPH880211MS)—Returned app. of Carmel Broadcast Service Inc. which seeks 95.5 mhz; 1.26 kw H&V; 155 m. Address: 534 Monaco Drive, St. Louis 63122. Principal is owned by Mary Katherine Fellows; Margaret A. Garcia, and David O. Danis, who have no other broadcast interests. Action March 30.

Facilities Changes

AM's

■ Lexington, KY, WVLC, 590 khz—March 28-Application for CP to increase night power to 1.6 kw and make changes in antenna system.

■ Dover, NJ, WMHQ, 1510 khz—March 24-Application for CP to increase night power to 1 kw and change nighttime radiation pattern.

■ Terrell, TX, KTER, 1570 khz—March 23-Mod of CP (BP870814AB) to make changes in ant. system and change TL to Hwy 205. .72 km N of Hwy 80. Terrell, TX: 32 44 35N 96 18 18W.

FM's

■ Osceola, AR, KWLN, 98.1 mhz—March 18-Application for CP to change HAAT to 294 m.

■ Long Beach, CA, KLON, 88.1 mhz—Jan. 15-Application for CP to change ERP: 30 kw H&V; HAAT: 129 m., class: B.

■ Amsterdam, NY, WMVQ, 97.7 mhz—March 24-Application for CP to change TL: 1.6 km N of Fulton County line, .7 km E of Hwy 30; HAAT: 190 m.; ERP: .790 kw H&V; 42 59 05N 74 10 49W.

■ Windsor, NC, WDRP, 98.9 mhz—March 22-Mod of CP (BPH860424MP) to change TL to .2 mi E of Hwy 13/17 & 2 mi S of Road 1521, 4.5 mi and 30 degrees from Williamson, NC: 35 54 25N 77 00 32W.

■ Carolina, PR, WVOZ-FM, 107.7 mhz—March 23-Application for CP to change TL: 1.1 mi NE of Rd. #186, km 9, Loiza, PR; HAAT: 499 m (H) only; 18 16 43N 65 51 21W.

■ Newberry, SC, 106.3 mhz—March 8-Mod of CP (BPH820729AK) to change TL: 3.3 km NE of I-26 on north side of SC Rte 34 in Newberry County, SC, and change HAAT: 100 m.; 34 19 38N 81 32 42W.

■ Corpus Christi, TX, KBNJ, 91.9 mhz—March 28-Application for CP to change freq to 91.7 mhz; 27 47 46N 97 23 47W.

TV's

■ Montgomery, AL, WMCFTV, ch. 45—March 25-Application for CP to change ERP (vis) to 600 kw; HAAT: 308.2 m.; TL: 2.4 km N of intersection of Burbank Dr. and US Rte 80; 32 24 11N 86 11 48W.

■ Pine Bluff, AR, KVTN, ch. 25—March 23-Mod of CP (BPCT840813KN) to change ERP (vis) to 4368 kw and antenna to Andrew ATW/30H.

■ Magee, MS, WZZV, ch. 34—March 25-Amendment of BMPCT860212LL to change ERP (vis) to 5000 kw; HAAT: 112 m.; ant: Bogner BU (I)32 (DA); TL: 2.3 mi E of Piney Wood, MS, and 2 mi N of Hwy #49; 32 04 00N 89 57 26W.

■ Humacao, PR, WWSN, ch. 68—March 21-Mod of CP (BPCT820824KU/BPCT870813KE) to change ERP (vis) to 89.1 kw; HAAT: 594 m.; ANT: Bogner B24UA; TL: Cubuy Ward, Loiza, PR, 1.1 mi NE of Rd. #186 km 9.2; 18 16 44N 65 51 12W.

Actions

FM's

■ Calipatria, CA, KSSB, 100.9 mhz—March 29-Application (BMPH880308IH) returned for Mod of CP (BPH840604ID) to change HAAT: 45 m.; main studio location; TL: 450 Sorensen Ave., Calipatria, CA: 33 07 14N 115 30 49W.

■ Carnelian Bay, CA, KHTZ, 103.7 mhz—March 28-Application (BMPH870330II) granted for Mod of CP (BPH850712JK) to change TL: Slide Mtn., near Incline Village, NV; ERP: 5.93 kw H&V; HAAT: 2.985 ft.; 39 18 38N 119 53 01W.

■ Ankeny, IA, KJJY, 106.3 mhz—March 28-Application (BPH871013IB) granted for CP to change freq; 92.5 mhz; TL: NW 100th St., .9 mi N of I-80, 2.5 mi SE of Grimes, IA; ERP: 41 kw H&V; HAAT: 164.82 m.; class: C2; 41 39 53N 93 45 24W.

■ Sioux City, IA, KGLI, 95.5 mhz—March 28-Application (BPH870227I M.) granted for CP to change HAAT to 300 m.

■ North Newton, KS, KBCU, 88.1 mhz—March 31-Application (BMPED880209IB) granted for Mod of CP (BPED860227MB) to change TL: 208 E. 27th St., North Newton, KS: 38 04 26N 97 20 35W.

■ Liberty, KY, WKDOFM, 105.5 mhz—March 24-Application (BPH870331JR) dismissed for CP to change HAAT to 72.5 m.

■ Mexico, ME, WTBM, 100.7 mhz—March 28-Application (BMPH880107IB) granted for Mod of CP (BPH860203MQ) to change antenna location to 44 34 56N 70 37 59W.

■ Baltimore, WYST, 92.3 mhz—March 29-Application (BPH870219IE) granted for CP to change ERP to 37 kw H&V, HAAT to 173.8 m and install directional antenna.

■ Alpena, MI, WATZ-FM, 93.5 mhz—March 21-Application (BPH880122IE) returned for CP to change freq; 99.3 mhz; TL: Hubbard Lake area of Caledonia, MI; ERP: 17 kw H&V; HAAT: 257 m.; class: C2; 44 51 25N 83 32 34W.

■ Sebawaing, MI, WWMI, 103.9 mhz—March 28-Application (BMPED871008ID) granted for Mod of CP (BPED850712NK) to change TL: .3 km E of Kuhl Rd & .15 km N of Geiger Rd., Sebawaing, MI; HAAT: 100 m.; 43 48 01N 83 23 38W.

■ Magee, MS, WSJC-FM, 107.5 mhz—March 28-Application (BPH870623ID) granted for CP to change TL: 8 km S of Pelahatchie, MS, and HAAT: 299 m.; 32 14 36N 89 48 39W.

■ Sidney, NY, WCDO-FM, 100.9 mhz—March 31-Application (BPH870625ID) granted for CP to change ERP to .97 kw H&V.

■ Fayetteville, NC, WQSM, 98.1 mhz—March 28-Application (BMPH871106IY) dismissed for Mod of CP (BPH860701IE) to change HAAT to 299 m.

■ Manteo, NC, WVOD, 99.3 mhz—March 28-Application (BPH871125IO) granted for CP to change: freq: 99.1 mhz; ERP: 50 kw H&V; HAAT: 63.2 m.; class: C2.

■ Lisbon, ND, KQLX-FM, 106.3 mhz—March 23-Application (BMPH871127IN) granted for CP to change freq: 106.1 mhz; ERP: 50 kw H&V; CLASS: C2.

■ Durant, OK, KLBC, 107.1 mhz—March 28-Application (BPH871211IC) granted for CP to change TL: University Blvd., 2.65 mi W of Bryan County Courthouse, Durant, OK; ERP: 2 7 kw H&V; HAAT: 108 m.; 34 00 07N 96 25 19W.

■ Hershey, PA, WRKZ, 106.7 mhz—March 28-Application (BPH861217IA) granted for CP to change ERP: 14.1 kw H&V and HAAT: 283 m.

■ Kane, PA, WIF1, 103.9 mhz—March 31-Application (BPH880202IC) granted for CP to change TL to 27 North Fraley St., Kane, PA, and change HAAT to 88 m. 41 39 34N 78 48 42W.

■ Carolina, PR, WVOZ-FM, 107.7 mhz—March 30-Application (BPH880323IB) granted for CP to change TL: 1.1 mi NE of Rd #186, km 9, Loiza, PR; HAAT: 499 m (H) only; 18 16 43N 65 51 21W.

■ Whitehouse, TX, KEYP-FM, 99.3 mhz—March 31-Application (BPH870818IB) granted for CP to change freq: 107.3 mhz; ERP: 50 kw H&V; HAAT: 147.61 m.; class: C2; 32 17 19N 95 11 56W.

■ Roosevelt, UT, KBWL, 98.5 mhz—March 22-Application (BMPH880311IA) granted for Mod of CP (BPH860728MD) to change ERP: 2.63 kw H&V; HAAT: 565 m.

TV's

■ San Jose, CA, KICU-TV, ch. 36—March 30-Application (BPCT870331KP) granted for CP to change ERP (vis): 3930 kw; HAAT: 703 m.; ANT: Andrew ATW30H4-CSP-36; TL: top of Monument Peak, Alameda County, CA; 37 29 16.8N 121 51 58.9W. *Amended 921-87 to change ERP (vis): 4098 kw; HAAT: 686 m.

■ Kokomo, IN, WTTK, ch. 29—March 29-Application (BMPCT880202KH) granted for Mod of CP to change ERP (vis) to 3090 kw, HAAT to 236 m. and directional antenna.

■ Bowling Green, KY, WKYU-TV, ch. 59—March 29-Application (BMPET880223KH) granted for Mod of CP to change ERP (vis) to 400 kw, HAAT to 648 feet and antenna to Bogner DUI-32SP.

Actions

Commission Actions

■ Short spaced FM Stations—Proposed authorizing use of directional antenna systems or lowered power and/or antenna height to reduce distance between FM station's transmitter site and adjacent and co-channel stations and allotments.

Comments are due May 27, replies June 27. (MM Docket 87-121, by NPRM [FCC 88-73] adopted Feb. 25 by commission.)

■ Five North and South Carolina TV stations—Based on petition to deny filed by National Black Media Coalition, FCC imposed EEO reporting conditions on license renewal of WNCT-TV Greenville, NC., licensed to Park Communications Inc. (By MO&O [FCC 88-74] adopted Feb. 25 by commission.)

■ Four North Carolina and South Carolina TV stations—FCC has conditionally renewed license of WUNC-TV Chapel Hill, NC, and renewed licenses of WHKY-TV Hickory and WHNS(TV), Asheville, both North Carolina, and WPDE-TV Florence, SC. (By MO&O [FCC 88-75] adopted Feb. 25 by commission.)

■ Manassas, VA—Relicense of National Capital Christian Broadcasting Inc. for WTKK(TV) Manassas but concluded since station did not make required EEO efforts with respect to recruiting minorities during its last license term, it will have to file periodic reports with FCC listing all its job vacancies and details concerning its efforts to recruit for each position. (By MO&O [FCC 88-76] adopted Feb. 25 by commission.)

■ Arkansas and Louisiana TV stations—Based on objection of National Black Media Coalition, FCC renewed licenses of three Louisiana TV stations and one in Arkansas, but imposed EEO reporting conditions on KETS-TV Little Rock, AR, licensed to Arkansas Educational Television Authority at Little Rock; WLPB-TV Baton Rouge, licensed to Louisiana Educational Television Authority at Baton Rouge, and WYES-TV New Orleans, licensed to Greater New Orleans Educational Foundation. (By MO&O [FCC 88-77] adopted Feb. 25 by commission.)

■ Five Florida TV stations—Renewed licenses but imposed EEO reporting conditions on WTGL-TV Cocoa; WNFT-TV Jacksonville; WJTC(TV) Pensacola; WTWC-TV Tallahassee; and WXEL-TV West Palm Beach, all Florida. (By MO&O [FCC 88-78] adopted Feb. 25 by commission.)

■ Sanyo Manufacturing Corp.—On remand, clarified that specific signal display devices to be marketed by Sanyo and all similar devices are excluded from FCC's all-channel rules, regardless of who manufactures them. (By MO&O [FCC 88-117] adopted March 18 by commission.)

■ Katy, TX—Television proceeding remanded to Review Board. MM dockets 84-103-5 (Report DC-1146, Action in Docket Case) commission has remanded to Review Board for further consideration case involving three mutually exclusive applications for new television station on ch. 51 at Katy, TX. Action by commission April 1 by MO&O (FCC 88-134).

Staff Actions

■ Paradise, CA—Effective May 16 amended FM table by substituting channel 278B1 (103.5 mhz) for channel 224A (92.7 mhz) at Paradise and modifying license of KRIJ(FM) to specify operation on higher-class channel. (MM Docket 86-488 by R&O [DA 88-392] adopted March 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Georgetown, DE—Effective May 16, amended FM table by substituting channel 228B1 for channel 228A at Georgetown and modify license of WSEA(FM) to specify channel 228B1. (MM Docket 87-230 [DA 88-388] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Dubuque, IA—Granted assignment of license for KDUB-TV Dubuque from Dubuque T.V. Limited Partnership to Sage Broadcasting Corp. (By MO&O [DA 88-330] adopted March 25 by chief, Video Services Division.)

■ Pella, IA—Dismissed request to upgrade KFMD(FM) Pella. (MM Docket 87-365 by R&O [DA 88-390] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Bellsouth Telephone Companies—Denied request by ABC, CBS and NBC to reject, or to suspend and investigate, BellSouth's proposed tariff revisions, scheduled to become effective April 6, implementing nonrecurring charges associated with special construction of facilities to provide video service for Democratic National Convention. (By Order [DA 88-458] adopted April 4 by chief, Common Carrier Bureau.)

■ Court dismisses Seymour Chase's petition without reaching merits of case (Legal Activity)—U.S. Court of Appeals for District of Columbia Circuit has dismissed Chase's petition for review of FCC order as unreviewable. Chase had requested review of order disqualifying him from appearing as counsel for one of applicants in comparative broadcast licensing proceeding. (*Seymour M. Chase v. FCC*, Case No. 87-1054, decided March 25.)

By General Counsel on dates shown:

■ Chatham, MA (Cannon Communications Corp., et al.) FM proceeding—Approved settlement agreement between HBZ Communications Inc. and Cannon Communications

Corp., and dismissed with prejudice application of HBZ Communications. (By Order, March 23, MM Dockets 83-976, et al.)

■ Omaha, NE (Christian Broadcasting of Midlands Inc. and Pappas Telecasting of Midlands) TV proceeding—Approved settlement agreement and dismissed with prejudice application of Christian Broadcasting; granted application of Pappas Telecasting of Midlands for new UHF commercial television station at Omaha; and terminated proceeding. (By Order, March 22, BC Dockets 81-178-79.)

By Review Board on date shown:

■ Denver (Gali Communications Inc., et al.)—Approved settlement agreement between Lomas De Oro Broadcasting Corp. and Denver Communications, and dismissed application of Denver Communications. (By Order, March 24, MM Docket 86-180.)

■ Quincy, IL—Granted Linda Crook's, applicant for new FM station at Quincy, petition for reconsideration and motion to enlarge issues and remanded proceeding to presiding ALJ for issuance of Supplemental Initial Decision. (MM Docket 86-143 by MO&O [FCC 88R-19] adopted March 17 by Review Board.)

■ Billings, MT—Denied Comanche Enterprises reconsideration seeking reinstatement of its application for new TV station at Billings. (MM Docket 86-109 by Order [FCC 88R-20] adopted March 22 by Review Board.)

ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Dothan, AL (Wiregrass Educational Radio Inc., et al.) ED-FM proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for May 31 and hearing for June 30. (By Order, March 25, MM Docket 88-98.)

■ Shingle Springs, CA (Sierra-Shingle Springs Broadcasting, et al.) FM proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for May 31 and hearing for June 30. (By Order, March 25, MM Docket 88-100.)

■ Templeton and Lake Lisabella, CA (William L. Zawila, et al.) AM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for June 29 and hearing for Aug. 22. (By Order, March 25, MM Docket 8892.)

■ Grinnell, IA (Blair Broadcasting Corporation and Grinnell Broadcasting Co. Inc.) FM proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. (By Order, March 25, MM Docket 88-102.)

■ Springfield, KY (Heartland Communications Inc., et al.) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for June 30 and hearing for Sept. 19. (By Order, March 29, MM Docket 88112.)

■ Vassar, MI (Don H. Barden, et al.) FM proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for May 27 and hearing for June 28. (By Order, March 25, MM Docket 88-97.)

■ Lakeville, MN (Old Eureka Broadcasting Inc., et al.) FM proceeding—Designated ALJ John M. Frysiaak to preside in proceeding. Scheduled prehearing conference for May 26 and hearing for June 27. (By Order, March 25, MM Docket 88-93.)

■ South Sioux City, NE (Larry S. Magnuson and Forna Communications) FM proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for June 1 and hearing for July 1. (By Order, March 25, MM Docket 88-103.)

■ Fredonia, NY (David O'Connor, et al.) FM proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for May 27 and hearing for June 28. (By Order, March 25, MM Docket 88-94.)

■ Ketchum, OK (Leemay Broadcasting Services Inc., et al.) FM proceeding—Designated ALJ John M. Frysiaak to preside in proceeding. Scheduled prehearing conference for June 7 and hearing for July 7. (By Order, March 29, MM Docket 88-106.)

■ Harrogate, TN (JBD Inc., et al.) FM proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for May 26 and hearing for June 27. (By Order, March 25, MM Docket 88-91.)

■ Lawrenceville, VA (William Carlton Link) FM proceeding—Conditionally granted Link's application for new FM station on channel 255A (98.9 mhz) at Lawrenceville; and terminated proceeding—(By Order, March 31, MM Docket 88-5.)

■ Matewan, WV (Three States Broadcasting Co. Inc. and Hometown Broadcasting of Matewan) FM proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for June 1 and hearing for July 1. (By Order, March 25, MM Docket 88-101.)

■ Tomah, WI (Tony J. Trunkel and Phyllis Rice) FM proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for June 7 and hearing for July 7. (By Order, March 29, MM Docket 88-104.)

By Deputy chief ALJ James F. Tierney on date shown:

■ Newton, IA (Robin C. Brandt and Newton Broadcasting Co.) TV proceeding—Approved settlement agreement and dismissed with prejudice application of Robin C. Brandt; granted application of Newton Broadcasting for new UHF television station on channel 39+ at Newton; and terminated proceeding—(By MO&O, March 28, MM Docket 88-59.)

By ALJ John M. Frysiaak on date shown:

■ El Paso, TX (UN2JC Communications [Limited] and Salcido Broadcasting Co.) TV proceeding—Granted application of UN2JC Communications for new UHF television station on ch. 65 at El Paso; denied competing application of Salcido Broadcasting for same facilities. (By initial decision, FCC 88D-12, March 30, MM Docket 85-392.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Solana, FL (105.3 Ltd., et al.) FM proceeding—Granted request by Marshall W. Rowland Jr. and enlarged issues against Emmanuel FM Limited Partnership to determine whether Emmanuel truthfully represented that agreement attached to its integration and diversification statement was document governing its partnership; and, if it was not truthful statement, whether facts and circumstances that gave rise to that representation require that Emmanuel be disqualified. (By MO&O, March 29, MM Docket 87-464.)

■ Hammond, LA (Ponchartrain Broadcasting Co. Inc., et al.) TV proceeding—Granted request by Hammond Broadcasting Limited Partnership and dismissed its application with prejudice. (By Order, March 30, MM Docket 87-342.)

By ALJ Edward Luton on dates shown:

■ Cordele, GA (Silver Star Communications-ALBY Inc.) Show Cause proceeding—In light of evidence adduced, found Silver Star qualified to remain licensee of WMJM(AM)-WFAV-FM Cordele; however, ordered Silver Star to forfeit \$20,000 for its willful and repeated violations of Communications Act by unauthorized transfer of control. (By Initial Decision, FCC 88D-10, March 25, MM Docket 86-155.)

■ Cedar Rapids, IA (Cedar Rapids Broadcasting and Family Broadcasting Co. Inc.) TV proceeding—Granted motion for summary decision by Family Broadcasting and resolved air hazard issue in its favor. (By Order, March 29, MM Docket 88-102.)

■ Troy, OH (Colley Broadcasting, a limited partnership, et al.) FM proceeding—Granted motion for summary decision by Don H. Barden and resolved air hazard issue in his favor. (By Order, March 29, MM Docket 87-172.)

By ALJ Walter C. Miller on dates shown:

■ Montecito, CA (LNJ Communications, et al.) FM proceeding—Granted request by Spirit Broadcasting, a California Limited Partnership, and enlarged issues against LNJ Communications to determine whether Laurie Bentson misrepresented facts or lacked candor when filing amendment report that LNJ, A Partnership, had been formed before "B" cut-off date, and, if so, effect those misrepresentations or lack of candor have on LNJ's basic qualifications to be

commission licensee; whether Bentson lacked candor when certifying in LNJ's Feb. 18, 1986 amendment that LNJ was financially qualified, and, if so, effect that lack of candor has on LNJ's basic qualifications to be commission licensee; and, whether LNJ is financially qualified. (By MO&O, March 30, MM Docket 87426.)

■ Webster, NY (Karen E. Younginger, et al.) FM proceeding—Dismissed with prejudice application of Webster Broadcast Associates. (By Order, March 31, MM Docket 88-83.)

By ALJ Richard L. Sippel on date shown:

■ Bradenton, FL (Renec Marie Kramer, et al.) TV proceeding—Granted motion for summary decision by Bradenton Broadcast Television Co. Ltd. and resolved air hazard issue in its favor. (By Order, March 28, MM Docket 87-532.)

Allocations

■ Bisbee, AZ—Dismissed Lee M. Spinks' request on behalf of Tea Multimedia to amend FM table for noncommercial educational FM stations at Bisbee. (BC Docket 82-664 by R&O [DA 88-385] adopted March 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Grover City, CA—At request of R & L Broadcasters, proposed amending FM table by substituting channel 297B (107.3 mhz) for channel 297B1 at Grover City, and modifying license of KOSZ(FM) to specify operation on B1 channel. Comments are due May 26, replies June 10. (MM Docket 88-123 by NPRM [DA 88-395] adopted Feb. 25 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Mt. Laguna, CA—Dismissed Family Stations Inc.'s petition for rulemaking seeking allotment of channel 203A (88.5 mhz) to Mt. Laguna. (MM Docket 85-335 [DA 88-387] adopted March 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Paradise, CA—Effective May 16 amended FM table by substituting channel 278B1 (103.5 mhz) for channel 224A (92.7 mhz) at Paradise and modifying license of KRIJ(FM) to specify operation on higher class channel. (MM Docket 86-488 by R&O [DA 88-392] adopted March 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Yosemite Valley, CA—Effective May 16, amended TV table by allotting channel 41 to Yosemite Valley as its first TV service. (MM Docket 86-518 by R&O [DA 88-384] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Georgetown, DE—Effective May 16, amended FM table by substituting channel 228B1 for channel 228A at Georgetown and modify license of WSEA(FM) to specify channel 228B1. (MM Docket 87-230 [DA 88-388] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Cape Coral, FL—Effective May 16, amended FM table by substituting channel 279C2 (103.7 mhz) for channel 280A (103.9 mhz) at Cape Coral and modifying license for WRCC(FM) accordingly. (MM Docket 86-507 by R&O [DA 88-382] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Stuart, FL—Effective May 16, amended FM table by substituting channel 224C2 (92.7 mhz) for channel 224A at Stuart and modifying license for WZZR(FM) to specify operation on new channel. (MM Docket 87-374 by R&O [DA 88-389] adopted March 2 by deputy chief, Policy and



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Rules Division.)

■ Kailua-Kona, HI—At request of Fakas Broadcasting, proposed amending FM table by substituting channel 230C1 (93.9 mhz) for channel 228A (93.5) at Kailua-Kona, and modifying construction permit of KLUA(FM) to specify operation on C1 channel. Comments are due May 26, replies June 10. (MM Docket 88-125 by NPRM [DA 88-397] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Mason City, IA-Spring Grove, MN—On request of Sun Communications Inc., proposed substituting channel 252C2 (98.3 mhz) for channel 252A at Spring Grove and modifying license for KQYB to specify operation on higher class channel; and proposed substituting channel 250A (97.9 mhz) for channel 252A at Mason City and ordered TLC Broadcasting Corp. to show cause that its license for KCMR Mason City, should not be modified to specify operation on channel 250A in lieu of channel 252A. Comments are due May 23, replies June 6. (MM Docket 88-141 by NPRM and Order to Show Cause [DA 88-366] adopted March 16 by chief, Allocations Branch, Mass Media Bureau.)

■ Philpot, KY—At request of Ted H. Johnson, proposed amending FM table by allotting channel 264A (100.7 mhz) to Philpot as its first local FM service. Comments are due May 26, replies June 10. (MM Docket 88-126 by NPRM

[DA 88-398] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Bastrop, LA—At request of Hagan Broadcasting Inc., proposed amending FM table by substituting channel 261C2 (100.1 mhz) for channel 261A at Bastrop, and modifying license of KMYQ-FM to specify operation on C2 channel. Comments are due May 26, replies June 10. (MM Docket 88-128 by NPRM [DA 88-400] adopted March 3 by deputy chief, Policy and Rules Division.)

■ Biddeford, ME—Effective May 16, amended FM table by substituting channel 232B1 (94.3 mhz) for channel 232A at Biddeford and modifying license of WYJY-FM to specify operation on new channel. (MM Docket 87-263 [DA 88-394] adopted March 8 by deputy chief, Policy and Rules Division.)

■ Frostburg, MD—Effective May 16, allotted channel 246A (97.1 mhz) to Frostburg for noncommercial educational use. (MM Docket 86-454 by R&O [DA 88-386] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Newberry, MI—Effective May 16, substituted channel 229C2 (93.7 mhz) for channel 228A (93.5 mhz) at Newberry and modified license for WNBY to specify operation on higher class channel. (MM Docket 87-262 by R&O [DA 88-383] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Mesquite, NV—Effective May 16, allotted channel 248C1 (97.5 mhz) to Mesquite as its first local FM service. Filing window opens May 17, closes June 1. (MM Docket 87-94 by MO&O [FCC 88-339 adopted March 4 by deputy chief, Policy and Rules Division.)

■ Bridgeport, NY—At request of Programmed Communications Inc., proposed amending FM table by allotting channel 258A (99.5 mhz) to Bridgeport as its first local FM service. Comments are due May 26, replies June 10. (MM Docket 88-129 by NPRM [DA 88-401] adopted March 4 by deputy chief, Policy and Rules Division.)

■ Chillicothe, OH—Effective May 16, amended FM table by substituting channel 232B1 (94.3 mhz) for channel 232A at Chillicothe and modifying license of WFCB-FM to specify higher powered channel. (MM Docket 87-408 by R&O [DA 88-391] adopted March 4 by deputy chief, Policy and Rules.)

■ Georgetown, SC—Effective May 16, amended FM table by substituting channel 249C2 (97.7 mhz) for channel 249A at Georgetown and modifying license of WGMB to specify operation on new channel. (MM Docket 87-202 by R&O [DA 88-393] adopted Feb. 23 by deputy chief, Policy and Rules.)

■ Lebanon, TN—At request of William O. Barry, proposed amending FM table by allotting channel 255A (98.9 mhz) to Lebanon as its second local FM service. Comments are due May 26, replies June 10. (MM Docket 88-127 by NPRM [DA 88-399] adopted March 4 by deputy chief, Policy and Rules Division.)

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Grant bankruptcy moves another

step toward resolution. FCC approval of a reorganization plan for Grant Broadcasting System Inc. is now all that stands between the three-station group and a denouement to its bankruptcy proceedings. The first step in the process was the overwhelming approval of a reorganization plan by GBS, its bondholders and its major unsecured creditors (mainly program syndicators) three weeks ago. All of the GBS shareholders and bondholders, all but one of the programmers and all but eight of the 260 creditors approved the plan. The outstanding debt owed those parties totals \$350 million. Those parties voting against the plan represented \$500,000 in outstanding debt.

A U.S. Bankruptcy Court in Philadelphia approved the plan two weeks ago.

Tying up approval of the plan at the FCC is the filing of competing license applications in Chicago and Philadelphia by Orbis Communications, a syndication firm. Orbis submitted its applications in January 1987, when those licenses were up for renewal. Orbis voted in favor of the reorganization plan. As the settlement process has been proceeding, HR Broadcasting, a division of Hal Roach Studios, has been managing the Grant stations for a monthly fee of \$70,000 and percentage of the stations' cash flow.

Under HR, the stations are hoping to repay \$420 million in debt by 1995. If the debt is reduced to less than \$8 million by that time, the stations could be sold.

Board members of the reorganized broadcasting company include MCA Broadcasting President Lawrence Fraiberg, Fries Entertainment Chairman and President Charles Fries and Columbia Pictures Television syndication president Barry Thurston.

GBS filed Chapter 11 bankruptcy in December of 1986.

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Cable television advertising sales. Career opportunity now available in Palm Springs market. Seeking aggressive professional with experience in cable, TV or radio ad sales. Send resume to: Rick Thacker, Palmer CableVision, P.O. Box 368, Palm Desert, CA 92261. 619-340-1312.

HELP WANTED TECHNICAL

Maintenance engineer needed for industrial video repair business. Must be extremely familiar with 3/4" and three tube cameras. Excellent salary and working conditions. MVS, 8025 Anderson Rd., Tampa, FL 33634.

Experienced chief for small market Rky Mtn NBC affiliate. 8 years minimum experience with management/hands-on skills. Good salary and benefits. Resume to Station Manager. KIFI-TV, Box 2148, Idaho Falls, ID 83403. EOE.

Tape machine operator. Qualified 2", 3/4", and 1", with editing and on-air switching. Six months experience required. Send resume to Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

Chief television engineer. Outstanding opportunity for chief engineer to make an impact as a member of our creative team in a new, state-of-the-art, 20,000 square foot video facility designed to broadcast standards. You will supervise engineering for multi-camera production and cable, ITFS and satellite television distribution; and oversee equipment specification, installation and maintenance. You'll manage our fulltime engineering maintenance staff. Salary competitive with industry standards. Attractive benefit package with 22 working days vacation per year. Requires at least 4 years television engineering experience, including maintenance and staff supervision, design of television systems and knowledge of digital and satellite technologies. For more information, call Fred Hurst, Director, TV Services, 316-689-3575. To apply, send resume and letter of application by May 1, 1988 to: Fred Hurst, Media Resources Center, Wichita State University, Wichita, KS 67208. Equal opportunity employer.

Maintenance technician sought with minimum 5 years experience in the installation of audio, video, microwave, two-way communications, satellite and support equipment. Experience with maintenance of RF transmitters helpful. Must be willing to work flexible hours and travel as necessary. Submit resumes to: Ralph Lee, Chief Engineer, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer. M/F.

Technician: Ability to independently repair non-routine problems down to the component level with video (studio, EFP, CCTV) audiovisual, and PA equipment. Uses fully equipped in-house service center. Installs systems; operates equipment when necessary. AASEET required; BSEET preferred. Minimum 3 years experience in video maintenance and excellent communication skills required. Weekday 1-10PM shift. Starting \$19K; excellent benefits. Position available until filled. Commuter campus in NW Indiana, 25 miles from Chicago. Send resume and references to Personnel and Payroll, Purdue University Calumet, Hammond, IN 46323-2094. AA/EOE.

VT editor: Prefer experience with Ampex VPR3's and ACE Micro. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting, FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Chief engineer: New York UHF broadcaster has an immediate opening for a hands-on chief engineer with strong technical, managerial, interpersonal and planning skills. Minimum 5 years experience required in the installation, maintenance and repair of studio and transmitter equipment and systems. FCC license required. Qualified applicants should direct their resumes to Box G-37 EOE.

Video production engineer. Sought by KPBS-TV, San Diego's public television station. Responsible for technical operation and routine maintenance of videotape editing systems, videotape recorders, studio and portable TV cameras, telecine systems, graphics/special effects devices and peripheral processing equipment. Also, during studio productions, responsible for the technical quality of program video. Qualifications: Minimum three years production-related experience in broadcast television environment, including videotape recording, videotape editing using SMPTE standard time code, film-to-tape transfer and studio color camera operation, is required. Bachelor's degree or equivalent with emphasis in teleproduction, electronics or related field required. Valid General class FCC license and/or SBE certification is highly desirable. Salary range: \$2095 - \$2518 per month with excellent benefit package. Obtain employment application directly from: San Diego State University Employment Office, Third Floor - Administration Bldg., San Diego, CA 92182. Completed applications must be received by Friday, May 6, 1988. EEO/AA/Title IX employer.

Maintenance engineer: New York UHF broadcaster has immediate opening for maintenance engineers with a minimum of 3 years experience in the maintenance, installation and repair of studio transmitter equipment and systems. Troubleshooting to the component level. SBE certification preferred. Qualified applicants should direct their resumes to Box G-38, EOE.

Maintenance engineer: Immediate opening for engineer experienced with installation, repair of studio equipment to the component level. 3/4" experience a must. Qualified applicants send resume to Bob Minor, WPWR-TV, 2151 N. Elston Ave., Chicago, IL 60614. 312-276-5050. EOE/AF action.

HELP WANTED NEWS

Chief photographer needed for top rated ABC affiliate in progressive 89th market. Ideal candidate: mature, self-starter, works well with staff/management, solid organizational skills. Minimum two years management/supervision of sizable ENG staff. Creative shooter/editor. NPPA video workshop grad., able to train, critique, lead others. Send tape of most creative work, resume with salary history, philosophy, references to Cliff Windham, News Director, WAAV-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

News director - small Midwest CBS affiliate looking for person to lead the market's #1 news department. Some anchoring and reporting duties involved. We are an equal opportunity employer. Send resume to Box G-11.

Producer with two years experience. Strong editorial and people skills. Excellent writing skills a must. EOE. Send resume to Box G-2.

One TV news photographer or ENG. Must have some news shooting and editing experience. ONE RADIO NEWS REPORTER/ANCHOR. Will also contribute stories for TV news. Send resume and tape to Steve MacDonald, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503. EOE.

News editor with solid writing and editing skills, sound news judgement and supervisory ability. EOE. Box G-20.

Associate news producer: If you enjoy the challenge of live ENG and SNG and have the organization to put it together, send tapes and resumes: News Director, WJTV, P.O. Box 8887, Jackson, MS 39204.

Central Illinois CBS affiliate has immediate opening for weekend and midday weathercaster. Send tapes to News Director, WCIA-TV, Box 777, Champaign, IL 61820. EOE.

News director for aggressive news oriented 128th Midwest market - VHF affiliated station. Strong leadership abilities and people skills a must. Send resume, salary requirements to: Laurin Jorstad, WAOW-TV, 1908 Grand Ave. Wausau, WI 54401.

Weathercaster for aggressive Midwest affiliated station. Great opportunity to build own weather department to fit your needs. "Liveline 4" weather system in place. Salary commensurate with experience. Send resume/tape to: Laurin Jorstad, WAOW-TV, 1908 Grand Ave. Wausau, WI 54401.

Producer - aggressive, self-starter. Good writing skills, news judgement and people skills a must. Salary commensurate with experience. Send resume/tape to: Laurin Jorstad, WAOW-TV, 1908 Grand Ave. Wausau, WI 54401.

Three openings in mid-sized, upper-Midwest television news department: 1) Aggressive assignment editor who thinks like a producer and can motivate people. 2) Co-anchor for early and late weeknight newscasts. Writing, editing and reporting skills required. 3) Sports journalist to anchor early and late shows and head-up three person team. Salaries negotiable. Resumes and references to Box G-43.

Executive news producer: WTOL-TV is looking for an executive news producer. We're the number one, CBS affiliate, with state-of-the-art equipment including a computerized newsroom and Beta. We need someone to work with producers and reporters and oversee daily coverage. Successful candidates will have minimum five years television news experience, including producing experience. Large market experience preferred but not required. Send tape, resume, news philosophy, and salary requirements to Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE, M/F.

Newscast producer: Experienced journalist, crisp and imaginative writer, creative producer. Send resume, references and writing sample, and non-returnable tape of newscast (preferably with rundown) to Jeff Ebner, Executive Producer, WTSP-TV, (Tampa/St. Petersburg) P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Feature reporter/anchor: If you have a love and talent for feature reporting, and also a subscription to Sports Illustrated, you may be the right person for us. We are seeking a strong feature reporter to fill a major role on our news team, reporting and anchoring our coverage of sports and recreation. Send resume, tape and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No beginners or phone calls, please. EOE, M/F.

TV news director. Sunbelt small market affiliate needs a news manager with the right stuff! Group-owned station has news expansion plans requiring an experienced, hands-on leader at the helm. If you have television news credentials surpassed only by your desire to run your own news department, let us know. Send resume and salary requirements to Box G-59. EOE.

Assistant sports director in growing Midwest medium market. Group-owned, aggressive news operation. EOE. Send tape and resume to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Weekend anchor/weekday reporter; experience necessary. Send tape and resume to Les Sachs, WGEM, 513 Hampshire, Quincy, IL 62301. No phone calls. EEO, M/F.

News anchor. PC Connection, Inc., named by Inc. Magazine as the second fastest growing, privately held company in the U.S., is currently staffing its new corporate video production studio and uplink in idyllic southwest New Hampshire. The successful candidate for our corporate video training and information programs must be able to generate and present stories related to the computer industry. Send non-returnable VHS or U-Matic tape and resume with salary requirements to PC Connection, Inc., Personnel Department, 6 Mill St., Marlow, NH 03456.

Talk show host. PC Connection, Inc., named by Inc. Magazine as the second fastest growing, privately held company in the U.S., is currently staffing its new corporate video production studio and uplink in idyllic southwest New Hampshire. The successful candidate for our corporate video training and information programs must be computer literate and be able to handle live studio interviews and demonstrations. Please send your resume with salary requirements to PC Connection, Inc., 6 Mill St., Marlow, NH 03456.

Morning-noon anchors, general assignment reporters for medium market Sunbelt station. Resumes: Box G-51.

News producer needed for number 1 station. If you're creative and a good writer, rush tape, resume and writing samples to Terri Simonich, Executive Producer, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Meteorologist with strong forecasting and delivery skills needed for our television/radio weather center staff. Please send resume and video audition tape to Tom Luljak, News Director, WTMI, Inc., 720 E. Capitol Dr., Milwaukee, WI 53201.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Mid-management position at #1 network affiliate in major Midwest market. Looking for self-motivated individual to lead and motivate staff. Responsible for administering departmental budget, scheduling facilities, hiring/firing, some hands-on production. Directing/producing skills a plus. Send resume along with salary history. EOE, M/F. Box G-15.

Director opening: Directs live broadcasts, assigned tape sessions, remotes & production work units. Requires high school diploma or equivalent, plus two years prior related experience. Send tape and resume to C. Plank, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE, M/F.

Producer/director: Top 30 network affiliate located in a great Southern growth market looking for individual who loves news and live programs. Previous experience directing news is essential. EOE. Send resume and salary requirements to Box G-24.

WBBM-TV, CBS in Chicago, is looking for a multi-talented graphic arts director to work with our design director to continually improve the on and off-air look of our television station. B.A. or equivalent required, minimum of five years design experience, proficiency in print and broadcast media. If you are a crack designer, an innovator and can motivate and encourage staff and station associates, send letter of interest and resume (we will call for tapes; please do not call us) to: Barbara Mosak, Design Director, WBBM-TV, 630 North McClurg Ct., Chicago, IL 60611. EOE.

Assistant promotions manager. Southeast NBC affiliate is seeking a creative, imaginative, and experienced person in areas of on-air, radio and special events promotion. Minimum of two years TV promotion experience. Send resume and tape to: Glenn Nash, WPCQ-TV, 8036 Hood Rd., Charlotte, NC 28215. WPCQ-TV is an equal opportunity employer.

Editor. Florida NBC affiliate seeking on-line video tape editor with minimum 3 years experience and proven track record. Experience with GVG 300 and Sony 5000 editor helpful. Excellent salary and benefits package. Send resume/tape to: Personnel Dept., WFL-TV, 905 E. Jackson St., Tampa, FL 33602. EOE, M/F.

Director-network affiliate in top 50 Southeast market seeks experienced director switching fast paced news and live programming. Send resume and salary history to Box G-33. EOE, M/F.

Scriptwriter/researcher: PC Connection, Inc. named by Inc. Magazine as the second fastest growing, privately held company in the U.S., is currently staffing its new corporate video production studio and uplink in idyllic southwest New Hampshire. The successful candidate for our corporate video training and information programs must be able to translate training or information needs into effective and entertaining scripts for single or multiple camera productions. The ability to collaborate with content specialists and production personnel in a dynamic, fast paced environment is a must. Please send your resume, writing samples, and demo reel to PC Connection, Inc., Personnel Department, 6 Mill St., Marlow, NH 03456.

Producer/director: Network affiliate seeking versatile producer/director. Looking for that person who loves to put together the ultimate commercial, produce a news open to end all news opens and who can also direct/switch a tight newscast. Our equipment includes NEC System 10, Grass Valley 1600, Chyron 4200, and Sony 900 Edit System. Applicants must have two years experience in news and commercial production. Send resume and salary requirements to: Rich Irwin, Production Supervisor, KTUL Television, PO Box 8, Tulsa, OK 74101. EOE

Video tape editor: PC Connection, Inc. named by Inc. Magazine as the second fastest growing, privately held company in the U.S., is currently staffing its new corporate video production studio and uplink in idyllic southwest New Hampshire. The successful candidate for this position must be experienced in the use of the following equipment (or its equivalent): Sony 1" VTR's, GVG 51 computerized controller, GVG 200 switcher, Quanta CG/Paint Box, Pinnacle DVE and Otari 16 track audio recorder. We prefer a flexible professional who is willing to contribute their expertise to all phases of the video production process. Send your resume and demo reel (1/2" VHS, 3/4" or 1") to PC Connection, Inc., Personnel Department, 6 Mill St., Marlow, NH 03456.

If your first love is writing and producing the best on-air and radio promos for independent television in an atmosphere of creativity, energy and excitement, we have a position that may be right for you. Send your tape and resume to Neal Sabin, WPWR-TV, 2151 N. Elston, Chicago, IL 60614. EOE, M/F.

Design oriented production person. Knowledge of ADO, A62, CMX, AVC, Century, Paintbox and Scribe helpful. An excellent opportunity for a motivated individual looking for a challenge. Send a resume to Box G-50.

Creative graphic artist: PC Connection, Inc. named by Inc. Magazine as the second fastest growing, privately held company in the U.S., is currently staffing its new corporate video production studio and uplink in idyllic southwest New Hampshire. The successful candidate for this position must be studio experienced in set-up and operation of electronic CG, Paint Box, still store and DVE. We prefer someone who has worked with 1", type C VTR's and who has related video production skills. Send your resume and demo reel (1/2" VHS, 3/4" or 1") to PC Connection, Inc., Personnel Department, 6 Mill St., Marlow, NH 03456.

Director/producer: Strong, creative, quality minded person needed to direct number one news show and other live studio and multi-camera location television productions for a Midwest network affiliate/production facility. Minimum two years experience a must. Send resume and salary requirements to Box G-53. EOE

Wanted: Hot shot director/producer to work in a TV station/production house toy store. This is major market stuff in the comfortable Midwest. Perfect job for the director who likes live news but is exploding with unfulfilled creativity. If your work is average, do not apply. Send proof of performance (no tapes) and salary history to Box G-54. EOE

Editor/technical director. Pennsylvania's largest film and television production facility to edit commercials, industrials and broadcast switching, Mirage, DVE MK-II and CMX-340X and Interformat. Send resume, demo and salary history to: Karen Brooks, E.J. Stewart, 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

Computer animator. Teleproduction facility on East Coast hiring an experienced computer animator with high level technical and artistic expertise. Must be familiar with Dubner CBG and Electronic Paint. If you're ready to roll up your sleeves and get involved, send resume, demo and salary history to: Karen Brooks, E.J. Stewart, 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

SITUATIONS WANTED MANAGEMENT

SNG-mature grad student researching SNG seeks related summer employment. 10 yrs experience in production and teaching. Will be at NAB, Stephen Adams 619-270-4682.

Well versed broadcast manager seeks position. Good background in operations, production and engineering management with experience at both TV stations and production houses. Strong on budgeting and very up to date on technology. Good people skills. Box G-5.

Broadcast executive with major market experience looking for "big job" in L.A. Background in radio - TV - cable & shopping all at VP/GM level - Herb 213-592-0850.

SITUATIONS WANTED TECHNICAL

Well versed chief wants to move. If you are a TV station or production company needing a strong manager, let's talk. Box G-6.

SITUATIONS WANTED NEWS

Meteorologist: 10 years experience. Currently employed at top rated station doing 6 & 11pm weather. Looking for change. Only weather, no reporting, NWA/AMS. Serious responses only. Box G-10.

Experienced news and sports man seeking sports, news, or combo position. Enthusiastic, hard working; exciting PBP 5 sports. Bill 404-229-1347.

Business reporter: Strong on camera executive appearance, solid broadcasting/business background, major market experience. Call Dale Jackson 714-999-9359.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director/writer (36) Hardworking, intelligent, talented man with extensive experience and super credits - commercials, TV shows, home videos, industrials. Budget conscious, quick, thorough pleasant. Seeks challenging position. Will relocate. 212-687-0963.

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Fred Landau to Box 116. Old Greenwich, CT 06870-0116. 203-637-3653

The Hot Sheet guarantee: More job listings and tips on potential openings than any other source! All areas, all levels. Finding fresh leads and exciting career opportunities is our business! Media Marketing, P.O. Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Pepperdine University, Malibu. Tenure track; Ph.D. required. Salary open, depending on qualifications. Professional experience/publications desirable. Teaching core broadcasting courses, including production and writing courses. Ability to teach in secondary area—such as communication law, media studies, or creative writing—desirable in interdisciplinary communication division. Send letter of application, vita and list of references to Stewart Hudson, Chair, Communication Division, Pepperdine University. Equal opportunity/affirmative action employer.

Graduate assistantship in radio/television/film (stipend plus tuition waiver). Also live undergraduate degree options. Contact: Dr. William Rabin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. 318-342-2144. EOE/AA.

Graduate assistantships in broadcasting M.A. and M.S.A. programs available. Teach introductory labs in radio or television production, introduction to mass media, and/or advise student productions. Stipend \$5200/year with tuition waived up to 20 hours. Send letter of interest to Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859 by June 1.

HELP WANTED MANAGEMENT

President - video production company. Full-service, publicly held video production company with locations in several major cities and headquarters in NYC seeks intelligent, aggressive, hands-on and creative businessperson to head company. Excellent opportunity for expansion and personal and professional growth. Salary commensurate with experience, M/F, EEO. Send resume and salary requirements to: E. Fader, 630 5th Avenue, Suite 3201, NY, NY 10020

Chief operating officer/general manager: Major Northeast teleproduction facility, Polish manager needed to fill newly created position. Will oversee daily operations including studio facilities, interformat editing, mobile units and creative services. Ideal candidate will have 10+ years experience in client relations, sales/marketing, film and video production, television technology and general management. Will report directly to chairman of the board. We will offer a competitive salary and incentives to someone who will balance quality customer service with the bottom line results. EOE. Send resume with salary history to Box G-47.

HELP WANTED SALES

Wanted: Salesperson to sell satellite uplink services both data and video. Must be experienced with good contacts. Based in Dallas, Chicago or LA for rapidly growing company with both Intelsat and domestic services. 800 DATA-LIN.

HELP WANTED TECHNICAL

Major East Coast production facility seeks hands-on chief who can bring new ideas and methods to our already strong staff. Experience with ADO, Paintbox, Chyron and GVG switchers required. Experience with Ampex, and Sony VTRs, Mirage, and Bosch Film to Tape a plus. Great benefits program and salary. Reply Box G-44, or call 215-925-5113.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288

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 working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshop Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

MISCELLANEOUS

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 ext. TV-7833.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Lareco, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-8840888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)** Collins 830E (1965)**/Sintronics /SF35 (1986) CCA 30000DS (1968)/Transcom Corp. 215-884-0888. Telex 910-240-3856

AM transmitters **Continental 315F (1975), Collins 820E (1977)** Gates BC-50C (1966)** Harris MW1A (1983), Harris BC-1h1, CSI TIA, Gates BC-1T, Gates BC-1** 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.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456

Over 100 AM-FM transmitters in stock. All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600.

BCS = the Broadcast Store - You've seen the ad! Come meet the people! Las Vegas NAB April 9-12 Booth 6116. Buy, consign, sell, service. Sony BVH-2500, \$44,000, Ampex VPR-2 w/TBC, \$18,500; Hitachi HR-300, \$22,000. 4.5 antenna dishes w/uninterruptible power supply, \$6,500. We can save you time and money 818-845-1999.

Buy sell buy sell buy sell buy sell buy sell. Se us at NAB - Booth 5117 - Hilton Center. Media Concepts 919-977-3600.

Don't forget to come by booth 5117 at NAB and please save some slot money for used equipment. Media Concepts 919-977-3600.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Eicon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc., 301—845-8888, or call toll free, 800—238-4300

Just Telecine: RCA TP66's from \$5,500; TP-7B from \$1,000; TP-15B \$3,000; FR35B \$17,500; TK-27B \$3,500; Eastman 285 16MM \$4,900, PD-1 multiplexer \$1,500, Norrico FP16TV 16MM \$6,950; FP20TV 35MM \$12,750 We take trades. International Cinema, 6750 NE 4th Ct., Miami FL 33138. 305—756-0699, FAX 758-2036.

Satellite equipment: Satellite earth stations for sale Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations Everything from UPS's & HPAs to microwave equipment available. Technichrome 702—386-2844

Broadcast equipment (used). Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63118. 314—664-4497

FM and AM transmitters (used): Most powers. Continental Communications, Box 78219, St. Louis, MO 63118. 314—664-4497

We still need TK-47s, BVH-2000s, Chyron-4s, BVW-40s, TK-28s & 29s, BVU-800s. Call now Media Concepts 919—977-3600

For sale: RCA TTU60B transmitter with TTUE44 exciter-tuned to Ch. 22. Call GM 912—925-0022

Quantel DPE-5000SP DVE - \$15,000; Quantel DLS-6030 DVE - \$35,000; Quantel DPB-7000 Digital Paint Box - \$85,000; Vital VIX-114-2A Video Production Switcher - \$5,000; CDL-480 Video Production Switcher - \$15,000; Ikegami HK-357A Cameras w/lenses, viewfinders, etc - \$60,000/each; Ikegami HK-312 Cameras w/lenses, viewfinders, etc. - \$30,000/each; Telecine Film Chain complete package - \$10,000. All prices are negotiable. Contact Anton Duke or Cathy Brunetti 212—757-8919

RADIO

Help Wanted Management

General Sales Manager

If you can train, supervise and motivate a sales staff, build a complete sales plan and make it work, build sales promotions to sell fringe as well as drive times, like the Midwest, have a successful track record in radio sales, and have excellent references, we may have the perfect position for you to move up to. We're an AM/FM combo with a combined share of 51% in a 5 station market of 125,000. Respond quickly to Box G-48

V.P. CORPORATE PROGRAM DIRECTOR

Major market group has immediate opening for V.P. Corporate Program Director. Proven track record. All formats including turn arounds. EOE. Box G-46

Help Wanted Sales

TELECOMMUNICATIONS MARKETING REPRESENTATIVE

NPR Satellite Services, a leading supplier of satellite transmission services for the radio broadcasting industry, seeks an aggressive sales representative. Minimum qualifications include three years of direct sales experience and knowledge of the broadcasting industry. Selected individual will market a full line of audio services including SCPC channel capacity, transportable and fixed uplinking capabilities and international transmission services. Salary and bonus plan plus full company benefits. Send resume and salary history by 4/22/88 to:

National Public Radio
Personnel Department
2025 M Street, N.W.
Washington, DC 20036
EOE/AA

Help Wanted Programing Production & Others

PROGRAM MARKETING DIRECTOR

Washington based media organization is seeking a program marketing director for it's cultural programming division. Responsibilities include evaluating the market for programs and services, developing and implementing marketing strategies, planning and setting goals for increasing audience and carriage of news and information, cultural and specialized audiences programming. Qualified applicant must have a college degree or equivalent experience and two years in commercial or public radio broadcasting, with demonstrated ability to analyze and apply audience research and use other broadcast and related marketing research. Sales experience including familiarity and demonstrated knowledge of a complete sales cycle a must. Interested applicants send resume with salary requirements to:

NATIONAL PUBLIC RADIO
Personnel Department
2025 M Street, N.W.
Washington, DC 20036
EOE/AA

Situations Wanted Announcers

VETERAN RADIO PERSONALITY

Intelligent, informative, inventive, innovative and slightly insane...perfect for a full-service, newstalk, or A/C station in need of a proven ratings builder. Polished pro seeks class operation, expects excellent salary and benefits. 914—949-8596.

Talk Show Host

Shock radio? No! Controversy, you bet. Currently employed top 10 market pro seeks new challenge. 15 yrs top 20 markets with great track record. Issue oriented but versatile. No one comes better prepared to make it work for you! Box G-40.

TELEVISION

Help Wanted Management

DIRECTOR OF MARKETING

Knight-Ridder Broadcasting's WPRI-TV, Providence is looking for a promotion manager who's ready for the next step. WPRI's Marketing Director reports to the General Manager and is responsible for short and long term program planning/ acquisition, advertising & promotion, public affairs, research, and design. 3-5 years broadcast marketing/promotion and management experience required along with creative and writing skills.

Send resumes and tapes to:

DAVID SALINGER
Director of Marketing
WPRI-TV Channel 12
25 Catamore Boulevard
East Providence, RI 02914
An Equal Opportunity Employer

TOP EDITORIAL POSITION AVAILABLE

with leading TV/Radio/Teleproduction magazine for technical and engineering management. Applicant should be engineer or technically-oriented person, with strong writing/editorial skills. Send resume, qualifications and brief writing samples to: Box E-86.

Help Wanted Management Continued

Vice President Broadcast Operations & Engineering PBS

PBS is seeking a seasoned industry professional to manage the day to day operation of PBS Broadcast Operations & Engineering. Responsibilities involve advising the Sr. Vice President on all related policy issues, including broadcast operations, technical operations, maintenance, interconnection, and engineering activities. The Vice President will also initiate and coordinate the development of technical innovations and identify and recommend PBS positions in telecommunications policy. Qualifications are a professional degree in a technical field or management science; 10-15 years experience in high-technology areas with 5 years as a telecommunications executive. Technical and operating knowledge of broadcast television and interconnection systems, and the ability to supervise a technical organization and professional specialists necessary. PBS offers a salary commensurate with experience and a comprehensive benefits package. Interested candidates should submit letter of interest, resume, and salary requirements to:



Attn.: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314
EOE/AA

Manager Satellite Replacement Office PBS

PBS is seeking a seasoned management professional to oversee the day to day operation of our Satellite Replacement Office, a 3 year project to replace public television's existing satellite interconnection system. Responsibilities include advising the Director on all policy and operational issues, coordinating and implementing all phases of the project, and first line management of project resources. Successful applicant will have a bachelor's degree, with graduate coursework in business administration preferred, and at least 6-8 years management/ executive level business experience. In addition, excellent oral and written communication skills and a demonstrated record of success in planning, budgeting, negotiations, and project implementation are required. PBS offers a salary commensurate with experience and an excellent benefits package. Interested candidates should submit letter of interest, resume, and salary requirements to:



Attn: Carla A Gibson
1320 Braddock Place
Alexandria, VA 22314
EOE/AA

MARKETING/SALES MANAGER

for leading manufacturer/distributor of Camera Mounting Support Systems located in Hauppauge, NY. The individual we are seeking combines a strong administrative ability with a talent for sales to implement programs, direct and participate in our national sales effort. Please send resume to Box E-78.

Help Wanted Sales

HELP!!!

Business is booming! Our marketing department is swamped! Can you sell America's hottest ad campaigns to auto dealers? Experienced pros only, protected territories, 6-figure commission potential. Call Mr. Mills or Mr. Saltzman, 716-424-2170, 9A-5P M-F, E.S.T.

Help Wanted Technical

Communications Systems Engineer PBS

PBS is seeking an experienced electrical engineer to develop and evaluate new technologies to determine the feasibility and cost effectiveness of implementation. Responsibilities include providing in-depth technical analyses, participating in ongoing development projects, and monitoring industry standards committees. Successful applicant will have a BS degree in electrical engineering with a minimum of 5-7 years experience in broadcast systems engineering, satellite, or data communications. PBS offers a salary commensurate with experience and an excellent benefits package. Interested candidates should send letter of interest, resume, and salary requirements to:



Attn: Carla A. Gibson
1320 Braddock Place
Alexandria, VA 22314

EEO/AA

Chief Engineer

WKBD-TV-50, Detroit, is seeking a Chief Engineer. Candidates must have a minimum of 5 years experience at a medium to major market TV station as Chief Engineer or Assistant Chief Engineer. Send resume to:

WKBD, Inc.
P.O. Box 2350
Southfield, MI 48037

WKBD is an equal opportunity employer.



Help Wanted News

NEWS DIRECTOR

Major Market All-News Station seeks highly organized, flexible and assertive individual. Must have 10 years experience in broadcast journalism including a base in hands-on management. Prior experience as anchor, reporter or producer helpful. College degree preferred. Send resume w/ salary requirements to Box G-45.

Equal Opportunity Employer

Help Wanted Programing Production & Others

Field Producer

KPIX in San Francisco needs an exceptionally good Field Producer for its award winning EVENING MAGAZINE. Responsible for idea development, field and post production. Strong writing skills and field experience in a variety of situations a must. Minimum 3 years prior magazine show experience. Send tape and resume to:

Human Resources
KPIX
855 Battery Street
San Francisco CA 94111

NO PHONE CALLS, PLEASE

KPIX IS AN EQUAL OPPORTUNITY EMPLOYER

KPIX 5

GROUP W TELEVISION, INC.

Help Wanted Programing Production & Others Continued

ON-AIR PROMOTION PRODUCER/ WRITER

Currently, we're seeking a seasoned professional for WNBC-TV's Advertising & Promotion Department to conceptualize, write and revise scripts for television on-air promotional materials. You will also supervise off-line and on-line videotape edit sessions, supervise in-studio tapings, and research and prepare resource materials for use in edit sessions.

To qualify, you must be able to balance creative and administrative details, be a versatile writer with a strong visual sense, and have a strong working knowledge of current video production and post-production technology.

The National Broadcasting Company offers a salary commensurate with experience. For immediate consideration, please send resume including salary requirements, to: Julie J. O'Connell, Room 1678, Employment Department, NBC, 30 Rockefeller Plaza, New York, NY 10112.



Equal Opportunity Employer

ASSISTANT PROMOTION MANAGER

NBC affiliate in 40th market looking for innovative, highly motivated, quality-oriented promotion expert to supervise all on-air promotion. Three-four years experience with very strong writing, producing and editing skills required. Radio and print experience desirable. Send resume, tape, and writing samples to: Personnel, KUTV, P.O. Box 30901, Salt Lake City, UT 84130. No phone calls please! Closing date: March 28, 1988.

SENIOR PROMOTION PRODUCER

Last year, we shot over 70 television promotions on 35 mm film in-house. We're looking for someone to join the team. If you are a great writer, have experience in film production, and have a desire to produce high-quality spots, we'd like to talk with you.

SHOW US YOUR REEL...

Send resume and tape to:

Dept. CS, 4901 Fairmont Ave., Bethesda, MD 20814

NOTE: Tapes cannot be returned.

An Equal Opportunity/Affirmative Action Employer

Miscellaneous

Stolen Equipment

Tektronix 7L12 spectrum analyzer SIN B214451 with a 7613 insert was stolen from the WGBS transmitter facility. Any information on these devices please notify:

Chief Engineer
WGBS TV57
215-563-5757

ALLIED FIELDS
Help Wanted Technical

Chief Engineer

Exciting, new production/ post-production facility in New York City seeks an experienced professional. Individual must have experience both in studio and post-production, as well as in maintaining AMPEX 1" VTRs, ADO, Ikegami HL-79s, and GVG switchers.

Please send your resume with salary requirement, in confidence to:

Department AD-912

P.O. Box 1402

JAF Building

New York, NY 10116

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10,000 RADIO-TV JOBS

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AMERICAN RADIO TV JOB MARKET

1533 N. EASTERN Dept F

LAS VEGAS, NEVADA 89101



Programing

Attention TV, Radio Medical/Science Editors, Producers, Reporters

We'll send you free, professionally produced medical/science video research news from one of the nation's top research universities. TV: Split audio, superb video, 3/4" cassettes. RADIO: Open reel tapes, separate nat sound, actualities.

Send name and address to:

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...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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For Sale Equipment

NEW 60kw VHF Transmitter FOR SALE MUST SACRIFICE! Box G-49

Consultants

AM! AM! AM! AM! AM! AM! AM! AM! AM! AM!

If your numbers are slipping, we can help! Talk to:

MARK W. MASON

Now available to consult your station on a market exclusive basis. His last success? Making WABC America's Most Listened-To Talk Station!

Exclusive representation of Mr. Mason:

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Call us. 212-260-6090

The "SAVE TIME !!!" computer system for logs, bills, affidavits and reports is NOW available for COMMODORE (64) and IBM PC-XT, AT (and compatible) computers! CUT YOUR WORKLOAD to 25%! Just \$950 (Commodore); \$1400 (IBM). Includes all disks and instructions, CUSTOMIZED for you! CALL NOW for NAB price! For RADIO, TV, CABLE! 415-457-0303.

Business Opportunities



THE DALLAS FORT WORTH TELEPORT

GREAT SERVICE!

GREAT RATES!

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- TRANSPONDER

CALL PAUL DAY (214) 869-1800

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UHF LPTV in small all UHF Texas market. Covers ADI. Satellite & transmitting facilities, \$1 hour fulltime, \$15 by the hr. with operator & tape facilities. One KW optional. Ph 512-578-5555.

Wanted to Buy Stations

FULLTIME AM OWNERS

Multi-faceted TV oriented company looking for AM in western growth market. Prefer 10,000W fulltime and low frequency position. Looking for suburban area in large metro market that has growing population and retail base. Sorry, no brokers. Reply to Box G-8.

Wanted to Buy Stations Continued

WANTED: STATIONS TO BUY

Lester Kamin has qualified buyers! Financial services also available. When you're ready to sell, call us.



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For Sale Stations

HAWAII OPPORTUNITIES

Class C with Fulltime AM/good dial position. Solid sales growth. Asking \$1.4 million with excellent terms.

Dominant AM/excellent dial position. Located in tourist/port market. Stable sales. Priced to sell at \$325,000.

Profitable Class A in resort market. Perfect owner/operator situation. Asking \$950,000.

Contact: Marvin Rosenberg (303) 779-0880



Pat Thompson Co.



CA. COASTAL FM

200k community, mountain top antenna site, Operating profit. New equipment. \$1.8M-terms.

DAV ID LaFRANCE
818/893-3199

MARYLAND FULLTIME AM/FM

Profitable, stable community, 60 miles from Wash. DC, 90 miles from Baito. Dominant position in (3) county area.

\$1,800,000. CASH

Box 16834

Baltimore, MD 21206

CALIFORNIA HERE "U" COME!!!

- SO. CALIF. FM - MONOPOLY MARKET \$250,000 CASH. PAST BREAK-EVEN. CLOSE TO MAJOR CITIES
- NO. CALIF. "TOP" AM + "POWERHOUSE" FM LONG HISTORY OF RATINGS + PROFITS, \$850,000 WITH \$250,000 DOWN
 - #1 ARBITRON SO. CALIF. FM MASS APPEAL FORMAT, "BEACHFRONT LIVING," 6 FIGURE CASH FLOW \$2,100,000
 - SUBURBAN L.A. "COMBO" GREAT FORMATS "HOT" MARKET-OWNER UPGRADING, MUST SELL \$3,000,000 TERMS IF QUALIFIED
- ALL STNS SUBJECT TO PRIOR SALE - FINANCIAL CAPACITY OF BUYERS REQUIRED - PHONE NOW FOR APPOINTMENT

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 SAN FRANCISCO, CALIF 94109
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South Carolina AM - Aiken	\$170,000
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Tennessee Full-time AM Profitable	450,000
Alabama Urban Combo	800,000
South Carolina Class A Frequency and transmitter	800,000
Georgia Suburban AM Full-time	850,000
Massachusetts - 2 FM CP's	1,000,000 each
South Carolina Class A Suburban FM	1,100,000
Georgia Suburban Combo	1,500,000
Low Power TV Stations (4)	From 250,000 - 750,000
Louisiana Network TV	6,000,000

The Thorburn Company
 290 Boulder Drive
 Roswell, Georgia 30075
 Phone: 404-998-1080

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702-732-5111
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Hogan - Feldmann, Inc
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 Encino, California 91426
 Area Code (818) 980-3201

W. John Grandy

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 Washington, DC 20006
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Owner of one of only two AM's in prosperous college market is selling + moving south. CP for 500 day + 500 night in the works. Should be able to do 500,000 in sales after that. Financing available if needed.
Box G-56

- **South Carolina AM** - only station in major college town. Real estate included - good retirement community - \$150,000.00 with \$35,000.00 cash down, balance on long terms
- **South Carolina AM/FM** - %575,000.00 - \$150,000.00 cash down - FM can be moved to cover larger SC city

Write or call Ted Gray - broker, PO Box 900, Graham, NC 27253. 919-227-4254 or nights 919-229-1703

Margaret Haney

GRAHAM-HANEY
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SAN FRANCISCO OFFICE
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 Full C combo serves over 800,000 market pop. East Texas FM with C2 upgrade. Buyer builds. \$500K. Some terms.
 Arkansas combo in good small-medium market. Seller will negotiate. Good terms.

MIDWEST
 Full C and fulltime AM in market of approx 500,000. Ratings performer in strong economy. Terms possible.
John Mitchell or Joe Miot
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Harrisburg, Pennsylvania
 1.5M
 2Kw Daytimer, 720 Khz Stereo
 Selling For Health Reasons
 Terms Available to Qualified Buyer
 717-761-1412 After 7:00 p.m.

College town AM for sale in Rocky Mountains.
Box G-41

For Sale:
The only station in Yellowstone Park!
Call after 6pm
406-586-2150

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SUITE 2250

of the Las Vegas Hilton for ...

- **BIG FULL TIME AM**
SW near top 10 market, cash flow, real estate. \$1,500,000, terms available.
- **MEDIUM MARKET FM's**
Colorado, Oklahoma, Texas. Upgrades, combos, stand-alones. \$750,000 to \$2 million.
- **SPECIAL SITUATIONS**
SW Top 25 Market AM, \$200,000 cash + equipment lease.
SE small religious AM, \$260,000 with partial terms

George **MOORE**
& Associates, Inc.

12900 PRESTON RD., SUITE 1040, DALLAS, TX 75230

Jim Moore
(214) 661-8970

Dave Garland
(713) 784-0238

Nationwide Media Brokers
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Class A available in the Texas Hill Country. Asking \$350,000 with \$100,000 down.

BILL WHITLEY
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- Four Class C 100,000 watts radio stations plus many AM/FM combos
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- Call to get on our mailing list

See you at NAB — Las Vegas Hilton — By appointment only



Broadcast Communications Division
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PACIFIC NORTHWEST

AM-FM combo in beautiful area visited by some 3 million people every year. Super studio-office building included.

Stations not at full potential. Realistic term price of \$1,210,000 is 7.4 times cash flow.

Call Roy Rowan -- Blackburn Company -- 213-274-8151.

TEXAS FM LOW DOWNPAYMENT

East Texas class A FM in small market. Excellent volume. Needs sales oriented bottom-line type owner/operator. Must be financially qualified. Box G-22.

SPOKANE AM/FM

Motivated Seller
Good terms available.
BOX G-13

FOR SALE 10 KW SW VA Daytimer

If you are a successful small market salesperson and you want to own a station

Write: P.O. Box 21206
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Attractive terms for the right individual

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

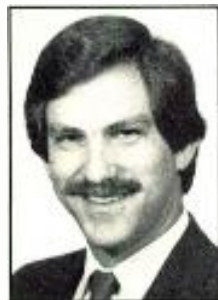
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Media



Raymon

Paul Raymon, president and general manager, WAGA-TV Atlanta, named chairman of board and chief executive officer of Gillett Communications of Atlanta Inc., subsidiary of SCI Television Inc. TV group and licensee of WAGA-TV; **Jack Sanders**, president, television division, Great American Broadcasting (formerly Taft Broadcasting), Cincinnati-based group owner of seven AM, eight FM and five TV stations, joins WAGA-TV as president and general manager. He will also be VP of SCI in charge of developing new business.



Haas

Adam Haas, VP, programming and government relations, Rogers Communications Inc., Toronto, named executive VP and regional general manager, Rogers Cable TV in Oregon. He succeeds **Rudi Engel**, who becomes executive VP and general manager, Rogers Cable TV in Toronto.

Lawrence Clamage, VP and general manager, WTSP-TV St. Petersburg, Fla., joins AnchorMedia Corp., St. Petersburg-based operator of two TV, three AM and three FM stations, as senior VP.

Steven Krakow, VP-treasurer, Marlin Ltd. Broadcasting Inc., Miami-based owner of two FM stations (application pending for third), named senior VP.

Appointments at NBC-TV, New York: **Wayne Rickert**, VP, human resources and communications, GE American Communications, Princeton, N.J., to Burbank, Calif.-based VP, employe relations, West Coast; **William Terry**, director, financial administration, named director, general administration.

Chris Rohrs, VP and general sales manager, WDIV(TV) Detroit, named VP of marketing-station manager.

Steve Scollard, general sales manager, KRRT(TV) Kerrville, Tex., joins KLRT(TV) Little Rock, Ark., as general manager.

Gary Bolton, president and general manager, WOTV(TV) Grand Rapids, Mich., resigns.

Peter Leone, assistant to president, *U.S. News and World Report*, New York, joins KADY-TV Oxnard, Calif., as VP, general manager.

Appointments at Univision station group, New York-based owner and operator of six UHF Spanish-language TV stations: **Emilio Nicolas Jr.**, general manager, KDTV(TV) San Francisco, to same capacity at WXTV(TV) Paterson, N.J. He is succeeded by **August Ruiz**, acting general manager, WXTV(TV).

Tony Twibell, general sales manager, KTSP-TV Phoenix, joins WSPA-TV Spartanburg, S.C., as general manager.

Lynn McFadden, VP and general manager, KMBZ(AM)-KMBR(FM) Kansas City, Mo., resigns. She will continue to serve as part-time management consultant in labor relations, sports contracts and operations.

Robert (Bob) Russell, owner and general manager, KOZA(AM) Odessa, Tex., joins KGNC-AM-FM Amarillo, Tex., as general manager.

Fred Hendrickson, Waverly, Iowa-based insurance and investment agent, Farm Bureau, Des Moines, Iowa, joins KXEL(AM)-KOKZ(FM) Waterloo, Iowa, as general manager.

Michael Fray, general sales manager, WGCH(AM) Greenwich, Conn., joins WREF(AM) Ridgefield, Conn., as VP, general manager.

Jerry Staggs, general sales manager, WIZE(AM) Springfield, Ohio, named VP and general manager.

Appointments at Daniels & Associates Inc., Denver-based operator of 23 cable systems: **Tom Schaeffer**, general manager, Southland Cablevision in southern California, to VP of parent company; **Thom Prevette**, general manager, Daniels-managed North Augusta Cablevision in South Carolina, to same capacity at Foothills Cablevision, Glendora, Calif.

Joseph Euteneuer, VP of finance for Western region, Storer Communications Inc., Miami, joins Comcast Corp., Bala Cynwyd, Pa., as director of corporate development.

Robert Brewer, assistant chief engineer, Ad-

ams-Russell, Waltham, Mass.-based subsidiary of Cablevision Systems Corp., Woodbury, N.Y., named general manager, Adams-Russell's system in Wellsville, N.Y.

John Lafleur, business manager and 25-year veteran at WWLP(TV) Springfield, Mass., retires. He is succeeded by **Constance O'Brien**, VP and business manager, WHYN-AM-FM Springfield.

Marketing

Robert Huntington, chairman and chief executive officer, Saatchi & Saatchi Compton Group, New York, joins DDB Needham Worldwide there as vice chairman, chief operating officer.



Huntington

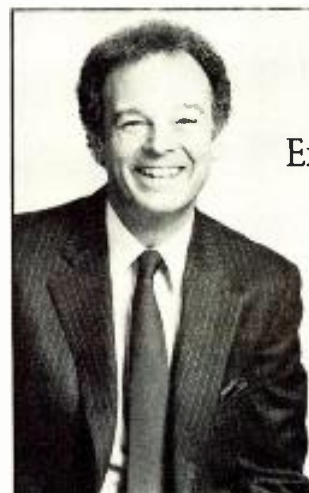


Caplan

Jack Caplan, director of media planning and research, Time Buying Services, New York, named executive VP.

Appointments at Tracy-Locke/Denver: **Robert Foster**, Denver-based president and chief executive officer, Evans/AFSC, Salt Lake City, to executive VP, general manager; **Alan Koenke**, senior VP-senior creative director, to executive VP-executive creative director. They replace **Garry Mitchell**, president, who resigns.

Appointments at Lintas:New York: **Steve Nordia**, executive VP, account management, named director of business development; **Doug Gluck**, associate media director,



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The person you describe is the person we'll deliver.

to senior VP; **Marian Mosen**, group creative director, to senior VP; **Rule Johnson-Morris**, director of office automation, to VP.

Maureen Moore, VP, Cramer-Krasselt Chicago, named senior VP, creative director.

Named VP's at Lintas:Ceco Communications, Warren, Mich.-based international marketing communications company: **Jack Baenziger**, manager, marketing systems; **David Buffington**, director of design; **Robert Douglas**, manager, co-op advertising services; **Fred Giesekeing**, direct marketing copy supervisor; **Kyle Given**, creative director, movies group; **Eldon Marwede**, manager, Yellow Pages; **Gary Sikorski**, business manager, publishing, and **Jeanne Umholtz**, manager, direct marketing.

Joyce McDaniel, media director, Madden & Goodrum & Associates Inc., Nashville-based advertising and public relations agency, named VP.

George Erickson, general office manager and legal/business affairs department manager, Weightman Advertising, subsidiary of The Weightman Group, Philadelphia, named VP, director of administrative operations at The Weightman Group.

Ben Fernandez, broadcast producer, D'Arcy Masius Benton & Bowles, St. Louis, named VP.

Edward Branca, general manager, Clark & Associates Advertising, San Francisco, joins KADY-TV Oxnard, Calif., as general sales manager.

Peggy Huss, general sales manager, WVNY(TV) Burlington, Vt., joins KDLT(TV)

Mitchell, S.D., in same capacity.

Appointments at WVNY(TV) Burlington, Vt.: **Merl Pearson**, local sales manager, WINK-TV Fort Meyers, Fla., to regional account executive; **Paul Hatin**, owner, Air-Time Communications, Rutland, Mass., to sales representative.

Frank Nosal, local sales manager, WAMO-AM-FM Pittsburgh, named general sales manager.

Rodney Krol, president and general manager, WKWK-AM-FM Wheeling, W.Va., joins WOWO(AM) Fort Wayne, Ind., as general sales manager.

Marcia Davis, local sales manager, KJOI(FM) Los Angeles, and **Susan Wallace**, national sales manager, KFAC-AM-FM Los Angeles, named sales managers at KFAC.

Margaret Sweeney, account executive, WKRT(AM)-WOKW(FM) Cortland, N.Y., named sales manager.

Mark Hawkins, account executive, Republic Radio, New York, named Minneapolis-based sales manager.

Mary Ann McGuire, account executive, Jacor Broadcasting/WGST Radio, Atlanta, joins WJXT(TV) Jacksonville, Fla., as marketing specialist.

Appointments at WJW-TV Cleveland: **Mike Renda**, national sales manager, to local sales manager; **Don Alexander**, Chicago-based sales manager, Storer Television Sales, New York, to national sales manager.

Chase Ballou, agency marketing specialist, KMPH(TV) Visalia, Calif., named national

marketing manager.

Robert Blagman, VP, national sales manager, Katz Communications, New York, joins KCOP-TV Los Angeles as national sales manager, based in New York.

Andrew Capone, director of sales training and employe development, MMT Sales, New York, joins WXFL(TV) Tampa, Fla., as national sales manager.

Kirk Gregory, senior account executive, KSL-TV Salt Lake City, joins KESQ-TV Palm Springs, Calif., as national sales manager.

Barry Margolis, account executive, WNBC-TV New York, named manager, sales.

John Giacomo, sales manager, WCDO-AM-FM Sidney, N.Y., and **Susan Needy**, sales representative, *Cape Cod Chronicle*, Chatham, Mass., join WKPE-AM-FM Orleans, Mass., as advertising consultants.

Catherine Guidot, assistant account executive, BBDO, Chicago, named account executive.

Roger Honet, assistant account executive, W.B. Doner & Co. Advertising, Detroit, named account executive.

Mark Gray, president, MGA Associates, Atlanta, joins Katz Radio, New York, as account executive.

Lisa Pitasi, from Infomedia, New York, joins USA Network there as account executive.

Eric Thornton, account executive, WTNH-TV New Haven, Conn., joins WVIT(TV) New Britain, Conn., in same capacity.

Doreen Smith, from WBBM-FM Chicago, and **Terri Winking**, from Blair Television, Chicago, join WMAQ(AM) there as account executives.

Broadcasting

The News Magazine of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

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Programing

Andrew Meyer, president, Wildwood Enterprises, Sundance, Utah, joins newly formed Act III Productions, Los Angeles, in same capacity.

Jack Waterman, executive director, planning, television group, Paramount Pictures Corp., Hollywood, named VP, planning.

Allen Sabinson, senior agent in television packaging department, International Creative Management, Los Angeles, joins ABC Entertainment, New York, as VP, motion pictures for television.

Appointments at CBS New York: **Norman Powell**, VP, production operations, to Los Angeles-based VP, CBS Entertainment Productions; **Maddy Desmoni-Horne**, director, dramatic program development, to Los Angeles-based senior director, CBS Entertainment Productions.

Nelson Flanagan, operations manager, WLOS(TV) Asheville, N.C., joins KXTX-TV Dallas as programing-promotions director.

Marc Doyle, director of station operations, WAGA-TV Atlanta, resigns to form own production company.

John Dantzer, program and music director, KIKX-FM Manitou Springs, Colo., and KQIZ-

FM Amarillo, Tex., named VP of programming.



Brown

Cheryl Brown, director of research, Madison Square Garden Network, New York, named director of corporate research, Madison Square Garden Corp.

Dave Robbins, program director, KHTR(FM) St. Louis, joins WNCI(FM) Columbus, Ohio, in same capacity. He is succeeded by **Kevin Young**, program director, WCOL(AM) Columbus, Ohio.

Appointments at KTZZ-TV Seattle: **Rick Collins**, senior producer/director, to production manager; **Sally Lee**, data processor, St. Joseph's hospital, Bellingham, Wash., to receptionist-production assistant; **Jonna Schutz**, receptionist, Seattle Lighting, to sales secretary; **Jada Berteaux**, associate, C.W.R. Inc., Seattle, to receptionist-traffic assistant.

Kevin Kerl, production manager, KDUH-TV Scotts Bluff, Neb., joins KDLT(TV) Mitchell, S.D., as creative/video producer.

News and Public Affairs



Montoya

Fidel (Butch) Montoya, news director, KUSA-TV Denver, named VP, news director.

Robert Warfield, VP of news, WDIV(TV) Detroit, named VP of news-director of broadcast operations.

Diane Bryant, reporter, WLKY-TV Louisville, Ky., joins

WFPL(FM)-WFPK(FM) there as news director.

Barry Pintar, 11 p.m. news anchor, WSAZ-TV Huntington, W.Va., joins WBNS-TV Columbus, Ohio, as field anchor for *Heart of Ohio*.

Nelson Martinez, anchor-reporter, KOAT-TV Albuquerque, N.M., joins WTNH-TV New Haven, Conn., as 6 and 11 p.m. weekend news anchor.

Ed Berliner, sports reporter and weekend sports anchor, WCIX(TV) Miami, named sports director.

Jon Schuetz, assistant sports director and weekend sports anchor, KDLT(TV) Mitchell, S.D., named sports director.

Pete Liebengood, co-host, *Sports Final*, KRON-TV San Francisco, adds duties as weekend sports anchor. He succeeds **Gary Radnich**, who becomes weekday sports anchor.

Vicki Dortch, weekday news anchor, WPSD-TV Paducah, Ky., joins WLKY-TV Louisville, Ky., as weekend co-anchor-reporter.

Larry Attebery, anchor and news director,

KTTV(TV) Los Angeles, joins KCOP(TV) there as news reporter.

Lisa Kim, general assignment reporter, WMBD-TV Peoria, Ill., joins WOTV(TV) Grand Rapids, Mich., as reporter.

Peter Bernard, weekend weather and weekday reporter, KOLR(TV) Springfield, Mo., joins WRGB(TV) Schenectady, N.Y., in same capacity.

Technology



Wilson

Robert Wilson, VP and general manager, magnetic tape division, Ampex Corp., Redwood City, Calif., named general manager, marketing sales and service organization. He is succeeded by **Gene Nyland**, director of operations, magnetic tape division.

Steve Sloane, London-based manager, European sales, Chyron Corp., Melville, N.Y., named VP international sales.

Eric Hass, president and chief executive officer, Victor Technologies, Scotts Valley, Calif.-based office products company, joins Harris Corp., Mountain View, Calif., as VP, head of video systems operation.

Al McCormick, VP of operations, Overseas Telecommunications Inc., Alexandria, Va.,

joins Private Trans-Atlantic Telecommunications System Inc. (PTAT), McLean, Va., in same capacity.

Thomas Atkins, director of technical operations, WWKB(AM)-WKSE-FM Buffalo, N.Y., named VP, technical operations and operations manager.

Warren Allgyer, managing director, relocation project engineering, NBC Network, New York, joins Chronicle Broadcasting Co., San Francisco, as VP-engineering.

Gerald Robinson, director of engineering, WISN-TV Milwaukee, named VP, engineering.

Harold Messias, VP of marketing and sales, Numerix Corp., Newton, Mass., joins Analogic Corp., Waltham, Mass., as VP of sales, computer design and applications.

James Wonn, VP-engineering, C-COR Electronics, State College, Pa., named VP of sales and marketing.

Philip Zaleon, graphics director-news, WSYX(TV) Columbus, Ohio, joins WXFL(TV) Tampa, Fla., as director of art and graphics.

James Miller, staff editor, Varitel Video, San Francisco, joins Melchor Productions, Mountain View, Calif., as editor.

Julia Agostinelli, manager, material and services, information display systems division, SAIC (Science Applications International Corp.), Englewood, N.J., named assistant director.

Ruth Reinis, videographer, Washtenaw Community College, Ann Arbor, Mich., joins Video Transitions Inc., Hollywood-

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Tillinghast Reid & Company

based post production editing facility, as marketing and sales assistant.

Promotion and PR

Betsy Freeman, director of communications, MTV Networks, New York, forms Freeman Communications, New York-based creator of public relations, advertising and marketing materials.

Barbara Hodgson, public relations manager, Media Home Entertainment, Culver City, Calif., named director of public relations for Media subsidiary, Heron Communications.

Allied Fields

Allan Bowdach, VP of mergers and acquisitions, Cable Investments Inc., Englewood, Colo., forms Communications Marketing Group Inc., Englewood-based brokerage and appraisal service.

Ivor Stocker, VP and member of board of directors, R.H. Bruskin Associates, New Brunswick, N.J.-based market research company, named vice-chairman.

Kathleen Abernathy, attorney, Thelen, Martin, Johnson & Bridges, Washington-based law firm, joins Comsat, World Systems Division there as director of federal policy responsible for maritime and financial matters.

Margaret Davis, account executive, Dante, New York-based corporate recruiting firm, joins Television Bureau of Advertising there as VP-creative director.

Edgar Scherick, independent producer of theatrical and television films, named chairman of Academy of Television Arts and Sciences Television Academy Hall of Fame.

Shirley Kennedy, awards administrator, Academy of Television Arts and Sciences, Burbank, Calif., named academy archivist

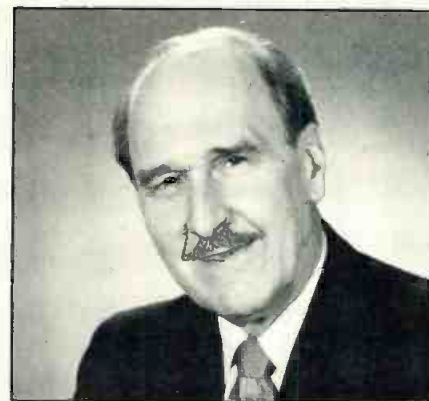
Edwin Lavergne, associate, and **Rodney Joyce**, of counsel, Washington-based law firm of Finley Kumble, join Ginsberg Feldman & Brass there as partners.

Veronica Ahern, partner, and **Robert Mazer**, senior associate, Chadbourne & Parke, Washington-based law firm, join Nixon, Hargrave, Devans & Doyle there as partner and counsel, respectively.

Don Rominski, assistant manager, MCA Television Limited Shipping Exchange, Chicago, named manager. He succeeds **John Krutzler**, retired.

W. Donald Roberts Jr., president and owner, Roberts Broadcasting Inc., Sarasota, Fla.-based licensee of WJMS(AM)-WIM(FM) Ironwood, Mich., and WJMT(AM)-WMZK(FM) Merrill, Wis., also joins brokerage firm of Kozacko-Horton Co., as associate and head of new Southeast/Florida office, based in Sarasota.

Joe Charles, sales manager for mid-Atlantic division, Multimedia Entertainment, New York, joins Rasmussen Communications Management, Champaign, Ill., as net-



Then and now. Veteran newsman Don Wayne will retire as anchor at WHIO-TV Dayton, Ohio, after 46 years in news industry. Wayne spent 39 of those years at WHIO-TV, which he joined at its inception as director-producer. Two years later, in 1951, Wayne began his career in front of the camera, covering such stories as the Vietnam War, the U.S. moon landing, the return of the American hostages from Iran, as well as conducting an Oval Office interview with President Gerald Ford. WHIO-TV news plans to air a series of tributes to Wayne during the month of May.

work sales representative.

Jeff Runser, producer, KARE(TV) Minneapolis, joins McHugh & Hoffman, Fairfax, Va.-based communications consultant, as account executive.

Robert Womack, director of sales development, Gannett Media Sales, New York, joins AGB Television Research there as director of network sales.

Deaths



Fibber McGee and Molly

Jim Jordan, 91, radio's Fibber McGee, died April 1 at Beverly Hills Medical Center, Beverly Hills, Calif. Jordan had gone into coma after falling in his home one week before. He began his entertainment career as member of vaudeville quartet in 1917. He later joined U.S. Army Entertainment Division performing in France during World War I. After his release from service, Jordan traveled with his wife, Marion, as member of theatrical company, also working as singer on side. He returned to vaudeville in 1925 for two years and then began working in radio with WENR(AM) Chicago where he helped launch children's program. Jordan landed his first radio serial in 1929 and began Fibber McGee character, with his wife as Molly, in 1931. Resulting show, *Fibber McGee and Molly*, ran on NBC radio network from 1935 to 1957. Jordan is survived by his second wife, Gretchen Stewart, one son and one daughter.

Eddie Fenton, 70, former reporter for WCBM(AM) Baltimore, died March 25 at his home in Baltimore after long illness. Fenton spent 47 years with station, joining in 1933 as high school sports reporter and spending most of his time as political reporter in state capital, Annapolis. He retired in 1980. He is survived by his wife, Lelia.

Hugh (Mal) Beville, 79, long-time NBC research executive, died March 25 of congestive heart failure at St. Francis Hospital in Port Washington, N.Y. ("In Brief," April 4). Beville joined NBC, which was organizing statistical department, in 1930. He developed first nationwide study of daytime audience listening habits and first comprehensive "summer vs. winter" listening study. Beville interrupted his broadcasting career to join Army during World War II, rising to rank of lieutenant colonel. He returned to NBC after his service, becoming director of research and planning in 1952 and VP of planning in 1964. In 1968 Beville retired from NBC to become professor at Long Island College in Southampton, N.Y., where he spent six years teaching marketing and management. He was executive director of Electronic Media Rating Council, New York, from 1972 until 1982 when he retired to be independent consultant. Beville was organizer of Broadcast Ratings Council in 1953 and later became its executive director. Most recently he was updating 60-year history for Market Research Council, of which he was past president. He is survived by his wife, Eleanor Hudson, and one daughter.

Kenneth Owler Smith, 67, professor at USC's School of Journalism and director of sports information program in College of Letters, Arts and Sciences, died March 31 of cancer at his home in Pasadena, Calif. He began his broadcasting career during 1940's as public affairs writer for KERN(AM) Bakersfield, Calif. During World War II he served as public information specialist for U.S. Army and later joined Dean Newspapers Inc. upon his release. In early 1950's Smith served as producer and director of television and feature programs at KTLA(TV) Los Angeles. He taught public relations at UCLA in the 1960's. Smith is survived by his wife, Patricia Ann.

Charting the state of the art

The big changes in broadcasting since World War II, says Jules Cohen, have been the shift "from the total influence of aural broadcasting, particularly AM, to [that of] television," and the "significant loss of the AM broadcasting audience to FM." Cohen speaks from experience. In his 40-plus years as a broadcast consulting engineer, he has observed, commented on and participated in those changes.

Cohen was to be the 29th recipient of the annual "National Association of Broadcasters Engineering Achievement Award" last Saturday (April 9) at the NAB convention in Las Vegas. Past honorees have included the current top engineering executives at two of the three commercial broadcast networks: Julius Barnathan of Capital Cities/ABC and Joseph Flaherty of CBS.

To be considered for the award, NAB eligibility rules say that a nominee must have made contributions "which measurably advanced the state of the art of broadcast engineering" and should have made his mark in the "dissemination of technical knowledge and literature" and "leadership in broadcast engineering affairs." Declaring that Cohen had met these qualifications, T. Arthur Bone, vice president, engineering, Knight-Ridder Broadcasting, and chairman of NAB's engineering conference committee, calls him "an engineer's engineer."

Clients of Cohen's firm, Jules Cohen & Associates, have included the three broadcast networks, NAB, the Association of Maximum Service Telecasters (AMST), Cox Broadcasting and the now-defunct Storer Broadcasting. Another long-time client is Multimedia Broadcasting. Wilson Wearn, former chairman and president of Multimedia, was a founding partner of Cohen's firm, originally named Vandivere, Cohen & Wearn, in 1952. Until earlier this year, Cohen had served as either partner, sole owner or officer of the company since that time. He resigned as president last February to concentrate on consulting and to lighten his work load.

As he looks back at the issues that have dominated broadcasting and the engineering consulting profession, Cohen divides the last 42 years into three eras. At first, the AM band was the most important business at the FCC, he says. "Those first few years after the war were almost entirely involved with allocations matters...The television freeze was lifted in 1952, but in the 1950's, the work was still largely AM broadcast." In the 1960's and 1970's, the emphasis shifted to FM and TV issues. The current era, he says, is defined by the deregulatory philosophy of the FCC.

Cohen is "not too comfortable" with the deregulatory era. "The commission was established in the first place to bring order out



JULES COHEN—consultant to Jules Cohen & Associates P.C.; b. April 21, 1917, Chicago; BS, University of Washington, Seattle, 1938; assistant engineer, substation design section, Bonneville Power Administration, Portland, Ore., 1938-1942; engineer, U.S. Navy, 1942-45; senior engineer, Weldon & Carr, Washington, 1946-1952; co-founded Vandivere, Cohen & Wearn (later renamed Jules Cohen & Associates), Washington, 1952; resigned as president to become consultant, 1988; m. Marion Cohen, Sept. 1, 1940; children: David, Ann.

of the chaos that was occurring back in the 20's," he says. "Today we have over 10,000 aural broadcast stations and about 1,400 television stations and there are all the other pressures from so many people that have these great ideas on how they can use little chunks of spectrum," all threatening to increase interference. An example, he says, is the current controversy over an FCC inquiry on relaxation of FM translator technical standards which, according to the NAB, would lead to a proliferation of "low-power FM" stations, creating new interference with existing stations. Says Cohen: "I believe that the FCC should maintain a very tight reign on the standards that they apply, and that seems to be what they are walking away from."

But he says that he has always gotten along with individuals at the commission. "My philosophy is not to be on the FCC staff's back all the time," he says. He tries to present a client's case as clearly as possible in technical filings "and not actually sit down with FCC staff members unless there appears to be a lack of understanding on some engineering problem."

Since 1952, Cohen's firm has handled over 8,000 engineering projects. In the last 10 years, he has testified in hearings for over 50 cases before the FCC and various courts of law. Of all those projects, Cohen is proudest of his last eight years of work for AMST. He has assisted the association in several battles relating to spectrum protection. "I think that the controversy between land mobile and television is where I have been most effective," he says.

Land mobile and broadcasters are now disputing over UHF-TV spectrum sharing in eight markets—spectrum broadcasters wish to reserve for possible future transmission of high-definition television. Cohen is not in favor of holding the spectrum indefinitely and says that spectrum sharing could be acceptable as long as the FCC sees the UHF band as primarily allocated for TV service and that other services are secondary.

HDTV, he says, will likely have the most dramatic impact on the future of television broadcasting. Cohen is active in three of the six working parties in the FCC's Advanced Television Systems Advisory Committee's planning subcommittee. The planning subcommittee is now working on a preliminary report to the commission dealing with spectrum needs for HDTV, due late this spring.

But he feels that much could still be done to improve the NTSC transmission system. "What is unfortunate," he says, "is what I consider to have been a misreading of the American television market by the Japanese." Muse (a Japanese HDTV transmission system) was developed, he says, with only satellite transmission to the home in mind, not local broadcasting. "The Japanese pride themselves on their homogeneity. A less homogeneous society than the United States you cannot find. Local television is extremely important...Terrestrial broadcasting is woven into our society," Cohen says.

Even further in the future, he sees fiber optics as a major influence on the broadcasting industry. But its rise "will not necessarily mean the end of the era of broadcasters," he says. He predicted that if fiber in the home were to become a means of delivering programing, terrestrial broadcasters would still exist and be carried by those fiber networks in a system similar to the relationship that now exists between broadcasters and cable TV systems. The conflicts brewing in fiber optic delivery, he says, are between the cable operators and the phone companies. There will be court decisions, he says, that will determine which will operate the fiber optic systems. Hopefully, Cohen says, the telephone companies will stay "in the common carrier business, and not become the single supplier of video, data transmission, and everything else that can be delivered over a fiber."

As for the medium that was dominant when he became a consulting engineer, says Cohen, "I feel pretty upbeat about AM." A key to its revival will be the willingness of broadcasters to conform to the National Radio Systems Committee standards, he says, and "an increasing number [of broadcasters] are seeing the benefits" of NRSC. "In automobile listening, we are not likely to find a total solution to the multipath interference on FM. If we had good quality AM, in stereo, I believe that a lot of that audience would shift." Some of that listenership, he says, might carry over to the home. ■

U.S. Court of Appeals in Washington refused last week to reconsider its decision to preserve so-called A/B switch rules. Jack Cole, attorney representing cable operators who asked for reconsideration, said there would be no appeal of decision. Last December, appeals court struck down as unconstitutional FCC rules requiring cable systems to carry some local broadcast signals, but said related A/B switch and consumer education rules were unaffected. Rules have been remanded to FCC for changes to reflect absence of carriage requirements and setting of new deadlines for implementation. Once they go into effect, cable operators will have to inform new subscribers and, periodically, existing subscribers about which local signals they carry. In addition, operators will have to offer to install A/B switches or provide them to do-it-yourselfers. Operators have to pay for installations of switches in homes of new subscribers, but may pass along costs of installation and switches to existing subscribers. A/B switches, which attach to back of television sets, allow for easy switching between off-air and cable reception.

Lorimar Syndication remained in negotiations with New York station at end of last week over sale of A.L.F. Lorimar had set March 29 for bids on show, but no station offered company's \$150,000 per-episode minimum. Minimum was then dropped to \$100,000. Lorimar was also unable to close deal in Phoenix, Atlanta and San Francisco. It made sales in Los Angeles (KHJ-TV) and Las Vegas (KVVU-TV).

RJR Nabisco Inc. withdrew its \$70-80 million account with Saatchi & Saatchi DFS Compton last week because of that agency's advertising campaign for Northwest Airlines, which promotes travel in planes that prohibit smoking. RJR Nabisco Inc. products include various brands of cigarettes. Agency's parent corporation, Saatchi & Saatchi PLC, will retain RJR Nabisco accounts internationally. Domestic accounts included Oreo and Chips Ahoy cookies, Lifesaver candies, Carefree sugarless chewing gum, Breath Saver mints and Bubble Yum bubble gum. Loss of account of nation's fourth largest advertiser will cost agency estimated 7% of its annual revenue. Northwest Airlines account is reported to be worth \$55 million. RJR Nabisco Inc. said that 18-year relationship with agency was discontinued because of importance of dealing with agencies "that have a wholly consistent philosophical approach to our plans and programs."

At NBC management meeting in Phoenix last week, **Jack Welsh**, head of NBC parent, General Electric, **told network executives: "You are performing as well or better than any component in [GE]."** Welsh's remarks came about one year after he gave same group severe tongue lashing for resisting change. "If I had to give you a report card I'd give you an A," for network's performance over past year, said Welsh. He singled out NBC News as having scored "news coup after news coup," and praised NBC's strong stand against striking NABET union last fall. About 120 NBC executives were on hand at what essentially was think session to ponder how network should position itself going into the 1990's.

CBS said last week long-running hit **Magnum P.I.** would have **last broadcast** in form of two-hour special on **May 1** (9-11 p.m.). Program premiered Dec. 11, 1980. ABC announced last week **new premiere date for China Beach, Tuesday April 26, 9-11 p.m.**

Writers Guild of America received strong letter of support from Screen Actors Guild President Patty Duke, indicating SAG board has "determined it will be conduct unbecoming of SAG members to perform writing services normally performed by striking writers." SAG members crossing WGA picket line will be subject to discipline, said Duke. Earlier in strike, Writers Guilds in Canada, Great Britain and Australia pledged not to pick up work normally done by WGA, unless it was contracted for before start of strike. Meanwhile, no further talks were scheduled as strike heads into

sixth week, prompting speculation on how long it can continue without causing delay for start of 1988-89 network prime time season. Producers and network executives contacted last week said if strike lasts more than another month, delay would be likely.

Dick Hollands, NAB senior VP for TV, **retires, effective June 1. Succeeding him is Charles E. Sherman**, president/GM, WHOI-TV Peoria, Ill. Hollands, who joined NAB in 1983, told association president, Eddie Fritts, two weeks ago he wanted to retire. Sherman has been with WHOI-TV since 1984, but with sale of



Hollands



Sherman

station to Adams Communications (BROADCASTING, Oct. 26, 1987), he has been looking for new position. According to Fritts, Sherman approached NAB and expressed interest in position at association's Advanced Television Test Center, but because of his past service on NAB's Research Committee and other industry activities, NAB offered him TV department post.

Hubbard Broadcasting's direct broadcast satellite subsidiary, **United States Satellite Broadcasting Co., last week filed applications at FCC for four more years to build and launch its two approved DBS birds and to modify construction** of satellites. According to November 1982 grant, USSB was to have birds in operation by next December. USSB cited delay due to 1983 international DBS standards negotiations, DBS start-up failures, launch industry failures, lack of domestic DBS dish manufacture and lack of accord on HDTV transmission standards as reasons for extension. USSB, which has invested about \$15 million over six years, said current DBS successes in Japan and Europe are erasing start-up and manufacturing problems, creating more promising DBS environment in U.S. Modification of CP asks for one 16-channel bird instead of two eight-channel birds.

Four-year-old **Pro Am Sports System Inc. (PASS)**, Detroit-based regional cable sports network and Domino Pizza subsidiary, said last week it has **signed five-year, renewable lease of transponder on GTE Spacenet III**, launched March 11. Deal signed before launch puts PASS on same bird with Associated Press, but if GTE also signs Rainbow Programming Enterprises' Bravo and/or Rainbow's five regional cable sports networks (BROADCASTING, Feb. 15), Spacenet III could quickly become established cable bird. PASS's William Wischman said joint C- and Ku-band capabilities, dearth of domestic satellite launches, long life expectancy of bird and timing all played part in choice by PASS, which expects dual feeds during June. Original lease on Westar V expires June 30.

Washington-based columnist **Jack Anderson** and **Saban Productions** will produce package of four quarterly "live event"-type specials under banner **American Expose**. Saban executive VP Bob Unkel said that package of specials was conceived after success of Tribune Entertainment's Geraldo Rivera specials. He said that although Geraldo Rivera specials have not always had "payoff" (opening of Al Capone's vaults revealed only beer bottle), Anderson specials will have guaranteed payoff. First offering—in November—will be **Who Murdered JFK**, special on 25th anniversary

Gabbert gets his wish. Jim Gabbert, the one-time president of the National Radio Broadcasters Association (which merged with the National Association of Broadcasters in 1986) in the 1970's who now owns KOFY-TV San Francisco and KOFY(AM) San Mateo (San Francisco), has received his long-sought approval from the FCC to purchase KHIT-FM San Mateo, Calif. (formerly KKCY-FM), from Olympic Broadcasting for \$11 million. The FCC move gives Gabbert a third broadcast license in the market.

The FCC initially refused to grant Gabbert the license due to its one-to-a-market rule, which bars a broadcaster from acquiring a television station and radio station in the same market (BROADCASTING, Feb. 15). However, the commission did grant Gabbert a waiver of the rule so he could purchase KOFY and combine its operation with that of KOFY-TV (ch. 20) and use the revenue to operate the UHF outlet more economically. The FCC will grant a waiver of the rule if it can be persuaded the action will promote UHF television.

In a March 25 letter from FCC Mass Media Bureau Chief Alex Felker detailing the FCC's reversal to Pacific's (Gabbert's Pacific FM Inc. company) attorneys, Felker said that Pacific had provided adequate documentation to show how KKCY would contribute to the "economic viability of station KOFY-TV." Felker said Pacific had failed to demonstrate this in the past.

Said Felker: "Pacific states that it intends to sell the two [radio] stations in combination, and based on this, Pacific estimates that the combined share of the two stations will provide revenues in excess of \$5,721,000.... Pacific has pledged to use the large amount of anticipated profits from the combined AM and FM operation for improved programming and the establishment of a news program on KOFY-TV. These programming commitments will add to the diversity of informational programming available in the market."

Gabbert told BROADCASTING that he settled with the two parties that filed petitions to deny the KHIT purchase—Thomas Ballantyne, a KKCY listener who objected to an editorial over KOFY-TV, and the Coalition To Save The City, a KKCY listener group (the station called itself "The City"), which wants to maintain the station's eclectic rock format.

sary of assassination in which Anderson will reveal details of murder conspiracy for first time. Second will be *Terrorism, U.S.* (working title), appearing in first quarter of 1989, which will detail Iranian plot to kill President Reagan. It will feature footage from terrorist training camp in Lebanon. Third special, set for second quarter of 1989, will explore story of secret treasure hidden in Philippines by Japanese general at end of World War II. Map to treasure was hidden by ex-Philippine President Ferdinand Marcos. Anderson will speak with Marcos and current Philippine President Corazon Aquino. Saban is currently in discussion with four syndicators to handle sales of specials.

Prevue Guide, program listing and promotion service of United Video, has merged with **TV Decisions**, Scripps-Howard operation, to form **Prevue Guide Inc.** United Cable also has ownership interest in venture. Combined reach of new program and promotion service will be 15 million cable subscribers in nearly 800 systems. Elsewhere, United Video said Congress has received over 6,000 coupons as part of its campaign to stop reinstatement of syndicated exclusivity rules ("Closed Circuit," April 4). UV had placed coupons in major newspapers in districts of six key Capitol Hill figures, asking viewers to inform them of their opposition to losing distant signals. UV said cable operators representing over five million subscribers have joined its HALT (Homes Against Losing Television) campaign.

In wake of FCC's launch of FM translator inquiry (BROADCASTING,

March 28), group of Arizona broadcasters calling itself **CACTUS** (Cancel Arizona Commercial Translator Usage Soon) has asked **FCC to tighten restrictions on operation of commercial FM translators** and crack down on abuses by existing translators in state. Group said it supports modification of translator rules proposed by NAB with two exceptions: 1) translators should be prohibited from rebroadcasting primary station's signal beyond one millivolt contour of primary, except in areas without local services, and 2) instead of grandfathering existing stations, they should relicense them under stricter rules. Meanwhile, NAB executive committee voted to oppose any effort to use FM translator inquiry as platform for creation of "low-power FM" service. Executive committee also instructed staff to ask FCC to reconsider FCC decision permitting noncommercial FM translators owned-and-operated by primary station to receive signals via microwave and satellite, and to oppose rulemaking aimed at permitting all noncommercial FM translators to receive signals via microwave and satellite.

Viacom sold The Cosby Show in two of 24 markets that did not bid on show during two previous attempts. In Sacramento, Calif., show was sold to independent KTXL(TV). Show was opened in that market at floor price \$24,000. In Springfield, Mass., it was purchased by ABC affiliate WGGB-TV. Major unsold markets include San Diego, Tampa-St. Petersburg, Fla., and Cleveland. Total of 167 stations covering 94% of country have now purchased show.

Lorimar Telepictures stock closed Friday, April 8, at 15, up 1 1/2 for week, as merger discussions between Lorimar and Warner Bros. continued. Highest closing price for stock last week was 15 1/4 on Thursday, April 7. MGM/UA Communication Co. closed up 2 3/8 for week at 14 3/8. Highest closing price for stock was 14 3/4 on Thursday. In statement on Monday, April 5, company said it had received inquiries from several parties about acquiring company. Statement was issued in response to request from New York Stock Exchange after three-point rise on Monday (from 9 to 12). Special committee of three MGM/UA officers—Lee Rich, chairman/CEO; Stephen D. Silbert, president/COO, and Fred Benninger, director—was formed to handle takeover inquiries. In second-quarter earnings released last week, MGM/UA had net loss of \$4.65 million on operating revenue of \$157.9 million. That compares to loss of \$17.1 in second quarter last year when operating revenue was \$106.2 million.

Representative **Ed Markey** (D-Mass.) last week **canceled** scheduled April 12 **appearance at annual public television meeting** in Arlington, Va., due to bill markup that day.



Good as gold. KOMO(AM) Seattle, an affiliate of the ABC Information Network, was the recipient of the 25th annual Golden Mike award, presented by the Broadcast Pioneers. The honor was presented during dinner ceremonies at New York's Plaza hotel. Pictured (l-r): John Behnke, chief executive officer, Fisher Broadcasting, owner of KOMO; Hugh Downs, ABC News correspondent who was the guest speaker at the event; Rich Robertson, vice president and general manager of KOMO, and Stuart Krane, vice president, ABC Adult Networks.

Editorials

Stay the course

It takes very little effort to applaud what's going on at the FCC under the leadership of Dennis Patrick, as it was similarly easy to cheer the initiatives taken by his predecessor, Mark Fowler. Never before in the history of that agency—or of this industry—has that chair held individuals so dedicated to the First Amendment and the principles of free enterprise.

Both Patrick and Fowler and what they stand for will be in conspicuous evidence at the National Association of Broadcasters convention in Las Vegas this week—the former through a keynote appearance, the latter as recipient of the Distinguished Service Award, NAB's highest honor. Ironically, while applause rings in their ears, there is growing within the broadcast industry a movement to repudiate the Fowler-Patrick deregulatory policies. The fear among many who will be in their audience is that broadcasting cannot survive without some kind of governmentally endowed "special" status, for which some would trade all. Beginning, sad to say, with the fairness doctrine.

There's a faustian ring about all this, and not a little despairing. Broadcasters are beginning to talk of "survival," as though their medium were imperiled and only the government could save them. We don't think that's true, or even close; those 50,000 people in Las Vegas this week didn't go to attend a wake. In today's media economy, and tomorrow's, broadcasters need to be protected *by* the free enterprise system, not protected from it.

Spelling renewal relief

The latest catch phrase in broadcasting sectors of Washington is "abuse of process." Eddie Fritts, president of the National Association of Broadcasters, has hit upon corrections of abuse of processes at the FCC as a way to reduce broadcasters' vulnerability to comparative challenges at license renewal time (see page 34). The FCC last August proposed rules correcting abuse of the processes of filing, avoiding or settling petitions to deny license renewal.

The broadcasting establishment may be a little late in its discovery of abuse of process, but its sudden interest in seeking corrective action is to be encouraged. When the FCC sought examples of abuses arising from petitions to deny or the threat of them, the industry response was zilch. Disappointed observers guessed broadcasters with case histories feared retaliation. Presumably the NAB has since unearthed examples of abuse it is willing to discuss in its current field of interest, the comparative renewal.

The response by others to the FCC's proposed correction of its petition-to-deny processes has been less reticent than the broadcasters'. Pluria Marshall, who heads the National Black Media Coalition, faces a midlife career change if the commission, as proposed, prohibits payments in excess of legitimate legal fees for promises to withhold or withdraw petitions. Marshall has denounced the proposed rule as targeted at him and his advisory service in the employment of blacks and other minorities. His lawyer, David Honig, whose specialty is also endangered, has noted the absence of evidence that Marshall's work is anything but in the public interest. This page will not dispute Honig's assertion that "agency action taken without evidentiary support is presumptively invalid" (BROADCASTING, Feb. 15).

Assuming that the NAB is ready with a persuasive case, its decision to shift direction in its quest for renewal relief is politically wise. Capitol Hill will grant relief only at a fearful cost of content regulation. It is within the FCC's power, as

suggested by Chairman Dennis Patrick, to correct some of the more egregious disadvantages now imposed upon challenged incumbents, without modifications of the law.

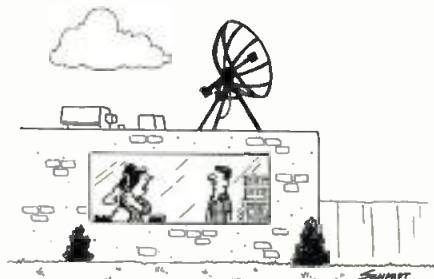
Regulatory history is replete with competing applications filed with a faint hope of eventually dislodging incumbent licensees but the less faint hope of settlements. That kind of gamble can attract applicants with money they don't mind risking, especially if its loss is tax deductible. There are lawyers who have prospered in the process. Raising the odds and lowering the payoff in this casino would presumably discourage players.

There are other handicaps that the FCC could remove from incumbents in comparative challenges. The diversification-of-ownership criterion now disfavoring multimedia licensees no longer makes sense in an era of proliferating media, nor does the integration-of-management-and-ownership criterion when mom and pop have long gone from broadcast management.

As Chairman Patrick reminds readers in the "At Large" beginning on page 31, he wants to revive an inquiry into renewal reform begun six years ago at the FCC but allowed to atrophy. He also wants to explore ways to define a broadcast record on which incumbents can run without insinuating the government into content control. Perhaps all this can come to a harmonious end, if Fritts and Patrick can find the same wavelength.

Critical acclaim. Tom Shales, the influential TV editor of the *Washington Post*, has been awarded the Pulitzer prize for criticism. It is a fitting feather for a man who could write of NBC program decision making—in the days before the golden touch of Grant Tinker—that it suffered from "dementia peacocks." Shales is nothing if not quotable, and he is notable for his coining of new phrases and flipping of familiar ones. But there is method in his muse. Shales is torn between love and hate for television, mood swings expressed eloquently by an unabashed fan who wishes the medium to meet his measure of its potential.

It is also fitting that the stuff of which Shales's Pulitzer dream was made—broadcast and cable programming—is recognized as a subject for criticism worthy of the printed press's most prestigious honor. There was a time when that was not the case. It was 50 years ago this week in Los Angeles, and the local metropolitan newspapers (there were several at the time) were in the midst of a month-long ban on all editorial comment and columns about radio in retaliation for what they saw as the broadcast medium's reluctance to buy newspaper advertising space. At the time, it was reported that the American Newspaper Publishers Association was considering the elimination of all radio columns. Fortunately for both the *Fifth Estate* and Tom Shales, that past did not prove prologue.



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