

Broadcasting Aug 29

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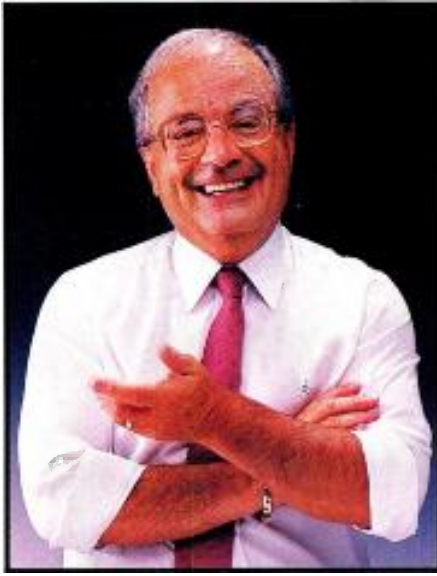
57th Year 1988

SPECIAL REPORT
ON

Journalism

Defying the odds
at the FCC

WBNS's Gene I he joined A



“As a CBS affiliate I’m always looking for a show that I can use in early fringe before our early news. The show must generate a large audience, without a strong lead-in, and must get the

men in the market to turn-on the station and stay-tuned for our early news.

ALF meets all of these requirements. On NBC, ALF builds a strong audience coming out of prime access, even in markets where it doesn’t have a strong lead-in. ALF’s adult demos, especially with men, create an ideal track for a potential news lead-in.

Most of all, at WBNS we look very closely at content and felt that ALF had the kind of family orientation which we could be proud of presenting to our viewers.”

Gene D’Angelo
President and General Manager
WBNS-TV, Columbus

Angelo tells why F's family.



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SYNDICATION

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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

Frustrated chairman...

Politics and thinned ranks raise degree of difficulty in FCC Chairman Dennis Patrick's achieving his agenda.

PAGE 27.

Summer in Seoul...

Despite uncertainty caused by domestic and international political conflict in region, NBC's 19 broadcast days of summer Olympic games in South Korea are expected to be profitable. PAGE 28. Radio readies for XXIV Olympiad.

PAGE 29.



Seoul Sports Complex

Extra window...

Televentures's decision to sell additional window of its Pegasus movie package—which includes such films as "Peggy Sue Got Married," "Agnes of God" and "Blind Date"—to



'Agnes of God'

basic cable does not please some broadcasters.

PAGE 48.

31/MOVING FAST

NBC-TV plans to backhaul and distribute coverage of 1988 summer Olympics from South Korea, moving signals from Seoul to New York and out to American viewers "in less than a second," network says.

31/READY TO SELL

RKO to sell its Los Angeles and New York radio stations for about \$140 million.

33/STRATEGY SESSION

Senior cable executives meeting in Chicago plan ways to strengthen spot cable business.

34/STATUS QUO

Makeup of key congressional committees that establish communications policy are not expected to change significantly after congressional elections this fall.

35/JOURNALISM '88

BROADCASTING's annual report on state of art of journalism focuses on such perennial issues as winning ratings battles, coming up with new programing and bottom line. Added to this election year's list of subjects covered: mandate of TV news, cable news operations and latest entry in TV's informational programs: reality-based shows.

50/HOMEWARD BOUND

According to some radio broadcasters, successful stations in 1990's will be those concentrating now on local sales training.

56/SUIT SETTLED

Cable franchise applicant to be paid \$13.5 million by city of Sacramento and Scripps Howard.

59/PAY AS YOU GO

Cablevision Systems offers subscribers in Brooklyn and the Bronx, N.Y., pay services on stand-alone basis, without basic cable.

63/IMAGINABLE

Robert Harris, president of MCA Television Group, joins Imagine Films Entertainment as president, motion pictures and television.

65/GOING OUT OF BUSINESS SALE

Jack Kent Cooke puts all his cable systems up for sale; price could exceed \$1.5 billion.

87/PROLIFIC PRODUCER

Since first heading to Hollywood in 1955, Fries Entertainment Inc.'s Chuck Fries has become one of industry's most prolific long-form television producers, with more than 100 made-for-TV movies to his credit.

89/BARTER BARRIER

Advertiser Syndicated Television Association (ASTA) says that barter syndication market will reach \$1-billion mark in 1988, one year ahead of projections.

32/MEDIA RAPPED BY PUBLIC

Times Mirror survey shows majority of public thinks coverage of Dan Quayle is unfair and too much.



Quayle meets the press

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In keeping with your sources of this story

Recently, two news directors from Conus stations were asked to report on the value of Conus services. Their identities can't be revealed because the following quotes are taken from confidential, internal memoranda.*

"(Conus) has, in effect, allowed us to expand our staff at minimal costs."

According to the first news director, "(Conus) has made a dramatic difference in the way news is covered and presented in this market. Not only has the Conus network allowed us to break the time and distance barrier in covering stories, it has, in effect, allowed us to expand our staff at minimal costs.

"Conus has some other advantages, too. Specifically:

"Conus provides one of the easiest systems of ordering transponder time and will negotiate price in some cases.

"Conus news and satellite operations are self-contained and can deal with problems more efficiently

than some other satellite time suppliers.

"Conus provides what I consider to be the best available communications system for remotes.

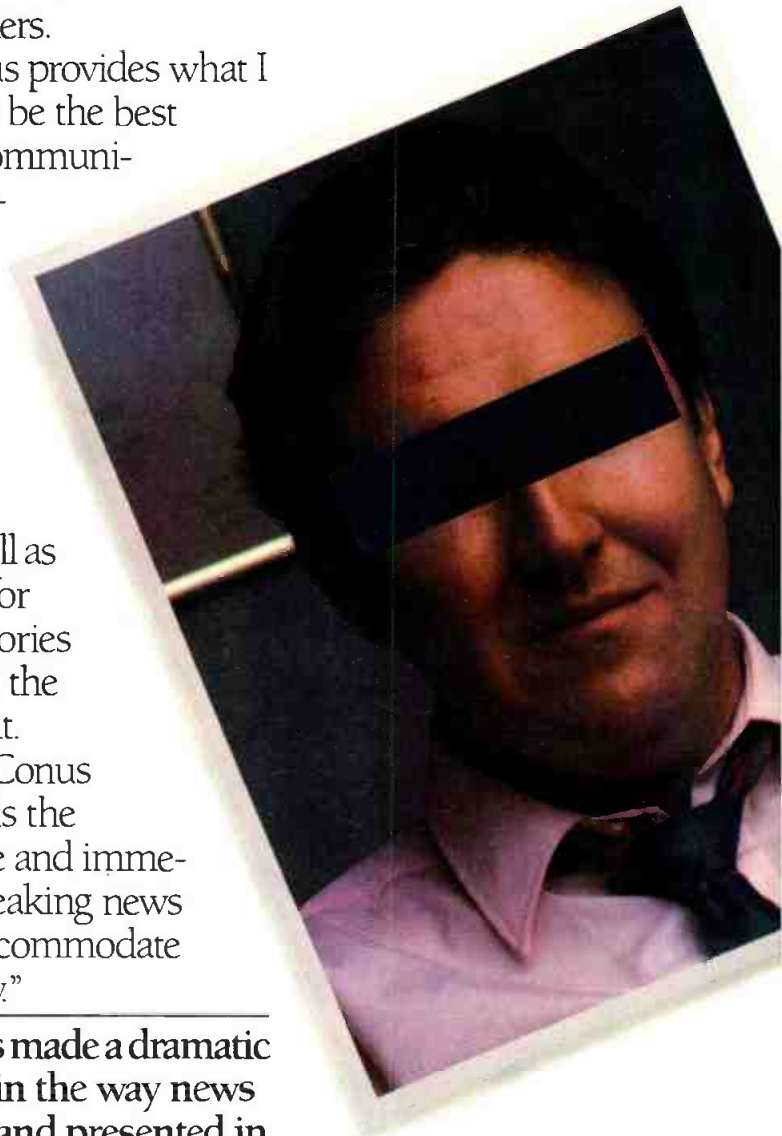
"Conus provides several daily news and sports feeds, as well as interrupts for breaking stories throughout the day or night.

"And Conus understands the importance and immediacy of breaking news and will accommodate accordingly."

"Conus has made a dramatic difference in the way news is covered and presented in this market."

The second news director continues: "The people at Conus seem to understand the need for flexibility when dealing with local news

operations. They can get you on the air in a hurry. And they're very realistic about cancelling time or expanding windows. Their service is based on



Realistic tradition, the will not be revealed.

through uplinking to billing. We prefer this system to bureaucracies.

"We also prefer their technical procedures; our truck operators find they're much easier to use. The same is true for their billing procedures. It's prompt (semi-monthly) and easy to understand. It's also easy to get questions

answered and billing adjusted.

"Conus feeds have given us a leg up on the competition. We covered two major football games better, more easily and less expensively than we did in the past through excellent coordina-

tion by Conus and cooperation with other Conus members.

"Their service is almost uniformly excellent."

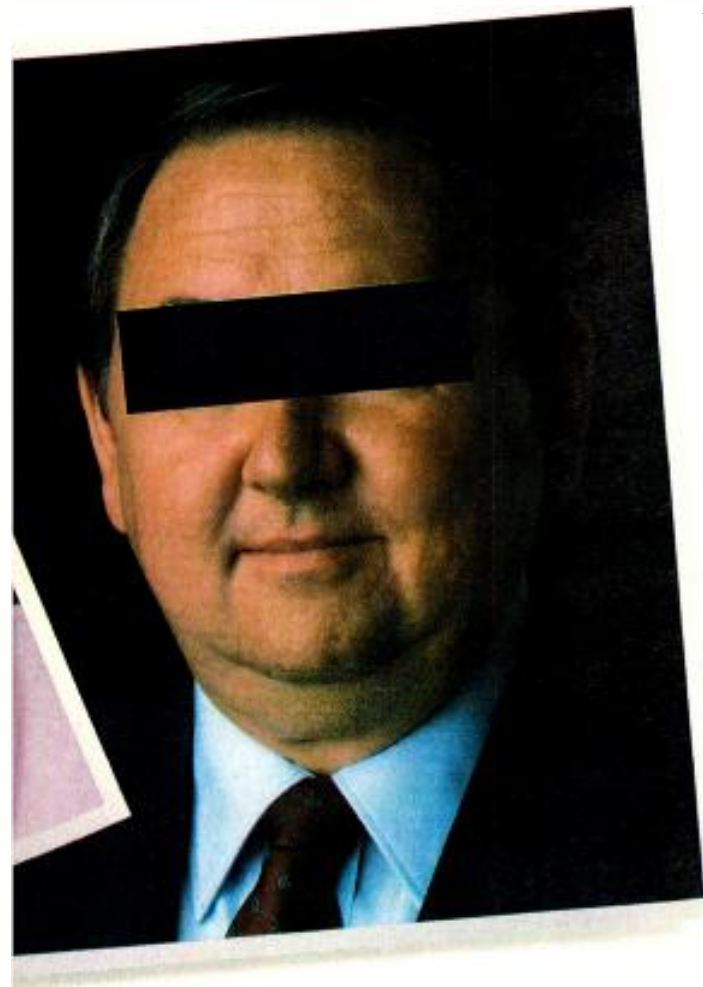
"The availability of interconnects is a major plus. We are increasingly taking advantage of this resource and it gives our newscasts a look no one else in town can match. We're promoting this advantage to our viewers.

"Through Conus, we can get help from more stations."

To find out how Conus can help you, call Charles H. Dutcher, III: 612/642-4645. Or write: Conus Communications, 3415 University Ave., Minneapolis, MN 55414.

You'll find that Conus is a service for news people, by news people. We'll go on the record with that.

*I have read the original memoranda and this ad and can verify that all quotes used herein are accurate.
Lucille K. Desteian, Notary Public - Minnesota, Hennepin County



common sense.

"In other words, their service is almost uniformly excellent. Their staff is knowledgeable and friendly. They respond to our problems promptly and courteously. And the same people work with us, from booking

THE TOP 100 SINGLES OF THE ROCK ERA HAVE JUST BEEN CHOSEN BY ROLLING STONE MAGAZINE

BMI is proud to license 75% of them



Back Stabbers The O'Jays Written by Leon Huff
John Whitehead Gene McFadden • **Be My Baby**
The Ronettes Written by Phil Spector Jeff Barry
Ellie Greenwich • **Billie Jean** Michael Jackson
Bridge Over Troubled Water Simon & Garfunkel
Written by Paul Simon • **Brown Eyed Girl** Van
Morrison • **Brown Sugar** The Rolling Stones
Written by Mick Jagger (PRS) Keith Richards
(PRS) • **Chain Of Fools** Aretha Franklin Written
by Don Covay • **Crimson And Clover** Tommy
James Written by Peter Lucia Tommy James • **Oa
Ooo Ron Ron** The Crystals Written by Jeff Barry
Ellie Greenwich Phil Spector • **Dancing In The Street**
Martha & The Vandellas Written by Will Stevenson
Dock Of The Bay Otis Redding Written by Steve
Cropper Otis Redding • **Every Breath You Take** Sting
(PRS) • **For What It's Worth** Buffalo Springfield
Written by Stephen Stills • **Fortunate Son** Creedence
Clearwater Revival Written by John Fogerty • **Gimme
Some Lovin'** Spencer Davis Group Written by Spencer
Davis (PRS) Steve Winwood (PRS) Muff Winwood
(PRS) • **Gloria** Them Written by Van Morrison • **Go
Your Own Way** Fleetwood Mac Written by Lindsey
Buckingham • **Good Lovin'** The Rascals Written by Rudy
Clark Arthur Resnick • **Good Times** Chic Written by Nile
Rodgers Bernard Edwards • **Good Vibrations** The Beach
Boys Written by Brian Wilson Mike Love • **Help** The
Beatles Written by John Lennon Paul McCartney (PRS)
Hey Jude The Beatles Written by John Lennon Paul
McCartney (PRS) • **Hold On, I'm Coming** Sam & Dave
Written by Isaac Hayes David Porter • **Honky Tonk Women**
The Rolling Stones Written by Mick Jagger (PRS) Keith
Richards (PRS) • **House Of The Rising Sun** The Animals
Written by Alan Price (PRS) • **(I Can't Get No) Satisfaction** The
Rolling Stones Written by Mick Jagger (PRS) Keith Richards
(PRS) • **I Get Around/Don't Worry Baby** The Beach Boys
Written by Brian Wilson/Brian Wilson Roger Christian • **I Heard
It Through The Grapevine** Marvin Gaye Written by Barrett Strong
Norman Whitfield • **I Want To Hold Your Hand/ I Saw Her
Standing There** The Beatles Written by John Lennon Paul
McCartney (PRS) • **Imagine** John Lennon • **In The Midnight
Hour** Wilson Pickett Written by Steve Cropper Wilson Pickett
Instant Karma John Lennon • **Jumpin' Jack Flash** The Rolling
Stones Written by Mick Jagger (PRS) Keith Richards (PRS) • **Layla**
Derek & The Dominoes Written by Eric Clapton (PRS) James Gordon
Let's Stay Together Al Green Written by Al Jackson Jr. Al Green
Willie Mitchell • **Louie, Louie** The Kingsmen Written by Richard
Berry • **Maggie May** Rod Stewart • **My Generation** The Who

Written by Pete Townshend (PRS) • **Needles
& Pins** The Searchers Written by Jack Nitzsche
Sonny Bono • **96 Tears** ? & The Mysterians
Written by Rudy Martinez • **Oh! Pretty Woman**
Roy Orbison Written by Roy Orbison William
Dees • **Dhio CSNY** Written by Neil Young
Overnight Sensation (Hit Record) The Raspber-
ries Written by Eric Carmen • **Papa's Got A
Brand New Bag** James Brown • **People Get
Ready** The Impressions Written by Curtis
Mayfield • **Proud Mary** Creedence Clearwater
Revival Written by John Fogerty • **Reach Out, I'll
Be There** The Four Tops Written by Edward
Holland Lamont Dozier Brian Holland • **Respect**
Aretha Franklin Written by Otis Redding • **Rive
Deep, Mountain High** Ike & Tina Turner Written by
Ellie Greenwich Jeff Barry Phil Spector • **Shake//
Change Is Gonna Come** Sam Cooke • **She's No
There** The Zombies Written by Rod Argent (PRS)
Somebody To Love Jefferson Airplane Written by
Darby Slick • **Son Of A Preacher Man** Dusty
Springfield Written by Ronnie Wilkins John Hurley
Stayin' Alive The Bee Gees Written by Barry, Robin &
Maurice Gibb • **Stop! In The Name Of Love** The
Supremes Written by Edward Holland Lamont Dozier
Brian Holland • **Strawberry Fields Forever/Penny Lane**
The Beatles Written by John Lennon Paul McCartney
(PRS) • **Summer In The City** The Lovin' Spoonful Written
by John Sebastian Mark Sebastian Steve Boone • **Sus-
picious Minds** Elvis Presley Written by Mark James • **Tel-
It Like It Is** Aaron Neville Written by Lee Diamond George
Davis • **Thank You.../Everybody Is A Star** Sly & The Family
Stone Written by Sly Stone • **The Letter** Box Tops Written
by Wayne Carson Thompson • **The Message** Grandmaster
Flash & The Furious Five Written by Melle Mel Duke Bootee
Clifton Chase Sylvia Robinson • **Walk Away Renee** Left Bank
Written by Bob Caillit Michael Brown Tony Sansone • **Walk
On The Wild Side** Lou Reed • **War** Edwin Starr Written
by Barrett Strong Norman Whitfield • **What's Goin' On** Marvin
Gaye Written by Renaldo Benson • **When A Man Loves A Woman**
Percy Sledge Written by Andrew Wright Calvin Lewis • **Who'll
Stop The Rain/Travelin' Band** Creedence Clearwater Revival
Written by John Fogerty • **Wild Thing** The Troggs Written by
Chip Taylor • **Woolly Bully** Sam The Sham & The Pharaohs Written
by Sam The Sham • **You Really Got Me** The Kinks Written by Ray
Davies • **You've Lost That Loving Feeling** The Righteous
Brothers Written by Barry Mann Cynthia Weil • **Your Song**
Elton John Written by Elton John (PRS) Bernie Taupin

BMI

Your single most important music license for the rock of all ages

New Year's resolution

Department heads at CBS are already beginning to plan budgets for 1989 and have been told to keep salary increases to average of 4½%. Although salaries make up majority of overhead costs, it is still hard to tell where overhead budget for all of CBS/Broadcast Group (CBG) will weigh in next year. Part of problem is caused by CBS/Records Group sale, which means that some costs formerly split between CBG and records will now be borne solely by CBG.

Surprise

FCC staffers were working hard last week to reduce to final and understandable form results of extensive May-June survey of broadcasters and cable operators on impact lack of must-carry rules has had on industry. FCC has promised Congress to have results ready by Thursday (Sept. 1). According to one FCC official who has taken peek, broadcasters and cable operators differ on extent of channel repositioning and dropping of broadcast signals by cable systems in post-must-carry world. But there is interesting twist: Cable operators reported more repositioning and dropping than broadcasters.

Vacancy

Outcome of presidential election could provide opportunity for some House telecomsubcom members. Both parties' vice presidential nominees, Democrat Lloyd Bentsen of Texas and Republican Dan Quayle of Indiana, would, if they win, create vacancies in Senate. It is believed several subcommittee members might make grab for Bentsen's Senate seat. Among those mentioned are Texans Mickey Leland and John Bryant on Democratic side and Republican Jack Fields. As for possibility of contest over Quayle's seat, some observers feel subcommittee's Dan Coats (R-Ind.) might have interest in post.

Taking his time

There is still no word of person to fill ABC News's number-two slot, which became vacant when David Burke was hired away to lead rival news division at CBS. Boone Arledge, president of ABC News, said that even with political conventions out of way, he is still in no hurry and that some of Burke's responsibilities have been given to existing executives in "temporary

reorganization." Arledge even acknowledges that he has thought of not filling slot: "That is a possibility, but I am not yet advocating it." Justification for not sticking with same structure was offered by one observer, who noted: "This is not the same news organization it was when Burke was appointed 11 years ago."

Down to wire

Cable operator royalty payments are due at Copyright Office today (Aug. 29); that last-minute rush is expected may be understatement. Copyright Office official said as of Friday morning, roughly \$3.8 million in royalties for first six months of 1988 have been collected, fraction of \$80-plus million that is expected.

Wrestling match

CBS is making aggressive push to convince affiliates to clear new late night show with Pat Sajak in scheduled 11:30 p.m.-1 a.m. slot. How fruitful effort has been is unclear. With current late night slate of repeat movies and series and original dramas, about 82% of CBS affiliates clear show, but only 41% clear it live. To make late night with Sajak more enticing, network is adding one 30-second spot to local late night inventory for total of 10½ minutes, and shifting placement so that affiliates gain extra time to sell in first hour of show (seven and a half minutes). CBS affiliate relations executive said last week total clearance for Sajak is now "approaching 90%," but declined to say at what level live clearances stood.

Pressure against clearance is being brought to bear from syndication sources, including Paramount's new late night talk show with Arsenio Hall, also scheduled to launch in January. In addition, some CBS affiliates currently beating NBC's *Tonight Show* with off-network sitcoms such as *Cheers* and *Barney Miller* at 11:30 p.m. are reluctant to bump them for untried Sajak show.

Real world

Faroudja Laboratories, Sunnyvale, Calif., which is testing its SuperNTSC advanced television transmission system on two California cable systems owned by Tele-Communications Inc. (BROADCASTING, June 13), is finding that computer simulations do not always reflect real world. "We find that all kinds of things stand in the way of progress," said SuperNTSC inventor, Yves Faroudja. In tests, audio signal and vestigial sideband transmissions have not reacted under actual cablecasting

conditions as had been predicted. Faroudja, who did not elaborate, was optimistic about success of SuperNTSC system, but said tests will take longer than expected, adding: "It shows how far practice is from theory."

Under wraps

Radio public awareness campaign will not be unveiled at Radio 88 convention next month (Sept. 14-17) in Washington. Status report on project will be presented instead. National Association of Broadcasters and Radio Advertising Bureau are funding project, which they hope will boost public image of medium. NAB-RAB say they will try out campaign in test market from Sept. 15 until end of October before asking membership to support it. Because project is costly—it may run some \$1 million—group wants "to make sure it makes sense," according to source. Earlier presentations of campaign had not been well received, but most wrinkles were believed to have been ironed out by time NAB board approved funds for campaign (BROADCASTING, June 27).

Heavy hitting

Look for local television program promotion to heat up this season, particularly from stations that have picked up *The Cosby Show*. "No question about it," said one station executive last week. "*Cosby* stations have a lot of bucks invested in the show and have to get viewers in the tent." WCAU-TV Philadelphia is launching marketwide "Bill-adelphia" campaign. Number of stations, including those in Detroit and Nashville, will launch *Cosby* look-alike and trivia contests. In Boston, where WCVB-TV will air program on Saturday and Sunday only, station will package show under "*Cosby* Weekends" banner.

What's up

CNN's *World Report*, program of news reports supplied by foreign countries and broadcast organizations, may get better time slot than its present midnight Sunday period. CNN executives are looking at moving program to Sunday afternoon. Program may also crop up on Delta airlines trans-Atlantic routes to Europe.

On other burner, CNN is planning to hold its first *World Report* contributors conference in Atlanta next May 3-9. Executives, producers and journalists from 100 organizations contributing to program will be invited to seminar to discuss such issues as future of TV news in shrinking planet, how to handle state propaganda and tools for improving news coverage.

Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

■ NAB and other broadcast groups, in comments on FM translator inquiry, urged FCC to reject proposed expansion of service to allow for local origination by translators. Commission was asked to insure that rules establish translators as secondary services, to be used to fill in underserved areas of full-powered stations and not as "low-power FM" stations.

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 sites 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 by New Jersey class A FM Broadcasters, and on counter proposal by NAB to allow 60% of class A's 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.

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.

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,

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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

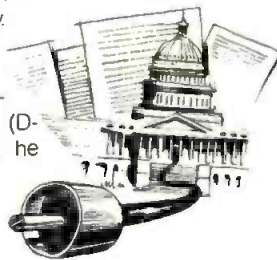
National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes. House Commerce Committee Chairman John 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 11 served as forum for discussing cable's growing market power. Cable industry has been under increased congressional scrutiny.

At first hearing, in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases. Third oversight hearing is not likely to occur until next year.

Allegations that cable industry has been



anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as 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 it said that 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 rules, which would force systems to delete programs carried by imported distant signals that duplicate programs on local stations (see below).

Compulsory License

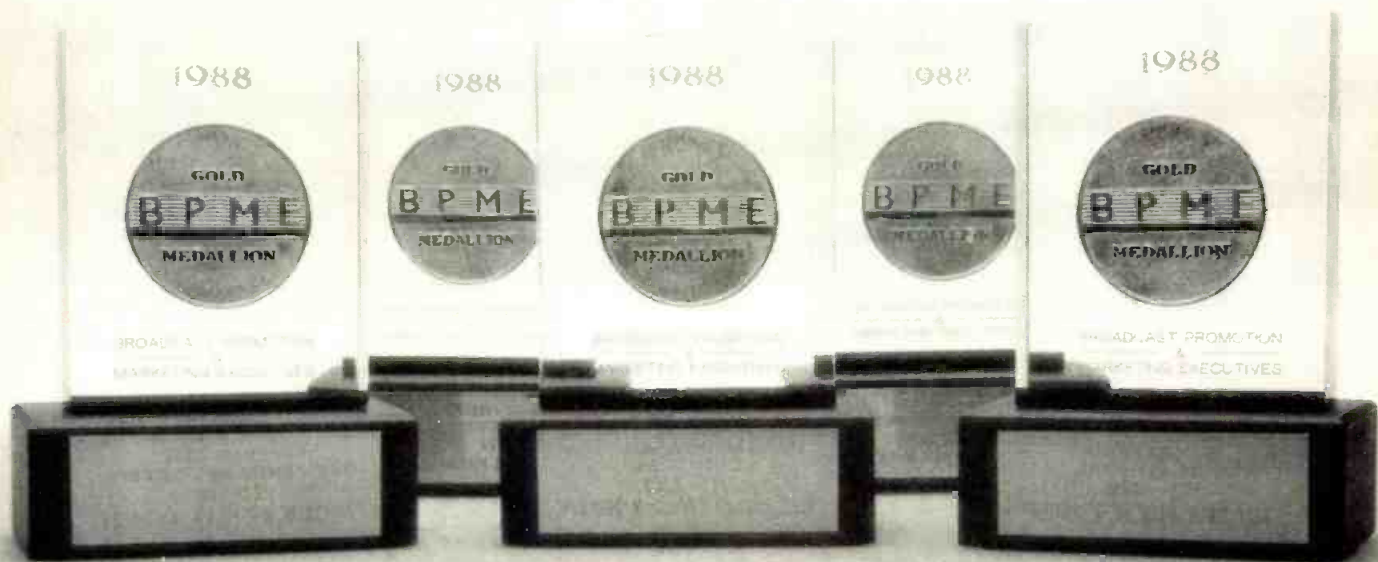
FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing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

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there, but time is running out and issue is not likely to be resolved until next session of Congress. 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 Dennis 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. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—FCC has tentatively concluded it

We thought our Marketing people deserved a little promotion...



...and this is it. Each of our stations was honored by the Broadcast Promotion and Marketing Executives with a 1988 Gold Medallion. We were also honored by the Broadcast Designers Association. We're proud of our promotion professionals. Thank you, BPME for recognizing their talent and expertise.

THE GROUP W TELEVISION STATIONS

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KPIX-TV
SAN FRANCISCO

KYW-TV
PHILADELPHIA

WBZ-TV
BOSTON

WJZ-TV
BALTIMORE



GUERRILL

ENG. It's full-on warfare—brutal, competitive, and sometimes downright dangerous.

To outshoot the competition, your crew needs an advantage. Give them a big one. Give them new CVR-200 *one-piece* camcorders from Ampex.

With battery, tape and the newly-developed ultralight Nikon lens, this *camcorder* is nearly three pounds lighter than an Ike HL-79E *camera!*

It's compact and easy to handle, too. So your crews can move fast and maintain a low profile, even in explosive situations.

Low light is no problem either. Advanced CCD sensors deliver dynamite pictures, even in adverse conditions.

And if those conditions mean hard knocks, don't worry. Its rugged design, magnesium alloy chassis and weatherproof housing

help keep the CVR-200 on the streets, and out of the shop.

But as good as it is, the CVR-200 is only part of the story. We can outfit you with a full arsenal of the most advanced Betacam equipment available:

- CVR-35—the portable VTR with the features news professionals ask for most.
- CVR-22—a low cost,



ACAM

easy-to-use office player.

□ *CVC-5, 7 and 50*—the most versatile CCD cameras in the business.

□ *Ampex Betacam 198 Tape*—in rugged cassettes engineered expressly for ENG.

If you want to win the ratings war, you're going to have to arm your crew with the best equipment available—and for equip-

ment, service and support, there's no better ally than Ampex.

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AMPEX

should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, 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 telcos' 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 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his 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. 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—See Network Rules.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programming. Combination of Hughes's solid relations with major cable programmers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become a reality in U.S. in the 1990's, Hughes has said. DBS plan will go to parent, General Motors, for go-ahead by end of year.

Next most viable competitor in race to provide first DBS service here may be GE Americom, also with long record of serving cable programmers. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programmers and cable operators, to launch K-3 and K-4, now under construction, to provide service to both cable industry and home businesses, with cable likely retailers (BROADCASTING, July 18). Hughes says such service would only be "interim" step toward its 200-watt service.

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 of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." TCI backing of Tempo DBS venture

may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing. Dominion Video, granted 1986 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.

High-Definition TV

Date for second congressional hearing of summer on HDTV by Telecommunications Subcommittee has been rescheduled for Sept. 7. Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill Sept. 8-9.

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 set for September 1 to consider possible actions following release of first interim report by ATS committee, including second inquiry and rulemaking. 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.

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.

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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. House-Senate conferees will take up matter in September when Congress returns from recess.

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 13 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.

Land-Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land-mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission that more time will be needed to perform ATV system tests before spectrum needs can be determined.

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

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 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

Malrite Communications Group announced Aug. 15 that it had received a buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was \$10.25 per share in cash for some 13.7 million shares of common and class A stock. Rogers Communications Inc. announced Aug. 9 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 and cable system owner, Houston Industries Inc. (it owns 50% of Paragon Cable). Price was \$1.265 billion for the systems serving roughly 500,000 subscribers in San Antonio; Minneapolis; Portland, Ore., and Orange County, Calif. Houston Industries board unanimously approved purchase Aug. 16. Deal could close in December at earliest.

Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. 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 Brazzell Jr., to form new company, Command Communications, to purchase KJDI(FM) Los Angeles; KHOW(AM)-KSY(FM) Denver; KRDL(AM) Dallas, and Texas State Networks for \$145 million. Financing for Command is being sought through Merrill Lynch, replacing previously designated investment banker, L.F. Rothschild. Financing 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) Philadelphia, and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which he is shareholder. Application for transfer of licenses to Command was filed at FCC in early August. Deals expected to close in November. Cablevision Industries signed definitive agreement July 18 (agreement in principle was announced May 23) to acquire most of systems composing 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 to Liberty, N.Y.-based Cablevision Industries in 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 Warner common share. Clause permits Lorimar to cancel agreement if, during 10-day period preceding closing, 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

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BY THE NUMBERS

Summary of broadcasting and cable

| B R O A D C A S T I N G | | | |
|--|--------|-------------------|---------|
| SERVICE | ON AIR | CP's 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 | 47,042,000 |
| Homes passed | 73,900,000 |
| Total systems | 8,000 |
| Household penetration† | 52.8% |
| Pay cable penetration | 32% |

* 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.

suit charging that directors failed to consider other offers and 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. Definitive merger agreement was signed May 17. Lorimar shareholder meeting to approve merger is tentatively planned for late September. ¶ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 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 ended TCI's standstill agreement with UCT and allowed TCI to expand UCT ownership beyond 23% stake in March to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Proxy is under review at SEC, and is expected to go to shareholders in mid-September. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Plan was amended in July with Comcast purchasing 50%, TCI purchasing 35% and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, getting 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 SEC on consent solicitation of SCI debt holders. Hart-Scott-Rodrin review period has expired and transaction expected to close in early fall. Company has already received franchise approval on transactions 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 system and broadcasters on effect elimination of must-carry rules has had on broadcasters. Results are due Sept. 1. Last February, National Association of Broadcasters television board directed NAB staff to seek all avenue to restore must carry. To support argument, surveyed broadcasters and found, of 259 responding, around 50 that are not being carried on at least one cable system that would have had to carry them under must-carry rules. National Cable Television Association is also conducting survey, but results are not expected until early fall.

Network Rules

FCC's network rules—adopted over years to limit power of networks over affiliates, program suppliers and other media—are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceeding looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

FCC initiatives are taking place as networks prepare to sit down with Hollywood studios and reconsider financial interest and syndication rules, which limit networks' ownership interest in network programming and in syndication of programming after its network run (BROADCASTING, July 4). Meetings at "relatively high level" are expected to begin in six weeks (BROADCASTING, Aug. 15).

With some prompting by networks, FCC tried to eliminate rules in early 1980's, but Congress and President Reagan quashed effort. FCC will wait for affected industries to reach compromise before it takes up issue again.

Public Broadcasting

■ Senate 1991-1993 CPB reauthorization bill S. 2114, and companion House bill, H. 4118 both of which passed through committee in late July, had still not come to floor votes before late summer congressional recess. Amendments to Senate bill would shift 80% of CPB national program funding directly to pub-

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lic stations; codify division of federal money between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of 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; all other measures would go into effect in FY 1990.

CPB has called Senate amendments "attack" on its mandate and have charged that, with all national programming in station hands, several established series may go on "endangered species list." CPB board had recently adopted package of resolutions that, in future budgets, would "focus CPB's resources on limited number of higher priority issues," with "measurable" contribution to programming as single criterion for each budget decision. PBS and National Association of Public Television Stations support amendments, saying stations already prove ability and willingness to support national schedule.

House version contains language creating new program fund specifically to support independent productions and to "expand diversity and innovativeness of programming." 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, \$214 million.

Results of Senate and House conference on 1991 CPB appropriations—\$242,060,000 to CPB with additional \$56,810,000 earmarked for replacement of satellite interconnection system—also had not been voted on before recess.

PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage of prime time schedule to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last month. 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%. NPR this month launched *Latin File*, 14-minute, daily Hispanic news service in English.



Syndex

FCC has received petitions to reconsider, in whole or part, new syndicated exclusivity rules adopted at May 18 meeting. Rules, which empower television stations to enforce exclusivity of their syndicated programming against cable systems, are tentatively set to take effect Aug. 18, 1989. To mitigate impact of rules, FCC adopted one-year transition period.

In adopting rules, which are similar to those dropped 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.

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.

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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This week

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.

Also in September

Sept. 5-7—*Satellite Broadcasting and Communication Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

Sept. 6—*Women in Cable, New York chapter*, meeting. "An Evening with Dr. Ruth Westheimer." Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

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

■ **Sept. 6-10**—*National Association of Broadcasters* annual "Hundred Plus Exchange," for small market broadcasters. Dallas-Fort Worth Hyatt Regency Airport hotel. Information: Charles Sherman, NAB, (202) 429-5300.

Sept. 7—*New York Television Academy* luncheon. Speaker: Pat Fili, senior vice president, programming 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—Local advertising sales seminar, sponsored by *USA Network*. Brown Palace, Denver. Information: Joyce Uyeno, (213) 277-0199.

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

Sept. 8—*Cabletelevision Advertising Bureau* local advertising sales workshop. Holiday Inn Crowne Plaza, White Plains, N.Y.

Sept. 8—Local advertising sales seminar, sponsored by *USA Network*. Remington, Houston. Information: Joyce Uyeno, (213) 277-0199.

Sept. 8—Presentation of news and documentary programming 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—"HDTV and the business of television in the 1990s," seminar sponsored by law firm of *Davis, Graham & Stubbs*, Washington. Information: Mary Meiburger, (202) 822-8660.

Sept. 9—Local advertising sales seminar, sponsored by *USA Network*. Dallas Marriott Mandalay at Los Colinas. Information: Joyce Uyeno, (213) 277-0199.

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. 10-11—Seventh annual Pater Awards, Asia-Pacific region awards for television and radio, held as part of Australia's Bicentennial. Brisbane, Australia. Information: Australian Trade Commission, 636 Fifth Avenue, New York, N.Y. 10111.

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. 12-16**—*International Institute of Communications* 19th annual conference. Washington. Information: (202) 775-3199.

Sept. 13—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency O'Hare, Chicago.

■ **Sept. 13**—Advanced media seminar, sponsored by *American Association of Advertising Agencies*. Fairmont hotel, Chicago. Information: (212) 682-2500.

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. 14-16**—Promotion strategy seminar, sponsored by *Association of National Advertisers*. Golden Tulip Barbizon hotel, New York. Information: (212) 697-5950.

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.

Sept. 15—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson hotel, Columbus, Ohio.

■ **Sept. 15**—*Women in Cable, Chicago area chapter*, meeting, "The Changing Broadcast World." Lawry's restaurant, Chicago. Information: Jeanne Brady, (312) 635-5574.

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—*Federal Communications Bar Association* monthly luncheon. Speaker: William McGowan, chairman, MCI Communications Corp. Marriott hotel, Washington.

Sept. 20—*Cabletelevision Advertising Bureau* local advertising sales workshop. Amlac hotel, San Francisco.

Sept. 20—Deadline for entries in Forum Award competition, sponsored by *U.S. Council for Energy Awareness*, "honoring excellence in reporting that best contributes to public understanding of civilian nuclear energy." Information: Scott Peters, (202) 293-0770.

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

Sept. 21—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 528-2475.

Sept. 22—*Oklahoma Association of Broadcasters* sales seminar. Tulsa, Okla. Information: (405) 528-2475.

Sept. 22—*Cabletelevision Advertising Bureau* local advertising sales workshop. LAX Hilton, Los Angeles.

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

■ **Sept. 22**—*New England Broadcast Association* "Cable Day" luncheon. Speaker: Kay Koplovitz, president-CEO, USA Network. Lafayette hotel, Boston. Information: Mark Mastromatao, (617) 731-9653.

Sept. 22-23—*Broadcast Technology Society/IEEE* 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, Cal. Information: (213) 463-2186.

Sept. 23-24—*North Dakota Broadcasters Association* convention. Holiday Inn, Bismarck, N.D. Information: Neil McCutchan, (701) 777-2806.

Sept. 23-25—*Maine Association of Broadcasters* annual convention and election of officers. Sebasco Estates, 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 Convention* sponsored by group of electronics engineers associations. Metropole conference and exhibition center Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

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) 441-6600.

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

■ **Sept. 25-27**—*New Jersey Broadcasters Association* 42d annual convention. Bally's, Atlantic City, N.J. Information: Arnie Zucker, (201) 247-3337.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting, "NATOA '88: Hot Topics in Telecommunications." Doral Hotel on the Ocean, Miami Beach, Fla. Information: Catharin 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* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon co-sponsored by *National Academy of Cable Programming* and *Museum of Broadcasting*. Panelists: Ted Turner, Turner Broadcasting System; Gerald Levin, Time Inc.; Charles Dolan, Cablevision Systems Corp., and Bernie Brillstein, Brillstein Co. Moderator: Bernard Shaw, CN anchor. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

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

Sept. 27—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

■ **Sept. 27**—Ninth annual Midwest Radio Theater Workshop, sponsored by noncommercial KOPN(FM) and funded by *National Endowment for the Arts* and *Missouri Arts Council*. Columbia, Mo. Information: (314) 874-1139.

Sept. 27-28—"Forging a New Telecommunication Strategy: Choices for the Next Administration," sponsored by

sored 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—*New York Television Academy* luncheon. Speaker: Gerry Hogan, president, Turner Entertainment Networks. Copacabana, 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. 29—*Cabletelevision Advertising Bureau* local advertising sales workshop. Dallas Parkway Hilton, Dallas.

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.

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—*Cabletelevision Advertising Bureau* local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

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

Oct. 5—*New York Television Academy* luncheon. Speaker: Tim Robertson, CBN Family Channel. Copacabana, New York.

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasens, 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. 6—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

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-Jan. 2—"On the Air: Pioneers of American Broadcasting." exhibition co-sponsored by *National Portrait Gallery* and *Museum of Broadcasting*, New York. Smithsonian National Portrait Gallery, Washington.

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 conference. Swiss Grand hotel, Chicago. Information: Rhonda Christenson, (815) 962-4400.

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

Oct. 9-12—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Howard Johnson hotel, Boston.

Oct. 11-13—Basic media seminar, sponsored by *American Association of Advertising Agencies*. Clift hotel, San Francisco. Information: (212) 682-2500.

Oct. 11-16—*National Black Media Coalition* 15th 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—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Valley Forge, Philadelphia.

Advertisement

THIS IS **MEDIA MONITOR** WITH REED IRVINE AND CLIFF KINCAID.

HYPOCRISY ON QUAYLE

On July 29, Gov. Dukakis was asked by a reporter about rumors that he had undergone psychiatric care. Dukakis shrugged and turned away without answering the question. The same day, his staff informed *The Detroit News* he would not respond to a questionnaire about his health. The refusal to answer these questions prompted several newspapers to report the story. It finally hit television on August 3, when President Reagan, turning aside a request for a comment on Dukakis's refusal to release his medical records, jokingly referred to him as an "invalid."

That gave rise to stories or comments on ABC, CBS and NBC about dirty politics and spreading unfounded rumors. NBC commentator John Chancellor was especially outspoken. He said, "There's a lot of hypocrisy and not a little dirty politics at work here, and frankly it's an embarrassment to legitimate news organizations. We're covering the story of the rumors to put them into perspective, but that only adds to the space given to a

non-story which shouldn't have got into the news in the first place."

But on August 16, when Dan Quayle was identified as Bush's choice for his running mate, Mr. Chancellor led the pack in airing an old rumor about Quayle that was found to be false when it first surfaced years ago. Chancellor said, "In 1981, Mr. Quayle was involved in a sex and influence scandal with a woman named Paula Parkinson. He has denied any involvement with that, but the press is going to pick it up, Tom, and the Democrats are going to hit it hard." It was clear Chancellor had not looked before leaping with this story. He had the facts wrong, including the date. His prediction that the Democrats would exploit it was incorrect. Unlike Chancellor, they showed no interest in pushing this false charge.

The following day a new rumor surfaced. This was that Quayle had used undue influence to get into the Indiana National Guard in 1969 to avoid being drafted and sent to Vietnam. There was no evidence to support this, but when Quayle was interviewed by all the network anchors on August 17, they all asked about this rumor. Dan Rather's interview was almost entirely about the National Guard and Paula Parkinson.

Quayle rebuffed the questions about Parkinson, telling his questioners they should

have known that was a baseless rumor. They should have known that, and it was inexcusable that some of them raised it without doing their homework. It was legitimate to quiz Quayle about his service record, just as it had been legitimate to quiz Dukakis about his health. But the subsequent reporting was heavy on innuendo and short on evidence that Quayle had benefited from any undue influence.

Some tried to shift the issue to hypocrisy, saying young Quayle was a hawk who didn't want to fight. But the worst hypocrisy was in the Big Media. We all know Dan Quayle's generation wasn't as eager to fight in Vietnam as George Bush's generation had been to fight in World War II. And we know why. An important reason was that they had seen too much TV news and commentary telling them the war was immoral and those who fought were ignoble.

AIMO

A three-minute radio commentary available five days a week as a public service. For a sample tape, please call Deborah Lambert ACCURACY IN MEDIA
1275 K Street, N.W., Washington, D.C.
(202) 371-6710

In agreement

EDITOR: Hats off to Dutch Doelitzsch for his Aug. 15 "Monday Memo." He has managed to hit the nail dead center with his proposed steps to foster the revitalization of AM radio.

All-channel radios are truly a must for the 1990's. Today's young people scarcely know what AM is. Were it not for my influence at home, my own children would probably liken AM to the strange sounding shortwave broadcasts that Dad listens to in the ham shack late at night. It is unfortunate that we must take steps to force receiver manufacturers in this direction, but if legislation is what it takes, then let's get the pressure on our lawmakers.

In its comments to the FCC (MM 87-267), Crawford Broadcasting proposed changing the normally protected contour from 0.5 mv/m to 2 mv/m, which would result in a four-fold signal increase and 16-fold power increase for most stations. Mr. Doelitzsch proposes that 2.5 mv/m be used. Sounds great to us. We must improve AM signals in the local area.

Protection of the clear channel secondary skywave service areas remains one of the last great obstacles to AM improvement. Has anyone else noticed, after reading the comments filed in response to the commis-

sion notice of inquiry, that the owners of Class I-A and I-B stations do not want any part of AM improvement? We believe the reason is that any AM improvement must start with deletion of the skywave protection and other rules that provide Class I stations with obsolete and wasteful protection at the expense of the rest of the AM service.

Thank you, Mr. Doelitzsch, for bringing these points to light.—*W.C. Alexander, director of engineering, Crawford Broadcasting Co., Dallas.*

Not impressed

EDITOR: Regarding your Aug. 15 report that the Center for Media and Public Affairs found that the three TV networks were unbiased during the primaries and, contrary to impression, dealt with issues a lot, I suggest that Dr. Lichter's approval has as little weight as his disapprovals.

It would be characteristic of broadcasters to grab this pittance as though it were a gift, and pound it to a pulp with their trumpeting self-justification. They should be reminded that this is the man who counts negative political references to the party in power in Johnny Carson's monologues, and compare him to the scientist Swift describes in "Gulliver's Travels," who reduced a barrel of

human ordure to the original saliva.—*Reuven Frank, executive producer, NBC News New York.*

No compromise

EDITOR: Representative Tom Tauke's Aug. "Monday Memo" regarding the fairness doctrine and First Amendment broadcast rights should be an embarrassment to those at the National Association of Broadcasters who would compromise principle for political compromise with Congress. As a former NAB board member and First Amendment Committee chairman, I fought for First Amendment rights on behalf of all broadcasters. I did not believe then nor do I now believe we can ask broadcasting friends like Tom Tauke to help us protect our pocket book and our license while bowing to government controls on content. We do a disservice to the rights of the public to hear and freely accept or reject our uninhibited viewpoints much less our editorial and programing content.

The last 10 years have seen remarkable progress at the FCC, among many members of Congress and in the courts to put broadcasting on an even First Amendment level with print. Hang in there, NAB, and re-read Tom's most astute observations. Broadcasters' licenses and pocketbooks are important but they should not be protected at the expense of basic rights. How wonderful it is to have a congressman speak out so clearly for our freedoms...and the freedoms to which the public is first entitled.—*Herbert W. Hobler, Passport Communications Princeton, N.J.*

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. 2-4, 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 Management 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.

A commentary on renewal expectancy from J. Dominic Monahan, Dow, Lohnes & Albertson, Washington

Defining renewal expectancy; can it be done?

One of the first things a broadcaster discovers is that there are no property rights in a broadcast license, only a limited right to operate in the public interest. And when that license is up for renewal there is no assurance, embedded in either statute or FCC rules, that it will be renewed. It is the absence of this assurance that creates anxious moments for broadcasters—particularly when challenged by an overfiler.

For years broadcasters have fought for legislative recognition that incumbency in some form entitles a station to an advantage over the unproven challenger at renewal time. Ideally, the elusive advantage, if established, would forfeit any further need for comparative evaluation with a challenger.

In July, after Congress shelved a controversial two-year effort to reform the renewal process, the FCC announced it would conduct its own inquiry. The FCC's proposal is not new. Rather it is a revisit to a renewal reform proceeding started seven years ago, but back-burnered and forgotten in the euphoria of broadcast deregulation. The proceeding has been dusted off and returned to enter stage for several reasons, not the least of which are the growing number of sham petitioners and TV overfilings in major markets including New York, Chicago and Kansas City, Mo. Coincidental with its revival were the June filings of the first radio renewals filed since stations began operating in the free-form world of deregulation with no logs, no commercial limits and no program minimums.

Any review of the renewal process has to consider the different factors that now govern an uncontested renewal and one thrown into the comparative hearing pit. The uncontested renewal breezes through the FCC's review on the basis of five 'yes' or 'no' questions and an EEO exhibit. Programming evidence, once the "heart of the renewal process," has no relevance in this process. On the other hand, the contested renewal, which would have satisfied the same review standards but for the overfiling, does not get off so easy. Instead that station must reach back into its past and argue that based on its record it is entitled to a "renewal expectancy."

"Renewal expectancy." The idea dates back before deregulation and came of age in the *Cowles* cases. But just what does it mean? It is the principle that recognizes past service and the degree of weight that should be given it in any decision to renew a license. If the past record is shown to have been "meritorious" and "substantial," the incumbent can expect to prevail over its challenger. In fact, without exception, any time a "renewal expectancy" has been dem-



J. Dominic Monahan is a partner in the Washington law firm of Dow, Lohnes & Albertson, specializing in broadcast communications law. He served as law clerk to Senior Judge Charles F. McLaughlin, U.S. District Court for the District of Columbia from 1968 to 1969. He has been with Dow, Lohnes since 1969.

onstrated, the incumbent has won. But, it is a determination reached only *after* the broadcaster has fought his way through the comparative hearing process.

The FCC is troubled by the "renewal expectancy" concept because of its historic focus on "meritorious" service. It fears any look at programing may be a First Amendment encroachment. Another FCC criticism is that a "meritorious" programing test creates "perverse incentives;" a dilemmatic recognition that since it threw out program logs and record keeping in the early 1980's, how can it retain an "expectancy" standard that imposes a need for records.

There is no doubt the FCC wants to de-emphasize or eliminate programing in any decision to renew a license. While it dutifully asked for comments on what constitutes "meritorious programing," its primary focus seems to be on an "overall record" standard. Under this approach the FCC would simply review a station's record of good faith compliance with the rules in general. If found to be favorable, the renewal would be granted.

In my view this is not a sound approach for at least two reasons: one, the FCC has already rejected the idea that the absence of complaints or rule violations entitles a station to a presumption of positive performance. Second, if general compliance is made the key issue in a renewal decision, does this not open up the scope of inquiry into a myriad of regulations that govern a station? If called upon to answer, how many stations can say they have not violated some of those rules? And if they have, what kind of review process does it take to absolve the licensee of any culpability?

A broadcaster is entitled to recognition for his achievements at renewal. But what is the proper measure of that recognition unless it is program service to his public?

Critics have argued the program evaluation process is "inherently subjective," is an "intractable test," has no "means of objective measurement" and "produces highly variable results." But are these criticisms an accurate reflection of the renewal experience?

What is needed to allay the fears of broadcasters is guidance from the FCC on performance standards it will accept in support of a renewal expectancy. These certainly can be gleaned from the large body of case law developed over the past 20 years. In this effort the FCC should affirm the significance it has awarded in the past to informational programs; the degree of a station's involvement with its community, and its responsiveness in dealing with community needs. The FCC should also be willing to consider some benchmark for informational programing which would allow a presumption of "meritorious performance."

The broadcaster is entitled to certain protections at renewal time, including a legal grid, which, if followed, will remove the uncertainty from the renewal process. Moreover, he needs to know these renewal rules at the outset; not after he has completed a license term and has been challenged. Clearly, having adopted an empirical approach to renewal expectancy—"to run on one's record"—some understandable measure of what counts should be established. Without one there are no safe harbors to avoid the whim of subjective interpretations of generalized standards. And, if the FCC is serious about renewal expectancy based on prior performance, how can it ignore the basic stock in trade: programing. After all, what else does a broadcaster have in defense of his record against an overfiler?

In its struggle to find a standard the FCC would do well to remember the advice given by Sir Thomas More to Roper in "A Man for All Seasons" about the benefit of law:

Roper: "I'd cut down every law in England to do that!"

More: "Oh? And when the last law was down and the Devil turned around on you, where would you hide...the laws all being flat? This country's planted thick with laws from coast to coast—man's laws, not God's—and if you cut them down, do you really think you could stand upright in the winds that would blow then? Yes, I'd give the Devil benefit of law for my own safety's sake."

Like Sir Thomas I too am fearful of the winds that may blow in the absence of an articulated renewal standard. Perhaps in the aftermath of clearing the underbrush it is time to replant a few seedlings on the regulatory landscape? ✎



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Plot thickens at the Patrick FCC

Reduced to three members, and caught up in election year, agency finds it harder and harder to form majority for new initiatives

It's business as usual at the FCC these days. That is, if you take into account a three-person agency with a Republican chairman and two Democrats, unable to act on anything if anyone leaves the room, in the heat of an election campaign that could change the entire direction of telecommunications policy, not to mention the political futures of the incumbents, and with the leadership of the Congress exerting pressure to assure that nothing happens at all.

Those pressures notwithstanding, the marketplace-oriented, Reagan-inspired administration that stormed in with Mark Fowler is proceeding apace under Dennis Patrick. Over the past year, Patrick has managed to wrap up or initiate a number of major proceedings, although conditions have slowed him down and frustrated some initiatives he considers important. "I have operated in an environment that is more difficult than it has been historically to move items forward," Patrick said.

To make the point that he is a can-do chairman, Patrick last week released a 67-page report detailing his accomplishments over his first year as chairman, which ended last May. At the top of any list of those accomplishments in terms of impact has to be the FCC's repeal of the fairness doctrine, which shook the foundation of broadcast regulation.

Also high on the list: reimposition of

syndicated exclusivity rules, which empower broadcasters to enforce program exclusivity against cable systems; the opening of proceedings aimed at eliminating or modifying several rules restricting the broadcast networks; reforming the comparative license renewal process; recommending to Congress modification of the telco-cable crossownership ban and cable compulsory copyright license, and the authorization of settlements in the RKO comparative renewal case in an effort to bring the 23-year proceeding to a close.

But there is another list containing items on the Patrick agenda that have been quashed by forces inside and outside the commission. At the top are proposals to substitute price caps for the traditional rate-of-return regulation of interstate telephone services and to relax the FCC's long-standing duopoly and one-to-a-market rules. Patrick's spectrum management ideas—primarily, allowing broadcasters to use their spectrum for nonbroadcast purposes and to negotiate the extent of interference they receive from other broadcasters—have also run into stiff, and possibly terminal, opposition.

Patrick is the first to admit that his life as activist chairman has become more difficult, and he attributes the fact to there being just two other commissioners (the Senate has refused to confirm President Reagan's nominees to fill two vacancies) and to the political heat generated by the elections.

"Putting aside the question of philosophy, partisanship and everything else," he said, the presence of only three commissioners,

instead of the prescribed five, "makes it more difficult for the commission to do business.... It makes the process of forging a consensus, a majority view, on an issue more difficult almost as a mathematical matter."

The problem is exacerbated by the upcoming congressional and presidential elections, which have "the effect of causing many to want to politicize issues," he said. "Congress, the Democratic majority in any case, has placed a tremendous amount of pressure on the commission to go slow, if not stop, its forward progress on a number of issues."

The congressional pressure may also be getting to the broadcasting industry, which "seems to be a little bit equivocal in its desire to see the commission move forward on some of these initiatives," Patrick said. "I don't detect a great vociferous lobby to take action at this time."

Despite Patrick's effort to reduce his problems on the FCC's eighth floor to mathematics, it goes much deeper than that. Commissioners James Quello and Patricia Diaz Dennis do not share Patrick's nearly absolute faith in competition and marketplace forces as a substitute for government regulations. Both believe there is a greater role for government to play in communications.

Quello has been the champion of broadcasters, and, as such, is prepared to block Patrick's spectrum management initiatives, which are anathema to many in the industry. His concerns in this area reportedly led to Patrick's withdrawing from the Aug. 4 meeting agenda an item narrowing the FCC's



Quello



Patrick



Dennis

NBC warms up for summer Olympics in Seoul

Games to cost network \$440 million; 80 hours will be aired in prime time

It is one of the most expensive, uncertain programming events in the history of television. But as the 1988 summer Olympic games in South Korea draw near, it seems more and more likely that NBC, the network with U.S. television rights for the games, will have a prestige-building, money-making 19 broadcast days on its hands.

The uncertainty surrounding the games is caused by political conflict, both domestic and international. Domestically, student demonstrations have occurred frequently in the country, including as recently as two weeks ago. But NBC sports executive vice president for the Olympics, Michael Eskridge, said that so far, none of the demonstrations have been directed at the Olympics or preparations for the games.

Internationally, the concern is over potential disruption caused by South Korea's Communist sister to the north. Several times over the past few years, the host country has accused North Korea of committing acts of terrorism, including the blowing up of a Korean airliner last year. What leads some observers to be hopeful that such tragedy will not attend the summer games is that North Korea's patrons, the Soviet Union and China, are both planning to participate in the games and may discourage disruption.

One political event that does not seem likely to cause problems is a stateside debate of the presidential candidates. It seemed earlier that one might be scheduled for Sept. 15, but even if a debate does take place then, Eskridge said the network would show it on a delayed basis, after the games.

Everything is going well, according to

Eskridge, and many of the 1,100 personnel NBC hired for the games are already in Seoul. Roughly 500 of that number are non-union technicians, who are busy setting up at the game sites (venues) and the International Broadcast Center (IBC), from which the games will be telecast.

NBC said equipment for the games includes 15 mobile production units, 100 cameras (seven at the IBC and 93 at the venues), 96 tapes machines at the IBC and 58 at the venues, 1,000 monitors and 7,500 video tapes. The network has dubbed this the first "all-stereo" Olympics.

The cost of the equipment is part of the \$40 million NBC said it has incurred in capital expenses. Separately, production costs are figured at roughly \$100 million while NBC's rights fee for the games will be \$300 million. To protect this valuable enterprise, NBC has hired more than 100 security guards.

The games do not begin until Saturday Sept. 17, but NBC will start its coverage two days earlier with a "preview," at 9-11 p.m. Eastern daylight time (EDT). The following day, the opening ceremonies will be featured in a four-hour broadcast beginning at 8 p.m. EDT. There are 23 official sports (with 237 separate events) plus five demonstration and exhibition sports. Seoul is 1 1/2 hours ahead of Eastern daylight time yet NBC said it will be able to present 75% of all broadcast events live (all prime time and late-night segments and a "significant portion" of the morning telecasts).

Bryant Gumbel, co-host of NBC's *Today* show, will serve as host during all prime-time broadcasts, which NBC defines as 7:30 p.m.-midnight. Eighty of the 179 1/2 hour NBC plans to air will be during that time.

inquiry into broadcasting high-definition television. Dennis, on the other hand, believes strongly that the commission has a responsibility to insure diversity of broadcast ownership. That precipitated the memo she and Quello sent the general counsel's office a month ago asking to contribute to the FCC's brief in *Winter Park* on the constitutionality of minority preferences in awarding broadcast licenses. (Both had voted with the FCC majority in a 1986 inquiry to reexamine the constitutionality of minority and female preferences.)

As Democrats, Quello and Dennis are also more responsive to the wishes of the "Democratic majority" in Congress of which Patrick speaks. Quello makes no secret of his conciliatory attitude toward Congress, where he is pushing his own agenda: to bring back, through legislation, the requirement that cable systems carry local broadcast signals. Dennis has no Capitol Hill agenda, but she may need friends there if she is to win nomination and confirmation to another commission term next summer.

The pressure Patrick has put on the other commissioners for second votes has strained personal relations, particularly between Patrick and Dennis. And there are grumblings on the eighth floor about Patrick's rigid control over the FCC's bureaus and the general counsel's office, depriving the other commissioners of opinions other than the chairman's party line.

Quello and Dennis have not formed a permanent coalition. Although they have teamed up to block Patrick initiatives, they have just as often found themselves on opposite sides of issues. They went head-to-head last May over whether the new syndicated exclusivity should be retroactive. Quello said yes; Dennis, no.

Dennis was the lone dissenter to the FCC decision—strongly favored by Quello—to permit settlements of the RKO comparative renewal cases that have had RKO and the FCC tied up for 23 years. And Quello finds himself alone in expressing serious reservations about proposals to eliminate or modify some of the rules restricting the three broadcast networks.

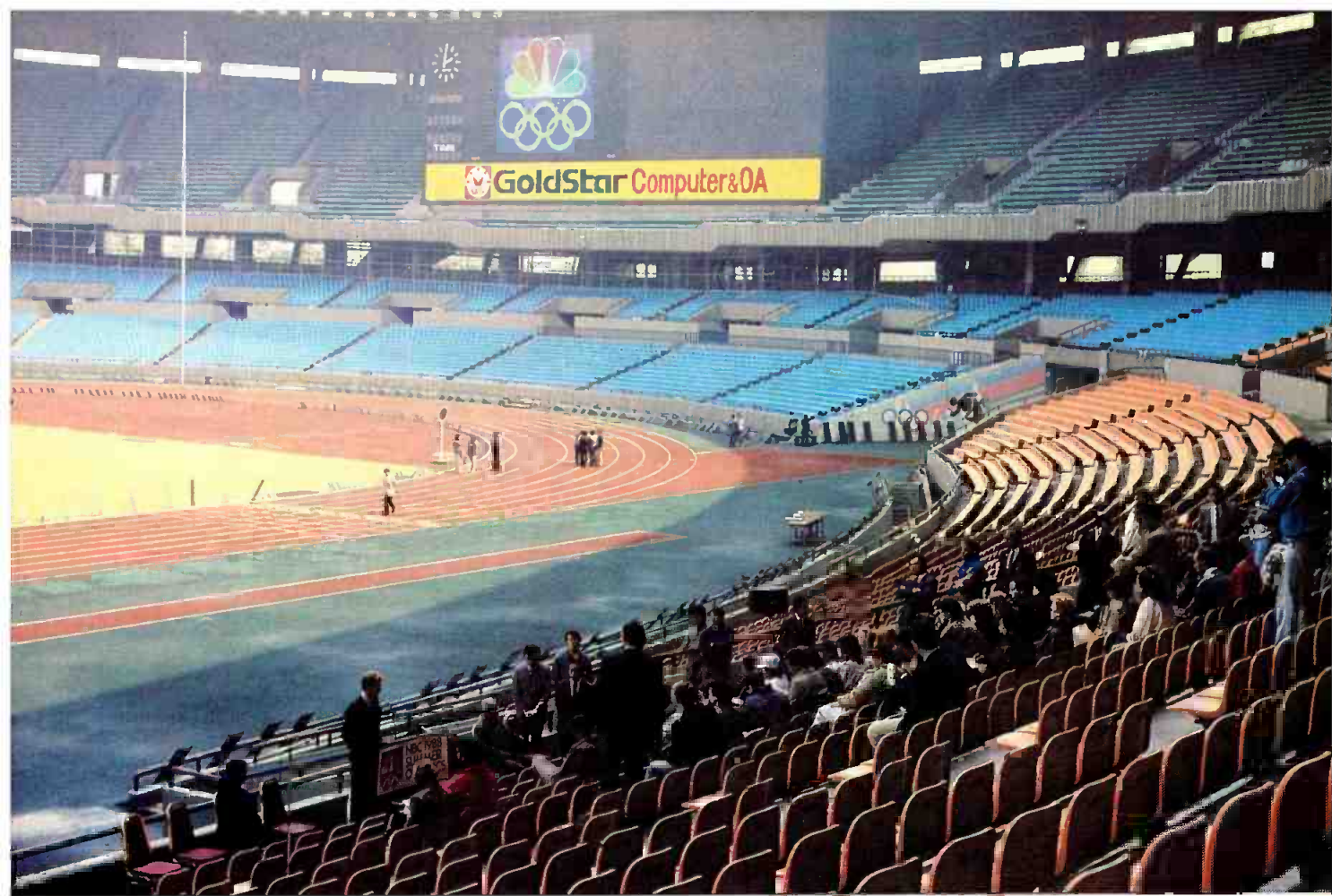
With all of its open proceedings, the FCC has, as Patrick says, "a full plate." The question now becomes whether he can bring those proceedings to fruition. Not only is he laboring under tough political conditions, he may be running out of time. If Michael Dukakis recaptures the White House for the Democrats in November, Patrick's administration will quickly come to an end.

Patrick does not talk much about his future at the commission, but he is operating on the assumption he will be in command for a good long while. "I cannot be driven by, and I'm not driven by and I will not be driven by any given date," he said. "I have said consistently I am not about to rush to judgment on any docket I have.... By the same token, I will not delay or slow roll any... just because this is an election year. We will pursue them and resolve them in due course."

With the shadows getting long, will Patrick launch any new initiatives? "I am not going to rule out the possibility," he said. □



Olympic Park



Olympic stadium in Seoul, site of opening ceremonies Sept. 17

period. The network has guaranteed advertisers a minimum rating of 21.2/36 (the 1984 summer Olympics in Los Angeles averaged a 23.2/44 during that time period). The network will not tape delay broadcasts or other time zones; thus, for example, prime time coverage will run from 4:30 a.m. to 9 p.m. on the West Coast.

Thirty of the hours will be broadcast during a two-hour block after midnight, and will be hosted by Bob Costas, host of the recently premiered *Later with Bob Costas*. For that time period, NBC has guaranteed an audience rating of 9.1/39 (10.2/39 were recorded in the prior Olympic games).

An additional 30 hours of the Seoul games will be broadcast on weekday mornings, when the hosts will be *Today* co-hosts Jane Pauley and NBC sportscasters Gayle Gardner and Jimmy Cefalo. The guarantee for advertisers is a 6.6, and a projected share of 33.

Ten hours will be broadcast weekday afternoons, when the host will be Ahmad Rashad, reporter and commentator for *NFL Live*. Guaranteed ratings are 8.8/25 (9.4/29). Rashad will also host two one-hour Saturday afternoon shows.

On three, four-hour Sunday morning shows, Cefalo will join Maria Shriver, co-host of NBC News's *Sunday Today*. Guaranteed ratings are 6.4/29. Gardner will host three weekend afternoon broadcasts, covering 17 hours, which NBC expects will average 13.8/31 (15.8/45).

Sportscaster Dick Enberg has been named "venue host" and will also be doing "play-by-play" for gymnastics and basketball.

One reason NBC hopes to attract an audience roughly equivalent to the Los Angeles games is that this year the broadcast takes place six weeks later, when the percentage of homes using television is higher. Eskridge said advertising for the games is over 95% sold "... and we will be sold out (except for certain slots held for possible make goods)."

Asked why the premiere event is still not sold out, considering the effect of the writers' strike on attractive counterprogramming, Eskridge said: "Maybe it's because we have our prices set pretty good." Overall, the network expects to reap \$550 million in gross advertising revenue, an amount Eskridge said is "well below" the amount at which point NBC would have to share revenue with the Seoul Olympic Organizing Committee. The average prime time rate for a 30-second spot is \$330,000, Eskridge said.

The NBC sports executive vice president (also recently named president of NBC's new cable programming service, CNBC) said there is no doubt that NBC will make a profit on the games. The size of the profit depends in part on how revenue and costs are allocated between the network and its owned stations, whether the games will bear corporate overhead and how much of the roughly \$40 million capital budget of the games should be allocated elsewhere, since much of the equipment will, after Oct. 4, be sent to the owned stations and network studios.

The final day of competition and closing ceremonies will be Oct. 2. NBC will follow

the games with a three-hour review show starting at 8 p.m. on Oct. 4.

Other NBC shows will originate from Seoul as well. *Today*, which will be preempted during the games, will originate from Korea the week beginning Sept. 12, and *NBC Nightly News* will do the same Sept. 19-23. Roughly 120 news people from the network's news division will reportedly be in Seoul.

Radio stations and networks plan extensive coverage of XXIV Olympiad

Radio stations are promoting the 1988 summer Olympics from Seoul as a tailor-made vehicle for drive time in the U.S., since many of the medals to be awarded will fall within that time period. Radio coverage of the summer games of the XXIV Olympiad will include commentary by several former Olympic athletes.

Westwood One's NBC Radio Network will provide exclusive coverage as rights-holder of the Olympics from Sept. 16 to Oct. 2. The network's feed will include four daily hours of continuous live coverage from 10 p.m. to 2 a.m. (NYT) and 26, 90-second daily updates from 6:15 a.m. to 9:45 p.m. Coverage will begin with the Sept. 16 opening ceremonies and close with a special two-hour retrospective of the games and closing ceremonies on Oct. 2 at 10 p.m. (NYT).

A highlighted feature of the network's coverage will be a toll-free telephone number (1-800-NBC-RADIO) that each day will allow listeners throughout the U.S. to talk

with Olympics experts and athletes. The network intends to take a staff of at least 33 people to Seoul to coordinate coverage, according to Richard Bonn, executive producer.

Commentators for the NBC Radio Network's reports will include former Olympic gymnastics champion Mary Lou Retton and Olympics historian David Wallechinsky. Announcers will include NBC Radio Network's Bob Berger and Ed Coleman of all-sports WFAN(AM) New York.

In addition to her daily commentaries on the gymnastics competition, Retton is scheduled to host a daily three-to-four-minute feature on Korean culture and traditions.

Westwood One's Mutual Broadcasting System reported that it will have access to most of the material available to the NBC Radio Network. Mutual will send veteran Olympics sportscaster Ed Doobrow to Seoul, where he will be joined by Mutual overseas newscaster Maggie Fox. The network will originate reports for all of Mutual's existing sportscasts, including five daily reports each weekday and eight reports on both Saturday and Sunday.

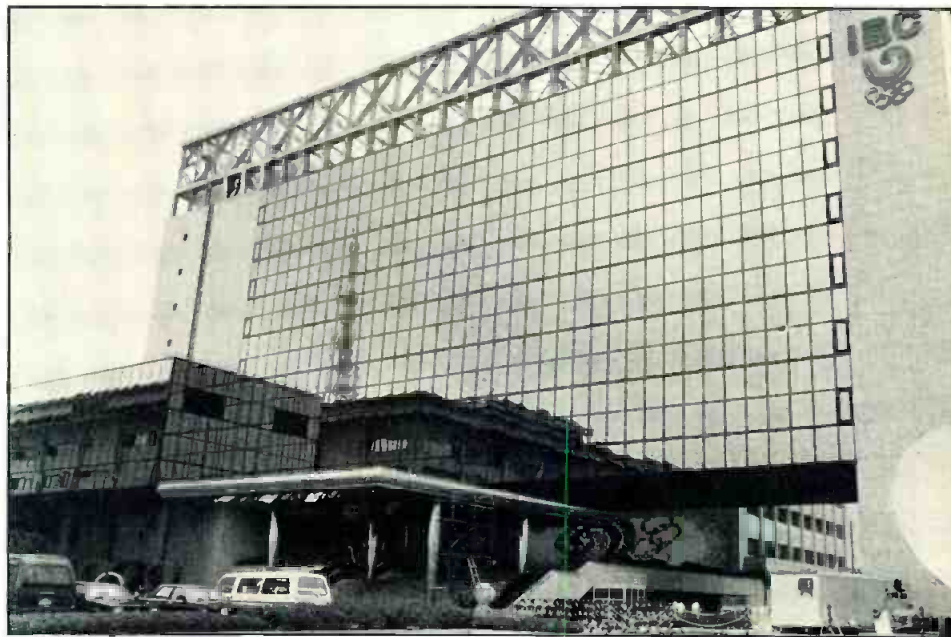
The ABC Radio Network has lined up several athletes and trainers to provide commentary: U.S. gold medalist Peter Vidmar will cover gymnastics; boxing trainer Angelo Dundee will cover boxing; former world-class long-distance runner Marty Liquori will cover track and field; 1984 gold medalist Nancy Hogshead will cover swimming and diving, and basketball will be covered by Lute Olson, basketball coach at the University of Arizona and an Olympic Selection Committee member.

ABC Olympics coverage will include 60 preview reports and 560 live, one-to-three-minute reports from Seoul and elsewhere. The ABC Radio Network has tailored different programming packages for each of its six networks during the Sept. 17 to Oct. 2 broadcasts. The network said it will also offer 97 *Olympic Sportscalls* packages of interviews and reports with U.S. gold medal winners, coaches, officials and personalities.

United Stations Radio Networks coverage will feature co-anchoring by former world champion gymnast Kurt Thomas. He will also provide two-minute preview reports

Sept. 5-9 and Sept. 12-16. The preview reports will air at 5:15 a.m. (NYT) and 3:15 p.m. (NYT), with respective refeeds at 8:15 a.m. (NYT) and 6:15 p.m. (NYT).

United Stations' Olympics coverage will be from Sept. 17 to Oct. 2 with daily reports at 5:15 a.m., 7:15 a.m., 3:15 p.m. and 5:15 p.m., all NYT. The reports will be re-fed at 8:15 a.m., 10:15 a.m., 6:15 p.m. and 8:15 p.m., also all NYT. Four wrap-up reports will be broadcast on Oct. 4 by the network at 5:15 a.m., 7:15 a.m., 3:15 p.m. and 5:15 p.m., all NYT. Each wrap-up report will be



International Broadcast Center in Seoul, transmission site

re-fed three hours later.

CBS Radio Network coverage will include a series of five daily special reports each day from Sept. 17 to Oct. 2. The two-minute reports will air hourly from 7:45 a.m. to 11:45 a.m. NYT. Anchoring from Seoul will be CBS Radio Network sportscaster Bill Schweizer.

Olympics reports will also be included in the CBS Radio Network Sports' regularly scheduled programs: *Sportsline with Brent Musburger*, Monday to Friday, 6:15 p.m.; *Sports Central USA*, airing six times a day on both Saturday and Sunday, and *Sportsline with Bill Schweizer*, Saturdays at 6:45.

The network said it will include actualities of Olympics athletes on *Sportsfeed*, the CBS Radio Network service that feeds material twice a day to affiliates.

From Sept. 17 to Oct. 2, AP Network News will produce 289 live *Going for the Gold* radio programs. The network feed will include 14 daily, 90-second installments aired at six minutes past the hour (NYT) during morning and evening drive, and five daily, 60-second installments aired hourly from 6:33 to 10:33 (NYT) during morning drive.

Time-zone differences between Seoul and the U.S. create "a perfect opportunity for radio stations to capitalize on morning drive," according to an AP Network News spokesperson. AP recently decided to expand coverage to include its 60-second Olympics installments, the spokesperson added, because of the many events that will air live during morning drive and because of demand from the network's 1,030 affiliates.

AP reported that its coverage of pre-Olympic activities such as the Olympics trials and other preview programming will provide extensive background for reports during the Seoul games.

UPI Radio Network will also be providing a preview series that will be fed seven days per week beginning Sept. 5. The 60-second previews will be anchored by three sportscasters heading the network's coverage: John Tautges, Greg Haber and Bob Brill.

UPI's coverage at the Olympics will include six, one-minute *Olympic Updates* daily from Sept. 17 to Oct. 2. Morning updates will be fed at 6:55, 7:55 and 10:55 NYT. Afternoon and evening updates will be fed at 3:55, 4:55 and 10:55 NYT. All of the updates will be preceded by a tone and may be taped or aired live by affiliates.

UPI's morning sportscasts during the Olympics will originate from Seoul hourly from 6:45 a.m. to 12:45 p.m. On weekends during the network's coverage, the first four daily sportscasts (8:45 a.m. to 11:45 a.m. NYT) will also originate from Seoul.



Former world champion gymnast Kurt Thomas (2d from left) will anchor for United Stations Radio Networks. L to r: Bill Hogan, executive VP-general manager, USRN; Thomas; John McConnell, VP, news and sports, and John Martin, sports writer.

NBC will use 130,000-mile system of microwave, fiber optic and satellite paths to transmit Olympic coverage

When it comes to satellite transmissions, the shortest distance between two points is not a straight line, says NBC-TV of its plans to backhaul and distribute coverage of the 1988 summer Olympics from South Korea. In preparation for fulfilling its video and stereo-audio transmission needs, as well as for the usual internal voice and data communications that go with such a large remote-site project, the network has deployed what it says is a 130,000-mile system of microwave, fiber optic and satellite paths to move signals from Seoul to New York and out to American viewers "in less than a second."

Built into the system is enough redundancy to virtually insure no coverage blackouts—at least those due to uplinking, downlinking or satellite failure. With the help of the U.S. Intelsat signatory, Comsat, NBC will uplink two separate feeds from the International Broadcast Center (IBC) in Seoul to two separate Intelsat satellites over the Pacific Ocean. A Ku-band "red circuit" video feed originating at the IBC will travel over the Pacific via Intelsat 174 to a Comsat earth station in Santa Paula, Calif. There, NBC's own transportable Ku-band uplink will send the signal on its second hop to New York, via GE Americom's K-2 domestic bird. (NBC is the only broadcast network that uses co-owned Americom Ku-band capacity for delivery of its regular programming.) A "blue circuit" carrying video and stereo sound will be microwaved from the IBC to a Korea Telecommunication Authority (KTA) C-band uplink in Kumsan, south of Seoul. Fed to Intelsat 180 and downlinked at AT&T's Triunfo Pass, Calif., earth station, the signals will be microwaved to NBC Burbank, Calif., and hopped to New York, again via K-2. In New York, both circuits will travel through the network's 30 Rockefeller Center control room, then out to affiliates.

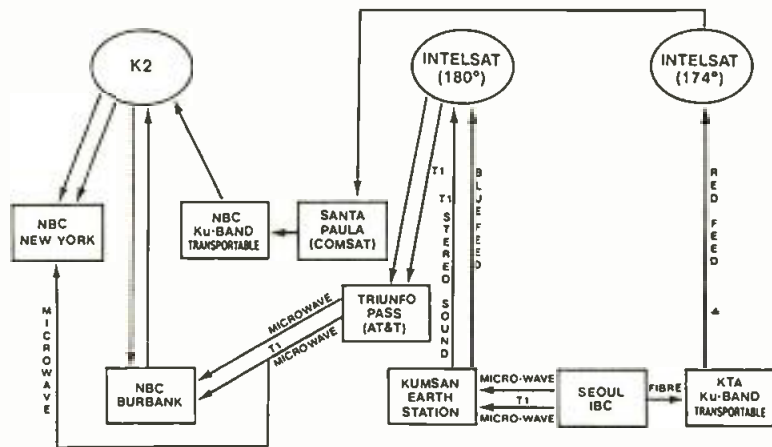
To serve radio users, Los Angeles-based transmission service, IDB Communica-

tions, will fly two 4.5-meter and one 3.5-meter Ku-band earth stations to Seoul early next month. Using those uplinks and an IDB engineering and operations team, CBS Radio, Voice Of America, Radio Free Europe-Radio Liberty, United Stations Radio Network, Time Inc. and Associated Press Wire, all situated at the Main Press Center, and ABC Radio, NBC Radio and the Swiss PTT, all at the IBC, will send off their digital audio, data and internal-use voice signals. Like NBC, IDB will use Intelsat 174 to transmit signals to its Los Angeles International Teleport, but Hughes's Galaxy II will provide capacity for domestic hops from Los Angeles to IDB's Staten Island teleport for distribution in New York. IDB signals aimed at Intelsat 63, over the Indian Ocean, will be downlinked at AP headquarters in London. Two other customers, the Atex Corp. and GTE Spacenet, in a joint venture, will use IDB to transmit "Pre-Press Express" color photographs to the U.S. for print reproduction. "Although the Korea Telecommunication Authority was at first reluctant to solicit the help of an outside carrier," said IDB, "the overwhelming demand for satellite transmission services out of Seoul during the Olympics exceeded the KTA's capabilities, and IDB was called in to accommodate the overload." □



IDB erects earth station at Los Angeles International Teleport to bring in feeds from the Olympics

NBC's Olympics audio-video routing plan



RKO's New York, L.A. radio stations sell for \$135 million-\$140 million

Beasley Broadcast Group will pay \$86.6 million for KRTH-AM-FM, and Summit Communications is buying WRKS-FM for about \$50 million

With the clear message from the FCC to settle its outstanding comparative renewals (BROADCASTING, July 25), RKO moved closer to an exit from broadcasting last week as agreements appeared near for the sales of its most valuable radio properties, KRTH-AM-FM Los Angeles and WRKS-FM New York, for a total of about \$135 million-\$140 million.

Beasley Broadcast Group, a Goldsboro, N.C.-based group of nine AM's and 11 FM's owned by George Beasley, announced that it was in the process of negotiating a definitive agreement for purchase of the stations. Beasley declined to comment on the particu-

lars of the sale, saying that he would be able to speak in more detail "in the next couple of weeks."

Sources close to the deal reported that RKO and Beasley had reached an agreement whereby RKO would sell the stations for \$86.6 million. Another source said Beasley has considered the sale of three other stations to help finance the deal, with a combination of Beasley stations—including WLI-T(AM)-WBLX(FM) Mobile, Ala.; WLAT(AM)-WYAV(FM) Conway, S.C., and WYNG-FM Evansville, Ind.—being the most likely choices.

Still to be hammered out in the L.A. deal, however, was the amount that RKO and the various challengers would split. One source said that most of the challengers had reached agreements, but Future Broadcasting, the

original challenger, was still "several million dollars away" from the amount RKO was offering.

The sale of RKO's WRKS-FM New York also appeared close to an agreement, with Summit Communications Group ready to pay in the neighborhood of \$50 million for the station. Summit Executive Vice President Jim Strong said the two groups were "close to an agreement," and said the company was "extremely pleased" to add a New York station to its portfolio. This is Summit's first purchase since it bought DKM Broadcasting last year (BROADCASTING, Sept. 21, 1987) for \$200 million. Summit is one of the top 50 cable MSO's, with about 130,000 subscribers in Georgia and North Carolina. It is owned by members of the family of the late Gordon Gray. □

Press takes heat for Quayle hunting

The media, as happens in the course of their pursuit of a major story, were reporting last week for a public apparently dissatisfied with their work. The spate of tough stories, in the press and on the air, about Senator Dan Quayle (R-Ind.) following Vice President George Bush's selection of Quayle as his running mate produced the outcry in some quarters that the media were being unfair. Bush himself called reporters' pursuit of the National Guard and Paula Parkinson stories a "feeding frenzy." And a majority of the American people were reported to believe the coverage has been unfair, and two-thirds that there had been too much.

Those were the results of a new Times Mirror survey conducted by The Gallup

Times Mirror study finds most Americans think media have spent too much time questioning past of GOP's vice presidential choice

outpouring of print and broadcast stories were "an effort to destroy the Bush ticket." He thought it "astounding so much credibility would be given to a woman who displayed her wares for a price." Accuracy in Media's Reed Irvine said the press is doing its customary thing, "carrying water for the Democrats." Columnist and CNN *Crossfire* host Patrick Buchanan, on ABC's *Nightline* last Tuesday (Aug. 23), made a similar point, calling the press "the attack group for the Dukakis campaign."



Organization. The survey, conducted Aug. 24-25 as part of Times Mirror's continuing examination of "The People, The Press & Politics," shows that 55% of the 1,000 registered voters questioned by telephone feel the coverage of Quayle has been unfair. Thirty-nine percent said it was fair and 69% thought the coverage had been excessive. The survey indicated another 26% said the amount of coverage was proper. Despite the apparent dissatisfaction with the coverage, a majority of those questioned—56%—thought it important to learn details of the Indiana senator's past to judge whether he would be a good vice president. But 38% said the details being revealed are not related to Quayle's ability to serve.

For more than a week the national media had been focusing in considerable detail on questions of whether Quayle used the influence of his wealthy and politically powerful family to gain entry into the National Guard at the height of the Vietnam war and thus avoid the prospect of being drafted for service in that conflict, as well as on whether he had had an affair with Parkinson in Florida eight years ago.

The Times Mirror survey results will be welcome news to the Bush-Quayle campaign, which has had difficulty concentrating its energy on issues beyond those involving Quayle. And conservative and right-wing critics of the press will cite it as support for their view that the relentlessness of the coverage of the Quayle stories is due to liberal bias.

Senator Gordon Humphrey (R-N.H.), from his home in Chichester, N.H., said the

Certainly the folks back home in Indiana appeared to share those views. At an extraordinary outdoor news conference in Quayle's home town of Huntington, on the Friday after the convention, the vice presidential candidate was beset by a horde of reporters asking the questions that were fast becoming familiar. Deliberately or not, the news conference was piped into a public address system, and a crowd sympathetic to Quayle booed the questions and cheered the responses.

And last week, Indianapolis's WFBQ(FM) pulled a parody of "Back Home in Indiana"—"I spent the war in Indiana/ Getting shot was not for me/ I never went to 'Nam/ Never saw Saigon/ I only watched it on TV"—after two days because of the reaction. The parody had made national, even international, figures of the station's morning team, Bob Kevoian and Tom Griswold. But when a phone-in survey produced 10,000 calls in a 24-hour period, with only a slight majority of them—52% to 48%—favoring the song, the Taft Broadcasting Co. station decided enough was enough. "We pulled the song because we thought it was something that would jeopardize our listening audience as a whole," said Chris Wheat, the general manager. "We're not in business to lose audience."

For their part, the journalists responsible for putting out the stories say they are simply doing their job, digging into the background of a relatively unknown man who one day might be a "heartbeat away" from the presidency. And, at the risk of upsetting the theories of some of the critics of the

Quayle coverage, they offer reminders that they have made life at least as uncomfortable for Democrats—Gary Hart and Senator Joe Biden (D-Del.) saw presidential ambitions dashed as a result of tough coverage and Geraldine Ferraro was put through a journalistic wringer over her husband's finances when she was running for Vice President.

"It's our job," said Paul Friedman, executive producer of ABC News's *World News Tonight*, in defending the performance of the organization. "Every political party tries to present the public with a neat, tidy package. Our job is to go behind the package." And Bill Wheatley, executive producer of NBC News's *Nightly News*, suggested that the responsibility for the furor over Quayle rests with Bush and Quayle himself. "A number of questions have come up that Bush and Quayle ought to have answered promptly," he said. "But they chose to respond by such means as an open-air press conference and by speeches." Those methods, he said, "are less than helpful in establishing the facts."

And the media were not without supporters last week. Michael Robinson, an associate professor of government at Georgetown University who serves as a consultant to Times Mirror on "The People, Press & Politics" program, said the responsibility for any "feeding frenzy" rests with Bush. "He chose to make a very questionable decision at a very inopportune time in front of 15,000 journalists who had nothing else to write about. The vice presidency is a serious issue," Robinson added, "and Quayle has very many holes in his resume." Robinson, who has criticized the media on previous stories, said that in pursuing the Quayle story, "the press didn't do anything unexpected, irresponsible or sinister."

Robinson said he was not surprised by the results of the survey. Anti-media sentiments surfaced during coverage of other major stories, like those involving Gary Hart and the Iran-contra scandal, for instance. He also noted that although the survey indicated that Quayle and Senator Lloyd Bentsen (D-Tex.), the Democratic vice presidential candidate, are in the same range (Quayle 50%-28% favorable-unfavorable, Bentsen 58%-18%), far more people say Bentsen is qualified to be President—62% as against 41% for Quayle. "So some of the message is getting through," said Robinson.

How long will the Quayle story dominate coverage of the Republican presidential campaign? ABC's Friedman said last Thursday that, "barring something new, this thing has peaked." And the networks did lighten up on the National Guard and Parkinson angles by week's end. But on Friday, there was another development: The *Cleveland Plain Dealer* reported that Quayle had apparently inflated his campaign biography when he said he was chief investigator for the consumer protection division of the Indiana State Attorney General's office from 1970 to 1971. For most of that time, the newspaper said, he was a clerk in the attorney general's office. □

MSO's plan strategy to improve spot cable business

Developing more interconnects, gathering more audience and demographic research are among objectives for tapping into spot television and radio markets

Senior executives of a number of large cable MSO's met in Chicago last week to work on a battle plan to get the spot cable business off the ground.

Robert Alter, president of the Cabletelevision Advertising Bureau, which organized the meeting, said task forces will be formed to work toward three objectives that were seen as critical to cable's tapping into the \$8-billion spot television and radio market.

The first objective is to encourage the development of interconnects beyond the 80 that exist today and to improve coordination within markets between interconnects and cable systems. The second is to improve paperwork procedures at the local level, making it easier for agencies and clients to do business with cable. And the third is to develop more research on the audience, demographics and consumer buying habits in individual markets.

"It was a very productive meeting," said Alter, and the MSO attendance "showed the growing importance operators are placing



Above, l to r: James Robbins, Cox Cable; Edward Bennett, Viacom Cable; David Bohmer, Centel Cable; Larry Higby, Times Mirror Cable, and Robert Alter, CAB.



Pictured at right, l to r: Bob Garrison, BBDO; Bill Heimann, DDB Needham, and Charles Townsend, Colony Communications.

Slowly but surely

About 90% of the programs on the new season prime time schedules announced by the three television broadcasting networks in May—and delayed by the writers' strike and the summer Olympics—have been scheduled to premiere with original episodes by the end of November. (This figure updates the 80% cited in the story on CBS's schedule on page 46.) That represents 59 hours of the combined 66 hours the networks program in prime time each week. Forty-two of those hours, or 63.6%, will be in place by the end of October. Only eight hours (12%) of regularly scheduled programming that would ordinarily premiere in September will do so, including ABC's *20/20* (which has original episodes year round), *Monday Night Football* and *Sunday Night Movie* and CBS's *48 Hours* and *Sunday Night Movie*.

All of NBC's delayed new season shows have been scheduled to premiere by the end of November. With the exception of *Tour of Duty*, the same holds for CBS. That network has announced that *Simon & Simon* will fill *Duty's* slot (Saturday 9-10 p.m.) starting Oct. 8. No word yet when *Duty* will return.

At deadline last week, ABC had announced start dates for all but five of its shows, although advertising agency sources reported the network is shooting for a December start date for *Moonlighting* and *thirtysomething*. The network has ordered 13 episodes of a remake of *Mission: Impossible*, set to debut Saturday, Oct. 23, where the new adventure/spoof *A Fine Romance* had originally been scheduled. The producers of ABC's *Saturday Mystery Movie* were quoted several weeks ago as saying that program probably would not be ready for air until January 1989. All of the 32 half-hours on the network schedules have start dates.

Below is a night-by-night list of the fall schedule with program premiere dates. Programs marked by an asterisk have premiere dates reported by ad agencies, but unconfirmed by ABC.

Monday ■ ABC: *MacGyver* (Nov. 14); *Monday Night Football* (Sept. 5). CBS: *Newhart* (Oct. 31); *Coming of Age* (Oct. 31);

Murphy Brown (Nov. 14); *Designing Women* (Nov. 14); *Almost Grown* (Nov. 28). NBC: *ALF** (Oct. 3); *The Hogan Family* (Oct. 3); *NBC Monday Movie* (Oct. 3).

Tuesday ■ ABC: *Who's The Boss?* (Oct. 18); *Roseanne* (Oct. 18); *Moonlighting* (December)*; *thirtysomething* (December)*. CBS: *TV 101* (Nov. 29); *CBS Tuesday Night Movie* (Oct. 4). NBC: *Matlock* (Nov. 29); *Heat of the Night* (Nov. 29); *Midnight Caller* (Nov. 29).

Wednesday ■ ABC: *Growing Pains* (Oct. 19); *Head of the Class* (Oct. 19); *Wonder Years* (Nov. 30); *Hooperman* (Nov. 30); *China Beach* (Nov. 30). CBS: *Van Dyke* (Oct. 26); *Mary Tyler Moore* (Oct. 26); *The Equalizer* (Oct. 26). NBC: *Wiseguy* (Oct. 26); *Unsolved Mysteries* (Oct. 5); *Night Court* (Nov. 13); *Baby Boom* (Nov. 3); *Tattlingers* (Oct. 26).

Thursday ■ ABC: *Knightwatch* (Nov. 10); *Dynasty* (Nov. 3); *HeartBeat* (TBA). CBS: *48 Hours* (Sept. 28); *Paradise* (Oct. 27); *Knots Landing* (Oct. 27). NBC: *The Cosby Show* (Oct. 6); *Different World* (Oct. 6); *Cheers* (Nov. 3); *Dear John* (Oct. 6); *L.A. Law* (Nov. 3).

Friday ■ ABC: *Perfect Strangers* (Oct. 14); *Full House* (Oct. 14); *Mr. Belvedere* (Oct. 14); *Just the Ten of Us* (Oct. 28); *20/20* (Sept. 23). CBS: *Beauty and the Beast* (Nov. 18); *Dallas* (Oct. 28); *Falcon Crest* (Oct. 28). NBC: *Sonny Spoon* (Oct. 7); *Something Is Out There* (Oct. 21); *Miami Vice* (Nov. 4).

Saturday ■ ABC: *Murphy's Law* (Dec. 3); *ABC Mystery Movie* (TBA). CBS: *Dirty Dancing* (Oct. 29); *Close to Home* (Nov. 5); *Tour of Duty* (TBA); *West 57th* (Oct. 8). NBC: *227* (Oct. 8); *Amen* (Oct. 8); *Golden Girls* (Oct. 8); *Empty Nest* (Oct. 8); *Hunter* (Oct. 29).

Sunday ■ ABC: *Incredible Sunday* (Oct. 9); *A Fine Romance* (TBA); *ABC Sunday Night Movie* (Sept. 25). CBS: *60 Minutes* (Oct. 9); *Murder, She Wrote* (Oct. 23); *CBS Sunday Night Movie* (Sept. 25). NBC: *Magical World of Disney* (Oct. 9); *Family Ties* (Oct. 30); *Day By Day* (Oct. 30); *NBC Sunday Night Movie* (Oct. 9).

on advertising as a revenue stream."

(Among the cable executives on hand were James Robbins, president of Cox Cable; Fred Vierra, president of United Cable; David Bohmer, president of Centel Cable; Charles Townsend, president of Colony Communications; Gerry Lenfest, president of the Lenfest Group; David MacDonald, president of NYT Cable; Ed Bennett, executive vice president, Viacom Cable; John Sie, senior vice president, programming, Tele-Communications Inc.; Lowell Hussey, senior vice president marketing and programming, Warner Cable, and Larry Higby, senior vice president, marketing, Times Mirror.)

One target cable has identified, Alter said, is advertisers' promotion budgets. In addition to video delivery, cable allows advertisers to get their message out through direct mail (within subscribers' bills each month) and in print (through cable guides).

These are areas, said Alter, "where we can be attractive from a promotional point of view." Cable has "multimedia capability," he said, and is able to offer advertisers highly targeted consumers.

Network cable advertising revenue will be \$1.1 billion this year and local will provide another \$400 million. But spot cable "is negligible," said Alter, suffering primarily from the difficulties advertisers face in putting a spot cable buy together. If spot cable gets off the ground (Alter said the agency observers at the meeting "think it is a business, if we can perform in some of these areas"), "it may succeed in expanding the spot marketplace," he said, by bringing in dollars from promotional budgets, as opposed to cutting into broadcast spending.

Bob Williams, president of the cable rep firm National Cable Advertising, called the meeting "historical." National and local cable advertising are well established, he said,

while "spot cable has always fallen between the cracks."

Bob Garrison, senior vice president, executive media director for BBDO, who was on hand along with Bill Heimann, senior vice president, director of media operations. DDB/Needham, said that spot cable can grow beyond its estimated \$50-million market today. Garrison said BBDO "is open to using spot cable for clients." He said cable can play a role as advertisers increasingly turn to "micromarketing" campaigns.

What clients are looking for in spot television buys, he said, is "coverage of the entire DMA," which makes cable co-ops or interconnects reaching 100% of a DMA crucial. That is not the case in many markets, even with cable interconnects. Another problem agencies face is that there may be four or five reps selling time on the same services, making a buy more complicated than necessary, he said. □

Congressional elections expected to maintain status quo

Few Hill changes expected in committees affecting Fifth Estate when 101st Congress convenes

The congressional elections this fall should have little if any impact on the makeup of key committees that establish communications policy. Most observers think Democrats will retain control of both chambers. And although some reorganization could occur through vacancies created by departing lawmakers and those defeated, the Hill players familiar to the Fifth Estate will be back when the 101st Congress convenes next year.

There is little reason to think House and Senate leadership on the Commerce Committees will shift. Nor should the basic composition of those committees (and the subcommittees that oversee communications issues) change much since few of the congressmen are likely to be unseated or pursue other assignments.

In the lower chamber, Commerce Chairman John Dingell (D-Mich.) and Ed Markey (D-Mass.), chairman of the Telecommunications Subcommittee, are expected to return. It is anticipated that Commerce's ranking Republican, Norman Lent of New York, and the subcommittee's ranking minority member, Matthew Rinaldo of New Jersey, will continue in those posts.

There will be, however, at least one vacancy on the Democratic side of the Telecommunications Subcommittee because Mississippian Wayne Dowdy is running for the Senate. However, what happens with that seat will not be decided for some time. The ratio of Democrats to Republicans on the various House committees is always subject to change depending on the outcome of the election and the number of seats captured by each party. Republicans would probably have to pick up at least 12 House seats to affect the current subcommittee ratio of 15 Democrats to 10 Republicans.

In the Senate, 33 seats are up for grabs (18 held by Democrats and 15 by Republicans). But neither Commerce Chairman Ernest Hollings (D-S.C.) nor Communications

Subcommittee Chairman Daniel Inouye (D-Hawaii) is in this year's race. John Danforth of Missouri, the committee's ranking Republican, is being challenged by state Senator Jay Nixon, but is expected to win.

Although Democrats are expected to maintain control of the Senate, there would be a turnover at the top. Senate Majority Leader Robert Byrd of West Virginia has announced his plans to chair the Appropriations Committee in the next Congress. A contest for the leadership is brewing among Inouye, J. Bennett Johnston of Louisiana and George Mitchell of Maine. But even if Inouye takes the post, he has said he is sticking with the Communications Subcommittee.

As for other Senate election activity, there could be at least two vacancies on the Commerce Committee. Virginia Republican Paul Trible is retiring. And if Democratic vice presidential nominee Lloyd Bentsen of Texas makes it to the White House, another seat would open up. But if he loses, Bentsen, who is also seeking another Senate term and favored to win, would be back.

Two Commerce Committee incumbents are seeking re-election. Pete Wilson of California is pitted against Democratic Lieutenant Governor Leo McCarthy, but is expected to come out ahead. Donald Riegle Jr. of Michigan is being challenged by developer Jim Dunn but is considered secure.

There could, however, be some reshuffling of assignments on the Senate Appropriation Committee. Byrd's assumption of the chairmanship (he would succeed John Stennis [D-Miss.], who is retiring) is apt to spur some reorganization of subcommittee chairmanships. Stennis currently chairs the Defense Subcommittee and Byrd the Interior Subcommittee.

The retirement of Florida Democrat Lawton Chiles is yet another factor affecting the committee's composition. He chairs the appropriations subcommittee with jurisdiction over public broadcasting. It is still too early to gauge what will happen there. Most observers, however, do not expect Hollings to

relinquish his appropriations subcommittee that oversees the FCC.

There has been some speculation about the Senate Judiciary Committee and whether or not its chairman, Joseph Biden (D-Del.), will return for the 101st Congress. He has been inactive since he suffered an aneurysm earlier this year. But a Biden spokeswoman said the senator will be back in action this fall. Several Judiciary members are up for re-election, including Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) and subcommittee members Ted Kennedy (D-Mass.) and Utah's Orrin Hatch, the ranking Republican. All are considered safe.

Senator Howard Metzenbaum (D-Ohio) is facing a stiff challenge from Cleveland Mayor George Voinovich. Metzenbaum chairs Judiciary's antitrust subcommittee.

In the House there will be a new chairman of the Judiciary Committee. Peter Rodino (D-N.J.) is retiring, and Jack Brooks (D-Tex.) is slated to succeed him. Under Brooks, some observers feel the committee would be far more active. But whether the Texas congressman will take the monopolies subcommittee chairmanship which Rodino holds is not clear.

Brooks's action there could trigger a new lineup, although Democrat Robert Kastenmeier of Wisconsin is expected to remain chairman of the copyright subcommittee. Kastenmeier is reported as facing a serious challenge for his seat by Republican Ann Haney but is not believed to be in any real danger. Copyright Subcommittee member Howard Coble (R-N.C.) is expected to encounter a close contest. And Patrick Swindall, a Republican from Georgia on Judiciary, is up against TV star Ben Jones of *Dukes of Hazzard*.

As for other changes in the House, the chairmanship of the foreign affairs subcommittee on international operations will open up, as its chairman, Democrat Dan Mica, is running for the Senate seat now held by Chiles. International operations has jurisdiction over the U.S. Information Agency. □

STATE OF THE ART

JOURNALISM

In this election year it remains an open question whether politics has dominated the media or the other way around. What is more certain is that both continue to be influenced by money, with an uncertain economy and the search for dollars being interests of both campaigning politicians and television news executives. There are signs of change in the television news world, yet perennial problems such as winning the ratings battle and coming up with new programming are still the primary focus.

The journalistic fraternity has already directly contributed to the derailment of two presidential campaigns, those of Gary Hart and Joseph Biden. *CBS Evening News* anchor Dan Rather made headlines with a confrontational interview of Vice President George

Bush—an episode considered serious enough to be discussed at a meeting of the CBS affiliates board. And now the media have turned up the heat on Bush's vice presidential choice, Dan Quayle (see "Top of the Week").

The media's focus on the character of candidates is not shared by the viewing public, at least according to one poll taken late last year (BROADCASTING, Nov. 23, 1987). That poll said 45% of the public believes the media should focus on a candidate's experience and qualifications; 41% on a candidate's stand on the issues, and 9% on a candidate's character. The same poll indicated, however, that the public did not do that much focusing on the coverage. Sixty-nine percent said they followed "very closely" the rescue of Jessica McClure from a Texas well, while 40% did so for the stock market

crash. Other news interests, at least as of last November, were the U.S. Navy escort in the Persian Gulf, 37%, followed by Democratic candidates, 15%, and Republican candidates, 13%.

World politics also figured importantly in television news during the past 12 months with two U.S./Soviet summit meetings, one in Washington and the second in Moscow. Part of the story television reported at the heavily covered meetings was who among the two nations' leaders and wives presented the best media image.

It was at the time of the first such summit that NBC's Tom Brokaw conducted his hour-long *A Conversation with Mikhail S. Gorbachev*. NBC also sponsored a 12-candidate forum: *America's Future: A Presidential Debate*. NBC was also the first to find out that Quayle was to be the Republican vice presidential nominee.

Probably the single biggest television news story of the past 12 months was not political but economic. Television was a key disseminator of news during the nation's worst stock market decline in more than 50 years. Although the stock market has partially recovered, the financial climate has cast doubts on business journalism and may be responsible for the canceling of NBC's *Before Hours*. Yet other business shows continue, and NBC is starting a cable programing service, CNBC, part of whose focus is on traditional business reporting. Its main competitor in that business, Financial News Network, is about to start a radio news service.

In fact, despite persisting questions about the financial viability of news, there is probably more of it on television than ever before. Other examples of news start-ups within the past year include *48 Hours* on CBS-TV, and *World Monitor*, soon to be carried on the Discovery Channel. Many other news sources, such as Fox, INN and Conus expanded their news offerings.

The growth of Spanish-language television has recently brought with it more Spanish-language news. CNN has begun producing broadcasts for Telemundo Group, while Galavision has begun a new cable channel, ECO, which will present 24 hours of news Monday through Friday, effective Sept. 1. Another news service, Spanish Television News Network, said it plans to launch an all-news service in late November with some backing from Spain's telephone company, Telefonica Espana.

International cooperation continues to expand as increased new programming seeks more news footage. NBC, among others, has sought to increase ties overseas with equity investments in Visnews with which it already has working ties. The sharing of resources also reduces the expenses of keeping bureaus at home and overseas.

And budgets are still very much on the minds of news executives. Budgets of at least two of the three broadcast television networks will decline next year as they pare down staffs following the elections. Local stations are bringing their news budgets in line with reduced revenue expectations. At the Moscow summit, only three television stations were represented.

While everyone talks of news, the term is perhaps most noticeably by the blurring of its definition. Television shows such as *The Reporters* and *A Current Affair* are, perhaps, redefining the traditional concept of television journalism. Earlier this year, the FCC decided that *Entertainment Tonight* and *Entertainment This Week* met the criteria of newscasts since they provided "news of some area of current events." Said Geraldo Rivera, host of *Geraldo*: "Journalism is a very broad word, broad enough to cover what we do on our talk show. It's like a Sunday newspaper... front page, sports, fashion... it's not all investigative reporting."

In the TV network news business, time is money

And money is being counted very closely as news divisions seek more time for news shows and continue to battle it out for evening news supremacy

The broadcast television news war, network style, is still being fought on some traditional fronts: to win the evening news battle and create another money-making prime time news show. Striving toward those goals alone make the presidency of a network news division one of the more difficult jobs in television.

But there are some more recent strategic complications, including the ever-increasing availability of news from other sources (especially cable news services) and maintaining and improving the newsgathering effort during a time of budgetary restraint.

Does that mean that the mandate of television news has changed? The veteran president among the three broadcast news divisions, ABC's Rooney Arledge, said that at his network, "We don't have any overriding concerns because everything is going very well. This year the political story is a very big story... and we are already thinking about how we are going to treat the conventions in the future. Otherwise we are looking to develop a new show, maybe several new shows."

The newest of the news division presidents, NBC's Michael Gartner, seconded the "more things change, the more they stay the same" theme: "The delivery of news has changed, just as it has changed somewhat in print. But the definition of news hasn't changed and the importance of news hasn't

changed. Therefore NBC's role in the news business hasn't really changed. It is our goal to be fair and thorough and accurate and interesting and timely. And then we must figure out how to deliver that in an efficient and economical and timely manner. The change comes in the last part."

But the view from cable is that more and more viewers are redefining television news. CNN's executive vice president, Ed Turner, said: "As opposed to: 'Let's sit down in front of the TV set and watch the news,' today surveys are showing that in the age of the zapper, the viewer is building his own newscast... Whereas my parents were content with having a few channels coming in the home, in the new order the goal is to create that same accessibility of building a newscast from around the globe."

Delivering the news also has to do with

creating more revenue. It includes finding other dayparts in which to present new programming, including late night, Sunday morning and prime time. It also means devaluing network television as the sole delivery system and finding cable outlets. The exploration of foreign outlets is still another opportunity.

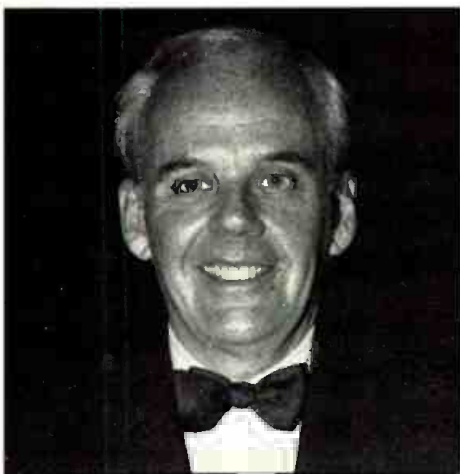
All of this is to make sure that the significant fixed resources that account for most of a three-network news budget approaching \$1 billion are kept at work and, more importantly, that such work finds a place on the screen. Most of those resources have traditionally been used for "hard news" which ABC, CBS and NBC, has ended up appearing on a small part of the network schedule.

While the overall news marketplace may be increasing, the three-network share of advertising revenue for news programming has been very uneven. In 1987, unaudited figures provided by those networks fell 6% to roughly \$690 million. For CNN and Headline News, revenue continued to march upward, to about \$209 million.

But even the cable news networks are aiming to improve their revenue and cost equation. CNN's Ed Turner, said: "So far we don't make money on our international transmission. There are the costs of our staff here that are required to reassemble and reedit. The purpose of the international feed is to serve broadcasters in Europe and also for the American or European person who is traveling abroad... Are we the *International Herald Tribune* of the video age? Yes, I think so... At the same time we want to be able to go live anywhere on the globe with breaking news story. In many countries the governments prohibit free and easy access to



ABC's Arledge



NBC's Gartner

finding new avenues of delivery, whether cable or some other form of packaging."

Responding to the uncertain revenue outlook and technological changes, all three network news divisions have by now undergone a significant amount of rationalization. NBC is still carrying out some changes as a result of the McKinsey consultants report of last year, while CBS News under the new leadership of David Burke is also expected to make additional changes. ABC News, perhaps the most profitable of the three network operations, had already adopted a strategy after several executives, including senior vice president, Richard Wald, and vice president and assistant to the president, Joanna Bistany, undertook a comprehensive review of news operations.

Said Arledge: "We have managed to avoid the 'sturm und drang' that others have undergone.... We decided early on that technology and economy changed."

Although the battle between the news operations will continue, much of the more painful paring of operations may have already taken place, although some temporary employes will be let go after the elections. And it appears that for the time being, the audience for the evening newscasts has roughly stabilized.

Meanwhile, the key to getting more of the networks' schedules for news is, as always, getting good ratings. That is both a consequence of, and necessary for, adequate clearances, and it in turn insures advertising dollars. News operations of all kinds have found that the news in and of itself cannot always insure high ratings. Therefore the big-league news strategy involves ways to package stylistically, by making the news more "personal," both making it relevant to the average person, or reporting about famous people. It also involves a greater empha-



CNN's Turner

sis on a stylized look.

The three networks, because of their still preeminent roles, have been criticized for adopting pieces of this new strategy. Professional news critics have taken aim at, for instance, CBS's *48 Hours*.

While the cerebral territory of, say, news about the economy may seem difficult to translate into popular television, NBC's Gartner said the news divisions are up to the task: "If you are a good producer and in television, you should be able to present those stories in as interesting a way as possible, with visuals that complement the story and explain it. And there is still an awful lot of news that television is uniquely able to bring, whether it is the war between Iran and Iraq, or an earthquake in the far corner of the world, to a plan crash in Pakistan, to an interview with the leader of the Soviet Union."

By Geoff Foisie

The 'reality' explosion

The latest entry in television's programming and news competition is hybrid called reality-based shows

Geraldo Rivera leans towards his guest, a woman suffering from AIDS, and kisses her on the top of the head. On *Group One Medical*, a gay patient with a chronic cough and low-grade temperature tells his doctor that he's never been tested for the AIDS virus. And on *America's Most Wanted*, a member of a motorcycle gang kills his girlfriend in a fictionalized re-creation of court testimony.

From *60 Minutes* to *The People's Court*, from the long-running *Donahue* to forthcoming specials hosted by Jack Anderson, American television seems to be caught up in a reality-based explosion. "There's a fascination with reality programming," said Van Gordon Sauter, producer of *Group One Medical* and former president of CBS News. Audiences "devour ideas like Wimpy eats hamburgers," according to producer Woody Fraser. Reality-based shows on television range all the way from investigative journalism to fluffly entertainment.

The line between journalism and entertainment in reality-based programming is difficult to draw. Highly dramatic, re-created scenes are used in shows that would otherwise be called documentaries. While reporters and talk-show hosts investigate stories and people's beliefs, they also let the viewer know what they are feeling. Two new shows—*Group One Medical* and *On Trial*—point cameras at real-life doctors and lawyers, and package the results as entertainment. "Hard" news, diversionary information and entertainment are all mixed up.

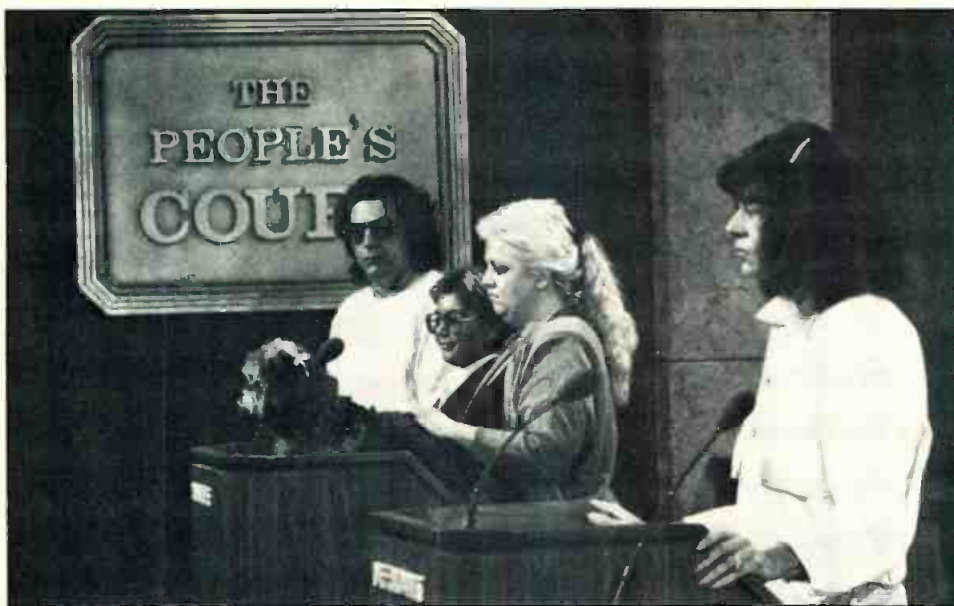


Phil Donahue

"Television is just catching up with print in what it dares or wishes to find interesting and marketable," said Robert MacNeil, executive editor of *The MacNeil/Lehrer NewsHour*. "When we started [in 1976], if you were looking for news on television, there were three kinds of cereal...and we were All-Bran. Now, there's an enormous range of stuff."

Producers of these shows say they want to get information to their audience, but they are forsaking the traditional documentary format in favor of other vehicles they perceive to be more engaging. "The viewer levels for documentaries are not as high as they are for shows that are 'entertaining,'" said Craig Haffner, producer of *Group One Medical*. "We want to reach as many millions of people as possible." Information on *The Oprah Winfrey Show* may be the same as that contained in a documentary, but it comes in a "more palatable presentation," said Debra DiMaio, executive producer for the show.

Another part of the journalism/entertainment confusion is that the definition of "news" has expanded in the last decade.



'People's Court'

"The news spectrum has broadened incredibly. It includes anything," said Woody Fraser, who produced *That's Incredible!* and is executive producer of *Incredible Sunday*, to be aired on ABC this fall. To illustrate his point, Fraser talked about a sequence he aired once of two rats that had been taught to play basketball. "Is it news in the sense of 'nightly news'? It certainly wasn't in 1980," Fraser said. "But I guarantee you there are a lot of news directors in America who would put that on."

"The whole definition of news has changed slowly," said Ernie Schultz, president of the Radio-Television News Directors Association. Upon the growth of market research in the 1970's, Schultz said, researchers discovered that audiences believed such subjects as how to get a mortgage, how to buy a used car or even how to be popular were news. "A lot of hardliners believe that's not news," Schultz said. "What they think and what I think is immaterial, because the audience perceives that as news."

Just as the content of evening news expands, the content of audience-participation talk shows, news magazines and other reality-based shows touches upon stories fit for news broadcasts. And the way the shows approach their subjects resembles journalistic approaches, although they often don't purport to be news shows.

Among one of the staples of reality programming, the personality-based, audience-participation talk shows, content is often certainly hard news, including subjects from nuclear disasters to AIDS. Oprah Winfrey has done six AIDS-related shows since the beginning of 1987. *Donahue* has been designated as a news show by the FCC. Is *The Oprah Winfrey Show* journalism?

"It's a talk show," said Debra DiMaio, executive producer. But *The Oprah Winfrey Show* does have journalistic elements to it. "It's always been this show's style to personalize whatever we're talking about," DiMaio said. But for each story told through the illustration of a guest or guests, "we try to be very responsible...by backing that up with an expert." She added: "You have to make

sure that the panel is balanced, that you're giving out correct facts."

That approach and its challenges were illustrated by a November 1987 remote that Oprah did from Williamson, W. Va. The subject of the show was fear of AIDS; the "personalization" was a young man suffering from the disease who was being ostracized by the community he sought to be a part of. After a field piece covering examples of AIDS panic around the country, the show settled on the victim, Mike Sisco, and members of the community in a discussion in what looked like a high school gymnasium. Through talking with Sisco, Winfrey drew out examples of the fears—rumors that Sisco was spitting on produce at grocery stores and the closing of the public pool after Sisco went for a swim in it. Later, townspeople talked about their sincere fear, on behalf of themselves and their children, of catching a deadly, communicable disease. They wildly overstated the probability of contracting AIDS via casual contact. One woman said she had been told that the AIDS virus is transmitted by "eating after each other, drinking after each other" and was not contradicted. Regarding the transmission of AIDS via a swimming pool, a doctor on the program said: "We do not believe that it can be transmitted this way," but he hedged against making a 100% guarantee. "There was, and probably is, a lot of real AIDS phobia," said producer DiMaio. But, she added, she couldn't find for the show any medical authority who would give a 100% guarantee that people could not get AIDS from swimming in the Williamson pool. "I have to live with that fact," DiMaio said. "That is the AIDS situation."

In the audience-participation talk shows hosted by Donahue, Winfrey, Rivera, Sally Jessy Raphael and Morton Downey Jr., the moderator becomes part of the story. On a *Geraldo* show in which four women with AIDS talked about how they got the virus, Rivera kissed one of his guests on the top of her head after she talked optimistically about her situation. Regarding the kiss, Rivera said, "I did it to show in my own subtle way...that these people should not be con-

sidered pariahs. You can say that in three paragraphs or you can say it in one act. That was an information-laden gesture." Rivera said he takes the emotional approach to subjects to communicate to his audience the full impact of material that is both electronically remote and not a part of the audience's "everyday reality. If a reporter is familiar to a viewing audience," Rivera said, "the person on the scene helps as a barometer of what's happening, as a translator of this exotic reality. I'm almost in an ombudsman role. I'm much more than a conduit of information from point A to point B."

This injection of the host's feelings into the show has crept into news magazines too. On Fox's new *The Reporters*, as Jim Paymar examined reports of the Virgin Mary speaking to three Catholics in Lubbock, Tex., he said after one interview: "That kind of statement would make most reporters, including this one, just a bit skeptical about the motivation behind the Aug. 15 celebration. And there was another item that bothered me. It came when I asked [the next interviewee] this question:..." Paymar's skepticism is part of the story.

Other new elements are becoming parts of documentary investigations. In an investigation entitled *Who Murdered JFK?*, to air Nov. 2, the viewer will see some previously unseen footage that Jack Anderson says will shed light on the President's assassination. Two boats are on a smuggling mission off the coast of Cuba. A Cuban gunboat catches up with one of the boats and blows it out of the water. The only survivor, an organized crime figure, is rescued by the other boat which then makes its getaway.

The footage is a re-creation. It and other new, dramatic sequences, will be mixed in with archival footage, taped interviews and live interviews to answer the teasing question posed in the show's title.

"This is really news," said Robert Unkel, executive vice president of Saban Productions, which is producing *Who Murdered JFK?* Stressing that re-created scenes, down to the dialogue, are based on first-hand testimony, Unkel said, "There is no information in [the show] that is not fact."

Unkel said he and Anderson were comfortable with using re-created scenes in the special, which he hesitated to call a documentary. "As long as you're accurate you're OK. Jack won a Pulitzer Prize.... His sources are very good. His information is hard and real. He's not in the business of reporting conjecture or opinion; he's in the business of reporting facts. He's been working on this thing for the last seven years."

Another show that is both re-enactment and interviews, *Unsolved Mysteries*, treats the documentary/entertainment issue by declaring that it isn't a documentary. At the opening, and during commercial breaks of the last *Unsolved Mysteries* episode that aired on NBC last season, a video and audio disclaimer said: "This program is about unsolved mysteries. Whenever possible, actual family members and police officials have participated in re-creating the events. What you are about to see is not a news broadcast or a news documentary."

Like the Kennedy show, *Unsolved Mys*

eries has a lurid appeal. One story set in the town of Woonsocket, R.I., concerned "the most brutal murder in its history." The viewer saw repeated shots of the murder victim pawled in a pool of blood, plus fragmentary glimpses of the murderer before and after the crime. When these re-creations—occasionally introduced as such in a voice-over—are mixed with interviews of real family members and police officers, the line between documentary techniques and non-news documentary blurs. The blur is greater when the show itself becomes news—when, as has happened, real suspects have been apprehended once their reconstructed stories have run.

In nearly the same situation is Fox Broadcasting Co.'s successful *America's Most Wanted*. The principal difference between the two shows is that *America's Most Wanted* carries no disclaimer, and its re-enactments have been more surreal. For example, when a "member of a ruthless motorcycle gang" kills his girlfriend, he does it under purple lighting and through a wide-angle lens, as her words, "I'm leaving you," are heard through an echo chamber. This reconstruction, the audience is told, "is based on court testimony."

"That was from our second show," said executive producer Michael Linder. "That one really wasn't typical of what we're doing these days." Linder, a former reporter at CBS-TV Los Angeles, is proud of the reporting that goes into the show. The seven-member research staff for the show contains



'The Reporters'

former newspaper and wire service writers, he said. "We've never had anyone say that we've been inaccurate in the portrayal of these things," he added. "All of us here know that we are practicing news."

As good as the reporting is behind the show, Linder said, the re-enactments make it successful. "The photos lead to the arrest, but it's the reconstructions that make the audience care enough to want to find the fugitive."

But beyond the reality-based shows are reality shows—the heirs to *The People's*

Court. On *Group One Medical*: "We're trying to dispense as much information as we can and connect it to real people as opposed to just statistics in the paper," said producer Craig Haffner. And so each half-hour show in the strip consists of edited versions of real doctors giving advice to real patients with real problems. The doctors chat about their patients' problems at the end of each show. When a gay patient gets angry at his doctor for suggesting he take an AIDS antibody test, the doctor tells him that the way to fight his illness, whatever it is, is with as much

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information as possible. Although the episode has an inconclusive finish, Haffner said the patient will return in a later one.

The entertainment value of *Group One Medical* and *On Trial* is in watching other people's predicaments, especially in life-or-death situations. *America on Trial*, debuting Sept. 12, will feature footage from trials in the 44 states that allow cameras in courtrooms, resembling an abridged C-SPAN of

the judicial branch. "You see a real person who could get a life sentence," said producer Woody Fraser. "It's quite riveting. It's tremendously educational. You'll really see what goes on within the judicial system. You'll see how courts operate, how lawyers operate.... It's so strong that you can really see that crime doesn't pay."

While he applauded the explosion of information on television, Robert MacNeil

added a caution: "Responsible journalism is a kind of subtle blend of exploiting the information and giving people useful information in context. Irresponsible journalism is just exploiting the audience. You must ask the same question as you ask of print journalists: when is it useful and when is it simply exploitative?"

By George Mannes

Cable dishes up news smorgasbord

Growing number of services offer a variety of information

The viewers of cable news operations tend to be a small but loyal following. The ratings for CNN, FNN or, for that matter, any of the business news shows on cable are not likely to disturb greatly the broadcast network news chiefs, but the number of news services and individual news programing, on cable is growing.

Next month, the Discovery Channel will launch *World Monitor*, a one-hour, weekday, international news segment produced by the *Christian Science Monitor*. A larger undertaking will begin early next year when NBC launches its Consumer News and Business Channel (CNBC). It will be the first attempt by a broadcast network to launch a cable news operation since Satellite NewsChannels, the ill-fated venture between ABC and Group W. The latter fell victim to cable operator loyalties to Turner Broadcasting's CNN, and NBC is making efforts to insure that won't happen again.

CNN is the grandfather of cable news organizations, and is now in its eight year. The combined ratings for CNN and *Headline News* consistently fall between a 1.2 and 1.3 in the Nielsen ratings, and CNN recently passed sister service WTBS(TV) Atlanta as the second largest cable service, at 47 million homes, behind ESPN.

CNN has come into its own as a journalistic equal to the broadcast networks—ABC, CBS and NBC—as the "Big Three" and are often referred to as the "Big Four." CNN particularly distinguishes itself with its live coverage of breaking news, such as its extensive coverage of the political conventions at a time when the broadcast networks are cutting back coverage. The fall presidential campaign will figure heavily into CNN news block and it plans to expand its half-hour weeknight *Inside Politics* to one hour on Oct. 31. The planned launch of the space shuttle this fall will also be a major event CNN will look to cover live and extensively.

CNBC will program economic news from 6 a.m. to 8 p.m. on weekdays and plans to draw on the resources of NBC News plus stories from the network's owned and operated stations. Operators will pay seven cents per subscriber per month the first year, with the fee escalating one cent per year until 1993's 11 cents. CNBC plans to sell 12 minutes of advertising, nine for the network and three for cable operators.

CNBC will launch with 10 million subscribers, approximately six million from the

existing Tempo subscriber base it purchased, and four million from Tele-Communications Inc. Other operators are interested in what CNBC has to offer but have not committed to launch the service, preferring to wait to see what the product looks like. Still others say they are happy with FNN, its most likely competitor, and have no plans to add CNBC.

The attention being paid to CNBC and FNN indicates how far cable news has come. In the beginning there was CNN—news 24 hours a day. To fill all that time, CNN ventured into a variety of different areas, carrying business, sports and entertainment news, in addition to general national and international news.

A specialized news niche has been carved out by C-SPAN I and II, the public affairs networks that carry extensive proceedings of the House and Senate, as well as other meetings, speeches, conferences and events. And individual sports networks carry news shows providing scores and updates, including ESPN and Score.

The Weather Channel has taken what used to be a five-minute report on the local broadcast news and expanded it to 24 hours. It has increasingly been producing its own special programing, begun last year with an examination of hurricanes. Earlier this year it produced "A Clash of the Seasons," and reprised that hurricane special with "Hope on Hurricanes." The Weather Channel had scheduled for Aug. 28 a 90-minute special entitled "Global Crisis," which was to examine the greenhouse effect, ozone depletion and acid rain.

That follows one of the hottest summers in many years which caused severe droughts in many parts of the U.S. The service carried "Drought Watch" for five weeks: two daily one-hour reports updating the situation in various venues across the country. The noon reports provided ways to cope with the heat and drought, while the 8 p.m. program examined the larger issues associated with the parched conditions. The service plans another special in November on winter storms.

FNN has been expanding its business niche beyond cable, to include broadcast television syndication and radio, although it ties all three together for advertising and promotional purposes. The morning television program has been renewed in 90% of the country for this fall, and its radio network will launch Oct. 3 with 80% of the top 50 markets signed. "From a business niche, we've got syndication, cable and radio,

which was our plan all along," said Mike Wheeler, executive vice president and general manager of FNN. "So I don't think we're being niched to death because there is more news."

(Although other services and programs focus on areas where CNN carries specific news, Steve Haworth, director of public relations for CNN, said of the expansion of niche news programing on cable: "We don't find that to be very threatening." CNN's bread and butter, he said, are the biggest news stories of the day, available around the clock for the subscribers' convenience.)

FNN is planning to add six new programs in September and October (BROADCASTING, Aug. 8). *Careerline*, produced in conjunction with CAV Communications and the Lendman group, will offer career advice and identify Fortune 500 companies looking for job candidates. Wheeler said Prudential Insurance has agreed to include an FNN crawl at the bottom of all national print advertising, suggesting readers watch the show.

It is the synergies among radio, broadcast TV and cable that FNN hopes to exploit in the coming months, said Wheeler. Joint promotions in a given market among the radio station carrying FNN Business News, the TV station carrying the syndicated morning show and the cable systems carrying FNN, all promoting the business news service, are possible, said Wheeler. Advertisers can buy combinations of all three media, Wheeler said.

Other new FNN reports include information on taxes, computers, the art market and show business. "Our goal has been to move to more FNN-produced or co-produced programing," said Wheeler, further reducing the amount of informercials seen on the service.

And as further evidence of cable industry support of FNN, the service last week said that several small MSO's, serving 435,000 subscribers, had re-signed to carry the service, now seen in 31 million homes. They include Cable America, Rock Associates, First Carolina, Summit Cable, Booth American and McDonald Group.

Another business news entry that has survived is the two-hour *Nation's Business Today*, seen weekdays at 6:30 a.m. or ESPN. Advertising in *NBT* has increased 30%-35% for each of the show's five years for the U.S. Chamber of Commerce. The chamber handles the production costs of the program and keeps slightly more than half of the advertising revenue. ESPN keeps the rest of the ad revenue for costs associated

with satellites and for delivery to 47 million homes.

Carl Grant, co-anchor of the program, said the show is focusing on stories of small to medium businesses. "It's a very interesting area we've carved out to highlight," Grant said. *NBT* sent crews to both political conventions to cover business angles. *NBT* also uses news stories from *Conus*.

NBT averages between a 0.2 and 0.3 rating and is breaking even, said Grant. One of its biggest markets is the one million hotel and motel rooms where ESPN is available, he said, where *NBT*'s prime target is the traveling businessman.

The show is broken into four half-hour sections, with the lead news items reported at the top of each half hour. The reports includes four Wall Street updates, international business news, an interview segment and small business reports and updates.

NBT has expanded its offerings on ESPN by providing three, one-minute news inserts that run between 5 and 7 p.m. each week-night.

The *Christian Science Monitor* has also made a large commitment to cable news by funding a half-hour news program, *World Monitor*, that will debut on the The Discovery Channel on Sept. 12. The daily half-hour program will draw on the resources of CSM's 22 news bureaus worldwide and is designed to take an in-depth look at a few news stories rather covering the waterfront of national and international news.

John Hart, a former newsman at NBC and CBS, will anchor the half-hour program from Boston and will be patched live to bureaus in Tokyo, London and Washington. The show's producers plan to bring a different perspective to the news. Hart said the show will "break away from the preoccupation of Americans with Americans and deliberately seek and show the world context of our lives, beyond the horizon of Japanese cars, Korean steel and Taiwanese clothing."

The show is scheduled to run at 7 p.m., and will be repeated at 1 a.m. NYT to hit prime time 10 p.m. on the West Coast. That feed will be taped, but stories will be updated if necessary. CSM said it has committed \$22 million to the project for each of the next five years.

The CSM series follows Discovery's weeklong airing of the Soviet news program, *Vremya*, during the Reagan-Gorbachev summit from May 29 to June 2.

International news also has found a home on CNN through its *World Report*, which carries stories produced by foreign countries and broadcast organizations. Last week it signed its 100th participant, Austrian television. "We're extremely pleased," said executive producer Stuart Loory, of the program that began last October. Typically 30 to 40 stories run during the report, which airs from Sunday midnight to typically 2 a.m., Monday. Reports from Western Europe are the most frequent, but CNN also gets many stories from Eastern Europe. Loory said *World Report* has carried over 1,000 stories in the past year, with 40 from West Germany and Czechoslovakia, 38 from Gostelradio in the Soviet Union, 36 from Spain and 33 from Switzerland topping

the list. The UN has contributed each week as well, said Loory.

"We're beginning to see a significant number of stories that later become important international stories," said Loory. Appearing first on *World Report*, he said, were reports that West Germany was dumping toxic waste in West Africa and of seal killings in Sweden.

Loory is also encouraged that several countries are picking up parts or all of *World Report*. Hong Kong airs the report in its entirety and Iceland airs a half-hour excerpt. Loory also said the "ratings have been good," averaging a 1.0 in its late night/early morning time slot.

Loory said CNN is using "almost everything" it receives and the incidence of pro-

paganda has been relatively small.

Black Entertainment Television carries a weekly news show that is carried Friday at 7:30 p.m. and repeated at 11 p.m. The program covers stories of particular interest to black Americans and is anchored by Paul Berry, on-air reporter for WJLA-TV Washington. Ratings have jumped in the second quarter for that late-night program, going from 0.3-0.4 in the first quarter of the year to a 0.6 in the second quarter. The 7 p.m. shows is averaging about a 0.2. Although the ratings remain small, BET has increasingly been picked up by major cable systems; it recently passed the 20 million households mark.

By Matt Stump

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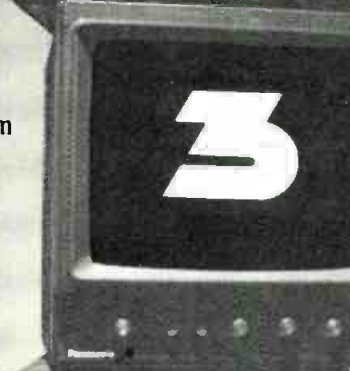
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Keeping a tighter rein on local TV news budgets

Despite close attention to bottom line, station news chiefs say on-air product hasn't suffered

Television station executives around the country suggest that budgets for local news operations have less fat in them now than they had several years ago, as a result of the general softening of the broadcast economy and increased efforts to keep costs in line with smaller revenue gains. In some cases, budget cuts have been reported, although managers insist such cuts have not affected the on-air news product, but instead have made news departments more efficient.

Many of the cuts have been achieved through the development of lighter, less cumbersome field equipment, which has reduced the need for a second person (usually the sound technician) in what has been the traditional two-person news crew. Some stations have found cost savings this year by cutting back original coverage of the national political conventions, and/or working with other stations to share distribution costs.

Recent surveys tend to reinforce what the executives reported in interviews last week. Vernon Stone, professor at the University of Missouri's School of Journalism, who conducts several annual surveys for the Radio-Television News Directors Association's *Communicator*, reported that in 1986 the median full-time television news staff was 17.4, one person smaller than a year earlier. Stone noted that the biggest reductions in staff were occurring in the larger markets. In markets 1-25, he said, stations on average cut their departments by five staffers, and in markets 26-50, the average cutback was two staff people. Staff sizes in markets below that either grew slightly or were in a holding pattern, Stone said.

Although the median full-time news department staff was down by one in 1986, the overall full-time television news work force remained about the same as the year before, approximately 20,000. Stone said the differ-

ence was made up by an increase in part-time staffers. His survey of the 1987 television news work force is not yet complete, although Stone said it did not appear that the downsizing trend was reversing, and was, in fact, continuing, at least in some larger markets.

Although Stone does not survey the size of news budgets per se, he agreed with others that indications point to a tightening of those budgets. "I think it's happening," he said. "It relates to the economy. It's not as easy to sell time as it was a couple of years ago."

Tom Capra, news director at KNBC-TV Los Angeles, said that the station's news budget has come down, and that in the last year, the news staff has been reduced by about 20 people. He attributes the budget cutbacks to the fact that the corporate managers at the company's parent, General Electric, "are very high on productivity. The entire company is more cost conscious than it was three or four years ago."

But from Capra's view, the new consciousness is not a bad thing. "We discovered you can be more efficient without doing anything [negative] to your news coverage." And he believes the pressure on budgets will continue. "We are all looking for that point in the budget which we can't go below without affecting the on-air product," he said. The corporate higher-ups, he said, "are asking us to be accountable."

Capra said that the staff reductions came entirely from the field crews and not from editors, producers or on-air talent. He also noted that considerable saving was gained this year by cutting back on local coverage of the national political conventions. "They were not great stories," he said, adding the station devoted less than half the resources this time around to covering the conventions as it did in 1984.

"I think that's one you can really cut back on," said Capra of the conventions. "The networks do it adequately and unless there is an overridingly important story for your



University of Missouri's Stone

state or market" the expense of extensive coverage is not worth it.

Offering an independent news director's view from the market was Jeff Wald, who heads the news operation at Tribune's KTLA(TV) Los Angeles, which often places second in late local news in the market. "We've always operated on a tight fiscal budget," said Wald. The station, he said, has made a practice of hiring not only qualified people, but also those who are able to do more than one job well.

As examples, Wald cited Jerry Rubin, who is both the executive producer and line producer of the station's nightly newscast, and thus responsible for maintaining continuity and quality control, as well as story selection, and how stories will play in each broadcast, among other things. On the air Wald suggests that stations, striving for efficiency, will seek more generalists and fewer specialists in the future.

James Lynagh, president of group owner Multimedia Broadcasting, reported that news budgets at his five television stations are "now just growing by inflation. Revenues and expenses are about where we planned and there is not a lot of growth. But there are no serious cutbacks either." Lynagh added that several years ago news budgets at the Multimedia stations grew substantially in an effort to beef up news coverage. "Now they are all well positioned and adequately staffed," he said.

Lynagh said that over the past several years, broadcasters have lost significant market share to competitors such as cable. Broadcasters realize, he said, that to succeed they have to implement "good hard nosed business practices.... Costs have to be relevant to revenues."

William Bolster, general manager of KSDK(TV) St. Louis, echoed those thoughts

Earlier start

Broadcast television stations are increasingly starting the day with news. Whether carrying network feeds or their own morning news shows, the 6-7 a.m. time period is increasingly filled with news programming. That is the conclusion reached by the Television Information Office, which has just completed a survey on the subject.

The TIO study shows that the number of stations carrying either a half-hour or an hour of early morning news increased from 466 stations in 1986 to 507 in 1988. Using A.C. Nielsen May sweeps data, the survey indicates that during the three-year period, 96 stations increased from no news to 30 minutes of news, while 69 stations went in the other direction. Twenty-eight stations went from no news to 60 minutes, while 14 stations made the opposite change. And 99 stations increased their 30 minutes of news programming to an hour, with 53 cutting their hour-long news in half.

The results indicate that although the total number of stations carrying news in that time slot has increased, not all stations have found that it worked satisfactorily. Those stations where the change has been successful have tended to increase their news programming to the full hour. In 1986, 56% of those stations carrying the news had a half-hour, while 44% carried an hour. By 1988, those percentages were roughly reversed, with 47% of stations with half an hour and 53% carrying an hour.

"The newsroom's spending has to have the same flexibility we expect from sales departments," said Bolster. "When you lay out a new budget, there is an assumption you will reach a certain level of revenue. If the economy falters, the newsroom expenses have to be reflective of that problem."

But at the same time, Bolster said, news is "the largest single budget in the station. I look at news as you look at your last name—it is the image of the station."

The biggest expense item within news is the payroll, and, according to another survey conducted by Vernon Stone for NTA, salaries leveled off in 1987. In fact, salary levels last year failed to keep pace with the 3.7% hike in the consumer price index, according to the survey, reported in the March 1988 issue of the *Communicator*. Overall, television news salaries climbed a scant 1.1%. Broken out by job category, reported Stone, only television news directors kept pace with the cost of living.

The typical news director made \$38,000 last year, a gain of \$1,600, over the year before. In assessing the implications of the basically flat salaries for television news people last year, Stone criticized station managers for being short-sighted. "The failure of so many broadcast news salaries to keep pace with the cost of living was consistent with the austerity moves reported month after month in the trade press," he said.

"Bottom lines were bolstered in too many cases by holding down the pay of the newspeople who provide broadcast stations local programming that usually makes money when given reasonable support."

While bearing in mind what he termed the "economic realities" of the broadcasting world, Stone charged that many stations "may be going too far in holding down news salaries to increase profits. The short-term financial gains that can be taken at the expense of the purchasing power and morale of news staffs could mean long-term losses for broadcasting and the public."

One recent survey, commissioned by the Television Bureau of Advertising, suggests that broadcast managers may feel they have gone about as far as they can go in trimming news budgets. The survey, conducted last winter, asked general managers where they expected to both add and trim staff at their stations. Only 8% of those responding said they expected to cut back in news department staffing. By comparison, 57% said they expected to cut back in operations and engineering and 41% reported expecting to cut back in programming and production. About 60% said they expected to add news personnel, compared to 12% who said they expect to add engineering/operations staff and 22% who said they would add program/production people.

By Steve McClellan

UPI getting its wire act together

How can UPI be transformed from a perennial money loser with a past into a money-maker with a future? "Good, sound management," says Paul Steinle, the former broadcast newsman who became president of the 81-year-old wire service after entrepreneur Earl Brian took control of it last February.

"I know it's ludicrously simple," he says. "But good management is the key to changing UPI."

So far, "good, sound management" has mostly meant cutting costs and developing marketing plans intended not only to recapture subscribers lost during the financial and managerial turmoil of the past decade, but also to win new ones inside journalism and outside. Indeed, it is the "nonmedia" market that the new regime sees as the key to taking UPI from a company that was losing \$2 million a month last year to one that will be making more than \$2 million a month in 1993.

The cost cutting—at least for the present—is done. According to Steinle, \$10.5 million has been shaved from the operating budget through administrative changes, and another \$5 million was trimmed by eliminating around 130 jobs, 40 of them editorial.

It is now a question of whether Steinle and his all-new management team can execute their ambitious marketing plans. UPI representatives are currently out in the field selling the new a la carte menu of newspaper services. By the end of September, UPI should have its first clues as to whether the

sales effort and its marketing plans are on the mark.

The best that Steinle can now report is that the erosion in the customer base and revenues has been stopped. But, he concedes, the fact probably has less to do with anything the new management has done than to a willingness of subscribers to wait and see what it will do.

WNW Group Inc., the company Brian put together to take over UPI, has been keeping the service afloat since February by borrowing around \$7 million from Infotechnology Inc., the New York-based holding company that Brian heads as chairman. To pay back Infotech and raise another \$10 million to fund capital improvements and cover operating shortfalls, Brian has been trying to raise \$15 million for the past month through a private placement of convertible preferred stock. According to Brian, the placement so far has commitments for \$8 million, including \$3 million by European investors and \$2 million by Infotech.

The prospectus reports that UPI lost \$25.5 million on revenues of \$74.8 million in 1987, but projects that it will be solidly in the black in 1990 with before-tax profits of \$7 million on revenues of \$85 million. Revenues and profits are projected to grow to \$134 million and \$28 million, respectively, in 1993.

The Brian-Steinle UPI is the fourth incarnation of the wire service in the 1980's. After years of watching the wire service lose money, the E.W. Scripps family trust bailed

out in 1982, selling it to two young Nashville-based media entrepreneurs, Douglas Ruhe and William Geissler. To stop the hemorrhaging, they slashed costs and sold off operations for cash. That strategy alienated employees and failed to right the floundering company. In April 1985, they filed for protection from creditors under the federal bankruptcy code.

Brian was one of those who bid to buy UPI out of bankruptcy, but the judge gave the nod to another, Mexican newspaper publisher Mario Vazquez-Rana. Upon taking over in 1986, Vazquez-Rana began pouring millions of dollars to hire new staff, open new bureaus, make capital improvements and cover the monthly operating deficit (BROADCASTING, Feb. 9, 1987). "He essentially ran it with his checkbook, which was very nice of him," says Steinle.

With no end to the deficits in sight, Vazquez-Rana sought out and eventually struck a deal with Brian. Under its terms, Vazquez-Rana retained nominal ownership of 95% of the UPI stock, but Brian's WNW Group received the "irrevocable" proxy rights to the stock for 10 years, giving it full control of the company.

When WNW took over on Feb. 19, Vazquez-Rana's contribution to UPI totalled nearly \$50 million. The Mexican could recoup some, if not all, of his investment in UPI, if WNW is successful in turning the company around. The terms of the agreement have not been fully disclosed, but will entitle Vazquez-Rana to a share of any profits.

According to Steinle, the problems he encountered in February had deep roots. The company lost its "competitive edge" in the late 1960's and early 1970's, he says. While the market changed "radically," UPI stayed more or less the same, he says, drifting into the financial crises of the early 1980's.

Other than to keep it alive through continual cash infusions, he says, Vazquez-Rana's team did little to make UPI well again. "They didn't run it as a business," he says. "There was no marketing plan...no competitive information on [the Associated Press]. There was confusion about...the names of the products and the pricing of the products. There hadn't been a sales meeting in several years. We discovered that accounting was running out of shoeboxes. There were silly leases, silly communications.... It was just mismanaged. How can I say it nicely?"

Brian is a former surgeon and California state official who has, over the past 11 years years, built Infotech—the parent of 18 private and public operating companies with a net asset value of \$73 million. The most prominent of the Infotech companies are FNN, a cable service devoted to financial news and sports that now reaches 31 million homes, and American Bionetics, developer of clinical diagnostic tests and equipment.

Steinle joined the Infotech family in 1983 as president of FNN after 22 years in broadcast news. The broadcasting included several years in Southeast Asia during the Vietnam War and several as news director for WIXT(TV) Syracuse, N. Y., and KING-TV Seattle. While a reporter and anchor at WCVB-TV

Boston, he received an MBA from Harvard. Steinle thinks he now has one of the great jobs in American journalism and believes most journalists would agree. "I'm just thrilled to have the opportunity to do this," he says.

According to Steinle, it did not take long for UPI's new managers and outside consultants to find the slack in the operating budget that will lead to the \$10.5 million in savings. Leases were renegotiated, little-used telephone lines were eliminated, employee benefits were cut.

In preparation for its current sales push, UPI identified each of the products and came up with a list of 23. And, for the first time, it figured out costs and revenues for each. Breaking out costs and revenues allows UPI to manage each as a discrete business. If a particular service is losing money now, steps can be taken to turn it around. UPI is not trying to make each service a moneymaker. Not all the state/regional wires are self-supporting, but together they make up the backbone of the national wire service. "It all fits together," says Steinle.

UPI is now offering its products on an a la carte basis. In the past, subscribers who wanted only one or two services were required to take a bunch they did not want. Under the new scheme, newspapers (and eventually broadcasters and nonmedia concerns) pick the services they want, receiving discounts for taking multiple services. As before, prices vary with the size of the subscriber.

Once UPI's place in the media market is "stabilized," says Steinle, UPI will move aggressively into the nonmedia markets, tailoring services for specific industries and businesses. UPI's first offering for the market is an environmental wire.

Newspapers and broadcast stations will continue to be UPI's principal clients, but, under UPI's current business plan, the difference between success and failure will be determined by how well UPI exploits the nonmedia market.

UPI's private placement prospectus projects that between 1988 and 1993 media revenue will increase from \$66.5 million to \$95 million, while nonmedia revenue will jump from \$5.5 million to \$38.9 million. Expenses in 1993 will total \$106 million, according to the prospectus, yielding a projected before-taxes operating profit of \$28 million.

Addressing the nonmedia market is a matter of packaging. According to Steinle, every story dumped into UPI's central computer is coded so that every story pertaining to a particular subject can be easily retrieved and packaged together to create, say, the environmental wire.

UPI will no longer be developing any of its services in a vacuum, Steinle says. Unlike past management, he says, the new UPI will continually be seeking input from potential customers in creating and refining its products. "We are going to be market driven," he says. "We are going to take this competitive news organization, keep it competing with AP on a one-to-one basis on the major stories and add an element of change



Steinle

and development based on finding out exactly what the marketplace needs and serving that need."

There is more to the Steinle-Brian management than cost-cutting and marketing. First, there are the capital expenditures. According to Steinle, UPI is looking to purchase a new central computer within the next year. The technological heart of UPI, the computer collects, organizes and stores the news flowing in from UPI's 184 bureaus around the world. The computer UPI now uses is, like other computers of 1970's vintage, approaching obsolescence, Steinle says. Its flexibility is hampered by its "arcane" programming language, and it is expensive to maintain, he says.

The new computer will allow UPI to simplify distribution, Steinle says. Instead of feeding different services over scores of different wires, it will feed everything over one wire in a "unified bit stream." The selection of services will be done at the "reception point" rather than at the computer, he says.

UPI's other imminent capital expenditure will be for a color digital wirephoto service to replace its 13-year-old Unifax II black-and-white service. Steinle says that bids have been received from a number of vendors.

In February 1987, during the Vazquez-Rana days, UPI introduced Pyxys, a digital wirephoto service developed by Digital A.V. Inc., of Knoxville, Tenn. Pyxys floundered in the marketplace. Steinle suggests that it had technical problems. "It was never properly tested," he says. Digital A.V. bid for the new UPI contract, but did not service the first cut, he says. "The bid wasn't competitive."

Management is also asserting itself at the most fundamental level of the wire service—where the news stories are written and edited. Steinle says reporters are being "retrained" to write more clearly—"I think writing is a skill nobody ever learns, frankly, and most good writers know that"—and to adopt a new style suitable for broadcast and

newspaper use. The new style will allow broadcasters to drop long quotes without stripping stories of their meanings, Steinle says.

UPI headquarters will also dictate "coverage guidelines"—a list of priorities on what to cover for the national wire—to all bureaus. At the same time, state bureaus will be encouraged to develop a similar, subordinate set of guidelines for coverage of issues of state interest. "It will give everybody within UPI direction and a sense of expectation about what they're supposed to be doing."

When Brian and Steinle announced their takeover of UPI last February they talked of "synergies" between UPI and other information-oriented companies of the Infotech family. One such synergy is with Comtex Scientific, which is developing a central computer system for UPI.

Another is with Data Broadcasting Corp., which will distribute UPI service over the vertical blanking intervals of various cable services.

Infotech has been helpful in another way, says Steinle. UPI was able to draw upon the talents of the executives at the other companies, he says, doing in six weeks what it would have otherwise taken six months to accomplish.

Considering the parade of owners and managers through UPI's executive offices over the past six years, UPI subscribers and those considering subscribing may feel skittish about relying too heavily on UPI. But Steinle says they should continue to have faith.

"If we do everything wrong and the whole thing falls apart we will last for two years," he says. "Now I might screw it up somehow, but I am confident this thing can work.... There is room in the United States of America and in the world for two major wire agencies and we are going to be one of them." □

By Harry Jessell

Stock Index

| | Closing | | Net | Percent | PIE | Market | Capitali- |
|--|---------|---------|--------|---------|-------|-----------|-----------|
| | Wed | Wed | | | | | |
| | Aug 24 | Aug 17 | Change | Change | Ratio | (000,000) | |
| BROADCASTING | | | | | | | |
| N (CCB) Capital Cities/ABC | 314 | 1/2 312 | 1/2 | 2 | 00 64 | 19 | 5,087 |
| N (CBS) CBS | 159 | 5/8 160 | 1/4 | - | 5/8 | -00 39 | 8 3,771 |
| A (CCU) Clear Channel | 14 | 1/8 13 | 5/8 | - | 1/2 | 03 66 | 25 54 |
| O (JCOR) Jacor Commun. | 5 | 3/4 6 | - | - | 1/4 | -04 16 | -13 56 |
| O (LINB) LIN | 56 | 1/2 57 | - | - | 1/2 | -00 87 | 36 2,919 |
| O (MALR) Malrite | 10 | 1/8 10 | 1/8 | - | 00 00 | -22 | 137 |
| O (MALRA) Malrite 'A' | 10 | 1/4 10 | - | - | 1/4 | 02 50 | -14 139 |
| O (OBCCC) Olympia Broad. | 3 | 1/2 3 | 1/2 | - | 00 00 | - | 8 |
| O (OSBN) Osborn Commun. | 6 | 7/8 6 | 7/8 | - | 00 00 | -5 | 35 |
| O (OCOMA) Outlet Commun. | 22 | 22 | - | - | 00 00 | -8 | 144 |
| A (PR) Price Commun. | 8 | 5/8 8 | 3/8 | - | 1/4 | 02 98 | -7 83 |
| O (SAGB) Sage Broadcasting | 4 | 3/4 4 | 3/4 | - | 00 00 | -7 | 18 |
| O (SCRIP) Scripps Howard | 82 | 81 | - | - | 01 23 | 66 | 846 |
| O (SUNNC) SunGroup Inc. | 2 | 2 | - | - | 00 00 | -2 | 4 |
| O (TLMD) Telemundo | 7 | 1/4 7 | 7/8 | - | 5/8 | -07 93 | -1 55 |
| O (TVXGC) TVX Broadcast | 1 | 9/16 2 | - | - | 7/16 | -21 87 | 9 |
| O (UTVI) United Television | 27 | 1/4 28 | 7/8 | - | 1 5/8 | -05 62 | 44 298 |
| BROADCASTING WITH OTHER MAJOR INTERESTS | | | | | | | |
| N (BLC) A.H. Belo | 26 | 1/8 26 | - | - | 1/8 | 00 48 | 10 275 |
| O (ASTV) Amer. Comm. & TV | 3/32 | 3/32 | - | - | 00 00 | - | 7 |
| N (AFL) American Family | 12 | 1/8 12 | 1/2 | - | 3/8 | -03 00 | 10 981 |
| O (ACCMA) Assoc. Commun. | 23 | 7/8 23 | - | - | 7/8 | 03 80 | 227 |
| O (BMAC) BMA Corp. | 31 | 1/4 32 | - | - | 3/4 | -02 34 | 84 327 |
| N (CCN) Chris-Craft | 21 | 1/8 21 | - | - | 1/8 | 00 59 | 46 460 |
| N (DNB) Dun & Bradstreet | 48 | 47 3/8 | - | - | 5/8 | 01 31 | 18 7,296 |
| O (DUCCO) Durham Corp. | 33 | 32 3/4 | - | - | 1/4 | 00 76 | 28 278 |
| N (GCI) Gannett Co. | 31 | 5/8 31 | 3/4 | - | 1/8 | -00 39 | 15 5,120 |
| N (GY) GenCorp | 19 | 3/4 18 | 3/4 | - | 1 | 05 33 | 1 626 |
| O (GMXC) GMX Commun. | 3/32 | 3/32 | - | - | 00 00 | - | 1 626 |
| O (GACC) Great Amer. Comm. | 9 | 1/8 9 | 5/8 | - | 1/2 | -05 19 | 9 240 |
| N (JP) Jefferson-Pilot | 35 | 1/2 35 | 3/8 | - | 1/8 | 00 35 | 15 1,401 |
| N (KRI) Knight-Ridder | 39 | 3/4 39 | 3/4 | - | 00 00 | 15 | 2,261 |
| N (LEE) Lee Enterprises | 27 | 5/8 28 | - | - | 3/8 | -01 33 | 19 686 |
| N (LC) Liberty | 39 | 1/4 39 | - | - | 1/4 | 00 64 | 14 384 |
| N (MHP) McGraw-Hill | 67 | 1/4 68 | 5/8 | - | 1 3/8 | -02 00 | 20 3,242 |
| A (MEGA) Media General | 37 | 5/8 37 | 1/2 | - | 1/8 | 00 33 | 25 1,061 |
| N (MDP) Meredith Corp. | 29 | 3/4 30 | 3/8 | - | 5/8 | -02 05 | 12 571 |
| N (MCG) Mich. Energy | 30 | 3/8 29 | 3/4 | - | 5/8 | 02 10 | 19 82 |
| O (MMECD) Multimedia | 71 | 1/4 71 | 1/2 | - | 1/4 | -00 34 | 69 783 |
| N (MYTA) New York Times | 25 | 3/4 26 | - | - | 1/4 | -00 96 | 13 2,111 |
| N (NWS) News Corp. Ltd. | 17 | 1/4 16 | 5/8 | - | 5/8 | 03 75 | 9 4,596 |
| O (PARC) Park Commun. | 28 | 1/4 28 | 1/4 | - | 00 00 | 22 | 389 |
| O (PLTZ) Pulitzer Publishing | 29 | 29 | - | - | 00 00 | 19 | 303 |
| N (REL) Reliance Group Hold. | 5 | 5 | - | - | 00 00 | 5 | 375 |
| O (RTRSY) Reuters Ltd. | 24 | 1/2 24 | - | - | 1/2 | 02 08 | 16 20,342 |
| T (SKHA) Selkirk | 24 | 1/4 24 | - | - | 1/4 | 01 04 | 20 196 |
| O (STAUF) Stauffer Commun. | 140 | 140 | - | - | 00 00 | 47 | 140 |
| N (TMC) Times Mirror | 29 | 3/4 29 | 1/2 | - | 1/4 | 00 84 | 14 3,849 |
| O (TMC) TM Communications | 9/16 | 5/16 | - | - | 1/4 | 80 00 | 2 4 |
| O (TPCC) TPC Commun. | 1/8 | 1/8 | - | - | 00 00 | - | 1 |
| N (TRB) Tribune | 35 | 1/4 34 | 5/8 | - | 5/8 | 01 80 | 19 2,689 |
| A (TBSA) Turner Bcstg. 'A' | 15 | 1/4 15 | 1/4 | - | 00 00 | -2 | 332 |
| A (TBSB) Turner Bcstg. 'B' | 15 | 3/4 15 | 3/4 | - | 00 00 | -2 | 342 |
| A (WPOB) Washington Post | 191 | 190 | - | - | 1 | 00 52 | 13 2,453 |
| PROGRAMING | | | | | | | |
| O (SP) Aaron Spelling Prod. | 6 | 5/8 6 | 5/8 | - | 00 00 | 5 | 121 |
| O (ALLT) All American TV | 2 | 1/8 1 | 3/4 | - | 3/8 | 21 42 | 2 |
| O (BRRS) Barris Indus | 6 | 7/8 6 | 7/8 | - | 00 00 | -3 | 54 |
| N (KO) Coca-Cola | 39 | 1/4 38 | 1/2 | - | 3/4 | 01 94 | 16 14,734 |
| A (CLR) Color Systems | 3 | 5/8 3 | 3/4 | - | 1/8 | -03 33 | -2 19 |
| N (KPE) Columbia Pic. Ent. | 10 | 9 3/4 | - | - | 1/4 | 02 56 | 142 1,097 |
| O (CAVN) CVN Cos. | 12 | 1/4 13 | - | - | 3/4 | -05 76 | 10 212 |
| A (DEG) De Laurentis Ent. | 1/4 | 3/8 | - | - | 1/8 | -33 33 | 2 |
| O (dclp) dclck clark prod. | 4 | 3/8 4 | 3/8 | - | 00 00 | 11 | 36 |
| N (DIS) Disney | 61 | 1/2 62 | 3/8 | - | 7/8 | -01 40 | 18 8,153 |
| N (DJ) Dow Jones & Co. | 33 | 34 | - | - | 1 | -02 94 | 15 3,178 |
| O (EM) Entertainment Mktg | 4 | 5/8 4 | 3/4 | - | 1/8 | -02 63 | 15 56 |
| O (FNNI) Financial News | 6 | 3/4 6 | 7/8 | - | 1/8 | -01 81 | 30 81 |
| A (FE) Fries Entertain. | 1 | 5/8 1 | 5/8 | - | 00 00 | 7 | 8 |
| N (GW) Gulf + Western | 41 | 5/8 42 | 5/8 | - | 1 | -02 34 | 7 2,502 |
| O (QNTX) Hal Roach | 3 | 3/4 3 | 3/4 | - | 00 00 | -8 | 26 |
| A (HHH) Heritage Entertain. | 2 | 1/2 2 | 3/8 | - | 1/8 | 05 26 | 2 11 |
| A (HSN) Home Shopping Net. | 3 | 5/8 3 | 5/8 | - | 00 00 | 16 | 316 |
| N (KWP) King World | 20 | 3/4 20 | 5/8 | - | 1/8 | 00 60 | 13 598 |
| O (LAUR) Laurel Entertain. | 2 | 2 | - | - | 00 00 | 4 | 5 |
| A (LT) Lorimar-Telepictures | 12 | 7/8 13 | - | - | 1/8 | -00 96 | -3 596 |
| N (MCA) MCA | 40 | 1/4 41 | 1/4 | - | 1 | -02 42 | 22 2,926 |
| N (MGM) MGM/UA Commun. | 12 | 1/4 12 | - | - | 1/4 | 02 08 | -7 613 |
| A (NHI) Nelson Holdings | 3/8 | 3/8 | - | - | 00 00 | -3 | 10 |

| | Closing | | Net | Percent | PIE | Market | Capitali- |
|----------------------------------|---------|--------|--------|---------|-------|-----------|------------|
| | Wed | Wed | | | | | |
| | Aug 24 | Aug 17 | Change | Change | Ratio | (000,000) | |
| PROGRAMING | | | | | | | |
| A (NWE) New World Enter. | 2 | 1/2 2 | 1/2 | - | 00 00 | 6 | 27 |
| O (NNET) Nostalgia Network | 1 | 1/8 1 | 1/8 | - | 00 00 | -1 | 6 |
| N (OPC) Orion Pictures | 14 | 1/8 14 | 1/2 | - | 3/8 | -02 58 | 12 243 |
| O (MOVE) Mervyn Entertain. | 1 | 3/8 1 | 3/8 | - | 00 00 | -45 | 3 |
| N (PLA) Playboy Ent. | 13 | 3/4 14 | - | - | 1/4 | -01 78 | 15 129 |
| O (QVCN) QVC Network | 9 | 3/8 9 | 1/4 | - | 1/8 | 01 35 | -19 94 |
| O (RVCC) Reeves Commun. | 6 | 1/8 6 | 5/8 | - | 1/2 | -07 54 | 30 77 |
| O (RPICA) Republic Pic. 'A' | 7 | 7 1/4 | - | - | 1/4 | -03 44 | 77 29 |
| O (RPICB) Republic Pic. 'B' | 6 | 3/4 6 | 3/4 | - | 00 00 | 48 | 5 |
| O (SMNI) Sat. Music Net. | 4 | 3/8 4 | 1/4 | - | 1/8 | 02 94 | -109 39 |
| N (WCI) Warner | 33 | 33 7/8 | - | - | 7/8 | -02 58 | 17 4,163 |
| O (WONE) Westwood One | 11 | 11 | - | - | 00 00 | 15 | 158 |
| SERVICE | | | | | | | |
| O (AMEA) A.M.E. Inc. | 8 | 1/2 8 | 3/4 | - | 1/4 | -02 85 | 8 41 |
| O (AGRP) Andrews Group | 4 | 3/4 4 | 3/4 | - | 00 00 | -1 | 31 |
| N (BSIM) Burnup & Sims | 13 | 1/2 13 | 1/4 | - | 1/4 | 01 88 | 29 215 |
| N (CQ) Comsat | 26 | 7/8 27 | 1/4 | - | 3/8 | -01 37 | -10 492 |
| N (FCB) Foote Cone & B. | 24 | 3/4 25 | 1/2 | - | 3/4 | -02 94 | 12 206 |
| O (GREY) Grey Advertising | 117 | 115 | - | - | 2 | 01 73 | 15 142 |
| O (IDBX) IDB Communications | 8 | 1/2 8 | 1/2 | - | 00 00 | 34 | 34 |
| N (IPG) Interpublic Group | 33 | 1/8 33 | 1/4 | - | 1/8 | -00 37 | 14 743 |
| O (OGIL) Ogilvy Group | 25 | 1/4 26 | 3/4 | - | 1 1/2 | -05 60 | 12 359 |
| O (OMCM) Omnicom Group | 19 | 7/8 19 | 5/8 | - | 1/4 | 01 27 | 14 488 |
| N (SAA) Saatchi & Saatchi | 18 | 7/8 18 | 3/8 | - | 1/2 | 02 72 | 8 2,750 |
| O (TLMT) Telematlon | 1 | 5/8 1 | 7/8 | - | 1/4 | -13 33 | 6 7 |
| A (TPO) TEMPO Enterprises | 8 | 1/8 7 | 3/4 | - | 3/8 | 04 83 | 27 46 |
| A (UNV) United Video | 9 | 3/4 9 | 1/2 | - | 1/4 | 02 63 | 14 21 |
| CABLE | | | | | | | |
| A (ATN) Acton Corp. | 12 | 1/4 12 | 5/8 | - | 3/8 | -02 97 | 2 14 |
| O (ATCMA) Amer. TV & Comm. | 22 | 7/8 23 | - | - | 1/8 | -00 54 | 50 2,488 |
| O (CTEX) C Tec Corp. | 38 | 1/2 38 | 3/4 | - | 1/4 | -00 64 | 17 211 |
| A (FAL) Falcon Cable Sys. 'A' | 32 | 1/2 33 | 1/2 | - | 1 | -02 98 | -11 683 |
| N (CNT) Centel Corp. | 41 | 1/2 43 | 1/8 | - | 1 5/8 | -03 76 | 11 1,804 |
| O (CMCSA) Comcast | 14 | 14 3/4 | - | - | 3/4 | -05 08 | -63 625 |
| A (FAL) Falcon Cable Systems | 20 | 19 7/8 | - | - | 1/8 | 00 62 | -62 127 |
| O (JOIN) Jones Intercable | 11 | 1/8 11 | 3/8 | - | 1/4 | -02 19 | 34 141 |
| T (MHPQ) Maclean Hunter 'X' | 11 | 3/8 11 | 1/8 | - | 1/4 | 02 24 | 31 838 |
| T (RCL.A) Rogers Commun. 'A' | 57 | 1/2 60 | 1/2 | - | 3 | -04 95 | -88 711 |
| T (RCL.B) Rogers Commun. 'B' | 52 | 53 1/4 | - | - | 1 1/4 | -02 34 | -80 643 |
| O (TCAT) TCA Cable TV | 32 | 31 1/2 | - | - | 1/2 | 01 58 | 62 386 |
| O (TCOMA) Tele-Commun. | 22 | 3/4 22 | 1/4 | - | 1/2 | 02 24 | 45 3,443 |
| N (TL) Time Inc. | 95 | 1/8 95 | - | - | 1/8 | 00 13 | 22 5,559 |
| O (UACI) United Art. Commun. | 28 | 28 | - | - | 00 00 | 233 | 1,149 |
| N (UCT) United Cable TV | 33 | 5/8 33 | 1/4 | - | 3/8 | 01 12 | -176 1,253 |
| N (VIA) Viacom | 26 | 3/4 27 | - | - | 1/4 | -00 92 | -3 1,427 |
| N (WU) Western Union | 2 | 1/4 2 | 1/8 | - | 1/8 | 05 88 | 71 |
| O (WSMCA) WestMarc | 18 | 1/2 19 | - | - | 1/2 | -02 63 | 23 265 |
| ELECTRONICS/MANUFACTURING | | | | | | | |
| N (MMM) 3M | 60 | 5/8 61 | 1/8 | - | 1/2 | -00 81 | 15 13,791 |
| O (AMC) AM Communications | 15/32 | 15/32 | - | - | 00 00 | - | 1 |
| N (ARV) Arvin Industries | 23 | 1/8 21 | 7/8 | - | 1 1/4 | 05 71 | 9 440 |
| O (CCBL) C-Cor Electronics | 8 | 3/4 9 | 1/4 | - | 1/2 | -05 40 | 14 17 |
| O (CATV) Cable TV Indus. | 4 | 3/4 4 | 5/8 | - | 1/8 | 02 70 | -31 14 |
| N (CHY) Chyron | 4 | 1/2 4 | 3/8 | - | 1/8 | 02 85 | 16 46 |
| A (CXC) CMX Corp. | 13/16 | 1 | - | - | 3/16 | -18 75 | 9 7 |
| A (COH) Cohu | 10 | 9 7/8 | - | - | 1/8 | 01 26 | 9 18 |
| N (EK) Eastman Kodak | 42 | 3/4 43 | 5/8 | - | 7/8 | -02 00 | 12 14,488 |
| N (GRL) Gen. Instrument | 29 | 29 3/8 | - | - | 3/8 | -01 27 | -21 969 |
| N (GE) General Electric | 40 | 40 1/4 | - | - | 1/4 | -00 62 | 17 36,613 |
| O (GETE) Geotek Inc. | 11/16 | 11/16 | - | - | 00 00 | -2 | 2 |
| N (HRS) Harris Corp. | 26 | 1/4 26 | 1/8 | - | 1/8 | 00 47 | 11 1,074 |
| O (ITEL) Intel Corp. | 17 | 7/8 17 | 7/8 | - | 00 00 | 41 | 474 |
| N (MAI) M/A Com. Inc. | 10 | 9 7/8 | - | - | 1/8 | 01 26 | -6 271 |
| N (IV) Mark IV Indus. | 10 | 10 1/2 | - | - | 1/2 | -04 76 | 6 108 |
| O (MCDY) Microdyne | 3 | 1/2 3 | 5/8 | - | 1/8 | -03 44 | -2 15 |
| (MCOM) Midwest Commun. | 3 | 3/4 4 | - | - | 1/4 | -06 25 | 9 11 |
| N (MOT) Motorola | 43 | 42 7/8 | -</ | | | | |

Fall falling into place as CBS reveals start dates

Almost two-thirds of new season programming announced in May will debut on three networks by Oct. 31

CBS last week announced the start dates for all of its originally announced new and returning fall prime time programs with the exception of *Tour of Duty*. *Simon & Simon*, which had initially been scheduled to come out of the network's starting lineup, will now fill the hole left by *Tour* starting Oct. 8. NBC announced all of its premiere dates three weeks ago (BROADCASTING, Aug. 15), and ABC released a partial list of premiere dates two weeks ago (BROADCASTING, Aug. 22).

The tally shows that of the 66 hours of regularly scheduled shows announced for the new season last May, at least 42 hours (63.6%) of that programming has been scheduled for debut on or before Oct. 31. In November, an additional 10½ hours have been scheduled to premiere on the networks, which would bring the total of originally scheduled new season hours on the air to almost 80%.

The tally includes all regularly scheduled series and movie time slots in prime time, as well as the first two hours of ABC's *Monday Night Football*, which begins Sept. 5. Of the six movie time slots originally scheduled for next season, only one has been put off beyond October—the *ABC Mystery Movie*, which may not premiere until January.

The tally does not include the interim short-flight series that CBS has announced for September and October, including *Jake's Journey*, *Dolphin Bay*, *First Impressions*, *The Cavanaughs* or *Simon & Simon*, which were not originally scheduled to start the new season. It also does not include two other programs now scheduled for debut in October—ABC's new *Mission Impossible*,

(Oct. 23), and NBC's *Highway to Heaven*, which had been taken out of the starting lineup, but now debuts Oct. 4.

Mission Impossible was initially designed as an interim strike project that would simply recast and reshoot scripts from the old series, which ran on CBS from 1966 to 1973. However, the project has now been upgraded to a full-fledged new series, with fresh scripts (available now that the writers' strike is over), in which Peter Graves will reprise his role as Jim Phelps. The only other cast connection from the old series is Phil Morris, son of original cast member Greg Morris, who played engineering whiz Barney.

The program is being shot in Surfers Paradise, Australia, and is a co-venture among ABC, Paramount and Australia's Network Nine, which will also air the program in the fall. Three of the starring cast members are Australian. ABC has ordered 13 episodes of the program and has scheduled it for Sunday at 8 p.m., where the new adventure spoof, *A Fine Romance*, had initially been scheduled. ABC has not yet announced a start date for *A Fine Romance*.

Eighteen of CBS's 25 new and returning prime time programs will be on air by the end of October, the network said last week. They include *Newhart*, *Coming of Age*, *CBS Tuesday Movie*, *The Van Dyke Show*, *Mary Tyler Moore*, *The Equalizer*, *Wiseguy*, *48 Hours*, *Paradise*, *Knots Landing*, *Dallas*, *Falcon Crest*, *Dirty Dancing*, *Simon & Simon*, *West 57th*, *60 Minutes*, *Murder She Wrote* and the *CBS Sunday Movie*.

With the exception of *Tour of Duty*, the balance of the CBS lineup is scheduled to return in November, including: *Murphy Brown*, *Designing Women*, *Almost Grown*, *TV 101*, *Beauty and the Beast* and *Close to Home*. (See "Top of the Week" for a list of all

the known premiere dates of originally scheduled new season programs.)

At deadline last week, ABC had only announced start dates for half of the 2-series originally scheduled to start the new season. Most of the shows without dates are dramas, which take longer to gear up for production. They include: *MacGyver*, *Moonlighting*, *thirtysomething*, *China Beach*, *Knightwatch*, *Dynasty*, *Heartbeat*, *Murphy's Law* and *A Fine Romance*. Two comedies have also yet to be scheduled on ABC: *Wonder Years* and *Hooperman*. And as reported earlier, *The ABC Mystery Movie* may not debut until January.

Last week, ABC said it would fill the void on Saturdays with two limited-run series. The network is getting into the reality crime show business with *Trackdown*, from Columbia Pictures Television, about cops in pursuit of parole violators. That debuts Saturday, Oct. 29, at 8 p.m. Following that show, also for a limited run, and also debuting Oct. 29, will be a series of two-hour *Police Story* sagas, based on the earlier anthology program of the same name created by Joseph Wambaugh. Also from CPT, ABC has placed an order for five of the *Police Story* movies.

ABC said last week it would announce "in the near future," premiere dates for *Murphy's Law* and *Mystery Movie*, originally scheduled for Saturday nights. The network also confirmed it was picking up two new midseason hour dramas from Universal: *Men* and *911*.

Meanwhile, CBS announced two more original mini-series air dates for October and November—*Dadah is Death*, Oct. 30 and 31, 9 p.m.-11 p.m., about an Australian sentenced to death in Malaysia, and *Internal Affairs*, Nov. 6 and 7, 9 p.m.-11 p.m., a sequel to the earlier mini-series cop drama

Syndication Marketplace

DIR Broadcasting, New York-based radio programmer, has branched into television with the acquisition of domestic and international TV rights and a production agreement for the upcoming Amnesty International concert tour. According to Bob Meyrowitz, president, U.S. basic cable channels appear in the best position to win domestic telecast rights to a live three-hour concert. DIR will likely produce from Buenos Aires, one of 14 sites on the concert tour. Meyrowitz also said DIR is considering assigning foreign distribution responsibilities to Los Angeles-based syndicator Radio Vision International.

World Events Productions has reached a coproduction agreement with French animation company IDDH to jointly produce and syndicate *Denver*, *The Last Dinosaur*. The show, ranked first among kids 6-11 in Nielsen's second-quarter peplemeter survey (BROADCASTING, July 18), will be syndicated by World Events in the U.S., by IDDH in France and French territories and jointly elsewhere. The agreement calls for 26 half-hour episodes of *Denver* with an option to produce

an additional 39 episodes. Also agreed to is further development of both animated and live-action programs.

Reeves Entertainment Group has sold 28 episodes of sitcom *Kate and Allie* to a Venezuelan pay cable channel in Caracas, the first time the show has been sold in Latin America. Dubbed episodes are expected to begin airing before the end of the year, according to Reeves Vice President Matthew Ody, who said the deal was on a straight cash basis. *Kate And Allie* has also been sold to the Canadian Broadcasting Corp. for prime time and stripping, according to Reeves.

D.L. Taffner and The Paul Ramsay Group, the fourth largest commercial TV operator in Australia, have brought to air the first result of their joint programming venture, *The Oz Game*, a half-hour quiz show, is now being carried nationally on Australian Broadcast Corp., which is coproducing it with Taffner Ramsay.

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Doubletake, starring Richard Crenna. That brings to four the original mini-series CBS will air in the fourth quarter. Earlier the network announced *This is America*, *Charlie Brown*, which starts Oct. 21, and *Jack*

the Ripper, starting Oct. 23.

And NBC decided to offer the new comedy *Baby Boom* as a sneak preview on Sept. 17 at 9:30 p.m., preceding the network's telecast of the *Miss America Pageant*. □

Pegasus's basic cable flight upsets some broadcasters

Televentures has created controversy with the marketing of its movie package, Pegasus. The 20-movie package, which includes such films as "Peggy Sue Got Married," "Agnes of God," "Nothing in Common" and "Blind Date," is being sold much like other packages, with the exception of an additional window on basic cable. It is that additional window, on the USA Network, that has upset some broadcasters.

According to William Kunkel, president, domestic distribution, Televentures, the movies in the Pegasus package will have had less exposure by the time they reach commercial broadcast stations than packages usually get. Usually, movie packages first have a pay-cable window, followed by an ad-hoc network, followed by another pay-cable window, and finally back into syndication on broadcast stations. Pegasus will first be shown on HBO, then on an ad-hoc network, then USA will air seven of the movies, then the package goes back into syndication on broadcast stations. "What we've actually done," said Kunkel, "is substituted basic for pay, but only for seven of the 12 [12 of the 20 movies will be broadcast premieres], not all 12 as everyone else does. And pay," he added, "can take as many as three times more plays of a picture than basic, so we've reduced its exposure with the number of plays. We've put it on basic, which is available to more households, but it doesn't really deliver more than HBO," he said.

Kunkel said a single, short window on HBO and an attempt to deliver an underexposed movie package to broadcasters were reasons for marketing Pegasus in this fashion. "I felt it was fairer to the general broadcast stations to give them something that hadn't been run to death on pay."

The ad-hoc network (currently consisting of 80 stations representing 70% of the country) receives the 12 broadcast premieres, one each month starting in October, and is able to air each movie twice within the month that it is delivered.

"I don't think the exposure is their [broadcasters'] concern," said Kunkel, "I think setting precedent is their concern. It's just one more window that broadcast stations don't like having," he said. Kunkel said the reason for the concern for setting precedent is that "some people consider USA Network a national independent."

Broadcasters are indeed dismayed by what they perceive to be increased exposure of the movies by the time they reach broadcast stations and, more important, the precedent that this sets. "I think it is very foolish on their part, no matter what the price, to have set this precedent," said Kevin O'Brien, vice president and general manager, KTVU(TV) Oakland, Calif. "We [com-



Pegasus's 'Peggy Sue'

mercial broadcasters] must take a strong stand, to reduce as much as possible any additional windows for features, especially any that are for basic [cable]. I think Televentures' effort was motivated by greed.

However, I think it's short-sighted, because I don't think the amount of dollars received from the USA Network is equal to the pot of gold that awaits in the commercial broadcast arena," said O'Brien.

"We're not going to do it because we don't like the way it is being done," said Rick Feldman, station manager, KCOP(TV) Los Angeles. "In every business deal people have their motives for doing what they want to do, either because of their leverage or the desirability of the product that they are selling. If someone came to me with a package that I just had to have, but I hated the deal that they offered me, I would probably make the deal. With other products that are less desirable, stations would be able to say, 'I guess that the sellers have their reasons for doing what they are doing, but I don't want to be a party to it.' I think the Pegasus package falls into the latter category and we don't think it is a good idea," Feldman said.

"All in all," said John Von Soosten, vice president, director of programming, KATV Television Group, "it's a good package, but the negative is the basic cable window. We're recommending it in many cases, but I think you must take into consideration what the exposure becomes [because of the basic window], and hopefully the station will see that reflected in the purchase price," he said. Not all station reps have recommended the package. "We have not been recommending [it]," said Dick Kurlander, vice president, director of programming, Petry Television, "because it goes to basic." "We have to accept the fact that it goes to pay cable, but we look at USA Network as a competitor station in the market," he said.

Televentures has lowered the price of the package for Pegasus, relative to other movie packages of similar quality. However, the question of how much exposure the films will get as a result of the basic window is causing some apprehension. "That obviously concerns us and we've looked at that

And the winner is... Despite last year's low-rated, long-running Emmy Awards presentation, Fox Broadcasting Co. is again carrying the awards show, on Sunday, Aug. 28. This is the 40th year that the Academy of Television Arts & Sciences awards excellence in television. It is also the first year that cable programming is eligible to win the award. NBC leads the way with 114 nominations, CBS is second with 87 and ABC third with 75; PBS took 27. On the cable side, HBO and Showtime tied with six nominations apiece, Disney was nominated twice and Turner Broadcasting System once.

In recognition of the 40th anniversary, this year's show takes on a retrospective look, focusing on past recipients and other highlights in the awards' history. This year, Fox has signed Lorne Michaels to produce the telecast, with the hope that the former *Saturday Night Live* producer will be able to shorten the show (last year's ran four hours) and give the presentation some comic relief. Fox, which televised the ceremony last year for the first time, is also hoping to improve on last year's 8.8 rating/14 share, the lowest numbers that the show has received since it was first televised nationally by NBC in 1955. Counterprogramming by the other three networks was one of the reasons given for its poor performance. This year, ABC will air part one of "The Right Stuff," NBC will present "Police Academy: Part II," and CBS will present part one of its mini-series, *Blood and Orchids*.



id Bill Franks, program director, KRKB-TV Sacramento, Calif., "but because our library is relatively lean, we're still interested." KRKB-TV made a counteroffer to Televentures for the package after Televentures' initial asking price, and Franks says that the "two figures were pretty far apart. [The basic window] obviously dilutes the product, and that played a part in our counter offer."

"We have not considered selling a basic cable window on any of our packages at this point," said Larry Hutchings, senior vice president, Orion Television Syndication. Orion currently distributes Orion IV, a 22-movie package that includes "No Way Out," "Throw Momma From the Train" and "Roxcop." "We have a traditional pay window, in ad-hoc or network window, a second pay window, and then a syndication window," he said. The reason that Orion hasn't marketed any of their packages in similar fashion, said Hutchings, "is because we've always had a second pay window." Hutchings also said that in the future, forfeiting a pay window or one on basic may be a more profitable move for packages. "As each month and year goes by, they are reaching higher and higher for good product," he said. For the present, however, Hutchings said that the broadcasters' concern about the basic window was reflected in the prices that Televentures was receiving for Pegasus. "The Pegasus is not achieving real high prices and I think part of it is that they sold to basic cable," Hutchings said that he would be watching the package's progress, with an eye on how the movies in the basic window affect the eventual syndication ratings. "My feeling is that it won't have much; it won't be any different than a second HBO window would cause." □

scheduling for professional wrestling.

The cable service also said it plans a \$50 million marketing and ad campaign to promote the new programming over the next two seasons, with spending largely in print, radio and local cable. Attempts to buy time inside *Vice* and *Murder* during the upcoming season on network affiliates in the top 20 markets were largely rejected by the stations, USA said.

The network, which with 45.2 million cable homes is the country's fourth largest cable service, is launching the new schedule and promotion as the first step in a \$250 million campaign for exclusive and original programming announced earlier this year.

In a press briefing, USA Network President and Chief Executive Officer Kay Koplovitz predicted basic channels, hers among them, stood to gain as much as 50% in prime time ratings this fall because of the extended rollout of strike-affected schedules at the three major networks.

Koplovitz also said the channel is 40% ahead of last year in advertising sales and is already 85%-90% sold for fourth-quarter prime time. Helping the channel, she said, is USA's delivery of 45% of cable homes on channels 2-13, compared to the 30% delivered last year.

Among the original programming on the channel next season will be 13 new episodes of *Diamonds* to add to the 22 existing episodes of the CBS late night series that originally aired last season. *Diamonds*, scheduled for Sundays at 9 p.m., will begin production on new episodes in October using the original cast.

USA has also reached an agreement with DIC Enterprises to produce an additional 26 episodes of *The Hitchhiker*, the former HBO series USA agreed to acquire last year. The

channel will first air the 39 existing episodes in 1989, followed by the new episodes.

Additional new programming for returning series includes two first-run episodes of *Alfred Hitchcock Presents*, with USA promising more new episodes later this season, and 12 new episodes of the former HBO series, *The Ray Bradbury Theater*.

For its prime time schedule, beginning Oct. 3, USA will strip *Vice* at 7 p.m. throughout the week and *Murder* at 8 p.m. Monday-Friday. Movies will air at 9 p.m. on Monday, Wednesday and Friday, and with wrestling and boxing programming on Tuesday and Thursday at 9 p.m. *Vice* will also air at 11 p.m. Monday through Thursday, while *Murder* appears as well Sunday at 6 p.m.

The weekend prime time schedule is rounded out by a mystery movie on Saturday at 8 p.m.-10 p.m. followed by half-hours *Hitchcock* and *Bradbury*. Sundays at 8 p.m. will contain repeats of *The New Mike Hammer*, followed by *Diamonds* at 9 p.m. and former NBC series, *Private Eye*, at 10 p.m.

The new daytime schedule begins Sept. 19 with Orion game show, *High Rollers*, hosted by Wink Martindale, weekdays at 4 p.m., capping off a game-show block beginning at noon. The 185 *High Roller* episodes originally aired in first-run syndication during the 1987-88 season.

A one-and-a-half-hour cartoon block follows, with new entries, *She-Ra: Princess of Power* at 5:30 p.m. and *Fat Albert and the Cosby Kids* at 6, followed by *USA Cartoon Express* at 6:30.

Other returning series include game shows *Bumper Stumpers* and *Chain Reaction*, weekly Hollywood celebrity shows *Cover Story* and *Hollywood Insider*, and weekend shows *Night Flight* and *Dance*

USA outlines fall schedule

Advertising community gets look at mix of off-network, made-for-cable, children's, sports and games shows

USA Network's 1988-1989 schedule, unveiled for the New York advertising community last week, is largely a blend of off-network reruns, repeating series with new episodes and the first in a proposed schedule of made-for-cable TV movies, along with other new sports, children's and game show programming.

Among the shows joining USA's schedule this year, in addition to NBC's *Miami Vice* and CBS's *Murder, She Wrote*, are an off-network series, *Diamonds*, and a former HBO series, *The Hitchhiker*. Repeats of first-run game show *High Rollers* will be added to the daytime schedule, as will two new animated offerings, while reruns of NBC's *Private Eye* and sitcoms *Bustin' Loose* and *Throb* will air on weekends.

The channel outlined two new projects for its original made-for-TV movie series, as well as monthly showcase movie presentations, new sports programming deals for tennis and college basketball coverage and

It's NBC by a hair

One-tenth of a rating point kept NBC in the winner's circle for the week ended Aug. 21, the 18th week of the summer season. NBC finished the week with an 8.3/16 over CBS's 8.2/16. ABC finished the week with a 7.8/15.

| Nielsen | Net | Show | Nielsen | Net | Show |
|---------|---------|--------------------------|---------|--------|---------------------------------|
| 1. | 15.6/28 | C Murder, She Wrote | 30. | 7.7/15 | A Republican Convention, Thurs. |
| 2. | 15.6/33 | C 60 Minutes | 31. | 7.2/13 | A MacGyver |
| 3. | 15.3/29 | N Cosby Show | 32. | 7.1/13 | N Republican Convention, Mon. |
| 4. | 15.1/31 | N Golden Girls | 33. | 7.0/13 | A Loner |
| 5. | 14.8/26 | C CBS Sunday Movie | 34. | 7.0/14 | C Newhart |
| 6. | 14.4/26 | N Different World | 35. | 7.0/13 | A Republican Convention, Thurs. |
| 7. | 13.0/27 | N Amen | 36. | 6.8/13 | A Spenser: For Hire |
| 8. | 12.7/27 | N Hunter | 37. | 6.8/13 | N Republican Convention, Mon. |
| 9. | 11.6/20 | A ABC Sunday Movie | 38. | 6.4/13 | A Republican Convention, Tues. |
| 10. | 11.6/23 | N 227 | 39. | 6.4/12 | A Remo Williams |
| 11. | 11.4/23 | C CBS Friday Movie | 40. | 6.3/13 | A Disney Sunday Movie |
| 12. | 10.9/21 | N Matlock | 41. | 6.3/16 | C NFL Preseason, Saturday |
| 13. | 10.8/21 | N ALF | 42. | 6.2/13 | A Dakota's Way |
| 14. | 10.7/20 | A Full House, Tues. | 43. | 6.2/12 | C Republican Convention, Thurs. |
| 15. | 10.5/21 | A 20/20 | 44. | 6.1/12 | A Republican Convention, Wed. |
| 16. | 10.4/22 | A Full House | 45. | 6.0/12 | C Republican Convention, Mon. |
| 17. | 10.2/21 | A Mr. Belvedere | 46. | 6.0/12 | N Republican Convention, Tues. |
| 18. | 10.1/20 | A Who's the Boss? | 47. | 6.0/12 | N Lovers, Partners and Spies |
| 19. | 10.1/23 | A Perfect Strangers | 48. | 5.8/11 | C Cavanaughs |
| 20. | 9.9/19 | A Head of the Class | 49. | 5.6/12 | C Tour of Duty |
| 21. | 9.9/19 | N Hogan Family | 50. | 5.3/12 | A Supercarrier |
| 22. | 9.8/22 | N Facts of Life | 51. | 5.3/11 | C Republican Convention, Wed. |
| 23. | 9.6/17 | N NBC Sunday Movie | 52. | 5.3/11 | N Rags to Riches |
| 24. | 9.6/17 | N Family Ties | 53. | 5.3/11 | N Republican Convention, Wed. |
| 25. | 9.5/19 | A Growing Pains | 54. | 5.2/10 | C Republican Convention, Tues. |
| 26. | 9.2/18 | A I Married Dora | 55. | 5.0/11 | C CBS Summer Playhouse |
| 27. | 8.6/19 | C Beauty and the Beast | 56. | 4.9/11 | C Frank's Place |
| 28. | 7.9/17 | N NFL Pre-season, Friday | 57. | 4.3/10 | N Sportsworld, 10th Anniversary |
| 29. | 7.8/15 | C Jake and the Fatman | | | |

* Indicates premiere episode

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Party USA.

The channel also announced two new projects in its planned 24 made-for-TV movie series. One production, *The Hunt for Gaeton Dugas*, is a Bob Pappasian-Jim Hirsh production on the search for North America's first AIDS carrier. The second, *Imminent Danger*, about a psychiatrist stalking his psychopathic patient, will be produced by

Arthur Fellows and Terry Keegan. USA last month announced its first movie project, *The Zodiac Murders*, based on a Robert Graysmith book. In addition, USA said it has pre-bought the film *Animal Behavior* for an exclusive basic cable run following its initial pay-TV run.

In sports programming, USA extended for another two years its deal with CBS Sports

to present exclusive cable coverage of U.S. Open tennis. The agreement allows for 80 hours of live coverage (37 during primetime) over 12 days, including coverage of women's and mixed double's finals. Coverage begins this Monday, August 29. The channel will also carry college basketball, boxing, wrestling and other tennis events during the upcoming season. □

On 4 Radio

Future of radio: local advertising

Already accounting for bulk of ad revenue, local sales departments being bolstered as investment in future; national sales are down at many stations, partly because of cable advertising

Many radio stations are focusing more on the promise of local advertising and less on what they describe as a volatile national spot radio market. There is a push by these stations to train salespeople to target local dollars, estimated to account already for more than 80% of advertising revenue at some stations. According to these radio stations, many of them located in medium-sized markets, the success stories of the 1990's will be the stations that are concentrating now on local sales training.

Of the predicted \$7.8 billion in radio advertising revenue this year, according to the Radio Advertising Bureau, more than 75% will be from local advertising. Local advertising revenue in 1988, according to the bureau, will rise about 7.8% over 1987. National spot radio will also rise this year, based on projections by RAB, but at a lesser rate of about 5.3% this year. While local growth has been steady in recent years, national has not; revenue in the category dropped from 1986 and 1987, for example, dropped from \$1.33 billion to \$1.32 billion. RAB's Rob Galen, senior vice president for research, said national spot radio advertising in recent years has been "erratic."

Robert Coen, senior vice president,



Jacor's Lawrence



Heritage's Fiddick



WZZO's Harpster

McCann-Erickson, agreed that national spot radio advertising has been erratic in recent years. Wines and fast food restaurants can be big advertisers one year, he said, and disappear the next. As an example, he said that as airlines merged and consolidated last year, national advertising for the category was cut back. Coen said it appears that radio stations have responded by concentrating on local advertising, so much so that they have even gained an edge on spot TV and local newspaper advertising sales. Local radio advertising, he said, "has been getting better every month."

George Nadel Rivin, a partner in charge of broadcast services for Miller, Kaplan Arase & Co., said 22 of the 67 markets throughout the country that he monitors have shown double-digit growth in local

radio sales. "More and more stations," he said, "are concentrating on retail."

Jacor Communications, which owns 1-stations nationally, reported it has been expanding its local station sales staffs and placing regional account executives. The company said its efforts have been costly but reflect what Jacor believes to be the long-term future of local ad dollars. According to Robert L. Lawrence, Jacor's senior vice president of sales and marketing "We're spending a lot of money to hopefully make a lot of money."

Jacor has not abandoned national spot sales, said Lawrence, adding that the company is up about 4.5% in the category this year. In spring 1988, Jacor confirmed its commitment to the category with the purchase of Eastman Radio, the New York based independent national radio rep company. But Jacor's advertising revenue is now about 80% local, he said, and he expects other stations to also shift emphasis.

"We can develop relationships on a local level," said Lawrence, adding, "we don't have the manpower to do that on a national level." Areas of concentration in local advertising for the Jacor stations will include the food/produce, electronics and furniture businesses, with some attempts at cooperative advertising.

Part of the appeal of local advertising, said Lawrence, may be its apparent dependability when contrasted with national advertising budgets. Referring to national accounts, he said: "I can't control when I'm going to get a call from New York or Los Angeles or Chicago."

Radio stations in recent years had grown

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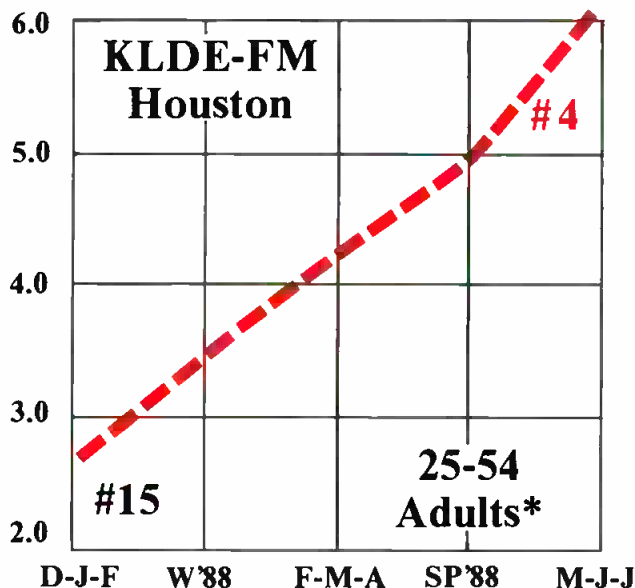


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too dependent on national advertisers, according to Jim Smith, Clear Channel Communications' regional vice president for Oklahoma: "I think we kind of got to be order takers, hanging onto national advertisers." He said national advertising dollars began to decrease within the last three-to-four years, especially with increasing advertising on cable television. That decrease, he said, "woke up a lot of broadcasters."

Clear Channel Communications, he said, just bought a major training system to emphasize local sales among the salespeople at the company's 16 stations. The system is intended to standardize training among the stations, he said, adding, "Those who train and recruit salespeople will be those who make the money in the 1990's."

Group owner NewCity Communications has also recognized the importance of local sales training, repositioning one of the company's general managers, Steve Marx, as president of NewCity Associates, a sales training arm. The program, instituted over four years ago by the company, now oversees training of NewCity's 15 stations, along with a few outside clients.

"Finding stability with local revenue has to do with developing long-term relationships with advertisers and developing new categories of business," said Marx. Examples of "new" categories, he said, include business-to-business, education and employment recruiting.

Rob Hasson, vice president and director of sales for Seattle-based Olympia Broadcasting and a self-described "ex-street guy trained through intimidation," said today's

push on local advertising calls for aggressive sales management. He said he leaves his office "every other week" to visit with the sales staffs at Olympia's 13 medium-market stations, and encourages them to approach every potential advertiser from the easily obtainable car dealers to the reluctant smoke shop owner. "It's going back to the basics in sales," he said.

Hasson suggested new approaches to attract local retailers: when a Reno lumberyard refused to advertise with one Olympia station, the salesperson signed them up by arranging to have the station's morning team broadcast from the lumberyard while a playhouse was constructed. The playhouse was then brought to another remote at the local fairgrounds, and the lumberyard basked in the publicity. "It's kind of like the Monty Hall school of broadcasting now," he said.

"The national is such a numbers game," said Hasson, echoing many other broadcasters. "I've seen the best guys have rotten quarters and then great quarters," he said, indicating that depending too much on national advertising is a risky proposition.

Added Tom Harpster, general manager of WZZO(FM) Bethlehem, Pa.: "The agency stuff could easily go away; that's a live-and-die-by-the-numbers business." National rep firms are beginning to recognize such concerns by radio stations, he said, and are responding by becoming more aggressive. "They're addressing the problem; they're not ignoring it... I think that was the problem a few years ago."

One "bright spot on the national horizon" may be market segmentation and regionali-

zation of national dollars, said Paul Fiddick, president of the radio group for Heritage Media Group. He said Campbell's soup, for example, has targeted the large Hispanic population at one of his Texas stations for a series of regional advertising. "I do not want to put the pennies on the eyes of national spot," he said.

Fiddick said national advertising has been down for at least the last three years. "The bad news is that we're redistributing revenues. The good news is that it's going to what we're best at doing—local." To respond to the change, Fiddick said, the company has increased money spent on sales training and such sales tools as computer-driven sales analysis. Local sales staff size at the company's stations, he said, have also increased. He said Heritage's nine stations scattered nationally, now have about 85% local advertising, up from 75% a few years ago.

Harpster said at the Holt Corp., which owns WZZO and 10 other radio stations around the country, national advertising accounts for about 20% to 30% of the advertising revenue at the stations. Major local targets for the stations include auto dealers, furniture dealers, sporting goods stores and convenience stores. A key to local sales training, he said, is understanding the lingo and intricacies of the targeted business. His salespeople are encouraged to subscribe to trade magazines that cover everything from the restaurant business to the beverage business.

"The tendency is to forget about local sales," said Harpster, "but these are the guys who made up radio in years gone by. It was the little guys who made a difference then and today they still do." □

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A CPB-funded study, Audience '88, presented at this year's Public Radio Conference, found that 80% of the American public never listens to public radio (BROADCASTING, May 30). The study has attracted attention in Congress, at CPB and within the system. Many at the PRC suggested various forms of segmenting each market by format as a way to reach more listeners by the overall system. The National Federation of Community Broadcasters, which represents many of the noncommercial stations not CPB-qualified, has suggested lowering the number of full-time employees, hours on the air and liquid assets needed to qualify.

The submission deadline for proposals from the stations is Oct. 28.



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Broadcasters comment on strategies to save AM

A long series of comments on FCC inquiries and rulemaking proposals to modify the rules affecting the allocation of frequencies and technical transmission standards for radio ended with reply comments to an inquiry on how to improve the technical quality of the AM band. Among other issues that attracted comments this summer, especially during August, were the use of translators and directional antennas for FM, expansion of the AM band to 1705 khz and ways to reduce intermediate frequency interference on FM. Most of the broadcast groups and associations, including the National Association of Broadcasters, were critical of the commission in those comments, charging it with considering policies that could hurt radio by increasing various forms of interference.

In the first round of comments on AM improvement, NAB for the first time released two reports that it had commissioned engineering consultancies to complete

(BROADCASTING, June 27). One report, written by Harrison Klein of Hammett & Edison, San Francisco, concluded that the current AM protection ratios are inadequate and that the methods now used for calculating nighttime interference should also be changed. B. Angell & Associates, Chicago, wrote the other report, which was a psychoacoustic survey to assess the sound quality expectations of American radio listeners and to determine whether listeners notice adjacent-channel interference and other forms of noise. Many of the commenters in the initial round delayed release of their complete positions on AM technical improvement issues until the reply period, after studying the NAB reports.

Broadcaster opinion supported the validity of the Klein and Angell conclusions. NAB's initial comments, based on the two reports, were "the most comprehensive," according to Clear Channel Broadcasting Service (CCBS), a Washington-based asso-

ciation of clear-channel AM broadcasters WGN Continental Broadcasting Co., licensee of WGN(AM) Chicago, said that in light of the two reports' conclusions, "the commission clearly must stem any further increase in interference on the AM band by adopting stricter protection standards for future facilities modifications or stations."

"The accumulation of station-to-station interference over the years since the current AM technical rules were adopted, and its destructive effects, are well documented in the Klein report," WGN said. WGN endorses the Klein conclusions that the current adjacent-channel protection and root square sum (RSS) 50% exclusion rules, "are grossly inadequate and have allowed substantial interference to accumulate over time through new station construction and modification of existing facilities."

Capital Cities/ABC, which owns 11 AM's, concurred with the conclusion of the Angell report that acceptable reception for

Riding Gain

New to zoo

Jessica Hahn has signed a one-month contract with KOY-FM Phoenix to join the station's morning drive-time *Y Morning Zoo*, according to R. Michael Horne, station vice president and general manager. Hahn, who gained national notoriety for her involvement with the Rev. Jim Bakker, signed with the morning team of Glenn Beck and Tim Hatrick after appearing as a guest on their show. She starts today (Aug. 29) and will have an option to renew after one month.

License renewal

A three-judge panel of the U.S. Court of Appeals in Washington has ordered the FCC to hold a hearing on the renewal of licenses for KWIC-AM-FM Beaumont, Tex., on charges of race discrimination and failing

to meet the FCC's equal employment opportunity guidelines. The Beaumont affiliate of the National Black Media Coalition had leveled the charges in 1983 in a petition to deny the stations' renewal. The FCC dismissed the petition without a hearing, although it granted Pyle Communications Inc., the licensee, a short-term renewal with the requirement that it file two special EEO reports.

In the opinion, Judge Abner J. Mikva said the FCC decision not to hold a hearing was inconsistent with its obligation under the Communications Act. "The record evidence...raises troubling questions that remain unresolved about whether the licensee practiced intentional employment discrimination," he wrote. "The commission acted unreasonably when it pronounced itself satisfied on these points based entirely on the licensee's sketchy and sometimes contradictory explanations."

Family business

Although American Public Radio's co-venture with CBS Radio News to produce *Business Update* has been extended through the end of 1988, APR senior vice president, Bruce Theriault, said that, based upon affiliate feedback, "It is clear to us now that the best way to insure...compatibility...with public radio's style...is to bring the program back into the public radio family." CBS will produce the program through Dec. 31. But, aiming to move toward a program that treats "business not only as the subject but as a vehicle for understanding the world itself better," APR plans to assign production of "a new and improved *Business Update*" to KLFN(FM) Long Beach, Calif., in association with KUSC(FM) Los Angeles, both noncommercial stations, beginning Jan. 2, 1989.

Radio-only room

Ralph C. Guild, chairman of the board and chief executive officer of Interep, has pledged \$625,000 to the Museum of Broadcasting, New York, for the construction of a radio listening room, the museum said. The pledge is part of the museum's capital campaign for a new building, which a spokesperson said is now about two-thirds toward its \$45-million goal. The new museum, scheduled to break ground this fall, will contain the institution's first radio-only listening room. The museum said its radio library, which now contains about 15,000 programs, will hold its first major exhibition in October with a tribute to Orson Welles.

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alk programs should have a 40 db signal-to-interference ratio. "The so-called 'harmless' interference stations are permitted to accept under the FCC's existing policies and rules" created the present situation in which AM receivers on the market are produced with narrow bandwidth, producing low fidelity, to avoid picking up adjacent-channel interference, Capital Cities/ABC said. The Angell report bears out the judgment. Angell sought out listener opinion on the quality of sound versus the amount of interference acceptable to today's listeners. The results of the study are illuminating, but not surprising."

CBS, owner of seven AM stations (Los Angeles; San Francisco; St. Petersburg, Fla.; Chicago; St. Louis; New York and Philadelphia), used the Angell report to support its summary assessment: "A mature and congested AM band of almost 5,000 stations is producing destructive adjacent-channel interference, causing a widespread shift of listeners from AM to the qualitatively superior FM."

Many broadcasters operating class I clear-channel AM stations wrote comments responding to proposals by some broadcasters in the initial comments to eliminate protection of skywave transmissions to distant markets by replacing the current 0.5 millivolt per mile (mV/m) protected contour with a 2.0 mV/m contour. CCBS attacked the idea, saying that "merely rewriting the interference standards to define away existing service will only make a bad situation worse."

A leading advocate of elimination of skywave protection is Crawford Broadcasting Co., Flourtown, Pa., owner of six AM stations. Crawford argued that the need for stations that can be heard in distant markets has passed and that for many low-powered local stations, a field strength of 2.0 mV/m is needed to eliminate the atmospheric noise and manmade noise.

"Deleting protection to class I stations' secondary skywave service areas is the first step toward saving AM," Crawford said. "This will provide for much more efficient use of spectrum and improvements in service by the numerous stations that share domestic clear channels."

But Capcities/ABC provided a new study along with its reply comments that, it said, shows that the existing protected contours are not subject to excessive degradation from noise in less densely populated areas." CBS argued that the commission has studied the desirability of the 0.5mV/m contour repeatedly, most recently in 1983. "CBS must question the need for yet another inquiry into this matter."

National Association of Broadcasters' reply comments supported the clear-channel broadcasters. Review of the Angell and Klein reports led it to believe that "the commission should not change the signal strength values of the protected contours of existing AM stations." However, NAB said the commission might consider different protected contours in the expanded AM band, scheduled to be in force by July 1, 1990, "because the commission will be crafting an expanded band allocation system on a 'clean slate.'" □

Searching for Super TV...

Yves Faroudja, president of Faroudja Laboratories, Sunnyvale, Calif., is forming a new company, Faroudja Research Enterprises Inc. (FRE) which will be dedicated to the development of Faroudja's SuperNTSC advanced television transmission and display system. FRE is housed in a new 11,000-square-foot building in Sunnyvale, which opened earlier this month.

SuperNTSC is designed to eliminate color and brightness artifacts in current standard NTSC system through a Faroudja-developed comb filtering technique. Receivers are designed to pick up SuperNTSC's 6 mhz signal display at twice the resolution of conventional sets. The system retains the NTSC 4:3 aspect ratio, rather than 5:3 or 16:9 screens proposed by other high-definition and enhanced-definition TV system developers.

Tele-Communications Inc., the largest U.S. cable operator, and Capital Cities/ABC are among the companies Faroudja expects to invest in FRE. "We have a letter of intent from ABC already," Faroudja said last week. "Everything seems to be going as expected." Earlier this year, ABC contributed \$500,000 to the David Sarnoff Research Center to complete development of its Advanced Compatible Television systems.

Faroudja has already completed a deal to sell SuperNTSC equipment to a French firm, Videac. The equipment will be resold to a consortium that is planning to distribute theatrical movies by satellite to small French provincial towns in SuperNTSC video. SuperNTSC system is better suited for such an application than the SECAM video standard used in France because it provides better resolution and, due to its 60 hz field rate, is less prone to flicker than the 50 hz SECAM system, Faroudja said.

...and for Super Radio

The National Association of Broadcasters has scheduled a meeting with manufacturers of consumer radio sets in Washington for Tuesday morning, Sept. 13, the day before the opening of NAB's Radio '88 convention there. The purpose of the meeting is to update the companies on the several radio transmission issues that are being considered now by the FCC and to give the details of NAB's Super Radio project. The Super Radio, which NAB commissioned independent contractor Richard Sequerra of Bayside, N.Y., to design and build, includes several of the latest consumer radio advancements, including FMX stereo, AM stereo, the National Radio Systems Committee standard deemphasis curve and continuous tuning between AM

and FM. The receiver will be introduced during Radio '88.

Cutting back

The investment firm of Goldman, Sachs & Co., New York, has released a report following a survey of the 15 largest cable multiple system operators showing that expenditures for cable transmission equipment are leveling off in 1988 following a 30% increase in 1987. A 15% drop in equipment investment is predicted for 1989.

A main reason given for the cutbacks in investment, the company said, is concern about the emergence of high-definition television and digital fiber optic delivery systems. In the last months of 1988 "many cable operators will begin to trim their plans for rebuilding systems as they become concerned about their newly rebuilt systems being incompatible with the new technologies," the report said. All 15 MSOs contacted indicated that developments in HDTV and fiber optics are being watched very closely and that they will be considered when making budget plans for 1989. The report pointed to revisions to more modest upgrades than originally planned for United Cable Television Corp. systems in Denver and Tulsa, Okla., as evidence that the slowdown has already begun. "A concern we believed was longer run—HDTV and fiber technologies causing a further pullback—is now looming as a major near-term issue for cable capital spending."

In another area of cable equipment spending, addressable pay-per-view systems, Goldman, Sachs found that interest in the impulse technologies is waning among the top MSOs. Many are finding the RF real-time and store-and-forward systems, in which PPV orders are made through viewers' cable decoders, are too expensive to install and maintain, although they do attract higher buy rates. Instead, the report said, telephone ordering systems, such as automatic number response (ANI) are more widely preferred. "Addressability is still growing, but the rate of spending on it will be determined to some extent by the acceptance of PPV technology, and it is evident that acceptance is less than initially hoped," the report said.

Making fiber portable

It is becoming practical for remote news stories, which usually are transmitted to TV studios by microwave or satellite links, to be transmitted by fiber optics. PCO Inc., a Chatsworth, Calif., subsidiary of Corning Glass Works, has introduced the PCO-5010 portable fiber optic transmission system. The transmitter, which is contained in a chassis seven inches by five-and-a-quarter

inches by 18 inches, handles fewer channels than the basic unit, which is twice the size.

According to Robert Walker, PCO vice president, marketing, there have been requests by broadcasters, especially the commercial TV networks, for portable fiber optic systems for ENG applications or temporary transmission points for events such as the Olympics or political conventions. Although PCO's system is designed to meet such needs, it will not, Walker said, replace all microwave and

satellite use. The PCO-5010 will be most beneficial when covering stories in most major cities where fiber optic cable has already been installed by the telephone companies, said Walker.

According to PCO, the system delivers studio quality NTSC pictures up to 65 kilometers without a repeater. It transmits at a digital rate of 8 megabits per second or 12 mhz analog signals. Orders are being taken now with deliveries to follow after eight weeks. The standard configuration PCO-5010 sells for \$4,700.

Harris buy

The Harris Corp. has agreed to purchase General Electric's GE solid state division, a manufacturer of military, automotive and other industrial semiconductors. The GE division will be merged with Harris's semiconductor division in Melbourne, Fla., which designs and makes chips for military and industrial purposes, including solid state broadcast transmitters. The sale, subject to government review, is expected to be completed by the end of 1988.

Law & Regulation

Sacramento, Scripps Howard agree to pay \$13.5 million to cable franchise applicant

Suit alleged that franchising procedure violated antitrust laws and First Amendment

Another antitrust law suit growing out of the granting of a cable franchise has been settled, with an agreement under which an applicant denied access will be paid up to \$13.5 million. Cable Americal, a subsidiary of Cable America, an MSO based in Phoenix, had filed suit a year ago against the city and county of Sacramento, Calif., as well as Scripps Howard Broadcasting Co. and several of its subsidiaries.

The settlement calls for the Sacramento Metropolitan Cable Television Commission, representing both the city and county of Sacramento, to pay Cable Americal \$4.5 million. Sacramento Cable Television, a subsidiary of Scripps Howard, has agreed to pay \$6.5 million. Scripps Howard will pay another \$2.5 million within one year if it exercises an option to acquire Cable Americal's existing franchise at Mather Air Force base in Sacramento.

Cable Americal's suit, filed in July 1987, had alleged that the franchising procedure used by the city and county in selecting the Scripps Howard subsidiary, Sacramento Cablevision, involved monopolization, restraint of trade and conspiracy to monopolize. The procedure was subsequently abandoned by the cable commission after a jury in a similar case—Pacific West Cable Co. had filed it against the city—held that the financial and public-access requirements the commission imposed on the cable applicants constituted "a sham" and a violation of the law. Cable Americal pursued its suit because of the financial damage its attorney, former State Senator Omer Rains, said it had suffered.

The Cable Americal lawsuit did more than allege a violation of the federal antitrust law. It alleged a violation of Cable Americal's civil rights, including its rights under the First Amendment.

The settlement of the suit with the city and county and Scripps Howard does not end the litigation against another defendant

named in the original action, Pacific Bell. The utility was said to have conspired with the city and county in blocking Pacific Americal's entry into the market and to have interfered with the conduct of its business.

Rains sees the lawsuit and its results as paving the way for overbuilds around the country. In Sacramento, cable applicants now need only pay a license fee to com-

mence operations. And although the settlement precludes Cable Americal from competing in the Sacramento market, Pacific West is building a system there. And, said Rains, his client, Cable Americal, is over building in three markets where franchising procedures do not bar competition—Huntsville, Ala., and Yuma and Mesa County both Arizona.

Broadcast, cable groups propose opposite syndex changes

NAB, INTV ask FCC to toughen rules, shorten transition period; NCTA, others call for weakening—if not outright elimination—of rules

Broadcasters, cable operators and superstation owners agree that changes are needed in the syndicated exclusivity rules adopted by the FCC last May. But while broadcasters want changes to toughen the rules, which will allow them to enforce the exclusivity of their syndicated programming against cable systems, the cable operators and superstation owners want changes to mitigate what they believe will be the rules' negative impact on cable systems and their subscribers. The calls for change were made Aug. 19 in petitions for reconsideration (BROADCASTING, Aug. 22).

As written, the rules empower television stations to force cable systems to drop programs on superstations and other distant broadcast signals they carry that duplicate programs for which the stations have exclusive local rights. The rules apply only to programs secured under new contracts—signed after Aug. 18, 1988—or old contracts containing explicit language stating that the exclusivity is enforceable against

cable. The rules are now set to take effect on Aug. 18, 1989.

The National Association of Broadcasters and Association of Independent Television Stations asked that the requirement that programming contracts contain language stating that exclusivity against cable is contingent on the reimposition of syndex be eliminated. Another requirement, that contracts contain "clear and specific reference to the licensee's authority to exercise exclusivity rights...against cable television," is sufficient, they said.

The associations also asked the FCC to eliminate the provision requiring stations to notify cable systems within 60 days after signing a programming contract providing exclusivity against the systems and replace it with a requirement that stations notify systems at least 90 days before the exclusivity provision take effect. "Such notice would appear to provide cable operators with more than ample time to negotiate with stations requesting deletions or to obtain substitute programming, while...removing the burdensome and superfluous consequences that would result from the present '60 days from contract signing' notice requirement," the NAB said.

The INTV also said the transition period should be shortened. It said it recognizes the need for a one-year transition period, but that the current effective date—Aug. 18, 1989—is actually 15 months from the day the rules were adopted. The scheduled effective date "represents a greater delay than is reasonably necessary for any party to adjust to the rules. The effective date, INTV said, should be May 18, 1988, one year

from adoption, or July 15, 1989, one year from release of the order. At the very least, it is imperative that the commission hold firm to its schedule and grant no further postponement."

NAB and INTV prefaced their requests with praise for the rules. INTV said the rules are "generally workable and reasonable to all affected parties" and restore the right to negotiate for exclusivity that had been usurped by the FCC in 1980.

The National Cable Television Association and a group of cable operators assembled by the Washington law firm of Cole, Raywid & Braverman asked the FCC to do away with the rules altogether; at the very least, they said, the agency should make changes. The Cole, Raywid group charged that "the commission misrepresented the record of this proceeding, which in fact fails to establish any public interest need for...[the] rules. Instead of relying upon factual evidence of how the video marketplace has flourished and expanded since the 1980 repeal of syndicated exclusivity, the commission chooses to proceed upon statistically defective theoretical studies."

If nothing else, the FCC should increase the transition period to three years, the Cole, Raywid group said. The one-year transition is insufficient, it said. A survey of cable systems conducted by Malarkey-Taylor & Associates on behalf of United Video, the satellite distributor of WGN-TV and other broadcast signals to cable systems, found that the FCC has "grossly underestimated the disruptive impact of syndex rules."

NCTA said the transition period should be at least two years. It also said the exemption from the rules for systems with under 1,000 subscribers should not apply in communities where another operator is operating under syndex. "In such circumstances, the exemption would unjustifiably distort competition and would serve no purpose."

To prevent broadcasters from enforcing exclusivity of "warehoused" programming, it said, the syndex rules should not apply to programs that are not scheduled to air for 12 months. It also suggested that some of the burden of keeping track of syndex-protected programming be shifted to broadcasters, and asked that the FCC declare that operators who make a good faith effort to comply with the rules not be liable for "inadvertent or occasional lapses."

Tribune Broadcasting Co., owner of superstation WGN-TV Chicago, echoed the cable operators, arguing that the rules must go; if the rules have to stay, it said, they must be changed. It said the record supporting the rules is slight. "To remedy this clear shortcoming, the commission should, at a minimum, reconsider its decision, reissue its rules in proposed form and engage in intensive fact-finding."

Like the Cole, Raywid group, Tribune also said that the transition period ought to be lengthened to at least three years. Tribune's principal concern was for the first-run barter programming it is producing for WGN-TV. Such programming, "which faces an uncertain future under syndex in any event, will likely be an early casualty if the new rules take effect without an adequate transition period."

Turner Broadcasting System, owner of

superstation WTBS(TV) Atlanta, said it could live with the rules, but that they should be made prospective only—that is, they should apply only to contracts signed after the effective date of the rules.

If the FCC is unwilling to make the rules prospective only, TBS said, it should adopt other changes to make them "more workable." Among the proposed changes: allow systems to rely on superstation's certification that blackouts are not required and hold the superstation responsible for abuse; allow superstation to request copies of local stations' syndex notices to cable systems, and make the rules effective one year from issuance of reconsideration order.

Regardless of what the commission does

on reconsideration, satellite carriers or cable operators or both are likely to challenge the rules in court.

In a filing calling for a complete review of the rules, the Community Antenna Television Association said questions of the FCC's jurisdiction, the constitutionality of the rules and their appropriateness under the Cable Communications Policy Act of 1984 "will be litigated, and it is only then that we will get an accurate picture of what the commission can or cannot do regarding copyright. For in the end this decision is essentially one involving copyright and contracts, over neither of which, to CATA's knowledge, the commission has any jurisdiction or expertise." □

U.S. readies for tough satellite negotiations

American delegation to face opposition from other countries in allocating slots for birds

The second and final session of a World Administrative Radio Conference to draft a plan for the fixed satellite services' use of the geostationary arc begins in Geneva today (Aug. 29) amid indications the approximately 120 countries expected to attend are in for a long, hard five-and-a-half weeks. The aim of the plan is to "guarantee in practice for all countries equitable access to the geostationary orbit." But the software the U.S. and Japan have developed to achieve that aim in the so-called expansion bands had not been proved as of last week. There could be a dispute over the definition of "requirements," a dispute that would stall the work of the conference. And the U.S. appears to have its work cut out for it in persuading the conference to take a relaxed approach to the kind of multilateral planning meetings being considered as a means of assuring developing countries access to the existing bands. "This is not going to be a piece of cake," the State Department's Warren Richards, executive director of the U.S. delegation, said of the upcoming session.

Richards and other senior members of the delegation answered questions about the WARC, and the problems the U.S. is likely to encounter, last Wednesday (Aug. 24), before the 48-member group that is headed by Theodore F. Brophy, former chairman of GTE, departed for Geneva. Many of the delegation members represented the U.S. at the first session three years ago that established the basic principles to be implemented. That session did not run smoothly; it was contentious and ended with work left undone. And the indications last week were that the second session would pick up where the first left off. It is expected to operate under the chairmanship of Ilija Stojanovich, of Yugoslavia, who headed the first session and is credited with breaking an impasse in the final days that led to the consensus on the critical question of the bands in the fixed satellite service to be subjected to arc allotment planning (BROADCASTING, Sept. 16, 1985).

The conference is one the U.S. could probably do without. It is the product of demands by developing countries—fearful

of being shut out of the satellite communications age by developed countries with the means to gobble up all of the orbital slots and associated frequencies—that a plan be developed to assure them access to the geostationary arc. The developed countries had their own fears, of a plan being developed that would be rigid and wasteful of slots and frequencies. But they obtained a compromise: Only the lightly used expansion bands would be subject to planning, and then to arc-allotment planning, which U.S. officials said afforded a greater degree of flexibility than would a plan involving prescribed slots. The conventional bands, in which some 30 U.S. domestic satellites operate, would not be affected.

The consensus reached under Stojanovich's prodding calls for planning 300 mhz of the expansion bands associated with 6/4 ghz and 500 mhz of the expansion bands associated with the 14/11-12 ghz, with each country allotted at least one orbital position with 800 mhz of bandwidth.

And the U.S.'s NASARC software—developed by NASA's Lewis Research Center in Cleveland to work with a Japanese software package, Orbit II, to generate the slots that each member of the International Telecommunication Union has been guaranteed—was reported to be up and running on the International Frequency Registration Board computer last week. The NASARC software is designed to generate predetermined arcs for slots of up to eight countries, and the Orbit II software, the orbital positions on those arcs that countries could use without causing or suffering interference.

William Hatch, of the National Telecommunications and Information Administration, who is the U.S. spokesman on allotment matters, said the software was able to accommodate all of the "requirements" for allotments in the expansion bands. But satisfying those requirements while accommodating the satellite systems proposed for those bands before 1985 has proved to be another matter. The requirements amount to 210 beams on the earth; the systems proposed by a number of parties in about six countries, including the U.S.'s International Satellite Inc. and Pan American Satellite, another 70. "We've made runs of requirements," said Hatch. "The problem is in finding solutions for existing systems plus

the [new] requirements.”

Hatch said NASA Lewis, NTIA and the FCC are running exercises in an effort to produce the kind of plan promised at the first session, one that guarantee each country at least one orbital slot. The technicians are considering ways of modifying the parameters of existing systems to produce a solution where all of the parties meet the specified criteria. The first session ruled that

such modifications were permissible but that existing systems would be accommodated on an equal basis with the new ones. However, France is said to be proposing that existing systems be regarded as “interim” or “temporary.” U.S. officials say they do not know what that means. None of the existing systems under study is French.

Until the correct formula is found, the work of the conference will be slowed. And

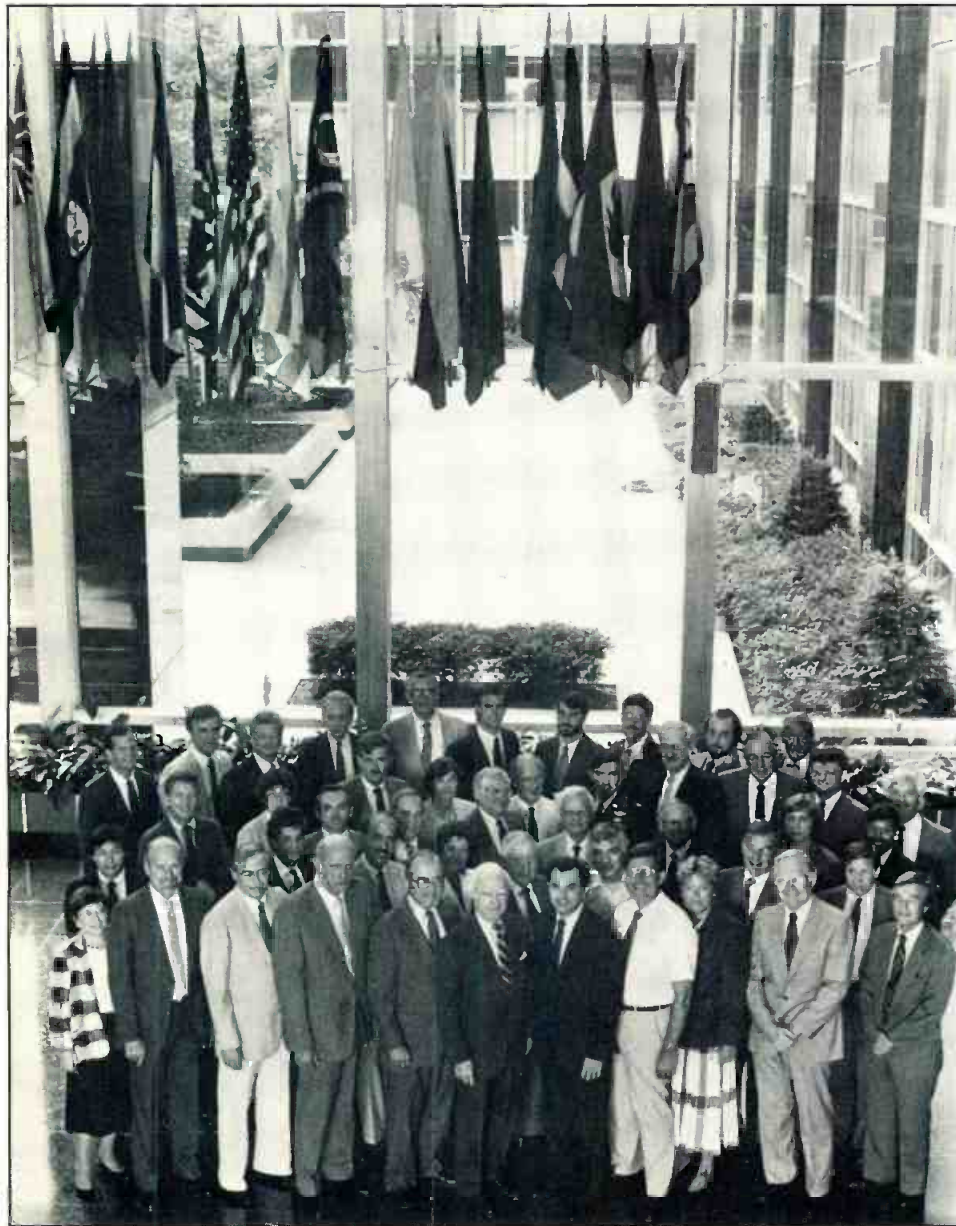
each computer run takes several days to complete. Still, Hatch said: “We’re anticipating being able” to find the solution.

A possible complication in the search is a difference of opinion over what constitutes a “requirement.” The IFRB says a slot constitutes an allotment. The U.S. says it needs two slots to produce single coverage of its land mass—one to cover the continental U.S. and Puerto Rico and another to serve the West Coast, Alaska, Hawaii and territories in the Pacific—but regards that as one allotment. The USSR says it needs three slots to service its vast country of 11 time zones. Again, the service would provide “single coverage,” and, by the U.S. lights, would constitute a single allotment. But Canada says it needs three overlapping allotments, both because of its large size and to satisfy its needs far into the future. The NTIA’s Harold Kimball, a vice chairman of the delegation, said the issue “can be contentious” and troublesome. “Planning exercises depend on how you define ‘requirement,’” he said.

The chairman of Canada’s delegation, Gabriel Warren, cited geography as Canada’s rationale. With relatively few countries occupying large areas in North and South America, he said, “it should not be difficult to agree on a plan” to accommodate Canada’s requirements. However, he indicated Canada would not dig in its heels. “Without the U.S., [the plan] won’t be worth anything.” Canada, he said, “can be flexible.” And, clearly, the U.S. opposes the Canadian proposal. “We don’t want to suggest that regional plans are possible,” Kimball said. He foresaw adverse political fallout from a proposal such as Canada’s, with other countries following Canada’s lead and requesting overlapping coverage. He also said the plan would not go down well in those parts of the world, such as Africa and Western Europe, where geography would militate against countries trying a similar proposal.

Furthermore, the U.S. says it has filed a proposal under which countries could seek to meet requirements that remain unmet once the guarantee of at least one orbital slot for every ITU member has been satisfied. Governments would simply file for the desired slot and obtain a grant if it would not result in interference. If it would, the problem would be resolved through coordination.

The multilateral planning meetings issue was another source of concern as the delegation prepared to leave for Geneva. And, again, Canada was part of America’s problem. The MPM proposal—which emerged from an idea floated by the U.S. at the first session—is seen as a means of resolving conflicts over proposals to introduce satellites into service in the conventional bands. It would also provide a means of sharing the burden of coordination between affected parties, and not leave the burden to the new applicant. The U.S. is concerned that the conference may endorse a formal structure for such meetings, one calling for regularly scheduled meetings, subject to ITU rules and regulations that would open them to all ITU members. The FCC’s Tom Tycz, who is also a deputy chief of the delegation and the



U.S. Space WARC delegation. Front row, l-r: Geraldine Matise, FCC; Richard Parlow, National Telecommunications and Information Administration; William Hatch, NTIA; Warren Richards, State Department; Harold Kimball, NTIA; Theodore F. Brophy, State Department, chairman of delegation; Thomas Tycz, FCC; Robert Hedinger, AT&T Bell Labs; Leslie Taylor, GTE; Edward Reinhart, consultant; John Keibler, NASA. Richards, Kimball, Tycz and Hedinger are vice chairmen.

Row two, l-r: Harold Ng, FCC; Robert Mazer, Nixon, Hargrave, Devans, Doyle; Stephen Selwyn, FCC; Laura O'Reilly, FCC; Perry Ackerman, Hughes Aircraft Co.; Michael Mitchell, Telecommunications Systems; Edward Miller, NASA; Hans Weiss, Comsat.

Row three, l-r: Jerome Hoganson, State Department; Ann Heyward, NASA; Raymond Jennings, NTIA; Julian Wakefield, Contel ASC; Donald Jansky, Jansky-Barmat Telecommunications Inc.; William Long, Department of Defense; William Wojanis, DOD; Cicily Holiday, FCC; Julie Rones, National Cable Television Association.

Row four, l-r: Milton Smith, DOD; Jeffrey Binckes, Comsat; Richard Gould, Telecommunications Systems; Larry Palmer, NTIA; Rosalee Gorman, FCC; Robert May, DOD; John Morris, DOD; Alex Latker, FCC; James Ebel, National Association of Broadcasters; Robert McLaughlin, AT&T Communications; Robert Taylor, NASA.

Row five, l-r: Vernon McConnell, DOD; S. Edward Probst, ORI Inc.; Paul Misener, NTIA; Steven Lett, FCC; John Zuzek, NASA; Eric Bobinsky, NASA; James Potts, consultant.

pokesman on the MPM issue, made it clear the U.S. is pressing hard for a system under which meetings would be held on an "as needed basis" and limited to parties directly affected. That format, the U.S. contends, would provide for more flexibility and more efficiency.

Following a number of bilateral meetings on a trip that took them around the world, the American delegation chief Brophy and several of the delegation's senior officials said they had achieved some success in persuading a number of countries as to the U.S.'s view on MPM. But last week, officials said representatives of a number of countries—Canada, France, Japan and China—expressed support for more formal structure. Canada's Warren said that country was attempting to fashion a middle ground between the U.S. and developing countries that he said wanted "proportional burden sharing." Under such sharing, the country in coordination that has the greatest amount of satellite capacity would bear the largest burden. The U.S. vigorously opposes such a concept. Under Canada's "middle ground," a country would be guaranteed orbital slots on its first two satellite systems. The U.S. does not think much of that suggestion, either. That kind of access cannot be guaranteed, officials said.

The conference contains several items

dealing with broadcasting, although none seem to be of major consequence, at least in terms of immediate impact. One involves the question of the frequency that might be used for audio broadcasting from satellites to automobile and portable radios.

The idea of audio broadcasting from space—using the band generally between 500 and 2,000 mhz—has been under study by the ITU's CCIR (International Radio Consultative Committee) for years, but has proved difficult to translate into a reality, largely because of the great power that would be needed. The conference is expected to pass the problem on to a future WARC and to ask the CCIR to continue its studies.

The question of a future allocation for high-definition television is another agenda item. A plan adopted at a 1977 WARC restricts countries in Region 1 (Europe) to the use of five, 27 mhz channels for direct broadcast satellite service and in Region 3 (Asia) to the use of four such channels. And those countries feel those resources would be inadequate for providing HDTV service. So the CCIR will be asked to continue efforts begun between the sessions to find suitable bands between 11.7 and 23 ghz. The U.S. will support a continuation of the CCIR work.

But according to Edward Reinhart, a con-

sultant who is one of the private sector advisers on the delegation, the U.S. feels the resources available to it as a result of the Regional Administrative Radio Conference it attended in 1983—it had opted out of the 1977 plan—would be adequate for its needs. The 1983 plan provides for the DBS use of 32 channels in the 12 ghz band.

The conference is also expected to wrap up business left over from the 1977 WARC that affects the U.S. The conference, with American concurrence, is expected to approve the use of the 17.3-18.1 ghz band for feeder links in connection with the DBS plan approved for Regions 1 and 3. The U.S. is interested because it has seven sets of assignments in Region 3, which includes such present and former American possessions in the Pacific as Guam, Samoa and the Marianas. And it wants the plan to include multiple coverage areas to permit feeds emanating from the West Coast of the U.S., Hawaii and Alaska as well as from the Pacific areas.

Those issues are not expected cause much discussion at this WARC. But the other matters troubling the U.S. delegation are. And Canada's Warren reflected the views of the Americans when he said: "The conference will be interesting. We won't know how it comes out until the last day, or even until extra innings are completed." □

Cablevision to sell pay as stand-alone in New York

MSO will offer subscribers option of pay services without basic in Brooklyn and Bronx; Dingell blasts plan as must-carry affront

Cablevision Systems began signing up its first subscribers in Brooklyn last week, adding a new feature to its marketing plans in that borough and the Bronx, where subscribers are expected to be on line next month: It will sell pay services on a stand-alone basis, without basic cable—the first major operator to do so. Subscribers would pay \$11.95 per month for each pay service and be charged a \$6 primary outlet charge per month.

The cable company will provide subscribers with an A/B switch, which can be used to receive off-air broadcast signals that would be delivered by the unordered basic cable. The absence of the must-carry rules allows Cablevision to offer cable service without broadcast signals in the package, it said. The A/B switch will be included in the price for the pay service.

The plan drew an immediate negative response from Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee. "This marketing strategy is a direct affront to the must-carry policy the Congress has endorsed. When Congress reimposes must carry, it won't survive," said Dingell, referring to Cablevision's offering.

The National Cable Television Association said it does not comment on the business practices of its members, but that it supports the broadcast industry compromise on must carry.

And several broadcasters were calling the

New York franchising authority last week about the offering. John Hanks, director of franchising, said it didn't appear that Cablevision was in violation of any franchise commitment, since basic service was still being offered. But there was a caveat from the broadcaster's perspective. Mary Nichols, president of WNYC-TV New York, wondered whether Cablevision's marketers would impress upon the pay-only subscriber the need to keep antennas or rabbit ears, even with an A/B switch, to get off-air reception. Even the idea of relying on an A/B switch for broadcast reception leaves broadcasters cold.

One of the reasons for the pay-only marketing plan is the large numbers of MMDS and SMATV subscribers to cable programming services in the two boroughs. Microband President Mark Foster said: "I'm not sure what he's got here. Is he [Charles Dolan, chairman of Cablevision] saying people only want one or two channels of service?" That, Foster said, would go against what the cable industry has been built on.

As for Cablevision's offer, Foster said: "We're clearly going to be competitive" on rates. Microband charges between \$26.95 and \$28.95 for 30 channels—15 broadcast, 14 basic cable, one pay—and remote control. But he questioned whether the plan was an attempt to extract more dollars from the consumers than they originally thought they would pay.

If a Cablevision subscriber took two pay services only, the monthly fee would be nearly \$28, roughly the equivalent of a home taking basic and one pay service, or basic with other extra charges. There will be no discounting for multiple buys.

In Brooklyn and the Bronx, Cablevision's 32-channel basic service—16 broadcast stations, 15 cable services and one pay-per-view channel—will cost \$17.95. After that, subscribers may purchase the company's tier offerings. Rainbow (Disney, MSG and Cablevision-owned Bravo, AMC and Sports-Channel) plus basic are \$35.95. Adding HBO and Showtime to the Rainbow package would cost \$46.95, and adding Playboy, Cinemax and the Movie Channel to that package will cost \$56.95. The installation charge for basic or for the pay-only package is \$35.

Cablevision said about 5,000 homes have been passed in Brooklyn as marketing began last week, and it would be several weeks before the company had enough data to gauge the popularity of the pay-only marketing.

The company has more than an operator's interest in marketing pay services. In addition to the three it owns, an agreement with Viacom announced two weeks ago called for Cablevision to promote and market Showtime/The Movie Channel more heavily. The multipay offerings that Cablevision has successfully marketed on Long Island have helped the company produce one of the higher per-subscriber-per-month revenue figures in the industry, over \$33, according to the company's second-quarter earnings statement.

The move to market pay services alone could portend a move toward marketing other services on a stand-alone basis. Operators have known that advances in converter technology would allow for pay-per-channel, where subscribers could order, watch and pay for only the channels, basic or pay,

they desire. The flip side of providing subscribers that much more choice and convenience is the fear that the subscriber would order only a few services, thus cutting into, maybe severely, a cable operator's monthly cash flow. And there is the argument that cable's strength is its wide variety of programming choices, and selling it piece by piece would subvert that.

Industry reaction to Dolan's news was guarded. Dick Aurelio, president of BQ Television, which serves Queens and Brooklyn, said: "I'm not very enthusiastic about the idea...The whole concept of cable," he said, is that it gives people "greater variety."

But, he said, "it certainly is an interesting gambit," adding that Dolan "is such a genius one has to find the idea interesting, and worth following." But, he said, "we certainly have no plans to do it." BQ, like Cablevision, faced SMATV and MMDS competitors when it built its cable system in Brooklyn and Queens, yet Aurelio said: "We haven't seen that as a problem," because cable provides so much more choice.

That point was echoed by a senior-level MSO marketing executive. Although not discounting that Dolan's plan could work, he said it is the mix of basic and pay services that satisfies subscribers. "It's the whole combo," he said, "not an either/or situation." He said viewership studies show subscribers engage in "purposeful viewing," in which they plan viewing, and "default viewing," when they watch programming after flipping through the dial. Pay is driven by purposeful viewing, he said, while basic is

driven more by "default viewing." Additionally, the heaviest pay viewers are the heaviest TV viewers in general, he said, and are the viewers who watch more basic services than others. "My guess is that there are not going to be a lot of people who buy" the pay services only, he said. That setup also "negates the importance of advertising," he said. Local advertising is a growing revenue stream for many MSO's, and it has been one of the snowballing benefits from the increases in basic penetration.

What has led Dolan to take this approach is the track record in many other urban markets. Brooklyn and the Bronx contain many lower-income homes. Penetrations in the major urban builds being constructed today may not get past 40%, while classic suburban and rural systems can run as high as 60% to 70%. Marketing cable in the inner city has been challenge to many in the industry, as different MSO's try different marketing approaches. Although there have been steeply discounted offers for pay and basic services, Dolan is the first to market pay services without basic.

Group W's Chicago system has penetration of less than 25%, but a pay-only offering wouldn't considerably help that situation, said Richard Ehlenfeldt, director of public affairs. "Given what you need to charge, it wouldn't seem to work for us at this point," he said. Ehlenfeldt said 50-channel basic plus Showtime in the system is \$19.95, only \$2 more per month than what Dolan would be charging. More channels and improved reception are why sub-

scribers buy cable to begin with, he said. And the problems Group W faces in Chicago, the third largest VCR market in the country, with a large elderly population or fixed incomes and significant low-income and non-English groups, are not solved by offering pay-only services.

Dave Barford, vice president, marketing at Comcast Cable in southern California, called Dolan's approach "totally revolutionary," adding that he agreed "with the concept of repackaging services to nonpay subscribers." Added Barford: "It never crossed my mind it would be an alternative." But, he noted, Select TV, an on-air pay service, has been offering only one channel of programming in Los Angeles and has "survived."

Barford said Comcast has achieved about 50% penetration in its Los Angeles systems, 220,000 subscribers among 440,000 homes. But in Santa Ana and Ontario, both California, penetration is 25% and 35%, respectively, among a total of 140,000 homes. Barford said the company was exploring a re-tiering concept to drive penetration higher. A 22-channel basic service, carrying nine off-air stations, would be offered for \$9.95, and marketed to seniors and nonsubscribers. An expanded tier of other basic services and including Prime Ticket and possibly the Movie Channel, would cost another \$5.95. Regular basic costs \$15, and the expanded tier would be in addition to the \$15 basic price. That would necessitate moving Prime Ticket from the \$15 basic to the \$5.95 tier. But Barford cautioned that the idea was only in the model stage. □

Satellite dishes in Nashville's back yard

Optimistic TVRO dealers to shop new technology and programming at annual show

The Satellite Broadcasting and Communications Association's seminar-trade show goes to Nashville for the sixth consecutive year next Sunday through Wednesday, Sept. 4-7. More than 4,000 attendees, including satellite operators, manufacturers and dealers of satellite earth station equipment, television and radio programmers and program distributors had preregistered as of last week—many arriving early enough to attend the "Dealer Bash," hosted by baseball great Mickey Mantle, and the kickoff of Satellite TV Month on Sunday.

Although 1988 has seen considerable congressional and litigious activity related to the home satellite television receive-only (TVRO) market (BROADCASTING, Aug. 15 and 22), said Washington-based SBCA vice president and general counsel, Mark Ellison, most of the show will focus on new technology. Ellison will host a "Satellite Television and the Law" seminar at 2 p.m. Monday, but demonstrations and seminars on high-definition TV, flat-plate receiving dishes and the emerging private satellite network (very small aperture, or VSAT) market will likely prove to be the hits of the agenda, he said.

"There is a sense of growing optimism, a belief that the bad days are behind us," Ellison said. With TVRO dealers, equip-

ment manufacturers, programmers, law enforcement agencies and the FCC all cooperating to fight the greatest threat to the TVRO market—the sale of altered descramblers and the resulting unauthorized reception of satellite programming—"an increased emphasis on new technology" has come to the fore, he said. Higher power Ku-band delivery and new two-to-four-square-foot flat plate dishes are the kinds of advances, Ellison noted, that will turn what is now approximately a two-million dish owner market into a form of programming delivery affordable to 10's of millions of Americans (BROADCASTING, July 18).

High-power Ku-band direct broadcast satellites will be discussed Sunday by GE Americom's cable services vice president, Martin Lafferty. And on Monday, Comsat business development vice president, Dan

Wells, will discuss the flat dishes Comsat will demonstrate during the show.

"Sales projections for the coming years are high," Ellison said. The SBCA sees "real evidence of increased sophistication in technological know-how and in business acumen—professionalism. That is exactly what we're looking for. This market is ready to roll."

Produced by Las Vegas-based Satellite Television Technology International, the show will include more than 400 services and equipment exhibitors inside the Opryland hotel and a separate "antenna farm" with as many as 150 ongoing demonstrations. HBO has arranged entertainment by recording artist Janie Fricke during Tuesday evening's banquet, and the Disney Channel has announced it is taking another Mickey (Mouse) to the four-day show. □



SBCA show will be held at Nashville's Opryland hotel

HDTV explosion in Washington. The many dimensions of the high-definition television issue will be examined in detail in the days immediately following the Labor Day holiday. Several events have been scheduled in Washington that week for government leaders who will be setting future policy and for executives from broadcasting, cable television and other industries that will be affected by HDTV's emergence.

The House Telecommunications Subcommittee has set Wednesday morning, Sept. 7, for a hearing to examine the latest HDTV developments. It will be the subcommittee's third HDTV hearing following earlier ones held in October 1987 and June 1988. A complete witness list for the hearing is expected to be released this week. The subcommittee will also host a demonstration of several of the proposed advanced TV transmission systems in the caucus room of the Cannon House office building on Sept. 8-9. Admission to the demonstration will be limited to members of Congress, government officials, TV industry leaders and press.

The subcommittee's chairman, Edward Markey (D-Mass.), is expected to appear at an HDTV gathering on Wednesday afternoon at the Four Seasons hotel in Washington, sponsored by the Association of Maximum Service Telecasters. Others invited to speak at the conference, titled "HDTV Update: Narrowing the Choices," include FCC Commissioners James Quello and Patricia Diaz Dennis and Richard Wiley, of Wiley, Rein & Fielding, who is also chairman of the FCC's advanced television services (ATS) advisory committee. The FCC representatives will appear in the aftermath of a special meeting of the commission on Sept. 1, when it is expected to release a second notice of inquiry on HDTV transmission and make some tentative decisions on spectrum issues.

Wiley will chair a meeting of the ATS committee's steering committee on Thursday afternoon, Sept. 8, at which it will discuss coordination of the ATS committee's moves as it enters its second phase following release of its first interim report in June. On Friday, the Washington law firm of Davis, Graham & Stubbs is holding a seminar titled "HDTV and the Business of Television in the 1990's." Parties interested in attending must contact Davis, Graham & Stubbs by this Thursday (Sept. 1).

□

Seeking bids on birds. If the FCC approves AT&T's pending applications to construct and launch two hybrid satellites in 1992 and 1993, the satellite operator currently serving CBS and ABC will be ready to follow through. AT&T late last month issued "to all major U.S. manufacturers" a request for proposals to build those two birds and, in November, will issue a launch services RFP as well. AT&T proposes to launch and operate Telstars 401 and 402, each carrying 24 C-band and 24 Ku-band transponders capable of cross-strapping signals from one band to the other—a feature it believes its current broadcast network customers want (BROADCASTING, July 18).

The birds will serve as replacements for Telstars 301, 302 and 303. However, to offer cross-strapping, AT&T will have to place them not in their current orbital slots, but at two of six available hybrid slots—101 and 93 degrees. At least five applicants want 101 and two want 93. AT&T expects responses to the manufacturers' RFP's by the end of October. Building and launching both will cost nearly \$500 million, AT&T has said.

□

Dialing for dollars. Action for Children's Television is reopening its campaign at the Federal Trade Commission against a television advertisement urging children to call 900 numbers that ring up charges on phone bills to hear messages or stories from cartoon characters such as He-Man and Woody Woodpecker. The problem with the ads, said ACT President Peggy Charren, is that children can make calls and incur charges without their parents' permission. "That's really inappropriate," she said. Charges are typically \$2 for the first minute and 35 cents for each additional minute, she said. Revenue is split between the producer of the service and AT&T, Charren said, adding that she has received complaints, including one from a woman whose children ran up a \$200 bill.

ACT petitioned the FTC three years ago, asking that AT&T be required to indicate on bills its long-standing policy of dropping charges for such services the first time they are incurred. The FTC rejected the petition a year later, and Charren said ACT did not press the issue. It was a minor problem at the time, involving just a few advertisements featuring seasonal attractions like Santa Claus and the Easter Bunny. But the ads have proliferated, Charren said. She has videotapes of several that have appeared on Boston stations over the past month. Charren said ACT has filed a Freedom of Information Act request for all information leading up to the FTC's rejection of the 1985 petition. In a new campaign, she said: "We will make a lot of noise in a variety of ways...At the very least, we will ask for what we asked for before, but we may ask for more."

□

Dissenting view at FTC. Calling the Federal Trade Commission "a gaunt and bloodied agency...staggering under an onslaught of mergers," in a letter to the *Washington Post* last week, FTC Commissioner Andrew Strenio noted that, despite seeking to block a record high 22 corporate mergers since 1980, the commission has curtailed its antitrust work years by 40% while "merger filings skyrocketed" by 320% in that same period. Since the Reagan administration came to office, he said, 'second requests' for further information "enabling the FTC to peer beneath any camouflage hiding an anticompetitive transaction" have also dropped by 75%, he said.

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KKHT(FM) Houston □ Sold by Malrite Communications Group Inc. to Emmis Broadcasting for \$24 million. **Seller** is Cleveland-based group of four AM's, seven FM's and six TV's headed by Milton Maltz, chairman. **Buyer** is Indianapolis-based group of one AM and 10 FM's principally owned by Jeff Smuylan, chairman. KKHT is on 96.5 mhz with 100 kw and antenna 1,952 feet above average terrain. **Broker: Gary Stevens & Co.**

WCCF(AM)-WQLM(FM) Punta Gorda, Fla. □ Sold by Ogden Broadcasting of Florida Inc. to WQLM FM Inc. for \$3.1 million. **Seller** is subsidiary of Ogden Newspapers, Wheeling, W.Va.-based group of four AM's and three FM's and publisher of daily newspapers in seven

states. **Buyer** is owned by Carl J. Marcosi, principal in Gulf Atlantic Group, Clearwater, Fla.-based group of two AM's and two FM's. Wccf is daytimer on 1580 khz with 1 kw. WQLM is on 92.7 mhz with CP for 50 kw and antenna 226.3 feet above average terrain. **Broker: R.A. Marshall & Co.**

KBLU(AM)-KKT(FM) Yuma, Ariz., and KOLE(AM)-KKMY(FM) Port Arthur, Tex. □ Sold by, respectively, Sun Country Broadcasting Inc., and Gulf Center Broadcasting Inc., to UNO Broadcasting Co. for \$2,550,000. **Seller** is owned by Frank D. Tenore, who has no other broadcast interests. **Buyer** is owned by Robert J. Tezak and family. It also owns WJOL(AM)-WLLI(FM) Joliet, Ill., and KTOP(AM)-KDVV(FM) Topeka, Kan.

It is also buying WDDE(AM) Newburg, KY (see below). KBLU is on 560 khz full time with 1 kw. KKT is on 95.1 mhz with 25 kw and antenna 98 feet above average terrain. KOLE is on 1340 khz full time with 1 kw. KKMY is on 104.5 mhz with 100 kw and antenna 440 feet above average terrain. **Broker: Blackburn & Co.**

KKFA(AM)-KISF(FM) Greeley, Colo. □ Sold by Harris Enterprises to Radio Ingstad Coloradac Inc. for \$900,000. **Seller** is Garden City, Kan.-based group of three AM's and three FM's principally owned by John P. Harris and family. **Buyer** is owned by brothers, Jim, Bob and Tom Ingstad. Jim Ingstad has interest in Ingstad Broadcasting Group, Valley City, N.D.-based group of two AM's and two FM's. Bob Ingstad owns Robert Ingstad Broadcast Properties, Valley City-based group of four AM's and five FM's. Tom Ingstad owns Tom Ingstad Broadcasting Group, Grand Forks, N.D.-based group of two AM's and three FM's. KKFA is on 1310 khz with 5 kw day and 1 kw night. Kisf is on 96.1 mhz with 100 kw and antenna 660 feet above average terrain. **Broker: Blackburn & Co.**

Youth push. Project Literacy U.S. (PLUS) presented new public service announcements for its new "initiative," Youth/PLUS. Roughly half-dozen PSAs were introduced by James E. Duffy, president, ABC Communications, which produced spots along with Frank Dupont, David Winton and Reeves Corporate Services. Spots, which are being aired by PLUS co-sponsors Capital Cities/ABC and Public Broadcasting Service, and their affiliates, focus on "the connection between weak basic skills of reading and writing and the major pathologies facing...youth."

Des Moines indemnity. Meredith said board approved bylaw changes to "expand the indemnification of officers and directors." and to eliminate "director's personal liability for monetary damages in certain circumstances." Both provision are subject to shareholder approval at Des Moines, Iowa-based media company's upcoming Nov. 14 annual meeting.

KFSB(AM) Joplin and KIXQ-FM Webb City, both Missouri □ Sold by J.R. Broadcasting Co. to West Group Broadcasting Corp. for \$861,260. **Seller** is principally owned by John C. David. It has no other broadcast interests. **Buyer** is principally owned by Paul Meacham and Richard M. Reider. Meacham is former owner of WJFL(AM) Vicksburg, Miss., and owns Eagle Marketing, Fort Collins, Colo.-based advertising agency. Meacham also owns CP for new TV in Fort Collins. Reider is diversified entrepreneur also based in Fort Collins. KFSB is on 1310 khz with 5 kw and 1 kw. KIXQ-FM is on 93.9 mhz with 1.25 kw and antenna 520 feet above average terrain.

KQAD(AM)-KLQL(FM) Luverne, Minn. □ Sold by Siouxland Broadcasting Inc. to Luverne-Siouxland Inc. for \$837,000, plus real estate valued at \$150,000. **Seller** is Spirit Lake, Iowa-based group of three AM's and five FM's owned by Paul C. Hedberg and family. **Buyer** is owned by James A. Herk, Scottsdale, Ariz.-based investor with no other broadcast interests. KQAD is daytimer on 800 khz with 500 w. KLQL is on 101.1 mhz with 1 kw and antenna 530 feet above average terrain.

KTYX(FM) Healdton, Okla. □ Sold by Radio Ardmore Inc. to Lake Country Communications Inc. for \$490,000. **Seller** is owned by Don Furr and Bob Holladay, who also own KWZD(FM) Hamlin, Tex. It bought station last year for \$295,000 ('Changing Hands,' May 25, 1987). **Buyer** is owned by Patrick Ownbey, James Fischer and Gary Cook. Ownbey and Fischer are salesman at station. Cook owns local McDonald's franchise. KTYX is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WBRM(AM) Marion, N.C. □ Sold by Childress Broadcasting Corp. to WBRM Inc. for \$450,000. **Seller** is Sylva, N.C.-based group of three AM's owned by James B. Childress. **Buyer** is owned by Annette P. Bryant, station's general manager. WBRM is daytimer on 125C khz with 5 kw.

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KMOM(AM) Monticello, Minn. □ Sold by KMOM Radio Inc. to Prime Factors Communications Inc. for \$426,000. **Seller** is principally owned by Dave Lund. It has no other broadcast interests. **Buyer** is owned by Gregory C. Das, investor from Plymouth, Minn., with no other broadcast interests. KMOM is on 1070 kHz with 10 kw day and 2.5 kw night.

WJZM(AM) Clarksville, Tenn. □ Sold by Radio Station WJZM to H&R Communications Inc. for \$420,000. **Seller** is owned by John Bailey and Charles Malone. It has no other broadcast interests. **Buyer** is owned by Thorold D. Ramsey, who also owns WBMC(AM)-WTRZ-FM McMinnville, Tenn. WJZM is on 1400 kHz full time with 1 N.

WREN(AM) Topeka, Kans. □ Sold by WREN Paton/Cramer Inc. to UNO Broadcasting Corp. for \$375,000. **Seller** is owned by N.E. (Pat) Paton, Theodore Cramer and two others. It has no other broadcast interests. **Buyer** is also buying KBLU(AM)-KKTJ(FM) Yuma, Ariz., and KOLE(AM)-KKMY(FM) Port Arthur, Tex. WREN is on 1250 kHz full time with 5 kw.

WCHI(AM) Chillicothe, Ohio □ Sold by Baer Broadcasting Inc. to First Capital Communications Inc. for \$300,000. **Seller** is owned by Gary R. Baer. It has no other broadcast interests. **Buyer** is owned by William H. Burchett, who owns market research firm in Toledo, Ohio. It has no other broadcast interests. WCHI

is daytimer on 1350 kHz with 1 kw.

CABLE

Nine systems serving Southeast Florida □ Sold by Communications and Cable Inc. to Tele-Media Inc. for \$22 million. **Seller** is publicly traded, West Palm Beach-based MSO headed by Joseph D. Weingard, president. It has no other cable interests but retains five percent interest in unbuilt Chicago franchise. **Buyer** is State College, Pa.-based MSO with systems in 16 states. It is owned by Robert E. Tudek and Everett I. Mundy. Systems serve 23,700 subscribers.

For other proposed and approved sales, see "For the Record," page 68.

Business

Harris leaving MCA for Imagine

Head of MCA Television will be in charge of movies and TV at Ron Howard-Brian Grazer firm which has domestic theatrical distribution deal with MCA

Robert Harris, president of MCA Television Group, will leave that post by the end of September to join Imagine Films Entertainment as president, motion pictures and television. Imagine, formed by motion picture film makers Ron Howard and Brian Grazer three years ago, went public (over the counter) in July 1986. Howard and Grazer each own 30% of the 5.2 million outstanding shares, while MCA has acquired convertible debentures and warrants may be exchanged for up to 20% of the company. About 1.9 million shares are held by the public.

Harris, who succeeds Anthony Ludwig, out in an expanded role (Ludwig was presi-

into the next MCA," he said.

That is certainly the hope of MCA President Sidney Sheinberg as well. MCA has an exclusive agreement to distribute all of the company's future theatrical film projects domestically. The first two films under the agreement are scheduled for release next spring, "The Burbs," with Tom Hanks and Carrie Fisher, and "Dream Team," with Michael Keaton and Christopher Lloyd.

MCA and Imagine also have a joint tele-

vision venture under which MCA has the exclusive network and home video distribution rights. Imagine retains domestic distribution rights for now and is banking on those rights becoming more valuable in the future as its theatrical and television programs gain exposure. Imagine has sold Showtime exclusive pay TV and pay-per-view rights for up to 30 films, 20 of which are in development.

On the television side, said Harris, Imag-

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Harris

ent of motion pictures only) will also own a piece of the company. Asked how large a piece, a spokeswoman for the company said that was still under negotiation.

Harris said he was joining the company or two main reasons: his desire to get into the feature film business and to "be a part of a smaller company with equity and a tremendous upside. Hopefully we can build it

Sillerman buying Seltel

ine will focus on half-hour comedies. MCA, through Universal, focuses on one-hour programs for the networks, although the syndication arm distributes several first-run comedies, including *The Munsters Today* and *Charles in Charge*. Imagine currently has two half-hour series commitments, one each at NBC and ABC, that have a shot at making the air by midseason. The ABC series is an off-beat mother-daughter show entitled *Lanny and Isabele*. The NBC project, *Channel 99*, was passed over for last season but talks continue about getting it on the air.

"Although my colleagues and I will surely miss his participation in the roles in which he has previously functioned," said Sheinberg of Harris, "we are delighted that he has joined a company with which MCA has such strong business and personal ties."

Indeed, Sheinberg would not have it any other way. Harris has received a number of offers recently, including the presidency of CBS Entertainment before Kim LeMasters got the nod last fall. But Sheinberg, up to this point, has not been willing to let Harris out of his contract with MCA, which still had another year to run. But with the Imagine deal, and MCA's ties to that company, Sheinberg saw enough potential for the company to give up one of his top television executives.

No replacement has been named for Harris, and his duties, for the time being, are being assumed by Al Rush, chairman, MCA Television Group. At deadline, Imagine's stock showed no dramatic fluctuation after the Harris announcement. □

Radio group owner is paying \$20 million-\$25 million for rep firm; he also wants to purchase TV stations

Robert F.X. Sillerman signed a letter of intent last Monday (Aug. 22) to purchase the stock of Seltel, the New York-based television station representation business. Sillerman said that despite difficulties for the rep industry, he thinks Seltel's performance can be improved in several ways, and in turn, expects the rep firm to aid in his search for television station acquisitions.

Both the seller, Selkirk Communications, and Sillerman declined to reveal the amount of cash paid, although the latter said it was in the "10's of millions" of dollars. Best estimates were that the price was in the neighborhood of \$20 million-\$25 million, which might put it roughly equal to Seltel's corporate debt, which Sillerman said he is not assuming. That would seem consistent with the remarks of one Selkirk executive, who said the company might not record a gain or loss on the sale of its subsidiary.

The margin of Seltel, like the margins of the station rep business in general, has been hurt by slowed TV revenue growth and by the increased leverage exerted by their clients, the TV station groups. As of a few years ago, said Ross McCreath, the firm's chairman, Seltel did not have a positive cash flow. There was some thought then the par-



Sillerman

ent company might sell, and the rumor reached such intensity that Seltel took out ads to deny them.

Shortly thereafter Seltel obtained as clients the stations of TVX Broadcast Group buying out the contracts of the independent stations' existing reps. Within the past 18 months the firm has had a net gain of 30 client stations "mostly within the top 70 markets," according to Seltel President Raymond Johns.

During that same period, McCreath said the company has started showing a positive cash flow. Still, one month ago the Seltel chairman said that he and other executives of the Toronto-based parent company "saw down and had a long hard look at the future. We decided that this was probably going to be a marginal business for us."

Contacted two weeks ago about rumor that the firm was for sale, Johns told BROADCASTING that nothing was imminent and said that Sillerman had visited the firm because Seltel was beginning to rep KTMA-TV Minneapolis, in which Sillerman is an investor. At least two other bidders also took a look at Seltel recently, including another station rep firm, Adam Young Inc.

As for what impact a change in ownership will have on the firm, John Trinder, president and chief executive officer of TVX Seltel's largest client, said that he could not yet make a judgment, based on a half-hour phone conversation with Johns: "I don't know anything about Sillerman or the deal. If it is true that he is putting in some capital then that is good for us; if not, then maybe not so good.... It's something we'll just have to wait and see." Trinder added that the firm has "done a good job up until this point for us."

Seltel will presumably soon be losing one of the TVX stations, WCIX-TV Miami, to CBS Television Stations National Sales once CBS completes its purchase of the independent station. At least a handful of the Virginia Beach, Va.-based group's other stations are expected to be sold soon (BROADCASTING, Aug. 15).

It is not clear if the new ownership would have any impact on Seltel's management. According to McCreath, there is nothing in the agreement that commits Sillerman to keep the current management, although Johns said that management played a role in

Alaska Broadcasting Network, Inc.

| | |
|---------|-----------|
| KIMO-TV | ANCHORAGE |
| KATN-TV | FAIRBANKS |
| KJUD-TV | JUNEAU |

\$11,000,000

Financing has been provided by the Communications Finance Group of

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bringing Sillerman together with Selkirk.

Sillerman said that he has been interested in the station representation business before and said that he had bid for John Blair & Co., when that station rep's parent company was being sought by several bidders. "It is true that there has been a severe decline in the margins of some of the TV reps and some consolidation in that business. I am not in favor of what has taken place in the radio business, where you have two major rep firms left, and I don't want that to happen in television."

However the New York-based broadcast investor said he is not contemplating the purchase for "altruistic" purposes, and discussed a number of ways in which the margins of the firm might be improved, including building on Seltel's activities in international repping, while adding programming activities and unwired networks.

He also discussed his plans for purchasing TV stations: "I am 100% in the station buying mood.... One of the alternative benefits of buying Seltel is that they have a fabulous research department and a window in every TV market in the country.... That would help us expand into station ownership." Selkirk, because it was a Canadian-based firm, was forbidden by FCC regulations from purchasing a controlling interest in U.S. TV stations.

Sillerman said he had yet to decide which of the corporate entities with which he is associated would undertake the Seltel purchase. Most of his broadcasting investments are in radio, and he has proposed to purchase many of the Metropolitan Broadcasting stations (see "Where Things Stand"). The parties currently expect a definitive agreement and closing of the Seltel transaction by the end of September. □

Cooke systems on the block

Company has retained Drexel Burnham Lambert to entertain offers for sale that could easily exceed \$1.5 billion

Twenty months after getting back into the cable television business, Jack Kent Cooke is getting out. The company announced last week that it was retaining Drexel Burnham Lambert to sell Cooke's cable properties, which serve close to 700,000 subscribers in 18 states. Sources say the purchase price could range between \$2,000 and \$2,500 per subscriber, or between \$1.4 and \$1.8 billion.

Cooke said he had received numerous offers of late to buy the cable systems, which led to the retention of Drexel. As recently as last month, Cooke had been in the running to buy the Rogers cable properties, which went to Houston Industries (BROADCASTING, Aug. 15).

Cooke re-entered the cable business in late 1986, buying the properties of McCaw Communications for a price reportedly between \$775 million to \$800 million for 433,000 subscribers. Although that figure worked out to roughly \$1,800 per subscrib-

er, one broker estimated the purchase price was closer to \$1,700 per sub, or \$736 million.

In June 1987 Cooke bought First Carolina's 156,000 subscribers for close to \$300 million, putting that per-sub price at just under \$2,000.

Observers were quoting a wide range of possible prices the systems could fetch. Cooke's McCaw properties alone could conservatively bring \$1 billion, said Mark Grotevant, a high-yield analyst at Kidder, Peabody. Estimating an \$82-million operating cash flow for the McCaw properties in 1988, Grotevant said it was reasonable to assume that Cooke could get 13 times that for the systems. As the number of subscribers approaches half a million (it was 464,300 at the end of 1987, with about 5%

unit growth), a per-sub price of \$2,000 would also lead to the \$1-billion floor, Grotevant said.

"I think you're going to get \$2,500 per sub," said James Mason of Merrill Lynch Capital Markets. Gauging his estimate by the recent Houston Industries purchase of Rogers Communications' U.S. properties, Mason said that the price would go no lower than \$2,300 per subscriber on both the MSO's. Likely bidders for the systems, Mason said, are "all the folks who didn't win on Rogers," including Pactel and United Artists. Although he did not believe that Houston Industries itself would be interested, Mason said he expected other utility companies to look into cable purchases. He also said that Japanese investors have recently expressed interest in making cable loans. If



Left to right: Glenn Serafin, Dennis Eckhout, Jay Goodwin, Tim Menowsky, Don Russell, Kent Phillips.
Not pictured: Jeanette Tully.

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would realize a less-than-two-year capital gain of over \$700 million.

Cooke, originally radio station owner, founded American Cablevision in 1964, which later was transformed into Teleprompter to create the then-largest MSO, which he headed as chief executive officer. Teleprompter was sold to Group W.

When the McCaw deal was reached, Cooke said he had been trying to get back into cable for two years, saying he had never lost his appetite for cable. Cooke was known to have been interested in Wometco and had been among the initial bidders for Rogers Cable systems.

One cable broker said the Cooke properties "are good ones," and he expected Cooke would "turn a very handsome profit." One of the questions being asked last week was whether the sale would be for stock or for the assets. The difference, said one broker, could be several hundred dollars per subscriber.

Dun & Bradstreet subsidiaries shop cable ad database

PC-based system provides information to help cable systems target viewership

Two subsidiaries of Dun & Bradstreet are searching for customers for a desktop database with glamorous graphics that the companies say will help cable systems expand their subscriber and advertiser bases. The product's data on demographics, purchasing habits and cable system geography will draw a clearer picture of the local population for advertising and subscription sales, the companies said.

The two D&B units, Donnelly Marketing Information Services (DMIS) and Nielsen

Media Research, have collaborated on Cable/Conquest, an offshoot of DMIS's Conquest database first introduced in 1985.

The PC-based system, complete with compact-disk memory, multicolored graphics capability, and databases supplied by DMIS and Nielsen, will make it easier for cable franchise owners to target subscribers and prospect for local advertisers, the company said. The databases include information on the demographics of 79 million households, 7.5 million businesses and all of the more than 10,000 local cable franchises in the U.S., according to DMIS.

DMIS believes that the combination of the demographic, geographic and cable-related data will enable cable systems to prospect likely local advertisers and give the systems effective graphic sales presentation material.

With the inclusion of Nielsen HomeVideo Index databases, the Cable/Conquest system contains geographic definitions of local cable systems as well as information regarding subscribers, channels, advertising and ownership.

The database also includes local and national information regarding spending habits of households in 21 different types of retail outlets; demographic profiles of the population from the neighborhood to national levels, and mapping boundaries down to census tract detail.

In a demonstration, Andrew Paul, director, demographic services for DMIS, showed how the product could be used to sell advertising time to a local McDonald's restaurant. Using information from an optional database, a cable operator can target what people within seven socioeconomic categories are most likely to eat at McDonald's. A map displays the concentration of McDonald's customers in one's franchise area along with the exact location of the chain's restaurants in that area.

The maps that the system generates can be sent to plotters and printers, Paul said. "so you can walk in with a story that says, 'These are the type of people who go to McDonald's; these are the type of people in our system, and therefore you would be well-suited to place ads on our system.'"

The information in the database could also be used to identify the demographics of a system's area and thus market to homes passed more efficiently, Paul said.

So far, the Cable/Conquest system has been placed with only one customer, one of the five largest MSO's, said Paul. He said other customers might include ad agencies and investment bankers funding acquisitions of cable companies and franchises. "The acceptance from the people that we've shown it to has been, 'Gee, this is neat, but what can we do with this?'" Paul said.

In addition to the services offered on Cable/Conquest, Donnelly Marketing also offers such services as creation of home-passed files for target marketing, list enhancement and analysis, and identification of newly moved households.

The cost of the system, Paul said, is \$55,000 annually, with a discount of 20% per year on three-year contracts. The system is also available in single-state versions for about \$15,000-\$20,000 annually, he said. □

Fifth Estate Earnings Reports

| Company | Period | Revenue (000) | % change | Earnings (000) | % change | EPS |
|-------------------------|--------|------------------|-------------|-------------------|-------------|----------|
| Falcon Cable Systems | Second | \$6,017 | 21% | (\$301) | NA | (\$0.05) |
| Foote, Cone & Belding | Second | \$97,179 | 14% | \$4,741 | -17% | \$0.55 |
| QVC Network | Second | \$37,171 | 75% | \$720 | NA | \$0.05 |
| TCI | Second | \$551,000 | 40% | (\$21,900) | NA | (\$0.13) |
| Turner | Second | \$199,950 | 18% | (\$25,866) | NA | (\$0.85) |
| United Cable TV | Year | \$260,889 | 17% | (\$15,297) | NA | (\$0.39) |
| Vestron | Second | \$92,977 | 119% | \$4,306 | NA | \$0.11 |
| WestMarc Communications | Second | \$28,729 | 37% | (\$5,726) | NA | (\$0.42) |

Falcon Cable Systems' net interest expense increased 50% over second-quarter 1987, to \$1 million, while its operating, general and administrative expenses increased 29% to \$3.3 million. ■ **Foote, Cone & Belding's** 1987 second-quarter earnings included one-time gain of 11 cents per share on sale of two subsidiaries. Company said excluding effects of acquisitions, divestitures and exchange rate fluctuations, revenues would have increased 1.9% over year-ago second quarter. ■ **QVC Network** reported net loss of \$7.6 million in same quarter one year ago. ■ **TCI's** quarterly operating results declined \$45.3 million from one year ago primarily because of interest and depreciation costs associated with acquisition of Heritage and smaller gains from asset sales, company said. ■ Despite 18% revenue increase, **Turner Broadcasting System's** net loss for second quarter remained near prior-year's second-quarter figure of \$26 million "due to certain isolated transactions that are not expected to recur during the balance of the year," company said. ■ **United Cable Television's** net loss nearly quadrupled from previous year's figure of \$3.2 million. Company said that \$11 million of loss was due to premium paid on debt buyback along with associated deferred debt costs written off. ■ **Vestron** reported net loss of \$6.5 million in second quarter of previous year. ■ **WestMarc** said revenue increases were largely from 1988 acquisition of Marcus Communications and certain lowa cable properties. Net earnings decreased \$7.2 million for quarter, primarily because of increased interest expense, depreciation and amortization, net of improved operating results, WestMarc said.

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pping the ante

Nielsen Media Research said cable's penetration in July reached 52.8%, or 47 million of the nation's 89 million households. For the fall season, Nielsen will use 90 million as the base household figure.

Palm Springs, Calif., at 87.4%, remained the most highly penetrated market. Among the top 10 ADI's, New York's penetration was 45.8%, Los Angeles's 43.3%, Chicago's 40.7%, Philadelphia's 53.6%, San Francisco's-Oakland's 56.8%, Boston's 41.7%, Detroit's 45.8%, Dallas's 41.4%, Washington's 43.6% and Houston's 45.9%.

The lowest penetrated top-10 markets were Baltimore 36.9%; Boise, Idaho, 37.6%; Fairbanks, Alaska, 39%; Bangor, Me., 40.1%, and Chicago and Salt Lake City, both at 40.7%.

Cable ads to increase

A new advertising research study conducted by Jack Myers Marketing Communications predicts that cable advertising spending will increase 15% to 27% in the next two years, while broadcast spending will increase only 3% to 9%.

The survey found a majority of advertisers expected to increase spending on cable, that original programming and major league sports were more appealing than off-network, first-run fare and that the biggest complaint by advertisers was the lack of standardized data on which to make buying decisions.

The results were culled from 375 responses from advertising executives, which represented a return rate of 31% to the survey. The second part of the survey, in which cable operators were interviewed, is expected to be available after Labor Day.

Myers found that 88% of the respondents said they would increase cable spending "greatly" or "slightly," while only 58% said the same for spot television, 44% for broadcast network television, 52% for syndication, 40% for spot cable, 39% for wired spot networks and 31% for home video. Breaking it down further, 33% said their cable expenditures would "increase greatly," while only 7% said the same for their broadcast budgets.

What the respondents ranked as the most critical for cable in the next two years as reaching 60% of the U.S. households, acquiring the rights to major sporting events and developing more original programming.

That was followed in importance by population ratings, program sponsorship and creative buying opportunities; off-network, first-run programs; merchandising/sales promotion; improved administrative procedures for billing and analysis and limited advertising on pay television.

When asked what was the most

important factor in their decision to buy cable, 50% said audience quality, while 23% said costs-per-thousand. On the satisfaction front, cable's highest categorical rankings were advertising frequency (92% were "satisfied" or "very satisfied") and C-P-M efficiency (83% were "satisfied" or "very satisfied").

The poorest marks were given to standardized industry research data, where 70% said they were either "dissatisfied" or "very dissatisfied."

Myers concluded that advertiser satisfaction levels indicate "there is room for cable networks to raise ad rates without suffering significant fallout."

Cable takes Manhattan

The National Cable Television Association and the National Association of Minorities in Cable will hold their second annual seminar on Sept. 28-29 at the Waldorf-Astoria in New York.

The two-day conference will kick off on Wednesday, Sept. 28, with a keynote address by Amos Hostetter, chairman and chief executive officer, Continental Cablevision. Wednesday's luncheon speaker will be former FCC Commissioner Tyrone Brown, a partner in the Washington law firm of Steptoe & Johnson.

Wednesday's sessions include "Community and Government Affairs: Techniques for Successful Relationships," "Urban Marketing: How Research Can Improve Your Results" and "Urban Programming: Meeting the Needs of Diverse Audiences."

Thursday will feature four "Problems and Solutions" half-hour mini-sessions, followed by a closing luncheon.

That final week of September is shaping

up to be a busy one for cable in New York. The National Academy of Cable Programming and the Museum of Broadcasting are co-sponsoring a fall luncheon on Tuesday, Sept. 27, at the Sheraton Center. It will feature Turner Chairman Ted Turner, Cablevision Systems Chairman Charles Dolan, Time Vice Chairman Gerald Levin and Brillstein Co. Chairman Bernie Brillstein. CNN anchor Bernard Shaw will moderate the panel.

On Wednesday evening, Sept. 28, the Walter Kaitz Foundation dinner, at the Waldorf-Astoria, will honor Ralph Baruch, former Viacom chairman and chairman of the National Academy of Cable Programming.

On Thursday, Sept. 29, the NCTA board is due to meet.

Standing strong

Financial News Network President David L. Meister, speaking at a New York Television Academy luncheon, expressed confidence that the seven-and-a-half-year-old network will stand strong against CNBC, NBC's planned 24-hour business cable network. Meister said FNN has estimated that CNBC's first-year losses could run between \$60 million and \$100 million, adding that NBC may be considered "arrogant" in its ambitious plans.

"We have an awfully large lead, in terms of the subscription base we already hold," Meister said. NBC's ultimate agenda, he said, is probably to look beyond FNN and toward the Cable News Network. Meister said FNN's recently announced move toward developing more than 50 consumer-oriented business features is not a response to CNBC, adding: "It's hard to respond to a moving target." He said new



New life. Lifetime began transmitting programming from its new Lifetime Astoria studios in Queens, New York, last Monday. On hand to throw the switch were Lifetime executives (l-r) Stuart Lefkowitz, vice president, operations and engineering; Thomas Burchill, president and chief executive officer, and James Ganley, senior vice president and chief financial officer. The studio's postproduction facility will be ready next month, and the two television stages will be operational in January.

programs will include a weekly series on advertising and marketing news co-produced with *Advertising Age* magazine, a series of specials done live from galleries and auction houses and a program on business in China created in conjunction with that country's government.

Despite some speculation that FNN's parent company, Infotech, may try to sell the network in light of CNBC developments, Meister said that Infotech is "quite pleased with FNN" and hopes to increase its share in the network.

On a separate note, Meister said that FNN's satellite-delivered radio network, a joint venture with Starstream Communications set to launch Oct. 3, will probably produce "only a modest profit initially" but will be valued for extending FNN's name recognition.

Carrying ACES

The Financial News Network, Movietime and Turner Network Television will join seven other basic services in carrying the 10th annual ACE awards ceremony on Sunday, Jan. 15, 1989.

Those three networks will join Black Entertainment Television, CBN Family Channel, Discovery, Lifetime, Nick at Nite, WTBS(TV) Atlanta and USA Network. The awards will originate from the Wiltern Theater in Los Angeles.

Globes gotten

WTBS(TV) Atlanta has picked up the rights to the Golden Globe awards for the next two

years, in a deal announced last week with Dick Clark Productions, which will continue to produce the event. The 46th annual awards ceremony will be carried live from the Beverly Hilton hotel in Beverly Hills, Calif., over the superstation on Jan. 28, 1989. Turner said the two-hour program will also be syndicated by Turner Program Services. The awards were formerly syndicated to broadcast stations.

On the move

American Television & Communications will

move to its new East Coast locale, Stamford, Conn., on Sept. 6. The temporary address will be 100 First Stamford Place, 06902-6732, until next February or March, when a permanent move to 300 First Stamford Place takes place. The phone number is 203-328-0600.

The Cable Television Administration and Marketing Society has moved its headquarters from Washington to suburban Virginia. The new address is 635 Slaters Lane, #250, Alexandria, Va. 22314. Telephone: (703) 549-4200.

For the Record

As compiled by BROADCASTING from Aug. 17 through Aug. 24 and based on filings, authorizations and other FCC actions.

equals 3.28 feet.

Ownership Changes

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz.—kilohertz; kw.—kilowatts; lic.—license; m.—meters; mhz.—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presurise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter

■ WIZD(FM) Atmore, AL (BAL880721GT; 104.1 mhz; 100 kw; HAAT: 1666 ft.)—Seeks assignment of license from Keymarket Communications Inc. to Wescom of Alabama Inc. for \$4,500,000. Seller is subsidiary of Keymark Communications, North Augusta, S.C.—based group of 6 AM and eight FM's headed by Kerby Confor. president, recently sold KMIQ(FM) Houston and KMJM(FM) 5 Louis to Noble Broadcast Group ("Changing Hands," M: 9). Buyer is principally owned by Daniel J. Forth, seni marketing adviser for Pollack Media Group. Filed July 2

■ KJJJ(FM) Clifton, AZ (BAPH880711; 95.3; 250 W HAAT: 882 ft.)—Seeks assignment of license from Doub Eagle Broadcasting to Rick L. Murphy for \$10,000. Sell is principally owned by C.R. Crisler. Buyer has no other broadcast interests. Filed July 11.

■ KFAC(AM) Los Angeles, CA (BAL880725EI; 13; khz; 5 kw-U)—Seeks assignment of license from Class Communications of Los Angeles to Lotus Communication Corp. for \$8.7 million. Seller is owned by Louise Heife and Ed Argo, who also own co-located KFAC-FM. Buyer Los Angeles-based group of nine AM's and six FM's head by Howard A. Kalmenson. It is selling KWKW(AM) Pasadena (see below). Filed July 25.

■ KWKW(AM) Pasadena, CA (BAL880725EF; 13; khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Lotus Communications Corp. to Classic Communications Los Angeles L.P. for \$4,500,000. Seller is buying KFAC(AM) Los Angeles (see above). Buyer is selling KFAC(AM) Los Angeles. Filed July 25.

■ KWKW(AM) Pasadena, CA (BAL880725EC; 13; khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Classic Communications of Los Angeles L.P. to Pacific Ri L.P. for \$4,500,000. Seller is selling KFAC(AM) Los Angeles (see above). Buyer is principally owned by Geon Fritzing, former owner of KFAC. Filed July 25.

■ KRDG(AM) Redding and KEWB(FM) Anderson, C (BAPL880721EA; 1330 khz; 5 kw-D; BALH880721EI 94.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Prather-Breck Broadcasting Inc. to A& Broadcasting Corp. for \$975,000. Seller is principal owned by Jeff Prather and Robert Breck. It has no other broadcast interests. Buyer is owned by Gene Anderson and Dan Lahey, who also own KCMX-AM-FM Ashland, OI Filed July 21.

■ WLUS(AM) Gainesville, FL (BAL880725EJ; 980 khz; 5 kw-D)—Seeks assignment of license from DAE Broadcasting to Eagle Broadcasting Co. for \$407,000. Seller principally owned by Larry Edwards, who has no other broadcast interests. Buyer is owned by William E. Morris owner of Arby's restaurant chain in Jacksonville, FL. Filed July 25.

■ WIDDE(AM) Topeka, KS (BAP880722EB; 680 khz; kw-U)—Seeks assignment of license from WREN Paton/Cramer, Inc to UNO Broadcasting Corp. for \$375,000. Seller is owned by N.E. (Pat) Paton, Theodore Cramer and two others. Buyer is owned by Robert J. Tezak and family, also owns WJOL(AM)-WLLI(FM) Joliet, IL and KTC P(AM)-KDVV(FM) Topeka, KS. Filed July 20.

L(FM) Crisfield, MD (BAPH880722GK; 96.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Leve rier Broadcasting Co. to Chesapeake Communications fi

*The undersigned arranged financing
and acted as financial advisors to
Commonwealth Broadcasting of Northern California*

\$4,000,000

Revolving Credit Loan for

**Commonwealth Broadcasting of Northern California
KROY(FM) Sacramento, California**

Financing provided by

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*Visit with Bob Maccini, V.P., Chapman Financial Services
during NAB Radio '88 in the Grand Hyatt Hotel, Suite 109*

\$30,000. Seller is owned by Leigh Sandoz Leverrier, who has no other broadcast interests. Buyer is owned by W. Randolph Young, Michael D. Ridberg, Gary H. Kleinman and Julianna R. Guy. Filed July 22.

■ **WGRY(AM) Grayling, MI (BAL880718EB; 1590 khz; 1 kw-D)**—Seeks assignment of license from Lakes Advertising Inc. to Dewitt Radio Inc. for \$136,000. Seller is owned by Thomas M. McNamara. Buyer is owned by William S. Gannon and Marta P. Gannon. Filed July 18.

■ **KQAD(AM)-KLQL(FM) Luverne, MN (BAL880720EG; 800 khz; 500 w-D; FM: BAPLH880720EH; 101.1 mhz; 1 kw; HAAT: 530 ft.)**—Seeks assignment of license from Siouxland Broadcasting Inc. to Luverne-Siouxland Inc. for \$837,000. Seller is Spirit Lake, Iowa-based group of three AM's and five FM's owned by Paul C. Hedberg and family. Buyer is owned by James A. Herk. Scottsdale, Ariz.-based investor with no other broadcast interests. Filed July 20.

■ **KMOM(AM) Monticello, MN (BAL880721EF; 1070 khz; 10 kw-D; 2.5 kw-N)**—Seeks assignment of license from KMOM Radio Inc. to Prime Factors Communications Inc. for \$426,000. Seller is principally owned by Dave Lund. Buyer is owned by Gregory C. Davis and family. Filed July 21.

■ **KFSB(AM) Joplin, MO and KIXQ-FM Webb City, MO (AM: BAL880721EH; 1310 khz; 5 kw-D; 1 kw-N; FM: BALH880721EI; 93.9 mhz; 1.25 kw; HAAT: 520 ft.)**—Seeks assignment of license from J.R. Broadcasting Co. to West Group Broadcasting Corp. for \$861,260. Seller is principally owned by John C. David. It has no other broadcast interests. Buyer is principally owned by Paul Meacham and Richard M. Reider. Meacham is former owner of WJFL(AM) Vicksburg, MS, and owns Eagle Marketing, Ft. Collins, CO-based advertising agency. Meacham also owns CP for new TV in Ft. Collins. Reider is diversified entrepreneur also based in Ft. Collins. Filed July 21.

■ **WQKA(AM) Penn Yan, NY (BTC880727EB; 850 khz; 500 w-D)**—Seeks assignment of license from David W. Mance to Russell and Monica B. Kimble for \$50,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 27.

■ **WAES(AM)-WROQ(FM) Charlotte, NC (BAL880722HG; 610 khz; 5 kw-D 1 kw-N; FM: BALH880722HH; 95.1 mhz; 100 kw; HAAT: 570 ft.)**—Seeks assignment of license from CRB Broadcasting of North

Carolina Inc. to Adams Radio of Charlotte Inc. for \$11.5 million. Seller is New York-based group of five AM's and six FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor. Seller is Tampa, FL-based group of three AM's, four FM's and 12 TV's owned by Stephen Adams. Filed July 22.

■ **WBRM(AM) Marion, NC (BAL880714EB; 1250 khz; 5 kw-D)**—Seeks assignment of license from Childress Broadcasting Corp. to WBRM Inc. for \$450,000. Seller is Sylva, NC-based group of three AM's owned by James B. Childress. Buyer is owned by Annette P. Bryant, station's general manager. Filed July 14.

■ **WCHI(AM) Chillicothe, OH (BAL880727EA; 1350 khz; 1 kw-D)**—Seeks assignment of license from Baer Broadcasting Inc. to First Capital Communications Inc. for \$300,000. Seller is owned by Gary R. Baer. Buyer is owned by William H. Burchett. Filed July 27.

■ **KTYX(FM) Healdton, OK (BALH880621GE; 105.5 mhz; 3 kw; HAAT: 300 ft.)**—Seeks assignment of license from Radio Ardmore Inc. to Lake Country Communications Inc. for \$490,000. Seller is owned by Don Furr and Bob Holladay, who also own KWZD(FM) Hamlin, Tex. It bought station last year for \$295,000 ("Changing Hands," May 25, 1987). Buyer is owned by Patrick Ownbey, James Fischer and Gary Cook. Filed June 21.

■ **WGMB(FM) Georgetown, SC (BALH880715HJ; 97.7 mhz; 3 kw; HAAT: 180 ft.)**—Seeks assignment of license from Ocean Communications Inc. to Coastline Communications of Carolina Inc. for \$2,500,000. Seller is owned by Howard Wilcox, who has no other broadcast interests. Buyer is principally owned by Gerry Bresnan. It also owns WZLD(AM) Columbia, S.C., and WBUD(AM)-WKXW(FM) Trenton, N.J. Filed July 15.

■ **WMRB(AM) Greenville, SC (BAPL880722EF; 1490 khz; 1 kw-D; 250 w-N)**—Seeks assignment of license from Reedy River Broadcast Group to Paper Cutters Inc. for \$15,000. Seller is owned by Alton L. Finley. Buyer is owned by Randy R. Mathena, who has no other broadcast interests. Filed July 22.

■ **WJZM(AM) Clarksville, TN (BAL880725ED; 1400 khz; 1 kw-U)**—Seeks assignment of license from Radio Station WJZM to H&R Communications Inc. for \$420,000. Seller is owned by John Bailey and Charles Malone. It has no other broadcast interests. Buyer is owned by Thorold D. Ransley, who also owns WBM(AM)-WTRZ-FM

McMinnville, TN. Filed July 25.

■ **WKQD(AM) Tullahoma, TN (BAL880725EG; 740 khz; 250 w-D)**—Seeks assignment of license from Fortune Media Communications Inc. to FWD Media Inc. for \$150,000. Seller is owned by Ronald Hale and John E. Finch. Hale owns WYWN(FM) McKenzie-Jackson, TN, and with Finch, has interest in WAKK(AM)-WAKH(FM) McComb, MS. It also owns co-located WKQD-FM. Buyer is owned by Billy Freeze, Frank Walker and Jerry Douglas. Filed July 25.

■ **KWMC(AM) Del Rio, TX (BAL880721EG; 1490 khz; 1 kw-U)**—Seeks assignment of license from Val Verde Broadcasting Inc. to FAZ Broadcasting Inc. for \$375,000. Seller is owned by Don Funkhouser and his wife, Jeanne, who have no other broadcast interests. Buyer is owned by Martha G. Faz and her brother, Carlos G. Faz, local investors with no other broadcast interests. Filed July 21.

■ **KELT(FM) Harlingen, TX (BALH880725GW; 94.5 mhz; 100 kw; HAAT: 730 ft.)**—Seeks assignment of license from Tichnor Media Associates to Cornerstone Broadcasting Inc. for \$1.5 million. Seller is Harlingen, Tex.-based group of five AM's and three FM's owned by McHenry Tischner. Buyer is Dallas-based radio consultant with no other broadcast interests. Filed July 25.

■ **KKNX(AM) Huntsville, TX (BAL880727EC; 1400 khz; 250W-D, 1 kw-N)**—Seeks assignment of license from Broadcast Communications Inc. to Divcon Associates Inc. for \$50,000. Seller is owned by Jack B. Nichols. Buyer is owned by Bob D. Bell, who also owns KAGCIAM) Bryan, TX. Filed July 27.

■ **KTUE(AM) Tulia, TX (BAL880725EE; 1260 khz; 1 kw-D)**—Seeks assignment of license from JMCC Broadcasting Inc. to Amburn Communications for \$185,000. Seller is owned by Jimmy R. McClendon, who has no other broadcast interests. Buyer is owned by Jay N. Amburn, station's news director. Filed July 25.

■ **KSMX(AM) Walla Walla, WA (BAL880722EA; 1320 khz; 1 kw-D)**—Seeks assignment of license from STL Inc. to KMEX Inc. for \$120,000. Seller is owned by F.M. Stevens. Buyer is owned by Maria Delaluz Jenkins, Barry Jenkins, Ralph and Cheryl Broetje, Debbie Spencer and Elen Montoya. Filed July 22.

■ **WUBI(FM) Buckhannon, WV (BTCH880715HK; 93.5 mhz; 3 kw; HAAT: 218 ft.)**—Seeks assignment of license

ABSENTEEISM IN INDUSTRY IS AN INTERNATIONAL PROBLEM.

America has back problems too!



Many of the major problems that plague every country, debilitating workers and hampering industry, are related to the back and spine. Pain and disability results in poor performance, more absenteeism and less production. People, families and income are affected, as are world economies.

The U.S. is a highly industrialized nation. Therefore, we feel the effects, probably more than any other country.

These are whimsical public service spots that convey a serious message about saving the back and avoiding structural health problems. Order your TV or radio series now. They're FREE.

FREE 60 SECOND AND 30 SECOND SPOTS FOR TV AND RADIO

TO: American Chiropractic Association
1701 Clarendon Boulevard
Arlington, Virginia 22209

88-3

Please send me copies of "Absenteeism—An International Problem" public service spots for:

- Television (One 60-sec. & one 30-sec. spot on ¼" videocassette)
 Radio (Six 60-sec. & six 30-sec. produced spots)

I understand the spots will be sent without cost or obligation.

Public Service Director _____

Station _____

Street Address _____

City _____

State _____

Zip _____

Please Send Me Additional Health Campaigns That Are Available

from Sara Kuhn to Richard Greene for \$20,000. Seller has no other broadcast interests. Buyer is owned by Richard Greene, who also owns WUBC(AM)-WBTV(FM) Buckhannon, WV. Filed July 15.

Actions

■ **KNWZ(AM)** Palm Desert, CA (BAL880614EE; 1270 khz) 1 kw-D.—Granted assignment of license from Bass Broadcasting Inc. to Country Club Communications Inc. for \$846,000. Seller is principally owned by Keith Bass, who has no other broadcast interests. Buyer is owned by William S. Hart his son, William, and Leo I. George, all Washington-based businessmen with no other broadcast interests. Action Aug. 4.

■ **WCKS(AM)** Cocoa, FL (860 khz; 1 kw-D)—Granted assignment of license from Emcom Association Ltd. to Christian Radio Communications Inc. for \$275,000. Seller is headed by Jane S. Maschmeier, who has no other broadcast interests. Buyer is owned by Regina Damiano, Ronald A. Follow and Theodore D. Tucker. It also owns WMOB(AM) Mobile, AL. Action Aug. 10.

■ **WSOR(FM)** Fort Myers, FL (WSOR: 95.3 mhz; 3 kw; HAAT: 328 ft.)—Granted assignment of license from Daytona Group of Florida Inc. to Beachside West Broadcasting Inc. for \$4,750,000. Seller is owned by Carl C. Tuter and Norman S. Drubner. Drubner owns WNLG(AM)-WTYD(FM) New London, CT; WPAP(FM) Panama City, and WCOA(AM)-WJLQ(FM) Pensacola, all Florida, and with Tuter, owns KRIX(FM) Brownsville, TX; KSLM(AM)-KXYQ(FM) Salem, OR, and KIVA (AM) Corrales, and KIVA(FM) Santa Fe, both New Mexico. Drubner also has interest in KRGE(AM) Weslaco, TX, and KIKO(AM) Miami and KEYX(FM) Globe, Arizona. It bought station from Riverside Baptist Church for \$2.6 million ("Changing Hands," Jan. 4). Buyer is Tucker, GA-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It recently bought WNFJ(FM) Palatka, FL, from same seller ("Changing Hands," May 23). Action Aug. 9.

■ **WMCB(AM)-WCBK(FM)** Martinsville and WIFE (AM)-WCNB(FM) Connersville, both Indiana, and WOFR (AM)-WCHO(FM) Washington Court House, Ohio (WMCB: 1540 khz; 500 w-D; WCBK: 102.3 mhz; 3 kw; HAAT: 300 ft.; WIFE: 1580 khz; 500 w-D; WCNB: 100.3 mhz; 20 kw; HAAT: 270 ft.; WOFR 1250 khz; 500 w-D; WCHO: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Morgan County Broadcasters Inc., WCNB Inc. and Community Service Radio Inc., respectively, to David A. Rogers for \$3.8 million. Seller is owned by David C. Keister, who also owns WCBJ(FM) Lebanon, IN, and WMLA-AM-FM Bloomington, IL. Buyer also owns WBML(AM) Macon, GA. Action Aug. 8.

■ **KSNT(TV)** Topeka, KS (KSNT; NBC; ch. 27; 912 kw vis., 138 kw aur.; HAAT: 1,050 ft.)—Granted assignment of license from Kansas State Network Inc. to SJL Inc. for \$12 million. Seller is subsidiary of George C. and Wilda Gene Hatch Stations, Salt Lake City-based group of three AM's, three FM's and six TV's owned by George and Wilda Hatch. Buyer is New York-based group of six TV's principally owned by George Lilly. It also bought four other Kansas State Network TV stations from Hatch (see above). Action Aug. 5.

■ **KSNW(TV)** Wichita, KSNC(TV) Great Bend and KSNQ(TV) Garden City, all Kansas, and KSNK(TV) Oberlin-McCook, NE (KSNW; NBC; ch. 3; 100 kw vis., 20 kw aur.; HAAT: 1,000 ft.; KSNC; NBC; ch. 2; 100 kw vis., 17.8 kw aur.; HAAT: 970 ft.; KSNQ; NBC; ch. 11; 200 kw vis., 24.5 kw aur.; HAAT: 800 ft.; KSNK; NBC; ch. 8; 300 kw vis., 60 kw aur.; HAAT: 710 ft.)—Granted assignment of license from Kansas State Network Inc. to SJL Inc. for \$40 million-45 million. Seller is subsidiary of George C. and Wilda Gene Hatch Stations, Salt Lake City-based group of three AM's, three FM's and six TV's owned by George and Wilda Hatch. It is also in negotiation to sell KSNT(TV) Topeka for approximately \$13 million. Buyer is New York-based group of six TV's principally owned by George Lilly. Action Aug. 5.

■ **WAVG(AM)-WLRJ(FM)** Louisville (AM: 970 khz; 5 kw-U; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Radio 970 Inc. and Kentucky Technical Institute Inc., respectively, to Radio One Inc. for \$4.5 million. Seller is principally owned by Clarence E. Henson Jr. It has no other broadcast interests. Buyer is principally owned by Toney Brooks, former president of Sandusky Radio Group. Action Aug. 4.

■ **WCNL(AM)** Newport, NH (BAPL880615EG; 1010 khz; 5 kw-D)—Granted assignment of license from Air Born Communications Inc. to KOOR Communications Inc. for \$250,000. Seller is owned by Phillip M. Lowe, who also owns co-located WCNL-FM and WHIM(AM) Providence, RI. Buyer is owned by Robert L. Vinikoor, and his wife, Sheila. It is satellite antenna distributor based in Lebanon, NH. Action Aug. 6.

■ **KLSQ(FM)** Henderson, NV (BALH880614GN; 95.5 mhz; 100 kw; HAAT: 1,120 ft.)—Granted assignment of license from Columbia Theater Co. to Southwest Radio Inc. for \$2.75 million. Seller is principally owned by Frederick Danz and family. It has no other broadcast interests. Buyer is principally owned by Fred Havenick. It owns dog racing track in Naples, FL. Action Aug. 5.

New Stations

■ **Rogersville, AL (BPH880711MS)**—Eugene G. Hutchens seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 801 E. 2nd St., Tuscumbia, AL 35667. Principal has no other broadcast interests. Filed July 11.

■ **Rogersville, AL (BPH880711MT)**—Doris Harrison seeks 93.9 mhz; 3 kw H&V; 100 m. Address: Rte. 4, Box 284, Killen, AL 35645. Principal has no other broadcast interests. Filed July 11.

■ **Rogersville, AL (BPH880711MR)**—Rogersville Radio Broadcasting seeks 93.9 mhz; 3 kw H&V; 100 m. Address: Rte. 3, Box 124, Rogersville, AL 35652. Principal is owned by A. Glen Slayton, Margie C. Slayton, Pauline L. Manson and Christopher C. Manson. It has no other broadcast interests. Filed July 11.

■ **Talladega, AL (BPH880706MA)**—Allan G. Stroh seeks 97.5 mhz; 3 kw H&V; 44 m. Address: 2412 Reston Place, Montgomery, AL 36117. Principal has no other broadcast interests. Filed July 6.

■ **Talladega, AL (BPH880707MD)**—Hogan & Associates seeks 97.5 mhz; 3 kw H&V; 79 m. Address: Rte. 1, Box 183, Elkmont, AL 35620. Principal is owned by Billy G. Hogan, Jeff L. Hogan, Mark T. Hogan and Larry G. Fuss. It has no other broadcast interests. Filed July 7.

■ **Vernon, AL (BPH880712MK)**—Lamar County Broadcasting Co. Inc. seeks 106.50; 3 kw H&V; 100 m. Address: P.O. Box 630, Vernon, AL 35592. Principal is owned by Joel Camp, Lori L. Kester, Lisa C. Camp, Dorothy J. Parham and Ruby N. Parnam. It also owns WVSA(AM) Vernon, AL. Filed July 12.

■ **Claypool, AZ (BPH880711MQ)**—Claypool Broadcasting Co. seeks 105.5 mhz; 3 kw H&V; -85 m. Address: Rte. 1, Box 25, Globe, AZ 85501. Principal is owned by Ruth Shoecraft and Willard Shoecraft. Filed July 11.

■ **Bella Vista, AR (BPH880712MJ)**—KERM Inc. seeks 106.5 mhz; 50 kw H&V; 150 m. Address: 212 North 2nd Street, Rogers, AR 72756. Principal is owned by James K. Womack, Morris Hibbs, Robert Hibbs, E.J. Alexander and Steve A. Womack. Filed July 12.

■ **Lagrange, IN (BPH880707MI)**—Lagrange County Broadcasting Co. seeks 105.5 mhz; 3 kw H&V; 100 m. Address: 1322 Homewood Lane, Annapolis, MD 21401. Principal is owned by Dennis J. Kelly and Carol A. Kelly. It has no other broadcast interests. Filed July 7.

■ **Lagrange, IN (BPH880707MG)**—Northern Indiana Broadcasters Inc. seeks 105.5 mhz; 3 kw H&V; 100 m. Address: Old Chicago Rd., Michigan City, IN 46360. Principal is owned by William N. Udell, Stewart C. McDonnell and Lynn L. Bradley. It has no other broadcast interests. Filed July 7.

■ **Lagrange, IN (BPH880707MK)**—Cross Communications Inc. seeks 105.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 227, Lagrange, IN 46761. Principal is owned by Paul D. Mowery and Vernon E. Egli. It has no other broadcast interests. Filed July 7.

■ **Gainesville, IL (BPH880706MC)**—Kevin Potter seeks 107.9 mhz; 50 kw H&V; 150 m. Address: 750 N. 11th Street, Monmouth, IL 61462. Principal has no other broadcast interests. Filed July 6.

■ **Herrington, KS (BPH880712ML)**—Marie and Donald D. Willis seek 96.3 mhz; 3 kw H&V; 100 m. Address: 115 N. 8th St., Herrington, KS 67449. Principal has no other broadcast interests. Filed July 12.

■ **Kingman, KS (BPH880707MB)**—Parity Radio Corp. seeks 94.3 mhz; 3 kw H&V; 100 m. Address: Rte. 1, Box 37, Cameron, TX 76520. Principal is owned by Fred Lundgren and Jerome Friemel. Filed July 7.

■ **Millerstown, KY (BPE880715MA)**—FM 90.1 Inc. seeks 90.1 mhz; 100 kw H&V; 117 m. Address: 13101 Priceville Rd., Upton, KY 42784. Principal is owned by Donald A. Powell, Gerri C. Powell, Leon Srygler, Charles R. Gentry and Charles D. Newton. It has no other broadcast interests. Filed July 15.

■ **Homer, LA (BPH880705MG)**—Parity Radio Corp. seeks 99.9 mhz; 3 kw H&V; 100 m. Address: Rte. 1, Box 37, Cameron, TX 76520. Principal is owned by Fred Lund-

gren and Jerome Friemel. Filed July 5.

■ **Allegan, MI (BPH880707MA)**—Midpoint Broadcasting seeks 92.3 mhz; 0.855 kw H&V; 183 m. Address: 6510 Lake Harbor Rd., Muskegon, MI 49441. Principal is owned by Michael L. Maciejewski and Thomas J. Olejniczak. It has no other broadcast interests. Filed July 7.

■ **L'Anse, MI (BPH880707MH)**—Aaron James Coofey seeks 106.1 mhz; 32.88 kw; 185 m. Address: 425 Divisadero St., Suite 208, San Francisco 94117. Principal owns WDXW(AM) L'Anse. Filed July 7.

■ **Jamestown, NY (BPE880712MU)**—Family Life Ministries Radio Inc. seeks 90.9 mhz; 7 kw H&V; 150 m. Address: 7634 Campbell Rd., Bath, NY 14810. Principal is nonprofit corporation headed by Richard M. Snaveley, Jacqueline D. Snaveley and Richard Snaveley Jr. It has no other broadcast interests. Filed July 12.

■ **Holdenville, OK (BPH880707MC)**—Mary Pearl Castillo Creech & Assoc. Inc. seeks 106.5 mhz; 3 kw H&V; 100 m. Address: Rte. 3, Box 70, A.P.O. Box 798, Holdenville, OK 74848. Principal is owned by Creech, James L. Livingston and Jeremiah J. T. Creech. Livingston and Creech own KRAF(AM) Holdenville, OK. Filed July 7.

■ **Wagoner, OK (BPH880711MP)**—Embody Broadcasting Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 329, Muskogee, OK 74402. Principal is owned by Richard S. Embody and Patricia B. Embody, who also own KBIX(AM) Muskogee, OK. Filed July 11.

■ **St. Joseph, TN (BPH880707ME)**—Mary G. Dunnivant seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 115 Village Lane, Athens, AL 35611. Principal has no other broadcast interests. Filed July 7.

■ **St. Joseph, TN (BPH880706MD)**—Brenda Chandler seeks 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 187, St. Joseph, TN 38481. Principal owns 50% of WJOR(AM) St. Joseph. Filed July 6.

■ **Gainesville, TX (BPH880707MF)**—Red River Radio seeks 107.9 mhz; 43 kw H&V; 163 m. Address: 715 E. California, P.O. Box 996, Gainesville, TX 76240. Principal is owned by Richard C. Klement and C. Thomas Carson. Klement owns KGAF(AM) Gainesville, TX, and KOGT (AM) Orange, TX. Filed July 7.

■ **Gainesville, TX (BPH880707ML)**—Cooke County Media seeks 107.9 mhz; 50 kw H&V; 150 m. Address: Box 1155, Gainesville, TX 76420. Principal is owned by Roy L. Lemons. It has no other broadcast interests. Filed July 7.

■ **Gainesville, TX (BPH880707MJ)**—Mark Rodriguez Jr. seeks 107.9 mhz; 50 kw H&V; 150 m. Address: 1404 Travis Circle South, Irving, TX 75038. Principal has no other broadcast interests. Filed July 7.

■ **Round Rock, TX (BPH880712MM)**—Round Rock Ventures seeks 105.9 mhz; 50 kw H&V; 150 m. Address: 1704 Still Meadow Cove, Round Rock, TX 78681. Principal is owned by T.L. Liedecke and Joyce Liedecke. It has no other broadcast interests. Filed July 12.

■ **Tahoka, TX (BPH880711MU)**—Parity Radio Corp. seeks 95.3 mhz; 3 kw H&V; 100 m. Address: Rte. 1, Box 37, Cameron, TX 76520. Principal is owned by Fred Lundgren and Jerome Friemel. It has no other broadcast interests. Filed July 11.

■ **Canaan, VT (BPH880706MB)**—Four Seasons Communications Inc. seeks 94.1 mhz; 0.959 kw H&V; 173 m. Address: 187 Brookmere Dr., P.O. Box 36, Fairfield, CT 06430. Principal is owned by Timothy D. Martz and Brian E. Lamont. It also owns WFST(AM) Caribou, ME. Filed July 6.

Actions

■ **Templeton, CA (BP851126AF)**—Granted app. of William L. Zawila for 1060 khz; 1 kw-D. Address: 12550 Brookhurst St., Garden Grove, CA 92640. Principal owns KOL(AM) Coalinga, CA, and CP's for new AM's in West Klamath, OR, and San Joaquin, CA. Filed Aug. 4.

■ **Templeton, CA (BP860627AD)**—Granted app. of Garry and Virginia Infante Brill for 720 khz; 250 w-D. Address: 5880 Encino, Atascadero, CA 93422. Principal has no other broadcast interests. Filed Aug. 4.

■ **Ringgold, GA (BPH870105ME)**—Granted app. of Marshall M. Bandy for 101.9 mhz; 0.741 kw H&V; 659 m. Address: P.O. Box 429 Ringgold, GA 30736. Principal has interest in WZRB(AM) Ringgold, GA. Filed Aug. 8.

■ **Eureka, IL (BPH870430MY)**—Granted app. of Woodford County Radio Inc. for 98.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 249, Eureka, IL 61530. Principal is owned by Michael L. Stanton and Mary S. Stanton. It has no other broadcast interests. Filed Aug. 8.

■ **Topsham, ME (BPH860507PX)**—Granted app. of Kirkley Paige Beal for 95.5 mhz; 3 kw-H&V; 328 m. Address: 1829 Chantilly Court, Virginia Beach, VA 23451. Principal has no other broadcast interests. Filed Aug. 8.

■ **Republic, MO (BPH880114MK)**—Returned app. of

Adco Communications Inc., for 99.5 mhz; 3 kw H&V; 100 n. Address: 2607 West Bennett, Springfield, MO 65807. Principal has no other broadcast interests. Filed Aug. 8.

† **Schoharie, NY (BPH880106MG)**—Granted app. of Trinity Media Co. for 97.3 mhz; 1.87 kw; 127 m. Address: P.O. Box 52, Greenville, SC 29602. Principal is owned by J.R. McClure, who also has interest in WMAX(AM) (Intwood, MI, KKKK(FM) Odessa, TX, and WFAM(AM) Augusta, GA. Filed Aug. 9.

† **Bayboro, NC (BPH860918MU)**—Granted app. of Theresa Schreiber for 97.9 mhz; 3 kw; 313 m. Address: P.O. Box 22-3314, c/o Tojo Entertainment, Hollywood, FL 3022. Principal has no other broadcast interests. Filed Aug. 8.

Facilities Changes

AM's

† **Thousand Palms, CA, KPSL, 1010 khz**—July 20-MP BP840330AJ) to increase power to 5 kw day and 2.4 kw night and make changes in ant. system.

† **El Paso, TX, KVIV, 1340 khz**—July 29-Application for CP to make changes in ant. system; TL: NW of intersection of Clark Rd. and Welch Ave., El Paso, TX; 31 46 24N 106 4 52W.

FM's

† **Mobile, AL, WAVH, 96.1 mhz**—July 29-Application for CP to change HAAT: 409 m. H&V.

† **Madisonville, KY, WSOE-FM, 89.9 mhz**—Aug. 3-Application for CP to make changes: HAAT: 86 m. H&V; TL: RR #4, Box 44, Madisonville.

† **Millinocket, ME, WSYF-FM, 97.7 mhz**—July 26-Application for CP to make changes: FREQ: 94.9 mhz (Per Doc #87-350); ERP: 23.55 kw H&V; HAAT: 210.8 m. H&V; TL: Hammond Ridge, Territory, Region 8, Penobscot Co., ME, 9.5 km NW of Millinocket; change to class C2.

† **Rockland, ME, WMCM, 93.5 mhz**—July 27-Application for CP to make changes: ERP: 7 kw H&V; freq: 103.3 mhz; class: B1 (Per Doc #86-183).

† **Sparta, MO, KLTQ, 96.5 mhz**—July 21-Mod of CP BPH85112MA) to make changes: ERP: 1.57 kw H&V; HAAT: 138 m. H&V; TL: on County Line Rd., 1.3 km E of County Rd. NN, Christian Co., MO.

† **Dover, NH, WOKQ, 97.5 mhz**—July 27-Application for CP to make changes: HAAT: 50 kw H&V; TL: top of Green Hill within Barrington Township, Strallford Co., NH, midway between Old Green Hill Rd and Toland Rd, 1200 ft. W of Atwood Rd and Old Green Hill Rd junction.

† **Southport, NC, WSFM, 107.1 mhz**—July 22-Mod of CP (BPH870331J) to make changes: HAAT: 150 m.; change antenna-supporting structure height; TL: Orton Plantation, Brunswick Co., NC.

† **Bend, OR, KIDD-FM, 98.3 mhz**—July 29-Mod of CP to make changes: ERP: 0.9 kw H&V; HAAT: 156.4 m. H&V; change antenna-supporting structure height; TL: Avery Butte, 1.8 mi. NNE of Bend, OR, post office.

† **Lake Oswego, OR, KMJK, 106.7 mhz**—Aug. 2-Mod of CP (BPH870302OK) to make changes: HAAT: 437 m. H&V; change antenna-supporting structure height; TL: 5516 W Barnes Rd, Portland, OR.

† **Aiken, SC, WRXR-FM, 95.9 mhz**—July 28-Mod of CP BPH870731IX) to make changes: HAAT: 271 m. H&V; change antenna-supporting structure height; TL: 9.6 km SW of Trenton, Edgefield Co., SC.

† **Bluffton, SC, WLOW, 107.1 mhz**—July 22-Mod of CP to make changes: ERP: 50 kw H&V; HAAT: 134.9 m. H&V; change FREQ: 106.9 mhz; CLASS: C2 (MM Doc #86-69); TL: 1.25 mi. SW of Buckingham Landing, Beaufort Co., SC.

† **Harlingen, TX, K1WW, 96.1 mhz**—July 19-Mod of CP BPH8610031B) to make changes: HAAT: 301.2 m. H&V; TL: 0.97 km 164 degrees True of La Feria, TX; 26 08 55N 77 49 17W.

† **Watertown, WI, WMLW, 94.1 mhz**—Aug. 1-Application for CP to make changes: HAAT: 150 m.; TL: 3.5 km N from intersection of Hwy 73 and Hwy 12/18, then due E 1.93 km; site is 1.4 km NE of center of Deerfield Village, Dane Co., WI.

TV's

† **Panama City, FL, WPGX, ch. 28**—Aug. 3-Mod of CP BPCT820122KE) to change HAAT: 228.22 m.; change antenna-supporting structure height: 30 23 42N 85 32 02W.

† **Jamestown, ND, KJRR, ch. 7**—Aug. 1-MP to change HAAT: 135 m.; TL: 4 km WNW of Ft Seward, 1 historic site, Jamestown, Stutsman Co., ND; 46 55 30N 98 46 21W.

† **Chippewa Falls, WI, WEUX, ch. 48**—July 28-Mod of CP to change ERP vis.: 398.11 kw; HAAT: 328 meters; ANT: B.A.S.C. SG-30; TL: 44 57 34N 91 40 02W.

Actions

AM's

■ **Lemoore, CA, KQIQ, 1320 khz**—Aug. 4-Application (BP870831AG) granted for CP to change hours of operation to unlit by adding night service with 3.1 kw; increase day power to 5 kw; make changes in ant. system; change city of license to: Farmersville, CA; TL: 14.5 km from downtown Hanford, CA, bearing 105.5 deg True; just SE of intersection of Houston Ave. and 2nd Ave., Hanford; 36 17 35N 119 29 15W.

■ **Santa Rosa, CA, KPLS, 1150 khz**—Aug. 8-Application (BP871102AB) granted for CP to increase night power to 1 kw; TL: 8 km NE of Santa Rosa, CA, and make changes in ant. system.

■ **Lincoln, NE, KLMS, 1480 khz**—Aug. 4-Application (BP880408AE) dismissed for CP to augment the daytime and nighttime radiation pattern.

FM's

■ **Searcy, AR, KWCK-FM, 99.3 mhz**—Aug. 5-Application (BPH880526IA) dismissed for CP to make changes: ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: 4 mi. W of West Pangburn on Hwy 16; CLASS: C2.

■ **La Plata, MD, WXTR-FM 104.1 mhz**—Aug. 4-Application (BPH850712QQ) granted for CP to change community of license to Waldorf, MD.

■ **Trenton, MO, KTTN-FM, 92.1 mhz**—Aug. 8-Application (BPH870331JO) granted for CP to change ERP: 2.1 kw H&V.

■ **Fairborn, OH, WWSU, 106.9 mhz**—Aug. 5-Application (BPED871023IB) returned for CP to make changes: ERP: 0.04 kw (H) only; HAAT: 62 m. (H), and make changes in ant. system.

■ **Palmyra, PA, WCTX, 92.1 mhz**—Aug. 4-Application (BPH871127IF) dismissed for CP to change TL: Bean Ridge, 0.5 km SW of Blackoak Ridge Rd, 2 km SE of Graysville, Rhea Co., TN; ERP: 1.9 kw H&V; HAAT: 150 m. H&V, and make changes in ant. system; 35 26 12N 85 03 57W.

■ **Gaffney, SC, WYFG, 91.1 mhz**—Aug. 3-Application (BPED880518IA) granted for CP to replace directional antenna.

■ **Dallas, KLUV, 98.7 mhz**—Aug. 5-Application (BPH870605IB) granted for CP to make changes: ERP: 76.37 kw H&V; HAAT: 508.5 ft. H&V.

■ **Houston, KMJQ, 102.1 mhz**—Aug. 4-Application (BPH880222IC) granted for CP to make changes: ERP: 3.2 kw H&V; HAAT: 98 m. H&V; TL: 24 Greenway Plaza, Houston, Harris Co., TX.

■ **Merkel, TX, KFQX-FM, 102.3 mhz**—Aug. 4-Application (BMP8880718IF) dismissed for MP (BPH870817IB) to make changes: TL: 6.8 mi. SW of Merkel, TX; HAAT: 300 m. H&V; 32 24 47.7N 100 06 24.8W.

TV

■ **Montgomery, AL, WKAB-TV, ch. 32**—Aug. 4-Application (BPCT871211KG) granted for CP to change ERP vis.: 4603 kw; HAAT: 547.76 m.; ANT: Andrew ATW25H4-HTT-32 (DA); TL: 2.52 mi. from Mosses, AL, bearing 309.26 deg from site to Mosses; 32 09 06N 86 38 22W.

Actions

Commission Actions

■ **Environmental Rules**—Effective Sept. 26, amended environmental rules to conform to Endangered Species Act, National Historic Preservation Act and American Indian Religious Freedom Act. (By Order [FCC 88-191] adopted June 8 by commission.)

■ **Comparative Renewal**—Issued second further notice of inquiry regarding comparative renewal process, together with notice of proposed rulemaking to eliminate abuses of renewal process. (BC Docket 81-742 NOI and NPRM [FCC 88-212] adopted June 23 by commission.)

■ **Main Studio and Program Origination Rules**—Affirmed rules adopted April 16, 1987, which relaxed some of rules relating to operation of TV and radio stations. (MM Docket 86-406 by MO&O [FCC 88-235] adopted July 11 by commission.)

■ **RKO General**—Approved two of KRO's pending settlement agreements for KHJ-TV Los Angeles and WHBQ

Memphis, TN. As result RKO will be permitted to sell Los Angeles and Memphis stations at substantially less than fair market value. (Dockets 16679-80 by MO&O [FCC 88-253] and MM Dockets 84-1051, 84-1053 by MO&O [FCC 88-254] adopted July 20 by commission.)

■ **Environmental Rules**—Instituted proceeding to ensure that agency is fully meeting its National Environmental Policy Act responsibilities when communications facilities are constructed without prior authorization. (Gen. Docket 88-387 by NPRM [FCC 88-265] adopted July 26 by commission.)

■ **Settlement agreement for WGMS(AM) Bethesda, MD, and WGMS-FM Washington, approved**—MM Dockets 84-1148. (Report DC-1227, Action in Docket Case.) Approved settlement agreement that allows RKO General Inc. to sell its stations WGMS, Bethesda, MD, and WGMS-FM, Washington, to Classical Acquisition Partnership. Action by commission Aug. 16 by MO&O (FCC 88-279).

■ **Black Television Workshop of Los Angeles ordered to show cause why permit for KEEF-TV should not be revoked** (Report MM-343, Mass Media Action)—FCC has ordered hearing to determine whether Black Television Workshop of Los Angeles, permittee of noncommercial TV station KEEF-TV (channel 68) at Los Angeles is qualified to be licensee. Action by commission Aug. 16 by Order and Notice of Apparent Liability (FCC 88-280).

Staff Actions

■ **Lafayette, FL**—Designated for hearing applications of Stephen D. Tarkenton, Family Group Radio Ltd., III, Gator Radio Limited Partnership, Lafayette Communications of Tallahassee Inc. and Brian Mitchell Rowland for new FM station on channel 260A (99.9 mhz) at Lafayette. (MM Docket 88-377 by Order [DA 88-1150] adopted July 19 by chief, Audio Services Division.)

■ **Trinity, AL**—Designated for hearing applications of R&B Communications Inc., Radio Trinity, Beatrice M. Covington, Trinity FM Limited Partnership, Morgan Broadcasting Inc., John Timms and Moulton Broadcasting Company Inc. for new FM station on channel 223A (92.5 mhz) at Trinity. (MM Docket 88-378 by Order [DA 88-1151] adopted July 19 by chief, Audio Services Division, Mass Media Bureau.)

■ **Lewes, DE**—Designated for hearing applications of Paiva Limited, Bay Communications Inc., John E. Arsenault Jr., Richard B. Gamberg, Vincent T. Ridikas, Lewes Communications Inc. and Susan Marie Beth Romaine for new FM station on channel 290A (105.9 mhz) at Lewes. (MM Docket 88-365 by Order [DA 88-1089] adopted July 13 by chief, Audio Services Division, Mass Media Bureau.)

Review Board Actions

■ **Green Valley, AZ**—Granted application of Sungilt Corporation Inc. for new TV station at Green Valley and denied application of Aiden Communications Corp. (MM Dockets 83-720-21 by Supplemental Decision [FCC 88-49] adopted Aug. 9 by Review Board.)

■ **Denver**—Affirmed Initial Decision of ALJ Stirmer granting application of Lomas De Oro Broadcasting Corp. for new TV station on channel 50 at Denver and denying applications of Stanly Group Broadcasting Inc. and Amador Broadcasting Limited. (MM Docket 86-180 by Decision [FCC 88-47] adopted July 28 by Review Board.)

■ **Marco, FL**—Certified to commission for its consideration settlement agreement filed on behalf of all applicants for new FM station on channel 224A (92.7 mhz) at Marco. (MM Docket 87-244 by Order [FCC 88-42] adopted July 13 by Review Board.)

■ **Silver Springs, FL**—Affirmed ALJ Stirmer's decision dismissing Silver Springs Broadcasting Inc.'s application for new FM station on channel 238A (95.5 mhz) at Silver Springs. (MM Docket 88-119 by MO&O [FCC 88-50] adopted Aug. 11 by Review Board.)

■ **Des Moines, IA**—Denied Des Moines Skywave Inc.'s request for extraordinary relief from presiding ALJ's action refusing to consider requirement that depositions of 17 persons be taken in Des Moines in this proceeding. (MM Docket 88-238 by MO&O [FCC 88-48] adopted Aug. 2 by Review Board.)

ALJ Action

■ **Las Vegas, NV**—Granted renewal application of Valley Broadcasting Company for KVBC-TV at Las Vegas and denied competing application of William H. Herstadt et al. (MM Docket 85-228 by Initial Decision [FCC 88D-24] adopted Aug. 3 by Administrative Law Judge Joseph Stirmer.)

■ **Tempe, AZ**—Denied Tri-State Broadcasting Co.'s applications for renewal of license of KUKQ-AM and KUPD-FM, Tempe, AZ, and granted applications of Grimm & Clifford for construction permit for frequencies occupied by KUPD-FM and KUKQ(AM). (MM Docket 85-355 by Ini-

tial Decision [FCC 88D-23] issued July 27 by ALJ Edward J. Kuhlmann.)

■ Mt. Vernon, KY—Granted application of Rockcastle Broadcasting for new FM station on Channel 275A (102.9 mhz) at Mt. Vernon and denied application of William S. Daugherty III. (MM Docket 87-497 by Initial Decision [FCC 88D-25] issued Aug. 5 by Deputy Chief ALJ Tierney.)

Allocations

■ Glencoe, AL—At request of Bill Dunning, proposed allotting channel 226A (93.1 mhz) to Glencoe as its first

local FM service. Comments due Oct. 7, replies Oct. 24. (MM Docket 88-388, by NPRM [DA 88-1188] adopted July 14 by Deputy Chief, Policy and Rules Division, Mass Media Bureau.)

■ Fayetteville, AR—At request of Noalmark Broadcasting Corp., proposed substituting channel 280C1 (103.9 mhz) for channel 280A at Fayetteville and modifying license for KKIX(FM) to specify C1 channel. Comments due Oct. 7, replies Oct. 24. (MM Docket 88-385 by NPRM [DA 88-1159] adopted July 6 by Deputy Chief, Policy and Rules Division.)

■ Fort Myers Beach, FL—At request of Justice Broadcasting-Fort Myers Beach Inc., proposed substituting channel 257C2 (99.3 mhz) for channel 257A at Fort Myers Beach and modifying license for WQEZ(FM) to specify class C2

channel. Comments due Oct. 7, replies Oct. 24. (MM Docket 88-384 by NPRM [DA 88-1157] adopted July 12 by Deputy Chief, Policy and Rules Division.)

■ Coosa, GA—At request of Steven L. Gradick, propose allotting channel 237A (95.3 mhz) to Coosa as its first local FM service. Comments due Oct. 7, replies Oct. 24. (MM Docket 88-390 by NPRM [DA 88-1191] adopted July 14 by Deputy Chief, Policy and Rules Division.)

■ Hinesville, GA—At request of E.D. Steele Jr., propose allotting channel 284A (104.7 mhz) to Hinesville as its second local FM service. Comments due Oct. 7, replies Oct. 24. (MM Docket 88-383 by NPRM [DA 88-1156] adopted July 6 by Deputy Chief, Policy and Rules Division.)

■ Bozeman, MT—At request of Eastern Montana College, proposed allotting Channel *271C2 (102.1 mhz) to Bozeman and its reservation for noncommercial educational use, as its third FM service. Comments due Oct. 7, replies Oct. 24. (MM Docket 88-389 by NPRM [DA 88-1190] adopted July 14 by Deputy Chief, Policy and Rules Division.)

Call Letters

Applications

| Call | Sought by |
|---------|--|
| | New FM's |
| WPWB | Augusta Radio Fellowship Institute Inc., Byron, GA |
| KVRS | Lawton Educational Broadcasting Foundation, Lawton, OK |
| KVOT-FM | First Heritage Broadcasting Corp., Granbury, TX |
| KTBA-FM | Western Indian Ministries Inc., Tuba City, AZ |
| | Existing AM's |
| WMLS | WRED Phoenix Flight Broadcasting Co., Monroe, GA |

Grants

| Call | Sought by |
|------|--|
| | New FM's |
| KRAJ | Robert Adelman, Johannesburg, CA |
| KJDR | Stuart McRae, South Fort Folk, LA |
| WSMZ | Panam Communications, Coleman, MI |
| WLGQ | George W. Draper Jr., Gaston, NC |
| KPMA | Peter Moncure, Altamont, OR |
| KVCU | Victoria Broadcasting System Inc., Redfield, SD |
| KMBU | MCS Broadcast Inc., Powell, WY |
| | Existing AM's |
| WRRR | WYBR North Star Broadcasting Inc., Rockford, IL |
| WDAT | WZBR Wayne C. Murphy, Amory, MS |
| WNYR | WJEX Craig L. Fox, Syracuse, NY |
| WCIE | WPJS Evangel Christian School, Inc., Spring Lake, NC |
| WKVX | WWST WWST Corp., Wooster, OH |
| KLQV | KBUD Love Radio Company Inc., Athens, TX |

Existing FM's

| | |
|---------|--|
| WTLZ | WWWS WTL Inc., Saginaw, MI |
| WCIE-FM | WCIE Evangel Christian School Inc., Lakeland, FL |
| WYMX | WSNG-FM Mississippi Network Inc., Greenwood, MI |
| WSSQ | WJVM Seith-Serafin Communications Inc., Sterling, IL |
| WAXM | WLSD-FM Valley Broadcasting Inc., Big Stone Gap, VA |
| WLZA | WEXA Tri-County Broadcasting Co., Eupora, MS |
| WSYW-FM | WGRT-FM Universal Broadcasting of Indiana Inc., Danville, IN |
| KDMG-FM | KFMD GBA Inc., Pella, IA |
| | Existing TV |
| KUVN | KIAB-TV Univision Station Group Inc., Garland, TX |

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S.W. Michigan medium market full-service AM station looking for sales manager to develop, train, and motivate. We're an established station group with a 60+ year track record. Our current SM is retiring and we'd like our new team leader on board 4th quarter. Write to Stan Smart, VP/Station Manager, WKZO-AM, 590 West Maple, Kalamazoo, MI 49008. E.O.E.

Sales manager - San Francisco Bay area, country AM and AC FM Need solid sales management experience and motivational talents. Commission and overrides mean tremendous earnings potential. Send resume to: KCAF/K-TID, 1623 Fifth Avenue, San Rafael, CA 94901. EOE.

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Major broadcasting company seeking general manager for West Coast AM/FM in top 15 market by major public broadcasting company. Must have previous GM experience, have strong sales background, ability to control expenses, strong budgeting skills, and stable employment history. Submit letter with career and salary history, along with current references to: Box L-79.

Station manager. KUNR-FM, University of Nevada Reno. Fulltime faculty non-tenure track. Primary responsibilities include overall management of programming, personnel, budgetary and development activities. Bachelor's degree in communications or related field and five years management experience. Master's degree preferred. Previous management experience in public radio and development activities is highly desirable. KUNR-FM is a CPB qualified full service public radio station serving northern Nevada. Current format is classical, jazz and public affairs. Starting salary is commensurate with experience and there is a liberal benefits and retirement package. Applicants should submit a resume and three letters of reference by September 9, 1988 to: Wayne Taylor, Instructional Media Services, University of Nevada-Reno, Reno, NV 89557. UNR is an affirmative action equal opportunity employer. UNR hires only U.S. citizens and aliens lawfully authorized for employment in the United States.

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Sales oriented managers for a radio group located in the South Central area. Applicants should have strong broadcast sales background with a desire to succeed. Send resume with references to Box L-87. An equal opportunity employer.

Local sales manager wanted for established Midwest radio station in top 50. Must have radio sales management experience. Looking for a dynamic, idea generating personality. EEO/M/F. Send resume and sample of your work to: Box L-85.

Operations/program director for WPBG AM WIRK FM, West Palm Beach, Florida. Medium-large market. Country experience required. Attractive package. Price Communications Corp. Equal Opportunity Employer. Resume to: P.O. Box 20389, West Palm Beach, FL 33416.

Sales manager: Leading FM/AM promotion oriented radio stations need strong professional experienced leader to train & motivate sales staff. Salary & incentives. Prefer CRMC or equal. Beautiful mid-Southwest area 200,000. Great place to live. Box L-111.

General sales manager: Strong, experienced person to head seasoned sales team. California Central Coast. Excellent salary and incentives, outstanding growth potential for qualified, goal oriented individual. EOE. Resume to Box L-108.

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Pennsylvania Growing group of eight stations seeks several experienced account executives. Unlimited growth and earning potential. Send resume to Rick Musselman, HGF Media Group, 15th and Hamilton Sts., Allentown, PA 18102.

Gainesville, Florida FM is seeking greedy, ambitious, experienced account executive to work best account list. Commission negotiable, benefits. Ruth 904-964-5001.

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Sales executives, Tremendous opportunity to make great money in rapidly expanding north eastern New York market. Phone Bob DeFelice, G.S.M. immediately. 914-454-7400 to schedule an interview.

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Sales manager to assume active account list and direct sales staff AM/FM in small market in Arkansas delta. Challenging opportunity for self motivated person. Resume and salary history to: J. Howe, Delta Broadcasting Inc., Box 430, Helena, AR 72342.

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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.

Outrageous personality wanted! San Diego AM talk station seeks outrageous morning personality who knows how to create fun and controversy with the phones. Live in America's finest city and climate! If you're the next Morton Downey, Howard Stern, or Steve Dahl, send tape to Consultant, Box 881333, San Diego, CA 92108.

Adult communicator needed for rare opening at Northern New York's premier adult station. Prime daytime shift, 5 day week, salary equal to experience, not less than \$25,000, paid benefits and pension. Join a stable winning team. Cassette and resume to, Jay Donovan, WTNV, 134 Mullin Street, Watertown, NY 13601. EOE.

Announcer. Mid-Atlantic rural Country music area. Possible starting opportunity for recent communications college graduate. Box L-104.

Do you want major Northeastern radio exposure? We've lost our female broadcaster. Now looking for experienced broadcaster who knows how to write and likes to ski. We produce programming for top radio stations in NYC, Boston, Hartford and all major Northeastern cities from our ski country headquarters. No calls. Resume & tape to Lorraine Torrey, NESAC, 10 Cox Road, Woodstock, VT 05091.

Kansas, small-market. You may now be on the air in the top 150 markets, but you're tired of city living and ratings battles. You have a stable work history and you're looking for a prime area to raise a family, and for a small-market owner who appreciates good radio. But you must enjoy small-town, rural living, have exceptional people skills, and still be enthusiastic about radio. This is not an entry-level position. You have five to ten plus years of commercial on-the-job experience. We're looking for an exceptional broadcaster for morning show and commercial production. We're a full-service station and audience is adult. Above-market salary for right person. Send tape, cover letter, resume, references, and salary history to KVSU, PO Box 7, Beloit, KS 67420.

HELP WANTED TECHNICAL

Assistant chief engineer: WWKB/WKSE has an immediate 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: Southern New England directional AM/FM combo seeking chief engineer who must also have knowledge of automation. General Class license required. Send resume to Edd Monskie, Group Engineer, Hall Communications, 24 South Queen Street, Lancaster, PA 17603. An EEO employer.

Chief engineer wanted for new, coastal California 50,000 watt FM. Successful candidate will be responsible for plant design, installation and maintenance. Enthusiasm, creativity, high technical standards and FCC 1st required. EOE. Send resume to South Coast Broadcasting, 609 Island View Drive, Santa Barbara, CA 93109.

Chief engineer: Class C FM and 5KW AM combo in the Sunbelt looking for a motivated individual. If you have been a chief engineer for at least 2 years and are tired of the cold, send resume and salary requirements to Box L-112.

Full-time hands-on chief engineer to maintain leading 50 KW FM radio station equipment. Should have FCC license or SBE certification. EOE, Curt Hansen, 50 Washington Street, Norwalk, CT 06854.

HELP WANTED NEWS

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.

Wanted...farm director, on air and sales. Also, opening for two sales people. Call 309-944-4633.

Anchor/reporter in Denver. Candidates must have at least two years anchoring/reporting experience and demonstrate ability to cover a wide range of news stories. A degree in Journalism or Mass Communications is required. Applicants must be able to demonstrate considerable experience with state-of-the-art production techniques, excellent writing skills and the ability to generate stories on their own. Candidates considered must show a strong commitment to community involvement. Send resume to Steve Grund, News Director, KWGN-TV, 6160 South Wabash Way, Englewood, CO 80111. EOE.

News director/operations manager for top 50 market news/talk station in Southeast. Box L-101.

Classical KBach needs a flexible professional to do overnights, morning news and some production. ASAP. If you love classical music and the Monterey Bay area, send T & R to David Wittrock, KBOQ, Box 0983, Marina, CA 93933. No calls.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director: Also to serve as on air personality for FM station in New York City suburban market. Good benefits. Send resume to Box L-102.

Receptionist: WTOP Newsradio 15 seeks mature, well organized, responsible individual to answer phones, greet guests, light typing and support for staff when needed. Opportunity to grow M-F 8:30-5:30, call for interview. 202-364-5800 EOE, M/F

Continuity assistant is needed for our major market AM station in New York City. Individual should have one year office experience preferably in radio or television. Must be detail-oriented and able to meet deadlines. Duties include pulling live copy for daily log, editing scripts and writing network spots on log. Works closely with sales, on-air and engineering staff. EOE, M/F/H/V Send resume and salary requirements to Box L-114

SITUATIONS WANTED MANAGEMENT

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.

Owners attention: General manager armed with 21 years in management as a highly successful performer. Effective management skills include increasing sales & profits, programming, superior leadership, motivation, goal achievements. Seeking challenging opportunity Box L-68.

Consultants. Hire a part-time sales manager with full time experience help for the small to medium absentee or owner operators. Let's talk! East Coast, Al Wunder 201-538-1250.

GM/CE small or medium market. Experienced, dependable, excellent track record. Presently employed. Prefer Midwest Box L-75.

Experienced general manager with proven track record desires GM position in Oregon. Great with turn-around station. Prefer AM/FM with opportunity to buy in. Box L-98.

Bottom line GM/SM will increase your cash flow and the value of your small/medium property. Successful background, impressive references. Sharp programming, promotion, and sales skills. CRMC. Stable history, currently employed. Available end of year. Attending Radio '88. Meet then or later 301-426-5344

Major market pro, solid sales/sales management experience, seeks medium/metro GM slot with stable organization. 12588A North Kendall Drive, #521, Miami, FL 33186.

#1 billing rep at #1 billing station, top 20 market seeks opportunity with growth oriented broadcaster as sales manager. Send replies to Box L-89.

Seasoned to succeed management pro. Sales trainer - team leader. Motivation & success filter down from the top. Results tomorrow are from actions taken today. Will bring a winning attitude. 817-589-2756.

Station dark or dying? Got the construction permit and don't know what to do? Former station owner, hard worker, hands on person used to working with micro budgets. Some capitol to invest. Box L-109.

General manager. Currently employed in a top 50 market, seeking new challenges with room for higher advancement in a winning broadcast group. Start up and turnaround situations have been my spring board to the top. The most stable employment history you can find. Winning is a tradition, not a goal. What are your needs? Write Box L-107.

SITUATIONS WANTED SALES

AM in the red? Get into the black! Tried and true methods. Knock on doors - make sales. Call Clark Jones 615-373-2108.

Help! Experienced salesman/announcer needs new deal. Country or MOR format! Affordable, versatile, available! Box L-65.

SITUATIONS WANTED ANNOUNCERS

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.

Dependable announcer looking for work. Make your next move count! Call Bill, 308-534-1211

Major market talent seeks growth opportunity in south Florida. Gifted programmer. Great pipes, smooth delivery. Creative copywriting and production. T & R upon request. 30 sec. video also available. Chns Dowd, 305-296-6565.

Classical announcer-programmer. NPR and Symphony-cast experience. Bright production. Bruce Thomson, 4515 Hamilton Ave., #6, San Jose, CA 95130

Top-ten market morning personality seeks major market adult music format. Call 313-531-2598.

Professional attitude and sound. Experienced announcer available immediately. Midwest, South, anytime. Bill 308-534-1211

Family man, 12 years experience, seeking Eastern medium or major market A/C, Country or Oldies. Mark Anderson, 302-994-3934.

Underemployed, undervalued, unappreciated. HELP! 2 yrs progressive, AOR, Country, automated formats. 6 as freelancer related fields. Degreed, 3rd phone. Janet Lynch, 502-895-5888, 509 Highwood, Louisville, KY 40206.

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.

Group chief seeking fresh opportunity with committed broadcaster. Eleven years experience all size markets. Supervisory experience, high power, construction mic to antenna. FCC licensed. SBE certified, sterling credentials. Call Jim 703-434-5926.

SITUATIONS WANTED NEWS

Texas sports director. Recently resigned, and looking to relocate. Experienced in PBP, talk shows, anchoring, producing, reporting, the works. Can do it all with a young and dynamic sound, and a flair for sales and promotions. Call Todd today at 305-983-7846.

Sportscaster. Hockey PBP, three years major college experience, plus all-sports expertise. Electrifying style - never miss a beat. Call now. Rob 312-348-4386.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Country programmer, 18 year radio veteran, seeking PD position in small or medium market. Call 301-957-4067.

Top CHR/Urban programmer available now! Number one in L.A., Cleveland and San Francisco. If you want to win big in ratings and aren't afraid of paying to do it, call 415-381-8753.

For bright, practical sound ideas in programming - not exotic alternatives call Denny at 912-265-2819.

CONSULTANTS

Exciting new format! Confidentially contact: Consultant. Box 2741, Laurel, MD 20708 -- Where the numbers live.

MISCELLANEOUS

Troubled AM? Need programing to generate sales? Need sales to make bucks? Call Thomas Hall, 213-969-8559.

Investor: Back a pro and double your investment. Experienced GM with proven track record and excellent reputation, requires backer to assist in purchasing AM/FM in N.W. Guaranteed to deliver. Box L-99.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager-top 40 market Northeast affiliate looking for a creative manager who can bring new ideas to the local sales team. Send your resume and tell us what you are doing to create dollars. Our people know of this ad. Box L-71.

General manager to assume day to day responsibility for operations of Univision Network (Spanish language) television station in top ten United States market. Job requires particular abilities in sales, marketing, production, as well as command and sensitivity to financial control and budget systems. Ideal candidate will have had hands-on experience in all facets of broadcasting, will have substantial experience in both selling and managing sales, as well as in station promotion, and will preferably be bilingual. CBP, 4828 Loop Central Dr, Suite 110, Houston, TX 77001.

Local sales manager. Aggressive competitive affiliate in top 35 television market looking for aggressive organized experienced leader to motivate sales staff. Strong background in people management. Able to train and create. Knowledge of ratings and inventory management. Send resume to: Box L-73. EOE.

General sales manager. Small market affiliate in SE seeks aggressive, experienced leader to motivate and train local staff. Strong people skills a must. Box L-78.

Operations manager. Statewide public TV network seeks a management team member who will schedule the use of all production facilities and supervise all operations personnel. Requires demonstrated experience in wide range of television production as well as management skills. Send resume to Personnel, P.O. Box 20066, Tallahassee, FL 32316, by September 12, 1988. EOE.

Business manager: Outstanding Sunbelt television station seeks controller with experience in general accounting management including supervision and accountability for budgeting, preparation of monthly financials, receivables, payables, credit, collections, general ledger, etc...preferably experience with personal computers. Broadcast experience preferred. EEO employer. Letter and resume: Box L-105.

WVIT, Connecticut's NBC station, seeks an aggressive general sales manager with strong leadership ability, good research and teaching skills. Two years of sales management experience a must. Prefer candidates experienced in local sales, as well as national sales management. EOE. Qualified candidates wishing to be considered should submit resumes (no phone calls, please) to: Al Bova, Vice President/General Manager, WVIT-TV/30, 1422 New Britain Ave., West Hartford, CT 06110.

Southern top 60 market leading independent needs an assertive LSM to lead a developing sales team. Prefer applicants with TV sales management experience and good training techniques. Understanding social skills a plus. Send resume to Box L-110. EOE.

Manager - media production services. Qualifications: Bachelor's degree in related field. Experience in all phases of television production: experience in estimating personnel time and budget expenditures for proposed projects. Training and experience in other media, e.g. videodisc, motion picture, or audio production. Demonstrated experience in management and supervision. Responsibilities: Serve as executive producer for all television, audio, and film production activities of Purdue University's Center for Instructional Services. Responsible for producing and directing television programs. Manages a staff of 3 professionals, 1 administrative/technical and 1 service employee. Status & benefits: Exempt management position, 22 days vacation, Retirement program, flexible benefit programs. Group life, medical, and disability insurance plans are in effect. Salary: Commensurate with qualifications. Apply to: Thomas L. Haworth, Personnel Officer, Stewart Center, Room 265, Purdue University, West Lafayette, IN 47907. Send resume and list of references. An equal opportunity/affirmative action employer.

HELP WANTED SALES

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, PC software and graphics. We will teach BMP and Leigh Stowell research. Send resumes to: GSM, WTVT-TV, P.O. Box 31113, Tampa, FL 33631-3113. EOE.

WECT-TV6 is looking for one good person to lead local sales staff. Qualified applicants send resume and salary requirements to: Ray Sullivan, GM, P.O. Box 4029, Wilmington, NC 28406. EOE, M/F.

Aggressive and expanding ABC affiliate seeks bright and energetic television account executive who is looking for personal growth opportunities. Excellent compensation and company benefits package. Broadcast sales experience preferred. Send resume to: Director of Sales, WFYF-TV, Box 6250, Watertown, NY 13601. An equal opportunity employer.

KMPH-TV, one of the Nation's leading independent stations, is seeking to fill the position of retail marketing manager. Applicants must have a minimum of five years television sales experience and/or sales management. Position requires individual with proven outstanding sales performance, leadership and motivational skills. Experience in retail merchandising/marketing is encouraged. Applicants must have record of new business development, with knowledge of co-op, vendor and retail marketing essential. Salary commensurate with experience. Resumes accepted through September 16, 1988. An EOE, M/F/H. Send to: Lise Markham, Director of Marketing, 26 KMPH, 5111 E. McKinley Ave., Fresno, CA 93727.

WHNS-TV21 has an excellent opportunity for an energetic regional sales/marketing specialist to cover a virtually untapped, rich regional territory. If you are a self-starter with two years experience in television (preferably independent) and agency sales, please send resume to Personnel Department, WHNS-TV, 21 Interstate Ct., Greenville, SC 29615. EOE, M/F. Order takers need not apply.

Growth company seeks highly motivated, experienced TV sales representative to sell proven marketing systems to TV stations in Northeast. Draw against commission. Earning potential 60K+. Resumes to: Michele Roberts, Broadcast Resource Group, 210 25th Ave. N., Suite 818, Nashville, TN 37203.

CBS affiliate, top 50 market in the Southeast, will be expanding its current staff. We'll be adding two people and are looking for assertive salespeople who know how to close. An outstanding opportunity with a major broadcast group. Please submit resume to: Box L-116.

Augusta, Georgia based CBS affiliate seeks quality account executive. Experienced, hard-working and detail-oriented individuals with excellent people skills needed. Please send resume to Jan Maietta, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. EOE.

Portland, Oregon. Equity position available at new station for individual to manage sales department. Must have local and national TV sales experience. Send resume to: C.J. Memsic, Cogent Engineering, 11739 S.W. Beaveron-Hillsdale Hwy., Suite 157, Beaverton, OR 97005.

TV sales. Local sales. Account executive. Searching for a local sales AE to rep. KADY-TV, one of southern California's hottest new indies! Must be strong in enthusiasm and retail selling. High income potential. Great coastal lifestyle. Send resume to Ed Branca, Station Manager/General Sales, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. An EEO employer.

Sales promotion writer for coveted spot in broadcast industry. Minimum 3 years experience. Promotion, speeches, presentations. Station experience a must. Send resume and salary requirement to M. Davis, TVB, 477 Madison Ave., New York, NY 10022. EOE.

HELP WANTED TECHNICAL

Maintenance engineer for television mobile unit based in Texas and Florida. Send resume and salary requirement to: Tel-Fax Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

A progressive TV station in NY state is looking for a chief engineer or assistant. 1st class license or equivalent. Must have UHF transmitter experience, strong background in tape machine repair, possess good management skills, and able to work flexible hours. Excellent working conditions, salary commensurate with experience, full benefits. EOE. Box L-63.

CMX editor. On-line CMX editor for aggressive, production oriented PBS station in San Francisco. Minimum 4 years experience with CMX 3100, ADO, Chyron, Sony 1" VTRs or equivalent required. Heavy documentary and effects editing experience preferred. NABET. Additional expertise in technical direction, audio engineering, and video tape operations helpful. Resume to KQED Operations, 500 Eighth St., San Francisco, CA 94103. No tapes or phone calls, please. Equal opportunity employer.

Maintenance engineer with strong background in production equipment. NBC affiliate (UHF). Send resume, salary requirements to KTGF-TV, P.O. Box 1219, Great Falls, MT 59403.

Experienced maintenance engineers needed for major, state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box L-90.

TV transmitter supervisor. Minimum 3 years hands-on transmitter experience necessary. Familiarity with Harris BT50H1 transmitter desirable. Send resume to Myron Oliner, CE, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Cable specialist. WPEC TV-12, an ABC affiliate in West Palm Beach, Florida, has an opportunity for an individual with a strong technical/sales background to act as liaison with our local cable companies. Must be a self-starter with excellent communication skills and have a strong working knowledge of cable laws/regulations. We offer a competitive salary and an excellent benefits package. Send resume with salary history to Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer. M/F.

Broadcast maintenance engineer wanted for fast growing ABC affiliate in south Florida. Must be capable of maintaining studio equipment. Two years maintenance experience required. Send resume and salary requirements to Personnel Manager, WPEC TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. Equal opportunity employer, M/F.

Maintenance technician, Annapolis, MD. Ability to repair and maintain 3/4" decks, cameras, RF cable system and various ENG equipment. Applicant will work under chief engineer. Good opportunity for self-motivated, energetic person. Good benefits. \$26K. Resume to Mobile Video Services, Ltd., 2139 Wisconsin Ave. N.W., Washington, DC 20007.

Television broadcast maintenance engineer: Top 20 VHF network affiliate seeks a studio/ENG maintenance engineer. Applicant must have at least five years experience in TV studio equipment maintenance. Qualified applicants should send complete resume to: Jimmy Gamble, Asst. Engineering Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Electronic maintenance engineer. Experience with all areas of television maintenance, such as VTRs, (1", 3/4", 1/2") monitors, switchers, cameras, and distribution system. System installation and design a plus. 2-4 years degree desirable. If qualified, please send resume to Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

Television engineers. Southern Calif.'s hottest new indie seeks two highly skilled and self-motivated tech engineers. A production engineer to maintain an all new state-of-the-art tech facility and an RF engineer to maintain a high power and transmitter operation. Compensation negotiable. Excellent benefits. Superb coastal lifestyle and America's greatest climate. Send resume to Gene Doren, Chief Engineer, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. An EEO employer.

RF engineer satellite uplink systems: Experienced RF engineer for design and construction of satellite news vehicle RF systems. Ku-Band exper. preferred. Live & work in New Hampshire. Good benefits and leadership role with expanding company. Resume & references to Charles Angelakis, President, BAF Communications Corp., 17 Everberg Rd., Woburn, MA 01801.

Broadcast editor. Experience with MACH 1 or similar computer edit controller. At least 5 years editing experience required along with knowledge of promotional and program editing. If qualified, please send resume to Personnel, Fox Television/WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE.

HELP WANTED NEWS

Broadcast talent. Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with full service management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

Meteorologist - to do the 6 and 11 for CBS affiliate in Buffalo. If you know weather and can make it interesting, send tape to Tim Larson, News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. No calls. EOE.

We're building a winner! Seeking career-minded professionals in news, sports, weather, promotion and production. For consideration, rush resume/references/non-returnable VHS demo. P.O. Box 22607, Tampa, FL 33622-2607.

Assignment editors: need aggressive, experienced assignment editors with at least two years desk experience for immediate openings at number one rated station. Send resume and references to Jim Loy, KOTV, Box 6, Tulsa, OK 74101. Application finalists will be required to furnish evidence of identification and employment authorization. EOE, M/F. A Belo Broadcasting Corporation.

Producer: Need experienced producer for number one rated six o'clock broadcast. Three years producing experience a must. Send resume, references and tape of recent broadcast to Jim Loy, KOTV, Box 6, Tulsa, OK 74101. Application finalists will be required to furnish evidence of identification and employment authorization. EOE, M/F. A Belo Broadcasting Corporation.

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 of 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.

A pretty face doesn't cut it... If you were born to be a journalist and understand the responsibilities that go with the job, then we would like to see your tape and resume. We are committed to news. 2 1/2 hours every day, and have the tools, from an SNG truck to the latest editing gear. Please, no tapes from potential game show hosts. We are looking for reporters. Please send a tape and resume to Robert Stoldal, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE.

TV news reporter: WTNH. Experienced, creative, hard working GA reporter with excellent writing skills. Ability to write, create, interesting stories a must! Send non-returnable tapes and resume to Bob Feldman, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

Investigative reporter: WTNH. Action News is looking for an experienced investigative reporter. Ability to dig up stories of broad interest and impact a must! Previous experience required. Send non-returnable tapes and resume to Bob Feldman, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

TV news writer: Responsible for content in news broadcasts. Min. one yr. experience in TV news writing. Must possess talent for creative writing. We're looking for the best writers in the business! Send resume to Bob Feldman, News Director, 8 Elm St., New Haven, CT 06510. EOE. No calls, please.

Assignments manager: WTNH is looking for a responsible person overseeing four person assign desk staff; production of special projects; oversee and coordinate 3 live microwave vehicles, 1 live helicopter, 1 SNG vehicle, sto generation and enterprise abilities essential. 3 yrs. news experience min., required in a supervisory or desk capacity. Send resume to Bob Feldman, News Director, 8 Elm St. New Haven, CT 06510. EOE. No calls, please.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director of programing for public TV stations in Akrc and Youngstown, Ohio, areas. WNEO-TV and WEAQ-TV serve two markets with a single schedule, operating efficiently with a \$3 million budget, and serving a week cumulative audience in more than 300,000 household Applications are being accepted from professional programers with extensive television station experience (public TV preferred), and excellent communication and supervisory skills. Background must include program acquisition and scheduling, audience research evaluation budget preparation, and production. Responsibilities include supervision of traffic and public information staff. Serves as executive producer for local productions (including pledge campaigns), contracting with consortium university producers. Salary range: \$30-\$37,000, with extraordinary benefits. Send letter and complete resume to Tore Southwick, President, Channels 45/49, Kent, OH 44241. An EO/AA employer.

News promotion producer: If you're aggressive, with 2-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 the top 30, you are invited to apply by September 9th. Box L-58.

Director/vidfont operator - Direct news 3 days a week operate Vidfont Mark V graphics generator other 2 days. years directing experience required. Resumes only, r tapes. Send to Randy White, News Production Supervisor WSMW-TV, P.O. Box 4, Nashville, TN 37202. No phone call please. EOE.

Design director wanted for ABC affiliate in top 20 market. Manage station graphic look and staff. Send resume to Box L-82. EOE. M/F.

Associate producer: WPBT, public television in south Florida, has an immediate opening for someone to assist the production newsgathering for our national program "The Nightly Business Report". This position oversees editing of field tapes and interviews and field produces stories when required to obtain interviews and B-rolls. One to two years experience in news television production or public affairs work experience in producing and editing stories required. Send resume to: Human Resources, WPBT, P.O. Box 2, Miami, FL 33216-0002. An equal opportunity employer. M/F/H.

Marketing producer: We're looking for a strong and creative producer to join our staff. If you're the best news programming producer then let's talk. Top 40's market. Send resume to Box L-92. EOE. M/F.

Promotion writer/producer. Expanding promotion department looking for creative individual who can write, edit and implement news and entertainment promotion plans. Box L-94.

Promotion writer/producer needed for a super-stron Busse Broadcasting CBS affiliate in the Midwest. Promotion/program manager is looking for a number two. Successful candidate must have strong writing, creative, a technical skills...no beginners, please. This position gives you a chance to promote it all -- news, programming, community service, sales service, special projects -- the work! If you're looking for the chance to establish yourself as a promotion pro, send tape and resume to: Robert Flinn Director of Creative Services, KOLN/KGIN-TV, P.O. Box 30350, Lincoln, NE 68503. EOE.

Producer/director position requiring precision news directing and creative innovation for promotions and special projects. If you are ready for a challenging position and have at least 2 years experience as director and TD send tape and resume to KSAT-TV, 1408 N. St. Mary's, San Antonio, TX 78215. Attn: Steven Wegner. EEO employer. M/F.

Director: For top 100 Midwest market, primarily to direct fast paced newscasts. 2 years experience. Send resume to Box L-84.

We don't want a good writer—we want a great one! Number one TV promotion team wants print and radio specialists to join our ranks. Are you experienced, creative, eagle-eyed, competitive, and a top-notch writer? Send resume and copies of your 2 best radio scripts and print ads to: Creative Services Director, KGTV, P.O. Box 8534, San Diego, CA 92138. No phone calls, please. An EO/AA employer.

Producer: Put your creativity and experience to work on new one hour morning show at a Midwest affiliate. Box L 86.

Development producer/director. Produce television membership drives and annual auction. Produce/direct television, underwrite credits, promotional spots, and direct mail. Three to five years experience in television production, editing, field work, directing. Chyron animation and Adda still store. Salary \$24,000 - \$27,000 plus benefits. Resume and videotape to Personnel, WMFE, 11510 East Colonial Dr., Orlando, FL 32817. EOE.

Videographer/editor. Interesting position available at dynamic public TV station for college grad with minimum of 3 years ENG/EFP shooting, directing, lighting and editing experience. Must possess knowledge of the operation and set-up of 3/4 and 1/2 inch videotape editing equipment in both studio/remote situations. Work hours vary greatly. Must be flexible to accommodate last minute scheduling changes. Salary \$20,673. Send resume by September 9th to: Director of Human Resources, Maryland Public Television, 11767 Bonita Ave., Rivers Mills, MD 21117. MPT in an AA/EOE employer.

Immediate opening - Writer/producer for medical news segments. Strong organizational skills required. Extensive client contact, long hours, and travel necessary. Submit reel, resume, and salary requirements to: Orbis Medical News, 3322 N Lakewood, Chicago, IL 60657. EOE.

CareerNET gives Washington, DC employers an innovative way to recruit prospective employees with "Video Employment Classifieds". CareerNET, a 30-minute, packaged television program, airs on DC network affiliate. We are presently recruiting producer/directors with strong sales background to sell, produce and direct VECs. Send resumes to: INK, Inc., P.O. Box 10712, Arlington, VA 22210-1712. EOE.

Commercial producer/writer. KCOY-TV 12 has immediate opening for a creative individual to join our commercial production unit. Responsibilities include concept, writing & production. Experience and degree preferred. Send resume. Operations Manager, KCOY-TV 12, P.O. Box 5519, Santa Maria, CA 93456. EOE.

Production manager. Hands-on supervision of production and creative staff at #1 station in Midwest. Degree required. Minimum 4 years TV experience. Directing/writing/producing experience a must. Contact: Dave Madsen, VP/Programming & Operations, KTIV, 3135 Floyd Blvd., Sioux City, IA 51105. 712-239-4100. EOE. Minority applicants encouraged.

SITUATIONS WANTED MANAGEMENT

TV network executive with TV station & TV rep management experience seeks challenging TV station management position. Excellent industry references. Box L-96.

SITUATIONS WANTED ANNOUNCERS

Vacancy? See Janet Lynch's ad, Situations Wanted Radio Announcers.

SITUATIONS WANTED TECHNICAL

Maintenance engineer who has drive and motivation would love to move to greener pastures. Stan 802-863-3676.

Engineer. Cable, radio and industrial video background. Currently working radio, want back to TV. High power RF and construction, 1", 3/4", 1/2". Supervisory experience. Former group chief. Eleven years experience, all size markets. FCC General, FCC Second Telegraph, SBE certified. Will relocate. Seek maintenance or ACE, any market. Small market chief. Call Jim 703-434-5926

SITUATIONS WANTED NEWS

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.

Meteorologist loves weather! AMS seal. 10 years TV. Accurate, personable, award winner. Seeks final destination Northeast. Size unimportant. 415-381-4320.

Reporter. Black male, four years experience in medium market, college degree, ready to move up. 419-885-7328.

New York University journalism graduate with #1 market experience seeks reporter/producer position in small to medium market. Strong writing and reporting skills. Tape available, willing to relocate. Patricia, 215-692-8479.

Talented newcomer. Creative college producer/reporter, can also shoot and edit, looking for that big break in a small to medium market. I thrive on hard work, long hours, and news. Tom, 201-984-5802; 76 Stockton Ct., Morris Plains, NJ 07950.

How many versatile, hard working, Ivy League meteorologist/sportscaster combos are available for your news team? Don't pass up this opportunity to sign a real find! Art Saxon 215-687-4224.

Award winning female anchor/reporter seeks new challenge. Reporting and live experience in 50's market, plus nightly anchoring and reporting at small market bureau. Will consider anchor/reporter position. Degree. Strong writer, excellent editing/production skills. Very creative and photogenic. 505-625-1828.

Money savior? Yes! The 3 in 1 superman: UCLA trained weather forecaster (AMS) + print and cable newsreporter (BA) + skilled video equipment operator = economic benefits to your newsteam. Young, blond, male, like William Hurt. 818-447-3420.

SITUATIONS WANTED PROGRAMING 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.

Director, editor, camera operator with 4 years experience in small market seeks move to larger market TV or production facility. Box L-113.

MISCELLANEOUS

Primo People: The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau at 203-637-3653. Box 116, Old Greenwich, CT 06870-0116.

Be on TV. Many needed for commercials. Casting info 1-805-687-6000 Ext. TV-7833.

The Hot Sheet--broadcasting's leading source of job listings! Compiled daily. Published twice weekly. Money-back guarantee. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Bill Statter and Associates offers talent coaching for the individual anchor and reporter. Also help with your audition tape. Call 312-328-3660.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Faculty opening. University of Missouri School of Journalism seeks executive radio news producer/faculty member. Professional radio news experience and bachelor's degree required, master's preferred. Co-teach introductory broadcast news course, help supervise student staff in newsroom of University's NPR affiliate. Heavy emphasis on writing, reporting, editing and anchoring skills and ability to teach those skills to others. Opportunity to be innovative in competitive market. Women and minorities encouraged to apply. Tape and resume to Margaret Howard, KBIA News Director, School of Journalism, P.O. Box 838, Columbia, MO 65205. 314-882-3867.

HELP WANTED MANAGEMENT

Vice President, National Association representing public TV stations. Responsible for internal organization and business affairs. Assistant president with planning and representation functions. Experience in management of small service-oriented corporation. Knowledge of public telecommunications policy and politics. Send resume and salary requirements to President, NAPTSS, Ste 200, 1350 Connecticut Avenue, N.W., Washington, DC 20036. Deadline: September 9, 1988. EEO Employer.

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.

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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).

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Attorney - Seeking an associate with 1-3 years experience in communications law for busy D.C. law firm. Competitive salary, and benefits. Send resume in confidence to Box L-67.

Speech training. Speaking exercises on cassettes for better diction, emphasis, persuasion, clarity \$29.95, two tapes. Chromotone, 1070B Detroit, Denver, CO 80206.

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Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media, 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

20KW FM transmitter with late model exciter: Hi power broadband 4 bay C.P. FM antenna 102-106 MHz, 3D Pback + R/P carts. (ITC) + R-R recorders. Doug, 402-488-4275.

Video production/editing equipment wanted. Need to purchase any of the following items. Must be in top condition. BVW-40 Betacam Editor; BVW-10 Betacam Player; BVW-25 Betacam Field Recorder; HL-95 Ikegami camera with or without Betacam back, Elemack Dolly, 1.2 KW HMI lights, stands, complete Betacam Editing suite; Pinnacle 2010 DVE. Contact: Scott Wheeler, Metro Communications, 424 Duke of Gloucester Street, Williamsburg, VA 23185. 804-253-0500.

SMC Mini-Pro automation system with stereo carousels and Otari reel decks in good condition. Call Joseph Tortisano 702-883-5647

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

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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.

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FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

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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/rip van available. \$225,000 O.B.O. Call 701-241-9073.

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National Public Radio
Personnel Department
2025 M Street, NW
Washington, DC 20036

Minorities are encouraged to apply

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Associate Producer for "Common Ground," a syndicated weekly radio program on international affairs. Candidate must possess good interviewing and production skills as well as strong interest in international political issues. Minimum 2-5 years experience in journalism; public radio background helpful. Salary: Commensurate with experience; attractive benefits; some travel. Send resume and tape to: Mary Gray, The Stanley Foundation, 420 E. Third St., Muscatine, IA 52761. EOE.

RADIO

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for its Washington, D.C. News Bureau

Applicants must have experience in audio recording, editing and transmission under pressure for a news operation. The position also involves organizing transmission circuits and routine maintenance on radio, television and office equipment. French speaking would be a major asset. There may be night work and travel. Contract position. Initial salary \$31,500. plus 15%, plus paid medical-health insurance, plus 28 paid holidays. Equal opportunity employer.

Apply in writing only before September 15. Include resume.

Send to: Madeleine Schaw - CBC
500 National Press Building
Washington, D.C. 20045

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KFWB NEWS 98

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Applicants must be thoroughly familiar with ENG field and studio equipment and must be capable of handling international feeds under pressure for a news operation. The position also involves systems design and installation and responsibility for maintenance on television, radio and office equipment. French speaking would be a major asset. There is regular night work and occasional travel. Contract position. Initial salary \$45,000, plus 15%, plus paid medical-health insurance, plus 28 paid holidays. Equal opportunity employer.

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Media



Lynett

Appointments at Shamrock Communications Inc., Scranton, Pa.: **James J. Haggerty**, president, broadcast group, to board chairman; **William R. Lynett**, VP and CEO, to president and CEO; **George F. Duffy**, VP, sales, to chief operating officer; **Lee Abrams**, Burkhardt/Abrams/Douglas/Elliott and Associates, Atlanta, to director, corporate programing. Company owns WEJL(AM)-WEZX(FM) Scranton, Pa.; WDIZ(FM) Orlando, Fla.; WTTR(AM)-WGRN(FM) Westminster, Md.; KMYZ-AM-FM Pryor, Okla.; KLTD(FM) Lampasas, Tex., and WQFM(FM) Milwaukee.

Gary S. Bryson, executive VP, strategy and planning, American Television & Communications, Englewood, Colo., named VP, development, Diversified Group, U.S. West Inc., Englewood.

R. Geoffrey Vargo, president, radio group, Sarkes Tarzian Inc., Bloomington, Ind., named senior VP, Sarkes Tarzian Inc.

Joyce Jenkins, director, operations, Commonwealth Cablevision Corp., Luray, Va., named VP, director of operations, broadcast group, Tschudy Communications Corp., Luray, which owns WALIAM)-WROG(FM) Cumberland, Md.; WBRJ(AM)-WEYQ(FM) Marietta, Ohio; WCRO(AM) Johnstown, Pa., and WMQC(FM) Westover, W. Va. **Numa Fabre**, general manager, WFGM(FM) Fairmont, W. Va., named director, VP, acquisitions, broadcast group, Tschudy Communications Corp.

Hugh Breslin, general manager, WHAG-TV Hagerstown, Md., named VP and general manager.

Raymond P. Maselli, VP, sales and programing, WGRZ-TV Buffalo, N.Y., named general manager.

Marvin Easley, associate professor, Tennessee Temple University, Chattanooga, named general manager, noncommercial WLBF(FM) Montgomery, Ala.

David J. Baronfeld, general sales manager, KOME(FM) San Jose, Calif., joins KHIT(AM)-KSJO(FM) San Jose as VP, general manager.

Laura Dean Johnson, announcer and producer, noncommercial WUWF(FM) Pensacola, Fla., named station manager, noncommercial KASU(FM) Jonesboro, Ark.

Robert L. Wikstrom, station manager, KKFX(AM) Seattle, named station manager, KCWT(TV) Wenatchee, Wash.

Greg Winston, sales manager, KKFX(AM) Seattle, named station manager. **Robert L. Scott**, on-air personality, adds duties as operations manager, KKFX(AM).

Marketing

Carl Clovis, president and general manager, WBRJ(AM)-WEYQ(FM) Marietta, Ohio, named VP, general sales manager, Tschudy Communications Corp., broadcast group, Luray, Va.



Leslie

Robert B. Leslie, South Carolina sales manager, WLOS(TV) Asheville, N.C., joins Leslie and Others Inc., Greenville, S.C., advertising and marketing firm, as co-president and partner.

Appointments at Ammirati & Puris Inc., New York: **Stephen Puris**, VP, management supervisor, to senior VP, management supervisor; **Stephen Felter**, VP, managing director, direct marketing group, to senior VP, managing director, direct marketing group; **Marcus Kemp**, VP, art supervisor, to senior VP, associate creative director.



Cetera

Andrea J. Cetera, director, syndication sales, AGB Television Research, New York, joins WTZA(TV) Kingston, N.Y., as general sales manager.

Tom Griffiths, independent media marketing consultant, Bell Canyon, Calif., joins Chuck Blore & Don Richman Inc., Hollywood, Calif., as VP, marketing.

Ali Shepherd, account executive, KMEL(FM) San Francisco, named local sales manager.

Armand C. Grez, VP, account executive, John Blair & Co., New York, named national sales manager, WHIT(TV) Concord, N.H.

Jeff Vanderbeck, account executive, WALY(FM) Bellwood, Pa., named sales manager.

Appointments at BBDO Worldwide Inc., New York: **Glen Gilbert**, **Rich Kronengold** and **Janet Presley**, account supervisors, named management representatives.

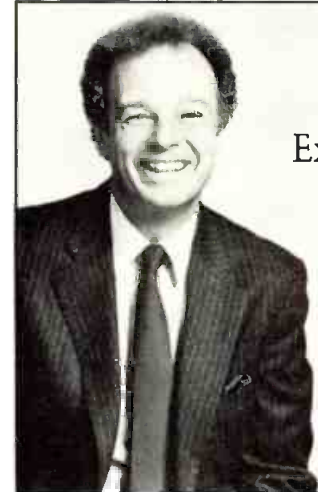
Appointments at Seltel Inc.: **Thomas M. Levee**, sales coordinator, raiders team, Los Angeles, to account executive, red sales team, Los Angeles; **Thomas F. Cassaro**, account executive, blue sales team, to sales manager, red sales team, New York; **Cheryl Zuckererman**, national account executive, Gillett Television Sales, New York, to account executive, rebels sales team, New York. **Allison Eppner**, media buyer, D'Arcy, Masius, Benton & Bowles, New York, to account executive, rebels sales team, New York.

Appointments at Katz Communications Inc.: **Marion Schneider**, coordinator, corporate promotion and special events, New York, to manager, corporate promotion, special events; **Bruce Kallner**, sales trainee, to sales executive, white sales team, Katz American Television, New York; **Mary Anne Wilkinson**, media buyer, Grey Advertising Inc., New York, to sales executive, Katz Independent Television, New York; **Robert Keller**, sales trainee, to sales executive, red sales team, Katz American Television, New York; **Rob Geils**, research analyst, to research manager, eagles sales research team, Katz American Television, New York; **Valerie Punwar**, broadcast media buyer, Foote, Cone & Belding, San Francisco, to sales executive, Katz Continental Television, San Francisco.

Appointments at D'Arcy, Masius, Benton & Bowles Inc., Chicago: **Julie Dalla Betta**, junior negotiator, regional spot buying office; **Carolyn Koester**, junior negotiator, regional spot buying office, and **Kathleen Malloy**, broadcast assistant, regional spot buying office, named broadcast negotiators.

Erik Pearson, graduate, Northeastern University, Boston, joins WSSH(AM) Boston-WSSH-FM Lowell, Mass., as account executive. **Nancy Alpern**, independent college representative, Capitol Records, Boston, named account executive, WSSH-AM-FM.

Dean Darley, account executive, XHRM-FM



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Tijuana, Mexico, joins KKYY(FM) San Diego as account executive.

Anthony Vella, VP, sales manager, LBS Communications, New York, named account executive, Petry Television, hawks sales team, New York.

Programing

Robert Riesenberg, senior VP, director, program development, BBDO Worldwide, New York, named president, Maltese Productions and Maltese Video Partners.

Allen Sabinson, VP, motion pictures for television, ABC Entertainment, Los Angeles, named VP, motion pictures for television and mini-series.

John Matoian, VP, program development, New York, named VP, dramatic program development, CBS Entertainment, Los Angeles. **Tim Flack**, senior VP, talent and casting, Columbia Pictures Television, Los Angeles, named VP, comedy program development, CBS Entertainment, Los Angeles.

Univision Holdings Inc., New York, announced new officers for Univision Network division, completing management structure reorganization. Appointments are: **Blaine Decker**, director, sales and marketing, to senior VP, business development; **Browning Holcombe Jr.**, director, sales, network/spot, to senior VP, director, sales and marketing; **Raul Torano**, VP, corporate development, Univisa, to VP, network sales manager; **Peter von Gal**, manager, affiliate and independent sales

groups, MMT Sales, New York, to VP, spot sales manager; **Karen Anderson**, director, spot sales, to VP, director, marketing; **Rosita Peru**, director, programming, to VP, program director; **Guillermo Martinez**, director, news and public affairs, to VP, news director; **Tony Oquendo**, general manager, network operations center, Laguna Niguel, Calif., to VP, director, operations; **Emma J. Carrasco**, director, corporate communications, Univisa, to VP, director, communications and advertising.



Catalano

group, Luray, Va.

Robert Kahn, producer, Ciani/Musica Inc., New York, opens own film and commercial music firm, RK Music, New York.

Laurence E. Rebich, VP, marketing, Lifetime, New York, joins Viacom Satellite Networks Inc., New York, as VP, marketing and planning.

Laurie Levit, senior VP, television movies and mini-series, Columbia Pictures Televi-

Marianne Catalano, Western division manager, King World Productions Inc., Los Angeles, named VP, Western regional manager.

Pete Hunter, manager, WMQC(FM) Westover, W. Va., named VP, director, programming, Tschudy Communications Corp., broadcast

sion, Los Angeles, named executive VP, Republic Pictures Productions Inc., Los Angeles.



Ross

Marcia S. Ross, partner, Holstra/Ross Casting, Los Angeles, named VP, talent and casting, Warner Bros. Television, Burbank, Calif.

John Reisenbach, VP, national advertise sales, All American Television Inc., New York, named senior VP, national advertise sales.



Reisenbach

Adrienne Benton, director, marketing, international television group, Children's Television Workshop, New York, named VP, marketing and program development, international television group.



Benton

Mike Dunlop, VP, marketing and sales, WPWR-TV Gary, Ind.

named VP, newly formed central division, Raycom Inc., Chicago, producer and marketer, the Big Ten.

Albert Spevak, executive VP, Delilah Films Inc., Los Angeles, named director, business affairs, NBC Productions, Los Angeles.

Tim Iacofano, director, current programs, network television division, Paramount Pictures Corp., Hollywood, Calif., named executive director, production.

Pamela R. North, contract administrator and manager, licensing and merchandising, 20th Century Fox Film Corp., Los Angeles, named director, licensing and merchandising.

Howard Davis, account executive, MJI Broadcasting, syndicated program supplier, New York, named sales manager. **Andrea Cohen**, director, promotion, and **Jill Abrams**, senior network buyer, Grey Advertising Inc., New York, named account executives, MJI Broadcasting.

Dan Hutchinson, chief editor, Tempo Productions, Tulsa, Okla., named production manager.

John Sebastian, program director, KGRX(FM) Globe, Ariz., joins KTWV-FM Los Angeles, as program director.

Pam Stevenson, producer, managing editor, KTSP-TV Phoenix, named manager, production, noncommercial KAET(TV) Phoenix.

Appointments at noncommercial KUHT(TV) Houston: **Steven Gray**, director, programming, to executive director, programming; **Yvonne S. Menuet**, director, development, to executive

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director, marketing, **Ann Crider**, associate director, development, to director, special events, community outreach.

Dana Harmon, program director, WKSJ-FM Mobile, Ala., named program director, WGKX(FM) Memphis.

Bill Stairs, operations coordinator, Olympic Broadcasting Corp., Seattle, named program director, KYUU(FM) San Francisco.

Jerry Lousteau, morning show personality, KHFI-FM Austin, Tex., named program director and morning show personality, WCAU-FM Leesburg, Fla.

Tom Bumbera, acting program director, WZTV(TV) Nashville, named program and operations director, KRRT(TV) Kerrville, Tex.

Lesla D. Walden, medical editor, Lifetime Medical Television, Los Angeles, named medical editor, Med/NIWS, NIWS Productions Inc., Culver City, Calif. **Leslie Lang**, writer, Lifetime Medical Television, Los Angeles, named medical editor, Med/NIWS, NIWS Productions Inc., Culver City.

Jeff McKee, midday announcer, KEYI-FM San Marcos, Tex., named production director and air personality, KBTS-FM Killeen, Tex.

News and Public Affairs

Richard Hutton, director, science development unit, noncommercial WNET(TV) Newark, N.J. (New York), named director, public affairs programming.

David Cassidy, Fort Worth bureau chief, WFAA-TV Dallas, joins KOTV(TV) Tulsa, Okla., as executive news director.

Buddy Singer, executive sports producer, KCBS-TV Los Angeles, named manager, sports operations.

Peter Schnell, producer-director, WCTH(TV) New Bern, N.C., named producer-director, WKBW-TV Buffalo, N.Y.

Pete McElveen, director, advertising and promotion, WJCL(TV) Savannah, Ga., named production manager, WVEC-TV Hampton, Va.

Chip Tarkenton, sports director, WLOS(TV) Asheville, N.C., named *Eyewitness News* sports director, WXEX-TV Petersburg (Richmond), Va. **Carole Meekins**, co-anchor, WAKA (TV) Selma, Ala., named 6 p.m. co-anchor, reporter, WXEX-TV. **Teresa Luce**, reporter, WXEX-TV, named anchor, *Eyewitness News First Edition*.

Bobby Estill, weekend sports anchor, WNEV-TV Boston, named sports director and lead sports anchor, KCST-TV San Diego. **Kevin Hunt**, sports anchor, WISN-TV Milwaukee, named weekend sports anchor, KCST-TV.

Al Keck, sports director, KCST-TV San Diego, named sports director, WTSP-TV St. Petersburg, Fla.

Emerald Yeh, weekend co-anchor, KRON-TV San Francisco, named co-anchor, *Live at Five*. **Bob Rockstroh**, producer, KPIX(TV) San Francisco, named producer, *Late Edition*, KRON-TV.

John Miller, backup weather anchor, WFAA-TV Dallas, named producer-anchor, WKJG-TV Fort Wayne, Ind. **Linda Gebhart**, graduate, Indiana University, Bloomington, Ind., joins WKJG-TV as news reporter.

Tammy Garrison, weekend weather anchor, WATE-TV Knoxville, Tenn., joins WBKO(TV) Bowling Green, Ky., as weather anchor, 6 and 10 p.m. newscasts. **Ed Taylor**, graduate, University of Oklahoma, Norman, Okla., named videographer, WBKO(TV).

David Stanton, business and economics reporter, WIS-TV Columbia, S.C., adds duties of anchor and producer, *Mid-Day Report*.

Glenn Therrien, producer, *Action News Midday*, WXYZ-TV Detroit, named producer, 5 p.m. *Action News*. **Christine Sloat**, freelance producer, Detroit, named executive producer, *Kelly & Co.*, daily talk and information show on WXYZ-TV.

Michelle Pierce, producer, 6 p.m. *Action News*, WOWR-TV Huntington, W. Va., named executive producer, *Action News*.

Bob Kirby, program director, KLZR(FM) Lawrence, Kan., named assignment editor, non-commercial KANU(FM) Lawrence.

Laurie Rich, production manager, WNYW(TV) New York, named director, production and administration. **Penny Hageanon**, assistant production manager, named production manager. **Kathleen Petruccio**, production assistant, named assistant production manager.

Joan Drummond, anchor-reporter, WPSD-TV Paducah, Ky., named anchor-reporter, WICS(TV) Springfield, Ill.

Judy Simpson, 6 p.m. anchor and host, *Our Town*, public affairs show, WVNY(TV) Burlington, Vt., joins WHLL(TV) Worcester, Mass., as principal anchor, producer and host, 27 West, daily talk show.

Bob Grossi, host, *Cash Explosion*, Ohio state lottery game show, named anchor, WBNS-TV Columbus, Ohio.

Brigitte Quinn, news-anchor, WINS(AM) New York, named morning co-anchor, WCBS(AM) New York.

Topper Shutt, weekend weather anchor, WFMV-TV Greensboro, N.C., joins WUSA(TV) Washington as weekend weather anchor.

Doug Hill, weekend weather anchor, WUSA (TV) named anchor, early edition, *Eyewitness News*.

Thomas R. Melville, general assignment reporter and weekend anchor, KCAU-TV Sioux City, Iowa, named co-anchor, *News 31 Late Report*, WNNE-TV Hartford, Vt.

Mark Schumacher, general assignment correspondent, KXAS-TV Fort Worth, joins WCBS-TV New York as Long Island correspondent.

Doug Lezette, anchor-reporter, WMGC-TV Binghampton, N.Y., named general assignment reporter, WTDG-TV Savannah, Ga.

Eric Brown, sports anchor and reporter, WISCTV Madison, Wis., named sports reporter, WBBM(AM) Chicago.

Bob Siegel, reporter, WCAU-TV Philadelphia, joins KUSA-TV Denver as reporter.

Paul Morrison, reporter-anchor, WKRQ-TV Mobile, Ala., joins WTHR(TV) Indianapolis as reporter.

Scott Connell, weather anchor, WPTF-TV Raleigh, N.C., named weekend meteorologist, WYOU(TV) Scranton, Pa.

John Boel, investigative reporter, WREX-TV Rockford, Ill., named reporter, WLKY-TV Louisville, Ky.

Promotion and PR

Kathleen Wyer Lane, president, Wyer Communications, corporate communications and public relations firm, New York, joins Home Box Office, New York, as manager, corporate public relations.

James B. Campbell, controller, Tin Man Enterprises Corp., audio and video tape duplication company, St. Louis, named controller, The Kamber Group, public relations and marketing firm, Washington.

Bob Dickinson, president, Bob Dickinson Associates, public relations and marketing firm, Atlanta, joins Turner Broadcasting System, Atlanta, as public relations manager, *Goodwill Games*.

Stacy Okonowsky, president, SHO BIZ Productions, marketing and promotion firm, Los Angeles, named director, marketing and research, KBIG(FM) Los Angeles.

Michele Dannin, promotion coordinator, WMZQ(AM) Arlington, Va.-WMZQ-FM Washington, named director, marketing.

Renee Ickson Young, president, The Media Outlet Public Relations Co., New York, joins The Lippin Group as senior account executive.

Wayne A. Roberts, account executive, Burson-Marseller, Toronto, named senior account executive, Ketchum Public Relations, Atlanta.

Mary Lane Felder, news promotion producer, WXH(TV) Winston-Salem, N.C., joins WHTM-

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The Performance Company





Kevin O'Sullivan, former chairman and chief executive officer, Worldvision Enterprises Inc., forms his own production company, Kenmare Productions Inc. Based in Westbury, N.Y., the firm will concentrate on mini-series and made-for-TV movies. Future theatrical productions are also possible.

TV Harrisburg, Pa., as promotion manager.

Jody Green, producer, WNYW(TV) New York, joins Thompson & Bender Media Relations Inc. as broadcast media coordinator.

Technology

James J. Shields, president, microphone unit, LIN Broadcasting Corp., Philadelphia, joins Comcast Corp., Bala Cynwyd, Pa., as president, new cellular communications division, established through purchase of American Cellular Network Inc., and VP, Comcast Corp.

Norris (Phil) Phillips, manager, WBUC(AM) Buckhannon, W. Va., named VP, director, engineering, Tschudy Communications Corp., broadcast group, Luray, Va.

John McDermott, VP, chief technical engineer, Home Dish Only, satellite programming company, New York, named VP, technical operations.

John F. Delissio, owner and founder, International Business Consultant, New Jersey, named VP, marketing, Acrodyne Industries, broadcast equipment manufacturer, Blue Bell, Pa.

Joe Berini, chief engineer, WNYW(TV) New

York, named director, operations and engineering.

William Greenfield, lighting director, CBS News, New York, named lighting designer, *World Monitor*, television presentation of *The Christian Science Monitor*, Boston.

Greg Scheiner, product specialist, EECO Inc., video products producer, Santa Ana, Calif., named field sales manager. **Leslie Bills**, order specialist, named telemarketing manager.

Marjorie Ruhlmann, director, marketing, Ferco Inc., motion picture and television equipment supplier, New York, joins Arriflex Corp., equipment manufacturer, New York, as assistant operations manager.

Chris Sterling, Martin Audio, Hycombe, England, joins Electro-Voice Inc., equipment supplier, as project engineer, Buchanan, Mich.

Bob Michaluk, president, Magnum Ventures, Tulsa, Okla., named account representative, SCS Radio Network Services, audio and data delivery company, Tulsa. **Jan Stukey**, sales manager, Honeywell Protection Services, Tulsa, named account representative, SCS Radio Network Services, Tulsa.

Greg Smith, regional sales manager, Amperex Corp., Palatine, Ill., named sales manager, broadcast products, EEV Inc., Palatine, Ill.

Allied Fields

Josh Mayberry, radio broker, Mahlman Co., Bronxville, N.Y., and **Carol Gilbert Mayberry**, former VP, radio division, Katz Communications Inc., form Capstone Communications Inc., brokerage firm, Saddle River, N.J.



Hirschfield

C.J. Hirschfield, director, marketing, Pacific Video Resources, San Francisco, named VP, industry affairs, California Cable Television Association, Oakland, Calif.

Academy of Television Arts and Sciences, Burbank, Calif., elects officers:

Leo Chaloukian, president, Ryder Sound Systems Inc., to first VP; **Jan Scott**, member, art directors branch, to second VP; **Susan Simmons**, governor, daytime programming branch, and VP, creative affairs, Kelly Entertainment Co., to secretary; **Margaret Loesch**, governor, children's programming branch, and president, Marvel Productions Ltd., to treasurer; **Jay Strong**, director, programming, KCBS-TV Los Angeles,

to VP, Los Angeles branch.

Jonathan B. Sims, manager, marketing and information analysis, AGB Television Research, New York, named VP, research, Cabletelevision Advertising Bureau Inc., New York.

Gary Klein, president, Covergent Resources Inc., consulting firm, New York, named VP, New York office, Boyden International Inc., executive search firm.

Jerry Wexler, president, NBC Enterprises, New York, forms J.D. Wexler Associates, international broadcast communications consulting firm, New York.

John Metelski, VP, operations, Maxell Telecom Plus, Washington, joins Malarkey-Taylor Associates Inc., Washington, as VP, mobile radio systems, investments and project management. **Andrew R. Gefen**, assistant VP, financial services, appraisals division, Malarkey-Taylor Associates Inc., adds duties of director, broadcast appraisals.

Julian Baim, research director, Scarborough Research, New York, named corporate research director, Birch/Scarborough Research, New York. **Alan Trugman**, account executive, broadcast sales Northeast, New York, named manager, broadcast sales, Northeast region, Birch/Scarborough, New York.

Dave Gifford, regional director, Southwest Radio Advertising Bureau, Santa Fe, N.M., forms Dave Gifford International, radio sales and management consulting firm, Santa Fe.

Robert Bodden, executive director, Wisconsin Broadcasters Association, Madison, Wis., retires from broadcast career after 48 years. Bodden served as owner and general manager of WTOQ(AM)-WKPL(FM) Platteville, Wis., formerly WSWW-AM-FM, from 1955 through 1982.

Deaths

George Williams, 62, died of heart failure, Aug. 18 at hospital, DuBois, Pa. Williams began his career at WCED(AM) DuBois, as junior announcer. After serving in Army during World War II and attending Pennsylvania State University, Williams rejoined WCED (AM) and was appointed commercial manager. By 1956 he was general manager of WCED(AM)-WOWQ(FM) DuBois. Williams was subsequently elected president of Pennsylvania Broadcasters Association. He is survived by his wife, Nancy, and two sons.

Joseph P. Wilkins, 85, died July 7 in Denver hospital. Wilkins joined KFBB(AM) (now KEIN(AM)) Great Falls, Mont., as announcer in 1932. Wilkins founded KFBB-TV Great Falls in 1954. Wilkins was president of Montana Radio Stations Inc., forerunner of present Montana Broadcasters Association. He is survived by one daughter and one son.

Thomas G. Phillips, 58, media consultant, died July 29 in hospital, Toms River, N.J. He started his media career as spot broadcast seller with Standard Brands Sales Co. In 1970 he joined Harold Cabot & Co., Boston, and eventually became media consultant for La Marca Group Inc., New York. Phillips was most recently VP, sales, Video Media Marketing Ltd., N.Y.

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Chuck Fries: Staying in top long-form

Out of college and working in the family produce business in Cincinnati in 1952, Chuck Fries was looking for a way to express his creative impulses beyond the confines of his home town. That opportunity came in the form of a call from his uncle, who was treasurer for Cincinnati-based Ziv TV, then on the way to becoming the most powerful TV syndication company of its day. His uncle's offer—go to Ziv's Hollywood branch as an accountant overseeing petty cash and, as his uncle put it, keep an eye on "those Hollywood guys." The 58-year-old Fries has been keeping an eye on "those Hollywood guys" ever since.

Probably the industry's most prolific long-form TV producer, with well over 100 made-for-TV movies to his credit, Fries has also managed to clock considerable time as an industry activist propagating the creative energy and enthusiasm he himself first experienced in television's early days.

Head of his own independent production company since 1974 and with his own star on Hollywood's Walk of Fame, Fries's most recent hits include network TV movies *LBJ: The Early Years* and *Blood Vows: The Story of a Mafia Wife* and the 1980's mini-series *The Martian Chronicles* and *A Rumor of War*, as well as scattered network and first-run series.

At the same time, Fries has chaired the Caucus of Producers, Writers and Directors, served as governor of the Academy of Television Arts and Sciences and president of the Alliance of Television Film Producers and now chairs the American Film Institute's Television Committee.

Friend and fellow producer Leonard Stern calls Fries "an anomaly...one of those who loves what he is doing and have a romance which is contagious." He adds that "Chuck is committed to excellence and internal organization that reflects pleasure in coming to work."

Fries has been described by colleagues as a tough negotiator and an emotional man, but long-time associates like Jerry Katzman, worldwide head of television for the William Morris Agency, also see Fries in recent years as having grown "much more fun-loving, more gregarious." That despite some hardships earlier this decade, including bypass surgery and a divorce (he remarried last year).

Although his reputation was made largely in long-form TV, Fries's background ties him to a long and varied list of familiar television shows. Beginning with Ziv, where he quickly moved up from accounting to a succession of executive production roles, he was on hand for such early TV successes as *The Cisco Kid*, *Highway Patrol* and *Sea Hunt*.



CHARLES WILLIAM FRIES—Chairman of the board, president and chief executive officer, Fries Entertainment Inc., Los Angeles; b. Sept. 30, 1929, Cincinnati; BA, business administration, Ohio State University, Columbus, Ohio, 1950; worked in family produce business, 1950-52; executive in charge of studio operations, Ziv Television Programs, 1952-1959; vice president, production administration, Screen Gems 1959-1967; vice president, production administration, Columbia Pictures, 1967-1970; executive vice president, production, Metromedia Producers Corp., 1970-1974; president and chairman of the board, Charles Fries Productions, 1974-1984; present position since 1984; m. Ava Ostern, Oct. 18, 1987; children (by previous marriage)—Butch, 36; Tom, 34; Suzanne, 32; Chris, 28; Dyanne, 27; Michael, 25; Alice, 24; John, 20

Later, at Screen Gems, Columbia Pictures' television arm, he was involved in a number of the 1960's biggest sitcoms, among them *Bewitched*, *I Dream of Jeannie*, *Gidget*, *Hazel* and *Dennis the Menace*.

Then, after a two-year stint in Columbia's theatrical business, Fries moved to Metromedia Producers Corp., simultaneously starting his own independent production company. Among the nine series for which he had production responsibilities were *The Undersea World of Jacques Cousteau* and *National Geographic* specials, and while there he also produced and/or supervised some 30 made-for-TV movies.

Since going independent in 1974, Fries has issued a steady stream of long-form and other projects, including several TV movies or mini-series a year for network television, occasional network series (the most recent being *Supercarrier* on ABC) and, more recently, movies for pay television and theatrical release. And Fries is no longer just a producer. After his company went public in 1984, he expanded, most importantly into distribution.

The producer-executive is also coming to

grips with an era of increased deficit financing of network projects, accompanied by a weakening of the domestic syndication market. The reality of both has squeezed the company, and the industry, financially.

The company's stock has also plummeted since early 1986 and now hovers below the \$2 mark. Fries argues his stock and those of entertainment companies in general are depressed because of overly aggressive investment and unrealistic expectations generated on Wall Street.

But in the interim, Fries, like other producers, has looked to build the bottom line not only through greater cost controls, but also through international syndication, where his business has grown 100% each year for the last four years. In addition, the search for project backing from cable programmers and through international coproduction ventures has become increasingly important, he says.

But Fries acknowledges that television "was a much easier business to gauge before the last decade. I had a meeting with a network president recently and we were talking about those days when it was fun to be in the business. It's tougher these days. The network used to be like one-stop shopping. Now there are six or eight or 10 customers and very few are capable of total funding. Today it's an unbelievably diffuse business."

He believes the changes do not mean the traditional reliance on the networks by long-form producers will vanish. The networks still wield a powerful influence on which projects are produced and which languish.

Fries may also woo cable programmers like Turner, USA Network, HBO and Showtime (which has an upcoming Fries mini-series *Neon Empire*). But his production for broadcast network and syndication this coming season remains extensive, including new syndicated shows, three or four network development deals, two movies (*Bridge of Silence* for CBS and *Double Standard* for NBC), an Australian mini-series coproduction (*Emma, Queen of the South Seas*) and a four-hour mini-series on French Revolutionary War hero Marquis de Lafayette.

Still a booster of the TV movie form, he argues it is "going to be with us forever. The TV set is a fantastic way to show movies." He expresses greater doubts, however, about the future of long mini-series, such as the 18-hour *War and Remembrance* airing on ABC this fall and next spring, or even six-to-eight-hour mini-series.

With the perspective of more than three decades in this young industry, Fries sees less change than one might expect. "There is only so much you can do with a TV program," he says, asking: "Is baseball a different game from when Abner Doubleday played it? There may be differences, but it's still the same ball game." ✎

ABC is expanding Sunday morning programming by moving *The Health Show* from Saturday to Sunday, where it will be fed at 9:30 a.m. and 10:30 a.m. Half-hour news show will join *Business World* and *This Week with David Brinkley*. News division president, **Roone Arledge**, said division is also considering combination of *Health* and *Business* into single, longer show that would compete with *CBS Sunday Mornings with Charles Kuralt* and NBC's *Sunday Today*. One idea reportedly being considered would be program modeled after Sunday newspaper, with segments exclusively devoted to health, business, travel, sports and book reviews. Said Arledge: "What we are trying to do right now is sound out affiliates." *The Health Show* is still without permanent anchor since Paula Zahn switched to co-anchor *ABC World News This Morning*. Correspondents handling anchor duties have been Karen Stone and Hilary Bowker. News division spokesperson, **Julie Vecchione**, said time currently occupied by *The Health Show* will be filled by moving back *ABC Weekend Special*, currently fed at 1 p.m., which will be turned back to affiliates. Second feed of *Business World* will also change, from 12:30 p.m. to 11 a.m.

Michael Gartner, NBC's new news division president, continued to make structural changes begun by predecessor, **Larry Grossman**, and based on earlier recommendations of consultants. Last week it was learned that beginning next year, NBC will downgrade Houston bureau to office status, with 10-person staff reduced to two, and will possibly relocate office to NBC affiliate, KPRC-TV. Bureau chief **Ray Cullen** and correspondent **Dan Molina** will be transferred to Burbank bureau, from which Cullen will be responsible for Southwest region. News division is also considering whether to downgrade Cairo bureau. NBC also has bureaus in Cyprus and Tel Aviv and maintains option to replace correspondent in Amman, Jordan. In Atlanta, bureau chief **Vilma Cato** is expected to leave by year's end, and it's possible no replacement will be named, with responsibility going to Miami bureau chief **Don Brown**.

Sandler Capital Management and Sandler Associates said they increased their stake in **Multimedia** from 7.4% to 8.5%. Most recent filing by New York-based investment firm with Securities and Exchange Commission covers purchases made between June 1 and Aug. 17.

Radio Network Association (RNA) reported that **network radio revenues in July were \$34.1 million**, 5% increase over same period last year. Year-to-date revenues compared with last year are down 0.4%, however, at \$210 million. Report, compiled by

Ernst & Whinney for RNA, showed following July network revenue results in four markets over last year: New York, up 13% with revenue of \$20.3 million; Detroit, up 43% with revenue of \$2.8 million; Chicago and Dallas, up 8.2% with revenues of \$60 million; Los Angeles, down 5.6% with revenue of \$2.1 million. Primary growth has resulted from increase in automobile advertising, according to **Peter Moore**, RNA president.

Further confusion surrounded future of AGB and its U.S. television ratings operations last week. Fifteen percent stake in British-based market research company was announced last Thursday by **Permagon Professional and Financial Services**, controlled by publisher and financier **Robert Maxwell**. Investment by Maxwell in AGB throws into question proposed transaction between AGB and another British-based advertising and research firm, **MAI**, which was to have been put to shareholders vote today, Aug. 29. Meanwhile, AGB's television ratings service will apparently continue in suspension. Proposed plan to merge ratings data with product-purchase data supplied by MAI's U.S.-based subsidiary, **MRI**, was canceled last week because of poor response. Both ABC and NBC have declined to commit to plan. **Alain Tessier**, MAI director, said AGB may yet come up with another plan that would make use of its household sample data: "They have a kind of plan B that would put before the industry information...in more detail and more analytically." Tessier said proposal is still being drafted but that it would be "greatly scaled down" from AGB's original daily service, "information on demand as opposed to ongoing."

Lorimar Telepictures Corp. announced late last Friday (Aug. 26) that it had reached agreement in principle to sell **WPGH-TV Pittsburgh** to **Renaissance Communications**, company organized by **Warburg Pincus Capital** and **Michael Finkelstein** of **Odyssey Television**. Independent UHF would be fourth of Lorimar's six TV stations to be sold this year. One analyst estimated price at less than \$35 million.

Reiss Media Enterprises and United Media Entertainment, subsidiary of **United Cable**, have obtained domestic television rights for three-fight boxing card, **Superfights—The Greatest Boxing Show Ever**, scheduled for Nov. 4 at 9 p.m. at Las Vegas Hilton. Event will be carried on PPV outlets **Request TV**, **Viewer's Choice** and **Home Premiere Television** at suggested retail price of \$19.95, with split being 50-50 with cable operators. Rightsholders also have closed circuit and home video rights to fights, one of which will feature **Thomas Hearns's** attempt to gain record fifth title in five different weight classes.

Expectations that George Bush and Michael Dukakis would hold first presidential debate before middle of next month proved unfounded last week. Bush campaign announced that Bush does not plan to debate Dukakis before Sept. 20. That had effect of canceling two scheduled debates—one planned by **League of Women Voters** for Sept. 8 in Birmingham, Ala., and one by bipartisan Commission on Presidential Debates for Sept. 14 in Annapolis, Md. Each group had scheduled three presidential debates and one between vice presidential candidates. All are to be televised. Dukakis had committed himself to commission's debates, and had not ruled out participating in league debates. **Republican National Committee Chairman Frank Fahrenkopf Jr.** had indicated Bush would participate in commission's debates, but Bush organization had not committed Vice President to either set. Matter may be straightened out in meeting scheduled for Tuesday (Aug. 30) in Washington between Dukakis campaign chairman, **Paul Brontas**, and Bush campaign chairman, **James Baker**.

KABC-TV and KTTV, both Los Angeles, may face license renewal challenge from **Hispanic Media Coalition**, which is charging stations with inadequate hiring practices. Coalition says stations have about 12% Hispanic employees. FCC wants stations to have 15% Hispanic employees, which is half of Hispanic population percentage in Los Angeles area. Eventually, commission

Quayle's Fifth Estate record

The selection of Senator Dan Quayle of Indiana as the GOP's vice presidential candidate is "good news," according to Indiana broadcasters. Quayle gets high marks from broadcasters for being accessible and for casting votes on the industry's side of issues. He opposed codification of the fairness doctrine as well as an effort to override a presidential veto of the codification legislation. The senator also rejected a proposal calling for a tax on the transfer of broadcast licenses. And he backed industry's efforts to secure funding to reimburse broadcasters suffering interference from Cuba in retaliation for Radio Marti.

Quayle has also been a friend to cable. He not only voted for the Cable Communications Policy Act of 1984, but he voted against several amendments that would have weakened the act in cable's view. One such defeated amendment—offered by Senator Lloyd Bentsen of Texas, Quayle's counterpart on the Democratic ticket—would have grandfathered all existing franchising agreements. Quayle also sided with the cable industry two years ago in opposing home satellite legislation offered by Senator Albert Gore (D-Tenn.).

Barter to break billion-dollar barrier

The Advertiser Syndicated Television Association (ASTA) announced that the barter syndication market will reach the \$1-billion mark in 1988, one year ahead of projections. Tim Duncan, ASTA's executive director, gave several reasons for barter's rapid growth, from \$400 million during the broadcast season of 1983-84 to the \$1 billion expected in 1987-88.

Duncan said that not only has the number of first-run shows increased in the last five years, but the quality of those shows has increased as well. There are 116 first-run series being produced for syndication today, as compared to 60 five years ago. Duncan pointed to Paramount's *Star Trek: The Next Generation*, with a per-episode budget of \$1.2 million, as a network-quality show currently in first-run syndication. In addition to an increase in the number of series, the number of specials has grown also, from 189 in 1983 to 370 in 1987.

Duncan also pointed to the growth of independent stations and the willingness of affiliates to preempt network programming for syndicated product. Citing figures from the Association of Independent Television Stations, Duncan said that the markets containing independent stations have increased from 46 in 1977 to 134 in 1987. The coverage of the country by independents in that time has risen from 62% to 90%. In the 1987-88 television season, Duncan said, network affiliates preempted some 18,000 hours of network for syndicated programming. "Affiliates are becoming far less tolerant of a network show that is very weak, especially if there is a potentially profitable syndicated show waiting in the wings," he said.

wants stations' hirings to fully reflect population breakdown.

Fox has apparently done fast footwork and made some major concessions to keep KSTU-TV Salt Lake City as affiliate. After meeting with Jamie Kellner, president of Fox Broadcasting, on Thursday, Aug. 25, station decided to renew affiliation, after getting Fox to allow station to dump low-rated Saturday night schedule and *Late Show* and to provide station with promotional resources including making cast members available. Milt Jouffas, station manager, said station will schedule *Star Trek: The Next Generation*, *War of the Worlds* and *Freddy's Nightmare* on Saturday night.

Outlet Communications has engaged Gary Stevens & Co. to help in sale of KIQQ(FM) Los Angeles and WIOQ(FM) Philadelphia. Stations are expected to bring about \$75 million.

Home Box Office is exploring involvement in British satellite TV service Superchannel, but HBO source last week denied published reports it was joining in consortium with Turner Broadcasting or United Cable to take stake in U.K. channel. HBO spokesman said pay service has had "preliminary, exploratory conversations about possible involvement in Superchannel," and talks are ongoing. TBS held talks on Superchannel share earlier this year (BROADCASTING, May 9), but interest cooled in late spring after British media conglomerate Virgin Group upped its own stake in program service. TBS had no comment on its current interest. United Cable representatives could not be reached last Friday, but company has growing interest in off-shore TV, with former Senior VP of Marketing and Programming Nimrod Kovach next month expected to add responsibilities for United's foreign cable operations.

News Corp. Ltd., parent of Fox Broadcasting Co., posted earnings of \$128.1 million for quarter ending June 30, down 67.5% from U.S. dollar equivalent of earnings for same quarter one year ago. Australia-based company said that profitability gains for quarter and fiscal year ending June 30 had been hurt by "lower profits for

television stations and filmed entertainment operations in the United States," as well as higher interest expense and lower dividend income. Company also classified startup costs for Fox Broadcasting Co. as extraordinary loss for the year, and included it in listing of \$99 million "new business start up and termination costs." News Corp.'s fourth-quarter revenues were \$1.2 billion, up 23% from last year's corresponding U.S. dollar figures. For fiscal year, U.S. revenue, accounting for 42% of the company's operations, declined to equivalent of \$1.8 billion; U.S. operating profit, before extraordinary loss from Fox, accounted for 40% of operating profit of \$299 million. Worldwide revenue for News Corp. grew 13% to equivalent of \$4.4 billion, while net income fell 43% to \$341.3 million.

Group W Productions said last week it will proceed this fall with Woody Fraser's remake of *Life's Most Embarrassing Moments*, which Group W unveiled at NATPE last winter. Fraser produced version of program for ABC several years ago when "bloopers" were commanding high ratings. Weekly half-hour show will cost stations two-and-a-half minutes of national barter time and has been picked up by 115 stations covering 82% of country. NBC-owned stations have taken show in New York, Los Angeles and Chicago. Show is being produced by Fraser in association with Reeves Entertainment and will be hosted by Roy Firestone, who does on-air commentary for ESPN as well as pre-game Los Angeles Lakers program in Los Angeles.

FCC has found Tele-Communications Inc. cable system in Chicago, Chicago Cable TV, to be in compliance with commission EEO rules.

TCI said audit was initiated by FCC, and resulted from agency desire to examine largest system of largest MSO. TCI also announced last week that it was making \$1.2-million donation to Muscular Dystrophy Association, which will be presented during Labor Day telethon on Sept. 5. Donation grew out of TCI promotional offering to donate \$5 to MDA for each new cable subscriber buying pay service for six months for \$2 per month.

Memorial service will be held for Theodore Frederick Koop at Washington's National Press Club at 6 p.m., Thursday, Sept. 22. Koop, former CBS VP who died July 7 ("In Brief," July 11), will also be remembered for his contributions at Associated Press, *National Geographic*, National Press Club, Radio-Television News Directors Association and Society of Professional Journalists, Sigma Delta Chi. There are seven scheduled speakers.



Cable ready. GTE has begun laying cable plant for its testbed project in Cerritos, Calif., while it awaits FCC approval to build the fiber optic portion of its proposed plants. The company held an open house for residents, giving them a preview of what services are in store on Aug. 13. Pictured are (l-r): David Anderson, president of GTE California; Charlotte Robak, president of Apollo Cablevision; Thomas Robak, president of T.L. Robak, the construction company building the system (the Robaks are married), and James Johnson, chairman of GTE Corp.

Editorials

Against the wind

All's fair, they say, in love and war—and, presumably, in politics. Nonetheless, it's hard to resist a sense of outrage when one sees what the Congress has done in an effort to debilitate the FCC. Charged with sorting out some of the most critical telecommunications issues of our time, the commission has been denied the most important resources it needs to solve them: two more members. Qualified candidates—Brad Holmes and Susan Wing—have long awaited the Senate's pleasure, and now no longer even twist in the wind. Meanwhile, the agency is reduced to a bare quorum, unable to function at all when any of the three incumbents leaves the room, and with the chairman locked in a partisan minority (his one Republican to their two Democrats).

It's to the credit of all three remaining on the eighth floor—Chairman Dennis Patrick and Commissioners James Quello and Patricia Diaz Dennis—that things aren't worse than they are. Progress isn't breakneck at the FCC these days, but there is no stalemate. Indeed, depending on the political breaks, the initiatives already put forward may yet go all the way. There may indeed be comparative renewal reform, with abuse of process consigned to the past. Ownership rules may be reexamined. Recommendations to Congress on telco-cable entry could be propounded. The network rules could be updated and the compulsory license inquiry brought forward.

No thanks to Capitol Hill.

Press on

The latest knock against the press, Fourth and Fifth Estates alike, is not a new one. In its frenzy for a story, any story, its critics claim, the news media have unfairly trampled on vice presidential nominee Daniel Quayle, browbeating him with questions about whether family influence was used to get him a spot in the National Guard and about a Florida golf trip involving a female lobbyist and several fellow politicians.

The media have indeed been persistently inquisitive, which is neither surprising nor particularly untoward conduct for journalists. After all, the Quayle name, personal history and political record were question marks in the minds of a majority of Americans when the news of his selection was broken during the Republican convention. (Some have suggested the timing of the announcement was meant to add spice to an otherwise pro forma convention/media event. If so, it worked, although not quite as planned.) The press, in its attempt to fill in those question marks, raised questions pertaining to the character of a potential President; it continues to dig for answers.

When media coverage serves the purposes of a political party—to provide a national platform for its national platform—its presence is anything but intrusive. But when it pursues a story that might tarnish the party image or its candidate's chances, it is suddenly a reckless interloper. Such quixotic esteem is understandable given the partisan political agenda being pursued, but the resulting criticisms, raised to the level of weighty philosophical dilemma, should be taken with a cellarful of salt. The glare of media attention that naturally focuses on a potential President is undeniably great, as are the responsibilities of that office. But that glare does not distinguish between party affiliation. Republicans who have accused the "liberal press" of conservative bashing are forgetful elephants. Just ask former Democratic presidential front runner Gary Hart or candidate Joe Biden whether the door swings both ways. Should it swing at all? Yes. The alternative is government behind closed doors.

News to them

As this week's special report on journalism makes clear (see page 35), the quest to satisfy the burgeoning appetites of a news-hungry audience has kept Fifth Estate journalists busy, and that despite tighter budgets and more cost-conscious front offices. That appetite extends beyond what might traditionally have been classified as news.

One question raised in the report concerns the classification of so-called reality-based programs—including such shows as *People's Court*, *America's Most Wanted*, *Oprah Winfrey* and a string of Geraldo Rivera specials. The proliferation of such shows has helped broaden and blur the definition between news and entertainment, and although purists might balk at basketball playing rats on the nightly news, according to Radio-Television News Directors Association President Ernie Schultz, research has shown that audiences believe information on such topics as how to buy a car or how to be popular is news. "A lot of hardliners believe that's not news," he said "but what they think and I think [and what this page thinks] is immaterial, because the audience perceives that as news." We would guess the genre is big enough to encompass both fish and fowl.

Editor's editor

This issue marks the retirement from BROADCASTING of Edwin H. James, senior editorial consultant and editorial page editor, whose name first appeared on this magazine's masthead on Dec. 17, 1945. As reporter, writer and editor—a 42-year tour including six as managing editor and 21 as executive editor—his contribution to the content, execution and accuracy of this magazine and his influence on its past and present staff cannot be overstated, nor can they be done justice in these few words.

Nowhere has that influence been greater felt than on this page, to which he has brought experience, insight and an unparalleled way with words. Not to mention a courage to match his convictions. He has, without deflection or compromise, held hard to the course of achieving full First Amendment rights for the Fifth Estate, the goal set down by Sol Taishoff at this magazine's founding. Headway has been made toward that end, but there remains a formidable way to go. For his successors, the principles won't change; the challenge will be in hewing to them with the same verve, eloquence and style.

There couldn't be a tougher act to follow.



"I really don't think they'll be able to read that from Cuba."

Metropolitan Broadcasting Corporation

has sold the assets of

WOMC-FM
Detroit, MI

to

Infinity Broadcasting Corporation

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

MORGAN STANLEY & CO.
Incorporated

June 7, 1988

Metropolitan Broadcasting Corporation

has sold the assets of

WWBA-FM
Tampa-St. Petersburg, FL

to

Cox Enterprises, Inc.

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

MORGAN STANLEY & CO.
Incorporated

August 8, 1988