

Broadcasting Aug 15

16 AUG 1988



SOLD!
 TRIBUNE BROADCASTING
 CAPITAL CITIES/ABC, INC.
 GAYLORD BROADCASTING
 ...72 STATIONS TO DATE!

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 ROOM 122
 AUL-SAS

12364 12K NOV/90

36112

57th Year 1988

Networks rise for fall
SPECIAL REPORT
Football rights hit
\$616 million

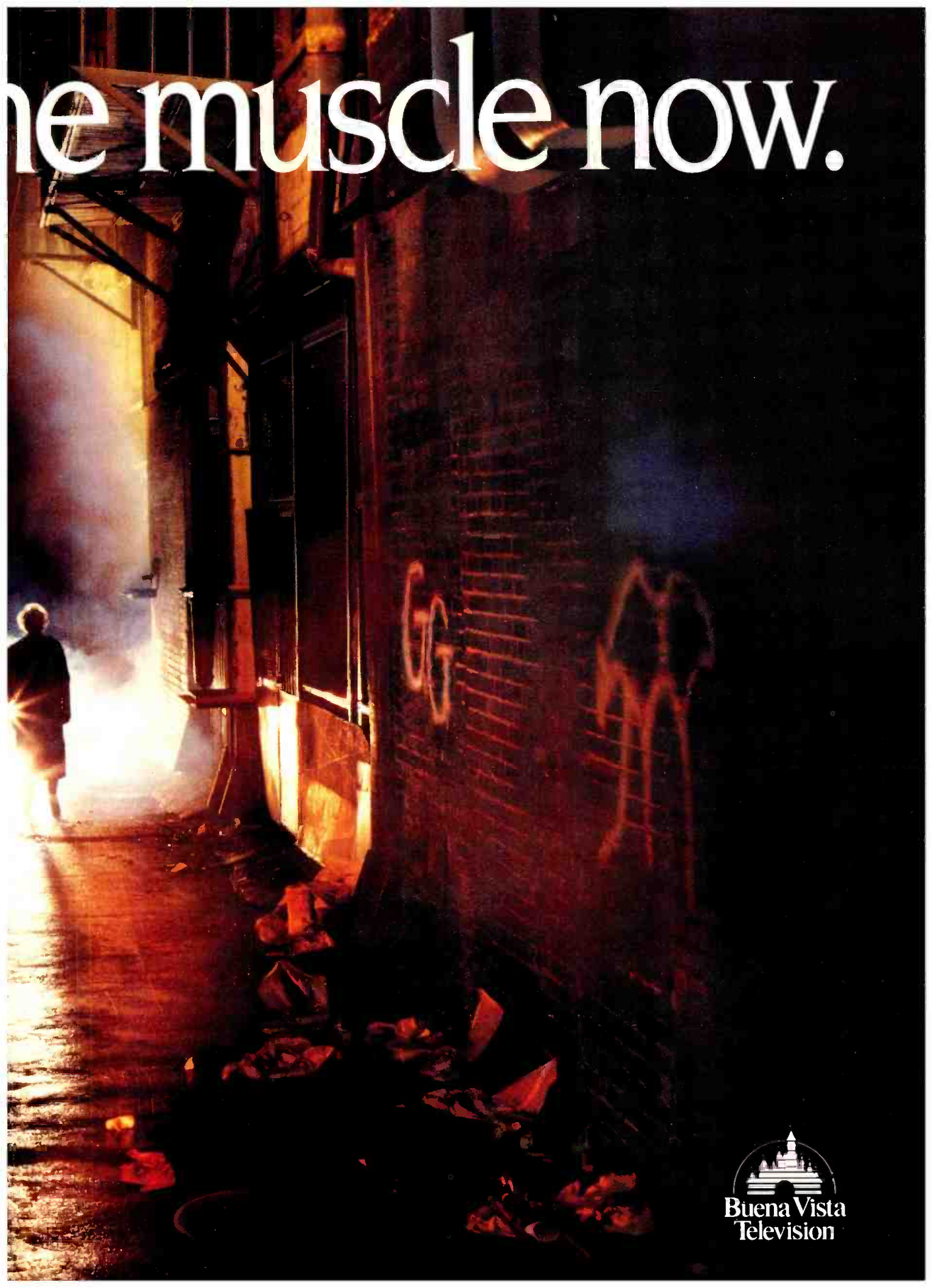
See who's got t



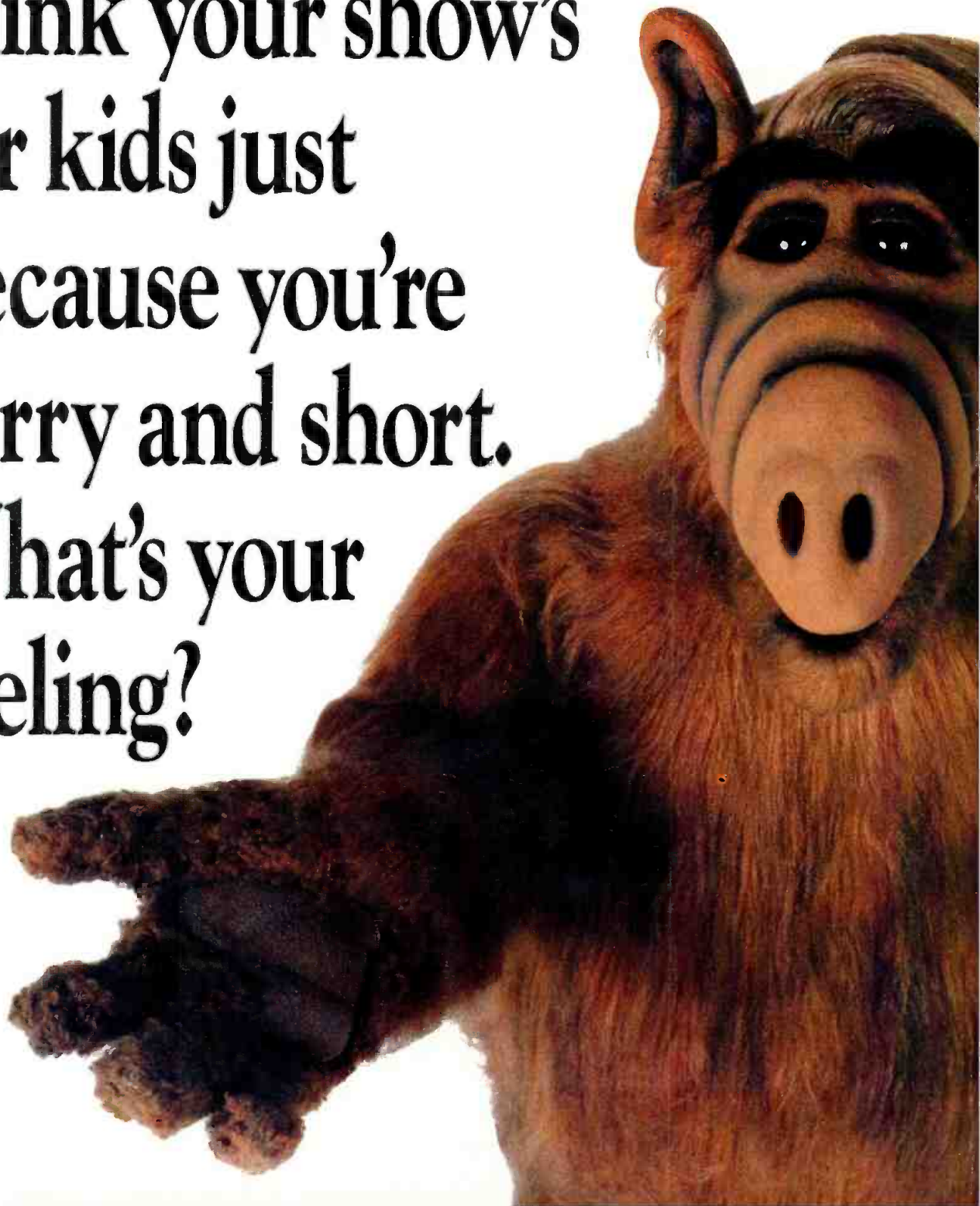
Fox Television
Hubbard Broadcasting
H&C Communications
Pulitzer Broadcasting
Cosmos Broadcasting
Outlet Communications
Jefferson Pilot Communications
Journal Communications
Hearst Broadcasting
Group W
CBS O&O

THE
GOLDEN
GIRLS

he muscle now.



Q: Despite your great adult ratings, lots of people think your show's for kids just because you're furry and short. What's your feeling?



**ALF: Hey. What
about Michael J. Fox?
He's short, and his
last name is
furry!**



ALF[®]

alien productions

LORIMAR[™]
SYNDICATION
A TOY WAR TELEPICTURES COMPANY

100 Half-Hours Available Fall '90

STRIP

• THE •
**CHARLES IN CHARGE STRIP
IS ALREADY SOLD IN 61 MARKETS.
23 OF THE TOP 25.**



**Sold to stations
in the Tribune,
Gaylord, Cox, TVX,
Scripps-Howard,
Gannett, Outlet &
Malrite groups,
among others.**

- Perfect for stripping in early fringe and access
- #1 first run syndicated sitcom among young women, teens & kids.

CHARLES IN CHARGE

**100 episodes
available
for stripping
January 1989.**

Starring Scott Baio
and Willie Aames
Distributed by

MCA TV

Scholastic Productions—Al Burton Productions, in association with Universal Television.
A co-venture of MCA TV and Tribune Entertainment Company.

© 1988 MCA TV. All rights reserved. Source: NSS Pocketpiece, season to date, week ending 5/22/88.

Strike fallout... ABC, NBC and CBS fill post-strike, interim fall schedules with broad mix of movies, mini-series, specials, sports and series. **PAGE 35.**

Rogers deal... Electrical utility company buys Rogers Communications' U.S. cable properties for \$1.265 billion. **PAGE 37.**

Growing cable muscle... Cable's increasing financial clout and International Olympic Committee's willingness to consider separate rights packages for CATV make cable serious competitor for many events of 1992 summer Olympics in Barcelona, Spain. **PAGE 38.**

38/HOLLYWOOD TREMORS
Mergers and buyouts are prevalent in Hollywood production community. As one analyst says: List of reorganizing firms "is endless."

44/TICKET PRICES
BROADCASTING'S annual survey finds rights to professional and



Redskin's Doug Williams college football games in 1988-89 season costing Fifth Estate estimated \$616 million.

41/SUGAR RAY ON PPV
Pay per view is expected to earn



Vanna White in NBC's 'Goddess of Love'

close to \$10 million from Sugar Ray Leonard boxing match in November.

40/ABC NEWS ON A&E
Arts & Entertainment Network and ABC News strike programming deal for weekly series.

54/NO WINNERS
Damage from 22-week writers' strike is estimated at \$150 million in lost revenue; observers see no victors.

57/RADIO '88
National Association of Broadcasters holds its annual radio convention in Washington this year; more than 6,500 are expected to attend Sept. 14-17.

58/RADIO'S ROLE IN NEW ORLEANS
Radio coverage of Republican convention will not differ much from attention paid to

Democrats in Atlanta; observers note that advances in satellite transmission are making raw audio feeds more easily available to affiliates than they were in 1984.

59/DOUBLE TALK AND MORE

Arbitron estimates some 715 pairs of stations have taken advantage of FCC's elimination of limits on AM/FM simulcasting. With duplication of programming have come lowered costs and boost for some AM stations. But some say there is less diversity in marketplace.

61/STAGE TWO

ATS subcommittee begins preparations for second report on high-definition TV transmission standard.

62/EDGING UPWARD

Through improved production and more emphasis on research and development, Harris Corp.'s broadcast division says it can recapture lost shares of foreign and domestic markets.

72/CABLE THREAT

NBC President and CEO Robert Wright says that continuing influx



Robert Wright

of cable into homes is further destabilizing broadcast networks' position in marketplace.

65/MIAMI SLICE

CBS buys VHF independent, WCIX-TV Miami, from TVX Broadcast Group for \$59 million, increasing network's direct reach to 20.8% of TV households.

69/UNDER SCRUTINY

Senate report says political influence problem exists at CPB; recommends giving money directly to stations.

70/EMPTY BENCH

Judge James Skelly Wright, praised for his promotion of civil rights and author of landmark rulings that helped shape nature of Fifth Estate, dies at age 77.

95/CABLE ADVOCATE

Hogan & Hartson's Jay Ricks passed on piloting and politics, choosing law, where he has helped to pave way for cable's growth.

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Final Report

Four breathtaking, live, two-hour specials that answer—once and for all—the nagging questions about the headline-making events that continue to challenge our imaginations.

Final Report is big television with a big difference: a guaranteed payoff of excitement, revelations and answers, presented live—via satellite—to ensure that no vital information is leaked.

The toughest investigative reporters tackle the issues that intrigued us for a generation.

These prime-time specials take a fresh perspective and shed a new light on captivating, controversial events.

The New York
NEW YORK, SATURDAY, NOVEMBER 23, 1963
**KENNEDY IS KILLED
AS HE RIDES IN CAR
JOHNSON SWORN IN**



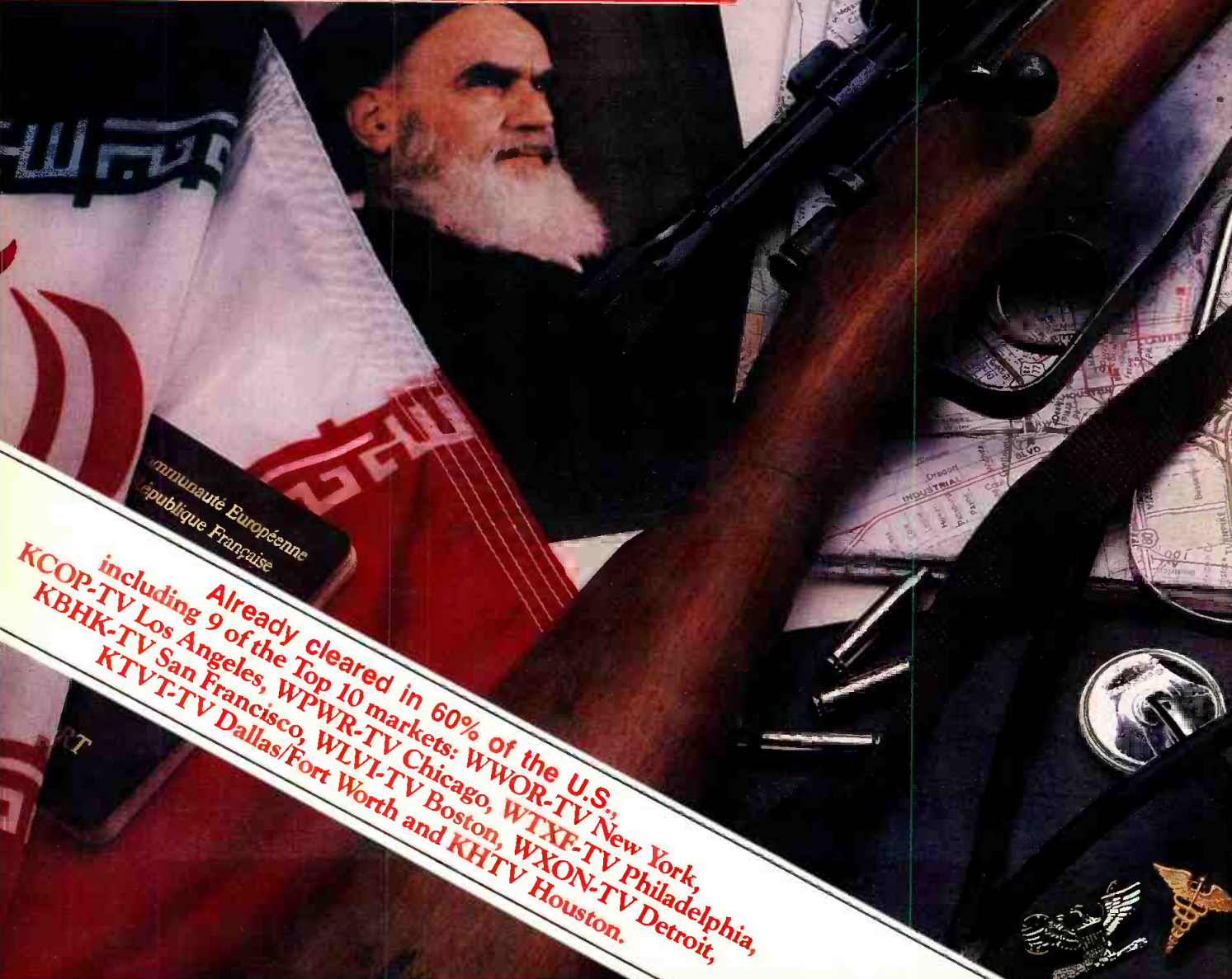
LEFTIST ACCUSED
Figure in a Pro-Castro Group Is Charged—Policeman Slain



John F. Kennedy

Why Am I Confused
Kennedy's Death He Sought

OUTLOOK
I AM CONFUSED



Already cleared in 60% of the U.S., including 9 of the Top 10 markets: WWOR-TV New York, KCOP-TV Los Angeles, WPWR-TV Chicago, WTXF-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WXON-TV Detroit, KTVT-TV Dallas/Fort Worth and KHTV Houston.



Final Report #1.
WHO MURDERED JFK?

In this major, live media event, Pulitzer Prize-winning journalist Jack Anderson rips the lid off JFK's assassination. He reveals unexpected twists and bizarre turns involving the Bay of Pigs fiasco, Howard Hughes's Havana connection, LBJ's smoke screen, plus an exclusive confession by one of the assassination conspirators.

Produced by Saban Productions in association with Barbour/Langley Productions, producers of television's high-rated Geraldo Rivera specials.

Air date: November 2, 1988.

Final Report #2.
A MATTER OF LIFE AND DEATH.

The fate of a condemned man is explored in this chilling special. With live coverage from death row in the Florida State Prison...to the scene of the crime...to a TV studio where the major participants—the accused and the accusers—meet head to head.

At show's end, viewers have the opportunity to express their feelings about the outcome. A highly charged, highly promotable television event.

Produced by Reese Schonfeld and Ward Sylvester.

Air date: January 1989.

Final Report #3.
THE UNITED STATES VS.
DR. JEFFREY MACDONALD.

After 17 years, it remains one of the most controversial, most seriously botched criminal cases still on the books. *Final Report* presents new revelations about the convicted killer, an Army doctor whose story inspired the best-selling book and top-rated mini-series, "Fatal Vision."

In a live television news event destined to hold audiences, and capture tomorrow's headlines, the true story of this horrible crime is laid bare.

Produced by Ted Landreth. Air date: April 1989.

Final Report #4.
TERRORISM USA.

Jack Anderson zeroes in on the mysterious world of Middle Eastern terrorism, exposing a shocking network of intrigue and horror that stretches across national boundaries. Guided by a former terrorist, we are shown how people are trained for death...for suicide missions, hijackings and assassinations.

Terrorism USA promises to be one of the most audience-grabbing programs on the television screen.

Produced by Saban Productions. Air date: May 1989.

Developed in association with the Television Program Consortium groups of MCA, Chris-Craft/United, Group W, and Gaylord Broadcasting.

Final Report

The truth, the whole truth, and nothing but.

 **ORBIS**
COMMUNICATIONS™
A CAROLCO PICTURES COMPANY

National time sales by


INTERNATIONAL
ADVERTISING SALES

Benefit package

WPEC(TV) West Palm Beach, Fla., was given strong inducement to drop ABC affiliation in favor of CBS. CBS signed on station north of Miami to cover shortfall of newly purchased WCIX(TV) Miami (see story, page 65), which has weak signal in area. In addition to giving station \$1 million outright for capital improvements, CBS will also give \$600,000 for promotion—to be matched with \$400,000 from station—will arrange for satellite delivery of CBS programming—to extent of purchasing new earth station for WPEC(TV)—will reimburse station for remaining balance on SNG truck owed by ABC, retrofitting vehicle with CBS-compatible equipment, and will include station in advertising for WCIX(TV).

Ties that bind

National Cable Television Association and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) have something in common. According to latest records at Federal Election Commission, they both list William C. Oldaker as treasurer of their respective political action committees. Oldaker, former general counsel of Federal Election Commission, is with Manatt, Phelps, Rothenberg & Evans political consultancy, and also lobbies for NCTA. He was active in cable's fight against Representative Billy Tauzin's (D-La.) home satellite bill (H.R. 1885) (BROADCASTING, July 4). Markey does not accept PAC money but operates two PAC's (National Committee for Peace in Central America and U.S. Committee Against Nuclear War).

Hollywood connection

Anyone who thinks Hollywood's influence at White House will diminish with departure of Ronald Reagan may be overlooking obvious. At least in case of Democrat Michael Dukakis, motion picture community already has established ties. Candidate's cousin, actress Olympia Dukakis, had high profile at Democratic convention. Moreover, his son, John, is former actor. And even Dukakis campaign manager, Susan Estrich, has West Coast connection. She is married to Marty Kaplan, former campaign speech writer for Walter Mondale and currently executive with Walt Disney Studios.

Things to come?

CBS does not appear to mind leaving impression that last week's purchase of VHF independent in Miami (see story, page 65) is blueprint for further acquisitions. That impression, if nothing else, gives network

leverage over certain top-25 market affiliates on such matters as clearances of network programming. CBS could possibly buy VHF independent and drop current affiliate in at least five of top 20 markets: San Francisco, Dallas, Minneapolis, Seattle and Denver. Mere possibility also might persuade at least one affiliate owner to sell own station to CBS, rather than see station's value cut in half, which is what probably happened to WSVN(TV) Miami upon losing its affiliate (NBC) status.

On hold

For moment, Pacific Telesis's plans to buy into cable industry appear to have stalled. Rogers's purchase by Houston Industries (see page 37) takes off block only large cable operation known to be on market. Viacom has its Long Island, N.Y., and suburban Cleveland systems for sale, but both are expected to be purchased by Cablevision Systems.

Testing ground

One provision of NBC purchase of Tempo TV from Tele-Communications Inc. is for renamed CNBC (Consumer News and Business Channel) to turn over portions of time on network as testing ground for new cable programming concepts. CNBC advisory group, tentatively to number five, will be formed, through which ideas for programming or full-scale networks will be filtered. Blue-ribbon group will decide which programming concepts to test on channel. Idea is for test of, say, three hours during different time periods to get results on how viewers like programming. Among advantages is that test could be done for lower cost than otherwise possible, since, for instance, satellite time has already been obtained.

Sports talk

SportsChannel America, new regional sports service that will launch full time on Jan. 1 with National Hockey League games as centerpiece, plans to provide regional sports networks with programming on free trial basis from Oct. 6 to end of December. Regional networks will receive two full nights of programming (six to seven hours), which would include hockey game, sports news show and other programming. Hockey game running two-to-three hours on another night may also be included.

SCA hopes that free trial will induce operators to pick up programming full time in January and integrate it into their existing schedules. When service goes to seven nights per week in January, hockey will be supplemented with college basketball, tennis and boxing. College football is

expected to be part of slate in fall 1989. Regional operations are now being pitched, but some are cautious about package. Their concerns include price, lack of space on their own program schedules and desire to keep majority of sports local. After regionals get first crack at SCA lineup, SportsChannel will look to individual operators to carry programming slate. Two prime markets will be St. Louis and Minneapolis, only two cities with NHL teams that do not have regional cable sports outlets. SCA's fortunes rose last week with news of trade of Wayne Gretzky to Los Angeles Kings from Edmonton Oilers, which is expected to help boost hockey interest in U.S.

Ratings race

Since end of "official" network season last April, CBS has recaptured second place in network household prime time standings, reinforcing fact that ABC placed second in regular season because it had triple threat combination of World Series, Super Bowl and 1988 winter Olympics coverage. Since mid-April, NBC has remained on top with average 12.4/23, ahead of CBS's average 10.6/20 and ABC's 9.8/18. From last September to date in prime time household race, CBS has taken very slight rating lead over ABC with 12.5, compared to latter's 12.4, while two networks are deadlocked with 21 share. NBC is way out in front with 14.8/25. Numbers suggest to some that while NBC will repeat as victor next season, it could shape up as knock-down, drag-out battle for second place. ABC's lead in key demos over CBS has also tightened.

Union news

Don't be surprised if Communications Workers of America becomes player in debate on telco entry into cable. CWA is anxiously awaiting FCC's final order (which could be out before end of August) on proposal recommending Congress lift telco-cable crossownership ban altogether (BROADCASTING, July 25). Union has not taken position on issue.

International flavor

Look for USA Network cable service to announce international co-production deal for new movie of week project next Tuesday (Aug. 23). Programming head Dave Kenin said service sees role for such overseas co-ventures in important minority of original movie plans, as well as for its other original programming efforts. Channel has already engaged in co-production venture with Canadian, particularly Global TV of Toronto, and British producers including Granada TV and Thames TV.



This September In Seoul, Hundreds Of Athletes Will Profit Greatly From The Thrill Of Competition. We Invite You To Do The Same.

One team has already won the 1988 Summer Games, the members of the Associated Press. AP Network News affiliates will have a unique opportunity to increase their advertising revenues during the games.

Our coverage consists of "Going For The Gold," a series of 224 live, 90-second updates broadcast 14 times daily and "AP

Sportsline," our hourly sports reports. Together they will provide almost 600 saleable segments during the summer games, September 17 through October 2.

Both are prime opportunities for sponsorships by your advertisers. And best of all, these sponsorships generate additional revenue at no

additional cost because this extensive coverage comes to you as an AP Network News affiliate. If you're not on the AP Network team, call Rosie Oakley at 800-821-4747 and bring home the gold.

AP **Associated Press**
Broadcast Services

DUCKTALES: #1 AFT

The #1 kids show rates th



DUCKTALES #1 KIDS PROGRAM MAY 88

<u>KIDS PROGRAM</u>	<u>HH RTG</u>	<u>KIDS 2-11 RTG</u>	<u>KIDS 6-11 RTG</u>
DUCKTALES	4.5	12.9	13.3
DOUBLE DARE	3.7	9.8	11.5
REAL GHOSTBUSTERS	2.8	7.2	6.9
DENNIS THE MENACE	2.7	7.4	7.3
JEM	2.2	5.9	5.7
JETSONS	2.1	5.5	6.1
SMURFS	1.9	5.1	4.2
FLINTSTONES	1.9	4.4	4.1
MY LITTLE PONY	1.8	5.1	2.9
SCOOBY DOO	1.7	4.7	3.9
G.I. JOE	1.7	4.2	4.7

Source: Cassandra Tracking Report May 88

Advertiser Sales



NOON FRANCHISE!

Best afternoon time period.

The numbers tell the tale:

- Nationally, DUCKTALES is the #1 animated strip, outdelivering its nearest competitor by 61% in Households, 79% in Kids 2-11, and 93% in Kids 6-11.*
- Locally, DUCKTALES increases year-ago time period deliveries in 95% of all markets. On the average, Kids 2-11 and Households are both up 100%.**
- DUCKTALES increases its lead-in in over 90% of all markets. It increases its lead-in by 33% in Household ratings, and 55% in delivery of Kids 2-11.**
- DUCKTALES is the #1 animated program in early fringe in 90% of all markets.**

DUCKTALES at 4-5 pm protects your most important kids programming franchise investment.

*Cassandra Tracking Report **NSI/ARB May 1988




Buena Vista
Television

© 1988 The Walt Disney Company

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

■ FCC received mixed reviews in comments on rulemaking to authorize FM's to use directional antennas and permitting allocation of stations in short-spaced positions. NAB was among those opposing proposal, restating its view that an increase in FM directional antenna use would lead to AM-ization of FM band. Some broadcast groups, however, favored commission's goal of providing more flexibility for FM broadcasters seeking suitable site to locate transmission facilities. Commission says it has no plan to change table of FM allotments.

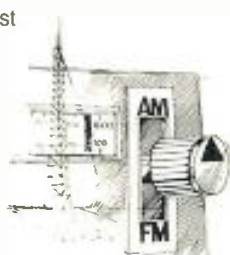
FCC asked for comment July 20 on two technical proposals to improve AM radio coverage through reduction of interference. Proposals were developed by National Radio Systems Committee (NRSC), joint National Association of Broadcasters-Electronic Industries Association effort. FCC is also seeking comment on proposals to allow class A stations to increase maximum power from 3 kw to 6 kw, proposed for 60% of class As by NAB, and on counter proposals by New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. Commission has also proposed creating intermediate class C3 FM station class (25 kw maximum ERP, antenna height 100 meters) for most of U.S.

FCC launched inquiry March 24 into FM translator service, and in meantime froze applications for new translators. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

Western Hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to top of AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated at least some of those channels will be reserved for national licensees. Target for implementation of plan for using spectrum is July 1, 1990.

AM Stereo

On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM



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stereo system's pilot tone be protected from possible interference. Petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

Rationale is that C-Quam is already close to being de facto standard because 100% of receivers can receive it and majority of AM stereo stations transmit it.

Antitrafficking

Office of Communication of United Church of Christ and Action for Children's Television in August 1986 petitioned FCC to institute rulemaking aimed at restoring version of antitrafficking rule commission had repealed in 1982. Commission staff denied petition, and petitioners appealed to commission. With commission having failed to act on their appeal, petitioners two weeks ago asked U.S. Court of Appeals in Washington for writ of mandamus, which would compel commission action.

Broadcasters last year turned back congressional efforts to crack down on perceived trafficking. Industry gained enough support to sink proposal of Senator Ernest Hollings (D-S.C.) to impose 4% transfer fee on broadcast licenses transferred within three years of last sale. But Hollings has revived transfer fee idea, which was subject of Senate Commerce Committee hearing in April.

Cable Regulation

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

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competi-

tion in delivering cable programming to home. House Commerce Committee Chairman Joe Dingell (D-Mich.) has warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment.

Second House Telecommunications Subcommittee cable oversight hearing May served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny. First hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office study cable rate increases. Third oversight hearing is likely to occur in September.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. But before making move, Metzenbaum queried cable competitors on issue of whether cable operators are impeding their access to cable programming. Results of inquiry will be issued in September.

FCC has adopted new rules that more narrowly define 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 its definition of "available" was too broad.

It has been mixed bag for cable in other regulatory areas. While courts have struck down must-carry rules requiring systems to carry local television signals (see below), FCC has resurrected syndicated exclusivity rule which would force systems to delete programs carried by imported distant signals that duplicate programs on local stations (see below).

Children's Television

■ Action for Children's Television withdrew petition two weeks ago that had asked FCC investigate alleged "unfair and deceptive" children's advertising. Decision came after Association of Independent Television Stations agreed to endorse advertising guidelines developed by Children's Advertising Review Unit of Council for Better Business Bureaus. ACT's original petition had been prompted by story in *Wall Street Journal* that said advertiser prepared two sets of commercials, one for networks and one for independents with "looser" standards on realistic portrayal of toys' abilities. INTV President Preston Padde said he had been unaware of dual standard practice.

On June 8, children's television bill breeze through House 328 to 78. Chances for Sena-

**In memory of
Neil Kennedy,
A colleague
and friend**

1936-1988

Your memory will live with us forever...

mont

THE OPRAH W

RENEWED THROUGH 1993!

America's #1 talk show is renewed through 1993 on these ABC O&O's:
WABC-TV, New York
KABC-TV, Los Angeles
WLS-TV, Chicago
WPVI-TV, Philadelphia
KGO-TV, San Francisco
WTVD-TV, Raleigh-Durham
KFSN-TV, Fresno



PRODUCED BY
HARPO, INC.

National Advertising By
CAMELOT
ENTERTAINMENT SALES
A King World Company

INFREY SHOW.



DISTRIBUTED BY

KINGWORLD
TM

NEW YORK DALLAS LOS ANGELES ATLANTA CHICAGO NEW JERSEY

BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
SERVICE	Off-Air	CP's ¹	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS ²	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 ³ & 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. ¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.

action were considered good, but Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8) which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programming and provisions

to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for dropping challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC had also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. Views of FCC Chairman Dennis Patrick as guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it in carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' effort to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dan DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. Comments on license inquiry, cable general 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.

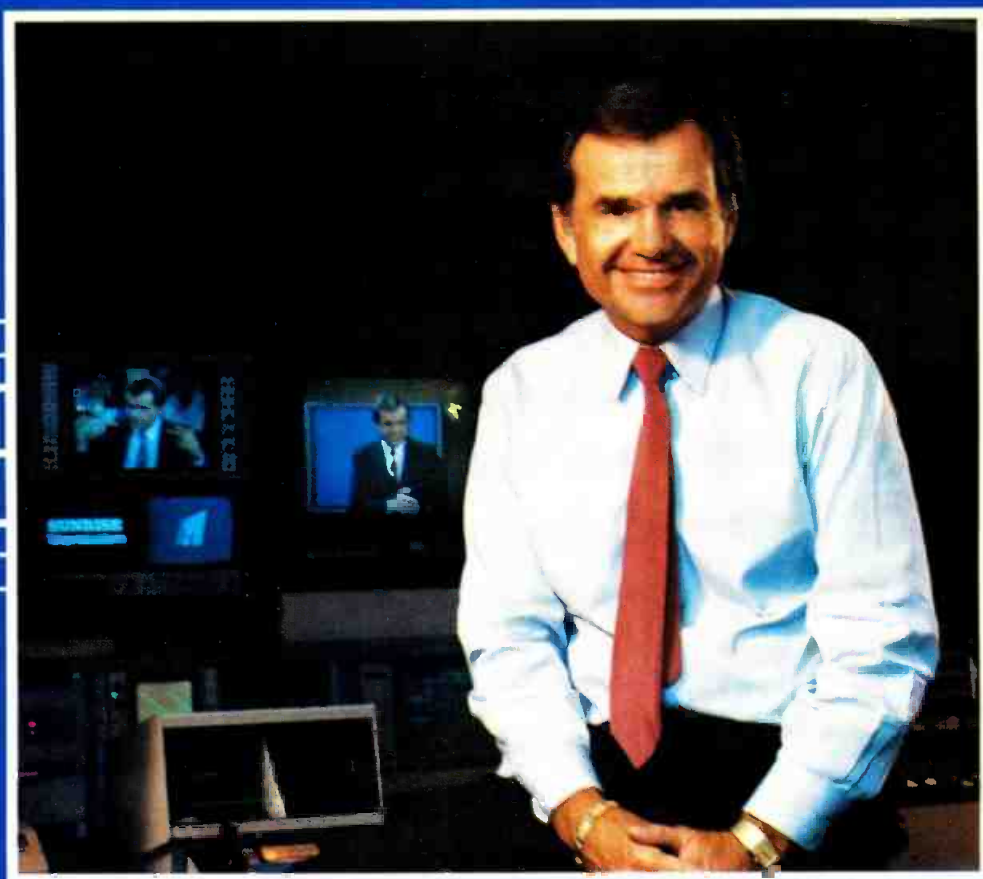
Crossownership

■ **Telco-cable**—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programming in telco's own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programming of their own, in NTIA's view. At present, not only FCC regulations and 198 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his

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

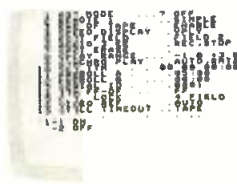
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(left to right) VPR-6, VPR-3, VPR-80

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AMPEX

supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said

record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

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 session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—At Aug. 4 open meeting, FCC reopened proceeding aimed at eliminat-

ing ban on three major broadcast network owning cable systems. Networks support repeal of ban in 1982, and are expected to so again. However, some affiliates, concerned that ability to own cable system may increase leverage of networks, may oppose repeal.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for fee extension.

Hughes Communications, as major established fixed-service satellite operator and DBS CP holder with a bird already in construction, has said that high-power, Ku-band direct-to-home delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, will definitely become a reality in U.S. the 1990's.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." National Association for Better Broadcasting and Telecommunications Research and Action Center, in filing prepared by Media Access Project, also filed to deny permit, citing 1985 jury decision that TCI violated antitrust laws. National Black Media Coalition also reportedly filed equal employment opportunity-related petitions to deny construction permits to several applicants.

TCI backing of Tempo DBS venture may indicate that cable operator resistance to distribution form that threatens to bypass cable may be passing. DBS's high-power satellites allow delivery to very small, affordable earth stations, promising an expanded consumer market. Dominion Video, granted 19 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

Death of West Germany's start-up DBS bird TV-Sat1, in February left two state-owned programmers and two commercial programs without home. Other European DBS birds, similar, if not identical, design—Germany's TDF-1 and France's TDF-1—are still scheduled for Arianespace launch within next year (though French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arian



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Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects

House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision 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 was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employees.

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. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

High-Definition TV

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) met last week to begin work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Special FCC meeting is tentatively set for September 1 to consider possible actions following release of first interim report by ATS committee, including second inquiry and rule-making. Report concludes that full HDTV broadcasting standard should be commission goal, either at once or through evolutionary EDTV system as first step.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS committee to test HDTV and ATV systems. 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.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators.

Cable Labs is expected to start up later this year with annual operating budget of \$7.5 million. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as executive director of Cable Labs next fall.

Second congressional hearing of summer on HDTV scheduled by Telecommunications Subcommittee for Aug. 3 has been rescheduled for Aug. 10. HDTV was focus of two House subcommittee hearings in June, one held by Telecommunications and other by Science, Research and Technology. At Telecommunications hearing, chief executives of three major TV networks emphasized need for broadcasters to have sufficient spectrum to allow terrestrial HDTV transmission and called for single HDTV transmission standard for all TV media. Telecommunications Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill, Sept. 8-9.

Indecency

U.S. Court of Appeals in Washington has affirmed in part FCC's new, tougher position on indecency. Court rejected arguments that commission's definition of indecency was unconstitutionally vague or that it suffered from overbreadth. But court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programming from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. But court said commission's explanation for reducing safe harbor was inadequate and said key to channeling rule is what "will most effectively promote parental—as distinguished from government—control." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcasting programming FCC deemed to be indecent.

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision.

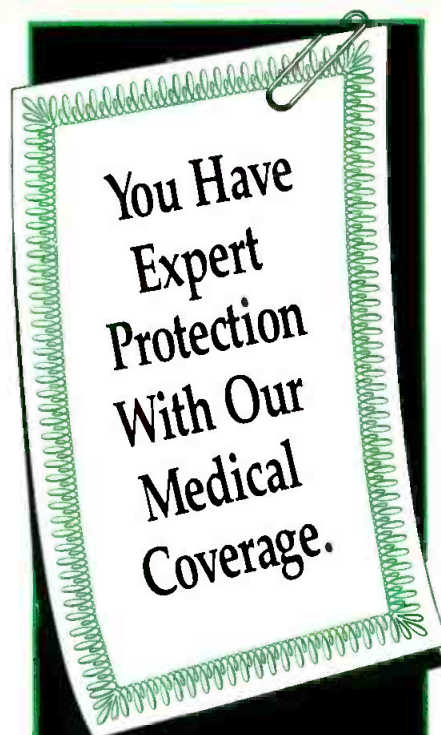
Another effect of court decision: FCC voted Aug. 5 to stay \$2,000 fine for indecency against Media Central's KZKC-TV Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." FCC had levied fine June 23 by 2-1 vote. It was first time television had been fined for indecency.

Other than KZKC-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before nearly 1,000 were received. Initial processing is expected to be completed by end of September.

It was second such filing window for LPTV in



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as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process with latest batch.

Mergers

■ Rogers Communications Inc. announced last Tuesday that it had agreed to sell its U.S. subsidiary, RCA Cablesystems Holding Co., to KBL Cable Inc., a newly formed subsidiary of Houston-based utility, Houston Industries, Inc. Price for systems serving roughly 500,000 subscribers was \$1.27 billion. Deal would

close November 30, at earliest, according to Rogers. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert FX. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSYY(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for \$145 million. Financing for Command is being sought through L.F. Rothschild, and will include nonvoting equity interest to be held by Sillerman, who will also co-own WNEW(AM) New York, in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadel-

phia, and KTWV(FM) Los Angeles, will be owned by Sillerman and group owner, Lega Broadcasting, in which he is shareholder. Application for transfer of licenses to Comma was filed at FCC two weeks ago. Deals expected to close in November. ¶ Cablevision Industries signed definitive agreement July (agreement in principle was announced M 23) to acquire most of systems comprising Wometco Cable Co. for roughly \$725 million. Cablevision will assume more than \$700 million in Wometco's debt and preferred stock obligations, and issue stock for difference. Seller, Robert M. Bass Group, will first spin off 140,000-subscriber Atlanta cable system, before transferring Wometco stock and cable systems serving 311,000 basic subscribers. Liberty, N.Y.-based Cablevision Industries, what is proposed as tax-free transaction. Seller's bondholders have to give consent, with closing of deal expected by December. ¶ Warner Communications Inc. has definitive agreement to acquire Lorimar Telepictures in tax-free stock-swap of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement, during ten-day-period preceding closing, if average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer, Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit charging that directors failed to consider other offers to obtain best price for shares. Chris-Craft Industries has also filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft group owner, became Warner's largest shareholder. Warner issued statement saying that it complied with shareholder agreement by seeking to place stations in irrevocable trust, instructing trustee to sell stations. Since definitive merger agreement was signed May 1, Lorimar has disbanded its domestic distribution operation for theatrical films, which will henceforth be distributed by Warner to pay cable and theatrical outlets. Warner is also taking over distribution of Lorimar film library to home video. Lorimar shareholders meeting to approve merger is tentatively planned for late September. ¶ MSO's United Cable (UC) and United Artists Communications Inc. (UACI) signed definitive agreement March to merge into new company, United Artists Entertainment Co. (UAE). UACI stockholders would exchange shares one-for-one for shares of UAE. UCT stockholders have option to receive either \$35 cash or one share of UAE with right to put that stock to Tele-Communications Inc., "...at 90% of its then value determined on a going concern basis or liquidation basis, whichever would yield the greater value." Agreement ends TCI's standstill agreement with UCT and allows former MSO to expand UCT ownership beyond then-existing 23%. TCI owns roughly two-thirds of UACI and would own at least 52% of newly formed UAE. Proxy is under review at SEC, and is expected to go out to shareholders in mid-to-late September. ¶ On April 23, joint venture of Tele-Communications (TCI) and Comcast agree to purchase SCI Holdings, fourth largest MSC serving 1,480,000 subscribers. Plan wa



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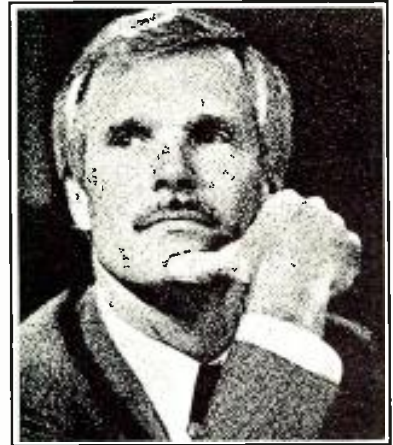
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Eastern Cable Show, September 5, 1988

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Atlantic Cable Show, October 3, 1988

Last year, Ted Turner unveiled his

plans for Turner Network Television at the Atlantic Show. This year, TNT will launch the day before the show opens, proving again that the Atlantic Show is where the cable action is. And Broadcasting will be there with its special brand of incisive journalism and analytical reporting. *Plus* bonus distribution.

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amended two weeks ago with Comcast purchasing 50%; TCI purchasing 35%, and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, purchasing remaining 15%. Consideration includes assumption of debt, expected to be \$2 billion at time of closing. SCI stock and warrants will be purchased from KKR for \$1.55 billion, subject to adjustment, with buyers obtaining access to \$800 million in SCI cash and marketable securities, plus ability to draw on \$500 million bank revolving credit. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. On July 26, SCI received comments of Securities Exchange Commission on consent solicitation of SCI debt holders. Hart-Scott-Rodino review period has expired, and transaction is expected to close in early fall. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

Must Carry

Fate of must carry is now in hands of Congress. Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It has queried systems and broadcasters on effect elimination of must-carry rules has had on broadcasters.

Last February, National Association of Broadcasters television board directed NAB

staff to seek all avenues to restore must carry

Public Broadcasting

■ PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last week. PBS would like to expedite Station Program Cooperative process, in part by gaining authority to negotiate with producers and to strengthen link between national programming decisions and PBS schedule needs.

NPR board, meeting July 13-14, adopted procedures for mainstreaming new programs into stations' dues structure. "Unbundled" performance and news packages of NPR programming will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of over 20%.

CPB board, meeting July 11-12, named former Storer Communications government affairs head, Walter Threadgill, vice president, government relations.

Senate 1991-1993 CPB reauthorization bill, S. 2114, and companion House bill, H. 4118,



both of which passed through committee late July, had still not come to floor vote before late summer congressional recess. Amendments to Senate bill would shift 80% CPB national program funding directly to public stations; codify division of federal monies between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989; other measures would go into effect in FY 1990.

House version contains language creating new program fund specifically for independent producers and to "expand diversity and innovativeness of programming." One independent producer said separate fund would probably reach \$6 million in production money and \$2 million in promotion money over three-year authorization. Other House amendment would direct CPB to appoint separate overall programming review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

Each bill authorizes CPB \$304 million in 1991, \$345 million in 1992, \$404 million in 1993 and \$200 million over those three years for replacement of satellite interconnection system due to expire in 1991. Administration has recommended freeze at 1988 level, \$2 million.

Results of Senate and House conference CPB appropriations measure—which includes funding for CPB of \$245 million for FY 1991, with additional \$57.5 million earmarked for replacement of satellite interconnection system—were still not available last week.

If Senate amendments pass, said CPB President Donald Ledwig, recently adopted CPB resolutions may prove moot. Package of resolutions, in future budgets, would "focus CPB's resources on limited number of high priority issues," with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series."

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day. At Media Public Radio Conference in St. Louis, NPR adopted \$29.4-million FY 1989 operating budget.

Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programming against cable systems.

FCC released order last week detailing rules. One point cleared up in order was liability for substitute programming. According to order, cable systems forced to delete programs from distant signal broadcasts may substitute other distant signals without incurring additional copyright liability. Order set Aug. 18, 1989, as effective date of rules. With

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order, opponents of rules may now begin challenging them in courts.

In adopting rules, which are similar to those proposed by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programming on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programmers do, FCC said.

Today, typical cable system imports several distant broadcast signals: some of syndicated programming on signals duplicates that on local television stations. Under syndex rules, stations can force cable systems to delete duplicative programming.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect one year and systems with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision. They say syndex will restore equity within marketplace and that consumers will benefit.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX-TV New York and KTTV-TV Dallas, says it will appeal decision, and

National Cable Television Association is promising to do same.

TV Stereo

Starting in fall 1988, CBS-TV will transmit all programming in stereo—network has been averaging about two hours per month of stereo programming. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, has been broadcast in stereo. Along with late-night programming and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

Unions

■ Members of the Writers Guild of America overwhelmingly approved the settlement reached by negotiating committees for the guild and the Alliance of Motion Picture and Television Producers, in a vote on Sunday Aug. 7, to officially end the strike that began on March 7. Guild members, who voted in Los

Angeles and New York, ratified the contract, which will run through May 1, 1992, by a vote of 2,111 to 412. With new contract, writers were returning to work Monday, Aug. 8.

Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programming services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programming.

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Over the years we at Accuracy in Media have often urged the readers of our newsletter, the AIM Report, to write to companies that have advertised on television programs that are seriously inaccurate or otherwise flawed. All too often the companies write back letters explaining that they can't control the content of the programs they have supported with their expensive commercials. Sometimes they suggest that it would be inappropriate for them to tell a network that they found a program objectionable. We are happy to say that this is changing. Some companies are now willing to speak up.

One that has recently done so most forcefully is Mars Incorporated, the maker of M & M's and Mars candy bars. One of their ads appeared on the CBS Mighty Mouse cartoon in which Mighty Mouse was shown snorting a powdery substance which most viewers perceived as being cocaine. When the top people at Mars heard about this, they were very upset. They asked CBS to supply them with a tape of the program and had it viewed by several members of their staff. Their conclusion was that it depicted "harmful and

socially reprehensible conduct."

Edward J. Stegemann, vice president, secretary and general counsel of Mars, wrote a stinging letter to Laurence Tisch in which he said he was writing to express the company's outrage at both the "coke-snorting Mighty Mouse episode" and the way CBS had handled the matter. He said: "This appears to be one of the most irresponsible and unprofessional examples of network programming we have ever heard about." Mr. Stegemann said that as a major advertiser on CBS, Mars had the right to assume that the CBS staff would screen programs before they aired and would "exercise common sense and apply standards of decency" in approving the programs.

Mr. Stegemann said: "We first learned of this outrageous episode when a deluge of consumer and internal complaints suddenly emerged. We... were dumbfounded that something like this could have taken place... We believe that CBS owes the public an apology for airing so reprehensible an episode. The fact that it appeared during 'children's time' on Saturday morning (and reportedly more than once) just magnifies the misconduct."

We don't know how Laurence Tisch reacted to this letter, but on July 27, CBS announced that it was abolishing the position held by George Dessart, the

man who was responsible for keeping objectionable material off the air. CBS did not explain why they were giving Mr. Dessart the axe, but it is reasonable to assume that this was the price he paid for letting the cocaine-snorting episode get on the air and then insisting that there was nothing wrong with it.

CBS had already announced on July 14 that it was editing the Mighty Mouse cartoon to remove the objectionable scene. They still insisted at that time that it depicted Mighty Mouse smelling crushed flowers, not cocaine, but that explanation wouldn't wash. The executives at Mars, like others who saw the videotape, believed their eyes, not CBS lies. We salute Mars for mincing no words in telling CBS that it owed the public an apology. They have set an example that other companies should follow.

AIM

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■ indicates new listing

This week

Aug. 15—Deadline for entries in Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Information: Sandra Porter (202) 737-5764.

Aug. 15-18—Republican national convention. New Orleans.

Aug. 18—*New York Television Academy* luncheon. Speaker: David L. Meister, president, Financial News Network. Copacabana. New York.

Aug. 19-20—*Utah Broadcasters Association* annual convention. Cliff Lodge at Snowbird resort, Utah. Information: (801) 328-8400.

Aug. 20—Deadline for entries in first Spectrum Awards for Excellence in Broadcasting, sponsored by *Indiana Broadcasters Association*. Information: Tricia O'Connor, IBA. (317) 638-1332.

Also in August

Aug. 24—*USA Network* affiliate marketing seminar. Chicago O'Hare Marriott. Information: Lou Dekalo, (312) 644-5413.

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

Aug. 25—Local ad sales seminar, sponsored by *USA Network*. Radisson Plaza. Southfield, Mich. Information: Lori DeKalo, (312) 644-5413.

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

Aug. 27—Nontelevised portion of 40th annual prime time Emmy Awards, primarily for creative arts categories. Pasadena Exhibition Hall, Pasadena, Calif. Information: (818) 763-2975.

Aug. 28—40th annual prime time Emmy Awards telecast (by Fox Broadcasting Corp.), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Aug. 30—Presentation of Community Service Programming and Public Service Announcements Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Marriott hotel, New York. Information: (212) 586-8424.

September

Sept. 5-7—*Satellite Broadcasting and Communication Association* trade show. Opryland hotel, Nash-

ville. Information: (703) 549-6990.

Sept. 6-9—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 7—*New York Television Academy* luncheon. Speaker: Pat Fili, senior vice president, programing and production. Lifetime Television. Copacabana, New York.

Sept. 7—*Association of Maximum Service Telecasters* second conference on high-definition television. Four Seasons hotel, Washington. Information: (202) 457-0980.

Sept. 7-9—Eastern Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta. Information: (404) 252-2454.

Sept. 8—Presentation of news and documentary programing Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 8-10—*National Association of Broadcasters* TV 100-plus exchange. Hyatt Regency Airport hotel, Dallas. Information: Carolyn Wilkins, (202) 429-5366.

Sept. 9-11—*Radio Advertising Bureau* radio sales university. Boston. Information: (212) 254-4800.

Sept. 9-11—*Massachusetts Broadcasters Association* annual convention. Ocean Edge conference center, Brewster, Mass. Information: Robert Mehrman, (617) 439-7636.

■ **Sept. 11-13**—*Arkansas Broadcasters Association* annual convention. Fayetteville Hilton, Fayetteville, Ark. Information: (501) 227-7564.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

Sept. 14—*New York Television Academy* luncheon. Speaker: Ruth Olte, president-chief operating officer, The Discovery Channel. Copacabana, New York.

Sept. 14-16—*National Association of Black Owned Broadcasters* fall broadcast management conference. Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 15—Sixth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

Sept. 15—*Philadelphia Advertising Club* meeting. Speaker: Sally Jessy Raphael. ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

234-7930.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 18-20—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

Sept. 20-22—*Satellite Communications Users Conference*. Las Vegas Hilton, Las Vegas. Information: Kathy Kriner, (303) 220-0600.

Sept. 21—*New York Television Academy* luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 21—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 52475.

Sept. 22—*Oklahoma Association of Broadcasters* sales seminar. Tulsa, Okla. Information: (405) 52475.

Sept. 22—*IRTS* Newsmaker Luncheon featuring F Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

■ **Sept. 22-23**—*Broadcast Technology Society/IEE*, 38th annual broadcast symposium. Washington hotel, Washington. Information: (301) 948-7151.

Sept. 22-25—Third annual *Society of Broadcast Engineers* national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23—*Southern California Cable Association* eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

Sept. 23-25—*Maine Association of Broadcasters* annual convention and election of officers. Sebasco Falls. Sebasco, Maine.

■ **Sept. 23-25**—"Science, Pseudoscience and Quackery: Knowing the Difference," conference for journalists co-sponsored by *Foundation for American Communications, Gannett Foundation and Detroit News*. Hyatt Regency Dearborn, Dearborn, Mich. Information: (213) 851-7372.

Sept. 23-27—*International Broadcasting Conventions Officers and Advisors* meeting, "NATO '88 Hot Topics in Telecommunications." Doral Hotel, Coral Gables, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 23-30—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 476-6600.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting, "NATO '88 Hot Topics in Telecommunications." Doral Hotel, Coral Gables, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 26-27—Hispanic Media and Marketing Conference, sponsored by *Media Institute and Advertising Age*. Marriott Marquis, New York. Information: (212) 210-0209.

Sept. 27—*Association of National Advertisers* meeting, workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programming*. Sheraton Center, New York. Information: Steven Schupak, (212) 775-3611.

Sept. 27—Roast of Bill Daniels. Daniels & Associates Denver, sponsored by *Women in Cable, Washington Chapter*. Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

■ **Sept. 27-28**—"Forging a New Telecommunication

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Strategy: Choices for the Next Administration," sponsored by *Public Service Satellite Consortium's National Center for Telecommunications and Information Policy* and co-sponsored by *Comsat, Pacific Telesis*. National Press Club, Washington. Information: (202) 863-0890.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy. "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

Sept. 28—Fifth annual *Walter Kaitz Foundation* dinner honoring Ralph Baruch. Hilton hotel, New York.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman: (202) 775-3690.

Sept. 28—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

■ **Sept. 30**—"Covering Liability, Risk and Insurance Reform," conference for journalists co-sponsored by *Foundation for American Communications and Sacramento Bee*. Sacramento Community/Convention Center, Sacramento, Calif. Information: (213) 851-7372.

October

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Errata

Telco entry into wireless cable business is prevented by lack of frequency space, not by lack of programing rights as stated in Aug. 1 story, "Wireless cable, telco cooperation for consumer." Wireless cable industry currently controls all but few of frequency space available for distribution method, according to Microband President Mark Foster.

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters*. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

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

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 6—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

■ **Oct. 7-8**—*Southeast Regional Intercollegiate Broadcasting System* convention, sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University,

Atlanta. Information: (404) 651-2237.

Oct. 9-11—*Women in Cable* management confere Swiss Grand hotel, Chicago. Information: Rhod Christenson, (815) 962-4400.

Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

Oct. 9-12—*United States Telephone Association* 9 annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Award for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 586-8424.

Oct. 11-16—*National Black Media Coalition* 10 anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

Oct. 12—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 12-14—*World Teleport Association* general assembly conference and exhibition. Theme: "New pacts for City Development and Initiatives for N Telecommunications Services." Congress Center Europe, Cologne, Germany. Information: Holly Kobran, (2) 333-7400.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Hyatt Regency Scottsdale, Ariz. Information: (212) 682-2500.

Oct. 13-14—*Alaska Broadcasters Association* 2 annual convention and engineering conference. Hk Captain Cook. Anchorage, Ala. Information: (907) 2-2424.

Oct. 13-16—*National Broadcast Association of Community Affairs* convention. Copley Plaza hotel, Boston. Information: Valerie Navy, (617) 449-0400.

Oct. 14-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Major Meetings

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

Sept. 14-17—Radio '88 convention, sponsored by the *National Association of Broadcasters*. Convention Center, 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. Future meeting: Oct. 3-5, 1989, Atlantic City.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

Oct. 14-18—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600. Future meeting: Oct. 12-16, 1989, Cannes.

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. Future meeting:

Nov. 13-15, 1989, Century Plaza, Los Angeles.

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. Future meeting: Sept. 13-16, 1989, Kansas City, Mo.

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. Future meeting: Jan. 3-6, 1990 (tentative).

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

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. 2-5, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

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.

■ **March 1-4, 1989**—20th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland, Nashville. Information: (615) 327-4488.

April 9-12, 1989—*Broadcast Financial Manage-*

ment Association 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

April 9-11, 1989—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

April 21-26, 1989—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: 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.

May 11-15, 1989—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York.

May 17-20, 1989—*American Association of Advertising Agencies* 71st annual convention. White Sulphur Springs, W. Va.

May 17-21, 1989—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-24, 1989—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

June 21-25, 1989—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 33d annual seminar. Renaissance Center, Detroit.

Aug. 20-23, 1989—*Cable Television Administration and Marketing Society* annual conference. Marriott, Chicago.

standing on principle

EDITOR: Regarding your editorial in the July edition of BROADCASTING, I couldn't agree more with your position on the First Amendment and the foolish tendency to give the government what it wants in exchange for some assurance that they [broadcasters] will be treated in a "special" way. I'd exchange something that I hold to as a principle, for some "quid pro quo" to feed my self interest. Is certainly not honorable. I say the least.

My experience is that many who hold to principle do so as long as it serves their own self interest. As a case in point, during the Vietnam War I found myself swaying somewhat from my principle of not compromising with the North Vietnamese when my two sons became of age and were in the Air Force. And, I know some of my colleagues who thought FCC Chairman [Mark] Fowler as terrific in his "deregulation" of our industry, until he came out in favor of letting the marketplace decide whether cable should carry all stations. "What's he trying to do?" one of my friends asked. I replied: "He's trying to get the government off our backs!"

I regularly admonish my colleagues in the National Religious Broadcasters that expediency is always easier and quicker than principle, but it is the never the will of God. I might paraphrase that for secular stations: the expediency of getting favorable legislation is always possible, if you're willing to let Big Brother have the right to exercise control over what you give back to him.

I recognize the temptation to "get something valuable for something unimportant." And, as I've admitted, holding to principle is sometimes tenuous, but at least we should admit that we're putting self interest in front, rather than pretending [we're] giving the government what is really better for us.—*Mike Maddex, president, WEEC(FM) Springfield, Ohio.*

Reimbursement retrospective

EDITOR: I have read your Aug. 1 editorial entitled "Object lesson." We welcome your editorial support for the position that the FCC's policy allowing reimbursement of legal expenses encourages the filing of competing applications against renewal licenses.

Unfortunately, the commission's concern about these critical issues appears to be less than enthusiastic, as demonstrated by the long delay in responding to the problem. As you are aware, we initiated discussions regarding abuses of the comparative renewal process by filing a request for rule making over 13 months ago. Subsequently, we filed a request for expedited proceeding last March. Finally, the commission on June 23, one year later, formally adopted a notice of

proposed rule making on abuses of the comparative renewal process and initiated an inquiry into the renewal process. Nevertheless, it is now six weeks since the commission vote and the texts of the orders have still not been released.

As we pointed out in our motion to expedite, radio stations commenced filing their renewal application in June for the first time since deregulation, and thus began falling prey to improperly motivated challengers. The delay in the commission's action only increases the number of radio stations potentially victimized by these abuses.

Thus we believe it is critical for the broadcast industry to call upon the commission for expedited action in not only releasing its text of the proceedings, but also in processing comments and rendering its decisions on these critical issues.—*Matthew Leibowitz, Leibowitz & Spencer, Washington.*

Another AM suggestion

EDITOR: The AM industry is tired of rehash-

ing the AM stereo arguments. The real marketplace reality is: it's going nowhere.

Leonard Kahn won't give in unless he reaches an absolute dead end. Let's hope he doesn't, because as engineers seem to agree, an important element for AM's survival is at stake, and bottom line: Kahn's ISB technique is technically superior to Motorola's phase-sensitive system.

Motorola has come to own what little there is of a marketplace. And Mr. Kahn has demonstrated that he can hold Motorola off from meaningful market penetration—and perhaps profit—for years, by appealing to AM engineers, who refuse to support a system that generally exhibits unpleasant platform motion in the presence of co-channel interference. But Motorola has forced Sony out of the multi-mode receiver business, so there are no receivers out there yet for Kahn.

Let's move this off dead center. Let AM broadcasters appeal to these two firms to settle. If this fails, let us call on the FCC to remand them to arbitration a step short of choosing a standard.

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tling on the ISB technique with the C-Quam pilot. This will avoid rendering existing C-Quam gear obsolete, since there are dimensional stereo effects between the two systems. The real negotiation is over participation in whatever windfall might result in chip royalties and manufacturing profits with rapid industry acceptance of a superior uncontested standard. Think of the upside for Motorola, Kahn/Hazeltine, and an AM industry no longer held hostage in mono.—*Dennis Jackson, president and chief operator, WREF(AM) Ridgefield, Conn.*

Star lineup

EDITOR: Star Communications, which was not included in your July 25 special report on radio, provides both long- and short-form radio programming on a barter basis, including the nationally syndicated *The Sports Final*, a one-hour sports wrap-up delivered live via satellite seven days a week at 11:07 NYT. *The Sports Final* is heard in 24 markets. A weekly two-hour sports-oriented broadcast, *The Las Vegas Sportsline*, offered every Friday night, begins Sept. 2. *Sportsline* will feature a preview of the weekend's sports activities, delivered live by satellite at 9:07 NYT.

A number of one-minute programs are also available from Star: *The Business of Sport*, *Travel Tips*, *Tooth Talk* and the regional *The Red Sox Report*. A weather service featuring personalized reports and up-

dates is also offered.—*Tom Star, president, Star Communications, East Boston, Mass.*

Networking

EDITOR: There is a need for a strong, independent organization for disabled journalists throughout the entire country to share employment information with disabled people who want to enter the exciting journalism fields in the mass media. Thousands of disabled journalists are enrolled in our colleges and universities who desire to enter the world of work in the mass media, but no one had been willing to bring those people together with the ones who have already achieved their goals.

As a visually impaired college major in this exciting field, I am forming a new organization to unite those two groups to insure better employment and educational opportunities in the media professions. Those who share this need for this type of organization can contact me at 484 Hammond Drive, Griffin, Ga. My telephone number is (404) 228-6491.—*David B. Shapiro, Griffin, Ga.*

Shaw fan

EDITOR: Truthfully now. Isn't it time that CNN pit Bernard Shaw in head-to-head competition against Brokaw, Jennings and Rather, in a solo anchor half-hour at 7 p.m. Eastern and again at 7 p.m. Pacific?—*Richard Dodds, Smyrna, Ga.*

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Founder and Editor
Sol Taishoff, (1904-1982)
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Lawrence B. Taishoff, publisher
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Mark K. Miller, Harry Jessell
assistant managing editors
Leonard Zeidenberg, chief correspondent.
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Matt Stump, Kim McAvoy, John S. Eggerton,
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Scott Fitzpatrick, Randall M. Sukow (technology).
Peter D. Lambert, Lucia Cobo, staff writers
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Corporate Relations

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Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830

Geoff Foisie, chief correspondent
Adam Glenn, assistant editor

Scott Barrett, staff writer.
June Butler, advertising assistant
Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148

Tim Thometz, Western sales manager
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A commentary on AM radio from Dutch Doelitzsch, WDDD-AM-FM Johnston City-Marion, Ill.

hanging the AM crisis into the AM opportunity

AM radio is in a crisis situation. The ratings reflect this crisis with a national average of one AM listener for every three FM listeners. From the smallest micro-market to the largest mega-market, the erosion of AM audiences continues. Is 1988 the year AM radio bounces back, or will the AM crisis eventually become the AM disaster? What are the broadcasters, the FCC and Congress to do (or don't do) in the months ahead will determine, to a large extent, the future of broadcasting's senior medium.

AM radio has many success stories—individual stations that are increasing audience and providing outstanding broadcast services. Unfortunately, these successes are outnumbered by the thousands of AM stations on the decline. Why has there been such an overwhelming shift to FM? Greater fidelity? Stereo? Less interference? Competition? Coverage? Programming? The answer is yes, all of the above. All of these are factors in the AM crisis. It is a complex issue, and fortunately the National Association of Broadcasters, the FCC and individual broadcasters are now coming to the realization that simply attacking single aspects of the problem one at a time will not be enough. It's going to take a coordinated effort to begin leveling the playing field for AM stations.

AM radio, of all the broadcast services, has the greatest differences between the stations within the service: Fifty-thousand-watt clear channel stations covering half the U.S. have little in common and can hardly be grouped and classified with a small 250-watt daytime station with a coverage radius of 10 miles, and yet reasonable measures must take into account the needs of all AM's.

If any station is to survive it must be able to serve a marketable population with a listenable signal full time. With the advent of AM, the public no longer had to settle for daytime only, or weak and noisy nighttime coverage. It's no wonder that audiences left AM when an alternative became available.

The fact that the AM band is so overcrowded with stations has added to the problem. The "more is better" philosophy has created substandard service and overcompetition which, instead of promoting better service, is actually strangling the life out of local broadcasting service. The introduction of hundreds of Docket 80-90 stations will increase the competitive pressure not only on AM stations, but also on other FM stations as well. An operator struggling for survival, either AM or FM, is unlikely to provide local news or responsive public affairs programming. He will make his operation as "cheap to keep" as possible, compromising program quality. It is this survival



Dutch Doelitzsch is president and general manager of WDDD-AM-FM Johnston City-Marion, Ill. He began his broadcasting career in 1970 when he built WDDD-FM. He built the AM in 1979 and WDDD-TV in 1981 (he sold the TV in 1981). Doelitzsch has served on the boards of the National Association of FM Broadcasters, the National Radio Broadcasters Association and the Illinois Broadcasters Association.

mentality that has subtly stripped many AM's of quality programming.

Here, then, are the steps I believe should be taken to foster the revitalization of AM radio:

- *Adopt all-channel radio legislation.* The best way to ensure a uniform quality transmission system for AM is to pass legislation standards. This law would mandate that all radios must be continuously tuneable (no AM-FM switch or designation) and capable of both AM and FM reception. If the manufacturer elects to incorporate stereo, the radio must be capable of both AM and FM stereo. This law would also require all receivers to meet the NRSC technical standards. It might even go so far as to require that radios be equipped with either manual or automatic bandwidth selection.

- *Provide an opportunity for improvement of the primary coverage area of limited coverage stations.* This step is perhaps the most difficult since it involves changes in the allocations standards. The FCC should, as part of its overall review of the AM rules, make two major changes. First, it should make a five-fold increase in the protected daytime contour. This would change the protected contour from the .5 mv to the 2.5 mv contour for most stations, allowing substantial power increases. Some operators would not increase power, while others (especially lower power stations) with building penetration and/or electrical interference problems would apply for increases, in some cases reaching the 50 kw maximum. The overall result would be higher quality

service to the core coverage area of each station, thus enhancing the public's perception of AM service. Additionally, there may be substantial electrical interference overcoming benefits to authorizing across-the-board power increases for AM nighttime operations. Second, the FCC should eliminate protection for the .5 mv 50% skywave service areas of most Class I stations. This would allow new or improved nighttime service by hundreds of Class II stations. This change would also mean that virtually all AM daytime stations would be eligible for nighttime operation.

- *Utilize the new 1600-1700 khz band as an allocations tool to aid in establishing a fair and equitable distribution of AM service.* The FCC has an opportunity to provide relief for the most seriously disadvantaged AM operators in the newly created broadcast band segment. After a transition period simulcasting on both the new and old frequencies, the operator could switch all operations to the new frequency, ceasing operations on the old frequency.

- *Lift the duopoly restriction for AM stations.* The number of radio signals in a given market is of less importance than the number of independent operators. Newspapers and magazines, suffering from increasing fragmentation of their readerships, have combined publications into a single company for economy and efficiency. In many cases such a consolidation has allowed them to serve highly specialized readerships even better. If the solid, experienced, successful broadcasters were allowed to pursue a marketplace solution, as the newspapers and magazines have done, and program multiple transmitters, the result would be better, more diversified service to the public.

- *Issue no new AM licenses except in cases where at least 50% of proposed coverage is for a white area.* This will, in effect, stop the growth of AM stations in all but unserved areas. The competition within the broadcast industry has already become counter-productive in most markets and adding even more stations is contrary to the public's interest.

- *Adopt stringent man-made interference limits.* If AM is to attain quality reception, tough new rules must be put in place limiting man-made interference of all types. Without such rules, the AM band is in danger of becoming nothing but a buzz and hum.

AM's crisis is at a critical point. If we broadcasters, the FCC and Congress fail to correct the deficiencies in the AM delivery system, we will not only disserve our industry, but we will also disserve the public. However, if we act to provide a quality delivery system functioning in a truly free marketplace, programmers will win back a substantial share of AM's lost audience and turn the AM crisis into the AM opportunity.



PHOTO BY WALLY McNAMEE

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TOP OF THE WEEK

The scramble to fill three fall schedules

ABC, NBC and CBS are filling their post-strike, preseason schedules with a mix of old and new movies, mini-series, sports, specials and series

With patches of old and swatches of new, the networks are quilting their interim fall schedules, while the Hollywood production community, its debilitating strike now behind it, retools to provide the staff of the new season.

When that season will actually begin has yet to be determined, with NBC clamoring for a mid-September date to include its Olympics coverage, CBS suggesting a start date on or around Nov. 1 and ABC preferring to see the season begin around Nov. 13, not incidentally the premiere date of its mini-series, *War and Remembrance*.

A.C. Nielsen Co. has taken the position that it just supplies the ratings and that it is up to the networks to decide when the season begins. A Nielsen spokeswoman did not rule out each network's deciding when its own "new season" will begin and end.

At NBC, Entertainment President Brandon Tartikoff reported last week that about 90% of the network's new and returning series would be ready with fresh episodes by the first week of November.

CBS, Peter Tortorici, vice president, program planning and scheduling, reported that CBS would have about 50% of its new and returning programs on the air by the end of October and most, if not all, of the rest by the end of November. ABC Entertainment President Brandon Stoddard told reporters recently that "most" of the network's new and returning series would be ready to air shortly before or after its scheduled mid-November not-so-mini-series, *War and Remembrance*.

Although the writers' strike is over, there's still a whole lot of "pin' goin'" on in the CBS and ABC schedules for September and October as those two networks try to counterprogram the summer Olympics and World Series on NBC. CBS will proceed with several short-flight original series initially conceived as strike-alternative



CBS's 'The Van Dyke Show'

programs, including *Live: Dick Clark Presents* (debuting Sept. 14) and a new magazine show, *High Risk* (debut Oct. 4). Two other shows developed by CBS during the strike, *Jake's Journey* and *Dolphin Bay*, are scheduled to resume production next month, but have not yet been scheduled. Two revived series currently on the air, *The Cavanaughs* and *First Impressions*, will continue their runs into October.

ABC will proceed with its earlier reported plan to strip repeats of its popular comedies across prime time, and may, if they are ready in time, use two new series, also conceived initially as strike alternative programs—remakes of *Mission Impossible* and *Police Story*. And both networks are doubling the number of original made-for-television movies, first-run theatrical films, mini-series and specials.

NBC will launch half of its new and returning series immediately following the Olympic games during the week of Oct. 3. The network will launch six more series following NBC's coverage of the World Series, which, barring rain delays, should conclude no later than Oct. 23. Five more series will air the following week: three—*Matlock*, *In the Heat of the Night* and *Midnight Caller*—will debut the week of Nov. 28, after *War and Remembrance* on ABC completes its run.

"Basically, we are placing our emphasis on long-form programming" in September and October to counterprogram the Olympics and Major League Baseball postseason play, said CBS's Tortorici. In September and October, CBS will at some point program prime time movie blocks every night of the week but Wednesday. And that night will be programmed at least once with a long-form block, part two of a repeat presentation of the mini-series *If Tomorrow Comes*, Oct. 18-20, against the World Series.

CBS will program several other "encore presentations" of past made-for-TV movies, including, in September, *Mistress*, *Kids Like These*, *After the Promise*, *Mayflower Madam*, *Kung Fu: The Movie*, *Women of Valor*, *The Return of Sherlock Holmes*, *A Stranger Waits* and *Stillwatch*; and in October, *Long Journey Home* and *Return to*



ABC's 'Roseanne'



'Dear John'

Dodge. "CBS will have 90% original programming in October," said Tortorici. But the few repeats, such as *Mayflower Madam*, mixed with fresher product, he said, "will give viewers not interested in the sports a place where they can find entertainment, passion and romance."

CBS will offer a total of 14 original made-for-TV movies in September and October, including *Higher Ground* with John Denver, *The Diamond Trap* with Howard Hesseman and *Unholy Matrimony* with Patrick Duffy and Charles Durning. The network has also scheduled two new mini-series—the four-hour *Jack the Ripper* (Oct. 21 and 23) and the eight-hour *This is America, Charlie Brown*, to be shown in half-hour segments, also beginning Oct. 21.

Tortorici declined to reveal how the network would counterprogram ABC's *War and Remembrance*, and would not provide debut dates for new and returning series. But he suggested it was likely that returning half-hours and one-hour programs would gear up faster and thus return sooner to the air than either new half-hour comedies or new hour-long dramas. And in the case of at least one new comedy, *Van Dyke*, creative problems may cause further delay.

CBS will air three theatrical films making their network premieres in September: "Tank," "White Nights" and "Agnes of God," as well as a rebroadcast of "Pee Wee's Big Adventure." And in October CBS will run for the first time the films "Out of Africa" and "Deal of the Century."

September specials include one on the making of "Who Framed Roger Rabbit?" entitled *In Search of Toontown*. Other specials include *Gleason: The Great One*, *Bodywatching* and *The Girl in the Red Truck*, the last a new combination animation-live action project from "Peanuts" creator Charles Schultz. October specials include the 22nd Annual Country Music Awards, hosted by Dolly Parton, two "best of" editions of *60 Minutes*, *The Seven Wonders of the Circus World* and *Claymation: The Story of the California Raisins*.

At NBC, Tartikoff reported last week the following series would return or begin the week of Oct. 3: *Alf*, *The Hogan Family*, *Unsolved Mysteries* (new), *Highway to Heaven*, *The Cosby Show*, *A Different World*, *Dear John* (new), *Sonny Spoon*, 227, *Amen*, *The Golden Girls*, *Empty Nest* (new) and *The Magical World of Disney* (new). *Something Is Out There* will premiere Oct. 21.

The week of Oct. 24, Tartikoff said the new *Tatungers* as well as the returning *Hunter*, *Family Ties* and *Day by Day* would join the schedule. The six-hour mini-series *Favorite Son* will air Oct. 30-Nov. 1. *Night Court*, *Cheers*, *L.A. Law* and *Miami Vice* are scheduled to return the week of Oct. 31, along with the new comedy *Baby Boom*, *Matlock*, *In the Heat of the Night* and the new *Midnight Caller* will bow the week of Nov. 28, after ABC airs *War and Remembrance*.

Tartikoff said NBC would counterprogram ABC's mega-movie with, among other things, a barrage of theatrical and made-movies, including "Back to the Future," "The Karate Kid I," "Gremlins," "Pretty in Pink" and, on the made-for side, *Goddess of Love*, with Vanna White. The 18-hour November segment of *War and Remembrance*, said Tartikoff, will take a major commitment on the part of viewers who sit through it all. "That's a very big book. So we're going to offer them nice, little books for them to read with very big print. And I would say that *The Goddess of Love* is about the biggest print we could find right now."

With the Olympics and World Series to take up much of September and October in prime time, NBC has less need to expand its arsenal of specials and long-form entertainment programming during those months. But NBC is airing two Disney specials, one each in October and November, a live music special from New York's *Rock Cafe*, and the *Miss America Pageant* on Sept. 10.

ABC falls somewhere between NBC and CBS in preparedness for the new season, according to Irwin Gotlieb, senior vice president of national broadcasting programs, D'Arcy Masius Bent & Bowles Inc. The network, which recently announced an interim schedule to cover September and October, will get its big boost in November, with 18 hours of the 32-hour *War and Remembrance*. ABC had originally intended to launch *War* during the February sweeps next year, but rescheduled it for November to provide the network with original programming. If anything, the strike may turn out to be a blessing in disguise for ABC's *War* scheduling, because both CBS and NBC won't have all their new season programming placed by the time the mini-series airs.

ABC will air the first 18 hours over seven nights: Sunday, Nov. 13, at 8-11 p.m.; Tuesday, Nov. 15, again at 8-11 p.m.; Wednesday, Nov. 16, 8:30-11 p.m.; Thursday, Nov. 17, 9-11 p.m.; Sunday, Nov. 20, 9-11:30 p.m.; Tuesday, Nov. 22, 8:30-11 p.m., and Wednesday, Nov. 23, 8:30-11 p.m.

ABC's interim schedule, which runs from Sept. 17 through Oct. 23, is anchored by the stripping of six of the network's comedy series. The strategy, dubbed "comic relief," is intended to draw viewers away from NBC's Olympics and World Series. Brand Stoddard, president, ABC Entertainment, recently said that one of the advantages to airing half-hour comedies against the Olympics was that "in the Olympics, some of the events are terrific, and some may be a little dull, and if you have comedies, which are half-hour bits for the most part, on your network, there's a chance they [viewers] tune over."

Either *Growing Pains* or *Who's the Boss?* will lead off most of the nights, followed by either *Head of the Class*, *Perfect Strangers*, *Ally McBeal* or *Full House*.

The network will be counting on another mini-series this fall when it rebroadcasts *North and South*. The network will air the 1-hour mini-series based on the Civil War in two-hour blocks over six nights. The first part airs on Tuesday, Oct. 18, at 9-11 p.m.

ABC will have the option of premiering one new comedy during this interim schedule. Carsey-Werner, producer of *Roseanne*, the half-hour comedy starring Roseanne Barr, signed an interim agreement with the Writers Guild during the strike and will have the series ready in October. Stoddard was reluctant to announce a launch date preferring to wait until he sees how the other networks' schedule look. "We'd like to kind of see what the waters look like before we decide when that's going to go on the air," he said.

One new series that will definitely premiere during the interim schedule is *Incredible Sunday*. The one-hour, reality-based series stars John Davidson and focuses on "extraordinary people and stories from around the world." The show will premiere on Sunday, Oct. 9, at 8-9 p.m.

Even without the Olympics or the World Series, ABC will not be short on sports programming during the weeks of the interim schedule. *ABC Monday Night Football* premieres Sept. 5, and the network will televise the American and National League conference baseball series. The baseball playoffs begin on Tuesday, Oct. 4, and continue until Thursday, Oct. 13. Rounding out the schedule will be several specials and theatrical movies, including broadcast premieres such as "The Man With One Red Shoe" (Tuesday, Sept. 21) and "Stand By Me" (Tuesday, Sept. 27). Other theatrical releases include "Night Shift," "Ghostbusters" and "All of Me." ABC specials include *Gary Shandling Alone in Las Vegas*, on Saturday, Sept. 24, and *The Comedy Club Special* on Thursday, Sept. 29.

Utility buys Rogers's cable for \$1.2 billion

Houston Industries, parent company of electrical company and partner in ATC in Paragon, is winning, though not highest bidder; Pactel cable entry denied as result

will be an electrical utility company, not a regional Bell telephone operating company, it will write the final chapter on the sale of Rogers Communications' U.S. cable properties.

Last week, Houston Industries, a 50-50 partner with American Television & Communications in Paragon Cable, agreed to more than double the size of its cable operation by purchasing the Rogers systems serving 525,000 subscribers for \$1.265 billion. Houston is the parent company of Houston Lighting & Power and will initially establish a separate subsidiary, KBL Cable, to run the systems. No direct operating ties exist between Paragon, which serves 670,000 subscribers in California and Texas, and KBL exist at present.

Sandy Brendler, administrator of financial communications for HI, said the management of the Rogers properties has not been terminated. Whether Houston will install its own management or look for executives already in the cable industry to run the systems has not been decided, she said.

It was through Paragon that Houston Industries first became involved in the deal. The two companies reportedly have an agreement to bid together on properties when both agree on price. The initial bids for Rogers occurred nearly simultaneously with Time Inc.'s decision to move ATC to New York (BROADCASTING, June 6). That shift and the rumors of a possible merger with Warner Cable, plus the price that Rogers eventually fetched, appeared to cause HI to withdraw from the running. With Paragon out of the bidding, the utility company proceeded alone.

It was thought the Rogers sale would solely serve as a vehicle for BOC entry into the cable business. Pactel, a unit of Pacific Bell, had reportedly bid for the Storer Cable properties, believing it could get a waiver from Judge Harold Greene's modified final judgment to own cable systems in the U.S. Pactel teamed with United Artists to bid for Rogers, anticipating again that it would get a waiver with a waiver request to own cable systems beyond their service area. (In other deals, Pactel has worked around the MFJ by having another party become involved in the transaction, while it works on obtaining a waiver. Once the waiver is granted, Pactel purchases the property from the other party. It is presumed that is how it would construct a cable deal.) The Cable Act and present FCC rules prevent the BOC's from owning systems within their service areas, although the FCC has initiated rulemaking to loosen those restrictions.

A Rogers executive said the Houston bid was not the highest cash offer of the final bidders, but was chosen because it "was the leanest and easiest to understand." (One

source indicated that Houston and United Artists-Pactel were the final bidders, and that the difference between the two bids was less than 5%.) Rogers was known to have wanted to conclude the deal with all due speed. It is expected to close between November and February, and Rogers plans to use the money to retire debt of the parent company in Canada. A sale to Pactel could well have necessitated a drawn-out process of approval from regulatory authorities, beyond what other bidders faced. But a Pactel spokesman said the MFJ, and the prospect of a waiver, were not the main stumbling block. She said Pactel was "unwilling to

Rogers subscriber count. The discrepancy involves how full-time equivalent subscribers are defined and counted, a source said.

Brendler said Houston Industries will probably use interim financing—extending existing credit lines and short-term loans—to finance the deal, while it formulates a longer-term financing package. Houston Industries is one of the larger utilities in the country, with revenue of \$3.6 billion in 1987. Brendler said HI has lost about \$17 million during its two-year involvement in Paragon, but "the losses are in line with what we anticipated."

Some of those costs involved upgrades in



Houston Industries Incorporated

meet certain conditions that the seller had required," believed to be problems inherent in some of the franchises. Although the MFJ is a problem, she said, the deal was structured where "it could have made it as simple as possible for Rogers." She said although Pactel "was disappointed by the outcome," it would continue to look for other opportunities to enter the business.

Rogers operates four large systems—San Antonio, Tex. (240,000 subscribers); Minneapolis (100,000 subscribers); Portland, Ore. (83,000 subscribers), and Orange county, Calif. (77,000 subscribers). The San Antonio system had been cause for some problems for Rogers, after the city council began looking at exercising a provision in its franchise to buy the system at 5% off market value. Executives at Rogers had begun negotiations with the city to resolve the dispute, and now that the sale has been proposed, Rogers will ask for city approval to transfer the franchise. A source said the onus is on Rogers to solve any franchising problems that arise involving transfers, before the deal is closed.

The purchase price translates to slightly more than \$2,400 per subscriber, which would work out to 19 times expected 1988 cash-flow-per-sub of \$128. There were reports the price was closer to \$2,500 per subscriber, which would be based on a lower

systems, she said, not expected to be a problem with the Rogers systems, which are relatively new and "very good quality properties." Most have adequate channel capacity and state-of-the-art facilities (80% are two-way interactive), she said. (Rogers has been one of the industry leaders in pay-per-view, and expected increases in that revenue stream probably help explain the bullish purchase price.) Brendler also said the systems were "well managed." Another feature that appealed to Houston was that half the systems were in the Southwest and West, where the Paragon systems lie. She said that is "where we want properties." She said trading the Rogers systems in Minneapolis and Portland, Ore., for others in the Southwest and West was a possibility.

Brendler said HI's investment in Paragon has increased \$600 million in value and it has no interest in selling its portion. Although Paragon serves as managing partner in the company, Brendler said several HI employees are working within Paragon's operation.

The purchase is subject to regulatory and company shareholder approval. Utilities have no special restrictions, as telephone companies do, in owning cable systems, even in their service areas.

Morgan Stanley & Co. served as financial adviser to Rogers in the deal. □

Rogers U.S. Cablesystems

San Antonio, Tex.	240,000 subscribers
Minneapolis	100,000 subscribers
Portland, Ore.	83,000 subscribers
Orange county, Calif.	77,000 subscribers

Houston Industries

Paragon Cable (Paragon is a 50-50 joint venture of American Television & Communications and HI)	670,000 subscribers
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'92 Olympics may play on cable

With greater financial muscle than in the past, cable will compete seriously with broadcast networks in bidding for summer games in Barcelona

Many events of the 1992 summer Olympic games in Barcelona, Spain, may be shown on cable and not on the air: not necessarily the finals of the competitions but perhaps the greater part of the hours televised. Dick Pound, vice president of the International Olympic Committee (IOC) and chairman of its television negotiating committee, said: "This is really the first year in which cable becomes a viable option."

Newly present are the greater financial resources of cable—rumors of a joint-MSO bid are making the rounds—and a greater willingness by the IOC to consider a separate rights package for cable.

What makes Pound's words of particular interest is that unlike the television bidding for the soon-to-begin Seoul, South Korea, games (where the IOC shared negotiating responsibility with the host city's organizing committee), this time around the IOC will have sole responsibility "in consultation" with the Barcelona Organizing Committee (COOB).

The broadcast networks themselves may also be in favor of the new negotiating arrangement. Pound told BROADCASTING that one reason for the change in negotiating responsibility is that the IOC felt previous organizing committees may have shown too much concern for "getting the last buck on the table" and not enough concern for the long-term health of the games.

Whether the games will automatically include cable and whether the escalation of rights fees will continue may be known as soon as this Friday, Aug. 19. On that day, each of the three broadcast networks will make presentations to a committee including Pound, IOC Vice Chairman Young Kim and COOB Chief Executive Officer Jose Miguel Abad, along with two other COOB executives.

At present, the IOC and COOB contingents do not plan to meet with cable bidders, and Abad and the other COOB executives are said to have indicated a desire to leave for Barcelona Friday night. But Pound indicated that ABC, CBS and NBC may not be able to preempt a cable bid: "There are probably 2,000 hours of competition," said Pound, "but even full broadcast saturation gives you maybe 200 hours; thus, maybe 90% of the Olympics never gets to be seen by anybody."

"How do you get cable involved? Whether there are two packages sold separately or whether you make a deal with one of the three networks which then share it, I don't know. It may be that we say to one of the networks: We will give you first crack at all the events from the semifinals on, and all events that are live after 4 in the afternoon, but we reserve the right to make a separate deal for other events with any cable operations."

Because the IOC is concerned that the games be made widely available, Pound said, the "premiere" package of the events will go to broadcast television. "You might have to also say to cable that broadcast companies can show [cable] events as part of their highlights."

This kind of talk has apparently whetted



the appetite of cable programming services such as USA and Turner, with both of which Pound said he has conferred. David Kennin, senior vice president of USA, said, "This is a high-level important rights offering and anything can happen. After all, this week they put the lights on in Wrigley Field and they traded Gretzky. There is a lot of time between now and the 19th. Who knows?"

Last Friday, Aug. 12, another COOB executive, Oriol Serra, was in town to officially designate one or more consultants to be the COOB formulate a position on the bidding. Among the television sports marketing companies most often mentioned as designees were two advertising agency subsidiaries: Event Programming International Consultants (McCann-Erickson) and Howard Marlboro Group (Saatchi & Saatchi headed by Don Dixon).

As for the Fox Broadcasting Network, Pound said there were "some expressions of interest... but it wouldn't surprise me if I [Murdoch] were more interested in Europe." Bob Briner, head of a sports marketing firm, Pro Serv Television, also describes the new overseas bidding climate: "While the European Broadcasting Union for 1992 will remain the strong personality, there are also guys like Berlusconi. Maxwell at Murdoch with new delivery systems all over Europe." The growth of private television delivery in Europe may, if nothing else, cause rights fees there to escalate at a faster rate than in the past.

Pound said the actual bidding for the 1992 games is still likely to follow tradition and will not begin until after the Olympic flame has been extinguished in Seoul: "If everyone is ready and keen beforehand, I am prepared to do it, but I suspect not everyone is going to be ready to do it. It is doubtful they will get a draft contract by next Friday, and also doubtful that they will have chance to get through it quickly."

Moving and shaking in Hollywood

Mergers and buyouts are the thing among production firms as they try to adjust to changing economic and sales climates

The tremors currently hitting southern California are not to be found on a seismograph but in the production community's stock movements and corporate announcements. The half-dozen or so mergers and recapitalizations, actual and proposed, that have occurred so far in 1988, note observers, all involve highly leveraged and smaller companies. The changes, they say, arise from the production community's overcapacity, which, combined with lagging demand for product, has cut into revenues.

And these changes have not ended, said Hal Vogel, securities analyst for Merrill Lynch: "The smaller programming entities, whether public or private, will find it advantageous to be acquired or merged in order to attain economies of scale or new capital."

The process was not unexpected, said Jeff Epstein, chief financial officer at King World Productions. "Whenever you have a lot of growth and a lot of successful companies start up, there's a consolidation phase. This is a natural cycle for the business to go through.... The new element in [this] trend is the foreign market, which

seems to have taken on added importance in the last year," Epstein said.

So far in 1988 the changes in the software side of the television industry include:

- In early July, MTM Entertainment announced its purchase by Britain's Television South (TVS) for \$320 million. The purchase was not only a trans-Atlantic merger, but also a marriage of producer and distributor. TVS already owned Gilson International, which distributes internationally such MTM shows as *St. Elsewhere*, *Hill Street Blues*, *Newhart* and *WKRP in Cincinnati*.

- In late July, Aaron Spelling Production announced a planned merger with one of its distributors, Worldvision Enterprises, the New York-based subsidiary of Great American Communications Co. According to Spelling executive vice president, Ronald Lightstone, merging with a distributor starting one up has been a goal of the company since he and President Jules Haimovitz joined the company more than six months ago. Almost two-thirds of Worldvision's library is for international distribution.

- In a deal that later fell through, MGM/UA said it would split the company's assets and sell a quarter stake in the new MGM to Barris Industries Chairman Ber Sugarman for about \$100 million. A spokesman for the company has said that it was still

king investors.

■ Warner Communications Inc. made a definitive agreement in May to take over Lorimar Telepictures in a stock swap. Although the merger is still subject to Lorimar shareholder approval, the companies are already in the process of consolidating some operations and lowering combined overhead.

■ New World Entertainment announced Thursday that it had completed the central part of its recapitalization effort by refinancing roughly 80% of \$254 million of debt. The producer of *Tour of Duty* and *The Under Years* had been attempting to buy back most of the debt since April.

Is all this activity a trend? "It sure sounds like one," Epstein said.

The above production companies are only a few of those currently reorganizing in Hollywood. "I made a list of them the other day," said Andrew Wallach, an analyst at Exel Burnham Lambert. "The list is endless."

A common opinion among industry observers and participants was that smaller production companies are being put into a pond as a greater number of companies compete in a limited market for network and syndication revenues.

The networks are expecting producers to bear more of the costs of programming, said Theodore Fitis, senior vice president at Alliance Capital Management; on the other hand, the market for shows coming off the networks is "suddenly soft," he said.

A significant statistic is that national advertising growth in all media fell behind minimal economic growth in 1985 through 1987, Fitis said. As advertising demand slowed, independent television stations realized that their revenue was not matching their investments in new shows, so they cut back on their budgets for additional purchases, Fitis said.

"At one time, *Magnum* could get \$1.6 million for syndication," Wallach said. "Prices for hour-long syndication aren't near that now." This would put a strain on companies seeking hefty syndication revenues to offset deficit financing. Aware of soft returns on hour-long shows in syndication, New World is apparently relieved that its deficit-financed *Crime Story* has not been renewed by NBC.

"The industry has created far too much product in the last couple of years," Wallach said. "It's a normal process that happens to industries. It's equivalent to drilling holes for oil in west Texas," Wallach said. "The demand catches up to the supply."

Faced with flat revenues from networks, production companies are cutting their operating costs to improve their margins, Wallach said. He said that they are creating more inexpensive new programs, producing existing programs for less and taking tougher stands with unions—a strategy that may have led to the writers' strike.

Margin improvement also can come from mergers, as the combined companies take advantage of economies of scale. "As business conditions become more competitive, the desire to grow in size to meet new challenges becomes stronger," said Bud Ru-

keyser senior vice president, GTG Entertainment.

In these circumstances, it is more difficult for small production companies to raise capital in the United States. Investors have been disappointed by production companies that didn't match their previous successes despite new influxes of capital, Fitis said. Banks are "cautious" and capital markets "have dried up," according to one Hollywood executive. Before MTM agreed to its purchase by TV South, it had withdrawn a public stock offering in the U.S., said Vogel: "The inability of the market to absorb the MTM issue at prices desired is a clear sign that the capital would have to be obtained some other way."

The current environment is not encouraging for start-ups, Epstein said: "I think it's impossible for a company today to grow in five years the way King World has."

Unfortunately, Rukeyser said, the benefits of mergers in the production business are not strictly analogous to the benefits of mergers in other industries. "One hopes that the increase in size doesn't have a negative effect on the creative juices of people in smaller companies," he said.

Where it will end is unclear. "Eventually there will be one company ruling the world," Rukeyser joked. More seriously, Epstein predicted the emergence of five or 10 international companies with operations ranging from creative product to various distribution outlets. The entities he foresaw in this scheme were Sony (bolstered by its recent purchase of CBS Records), Time Inc., Rupert Murdoch's News Corp. and

Warner Communications. "On the very large scale, that's what's happening," Epstein said. The Spelling/Worldvision merger is a "parallel development" on a smaller scale, he added.

Ironically, while slow revenue growth in the United States is causing production companies to merge, faster growth abroad may also be contributing to the trend as companies merge to achieve better international distribution. "Remember in the early 1980's [when] there were a lot of new independents and syndication prices went up because of the demand?" asked Lisa Donneson, an analyst at Salomon Brothers Inc. "There's almost one station per major European country being launched in the next year and a half."

"There's going to be an insatiable appetite for product [in Europe] the way there was here," agreed another observer. "It's no secret there's a lot of European money looking to buy U.S. product."

The purchase of GTG by Television South is the clearest example of this trend. But Spelling's merger with a U.S.-based international distributor is another example. And Donneson suggested that through the combination of Warner's and Lorimar's television production units and Lorimar's network television library, the merged company would be well positioned for the international television market.

Global outlook is the key to success, Epstein said. "Whoever has the best programming and who can exploit it worldwide," he said, "will be able to generate the most revenues and profits." □

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NEW WORLD
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ABC News to produce program for A&E

Cable channel, partly owned by ABC, will air weekly series about cold war; NBC, whose parent, GE, is also partner in A&E, may also produce for A&E

The growing synergism between broadcast and cable networks will take another step forward with a new programing deal by the Arts & Entertainment Network and ABC News for a weekly series.

The joint effort represents an expanded effort by a network news operation to spread its costs over a wider revenue base. The 26-episode, half-hour weekly series, titled *The Eagle and the Bear*, is an examination of the cold war era and will comprise footage from the archives of ABC News.

Andrew Orgel, senior vice president of programing and production at A&E, said that an A&E-ABC News programing deal was natural, even without Capital Cities/ABC's ownership of a third of the cable channel. Orgel was referring to the widely reported mandate that the networks have given their news divisions to make profitability their goal. "All three networks are looking for ways to take full advantage of news operations and footage," Orgel said. "They're looking at future business opportunities here."

A&E is also reviewing two more ABC News productions for possible pickup: *Neighbors*, a series of human interest vignettes, and *Heroes*, historical portraits of military heroes. *Neighbors* and *Heroes* have also been shown to The Discovery Channel.

Capital Cities/ABC, GE and Hearst each own a one-third interest in A&E. Management of GE's interest in the basic cable service is in the process of moving to NBC's new cable division. NBC Cable President Tom Rogers said the move will enable NBC to exploit programing opportunities in the same way that ABC News has. Rogers will officially join the A&E board at the channel's next board meeting this fall. In the meantime, Rogers's attentions have been consumed by the start-up of CNBC. By the fall, he said, he hopes to be able to give A&E more attention.

Because of ABC Video Enterprises division's ability to sell the three series internationally as well as in the home video market, ABC News has orders to produce three episodes of each of the series. Although important, a series order from a cable channel is not what will determine whether the series will go into production, said Av Westin, ABC News vice president of program development and executive producer of the series. Westin was formerly executive producer of the ABC News series *20/20*, as well as *Our World*, the ABC News production that ran during the 1986-87 season. That series, hosted by Linda Ellerbee and Ray Gandy, also made use of ABC News archival footage. He also has been executive producer of such specials as the duPont award-winning ABC News production *45/85*, a cold war era retrospective seen on ABC in September 1985. Footage from *45/85* is included in the first three episodes of

The Eagle and the Bear, which are about the Berlin Wall, The U.S. invasion of Grenada and the Korean War.

Footage from *20/20* and *ABC World News Tonight* will be used in *Heroes*. Westin said, however, that no ABC News talent familiar to viewers will appear on screen in *The Eagle and the Bear*.

Westin said that producing for a cable channel is not a step down from producing for a network. "A producer's life blood is access to air time," he said, saying that a 26-



Evening news called even-handed

Over all, coverage by the three broadcast TV networks of Republican and Democratic candidates during the presidential primaries was "balanced," showing no political bias, concluded a study by the Center for Media and Public Affairs. The study also examined charges that network stories ignore policy issues, and found to the contrary that more than 200 stories dealing with policy aired on the networks during the primaries.

CMPA's analysis is based on 1,338 primary stories that aired on the ABC, CBS and NBC evening news programs from February 1987 through June 7, 1988. So-called "good and bad press" was measured by tracking all "positive and negative evaluations of the candidates." Dr. S. Robert Lichter, a co-director of the center, authored the study, which was released in the July/August issue of *Public Opinion* magazine.

In his report, Lichter called this a "banner year for charges of media bias." Candidates such as Dole and Robertson, for example, complained about a liberal bias, Lichter noted. But his study uncovered no such bias. "All in all the evidence for Senator Dole's charge of bias is less than compelling. Democrats were favored over Republicans, but by margins that ranged from trivial to modest."

Over all, 56% of the coverage for Democrats was "good press," compared to 53% for Republicans, the study showed. Lichter said reporters' on-camera comments tended to be more favorable to Democrats, however. "Democrats received 65% good press from journalists' on-air evaluations, compared to 51% for Republicans," he said.

But how did Lichter define good press? For starters, "only judgments about whether a candidate would make a good President, not whether he is likely to become Presi-

dent," were evaluated. Explained Lichter: "By definition, good press was CBS's Bruce Morton's closer on Jesse Jackson campaigning in Illinois: 'He's neon and fireworks. At the rest this week have been pastel.' But good press was political analyst Kevin Phillips calling George Bush 'an overstuffed resume' on NBC. Even after excluding mixed and neutral statements, we coded 1,822 clearly positive or negative statements (the 14 announced candidates—1,062 for Democrats and 761 for the Republicans).

Jesse Jackson received the highest rating for best press among Democrats, with 74% of the coverage considered positive. Gannett's Hart was at the bottom with 38%. "Michael Dukakis's coverage hovered near the average for all candidates. Dukakis, Gephardt, Gore and Simon all received nearly equal amounts of good and bad press. Gephardt was the only one to fall below the 50% [good press] mark, but that reflects attacks from other candidates," the study found. As for Republicans, Lichter said Dole (at 64%) received more favorable coverage than Bush (50%) or Robertson (49%).

CMPA also analyzed the coverage of issues. It found that the Iran-contra affair was treated most frequently, followed by stories on taxes, unemployment and the economy. So-called "horse-race news" was still predominant, said Lichter, because it "flows from news values. It concerns what just happened and what's about to happen. That's also why campaign issues outstrip policy issues. The candidates' daily behavior on the campaign trail is less predictable, hence more potentially newsworthy, than their stump speeches. In sum, the critic doesn't want to let journalists be journalists. But do they really want journalists to be more like political scientists?"

Sugar Ray's PPV pot of gold

When Sugar Ray Leonard returns to the boxing ring in November for a scheduled 12-round light heavyweight bout with Canadian Donny Lalonde, pay-per-view should automatically be a winner, with predicted revenue of close to \$10 million.

Last week, Leonard's manager Mike Trainer was talking with a number of parties that could distribute the fight on a pay-per-view basis. He is also negotiating to determine at which Las Vegas hotel the fight will take place. No details were announced and sources said that in his typical fashion, Trainer will spell out all details surrounding the fight in one announcement. In an appearance on NBC's *Tonight* show, Leonard told guest host Gary Shandling last week that he would be guaranteed \$13 million.

Trainer and the World Wrestling Federation were close to an agreement last Friday for the pay-per-view and closed circuit distribution of the Leonard-Lalonde fight. WWF has sold a total of six PPV wrestling events to cable systems directly in the past. According to Jim Troy, WWF's senior vice president of cable and international distribution, WWF's past work with Trainer could be instrumental in landing the PPV/closed circuit distribution of the Leonard-Lalonde fight.

"We thought we could bring the most interesting proposal to the table," he said. WWF has lined up 11.5 million addressable homes for its upcoming *Summer Slam '88*. Troy said that WWF's PPV distribution method involves lower costs than the PPV distribution of the Mike Tyson-Michael Spinks fight, which was subcontracted to six cable MSO's for regional distribution.

Another interested PPV participant could be HBO. Time Inc.'s pay cable service now has a seven-fight deal with Tyson worth \$26.5 million. Sources said that the growth of PPV could potentially result in a reevaluation of its pay cable strategy. They added that Time's ownership of an MSO, ATC, with its 3.7 million subscribers, would help in its entry into the PPV business.

HBO is also not an uninterested party when it comes to the Leonard-Lalonde match-up. Last year HBO renewed a two-year contract with Leonard for his presence on air as a sportscaster for HBO fights. That contract, as well as past carriage of Leonard fights by HBO, is hoped to give the channel some leverage in its negotiations for the fight with Lalonde.

Sources said that the Leonard-Lalonde fight could bring in as much as \$13 million-\$15 million in PPV and closed circuit revenue, or roughly half of the PPV and closed circuit contributions to the Tyson-Spinks heavyweight bout revenue in June. According to the sources, the percentage of PPV/closed circuit revenue for the Tyson-Spinks fight was 55-45. For Leonard-Lalonde that percentage could become 66-33, the sources estimated. The Tyson-Spinks bout achieved a "buy-rate" of as high as 35% at some cable systems, making it the highest PPV event in history.

The emphasis on PPV's role in the fight is chiefly attributable to the success of the pay cable delivery method in the Tyson-Spinks heavyweight title fight. Bill Cayton, Tyson's manager, recalled that planning a greater role for PPV in the Tyson-Spinks fight was natural given the growth in the number of addressable homes "in the past two years."

In a recent survey of buyers of that fight by the PPV service, Viewer's Choice, customers said they would be likely to buy a fight again, given the convenience of ordering it in the home rather than driving to a closed circuit arena to see it. That fight's buyers also said they would not be deterred by the risk of a first-round knock-out in buying another PPV boxing matchup. (Tyson knocked out Spinks 91 seconds in the first round.)

Cayton said that PPV will play a "prominent role" in Tyson's upcoming fights against the boxers Evander Holyfield and Razor Ruddick. The first of those fights, against Holyfield, could be scheduled as early the fall of 1989.

Congress leaves Washington with work pending

When House and Senate return from summer vacation they will face communications issues including CC budget, indecency, CPB authorization, children's programming, license renewal

Last week, members of the 100th Congress went home for a summer recess and will return Sept. 7 hoping to wrap up unfinished business by Oct. 8. With a condensed schedule and a substantive agenda yet to be tackled, few, if any, communications bills are destined to become law; some policy, how-

ever, will be determined through appropriations measures that Congress must act upon to keep the government running.

That does not mean, however, a lack of activity on communications matters. Among the more pressing concerns is a children's television bill passed by the House (H.R. 3966) and legislation that would regulate the home satellite marketplace (S. 889).

Another matter of congressional concern will be an FCC budget bill that among other things would require the agency to enforce its anti-indecency policy 24 hours a day. Lawmakers will take it up in conference (BROADCASTING, Aug. 1). Broadcasters feel they have a good shot at convincing conferees to strip out the indecency language because of a U.S. Appeals Court decision two weeks ago. Other provisions of the bill prohibit the FCC from tampering with existing regulations on station cross-ownership and minority preferences and from permitting VHF-UHF swaps between commercial and noncommercial broadcasters.

Congress will hear from the FCC Sept. 1, when it releases the results of a survey it conducted on the impact of the court's elimination of the agency's must-carry rules. And the Government Accounting Office was asked to deliver by Oct. 1 a report to the House Telecommunications Subcommittee on cable subscriber rate increases since de-

regulation took effect in January 1987. The subcommittee is not, however, likely to convene its third oversight hearing on cable until next year. Senator Howard Metzenbaum (D-Ohio) is expected to issue an analysis of his survey of cable competitors (see page 74).

Both the House and Senate are slated to act on legislation reauthorizing the Corporation for Public Broadcasting for fiscal 1991-93. The chances for passage are considered good despite the threat of a showdown with the administration. The Office of Management and Budget says it will recommend



Wirth



Gore

that President Reagan veto the measure unless the levels are reduced.

Deliberations on children's television legislation that would limit advertising on children's programs are apt to be lively. For starters, letters from the Justice Department and Office of Management and Budget indicate a presidential veto is possible. And the legislation's future is made even more precarious by an amendment Senator Tim Wirth (D-Colo.) plans to offer making the House-passed proposal far more stringent (BROADCASTING, Aug. 8).

Wirth wants broadcasters to provide educational programming for children as a quid pro quo for license renewal, promote it adequately before airing, reinstate the FCC's commercial advertising limits in children's programming to 12 minutes per hour on weekdays and 9.5 minutes per hour on weekends and restrict the use of program-length commercials.

Last week the senator attempted to gain a unanimous consent agreement to bring up his amendment as a substitute for H.R. 3966. Democrats were willing to go along, but objections were raised by Republicans, thus forcing Wirth to pursue another approach. Wirth enjoys the backing of several public-interest organizations, although Action for Children's Television President Peggy Charren disagrees with the lawmaker's tactics and feels the House bill has a better chance of passage.

Wirth can expect strong resistance from broadcasters. H.R. 3966 is a product of negotiations between Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and the National Association of Broadcasters and would only mandate limits of 10.5 minutes of commercial time per hour on weekends and 12 minutes on weekdays. NAB has said all along that it was reserving the right to oppose any changes that might occur when the Senate acts. Jim

May, NAB's government relations chief, said the association is "completely and unalterably opposed" to Wirth's amendment.

Some matters were resolved last week, including approval by House-Senate conferees of an Interior Department appropriations bill that calls for the labeling of motion pictures that have been materially altered or colorized. By the time conferees were finished, the labeling provisions were watered down, making it more palatable to broadcasters and others. Turner Broadcasting System's Bert Carp said: "The bill has been improved at each stage of the process."

Originally, the measure awarded considerable authority to a National Film Preservation Board that could select 25 films each year to be included in a National Film Registry. If those films were altered or colorized they would have to be identified as such. But under the new version, the board would operate within the Library of Congress and would have no authority to change the bill's labeling requirements or the definitions as to what constitutes material alterations. More important, the legislation would expire in three years.

The definition of material alterations excludes panning and scanning, an exclusion broadcasters welcomed. And it does not include editing for commercials, PSA's or other changes "made in accordance with customary practices and standards and reasonable requirements of preparing a work for distribution or broadcast." The issue of time compression has yet to be worked out. Because of those changes, NAB President Eddie Fritts believes the measure would have a "minimal impact" on broadcasters.

Also last week, congressional negotiators approved a fiscal 1991 funding measure that would appropriate \$242.2 million to CPB. An additional \$56.85 million was allocated for the replacement of public broadcasting's satellite system.

Senator Al Gore (D-Tenn.), unable over the past two weeks to find an appropriate legislative vehicle to carry his home satellite bill (S.889) as a rider, will try again. The Gore bill would require programmers to deal with third parties in the distribution of programming to home dish owners. The Gore measure requires cable programmers to allow any qualified third party to distribute the services to backyard dish owners.

In preparation for floor action, "Dear Colleague" letters have circulated. Gore and key co-sponsors Wendell Ford (D-Ky.), and Dale Bumpers (D-Ark.) sent out a backgrounder on the bill along with a Nov. 11, 1987, letter from the National Rural Electric Cooperative Association urging adoption of S. 889. NRECA is the parent of the National Rural Telecommunications Cooperative, a noncable distributor serving dish owner But NRECA, upon learning about Gore's use of the letter, followed with new correspondence to set the record straight. NRECA alerted senators that it reached agreements with leading cable programmers in June, and it attached a statement release then saying NRTC "now looks forward to shifting its attention from legislative effort to concentrating on marketing this package to rural America."

A similar home satellite measure, H.R. 1885, is pending in the House Energy and Commerce Committee, but it is not likely to move forward, speculated one committee aide, unless the Gore bill passes the Senate. If that happened, it could give H.R. 1885 enough momentum to leave Commerce, the aide said.

Commerce also plans to look at the so-called superstation copyright bill (H.R. 2848) that moved out of the Judiciary Committee two weeks ago (BROADCASTING, Aug. 8). But a thorough review by Commerce could take time. Moreover, the bill is the result of a fragile compromise among many groups; opposition could sink it.

Besides legislation, lawmakers will continue to review policy matters. A House Telecommunications Subcommittee hearing on high-definition television is scheduled for Sept. 7. The House Judiciary Committee may convene a hearing on S. 844, which is aimed at curbing violence on television, but that is not certain. The Senate Commerce Committee will hold a hearing Sept. 15 on a bill introduced by Republican Mitchell McConnell of Kentucky that would guarantee candidates "the lowest unit charge of the same length and in the same daypart." The measure doesn't seem to be on a fast track but given an election year, there may be some attempt to push for enactment. There is a strong likelihood the Senate will adopt a uniform poll closing bill. An FCC authorization measure is pending in the Senate but it is unclear what its fate will be.

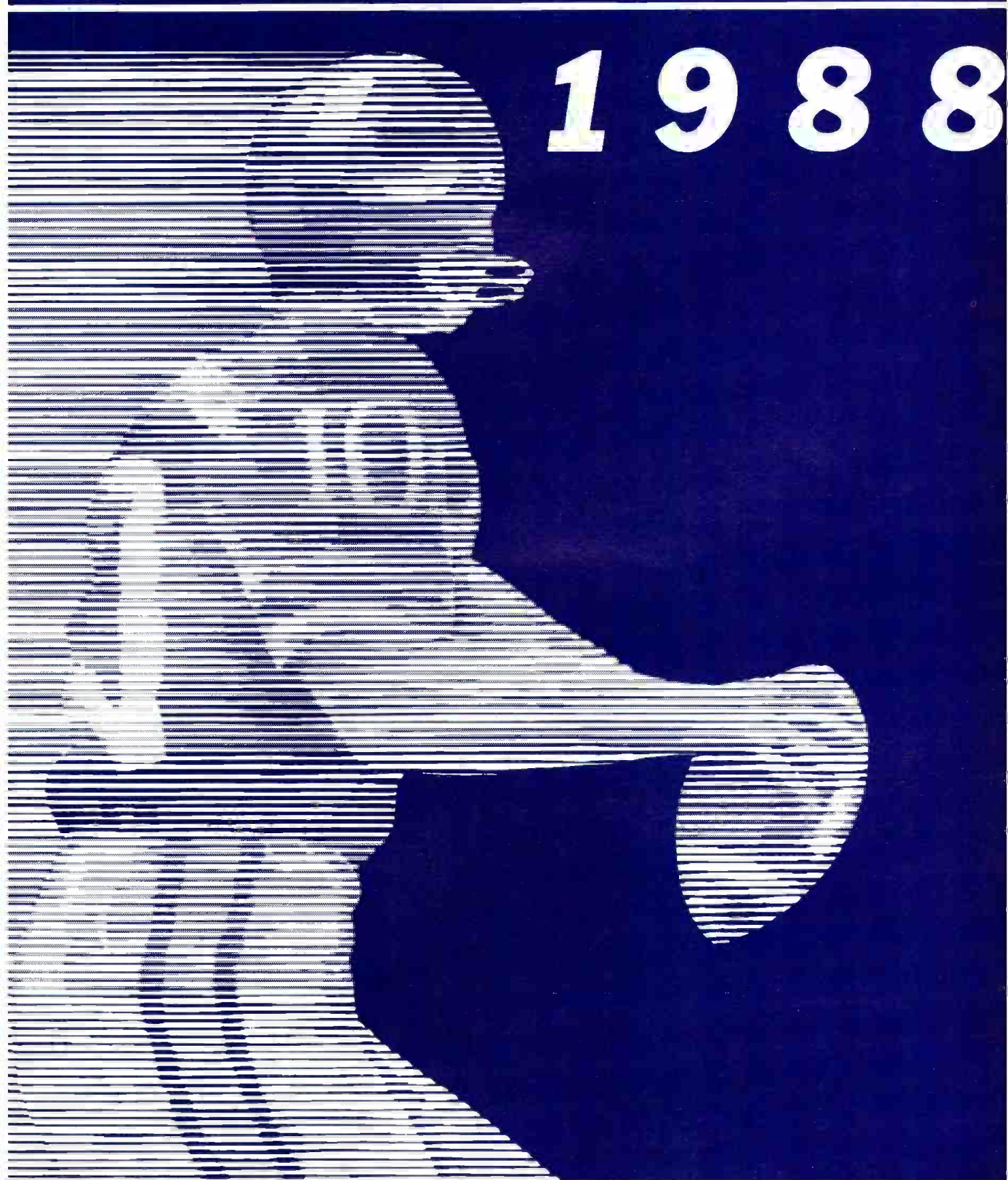
Broadcasters will be working in the Senate to insure passage of a lottery advertising bill. Last week NAB convinced Senator Orrin Hatch (R-Utah) to withdraw an onerous amendment he planned to offer. The House has already approved the measure and it should pass the Senate Judiciary Committee without opposition. □

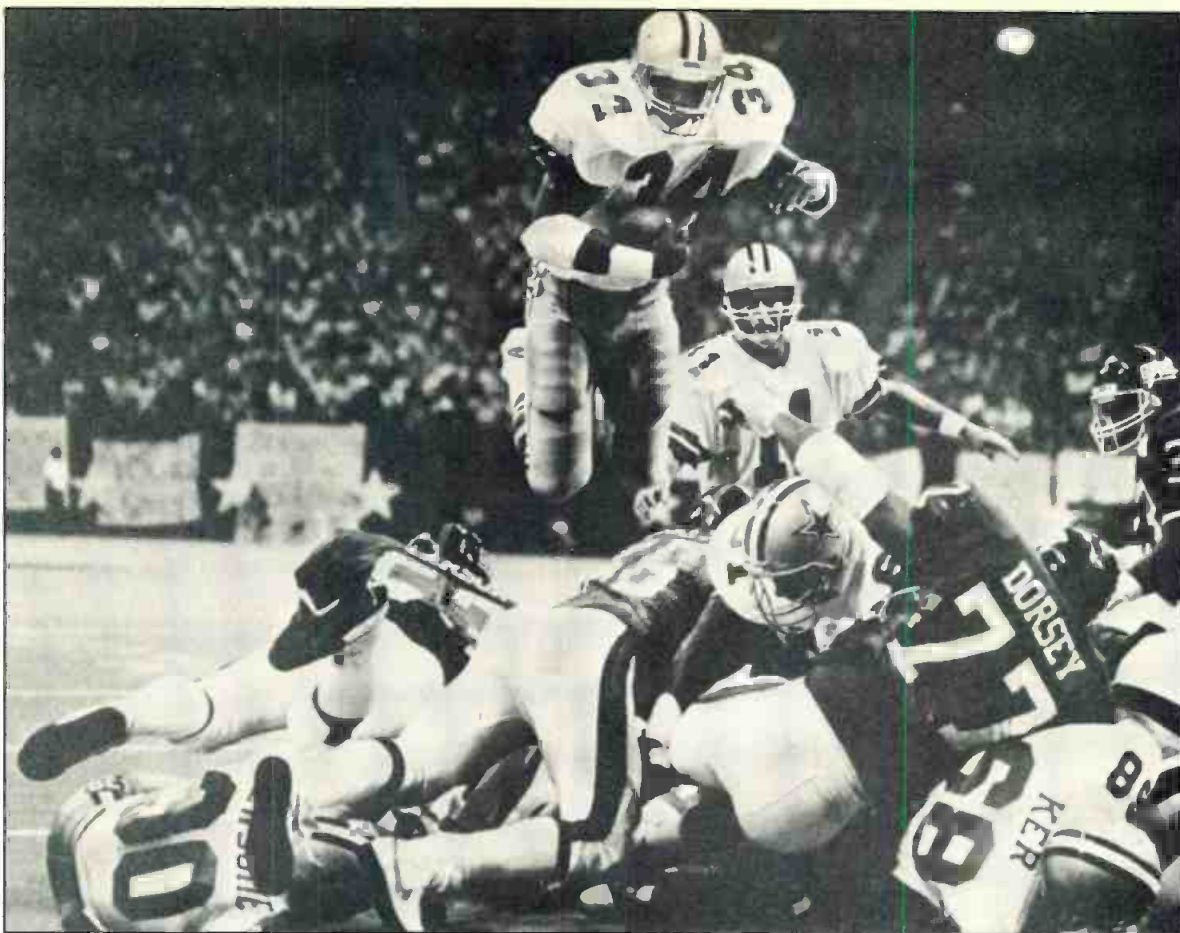


CBS sales summit. CBS/Broadcast Group President Howard Stringer was luncheon speaker at the network's first-ever meeting of its affiliate general sales managers. Roughly 80 GSM's attended the event, in Rye, N.Y., where the network's October entertainment schedule and sales efforts were the primary topic of discussion. Cast of *CBS Morning News* were present, along with other top Broadcast Group executives, including Thomas Leahy, president, CBS Marketing; David Poltrack, vice president, marketing; Jerome Dominus, vice president, sales, and Tony Malara, president, CBS affiliate relations, who was the meeting host. Said Malara: "I am convinced that if we can do better getting them [GSM's] schedule information, then we can maximize sales of the television schedule." Pictured at the meeting (l to r): Bob McGann, wcco-TV Minneapolis; Jim Sieke, KMGH-TV Denver; Malara, and J.B. Chase, wcpo-TV Cincinnati.

FOOTBALL

1988





Football rights pass \$600 million

The Fifth Estate will pay an estimated \$616 million this year for the rights to professional and college football games in the 1988-89 season, according to BROADCASTING's annual tally of national and local rights figures. That is well above 1987, when the total was \$570 million. Since 1984, when rights fees dropped 6.7% from \$536.6 million to \$501 million, rights had been climbing, with a 6% rise in 1985 to \$530 million and a 7.5% increase to \$570 million in 1986.

With no escalations in the contract, pro football rights figures held steady for the broadcast television networks. CBS paid \$150 million, NBC \$120 million and ABC about \$135 million. Additionally, NBC will pay about \$17 million for the rights to the Super Bowl, and NBC and CBS will each pay about \$6 million for each of the eight AFC and NFC post-season games. In total, the broadcast TV networks will pay \$470 million for their games.

In the second year of a three-year, \$153-million contract, ESPN will pay \$51 million for the rights to eight regular season games and four preseason contests, up from \$46 million in 1987. It will pay \$56 million in 1989-90.

On the college level, ABC, CBS and ESPN are in the second year of four-year packages that will total about \$45 million for 1988-89. CBS will carry 17 regular season College Football Association games and two bowl games, including the Sun and Cotton Bowls. At least two will appear in prime time, with the rest on Saturday afternoons. CBS will reportedly pay about \$16 million for the rights to 17 CFA games. ESPN will carry 27 CFA games this season plus the Gator and All-American Bowls. It was reported to have also paid about \$16 million for the rights to those games.

The 1988 season marks the second year of a four-year agreement for ABC to carry Big 10/PAC-10 Conference football, after ABC relinquished its College Football Association schedule before last season to CBS. ABC will pay about \$12.5 million this year for the Big 10/PAC 10 games, with the conferences splitting the proceeds according to a formula based on ratings. This also marks the first year that ABC will be carrying the Rose Bowl, which will make a

neat fit with the Big 10/PAC 10 games. ABC was reported to have paid about \$10 million per year for a nine-year Rose Bowl contract.

Local broadcast outlets will pay \$38.4 million for radio and television coverage of the NFL this season. That includes \$9.4 million in rights for preseason games on television, up from the \$8.4 million paid in 1987. Local radio rights will increase from \$26.5 million in 1987 to \$30.1 million.

The advertising picture for the early season remains in some turmoil, as the writers' strike diverted advertisers toward prime time sports. "If an advertiser is looking to buy reliable ratings and then a strike on..." said one network executive, "what way is there for him, that he can depend on, to reach an audience? And the answer is sports." For example, ABC is almost completely sold out of *Monday Night Football*, with sources reporting the program much as 95% sold. CBS and NBC are also reported to be well sold throughout the latter part of the season—with estimates as high as 90% during that period—but with many spots still remaining in September.

That hesitation for the early part of the season is caused by an unusual quantity of quality prime time sports this fall. In addition to ABC's *Monday Night Football*, there is ESPN's Sunday night games, NBC's summer Olympics and World Series coverage and CBS's U.S. Open Tennis all providing outlets for advertising. However, sources at advertising agencies say that those spots will most likely be sold long before the regular season begins.

Sources at advertising agencies report that what has been sold is selling at attractive unit prices. Estimates were for increases in mid- to high-single digits over last year. One agency source said that NBC is probably falling a little below those estimates, and spots will increase by about 5% to 6%. On a cost-per-thousand basis that probably translates to an increase in the 10% to 12% range, a moderate increase from the single-digit CPM growth of last year.

According to one ad agency executive, advertising time, particularly network advertising, has just come to the end of an adjustment period from a time of high growth. The main factors in

down of advertising costs is the erosion of audience share from networks, which, when combined with other factors such as low inflation have helped to hold down cost increases.

CBS vice president of sales, Jerry Dominus, says that his network close to being sold out. Dominus reports that there are still some slots available for September, but the remainder of the season is out locked up. Dominus said the cost for advertising was "up, up" for the year but declined to quantify the increases. Dominus agreed that the reason for the slowness in September was "a lot of competition for money," with the Olympics and World Series on NBC and ABC's *Monday Night Football*, there is a tremendous amount of sports programming available and only so much money to go around.

NBC Sports president, Arthur Watson, said that with the Olympics and the World Series combined with the effects of the writers strike, NBC will already be in the strongest prime time position of any of the networks. Combined with its regular season and post-season AFC coverage, including the Super Bowl, he expects NBC Sports to have one of its best years ever. "There's nobody close," he said.

Watson said during the early part of the season, when its crews will be stretched, it will bring back veteran sportscasters Curt Gowdy and Al DeRegatis to cover some of the games. Merlin Olsen will continue to handle the nationally broadcast game. Watson said that having so many crews around the world was a logistical nightmare, but one that had been solved. "If we aren't organized by this point," he said, "we never will be." He said there will be no reduction in coverage of the games.

ABC's *Monday Night Football* will return with the same broadcast team as last year with Frank Gifford hosting, Al Michaels doing play-by-play and Dan Dierdorf handling color. ABC was widely expected to have benefitted most, advertising-wise, from the writers strike with the powerful track record of *Monday Night Football*. Agency sources said ABC had sold well over 90% of the available spots and was probably close to being sold out.

ABC also announced its "Spectacular September" schedule of seven college football games, which features seven Associated Press top 10 teams of 1987 playing seven New Year's Day bowl game teams.

CBS will have new announcers on board this year, with Dan Fouts and Gary Fencik joining its team. Lead announcers will again be John Madden and Pat Summerall. CBS has the strongest schedule in terms of advertising potential because it carries NFC games, with the largest markets. That is counterbalanced against its college football schedule, which will suffer this year, especially in comparison to its extremely strong year last season and Olympics coverage as NBC cutting into its audience. Vice president of programming, CBS Sports, Jay Rosenstein, said that because of the crossover arrangement with ABC, when Big 10/PAC 10 teams play at home against CFA teams, ABC, which has the contract with Big 10/PAC 10, gets to carry the game.

CFA president, Dave Ogrea, said that since the turnaround last year when CBS and ABC switched partners with ABC covering Big 10/PAC 10 games and CBS taking over the CFA, a calm has settled over the production of the games. "Everyone is now through a new year in that relationship," he said, "and everyone is very comfortable."

Last year, CBS's contract with the CFA broke new ground when it turned out the below-the-line production to F&F Productions, St. Petersburg, Fla. This year F&F will again handle the physical production of the telecast from camera and crews to mobile studios and satellite time. CBS's above-the-line talent will include a production crew that will again be headed by Michael Burks and the on-air talent for the college games will again be headed by Brent Musburger and Pat Haden.

With the second year of its contract with the NFL, ESPN is more comfortable with its broadcasts, no doubt because its ratings were, as one broadcast network executive said, "beyond their wildest dreams." Last year the cable network's regular season had a 10.6 rating for cable homes and combined with its over the air broadcasts went up to about 12.5, which exceeded its projections to advertisers by 15%, said ESPN President William Grimes.

Last year ESPN experimented with three commentators in the booth, with each game having a home-town hero providing color commentary. This approach was said not to endear too many visiting team viewers and this year ESPN is sticking with two commentators

in the booth. Former Washington Redskins quarterback Joe Theismann has signed to provide color commentary and Mike Patrick will again provide play-by-play. Roy Firestone will be presenting the half time report this year.

ESPN has completely sold its preseason and regular season packages to stations in cities of the competing teams, once again using Ohlmeyer Communications. ESPN's deal with the NFL requires that it spin off the broadcast rights to stations in the competing cities. Carrying the games are: WWL(TV) New Orleans, KARE-TV Minneapolis, KYW-TV Philadelphia, WPXI(TV) Pittsburgh, KTSP(TV) Phoenix, WRTV(TV) Indianapolis, KUSA-TV Denver, KTRK(TV) Houston, Fox affiliate KTTV Los Angeles, KGTV(TV) San Diego, KXAS-TV Dallas, WCVB-TV Boston and independents KCPQ(TV) Seattle and KTVU(TV) San Francisco.

The unique placement of ESPN's games on Sunday nights (except one pre-season game on a Thursday night) when no other games are scheduled, presents a "very strong and attractive advertising vehicle" and a strong profit vehicle for ESPN, because the advertising for its NFL games is packaged with other ESPN programming. "The NFL games are the centerpiece of a package," said Beth Araton, manager of corporate communications for ESPN. "It's a broad appeal sport and therefore generates a lot of advertiser interest."

ESPN describes its NFL telecasts as the "crown jewel" of its programming and gives credit to the games for record fourth-quarter earnings. Now that it has a track record for its coverage, ESPN can sell advertising for its games at a much higher rate. ESPN says its NFL games are "virtually sold out" and college football is very strong.

ESPN has the option to choose its CFA match-ups as it goes along, covering the most popular games in any given week. It averaged a 4.7 rating in 1987 for its 15 CFA prime time games, a 62% increase over the previous year's 2.9. It also sold a package of 12 afternoon games which averaged a 2.6. It will also include a package of at least six Ivy League games this year. Trans World International will produce the games for ESPN as it did for the four years the games were broadcast on public television.

The college syndication scorecard

Raycom Sports, Jefferson-Pilot Productions and Turner Broadcasting System have emerged as the primary purveyors of syndicated college football packages.

Raycom has lined up around 20 stations for its 11-game Southwest Conference offering, and 40 stations for its 10-game Big 10 package. The latter is a joint venture with RCM Inc., which holds the contract with the conference. Raycom handles the production and marketing of the games. The association with RCM "enables us to offer a much larger segment of the country to advertisers," said Kenneth Haines, Raycom executive vice president. He said advertising sales for the packages are going well.

Raycom is also syndicating the Aug. 27 Kickoff Classic, between Nebraska and Texas A&M, and the Dec. 28 Liberty Bowl in Memphis.

Jefferson-Pilot Teleproductions is in the second year of syndicating its Great American Independents package and the fourth year of its Atlantic Coast Conference package. There are 12 games in the independents package, featuring Notre Dame, Boston College, Rutgers, Army, West Virginia, Pittsburgh, Syracuse, Navy and Temple. Jefferson-Pilot has sold the package in 25 markets, from Maine to West Virginia. Fred Boucherle, J-P operations manager, said the package was "marginal from a financial standpoint" last year, but things have picked up this year. "We're looking much better for the coming season," he said. The number of games has increased from 10 to 12, advertiser interest has risen, and seven more markets have been signed this year, he said. In New York, for instance, four games will be seen on WABC-TV, while SportsChannel will carry the other eight. All games begin at noon, with the first contest on Sept. 10, Holy Cross vs. Army.

J-P has sold its 11-game ACC package to stations in 20 markets including Baltimore and Atlanta. Those games are also scheduled for noon on Saturday. J-P said the football packages are 95%-98% sold out.

Video West Network, a division of Bonneville Broadcasting, has lined up 30 stations to carry its 11-game package of Western Athletic

Local TV Preseason NFL Coverage

AFC East

Buffalo Bills
WKBW-TV Buffalo

Three live games; station holds rights

Indianapolis Colts
WTHR Indianapolis

Three live games; station holds rights

Miami Dolphins
WCIX Miami

Two games; station holds rights.

New York Jets
WPIX New York

Two live games, two tape delay. Station holds rights.

New England Patriots
WBZ-TV Boston

Two live games, three if sell out; station holds rights.

AFC Central

Cincinnati Bengals
WKRC-TV Cincinnati

Reg. network of two; four live games; station holds rights.

Cleveland Browns
WJW-TV Cleveland

Three live, one tape delay; station holds rights.

Houston Oilers
KPRC-TV Houston

Three live games, one tape delay; station holds rights.

Pittsburgh Steelers
WTAE-TV Pittsburgh

Reg. network of nine; two games; station holds rights.

AFC West

Denver Broncos
KCNC-TV Denver

Reg. network of one; two live games; station holds rights.

Kansas City Chiefs
KMBC Kansas City, Mo.

Four games; station holds rights.

Los Angeles Raiders
KABC-TV Los Angeles
KMEX-TV Los Angeles

One live, one tape delay; Bob Speck Productions holds English rights; KMEX-TV holds Spanish rights.

San Diego Chargers
KGTV San Diego

One live game, three tape delay; station holds rights.

Seattle Seahawks
KING-TV Seattle

Four live games, station holds rights.

NFC East

Dallas Cowboys
KXAS-TV Fort Worth

Reg. network of 37 stations, six regional cable services, one cable system; two live games, one more live if sell out (tape delay if not); station holds rights.

New York Giants
WPIX New York

One live game, one tape delay; station holds rights.

Philadelphia Eagles
KYW-TV Philadelphia

Two live games, two more if sell out; station holds rights.

Phoenix Cardinals
KTVK Phoenix,
KTSP-TV Phoenix

Three games on KTVK; one on KTSP-TV and ESPN; stations hold rights.

Washington Redskins
WTTG Washington

Reg. network of four; two live games, two live scrimmages; station holds rights.

NFC Central

Chicago Bears
WLS-TV Chicago

Two live games; station holds rights.

Detroit Lions
WJBK-TV Detroit

Two live games, two tape delay; station holds rights.

Green Bay Packers
WBAY-TV Green Bay

Reg. network of four stations; three live games, one tape delay; station holds rights.

Minnesota Vikings
WCCO-TV Minneapolis

Two live games; station holds rights.

Tampa Bay Buccaneers
WTVT-TV Tampa

Two live games, two tape delay; station holds rights.

NFC West

Atlanta Falcons
WAGA-TV Atlanta

Four live games; station holds rights.

Los Angeles Rams
No TV rights

N/A

New Orleans Saints
WWL-TV New Orleans

Reg. network of three; two live games; station holds rights.

San Francisco 49ers
KPIX San Francisco

Three live games; station holds rights.

conference games. All games are aired live at noon mountain time.

Mizlou will syndicate five college bowl games this season: the Independence Bowl, Dec. 23 in Shreveport, La.; the Freedom Bowl, Dec. 29 in Anaheim, Calif.; the Peach Bowl, Dec. 31 in Atlanta; the Bluebonnet Bowl, Dec. 31 in Houston, and the Senior Bowl, Jan. 21 in Mobile, Ala.

Cable's gridiron connection

WTBS(TV) Atlanta will be syndicating 11 games of the Southeast Conference, starting at 12:30 on Saturday. The season kicks off with Kentucky vs. Auburn on Sept. 10. In addition to being on the Superstation, the package is syndicated to 45 stations in the southeast in areas where WTBS does not reach. "We're very happy with the EC," said Don McGuire, the station's vice president, sports. Turner has renewed with the SEC for the 1989 and '90 seasons, and McGuire said the thinking now is to keep those games on WTBS and to move them to Turner Broadcasting's new service, Turner Network Television.

Black Entertainment Television plans on carrying 10 games this fall, four from the Southwestern Athletic Conference, three from the Middle Eastern Athletic Conference, two from the Central Intercollegiate Athletic Association and the Circle City Classic, between Jackson State and Florida A&M.

Cable's regional sports services have increased the number of college football games that they will be carrying in the fall. Principally, the sports services are buying syndicated packages or are making agreements directly with universities, then sharing those games with other regional sports channels.

SportsChannel New York is typical. It will carry 13 live games this year, eight from Jefferson-Pilot's package of major Eastern independent schools, four games from the Southwest Conference, through Raycom, and one local game. The Southwest Conference games are new and will be delivered by microwave on SportsChannel Plus in the New York area.

Also new this year will be tape-delayed coverage of 28 games involving Syracuse, Florida and Miami, seen the next day. SportsChannel, like its four companion sports services, and the other regional sports services in the country, will be carrying a host of college and professional football coach's shows throughout the season.

Home Sports Entertainment, based in Houston, will carry five games from the Southwest Conference through Raycom's package. The nonconference games will be shown tape delayed. HSE will also carry four games from Jefferson-Pilot's independent package and will join, in progress, three games from the WAC through Video West. The network will also carry a select number of Syracuse and Florida State games and may pick up some games from Raycom's Big 10 package.

SportsChannel Florida will carry seven Miami and 11 Florida games on a tape-delayed basis this year. The Florida games will be shown at 11:30 p.m. the same night, and the Miami games on Sunday nights.

The Sunshine Network, SportsChannel's main rival in the state, will carry up to 55 college games this year. Its schedule includes 13 games from Jefferson-Pilot's Eastern independents and 11 games from its ACC package, 12 games from Raycom's Big 10 package, 8-10 tape-delayed games from the Southwest Conference through HSE, seven live games from the Pac 10 and 13 games from the WAC, through Video West, and six to seven games from Florida State University, plus several contests of Florida and Miami. The games from the Florida-based schools are carried on tape delay.

Sportsvision in Chicago will carry 48 college games this year: eight from Jefferson-Pilot's ACC package, six from Raycom's Big 10 package, 11 from the SEC through Turner, 16 games from independent universities, four games from Northwestern and three from Northern Illinois. The service will also be carrying upwards of 15 coaches shows.

SportsChannel New England, which carried 20 games from the Southwest Conference and Florida last year, is looking to have a comparable number of games this year, but the service hasn't announced its fall schedule. A spokesman said it may pick up games from Florida and Miami that co-owned SportsChannel Florida is originating. The service is also looking at a Big 10 package.

Home Team Sports plans to carry 57 games this fall, 19 live and 38 on tape delay. HTS will pick up Raycom's Big 10 package live

and will also carry a number of games from the Pac 10, to total 15 live contests from those schools. The other live games are from the WAC and Southwest Conference. The service will also carry a number of games of West Virginia, Florida State (through the Sunshine Network) and Syracuse (through Cooke Cablevision), plus others, on a tape-delayed basis.

Madison Square Garden is in the second year of carrying Raycom's 10-game Big 10 package. MSG will also carry five games from the Liberty Conference (division III) and five games of Army or Rutgers.

The University of Southern California and the University of California at Los Angeles will be the keystone of Prime Ticket's college football schedule. The service will carry 22 games from the schools, some contests live; others, which are picked up by the networks, will be carried on a tape-delayed basis. Prime Ticket will carry 19 other games, drawing from the Big West conference, the University of Hawaii and San Diego State. Those games will be both live and tape-delayed.

Pro Am Sports said last week it planned to carry a number of college football games but was still finalizing its lineup.

Z Channel in Los Angeles will carry two Notre Dame games this fall, versus Air Force on Oct. 22 and Navy on Oct. 29.

Prism has no plans to carry college football this year.

Following football around the radio dial

CBS Radio will be entering its second year of a \$17.25-million, three-year exclusive NFL rights package. It will mark the network's ninth year of play-by-play coverage of the NFL. CBS has not had nine continuous years of play-by-play coverage, however, because NBC held NFL radio rights from 1985 to 1987.

"For the 1987-88 season, we didn't pick up the rights until May, and it was a scramble" said Steve Youlios, vice president, sales, CBS Radio Networks. "This year is a little bit less hectic for us."

According to Youlios, this year's season is already 75% sold out for the first game and 65% sold for the entire season. By the first game, he said, he expects to be 100% sold out for the first few games and 80%-90% sold out for the season. Sponsors already lined up include Anheuser-Busch, Days Inn, True Value Hardware Stores, U.S. Army, Buick and Richardson-Vicks. New clients include Transamerica and Isuzu. Many of the advertisers will be tied to such on-air promotions as "This Day in Football History," sponsored by Days Inn.

The 40-game package will feature the following events over the CBS Radio Network: 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl. The first Monday night game this season will be the Washington Redskins at the New York Giants on Sept. 5.

About 300 stations are expected to sign up for the games, according to CBS. The network reported that 210 stations have already cleared, including nine of the top 10 markets and 36 of the top 50 markets. Broadcasts will be heard in stereo and will be cleared by the Armed Forces Radio Network.

Returning primary announcers for CBS Radio will be Jack Buck and Hank Stram. Other CBS sportscasters include Jim Nantz, Pat Haden and John Dockery.

CBS Radio will also be offering several special NFL programs, including *NFL Preview*, a 15-minute series that will air every weekend of the regular and post-season games. Joining host Brent Musburger will be Will McDonough, sports columnist of the *Boston Globe* and a member of the CBS Sports *NFL Today* television team. McDonough will replace Jimmy (The Greek) Snyder.

Also available will be *NFL Talk*, a live, one-hour post-game show with a listener call-in segment. The show will be hosted by Hank Stram with Jack Buck.

Starting off the season will be *NFL Preseason Preview*, 10 three-minute reports that will air from Aug. 22 through Sept. 2. The series will be hosted by CBS sportscaster John Madden. CBS reported that other special NFL programming will most likely include a series on the Super Bowl.

Like last year, the CBS Radio Network college football coverage will include play-by-play reports from the Independence, Sun and Cotton Bowl games.

Westwood One's Mutual Broadcasting System will kick-off its 16 regular-season NFL doubleheaders on Sept. 4 with Miami at Chica-

go. Primary announcers for Mutual NFL games will be Tony Roberts and Jack Ham for the first game and Joe Meyers and Jack Snow for the second game.

Mutual will also broadcast 11 Notre Dame games (its 21st consecutive year of coverage) and 14 other major college games. The Notre Dame season broadcasts will premiere with a Sept. 10 matchup against Michigan. Primary announcers for the Notre Dame games will be Tony Roberts and former Notre Dame assistant coach Tom Pagna. Also featured this year will be *The Lou Holtz Show*, a new weekly call-in program starring the team's head coach.

Mutual's major college broadcasts will begin with the Aug. 2 Kickoff Classic, featuring Texas A&M vs. Nebraska. Also scheduled is the annual Army-Navy game on Dec. 3. Like last year, the network will also broadcast four college bowl games: Aloha, All American, Holiday and Sugar.

The Westwood One-owned NBC Radio Network will air the following four college bowl games this year: Fiesta, Liberty, Orange and Rose.

By Scott Fitzpatrick, Matt Stump and Rich Brown

A team-by-team look at the 1988 season

WKBW-TV Buffalo, N.Y., continues as the TV rightsholders for the **Buffalo Bills**, although this year it will be carrying only three pre-season games. It carried all four away games last year, but won't be televising the lone home game this year. Cliff Fisher, general sales manager, said advertising sales have gone "very well," with only a half a dozen spots remaining. Advertisers include Genesee Brewing, Nynex, Pepsi Cola and a local furniture store.

WKBW-TV will carry a half-hour special on the team a week before the regular season and produces a weekly highlight film that will air before college football on Saturday. WKBW-TV, an ABC affiliate, will gain the advantage of carrying the Bills twice during the regular season, through ABC's *Monday Night Football*. The station's pre-season announcing team will be Rick Azar and NBC commentary Paul Maguire.

WBEN(AM) holds the radio rights, and local sales manager Dan Gilbert said the station "will make our budget this year" with the Bills. Sponsors include Molson's, Marine Midland Bank, Nynex, New York State Lottery and Chevrolet dealers.

The station's sports director, John Murphy, handles color commentary while Van Miller, sports director at WVB-TV Buffalo, handles the play-by-play for the games. WBEN produces a two-hour pre-game show, a post-game show with locker room interviews and a post-game call-in program. A local bank also sponsors a picnic promotion at the stadium before game time.

□

"Sales have been strong," reports Mike Corken, WTHR(TV) Indianapolis vice president and general manager, for **Indianapolis Colts** football, aided in part by the team's first-place finish in the AFC East last season, its first winning season in many years. Advertisers include Kroger, Hardee's and McDonald's.

For the first time this year, the station will have coach Ron Meyer showcased in a half-hour program before the network telecast each Sunday. WTHR will also carry a one-hour pre-season special, *Thundering Herd*, and a one-hour prime time roundup at the end of the year. This year, WTHR will be carrying only three pre-season contests, the fourth will be on ESPN.

Sales should finish "well ahead of last year," at WIBC(AM) Indianapolis, said Tim Medland, the station's general sales manager. Local interest is quite strong, he said, but national interest has been flat. Advertisers include Anheuser-Busch, General Motors/Mr. Goodwrench, Oscar Mayer, Snacktime Foods, Merchant's National Bank, Kroger, Sunbeam

bread, Farmer's Insurance and Hyatt Regency.

WIBC will carry both pre- and post-game shows and a 45-minute coach's show with Ron Meyer the day after the game, which sold out immediately, said Medland. The Colts' success has helped increase the lineup of stations carrying the games in the state from 16 last year to 24 this year.

□

WIOD(AM) Miami will carry the **Miami Dolphins** for the 23rd consecutive year this season. In the first year of a new three-year contract, the station will carry 21 games. As part of the package, WIOD will carry five preseason (one of the preseason games was the American Bowl, held in Great Britain on July 31) and 16 regular games, as well as any post-season play, with the exception of the Super Bowl. The station feeds to a 30-station network. Returning announcers for the games are Hank Goldberg, doing color, and Rick Weaver, play-by-play. Goldberg and Weaver also host the post-game locker room show, as well as the *Dolphin Express*, a two-hour lead-in show featuring interviews with the coaches and players. Major sponsors include Anheuser-Busch, Delta, Honda, Publix and Kay Jewelers. According to Mike Disney, vice president and general manager, total advertising time is 90%-95% sold.

WQBA(AM) retains the Spanish-language rights to Dolphin's football for the 1988-89 season. In the third year of a four-year contract, the station will broadcast a half-hour pre-game show and a half-hour locker room post-game show. Announcers for the games will be Rene Giraldo and Roly Martin, doing play-by-play and color commentary, respectively.

WCIX(TV) returns for its fifth year of televising Dolphin pre-season action. In the first year of a new three-year contract, the station will televise two pre-season games this year. The first game, against Chicago on Aug. 6, scored a 20 rating and a 38 share. The Miami independent will also air a half-hour pre-game show with Ed Berliner and John Duestman as hosts. Doing play-by-play for the first game was ESPN's Tom Mees, with Bob Griese providing color. For the second game, Griese will return doing color and Ed Berliner will call the play-by-play. Major sponsors for the WCIX broadcasts are Coors, Wendy's, Taco Bell and Midas.

□

WCBS(AM) New York has begun the first of a multi-year agreement, carrying four pre-season and 20 regular season **New York Jets** games with veteran NBA, NHL, NFL and col-

lege basketball announcer Marty Glickme providing play-by-play alongside color man and former Jets and New York Giants punter Dave Jennings. Pointing to the summer Olympic competition and the proliferation of "morning sports opportunities" for advertisers than in past years, the station's general sales manager described 1988 as "a particularly difficult sports selling" time, although the inventory for the games was 75% sold. The *New York Daily News*, Tri-State Pontiac, Schaeffer beer and Jeep were among committed sponsors.

Superstation WPIX(TV) New York, which also has contracted to air three Giants games, was set to air four Jets preseason games, two on them away and live, two tape delayed and on against the Giants. Both home non-sellout and the station's coverage of New York Yankees games "cause the tape delay [airing at midnight] and potential revenue is diminished by that," said spokesman, Marty Appel, who said the inventory was 60% sold. The station is producing no pre- or post-game shows. Spencer Ross (play-by-play) and former Jet, Sam DeLuca, are calling the games.

□

In the second year of a four-year agreement with the **New England Patriots**, WHDH(AM) Boston announcers Dale Arnold (play-by-play) and Gino Cappelletti will call four pre-season and 20 regular season games to be aired over a 42-station network, up from last year with the additions of stations in Albany, N.Y., and Hartford, Conn., said the station's vice president and general manager, David Recher. With all but one advertiser from last year, he said, the 90%-sold inventory include Anheuser-Busch, Honda, Cumberland Farms, Nynex and New England Telephone. The station is also airing three 20-minute segments one featuring Boston area sportswriters, another with Patriots general manager, Pat Sullivan, and a call-in show.

"The Patriots always do well in Boston, even when they're not winning," said John Spinola, vice president and general manager of WZLX-TV Boston, TV rightsholder of two away Patriots games and, given a sell out, also of one home game. "We had a fair amount of lead time selling the games," he said, explaining how the station had sold approximately 85% of its inventory (according to sales manager Tony Vinciguerra), with only "some spot remaining. Spinola declined to identify sponsors, which in a one-team market, he said, have "an easier decision" committing to only a several game package.

□

One of the first things Terry Connelly did after becoming general manager of WKRC-TV Cincin-

Local Radio NFL Coverage

AFC East

Buffalo Bills WBEN(AM) Buffalo

Reg. net of 16; four preseason, 16 regular games; station holds rights.

Indianapolis Colts WIBC(AM) Indianapolis

Reg. net of 24; four preseason, 16 regular games; station hold rights.

Miami Dolphins WIOD(AM) Miami WQBA(AM) Miami

Reg. network of about 30 for English language; both air five preseason games, 16 regular; WIOD holds English rights, WQBA holds Spanish rights.

New York Jets WCBS(AM) New York

Four preseason, 16 regular games; station holds rights.

New England Patriots WHDH(AM) Boston

Reg. network of 41; four preseason, 16 regular games; station holds rights.

AFC Central

Cincinnati Bengals WKRC(AM) Cincinnati

Reg. network of 35; four preseason, 16 regular games; station holds rights.

Cleveland Browns WWWE(AM) Cleveland

Reg. network of 46; four preseason, 16 regular games; team holds rights.

Houston Oilers KODA(FM) Houston

Reg. network of 29; four preseason, 16 regular games; station holds rights.

Pittsburgh Steelers WTAE(AM)-WHTX(FM) Pittsburgh

Reg. network of 36; four preseason, 16 regular games; station holds rights.

AFC West

Denver Broncos KOA(AM) Denver

Reg. net of 55; four preseason, 16 regular games; station holds rights.

Kansas City Chiefs KCMO(AM) Kansas City

Reg. network of 50; four preseason, 16 regular games; station holds rights.

Los Angeles Raiders KFI(AM) KWKW(AM) Los Angeles

Reg. network of 30; four preseason, 16 regular games; KFI holds English rights, KWKW holds Spanish rights.

San Diego Chargers XETRA-AM-FM Tijuana, Mexico

Reg. network of three; four preseason, 16 regular; station holds rights.

Seattle Seahawks KIRO(AM) Seattle

Reg. network of 60; four preseason, 16 regular; station holds rights.

NFC East

Dallas Cowboys KRLD(AM) Dallas

Reg. net of 154; Spanish network of 12; four preseason, 16 regular games; station holds rights.

New York Giants WNEW(AM) New York

Reg. net of 30; four preseason, 16 regular games; station holds rights.

Philadelphia Eagles WIP(AM) Philadelphia

Reg. net of 30 stations; four preseason, 16 regular games; station holds rights.

Phoenix Cardinals KTAR(AM) Phoenix

Reg. network of 25; four preseason, 16 regular games; station holds rights.

Washington Redskins WMAL(AM) Washington

Reg. network of 70; four preseason, 16 regular games; station holds rights.

NFC Central

Chicago Bears WGN(AM) Chicago

Reg. network of 54 stations; four preseason, 16 regular games; station holds rights.

Detroit Lions WJR(AM) Detroit

Reg. network of 25 stations; four preseason, 16 regular games; station holds rights.

Green Bay Packers WTMJ(AM) Milwaukee

Reg. network of 60 stations; four preseason, 16 regular games; station holds rights.

Minnesota Vikings WCCO(AM) Minneapolis

Reg. network of 50 stations; four preseason, 16 regular games; station holds rights.

Tampa Bay Buccaneers WRBQ-FM Tampa

Reg. network of 28; four preseason, 16 regular games; station holds rights.

NFC West

Atlanta Falcons WSB(AM) Atlanta

Reg. network of 39; four preseason, 16 regular games; station holds rights.

Los Angeles Rams KMPC(AM) Los Angeles

Reg. network of 32; Spanish-language network via Mexican stations; four preseason, 16 regular games; team holds rights.

New Orleans Saints WWL(AM) New Orleans

Reg. network of 62; four preseason, 16 regular games; station holds rights.

San Francisco 49ers KGO(AM) San Francisco

Reg. network of 15; five preseason, 16 regular; station holds rights.

nati was to sign a three-year contract with the **Cincinnati Bengals** to televise the team's four-game preseason schedule. Connelly bid high enough to take the games away from WLWT, and, as a result, WKRC-TV may not make any money on the package until next season. But broadcasting the Bengals is central to Connelly's goal of establishing WKRC-TV at the center of life in Cincinnati. "It's important to localism. We want to be associated with every major event in the city." Major advertisers for the four-game schedule include Coors, All-State, Pepsi and Subway Sandwich Shops.

Under a new three-year rights contract, WKRC(AM), which is, like WKRC-TV, owned by Great American Broadcasting, will be broadcasting the Bengals pre-season and regular-season contests for the seventh consecutive year. And since the Bengals were tapped to play in the annual Hall of Fame game on July 30, the station is airing five preseason games instead of the usual four. The announcers: former quarterback Ken Anderson, Paul Samp and Dave Lapham.

WKRC(AM) has put together a satellite network of around 35 stations in Ohio, Indiana and Kentucky. Affiliates are given local time to sell and pay no network fees. The principal advertisers are Anheuser Busch and Honda.

The preseason action of the **Cleveland Browns**—who came within a fumble of the Super Bowl last season—is being seen on WJW-TV, which is in the second year of a three-year rights deal with the Browns. WJW-TV had expected to broadcast three games live and one on a tape-delay basis as it did last season, but NBC preempted its rights to the contest with the New York Giants. So the station, which pays for its rights on a per-game basis, is settling this year for two live and one delayed game. Casey Coleman and John Telich are returning to the announcing booth. Strohs, Genesee, Molson, Revco (drug stores), Nationwide (auto parts) and Toyota are the big advertisers.

Brown's owner Art Modell sold WWWE(AM) Cleveland last December, but the new owners promptly secured rights to continue the station's broadcast of the Brown's preseason and regular season games through the 1990 season. According to Tom Campbell, director of sports marketing, WWWE has expanded the Browns radio network to 46 stations, up from 39 last year. Nev Chandler and Doug Dieken are calling the action. Anheuser-Busch, Honda, Blue Cross-Blue Shield of Ohio and Bob Evans are among the advertisers.

Entering the third year of what was a four-year agreement, KODA(FM) and the **Houston Oilers** have extended the contract through 1991, said station vice president and general manager, Dusty Black, to broadcast four preseason and 16 regular games in stereo and over a 30-station network. Although Oilers coach Jerry Gianville's *From the Sideline* show this year is airing only twice, not three times, a week, the pre-game show has been expanded from a half hour to 35 minutes, and the post-game show from 30 to 40 minutes. With 90% of the season's inventory sold, KODA's coverage will again be sponsored by Anheuser-Busch, Honda, Gulf, GTE and Randalls Food Stores. Continental Airlines is a new advertiser this year. Play-by-play announcer Jerry Trupiano

will be joined on the air by former Oilers quarterback Don Trull.

As last year, KPRC-TV Houston is happy to announce that an Oilers vs. Dallas Cowboys showdown in Dallas—an emotional event for many Texans—is among the three live preseason games it will air this fall. A fourth game will be tape delayed. Miller beer and Randalls Food Stores head the list of sponsors committed to 85% of the inventory, said Dick Daggett, vice president of sales. As an NBC affiliate, the station will also air eight regular season away games, he said.

Hearst has a lock on the **Pittsburgh Steelers**, who are hoping to regain some of their past glory after another mediocre season. Under a single three-year contract, WTAE-TV is televising two preseason games (the networks preempted the other two) and WTAE(AM)-WHTX(FM) are broadcasting the entire season for the radio audience. Hearst is now in the second year of the contract. ESPN preempted one of the preseason games that WTAE-TV had an option on. In addition to the cable network, the game will be seen on WPXI(TV) Pittsburgh under the station's multiyear agreement to broadcast all ESPN games (preseason and regular season) in the Pittsburgh market. ABC has preempted the other, but WTAE-TV will be able to broadcast it as an ABC affiliate.

The stations' coverage of the games is being extended through networks. The television network comprises nine stations in Pennsylvania, Ohio and West Virginia; the radio network, 36 stations in Pennsylvania, Ohio, West Virginia and Maryland.

Stan Savran and newly inducted Steeler Hall of Famer Jack Ham are handling play-by-play and color, respectively, on the television side. Sponsoring the games are Pittsburgh Brewing, Pittsburgh National Bank, Bell Atlantic and McDonald's. Announcers for the 20-game preseason and regular season schedule are Jack Fleming and Myron Cope.

KCNC-TV is in the first year of a five-year deal with the **Denver Broncos**, and televised the team's first two pre-season games; the other two will be seen on NBC and ESPN, respectively. Ron Zappolo and Dave Logan return to the anchor booth.

"Advertising sales are always phenomenal" for the Broncos, said Rick Wardell, KCNC-TV general sales manager, and this year is no exception. Ad rates are up 11% for pre-season, despite the fact that the games are in early August, traditionally a slow part of the month, he said. Sponsors signed include Coors, Miller, Oldsmobile and Baskin-Robbins, while Pepsi-Cola, Taco Bell, Subaru, United Airlines, All State and 7-11 are also buying time. The station will pick up extra spots for the third pre-season game, to be shown on NBC, because it will do its own pre- and post-game shows for that contest.

Both the *Dan Reeves Show* and *Broncos Beat* will return this year. The show with Bronco coach Reeves will run throughout pre-season and the regular season. The other half-hour show will run during the regular season, on Saturday, and will be repeated on Sunday prior to the game. The station also airs six weeks of nightly training camp updates and plans several specials throughout the

season, the first on Aug. 31.

In addition to KCNC-TV, independent KXRM(TV) Colorado Springs will carry the pre-season games.

KOA(AM) Denver has added quarterback John Elway to its Bronco programming lineup. Elway and coach Dan Reeves will each have 15-minute shows as part of the station's 90-minute pre-game programming. Post-game programming consists of a 40-minute locker room show and a 90-minute call-in program. Reeves and Elway also appear in five-minute programs throughout the week on KOA. Returning to the anchor booth this year are Bob Martin and Larry Zimmer.

Dick Carlson, general sales manager, said ad sales are going "reasonably well." Advertisers include American Honda, Anheuser-Busch, Safeway and Farmer's Insurance. The Broncos, radio network comprises 55 stations in 10 states.

The **Kansas City Chiefs** will be picked up by a network of about 50 radio stations, according to Tom Cheatham, executive director of the Chiefs Radio Network. The five-year contract with the team's originating station, Gannett Radio's KCMO(AM), he said, is entering its fourth year. KCMO has aired the team for 26 years, he said, and has run the network for four years now.

Network radio 30-second spots for the Chiefs games are \$1,200 to \$1,500, said Cheatham, noting that billing tripled last year's. Advertisers will include Anheuser-Busch, Amoco and Toyota. Others, such as Chrysler, will be sponsoring segments within the broadcast.

Despite shortcomings in the Chiefs' performance last year, Cheatham said, the stiff competition in the AFC West continues to attract listeners. Chiefs radio games will be announced by former Chiefs player Len Dawson and Kevin Harlan. Pre-game, halftime and post-game shows will be hosted by Bill Grigsby.

The Chiefs' originating TV station this year is KMBC(TV) Kansas City. The station bought the rights to four preseason games as part of a two-year contract, outbidding former Chiefs broadcaster KCTV(TV) Fairway, Kan. Two home games will be aired live, and two away games will be on tape delay.

Television announcers will be Gary Bender and Theotis Brown, former Chiefs running back. Sponsors will include Amoco, Coors and Taco Bell, according to Cheryl Craigie-Parker, general sales manager. The station will also air a 30-minute weekly coach's show, *The Chiefs Insider Report*, hosted by coach Frank Gansz and scheduled to run through the season.

The **Los Angeles Raiders** have a new radio flagship this year, with KF(AM) there beginning its first year of a four-year contract. The station will air 20 games this season (four preseason, 16 regular), including pre- and post-game shows, which Chris Roberts will host. KF(AM) feeds a 14-station network, and will feature Bill King doing play-by-play and Rich Moratta doing color analysis. Howard Neal, the station's general manager, said it is "just about at the break-even point, with 86% of the ad time sold." Major sponsors for the broadcasts in-

de GTE. Oldsmobile of southern California Chief Auto.

The Raiders will also be heard over Spanish-language **KWKW(AM)**. The station will air 20 times this season, and will feed a seven-tion network.

Two of the Raiders pre-season games will be televised by **KABC-TV**. The Aug. 13 game against Dallas will be shown on tape delay, and the Aug. 26 game against Chicago will be shown live.

KMEX(TV) will also be televising the Dallas and Chicago games—for Spanish-language viewers. The station will also be televising a weekly highlight show called *Raider Playbook*. According to Daniel Villanueva, general manager of **KMEX**, "We're attempting to educate Spanish-speaking viewers who are new to the game." Mario Solis will be the play-by-play announcer and Villanueva will add the color commentary.

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Consented to Tijuana, Mexico, **XETRA(AM)** will gain air four preseason and 16 regular **San Diego Chargers** games. In this second year of a five-year agreement, however, the games are "a hard sell," said Bill Arbenz, sports program director at the station, because "too few advertisers are operating with sports budgets," and some are cutting back on "spot budgets." Last season's players' strike also had lingering effects, he said, with advertisers requiring "some compensation" time this season for lost time booked during 1987 games that played. Much of the inventory has sold, though, with Anheuser-Busch, Chevron, Farmers Insurance and San Diego Ford dealers turning. Play-by-play man Lee Hamilton will gain team up with Chargers business manager and former tight end, Pat Curran, and former Detroit Lions and Chargers linebacker, Tom Laslavic, in the announcers' booth.

KGTV(TV) San Diego continues its "long-standing relationship" with the Chargers this year, said program director, Don Lundy, as the station airs four preseason games (only one of them live). The market, said Lundy, "is not as bright this year. The local market has softened up, and we're starting to feel it. We do have unsold inventory." Despite that less than optimal news in the last year of a two-year contract, Lundy said, "We expect to talk with the team," seeking to extend the relationship. And a bright spot this season is a repeat of last season's Los Angeles Raiders-Chargers game, an almost sure sell-out, and a chance to gain rights to air that one ESPN regular season game that last season gained the station a 33 rating in prime time. Sponsors signed up include Coors, Toyota and General

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BC affiliate **KING-TV** Seattle is in the second year of a three-year contract to broadcast the **Seattle Seahawks** games. Promotion and media director, Sue Trask, reported that it will cover the four preseason games with NBC sportscaster Charlie Jones doing play-by-play and weekend sports anchor Lew Gellos in color. The station has an unusual arrangement with the Seahawks on production of its various analysis shows, sharing both the cost of production and the profits for *Seahawks Live*, a training camp show that began in July from Seahawk headquarters and *Seahawks*

Insider headed by sports anchor Tony Ventrella. The arrangement gives the station access to behind-the-scenes footage shot by team photographers. Major advertisers include U.S. West, McDonald's, GTE, Rainier beer, Subaru and Alaska Airlines.

For radio, **KIRO(AM)** is in the middle of its agreement to broadcast all preseason and regular season games over a network of 60 stations. The station broadcasts a total of four hours of pre- and post-game shows. Major sponsors for the games include Rainier beer, Pepsi, U.S. West and GTE. Ad sales are reported to be producing "our best year ever," according to sales manager Ron Carter.

□

An unlikely part of the **Dallas Cowboys** history will be part of **KXAS-TV** Fort Worth's coverage of the team this year when former Washington Redskins coach George Allen joins the station's broadcast team. The man best known in Dallas as coach of the "over-the-hill gang," responsible for some memorable Cowboy defeats including the 1972 National Conference Championship, will be joined by either NBC sportscaster Charlie Jones or CBS sportscaster Verne Lundquist.

"It's ironic," said **KXAS-TV** director of administration and programming, Russ Thornton, in reference to the former Redskins coach covering the Cowboys. "They've buried the hatchet."

KXAS-TV coverage includes as many as three preseason games, as well as a Nov. 13 matchup against the Minnesota Vikings (picked up from ESPN since low cable penetration in the Dallas-Ft. Worth area necessitates broader exposure through broadcast coverage). Two of the three preseason games will automatically be covered by the station because they are being played away from Dallas; a third game, versus Houston in Dallas on Saturday, Aug. 27, will be delayed one day if it does not sell out.

Thornton said that advertising sales have been good, as long as they are in prime time. On the other hand, sales of an upcoming preseason matchup with the Los Angeles Raiders, an afternoon game, have been disappointing.

Cowboy radio coverage by **KRLD(AM)** Dallas will be hosted by sportswriter Red Schram and Dale Hansen (also a sportscaster for **WFAA-TV** Dallas). Pre-game show duties go to former Cowboy Preston Pearson and sportswriter Chuck Cooperstein, who replaces Cowboy all-pro Bob Lilly. Also heard during the pre-game coverage is Verne Lundquist, who hosts *Our Heroes*. As in the past, Monday evenings on **KRLD(AM)** will feature a one hour look at the previous day's game hosted by Tex Schram and Tom Landry. A roundtable discussion among various sportswriters follows that program.

KRLD(AM) operations manager, Tom Tradup, said that the number of stations in the Cowboys regional network is down from 175 last year to 154 this year, because the network no longer includes stations in the neighboring states of Louisiana and Mississippi.

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WPX(TV)'s coverage of three preseason **New York Giants** games began with coverage of the matchup with the Green Bay Packers on Aug. 7. The station's vice president of public relations and sports, Marty Appel, said that

the first game was a live broadcast, but that the two other preseason Giants games that **WPX** will cover will be tape delayed, since both of those games will be played at home.

WPX carries the Giants preseason games on a revenue-sharing basis. After costs associated with the production of the games are paid, the station and the team split the profits.

Behind the mikes for **WPX** are Sam Rosen and former Giant Bobby Durham.

With Jim Gordon doing play by play, and Dick Lynch providing color, **WNEW(AM)** enters the 28th consecutive year of its coverage of the Giants. Mike Kakoyiannis, the station's vice president and general manager, said that sales are going "a little slower than expected." But, he said, it is still premature to make too much of the slower sales pace. Returning sponsors include Budweiser, Manufacturers Hanover Trust and Continental Airlines.

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WIP(AM) Philadelphia will be broadcasting **Philadelphia Eagles** games for the 20th year, but for the first full season since the station changed hands and went to an all-sports format. New station partner Tom Brookshier, TV sports commentator and former Eagle, will host the pre-game show, a fraction of the 12 hours of programming to accompany the game each week. Ad sales have been behind last year's pace, said General Manager Art Camiolo, because the station's one-year contract for the games didn't get locked in until May. Renewed advertisers include McDonald's, Honda, Amoco and Bell Atlantic.

Brookshier hasn't given up TV: he'll be doing play-by-play for **KYW-TV** during its four live broadcasts (assuming two home game sell outs) of Eagles preseason games. The station is in the last year of a three-year contract. Advertising is sold out, according to Allen Murphy, general sales manager. Cadillac, Coors beer, Philadelphia Ford Dealers and Pepsi-Cola are some of the major advertisers.

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Although **KTAR(AM)** Phoenix wasn't awarded rights to **Phoenix Cardinals** games until June 2, 89% of the availabilities for the team's first season in Arizona have been sold, according to the station's general manager, Jim Tazarek. Major advertisers are Nissan, America West Airlines and Circle K convenience stores. In the first year of a multiyear contract, the station will be feeding the games to a five-state regional network of 25 stations. Five hours of programming will accompany the game each weekend, including a coach's show, traffic reports and a tailgate party. Former Washington Redskins coach George Allen will be one of the color commentators.

KTVK(TV) has a one-year contract to televise three of four preseason games, one of them tape delayed unless the game sells out. Ad sales are 80% sold, said Sue Schwartz, the station's program director. **KTSF-TV**, a CBS affiliate running 13 regular season games, has a two-year contract to air the one preseason game carried by ESPN, and will go with it live if the game sells out. The week of the Cardinals debut, the station will distribute 900,000 copies of an 8-page, full-color brochure that includes a schedule, station information, contests and ads from three major buyers—America West Airlines, Valley National Bank and Smitty's grocery stores.

WTTG(TV) Washington was almost a victim of the **Washington Redskins'** success last year. Coming off of their Super Bowl victory last January, the Redskins are a hot television property. So it was not surprising that ABC and CBS each decided to broadcast one of the champion's four pre-season games, usurping the Fox station's local rights to the games. Undaunted, WTTG decided to broadcast two scrimmages—the so-called "rookie" scrimmage against the New England Patriots on July 23 and a scrimmage against the New York Jets the following Saturday featuring veteran players. To make the telecasts more attractive, WTTG wired two of the Redskins' assistant coaches so viewers could hear them discuss plays and assess players during the game. The broadcasts were, according to station general manager, Betty Endicott, and Nielsen, a hit. The Saturday-afternoon rookie scrimmage scored an 11 rating/34 share, beating sports programming on all three network affiliates in the market. The veterans did not fare as well, pulling an 8/29. WTTG's prime time broadcast of the Redskins-Steelers contest on Aug. 5 scored a 23/47.

For the scrimmages, Steve Buckhantz handled the play-by-play with support from Billy Kilmer and George Starke. Dick Stockton and Curt Gowdy have been tapped for the two preseason games. Major advertisers for the games include Mobil, Exxon, Coors, Miller Lite, Big Boy, Burger King, McDonald's and British Air.

WMAL(AM) Washington, in the final year of a five-year agreement, is broadcasting the Redskins for the 26th consecutive season, and station management is confident a new deal will soon be struck to extend the relationship into the 1990s. The broadcast team of Sonny Jurgenson, Sam Huff and Frank Herzog will again handle the 20 preseason and regular season games as well as any post-season action.

WMAL, which holds the rights, has put together a satellite-delivered network comprising around 70 stations in 10 states, including Rhode Island and Kentucky. Stations picking up the games pay a network fee but get 13½ minutes of time to sell.

In the final year of the current rights contract for radio coverage of the **Chicago Bears**, WGN(AM) has signed a new three-year pact. For all preseason and regular season games there will be two hours of radio coverage before and after the games. A show with Bears head coach Mike Ditka will be among the pre-game offerings and call-in and locker room shows will be presented after the games. The game action will be described by WGN play-by-play announcer Wayne Larravie with color from former Bear linebacker Dick Butkus and former St. Louis Cardinal quarterback Jim Hart.

Just before the first pre-season game on Aug. 8, WGN had sold about 90% of its commercial time for the season. Advertisers include G. Heileman Brewery, Amoco, True Value Hardware and Chevrolet. Sixty-second spots sell for \$6,000; 30-second spots for about \$4,800.

WLS-TV, in the second of a four-year deal to telecast Bears preseason games, are presenting two games this season with announcers Mike Adamle, Tim Weigel and Jim Rose. WLS-

Network Lineups

ABC-TV

NFL preseason	July 30
NFL (Monday night)	Sept. 5
Nebraska-UCLA and other college games	Sept. 10
PAC 1-/Big 10	Oct. 1
Aloha Bowl	Dec. 25
Blue-Gray All Star Classic	Dec. 25
USF&G Sugar Bowl	Jan. 2
Citrus Bowl	Jan. 2
Rose Bowl	Jan. 2
East West Shrine Game	Jan. 15

CBS-TV

NFC pre-season	Aug. 6
CFA	Sept. 3
NFC regular season	Sept. 4
Army-Navy	Dec. 3
NFC playoffs	Dec. 24, 25
John Hancock Sun Bowl	Dec. 24
NFC playoffs	Dec. 31, Jan. 1
Mobile Cotton Bowl	Jan. 2
NFC championship	Jan. 8

NBC-TV

AFC preseason	July 31
AFC regular season	Sept. 4
AFC playoff	Dec. 24
Hall of Fame Bowl	Dec. 30
AFC playoff	Dec. 31, Jan. 1
Orange Bowl	Jan. 2
Fiesta Bowl	Jan. 2
AFC championship	Jan. 8
Super Bowl	Jan. 22

ESPN

NFL preseason	Aug. 7
CFA	Sept. 1
NFL regular season	Oct. 30
Emerald Isle Bowl	Nov. 19
Div. III championship	Dec. 10
California Bowl	Dec. 10
Div. I AA championship	Dec. 17
All American Bowl	Dec. 29
Seaworld Holiday Bowl	Dec. 30
Mazda Gator Bowl	Jan. 1
Ricoh Japan Bowl	Jan. 15
Pro Bowl	Feb. 7

Mutual Radio

College kickoff classic	Aug. 27
NFL	Sept. 4
Notre Dame and other	Sept. 10
Army-Navy	Dec. 3
Eagle Aloha Bowl	Dec. 25
All American Bowl	Dec. 29
Seaworld Holiday Bowl	Dec. 30
USF&G Sugar Bowl	Jan. 2

NBC Radio

Liberty Bowl	Dec. 28
Fiesta Bowl	Jan. 2
Orange Bowl	Jan. 2
Rose Bowl	Jan. 2

CBS Radio

NFL	Sept. 5
Independence Bowl	Dec. 17
John Hancock Sun Bowl	Dec. 24
Cotton Bowl	Jan. 2

tv is heavily promoting Bears quarterback Jim McMahon's addition as co-host with Adamle of its *Eyewitness Sports Final* post-game shows for both the preseason and regular season. Weigel hosted a special from Bears training camp in Plattsville, Wis., before the Bears' first pre-season game televised by WLS-TV on Aug. 6. Major advertisers are Heileman Brewing, Ford and Honda.

Negotiations have begun for upcoming year of **Detroit Lions** broadcasts on WJR(AM). The station is now in the last year of a three-year pact. In light of the negotiations, Mike Feeze general sales manager, declined to give percentage of commercial time that has been sold so far. "Sales are a little tough," he said. "It looks like we could equal last year with little luck." Sponsors signed include Ford, A Heuser-Busch and Elias Brothers restaurant. Packages of 60-second spots are being sold for \$30,000. An announcing crew of Fran Beckman, Charlie Sanders and Jim Brandstater will handle game time as well as pregame and postgame coverage.

WJBL-TV Detroit, as it customarily does, signed a one-year contract to broadcast the Lions. But this time, instead of two games it is presenting all four preseason games, two live and two tape-delayed. Dave Diles is calling the plays and color analysis is being provided by WJBL-TV's regular sports announcer, Fred McLeod, and by Lem Barney, a former Lions running back. WJBL-TV's Jim Clayton, general sales manager, was generally pleased with sales of TV time: "There's a little more excitement about the Lions this year than there has been in past years," he said, because the team's winning percentage is expected to improve. Subaru, Midas, Molson beer and Ford trucks are the biggest advertisers.

WTMJ(AM) Milwaukee, billing itself as "Your Packers Information Station," has been broadcasting **Green Bay Packers** games for more than 60 years. Jim Irwin and former Packers receiver Max McGee return as game announcers and to host the pre-game and postgame shows. This year, pre-game shows will feature Lindy Infante, the Packers' new head coach. Infante will also appear on two update shows midweek between each game during the season. About 80% of the time available for the season was sold out just before the start of the preseason, according to Jeffrey Kuether, WMJ general sales manager. The biggest advertisers are Anheuser-Busch, State Farm Insurance, Amoco, Nappa Auto Parts and True Value Hardware. Listenership is being promoted through daily on-air contests for game tickets.

All four Packers pre-season games are being televised by WBAV-TV, which is beginning a three-year contract with the team. The station's crew will broadcast games from four different cities: Green Bay; Madison, Wis.; Milwaukee, and Indianapolis. The Green Bay game will be tape delayed for WBAV-TV viewers but will be carried live by the four stations on the station's regional network.

Radio rights for the **Minnesota Vikings** have transferred from KSTP-FM Minneapolis to WCCO(AM) there, which signed a three-year contract with the team. "We have a who's who" of pre-game and post-game shows to introduce, said Joe Skladany, WCCO sports coordinator. Pre-game will include *NFL GameDay*, reviewing each Sunday's matchup; *Morgan Predicts*, in which a WCCO commentator picks the winners; *Viking Fans*, with views from fans in area bars and restaurants; and *The Jerry Burns Show*, a live interview with the head coach. Post-game coverage will include replays of the radio commentary during the major plays of the game, a locker room

ow, a call-in show and a roundup of scores and highlights from other games around the L. Brad Nessler, a former Atlanta Falcon announcer, will handle play-by-play, accompanied by former Viking tight end, Stu Voight. Ads have sold "pretty well," Skladany said, about 75% of the season sold before the first preseason game. Honda, Olds, NAPA and Amoco are some of the major sponsors. Seats are being sold at a rate of \$3,000 for 30 seats.

Meanwhile, co-owned WCCO-TV is also starting a new contract with the Vikings in 1988. After taking over Vikings preseason telecasts with a one-year deal last summer, WCCO-TV renewed with a three-year pact. This year the station will originate one game in August. Sponsors for that game will include Goodyear, Dodge, Stroh's, Nissan and G. Heileman Brewery. Although WCCO-TV does not operate a regional network, the game will be broadcast on co-owned stations in Alexandria and Walkersville, both Minnesota, which simulcast all but one and-a-half hours of WCCO-TV's programming per week. Together, the three stations cover most of the state. WCCO-TV also presented a one-hour half-hour locker room special yesterday (pg. 14) from Gottenberg, Sweden, before the CBS-TV presentation of the Vikings-Chicago Bears game there.

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WFTS(FM) has the rights (its second year) to broadcast Tampa Bay Buccaneers games and will broadcast all 20 to a 28-station network throughout Florida, Georgia and Alabama. In addition to the games, WRBQ plans to air four 15-minute pre-game shows—*Buccaneer at the Bay*, *The Ray Perkins Show* and *Scouting Report*, *NFL Gameday*—and three post-game shows—*Locker Room*, *Buccaneer Rap-up* and *NFL Gameday*. WRBQ's Tim Pence reports that 90% of the broadcasts have been sold nationally, with sponsors including Chevron, Stroh, Bob Evans restaurants, Cash & Carry food stores and Scotty's. WTVT-TV Tampa begins the first of a two-year contract to televise the Buccaneer's four preseason games. The station will air two road games live and two home games on tape delay along with a 21-week show called *The Coach Show*. The station reports it has sold 1% of the available advertising time, with Cash & Carry food stores, Wendy's, GTE and All State Insurance among the sponsors.

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WWSB(AM) Atlanta, now in its third year of a three-year contract with the Atlanta Falcons, will air all 20 preseason and regular season games during 1988-89. In addition to game play-by-play, handled this year for the first time by Falcon veteran Larry Munson, the station also has a coaches show and a two-hour pre-game show with Bobby Harper, who provides color commentary and a half-time show during game broadcasts as well. According to the station, advertising for the games is 70%-75% sold out, 15% ahead of last season, with national advertisers including Honda, Chevron and Delta.

Ad sales are also good at WAGA-TV Atlanta, according to station sales executive Chuck King, and despite the team's losing record, the station has sold out its available commer-



cial time for its four preseason games this month and 60% of its inventory for the regular season half-hour pregame show, which features team coach Marion Campbell. Among the national advertisers are Burger King, Texaco, British Airways, Honda, Chevron, Isuzu, Midas, Domino's Pizza, Miller Beer, Pillsbury Steak and Ale, Taco Bell and, with rotating billboards, Stroh's and Schlitz beers.

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The Los Angeles Rams will be heard on KMPC(AM) Los Angeles this season, the 41st consecutive season it's carried Rams football. The station is in the second year of a four-year contract and will feed a 32-station network. The station will be broadcasting all 20 games this season, and the major sponsors for the games are Chevrolet, Budweiser, TWA and Chevron. Ad sales are "running ahead of last year, and we're one minor sponsorship away from being sold out," said Bill Ward, the station's general manager. In addition to pre-game and post-game shows, the station will also air *Ram Talk*, a one-hour, phone-in show that follows the post-game interviews. Bob Rowe and Jack Youngblood are the hosts of *Ram Talk*. Announcers for the games are Bob Starr, doing play-by-play, and Dick Bass, Steve Bailey and Jack Youngblood taking turns handling the color commentary chores. On Sept. 10, the station will distribute approximately 60,000 seat cushions as part of a co-promotion with the Rams.

KMPC will also purchase time on XEPRS Rosarita, Mexico, for Spanish-language broadcasts.

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WVL-TV New Orleans this year will broadcast three New Orleans Saints preseason games, including a retransmission of an ESPN cablecast with half of the cable service's ad spots. According to Jerry Whaley, general sales manager, this year's broadcast team includes—for the third year—color commentator Archie Manning, former Saints star quarterback, with play-by-play handled by station sports director Jim Henderson. During regular season, the station also plans a Sunday night roundup show following the 10 p.m. news. Advertising is around 90% sold, said Whaley, with national, regional and local sponsors including Popeye's chicken, Miller Beer, Conoco, Ford Parts and Service, Taco Bell, Shoetown, insurance companies US Agencies and Automotive Casualty, LaMarque Ford and Benson Automotive World. The station feeds its live

broadcasts to WBRZ(TV) Baton Rouge and KATC(TV) Lafayette, both Louisiana, and WJTV(TV) Jackson, Miss.

WVL(AM) has all of the Saints preseason and regular season games and also uses Henderson and Manning as its announcing team. The station begins its Saints-related programming an hour and a half before game time with the one-hour *The Game Plan*, hosted by sports announcer Bruce Miller, followed by a 15-minute *Scouting Report* with Henderson and a 15-minute pre-game show. A 15-minute post-game broadcast is followed by a locker room show with Miller and a one-hour call-in show, *Haps' Point After*, hosted by Haps Glaudi. The station also has a weekly Tuesday 6:30-7 p.m. broadcast with the team's head coach, Jim Mora, and a weekly Wednesday 6:30-7 p.m. show with general manager Jim Finks.

The station said it has reached 90% of its projected sales, with national sponsors including Budweiser, All State insurance, Chevron/Gulf and Stroh's. Other advertisers include Louisiana Nissan Dealers and local sponsors such as Goodyear, Popeye's and area supermarket chains, banks, hotels, shopping centers and auto suppliers. The station's game broadcasts go to a network of 60 stations in Louisiana, Mississippi, Alabama, Texas and Florida.

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Group W's KPX(TV) San Francisco is producing three live preseason San Francisco 49ers games this year under its rights contract with the team. CBS preempted the fourth game with the Los Angeles Raiders, but it made little difference to KPX or its viewers since KPX is a CBS affiliate. Announcers are Wayne Walker, who will handle the play-by-play, and Bill Ring, who will handle the color.

Radio coverage of the 49ers changed hands before last season, moving from KCBS(AM) to KGO(AM), which is now in the second year of a three-year contract. KGO will offer two hours of coverage before the kickoff: *49ers Preview* will start the coverage; *Today's Matchups* will compare technique; *Coach's Corner* will feature the 49ers coach; *49er Closeup* will profile players and coaches; *The Other Guys* will profile opposing team members, and *49er Countdown* will precede the kickoff. Major sponsors are Anheuser-Busch, Farmer's Insurance, Chevron, Jeep/Eagle Dealers, Pacific Gas & Electric, First Nationwide Bank, True Value and Payless. The station reported sales well ahead of last year's.

Observers say strike was settled but not won

Damage estimated at \$150 million in lost revenues from 'no win' situation

Just about everybody commenting on the resolution of the writers' strike last week said there were no winners, just losers. One industry analyst put the revenue losses on both sides at close to \$150 million.

According to that analysis, the producers probably lost close to \$35 million in revenue from the 22 series episodes that were ordered but not produced at the end of last season because of the strike. As a result of the unavailability of those fresh episodes, the networks probably lost \$50 million in advertising revenue this past spring and summer because they could not deliver all the gross rating points they promised advertisers, anticipating the airing of those episodes. The balance of the losses came from the unused overhead, particularly in the development area, at the studios and to some extent the networks while the strike was on.

It is also still unclear to what extent the networks will short order new and returning series for the new season, which will probably start around Nov. 1, although at NBC at least, the word from Brandon Tartikoff, president NBC Entertainment, is that the network will commission full 22-episode orders of all returning series and new series that get renewed for the full season.

Though the season is delayed, Tartikoff said that more original series programming will likely be scheduled for March and April, when, in recent years, reruns have been the norm as networks test new short-flight series and also save the final three or four original episodes of each series for the May sweeps. But that strategy he said, "may diminish the possibilities for, or hurt the chances for, third season or mid-season series having a leg up going against rerun episodes of the tougher shows."

Tartikoff added that a "crunch" may be felt by producers of new hour programs, because of the start-up time required. "I think the crunch is going to come on the producers' side, where they're going to say, 'We're not going to be able to deliver your 22 episodes of *Midnight Caller* because we started late and we'll be shooting during our normal period when we'd be on hiatus writing the scripts for next season.'" Half-hour programs, he noted, take much less time to gear up for production, and producers should not have problems meeting normal loads of episode orders.

As for the writers and producers, both sides last week said they came out of the settlement with by and large what they wanted. "Nobody wins in this kind of situation," said Herb Steinberg, a spokesman for the Alliance of Motion Picture and Television Producers. "The writers lost money, the studios lost money and the networks lost mon-

ey. But it did prove that our solidarity was effective. We held the line on the one-hour shows and foreign residuals."

Steinberg was referring to the producers' determination to eliminate the fixed-fee residual formula for residual payments to writers for one-hour shows in syndication and to adopt a formula tied to sales revenues earned for those shows. And, essentially, the producers got that, with two important modifications that made the change acceptable to writers. First, the writers have the right, at any time during the new four-year pact, to seek an arbitrated ruling that the market for one-hour shows has improved enough to warrant a return to a fixed fee formula. Second, the new flexible fee formula will be based on "revenues contracted for," and not revenues received, which makes tracking program sales much more verifiable, according to the guild's industry analyst, Chuck Slocum.

On the foreign side of the residual coin, again both sides compromised. The writers succeeded in introducing a formula that would base residuals on a percentage of revenues, above and beyond the first approximately \$300,000 a show generates in foreign sales. But, although the writers wanted 2% of that money, they settled for 1.2%.

"I think it was a good deal that cost us too much," said Lionel Chetwynd, the veteran Hollywood writer and producer, and a leader of the so-called "Dissident 21," who had threatened to bolt as the strike wore on into July if a settlement was not reached. That group held out until the end, although Chetwynd was critical last week of the guild's strike strategy and negotiating team.

"We could have made this deal four months ago," he said. If the guild is to survive, added, the membership must take a hard look at the way the guild is run. Producers sources confirmed they thought the elements of the final deal may have been on table for as long as two months before settlement was reached.

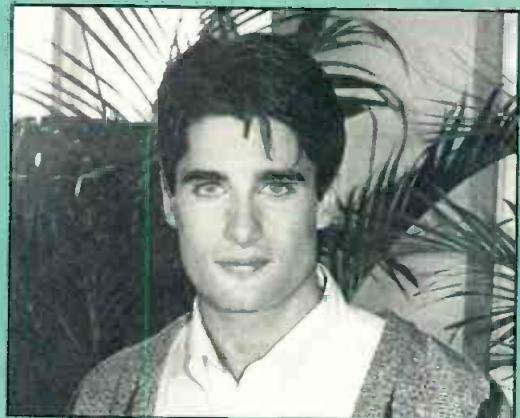
Chetwynd said that perhaps the biggest long-term negative impact of the strike on the writers is that the producers and networks discovered during the last few months that writing talent exists in abundance outside Hollywood. Thus, Chetwynd reasoned, the development process, largely confined to Hollywood, may go the way of program production—increasingly outside the United States.

At NBC, Warren Littlefield, executive vice president, NBC Entertainment, confirmed the network came up with about half-dozen solid development ideas while looking for strike substitute programming in England. Those concepts are all based on what he described as "offbeat" comedies, including one called *Hot Metal*. "It's a great way to start a development season," he said.

Still, others suggested most of the writing for American television will continue to come out of Hollywood. According to Dion Dorn, a partner in the entertainment law firm of Dorn, Mason & Floum, "you need American writers to write for an American audience," largely because both share the same frames of reference. He suggested that producer-writer relationship was back to business as usual "within a day of the settlement because Hollywood is comfortable working with its own professionals."

Money issues aside, the guild's Slocum

Super part. Following a nationwide talent search, 22-year-old John Haymes Newton has been cast as the lead in the new Viacom first-run series *Superboy*. Newton, described as a "newcomer" by Viacom, has limited acting experience, including roles in Levi's commercials. He will play 19-year-old Superman as a journalism student at fictional Shuster University. Actress Stacy Haiduk has been cast as fellow student Lana Lang. The first three episodes of the half-hour adventure series, launching the week of Oct. 3 on 150 stations, will be directed by Emmy Award-winning Jackie Cooper, who played Perry White in the theatrical "Superman" feature. Academy Award-winning cinematographer Colin Chilvers has agreed to photograph episodes of the show. Cooper has previously directed episodes of *M*A*S*H*, while Chilvers handled special visual effects for the first "Superman" movie and has directed television programs, a soon-to-be-released Michael Jackson music video and upcoming series, *War of the Worlds*. Production for *Superboy* begins this month at the new Disney/MGM Studio in Florida.



aggested the pact was "historic" in several aspects, including the adoption for the first time provisions for determining residuals on programs produced for advertiser-supported cable networks. Also for the first time, he said, the guild has acquired jurisdiction over programs produced for business and educational use (industrial films being one example). □

Paramount readies late night show with Arsenio Hall

Program, featuring former Fox late night host, has been pre-sold in 23 markets for January 1989 start; Fox may try to block move with suit

Paramount Domestic Television announced last week it would offer for syndication in January 1989 a one-hour late night talk/variety show with Arsenio Hall as host. The program, which will be offered in exchange for seven minutes of national spot time (stations will sell an additional seven minutes of local time), has already been pre-sold in 23 markets covering 40% of U.S. TV homes. Those sales led some observers last week to conclude the show will have the necessary 70% or more coverage usually seen as the clearance level needed to go with a barter program.

However, a possible barrier to distributing the program domestically may be raised by Fox Broadcasting Co. According to one informed FBC source, company President Jamie Kellner has indicated FBC will initiate a lawsuit to prevent Paramount from distributing the program. According to the source FBC believes it has Hall under an exclusive television contract, stemming from his stint as host of FBC's *The Late Show*, that extends for at least another year. Kellner and other FBC officials refused to comment on the matter. A spokesman for the company would say only that FBC's policy is "not to comment on contractual matters or pending litigation." Paramount officials also declined to discuss the matter, as did Hall's manager, Bob Wachs.

The potential legal dispute aside, the program has already been picked up by 11 TVX stations, the exception being WCIX(TV) Miami, an FBC affiliate which has been sold, subject to FCC approval, to CBS (see story, page 65). Eight of the other TVX stations carrying the program are Fox Broadcasting affiliates, including WTXF(TV) Philadelphia, the fourth-ranked market. FBC continues to struggle with its late night entry, *The Late Show*, which was hosted for a time by Arsenio Hall. In fact, WCIX took the program off its late-night schedule early last month to program a movie instead, which has doubled the rating for that time period.

Last week, a TVX official said the group cleared the show because the company had been singularly impressed with Hall's performance as host of FBC's *The Late Show*. But the official also said the company planned to run both the Paramount program

and *The Late Show* on those TVX stations affiliated with Fox. In Philadelphia, for example, the plan is to air *Arsenio Hall* at midnight, after *The Late Show*, said station program director Laurie Vestal. In Washington, TVX's WDCA-TV, which is not an FBC affiliate, will probably air the show at 11 p.m., said program director Kim Meaher.

Paramount is not the only company launching a new late night talk show in January. CBS also has scheduled the debut of a new talk show with *Wheel of Fortune*'s Pat Sajak as host. The network has indicated that the program will be similar in format to the *Tonight Show* starring Johnny Carson.

Paramount officials do not expect the fact that CBS, NBC and Fox will have late night talk shows on their schedules in January to



Hall

talk shows on their schedules in January to

prevent them from clearing *Arsenio Hall* on affiliate stations. They pointed last week to the pre-sale of the program to WBBM-TV Chicago, which is owned by CBS. WBBM-TV has indicated it will schedule the program at 12 midnight, after *Sajak*.

Explaining that move, WBBM-TV station manager Rod Perth said last week that "the industry has learned something from the *Tonight Show-Letterman* combination. The flow of Johnny Carson's audience into *Late Night with David Letterman* has worked very well for NBC, said Perth, indicating that WBBM-TV believes that same kind of flow can be achieved with Sajak and Hall.

Greg Meidel, senior vice president, sales and general manager, Paramount Domestic Television, said he believed that once the station roster for the show is complete, more affiliates will be on the list than independents. "We try to achieve the best clearance possible in each market," he said.

In New York, the show has been sold to MCA's WWOR-TV, and in Los Angeles, as part of a station group deal, to Chris Craft's KCOP(TV). Other Chris Craft stations acquiring the show include KBHK-TV San Francisco, former FBC affiliates, KMSP-TV Minneapolis and KPTV(TV) Portland, Ore., KUTP(TV) Phoenix and KTVX(TV) Salt Lake City. In the top 10 markets, the program has been cleared in all but Boston and Detroit, where, at press time, Paramount had yet to present the show to stations, said Meidel.

Hall's association with Paramount goes back several years to his former hosting stint on *Solid Gold*, the long running weekly music and dance show, which has since been canceled. After leaving FBC's *Late Show* last year (replaced by the short-lived *Wilton North Report*) Hall signed an open-ended film deal with Paramount. He co-stars with Eddie Murphy in the current theatrical film

Music videos still tops with MTV

The addition of regular series programming and the development of future series on MTV does not signal a withdrawal from the service's franchise programming, music videos, MTV Networks president and chief executive officer, Tom Freston, told BROADCASTING last week.

Freston said the series and movies being developed for the network should end up accounting for only roughly 20% of the cable service's schedule.

"We'll always focus on music," he stressed. Freston said the new approach was a more conscious attempt at television programming, rather than what he said has been the radio style approach MTV sometimes employs.

Among the new programming additions now planned at MTV are a morning talk and information "breakfast show" and a late night talk show, both set to debut in late 1988 to early 1989. Another program in development for MTV is a rock and roll soap opera that could debut in mid-to-late 1989.

Freston also said that MTV also has several scripts in development for movies with budgets of between \$750,000 and \$3 million. The "coming of age" and rock and roll topics of those films will be geared to MTV's young adult target audiences, although Freston added that some of the films will also attempt to go beyond what might be called traditional MTV topics. Those movies will debut in the second and third quarters of 1989.

Freston said that "for the past two-and-a-half years" MTV Networks has been looking at "six or seven opportunities" to start up another cable channel. But he added that "it is fair to say that nothing will be announced this year." One of the more probable proposed channels is a comedy network featuring stand-up comedians.

"The reason we're looking at new networks more actively than before" despite the "full plate" of channels MTVN offers now is that we're "moving closer to profitability on VH-1 and Nick at Nite."

hit "Coming to America," which Paramount officials said last week has grossed over \$100 million at the box office so far. Paramount is counting on that promotional mileage to give Hall and his new program a big boost. Noted WBBM-TV's Perth: "Arsenio has a hot hand in Hollywood right now."

Meidel said Paramount is targeting the show for 11:30 p.m. start on affiliates, after the late news, and for 11 p.m. start on independents to counterprogram affiliate news. In a few cases, the program may run in prime time. One example is XETV-TV, the FBC affiliate in the San Diego market, which has indicated it will run the program at 10 p.m. Barter time in the show will be sold by the Orbis-Paramount joint venture, International Advertising Sales.

As for his role, Hall told reporters last week, that the emphasis on his show will be on "entertainment, variety and talk. Every night is going to be a party." Hall said he'd like the format to be somewhat flexible, so that perhaps one show might start with a skit, and another with a monologue. But in fact, the exact format has yet to be worked out. □

Uniworld sets its sights on black audience

New entertainment division of company readies several syndicated offerings

Uniworld, the New York-based ethnic advertising and public relations agency that earlier this summer formed a new entertainment division, already has a handful of projects under way. Heading the new Uniworld Entertainment division is Executive Vice President Gene Davis, formerly vice president of programming for Essence Television.

According to Davis, among the first products for the company will be an expanded version of *America's Black Forum*, an Emmy Award-winning black weekly news magazine hosted by political activist Julian Bond and produced in association with NBC-owned WRC-TV Washington ("Closed

Circuit," July 25).

The program, purchased by Uniworld after 11 seasons—primarily on cable's Black Entertainment Television channel, noncommercial television and independents—will premiere in its new version Oct. 3 with 10 episodes to be produced for national syndication.

The initial ABF episodes will include interviews and related news pieces and commentary on the Democratic presidential candidates, followed by a program on the Republican candidates, a third show on Jesse Jackson and a fourth providing full coverage of the annual Congressional Black Caucus in Washington.

Uniworld is also in discussion with NBC on the development of a weekly Latin-targeted program, Davis said, and there have been ongoing discussions with WNBC-TV New York about a weekly talk show targeted to adult women.

For CBS-owned WCAU-TV Philadelphia, Uniworld is producing *Cosby: The Philadelphia Kid*, a one-hour, prime time special scheduled to premiere following the station's syndicated *Cosby Show* launch Oct. 3.

Syndication Marketplace

Lassie may be returning to television. MCA and Palladium Entertainment have agreed to co-produce an updated first-run version of the long-running CBS series for fall 1989. Production of the half-hour show will begin next spring at MCA's Universal Studios Florida. Palladium acquired the rights to *Lassie* and nearly 1,000 episodes of the original series when it bought British studio Southbrook International Television a year ago. Palladium is also moving forward in a first-run game show effort with game show producer Bob Stewart, according to Bob Cohen and Brian Firestone, executive vice presidents who joined the company earlier this year from Barris Industries. Shooting was to begin Sunday, Aug. 14, at the CBS Los Angeles studios of a pilot for a show based on an earlier network comedy game show, the two said. □

Orbis will handle all national advertising sales for the first-run series *On Trial*, set to premiere Sept. 12 in 78% of the U.S. The agreement was reached with On Trial News Service, a joint venture of Reeves Entertainment and Republic Pictures. Stations with the cash-barter show have five-and-a-half minutes of commercial time, and Orbis will now represent one minute. □

New York-based Sunbow Productions has reached agreements with pay cable services Home Box Office and Showtime to develop two features, and the company is also developing a two-hour film for the Disney Channel in an international co-production with British production house, Itel. For HBO Showcase, Sunbow said it is developing *The Calling*, the true story of a Midwestern minister in Nicaragua. For Showtime, the company is developing *A Matter of Survival*, about simulated war games among a group of corporate executives. The Disney project is entitled *The Adventures of Shirley Holmes*. Sunbow also said it is producing for CBS's *Schoolbreak Special* a film entitled *Silent Witness*. Sunbow's foreign co-production efforts include agreements with French production company Les Producteurs for an action-adventure series, *Embassy*, and for a family series, *The Kid from Monte Cristo*. With British firm ITEL, Sunbow is also developing a fantasy TV game show based on the British quiz show *Nightmare*. □

ABC Distribution Company has acquired worldwide distribution rights, outside the U.S., to the animated adventure series *The Timberwood Tales*, from Filmgraphik International. ABC said it is the first time it has acquired distribution rights for all broadcast media for an independently produced program. □

MCA TV-distributed first-run sitcom, *My Secret Identity*, now cleared in 84% of the country, has begun production in Toronto for an October premiere. The show is being produced by Sunrise Films Ltd., in association with the CTV Television Network in Canada. □

Late-night strip, *Improv Tonight*, has cleared 67% of the U.S., including all top 10 markets, opening the way for an Oct. 3 launch of the ad-supported show. Recent additions to the station lineup for the half-hour show include WNYW-TV New York and WGBO-TV Joliet, Ill. (Chicago). *Improv* is distributed by Peregrine Film. □

The Great Escape, Genesis Entertainment's weekly video travel magazine show, has now cleared 72% of the U.S. Among the newest additions to the 85 stations signed up for the syndicated show are KYW-TV Philadelphia, KRON-TV San Francisco, WDIV-TV Detroit, KDAF-TV Dallas and KPRC-TV Houston. □

Turner Program Services' seven-hour documentary series, *Portrait of the Soviet Union*, has cleared 80% of the U.S., including the top 35 markets. □

All American Television's weekly variety show, *The Latin Connection*, has reached a 55% clearance level, enough for the distributor to promise an Oct. 7 launch for the advertiser-supported show. Taping begins at New York's Studio 54 the second week of September. All American has also cleared its one-hour musical tribute to the 1960's, *Deja View IV*, in more than 70% of the U.S., including NBC-owned stations in New York and Los Angeles. □

It's Showtime at the Apollo, a one-hour variety series distributed by Raymond Horn Syndication, will enter its second season with nearly 80% clearance. The Apollo Theater, where the program is taped, underwent a \$16-million restoration earlier this year, in part to allow for TV production. Several installments of *The Morton Downey Jr. Show* were shot there. □

Viacom Enterprises has acquired U.S. and Canadian TV syndication rights to "The 'Burbs," the first film produced by Ron Howard's and Brian Grazer's Imagine Films Entertainment. The film, scheduled for studio release next spring, stars Tom Hanks, Carrie Fisher and Bruce Dern, and is directed by Joe Dante. □

A half-hour version of the show, which includes celebrity interviews, will also be produced for syndication to selected stations rough Raymond Horn Syndication, said Davis.

Documentary and music specials also are among Uniworld projects. The first is *Sweet Auburn, Comin' Home: A Gift to America*, part of a series of one-hour programs on black life in selected American cities. *Sweet Auburn*, focusing on Atlanta's storied Auburn Avenue, launched nationally last June, airing in New York on WNBC-TV.

A second show in the series, focusing on Los Angeles, is now in treatment for syndication in the fourth quarter, and Davis said Uniworld plans a third on Philadelphia for next year, and possibly a fourth on Richmond, Va.

Another public affairs special for national

syndication is also in discussion with WCAU-TV. Called *Forward to Basics*, the program would focus on education issues in a town meeting forum.

Other projects in development include a co-venture with France's largest production company, SFP (Societe Francaise de Production), for a music special about Lena Horne, to be taped in Paris and New York. Treatments have been submitted for a two-hour international and a one-hour domestic version of *From Lena with Love* for syndication in 1989, Davis said.

Another possible music project for the 1989-1990 season is a two-hour network special based on music of the late Nat King Cole, produced in association with the Cole family's production company, KellCole Productions, and starring Nat Cole's daughter, recording artist Natalie Cole.

Uniworld also intends to enter the feature film business, Davis said, and will outline its plans in early 1989.

Davis, who began his media career in marketing and advertising, started in broadcasting with Group W's television and radio stations in 1968, and worked with Metromedia in New York and Post-Newsweek in Washington. He later joined NBC-owned WMAQ-TV Chicago as promotion director and served as vice president of advertising and public relations for Corinthian Broadcasting before forming his own production company and working with Essence.

Uniworld, which bills more than \$52 million annually, specializes in black, Hispanic and Asian-American audiences, with key accounts including AT&T, Avon, Burger King, Coors, Kodak, General Foods, Lincoln-Mercury and Walt Disney. □

On Radio

Capital edition: Radio convention goes to Washington

Organizers for the National Association of Broadcasters Radio '88 convention report that more than 6,500 industry players are expected to attend the meeting when it comes to Washington Sept. 14-17. The show will feature some 75 sessions, a keynote speech by NBC Radio's Paul Harvey and a long list of industry personalities.

More than 175 exhibitors have signed on to fill an area of 36,000 square feet, according to David E. Parnigoni, NAB's senior vice president for radio. Parnigoni, who has helped organize the annual convention since it began five years ago, said this year's attendance is expected to be a record turnout. The convention will be "the first major radio meeting east of the Mississippi in a long, long time," he said, and it is hoped it will attract for the first time several northeastern radio stations that had not been represented in the past.

One of the highlights of the convention, said Parnigoni, will be the Sept. 16 Radio Award luncheon. Ben Hoberman, former president of ABC Radio, will receive this year's award. Also scheduled at the luncheon is veteran radio newscaster Paul Harvey. The following night, at the show's closing dinner, singer Natalie Cole will perform.

Scheduled sessions will cover several areas of the radio business, including management, marketing, programming, promotion, sales, services, engineering and education. Some of the sessions highlighted by Parnigoni are "The Formula for Buying and



Selling Stations," one of two sessions that will feature a panel of entrepreneurs and broker Gary Stevens: "Radio Renewals Resume: A Broadcaster's Survival Guide," expected to be a well-attended course on getting through the FCC license renewal process; "Recruiting and Retaining for Sales

scheduled to speak at a session on Friday, Sept. 16.

The convention will also feature two sessions with David J. Rogers, author of "Waging Business Warfare." The motivational speaker will share selling tactics at both sessions. Also scheduled will be the release

Excellence"; "Selling Spanish-Language Radio to Anglo Advertisers," one of a number of special events planned for Spanish-language stations at the convention, and "AM Rally," one of a number of AM panel discussions planned, this one featuring FCC Commissioner Patricia Diaz Dennis. FCC Chairman Dennis Patrick is also

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of a national NAB-commissioned study of listener perceptions toward AM radio, conducted by Bill Moyes, president of The Research Group.

Returning to the convention will be 15 "format rooms." A similarly popular return-

ing concept will be the "Idea Depository for Small and Medium Markets," in which broadcasters in the audience become the panel, sharing ideas with the moderator and others in the audience.

Another highlight of the convention, said

Parnigoni, will be the exhibition of a table top radio commissioned by the NAB that features standards promoted by the association. One of the features will be a continuous tuning dial that does not require a switch when changing from AM to FM.

Radio readies itself for the Republicans

The candidates may be different, but radio coverage at the Republican convention will be almost identical to radio coverage of last month's Democratic convention in Atlanta. Network news executives indicate that this year's convention coverage is notable because of advances in satellite transmission, which is making raw audio feeds more easily available to affiliates than they were four years ago.

Mutual Broadcasting plans the same coverage that it used for the Democratic convention, according to Bart Tessler, news director: two long-form daily programs, *America in the Morning* with Jim Bohannon and *The Larry King Show*, and special convention updates by Bohannon and Mutual White House correspondent Peter Maer. There will be six updates during morning drive and two per hour from 5:15 p.m. to either 11:15 p.m. (NYT) or to the conclusion of convention activities.

Mutual and the NBC Radio Networks, separate divisions of Westwood One, will pool some of their newsgathering staff. The special events satellite channels of both networks will feature continuous coverage of key events anchored by correspondent Bob Witten. NBC Radio Networks will provide hourly two-and-a-half-minute reports from 5:20 p.m. to 11:20 p.m. (NYT) and later reports if necessary on the four nights of the convention, said Dave Bartlett, vice president of news. NBC News correspondent Gary Nunn will anchor special reports.

Morning reports, delivered by anchor Mike Moss, will be sent hourly from 6:20 a.m. to 11:20 a.m. on the four days of the convention and the following morning. The back-up channel, offering continuous raw feed, will also include long-term reports anchored by Al Freeman.

The CBS Radio Network will originate four daily programs live from New Orleans: *The CBS World News Roundup*, *The World Tonight*, *Correspondents' Notebook* and *The Osgood File*. CBS will also feed three two-minute special reports each hour between 7 p.m. and 11 p.m. (NYT).

Principal anchors for CBS Radio Network's convention coverage will be Bill Lynch and Christopher Glenn. CBS correspondents Donna Tenyak and Randy Riddle will anchor for RadioRadio, CBS's youth-oriented network, including three live, 60-second hourly reports during convention evenings from 8:23 p.m. through 10:23 p.m. Bill Whitney will broadcast three hourly newscasts during morning drive for both networks.

CBS will also offer continuous coverage over a second satellite channel that will include addresses, news conferences and

roll-call voting.

The ABC Radio Networks will duplicate its Democratic convention coverage for its six full-service networks: two-minute hourly reports running from 4:30 p.m. through the end of each evening's session, and anchored coverage of key events and continuous audio feed over its long-form satellite channel.

Hourly ABC Information Network newscasts will originate from the convention beginning at 6 a.m., running through 8 p.m. (NYT), said Dick Rosenbaum, general manager, ABC Radio Networks. ABC anchors will include special correspondent Robert Trout and correspondent Bob Walker.

Associated Press Network News will feed 90-second special reports over its main satellite channel at 20 and 40 minutes past the hour each evening of the convention. A second channel, the recently launched AP Hotline, will provide feeds to about 220 of the just over 1,000 AP Network News affiliates, according to Brad Kalbfeld, deputy director and managing editor of AP.

AP Hotline coverage will be "driven by events," said Kalbfeld, and will feature both anchored reports of major convention activities and raw audio feed. He added that the Republican convention will offer "more staffing flexibility" than the Democratic convention because of the party's single candidate.

Anchors for AP's Republican convention coverage will be Mark Smith, Bob Moon and Wally Hindes.

The United Stations will be feeding 45-second convention updates within 16 daily news call packages (United's actuality service) to affiliates of its two networks, according to John McConnell, vice president of news and sports for the company.

He said both networks, United Stations Radio Network One and United Stations Radio Network Two, at the request of affiliates, reduced updates from 60 seconds to 45 seconds during the Democratic convention.

United plans to offer both anchored and unanchored continuous coverage of special convention events. Anchoring will be correspondents Nick Young and Ed Gullo.

UPI Radio Network will offer hourly four-minute special reports between 7:25 and 11:25 p.m. each night of the convention, along with 45-second live convention updates each hour at 55 minutes past the hour, from 7:55 to 11:55 p.m. UPI Radio will also offer live coverage of the major addresses, said Mike Freedman, managing editor for broadcasting. The convention coverage will be co-anchored by Pye Chamberlayne and Barbara Porter, with analysis by Jack Anderson.

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Top dog. Noncommercial KNOM(AM) Nome, Ala., has received a singular honor. The "premier sled dog racing magazine," *Team & Trail*, has chosen the station "Musher of the Year," an award previously bestowed only on mushers (dog sled drivers). "It came as a total surprise," was the reaction of Tom Busch, general manager of the 10 kw station that covers some 300 miles of the western Alaska bush. The award was given to the station for its coverage of the Iditerod dog sled race. Since 1974, KNOM has had a reporter at the race. In 1976, it began providing Iditerod information nationwide via Mutual Radio and later over the AP Radio Network.

Simulcasting: Two much of good thing?

nce FCC eliminated restrictions on W/FM simulcasting, some broadcast-s say ratings have risen and costs ve declined; others say there is now ss diversity in marketplace

vo years have passed since the FCC elimi- tated limits on AM/FM simulcasting, and rbitron estimates indicate that at least 715 irs of stations are duplicating programing day. Simulcasting has had some positive ffects on the industry, particularly as a eans of cutting costs, boosting ratings and ssibly saving some AM stations. But any stations, especially those in larger arkets, appear frustrated and are looking at ulcasting as only a temporary situation. me say simulcasting has also decreased iversity in the radio industry.

"Any time you've got 10 properties and ey're only putting out five signals, obvi- sly it affects diversity," said Steven R. illivan, general manager of WGGG-AM-FM ainesville, Fla., stations that recently andoned simulcasting. He is representa- ve of other general managers that have ided simulcasting over the past two years id are now anxious to revert to a workable, arate AM format.

On March 26, 1986, the FCC adopted its ling totally eliminating duplication restric- ons. Prior to the ruling, any AM/FM con- nation licensed to a community of at least 5,000 could not devote 25% or more of its erage program week to duplicated pro- raming. Under the old ruling, a program as also considered duplicated if it was ayed on both stations within a 24-hour riod.

Since the simulcasting restrictions have en lifted, the number of stations duplicat- g programing 100% has risen. When the ling initially went into effect, according to rbitron's spring 1986 figures, 192 pairs of ations (384 stations) were simulcasting 0%, and 508 pairs of stations (1,016) ere simulcasting 10% to 90%. In spring 987, Arbitron reported, 303 pairs of sta- ons (606 stations) were simulcasting 100% d 398 pairs of stations (796) were simul- sting 10% to 90%. Arbitron said its spring 988 figures reveal a 2% to 3% increase in e total number of stations using some plicative programing, with a larger gain in e 100% simulcasting stations.

Most of the stations included in the fig- es from 1986 through 1988 are probably e same stations, the ratings service report- 1. Arbitron simulcasting statistics prior to ring 1986 were unavailable.

Although the number of full-time simul- sters has risen, some, like Charles Blake, neral manager, WIKY-AM-FM Evansville, id., view the situation as temporary. "None us are going to sit here and simulcast if e can see a way to make money on the AM ation," said Blake. "Our goal is to find a orkable segment," he said.

WIKY-AM-FM, like many other stations at switched to simulcasting two years ago, plicates all programing except some local orts. Also, similar to many others that

made the switch at that time. Blake said simulcasting was a solution to financial problems at the AM station.

Before the switch, WIKY(AM) was a coun- try station trying to compete against two

traditional country music played on the AM station sometimes never showed up in the ratings.

"If you have an AM station that is low wattage and does not have good reach, it is a



Quass



Whiteaker



Wilensky

FM's. "We were pretty good, but not that good," said Blake. Since combining the stations, he said, WIKY-FM has benefited in the ratings: a 24.8 share in the Arbitron spring 1988 figures was joined by a 2.1 share from the AM counterpart.

At WMZQ-AM-FM Washington, vice presi- dent and general manager Paul Wilensky agreed that simulcasting is a ratings help. "We're doing three-tenths of a point on the AM station and that's what makes a differ- ence between being first and second," he said. Prior to the switch to country music simulcasting in July 1987, he said, the more

plus to the bottom line to simulcast," said Wilensky. The stations began simulcasting, he said, when "it became increasingly diffi- cult for me to rationalize why we should pay a separate staff." He said savings in salaries alone after the switch were about \$250,000. Wilensky was also able to consolidate oper- ations, an important factor considering that the AM station was based at a separate location in Arlington.

Wilensky said that his stations will con- tinue simulcasting at least as long as WMZQ maintains its successful 11-year-old country format. Another vice president and general

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manager, Mary Quass, KHAK-AM-FM Cedar Rapids, Iowa, is also standing strong beside simulcasting.

Quass said the KHAK country format simulcasts successfully in her market because there are no country competitors. Produc-



Bodow

tion costs are reduced, she said, and both stations benefit from packaged advertising sales. "As the AM audience shrinks," she said, "we aren't losing any money."

Like others who are positive about simulcasting, Quass said she does not believe the approach creates diversity problems. "If there's a need that needs to be met, the market is going to dictate," she said. Other simulcast supporters said that the large number of radio signals allows for diversity even with widespread simulcasting.

Simulcasting supporter Jim Whiteaker, KRYS-AM-FM Corpus Christi, Tex., said he also had no intention of abandoning duplicated programming. "It would be nice to have another revenue station, but I don't think the costs would pay for themselves," he said. KRYS switched to simulcasting its country format about two years ago, he said, and he has not found an alternative AM format necessary (with the exception of some sports programming). Switching to news-talk would be "too expensive," he said. Trying to switch to a foreign language or satellite format, he said, would face tough competition in his market.

Whiteaker dismissed beliefs by some simulcasters that low-watt AM stations will find viable alternatives to simulcasting. "Something new in AM radio is like something new in black-and-white television," he said. But many simulcasters, particularly those in larger markets, are anxious to try something new.

"I think that simulcasting is going to come to an end as owners and general managers begin to look at their AM's as an area of opportunity rather than an area of liability," said WGGG's Sullivan. WGGG-FM, which he said began broadcasting its AC format two years ago on its AM counterpart, ceased duplication last June. WGGG(AM) now broadcasts programming as a member of the Sun Radio Network.

Sullivan acknowledged that simulcasting boosts ratings and, most important, provides a savings on personnel and programming costs. "As we've seen, a lot of stations have to simulcast or go black," he said. Nevertheless, he added, stations simulcasting may be "missing a helluvan opportuni-

ty" to carve out a new niche in the market.

EZ Communications, the Fairfax, Va.-based group owner whose properties include simulcasters KAMJ-AM-FM Phoenix and KMPS-AM-FM Seattle, may switch to individual station programming as new formats develop, according to company president, Alan Box. Like Sullivan, he said he anticipates less simulcasting in the industry in the future.

"We are always looking at alternatives not to simulcast," said Box. Formats that he expects to grow popular, especially as service costs lower, include foreign language programs, the Winners News Network, and other satellite-delivered business networks. Simulcasting will continue to be useful, he said, only for "marginal facility AM."

He added: "Simulcasting is going to reduce expenses, but as soon as you can find low-cost formats that can increase sales and not adversely affect expenses, then you've got something."

At WGCI-AM-FM Chicago, the urban contemporary simulcast stations will probably be separated with a low-cost AM talk format around January, said Marv Dyson, president

and general manager. The stations already break off into separate programming on weekends. "All the AM stations are looking for some niche," said Dyson, "but until they find it, simulcasting is the safest thing."

Even WQXR-AM-FM New York, which has been simulcasting since the FCC granted classical station special permission a decade ago, is now trying to move away from duplicated programming. Earlier this year, the station began broadcasting a few hours of cultural talk programs on the AM station that are not heard on the all-music oriented FM station.

"We have a great belief that AM is going to regenerate," said Warren Bodow, WQXR president. "There are just too many dollars tied up in AM to let it die. It's going to take some imagination on the technical side of programming to revive it."

Bodow said the station is currently buying a studio and office complex that will house separate facilities for the AM and FM stations. WQXR(AM) will probably not have 24 hours daily of separate programming in the foreseeable future, he said, "but we won't preclude that."

Broadcasters cool to FM directional antennas

In comments to FCC, some argue proposal would lead to band congestion; others applaud added flexibility

Commenters last week were evenly split on an FCC proposal to allow FM stations to locate their transmission facilities in short-spaced locations through the use of directional antennas. But most opposed a proposal to discard present mileage separations. Half of the broadcast organizations and station owners responding to the overall proposal supported it with some reservations. The other half agreed with the National Association of Broadcasters' claim that the proposal, "if implemented, would lead to congestion of the FM band and a deterioration of the FM signal."

Also contained in the item up for comment are proposals to replace the current method of determining short-spaced areas by mileage separations. Proposed is a prohibited overlap method, creating a protected contour of 1 millivolt per mile (mV/m) for all classes of FM stations, and to allow stations to accept certain levels of interference to their signals.

In a letter of protest to the FCC sent earlier this month by six broadcast organizations, including NAB and the Association of Maximum Service Telecasters (AMST), the FM directional antenna proposal was cited as one of several current FCC proceedings that could potentially lead to increased broadcast interference. "The premature or unwarranted reliance on new technologies and methodologies has the overall effect of permitting increased interference," the letter said (BROADCASTING, Aug. 8).

The goal of the FM directional antenna

proceeding, Mass Media Chief Alex Felk said last winter when the rulemaking was released, is to give FM station owners greater flexibility when searching for suitable locations to build their transmitters and antennas. There is no threat of overcrowding in the band, he said, because the commission is not proposing a change in the FM allotment tables.

But Greater Media Inc., East Brunswick, N.J., owner of seven FM's, said in its comments that it "strongly believes that the use of directionalization in the allocations process will encourage development of inferior facilities in well-served areas at the expense of potential new service in underserved areas."

Like Greater Media, AMST feared that wider use of directional antennas could lead to their eventual use as allotment tools. "Although the proposed rule might provide some additional flexibility in the site selection for some FM licensees," said AMST, "the experience with AM shows that that flexibility comes only at the cost of increased administrative burden, unnecessary complexity and degradation in the quality of the entire broadcast service."

"The flexibility proposed by the commission comes at the expense of the listening public," wrote Bonneville International Corp., Salt Lake City, owner of seven FM stations. The new contour overlap system combined with the proliferation of directional antennas, "is tantamount to the [system] now used in the AM service and, in Bonneville's view, it is the root cause of the congestion and unreliability of the AM band today."

NAB concurred, adding that there is no need to change the present rules. "In short, the FM service is far from broken; we urge

commission to refrain from making repairs." FCC policy, NAB said, "should be based on sound engineering principals which avoid signal interference while insuring quality broadcasting for the public" rather than on trying to find ways to add more stations.

Three broadcast groups, Capitol Broadcasting Co., Infinity Broadcasting Corp. and Shamrock Broadcasting Inc., supported the concept of giving flexibility to FM broadcasters through increased use of directional antennas. But like NAB and others opposed to the idea, Shamrock, Burbank, Calif., owner of nine FM stations, objected to the contour overlap system. "The integrity of the existing mileage separation requirements and the concepts underpinning the specific, pre-engineered approach to commercial FM allocations should continue to be respected," Shamrock said.

Arguing in favor of the FCC proposal was Rain Broadcasting Inc., owner of WUS(FM), a class C station in Big Pine Key, Fla. Antenna height and power restrictions in that area imposed by the Army Corps of Engineers, the Federal Aviation Administration and the Florida Department of Natural Resources, Crain claims, have made the achievement of optimum coverage impossible by traditional means.... Use of directional antennas in cases such as rain's appears to be the only possible means available to overcome governmental-imposed height restrictions."

There was almost unanimous opposition

to permit a certain amount of interference. "If an operation elects to receive interference from a second operation, that second operation may be unnecessarily restricted in

its ability to make changes in the future," said the Association of Federal Communications Consulting Engineers (AFCCE), Washington. □



Early bird

FCC Commissioner Patricia Diaz Dennis has called on consumer electronics manufacturers to begin developing AM radios that can tune planned stations in a new extended AM band (1605 khz to 1705 khz) so sets can be ready for sale in 1990. Dennis, chairman of American delegation to International Telecommunication Union meeting in Rio de Janeiro, where the technical details for the band expansion in the western hemisphere were settled, said: "We do need to move forward as rapidly as we can to provide for the domestic implementation of what we negotiated in Rio." Ten channels in the extended band will be available for use on July 1, 1990.

Eb Tingley, staff VP, engineering, Electronics Industries Association, said Dennis's comments will help convince manufacturers that "it's not a matter of if, but when." American companies, most of

them car radio manufacturers, are already planning for the expanded band.

However, some foreign manufacturers, especially the Japanese, have been unwilling to spend the money to retool until it is certain that the band expansion will be implemented. EIA representatives plan to meet later this month and in November with Japanese manufacturers to persuade them to begin expanded-band receiver production.

Another brick in the Great Wall

Dallas-based Satellite Music Network, Inc. has signed an agreement with Radio Shanghai to air its programming in China beginning Sept. 5. The programming, initially to be delivered one hour every day, will include four of the network's eight music formats: "Pure Gold" (oldies), "Country Coast-to-Coast," "Rock 'n' Hits" (top 40) and "StarStation (AC)."

Technology

Search for HDTV transmission standard shifts into second gear

ATS subcommittee begins report outlining proposed systems and testing plans

The second stage in the development of a high-definition television transmission standard by the FCC's advisory committee on advanced television service began in earnest last Wednesday, Aug. 10, in Washington. After having spent several weeks reviewing the ATS committee's first interim report, drafted by the planning subcommittee, the systems subcommittee began preparations for the second report, tentatively due Feb. 1, 1989, which will provide further recommendations to the FCC.

The first report, which was approved by the ATS blue ribbon committee and sent to the FCC last June 3, identified some attributes of the various advanced TV systems that should be tested and some of the tests that should be performed. The report also contained some general conclusions, including the central finding that "efforts should be

focused on establishing, at least ultimately, an HDTV standard [with quality equivalent to 35mm film] for terrestrial broadcasting" either directly or through an intermediate enhanced-definition television (EDTV) system (BROADCASTING, June 6). A special meeting of the FCC is tentatively planned for Sept. 1, when a second notice of inquiry on advanced TV is expected to be released along with some tentative decisions regarding UHF-TV spectrum.

The second report will provide a "characterization of the proponent systems and some outlook on the testing phase," according to Irwin Dorros, executive vice president, technical services, Bell Communications Research, Livingston, N.J., and chairman of the systems subcommittee. That report will be followed by a third, also from the systems subcommittee, that will provide the test results. The final report, which will be submitted near the end of the ATS committee's life-span, in the fall of 1989, will recommend to the FCC a satis-

factory advanced television transmission system or systems—provided the subcommittee finds that any such systems exist.

Eighteen proponents have stated their intent to take part in the ATS testing process. The statements were made in letters to the subcommittee's working party I, which will focus on systems analysis. Those 18 are to submit documents fully detailing their transmission systems to working party I by Sept. 1. Between Sept. 1 and Dec. 1, the working party will travel to the various proponents' labs to analyze laboratory versions of the systems. After December 1, Dorros said, it can be assumed that fewer than 18 systems will be considered for terrestrial testing. Some systems will be "sent back to the proponent for further information or [working party I will have] concluded that that system is not ready for the testing phase."

Working party 2, responsible for evaluation and testing of the prototype hardware in actual terrestrial demonstrations, will begin testing in December after the analysis

group's work is finished. The testing group will work at a pace of about a system per month, said Ben Crutchfield, chairman of the group and director, special engineering projects for the National Association of Broadcasters.

It was pointed out that several obstacles still stand in the way of terrestrial tests. One of the most controversial issues raised last week was the question of source material. Some transmission systems are designed to interface with pictures produced by 1.125/60 HDTV cameras, while others would work better with conventional NTSC videotape or 35mm film at 24 or 30 frames per second. Bernard Dickens, senior staff scientist, CBS, a member of the audience at last week's meeting, said that for the testing to be valid, the same source material should be used on all systems. Although using more than one source system on each HDTV system would be a valid technique, he cautioned that gathering the equipment for such a plan would be very expensive.

Another problem to solve before terrestrial testing can begin, Crutchfield said, will be finding suitable lab facilities. That search is to be completed in cooperation with the newly formed Advanced Television Test Center (ATTC) and Cable Television Laboratories. However, because those organizations are still hiring staff and looking for sites to locate their headquarters, the search for lab facilities has fallen behind, Crutchfield said.

Dorros asked Crutchfield to devise a "management plan" outlining the test procedures and resolving questions such as source material and testing location. Crutchfield replied that six task forces within working party 2 have already been formed and should be able to resolve the testing problems by mid-September. The task forces include:

- A group that will develop test terrestrial policies and procedures, chaired by Bruce Sidran of Capital Cities/ABC.

- A group that will decide what kinds of equipment will be needed, chaired by John Henderson of the David Sarnoff Research Institute.

- A group that will procure needed equipment, chaired by Tom Keller, former NAB chief scientist.

- A group that will decide the source materials to be used, chaired by ATTC Chief Scientist Charles Rhodes.

- A group that will develop test procedures for alternative media, chaired by Brian James of the National Cable Television Association.

- A group that will develop test procedures for subjective assessment. Crutchfield said that he hoped consultant Bronwen Jones, who headed the subjective assessment working party in the planning subcommittee, would chair the task force.

Sidran, a member of the audience, suggested that a "mini-steering committee" made up of Crutchfield and the six task force chairmen could write the management plan requested by Dorros. Crutchfield agreed and asked for heavy participation in the task forces because of the need to resolve the testing questions with haste. Those desiring to attend meetings can get dates and

meeting sites from the task force chairmen or through Crutchfield.

In other subcommittee business, Larry Thorpe, director, studio products management, Sony Corp., and chairman of working party 3, which is handling economic assessment, reported that his group has begun a "strawman system" to estimate the costs TV stations would bear when converting to HDTV transmission. So far, Thorpe said,

only the Muse systems, developed by Japanese network NHK, have been analyzed. After receiving specifics of the systems from NHK, representatives from broadcast, cable, satellite and fiber optic industries have presented reports to a working party describing what new equipment would be needed for their various transmission facilities and what the cost conversion might be.

Coming back strong

Harris Corp.'s broadcast division says it is on rebound, with new leadership, new products and new philosophy

"We look at our manufacturing organization as being a competitive weapon," says Thomas E. Yingst, the new vice president and general manager of the broadcast division of Harris Corp., Quincy, Ill.

Through improved production and greater emphasis on research and development, Yingst believes, the broadcast equipment manufacturer can rebound from a precipitous slide in sales earlier this decade and recapture lost shares of the foreign and domestic markets.

During the 1970's and early 1980's, the Harris broadcast division was doing considerable business overseas, especially in the oil-rich countries of the Middle East. At its peak in 1980, the company took in \$100 million in revenue. But as those international projects were completed in the early 1980's, declining oil prices and the rising value of the American dollar curtailed new projects. And with the domestic market stagnant, revenue began plummeting, dropping below \$50 million by 1983.

Yingst's foremost objective since taking over the division last May has been to recapture a larger share of the foreign market. The falling dollar of recent years has already helped. Harris's sales overseas have edged upwards, boosting total revenue to about \$60 million in 1987.

According to Yingst, Harris will achieve its foreign and domestic sales goals by emphasizing modern and more cost-effective production methods. Production issues, he said, are now given the same weight in company meetings as engineering issues. A step to improve production methods is the development of a team approach to manufacturing, he said. Departments were reorganized so that all employees became involved in the production, development and testing of particular products, rather than centering on their own specialties. A side benefit of this approach, Yingst said, has been a reduction in delivery time from about six months to three months—a change that not only made sales easier, but also improved cash flow.

At the same time, Harris has been increasing its research and development budget. The annual R&D budget, which two years ago was about \$3.5 million, has been increased by \$500,000. The result, Yingst said, is "a major cycle" of new products. Both the team concept and R&D commitment are policies Yingst intends to maintain.



Yingst

"I would say that if there's a difference it is probably the emphasis and the approach to the international market," Yingst said.

Harris is best known for its broadcast transmitters, which it has been making since the 1920's, but the broadcast division also known for audio studio equipment, antennas and other equipment, which is produced at its 125,000-square-foot Quincy plant. It also manufactures video production products at a plant in Mountain View, Cal. Some of the equipment produced there includes time base correctors, frame synchronizers and still stores. Its HDE series digital effects and IBM PC-compatible video graphics systems are described by the company as low-cost, high-quality products.

The broadcast department also works closely with the Farinon division, which produces Harris video microwave transmission equipment. The broadcast division transferred its microwave equipment operation to the Farinon headquarters in San Carlos, Calif., one year ago.

Yingst identified AM and TV transmitters as well as short wave transmission equipment as the products in the most heated international competition for Harris. The toughest adversaries are NEC of Japan, AEG of West Germany, Marconi Communications of England and Thomson CEF of France. To best them, he said, Harris plans to promote its DX series digital solid-state AM transmitters, featuring increased coverage with less energy. "It is not uncommon for some African nations to pay up to

cents per kilowatt hour for electricity" compared to about six cents in the U.S., he said. You can improve the efficiency and save the customer enough money to pay off his transmitter in two or three years." The DX-5 25 kw transmitter, following the DX-10 0 kw introduced in 1987, was first shown during the National Association of Broadcasters convention last April.

Solid-state VHF-TV transmitters, Yingst said, are one example of increased R&D commitment where "Harris intends to be a leader." The company has a special R&D team developing a new generation of transmitters that will feature a modular design, in which parts of the system can be pulled out for maintenance while the transmitter continues to operate. "We'll be running the initial test for that transmitter some time this year," he said.

On the UHF side, manufacturers are all striving to improve the efficiency of their transmitters to reduce electric bills. Yingst described the new klystron tube for UHF-TV transmitters as "an unproven reality"—it exists, but whether it will work remains to be seen. Comark Communications Inc. developed the tube, an alternative to the conventional klystron tube, and has installed a klystron transmitter at WCES-TV Wrens, Ga. Harris is still considering whether to produce klystrons, which use half the energy used by conventional transmitter systems. The company is impressed with the power savings in the klystrons and in the most advanced versions of klystrons, Yingst said.

Solid-state transmitters are here now for AM, he said. Harris's AM transmitter sales are especially brisk, Yingst said, in part because there is a great deal of capital in the AM industry. "For a market that's supposed to be dying, it looks like it's picking up strongly right now. I think that's a sign that the market is stabilizing." There is evidence that business at even the smallest stations is improving, he said, based on increases the company is seeing in sales of 1 kw AM transmitters: "The so-called 'Ma and Pa' stations are surviving and they're buying equipment."

Solid state electronics have yet to take over FM transmitters, he said. Current single-tube FM transmitters are still considered very reliable, while the solid-state models have not yet been developed to an energy-efficient level. "But it will come," he said.

In the meantime, Harris is stressing sales of its new HT-10FM, 10 kw tube transmitter, designed for easier interface with remote control systems, along with long life and energy efficiency. One of its interfaces is with the new Harris THE-1 FM exciter, a solid-state unit that features radio frequency power ranges of 3 to 15 watts and 3 to 55 watts.

Harris traces its broadcast equipment production back to 1922 and the founding of the Gates Radio and Supply Co. in Quincy. That firm, which was a major supplier of radio transmission equipment during World War II, was acquired by Harris in 1957. Since then, the broadcast division has been responsible for dozens of advancements in radio and television transmitter and antenna technology.

Yingst has been close to Harris and has



Harris broadcast division in Quincy, Ill.

followed the progress of its broadcast division for several years. In the 1950's, while working for RCA, he developed new concepts for a tube and circuits for VHF-TV transmission. In those days, "RCA allowed you, if you had a component idea, to sell your ideas anywhere," he said. Harris bought the design, and in the ensuing years, Yingst often traveled to Quincy and developed relationships with many of the people there. When he took the job at a rival company, Varian Associates Inc.'s Continental Electronics division in Dallas, Yingst said: "We were competitors for a few years, but not at each other's throats." He was president and general manager of Continental when he left to join Harris last May.

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Yingst offered some opinions on some of the issues involving broadcast transmission today. On the subject of high-definition television, he said that "the idea of having something on the order of 1,000-line resolution" is a good one. Some in the industry have said that conversion of transmission facilities to HDTV will be too expensive for many broadcasters, especially if conversion

involves purchasing new, wideband transmitters or second transmitters to carry an augmentation signal. Yingst responds that "if you design a transmitter that has the capability of handling it once it comes, then it's the equipment upfront," such as processors and special filters, that will determine whether there will actually be great expense for most broadcasters.

Harris is now in contact with all the various HDTV and EDTV transmission proponents, Yingst said, and is prepared to build transmitters for one- or two-channel systems. In his own view, Yingst said, a one-channel, compatible approach makes the most sense.

Far into the future, Yingst sees the possibility that terrestrial TV transmission will decline as satellite and fiber optic technologies develop. "I believe that it will eventually happen, but I don't think it's in the foreseeable future. We're certainly not considering that as a factor in our five-year plan." But it is an almost totally flat market domestically, he said. It is expanding worldwide at a rate of about 5% per year. The main source of the growth is the emergence of TV in Third World countries.

In the end, he said, the marketplace must accept a standard. "Whatever system works and is required by the customers, we will supply," he said. The only problem with the marketplace philosophy, he said, is that takes longer to introduce systems.

Over all, Yingst said that his philosophy of equipment sales is that "there has to be something that the customer wants and needs for a solution to a problem. It has to be the latest technology that you can supply, it has to be an efficient system and it has to be cost-effective" compared to what competitors are offering. This approach, he said, will allow Harris to compete domestically and internationally. □

Gearing up for SMPTE. Edward J. Burns, district sales manager, Eastman Kodak, and Frank J. Haney, director, television facilities, Capcities/ABC, have been named chairman and vice chairman, respectively, in charge of arrangements for the fall technical conference of the Society of Motion Picture and Television Engineers Oct. 15-19 in New York. They will place newsworthy technical papers on the conference's agenda. Alan S. Godber, director, advanced technology development, NBC, will be topic chairman, TV papers.

The deadline for technical paper submissions was mid-June. A record 194 submissions were received. The final agenda of paper sessions and a list of the topics to be discussed has been completed and is being distributed to attendees.

NBC's Charles E. Spicer was named chairman of the general arrangements committee, which will organize the SMPTE conference's honors and awards banquet and other gatherings. The society has signed 186 companies, occupying 71,750 square feet, to take part in the concurrent equipment exhibition at the Jacob Javits Convention Center.

Stock Index

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	313 1/2	320 1/2	- 7	- 02.18	19	5.0/1
N (CBS) CBS	159 7/8	165 1/4	- 5 3/8	- 03.25	9	3.777
A (CCU) Clear Channel	13 3/8	13 1/2	- 1/8	- 00.92	24	51
O (INFTA) Infinity Broadcast	29 7/8	30	- 1/8	- 00.41	93	248
O (JCOR) Jacor Commun.	5 5/8	5 5/8		00.00	-12	55
O (LINB) LIN	56 7/8	58	- 1 1/8	- 01.93	36	2,938
O (MALR) Malrite	7 3/4	8 1/4	- 1/2	- 06.06	-16	105
O (MALRA) Malrite 'A'	7 1/4	8	- 3/4	- 09.37	-10	98
O (OBCC) Olympic Broad.	3 1/4	3	1/4	08.33		8
O (OSBN) Osborn Commun.	6 1/2	6 1/2		00.00	-5	33
O (OCOMA) Outlet Commun.	22	23 3/4	- 1 3/4	- 07.36	-8	144
A (PR) Price Commun.	9 1/8	9 1/2	- 3/8	- 03.94	-7	88
O (SAGB) Sage Broadcasting	4 3/4	4 3/4		00.00	-7	18
O (SCRIP) Scripps Howard	82	84	- 2	- 02.38	66	846
O (SUNNC) SunGroup Inc.		2	- 2			66
O (TLMD) Telemundo	7 1/2	8 3/8	- 7/8	- 10.44	-1	57
O (TVXGC) TVX Broadcast	2	2 1/4	- 1/4	- 11.11		11
O (UTVI) United Television	29 1/2	30 3/4	- 1 1/4	- 04.06	48	323

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	26 7/8	28 1/4	- 1 3/8	- 04.86	11	283
O (ASTV) Amer. Comm. & TV	3/32	3/32		00.00		7
N (AFL) American Family	12 1/2	13 1/4	- 3/4	- 05.66	10	1,011
O (ACCGA) Assoc. Commun.	23 1/2	23 3/4	- 1/4	- 01.05		224
O (BMAC) Bus. Men's Assur.	31 3/4	31	3/4	02.41	85	332
N (CCN) Chris-Craft	22 1/4	22 3/4	- 1/2	- 02.19	49	484
N (DNB) Dun & Bradstreet	46 7/8	50	- 3 1/8	- 06.25	18	7,125
O (DUCO) Durham Corp.	33 1/2	32 3/4	3/4	02.29	28	282
N (GCI) Gannett Co.	31 1/4	32 1/8	- 7/8	- 02.72	15	5,059
N (GY) GenCorp	19 5/8	20 1/2	- 7/8	- 04.26	1	622
O (GMXC) GMX Comm.	3/32	3/32		00.00	1	622
O (GACC) Great Am. Comm.	10 1/2	10 3/4	- 1/4	- 02.32	10	276
N (JP) Jefferson-Pilot	34	36 1/4	- 2 1/4	- 06.20	14	1,342
N (KRI) Knight-Ridder	40 1/4	41 1/2	- 1 1/4	- 03.01	15	2,289
N (LEE) Lee Enterprises	27 1/2	28 3/8	- 7/8	- 03.08	19	683
N (LC) Liberty	38 3/8	39 3/8	- 1	- 02.53	14	356
N (MHP) McGraw-Hill	63 1/2	70 7/8	- 7 3/8	- 10.40	19	3,062
A (MEGA) Media General	38	40 5/8	- 2 5/8	- 06.46	25	1,071
N (MDP) Meredith Corp.	30 1/2	32 1/4	- 1 3/4	- 05.42	12	586
N (MCG) Mich. Energy	30 3/8	30 3/4	- 3/8	- 01.21	19	82
O (MMEDC) Multimedia	73 3/4	72 1/2	1 1/4	01.72	71	811
A (NYTA) New York Times	26 3/8	26 1/4	1/8	00.47	13	2,162
N (NWS) News Corp. Ltd.	16 5/8	16 1/2	1/8	00.75	9	4,430
O (PARC) Park Commun.	28 5/8	28 1/2	1/8	00.43	23	395
O (PLTZ) Pultzer Publishing	29 1/2	29 1/4	1/4	00.85	20	308
N (REL) Reliance Group Hold.	5 1/4	5 5/8	- 3/8	- 06.66	5	393
O (RTRSY) Reuters Ltd.	24 1/8	26	- 1 7/8	- 07.21	16	20,030
T (SKHA) Selkirk	24 3/4	24 7/8	- 1/8	- 00.50	21	200
O (STAUF) Stauffer Commun.	144	144		00.00	48	144
N (TMC) Times Mirror	30 3/8	31 1/8	- 3/4	- 02.40	14	3,930
O (TMC) TM Communications	1/2	1/2		00.00	2	3
O (TPCC) TPC Commun.	1/8	1/8		00.00		1
N (TRB) Tribune	35 1/4	36 3/4	- 1 1/2	- 04.08	19	2,689
A (TBSA) Turner Bcstg. 'A'	16	16		00.00	-2	696
A (TBSB) Turner Bcstg. 'B'	16 1/4	16 1/4		00.00	-2	353
A (WPOB) Washington Post	190 1/4	192 1/4	- 2	- 01.04	13	2,443

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (SP) Aaron Spelling Prod.	6 7/8	7 3/4	- 7/8	- 11.29	5	126
O (ALL) All American TV	1 3/4	1 7/8	- 1/8	- 06.66		2
O (BRRS) Barris Indus	7 1/2	8 3/4	- 1 1/4	- 14.28	-3	58
N (KO) Coca-Cola	37 3/8	38 7/8	- 1 1/2	- 03.85	15	14,030
A (CLR) Color Systems	3 1/2	3 7/8	- 3/8	- 09.67	-2	18
N (KPE) Columbia Pic. Ent.	9 1/2	10	- 1/2	- 05.00	135	1,042
O (CAVN) CVN Cos.	12 5/8	12 5/8		00.00	10	219
A (DEG) De Laurentis Ent.	9/16	9/16		00.00		6
O (dcp) dick clark prod.	4 1/8	4	1/8	03.12	10	34
N (DIS) Disney	61 3/8	63 7/8	- 2 1/2	- 03.91	18	8,136
N (DJ) Dow Jones & Co.	33 7/8	35 3/8	- 1 1/2	- 04.24	16	3,262
O (EM) Entertainment Mktg	4 3/4	4 1/2	1/4	05.55	15	58
O (FNNI) Financial News	7	7 1/2	- 1/2	- 06.66	31	84
A (FE) Fries Entertain.	1 3/4	1 5/8	1/8	07.69	7	9
N (GW) Gulf + Western	41 3/4	44 5/8	- 2 7/8	- 06.44	7	2,509
O (QNTX) Hal Roach	3 3/4	3 3/4		00.00	-8	26
A (HHH) Heritage Entertain.	2 7/8	3 1/8	- 1/4	- 08.00	2	13
A (HSN) Home Shopping Net.	3 1/2	4	- 1/2	- 12.50	15	305
N (KWP) King World	21 1/2	22 3/4	- 1 1/4	- 05.49	14	620
O (LAUR) Laurel Ent.	2 1/8	2 1/4	- 1/8	- 05.55	4	5
A (LT) Lorimar-Telepictures	13	13 3/8	- 3/8	- 02.80	-4	602
N (MCA) MCA	41 1/2	42 1/4	- 3/4	- 01.77	22	3,017
N (MGM) MGM/UA Commun.	12 1/4	13 1/4	- 1	- 07.54	-7	613
A (NHI) Nelson Holdings	3/8	3/8		00.00	-3	10
A (NWE) New World Enter.	2 7/8	3 1/8	- 1/4	- 08.00	7	31

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O (NNET) Nostalgia Network	1	1 3/8	- 3/8	- 27.27	-1	
N (OPC) Orion Pictures	14 1/2	15 1/8	- 5/8	- 04.13	12	25
O (MOVE) Peregrine Entertain.	1 5/8	1 3/4	- 1/8	- 07.14	-54	
N (PLA) Playboy Ent.	14	14 1/4	- 1/4	- 01.75	15	13
O (QVCN) QVC Network	9 7/8	10 3/8	- 1/2	- 04.81	-20	9
O (RVCC) Reeves Commun.	5 3/8	5 7/8	- 1/2	- 08.51	26	6
O (RPICA) Republic Pic. 'A'	7	7 3/4	- 3/4	- 09.67	77	2
O (RPICB) Republic Pic. 'B'	7	7 1/4	- 1/4	- 03.44	50	
O (SMNI) Sat. Music Net.	4 1/4	4 3/8	- 1/8	- 02.85	-106	3
N (WCI) Warner	33 1/2	35 1/2	- 2	- 05.63	17	4,22
O (WONE) Westwood One	10 3/4	12 3/4	- 2	- 15.68	14	15

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O (AMEA) A.M.E. Inc.	8 7/8	8 3/4	- 1/8	- 01.42	9	4
O (AGRP) Andrews Group	4 5/8	4 7/8	- 1/4	- 05.12	-1	3
O (BSIM) Burnup & Sims	13 5/8	14 1/4	- 5/8	- 04.38	29	21
N (CQ) Comsat	27 1/8	28 3/8	- 1 1/4	- 04.40	-10	49
N (FCB) Foote Cone & B.	26	26 7/8	- 7/8	- 03.25	12	21
O (GREY) Grey Advertising	118	114	4	03.50	15	14
O (IDBX) IDB Communications	8 1/2	8 1/4	1/4	03.03	34	3
N (IPG) Interpublic Group	33 1/8	34	- 7/8	- 02.57	14	74
O (OGL) Ogilvy Group	27	27 1/4	- 1/4	- 00.91	13	38
O (OMCM) Omnicom Group	19 1/4	19 3/4	- 1/2	- 02.53	13	47
N (SAA) Saatchi & Saatchi	17 3/4	18 1/2	- 3/4	- 04.05	8	2,58
O (TLMT) Telemation	1 7/8	1 7/8		00.00	7	1
A (TPO) TEMPO Enterprises	8	8 1/4	- 1/4	- 03.03	26	41
O (UNVC) Unitel Video	9 3/8	9 5/8	- 1/4	- 02.59	13	21

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A (ATN) Acton Corp.	13 1/8	13 1/4	- 1/8	- 00.94	2	11
O (ATCMA) Am. TV and Comm.	23 3/4	24 5/8	- 7/8	- 03.55	52	2,58
O (CTEX) C Tec Corp.	39	39		00.00	17	214
A (CVC) Cablevision Sys. 'A'	34 3/8	34 5/8	- 1/4	- 00.72	-11	72
N (CNT) Centel Corp.	42 1/4	44	- 1 3/4	- 03.97	11	1,83
O (CMCSA) Comcast	14 7/8	15 7/8	- 1	- 06.29	-67	66
A (FAL) Falcon Cable Systems	19 7/8	20 5/8	- 3/4	- 03.63	-62	12
O (JOIN) Jones Intercable	11 7/8	12	- 1/8	- 01.04	37	15
T (MHPQ) Maclean Hunter 'X'	10 5/8	11 3/8	- 3/4	- 06.59	29	78
T (RCL) Rogers Commun. 'A'	60 1/2	55 1/4	5 1/4	09.50	-93	74
T (RCLB) Rogers Commun. 'B'	54 1/2	51 1/4	3 1/4	06.34	-83	67
O (TCAT) TCA Cable TV	31 3/4	34	- 2 1/4	- 06.61	62	38
O (TCOMA) Tele-Commun.	21 1/4	23 1/8	- 1 7/8	- 08.10	42	3,21
N (TL) Time Inc.	97 1/8	101	- 3 7/8	- 03.83	23	5,67
O (UACI) United Art. Commun.	29 1/4	29 1/4		00.00	243	1,201
N (UCT) United Cable TV	33 1/2	33 3/4	- 1/4	- 00.74	-176	1,24
N (VIA) Viacom	26 1/2	28 1/8	- 1 5/8	- 05.77	-3	1,41
N (WU) Western Union	2 3/8	2 5/8	- 1/4	- 09.52		7
O (WSMCA) WestMarc		19 3/4	- 1/4	- 01.26		7

	Closing Wed Aug 10	Closing Wed Aug 3	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N (MMM) 3M	60 5/8	64 3/8	- 3 3/4	- 05.82	15	13,791
O (AMC) AM Communications	15/32	3/8	3/32	25.00		1
N (ARV) Arvin Industries	21 3/4	22	- 1/4	- 01.13	9	414
O (CCBL) C-Cor Electronics	8 1/4	8 1/4		00.00	13	16
O (CATV) Cable TV Indus.	4 1/4	3 7/8	3/8	09.67	-28	12
N (CHY) Chyron	4 1/4	4 1/4		00.00	15	43
A (CXC) CMX Corp.	15/16	15/16		00.00	10	8
A (COH) Cohu	10 1/2	11	- 1/2	- 04.54	10	19
N (EK) Eastman Kodak	42 1/2	45 3/8	- 2 7/8	- 06.33	12	14,403
N (GRL) Gen. Instrument	30	33 1/2	- 3 1/2	- 10.44	-21	1,002
N (GE) General Electric	40 1/8	42 1/4	- 2 1/8	- 05.02	17	36,728
O (GETE) Geotek Inc.	3/4	13/16	- 1/16	- 07.69	-2	2
N (HRS) Harris Corp.	26	27 5/8	- 1 5/8	- 05.88	11	1,064
O (ITEL) Iteq Corp.	19 1/8	20 1/4	- 1 1/8	- 05.54	44	507
N (MAI) M/A Com. Inc.	9 7/8	10 5/8	- 3/4	- 07.05	-6	267
N (IV) Mark IV Indus.	11	11 7/8	- 7/8	- 07.36	6	118
O (MCDY) Microdyne	3 5/8	3 3/4	1/8</			

CBS purchases WCIX(TV) Miami

BS's Ober says another station purchase may come before end of year; WSVN Miami to become independent station

Laurence Tisch, whose acquisition strategy has been described as bottom fishing, made a off-season catch in Miami last week when CBS announced the purchase of WCIX(TV) there for \$59 million. The definitive agreement to purchase the VHF independent from TVX Broadcast Group would give CBS a fifth owned station, increasing its direct reach to 20.8% of television households, still third behind Capital Cities/JBC's 24.43% and NBC's 22.38%. Long contemplated, the acquisition had also been long doubted by outsiders because the move will give CBS a weaker TV signal in the northern Miami market.

A companion catch, designed to compensate for WCIX's signal short fall, was an affiliation switch, also announced last week, in West Palm Beach-Fort Pierce. In that market, just to the north of Miami, CBS dropped its UHF affiliate, WTVX(TV), and obtained instead the current ABC affiliate WPEC(TV), a VHF.

Eric Ober, president, CBS Television Stations, told BROADCASTING that CBS would be "expanding (WCIX's) news and production facilities." He added that the company was still looking for additional station acquisitions and might have an additional announcement before the end of the year.

With the already completed purchase of WTVJ(TV) by NBC and parent company, General Electric, at least five stations will make affiliation changes on Jan. 1, 1989, when all the affiliation contracts coincidentally end. WTVJ will change from CBS to JBC; WCIX will change from being an independent (Fox affiliate) to CBS; WSVN will change from NBC to independent, and WPEC will change from ABC to CBS. Which ABC will choose as the replacement affiliate in West Palm Beach-Fort Pierce may be determined as early as Aug. 19, when WTVX goes to New York to make a presentation to George Newi and other Capital Cities executives. Also at that meeting will be two other JHF stations serving the market.

Looked at as an isolated financial transaction, and ignoring signal questions, CBS may have gotten a "steal" with its purchase, one estimate suggesting the \$59-million purchase price will be five-times WCIX's 1989 cash flow. Raymond Katz, securities analyst for Mabon Nugent & Co. said the station's viewership share should increase significantly from its current 7% (sign-on-to-sign-off) and estimated that revenue in 1989 could hit \$40 million. Even assuming operating margins fell at the low end of the CBS-owned group average, cash flow could hit \$12 million.

That cash flow may be further aided if CBS does not have to abide by union staffing and work rules. Ober said he would not comment on the company's labor plans, but said that so far, no talks have been held with the International Brotherhood of Electrical Workers. Florida is a right-to-work state and most stations in the market are not unionized, according to one station's chief engineer. A recent unionization vote at WTVJ failed.

In the near-term, however, CBS will probably undertake a number of one-time expenses, Katz said, including perhaps \$2 million in special on-air and other promotion and \$4 million in additional spending to boost the station's news operations to "CBS standards." In the plus column, the network will no longer have to make an estimated \$1.5 million in affiliation payments, plus additional revenue from better clearance (currently WTVJ is said by one marketplace observer to preempt close to 15% of CBS's programming).

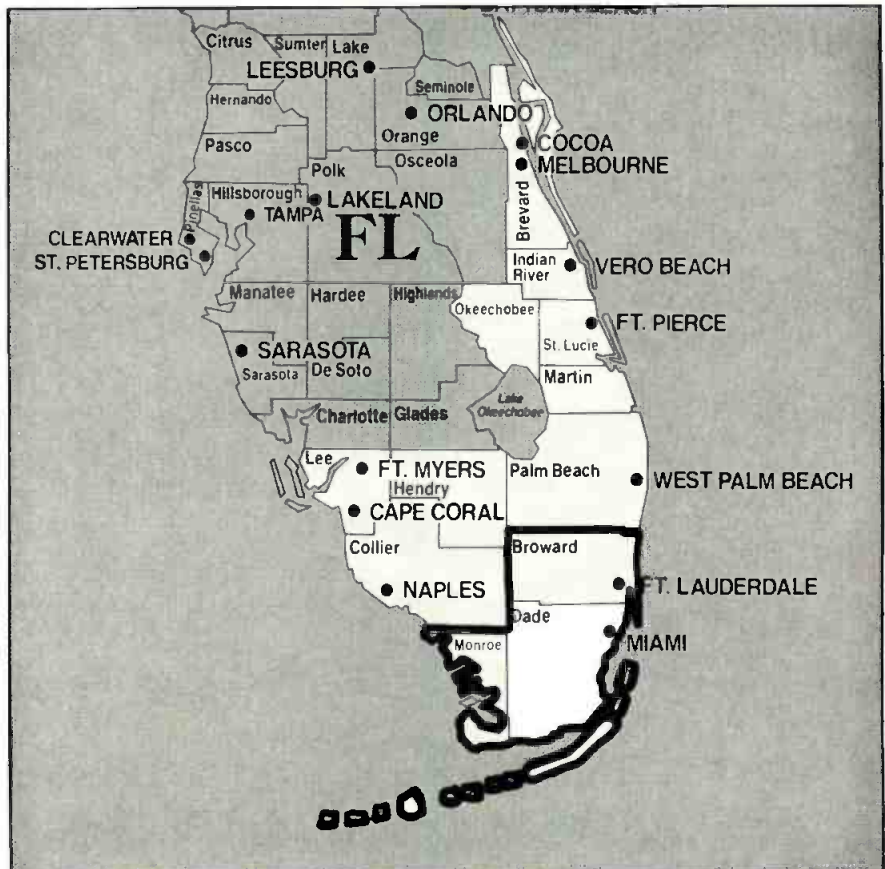
CBS's gain was clearly Edmund Asin's loss. With the stroke of the pen that signed the sale of WCIX, the owner of WSVN saw the value of his own soon-to-be-independent

decline by perhaps well over \$100 million. Asin, who in talking to BROADCASTING seemed resigned to the situation, still seeks satisfaction against both NBC, which is taking away his affiliation, and against CBS, in a lawsuit. Currently before the state court in Miami, the defendants are trying to have jurisdiction moved to U.S. District Court.

One source of programming Asin will presumably need beginning Jan. 2 will now be TVX itself, which as part of the station sale agreement will remain liable for most of WCIX's programming commitments (the successor to the company from which TVX bought WCIX. Great American Communications Co., may itself be contingently liable).

How well will the CBS television network be served by its new owned station and affiliate in southern Florida? Except for channel 6, currently all of Miami's TV stations send their signal from an antenna farm located on the border of Broward and Palm Beach counties. Instead, WCIX has its antenna located south of the city and has problems reaching into the northern part of Broward county.

What is WCIX's disadvantage will work to the advantage of the soon-to-be CBS affil-



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Preserving TVX. The sale of wciX(TV) Miami to CBS is a measure of financial good news for the seller, TVX Broadcast Group Inc. and its major creditor, Salomon Brothers Holding Co. (SBHC). The companies are hoping that a planned recapitalization will preserve TVX, which as of March 31 was \$263 million in debt to SBHC and unable to make cash and interest payments of \$209 million that were due.

The \$340 million in expected proceeds from the recapitalization will go part way to retiring the debt which has burdened the Virginia Beach, Va.-based independent group operator since it acquired five stations from Taft Broadcasting last year.

The company's financial difficulties had in fact caused it to seek temporary exemption from qualification standards for Nasdaq stock listing. Two weeks ago, the company was granted the exemption and assigned a new stock symbol (TVXGC) under Nasdaq procedure. The company's new status resulted specifically from its negative shareholder equity as reported on its March 31 balance sheet. Once the recapitalization takes effect, the company expects to resume its normal listing on the exchange, said F. Gray Kiger, vice president and chief financial officer.

In addition to the sale of wciX, the company is currently seeking buyers for several of its other stations, with proceeds to be used to retire the newly issued debt. One of the possible buyers is former TVX president Tim McDonald, but, said Kiger: "We are not close to a contract at the moment." The company has already agreed to sell two smaller stations, WCAI-TV Nashville and KJTM-TV Pine Bluff, Ark., for about \$12 million, not all in cash.

The company's recapitalization plan calls for replacing most of the debt, primarily a \$248-million credit facility from Salomon, with two new debt issues: two-year notes collateralized mostly by stations that the company plans to sell, and 12-year notes backed by proceeds from the stations that the company hopes to keep. The stations whose revenues or sale proceeds are to back the two-year notes include eight of TVX's 12 properties. Included in this group are the three stations covered by sale agreements, and KTXH(TV) Houston, a station Kiger said TVX will try to hold onto, through a separate refinancing. The four stations the company hopes to retain are: WTAF-TV Philadelphia, KTXA(TV) Dallas, WDCI-TV Washington and WLFL-TV Raleigh, N.C. Previously, wciX, the only VHF station among TVX's properties, was also included in this group.

Additionally, the capitalization calls for a new equity issue of \$140 million in preferred stock to be offered to current stockholders, with the goal of replacing old securities; retiring additional debt, and raising cash. SBHC, the company's major creditor, would own all notes it cannot privately place and will purchase all preferred stock that is not sold under the rights offering. SBHC has forgiven substantial interest payments on its debt and extended deadlines for capital repayment this year. SBHC also initiated the discussions leading to the recapitalization plan. Since March, three of SBHC's managing directors have been on TVX's board.

The recapitalization plan, which Kiger said the company is amending and clarifying in response to SEC review, is subject to shareholder approval. It will be up for vote at the annual shareholder meeting some time in September, Kiger said.

ate to the north, WPEC. Alex Dreyfoos, president of Photo Electronics Corp., licensee of WPEC, said the West Palm Beach station will be watched in more Broward county and Palm Beach homes, especially noncabled ones: "Things do change as we become more highly cabled, but the southern part of our ADI is still only half-penetrated."

In addition to being able to sell advertising for its news and other programming fur-

ther south, WPEC will also receive a further increase in compensation due to its greater audience delivery in that area. When it was an ABC affiliate, the signal of Miami ABC affiliate WPLG(TV) carried well into Palm Beach and reduced the station's efficiency as a deliverer of audience. Dreyfoos also said the station will be getting increased promotional help from CBS, but he said no upfront cash persuader was part of the deal. □

Murdoch buys 'TV Guide'

News Corp. will have to sell some assets to pay \$3 billion for Triangle Publications; some in industry express concern over 'TV Guide' position vis-a-vis Fox Broadcasting

In what may be the largest publishing deal in history, Rupert Murdoch's News Corp. will spend \$3 billion to buy Triangle Publications Inc., the publisher of *TV Guide* and two other publications. The proposed transaction, announced last Sunday, will force News Corp. to sell some of its assets to raise money for the purchase—although a News Corp. executive suggested those assets would not include broadcast or film hold-

ings—and raises questions as to whether the future content of the television magazine would be affected by the buyer's ownership of Fox Broadcasting Co.

The Australia-based media conglomerate run by Murdoch was the only buyer seriously considered by Triangle, which is run by 80-year-old chairman and majority shareholder, Walter H. Annenberg. The two men began discussions of the sale in early July, at the initiative of a magazine broker.

The definitive agreement for the transfer will take at least a month to draw up, according to Triangle's president, William J. Henrich, Jr. *TV Guide*, which representatives of CBS and ABC called their most

important "tune-in" medium, may be in Murdoch's hands within three months, according to Don Galletly, vice president, investor relations, at News Corp. *TV Guide* is the highest-circulation magazine in the U.S., with an average paid circulation of 1 million, according to the Audit Bureau of Circulations.

News Corp.'s purchase of Triangle which also publishes the *Daily Racing Form* and *Seventeen* magazine, puts the company "in the big leagues of the U.S. magazine business," said Mark Riely, a media analyst at Eberstadt Fleming Inc. who follows News Corp. "Adding *TV Guide* and *Seventeen* puts Murdoch in the billion-dollar range with revenues." Triangle's assets also include a number of printing plants and magazine distribution arm. News Corp. already holds *New York*, *New Woman* and half of *Elle* and *Premiere* among its U.S. magazine properties.

This purchase would further increase U.S.-based contributions to the company ledger. For the nine months ending March 31, 41% of News Corp.'s operating profit of \$502.9 million came from U.S. operations.

Triangle has an annual cash flow of \$200 million on revenues of \$700 million, according to industry estimates. For the fiscal year ended June 30, News Corp. had a cash flow of approximately \$1.1 billion on revenues of \$5.1 billion, Riely said.

Murdoch said that he was planning to raise half of the \$3-billion purchase price through asset sales, with the balance to be raised through bank credit lines. He told *The Wall Street Journal* that he expected to raise \$400 million through the sale of News Corp.'s 6.8% stake in Reuters Holdings PLC and undeveloped real estate in Australia and Britain. The company has said that part of the \$320 million in proceeds from the recent sale of a Los Angeles office building would go toward the Triangle purchase. "I don't think one should imagine that television or film assets are for sale," said Don Galletly, vice president, shareholder relations, at News Corp.

The company said that the purchase would have no effect on the operations of Fox Broadcasting. The additional debt service resulting from the Triangle acquisition would not limit the money available for Fox, Galletly said.

The price for News Corp.'s American Depositary Receipts, worth two shares of common stock apiece, remained steady at \$17.25 the day following the announcement.

Competitors of Fox Television, both at the network and station level, were concerned that *TV Guide* might lose its editorial impartiality among the networks by playing favorites with Fox Broadcasting, and also expressed the thought that Murdoch would hurt the magazine by using it to help the network.

"*TV Guide* has been pretty impartial so far. The fact that it might not continue to be impartial is of concern to us," said Leavitt Pope, president of WPIX Inc., which is in competition with Fox's WNYW(TV) New York. "We're worried about listings; we're worried about advertising placement; we're worried about editorial content," he said. □

ess we'll have to live with it for a while and see what they'll do." The news of the sale is "unsettling, to tell you the truth," said Mark Zakarin, vice president, creative advertising, at ABC. *TV Guide* is in the business of reviewing a very competitive medium, and you have to wonder about journalistic objectivity.

"I think that what will happen is that if the public perceives *TV Guide* as favoring Fox, the public will lose its faith in the publication, and *TV Guide* will suffer. I think people [News Corp.] know this and will attempt journalistic objectivity."

George Schweitzer, senior vice president of communications for the CBS/Broadcast Group, agreed that *TV Guide* depends on broadcasting goodwill as much as broadcasters depend on it. "*TV Guide* can't live without television, and it can't live without network television. It's a two-way street," he said. Schweitzer said that he would be following *TV Guide* closely to see whether new ownership would have an effect on the magazine. But he said that he doubted that the magazine would change. "What [Murdoch] is buying is an excellent property. It doesn't need to be overhauled," he said. "Mr. Murdoch is a smart businessman and a smart operator. He certainly would not mess with the success of that magazine." *TV Guide* "will remain as an independent publication" and be run separately from other properties, said Murdoch spokesman Howard Rubenstein. "He has shown an ability and desire to provide independence for any of his publications—for most of them," he said. He cited Murdoch's former ownership of *The Village Voice*, a New York City liberal weekly, as an example.

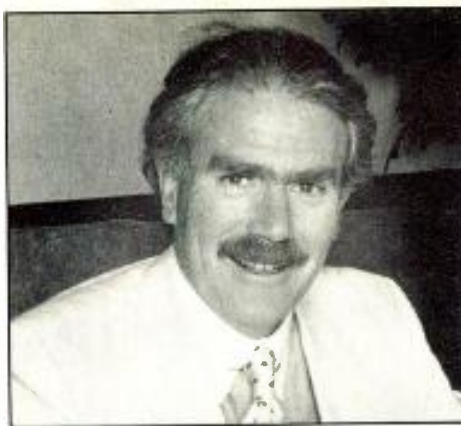
Rubenstein said he did not know whether Murdoch and Annenberg discussed future editorial control of the magazine, or whether Annenberg made any editorial policy a condition of the sale. The two men "certainly respect each other's journalistic abilities," he said.

Annenberg himself once owned six television stations and a syndication business, along with *TV Guide*, which he began publishing in 1953. He sold his broadcast properties in the early 1970's, after he became U.S. ambassador to Great Britain. Annenberg said he planned to "devote the rest of my life to education and philanthropy." *TV Guide* would not be Murdoch's first venture into a magazine of this type. News Corp. already owns half the stock of the Australian magazine *TV Week*. □

Lorimar's Jim McGillen resigns

Sources say it was not shakeout from Lorimar-Warner merger

Jim McGillen, president, station sales, Lorimar Syndication, resigned last week. There was no word on a replacement, or indeed whether his post would be filled. Dick Robertson, a member of Lorimar's office of the resident, will oversee all station sales activity in the interim. □



McGillen

McGillen had reported to Robertson, and company sources suggested that Robertson may have had more time, with the completion of the merger of the company into Warner Communications, to play a more hands-on role in station sales. The same sources stressed that McGillen was not a shakeout victim of the merger and that his services were still very much in demand at the company. McGillen said that he decided to leave because it had become too difficult to run his area of the company while commuting from his residence in Carmel, Calif., several hundred miles from Los Angeles. McGillen said he wants to continue residing in Carmel and has no desire to relocate to Los Angeles or anywhere else.

He declined to talk about the specifics of his settlement but sources said it was lucrative. "He won't have to work another day in his life," said one source, with knowledge of the settlement. McGillen would only say that "cash compensation" from future projects he gets involved in is not a main priority. In fact, he said he was not interested in taking on a new full-time executive post at this time. He is lining up a part-time teaching post at UCLA in Los Angeles and will probably do some consulting work in syndication on a project-by-project basis. Although he wouldn't confirm it, it is understood that Lorimar may well be a future client.

Word of McGillen's resignation came a week after the company confirmed that Lorimar Telepictures chairman Merv Adelson is considering options other than becoming vice chairman of WCI after the merger, expected to be completed as soon as October. A company spokesman said Adelson would, in any event, probably join the WCI board of directors.

On the Warner side, WCI announced two weeks ago (BROADCASTING, Aug. 8) that Charles McGregor, president, Warner Bros. Television Distribution, would shift to the new position of vice president, corporate projects, effective January 1989. No replacement has been named for McGregor, but it is known that Warner intends to integrate the domestic and international distribution arms of the Warner and Lorimar Telepictures companies. While McGregor was head of both at Warner, at Lorimar Telepictures, Robertson has had oversight of domestic syndication and another member of the office of the president, Jay Solomon, has overseen all foreign program syndication. □

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WCIX(TV) Miami □ Sold by TVX Broadcast Group to CBS Inc. for \$59 million (see story, page 65). WCIX is Fox affiliate on channel 6 with 100 kw visual, 15.9 kw aural and antenna 1,842 feet above average terrain.

WRFX(FM) Kannapolis (Charlotte), N.C. □ Sold by Metroplex Communications Inc. to Pyramid Broadcasting for \$15.4 million. **Seller** is Cleveland-based group of four AM's and six FM's owned by Norman Wain and Robert C. Weiss. **Buyer** is Medford, Mass.-based group of five AM's and six FM's headed by Richard Balsbaugh, chairman. WRFX is on 99.7 mhz with 50 kw and antenna 320 feet above average terrain. **Broker: Gary Stevens & Co.**

KRPM-AM-FM Seattle □ Sold by Olympic Broadcasting to Heritage Media Corp. for \$12,008,000. **Seller** is Seattle-based group of four AM's and seven FM's owned by James D. Ireland and Ivan Braiker. **Buyer** is Dallas-based group of five AM's, four FM's and seven TV's headed by James Hoak, chairman. KRPM(AM) is on 770 khz full time with 1 kw. It holds CP for 50 kw day and 5 kw night. KRPM-FM is on 106.1 mhz with 100 kw and antenna 700 feet above average terrain. It holds CP for 32 kw and antenna 2,343 feet above average terrain. **Broker: Americom.**

WRCC(FM) Cape Coral, Fla. □ Sold by Trans-Florida Broadcasting Inc. to CR Investment

Partners for \$5.5 million. **Seller** is owned by Garrett Clancy and six others. It also owns WKGR(FM) Fort Pierce, Fla. **Buyer** is owned by Randall Blair and Carl Fazio. It also owns WDCQ(FM) Pine Island Centre, Fla.; WLNZ(FM) St. Johns, Mich., and WINW(AM)-WRQK(FM) Canton, Ohio. WRCC is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Donald K. Clark Inc.**

WCMC(AM)-WZXL(FM) Wildwood, N.J. □ Sold by Bear Broadcasting Co. to Vinrah Inc. for \$4,350,000. **Seller** is owned by Nat Urso, who has no other broadcast interests. **Buyer** is owned by Ragan Henry, who also has interest in WXTR(FM) La Plata, Md., and owns KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas; WKSG(FM) Detroit, and WEZS-FM Richmond, Va. WCMC is on 1250 khz full time with 1 kw. WZXL is on 100.7 mhz with 38 kw and antenna 350 feet above average terrain. **Broker: Chapman Associates.**

KEBC(FM) Oklahoma City □ Sold by Van Wagner Communications to Independence Broadcasting Corp. for \$3.9 million. **Seller** is owned by Jason Perline and Richard Schaps. It has no other broadcast interests. **Buyer** is New York-based group of four AM's and four FM's owned by Peter Sulick and John C. Goodwill. KEBC is on 94.7 mhz with 100 kw and antenna 1,400 feet above average terrain. **Broker:**

Americom.

WHRS(AM)-WFM(FM) Winchester, Ky. □ Sold by WKDJ Inc. to Premier Broadcast Group Inc. \$3.3 million. **Seller** is owned by Bayard Walters, who also owns WVLE(AM)-WGLO(FM) kin, Ill. **Buyer** is headed by William J. S. Wood, president. It also owns WABY(AWKLI(FM) Albany and WUTQ(AM)-WOUR(FM) Utic both New York. WHRS is on 1380 khz with 2 kw day and 40 w night. WFM is on 100.1 m with 1 kw and antenna 480 feet above average terrain. **Broker: Blackburn & Co.**

WDOT(AM) Burlington, Vt. □ Sold by Hunt Broadcasting Inc. to Metro Management Inc. for \$1 million. **Seller** is principally owned by William A. Hunter, who also owns WRPT(AM) WMDK(FM) Petersborough, N.H., and WTMCA(AM) Ocala, Fla. **Buyer** is owned by Lewis L. Lior and Richard Borel, also own co-located WXXX(FM) and recently bought WRSC(AM) WQWK(FM) State College, Pa. ("Changing Hands," April 25). WDOT is on 1390 khz full time with 5 kw. **Broker: William B. Schutz.**

KUKI(AM)-KIAH(FM) Ukiah, Calif. □ Sold by Stereo Broadcasting to Mendocino Broadcast Inc. for \$850,000. **Seller** is owned by Coler Ingraham and family. It has no other broadcast interests. **Buyer** is owned by F. Robert Fenton, former owner of KTMS(AM)-KHTY(FM) Santa Barbara, Calif. KUKI is on 1400 khz full time with 1 kw. KIAH is on 103.3 mhz with 1.9 kw and antenna 1,840 feet above average terrain. **Broker: William A. Exline Inc.**

WVVO(FM) Hartford City, Ind. □ Sold by Stephen Cashdollar to Bernie Kvale for \$600,000. **Seller** has no other broadcast interests. **Buyer** is former broker with Washington-based Chapman Associates. WVVO is on 93.5 mhz with 3 kw and antenna 150 feet above average terrain. **Broker: Chapman Associates.**

WLUS(AM) Gainesville, Fla. □ Sold by DAF Broadcasting Co. to William E. Morris for \$400,000. **Seller** is principally owned by Lar Edwards, who has no other broadcast interests. **Buyer** is owned by William E. Morris, owner of Arby's Restaurant chain in Jacksonville, Fla. WLUS is daytime on 980 khz with 1 kw. **Broker: Doyle Hadden & Associates.**

WCRT(AM) Birmingham, Ala. □ Sold by Jire Corp. to Broadcast Properties Inc. for \$300,000. **Seller** is owned by Paul M. Pank Jr. It has no other broadcast interests. **Buyer** is owned by Alan B. Woodall, who owns local computer installation service. It has no other broadcast interests. WCRT is daytime on 1260 khz with 5 kw. **Brokers: Sailors & Associates and The Thorburn Co.**

WSMQ(AM) Bessemer, Ala. □ Sold by Mel Allen Broadcasting to Landeau Radio Co. for \$250,000. **Seller** is principally owned by M. Allen. It has no other broadcast interests. **Buyer** is owned by Gene Landeau, broadcast consultant from Signal Mountain, Tenn. It has no other broadcast interests. WSMQ is on 145 khz full time with 1 kw. **Broker: Doyle Hadden & Associates.**

WZIP(AM) South Daytona, Fla. □ Sold by D&D Radio Inc. to PSI Communications Inc. for

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50,000. **Seller** is principally owned by Howard Griboff, who has no other broadcast interests. **Buyer** is owned by Charles W. Cherry, a investor with no other broadcast interests. WZIP is daytime on 1590 khz with 1 kw. *Broker: Chapman Associates.*

(AM) South Daytona, Fla. □ Sold by Clo-Sadler and his wife, Mona, to Henry Royce \$250,000. **Seller** has no other broadcast interests. **Buyer** is local businessman with no other broadcast interests. WKAY is on 1490 khz 1 time with 1 kw. *Broker: Chapman Associates.*

CABLE

35 systems in Alabama, Georgia, Mississippi, South Carolina, New York, Vermont and New Hampshire □ Sold by First Carolina Cable TV L.P. to Cencom Cable Associates Inc. for approximately \$200 million-\$220 million. **Seller** is principally owned by E.B. Chester and has no other cable interests. **Buyer** is St. Louis-based MSO headed by Robert A. Brooks, chairman. It owns systems in nine states serving over 250,000 subscribers. Systems pass 128,000 homes with 100,000 subscribers. *Broker: Waller Capital Corp.*

Systems serving Vandalia, Brownstown, Ramsey, Vernon, Patoka, Kinmundy, Alma, Newton and Watson, all Illinois □ Sold by Vandalia Cable TV Co. to Star Cablevision Group for estimated \$7 million-\$9 million. **Seller** is owned by John Kirby, who has no other cable interests. **Buyer** is Fond du Lac, Wis.-based MSO owned by Donald G. Jones. It owns systems in eight states with over 225,000 subscribers. *Broker: Thoben-Van Huss & Associates Inc.*

For other proposed and approved sales, see "For the Record," page 76.

Law & Regulation

Future roles of CPB and public stations defined

Senate report explains system restructuring proposed in reauthorization

Among the Senate Commerce Committee's reasons for wishing to reduce the Corporation for Public Broadcasting's control of program funding decisions, according to a report on the Public Telecommunications Act of 1988 (S. 2114) released early last week, is that CPB's Program Fund director is no longer independent of the CPB board of directors.

Noting that witnesses at three committee hearings held since last November "expressed concern that the CPB's funding decisions are not sufficiently insulated from political influence," the 45-page report points to a board action last March that established CPB presidential veto power over the CPB Program Fund director's individual decisions.

The effect of that restructuring, says the committee report, "will be to vest increased responsibility in the [CPB] president for programing decisions and reduce the independence of the Program Fund director." Don Hull, Program Fund director since 1982, resigned about six weeks after adoption of the veto power provision (BROADCASTING, May 9).

"This [political influence] problem exists," says the report, "because the CPB is controlled by political appointees, and the most visible activity of the CPB is financing programing. The CPB's unilateral control over program funding decisions enables it to affect the content of programing at its most critical point—its source. Programs without funding never get on the air."

The bill, which authorizes \$304 million for CPB for fiscal 1991, \$354 million for 1992 and \$404 million for 1993, also calls for removing 80% of Program Fund dollars from CPB and reallocating them directly to public television stations as National Program Production and Acquisitions Grants (NPPAG's) earmarked specifically for national programing (BROADCASTING, May 9). The Senate was set to vote on S. 2114 last week in the final hours before a congressional recess until after Labor Day. A vote on a companion bill in the House was not expected to occur before the recess (see

"Top of the Week").

"I hear arguments," CPB President Donald Ledwig said last Thursday, "that because the board is appointed by the administration and confirmed by the Senate, that somehow taints their decision making. I say it legitimizes them, because they are not recallable." The U.S. Supreme Court, he noted, is appointed the same way. As for the veto power decision, he said, "The Program Fund director has always reported to the board. [The new structure] provides more insulation" between the board and director. The political influence charges, he said, exemplify a "number of vague generalities [in the report] that CPB should have had the

opportunity to respond to in public session in Congress. We've been denied the opportunity to face our accusers."

Allocating 93% of public radio funds and 95% of television funds directly to the stations "may raise some concerns," says the report. "The committee, however, believes on balance this is the best policy. The local licensee, after all, is responsible for what goes out over the air and should have the financial resources to make programing decisions. "Today, every broadcaster's first obligation is to the community to which it is licensed, not to Congress or the CPB," adds the committee.

The report, however, defines "national

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programming" guidelines for the first time since news of the reallocation proposal broke last May. The NPPAG money, it says, could go only toward the production or acquisition of "programming that is financed and produced with the expectation that it will be made available to audiences nationwide and is in fact distributed to and used by a substantial number of public stations."

Commercial syndicated programming, programs offered to a limited group of stations (such as those distributed by state networks), programs "of peculiar regional interest" and programs "of interest only to a small number of stations" would not qualify under that definition. An initially local program "later acquired for national distribution," it says, "then becomes eligible for funding" through NPPAG's.

Other national programming guidelines imposed by the bill include establishment of a national children's educational program fund to be "split between" the Program Fund and NPPAG's, "to insure that the percentage of the funds devoted to new national children's educational programming remains constant or increases" and a directive to "both CPB and the stations to increase their commitments to the development of programs addressing the needs of minorities" as overall federal funding "levels increase in future years."

Although the report also argues that "it is clear that the CPB has not sufficiently met the committee's expectation of substantial support for independent producers," the Senate version of the act calls for no specific

fund for that purpose. The House version would establish an "independent production service" to receive "adequate funds" from CPB. Release of a report on that bill, which contains no language addressing the breakdown of funds going to CPB and the stations, is expected this week.

Also committed to the public record for the first time in that report is the more narrowly defined programming role the committee has in mind for CPB. In a section describing guidelines for the Program Fund, the report says: "The provision prohibiting the funding of programs for more than four years is designed to insure that the CPB's funds are continually used to promote new programming. Four years is a sufficient amount of time for a program to develop an audience and seek other sources of funding." Tacitly agreeing with CPB's claim that it has done much to fill a void in new program initiatives left by the stations, it also says, "CPB continues to have the discretion to determine what types of programming are not being produced by the system and focus on those areas."

"In order to evaluate this new allocation structure" the report says that among CPB's other remaining duties will be submitting an annual report to Congress, including details on the stations' NPPAG activity and the percentage of funds committed to children's educational programming, minority programming and independent productions.

Included in the report are "additional views" from committee members Lloyd Bentsen (D-Tex.) and Pete Wilson (R-Calif.)

emphasizing the importance of increased support of educational and minority programming, with Wilson suggesting that corporation might be more capable than stations of supporting "narrowcasting directed at specific underserved groups in various communities throughout the United States." Additionally, Wilson questions the bill's authorization of \$200 million over three years toward replacement of public broadcasting's satellite interconnection system, since projected costs of the replacement, he says, have ranged from \$63 million to \$268 million.

Additional views from Senator Larry Pressler (R-S.D.) also address the interconnection system, criticizing the Public Broadcasting Service's current practice of offering unscrambled feeds of its programming at scattered free times via its distributed transponders, requiring a separate air-time schedule, rather than on a single clear channel. PBS has been providing that separate schedule since early this summer. Non-satellite dish owners, notes Pressler, should be able to receive "all" PBS programming "regularly scheduled times." The report addresses the scrambling issue, noting the due to limited satellite capacity and "scheduling and time zone problems, PBS is finding it difficult to maintain the clear feed on one channel...[and] may have to switch some of the programming to one transponder to provide one clear feed." Such a move, says, might require that PBS stop reselling space on its fourth transponder, use all of its staggered time zone feeds plus the clear feed, "and possibly acquire additional capacity on another transponder."

PBS's plans for the replacement system needed by 1991, include replacing the current four C-band transponders (\$60 million) and C-band ground segment (\$15.9 million); \$11.4 million in "project costs" would bring the replacement total to \$87.3 million. Obtaining an additional two Ku-band transponders (\$60 million) and Ku-band ground segment (\$21.9 million)—"to facilitate the expansion of its educational services," the report says—plus \$12.3 million in project costs, would cost \$94.2 million. Replacement and expansion together would total \$181.5 million. Acquisition of a second transponder for public radio would bring the total to \$236.2 million. "The stations themselves," the report says, "would be required to pay the additional costs over the proposed authorization" of \$200 million.

In memory of a job well done

Widely praised for his impact on civil rights, Judge Wright also played key role in shaping Fifth Estate

The obituaries of retired federal judge James Skelly Wright that appeared last week in the general circulation press emphasized correctly his role in shattering segregation and promoting civil rights through some of the many opinions he issued during his 38 years on the bench—first as a district judge in New Orleans and ultimately as chief judge

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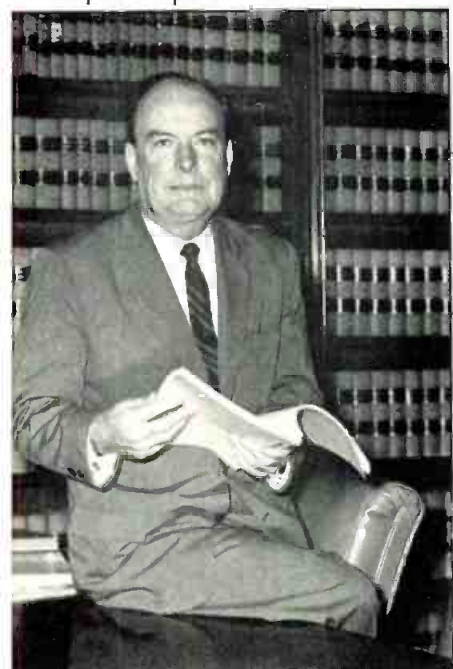


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the U.S. Court of Appeals in Washington. But there is another important facet to the judicial legacy of Wright, who died of cancer Aug. 7 at the age of 77. "His impact on communications issues was tremendous," said Daniel Armstrong, chief of the FCC's litigation division, who often clashed with Wright over FCC decisions. "There is no doubt about it."

Wright authored a number of landmark rulings during the 1970's and 1980's that have helped shape the the nature of the



Judge Wright in 1971

telecommunications, broadcasting and cable industries. Former FCC General Counsel Henry Geller said Wright had an impact not only through his opinions, but also through his "very scholarly" law review articles. Wright "fleshed out" the public interest obligations of broadcasters, while treading lightly to avoid encroaching on the First Amendment rights of Broadcasters, he said.

In the area of communications, Geller and others believe his most significant decision came in 1978 when he struck down the FCC's prohibition against MCI's offering its Execunet service—a long-distance telephone service for businesses. Indeed, in an interview with BROADCASTING in 1980, Wright said he was "inordinately proud" of the decision. "Execunet opened up the whole area of common carrier—wide, with the result that this is one of the most rapidly growing areas of communications ("Profile," Feb. 25, 1980).

But there were other cases. *Citizens Communications Center*, in 1971, overturned an FCC policy statement aimed at according broadcasters a measure of protection against challengers at renewal time. (Although never overturned, the opinion has been eroded by subsequent appellate court and Supreme Court decisions.)

He recognized the First Amendment rights of cable programmers and operators. *Home Box Office* in 1978 threw out the FCC's antisiphoning rules as a violation of cable programmers' First Amendment rights. Although the opinion was unsigned, Wright acknowledged in 1980 that it was "put to-

Coordination concern. Pan American Satellite is expressing concern to U.S. government agencies about possible effort by U.S. to coordinate second separate satellite system with Intelsat. PAS service to Latin America has been cleared with Intelsat, and system is now awaiting final approval, by Assembly of Parties, of service to Europe. But PAS Chairman Rene Anselmo, in letters to FCC and State and Commerce Departments, said he was concerned to hear that U.S. plans to begin consultation proceedings involving Orion and British Aerospace at Intelsat's board of governors meeting in September. Anselmo said such consultation, involving U.S. and British governments, could be "disastrous" for chances of Assembly of Parties' final approval of PAS consultation with Great Britain and West Germany. Assembly of Parties is to meet in October or November. Anselmo said he understands that if two consultations are put on at same time, "there will be major opposition to both." Spokesperson for Comsat, U.S. signatory to Intelsat, said company has heard "some indication" Orion consultation might be on agenda for September meeting. "But there has been nothing official on that yet." And in filing with FCC, PAS said commission should "proceed with caution" in evaluating Orion-British Aerospace relationship. PAS said number of details regarding that relationship, including degree of British company's participation in construction and financing of Orion satellite, must be resolved "before Orion may proceed further with its announced plans."

gether" in his office.) Seven years later, he struck another blow for cable and the First Amendment in *Quincy*, ruling that the FCC must-carry rules requiring cable systems to carry local broadcast signals were unconstitutional.

In 1983, Wright upheld the FCC's radio deregulation order that eliminated ascertainment and processing guidelines and curtailed logging requirements.

Despite his sensitivity to the First Amendment, Geller said, Wright went "too far" in his 1971 Democratic National Committee ruling that broadcasters who sell time to commercial advertisers cannot impose a flat ban on the sale of time for editorial advertising. The Supreme Court reversed Wright,

saying the power of deciding what is to be broadcast—the power of editing—should be left to broadcasters.

Wright won mostly praise from those lawyers who practiced before him, although some criticized him for taking too many liberties with the law in order to arrive at the desired result. "He moved the law in the way he wanted to move," said one.

The New Orleans native received his undergraduate and law degree from the city's Loyola University. He taught for a few years before becoming a U.S. attorney. His tenure as a U.S. attorney was interrupted by a stint as a Coast Guard officer during World War II and ended when Truman appointed him a federal district judge in 1949. □

May, 1988

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**COMMUNICATIONS
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NBC chief discusses state of the network, fate of the industry

Peacock far from grounded, says Wright, but warns erosion by cable threatens all networks; new news chief says press freedom belongs to broadcast journalism too

Robert Wright, president and CEO, NBC, is breathing a sigh of relief at the conclusion of the writers' strike. Speaking to an audience of reporters at the Television Critics Association, Wright said that his network would have suffered the most of any network if the strike had gone on for much longer, "because we had the most to lose. We had the premiere promotional programming. We had the strongest schedule. And if this thing [the strike] had gone on for much longer, we would have lost a lot of the impact we've built up over the past several years."

It has been suggested that the strike will further erode the networks' share of the television audience, with the delay in the fall premieres pushing more viewers to cable. Wright acknowledged that the strike "isn't going to help the situation, but I think

you will be amazed at how fast the patient recovers from the illness."

Wright also said that strike or no strike, the continuing influx of cable into homes is further destabilizing the networks' position in the marketplace. "[Network television] is going to continue to be pressured, solely on the build-out of cable television. You've got roughly half the country now with cable television, and I would guess 80% of the television homes are passed by cable—and that penetration is going to go up," he said. "So, by sheer weight of numbers, as you bring into somebody's house 30, 35 or 40 channels of programming—even if they're only viewed in just tiny bits—you're going to have an erosion impact." Wright said that NBC need not be "overly concerned about the percentage loss of share," but should "make sure we maintain the premium position vis-a-vis all those other services."

One way that NBC is going after the "premium position" is with cable's newest channel, CNBC (Consumer News and Business Channel). Despite the fact that broad-

cast television has disassociated itself from cable, Wright said, "We're out in the open here: the name of the channel is CNBC." Wright also said, "Hopefully we will use the talent of lots of people involved in NBC News on the production, direction and talent side as we're able to." The channel, he said, "will not be a dumping ground for network programming and it won't be a repeat programming format for network programming."

Of the recent replacement of Larry Grossman as head of the network's news division with newspaperman Michael Gartner, Wright said, "It's my job to continually try to make sure that we have the right people in the right place at the right time. And I think in the case of Michael [Gartner] that over the next number of years he'll be the right person to take what's already there and take it to the next level." On his relationship with Grossman, he said, "There's no negativity on my part about Larry or about anything I did. It's a very complex, tiring, difficult job and he served us well."

On the subject of raising NBC News to the "next level," Wright said, "We have an organization that every day is prepared to report the news from all over the world. And we have to figure out a way to integrate that ability into more programming and to do it in such a way that the viewer feels that there is a decidedly better opportunity to hear and view news on NBC than on CNN, ABC, CBS or any of the local channels." Wright said that NBC has the "high ground in terms of worldwide news gathering and reporting," in part because of "our relationship offshore with Reuters and Visnews."

Wright also responded to recent reports that he has told the news division that it needs to begin making a profit. "The statement isn't correct," he said, adding, "There's a plan in place now that hopefully will get the news division to a break-even position. That would be quite an accomplishment."

As for future cutbacks, Wright said there would be "some reduction in the news division personnel because we have a lot of people who are specifically working on the elections and on the Olympics. There will be fewer jobs because those major events, which both consume the time of an enormous number of people and a lot of dollars, will have concluded. But other than that they've got a plan that basically does not foresee any major changes."

Michael Gartner made an immediate impact with the audience by saying that "one of the nicest things about NBC News is that Tom Brokaw is not Dan Rather." Gartner was responding to a question about his thoughts regarding Tom Brokaw's position of managing editor of nightly news, a posi-

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on that Rather holds at CBS. Gartner acknowledged that coming from a newspaper background (he was most recently a general manager of the Gannett multimedia group) he did quite a lot to learn about television news, but nevertheless would be bringing the basic skills with him to the job. "I was a newspaper executive for many years, so I bring a knowledge of management. I ran newsrooms and companies, so I bring, I think, a knowledge of leadership."

Gartner does not have any plans to come to his new position and start making radical changes. "I've only been there four or five days. I just think that NBC News, like all news, should be fair, accurate, thorough, interesting and professionally done," he said.

Gartner also said that he favors announcing early election returns, saying, "When you have news, you tell it." On the subject of self-generated news events, Gartner said, "I don't think any good news organization waits around for God to make the news. I think debates sponsored by newspapers or broadcast organizations are self-generated news events. I don't care where the idea



Wright

came from, I'm just interested in the information." In addition to his support of announcing early election returns, Gartner said he also supports full First Amendment rights for television, and advocates broadcasting's right for equal status with newspapers in the eyes of the Constitution. □



Gartner

Rating services R.G. Percy and AGB are down, if not out

Companies, waylaid by start-up costs, are currently out of peplemeter picture

When I went on vacation there were three national ratings services; when I came back, there was one," said Alan Wurtzel, senior vice president, research, ABC. While the two missing ratings services, R.G. Percy and AGB Television Research, currently say their absence may be only temporary, most observers see their battle as still uphill.

The battle at present is primarily financial, with the cost of fielding an accurate national ratings sample overwhelming both firms' start-up capital and inadequate revenue reinforcements from advertisers, agencies and broadcast television networks and stations.

AGB, which suspended its services first **BROADCASTING**, Aug. 1) was last week trying to enlist interest in a new service that would combine less frequent ratings reports with the product usage data of Mediemark Research Inc., whose current parent company, MAI Plc, recently became the largest investor in AGB.

The outlook for the second peplemeter ratings service to suspend operations, R.G. Percy & Co., is less certain. The Seattle-based founder and chief executive officer of the company, Roger Percy, declined to comment on any future plans. One executive of the company said, "It was growing but we're out of business because of cash flow problems; you can interpret that any way you want."

Percy had distinguished its peplemeter service through several technical differences from other services, including the use of a heat sensor to determine whether viewers were in the room with the TV set and a second-by-second measuring process that could track commercial, as well as program, viewing. The service, which began in early 1987, had 1,400 meters set in New York.

Wurtzel said that all the ratings services, including Arbitron's Scan America, have "...different strengths and weaknesses. I would love to take those strengths and combine them all." He said the difficulties the newer services have run into may be be-

cause "people may not recognize that while technology is very important, so are the sample and maintenance of that sample. It is a difficult job with the physical space of this country and the complexity of its viewing environment."

Cable takes issue with INTV study

In comments at FCC, NCTA argues that broadcasters' claims of cable wrongs is off base

The National Cable Television Association is taking exception to an independent television study alleging certain cable "misdeeds." Last week, NCTA in reply comments to the FCC called the report "inaccurate, irrelevant or incomplete." The comments were filed as part of a commission inquiry into the effect elimination of must-carry rules by the courts has had on broadcasting and cable.

Compiled by the Association of Independent Television Stations, the study cites examples of cable carriage and channel shifting problems experienced by more than 30 independent stations. Entitled, "Free Television Under Siege: Typical and Illustrative Case Histories of Anti-Competitive Conduct by Cable Television Systems," the report was released in May in anticipation of the House Telecommunications Subcommittee's second cable oversight hearing (**BROADCASTING**, May 9). Its contents were rebutted by cable witnesses (from the Community Antenna Television Association and Telecommunications Inc.) at the hearing. INTV also submitted the study to the FCC during the first round of comments (**BROADCASTING**, July 18). In addition to its request for comments, the commission has surveyed broadcasters and cable operators to assess

life without must carry.

INTV said it would not have a comment on NCTA's filing until it has seen it. "They didn't have the courtesy to send us a copy," said INTV's Jim Hedlund.

The cable commenters contended that broadcast stations are not "routinely being dropped, denied carriage, repositioned or asked to pay for access to cable audience." Claims that cable is threatening the "viability" of local broadcasting have not been substantiated, argued the NCTA. Moreover, it said, even without must-carry rules, the "relationship between cable operators and truly local broadcast stations is generally a healthy, cooperative one."

Also, the association said cable operators view local stations as a "vital component of the service that [they offer] the public."

In conclusion, NCTA said it did not oppose the establishment of must-carry rules such as those in the industry compromise of 1986. However, it added, must-carry regulations cannot be "justified on the grounds that, in the absence of such regulation, the cable industry has been engaging in anti-competitive or irresponsible behavior vis-a-vis local broadcast stations."

Attached to NCTA's comments was an analysis of the INTV study. The association cites several "defects" in the report. It said INTV's information was dated and that there are factual errors and omissions. Also, five of the 43 cases listed by the independents

involved distant signals, not local. Said NCTA: "Cable systems have never been required to carry distant stations, for which cable systems must pay substantial copyright royalties." Furthermore, 19 of the carriage problems cited by INTV were resolved, argued the cable association.

As for repositioning, NCTA said INTV was off base again. In many cases (21) stations were relocated to a new channel position "equal to or lower than" their over-the-air channel assignment. And there is only one example of a station that has lost cable carriage, said NCTA.

Finally, cable challenged the independents' argument that local programming is "threatened" by carriage changes. Independent stations offer "little or no local programming." Based on *TV Guide* for the week of July 28, NCTA said, stations listed in INTV's report aired on average 5.6 hours per week of local programming, which is roughly 3.8% of their total programming. □

Miscommunications. The FCC has opened another satellite application window, but only for operators seeking to replace existing domestic birds. According to an Aug. 5 public notice, the commission has accepted applications from Hughes Communications to replace Galaxys I, II and III, and from Western Union to replace Westars IV and V at their current orbital slots (the last filed as an "accommodation" for prospective Westar series buyer, Hughes).

The notice invites other operators to file replacement applications for facilities to be launched before the end of 1993" by Oct. 1, saying, "There appears to have been some confusion regarding whether applications for replacement satellites should have been filed with" the group last fall (BROADCASTING, Nov. 30, 1987). The notice "should not be construed as the announcement of a processing group for new domestic fixed-satellite space stations," it said.

Bullish on dishes. Total revenue from the sale of commercial earth stations and related equipment hit an all-time high in 1987, according to Mountain View, Calif.-based Market Intelligence Research Company USA. In a June 1988 publication, "Satellite Earth Station, Component and Service Markets," the research firm reports that sales that dropped from \$700 million in 1985 to \$675 million in 1986, rose again to \$721 million last year. The study predicts that carriers, business networks and TV and radio users will spend \$1 billion on C-band and Ku-band antennas, converters, receivers, exciters, high-power amplifiers, low-noise amplifiers and block downconverters by 1990 and \$1.58 billion by 1994.

Cablecastings

Denver sports connection

United Cable, Home Sports Entertainment and Bill Daniels have announced the launch of a Denver-based regional sports network, Prime Sports Network (BROADCASTING, July 25).

The service plans to carry more than 450 events beginning next November and hopes to reach 1.5 million subscribers in Colorado, Wyoming, Kansas, Nebraska and New Mexico. The ad-supported basic service has signed an agreement in principle with the National Basketball Association Denver Nuggets and is pursuing the rights to the Major League Baseball Kansas City Royals. Through HSE and Prime Ticket (50% owned by Daniels), PSN will be able to pick up events from those services and the Sunshine Network in Florida, of which HSE is a joint venture partner. HSE carries the Houston Rockets and Dallas Mavericks of the NBA, and the Houston Astros and the Texas Rangers from MLB. Sunshine has access to 100 MLB games from a number of regional sports services. Prime Ticket carries the NBA Los Angeles Lakers and the National Hockey League Kings. College football and basketball will also figure prominently in PSN's schedule, which includes games of the University of Colorado, Colorado State, University of Wyoming and the University of New Mexico, Denver University hockey and the Western Athletic Conference's "Game of the Week."

In addition to baseball, on PSN's wish list are the Big Eight and the Missouri Valley Conference, both individual teams and conference wide contests.

The service will be carried on weekdays from 5 p.m. to 1 a.m., expanding its coverage on the weekends.

Per subscriber fees have not been determined. The network said its rights

costs have not been firmly established and it plans to go to cable operators in the next few weeks with its plans. United said that although it is a partial owner, it will pay the same rate as other cable networks signing for the service.

HSE President Ed Frazier will be president of PSN. Mat Tinley, a former Prime Ticket executive, will move to Denver, assuming the job of PSN senior vice president.

Tempo-TCI merger approved

Tempo Enterprises' board of directors approved the merger of the company with Tele-Communications Inc. on Aug. 5. TCI is spinning off Tempo Television to NBC, which will transform it into the Consumer News and Business Channel. TCI paid \$46 million for Tempo and will assume \$18 million in debt, to make the deal's total consideration \$64 million. In addition to the programming service, Tempo is the common carrier for superstation WTBS(TV) Atlanta, owns several cable systems and broadcast outlets, audio and text services and a TVRO distribution service. The merger is expected to close by Dec. 31.

Pepsi please

Turner Broadcasting has signed Pepsi-Cola to be a major sponsor in the 1990 Goodwill Games. Pepsi will spend \$6 million during the two weeks of televised competition. TBS hopes to sign sponsorships totalling \$40 million for the games. Pepsi, also a sponsor of the 1986 Goodwill Games, will be entitled to merchandising rights dealing with corporate entertainment, public relations campaigns, logos and daily score sheets.

The chair recognizes...

Tony Cox, chairman and chief executive

officer of Showtime/The Movie Channel, and Fred Vierra, president and chief operating officer of United Cable, were named co-chairmen of next year's National Cable Month, April 1989. The promotion, designed to increase awareness of cable television, is in its third year.

Cox and Vierra sent a letter to 4,600 people in the industry who participated in last year's activities, "urging them to work within their companies for a continued allocation of marketing budget dollars to the cable month effort," said NCM.

NCM said this year's campaign resulted in a 50% increase in awareness of the campaign from start to finish and a 24% rise in basic cable viewing.

Now hear this

ESPN will offer closed captioning for the hearing impaired for the first time during its NFL schedule this fall. The National Captioning Institute will provide ESPN with the closed captioning. NCI said 72% of the 750,000 people who receive closed-captioning programming are cable subscribers. Coordinating efforts with ESPN is the Cable Captioning Consortium, an industry group of five basic cable networks and 16 MSO's that encourage programmers to provide closed captioning.

Survey results

Next month, the Senate Antitrust Subcommittee hopes to issue a report on the results of a survey it conducted among cable competitors concerning allegations that cable operators have tried to stem the flow of programming to their competitors (BROADCASTING, June 20). Subcommittee Chairman Howard Metzenbaum (D-Ohio) asked wireless cable, home satellite and

NATV industry groups to detail their dealings with cable programmers. The replies have been substantial, according to subcommittee staffer. Metzenbaum also queried some 40 cable programmers for company policy on sales to retailers other than cable. Last March, the senator said cable had 60 days to shape up or he might seek legislative action to curb what he feels is the industry's growing anticompetitive behavior. But when that deadline rolled around, Metzenbaum decided instead to re-evaluate the situation with a marketplace survey before making any move.

Rating cable

Very little has actually changed since last year in terms of programming, ratings, cost efficiency advantage, quality of audience—even overall coverage growth," according to the introduction to an annual survey of advertiser-supported cable networks by the advertising agency Saatchi & Saatchi DFS Compton. Despite that introduction, however, the report draws numerous positive conclusions about cable: Its 50% coverage of the country has given it acceptance as a national medium; cable ratings have been trending upward as broadcast ratings have declined; cable network household and demographic ratings will be based on peplemeters this fall; and cable households are heavier users of products sold by S & S DFSC's own clients (with the caveat that "as cable penetration increases, its overall targeting advantage thins out").

The report predicts that original programming ventures on cable will continue to be funded by cable operators; that regulatory "attacks" on cable will not reverse the trend of an expanding media marketplace; that growth in cable's penetration will "temper" the demographic advantage it now enjoys over broadcast media; that peplemeter ratings of cable will "hasten its integration" into advertisers' media plans, and that delays in the networks' new season (as a result of the writers' strike) will "feed cable, which will remain price competitive to lure new ones" from advertisers.

5th for Second

Showtime will celebrate the 15th anniversary of Toronto's Second City comedy troupe this fall with a reunion of Second City veterans including Dan Aykroyd, Joe Flaherty, Eugene Levy, Andrea Martin, Catherine O'Hara, Martin Short and Dave Thomas. Second City began in June 1973, following the success of the original company, which started in Chicago in 1959. A television version of CTV followed *Saturday Night Live* during the late seventies on NBC. Those episodes of the show were recently picked up by Nickelodeon for an October debut. The Showtime reunion will be directed by the troupe's Eugene Levy for Andrew Alexander Productions in association with the Canadian Broadcasting Corp.



Guided tour. Barbados Prime Minister Erskin Sandiford (l) met with cable television officials of Cable TV Montgomery, the cable system serving Montgomery county, Md., a suburb of Washington, to discuss cable and tour the CTM facilities. CTM President John Keaveney (r) gave Sandiford a copy of "C-SPAN, America's Town Hall," written by the staff of the public affairs network. Barbados operates three television channels, but is interested in expanding its programming choices. CTM said.

Sports target

Mizlou Programming Inc. is planning to launch a 24-hour cable sports channel by April 1, 1989. Called Mizlou Sports Bureau, the new channel will program sports targeted to women during the day, and general interest sports events such as tennis, soccer, arena football, NASCAR auto races and boxing in prime time.

Half of the channel's programming will be informational, in the form of sports updates seen every 20 minutes. Those segments will consist of reviews of the breaking sports news of the day, in-depth statistical reports and an overview of the current odds on upcoming sports events. Mizlou is building a database for the analysis of the sports information it will put on the air.

The other half of the channel's programming will consist of specialty sports with a "narrowcast interest," such as polo, college sports and various high school sports. Through its syndication of sporting events in the past, Mizlou has developed a rapport with high school sports coaches.

Mizlou said the new service's narrowcast approach means that it will not compete for major sports events, preferring to focus on sports alternatives. The daytime emphasis on women's sports, for example, is an attempt to narrowcast to an audience that would prefer alternatives to network soap operas.

Mizlou said that advertisers will buy the narrow demographic targets of the service, given the national appeal of those targets. The company said that an example of the success of targeting audiences so narrowly can be found in *USA Today*, which carries three to four pages of local sports information in each issue.

Mizlou, best known as a distributor of sports programming to cable systems, cable

channels and broadcast stations, tested the *Mizlou Sports Bureau* a year and a half ago on the now-defunct Cable Sports Network.

The company is planning to build production facilities for the new channel outside New York, probably in the New Jersey area.

How high the tribute

HBO's Cinemax pay cable service and DIR Broadcasting will co-produce another in the pay channel's series of musical tributes that will appear in October, under the title *Cinemax Sessions*. The special, *Les Paul: He Changed the Music*, will be recorded at the Brooklyn Academy of Music on Thursday, Aug. 18. Joining Paul on stage will be several of the performers who informally drop in on his Monday night appearances each week at the New York City club, Fat Tuesday's. Appearing on the Cinemax special will be guitarists Jeff Beck, Jimmy Page, B.B. King and Eddie Van Halen. Other performers will include Carly Simon, Hank Williams Jr., Waylon Jennings and Jesse Colter.

Prime promotion

The advisory group of MSO's overseeing the testing of Prime Time Tonight, a cross-promotional service using the final three minutes of each half hour on the Weather Channel, has approved the launch of the service. Cable systems are provided system-specific promotions for carriage during the time set aside for local weather updates.

Weather Channel President Mike Eckert said Tele-Communications Inc. (one-third

owner of PTT), United Cable, Continental, Newhouse, Centel, Colony and Telecable have given verbal commitments to launch the service. Those commitments would total between 7.5 million and 8 million subscribers. Eckert wants to reach 10 million homes by Oct. 31 before fully committing to launch the service. With Cox, American Television & Communications, Storer and Times Mirror also on the advisory board, chances appear good that goal will be reached. PTT will also be pitching other MSO's to carry the service. If all goes well, the service will launch April 1, 1989.

MSO's will be required to purchase a \$4,000 Weather Star unit to receive the promotional feeds. Each headend requires a separate unit, and Eckert estimates

between 500 and 2,000 units will be needed initially. Those units will be tested to insure they work before rollout, Eckert said. Prototypes are expected to be ready in one month, Eckert said.

The service will cost operators 1.3 cents per month up until 15 million homes are signed, and one cent thereafter. Since there will be no advertising in the service, that would give PTT revenue of about \$2 million a year. A staff of seven to 10 will run PTT from Atlanta, home of the Weather Channel. Cable Video Entertainment, another one-third owner with WC parent Landmark Communications, will handle the production duties out of New York.

PTT will be run by a board made up of its owners. Eckert said equity participation has been extended to the advisory board of

MSO's and as many as six may come on board.

The service will concentrate on promoting 15 to 18 cable networks.

Cable accessories

Cox Cable is highlighting the ancillary cable services as part of a direct mail marketing campaign that is going out to 330,000 homes in franchise areas that don't subscribe to cable.

The booklet, "Accessories to Dress Up Your Cable Wardrobe," describes features, such as remote control, additional outlets, programing guides and VCR hookup, that come with basic cable service. The booklet includes an offer for free remote hookup and of additional outlets.

For the Record

As compiled by BROADCASTING from Aug. 3 through Aug. 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ WSMQ(AM) Bessemer, AL (BAPL880711ED): 1450 khz; 1 kw-U, DA-1; HAAT:—Seeks assignment of license from Mel Allen Broadcasting Inc. to Bessemer Radio Inc. for \$250,000. Seller is principally owned by Mel Allen. It has no other broadcast interests. Buyer is owned by Gene Landeau, broadcast consultant from Signal Mountain, TN. It has no other broadcast interests. Filed July 11.

Actions

■ WGAB(AM) Bloomfield, CT (BAL880523EA): 1550 khz; 5 kw-D; 2.5 kw-N—Granted assignment of license from WGAB Inc. to Living Communications of Connecticut Inc. for \$325,000. Seller is owned by Leonard Ackerman, Leonard Marcus and Dan Yorke, who also own WECQ(FM) Geneva, NY. Buyer is owned by David R. Swanson and Joseph P. Battaglia, who also own WLIX(AM) Islip, NY, Action July 27.

■ WTVO(TV) Rockford, IL (BTCCT880610KE): ch. 17; ERP vis. 759 kw, aur. 79.4 kw; HAAT: 674 ft.—Granted assignment of license from Winnebago Television Corp. to Young Broadcasting Inc. for \$20 million. Seller is Chicago-based group of two TV's owned by Elmer Balaban. Buyer is New York-based group of three TV's headed by Vincent Young, chairman. It is subsidiary of Adam Young station representative firm. Action July 27.

■ WCII(AM)-WDJX(FM) Louisville, KY (AM: BAL880610EF; 1080 khz; 10 kw-D; 1 kw-N; FM: BAL880610EG; 99.7 mhz; 24 kw; HAAT: 720 ft.—Granted assignment of license from Great Trails Broadcasting to Quass Broadcasting for \$5.5 million. Seller is Dayton, OH-based group of three AM's, two FM's and two TV's, headed by Alexander J. Williams. Buyer is Annapolis, MD-based group of four AM's and six FM's owned by Tom Stoner. Action July 28.

■ WYBG(AM) Massena, NY (BAL880609EB): 1050 khz 1 kw-D—Granted assignment of license from Seaway Broadcasting Inc. to Wade Communications Inc. for \$450,000. Seller is owned by Godfrey Herweg, who has no other broadcast interests. Buyer is owned by Curran Wade and his wife, Dorothy, who own advertising agency in Gouverneur, NY. Action Aug. 1.

■ WWAY(TV) Wilmington, NC (BALCT880525KJ): ch. 3; ERP vis. 64.57 kw, aur. 6.46 kw; HAAT: 1,953 ft.—

Granted assignment of license from Price Communication Corp. to Adams TV of Wilmington for \$26 million. Seller publicly owned, New York-based publisher and station group of five AM's, four FM's and nine TV's headed by Robert Price. Buyer is subsidiary of Adams Communications, Tampa, FL, -based group of four AM's, five FM's and 10 TV's, principally owned by Stephen Adams, Action Ju 15.

■ KKS(AM) Vancouver, WA, and KKS-FM Portland OR (AM: BAL880520ED: 910 khz; 5 kw-U; FM: BAL880520EE: 97.1 mhz; 100 kw; HAAT: 980 ft.—Grant assignment of license from Clyde Hamstreet, trustee, Heritage Media Corp. for \$5,750,000. Seller is trustee bankruptcy for Fort Vancouver Broadcasting Corp., who has no other broadcast interests. Buyer is Dallas-based group of four AM's, three FM's and six TV's headed by Ji Hoak, chairman. Action July 29.

New Stations

■ Bayside, CA (BPED880708MC)—Community Humboldt Educational Enhancement Radio Service seek 91.5 mhz; 500 w; 0 m. Address: 280 Greenwood Hts. Rd Kneeland, CA 95549. Principal is nonprofit corporation headed by Monica L. Olsen. It has no other broadcast interests. Filed July 8.

■ Seaside, CA (BPH880701MF)—Seaside Wireless Ltd seeks 103.5 mhz; 1.15 kw H&V; 158 m. Address: 405 Rosenda Ct., #202, San Diego, 92122. Principal is owned by Nikkie Mike and Rosalee M. Sell. It has no other broadcast interests. Filed July 1.

■ Champaign, IL (BPH880630NV)—Champaign F! Broadcasters L.P. seeks 100.3 mhz; 25 kw-H; 100 m Address: 233 N. Garrard, Rantoul, IL 61866. Principal owned by Michael J. Specchio and Jeroldine M. Marcelini It has no other broadcast interests. Filed June 30.

■ Champaign, IL (BPH880630NP)—Meneci Inc. seek 100.3 mhz; 25 kw H&V; 100 m. Address: 1521 Lincolnshi Dr., Champaign, IL 61821. Principal is headed by Yolanc Cooper-Birdine, Steven T. Birdine, Alicia B. Gilmor Conrad S. Hayes and Reggie Patterson. It has no other broadcast interests. Filed June 30.

■ Sioux Rapids, IA (BPH880701MG)—Sioux Rapids Communicators seeks 102.9 mhz; 50 kw H&V; 150 m Address: C/O 1620 Hiawatha Trail, Sioux City, IA 51104 Principal is owned by C. Kenneth Kjeldseth. It has no other broadcast interests. Filed July 1.

■ Larose, LA (BPH880630OA)—Elizabeth L. Coole seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 3732 Houma, LA 70360. Principal has no other broadcast interests. Filed June 30.

■ Traverse City, MI (BPED870521MG)—Good New Media Inc. seeks 89.9 mhz; 10 kw-H; 141 m. Address: Morgan Hill, P.O. Box 1400, Traverse City, MI 49685 Principal is nonprofit corporation headed by Ron Fite, Dou Wigton, Dale Perin, Don Dooley, Jack Kinnucan, Do



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Audio can create outstanding systems for your station, too!



**Thanks,
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...For choosing our Human-Engineered studio systems for your new facility. We appreciated the opportunity to build and install your new on-air and multi-track production studios. Enjoy and prosper!

The Audio Broadcast Group, Inc.
2342 Division Avenue South.
Grand Rapids, Michigan 49507
1-616-452-1596

adon and Ken Haven. Filed July 22.

Pawleys Island, SC (BPH18806300B)—Pawleys Island Communications Inc. seeks 100.3 mhz; 2.023 kw H&V; 1 m. Address: Rte 2, Box 80, Pawleys Island, SC 29585. Principal is owned by Herbert Wigfall. It has no other broadcast interests. Filed June 30.

Pawleys Island, SC (BPH1880630NU)—Southern Ltd. Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 8131, Maryville station, Georgetown, SC 29440. Principal is owned by Gloria B. Singleton, Charles McGinnis, Hamlin Beattie and Jake Razor. It has no other broadcast interests. Filed June 30.

Pawleys Island, SC (BPH1880630NY)—Radio Summerlee Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 859, Summerville, SC 29484. Principal is owned by Wayne Phillips, S.E. Felkel and Audreyette Phillips. It is owned by WAZS(AM) Summerville, SC. Filed June 30.

Pawleys Island, SC (BPH1880630NO)—MGR Ltd. Partnership seeks 100.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 654, Pawleys Island, SC 29585. Principal is owned by Margaret G. Robinson, Robert Manigault, Andrew Manigault, John Manigault and Douglas Broadwater. It has no other broadcast interests. Filed June 30.

Petersburg, VA (BPH1880630OC)—Sladeo Broadcasters Inc. seeks 100.3 mhz; 3 kw H&V; 100 m. Address: Rte Box 246, Orange, VA 22960. Principal is owned by Herbert M. Wade and Bonnell Azulay. It has no other broadcast interests. Filed June 30.

Applications

Perry, OK (BPH1871026AJ)—Dismissed app. of Lee-y Broadcasting Services Inc. for 105.1 mhz; 3 kw H&V; 3 m. Address: P.O. Box 419, Vinita, OK 74301. Principal owned by Jackie D. Lee, Robert L. May, Dolores J. Lee and Maureen E. May. It has no other broadcast interests. Action Aug. 2.

Puerto Rico, PR (BPTC7870812KL)—Dismissed app. of Tele-Video Group Inc. for ch. 42; 4200 Kw-V; 675 m. Address: 90 Avenue of the Americas, New York, NY 10104. Principal is publicly owned station group that owns 3CV-TV Ft. Lauderdale, FL; WNJU-TV Linden, NJ; WEA-TV Corona, CA, and WKAQ-TV San Juan, PR. Action Aug. 1.

Burlington, VT (BPTC7880301KK)—Dismissed app. of Phi Inc. for ch. 44; 5000 Kw-V; 276 m. Address: P.O. Box 5, Hartford, VT 05047. Principal is owned by Phil and Norma Fine. Action June 27.

Elk Hills, WV (BPH870330AE)—Granted app. of Minor-Christian Radio of Charleston for 1570 khz. Address: 11 Hwy 62, Jeffersonville, IN 47130. Principal is owned by Mary L. Smith, who owns WRRD(AM) Blennerhassett, WV. Action Aug. 1.

Facilities Changes

M's

South Lake Tahoe, CA, KJRC, 1090 khz—July 14-MP (BPH60922AE) to change TL: Hwy 50 and Kingsbury grade Rd., Stateline, NV; 38 57 46N 119 55 30W.

Crestview, FL, WJSB, 1050 khz—July 22-Application for CP to change hrs. of oper. to untd. by adding night twice with 500 w; reduce day power to 3.1 kw and make changes in ant. sys.

Fort Myers, FL, WHYS, 1350 khz—July 27-Application for CP to increase power to 5 kw-D.

Fort Walton Beach, FL, WFTW, 1260 khz—July 21-Application for CP to make changes in ant. sys.; reduce power and change TL: 225 N. Hollywood Blvd., Ft. Walton Beach, FL; 30 24 51N 86 37 40W.

Corbin, KY, WCTT, 680 khz—July 26-MP (BPH60910AG as mod.) to add augmentations to standard item.

Pontiac, MI, WPON, 1460 khz—July 21-Application for CP to change city of lic. to Walled Lake, MI; increase height power to 820 w; make changes in ant. sys.; and change TL: 0.35 km NE of intersec. of Benstein and Loon Lake Rds., Walled Lake, MI; 42 32 38N 83 29 58W.

Zeeland, MI, WJFU, 640 khz—July 26-MP (BPH10330AG) to change city of lic. to Merrillville, IN; change TL: 49th and 50th W of Chase, S of Gary, IN, and reduce power to 250 w daytime; 41 31 38N 87 22 36W.

Little Falls, MN, KLEF, 960 khz—July 21-Application for CP to make changes in ant. sys.; increase height and change TL: County Rd. 261, 0.62 km NNE of Little Falls, Morrison Co., MN; 46 00 16N 94 19 42W.

St. Charles, MO, KIRL, 1460 khz—July 22-Application for CP to change ant. sys. and augment standard radiation pattern.

Mount Pleasant, SC, WZJY, 1480 khz—July 20-Application for CP to make changes in ant. sys.; TL: 0.5 km S of US 1.4 km NNE of intersec. of Venning and Labor Camp Rds., Mt. Pleasant, SC; 32 49 30N 79 49 53W.

Madison, WI, WIBA, 1310 khz—July 21-Application for CP to correct coordinates: 42 59 58N 89 25 47W.

FM's

Huntsville, AL, WAHR, 99.1 mhz—July 20-Mod of CP (BPH18702051C) to change HAAT: 307.5 m. H&V; change transmitter location.

Sebring, FL, WCAC, 105.5 mhz—July 22-Application for CP to change HAAT: 100 m. H&V; TL: 1 km N of Desota City, Highlands Co., FL.

Hilo, HI, KIPA-FM, 100.3 mhz—July 15-MP (BPH18410111A) to change ERP: 50.2 kw H&V; HAAT: 157 m. H&V; TL: 1.5 km NW of Pepeekeo, Hawaii Co., HI.

Moscow, ID, KZFN, 106.1 mhz—July 22-Application for CP to change ERP: 62.1 kw H&V; HAAT: 280.7 m. H&V; change geographic coordinates: 46 40 51N 116 58 26W.

Atlantic, IA, KOMJ, 103.7 mhz—July 19-Application for CP to change ERP: 99 kw H&V; change to class C (per docket #87-535).

Dodge City, KS, KDGB, 93.9 mhz—July 20-Mod of CP (BPH1830502AY) to change HAAT: 143 m. H&V; TL: in Finney Co., KS; 3.2 km E & 6.4 km S of Kalvesta, KS.

Spring Arbor, MI, WSAE, 89.3 mhz—July 25-Application for CP to change ERP: 106.9 mhz; ERP: 2.88 kw H&V, and HAAT: 102 m. H&V.

Kirksville, MO, KRXL, 94.5 mhz—July 19-Mod of CP (BPH18507111W, as mod.) to change ERP: 85.4 kw H&V; HAAT: 308 m. H&V; TL: 13.7 km ENE of Kirksville, 0.6 km N of SR 11 & 2.2 km W of SR J.

Webb City, MO, KXQ, 94.3 mhz—July 20-Application for CP to change ERP: 47.5 kw H&V; HAAT: 154 m. H&V; ERP: 93.9 MHz; change class to C2 (per docket 88-474).

Nebraska City, NE, KNCY-FM, 97.7 mhz—July 19-Application for CP to change ERP: 50 kw H&V; HAAT: 150

m. H&V; TL: on west side of Rte. 50, 1.4 mi. S of Otoc County Line, 7 mi. N of Syracuse, Otoc Co., NE; change class to 249A (per docket #87-358).

Edenton, NC, WBXB, 100.1 mhz—July 21-Application for CP to change ERP: 20 kw H&V; HAAT: 89 m. H&V; change to class C2 (per MM docket #87-295).

Hilton Head Island, SC, WJYJ, 105.5 mhz—July 22-Mod of CP (BPH1820129AR) to change FREQ: 107.9 mhz (per docket #86-469); ERP: 50 kw H&V; HAAT: 148.3 m. H&V; change class to C2.

Bay City, TX, KMKS, 92.1 mhz—July 21-Application for CP to change FREQ: 102.5 mhz (per docket #87-208); ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 0.9 km N of Farm to Market Rd. 521 just off Farm to Market Rd. 2853, in Matagorda Co, TX; change to class C2 (per MM docket #87-208).

Borger, TX, KDXR, 104.3 mhz—June 06-MP (BPH18603121F) to change HAAT: 162.9 m. H&V; change to class C1; TL: 13.8 mi. NNE of Pullman, TX, 0.1 mi. W of Hwy 136 and 2 mi. N of Hwy 293; 35 23 17N 101 38 10W.

Merkel, TX, KFQX-FM, 102.3 mhz—July 18-Mod of CP (BPH18708171B) to change TL: 6.8 mi. SW of Merkel, TX; HAAT: 300 m. H&V; 32 24 47.7N 100 06 24.8W.

TV's

Daytona Beach, FL, WAYQ, ch. 26—July 27-MP (BPTC800811KF) to change HAAT: 304 m.; ANT: BASC SG30DA (DA); TL: 3.4 km SW of Seville, FL; 29 17 10N 81 29 37W.

Marianna, FL, WJOE, ch. 51—July 25-MP (BPTC840928KG) to change HAAT: 181 m.; ANT: Bogner BU32H.

Tallahassee, FL, WTWC, ch. 40—July 18-Application for CP to change ant. sys.; Bogner BUI-28N(11) custom.

Bainbridge, GA, WTLH, ch. 49—July 25-Mod of CP to change ERP vis.: 1738 kw; HAAT: 164 m.; ANT: Bogner B24UF(H) (DA); TL: 1.4 km E of State Rte. 179, Nickleville, Grady Co., GA; 30 47 48N 84 19 28W.

Marion, IL, WTCT, ch. 27—July 11-Application for CP to change ERP vis.: 2917 kw; HAAT: 764 ft. (233 m.); ANT: Harris TWS-30C (DA); TL: 3.5 km W of Goreville, Johnson Co., IL; 37 33 26N 89 01 24W.

Elkhart, IN, WSJV, ch. 28—July 14-Application for CP

Smith Broadcasting Group

has acquired

KWCH-TV, Channel 12 Wichita, Kansas

from

Kansas Broadcasting System, Inc.

for

\$45,000,000

Subject to FCC Approval

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to change ERP vis.: 5000 kw; HAAT: 335 m.; ANT: Harris TWS-30T (DA); TL: at intersec. of Grass and Johnson Rds., 3 mi. SW of Mishawaka. IN; 41 36 58N 86 11 38W.

■ Oklahoma City, KMNZ, ch. 62—July 22-Mod of CP to change ERP vis.: 79 kw; HAAT: 370 ft.; ANT: Bogner B24UB (DA); TL: on Hwy. 74 N of I-66. Oklahoma City: 35 31 53N 97 32 21W.

■ Cookeville, TN, WMTT, ch. 28—July 13-MP (BPCT850422KL) to change ERP vis.: 230 kw; HAAT: 265 m.; ANT: Bogner B16UO; TL: Golf Hill, 1.2 mi. S of Monterey. TN: 36 07 33N 85 17 33W.

■ Waco, TX, KCTF, ch. 34—July 07-MP (BPCT870313KG) to change HAAT: 507.63 ft.; ANT: Bogner B16UA(DA).

Actions

AM's

■ Phoenix, AZ, KPHX, 1480 khz—Aug. 2-Application (BP871207AF) granted for CP to increase daytime power to 5 kw; install DA-2 and make changes in antenna.

■ Eminence, KY, WKXF, 1600 khz—July 27-Application (BP880427AB) granted for CP to correct coordinates: 38 21 09N 85 11 09W.

■ Boonsboro, MD, WPVG, 1160 khz—Aug. 1-Application (BMP870326AK) granted for MP (BP851029AG) to change city of license to Funstown, MD; reduce night power to 0.25 kw; increase day power to 1 kw. DA-2; TL: US 40-A, Funkstown, MD; make changes in ant. sys.: 39 36 34N 77 41 51W.

■ Oakland, NJ, WVNJ, 1160 khz—Aug. 1-Application (BMP870903AD) granted for MP (BP811204AB) to inc power to 2.5/10 kw; change TL to: Skyline Dr., 0.65 r SW of Vreeland Lake. Oakland, NJ: 41 03 26N 74 15 00'

FM's

■ Meridian, MS, WOKK-FM, 97.1 mhz—July 26-Application (BMPH8805051A) granted for Mod of (BP1860228ID) to change HAAT: 317 m. H&V: chan transmitting equipment.

■ Pittsburgh, WYDH, 104.7 mhz—July 26-Application (BPH870227IO) dismissed for CP to change TL: Browwood and Panarama Sts., Pittsburgh; ERP: 49 kw H&V; HAAT: 496.2 ft. H&V and make changes in ant. sys.: 40 32N 79 55 25W.

■ Brattleboro, VT, WKVT-FM, 92.7 mhz—July 27-Application (BPH871191S) granted for CP to change TL: 0.6 km SW of intersec of Sunset Lake Rd. and Heseock Rk Windham Co., VT; ERP: 0.85 kw H&V; HAAT: 186 r H&V: 42 53 45N 72 39 49W.

TV's

■ Palm Beach, FL, WFGC, ch. 61—July 29-Application (BMPCT870608KO) granted for MP to change HAAT: 43 m.; ANT: Bogner BUH-32; *amended Feb. 4 to change HAAT: 443 m.; ANT: Dielectric TFU-36IDAS(DA).

■ South Bend, IN, WNIT-TV, ch. 34—July 29-Application (BMPET880613KG) granted for MP to change ERP vis.: 691.8 kw; HAAT: 807.5 m.; TL: 16965 Johnson Rd Mishawaka, St. Joseph, IN: 41 36 59N 86 11 43W.

■ Iron Mountain, MI, WIIM-TV, ch. 8—July 29-Application (BMPCT880212KH) granted for M (BPCT840827KF) to change ERP vis.: 2 kw (3.0DBK HAAT: 155.3 m.; antenna-supporting structure height: 45 4 14N 88 02 39W; TL: 1.87 km E of City of Iron Mountain MI; ANT: Scala Electronic TVO-4.

■ Detroit, ch. 4—July 29-Application (BPCT880308KJ) granted for CP to change ERP vis.: 100 kw; HAAT: 306 m ANT: Dielectric TDM-7A4.

■ St. Joseph, MO, KTAJ, ch. 16—July 29-Application (BPCT880523KJ) granted for CP to change antenna-supporting structure height: 39 39 03N 94 40 11W; HAAT: 107 ft (326 m.); TL: near Gover, Buchanan Co., MO, 2.4 km SW of intersec. of SR 31 and County Rte. E.

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Actions

Commission Actions

■ Guadalupe, CA—Upheld decision by review board granting application of Armando Garcia for new FM static on channel 288A (105.5 mhz) at Guadalupe, thus deny Reimer Broadcasting Limited review of that decision. (M1 docket 85-298 by order [FCC 88-258] adopted July 26 commission.)

■ Separations Manual—FCC has made several changes & reconsideration regarding new Separations Manual adopted last year. In addition, commission has adopted Supplemental Notice of Proposed Rulemaking regarding separation procedures applicable to Revenue Accounting Expense (CC dockets 78-72, 80-286, 86-297 by order on Reconsideration and Supplemental NPRM [FCC 88-216] adopted July 27 by commission.)

■ Abuses of FCC'S Processes—Launched special investigation into alleged abuses of process in applications for new broadcast licenses and transfer of existing broadcast licenses, and directed staff to make final report and recommendation by end of 1988. (MM docket 88-374 by order [FCC 88-250] adopted July 20 by commission.)

■ FCC Proposes Extending Technical Signal Guidelines to all television classes of cable—MM docket 85-38 (repo DC-1219, action in docket case) FCC proposed to extend technical signal quality guidelines applicable to class I cable channels to television (video) signals on class II, III, and I cable channels. Also, it sought comment on establishing separate standards for nonvideo signals on class III and I channels. Action by commission Aug. 4 by Furr NPRM (FCC 88-270).


■ FCC to seek further comment on common ownership of cable TV systems and TV networks—BC docket 82-43 (report DC-1220, action in docket case); FCC is seeking further comments on its proposal to eliminate its rule which prohibits common ownership of cable television system and national television networks. Action by commission Aug. 4 by Furr NPRM (FCC 88-271).

■ FCC proposes eliminating term of affiliation agreement between networks and stations—MM docket 88-396 (repo DC-1221, action in docket case); FCC proposed today

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eliminate "term of affiliation" or "two-year rule" which limits term of affiliation agreements between networks and stations to maximum of two years. Action by commission Aug. 4 by NPRM (FCC 88-272).

■ Kansas City, MO—In light of decision by United States Court of Appeals for District of Columbia Circuit, commission has stayed release of Notice of Apparent Liability against KZKC(TV), Kansas City, MO. (By order [FCC 88-274] adopted Aug. 5 by commission.)

■ FCC allocates spectrum in 216-225 mhz band three ways—Gen. docket 87-14 (report DC-1218. Action in docket Case) FCC today divided allocation of 216-225 mhz band three ways. By its action, FCC: 1) maintained maritime mobile allocation in 216-220 mhz band; 2) allocated 220-222 mhz band to land mobile service; and 3) allocated 222-225 mhz band to amateur service for exclusive use.

Staff Actions

■ Technical Parameters for FM Allocation Rules—Granted, in part, request by Peter and John Radio Fellowship Inc. and Key Broadcasting Corp. and extended date for filing reply comments to Aug. 10. (MM docket 86-144 by order granting request for extension of time to file reply comments [DA 88-1184] adopted July 27 by chief, Mass Media Bureau.)

■ Laurel, DE, and Falmouth, VA—Designated for hearing application of Gwendolyn Gladys Evans for new AM station on 1170 khz at Laurel, together with mutually exclusive application of Radio 1170 for same frequency at Falmouth, VA. (MM docket 88-340 by order [DA 88-962] adopted June 20 by chief, audio services division, Mass Media Bureau.)

■ Hastings, FL—Denied Central Radio Communications Inc. reconsideration of staff action which returned Central's petition for rulemaking to allot channel 227A (93.3 mhz) to Hastings. (By MO&O [DA 88-1198] adopted June 15 by chief, policy and rules division, Mass Media Bureau.)

■ Ocilla, GA—Granted, in part, Albert E. Harper's request for reconsideration of his counterproposal in Ocilla FM proceeding by allotting channel 270A (101.9 mhz) to Pearson, GA. (MM docket 86-270 by MO&O [DA 88-1202] adopted July 14 by chief, policy and rules division.)

■ New Orleans—Designated for hearing, six mutually exclusive applications for new UHF television station on ch. 20 at New Orleans. (MM docket 88-357 by order [DA 88-1062] adopted July 8 by chief, video services division, Mass Media Bureau.)

■ Ocean Pines, MD—Designated for hearing 10 mutually exclusive applications for new FM station on channel 246A (97.1 mhz) at Ocean Pines, and dismissed applications of Ocean Pines Broadcasting Associates and Ocean Pines Radio Co. (MM docket 88-342 by order [DA 88-979] adopted June 24 by chief, audio services division, Mass Media Bureau.)

■ Portage, MI—Designated for hearing, nine mutually exclusive applications for new FM station on channel 243A (96.5 mhz) at Portage. (MM docket 88-346 by order [DA 88-980] adopted June 24 by chief, audio services division.)

■ Naguabo, PR—Designated for hearing eight mutually exclusive applications for new FM station on channel 225A (92.9 mhz) at Naguabo. (MM docket 88-343 by order [DA 88-974] adopted June 23 by chief, audio services division.)

■ Narragansett Pier, RI—Designated for hearing 12 mutually exclusive applications for new FM station on channel 274A (102.7 mhz) at Narragansett Pier. (MM docket 88-344 by order [DA 88-975] adopted June 23 by chief, audio services division.)

■ Crossville, TN—Designated for hearing, mutually exclusive applications of Whiteaker Communications, Mary A. Perry and Audio Broadcasters Inc. for new FM station on channel 273A (102.5 mhz) at Crossville. (MM docket 88-354 by order [DA 88-1079] adopted July 11 by chief, audio services division.)

■ Humbolt, TN—Designated for hearing, mutually exclusive applications of Boyd Enterprises Inc. and George S. Flinn Jr. for new FM station on channel 287A (105.3 mhz) at Humbolt. (MM docket 88-353 by order [DA 88-1078] adopted July 11 by chief, audio services division.)

■ Beaumont, TX—Designated for hearing, mutually exclusive applications of Texas Communications Limited Partnership, Juan Jose Gonzales, Beaumont Skywave Inc., CHM Broadcasting and Beaumont Radio Limited Partnership for new FM station on channel 273C2 (102.5 mhz) at Beaumont. (MM docket 88-358 by order [DA 88-1081] adopted July 12 by chief, audio services division.)

■ Clifton, TX—Designated for hearing, mutually exclusive applications of Lawrence L. Bush Jr., Spanish Aural Services Co., Prikyri-Hanna Partnership, Smith Media Inc. and Clifton Communications for new FM station on channel 277A (103.3 mhz) at Clifton. (MM docket 88-359 by order [DA 88-1083] adopted July 12 by chief, audio services

division.)

■ Burlington, VT—Designated for hearing, eight mutually exclusive applications for new UHF television station on ch. 44 at Burlington. (MM docket 88-352 by order [DA 88-1061] adopted July 8 by chief, video services division.)

■ Intercambio Inc.—Denied Intercambio extension of time to respond to Notice of Apparent Liability directing it to pay fine of \$600,000. (By order [DA 88-1217] adopted Aug. 2 by deputy chief, Common Carrier Bureau.)

Allocations

■ FM table of allotments—Effective Sept. 23, amended FM table as follows: substituted channel 241C2 (96.1 mhz) for channel 240A (95.9 mhz). Vinita, OK, and modified license for KITO to specify new channel: substituted channel 240C2 for channel 240A at Sallisaw, OK, and modified license for KKID, to specify operation on channel 240C2; substituted channel 241C2 for channel 240A at Kilgore, TX, and modified license for KKTX to specify operation on new channel: substituted channel 241C2 for channel 244A (96.7 mhz) at Harrison AR and modified license for KCWD to specify new channel: substituted channel 294C2 (106.7 mhz) for channel 296A at Benton, AR, and modified license for KAK1 to specify channel 294C2; substituted channel 241C1 for channel 240A at El Dorado, AR, and modified license for KIXX to specify new channel: substituted channel 225A (92.9 mhz) for channel 240A at Huntsville, AR, and modified license for KRRR to specify new channel: allotted channel 242C1 to Mena, AR, as its second FM service; channel 263A (100.5 mhz) to Clarksville, AR as its second local FM service; channel 271A (102.1 mhz) to Sherwood, AR, as its first local FM service; and channel 294C2 to Homer, LA, as its second local FM service. Filing window for Homer, Mena and Clarksville allotments opens Sept. 26 and closes Oct. 26. (MM docket 87-73 by R&O [DA 88-1186] adopted July 26 by chief, policy and rules division, Mass Media Bureau.)

■ Wickenburg, AZ—Effective Sept. 16, amended FM table by substituting channel 287C2 (105.3 mhz) for Channel 288A (105.5 mhz) at Wickenburg, and modifying license for KCIW-FM to specify new channel. (MM docket 87-329 by R&O [DA 88-1138] adopted July 6 by Deputy chief, Policy and Rules Division, Mass Media Bureau)

■ Jupiter, FL—At request of Dennis L. Johnson, proposed allotting channel 288A (105.5 mhz) to Jupiter as its second FM service. Comments are due Sept. 23, replies Oct. 11. (MM docket 88-366 by NPRM [DA 88-1136] adopted June 29 by deputy chief, policy and rules division.)

■ Dahlonega, GA and Murphy, NC—At request of Andrews Broadcasting Co., proposed allotting channel 282A (104.3 mhz) to Dahlonega as its first FM allotment and substituting channel 274A (102.7 mhz) for channel 282A at Murphy. Comments are due Sept. 23, replies Oct. 11. (MM docket 88-356 by NPRM [DA 88-1099] adopted June 29 by deputy chief, policy and rules division.)

■ George West, TX—Effective Sept. 16, amended FM table by allotting channel 281A (104.1 mhz) to George West as its first local FM service. Filing window opens Sept. 19, closes Oct. 19. (MM docket 87-397 by R&O [DA 88-1137] adopted June 30 by deputy chief, policy and rules division.)

■ Seabrook, TX—Effective Sept. 16, amended FM table by substituting channel 221C2 (92.1 mhz) for channel 221A and modifying license for KRTS to specify operation on higher class channel. (MM docket 87-276 by R&O [DA 88-1171] adopted July 14 by deputy chief, policy and rules division.)

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Applications

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New FM's

KKWN Martin Intermart, Inc., Las Vegas, NV
WXMJ Bardcom Incorporated, Mount Union, PA

New TV

WAJM Palatka Television, Inc., Palatka, FL

Existing AM

WYLF WQKA Russell S. Kimble and Monica B. Kimble

Existing FM's

WFJY WSOR Daytona Group of Florida, Inc. Ft. Myers, FL

WGCX WIZD-FM Wescom of Alabama, Inc. Atmore, AL

WNYR WJEX Craig L. Fox, Syracuse, NY

Existing TV

WITW-TV WPFT SWMM/Baton Rouge Corporation, Baton Rouge, LA

Actions

Call Sought by

New FM's

WJPH Hyden Broadcasting Co., Monticello, FL

WWHR Western Kentucky University, Bowling Green, KY

WHOH Morbak Communications, Crestline, OH

WKGB-FM Benjamin J. Smith, Susquehanna, PA
KFGG Family Educational Radio of South Texas, Inc., Corpus Christi, TX

New TV

WSST-TV Sunbelt-South Telecommunications, Ltd., Cordele, GA

Existing AM's

KRRS KWFN Keffco, Inc., Santa Rosa, CA
WHOF WMZY Mr. James Patrick, Wildwood, FL

KMJJ KCIJ KCIJ Communications, Inc., Shreveport, LA

WKLL WLAV Adams Radio of Grand Rapids Inc., Grand Rapids, MI

WGKT WPHD Howard Communications, Inc. Buffalo, NY

WCTZ WKVL The Cromwell Group, Inc., Clarksville, TN

Existing FM's

KRMM KFSZ Frederick I. Shaffer, III, Payson, AZ

KFAY-FM KRRR Demaree Media, Inc., Huntsville, AR

KLVM KCLM Prunedale Educational Association, Prunedale, CA

WONU WKOC Olivet Nazarene University, Kankakee, IL

WSKT WLSO RCR Communications, Inc., Spencer, IN

KMJJ-FM KCOZ Radio U.S.A., Ltd., Shreveport, LA

WQMX WDBN Gordon-Thomas Communications, Inc., Medina, OH

KEYB KFRQ Fred R. Morton, Jr. Altus, OK

KICM KTYX Radio Ardmore, Inc., Healdton, OK

WSGD-FM WLSP-FM Sage Broadcasting Corporation of Scranton, PA

KSSA-FM KWPL Radio Plano, Inc., McKinney, TX

KZOL KFMY-FM Cook Inlet Radio Partners L.P., Provo, UT

Existing TV's

WACX WIYE Sharp Communications, Inc., Leesburg, FL

WKGB-TV WKGB Kentucky Authority for Educational TV, Bowling Green, KY

WATM-TV WWPC-TV Evergreen Broadcasting Corp., Altoona, PA

WPTJ WFAT-TV WFAT, Inc., Johnstown, PA

Pursuant to the request of Sage Broadcasting Corporation of Naugatuck, Connecticut, grant of the call sign change of AM station WNAQ to WSGD has been set aside. Call sign WNAQ remains assigned.

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uity position available for GM with strong sales back-
ound. Immediately own 49% with option to purchase
0%. Investment of \$150,000 necessary. Arbitron rated
arket. Midwest great facility. AM/FM. Send resume &
ancial qualifications. Box L-39

anted attorney to work at reasonable rates on new
lications 80-90. Promptness a must. Pete Hons, 300
plar, Portage, PA 15946. Phone 814-736-3883

neral sales manager. Top 100 Florida market AM/FM
mbo. FM CHR is #1 in the market. AM MOR has strong
munity ties. Train, motivate and lead your staff by
mple. Perfect opportunity for top producing profession-
to succeed in first management position. Send resume
id sales philosophy to Box L-41.

vestors looking: Seeking proven, top quality radio GMs
id/or properties for acquisition, substantial management
uity, incentives assured. Box L-46

les manager, KNIN-FM/KGTM-AM Wichita Falls, Texas.
nd resume and track record to Mike Rosen, P.O. Box
17, Wichita Falls, TX 76307

les manager. Opportunity for advancement to GM with-
our group as well as opportunity for ownership. Send
me and references to Kim Love, Box 5086, Sheridan,
Y 82801

ajor broadcast group seeks general manager for top
i major combo in eastern United States. Must be profit-
inded, very strong sales background, and know how to
ntrol expenses. Stable employment history a must. Sub-
it letter with career and salary history, along with current
ferences to: Box L-51

anted: dynamic sales manager for great upper Mid-
est medium market. Combo includes market leading AM
usic FM. Resumes to Box L-59

ales manager - small market AM/FM combo in beautiful
tstate Michigan. Single station, prosperous market. If
u want to make money - can deliver - and enjoy a great
ea, please reply Box L-61

HELP WANTED SALES

ennsylvania Growing group of eight stations seeks sev-
al experienced account executives. Unlimited growth
nd earning potential. Send resume to Rick Musselman,
GF Media Group, 15th and Hamilton Sts., Allentown, PA
3102

ainesville, Florida FM is seeking greedy, ambitious,
xperienced account executive to work best account list.
ommission negotiable, benefits. Ruth 904-964-5001.

Account executives Stopped learning? Looking for con-
tinual self improvement in a challenging, supportive envi-
ronment? Small market New England radio station wants
you!! Excellent opportunity for professional growth. Salary
plus commission. Send resume to Phillip A. Maglione,
General Manager, WMRC, 11 Congress Street, Milford, MA
01757. EOE

WHBC, one of the country's top rated AM/FM combos, is
looking for an account executive. College degree, pre-
vious experience preferred. EOE. Minority applications
encouraged. Resume to SM, Box 9917, Canton, OH 44711.

Start your sales career with us. We're looking for bright
young people who want to learn broadcast sales. If you're
creative, hard-working, and eager to learn, send us your
resume. Sales Manager, WCHV Radio, 1140 Rose Hill
Drive, Charlottesville, VA 22901-3826. EOE. M/F.

Experienced account executive position now available.
Adult formatted AM/FM in Phoenix, Arizona. Exciting oppor-
tunity for earnings and advancement. Send resume c/o
Sales Manager, KLFF/KONC Radio, 7401 W. Camelback,
Phoenix, AZ 85033 or call 602-266-1360

Aggressive west central PA station seeks career orient-
ed person who has successful sales record. Draw versus
commission. Draw based on how good you are. Right
person will earn 20 to 25,000 first year and have opportu-
nity to become Sales Manager. Send complete resume to
Box L-54

Don't miss out on being part of the largest growth market
in the Southeast! Charlotte's only Beautiful Music station is
looking for a top producer who wants to grow \$\$\$ Proven
track record a must. Call Ray Ciafardini, RELAX
102.9/WRLX-FM 704-335-1029. EOE

Experienced, enthusiastic sales pro who is looking to
move up to FM sales management. Excellent compensa-
tion and future. In southwest Sunbelt at a stable operation.
Call GM 505-863-4444. EOE

Need a push to climb your AM's financial hill? Do it with a
sales pro. Call Deborah Bowles 719-528-7040.

Sales professional. We're looking for an experienced,
aggressive sales professional to take substantial account
list at one of Connecticut's most successful and fast grow-
ing radio stations. Salary, commission, bonus and incen-
tives. Send resume and references to Bob Mordente,
Sales Manager, WRKI, P.O. Box 95, Danbury, CT 06813.
EOE

HELP WANTED ANNOUNCERS

Pennsylvania. Growing group of eight stations, country,
CHR, AC, looking for professionals. Small, medium, and
large market openings. Send tape and resume to Rick
Musselman, HGF Media Group, 15th and Hamilton Sts.,
Allentown, PA 18102

Florida group has opening for personalities who commu-
nicate. P.D. job possible. If you can entertain, and are
dedicated to radio, call Ron Kight 904-785-9549.
EOE/MF

Announcer/producer: All-classical 105,000 watt WNED-
FM seeks experienced professional. Must have classical
music announcing skills suitable for a major market; re-
mote recording and post-production experience highly
desirable. Regular on-air shift; with production opportu-
nities including weekly in-concert program. Competitive sal-
ary, excellent benefits. Resume (including references), air
check and sample of concert recording to: Peter Gold-
smith, 23 North Street, Buffalo, NY 14202. An equal oppor-
tunity/affirmative action employer

KOJY-FM, Fresno, Ca's top-rated EZ station, seeks an-
nouncer/production person. Minimum of 2 years exper-
ience required. Send tape, resume and salary require-
ments to Scott Moseley, G.M., KOJY, 597 N. Alta, Dinuba,
CA 93618. No phone calls please. EOE

Eastern Long Island, New York: We need an announcer
who loves news and production, experience helpful, but
we will train the right person. Contact Jeff Fisher at 516-
765-1017. EOE. M/F

New 100,000-watt FM in beautiful northern lower Michigan
seeks experienced on-air professionals, including news-
people. W-AIR, 322 Bay, Petoskey, MI 49770. 616-348-
2000. EOE

HELP WANTED TECHNICAL

Assistant chief engineer: WWKB/WKSE has an immedi-
ate opening for an assistant chief engineer. At least two
years experience in broadcast studio maintenance and RF
required. F.C.C. general preferred. Send resume to: Chief
Engineer, WWKB-AM/WKSE-FM, 695 Delaware Avenue,
Buffalo, NY 14209. No phone calls please. We are an equal
opportunity employer

Chief engineer wanted yesterday at group-owned AM/FM
combo. Good pay, benefits and sunshine for experienced
person. Rush resume. Operations Manager, WSPB/WSRZ,
1751 City Island Road, Sarasota, FL 34236. EOE. No calls
please

Chief engineer for major NYC-market FM station. Appli-
cants should have in-depth experience with competitive
audio processing systems, plant design and installation,
and RF systems with digital experience very helpful. The
successful candidate will possess a driving desire to suc-
ceed in the marketplace and be able to interface well with
like-minded professionals. This is a hands-on position.
Competitive salary with excellent fringe benefits. General
Class License or SBE Certification required. Send resume
to General Manager, P.O. Box 7100, New York, NY 10150.
EOE/MF.

Chief engineer/production talent for upgrading south
Florida coastal adult contemporary FM. Candidates must
be organized, maintenance minded, relate well to people,
and enjoy the beach. RF experience required. Salary
range 18 - 23K. Resume to Kyle Magrill, D.E., The Daytona
Group Inc., 770 W. Granada Blvd., #206, Ormond Beach,
FL 32074.

HELP WANTED NEWS

Barnstable Broadcasting seeks news director for flag-
ship WHLI/WKJY, 11th market Long Island, NY. First news
opening in 3 years. Qualifications: 5 years minimum exper-
ience. Local news orientation. Ability to maintain award
winning news and public affairs department. Tape/resume
to: Dean Anthony, Operations Director, WHLI/WKJY, Long
Island, NY 11550. M/F - EOE.

Looking for experienced reporter-anchor for 3 person
news dept in Elkhart, IN. Good pay and benefits. Must
possess insight and motivation. Will learn a lot. EOE.
Contact Curt Alexander, Box 699, WTRC Radio, Elkhart, IN
46515.

News-caster: Must have experience. Position includes re-
porting, writing, and delivery. Four-person staff. High rated
AM/FM 24 hours. Station operated on Biblical principles.
Send resume or call Marv Boone, WCMR/WFRN, P.O. Box
307, Elkhart, IN 46515. 219-875-5166

Radio news producer/reporter/anchor. The public radio
service of Western Kentucky University, WKYU-88.9 FM,
Bowling Green, and WDCL-89.7 FM, Summerset, seeks to
fill the position of radio news producer/reporter/anchor.
Candidates must demonstrate professional journalistic
ability, authoritative delivery, excellent production skills,
and ability to conduct incisive interviews. Bachelor's de-
gree required. Excellent salary and benefits. Submit appli-
cation letter, resume, three references, official transcript,
and writing samples and audition tape, which contains
newscast and interview to the Office of Academic Affairs,
Producer/Reporter/Anchor Search, Western Kentucky Uni-
versity, Bowling Green, KY 42101. Application deadline is
October 1, 1988. Minorities are encouraged to apply. An
Affirmative Action/Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

AC WOBR AM & FM on the beautiful Outer Banks of North
Carolina seeks PD/announcer to come grow with us. Send
tape & resume to Pat Cahill, P.O. Box 400, Wanchese, NC
27981

Looking for experienced PD, with CHR format. For FM
station located in sunny Florida. Excellent benefits. Send
all T & R's to PO Box 864, Holly Hill, FL 32017.

SITUATIONS WANTED MANAGEMENT

Selling my station. GM/GSM with 18 years experience
seeks new challenge. 817-751-0749

Hire a part-time sales manager with full time experience.
Help for the small to medium absentee or owner operator.
Let's talk! East Coast, Al Wunder 201-538-1250.

Major market pro, solid sales/sales management exper-
ience, seeks medium/metro GM slot with stable organiza-
tion. 12588A North Kendall Drive, #521, Miami, FL 33186.

TELEVISION

HELP WANTED MANAGEMENT

Program director. Looking for an aggressive, creative leader to manage programming dept. Good people skills with ability to motivate and get results essential. Experienced only need apply. Send resume to: Lee Brantley VP/GM, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804. WAFF is owned by the American Family Broadcast Group. EOE

New Mexico's number one independent station, KGSW-TV is seeking a national sales manager. Aggressive, self-starter, with a minimum of 2 years rep or national sales experience, independent sales background very helpful. Join a growing station, work with the country's best rep and live in one of America's most desirable locations. Send resume to Jason Gould, General Sales Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125.

News director: CBS affiliate in top 50 Southeast market seeks energetic, knowledgeable news director to take 1 1/2 year old newscast to next plateau, UHF versus two V's creates interesting challenge for right person. Resume and salary history to: Hoyle Broome, WBMG-TV, 2075 Golden Crest Dr., Birmingham, AL 35209.

Operations manager. Operations manager for national special effects division of major teleproduction company. Exciting, energetic environment. Knowledge of video production helpful. Call Bill Casari at 1-800-341-7878. In Massachusetts call 617-267-6400, ext. 168.

Anchor/news director: Here's a great opportunity for a high energy news professional with a will to win. Our small market affiliate intends to be number one, we're looking for an outstanding person to anchor and direct our news department.. in short, a creative dynamo who can motivate, manage, and lead our news team. Salary \$30,000 in a mountain area community with great recreation and family living. EOE Box L-33.

National sales manager needed. Top South Central independent seeks national sales manager. 2-3 yrs rep experience and/or 2-3 yrs NSM experience preferable. Indie background a must. Call or write Steve Scollard, VP/GM, KLRT-TV, 11711 W. Markham, Little Rock, AR 72211, 501-375-1616.

University licensed PBS-TV station seeks promotion director. Responsible for promoting the public awareness in all aspects of program information, development activities, special events and community relations. Must have knowledge of all media tools and skills and be excellent writer. Publish/edits monthly program guide. Supervisory experience in budget control, personnel and advertising campaigns. College degree or comparable experience required. Salary commensurate with experience. Range \$20,000 to \$25,000. Send vita and three current references to General Manager, KTJU-TV, 301 N. Wanamaker Rd., Topeka, KS 66606. Deadline is August 15 or until suitable applicant is found. Washburn University is an EOE employer.

Assistant business manager. WGBO-TV, Chicago independent, needs individual with 3+ years broadcast accounting/finance, Lotus and computer G/L. Send resume to: Randy Swanson, Business Manager, WGBO-TV, 875 N. Michigan Ave., Suite 3141, Chicago, IL 60611. No telephone calls, please. EOE, M/F

TV positions. All departments. Established TV operation now accepting resumes for future openings in all areas—management, operation, on-air, production, programming, sales. Send resume to Box L-49

Business manager. We're looking for a business manager, whose responsibilities will include budget preparations and analysis, financial statement preparation, collection of accounts receivable and supervision of a credit manager and accounts payable clerk. Strong communication and analytical skills and a degree in accounting required, plus three years of business experience and knowledge of Lotus 1, 2 and 4. Salary negotiable. No phone calls. Write Business Manager, KTNV-13, 3355 S. Valley View, Las Vegas, NV 89102. KTNV-TV is an equal opportunity employer.

Promotion director for aggressive group-owned ABC affiliate in growing Midwest medium market. Must be capable of conceiving, planning and executing station promotion programs. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802

HELP WANTED SALES

Group-owned, ABC affiliate needs general sales manager experienced in national, regional, and local sales. Excellent compensation package. EOE. Send resume immediately to Bill Acker, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Top 50 market VHF independent seeks experienced, hard working, self-motivated account executive to replace station's top biller. Join Act III, the fastest growing television group in America. EOE, M/F. Contact: Steve Rabb, GSM, 11 Broadcast Plaza, Charleston, WV 25526 304-757-8823.

Sales research marketing director: Florida suncoast market. CBS affiliate needs an accomplished one-on-one and group presenter. Good business skills and knowledge necessary. Must be research literate in ratings services. F software and graphics. Will teach BMP and Lev. Stowell research. Send resumes to GSM, WTVT-TV, P.O. Box 31113, Tampa, FL 33631-3113 EOE

HELP WANTED TECHNICAL

Successful independent TV needs tape ops and a switcher. Send resumes to: Bob Hardie, P.O. Box 3322 Tulsa, OK 74153. No phone calls, please. EOE.

Master control operator for CBS affiliated UHF Opera master control switcher, keep program operating log, operate transmitter and keep log, operate video tape machines, other duties as assigned. Resume and salary requirements to Roger Topping, WIFR-TV, Box 123, Rockford, IL 61105 EOE.

If you're looking for a challenge, a growing station, growing market (ranked 34) and a great opportunity. It's #1 independent station in the Carolinas could be the place for you. Due to an expansion of our engineering department, we are seeking an experienced PM oriented broadcast maintenance engineer. First class license or equivalent required, must be experienced in both digital and analog of electronics. If a position with a progressive station in a dynamic market interests you, send resume to Stephen C. Crook, Chief Engineer, WHNS-TV21, 21 Interstate Ct., Greenville, SC 29615 EOE, M/F/H.

Assistant chief engineer: Associate degree in electron engineering or equivalent technical training. Must be able to take charge of supervision and maintenance of a major television station studio facilities. Send resume to ECH Edens, CE, WCYB-TV5, P.O. Box 2069, Bristol, VA 24203.

Maintenance engineer for television mobile unit based Texas and Florida. Send resume and salary requirement to Tel-Fax Texas, 3305 Pleasant Valley Ln., Arlington T 76015.

Townsend Broadcast Systems is looking for a field engineer with UHF and VHF transmitter experience. Applicant should have a current general class license, and be willing to re-locate to the New England area. This is a prime opportunity for an individual who enjoys travel. Salary commensurate with qualifications. Send resume to Kenneth Barker, Townsend Broadcast Systems, Inc., 79 Mainline Dr., Westfield, MA 01085.

UHF transmitter engineer needed by TV transmitter manufacturer. Looking for hands-on type engineer for work plant and foreign or domestic field service. Astre Systems Inc., Modesto, Calif 209-575-1000.

Television maintenance engineer. Leading Southeastern television production company seeks maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digit effects, computer editing, graphics and terminal system. Send resume to Box L-35.

Computer editor for full service post production/broadcast facility adding to its editing staff. Wide variety of work and producers/clients. Must have minimum 4 years on line ADO/audio graphics system experience. Send resume to F Abramowicz, 240 New Britain Ave., Hartford, CT 06101. No phone calls, please.

Master control. A progressive northern NE station seeks experienced person for operations/engineering 1" + 3/4" formats, fulltime, ENG receive and satellite knowledge plus. Send resume and salary history to Box L-53. EOE

Studio maintenance engineer: KTPX-TV 9, the Permian Basins NBC leader, has an opportunity now for a studio maintenance engineer. Experienced with 3/4" & 2" VTR; field cameras, recorders, switchers & audio boards. Must have at least 2 years experience. Contact: Grady Woodward, Chief Engineer, Box 6699, Midland, TX 79711. EEC

Senior broadcast maintenance engineer. Requires experience in analog & digital electronics. Ability to understand schematic diagrams and use a variety of test equipment to repair TV equipment including 1" VTRs, 3/4" VCR color cameras, video switchers, CMX editor, character generators and micro processors. Must be able to train other staff. Personal computer understanding and experience helpful. FCC general class license preferred. Salary \$20,000 plus benefits. Resumes or applications must be received by September 6, 1988. Send to Personnel Department, WNPB-TV, P.O. Box 19-24, Morgantown, WV 26507 1316. EOE.

HELP WANTED NEWS

Newscast producer. KMSP-TV, one of nation's top indie looking for talented producer for hour-long prime time news. Need innovative person, who can combine the best of writing skills with video effects. Need DVE experience, previous years producing required. No beginners. Send tape, resume and salary requirements (a must) to Penn Parrish, News Director, KMSP-TV, 6975 York Ave. S., Minneapolis, MN 55435. EOE. No phone calls.

Last five years my stations have been number one. Sales/programming/promotion oriented. General manager available immediately. Multiple formats. I'll make you a winner! Bill James 804-794-7777 - days. 804-674-5379 - nights.

A top biller in top 10 radio market seeking 1st sales management opportunity. Minority. 12 yrs experience. A leader. Very strong background. Major or medium market preferred. Box L-29

I can make your sales department do things you never thought it would do. I can make your announcers perform beyond their previous capabilities. I am a creative, experienced, enthusiastic motivator with a winning track record as a medium-market general manager, looking to move up. Box L-52

Down and out in the East? - Make \$ with great programming and good street wise sales programs. Call Don Karnes. 717-321-9035.

SITUATIONS WANTED SALES

Experienced salesman/announcer! Community-minded professional seeks small market opportunity. List plus air shift! Box L-2.

Experienced sales air personality - play by play - and production available immediately - MOR - C&W - All talk/news. Prefer Midwest or Southeast, all locations considered. 1-803-223-1334.

AM in the red? Get into the black! Tried and true methods. Knock on doors - make sales. Call Clark Jones. 615-373-2108

SITUATIONS WANTED ANNOUNCERS

Experienced N.Y.C. broadcaster seeks talk opportunity. Radio's hip Larry King. Will travel. 213-656-5883.

Talk show host worked with the best. Controversial, humorous, well versed, excellent interviewer. Seeking East Coast slot with station needing ratings...Box L-31

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

Versatile D.J. with 4 years experience. Experience in news, sports, production. Smooth voice. Dave. 303-278-0106.

Kid at heart (personality). Black male with a distinctive voice and two years part-time college radio experience, seeks entry level in announcing. East Coast location preferred, but will consider others. Norman 617-298-3437.

Announcer: Major market and AFRTS experience. Seeks on-air/production with oldies, country or AC station. Norfolk, Hampton, Newport News or Portsmouth, Virginia, only. For T & R, call Ed. 703-799-0739.

Dependable announcer looking for work. Make your next move count! Call Bill. 308-534-1211.

SITUATIONS WANTED TECHNICAL

Innovative engineering manager seeks position as technical-director for progressive radio group. 20+ years in broadcast industry includes previous T.D. experience, and tenure with broadcast equipment manufacturers. Keen on written skills, computer and production operations. Please respond to Box L-62.

SITUATIONS WANTED NEWS

Sportscaster: Hockey PBP, three years major college experience, plus all sports expertise. Electrifying style - never miss a beat. Call now. Rob 312-348-4386.

Former US-99 Chicago anchor/sidekick Al Sellers has an aircheck ready to send you! Available September 1st. 5535 Hamstead Crossing, Raleigh, NC 27612. 919-781-1294.

Sportscaster - PBP - staff. 30 years in major markets. Washington/Baltimore or Los Angeles - San Diego, Florida areas. 1-805-373-9428.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

1988 College Grad. Major in radio/TV and minor in marketing - desires entry level position in radio or TV. Mike Eaken. 1819 Mansard St., Ap. 2L, Griffith, IN 46319. 219-838-8395.

CONSULTANTS

Sales and programming. Available Midwest. Any size market. For quick results call or write Dick Perry at Perry Media, Inc., 2418 E. Grand River, Howell, MI 48843. 517-548-1040.

MISCELLANEOUS

Troubled AM? Need programming to generate sales? Need sales to make bucks? Call Thomas Hall. 213-969-8559.

porter with energy, imagination, sound writing skills, rsuasive on-air ability. Gulf Coast VHF EOE Box L-8.

wscast producer: Two years professional experience ferred Creative writer with sound news judgement and 3gnative production skills. Resume, references, news losophy statement, writing samples, recent newscast ie to Robert Hile, WJAC-TV, 1949 Hickory Ln., Johns-n, PA 15905 EOE

signments editor: Responsible for daily news assign-nts, assist news director Two years assignments editor 3erence preferred Send resume no later than August 1988 to Admin Asst., WTRF-TV, 96 16th St., Wheeling, 26003 EOE

AX-TV is looking for a news photographer/editor This rson must have some previous news experience and st be able to shoot and edit news stories. They must o have knowledge of BETA Cam and Sony Beta equip-nt This is a fulltime position with some nights and some ekends Send resume and demo tape to Michael Bur-ss, Station Manager, Box 637, 415 Fillmore St., Alexan-a, MN 56308 Equal opportunity employer. M/F

need premium professionals! Primary news anchor, 3atellite sportscaster with play-by-play experience, fea-es videographer, general assignment reporter, and athercaster with environmental expertise Send resume/ erences/non-returnable VHS demo, P.O. Box 22607, npa, FL 33622-2607

signment editors: Need aggressive, experienced as- nment editors with at least two years desk experience immediate openings at number one rated station Send 3ume and references to Jim Loy, KOTV Box 6, Tulsa, OK 101 Applicant finanists will be required to furnish evi- dence of identification and employment authorization. E, M/F A Belo Broadcasting Corporation.

news producer - Midwest television station seeks ividual to produce evening newscast Must have strong ting journalistic skills and ability to work with people, or TV news experience a must. BA in journalism or mparable Send resume, PO Box 3131, Cedar Rapids, 52406

chior. Nationally distributed news show seeks Atlanta sed anchor P/T flexible work week. Must be able to ie Interest in communications a plus Send resume, 3/ tape and SASE to DBC 8825 Roswell Rd., Suite 482, anta, GA 30350

try level anchor positions. Weekends and back-up air rk combined with general reporting Reporting exper- ce required Small market opportunity with large com- ny Male and female Resume and picture to Box L-57

athercaster/meteorologist needed for one of the rtheast's most successful affiliate stations Our client is eeking a weeknight weather person who has a credible, rm, memorable presentation This is the top job in a hly competitive market with a wage to match, so only 3nded persons with proven successes need apply nd non-returnable resume and tape to NEWSPEOPLE, 300 Civic Center Dr., Suite 320, Southfield, MI 48076.

oking for resourceful individual with TV news back- ound to plan and assign news stories Prior desk exper- ce a must Send resume to KEYT-TV PO Drawer X, nta Barbara, CA 93102. Attn News Director No phone lls EOE

ur positions in 100's market North. Assignment man- er, bureau reporter, parttime bureau sports photogra- er, meteorologist/ag specialists Be informed and re- rkable Resumes only, experienced, Box L-56.

wsroom supervisor. Applicants must have a back- ound in both journalism and business administration sponsibilities will include budgets, scheduling, con- ts, vendors and capital projects Knowledge of con- ters and the technical areas of television news is essen- l. Letter and resume (no calls) to Ned Warwick, WPVI-TV, 00 City Line Ave., Philadelphia, PA 19131 EOE

dwest ABC affiliate is looking for a highly motivated 3essional to create dynamic news and entertainment 3motion You must have two years experience with ong writing, production and interpersonal skills A col- ge degree is preferred Send your resume and reel to Phil rk, Marketing/Promotion Manager, KETV, 27th & Dou- ; Sts., Omaha, NE 68131

nall market NBC affiliate looking for news reporter st be willing and able to shoot own footage Writing, ting skills a must Send resume, salary requirements, ailability to Box L-50.

Anchor/producer: Looking for producer and co-an- or for early and late weekday news Some reporting, ts of editing Must be organized and not easily over- elmed by workload in a nine person operation Good iter, positive attitude and sense of humor No plastic ope, please Send tape and resume to Dave Etil, KAPP- 1610 South 24th Ave., Yakima, WA 98902 Deadline for es and resumes is August 26, 1988 Absolutely no one calls EEO.

Reporter with excellent writing and production skills, mini- mum one year experience, degree in journalism. Send tape and resume to Jim DePury, News Director, WYOU-TV, 415 Lackawanna Ave., Scranton, PA 18503. No phone calls.

Sports anchor: South Bend, ABC affiliate home of Notre Dame and Hoosier Hoops Hysteria. Minimum two years experience as sports anchor. Send resume and non-return- able tape to Morrie Goodman, News Director, WSJV-TV, PO Box 1646, Elkhart, IN 46515 EOE.

General assignment reporter: ABC affiliate, South Bend. Minimum two years experience. Send non-returnable tape and resume to Morrie Goodman, News Director, WSJV-TV, PO, Box 1646, Elkhart, IN 46515 EOE

Co-anchor for evening newscasts. Position also includes general assignment reporting. Send tape & resume to: Dave Tillery, KQTV, P.O. Box 247, St. Joseph, MO 64506 EOE.

TV news weekend anchor/reporter. Immediate opening for weekend anchor/reporter. Position includes both an- chor work and field reporting Must have good on-camera presence, good writing ability, and a knack for putting together an interesting, understandable story. Experience on live remotes preferred. This is not an entry level position, experienced applicants only Resumes, references and tapes to Brian Bracco, News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. No telephone calls, please EOE

TV newscast producer. Position opening this Fall for a creative, organized newscast producer Position responsi- ble for planning, co-ordinating and writing for weekday newscast This is not an entry level position, experienced applicants only. Must have excellent writing ability Experience with microwave and satellite remotes preferred Res- umes and references to Brian Bracco, News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105 No tele- phone calls, please, EOE.

News Director: Dominant top 25 market independent seeks news director for 10 pm news start-up Top notch facility with major commitment to excellence. Send re- sumes and references to Box L-45.

Broadcast talent. Entertainment law firm seeking estab- lished on-air TV/radio broadcast clientele for representa- tion with full service management division. Minimum 3 years experience. Submissions to: Broadcast Manage- ment Division, PO, Box 8257, Northridge, CA 91327

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director for news in top 20 market network affiliate. Fast paced creative newscasts require experienced director with hands-on switching ability to work in state-of-the-art production facility. Great people in this Sunbelt station which must temporarily remain anonymous You are not applying for your current job All inquiries will be handled discreetly. If you are seeking a challenge, send your re- sume to Box L-17

Promotion producer: If you're tired of producing the same old news promos with no budget, if you want creative freedom, and like to shoot film...this is the job for you. Affiliate in southwestern top twenty market If you have strong writing and production skills and would like to be involved with a creative and innovative promotion depart- ment send demo reel and resume to Creative Services Manager, KTVK, 3435 N. 16th St., Phoenix, AZ 85016. EOE.

Operations/program director. Southeast group-owned affiliate looking for creative professional versed in produc- tion and programing with management experience Ag- gressive self-starter to fill new position Send resume to Personnel Department, WSET, Inc., PO Box 11588, Lynch- burg, VA 24506-1588 EOE

Publicist. Public television station in Southwest seeks a publicist. BA in journalism, broadcasting and/or related field. Three years public relations experience in print and/ or broadcast media required Equivalent education and experience accepted in lieu of degree on a one-year for one-year basis. Responsible for developing media re- lations and creating publicity for the station. Also assists in station promotions and special events Strong writing and communications skills required Salary \$19,094 DOE. Send resume to UNM Personnel Department, 1717 Roma NE, Albuquerque, NM 87131. Reference this ad. AA/EOE. Closing date 8/31/88.

Field producers wanted for national magazine program. Seeking the country's best producers for staff and free- lance opportunities. Previous magazine show experience a must. Rush tape and resume to Summit Communica- tions, Suite 215, 25 South 300 East, Salt Lake City, UT 84111

TV host wanted for national magazine program. Feature producing experience helpful Please rush resume and tape to Summit Communications, Suite 215, 25 South 300 East, Salt Lake City, UT 84111.

WRCB-TV is looking for an executive producer who can make a difference in our news department In addition to supervising the production of all our news programs, the executive producer will serve as the line producer for our flagship broadcast No phone calls Send videotapes and resumes to Lee Meredith, WRCB-TV, 900 Whitehall Rd., Chattanooga, TN 37405 An equal opportunity employer

Television producer/reporter needed for statewide public affairs magazine and legislative news in Idaho Must have advanced journalism skills with experience in television news and/or documentaries Salary \$21,000 DOE For mandatory state application phone 208-385-3727 by Au- gust 22, Idaho Public Television, 1910 University Dr, Boise, ID 83725. AA/EOE.

Nashville's #1 independent is looking for a program/ promotion director with independent experience in sched- uling movies and knowledge of how to promote same. Send resume to General Manager, WZTV 17, 631 Main- stream Dr., Nashville, TN 37228. No phone calls, please EOE. M/F.

Associate director. Minimum two years television studio production experience as a floor director/stage manager or assistant director. Knowledge of news production is essential. Responsible for cueing talent and acting as liaison between director and talent for news and in-house production. Also responsible for script preparation, setting and striking sets and news pre-production. Group W Televi- sion, Inc., is an equal opportunity employer Send resume to Programming Department, WBZ-TV, 1170 Soldiers Field Rd., Boston, MA 02134.

Director. 6:00 pm/11:00 pm news director with major mar- ket experience. Full understanding and knowledge of news production a must Responsible for directing both 6:00 pm and 11:00 pm newscasts, including script and format preparation. Will also be responsible for directing various live news and programing specials Group W Television, Inc., is an equal opportunity employer Send resume to Programing Department, WBZ-TV, 1170 Soldiers Field Rd., Boston, MA 02134.

News promotion producer: If you're aggressive, with 2-3 years experience producing effective promotion spots, you may be the person we're looking for If you can edit 3/4", Beta, are familiar with post production, and love the intense daily pressure of a #1 rated, NBC affiliated news station in the top 30, you are invited to apply by September 9th Box L-58

Television production coordinator needed for university state-of-the-art production/post production facility. Must work well with students and faculty Responsible for studio and field producing and directing of wide variety of pro- grams and announcements. Hands-on equipment opera- tion skills required. Ability to do everything from scripting to post production highly desirable Possibility of parttime teaching for qualified person. Bachelors required, Masters preferred (required for teaching) Appropriate TV exper- ience required. Demo tape will be required from finalists. Salary \$20,790. Applications accepted until suitable candi- date identified. Send letter of application, resume, three letters of reference, and official transcripts to Director of Personnel Services, Jacksonville State University, Jackso- nville, AL 36265 No phone calls, Jacksonville State Univer- sity is an AA/EOE.

#1 NBC affiliate in Midwest market seeks director for live newscasts and commercial production. BA plus one year experience directing live newscasts required Also operate ESS, audio, Chyron, 1" and 3/4" editing Good eye for lighting. Great communication skills Call if you like, but rush tape and resume to J.P. Poss, Production Manager, KWWL, 500 East Fourth St., Waterloo, IA 50702. 319-291-1200. EOE.

Producer: Need experienced producer for number one rated six o'clock broadcast Three years producing exper- ience a must. Send resume, references and tape of recent broadcast to Jim Loy, KOTV, Box 6, Tulsa, OK 74101 Applicant finanists will be required to furnish evidence of identification and employment authorization. EOE. M/F A Belo Broadcasting Corporation

Writer/producer. Responsible for research, writing and producing television programs for multi-cultural station project. Applicants should have BA or BS and minimum two years TV experience and strong writing background Duties include producing both in-studio and documentary format programs. Send resume to Community Affairs Direc- tor, KMBC-TV, 1049 Central, Kansas City, MO 64105 Dead- line for applications is August 30. No telephone calls, please. EOE

SITUATIONS WANTED MANAGEMENT

Proven GSM. Experienced, reliable. I can solve your rev- enue problems! For resume reply Box L-48

SITUATIONS WANTED TECHNICAL

Chief engineer: All phases of television engineering, cam- era to antenna. Over thirty years experience Call 601-366-7526.

Maintenance engineer who has drive and motivation would love to move to greener pastures. Slan 802—863-3676.

SITUATIONS WANTED NEWS

Experienced newscaster in New York City suburb area radio seeks on-air position in TV news. Tape available, willing to relocate. Call Adam at 212—874-6700.

Energetic, creative, athletic, male. 2 years sports reporting, shooting, editing experience in cable TV. 2 years major college basketball & baseball PBP. Looking for big break in small to medium market. Will relocate and put in extra time that results in quality work. Neil, 714—524-9999; 1030 Pacifica Dr., Placentia, CA 92670.

Experienced NYC broadcaster seeks talk/host/feature opportunity. TV's hip Larry King in the making. Will travel. 213—656-5883.

News director, executive producer. Award winner, presently working seeks start-up or news department wanting to be #1. Box L-32.

Energetic black male seeks challenging opportunity with news organization. 10+ years reporting, anchoring, media management experience. Aggressive and dependable too. 513—871-0867.

Sports-over 30 years TV/radio sportscaster. PBP all major sports. Currently employed in major market. Full or part-time. Washington-Baltimore or Los Angeles-San Diego, Florida areas. 1-805—373-9428.

Meteorologist loves weather! AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415—381-4320.

SITUATIONS WANTED PROGRAM PRODUCTION & OTHERS

Pair-a-docs: Father/daughter Ph.D.'s; hosts, feature, reporters, guests, psychology/intimacy issues. Top credentials/extensive TV/radio experience. 612—291-7547.

Creative director offering versatile background to facility/station that believes making money requires quality productions which boost company image. Desire to relocate. Challenging position sought. 312—662-3452.

Associate producer currently with political consultant must relocate to S Florida. Experience: TV operations, advertising and production coordinator. I am energetic, personable and very organized. Laurie: 703—978-1305.

Friendly, nice, hardworking guy looking for cameraman/floor directing position—fulltime. College degree. Dave Bruni, 414—462-7514

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

Check out your video tapes before you use them. Video tape evaluators for sale. 1", 3/4" and 2" Reclortec's. Check both dropouts and edge damage. 800—328-2546.

Bill Slatter & Associates knows how to assemble a winning audition video tape. Call 312—328-3660 to see how they can help you.

Be on TV. Many needed for commercials. Casting info. t-805—687-6000 Ext. TV-7833.

The Hot Sheet—now published twice weekly! More job listings, more advice, more often. Money-back guarantee. Media Marketing, P.O. Box 1476—PD, Palm Harbor, FL 34682-1476. 813—786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructional designer, Ball State University, Muncie, Indiana. Instructional Designer will assist faculty in several disciplines in developing and designing courses for live, interactive television, assist University Media Services staff in developing and designing instructional media-based programs; maintain accurate documentation and records. Minimum qualifications: Masters degree or equivalent in instructional design, instructional technology or related area; at least five years instructional design or related experience. Preferred qualification: Familiarity with current video production techniques. Continuing contract position, available immediately. Send letter of application, vita and three (3) current letters of reference to William B. Cahoe, Director of Media Services, Ball State University, Muncie, IN 47306. Review of applications will begin immediately and continue until position is filled, Ball State University practices Equal Opportunity in Education and Employment.

TV production — Tenure-track assistant professor position beginning Jan. 1989. Teach courses in TV production, Ph.D. and professional experience required. Send resume to Dr. Sam Swan, Head, Department of Broadcasting, 295 Communications, University of Tennessee, Knoxville, TN 37996 by September 15, 1988. UTK encourages applications from minorities and women.

HELP WANTED TECHNICAL

Staff engineer: The National Association of Broadcasters is seeking a staff engineer. The successful candidate should have background in AM/FM/TV broadcast station engineering, knowledge of FCC technical rules and excellent writing and communication skills desired. Please send resume, with salary history, to: Michael C. Rau, NAB, 1771 N St., NW, Washington, DC 20036.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805—687-6000 ext. R-7833 for current Federal list.

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1—805—687-6000 ext. A-7833.

Hiring! Government jobs - your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602—838-8885, ext 8435.

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. 212—921-0774, Eckhart Special Productions (ESP).

MISCELLANEOUS

Troubled? Counselor makes housecalls to broadcasters via audio cassette. Helps with career advancement, job problems, personal and family difficulties, and more. Doctor is a broadcaster who talks your language. Convenient, confidential, affordable. Clients nationwide. Free information. Clinic, Box 71223, Marietta, GA 30007.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Turbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash-best prices. We buy TV transmitters, lowers, 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.

Wanted 1 or more SMC 352-RS carousels to interface with a Harris 9002 automation system. Gary Stinnard WEJL, 717—961-1842.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—884-0888. Telex 910—240-3856.

FM transmitters**Harris FM25K (1983), AEL 25KG (1977), **Harris FM20H3 (1976), RCA BTF20E1 (1983) **Harris FM10H3 (1974), RCA BTF10D (1968), CCA 30000DS (1968) **Transcom Corp. 215—884-0888, Telex 910—240-3856.

AM transmitters**CCA AM 10,000D (1970), Collins 820E (1978) **Gates BC-5P (1962) **Harris MW1A (1970), Harris BC-1H1, CSI T1A (1981), Bauer 707 (1970), Collins 20V3 (1968), **McMartin BA 2.5K (1981), **Transcom Corp. 215—884-0888, Telex 910—240-3856.

50KW AM**CCA AM 50,000D (1976), excellent condition- **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.

For sale: Remote unit, 28 ft. box on 1985 Ford truck. Completely self-contained. 3 JVC Procams, 2-BVU 820's 16 input/3-ME swx, digital video, stereo audio, etc. Complete location package w/grip van available. \$225,000 O.B.O. Call 701—241-9073.

RCA UHF TV transmitter: Parallel 60 kw, mid-band K trons, available immediately \$85,000. Call Bill Kitcher Dirk Freeman. 303—665-8000.

RCA TCR-100 video cart machine - two TCR-100's available with 3000 carts. For more info call WBRC 205—322-6666.

Ampex ACE editor. One year old. Includes: Keyboard ILC's, GPI card, monitor, and dual 8" drives. As equip will control any serial switcher, and any 8 serial VT \$37,500. 919—833-8888.

Just taken from studio three RCA TK44 with pedestal, RCA and Ampex 2 inch Quads, two RCA 16mm p; projectors, all sold as pick up package only, \$3,000. John Elliott, CE. 513—323-0026.

3/4 Sony - 2 - 5850's, RM-440, 2-6800's, 1 - M-3 Camera - TBC. All for \$18,750.00. Phil - days 201—681-44 evenings 201—974-0579.

Equipment financing: New or used 36-60 months, down payment, no financials required under \$25,000. Finance existing equipment. Exchange National Fund 214—422-5487.

480' Harris tower with transmission line and 14 bay antenna at 98.5. Call John in Michigan 517—366-5364.

Broadcast equipment (used) Transmitters STLs remote antennas, monitors, consoles, processing tape equipment, automation turntables. Continental Communico Box 78219, St. Louis, MO 63118. 314—664-4497.

FM and AM transmitters (used) Most powers. Continental Communications. Box 78219, St. Louis, MO 631314—664-4497.

Blank tape, half price! Perfect for editing, dubbing studio, recording commercials, resumes, student project training, copying, etc. Field mini KCS-20 minute cassette \$6.49. Elcon evaluated 3/4 videocassettes guarantee broadcast quality. To order call Carpel Video Inc. 30' 845-8888, or call toll free, 800—238-4300.

Townsend 6KW aural transmitter - low hours, extra trade. 419—339-4444. Ray Tanner.

Why buy used UHF TV transmitters? When brand new, fully warranted, expandable. 15Kw, 30Kw, 60Kw, 120/240Kw transmitters start below \$150,000. Call for b quote. Astre Systems, Inc., Modesto, Calif. 209—5' 1000.

BCS = BroadCast Store. Sony BVH-2000 w/BVT-2C \$33,000 Ampex ACR-25 \$15,000 Ampex VPR-6/TBC \$30,000 Comark 60kw UHF 3 1/2 years old \$290,000. S. BVU-950 \$9,600, MCI JH-24 \$18,000. Turnkey system design and installation Showroom at 4525 Valero St Burbank, CA 91505. Calling us is a must 818—845-199

Kline tower - overall height is 645 feet with two platform Tower will be dismantled by July 31st. Excellent condition. Ready for sale. WBRC-TV. 205—322-6666.

Vital switchers, CDI switchers, Grass switchers. Ft tape and cameras. Ampex tape, Sony tape, RCA ft Tektronix monitoring, ADDA, Quantel, DSC, NEC, Fairlight Abekas and Vital DVEs. Ikegami, Hitachi, RCA, Sony, JVC Bosch, Philips, CEI, and GE. Presently 85 camera go listings alone. Let us help you with your used equipment needs either buy or sell. Call Media Concepts 919—9; 3600 or FAX 919—977-7298.

Tektronix 1410R NTSC Sync & Test Signal Generator, V SPG2 Sync Generator (high stability option), TSG3, TSC TSG6 and TSG7. Like new \$5700 with Tek calibration \$5000 not calibrated. T. Hopkins, Cape Fear Enterprises, Rt. 1, Box 269-A, Faison, NC 28341. 919—594-0172.

RADIO

Help Wanted Management

ACCOUNTANT BUSINESS MANAGER with broadcast experience

Be a key team member who will handle accounting and administration of a new expanding radio group.

Very good salary and benefits. Excellent working conditions and a Florida lifestyle.

Rush resume to:

InterMart Broadcasting Corporation
4250 Lakeside Drive
Suite 210
Jacksonville, FL 32210

Help Wanted Management

RADIO

NEWS DIRECTOR

for both the North Carolina News Network (34 affiliates) and top-rated WRAL-FM, Raleigh. Here is an opportunity to be employed by a quality broadcast group, Capitol Broadcasting Company, in one of the fastest growing markets in the U.S. Seeking a creative, energetic radio professional to direct a 10-person staff in producing adult contemporary-style news and sports programming, primarily in a 5-min. format. Must have at least 3 years experience in managing a news staff of five or more and some experience as an anchor/reporter on an AC or similar format. College graduate with journalism and management training is preferred. Network experience an asset. Send resume and air checks to:

Capitol Broadcasting Co., Inc.

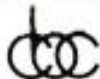
Human Resources Dept.

711 Hillsborough Street

Raleigh, NC 27605

Attn: Al Mangum

Equal Opportunity Employer



Help Wanted Sales

MAJOR LEAGUE SPORTS SALES

Major League sports franchise with in-house broadcast operations is looking for a Director of Broadcast Sales. Successful candidate will possess 3-5 years of sales experience, with a sports sales background being extremely helpful, but not required. Excellent salary and benefits package. If you want to enjoy the thrills of individual sales success, plus an opportunity to work for a championship caliber team, please send your resume to: Box L-34.

DIRECTOR OF MARKETING

The Tichenor Spanish Radio Group, the recognized leader in Spanish Radio, seeks a career oriented executive for the position of Director of Marketing.

Responsibilities will include:

The development and coordination of market plans

Research and evaluation of audience behavior and preference

Monitor and coordinate the marketing activities of the radio group

and to create greater awareness in the national and regional market places for the audience served by the Tichenor Spanish Radio Group.

A degree in Marketing or Associated disciplines is required. Bilingualism and a strong background in sales is preferred. Current opening is due to a promotion within the company. Must be willing to travel and will reside in Dallas. A comprehensive benefit program of national standard is provided and compensation will be commensurate with experience and past performance. For immediate consideration, please send resume to:

TICHENOR SPANISH RADIO GROUP

Mr. David Lykes - Senior Vice President Sales and Marketing
100 Crescent Court, Suite 1777
Dallas, Texas 75201-6927

An affirmative action, equal opportunity employer

Help Wanted Sales Continued

Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box L-28

Help Wanted Announcers

MORNING PERSONALITY

93 Kkob-FM, #1 music station, is searching for a morning drive personality. We want someone who is aggressive, creative and a star. Someone who is great with phones and very topical. Must be warm, friendly and a bright personality. No DJ types, please. Must have the ability to communicate with an adult audience, enjoy public appearances, have a 3-D imagination, and a winning attitude! We offer all the right tools to win! We are winners now! So, work and play in one of America's most liveable, as well as competitive, markets. Are you the one?! Contact: Tony Fitch, Program Director, Kkob-FM, PO Box 1351, Albuquerque, New Mexico 87103. 505-243-4411.

HOST

Washington based media organization is seeking a Host for its "Weekend All Things Considered" program. Responsibilities include participation in the production and continuity of program and conducting studio and telephone interviews. Qualified applicant must have two years college or equivalent experience and a minimum four years broadcasting/journalism experience. Please send resume and salary requirements to:

National Public Radio

Personnel Dept.

2025 M Street, NW

Washington, DC 20036

Minorities are encouraged to apply.

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

Qualified individual sought who will repair/maintain studio and transmitter equipment. Individual must have 4 years experience with AM/FM Radio Broadcast Systems, including design and construction background: FCC Lifetime General Radiotelephone License and/or SBE Broadcast Engineer Certification.

Send resume and salary requirements to:

WSPD/WLQR

William Rossini, Chief Engineer

125 S. Superior

Toledo, Ohio 43602

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programing Production & Others

WCBS News 88 Needs An ON-AIR PROMOTION MANAGER

This is a rare opening for a creative individual who can write, produce and schedule effective, breakthrough on-air promos. You'll be working with an aggressive marketing and promotion department in the country's most competitive radio marketplace.

If you're ready for the challenge and hard work of motivating millions of listeners every week, this is the place for you. 1-3 years of copywriting experience and an understanding of audio production is a must. Please send letter, tape and resume, in confidence, to: Bert Gould, WCBS News 88, 51 West 52 Street, New York, NY 10019. No phone calls please.

An equal opportunity employer

Help Wanted News

NEWS DIRECTOR WJR/DETROIT

If you've got 3 - 5 years medium-major market experience in managing a full service news department, as well as equal on air anchoring skills, we'd like to hear from you!

Please send cassettes, resumes and ideas on how you'll keep us great to

Gary Berkowitz
Operations Manager/Program Director
WJR Radio
2100 Fisher Building
Detroit MI 48202

WJR is a Capital Cities ABC Owned Station
An Equal Opportunity Employer

DIRECTOR NEWS AND PROGRAMMING

I am the News Director/Operations Manager of AM 61WGIR, New Hampshire's top-rated news/talk radio station. We've reported major news events "live" from all over the country, achieved numerous journalism awards and seen our morning news block claim a position of superiority in the ratings. Before I leave to pursue other interests outside the business, my task is to find a successor.

WGIR's commitment to news is the core of our success, so our seven member news team will need your enthusiasm and motivation to keep us on top. State-of-the-art equipment, a fleet of vehicles and a promotions/advertising department are at your disposal. WGIR's news/talk image is enhanced by our sports involvement with the Red Sox, Celtics and Patriots, so you need to be as familiar with the back page as you are with the front page.

On top of all this, we're extremely promotion oriented. You must have the imagination and talent to create audience-grabbing promo's, contests and public service promotions.

This job is demanding, varied and rewarding. Salary and benefits superb. If you can direct news and programming, while maintaining the image of a class station, apply! This is a premium position. Sell our GM and it could be yours! Send T&R plus written presentation to: Judy Glovsky-GM, WGIR, PO Box 610, Manchester, NH 03105. EOE



Kevin Hamilton
News Director/Operations Mgr.

DIRECTOR OF PROGRAMMING AND PRIMARY SPORTSTALK HOST FOR RTV, THE ALL-SPORTS RADIO NETWORK, LOOKING FOR SPORTS AND/OR PROGRAMMING POSITIONS. ONE OF AMERICA'S BEST AT PLAY-BY-PLAY AND SPORTSTALK. LEE BURDORF, 28 FREEDOM ROAD, FORESTDALE, MA 02644. 508-477-3548.

Consultants

YOUR RADIO STATION SHOULD BE A PROFITABLE INVESTMENT

*RULE #1: "Always make a profit."
RULE #2: "Never forget RULE #1."*

But it's getting tougher. Especially for some independents and non-broadcast investors. Tax-changes, depressed revenues, increased expenses, increased competition.

We can probably help.

We are a select group of successful radio-broadcasters who have teamed to help other broadcasters. Like you, we are radio station owners.

You will be pleased with our credentials and our track-records. But more than anything, you will be pleased with our results for your station.

If you are not satisfied with your station's progress, it costs nothing to talk.

PDM & Partners
Business Development/Broadcasting
5232 Via Nautia, Arlington, Texas 76017
(817) 467-6444

TELEVISION

Help Wanted Sales

RF SALES ENGINEERS

Midwest's RF Products Division is a leading supplier of satellite news gathering and satellite transmission systems for the broadcast industry. Our current expansion program has created openings for Regional RF Sales Managers in several locations throughout the U.S.

A major responsibility of the position is direct customer contact in the television broadcast industry in a three to six state area. Thorough technical understanding of both C and Ku Band satellite technology is essential. Prior sales experience is helpful, but not mandatory.

We offer excellent compensation and fringe benefits and a unique opportunity to grow with a dynamic organization. For prompt confidential consideration, please send your resume to: Midwest Communications Corporation, Personnel Department, One Sperti Drive, Edgewood, KY 41017. An Equal Opportunity Employer.



Situations Wanted Management

NEWS ANCHOR

AM 61WGIR, the top-rated news station in New Hampshire, seeks an authoritative anchor for the dominant morning news block. Must be an experienced, innovative, credible journalist...exceptionally creative writer and probing interviewer. We want an aggressive take command type, who can really "sell the news". This is an outstanding opportunity to work in a professional atmosphere with a winning, committed news team. Superb salary & benefits.

Send T&R to:
Judy Glovsky-GM,
WGIR, PO Box
610, Manchester,
NH 03105. EOE



EXPERIENCE!!!

IN THE PAST 15 YEARS I'VE BEEN:
MAJOR AWARD-WINNING NEWS DIRECTOR
TOP TEN MARKET #1 RATED NEWS ANCHOR
TOP TEN MARKET #1 RATED TALK SHOW HOST
TOP TEN MARKET BROADCAST ENGINEER
OWNER/GENERAL MANAGER, BROADCAST GROUP
SENIOR PARTNER IN COMMUNICATIONS LAW FIRM
NATIONALLY SYNDICATED COMMENTATOR
SEEKING NEW CHALLENGE IN ONE OR MORE OF THESE AREAS.
BOX L-36

State of the Art

Successful results by employing management and marketing sales skills. Xerox - RAB trained, CRMC, Wharton and still learning after 13 yrs. Very Conscientious. Box L-37.

Situations Wanted Announcers

CAN HE TALK? YES!

Veteran communicator, 16 years in various music formats, looking to move into personality full-service or talk radio. Bright, versatile, opinionated, creative, funny, well-informed - a proven ratings builder with great interpersonal style. 914-949-8596.



First and Foremost

Television Technical Sales

Varian TVT, a division of Varian Associates, Inc., is expanding its Television Transmitter Sales Department. We are seeking experienced technical sales professionals in high power RF equipment. Knowledge of the industry we serve is important. These sales positions will require extensive travel and person-to-person contact with TV station management and technical personnel.

As a division of a Fortune 500 Company, TVT offers you a leading technological environment plus an excellent salary and benefits package including a 401(k) retirement savings plan, 100% tuition reimbursement, medical, dental and life insurance. To apply, please send resume to: Varian TVT, P.O. Box 270879, Dallas, TX 75227. Principals only, please. We are an equal opportunity employer.



Innovative People Making Technology Work

Help Wanted News

Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box L-27



KTTV-Fox Television
Los Angeles

SALES MANAGER

Tremendous career opportunity at one of the country's premier major market television stations. Excellent salary and benefits. Contact:

KTTV/Director of Sales
5746 Sunset Blvd.
Los Angeles, CA 90028

EOE

NEW HAMPSHIRE PUBLIC TELEVISION TV JOURNALIST

Stretch yourself to long form, in-depth reporting. New Hampshire Public Television seeks qualified Reporter/Producer. New Hampshire Public TV is a growing three-station network with 527,000 viewing households in portions of four states. NHPTV is located on the seacoast 60 miles north of Boston. Bachelor's degree, 2 years radio, TV or print experience. Self-motivated, incisive, people-oriented. Must have keen news judgement and strong journalism skills. Knowledge of New Hampshire preferred. Salary range is: \$18,710.00 to \$29,060.00, normally not to exceed \$20,970. Send resume and sample reel (non-citizens must send current visa status) to: Bill Humphreys, NHPTV, P.O. Box 1100, Durham, NH 03824. Deadline: 8/26/88. NHPTV/UNH is an EEO/AA Employer.

WANTED ON-AIR TV METEOROLOGIST

For Dominant Station in Top 120 Market. Need Experienced, Authoritative Air Personality. All Inquiries Confidential. E.O.E. Send Resume and Video Cassette to:

JACK FISHER, MANAGER
KNOE TV
P.O. Box 4067
MONROE, LA 71211

Help Wanted Technical

Television Maintenance & Construction Engineer

The National Security Agency, a Department of Defense agency, located in Fort Meade, Maryland, has a specialized position for a hands-on engineer in a state-of-the-art TV production facility. A minimum of 5 years experience is required. Work with all types of studio and electronic field production equipment.

Responsibilities include: equipment installation, system maintenance, troubleshooting and assisting in system design and planning. FCC license or SBE certification preferred. Occasional travel required. Salary commensurate with experience. Extensive background investigation required. U.S. citizenship required for applicant and immediate family members.

To apply, please send your resume or SF-171 to:



National Security Agency

ATTN: M322 (BDL)
Fort Meade, MD
20755-6000

An equal opportunity employer

Customer Service

Service Engineers

SONY Corporation of America is looking for dedicated service professionals for our Communications Products Customer Service Division.

We seek those rare individuals who can combine technical expertise with good communication skills and a dedication to customer service attitude. The ideal candidates will have experience in the repair, maintenance and servicing of Professional Video, Professional Audio, or Broadcast Products equipment. An appropriate technical education (a BSEE or AAS) or equivalent experience is also required.

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Submit applications to Andy Carpenter, Chairman Mississippi ETV, P. O. Box 1101, Jackson, MS 39215-1101. Applications/resumes must be received or postmarked by **September 23, 1988.**

EOE/AA M-F

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Candidates should be able to conceptualize, write and field produce promotional spots for news and entertainment programs. You will also supervise off-line and on-line videotape edit sessions, in studio tapings, on-location shooting as well as researching and preparing of resource materials for use in edit sessions.

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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.

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For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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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

Appointments at Sarks Tarzian Inc., Bloomington, Ind.: **Dennis Siewert**, president and general manager, KTVN(TV) Reno, and **Tom Tolar**, president and general manager, WRCB-TV Chattanooga, named senior VP's; **Robert W. Davis II**, controller, elected treasurer and VP, accounting and finance.



Ehrlich



McCray

Craig Ehrlich, VP, Falcon Cable TV Systems Co., Los Angeles, appointed managing director, Hutchinson CableVision, Hong Kong.

Simona McCray, VP of sales, WQXR-AM-FM New York, named executive VP.

Joseph A. Carriere, president and general manager, Caprock Telecasting Inc., Roswell, N.M., joins Midcontinent Corp., Sioux Falls, S.D., owner of KELO-TV Sioux Falls; KDLO-TV Garden City; KPLO-TV Reliance and, under construction, KCLO-TV Rapid City, all South Dakota, as general manager. **Evans Nord**, general manager of KELO-TV since 1953, becomes consultant to Midcontinent.

Bob Burns, VP and general manager, Summit Cable Services of Georgia Inc., Marietta, Ga., named executive VP/cable, Summit Communications Group Inc., Atlanta.

Rex Lardner, VP, sports, Turner Broadcasting System, named senior VP and general manager, Goodwill Games, to be broadcast by Turner. **Don McGuire**, sports executive producer, succeeds Lardner as VP, sports.

John W. West, VP and general manager,

KFDX-TV Wichita Falls, Tex., appointed general manager, WBTW(TV) Florence, S.C.

John Tallerico, general manager, WFMK(FM) East Lansing, Mich., named assistant general manager, KCEN-TV Temple, Tex.

Mark Michelson, financial analyst, WNEV-TV Boston, named assistant controller, WSBK-TV Boston.

John M. Reynolds Jr., director of development, noncommercial WPBT(TV) Miami, named VP, development.

Richard W. Mathis, general sales manager, KRSP-AM-FM Salt Lake City, named assistant general manager.

Marketing

Richard Engberg, VP and general sales manager, WFLD(TV) Chicago, joins WPWR-TV Gary, Ind., as VP and director of sales.

Dave Williams, VP, marketing, advertising sales department, Turner Broadcasting System, Atlanta, named VP, marketing.

Robert Skollar, VP, group creative director, Grey Advertising Inc., New York, named senior VP.

John J. Scott, director, sales research, CBS stations, John Blair Communications, New York, named VP, marketing director, Adam Young Inc., New York.

Jeffrey L. Monda, editor and publisher, *Florida Radio*, Fort Lauderdale, Fla., named senior VP, Pearson, Thomas/Levy King & White Advertising & Public Relations, West Palm Beach, Fla.

Pat Ann Baker, account executive, Internet, New York, named VP, sales, and director, marketing services.

Leslie Scheinman, account executive, McGavren-Guild Radio, Los Angeles, named VP, sales.

Art Shiver, director, operations and programming, KSLA-TV Shreveport, La., joins Lee Cur-

tis & Associates, which provides direct-mail and door-to-door advertising services broadcast stations, Shreveport, as executive VP.



Griffiths

Tom Griffiths, independent media marketing consultant, B Canyon, Calif., joins Artisans Public Relations & Advertising, Los Angeles, as marketing.

Harvey Ganot, New York advertising sales, MTV Networks, named VP, advertising sales, MT

Networks.

Craig A. Bush, VP, development, Maryland Public Television, Owings Mills, Md, named VP, marketing, noncommercial WPBT(TV), Miami.

Linda Yuhás Krajacic, administrator, Ellettuck & Springer Inc., direct-response agency Princeton, N.J., named VP.

Marge Meyer, account executive, Arbitron New York, named national sales manager, WFMY-TV Greensboro, N.C.

Ken Benson, national AOR promotion manager, EMI-Manhattan Records, Los Angeles, named regional station sales manager, Westwood One Radio Networks, Los Angeles.

Mike Funk, general sales manager, WROC-TV Rochester, N.Y., named local sales manager, WTEN(TV) Albany, N.Y.

Lou Lozitsky, account executive, Interep Radio Networks, New York, named direct-mail media sales.

Paula Dopsch, acting director, research services, Seltel Inc., New York, named direct-mail research services.

Appointments at Saatchi & Saatchi DF Compton, New York: **James Meyer**, VP, account supervisor; **Richard Olsen**, VP, account supervisor, and **David Srere**, VP, named senior VP's, management supervisors.

Laura Hagan, account executive, Katz Hispanic Radio Sales, New York, named New York sales manager. **Art Monsanto**, media buyer, DMB&B, St. Louis, joins Katz Hispanic as account executive.

Judy Levin, director, affiliate sales and publicity, MTV Networks, New York, named account manager, advertising sales, New York.

Mike Oelhafen, media planner, Foote, Conner & Belding, Chicago, joins W.B. Doner Co., Detroit, as media planner.

Carolyn Scott Martin, national sales manager and sales manager, Georgia Radio News Service, Atlanta, adds duties as local sales manager, WGST(AM) Atlanta.

Frank Grasso, senior sales consultant, KRMI



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MFM Shreveport, La., named local sales manager.

R. Lorenzon, account executive, KDUK(AM) Eugene, Ore.-KLCX(FM) Florence, Ore., named sales manager.

Jlia A. Smith, account executive, WYNZ(AM) Portland, Me., named local sales manager.

my Westerman, media assistant, Lacey, La-laster, Nelson & Farmer, Minneapolis, joins armichael Lynch, Minneapolis, as assistant broadcast buyer.

ory Bertiglia, tax supervisor, Dean Witter Reynolds, San Francisco, named account coordinator, Chiat Day Inc., San Francisco.

ary Miller, account executive, Eastman Radio, Dallas, named account executive, Ban-er Radio, Dallas.

aren Baner-Orofino, sales executive, Katz American Television, San Francisco, named office manager.

William Craig Borneman, regional sales manager, Barrett & Quinn Inc., Cincinnati, and **Erri Sabad**, account executive, WLAP-AM-FM Lexington, Ky., named sales account executives, WLEX-TV Lexington, Ky.

Jan Zabriski, account executive, KHOW(AM)-KSYY-FM Denver, named account executive, KRZN(AM) Englewood, Colo.

Programming

Appointments at NBC Entertainment: **Perry Mon**, VP, comedy development, to senior P. series programs, New York; **David Neuman**, VP, current comedy programs, to VP, comedy development, Los Angeles; **Dan Fitts**, VP, current drama programs, to VP, drama development, Los Angeles; **Vicki S. Horvitz**, manager, current comedy programs, to P, current comedy programs, New York; **Alan Pike**, director, motion pictures, television, to VP, current drama programs, New York.

bert R. Ovadia, president, MediaWest Marketing Services, Los Angeles, joins 20th Century Fox Film Corp., Los Angeles, as P. licensing and merchandising.

aul Heller, VP, series development, Paramount Pictures Network Television Division, Hollywood, named senior VP, development.



Appointments at Lifetime Cabletelevision Network, New York: **Robert H. Heath Jr.**, director, strategic planning, named VP, marketing and development; **Randi Subarsky**, program development executive, Ogiens/Kane Co., division of MGM, New York,

named VP, original programming; **Dr. Robert Johnston**, medical editor, New York and Los Angeles, named senior medical editor, East coast.

ohn Niss, director, postproduction, ITC Entertainment Group, Los Angeles, named senior director, worldwide postproduction.

avid Holman, director, tape production, Co-

lumbia Pictures Television, Los Angeles, named VP, operations.

Pat Faulstich, VP, dramatic program development, CBS Entertainment, New York, named VP, motion pictures for television and mini-series.

Timothy Sarnoff, manager, production finance, Paramount Pictures Domestic Television Division, Hollywood, named director, programming. **Linda Palmor**, corporate controller, Color Systems Technology, named director, syndication accounting, for Paramount's television group.

Paul Rich, executive VP, DeLaurentiis Entertainment Group, Los Angeles, forms new distribution firm, Rich International Communications, Hollywood, Inc.

Midge Pierce, associate editor and bureau chief, *Cable Television* magazine, Denver, joins Pacific Mountain Network, Lakewood, Colo., as manager, program activities.

Kathy Ward, director, creative services, WSYX(TV) Columbus, Ohio, named director, corporate communications, U.S. Health Corp., Columbus.

Michael G. Murashko, Southwestern account executive, Fries Distribution Co., Los Angeles, named Eastern sales manager, New York.

Nancy Trainor, director, station relations, Tribune Entertainment Co., Chicago, joins Emerald Entertainment Ltd., Chicago, as director, station relations and operations.

Joel S. Lind, program director, WNIC(FM) Dearborn, Mich., named program director, WMJI-FM Cleveland.

Max Gibson, night show host, WGR(AM) Buffalo, N.Y., named program director.

News and Public Affairs

Terri Tingle, director, public affairs, superstation WTBS(TV) Atlanta, named VP, public affairs.

Allan Dodds Frank, senior editor, *Forbes*, New York, joins ABC News, New York, as correspondent, economic issues and investigative business reporting.

Dennis Wilden, national news director, NIWS Productions Inc., Culver City, Calif., named director, marketing and sales operations.

Paul Steuber, news director, WMAR-TV Baltimore, joins KWT(TV) Oklahoma City as news director.

Chris Long, anchor and reporter, KINS(AM) Eureka, Calif., named news director.

David Baer, news director, WJAR(TV) Providence, R.I., joins WGRZ-TV Buffalo, N.Y., as

news director. **Steve Gill**, news director, WAPT(TV) Jackson, Miss., joins WGRZ-TV as managing editor.

Eric Lerner, executive producer, WHEC-TV Rochester, N.Y., named assistant news director.

Monica Banks, producer, hostess and reporter, WUAB(TV) Lorain, Ohio, named public affairs director.

Chris Gray, associate news producer, WICD(TV) Champaign, Ill., named producer. **Barry Cutler**, intern, named associate news producer.

Jim Redmond, anchor, KMGH-TV Denver, named special correspondent.

Graham Ledger, weekend anchor and reporter, KSBW(TV) Salinas, Calif., named anchor.

Jim Sherlock, news anchor and producer, KLMG-TV Longview, Tex., named news co-anchor, WAND(TV) Decatur, Ill.

Bob Sabo, producer, WRCB-TV Chattanooga, joins WDTN(TV) Dayton, Ohio, as weekend news producer.

Duane Gay, anchor and reporter, WLUK-TV Green Bay, Wis., joins WVT(TV) Milwaukee as co-anchor.

Stephen Clark, anchor and general assignment reporter, KCNC-TV Denver, named co-anchor, KGT(TV) San Diego.

Craig G. Olson, reporter, KSFY-TV Sioux Falls, S.D., joins University of Northern Iowa, Cedar Falls, Iowa, as broadcast news editor.

Jeannie Morgan, news anchor and reporter, KFH(AM) Wichita, Kan., joins KSNW(TV) Wichita as weekend assignment editor.

Richard Porter, assignment editor, WSET-TV Lynchburg, Va., joins WICD(TV) Champaign, Ill., as assignment editor.

Kim Van Tran, production assistant, KCRA-TV Sacramento, Calif., named assistant assignment editor, KRON-TV San Francisco.

Kim Baldonado, assignment editor, KGO-TV San Francisco, joins KRON-TV San Francisco in same capacity. **Euna Kwon**, news writer, KRON-TV named junior reporter; **Beth Kendall**, reporter, KCOY-TV Santa Maria, Calif., joins KRON-TV as news writer.

Greta Kreuz, freelance reporter, Washington, joins WJLA-TV Washington as reporter and morning anchor.

Technology

Robert J. Dankanyin, assistant group executive, Missile Systems Group, Hughes Com-

Critics choice. The Television Critics Association has announced the recipients of its annual awards, naming HBO's *Dear America: Letters Home from Vietnam* as program of the year. The HBO production also received the award for outstanding special program. On the comedy side, ABC's *Wonder Years* and CBS's *Frank's Place* shared the top honor for outstanding comedy series. *St. Elsewhere*, which ended its run on NBC this past season, won the award for outstanding drama series. ABC's *Nightline* shared the award for outstanding news and information programming with Turner's *CNN*. The top award for sports went to ABC for its coverage of the 1988 Winter Olympics. A PBS special, *DeGrassi Junior High*, won for outstanding children's programming. David Brinkley was awarded the TCA Career Achievement Award. Others nominated for the award were Roone Arledge, Jim Henson, Don Hewitt and Ted Koppel. The awards were handed out on Friday, Aug. 5, at the Registry Hotel in Universal City, Calif.

munications Inc., Los Angeles, named chairman of board, Hughes Communications Inc. and Hughes Network Systems Inc., and assistant group executive for subsidiaries, Hughes Space and Communications Group.

Richard D. Conner, owner, Richard Conner & Associates, Minneapolis, elected chief executive officer, Cycle Sat Inc., Forest City, Iowa.

Philip McInnes, manager and chief engineer, broadcast services, International Telecommunications Satellite Organization, Washington, joins IDB Communications Group Inc., Washington, as VP, international business development.

Walter G. Allis, VP, engineering, KCRG Stations, Cedar Rapids, Iowa, joins noncommercial KUNI(FM) and KHKE(FM) Cedar Falls and KUNY(FM) Mason City, both Iowa, as chief engineer.

Michael Howey, director of engineering, WXIA-TV Atlanta, joins KOCO-TV Oklahoma City in same capacity.

Thomas Sanders, sales engineer, NEC America Inc. Broadcast Equipment Division, Chicago, joins Rank Cintel Inc., Chicago, as assistant broadcast sales manager.

Mack Parkhill, national marketing manager, pay TV division at Channel Master division of AVNET Inc., joins Pioneer Communications of America, Upper Saddle River, N.J., as mid-Atlantic account manager.

Promotion and PR

Jeffrey Pryor, director, press relations, Lorimar, joins Bender, Goldman & Helper, public relations firm, Los Angeles, as VP.

Nancy Cathcart, assistant director, development, Vermont ETV, Winooski, Vt., named director, corporate and foundation services.

Dee Orren, development and marketing director, Anchorage Opera Co., joins noncommercial KSKA(FM) Anchorage as development director.

Mary Souder, development director, noncommercial WPBT(TV) Miami, named director, promotion and development, Telecommunications Center, Ohio University, Athens, Ohio.

Tricia Molloy, executive producer, KTAR(AM) Phoenix, forms own firm, Molloy Communications, public relations firm, Phoenix.

Elise Goyette, promotion manager, LBS Communications, New York, named director of program and marketing information, Eastern Educational Television Network Interregional Program Service, Boston.

Lisa Raffael, advertising coordinator, Academy Entertainment, Burlington, Vt., named

advertising manager.

Melinda Stubbee, broadcast manager, University of North Carolina news bureau, Chapel Hill, N.C., named assistant director and radio-TV director, Duke University News Service, Durham, N.C.

Beth Ann Simmons, news director, WZZP(FM) South Bend, Ind., joins Purdue University Office of University Relations, West Lafayette, Ind., as broadcast producer.

Steve Williamson, promotion director, WQAM(AM) Miami-WQXS(FM) Boca Raton, Fla., joins WJHM(FM) Daytona Beach, Fla., as director, promotion and marketing.

Fiona Waters, network marketing, Sky Television, London, named director, press and publicity.

Karen Davis, promotion assistant, WRKO(AM) Boston, named promotion coordinator.

Sherry Carnahan, senior promotion producer, WCPO-TV Cincinnati, joins WDTN(TV) Dayton, Ohio, as on-air promotion writer and producer.

Allied Fields



Konner

Joan Konner, president and executive producer, Public Affairs Television Inc., New York, named dean, Columbia University Graduate School of Journalism, New York.

Stephen R. Ross, chief, FCC cable television branch, Mass Media Bureau, Wash-

ington, joins Fletcher, Heald & Hildreth, Washington, as partner.

John Stevenson, operations manager, Voice of America, Europe, Washington, named chief, English programs division, Washington.

Jerry Florence, VP, corporate research, Chronicle Broadcasting, San Francisco, joins Audience Research & Development, Dallas, as director, research; **Gina Stucki**, consultant, Frank N. Magid Associates, Marion, Iowa, named account executive, Audience Research & Development.

Theodore L. Manekin, assistant general manager, noncommercial WBIC(FM) Baltimore, named national executive director, The Veterans Bedside Network, New York.

Wendell Mayes, president, Wendell Mayes Stations, Austin, Tex., appointed to fill vacancy on board of directors, Associated Press Broadcasters Inc., Washington.



Meahan

Mary Meahan, managing director, West International, Chicago, joins Kelly, Se & Madison Inc., radio management firm Chicago, as VP, account services.

Sharon Goldener, director, state association and member liaison, National

Association of Broadcasters, Washington, appointed television membership director.

Lawrence Goldberg, manager, New York Caption Center, WGBH-TV Boston, appointed national director.

Don Burgess, assistant general manager and director, programing and production, noncommercial KUAT-TV Tucson, Ariz., elected to three-year term, program advisory committee, Pacific Mountain Network, Lakewood, Colo.

Deaths

Alan Napier, 85, stage, screen and television actor, died in nursing home in Santa Monica Calif., Aug. 8 after stroke. Napier is best known for his portrayal of Alfred the butler on ABC-TV's *Batman*, which ran 1966-1968. He began his career on classical stage in London, and went on to roles on New York stage. He made the transition to movies by appearing in many hits. Napier was "grafted" during anti-Communist McCarthy era and had trouble finding work for two years. In 1953, he landed role in John Houseman's "Julius Caesar," but had to sign a paper disavowing Communism. Napier appeared on Fox-TV's *The Late Show Batman* reunion earlier this year. He is survived by two daughters.

Patricia Joy, 48, broadcast journalist, died nursing home in Portland, Ore., Aug. 6, neurological illness. Joy got her start in the 1960's at KGW-TV Portland, as camera operator. She later engaged in editing, news and feature reporting, producing, writing continuity, and anchoring. She spent last 5 years as director of radio programing for Oregon Public Broadcasting System's KOA FM Portland and KOAC(AM) Corvallis. She survived by one son and one daughter.

Jack Drees, 71, sports broadcaster, died cancer July 27 in Dallas. Drees is known primarily for his hosting of CBS-TV's *Tuesday Night Football*. He worked as freelance broadcaster in 1950's for all network. He left network television in 1970's to become sports director for WKRG-TV Mobile Ala. He is survived by his wife, Mary, two sons and one daughter.

Colin Higgins, 47, film writer and director died at his home in Beverly Hills, Calif. Aug. 5. According to newspaper reports, he died of AIDS. Higgins co-produced and wrote ABC-TV's mini-series, *Out on a Limb*. He was known primarily for his first film "Harold and Maude," which he wrote as his master's thesis for University of California. He is survived by his parents and five brothers.

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Jay Ricks, problem solver

For more than 20 years, the cable industry has been turning to Jay Ricks for help in making sure the legal and regulatory climate

Washington is as conducive to cable's growth as possible. And, for the most part, Ricks has delivered.

Ricks, 56, a partner at the Washington law firm of Hogan & Hartson, has been instrumental in securing access to the utility and telephone poles that constitute the foundations of cable systems. He was a framer of the copyright law that has facilitated systems' carriage of popular distant broadcast signals. And he is in the forefront of shaping the First Amendment model for cable that minimizes municipal governments' intrusion into cable programming without shattering their ability to limit cable competition.

On behalf of the National Cable Television Association, Ricks is now engaged in what may be one of his most important and difficult tasks: blocking the telephone companies, particularly the Bell operating companies, from providing cable service in their telephone service areas.

Ricks is first and foremost a litigator, but he thinks of himself also as a problem solver: "What I like to think I've done the best over the years is to identify a solution to a problem and try to bring that solution about." And the solution is not always litigation, he says. Sometimes it is legislation; sometimes, a regulatory change.

If the currents of life had flowed a bit differently, Ricks might have been a pilot or congressman from Arlington, Va., the Washington suburb where he grew up.

The son of an Army and commercial pilot, he joined the Air Force after graduating from the University of Maryland, with the intention of earning his wings. But those ambitions were dashed when he was injured in an obstacle course.

While in the Air Force, he started nurturing an interest in politics and began following the career of the junior senator from Massachusetts. As a student at Georgetown in 1960, he became active in politics, joining the Kennedy presidential campaign as a volunteer. "I was just stuffing copies of 'Profiles in Courage' in envelopes and wings of that nature."

Upon graduation from Georgetown, the 20-year-old was hired by Hogan & Hartson. And, despite the rigors of being a young associate in a large firm, Ricks began setting the foundation for what he thought would be a career in elective politics in northern Virginia, joining Democratic party organizations and working for local Democratic candidates.

In 1967, he was elected to a four-year term as an Arlington county commissioner. In 1971, he was named to represent northern Virginia in the planning of the Metro rail system—one of the largest domestic works projects in the world at the time. "That just



JAY EDWIN RICKS—partner, Hogan & Hartson, Washington; b. July 31, 1932, Arlington, Va.; B.S., University of Maryland, College Park, Md., 1956; U.S. Air Force, resigned commission as first lieutenant, 1959; JD, Georgetown School of Law, 1962; associate, Hogan & Hartson, Washington, 1962-68; present position since 1968; m. Deborah Savage, June 2, 1956; children—Douglas, 26; Stephen, 24; Catherine, 22.

finally broke it," he says. "I couldn't handle that type of demanding responsibility and continue to do my fair share in the law firm."

After giving a shot at Congress some consideration in 1972, Ricks decided to bow out of elected politics and concentrate on the law. Ricks says he would have had a fair chance of unseating the incumbent Republican that year, as another Democrat did. But, in the final analysis, he says, Congress was simply not as appealing as the law. As one of five county commissioners, he says, "I found out...I was having more influence on issues than I would have had as one member in Congress. We were literally determining the quality of life for people....I also found out that congressmen become so beholden to the interests that elect them that their ability to do what common sense dictates is largely circumscribed by the interests they represent."

Looking back on his legal career, Ricks says he has spent most of his time representing a new technology or a new application of an old technology "in which there has been some abrasion with the existing technology."

In addition to the cable work, he says, he helped specialized common carriers crack AT&T's "stranglehold" on telecommunications even before MCI came on the scene. And, he says, he won for another client the right to sell telephone answering machines over the objections of telephone companies, setting the stage for the deregulation of such devices by the FCC. And when Ricks began

representing RCA Americom (now GE Americom), a satellite carrier, it too was a new technology trying to replace the old.

Ricks has left his mark elsewhere. He made possible Jack Kent Cooke's bid for Multimedia by selling the FCC on the idea of allowing the Multimedia stock to be put in a third-party trust while awaiting FCC action on the transfer. Cooke withdrew his bid, but the trust concept neutralized the strategy of using FCC processes to block hostile takeovers. "I don't think it is in the public interest for managements to be entrenched and to use the Communications Act as a shield against the stockholder proxy fight or some other legitimate effort...to take the company over," he says.

Ricks's current battle to restrict the telcos' role in cable is tough, but he believes he has reason and U.S. District Court Judge Harold Greene on his side. According to Ricks, Greene, who is prohibiting the BOC's from entering the cable business in their service areas through his oversight of the 1982 consent decree that ended the government's antitrust suit against AT&T by spinning off the BOC's, recognizes that telephone companies cannot be trusted not to cross-subsidize. "I think those who have any experience with the local telephone companies... are as certain as they can be that if telephone companies are allowed to provide cable in their local areas... they will try to seek an advantage because you've got to have an advantage since there is already a service being provided... and the telephone consumer will pay for whatever that advantage is."

Greene and the BOC's are the key to the whole question of telco-cable crossownership. If Greene cannot be persuaded to allow the BOC's in, he says, "I don't see how Congress could be persuaded [to drop the crossownership ban in the Cable Act] simply to benefit a few independent companies," he says.

Ricks puts his money where his mouth is. He has investments, mostly passive, in cable companies, including Douglas Communications, a small MSO being built by his friend and former NCTA chairman, Doug Dittrick.

Ricks is a yachtsman between yachts—the trawler he brought from Florida proved too difficult to maintain—and a golfer who regrets not getting together more often with his cable buddies to play. After moving from Arlington to Alexandria, Va., he says, his civic involvement has dwindled to making contributions to various campaigns.

When Ricks joined Hogan & Hartson, he wanted only to be a litigator. But the firm's burgeoning communications practice needed bodies, and that is where Ricks was pressed into service. "It wasn't my first choice, but, in retrospect, I'm glad it worked out that way. I've had the best of both worlds—a lot of litigation in the communications arena." ■

Representatives of major broadcast networks and major programing producers have had informal discussions on revamping FCC financial interest and syndication rules, setting stage, it is hoped, for more substantive meetings at "relatively high level" within next six weeks, according to sources close to talks. One was careful not to overstate significance of talks so far: "The wheels are under the cart, but nothing's rolling." If anyone was overstating situation last week, it was Motion Picture Association of America President Jack Valenti. In Aug. 5 letter to FCC Chairman Dennis Patrick, Valenti said: "The negotiations, though taking longer than anticipated, are still in progress, and continuing at this time.... We hope these negotiations can be concluded expeditiously." Asked for details, MPAA spokeswoman said: "They will begin again, but no time, date or name of negotiators have been set yet." Fin-syn, which limit networks' ownership interest and ability to syndicate rules, has been point of contention for years between networks and Hollywood. Cheered on by networks, FCC tried to eliminate rules in 1983, but Congress and personal intervention of President Reagan quashed effort. In related development, Fox Broadcasting Co. said last week it would back off efforts to have its network exempted from fin-syn and prime time access rule to give network-Hollywood talk chance. In comments to FCC, it said: "Fox does not want its request to distract the parties from these discussions, and, to the extent the negotiations proceed quickly and diligently, Fox is agreeable to having this proceeding await the resolution of the negotiations." Fox may have been reacting to July 28 letter Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) sent to Patrick in which Inouye urged chairman not to act on Fox's petition for exemption until there is "reasonable opportunity" for network-Hollywood talks to bear fruit.

Pursuing local angle during this week's **Republican convention in New Orleans** will be **4,048 anchors, editors, correspondents and technicians** representing 315 television and 245 radio stations. Those figures show a slight drop in attendance by stations compared to Democratic convention last month in Atlanta where 338 TV and 275 radio outlets were among the 4,100 initially registered with Radio-Television Correspondents Gallery, which attributed decrease to more thorough "culling process" second time around.

With sale of **wcix(TV)** Miami to CBS (see page 65), **Fox Broadcasting has major market affiliate hole to fill.** FBC president Jamie Kellner and executives at **wsvn(TV)** Miami (ch. 7) are scheduled to meet next week to "explore our options," said station VP/general manager, Robert Leider. FBC official also said two other UHF independents in market have expressed interest in affiliating with Fox, including **wbsf-TV** (ch. 33) and **wdzl(TV)** (ch. 39), but that interest could not be confirmed at deadline.

TVX Broadcast Group Inc. was granted temporary exemption from qualification standards for NASDAQ stock listing. New status (and new stock symbol of TVXGC) for TV group owner, indicative of company's financial troubles, specifically resulted from its negative shareholder's equity as reported on March 31 balance sheet.

FCC may be closing in on person who last September disrupted satellite feeds of two adult-oriented programing services, Playboy Channel and American Exxtasy, overriding feeds briefly with messages telling viewers to "repent." According to *Norfolk (Va.) Virginian-Pilot*, FCC has been focusing its investigation on male technicians at CBN in Norfolk, Va., with access to cable network's uplinks, and that federal grand jury in Norfolk heard testimony on case on July 28. CBN spokeswoman Frankie Abourjilie confirmed report, saying CBN has been target of investigation for several months. "We have complied and cooperated with the FCC in every way we can," she said. As cable network, she said, CBN feels it is important for FCC to find "culprit" to preserve integrity of satellite feeds. However, she said, CBN believes its employe is innocent. "We have talked to him, and he remains on the job.... We support our employe. We don't think it

had anything to do with us." Richard Smith, chief of FCC's field operations bureau, declined comment. "We can't talk about a grand jury proceeding." But, he said: "We do expect to crack this case very soon."

Although staying in business to rent four remaining trucks, **Hubbard Communications will cease manufacturing satellite news-gathering vehicles next month,** said Hubcom president, George Orgera. In early 1980's, Hubcom was first to build light, mostly Ku-band uplink and video production trucks that uplink directly to satellites. Orgera emphasized that Hubcom will continue honoring warranties on more than 70 trucks sold, although he confirmed discussions with several parties seeking purchase of designs and facilities. "If they do, fine; if they don't, fine," he said. Hubbard "never intended" long-term commitment to manufacturing, he said, and entered business only to provide vehicles to co-owned Conus newsgathering cooperative, buyer of first "25 or 30" built.

Prime Ticket, regional cable sports service, will increase number of hockey games of Los Angeles Kings from 37 to 60 this season as result of trade of Wayne Gretzky to Kings. Added revenue from Prime Ticket purchase of rights to more games, plus other promotional contributions, will help fund acquisition of Gretzky by Kings, said PT President Tony Accone.

Narragansett Capital has retained Goldman Sachs & Co. to assist in "discussions with certain select organizations which have indicated interest in acquiring the Narragansett-owned ABC affiliate, KOVR-TV Sacramento, Calif." Gregory Barber, managing director of Providence, R.I.-based venture capital firm, which bought station two years ago for \$104 million, said KOVR-TV was bought with part of \$75 million proceeds from 1982 limited partnership fund, much of which has since been "cashed out" at gains of close to 300%. Firm, said Barber, is under no pressure to sell station since limited partnership agreement, although having typical seven-year "life," provides managing directors with option of maintaining its investments indefinitely. Narragansett's other managing director, Jonathan Nelson, said firm's second fund, which raised \$215 million, was "just yesterday bidding on other network affiliates."

Association of National Advertisers has sent letter to Senate Majority leader Robert Byrd (D-W.Va.) expressing **concern over proposal floated by Senator Tim Wirth (D-Colo.) on children's television.** Wirth's proposal (BROADCASTING, Aug. 8) would go further than House-passed bill, reinstating FCC limits on advertising in children's programs and requiring broadcasters to provide educational programing for children as condition of license renewal. ANA said Wirth proposal "presents a serious challenge to the First Amendment rights of program producers and advertisers and would work to undermine the efforts of both groups to improve the quantity and quality of children's programing."

Columbia Pictures Television's "Columbia Night at the Movies" barter movie package scored 10.3 overnight cumulative rating with airing of its third-quarter presentation of "Band of the Hand." Rating was compiled from 16 metered markets. Over all, movie was cleared in 132 markets, representing 88% of country. Each of package's four films can be aired twice. Columbia Night at the Movies' second-quarter film, "Critters," scored 10.0 national cumulative rating. Package's five-year average is 10.1.

Only members of Congress, government officials, press and invited television industry leaders will be admitted to two-day demonstration of high-definition TV on Capitol Hill, set for Sept. 8-9. Demonstration, to be held in room 345 of Cannon House Office Building, is expected to be heavily attended. House Telecommunication Subcommittee, which is sponsoring demonstration, has rescheduled earlier postponed hearing to review latest HDTV advancements for Sept. 7. Time, location and witness list for hearing have not yet been announced.

Business Week broadcast editor S.G. (Rudy) Ruderman was fired last week for allegedly trading on advance knowledge of stocks mentioned in issues prior to their distribution, magazine announced Friday. *Business Week* reportedly said Ruderman, who had been broadcast business and market news editor since 1981, violated magazine's code of ethics by failing to disclose to magazine "all the stock trades he made and the full extent of his dealings."

Reorganized buyout tender offer for Infinity Broadcasting has been completed, with management group offering upping its price eight-tenths of 1%, to \$30.25, settling shareholder class-action litigation. Radio group owner Infinity said that 90% of its 3.3 million outstanding Class A shares had been tendered, along with \$30.5 million principal amount of convertible debentures. Cash payments to securities holders began with \$340 million of bank financing. Lawsuit settlement is subject to court approval.

At least two networks were in process last week of reorganizing departments, in some cases, reducing departments that dealt with program practices and other areas involving public policy. Within recent weeks CBS eliminated job of George Dessart, VP, program practices, and was said to be reviewing areas overseen by Phil Harding, VP, office of social policy research, and John Blessington, VP, broadcast relations. At NBC, company changed reporting assignments of broadcast standards and eliminated positions held by Ralph Daniels, VP, broadcast standards, and Laurie Goodman, West Coast VP; both of whom will retire at end of year. Joe Rutledge, NBC director for corporate communications, said that at least some of roughly two dozen people affected by reorganization would probably be reassigned elsewhere. "We thought that the areas concerned had a close fit with entertainment." Henceforth, broadcast standards, compliance and practices will report to Alan Gerson, VP, program marketing and administration, who will report to NBC Group VP John Timothy.

It is the season of must-carry surveys. FCC, NAB and NCTA are at different stages of conducting studies to determine impact of termination of must-carry rules by courts has had on broadcasting and cable. NAB released results of its survey of 259 stations last week in context of FCC inquiry into world without must-carry. Among findings: 47 stations are not being carried on at least one cable system that would have had to carry them under original rules struck down as unconstitutional by appeals court in 1985 *Quincy* case; 53 stations are not being carried on at least one cable system on which they would have been qualified for carriage under scaled-down "interim" rules that were adopted after *Quincy*, but suffered same judicial fate; 148 stations have channel repositioning problems; 59 stations are in areas where laws or covenants restrict use of outdoor antennas, and 41 stations have compensated cable systems for carriage. "NAB has demonstrated beyond any shadow of a doubt the competitive imbalance which now exists between broadcast and cable TV," said NAB TV Board Chairman Ben McKeel, commenting on results. "We sorely need quick regulatory remedies to cure this imbalance." Results of FCC's survey, which is being conducted at request of Congress, are due by Sept. 1. If all goes well, NCTA expects to have results in early fall.

Though writers' strike is behind them, networks aren't out of the woods yet, with two potential strikes ahead that could affect production. At press time last week, marathon negotiation sessions were taking place to resolve contract disputes between Teamsters local 399 (transportation vehicle operators) and Alliance of Motion Picture and Television Producers (AMPTP). Teamsters' contract expired on July 31 and workers are operating on open-ended extension. Working rules, including number of drivers needed and number of hours allowed per day, are issues in dispute. At conclusion of Teamsters contract dispute,

NAB critical of FCC's AM expansion plan

As expected, the National Association of Broadcasters filed comments at the FCC last week that were severely critical of the commission's proposed plan to introduce national licensing of frequencies in the expanded AM radio band. Broadcasting on an additional 100 khz—extending the band to 1705 khz—is scheduled to begin in the western hemisphere by international agreement on July 1, 1990. When that additional spectrum becomes available, NAB claims that licensing of the new channels nationally would be both illegal and contrary to the public interest. Instead, the association urged the commission to use the spectrum as a tool to improve the entire AM band.

National licensing, NAB said, would be an "abduction of authority bestowed upon the commission by the Communications Act of 1934." Under the plan, the FCC would allocate use of one of the new channels to one organization. That company, NAB claims, "would be free, in effect, to do whatever it wished with its frequency assignment in any particular region." Such decisions are the responsibility of the FCC under the Communications Act, it said.

Bonneville International, the Salt Lake City-based owner of five AM stations, was one of the broadcasting groups that sided with NAB in its comments. "Under national licensing, the most basic commission responsibility to the public interest—the regulation of interference—is delegated to the national licensee." It called the proposal "an unlawful delegation of the commission's statutory authority."

Instead of national licensing, NAB proposed an allocation plan allowing current daytime-only broadcasters to "homestead" in the expanded band. Such a plan would be "not only lawful, but is in the public interest," NAB said. The daytimer would be allowed to simulcast its signal on a frequency in the new band. After sundown, it could then continue to broadcast over its new frequency. After a period of years during which consumer radios with dials reaching 1705 khz will have become common in the marketplace, "the existing daytime-only facility would be terminated—and not sold to another party." This move would treat the dual problems of providing nighttime authorization for daytime broadcasters and the overcrowding of the conventional AM band, it said.

NAB also proposed that the new stations be subject to stricter technical regulations than the rest of the band. Steps to reduce adjacent-channel interference and other AM interference problems suggested in two reports submitted to the FCC by NAB in comments on a current AM improvement proceeding should be adopted for the new band, NAB said. The association also suggested that use of directional antennas in the new band be limited so that it can "be free from the mobile distortions prevalent when nulls of a directional antenna are traversed."

AMPTP will have International Alliance of Theatrical Stage Employees waiting for them. Negotiations should begin in fall to work out new contract for IATSE members, whose contract expired in June; they are currently working under contract extension that runs through Jan. 1989.

Sony Corp.'s broadcast division has completed installations of its Betacart multicassette machines, which operate with Sony-developed Betacam half-inch videotape, at all eight Capcities/ABC stations. Installations, which began last spring before 1988 National Association of Broadcasters convention, were completed last week with deliveries to WPVI-TV Philadelphia, KABC-TV Los Angeles and KTRK-TV Houston. Betacart systems, after introduction of new software at NAB, are now capable of handling playback of programs and commercials for entire broadcast day.

Editorials

Two good men

Although we were saddened by the departure of Larry Grossman from NBC—a casualty of corporate politics and a good man and able executive who deserved better than his badly handled exit—initial impressions of Michael Gartner, his successor as NBC news chief, are encouraging. Gartner, a veteran print journalist and news executive, has reaffirmed his advocacy of a broadcast press on equal footing with print. “[I have] long been a believer that television should have a full share of First Amendment rights,” Gartner told BROADCASTING at his appointment.

Grossman could surely counsel his successor on the difficulties of news management in the fishbowl that is network television and under the bottom-line pressures that are part and parcel of the new guard in network ownership, but it is hoped that Gartner’s news philosophy can remain intact. “NBC news, like all news,” he told a press tour audience last week “should be fair, accurate, thorough, interesting and professionally done.” No argument here.

Grossman has been a hard act to follow wherever he’s touched down in the Fifth Estate. He made his initial reputation as a promotion specialist at NBC and CBS, then opened his own advertising agency in New York. During that period he was part of a license challenge against WPIX(TV) New York—an act that should have blackballed him from the club forever; it is a tribute to the man and his essential decency that he wasn’t. After that he became the surprise choice to head the Public Broadcasting Service, where his performance is still cited as the way to go. And then to NBC News, charged by Grant Tinker with bringing the division up to speed—a job that, from an outsider’s point of view, he accomplished admirably. Given his bent for diversification there’s no telling where Grossman will next crop up. One can only be sure that he’ll shine.

Not to worry

Media baron Rupert Murdoch has just acquired a large piece of publishing real estate. His purchase of *TV Guide* last week, along with the other publications of Walter Annenberg’s Triangle Publications, gives him the magazine with the largest circulation in the country, if also one of the larger debt loads to retire.

Technically, it was strictly a Fourth Estate deal, but one involving what ABC and CBS described as their “most important tune-in medium.” To that end, yet somewhat surprisingly, the news had hardly hit the streets before a number of Fifth Estaters were expressing to this magazine concern about favoritism that might be shown Murdoch’s Fox Broadcasting Network by Murdoch’s newly acquired bible of television listings. Said one competitor of Fox’s WNYW(TV) New York: “We’re worried about listings; we’re worried about advertising placement; we’re worried about editorial content.” But other than that, how was the play, Mrs. Lincoln?

For Murdoch to entertain thoughts of pro-Fox bias—of which there is no evidence—would clearly be foolhardy, an adjective that has not historically applied to either the man or his company. We’re of the opinion that the Murdoch organization knows a tremendously profitable investment when it pays a fortune for it and would do nothing actively to imperil that goose or its golden subscription list. A News Corp. spokesman said last week that the *Guide* will be run separately from—and independently of—other operations. Rupert Murdoch has for some time owned a host of publications as well as television and film operations. To a certain extent, that twain is bound to meet in pooled resources

and shared experience, but print and broadcast media crossownership is anything but unique, and is certainly not by itself cause for immediate alarm. For what comfort it provides, we would expect News Corp. to let *TV Guide* be *TV Guide* just as it lets the *London Times* be the *London Times* and the *New York Post* be whatever it may be. It’s just good business.

Winning edge?

There is at least one season of original programming that will start on time this fall: the football season. The \$470-million price tag the networks paid for the rights to cover professional football (see story, page 44) is the same as last year’s, while advertising agency sources report sports time selling for attractive unit prices, estimating increases over 1987 in the middle-to-high single digits. Add to professional football the collegiate games and other traditional fall fare—baseball playoffs, World Series—throw in two weeks of Olympics (with all ingredients providing high drama, and probably some comedy, without the liability of requiring scripts), then combine with the fallout from a writers’ strike that has put a crimp in the network’s programming plans, and the result is a recipe for a banner sports programming season, and a ratings contribution dependent more on routers than writers.

Dead weight

The conventional wisdom in Washington last week was that this Congress, upon returning from vacation, will adopt the appropriations bill containing money for the FCC and instructions on how to spend or not spend it. Among the instructions inserted by the Senate at the behest of one South Carolina member, Ernest Hollings, are those preventing the FCC from revising its present rules on crossownership and minority preferences and from permitting VHF-UHF swaps among commercial and noncommercial broadcasters. The House may go along.

Broadcasters still have some hope of heading off other instructions crafted by the North Carolina senator, Jesse Helms, extending the FCC’s antiindecent enforcement to the whole broadcast day, thus eliminating the existing midnight-to-6-a.m. “safe harbor.” If the House goes along with this, it will be challenging the courts to a First Amendment showdown, but who cares about niceties like that in the 100th Congress?

Whatever the fate of the Hollings-Helms ornaments that disfigure this appropriations bill, the urge to micro-manage broadcast regulation that is more properly the province of the FCC must somehow be suppressed in the next Congress. Any PAC money tied to that ambition in this election year?



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