

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 19

The
Hour
works.

T.J. Hooker
The Hour



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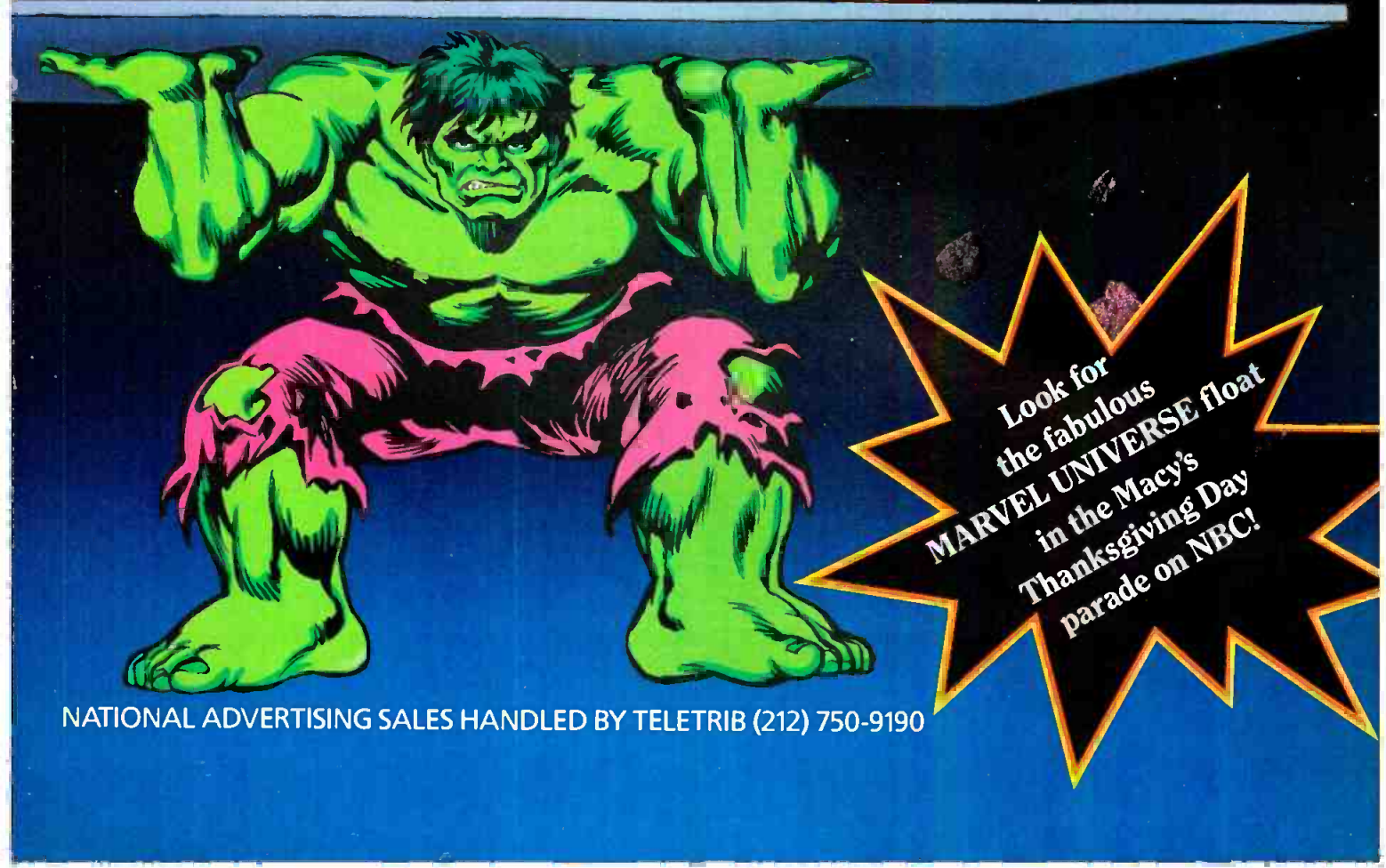
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Radio Station Brokerage & Financing

Broadcasting Oct 19

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ANOTHER HELPING FOR CABLE □ CAB says that cable's share of local advertising pie has increased significantly in 1987; it is expected to double in next three years. **PAGE 56.** Two top 10 cable MSO's report record quarters. **PAGE 60.**

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Change of heart

Television networks had more company for their carriage last week of replacement NFL football yesterday and today (Oct. 18 and 19) than they had in first two weeks. Some advertisers who had boycotted earlier replacement games were back in fold. General Motors was said to be back "in a big way." Word was that with end of strike company wanted quickly to return to NFL advertising, its most important television advertising vehicle in fall season. Also back were GTE and Coors. Ford, which vowed at start of strike to boycott all replacement games, was true to its word and stayed out of Oct. 18-89 NFL telecasts (see story, page 30).

VCR's: going up

While Arbitron and Nielsen put VCR penetration at around 50%, Frank Magid & Associates, which tracks such things for Hubbard Broadcasting, says it is close to 60%. Magid's August survey of 1,000 homes found 59% already owned machines. Of remainder, 44% said they were "very likely" to buy one within year. Similar surveys by Magid in 1984 and August 1986 estimated penetration at 18% and 51%, respectively.

Political pitch

Cabletelevision Advertising Bureau has selected Jan. 15 as date for political advertising workshop in Washington. CAB joint seminar, with National Cable Television Association, similar to one in 1984, will be designed to show officeholders, staffers and would-be candidates how to use local cable advertising to reach target audience at reasonable rates. Day-long seminar is slated for caucus room of Cannon House Office Building. Concentration of primaries on Super Tuesday early in campaign is expected to be major pitch of cable proponents. CAB also plans mailing to operators on how to bring in ad dollars for local races.

Downside

Network radio business, which enjoyed double-digit percentage growth in past two years, is stumbling in 1987. Billings for September, \$30,958,826, are off 6% compared to September 1986, according to Radio Network Association, which relies on sales information collected each

month from network companies by accounting firm of Ernst & Whinney. For January through September, network expenditures are pacing 4% behind same period last year, at \$273,062,141.

Power lunch

Sighted last week lunching at Le Lion D'Or, upper-bracket Washington restaurant, were National Association of Broadcasters President Eddie Fritts and Allen Moore, Republican chief of staff with Senate Commerce Committee. Fritts is looking for new chief lobbyist and has said he would be prospecting among senior Hill staff members (BROADCASTING, Oct. 12).

Copyright copycat?

One of many questions left unanswered as U.S. and Canada flesh out agreement in principle on free trade zone is kind of regulation Canada will adopt to carry out promise of providing protection to retransmission of copyright programming (BROADCASTING, Oct. 12). Some U.S. and Canadian officials simply say all options are open. But one Canadian who was part of his country's trade talk delegation talked of Ottawa following U.S. example and setting up copyright royalty tribunal and imposing compulsory license obligation on Canadian cable systems that receive American signals by satellite.

Readying shingle

Former MGM/UA international TV sales head, Larry Gershman, is nearly ready to open own shop for international programming co-ventures. Move was about year in planning, says Gershman, and comes at tail end of consulting deal in overseas sales of film library for Jerry Weintraub's new enterprise, Weintraub Entertainment Group, which recently hired former CBS international salesman, Jim Landis, to head worldwide distribution.

Hollywood and HDTV

Sony Corp. hopes to tear down one barrier preventing major Hollywood studios from experimenting with high-definition video process. Company is talking to several dealers about renting Sony high-definition gear to studios, which could break deadlock between seven majors and equipment manufacturer. Studios are now in habit of renting

cameras and other equipment to save costs, and will not purchase expensive high-definition products. Sony, however, has refused to enter rental business because it wants to avoid competing with its own distribution customers.

More on HDTV

Electronics Industries Association, Washington, will soon announce high-definition television seminar to be held Jan. 8 during its 1988 International Winter Consumer Electronics Show. According to Gary Shapiro, EIA vice president, government and legal affairs, "members of Congress and leading industry figures will be speaking." Show will run Jan. 7-10 at Las Vegas Convention Center.

Local later

A.C. Nielsen Co., has told potential clients that its plans for local peoplemeter service in major markets have been pushed back. Reason: Company has its hands full working out bugs of new national PM service and wants to devote full energy to that system before tackling peoplemeter locally. One concern with Nielsen's planned local PM system voiced by potential clients is that size of proposed sample—up to 600 homes—is seen as too small. Critics want Nielsen to provide sample at least twice that size.

Redemption

Av Westin, who was removed as executive producer of ABC-TV's *20/20*, earlier this year after writing critical review of news division's management under Roone Arledge, has obtained at least one more year of employment with network. He recently produced three-hour prime time special on bicentennial of U.S. Constitution and has been assigned as executive producer of periodic *Jennings/Koppel Reports*, one-hour specials that focus on newsworthy issue. Next broadcast is scheduled for Dec. 2, and four editions of *Jennings/Koppel Reports* are planned for 1988.

Westin's old program, *20/20*, is struggling to maintain audience on Friday nights at 10 p.m., where it moved Sept. 18, after years in same time period on Thursday nights. In its first week out on Friday, show ranked 32d with 13.7/27. But in three weeks in new time period, program fell 22 notches to 54th with 10.7/20. Last season, program finished, 47th over all, with average 14.1/24.

SUPER DUCKS!



#1 PREMIERE.

There's no other way to describe our two-hour sneak preview special. The all-family, cross-demo prime-time pulling power of pure Disney entertainment proves itself once again. We outdelivered every other two-hour animated series premiere special ever. With a rock-solid 9.0 NTI cume rating and a 47% adult comp, DUCKTALES outdelivered 77 of the 92 barter movies telecast since September, 1986. From John Wayne to Steve Martin, Tom Hanks to Mickey Rourke, James Garner to Roger Moore no one outperforms Disney in prime time.*

#1 SERIES.

In market after market, DUCKTALES brings new life to children's programming. 50% time-period share increase in New York. Up 30% in Los Angeles. 33% in Chicago. 40% in San Francisco. 20% in Washington, D.C. 100% in Dallas, 213% in Houston. 266% in Atlanta and 233% in Hartford. Big increases against all competitors in virtually every overnight market.**

SUPER HIT!



Now, the first NTI ratings show that the big overnight markets are no exception. DUCKTALES is the #1 animated series of the season. And, with a generous 35% adult audience comp, DUCKTALES revitalizes the whole afternoon.**

PROGRAM	NTI RATING	PERFORMANCE INDEX
DUCKTALES	3.9	100
REAL GHOSTBUSTERS	2.9	74
SMURFS	2.9	74
G.I. JOE	2.6	67
JEM	2.6	67
JETSONS	2.6	67
BRAVESTARR	2.0	51
TEDDY RUXPIN	1.9	49
THUNDERCATS	1.6	41
COMIC STRIP	1.4	36
TRANSFORMERS	1.4	36
BEVERLY HILLS TEENS	1.3	33

DUCKTALES is the first in the new wave of children's programming. Even as you read this, Buena Vista Television is in development with more episodes, more new characters. And, standing in the wings is a whole new half-hour ready to turn DUCKTALES into the biggest children's programming block ever. Just watch our feathers now.



Where Things Stand

A weekly status report on major issues in the Fifth Estate

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

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

□

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

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—Motorola's C-Quam and Kahn Communications' single-sideband. Second report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of single-system, C-Quam standard in international marketplace. NTIA recommended to FCC that it protect C-Quam's pilot tone from possible interference. Commission's Mass Media Bureau has prepared statement on AM stereo pilot tone protection which might be reviewed during next FCC meeting, Oct. 20.

Kahn Communications has responded by petitioning NTIA "to finish its job" by undertaking direct comparison of two systems and publishing definitive study to determine which is superior. It has also submitted comments to FCC saying that pilot tone protection is "unnecessary" and that it "clearly contradicts the administration's and the FCC's avowed support of the free marketplace." Meanwhile, Motorola is claiming that standards battle is over and that new integrated circuits in radios to be released in 1988 will solidify C-Quam and stereo in general in AM marketplace.

□

Antitrafficking. Congressional interest in reinstating FCC's antitrafficking rule is building. Legislation is pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. Hill action on any broadcast legislation was put on hold

until fate of fairness doctrine is resolved but, since FCC declared doctrine "unconstitutional" and will no longer enforce it, likelihood that antitrafficking could move on its own (BROADCASTING, June 29) is said to be greater. There has been some speculation that such provision could be attached to FCC authorization that Congress is expected to move before end of year. House measure (H.R. 1187), offered by Representative Al Swift (D-Wash.), was focus of Telecommunications Subcommittee hearing. In Senate, broadcast renewal bill (S. 1277) contains provision that would reimpose rule (see "License renewal," below). Issue was raised during Senate hearings on bill July 17 and 20, where there was strong indication broadcasters are divided. NAB said it opposed reimposition of rule as stand-alone legislation, but takes no position on matter when it is part of "otherwise acceptable license renewal reform bill."

□

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

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

On Capitol Hill, House Telecommunications Subcommittee hopes to convene first of series of oversight hearings before end of October on status of cable industry three years after deregulation (BROADCASTING, Sept. 7). Important element of hearing will be testimony from cities, whose authority to regulate cable was curtailed under act. National Association of Telecommunications Officers and Advisors (organization representing cable regulators) has formed ad hoc committee to develop testimony for hearing (BROADCASTING, Sept. 28) and judging from sentiments expressed by some local regulators, there is possibility cities may suggest Congress revisit cable act. Among issues city officials may address are FCC's technical standards for cable, channel realignment, rate deregulation and impact of court decisions affecting cities' authority to grant franchises and impose requirements.

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

□

Children's television. House Telecommunications Subcommittee hearing (BROADCASTING, Sept. 21) on children's television set stage for introduction of legislation that would reinstate FCC's guidelines limiting advertising during children's programs. Bill was offered by Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Terry Bruce (D-Ill.). In addition to Markey, four subcommittee members have endorsed measure; Representative John Bryant (D-Tex.), also on subcommittee, indicated he'll introduce children's TV bill similar to one by Senator Frank Lautenberg (D-N.J.). Lautenberg's measure would require each commercial television network to air seven hours per week of educational programming designed for children and would require FCC to hold inquiries into "program-length commercials" and programs featuring interactive toys.

Action for Children's Television has asked FCC to reimpose guidelines limiting advertising to nine-and-a-half minutes per hour during "children's prime time"—Saturday and Sunday mornings—and to 12 minutes per hour during weekdays. ACT said that marketplace has failed to limit advertising time as FCC had predicted when it eliminated guidelines in 1984. ACT believes guidelines would effectively ban what it considers "program-length commercials" for toys.

ACT believes U.S. Court of Appeals in Washington set stage for its petition by remanding FCC action eliminating guidelines for children's programming on ground FCC had failed to justify deregulatory action with either facts or analysis. In another decision favorable to ACT and its allies, appeals court, in October, held that commission had erred in rejecting complaint that KCOP-TV Los Angeles had violated sponsorship identification law in failing to name Mattel Inc. and Group W Productions as sponsors of half-hour program featuring fantasy figures created and marketed by Mattel. Complaint had been filed by Los Angeles-based National Association for Better Broadcasting. Following court decision in NABB case, ACT President Peggy Charren said organization will petition FCC to declare "program-length commercial" shows for children to be violation of public interest. FCC's failure to act, according to Markey aide,

will elicit Congressional response.

□

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

Meanwhile, National Cable Television Association and Motion Picture Association of America have discussed possibility of reaching some kind of accommodation on compulsory copyright license. However, prospects for success appear bleak: MPAA President Jack Valenti described status of those talks as going "nowhere" during appearance at Eastern Cable Show in Atlanta (BROADCASTING, Sept. 7). Efforts by INTV to use MPAA-NCTA discussions as forum to reopen debate on must carry (BROADCASTING, June 29, July 20) has aggravated situation. NCTA views INTV's initiative and its compulsory license comments (which called for limiting application of license to carriage of local signals only and abolishing license for distant signals altogether) as violation of must-carry agreement that broadcast (INTV is signatory) and cable industries reached last year. INTV, nevertheless, denied it has "gone back on its word" and defended its actions (BROADCASTING, Aug. 10).

□

Crossownership. FCC has opened inquiry into telco-cable crossownership that could lead to recommendation that Congress drop cable act's prohibition (BROADCASTING, July 20) against telco's owning cable systems within their telephone service areas.

As part of first triennial reassessment of modified final judgment that resulted in breakup of AT&T, District Court Judge Harold Greene in September decided against lifting prohibitions against Bell operating companies' providing "information services," which include everything from electronic mail to videotex to cable television; however, his order permits Bell operating companies to offer transmission facilities for others who provide information.

□

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and program dearth, but low-power C-band variety resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market.

Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports. FCC's EEO requirements for broadcasters will likely be topic of discussion during Sept. 25 hearing by House Telecommunications Subcommittee on minority broadcasting issues.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984.

□

Federal Trade Commission. Full House voted Oct. 7 to authorize FTC for FY 1988-90 at \$69.85 million, \$70.85 million and \$71.85 million, respectively, same figures cleared by Senate in March (BROADCASTING, March 16). Bills differ over whether FTC should regulate advertising based on unfairness standard, controversial issue. House is for; Senate against.

FTC is in midst of antitrust investigation of National Football League television rights contracts, having issued subpoenas to ABC, CBS, NBC, Fox Broadcasting and NFL. At FTC, under investigation is possible network collusion in pressuring NFL to retain basic TV rights structure in recently negotiated three-year, \$1.4-billion package or otherwise blocking FBC, HBO and other cable entities from gaining television rights. FBC President Jamie Kellner said at TV critics press tour in early August that FTC had

asked him whether Fox would be interested in carrying games. Fox outbid other parties in initial bidding, Kellner claimed. As part of NFL deal, some games are being carried for first time on cable by ESPN, cable channel 80% owned by ABC.

League's contract with ESPN for package of Sunday-night games was subject of Senate hearing two weeks ago. Senators Arlen Specter (R-Pa.) and Howard Metzenbaum (D-Ohio) are expected to ask Justice Department to examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Oct. 12).

□

HF (shortwave). U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

□

High-definition television. On July 16, FCC launched inquiry into what it has dubbed advanced television (ATV) systems and their impact on current television services, and ordered formation of ATV industry-government advisory committee. Makeup of "blue ribbon" advisory panel of committee, announced on Oct. 9, will



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JEM WINS HER
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***JEM: Another Hit
From Sunbow And Claster.***



*Truly
Outrageous!*

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*SOURCE: NSI AND ARB OVERNIGHTS

Fairness update

Broadcasters are making some headway on Capitol Hill in their lobbying campaign against codification of the fairness doctrine, which was repealed by the FCC on Aug. 4. Last week Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) circulated a "Dear Colleague" letter supporting the repeal. In the House, Representative Tom Tauke (R-Iowa) and others were preparing to send a letter to counter earlier correspondence from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who wants to turn the doctrine into law. Dingell's letter raised the specter of the loss of the equal time law, saying repeal of the doctrine strikes at the heart of equal time, which requires broadcasters who give or sell air time to one political candidate to give or sell time to all opponents. The FCC has maintained that its decision does not affect equal time, which is embedded in Section 315 of the Communications Act.

Dingell and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) plan to attach a fairness bill to some "veto proof" measure this fall. President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

Senator John Stennis (D-Miss.), chairman of the Appropriations Committee, has said he'll oppose attachment of a codification bill to any Senate spending measures. In the House, the Commerce Committee succeeded in deleting from a draft of the committee's report on an FCC authorization bill a passage that sharply criticized the FCC for the doctrine's repeal (See page 66).

The National Association of Broadcasters and other media organizations have written Capitol Hill stating strong objections to resurrecting the doctrine (see "In Brief," Oct. 5).

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

include chief executives of three major networks, country's second largest MSO, as well as two former FCC chairmen. Second tier of committee will be three subcommittees that will be open to all interested parties.

House Telecommunications Subcommittee convened HDTV hearing on Oct. 8 to explore future of new technology. Subcommittee Chairman Edward Markey (D-Mass.) said during hearing that he wished to keep close contact with TV industry and up to date with advancements in technology. Representative Al Swift (D-Wash.) said that additional spectrum space for possible HDTV terrestrial transmission system could be tied to "more clear-cut" public interest requirements from Congress.

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

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

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

□

International telecommunications satellite

systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, PanAmerican Satellite Corp., which has secured Peru as foreign partner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

Land-mobile. National Association of Broadcasters and Association of Maximum Service Telecasters are optimistic that FCC, in response to their petition, will delay decision on reallocation of UHF channels to land-mobile radio service until completion of its study on advanced television systems and local broadcasting (see "High-definition television," above). Broadcasters believe UHF spectrum that would be lost in reallocation may be important to their being able to implement ATV systems.

□

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Most of broadcast industry's attention has been focused on draft of bill in House, where Representative Al Swift (D-Wash.) worked with NAB and public interest groups to devise compromise package that would eliminate comparative renewal in exchange for public service obligations. Draft of bill, however, was rejected by NAB board and association now says it wants radio-only comparative renewal measure. Swift says he's not interested in radio-only bill and will introduce his renewal measure without broadcaster support.

Hill leadership has indicated that no broadcast legislation (at least any measure industry

wants) will move until outcome of fairness doctrine is determined.

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

At FCC, broadcasters may get some relief from groups that file petitions to deny broadcast stations' renewal or sale applications and demand payoffs from affected stations to withdraw them. Under proposed rules, now subject of FCC rulemaking, groups filing such petitions would be limited to recovering only costs involved in preparing and prosecuting their filings.

□

Low-power television. FCC's freeze on low-power applications and major changes—in effect since 1983—thawed, with new window opened June 22-July 2. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has begun processing and expects to begin issuing first permits this month. According to Kompas/Beil & Associates Inc., Milwaukee-based LPTV consulting firm, in latest round, applications were received for 16 of top 20 markets. Only Los Angeles, San Francisco, St. Louis and Seattle-Tacoma attracted no new applicants.

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

□

Mergers. FCC was expected to rule on House Telecommunications subcommittee request to delay Storer Television restructuring with Gillett Holdings pending second look at previous Gillett station spin-off to stay under 12-station ownership limit. If not delayed, closing of Storer deal, with Gillett taking half-interest in new six-station group, is expected to begin this month. Two entities, SCI Television Inc. and Gillett Communications Inc.-General Partnership, have issued prospectus for \$550 million in debt securities. Companies will also undertake up to \$600 million in bank credit and each contribute roughly \$100 million to finance group's \$1.3 billion price tag and pay \$48 million in financing fees. □ Cablevision Systems will get bulk of financing for \$470 million acquisition of cable system operator Adams-Russell Co. from General Electric Credit Corp. GECC financing includes \$285 million 10-year senior term loan and purchase of \$20 million in preferred shares from Cablevision acquisition subsidiary, Kidder, Peabody & Co. will provide \$125 million from private placement of senior subordinated notes and Cablevision will invest \$40 million in subsidiary as well. By time purchase is expected to close, sometime before January 15, Adams-Russell will have roughly 230,000 subscribers. □ Buyout of Taft Broadcasting Co. by leading shareholders for \$157-per-share cash has been completed, following FCC approval of deal. Carl Lindner's American Financial Corp. retains bulk of com-

pany through majority-owned FMI/Great American Communications, with spinoff of Taft cable holdings and Columbus, Ohio, TV station to Robert Bass Group and of High Point, N.C., TV station to Dudley Taft. FCC has issued temporary waiver on TV-radio multiple ownership of Taft's Cincinnati and Kansas City, Mo., until commission completes ongoing multiple ownership rulemaking. □ Adams Communications is near agreement to buy Forward Communications' five TV stations for approximately \$126 million from Wesray Capital Corp., which bought group in 1984 for \$95 million. Tampa, Fla.-based TV-radio group owner Adams is considering initial public offering or use of high-yield securities to finance purchase. □ Offering documents are now being distributed by three investment banks for sale of Storer Cable, 1.4 million subscriber multiple system operator. □ FCC administrative law judge has urged revocation of RKO Broadcasting station licenses. Full commission now is expected to decide whether public interest would best be served by allowing completion of proposed \$320 million settlement of KJL(TV) Los Angeles license challenge, in which Walt Disney Co. would end up owning station.

□

Minority preference. Senate Appropriations Committee has had last word on FCC's minority preference policy. Committee approved funding measure that would prevent agency from eliminating preference policy along with commission's distress sale and tax certificate policies (BROADCASTING, Sept. 28).

FCC deadline for returning minority ownership questionnaires was July 31. At last count, over 70% of broadcasters had returned questionnaires. Since then several hundred more have come in, with FCC spokeswoman saying they will continue to be processed, although those stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

OMB had ruled that broadcast licensees need not return special commission questionnaire targeted to generate data for its pending reexamination of constitutionality and advisability of preferences for minorities and women (BROADCASTING, April 13), but FCC overruled veto—with OMB approving final wording of questionnaire—holding that participation is mandatory. (FCC rules require that broadcasters respond to written requests for statement of fact from commission.) FCC received comments on proceeding in June (BROADCASTING, June 8).

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

□

Multiple ownership. FCC received comments on proposals to relax its duopoly rules for radio and to loosen strictures of its one-to-a-market rule for broadcast ownership (BROADCASTING, June 22). Agency has also received comments on its proceeding reexamining cross-interest policy (Docket 87-154). It deals with elimination

of prohibitions on "key" employees holding "non-attributable" ownership interests in competing stations (BROADCASTING, Aug. 10). NAB was joined by major broadcasters in urging FCC to eliminate rules, complaining of vagueness and saying crossownership concerns were already covered under ownership rules. Consumer Federation of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede crossinterest were about to be changed also.

□

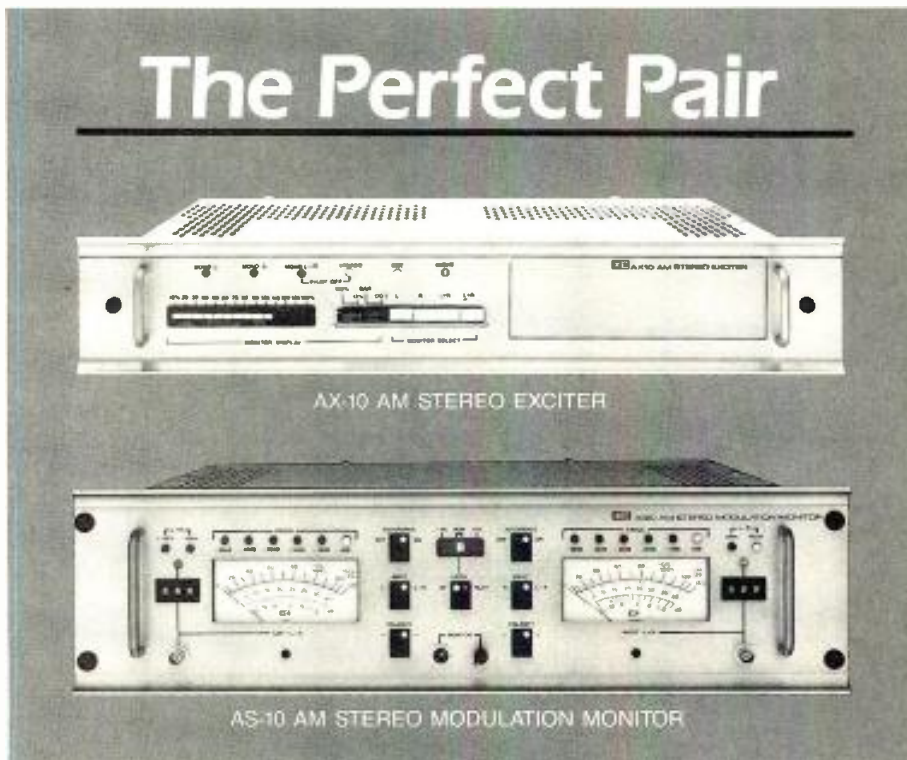
Music licensing. On-going discussions between All-Industry TV Music License Committee and ASCAP collapsed (BROADCASTING, Oct. 5). It had been hoped parties could reach agreement on licensing arrangement, but broadcasters cried foul and charged ASCAP with unwilling-

ness to meet broadcasters "even part way" on issue.

On Capitol Hill, legislation is pending in House and Senate (H.R. 1195 and S. 698) that would replace blanket license with source licensing scheme. Committee has commitment from Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) to hold hearings once parent Judiciary Committee has completed nomination process for Supreme Court nominee Robert Bork. In House, Copyright Subcommittee is not expected to get to issue before next year. Senate measure has nine co-sponsors and House bill has more than 70.

□

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to



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find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they are set to expire after five years—TBS said it was "unnecessary" to pursue further judicial challenge. Oral arguments have been scheduled for Oct. 22.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic to lending its support on must carry since abolition of fairness doctrine. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

Public broadcasting. Board of Corporation for Public Broadcasting elected new chairman and vice chairman at annual meeting last week. Howard Gutin, Texas communications consultant and acting chairman since March, moved officially into chairman's spot, while New York businessman and former CPB Chairman William Lee Hanley took over as second in command. Board created ad hoc committee on new initiatives and financing and received draft of operating budget totaling \$247.862 million for FY 1989.

Senate committee approved CPB funding of \$248 million for FY 1989, \$10 million more than figure approved Aug. 5 by full House. Bill moves next to full Senate, and then House and Senate will confer.

American Public Radio announced particulars of program that will replace *A Prairie Home Companion* on Saturday nights. *Good Evening: From Minnesota With Noah Adams* began Oct. 10 on stations in Minnesota will go national and over American Public Radio on Jan. 9.

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

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

should be cut ("Closed Circuit," June 29).

Board of National Public Radio sent to member stations "discussion paper" outlining alternatives to current service structure and concept known as "unbundling" ("In Brief," Aug. 10).

□

Scrambling. Bills that would regulate home satellite marketplace are pending in Congress with action in Senate anticipated before end of session. Senate bill now enjoys support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican, John Danforth (R-Mo.) (BROADCASTING, Sept. 7), and is considered to be on fast track. (Legislation's sponsors plan to ask for committee markup in October. Bill is expected to be amended.) Legislation would require cable programmers to allow qualified third parties to distribute programming to 1.7 million owners of backyard earth stations. In apparent effort to head off legislation, National Cable Television Association President James Mooney met with Satellite Broadcasting and Communications Association President Chuck Hewitt to discuss ways of getting cable programming into hands of noncable third party packagers serving dish owners.

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

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, will be subject of House Copyright Subcommittee hearing in November.

□

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

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

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

□

TV stereo. Maintaining lead in transmission of stereo programming is NBC-TV, which is broadcasting majority of its new prime time schedule in stereo. Five of network's fall additions to prime time lineup are in stereo, bringing totals to 22 programs representing 16½ hours. Including stereo in late-night shows, NBC is broadcasting 29½ hours in stereo weekly. Nearest competitor is PBS, which carries 35 to 45 hours in stereo per month. Behind PBS is Fox network with 10 hours and 10 shows. By end of 1987, NBC projects that 152 affiliates will have stereo capability, representing 92% coverage of U.S.

According to Electronic Industries Associ-

ation, stereo sound television receivers sold to dealers for year to date, as of Oct. 2, total 2,729,425, up 29.5% from 2,107,451 sold in same period in 1986. Seven percent of U.S. TV households have multichannel sound TVs, although vast majority of homes are within reach of broadcast stereo station. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to Electronic Industries Association. In 1988, stereo TV's will represent 43% of color sets sold, and 24% of VCR's will have stereo, EIA projects. Some 400 stations will be broadcasting TV stereo by year's end.

□

Unions. NBC striking technical union will vote on modified contract offer, with vote tally to be announced today, Monday, Oct. 19. Leaders of National Association of Broadcast Employees and Technicians, which represents 2,800 technicians, newswriters, camera operators and others, were recommending rejection of extended, 29-month offer. Among modifications were firm caps on use of temporary hires to 4% in first year and 6% in second. Wage offer remains unchanged at 3.68% for first year and 4.64% for second, with addition of 3% lump sum bonus for third year. Walkout began June 29.

CBS presented final offer to technical union, International Brotherhood of Electrical Workers, shortly after contract expired at midnight, Sept. 30. Offer has since been presented for consideration to membership through union's locals. CBS offer is believed to include 3% raises for each of three years of contract and language that would allow for unlimited use of daily hires. IBEW asked for negotiations to continue with federal mediator in Washington. Meeting with mediator has been set for Wednesday, Oct. 21. Negotiations affect 1,500 workers at CBS-owned stations in seven cities.

Directors Guild of America national board of directors is sending out ratification ballots for ABC, CBS and NBC final staff contract offers without recommendation for acceptance or rejection. Board will also have membership vote on each network proposal separately, despite fact ABC and CBS negotiated their offers together. Neutrality position negates DGA negotiating committee's earlier call for approval of only NBC's contract offer. Ballots are due to be returned Oct. 26.

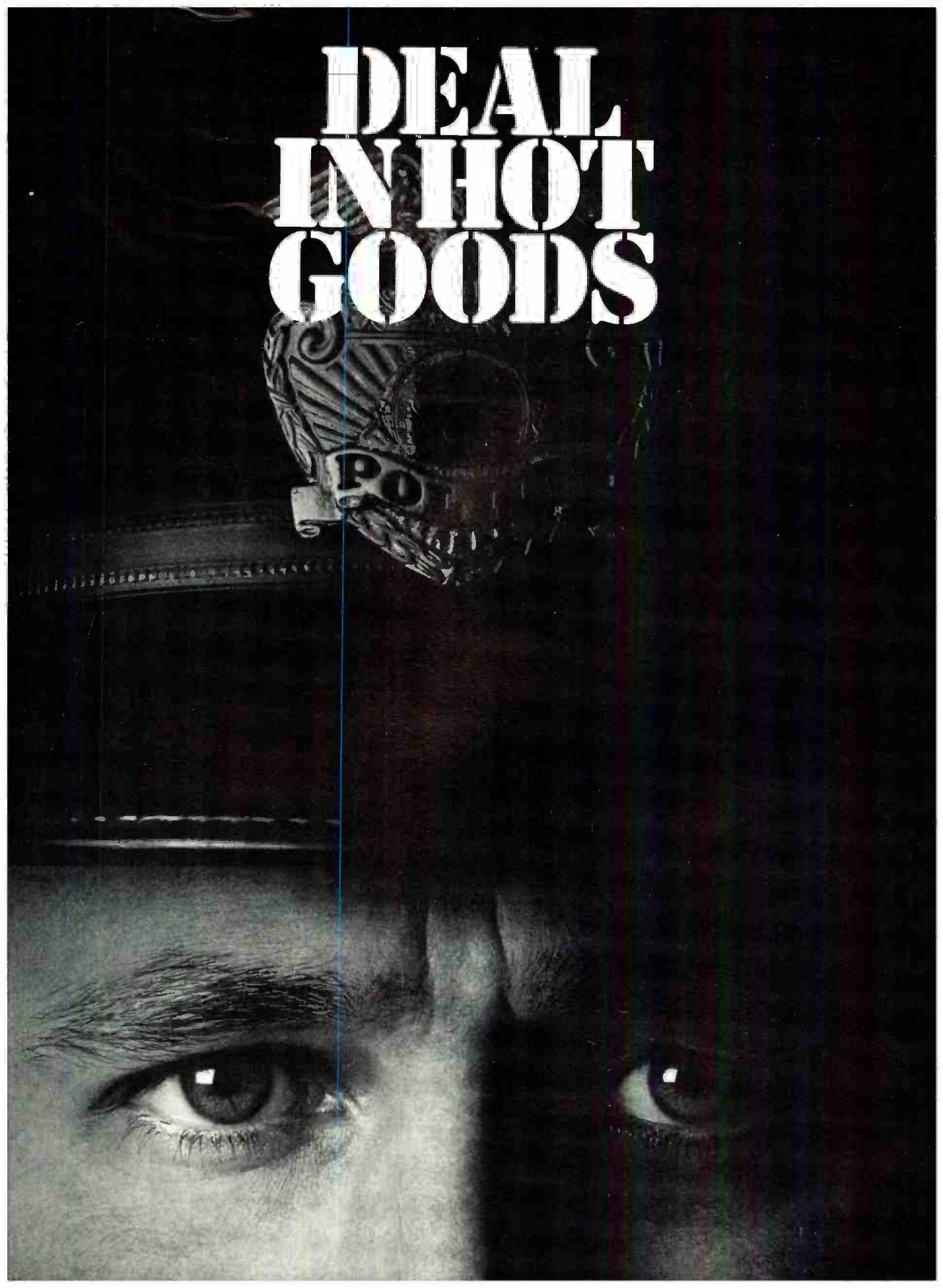
□

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

Using mix of microwave (2 ghz) channels allotted to three services—multipoint distribution service, instructional television fixed service and operational fixed service—pioneer wireless cable operators are offering multiple channels of cable programming—sometimes in direct competition with cable systems.

Most aggressive operators at this point are Metropolitan Cablevision, which has signed up more than 10,000 homes in Cleveland (12 channels for \$18.95 per month) and Microband Corp. of American, which plans to launch services this fall in New York, Washington and Detroit.

DEAL IN HOT GOODS



■ Indicates new entry

This week

Oct. 15-19—MIPCOM. international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 16-19—Audio Engineering Society convention. Hilton and Sheraton Center, New York. Information: (212) 661-8528.

Oct. 17-23—National Weather Association annual convention. Embassy Suites hotel, Houston. Information: Kerry Teverbaugh, (812) 232-9504, or Tom Stephens, (313) 233-3130.

Oct. 18-20—Nevada Association of Broadcasters annual convention. Las Vegas.

Oct. 18-20—Pennsylvania Association of Broadcasters fall convention. Philadelphia.

Oct. 18-21—Association of National Advertisers 78th annual convention. Hotel del Coronado, Coronado, Calif. Information: (212) 697-5950.

■ **Oct. 19—"The Future of News,"** journalism week sponsored by *San Diego State University*, featuring Sig Mickelson. Don Powell Theater, SDSU, San Diego.

■ **Oct. 19—"Those Wonderful Women in Radio,"** meeting of *Los Angeles Advertising Women*. Hyatt on Sunset, Los Angeles.

■ **Oct. 19—"It's Untitled and It's Terrific: The New, All New York ABC Series,"** drop-in dinner of *New York Television Academy*. Copacabana, New York. Information: (212) 765-2450.

Oct. 19-21—New York State Broadcasters Association 33d annual meeting. Desmond Americana, Albany, N.Y. Information: (518) 434-6100.

Oct. 19-21—18th annual Loyola Radio Conference. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Oct. 19-27—Telecom '87, "Communications Age: Networks and Services for a World of Nations," organized by *International Telecommunication Union*. Palexpo, exhibition and conference center, Geneva. Information: Geneva: (022) 99-51-11.

Oct. 20—Songwriters' workshop, sponsored by *American Society of Composers, Authors and Publishers*. Caucus Room, Cannon House Office Building. Information: (202) 785-6705.

Oct. 20—Hollywood Cable forum sponsored by *National Academy of Cable Programming*. "Why Cable Will Pay for Hollywood's Best," luncheon panel featuring John Cooke, president, Disney Channel; Tony Cox, president/CEO, Showtime/The Movie Channel; Michael Fuchs, chairman/CEO, HBO, and Ted Turner, chairman/president, Turner Broadcasting System. Century Plaza, Los Angeles. Information: (202) 775-3629.

Oct. 20—New York Women in Cable demonstration of HDTV, co-produced with HBO. HBO Media Center, New York. Information: (212) 661-6040.

■ **Oct. 20—Open house** for new offices of *Chapman Associates*, media broker, Washington. Information: (202) 223-6655.

Oct. 21—Federal Communications Bar Association luncheon featuring debate between Jim Mooney, president, National Cable Television Association, and Jack Valenti, president, Motion Picture Association of America. Marriott hotel, Washington.

■ **Oct. 21—New York Television Academy** drop-in luncheon. Speaker: Michael Fuchs, chairman and chief executive officer, HBO, on "Fifteen Years: What Has HBO Wrought?" Copacabana, New York. Information: (212) 765-2450.

Oct. 21-22—Ohio Association of Broadcasters fall convention. Hyatt Regency, Columbus.

Oct. 21-23—Indiana Broadcasters Association fall conference. Adam's Mark hotel, Indianapolis. Information: (317) 638-1332.

Oct. 21-23—"Local TV News Archives Conference," sponsored by *National Center for Film & Video Preservation of the American Film Institute of Los Angeles and Washington*. Madison, Wis. Information: (213) 856-7637.

Oct. 21-23—"Politics 1988—Issues and Candidates," conference for journalists sponsored by *Washington Journalism Center*. Among speakers: Robert Strauss, political analyst; Lee Atwater, campaign manager for George Bush; Peter Hart, pollster; Richard Wirthlin,

pollster, and Richard Scammon, director of Elections Research Center. Watergate hotel, Washington. Information: (202) 331-7977.

■ **Oct. 22—Women in Cable, Chicago chapter.** breakfast meeting. Hotel Soffitel, Chicago.

Oct. 22-24—National Religious Broadcasters Eastern chapter meeting. Sandy Cove Bible Conference Center, North East, Md. Information: (201) 428-5400 or Sue Bahner, (716) 461-9212.

Oct. 22-24—35th annual Arizona Broadcasters Association fall convention, which meets concurrently with convention of *Arizona Society of Broadcast Engineers*. Pointe at South Mountain, Phoenix. Information: (602) 991-1700.

Oct. 22-25—Seventh annual National Video Festival, sponsored by *American Film Institute*. Los Angeles. Information: (213) 856-7787.

Oct. 23—International Market in Film and Television Programs sponsored by *The Center for Telecommunications and Information Studies, Graduate School of Business, Columbia University*. Kellogg Conference Center, School of International Affairs Building, Columbia University, New York. Information: (212) 280-4222.

Oct. 23-24—Friends of Old-Time Radio 12th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887.

Oct. 23-25—Missouri Broadcasters Association fall meeting. Marriott's Pavilion, St. Louis.

Oct. 24—"High Definition Television: A Preview of the Future," lectures, demonstration and discussion sponsored by *UCLA Extension Department of the Arts and Society of Motion Picture and Television Engineers*. Walt Disney Studios, Burbank, Calif. Information: (213) 825-9064.

Oct. 24—"TV Documentaries: Focus on the Sixties," conference sponsored by *University of Michigan's Department of Communication*. Modern Languages Building, University of Michigan, Ann Arbor. Information: (313) 764-0420.

■ **Oct. 24-25—"Nuts and Bolts of Screenwriting for Film and Television,"** sponsored by *American Film Insti-*

(Datebook continues on page 74.)

Oct. 18-21—Association of National Advertisers 78th annual convention. Hotel del Coronado, Coronado, Calif.

Oct. 31-Nov. 4—Society of Motion Picture and Television Engineers 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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

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

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

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

Major Meetings

31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

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

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

Feb. 26-28, 1988—NATPE International 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

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

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

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

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

1990, Hyatt Regency San Francisco.

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

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

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

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

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

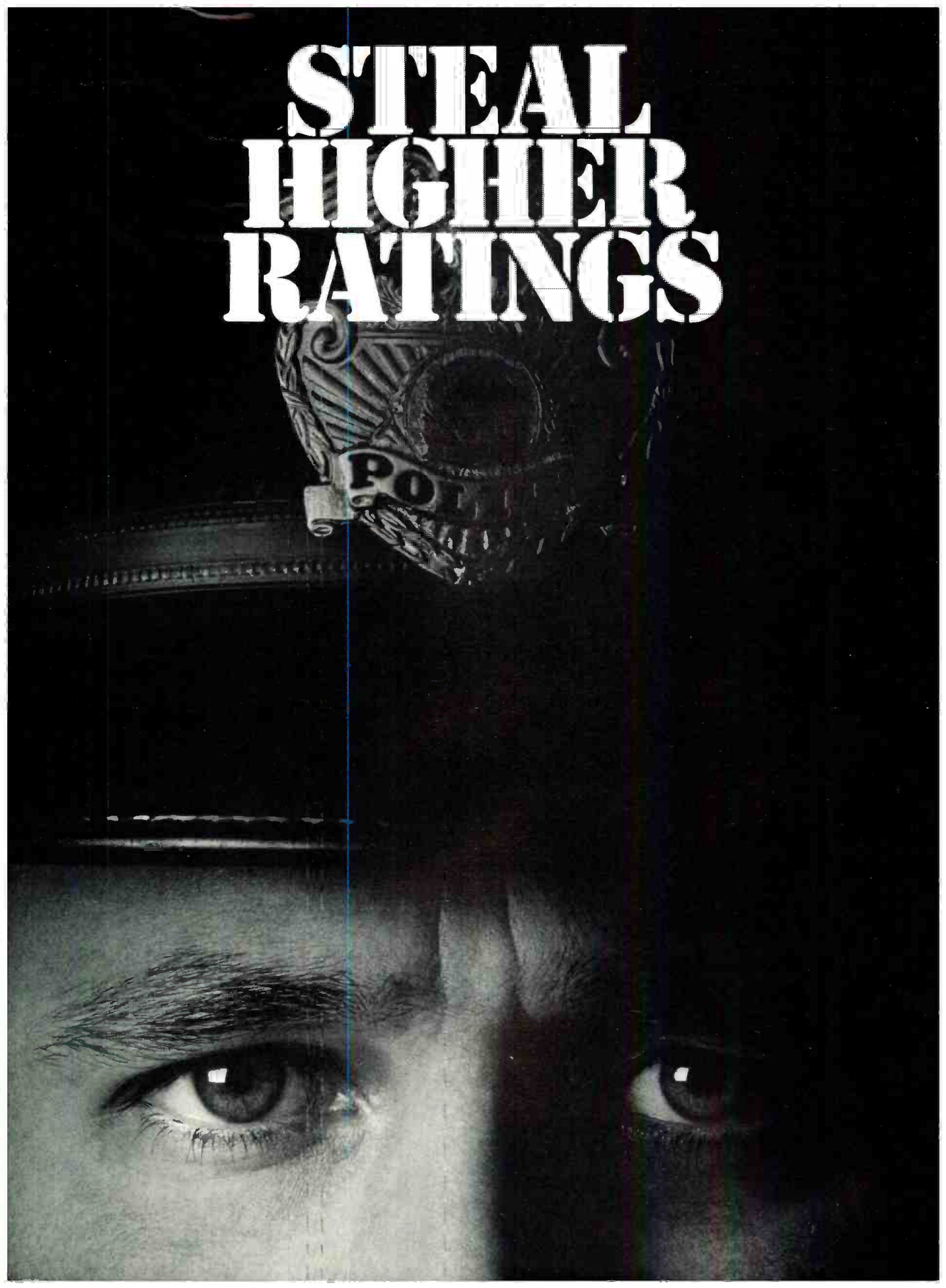
Sept. 7-9, 1988—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

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

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

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

STEAL HIGHER RATINGS



Top Performers. Hot Show. Best Demos.

PERFECT. That's the only word for WIN, LOSE OR DRAW. Since debut, we've scored top ratings week after week in virtually every overnight market. We're #1 in four out of five overnight early fringe markets and score impressively against WHEEL and ET in Detroit (doubling time period shares) and Atlanta (solid #2 and moving on WHEEL), our two overnight access markets. Programmers everywhere agree: WIN, LOSE OR DRAW is the only first-run hit this season.

Now, with the latest competitive NTI demographic reports,* everyone can see why WIN, LOSE OR DRAW works so well in early fringe and access and why we're the programmer's perfect (and only) choice for growth this season.

PROGRAM	AUDIENCE COMPOSITION* % OF TOTAL ADULTS					
	WOMEN		MEN		ADULTS	
	18-49	25-54	18-49	25-54	18-49	25-54
WIN, LOSE OR DRAW	70%	62%	68%	58%	69%	61%
WHEEL OF FORTUNE	32	35	39	41	34	38
JEOPARDY	38	39	43	45	40	41
HOLLYWOOD SQUARES	48	48	55	48	51	48
HIGH ROLLERS	38	34	41	43	39	37
\$100,000 PYRAMID	43	44	44	38	44	42

It's true. Our young adult comp *doubles* WHEEL OF FORTUNE. And, that's in our *second* week on the air, running against most competitors' premiere episodes. In our 3rd week, WIN, LOSE OR DRAW shows again a clear season-to-date pattern: 66% women 18-49, 63% men 18-49, 65% adults 18-49.**

Demos have always been the flat spot on the WHEEL OF FORTUNE. It's true for HOLLYWOOD SQUARES, JEOPARDY, \$100,000 PYRAMID and any other game show you could name. The question has always been: what to do instead? This season the answer is plain.

We've said it before: Now's the time to join aggressive stations winning commanding positions in big-dollar dayparts. If you own WIN, LOSE OR DRAW, be sure it's upfront, holding a key early fringe or access position. If WIN, LOSE OR DRAW is open in your market, lucky you. Either way, now's the time to score with this season's syndicated phenomenon.



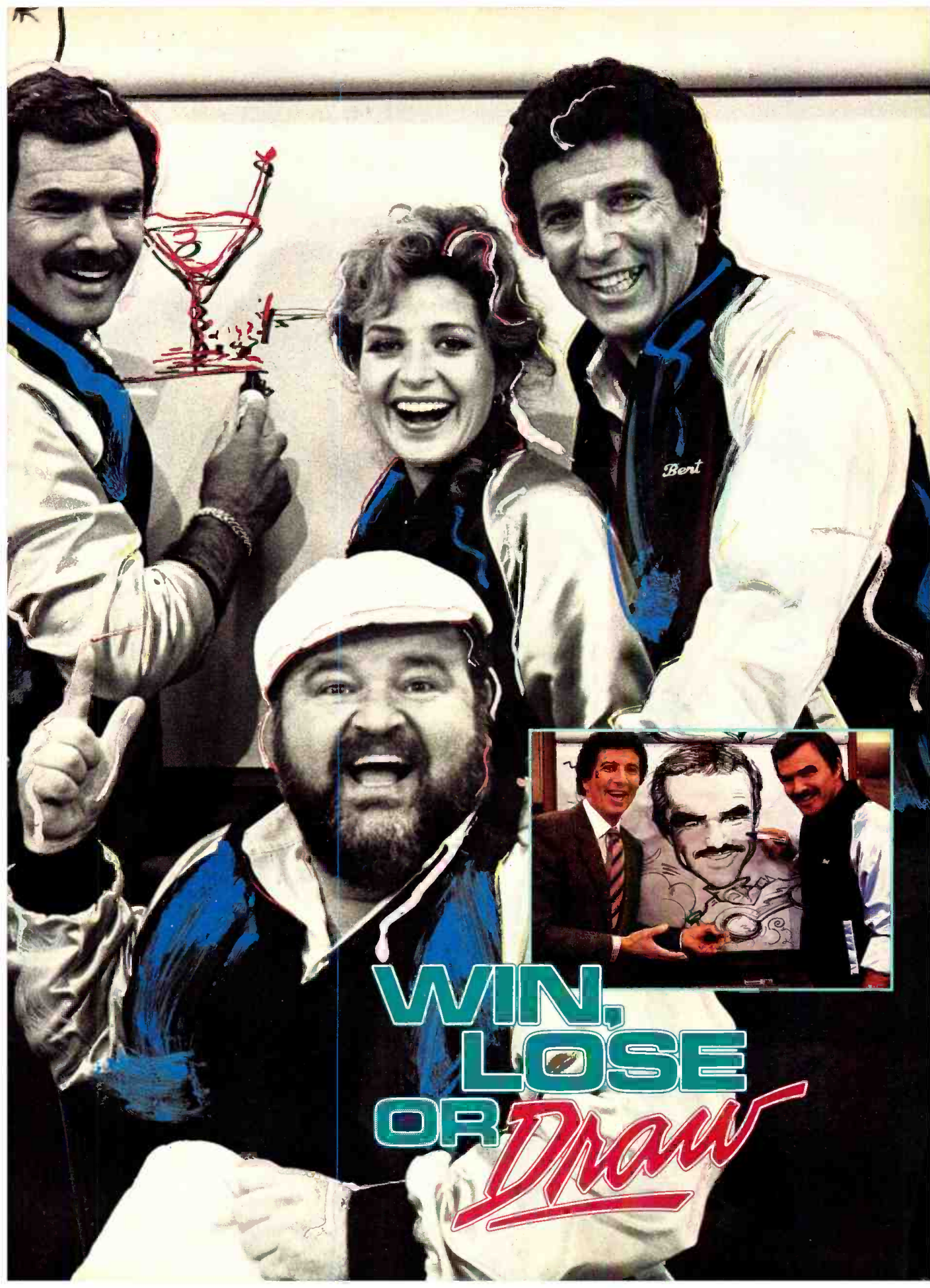
A BURT & BERT PRODUCTION IN ASSOCIATION WITH KLINE & FRIENDS ADVERTISING SALES CAMELOT

*Source: NSS Special Analysis Report 9/14-9/18

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**Source: NSS 9/7-9/25





WIN.
LOSE
OR *Draw*

Left out

EDITOR: In "The Business of Broadcast News" (BROADCASTING, Sept. 7), you correctly identified what many people consider an important trend: a growing appetite among upscale business-oriented audiences for business news on TV. Unfortunately, the article was flawed by the omission of any reference to *The Wall Street Journal Report on Television*, the longest running syndicated business program on commercial broadcast TV.

Anchored and edited by Consuelo Mack, the broadcast is produced and syndicated by Dow Jones & Co. It is carried on 95 U.S. stations as well as abroad. It draws on the worldwide resources of the *Journal* to bring its growing audience the same kind of forward-spin analysis and authoritative information that over five million readers of the *Journal* have come to depend on.

Moreover, your reference to *Before Hours* omitted the fact that the program is a collaborative effort of NBC News and *The Wall Street Journal*. NBC produces the early-morning broadcast, but the *Journal* provides editorial material, editing support and our own staffers for on-air analysis of markets and business trends.—*Stewart Pinkerton, deputy managing editor, The Wall Street Journal Report, New York.*

Caveat emptor

EDITOR: In economic terms, the "villain" in David E. Schultz's essay on the three-year rule (BROADCASTING, Sept. 14) is not the owner who buys a station, guts it for the sake of a quick but transitory boost in operating income, and then sells it for a big profit. Rather, it is the buyer and the buyer's financial backers who failed to perform due diligence and wound up paying for the station. One wonders: If this new owner knows so little about broadcast operations that he or she can't see what the fast-buck artist has done, how well will the new owner be able to run the station no matter what shape it's in? Rules such as the holding-period stricture have the consequence of, in effect, protecting the incompetents from themselves. People concerned with the broadcast industry's ability to compete against all comers in what is shaping up as an exciting but perilous future ought to root for mechanisms that promote the fit, not those that shelter the shaky.—*Alan J. Gottesman, Managing Director, L.F. Rothschild & Co., New York.*

Reply comment

EDITOR: BROADCASTING's Sept. 14 issue contained a letter to the editor from Richard Ducey of the National Association of Broadcasters offering two criticisms of my study

of children's television advertising (BROADCASTING, Aug. 3). First, Ducey objected to my conclusion that the FCC's deregulation of children's advertising has led to a marked increase in commercial content. Ducey argues that since my findings are based solely upon the examination of the nonprogram content broadcast in the year following deregulation of the FCC's guidelines, that I have no basis for comparison to judge that an "increase" has occurred. However, Ducey's paraphrase of my conclusion conveniently omitted an important clause found in the same sentence from which he quoted me. My conclusion in the report states, "Assuming there was a reasonable level of compliance with the FCC's previous restrictions when they were in effect, this study's results indicate . . . nonprogram messages (have) increased markedly." After checking with the FCC and scanning previous studies, I felt reasonably comfortable making that assumption. However, Mr. Ducey's comment seems to suggest that he feels differently. If he is aware of any research or other evidence that indicates that broadcasters were flaunting the FCC's long-standing limits, I'd appreciate him sharing it with me. If not, then I believe my conclusion remains valid as originally stated.

His second criticism questioned why I omitted an analysis of such alternative sources of children's programming as cable and home video in my assessment of the "children's television marketplace." I am surprised to receive such criticism from an official of the NAB, who knows well that broadcasting is a special business charged with important public interest obligations not at all applicable to other nonbroadcast media. His conclusion that "the marketplace for children's television is working" really means that it's working for those who can afford cable and home video. For the many families that can't, the picture isn't quite so rosy.

Some have charged that as broadcasters are forced to become more aggressive to compete with alternative technologies, they are losing sight of their responsibilities as licensed trustees who must serve all of the public. Mr. Ducey's statement makes one wonder whether such allegations aren't in fact true.—*Dale Kunkel, Communications Studies Program, University of California, Santa Barbara.*

FM directional dilemma

EDITOR: Somehow you missed the comments we submitted on FM directional antennas (BROADCASTING, Sept. 7), opposing the proposal, but for reasons different from those of the National Association of Broadcasters.

As a former Arbitron ratings manager, I

(Open Mike continues on page 76.)

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Would you apply?

Not likely. Not if you're a college graduate who could start in another field at what a teacher earns after 15 years on the job.

That's why America desperately needs teachers. One million teachers between now and 1990. By every measure, we're going to be several hundred thousand short.

Imagine if we were talking about a shortage of physicians and surgeons. A massive teacher shortage has just as serious consequences on our society. Who will be there to prepare future generations to enter all the professions if there aren't enough teachers to do the job?

Shortages already exist all across this country, because for years college students in droves have chosen not to become teachers. In 1967, 22% of all college freshmen planned on teaching. By 1985 only 6% of the students polled said they wanted to teach.

What keeps college students from wanting to be teachers?

First and foremost, pay.

Right now there are four million Americans certified to teach who aren't in the classroom. And one-quarter of all education graduates decided never to seek teaching jobs. Countless more considered education but decided not to make it their major.

America has lost a generation of teachers. To fill in the gaps, schools are using teachers out of the fields of expertise or uncertified teachers to make sure classrooms aren't empty. This severely hurts the education process and masks the severity of the teacher shortage.

In a recent Gallup poll, commissioned by the NEA, 80% of the American people favor higher teacher salaries. Almost half of those surveyed—41%—said they are willing to pay higher taxes to see that teachers are paid properly.

Americans want it. America desperately needs it.

Qualified teachers, paid professional wages. So that becoming a teacher is once again a respected and valued choice.

nea

The Subject is Excellence.

A commentary on broadcast hiring from Holland Cooke, operations manager, WTOP(AM) Washington.

Prospecting for radio personnel

How do you remember last year's Christmas shopping? Was your experience Norman Rockwell's vision of gleeful holiday hustle and bustle? Or a hellish countdown more akin to mayhem than merriment?

It's the most important gift-giving occasion of the year, one that hardly takes you by surprise, a chance to make (or lose) a lot of points. So why jeopardize the outcome of such an important decision by waiting until the last minute? Why not shop all year? Even if you don't end up actually gift wrapping in July, just keep "shopping" mentally. When you see something that would be just right for someone on your gift list, take note.

There's an important message here for broadcast managers.

Thinking about what you will eventually need—before the fact—makes for a better decision when the time comes.

What we do is labor intensive. Your number-one decision is "The Help." Yet when do most managers prospect for talent? At the moment of maximum deadline pressure and minimum objectivity: when someone quits or is terminated. It's like driving without a spare tire in the trunk.

In our business it's easy to miss the point. The technology of what we do can be very distracting.

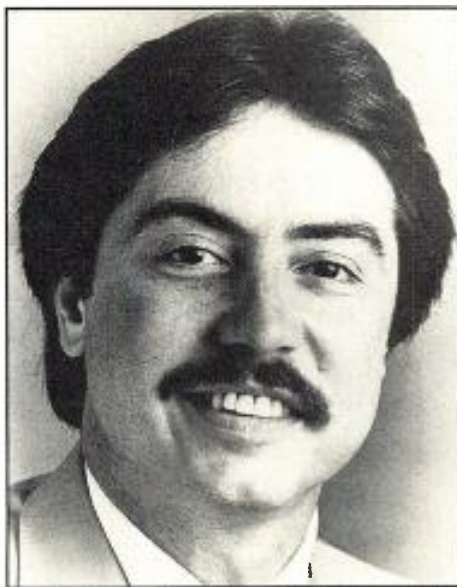
WTOP has all the toys: a 50,000 watt transmitter, the usual Stars Wars-looking studio equipment, electronic newsroom, cassette recorders, two-way radios, portable computers, seven new cars, an airplane, you name it. We spent good money on all of that hardware, and think of new ways to use it every day. That alone could be a full-time job. Counting snow tires and keeping track of oil changes are very time consuming. I've had to learn a lot about machines. For a basically unmechanical person, I can now hold my own when cocktail party small talk turns to recording altimeters.

But people, not devices, are the most critical component of the effort.

Our industry holds glitzy conventions so we can kick the tires on all the new equipment and listen to the bells and whistles. There are no such national meetings where we can comparison-shop for talent. That's for the individual operator to do, and doing so is the most important tactic in his competitive strategy.

Thirty people report to me at WTOP. It takes that many to get the job done. We're live, local, all news from 5 a.m. to 11 p.m. Covering the air, vacation and sick time requires 40 hours a week from everyone here. Suddenly subtracting someone from the loop costs our effort a lot.

News Director Judy Taub and I are com-



Holland Cooke has been operations manager of Outlet Communications' all-news WTOP(AM) Washington for three years. During his 18 years in radio, Cooke has performed, programed or consulted at a variety of stations with a variety of formats. Prior to joining WTOP, he was program director of Outlet's WSNE(FM) Providence, R.I. Before that he spent seven years with Capital Cities Communications.

mitted to avoiding that compromise. It is our aim to be totally prepared for personnel decisions.

What's your plan? If you don't have options... or at least one contingency for the departure of every employee, you are not doing your job as a manager.

Just having such a plan might cause you to need it less. Radio legend Paul Drew told me: "The best way to fire is to hire right to begin with." Show me a crybaby program director who whines about a problem employee or EEO and I'll show you someone who isn't committed to serious, ongoing talent prospecting.

Here's Holland's how-to, a plan you might consider for your ongoing talent search:

At least glance at every resume. A good resume is a snapshot of someone's qualifications. Resumes don't get people hired; they get people considered further.

When you think about it, that's how listeners choose radio stations. They push the buttons until they hear something useful. Successful stations are programed the same way that good resumes are written. We fashion our air presentation so that the product benefits are instantly evident to the listener. We've got to make sense to our consumer in less time than it takes for an index finger to travel from steering wheel to dashboard.

Any applicant to join our effort must first demonstrate this ability to "boil it down" by fitting into the program director's attention span. So spend five to 10 seconds with each resume deciding whether you should read more. If not, respond with your sincere form letter and "file" the resume. The file pile should last six months from top to bottom. That allows you to reconsider, refer the candidate to others, or return material at the applicant's request.

For resumes that you do read further...

■ Every manager in baseball knows the next three outfielders he can bring up. We organize resumes that make it to our "farm" by our job descriptions, noting on each one "anchor," "reporter," "editor," or "assistant editor" as appropriate.

What positions make up your team? Who's "on the bench" for each position, if someone leaves?

■ We interview two candidates a week... when there are no openings. Ideally, when a job opens, we should actually be able to stop interviewing. Time management is key. Judy and I have coordinated our weekly schedules to fit in get-acquainted meetings with those whose resumes are most provocative or promising, regardless of the station's or the candidate's circumstances. We often interview entry-level applicants who might make a WTOP-size station as their third or fourth job.

It helps to share some history, to follow someone's career, to build a dossier on a likely future candidate. I met my boss four years and three jobs before I got hired, but the notion of my coming to work here surfaced two weeks before it happened. These situations emerge.

When everyone on the staff (many of whom got there via this process) understands the process, you'll find less of the fear-and-loathing that's in the air every time your secretary shows some well-dressed nonemployee into your office. Your crew comes to understand that recruiting is ongoing, that these tours we give aren't intended to distract everybody into wondering who's about to get the hook. After I checked her references, I offered our last hire mine. I gave her the names of some staffers to call and ask how it is to work here.

And as every manager knows, every study ever done demonstrates a direct relationship between good morale and good productivity.

So, when it comes to staffing your station, be prepared.

The pilot of our traffic-reporting aircraft is always looking for the next parking lot or grassy field... just in case. The way he flies the airplane and the way we hire might seem to be optional. To our view it's not really an option at all. What's the alternative?



Is TV news shallow?

© 1987 Knight-Ridder

The Gulf war in 90 seconds.
A murder in a nearby town gets half a minute.

The story of a fatal bus accident in Canada is bumped in favor of a lion cub's birth at the zoo.

TV news is selective. Its time is limited. And what it does best is capture moments. The elation of the elected. The downcast of the defeated. The joy on a mother's face when her child is found. The blank stare of a stoned teenager.

Stories with pictures.

Summaries of what matters most.
That's TV news on a daily basis.

But sometimes stations move out of their summarizing role. WPRI-TV, Providence, R.I., and seven other Knight-Ridder television stations spent an entire month this year focusing on one topic: alcohol and drug abuse.

A tough task.

Today, seven out of 10 high school seniors drink. Almost half say they get

drunk once a week. Many started at age nine or 10. One out of four smokes pot. And crack use is spreading too fast to quantify.

How do you reach a generation of young people who have been over-exposed to hard scare anti-drug campaigns?

WPRI-TV tried humor.

They turned to "Mr. Bill." The clay man of Saturday Night Live fame created by Walter Williams. Mr. Bill is famous for being the quintessential victim. In public service announcements, Mr. Bill was offered drugs and alcohol and steadfastly refused them even as he got dumped on and squashed.

Did these moments of humor work on such a deadly serious topic?

In follow-up interviews, the spots were remembered and talked about by teenagers. They broke through the clutter of messages and got their point across.

WPRI-TV also broadcast

its own musical play "None for the Road." Along with a teenage drug and alcohol test and several specials.

In Mobile, Ala., Knight-Ridder's WALA-TV, among other efforts, raised enough funds to keep the Partnership for Youth, an effective anti-drug force in the community, from closing its doors.

WTEN-TV in Albany, N.Y., got a strong response from its request to area high schools to submit their own public service announcements. The station was able to learn exactly how teens communicate with other teenagers and tailored their efforts accordingly.

Knight-Ridder stations in Tucson, Norfolk, Nashville, Oklahoma City and Flint all took on the same topic in a month-long marathon of news specials, editorials and series on the epidemic of addiction that has spread across the country.

It was anything but shallow.
But then these are Knight-Ridder television stations.



KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of five Pulitzer Prizes in 1987, is a worldwide communications company with eight television stations, cable systems, business information services and 32 daily newspapers.

KOLD-TV, Tucson, Ariz. • KTVY, Oklahoma City, Okla. • WALA-TV, Mobile, Ala. • WJRT-TV, Flint, Mich. • WKRN-TV, Nashville, Tenn.
WPRI-TV, Providence, R.I. • WTEN-TV, Albany, N.Y. • WTKR-TV, Norfolk, Va.

Taft Broadcasting Company

has been acquired by

TFBA Limited Partnership

We acted as financial advisor to Taft Broadcasting Company.

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Houston Los Angeles Memphis Miami
Philadelphia St. Louis San Francisco
London Hong Kong Tokyo Toronto Zurich



October 15, 1987

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TOP OF THE WEEK

Rather hails DBS as television's future

CBS Evening News anchor Dan Rather, appearing live via satellite at the Society of Satellite Professionals conference in Washington last week, said direct-to-home satellite broadcasting is the television medium of the "future." Broadcasters are underestimating the potential of satellite broadcasting, he said. "When the cost comes down... it seems inconceivable that it won't become the most popular and widespread method of broadcasting."

Although Rather stressed that the opinions he expressed were his own, CBS was once deeply involved in satellite broadcasting. In July 1981, it applied for a permit to construct a high-power direct broadcast satellite system and, for a period in 1984, was set to enter the business in partnership with Comsat, but it abandoned its DBS ambitions by that fall after deciding the plans were too risky and expensive.

Rather also said that satellite newsgathering was "over-emphasized," but that it has given local stations "options" and "that is not a bad thing for networks."

The conference celebrated the 30th anniversary of the Soviet Union's launching of the first satellite, Sputnik I, on Oct. 4, 1957—the dawning of what SSP calls the satellite age—and the rapid developments in satellite communications since. Addressing himself to the conference theme, Rather said the "historical center of gravity," which once was the Mediterranean, then the Atlantic, and for a brief time the Pacific, is now space. Space, he said, is "the greatest story of the 20th century and very well may be the greatest story of the 21st century."

Among the conference's other speakers was Spartak Kurilov, director general, Intersputnik, the Eastern bloc's counterpart to Intelsat, and Charles Z. Wick, director of the U.S. Information



Rather



Kurilov

Agency.

Kurilov indicated a need for closer cooperation between Intelsat and Intersputnik. He said "the joint utilization" of the two satellite networks "would be more economical and simpler in terms of organization. This would eventually give a positive impact to the cooperation of the two organizations."

Wick said satellite communications have contributed to a "fundamental metamorphosis... in the nature of foreign policy. World public opinion—fed by this steadily improving stream of instantaneous global communication—is gradually emerging as a potent force capable of decisive influence over the policies and conduct of governments—no matter how popular or how dictatorial," Wick said.

United Artists/United Cable to merge; Continental to absorb American Cablesystems

Deals reflect continued shrinking of industry; Rogers makes tender offer for Selkirk Communications

Two major cable deals were announced last week that further underscore the growing consolidation within the industry. In preliminary agreements, United Artists and United Cable, two companies in which Tele-Communications Inc. owns large blocks of stock, agreed to merge into a new company: New-UA. And Continental Cablevision has agreed to buy American Cablesystems for \$481.7 million, which would put both it and New-UA over the two-million subscriber mark. Both deals must be approved by their respective board of directors, stockholders and regulatory bodies. In addition, Canadian MSO Rogers Communications has launched

a \$35-per share, \$321-million bid for another Canadian multimedia company, Selkirk Communications.

The acquisitions are the latest development in the increasing concentration of ownership in the cable industry, which has drawn sharp criticism from Hollywood and independent television stations.

The UA-United deal calls for United Cable shareholders to exchange 1.05 shares of UC stock for one share of New-UA. United Artists shareholders will exchange one share

of UA stock for one share of New-UA. The companies also said it was expected that "United Artists will be granted an option to purchase a substantial voting position in United Cable... in exchange for cash or cable assets of United Artists." TCI owns 65% of UA and 23.4% of UC. As a result of the merger, TCI would own approximately 45% of New-UA.

Each company will bring with it roughly one million cable subscribers. In addition, UA owns 2,020 movie theaters. UA shares were trading at 24¾ before the merger, and with 41 million shares outstanding, the market value the company would be a little over \$1 billion. United Cable, trading at 26⅞, has over 38.1 million outstanding shares, giving it a market value of \$995 million.

Under terms of the Continental deal,

UA

+

UNITED CABLE TELEVISION



American Cablesystems, the 23d-ranked MSO, will become a wholly owned subsidiary of Continental, the third largest MSO, and American shareholders will receive \$46.50 for each share of class A and class B common stock. American has 10,359,806 shares of stock outstanding.

Continental serves about 1,475,000 subscribers in 13 states. American operates cable systems in California, Florida, Illinois, Massachusetts and New York through its subsidiaries and limited partnership affiliates. Its systems pass 1.16 million homes and have 505,000 basic subscribers. Officials fixed a price of around \$2,100 per subscriber for the deal, which will be submitted to American shareholders at a special meeting later this year. The deal is expected to close in early 1988.

Selkirk is slated to take up the Rogers offer at a board meeting on Thursday, Oct. 22. If Rogers gets the go-ahead, it will need the approval of the Canadian Radio-Television Commission. Both companies have significant media holdings in Canada. Rogers owns cable systems in four areas in the U.S. that serve 500,000 subscribers. Selkirk owns the Seltel rep firm and a cable system serving over 62,000 subscribers in Fort Lauderdale, Fla.

Ted Rogers, president of Rogers, in describing the offer, said: "We think that the key benefit would be in strengthening the Canadian programming efforts of the com-



American Cablesystems

combined group." The purchase "would enhance the ability of the private sector in Canada to fulfill its mandate in enhancing the Canadian broadcasting system," he said.

As a result of the Continental-American deal, a number of top AC executives will leave the company. "While the decision to merge a company that we have worked so hard to build was a very difficult one, we believe the merger is in the best interests of our shareholders," said Steven B. Dodge, chairman and chief executive officer of American. "We are confident that our em-

ployes, subscribers and franchise authorities will be in very good hands with Continental, which has an outstanding reputation for quality and reliability."

"I have the greatest respect for what Steve Dodge has built at American over the past decade," said Amos B. Hostetter, Jr., chairman and chief executive officer of Continental. "It is an extraordinary company with talented people and an unequalled reputation for customer service. We're enthusiastic about continuing that legacy and view it as both an opportunity and a responsibility."

The Continental-American connection goes back many years. When Dodge was a lending officer at the Bank of Boston, prior to forming American in 1978, the bank lent money to Continental. Barry Lemieux, American's president and chief operating officer, worked for Hostetter at Continental in Ohio in the mid-70's. And the two companies competed for franchises in some of the same towns in Massachusetts. The two companies "share a lot of the same values," Lemieux said, adding that the "core strengths of both companies are the quality of the people."

Dodge said he had been "considering the general direction [of the industry] for a year or more," and that "external events have helped define a resolution"—the sale to Continental. "It's a very strong market," he said, "and it's also a game for larger companies who can successfully consolidate" in order to get "programming and other forms of discounts." Dodge approached Hostetter in early fall about selling. Continental was the only company American approached, according to Lemieux.

For Continental, the acquisition brings many benefits. "First and very important," said Continental President Timothy Neher, American "is a very well managed and well built company." And "the geography fit is extraordinary," he said. Continental, like American, has systems near Boston and Chicago. American has operations in south Florida (Broward county) and Los Angeles, while Continental has systems in Jacksonville, Fla., and Fresno and Stockton, both northern California. (The management of the Los Angeles new build, including system manager David Keefe, will remain with Continental.) "The geography couldn't be more compelling," Neher said.

Continental studied the Los Angeles franchise, much as American did before it decided to buy out the previous operator, Communicom, which was in bankruptcy. "Certainly there are some operating challenges," Neher said, referring to the urban build, but "there are all sorts of opportunities for us."

The buy will be financed through bank debt, and Neher said the purchase did not foreclose the possibility that Continental would bid for the Storer systems on the block.

The merger plan also includes an agreement that calls for Dodge, Lemieux and some 30 other American officials and employees who collectively own 37% of the company's common stock to give Continental their proxy to vote those shares in con-

Active week for station, cable sales

United Broadcasting Corp. last week announced the sale of its three network-affiliated TV stations to ML Media Partners for about \$114 million. In addition, Harte-Hanks Communications Inc. put up for sale a substantial portion of its holdings, including two TV stations and all its cable systems.

ML Media Partners is backed by Merrill Lynch and managed by Martin Pompadur and former ABC President Elton Rule. It has grown rapidly since its inception in February 1986, when it passed muster with Securities and Exchange Commission to organize a "blind pool" of investors to raise up to \$250 million in capital. So far ML has raised more than \$187 million and has purchased KATC-TV Lafayette, La.; WREX-TV Rockford, Ill.; WEBE-FM Westport, Conn.; a group of 18 cable systems from Storer Cable, and a cable system in San Juan, P.R. Pompadur also has interests in three other general partnerships that operate six TV stations.

The United stations sold—NBC affiliate KARK-TV Little Rock, Ark.; ABC affiliate WTOK-TV Meridian, Miss., and CBS affiliate KDBC-TV El Paso, Tex.—are principally owned by Larry Wallace, chairman, and headed by Mike Waddington, president. Waddington will continue as president. UBC purchased KARK-TV for \$25 million ("Changing Hands," March 7, 1983), WTOK-TV in 1984 for \$13.1 million ("Changing Hands," Aug. 6, 1984) and KDBC-TV for \$32 million ("Changing Hands," March 24, 1986), in all, about \$70 million.

□

Harte-Hanks Communications said it would sell many of its properties in the next few months, including all seven of its cable systems; WFMV-TV Greensboro, N.C.; WTLV-TV Jacksonville, Fla.; three daily newspapers, and a direct marketing operation. It intends to keep KENS-TV San Antonio, Tex. After the sale Harte-Hanks will own 10 dailies, 50 nondailies and several other service companies. Harte-Hanks President Bob Marbut said this was not a "fire sale," and if adequate prices could not be obtained the divisions would not be sold. Marbut said the divestitures represented about 18% of the revenue base of the company and 25% of the operating profits of the company.

The sales were seen by industry observers as part of a strategy to retire some of Harte-Hanks \$700-million debt incurred when the group went private. Estimates of the expected cash generated from the sale total about \$500 million. Marbut said he expected most of the transactions to be completed next spring.

junction with the merger and other major corporate transactions.

About dozen of those stockholding American employees will become millionaires with the transaction. Their shares, to be tendered at \$46.50 each, fetched \$14.50 when the company went public in May 1986. In addition to Dodge and Lemieux, it is expected that David Prescott, chief financial officer, and Roni Lipton, senior vice president, regulatory and legal affairs, will leave American. Altogether, according to Lemieux, no more than 20 of the company's 1,800 employees would be leaving.

Walking away from a company he helped build "isn't easy," said Lemieux. "This is an agonizing decision."

Dodge said he plans to look for other business opportunities and that cable was not out of the question. He also is looking at other parts of the Fifth Estate. "I have an interest in certain kinds of broadcast properties," he said, including radio stations.

CBS Records: No deal yet

Third-quarter earnings from records exceed those from broadcasting for second time in two years

The CBS board of directors met last week in New York and once again put off a decision on whether to sell or spin off the company's highly profitable records division.

Separately, the company reported third-quarter earnings that were higher from the records group (\$42.4 million) than from the

broadcast group (\$39.4 million). It was the fourth quarter in two years that records outperformed broadcasting. Broadcast group profits were off about 18%, while those for the records group increased 120%. Revenue for the records group totalled \$414 million for the quarter, up 22%, while broadcast group revenue totalled \$547.1 million, down 6%.

CBS issued a statement saying that the board "was continuing to explore alternative ways to maximize the short- and long-term shareholder values in its records operations." A company spokeswoman said no further meetings were planned before the board's next regularly scheduled monthly meeting, Nov. 11.

On Wall Street, there was speculation that the CBS chairman and chief executive officer, Laurence Tisch, had either failed to persuade a majority of the board members to go along with a sale, or that the board was still trying to decide the best way to avoid paying the \$600-million capital gains tax that would be incurred in a sale price of \$2 billion.

Sony has reportedly offered that figure for CBS Records, the biggest company in the record business. Some observers believe that CBS may be waiting for Sony to sweeten its bid. "CBS Records has a strategic value to Sony," above the basic economic value of the company, said media analyst Alan Gottesman, of L.F. Rothschild. Sony is trying to establish a consumer market for digital audiotape technology, which would provide a means to record flawless copies of records and compact disks. Record company executives fear that DAT technology could affect record sales if it becomes popular.

Sony's purchase of CBS Records would remove a major U.S. competitor to DAT, Gottesman suggested. The strategic value of CBS Records to Sony might be 30% above its \$2 billion offer, he added. With CBS Records in tow, he said, Sony could market music recordings on DAT at loss leader rates, in effect "giving away the razor blades so you can sell the razors [the DAT hardware]."

In its earnings report, CBS said the records group had its highest third-quarter profits in history, attributed in part to releases of new albums by such stars as Michael Jackson and Bruce Springsteen. Although broadcast revenue and profit were down, CBS said it was encouraged by the "vitality of the network advertising market" and the attraction to the CBS Television Network of younger demographics since the new season got under way and the improvement of the network's performance in major markets.

CBS reported total third-quarter profit of \$93.1 million on revenue of \$984.2 million. For the same period last year, the company reported profit of \$35.4 million on revenue of \$925.1 million.

Company profit for the first nine months of the year totalled \$357 million on revenue of almost \$3.3 billion. For the same period a year ago, profit was \$322 million on revenue of \$3.065 billion.

For the first nine months of the year, broadcast group profit was down almost 8%, to \$215.2 million, while revenue for the same period was off about 1.5% to just under \$2 billion. For the records group, profit for the first nine months was up 41% to \$141 million on revenue of almost \$1.2 billion. □

United Stations takes over Transtar advertising sales

Clark and Verbitsky take seats on board of Transtar's parent company, StarGroup Communications

The United Stations Radio Networks, New York, and the Transtar Radio Networks, Colorado Springs, have joined forces in the network radio sales arena.

United Stations President Nick Verbitsky said his company, which maintains offices in Chicago, Los Angeles and Dallas, in addition to New York, has taken over the responsibility for Transtar's advertising sales efforts, effective late last week. That arrangement comes as a result of the purchase of a minority interest in the Transtar Radio Networks by the principals of United, who include Verbitsky and entertainer Dick Clark, two of United's founding partners. Transtar national advertising had previously been sold by the Katz Radio Group.

Transtar, which was launched in early 1982, offers six 24-hour satellite-delivered "turnkey" music formats and serves as the marketing and clearing arm for CNN Radio, Atlanta. Transtar's formats are: adult contemporary, its first format; country; "Format 41," an upscale adult contemporary sound named after the median age (41) of its target demographic group; "AM Only," an MOR approach; the "Oldies Channel," and "Niche

29," a young-adult "light" contemporary format that was launched over KMPC-FM Los Angeles (formerly KUTE(FM)) earlier this month. The company recently signed its 1,000th affiliate when WHEZ(FM) Kalamazoo, Mich., signed with Transtar's "Oldies Channel" ("Riding Gain," Sept. 28).

Transtar is a subsidiary of StarGroup Communications (formerly Sunbelt Communications), which also operates The Research Group, Seattle. Transtar is headed by Terry Robinson, who is also co-founder (along with Bill Moyes) of Sunbelt.

The United Stations is composed of two networks that primarily deliver news and information (United Stations Radio Network

One and United Stations Radio Network Two) and a program network (United Stations Programing Network). The company, which was formed in late summer 1981, distributes a total of 14 regularly scheduled entertainment shows, 10 of which are offered directly through the program network, in addition to a number of concerts and specials.

"This sales combination [United and Transtar] gives us over 2,000 30-second units of available inventory weekly to sell to advertisers," Verbitsky said. "We feel fortunate to have been able to put this deal together since both our companies mesh so well...It's a win, win situation."

Added Transtar's Robinson: "The United Stations, with its sales force, will now have a vested interest in Transtar's growth. What we do best is programing." Ron Ruth, vice president/sales for Transtar, will continue with the company, working with United, Robinson said.

The United Stations/Transtar sales deal comes less than two months after Westwood One, which owns the Westwood One Radio Networks and the Mutual Broadcasting System, took over the NBC Radio Networks for \$50 million (BROADCASTING, Aug. 31). Some industry analysts see further consolidation of network radio operations in the coming months. □



Robinson (l) and Verbitsky

FCC delays action on spectrum reallocation

The FCC made its commitment to encouraging the development of advanced television systems (ATV) clearer than ever last week.

The FCC commissioners voted unanimously to defer action on a proposal to reallocate UHF television channels in eight markets to the land-mobile radio service until its newly formed industry advisory committee on ATV systems determines whether the channels are needed to broadcast ATV signals (BROADCASTING, Oct. 12).

"Although the FCC remains sensitive to the concerns of the land-mobile community, it believes the future of TV technology is of such importance that it needs adequate knowledge on which to base its decision before options are foreclosed," the FCC said in an Oct. 15 release.

In general, ATV systems would provide much better resolution and, in some cases, a wider screen than the NTSC system now in use in the U.S. and Japan. Some proposed systems could be broadcast in conventional 6 mhz VHF and UHF channels, but others require additional spectrum.

The FCC's action came in response to a petition filed last February by the Association of Maximum Service Telecasters and 57 other broadcast organizations. The petitioners argued that the UHF channels may be needed for ATV broadcasting and that the eight affected markets already have a shortage of UHF channels.

Although the FCC agreed to defer action on the reallocation, it turned down the petitioners' request that the FCC reserve a portion of the 500 mhz direct broadcast satellite band (12.2-12.7 ghz) for possible terrestrial ATV broadcasting. The DBS service may need the spectrum for broadcasting ATV and taking spectrum away from the service would be "highly disruptive," the FCC said. In addition, the FCC said it was skeptical about whether the 12 ghz frequency could be used for terrestrial broadcasting.

The FCC proposal in May 1985 to reallocate between two and six channels in eight markets touched off a turf battle between broadcasters and land-mobile radio users. Following the broadcasters' petition last February, the FCC started backing away from the proposal and began seriously considering its role in bringing some form of ATV to the public.

In July, it launched a broad inquiry into ATV systems. At the same time, it ordered the formation of the advisory committee and put a freeze on applications for new UHF stations in 30 of the top 34 markets so that sufficient UHF spectrum would be available if needed for ATV.

AMST President Tom Paro called the FCC's decision to delay the reallocation decision "very responsible." But, he said, "we regret that the commission has chosen not to provide for the backup possibility of terrestrial use of part of the 12 ghz band.... [We] hope that should that alternative become the most viable one, the commission will reconsider this decision."

John B. Richards, the Washington representative of the Land-Mobile Communications Council, was disappointed, but not surprised by the decision to put off action of the reallocation. Richards said the delay was unnecessary. The FCC advisory group will ultimately decide that additional channels are not necessary for ATV broadcasting, he said. ATV "can and should be accomplished within the current 6 mhz bandwidth."

NFL strike: minor damage to networks

Much to the relief of the three broadcast networks and ESPN, the National Football League players strike ended last Thursday (Oct. 14), after 24 days. However, the players returned one day too late to suit up for last weekend's games, forcing the networks to carry a third week of replacement football yesterday (Oct. 18) and today. Thus, ABC, CBS and NBC will have missed a total of four weeks of regular NFL telecasts. (In the first week of the strike, there was no replacement football and the networks had to vamp with alternative sports and entertainment programming.)

Most agree that the impact on network revenue during the strike should be minimal because the networks and the league expect to reach an agreement on an adjustment of the rights fees covering the strike period.

That adjustment, which would offset most or all of the lost advertising revenue, is expected to be worked out in the next several weeks. So far, the three networks have made combined monthly payments of \$100 million in September and \$100 million in October. One network executive said last week the networks expect to reduce the rights fees for the strike-affected games by half.

ESPN was not affected by the strike. Its schedule of eight regular-season games does not begin until Nov. 8, with a prime time contest between the New York Giants and New England Patriots. Of the three broadcast networks, ABC may have been the most adversely affected, because the lack of regular NFL telecasts on four consecutive Monday nights has taken some steam out of its bid to overtake CBS for second place in

prime time. Season to date in prime time, the Nielsen standings show NBC in first with an average 16.6 rating/28 share, followed by CBS with an average 14.3/24 and ABC with a 13.5/23. ABC's NFL telecasts were averaging close to a 20 rating before the strike and network researchers estimate the strike has cost ABC between five-tenths and eight-tenths of a rating point in prime time, which would have put the network—three weeks into the new season—in almost a dead heat with CBS. With the strike now ended, observers say ABC still has time to make a good run at second place. □

Equal-time suspension looks unlikely

Lifting of requirements during presidential campaigns snagged by commission's fairness repeal

The FCC's repeal of the fairness doctrine appears to have dampened the chances of any immediate action on a proposal to suspend the equal time requirements for broadcasters during the 1988 presidential campaign and primaries. Last May, NBC News suggested that Congress waive the rule (BROADCASTING, May 18), and although the idea may have a following on Capitol Hill, no decision on equal time will be made before the fate of the fairness doctrine is determined.

That was the prognosis given by Paul Smith, Republican chief counsel and staff director of the House Energy and Commerce Committee, during an informal debate last week on whether a temporary suspension of Section 315 of the Communications Act (the equal time rule) should be granted. Smith appeared at a colloquium sponsored by the Annenberg School of Communications' Washington Program. An effort to resurrect the fairness doctrine in the form of law is anticipated before Congress adjourns (see page 14).

As for the need to suspend Section 315, a lively discussion ensued among Smith and others: former FCC Chairman Charles Ferris, now with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo in Washington; Henry Geller, director of the Washington Center for Public Policy Research for Duke University, and NBC News President Lawrence Grossman. The panel's moderator was former FCC Chairman Newton Minow, now with Sidley & Austin in Chicago and director of the Annenberg Washington Program.

To Grossman, the law "shuts out robust debate" and "makes no sense any more." It was Grossman who wrote Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and John Dingell, chairman of the House Energy and Commerce Committee, seeking support for a waiver last May. Ultimately the NBC news chief would have the restriction lifted permanently.

He insisted the exemption is imperative. Broadcasters, Grossman argued, need to op-

erate in a unencumbered environment... "to get better information out to the public." The Aspen rule (judging debates between candidates to be news events making them exempt from equal time requirements) may have "watered down" 315, but there are still major programing categories in which political candidates can't appear without triggering the law, he said.

Ferris championed the law. He felt an exemption was unnecessary; the Aspen rule takes care of the two major candidates, but it is the third-party candidates that Ferris feels will be excluded without the requirement.

But Grossman differed with Ferris. "You'll find we will cover third-party candidates," he said.

Also, Ferris thinks 315 and the "fairness doctrine" have served as "a very effective shield" for those broadcasters "who might submit to those peer pressures in the community." Moreover, the rule is part of what he called a "delicate balance" and the "tradition" of the public trustee concept of broadcasting. "When you start tinkering with what works so well because you feel it is more convenient to have documentaries, you're playing with fire," he said.



Minow, Smith, Ferris, Geller, Grossman

Geller joined Grossman in calling for an end to 315. The law, Geller argued, doesn't work; "fringe candidates don't get on." Furthermore, he thinks the restriction is unconstitutional and "stifles" debate. Newscasts, he said, are exempt from the rule, and the rest of broadcast programing should be also.

While Geller and Grossman were in sync on eliminating 315, they did not concur on whether or not an appearance (last Saturday) by Democratic presidential hopeful, Bruce Babbitt, on NBC's *Saturday Night Live*, would trigger equal time. Grossman said he

did not think it would, but Geller said other candidates would be entitled to equal time on the show.

Milton Gross, chief of the FCC's fairness/political programing branch, refrained from commenting specifically on the matter. "We're only going to get involved if someone complains," he said. However, Gross noted that any time a station permits a legally qualified candidate to appear on a nonexempt program, other legally qualified opponents have a right to request equal opportunities within seven days. □

Expanding opportunities in the unfolding European market

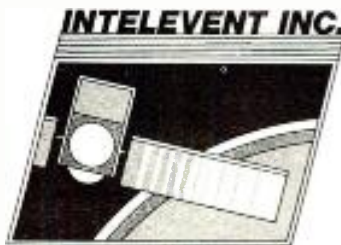
Sixth annual Intelevent gathering in Geneva examines increasing programing possibilities and problems for U.S. companies

The winds of privatization and competition may be sweeping across the telecommunications industry generally in Europe. And the Europeans in television and their American counterparts may be among the beneficiaries. But the millennium has not yet arrived. Some problems for broadcasters remain, and could even get worse. There is, for instance, what is said to be a shortage of home-grown programing (which has led to consideration of restrictions on program imports), as well as of cabled homes. There are also the vestiges of government protectionism.

A panel made up of representatives of Americans and Europeans whose business is providing and transporting television programing discussed those matters in Geneva last week, at the sixth annual Intelevent. That is the conference that provides a place for government and industry leaders in Europe and America to talk about policy, regulatory and technical developments in telecommunications, both domestic and international.

The three-day conference, produced by International Televent Inc., and sponsored last week by agencies weighty in names and prestige—the U.S. law firm of Finley, Kumble, Wagner, Heine, Underberg, Manley, Myerson & Casey; the international accounting firm of Klynveld Peat Marwick Goerdeler, Robert M. Formon and Co., and the International Chamber of Commerce—focused largely on telecommunications services and equipment, such as telephony and integrated services digital networks.

Again, though, as at last year's Intelevent,



there was talk of a movement away from regulation and toward competition—even if some representatives of PTT's (post, telephone and telegraph), which operate the telecommunications in most countries, detailed what they said was the difficulty in making that move. And an indication that the U.S. is not satisfied with the pace of the liberalization came from Alfred C. Sikes, head of the U.S. Commerce Department's National Telecommunications and Information Administration, in a panel on the "TransAtlantic Government Perspective." He made it clear to representatives of foreign governments at the conference—whose theme was "Competition and Coexistence: The Trans-Atlantic Dialogue"—that the U.S. is concerned about policies denying American companies equal access to foreign markets. But there were also those panelists who injected whiffs of an issue that could play a larger role in future Intelevents, as television without borders, as a saying taking root has it, takes on real meaning.

FCC Commissioner James H. Quello, who moderated a panel on "Media and Entertainment, Industry Perspective," expressed the hope that television would soon unite the world in what Marshall McLuhan called a global village, "where," Quello

said, "TV programs and experiences shared by nations throughout the world engender an atmosphere of closeness, truth and cooperation," and where rivalry could be confined "to public debates, open forums and the sports arena." The members of his panel indicated they were willing to do their part in creating that global village, even if as part of a commercial venture. But there are problems.

Patrick D. Cox, deputy chairman and chief executive of Britain's Sky Channel, now in its sixth year as a pan-European television channel, noted, for instance, that commercial television operators, both satellite and terrestrial, will be hard pressed to establish a viable industry in the face of the existing "relatively well-funded public service broadcasters." He said the profits thus far enjoyed by commercial broadcasters have been a function of their monopoly status—a status he sees ending soon. At present, 29 channels of service are distributed over six satellites. And among the requirements for success of the new competitive industry that will emerge, Cox explained, is the development of "original entertainment programing to insure consistent audience growth [and advertising support] over time."

But in that observation could be seen the seeds of a new international problem. For a large part of European television's entertainment product comes from the U.S. And Cox spoke of the need for "some form of regulatory framework to promote 'free trade' in broadcasting and advertising within the [European] community." But the kind of approach being considered by the European Economic Commission, which can adopt rules for the community, contains "quota articles which," Cox noted, "aim at protecting the European production industry." Cox said

Sky Channel supports the directive containing the proposal "warts and all." One of the "warts," he said, is that "the quotas are unenforceable at the ultimate levels envisaged."

Cox said in a conversation following his remarks that Sky Channel supports the directive because it imposes no restrictions on advertising. Conversely, Sky Channel opposes a regulatory proposal presented to the Council of Europe—which can only make recommendations to member governments—because it would bar advertising from one country to another.

Among the other problems European programmers face is the dearth of cabled homes—only some 12 million of Western Europe's 120 million television homes are hooked up for cable. However, the growth in the number of terrestrial stations, planned or existing, in western Europe should help alleviate that problem. So might the new direct broadcast satellites to be launched next year—high-powered French and German satellites and the medium-power Astra, which will be Europe's first privately funded broadcast satellite. It will be operated by the Luxembourg-based Société Européenne Des Satellites (SES).

And according to SES's director general, Dr. Pierre Meyrat, the combination of services could increase the number of homes receiving satellite signals to 40 million—perhaps even more, because even in 10 years, he noted, there would still "be a total of 65 million homes in Europe without a cable connection." And the medium-powered Astra, with its 16-channel capacity and a footprint covering 100% of the house-

holds in the German-, French- and English-speaking parts of Western Europe, is, Meyrat said, "ideally placed to trigger this new market and to be Europe's 'hot bird,' thus creating new program ventures and helping existing programmers to survive."

However, here, too, there is a problem. In 1977, a World Administrative Radio Conference established a rigid plan for the use of direct broadcast satellites in Europe, with DBS frequencies allocated to individual countries on an indefinite basis. As a result, Meyrat said, they are "inflexible to market demand and the changes necessary." In his view "the use of a perfectly conceived medium-power satellite in the fixed satellite service spectrum can provide high quality technical performance on one hand and attractively priced reception by television viewers on the other." Astra's signals will be receivable by dishes 85 centimeters in diameter or smaller.

But the problems described by Cox and Meyrat seemed to pale when one of the Americans on the panel—Robert W. Ross, managing director of CNN International Inc.—described his. For CNN, which struggled into profitability in 1985 after operating its 24-hour television news service since 1980, has yet to break even with its European service after two years. Apart from the fact the service is in English, culled largely from the domestic program, Ross ran through a list of factors he said are working against CNN International.

Among them: international satellite transponder costs are substantially higher than in the U.S., and customers are restricted in the use they make of the transponders. "The

most significant advantage of satellite technology—its distance and territorial insensitivity, superior efficiency and economy of scale delivery capability—is apparently to be ignored in Europe in pursuit of other governmental, rather than marketplace-dictated, objectives," said Ross. And in Europe, in contrast to the U.S., an absence of uniformity of regulation among governments as to dish installation and operation "increases direct costs and delays network growth." What's more, it has led to "the application of policies that have restricted or indeed prohibited the entry of CNN altogether."

If that was not enough, Ross added another: the absence of uniform program and advertising regulations, combined with current and future restrictions—a ban on audience-targeted advertising, for instance. That, Ross said, reflects two conditions. One is "a more intrusionist and protectionist government philosophy than prevalent in the U.S." The other is a segmented instead of a continental market "that further distinguishes satellite broadcasting in Europe from that in the U.S."

Still, Ross remains optimistic, "confident that satellite television will continue to grow, albeit at a slower rate than was experienced in the U.S."

Not all Americans in television have such problems abroad. Arthur F. Kane, vice president, programs, of CBS International, whose job is to sell CBS-acquired or produced programming in foreign countries, said that the volume of that business is increasing and that the entertainment portion of it has outstripped the news and public affairs programming that once was the dominant element. "So for all you hear about resistance to American programs," he said, "they are still popular." However, a number of the products he sells are co-produced with foreign companies. Furthermore, he said, "we don't look at the programing [we sell] from an American perspective. We are not trying to please an American audience."

He also indicated how a willingness to be flexible can open markets, such as China. The Chinese were unable to pay for the programming, Kane said, "so we gave them 65 hours of programing, and they gave us five minutes an hour of time to sell, and we go to the international marketplace. And China is the world's largest market."

Persistence helps, too. After considerable effort, Kane's operation is selling the *CBS Evening News with Dan Rather*, with subtitles and in barter deals—in France and Japan. (Later, Kane suggested the problem in making such a sale when he conjured the picture of a French news program, in French, with English subtitles, playing in the U.S.)

At the luncheon that followed the panel, Cliff Robertson, the motion picture actor and director, urged those with responsibility for television programming to consider something more than the bottom line in making their decisions. "We must monitor programing with a careful and critical eye and with a sense of social as well as financial responsibility," he said. It was a kind of spiritual dessert following the hard realities discussed by Ross and the others. □

FCC to grant nighttime service to 21 daytimers

Of the 41 AM daytime-only U.S. radio stations operating on 1540 khz, 21 have been authorized for nighttime operation by the FCC. The action follows adoption of new rules aimed at opening up night hours for AM daytimers on the 14 foreign Class I-A clear channels.

The 21 stations affected by the FCC's action will not be released until 90 days after the issuance of the order, dated Oct. 15. According to an FCC spokeswoman, opening of nighttime hours for those stations could be canceled if objections are raised by Canada, Mexico or the Bahamas before a 90-day grace period.

Jerry Davies, general manager of KNGI(AM) McPherson, Kan., one of the stations on 1540 khz waiting to find out whether it was among the 21, was gladdened by the news. "We've been very anxious and watching this in hopes that they would allow us to go nighttime. I think it's something that daytimers—like ours especially—need. When you get into the winter months and you're competing... you need those extra hours and we definitely need them this winter," Davies said.

Nighttime priority for 1540 khz has in the past belonged to stations operating in the Bahamas. Canada, Mexico and the Bahamas have nighttime priority over the 14 clear channels under international agreements. One of the pacts, the North American Regional Broadcasting Agreement, among Canada, the U.S. and the Bahamas eliminated nighttime broadcasting by U.S. stations within 650 miles of the two other countries. However, for stations outside that barrier, recent international agreements have cleared the way to operate at night, according to FCC interpretation of those agreements.

In a related issue, the National Association of Broadcasters has filed comments with the commission in favor of a proposal to allow more broadcasters to operate on the 14 foreign clear channels by eliminating the nontechnical criteria for operating in those channels. According to NAB engineer Michael Rau, allocation of spectrum in those channels has been controlled by "birth control rules" aimed at limiting new station assignments to unserved or underserved areas. The NAB's stance is that stations on the AM band are now so numerous that in the future only technical criteria should be used in new station applications for those channels.



AMBASSADOR DIANA LADY DOUGAN AND

An open world policy for telecommunications

Among others captivated by the merging of technologies—not to mention the merging of worlds—is the Department of State, which has both general and specific responsibilities for keeping the U.S. on the cutting edge of technological development. The individual in charge: Ambassador Diana Lady Dougan, who—on the eve of Telecom '87 in Geneva—discussed with BROADCASTING editors the hardware out front and the policy implications backstage.

What's on your agenda for Telecom '87?

I'm a tire kicker from way back. If you spend 20 years in telecommunications, you either learn to love the technical, hands-on part, or you become very impatient with it. I have always liked looking at the technology; if nothing else, it's a very good insight into the realities, the planning, the maintenance, the whole structure of telecommunications activity.

My bureau is also conducting a two-day workshop for our European telecommunications attaches so they can not only get a sense of the new technology but have in-depth sessions with diverse U.S. industry experts. Telecom '87 in Geneva promises to be a great tire-kicking show of communications technology. It is the one international enclave that merges telecommunications, broadcasting and information technology. It will undoubtedly bring home the reality that telecommunications has become global in scope and the ITU is the center of the action. At Telecom, U.S. industry will be able to eyeball the international competition as well as the new technology. Dick Butler has put together an excellent program. Even in the four years since the last Telecom in 1983, much has changed. The technology isn't leveling off.

A few weeks ago, Secretary Shultz hosted a two-day symposium on foreign policy and the information age, in conjunction with the National Academy of Sciences. One of the points that repeatedly came up was the increasing impact of technology globally. Perhaps most compelling to me was that both the chief scientist of IBM and the head of research for Bell Labs made the same, absolutely unequivocal observation: Technology is going to continue to grow at the same exponential speed for the next 20 years as it has for the past 20 years.

What else will you find different at Telecom '87?

At the last ITU Telecom, I was literally the only U.S. government official present; although there was a very keen and active U.S. industry participation, it was a new experience and exposure for many American companies. Since becoming U.S. coordinator in 1982, I've put U.S. industry involvement in the ITU high on my list. One of my priorities has been and continues to be to better position U.S. industry to take care of itself internationally, and one of the ways to do it is to get out there and play, and see what your competition is doing and become active in international forums, especially the ITU.

Let's face it; we have a built-in problem in the United States—that is, we have such a vast domestic market, and for the first time we're starting to see more than a bit of competition over our shoulders from abroad. Also, while telecommunications may no longer be a sunrise industry, it's still very much a midmorning industry that has a lot of built-in growth factors—so that it's very difficult to get U.S. industry to look at the global market as the key target, as opposed to just concentrating on our own large domestic market.

This is especially true in the manufacturing end. Virtually all other countries have known that they're not going to survive on the domestic market alone, so they have started out with a premise of looking to international markets. And they've been out there very, very aggressively cultivating not only the U.S. market, but the markets of tomorrow—the developing countries.

What concerns you most about American industry internationally?

It's no secret that I'm a missionary about what I characterize as the evils of the "third-quarter balance sheet mentality" here in the United States—a preoccupation with short-term earnings and short-term gains. We're seeing it reflected in long-term R&D commitments of U.S. industry; we're seeing it in apparently increasing corporate disinterest, not only in leadership, but even participation in the international standards-setting, protocol and tariff structures and other ITU undertakings.

It's also hard to convince U.S. industry to look at what are the longer-range, less attractive markets of developing countries. Bluntly put, if there's not an immediate return, most U.S. companies show very little interest.

By contrast, in Europe we're seeing emerge what must be recog-

nized as an increasingly sophisticated industrial policy related to telecommunications. On a short-term basis it is rather attractive, but doesn't happen to be the way we in the U.S. want to do business. We want to have industry out front on a voluntary basis doing these things, but meanwhile, the stockholder and outside raider pressure is on corporate leaders to say, "Well, if it doesn't show up on the quarterly earnings on my watch, I'm disinclined to make that kind of commitment."

As examples, we've recently seen a number of sales of traditionally U.S.-based corporations to foreign interests. Jack Welch at GE just off-loaded a major, but apparently marginal, profit center to the French. ITT sold off 23 companies. But what bothers me is there wasn't a single one about which they said, "Let's hold on a moment; let's look at putting more money and more investment in that company, rather than just saying it's not making money now for us, so let's ship it out."

I realize that ITT may be a somewhat unfair and simplistic example, but I'm seeing this pattern in other areas as well; personally, I find it more than disturbing. This is one of the reasons the State Department is working on getting U.S. industries to realize what they have at stake internationally.

When I speak of international stakes, I don't just mean Europe and Japan. For example, when I was in Africa earlier this summer, I saw a lot of new broadcast and telecommunications equipment—fresh out of the crates and packing boxes—and virtually no U.S. manufacturing labels. Others are making money in the smaller, less developed markets. Few Americans seem to even try. We can't realistically ask U.S. industry to be in the business of charity, but we'd like them to have a better sense of what the competition is doing—and not just in Europe.

In what general lines of equipment do you find the greatest interest now? Is it getting into the high-definition television area at all? Is that what you consider significant?

I've been actively involved in high-definition for several years, so obviously that interests me; however, my interest and responsibility are basically from the policy perspective. But it's been my experience that you can only make and coordinate policy well if you have an understanding of its applications and its potential.

Off the top of my head, I see the greatest potential over the next few years in mobile communications and high-definition television—not only for the broadcast industry, but for other purposes as well.

Mobile in this context means something other than a broadcasting mobile unit?

I mean the increased ability to communicate on a nonfixed basis. There are over a million cellular phones in the United States now. In the World Administrative Radio negotiations that we finished this week in Geneva, the focus was on the use of mobile services. An important element is the potential development of mobile satellite services, and with it the ability to communicate over vast distances between moving objects, not only people in cars, planes and boats, but any place which doesn't have a fixed infrastructure.

It's obviously going to have a lot of applications for developing countries, and areas that have been geographically isolated. It's an area where there is a lot of new potential application. The most obvious to the traveling American businessperson is the air phone. In my judgment, the next decade will see an explosion of new industries developing new applications for being able to communicate from unlikely places, cheaply and conveniently.

With satellite paging, America has probably made Greta Garbo even more of a romantic relic with her famous line: "I want to be alone." Even on a ski slope or a wilderness backpack, you literally cannot hide any place in the United States. If you want to be found, you can be found. Psychologically, I find that a mind-numbing example of both the potential and the intrusion of technology.

What about the policy issues? Which are foremost at this point in the calendar?

Well, certainly one of my priorities from day one has been to help

ONE COMPANY HAS 3 OF THE TOP 5 FIRST-RUN SITCOM HITS



Source: NSS Preliminary Ranking Report, season to date—Sept. 27, 1987.
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extend what we in the U.S. believe are the positive benefits of a minimally regulated and flexible approach to technology internationally. This has become key to the open flow of information, ideas and international commerce through communications technology. When I speak of communications technology I mean the whole range of broadcast, common carrier and computer-related technology. Thus, both as a U.S. coordinator and the Department of State, we promote this approach in both our multilateral and bilateral discussions and negotiations.

I think we've had some success in persuading other countries of the benefits of less governmentally controlled approaches to the delivery of communication. This is no small accomplishment since you must remember that most of the world has viewed the delivery and ownership of broadcast and telephone services as a governmental role—not one that should be let loose to the unknowns of competition, much less nonstatist companies. While we'd like to think of the U.S. as a persuasive role model, I think a lot of the credit is due the countries for recognizing themselves that taking a more liberalized approach to the regulatory framework is in their own interest. If we've been helpful, it's been in the context of highlighting the self-interest and extrapolating role models from one area to another, one country to another.

One of the things that has been little understood is that long before the breakup of AT&T, the threat of competition and the specter of the breakup was a driving force that did a great deal to make AT&T the outstanding company it was by the time it was broken up. And it's not something that just happened overnight; it's been going on for the better part of 20 years.

I know what you're saying, and I have to agree that there has been some effect or some change on the part of Europeans, in terms of the approach of competition—competition versus monopoly. But you still have a problem with the PTT's [the state-owned postal, telephone and telegraph companies]. And Orion is having problems in getting foreign correspondents. What are you going to do about them?

Well, it is true that most of the rest of the world has from day one taken a different approach to both broadcast and common carrier development and ownership of communications. If it's not state

owned, it certainly is a state-sanctioned monopoly.

In the broadcast context, the United States has, since its beginning, taken a private sector approach to the development of communications, and obviously it has put us in good stead in terms of the diversity and choice that our radio and television broadcasts have brought into being.

Other countries have by varying degrees started to discover the benefits. I think the most dramatic example these days is France, which has traditionally taken the view that the government has a direct responsibility as the caretaker of culture and information. The decision to sell off the centerpiece television system of France instead of one that might be considered more marginal was a real demonstration that their commitment to change is not superficial.

In the common carrier area, the biggest difference and where we are making the most gain is liberalization of enhanced services. There are also a number of countries that are considering privatizing the basic phone system. The United Kingdom and Japan justify the headlines, but Jordan, Sri Lanka, Guatemala and a number of other small countries are also looking to privatize their phone systems.

A number of countries are starting to ask more of the questions that we have long since asked, such as: Who should pay for it and who should benefit from it? And I think the answer is increasingly becoming the private sector, as opposed to government.

As to your specific question about separate satellite systems, it has not necessarily been demonstrated that the basic problem is opposition in the PTT's. The basic problem still seems to be an inability to deliver foreign customers.

One of the things that I was very actively involved in early on, even before the President's decision on separate satellite, was our successful transborder satellite initiative. Although the U.S. had basically established the framework for other countries in the region to pick up U.S. satellite signals, the U.S. was having a great deal of difficulty getting any of these foreign countries to agree to enter into coordination.

When it landed on my desk, it apparently had been languishing for some time in the government, and there was the view that, if only government did its part, we would get these foreign correspondents. I decided to host a Jamboree with the various interested parties from industry ostensibly to review the rules of the game in terms of what was required of coordination. But the bottom line of that meeting was that when our embassy officials would go to these foreign governments and talk about coordination, they received a blank look because no one in that foreign country had said, "We want this service."

And basically my message to the U.S. industry was: "If you go back in and you get your customers to go to their governments and say, 'We want this service,' I think we'll have a much better reception."

They did, and within less than a year's time, we coordinated some 20 countries and some 19 satellites. And that big turnaround was nothing magical we had done, but putting the responsibility where it belonged.

Are you saying the same thing applies here?

I think the same principles apply. I don't mean to overstate it as a simple parallel because among other things, it's been no secret that there has been basic opposition, and understandable opposition, by foreign PTT's to any changes in a monopoly approach to their regime.

So it's not an easy premise. But it's also not helped by the fact that there has not been a very active demonstration by the customers that they want or need the services proposed.

But it's an evolutionary process, and I'm not at all discouraged; I think our separate satellite policy has already achieved a great deal because the mere threat of competition—it's a little bit like going back to the AT&T analogy—has already improved Intelsat services. It's reduced costs and it's providing much more in the way of choice in customer services than it ever did before.

I'd like to get a primer from you of the international telecommunications issues that concern American broadcasters and legal people

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HIT



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particularly—not the telephone issues—for the foreseeable future.

Well, I think first of all, the amount of policy focus on common carrier versus broadcast issues shifts on any given day; it's noteworthy that the technologies of common carrier and broadcast have essentially merged. At what point, for example, is something a fixed versus a mobile service; at what point is it a direct broadcast service, especially with the advent of broad-band ISDN and other technologies?

The mode of delivery of mass media communications is perhaps increasingly going to be on the same conduit as common carrier. So the major negotiations divide up among both areas, and to some extent include both areas. The focus of the second session of the World Administrative Radio Conference on space will be the use of the geostationary orbit, but will also involve sound broadcast and HDTV at least indirectly. There's also a second session of our regional AM broadcasting conference coming up next year, and then in 1989, the plenipotentiary conference of the ITU, which will review the rules of the road on how the ITU functions generally.

I might also say that some of the things happening separate from any international negotiations are going to and already are making some major impacts.

You're going to see a pattern of more and more joint ventures, in my view, between U.S. and foreign owned corporations, for several reasons. One, the need for capital is always going to be there; two, I think it's probably the best way to get around the concerns of cultural sovereignty and the sort of broadcast protectionism that is emerging in some corners.

I guess I harken back again to my early days in the cable television industry over 20 years ago. A lot of focus then was on the delivery system and the development of cable television, and we could deliver 20 channels, 40 channels, 60 channels. Even 20 years ago the theoretical delivery of cable television was virtually as broad as it is today. But the basic problems remain. Ultimately it's less a question of the delivery system, but the software, the programing that goes into the system.

Internationally the need to circumvent the political sensitivities is increasing as foreign programing becomes more technologically accessible. Our broadcast problems with Canada are a microcosm of the issue—transmission, copyright, piracy, sovereignty. In the context of Europe, there are growing signs of program protectionism.

While we in government are watching this closely, I believe that joint ventures and program exchanges are going to be more effective in offsetting this trend. I predict that the new privatized broadcast licenses in Europe plus the French and the German commitment to direct broadcast satellite are going to create even more new opportunities for U.S. producers if they go about it right.

Right now the focus is on technology, hardware and capacity, but the next turn of policy screw is going to revert back again to: What is that technology and capacity going to be used for? And it seems to me we perpetually go through policy and technological hiccoughs where at one point the concern is not enough capacity and then a new wave of excess capacity.

As is well known, fiber optics has become a viable delivery system for television as well as voice communications. While fiber optics will never be as attractive for simultaneous multipoint communication, it may well capture HDTV and other specialized video services.

If you had to pick one area that was the most exciting, about the new technology or the newest technology, what would you pick?

Access. Access to the technology, because it's becoming so much cheaper, it's becoming so much more available and it's becoming available in places in the world where it wasn't thought of before. On the one hand, a case can be made that technology can become a regressive centralizing force in sort of the Big Brother, "1984" context; but I would submit that if anything, the individual is going to win out and the individual access that technology is creating is going to have the biggest impact.

I've long since dismissed the idea of the Information Revolution; I have long contended that if there was an information revolution, it's

over—and information won. And the individual's ability to access information is going to win.

The globalization of the economy has already happened because of telecommunications. Think about the things that are done in one country that affect another, whether it's the favorite example of the fire station in Malmo, Sweden, that is controlled someplace in the Midwest United States, a sweater factory in eastern Africa linked into computer-aided design in New York, or the overnight change orders for an architectural firm in Dallas done somewhere in southern India. A lot of things that we think are happening right here at home are happening thousands of miles away because of access to the technology.

Tell me about HDTV. How fast is it going to take over, and what technological barriers or spectrum type barriers stand in the way?

Although we were not totally successful in getting an international standard for production, if anything, the controversy that evolved around it has kind of helped push it along. We're already seeing feature length films produced in HDTV; we're seeing more and more commitment to shooting programs in HDTV.

In my judgment, the production end is well on its way to becoming a de facto international standard. The transmission end still has an awful lot to work out, and there are very real concerns about how much spectrum to use; it's going to have a lot to do with its attractiveness, and more so in Europe probably than the United States because the spectrum is so crowded over there. The sensitivity to spectrum efficiency is perhaps higher in Europe than it is in the United States.

I see HDTV from a production standpoint becoming widespread in the next three or four years, and the timetable for a transmission standard is probably a lot further down the pike.

What stands in the way? Are there specific negotiations that must take place?

One of the problems is that there is not a clear front runner in terms of transmission technology as there was with production standards.

One front runner was DBS. The Japanese are going to be broadcasting HDTV by DBS in a year or so.

Most Americans are not aware of the fact that North America is on a whole different set of standards than virtually the whole rest of the world. When I spoke this year at the Montreux International Television Symposium, I was struck by the fact that most other speakers were arguing the merits of production values of HDTV versus 35 mm.

In my view the producers were sounding too little attention on what is the biggest difference between HDTV and 35 mm—that there is in fact a global standard for film but not for video. It would be nice, whether they choose for creative reasons to go with video or film, to have the luxury of the alternative. Any way it's analyzed, video is more cost effective.

Secretary of State George Shultz once said it is now almost impossible for countries to do business with each other in the same old ways, in the customary ways, because of the information age. Is that thought familiar to you?

Secretary Shultz has long been interested in the role of communication and information policy and technology in foreign policy. His intellectual interest and appreciation for it has been extremely helpful to our own bureau activities, and because of his background with a major multilateral corporation he has a very keen personal sense of the role of communications technology.

The secretary likes to remind people of Walt Wriston's statement that "We're no longer living on the gold standard, we're living on an information standard." George Shultz is keenly aware that the driving force of international economics and political liberties is the movement of and the ability to move information.

To change the subject: How are things going with EEO? How do you feel as a woman in a high place?

I suppose early in my career, especially when I was CATV marketing director for Time Inc.—I can't say I felt sensitive about being female; if anything, I felt sensitive about being young. I was more sensitive knowing that I was the youngest person in the room, not

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that I was the only female in the room.

I guess I have long since accepted a rather harsh reality that as a woman, I probably have to work harder and do more homework than the next guy. I don't begrudge it, though I wish it weren't the case. On a more positive note, increasingly women are demonstrating an ability not only to manage, but to lead. In the international context, perhaps the two most exciting leaders in the world are Margaret Thatcher and Cory Aquino—they also happen to be women.

Internationally, it has never been a problem for me in heading up a negotiation. I suspect that, when someone has the title and responsibility to negotiate on behalf of his or her government, that's all that matters to the people on the other side of the table. If anything, there may be a slight advantage as a woman in being able to deliver sometimes a slightly stiffer message than your male counterpart. And do it with effect, without blowing things out of the water.

What has been your agenda as ambassador?

When I first came on board, I was faced with two international forums that appeared to be driving down the road to self destruction from extraneous political concerns: one was UNESCO and the other one was the ITU. There was also no real focal point for the U.S. government to deal with communications policy issued internationally.

I very much signed on to our departure from UNESCO, but took the exact opposite tack with the ITU because it's one of those rare international organizations that, if it didn't exist, we literally would have to invent it. International communications implicitly requires a certain degree of coordination, harmonization and consultation—there are a lot of things in this life that can be done on a bilateral basis, but not efficient use of spectrum, orbit and standards.

When the Reagan administration came in, it seemed there was going to be an effort to get the ITU out of the U.S. or the U.S. out of the ITU. And you were tough on it. Maybe you didn't like it, but you made some good tough speeches about it.

Well, that was one of the first things I did—assess what the ITU was all about and how it served U.S. interests, and, if it didn't exist, what institution could take its place.

The ITU plenipotentiary in '82 was almost subsumed by the issue of the expulsion of Israel, which hardly had anything to do with

telecommunications. My focus has been to get the ITU back on its technical track. I've spent a lot of time with developing countries, to get them to recognize they also have a stake in technology. The more they feel they can actually benefit from the technology, the less interested they become in political football.

Americans often complain about the Third World, the politicization of the ITU and how difficult it was to deal with. All the other countries want is a guaranteed piece of the spectrum, and we say, No, you can't do that because it screws up the whole works, and it doesn't make it effective—do it our way and everybody will make more efficient use of the spectrum.

I don't think politics are ever going to totally go away, and I believe it's a gross overstatement that this is a sudden new phenomenon in the ITU, but as the economic stakes get higher, the political stakes get higher, and there is also a very real concern among some of the developing countries that the world is no longer divided into developed and developing countries.

The newly industrialized countries are growing in number and power. The world is starting to cleave into information and technology "haves" and information and technology "have-nots." Indeed, one of the hallmarks of the newly industrialized nations is the commitment to and priority that they give to telecommunications.

Overall, we have a rather straightforward goal, and that is to extend the freest possible flow of information among nations with the least government involvement and regulation and the most dependence on competition and marketplace forces.

Neither broadcasting nor telecommunications has grown up with that kind of tradition in most other countries.

I don't want to overstate it, but I believe we've made a lot of progress internationally. If there has been a formula to our success these last five years, it has been in bringing together the combination of very good and dedicated people in government and industry. If I were to leave one message, it is that if we want to continue as a country that doesn't have an announced-from-on-high industrial policy. If we think it's right to continue in a competitive, open society and marketplace, then there has to be an equal burden on the private sector. The reviving trend toward trade protectionism and government subsidy, or "regulating the other guy but not me," is not going to put us in very good stead in the long run. Nobody suggested it would be easy.



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- Nov. 16  **Local TV Journalism.** A "best of" roundup of news stories, documentaries and public affairs programs produced by TV stations and cable systems.
- Dec. 7  **Special report: Brokers.** BROADCASTING kicks off what will be an annual guide to who's who in the world of broadcast and cable brokers.
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- Feb. 8  **Station and cable trading.** A roundup of stations and cable systems that changed hands in the million-plus bracket during 1987.
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Basketball '87

This season viewers will be able to watch more basketball than ever as broadcast and cable networks—both national and local—offer scores of professional and college contests

Basketball is coming—lots of it.

During the upcoming 1987-88 season (November to June), basketball fans who subscribe to cable will be able to watch literally hundreds of college and professional games. Off-air TV viewers in small markets served only by three network-affiliated television stations will be able to tune in to more than 100 contests.

CBS, ABC, NBC, ESPN, USA Network, FNN/SCORE and superstation WTBS(TV) Atlanta will be televising more than 450 games nationally (see chart, page 48). ESPN leads the way, scheduling 182 college games. Regional cable sports networks such as Home Team Sports and Madison Square Garden will each offer as many as 60 games within their discrete regions. And, finally, television stations will supplement the national and regional games with uncounted local broadcasts—mostly away games of the home teams.

Fans that tire of looking may listen. Every National Basketball Association team and most schools with substantial basketball programs have made arrangements to broadcast most, if not all, of their games over radio stations and, in some cases, over regional radio networks.

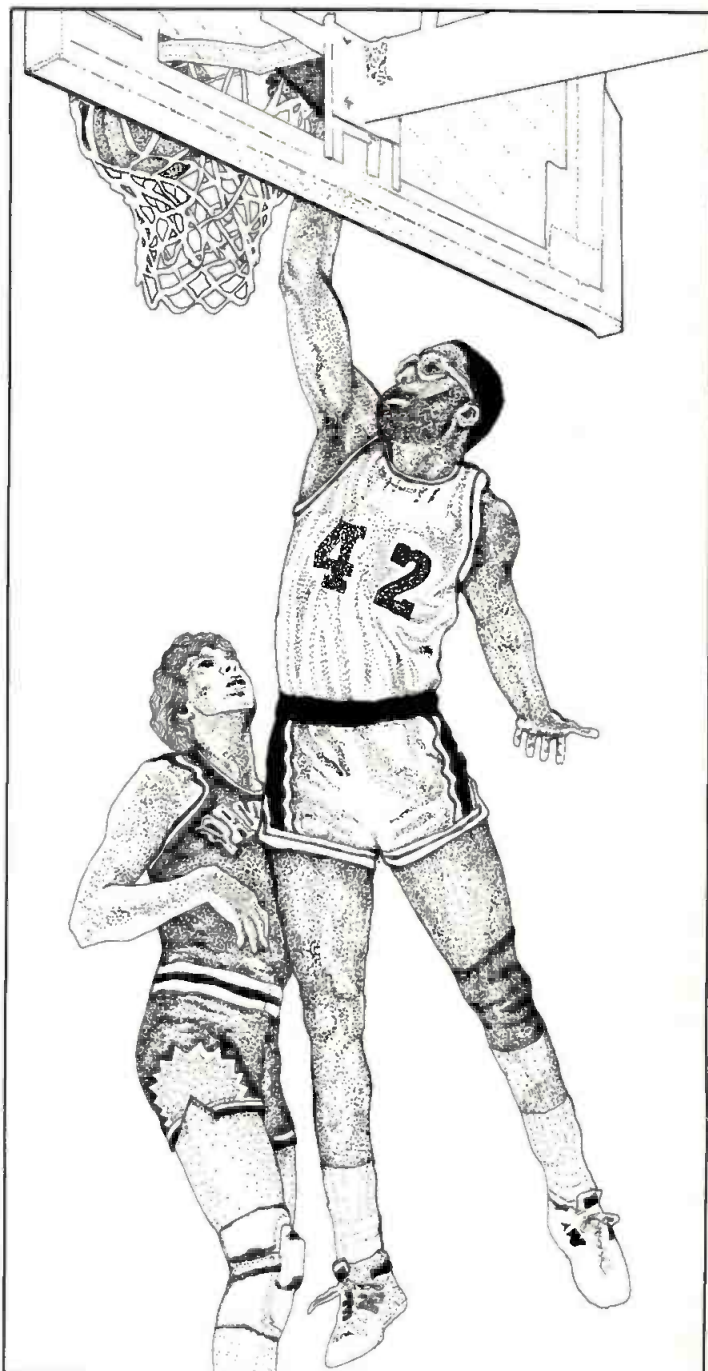
The hundreds of games add up to millions of dollars annually for the NBA franchises and the colleges and universities that field teams good enough to attract television and radio audiences—even after the packagers, syndicators, television production companies, collegiate conference offices, satellite carriers, broadcast stations and networks have taken their cuts.

The NBA now has just two national television contracts. For 15 regular-season games and the best of the playoff action, including the finals, CBS will pay the NBA about \$43 million this season. For 50 regular-season and 25 playoff games for WTBS, Turner Broadcasting System will pay about \$13 million this season. CBS is in the second year of a four-year, \$173-million deal with the league; TBS is in the second year of a \$25-million, two-year pact.

The NBA clubs divvy up the network revenues equally and supplement it with whatever they can get from local television and radio deals. "There is quite a bit of imagination and innovation going on on a local basis," said Ed Desser, director of broadcasting, NBA. "On the one hand, there are clubs that keep the rights in-house and produce the games themselves and, on the other hand, there are those that form partnerships with broadcasters. And of course there are some of the more traditional arrangements where the club... simply sells the rights to 'x' number of games to the broadcaster for a flat fee or some kind of profit-sharing against a guarantee."

The NBA teams will not say how much they earn from television and radio and neither will the NBA, which keeps track of what each team is doing. But Desser concedes that it's a substantial amount for most teams, sometimes exceeding gate receipts. Paul Kagan & Associates picked up some figures for one team, the Denver Nuggets. According to Kagan, KWGN-TV Denver will pay the Nuggets around \$900,000 for the rights to 30 mostly away games.

For the colleges, it is a case of the haves and the have-nots. The top conferences like the Atlantic Coast, Big East, Big 10 and South-eastern earn substantial millions from their national, regional and



local television deals. The Atlantic Coast Conference is receiving a reported \$35 million over five years under its current television rights contract with a joint venture of Raycom Sports and Jefferson-Pilot Teleproductions. According to Bill Rasmussen, chairman and

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"The Changing Family." An Emmy award-winning 24 part TV documentary series begun in 1982. These highly praised programs explored in depth, a wide range of family related topics, including working mothers, divorce, drug and alcohol abuse and other issues. A copy of the entire series was donated to the Smithsonian Institute. Additionally, RKO was invited to lead a U.S. Senate sponsored symposium on "Families in Transition."

"RKO Children's Christmas Fund." RKO's two radio stations in New York (WOR-AM/WRKS-FM) have been caring for the area's needy children since 1945. Their annual on-air fund raising efforts are almost legend for generating generous listener support. Last year alone, over 135,000 needy children received gifts as a result of this RKO Radio campaign.

"Job-A-Thon." A 1983 unemployment crisis in the Los Angeles area was met head on by RKO Television station KHJ-TV. For five continuous prime time hours, KHJ-TV brought together job seekers and potential employers through the power of TV. Over 3,500 job opportunities were offered as a result of this program. The outstanding initiative of KHJ-TV was further rewarded by an on-air congratulatory call from President Reagan.

"Taking Charge." All 12 RKO Radio stations, in cooperation with the League of Women Voters Education Fund, teamed up to promote young voter registration through on-air public service announcements. In a four week period prior to Election Day, the stations blitzed the air waves with a barrage of "Taking Charge" messages. All totaled, the campaign amounted to 100,000,000 gross impressions

of the "register and vote" message across the country.

"Childalert." In a pioneering, national effort, all 12 RKO Radio stations launched a month long educational campaign on the issue of abducted and exploited children. The campaign went well beyond on-air information and also included information booths, safety workbooks and round table community discussions. A program so impressive RKO Radio recently received White House recognition with the awarding of a Certificate of Appreciation from the President's Child Safety Partnership.

"Filene Center Fund Raising." In 1982 the magnificent Filene Center at Wolf Trap Park for the Performing Arts, outside of our Nation's Capital, was completely destroyed by fire. RKO responded with immediate initiative, kicking off a rebuilding campaign with its own \$50,000 donation. Following that impetus, RKO's classical music station in Washington, WGMS FM/AM, continued the effort with a concentrated on-air fund raising campaign. Shortly thereafter the station presented the Filene Center with a \$100,000 check, the contribution of loyal and generous WGMS listeners.

"Summer Minority Intern Program." This ongoing program provides minority students, majoring in broadcasting and journalism, a hands-on opportunity to learn by doing. All RKO Television and Radio stations participate in this standard-setting effort to help students know, understand and appreciate the professional requirements necessary for a successful career in broadcasting. Additionally, in cooperation with Boston University, RKO annually grants four graduate level scholarships to minority students majoring in communications.

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chief executive officer, Rasmussen Communications, which represents the Big 10 in the television marketplace, that conference takes around \$3.5 million a year from its deals with ESPN, ABC and CBS. The Big East receives at least \$4 million a year from its CBS deal alone. "But many conferences approach TV from an exposure standpoint and don't expect to make a lot of money," said Bray Cary, president, Creative Sports Marketing, one of four major collegiate basketball syndicators. "Few conferences other than the top five or so are making more than \$250,000," Cary said. "Some barely break even."

The Missouri Valley Conference, the Colonial Athletic Conference and the Pacific Coast Athletic Association are cases in point.

Although the Missouri Valley has placed more than a dozen of its conference and nonconference games on cable networks and has successfully syndicated a regional package, it expects to make no more than \$150,000. The CAA gets between \$30,000 and \$50,000 a year under its exclusive rights deal with Home Team Sports, just enough to help defray the conference office's expenses.

The PCAA, whose members include perennial basketball power University of Nevada-Las Vegas, expects only to break even on its regular-season and tournament packages. PCAA Commissioner Lewis Cryer said that they air the games because the coaches believe the exposure is "critically important" to their recruiting efforts.

For the have-not conferences, the pot of gold at the end of the rainbow is the National Collegiate Athletic Association annual 64-team tournament in early spring that leads to the crowning of the national champion. The NCAA pays participating teams some \$200,000 for each game they play in the single-elimination tournament. A team that makes it to the final four can count on a check for \$1 million.

Most of the tournament money comes by way of CBS. The network signed a three-year deal last December giving it the right to the best of the tournament games, including the semifinals and the final. Total value of the deal: \$166 million. (ESPN also has a deal with the NCAA for some of the early round action that CBS does not want.)

Like the pros, most of the college conferences do not release their

rights fees. And neither do their customers. Donn Bernstein, director of college sports, ABC sports, said rights fees are held close to the vest because of the competitiveness. "We are out there scrapping and scraping and clawing," he said. "We must be in a vacuum. We don't want the other guy to know what we are paying."

According to most involved in televising collegiate basketball, the rights fees—what the syndicators pay the conferences and what the networks and broadcasters pay the syndicators and conferences—have been flat or declining somewhat over the past few years for all but the biggest conferences.

PCAA Commissioner Cryer, who doubles as chairman of the Collegiate Commissioners Association, a group representing 19 major conferences, said that the broadcast networks and ESPN are being more selective and paying less for the national rights to games because of "the deluge of games" and the often poor ratings.

Marty Brooks, vice president, programming, for the Madison Square Garden Network, said rights fees soared in the early 1980's as interest in college basketball, demand for programming from cable networks and the number of sports syndicators all increased. But following a bad advertising year in 1983-84, he said, there was a shakeout among the syndicators and fees have gradually slipped back down to more reasonable levels. "There is now a true handle on the value of the product," he says. "College basketball is a valuable sports product, but there is just so much you can pay for rights fees. Every game is not worth \$100,000."

More important than the leveling off of rights fees, said Ken Haines, executive vice president, Raycom Sports, is the restructuring of the relationships between the conferences and schools on one hand and the sports syndicators on the other. "There is a movement toward revenue sharing," he said. "We are in some form of revenue sharing with all our conferences except the ACC where we [and Jefferson-Pilot] pay a flat fee."

Not all college basketball fees are flat or trending down of course. To retain its hold on the NCAA tournament last December, CBS had to increase its per-year fee from \$32 million to \$55 million. On the other end of the spectrum, the Western Athletic Conference, under its new three-year deal with KUTV(TV) Salt Lake City, is getting \$1.1 million or an average of about \$370,000 a year, up from less than \$250,000 under the previous two-year pact.

Although, as Cryer suggested, the broadcast networks are holding the line or paring down their collegiate basketball schedules, ESPN and FNN/SCORE are beefing theirs up. ESPN's 182-game total is up from 153 games last year. FNN/SCORE, a relative newcomer to the market, has nearly doubled the number of games on its schedule to about 60.

Robert Wussler, executive vice president, Turner Broadcasting System, does not expect the NBA rights to go anywhere but up. "Pro basketball has rebounded very nicely over the past five years. The short- to medium-range outlook is very good."

The NBA's strategy over the past few years has been to decrease the number of nationally televised games by choosing not to renew contracts with ESPN and USA Network and by trying to get clubs to refrain from making local deals with cable superstations. The NBA feels that by limiting the number, it "enhances" the perceived value of national games and the local games as well. "If there are fewer national telecasts available then each local telecast is more valuable, more highly sought after," he said.

It is a bit too early to say how all the basketball games will play in the advertising marketplace. Selling by the broadcast networks has been set back by the National Football League's players' strike, which has completely upset the NFL advertising marketplace.

When the networks finally make their basketball presentations, advertisers are expected to be receptive. Among the major sports, basketball has been apparently one of the relatively strong and steady performers over the past few years. "We have a lot of happy incumbents" with schedules to renew before the rest of the time is made available, said CBS vice president of sales, Jerry Dominus.

Extra dollars may be available for the networks' basketball packages because some advertisers have yanked dollars out of NFL football in the wake of the strike, according to some advertisers and network officials. With the similarity in the demographics of the viewers of both sports, they say, moves of football dollars into basketball are bound to occur.

Superstation WTBS, in the fourth year of NBA coverage, seems to



be way ahead of the broadcast networks, having already sold 60% of its inventory with cost-per-thousand increase of 6%-12%. Lou LaTorre, senior vice president of superstition sales, attributed \$3 million to clients not previously in NBA games on the superstition as a result of the ratings strength of the games. "The NBA has the strongest growth curve in ratings" among sports, he said.

LaTorre also said that ratings should easily continue to rise this year given the effect of peplemeters. In a Nielsen study last May, basketball games rose 20%-30% when measured with peplemeters as compared with audimeters/diaries. "We expect our numbers will be up because of the peplemeters. For male-skewing vehicles, diaries were not reporting total viewing," he said. The only serious caveat to the findings was the relatively smaller size of the sample at that time compared to now, he said.

Despite the large number of college games on its network and others, ESPN is optimistic about sales. Jack Bonanni, ESPN's vice president of advertising sales, said the cable network is selling basketball time with NFL and college football packages. Bonanni said

that car manufacturers were the first clients in this year, representing a good share of time in the schedule.

In part, the ESPN sales stem from the ratings growth the network has experienced over the past three years. From a 1.2 average in the 1984-85 season, basketball on the sports network climbed to a 1.5 in 1985-86, and to a 1.7 in 1986-87, Bonanni said.

Dee Ray, president of Raycom Sports, said the syndicator, which is selling time to national and regional advertisers for some 250 games for the various conferences it represents, said sales are about 10% ahead of where they were last year at this time with "very good" increases in the C-P-M's. The NFL may have helped, she said, but not much.

To air its games, Raycom negotiates straight barter deals with broadcast stations and shares the time, or it buys a two-hour block on a station outright and sells the time itself. Its billings last year totalled \$40 million.

Following are capsule summaries of the basketball rights plans of the major college conferences and the NBA teams.

The National Basketball Association



Atlanta Hawks

WGNX(TV) Atlanta, which holds the broadcast rights in the second-year of a two-year agreement, will air 30 road games beginning with the Nov. 11 game against the New York Knicks. John Sterling and Butch Beard will handle the announcing chores for the Atlanta independent. (Prior to the 1984-85 season, Turner Broadcasting System, which owns the Hawks and cable superstition WTBS(TV) Atlanta, broadcast most of the Hawks games over WTBS. Beginning with the 1984-85 season, however, TBS has televised a national NBA package over its superstitions and has sold the local rights to the Hawks to WGNX.)

Last year, TBS offered five games on a pay-per-view basis over Prime Cable, the cable system serving 105,000 homes in Atlanta. The response was good enough that this year TBS plans to offer 15 PPV games over Prime.

John Sterling will handle the announcing chores for Prime Cable as well. The 15 games carried this year is up from five games last year.

WGST(AM) Atlanta, which holds the radio rights in the second year of a three-year deal, will carry all pre-season, regular-season and any playoff games. WGST will be the flagship station for an expected network of between 25 and 30 stations. John Sterling will call the games when he is not doing so for WGNX or for the games on Prime Cable; Steve Holman will call them when he is.

Boston Celtics

WUW-TV Boston, which holds the broadcast television rights in the third year of a five-year deal, will carry all road games on the Celtic's schedule this year, with the exception of those games picked up by CBS. The 37 away games will be called by Gil Santos (play-by-play) and Bob Cousy (color). WUW-TV is the flagship station of a network spanning four states.

In the seventh season of carrying the Celtics and in the first year of a new 10-year

announcing chores. The two will also call the games for broadcast television and radio as the games will be simulcast.



rights contract, Sports Channel New England, the regional cable sports network with 700,000 subscribers in six states, will carry all 39 home games—all except the two being picked up by CBS. Mike Gorman will do the play-by-play and Tom Heinsohn will provide color commentary.

WEEI(AM), in the first year of a seven-year contract, will broadcast every game—pre-season, regular-season and playoffs. WEEI is the originating station for a 53-station network. Johnny Most will be the play-by-play announcer and Glenn Ordway will supply the color commentary.

Chicago Bulls

SportsVision, Chicago-based regional cable network serving more than 1 million homes, has obtained the rights to televise 40 games, 28 home and 12 away. SportsVision is in the fourth year of a 10-year contract. Jim Durham and John Kerr will handle the



SportsVision's coverage begins with the season opener against Philadelphia in Chicago on Nov. 7.

WFLD(TV) Chicago, in the third year of a five-year deal, will carry 30 regular-season road games for the Bulls, which have retained the television broadcast rights.

WMAQ(AM), which holds the radio rights in the first-year of a three-year deal, will carry all the Bulls action, including pre-season and any post-season games.

Cleveland Cavaliers

WUAB(TV) is in the eighth year of covering the Cavaliers, but this is the first year that the Cavaliers have retained the rights to the games. Under its year-to-year contract with



the Cavs, WUAB will televise 20 road games this season. Jack Corrigan will do the play-by-play and Jim Chones, the color.

WWWE(AM), in the final year of a four-year contract under which it has purchased the radio rights, will air all regular-season games and any and all playoff games. Joe Tait is the play-by-play announcer.



Dallas Mavericks

Having agreed to a new five-year deal with the Mavericks, Home Sports Entertainment, the regional cable sports network, will cablecast 40 home games this year (39 regular-season and one pre-season). CBS has included the other two regular-season home games in its network package. Although HSE is carrying the same number of games this year as last, the mix is slightly different. Last year, HSE carried 32 regular-season and three pre-season home games and five regular-season away games.

The Mavericks, which retain the broadcast rights, are in the third year of a three-year agreement with KTVT(TV) Dallas-Fort Worth, which will carry 19 away games. WBAP(AM) Fort Worth is the sole radio outlet.

Under its agreements with the broadcasters, the Mavericks produce the games and give the stations cash and some advertising time to air them, according to Mavericks spokesman Allen Stone. The Mavericks retain about 80% of the commercial time, he said.

Stone also said the Mavericks are trying to build a regional television network built upon KTVT by lining up stations in Texas, Oklahoma, Arkansas and Louisiana. He said the Mavericks are hopeful that six or seven stations will join this season. (KTVT is a cable superstation, distributed to two million cable homes throughout the country by United Video.)

Stone handles the play-by-play for all the televised games. His partner on the HSE games is Norm Hitzges; on the KTVT games, Dave Barnett. Barnett also does the play-by-play for WBAP.

Denver Nuggets

For the 14th consecutive season, KWGN(TV) Denver will broadcast the Nuggets. In the third year of a three-year rights pact, KWGN will air 30 games, 25 away games and five "wild card" games to be chosen during the



season. The play-by-play announcers will be Al Albert and, in his absence, Jim Conrad; the color will be handled by Irv Brown.

For the 12th straight season, the Nuggets will buy time on KOA(AM) Denver and air eight pre-season games and all regular-season and post-season play. Jeff Kingery will do the play-by-play, while either Bob Martin or Kent Groshong does the color.

Detroit Pistons

The Detroit Pistons, which retain all broadcast rights, have created a three-station television network led by WKBD-TV Detroit to broadcast 25 games (23 away and two home).

In the first year of a new two-year contract, WKBD has been broadcasting Piston basketball since the 1973-74 season. George Blaha, in his 12th season, will do the play-by-play, and Hubie Brown will rotate with Dick Motta on the color commentary.

ProAm Sports System, a regional sports network serving 126,000 homes, is the



cable carrier for the Pistons. PASS has purchased the cable rights and will televise 40 games this season, 38 regular season (25 home and 13 road), two preseason and whatever playoff games are available. PASS is in the final year of a four-year contract, with an option for a three-year extension. Fred McLeod will do the play-by-play and

Roundball wrapup

ABC

14 college games including SEC, PAC 10 and Big Eight championship games

CBS

42 college games, including 19 NCAA Tournament games and NCAA championship game; up to 42 NBA games, including up to 20 playoff games and the NBA finals.

NBC

19 college games, including one ACC semi-final and the championship game.

ESPN

182 college games, including 27 conference tournament games, and three NAIA tournament games.

FNN/SCORE

56 college games, including the opening round of the Big Apple NIT and the ECAC Holiday Festival championship game.

USA Network

32 college games, including the semi-final and final of the Big Apple NIT Tournament.

WTBS

75 NBA games, including 55 regular-season games and 20 playoff games.

Tom Wilson will do color.

For the third straight year, WwJ(AM) will carry all Pistons games this season except four that conflict with the station's broadcast of University of Michigan games. WwJ is the flagship station for a 16-member network. The radio contract is negotiated on a yearly basis. George Blaha will do the play-by-play and Stu Klitenic will be the color man for home games.



Golden State Warriors

KICU-TV San Jose, Calif., will broadcast 30 games, 10 more than last season. In the second year of a two-year deal, the Warriors and the station share the costs and the advertising revenues. Greg Papa and Jim Barnett will handle the play-by-play and color, respectively.

The Warriors buy time on KNBR(AM) San Francisco to broadcast the Warriors' entire schedule and any post-season games. When available, the Warriors use the audio from the televised games for radio. When not, Papa calls the games.

Houston Rockets

All the Rockets games will be televised this season. Home Sports Entertainment, a regional sports cable network, will carry all but one of the home games and KTXH(TV) Houston will broadcast all but one of the away games. The two games they are not



carrying are on the CBS schedule. Bill Worrell and McCoy McLemore will call the games for both HSE and KTXH.

Although the Rockets sell the television rights, they retain the radio rights and buy time from KTXH(AM) Houston to broadcast every game Houston plays this season. Gene Peterson is the radio play-by-play announcer; he'll be joined by Jim Foley, who doubles as the Rockets director of communications.

Indiana Pacers

In the last year of a three-year contract for

the television broadcast rights, WTTV(TV) Indianapolis will broadcast 19 road games and six home games, equaling last year's numbers. Eddie Doucette will do the play-by-play; Bobby Leonard will provide the commentary and Dick Vitale will be on hand for occasional features.

The Pacers, which have retained the



radio rights, have formed a 20-station radio network with WBC(AM) Indianapolis the flagship. The network will carry two pre-season and all regular-season and post-season games. The announcers will be Mike Inglish, play-by-play, and Clark Kellogg, color. WBC has been carrying Pacers basketball for 15 years and is in the second year of a three-year deal.

Los Angeles Clippers

KTLA(TV) Los Angeles, in the third year of a three-year contract for the broadcast rights, will air 17 away games and three home games—the same as last year. Ralph Lawler will be the play-by-play man. His partner has yet to be named.

The Clippers will have no cable carriage this year, but Broadcast coordinator Mitch



Huberman said the team hopes to strike a deal for carriage of some games on Prime Ticket, the Los Angeles-based regional cable network (see Los Angeles Lakers), if not for this season, then for the 1988-89 season.

KRTH(AM), taking over from KMPC(AM) this season, has acquired the radio rights to all the Clippers games. Ralph Lawler will handle the announcing chores.

Los Angeles Lakers

Prime Ticket, the Los Angeles-based regional cable network serving 1.8 million homes, will televise 25 regular-season home games and one home pre-season game. The announcers: Chick Hearn, in his 27th year of play-by-play for the Lakers, and Stu Lantz, in his first year of color commentary.

Principally owned by Lakers owner Jerry Buss, Prime Ticket also controls the television and radio broadcast rights. It has set up a seven-station television network



including KHJ-TV Los Angeles, which will broadcast 38 regular-season road games and two pre-season road games for the NBA champion Lakers. KHJ-TV in the third year of a six-year deal. Hearn and Lantz are the announcers for the network.

Prime Ticket has also set up a 15-station radio network to air eight pre-season and all regular-season and post-season games. KLAC(AM) Los Angeles, in the third year of a five-year contract, is the flagship. KLAC has been covering Lakers since the 1977-78 season. When it is available, the radio network simulcasts the television audio. When it is not, Hearn and Lantz call the games for radio only.



Milwaukee Bucks

WVTV Milwaukee, entering its 13th season covering Bucks basketball and the final year of a three-year rights contract with the team, will broadcast 30 regular-season road games and six or seven playoff games. WVTV, which holds the broadcast rights, is the originating station for a three-station network. Jim Paschke will do the play-by-play and Jon McGlocklin will do the color commentary.

WTMJ(AM), which holds the radio rights and is the flagship station for a 32-station network, will carry all home and away games this year. WMJ has been covering Bucks basketball since the 1968-69 season. Jim Irwin is the play-by-play man and Jon McGlocklin will do the color commentary when not on television. The Bucks renew their contract with WMJ on a yearly basis.

New Jersey Nets

SportsChannel, a New York regional cable sports network that holds the television rights to the Nets under a long-term agreement, will carry 60 games (32 home, 28 away) this season with Steve Albert and Bill Raftery calling the action. The network, which reaches nearly 1 million cable homes, will also carry any post-season games that are not picked up by CBS or Turner Broadcasting System.

The Nets retain the radio rights and broadcast all regular and post-season games with time purchased on WNEW(AM) New York. According to Nets spokesman



Brian Ricco, the Nets are trying to build a network around WNEW because the station does not thoroughly cover the Nets market. Ricco said the radio broadcasts will feature new announcers this season: Howard David for the play-by-play and Jim Spanarkel and Tim Bassett for the color.

New York Knicks

Madison Square Garden Network, a regional cable sports network serving over 2 million homes, will carry 57 Knicks games this season—two pre-season home games and 55 regular-season games (42 home and 13 away). MSGN will also pick up all home



playoff games that are not covered by CBS. Marv Albert will be doing the play-by-play and John Andaries will do the color.

The Madison Square Garden Corp. owns MSGN and the Knicks and MSGN hold all television and radio rights for the Knicks games. MSGN will produce 23 road games for WWOR-TV, which is in the fourth year of a five-year contract with MSGN. Albert and Andaries will be handling the announcing chores on broadcast television as well. WWOR-TV will also carry any road playoff games not broadcast by CBS.

WNBC(AM) and WFAN(AM), both New York, will share the radio duties. WNBC, in the first year of a 10-year deal, will cover 66 regular-season games and one pre-season game. Jim Karvelas and Ernie Grunfeld will call the games. WFAN(AM), New York's 24-hour-a-day sports station, will air 16 regular-season games that WNBC-TV cannot because of commitments to carry New York Rangers (hockey) games.

Philadelphia 76ers

WPHL-TV Philadelphia has purchased the rights to broadcast 40 regular-season and four pre-season games, all away. Currently in the third year of a six-year contract, WPHL-TV will feature Neil Funk on play-by-play man, and Hubie Brown on color commentary.

PRISM, the Philadelphia-based regional

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cable network, holds the cable rights and will broadcast 40 regular-season home games and any and all playoff games not picked up by CBS. PRISM, in its 11th season covering the Sixers, serves 400,000 homes. Jim Barniak will do the play-by-play and Hubie Brown will do the color for Prism as well as for WPHL-TV.

WFIL(AM), which holds the radio rights, has put together a 21-station television network to broadcast all regular-season and post-season games. WFIL is in the final year of a three-year contract. Jon Guerveitch (play-by-play) will handle the away games by himself and work with Neil Funk (color) on the home games.

Phoenix Suns

KXNV-TV Phoenix will broadcast 25 regular-season away games and whatever post-season games CBS and Turner Broadcasting System do not take. KXNV-TV is in the final year of a three-year contract, but, Al McCoy, director of broadcasting for



the Suns, said an agreement on a renewal is expected "any day."

Dimension Cable, a cable system serving Phoenix, has a long-term contract to carry Suns games to its subscribers. This year, it plans to offer 20 regular-season games—15 at home and five away.

Although it sells the television rights, the Suns retain the radio rights and produce all regular and post-season games for an eight-station, all-Arizona network. KTAR(AM) Phoenix is the originating station.



Portland Trailblazers

Retaining all television and radio rights, the Trailblazers will produce 15 home games for distribution over eight cable systems in

Oregon and southwest Washington and 20 away games for broadcast over KOIN-TV Portland, Ore. (According to Ken Bartell, vice president, sponsor services, a few cable systems that do not carry KOIN-TV as part of their complement of local stations will carry some of the away games.) Steve Jones and Pat Lafferty will call the action.

For radio, the Trailblazers have created a 29-station network led by KGW(AM) Portland. Bartell said the franchise has formed its own audio satellite network to distribute the games to the network affiliates. Bill Schonley is the radio play-by-play man; Geoff Petrie is the color commentator.



Sacramento Kings

KOVR(TV) Stockton, Calif., which is in the third year of a three-year deal for the broadcast television rights, will broadcast 20 games this season. Tom Curran (play-by-play) and John Lambert (color) will call the games.

KFBK(AM) Sacramento, which holds the radio rights, will broadcast all the Kings games. Gary Gerould will do the play-by-play announcing; Dave Grosby will handle the pre-game and post-game shows.



San Antonio Spurs

KSAT-TV is the broadcast television outlet for the San Antonio Spurs. KSAT will carry six road games produced by Rogers Cable, the Spurs's cable carrier. This is the first year that KSAT will carry Spurs games; its contract is on a year-to-year basis. Rogers Cable produces all games (both cable and broadcast television), and Rogers purchased the time on KSAT to promote its cable services. KSAT-TV's coverage begins on Nov. 6 against Houston, with Sam Smith doing the play-by-play and Greg Simmons as color commentator.

Sports Channel and First Choice, cable services of Rogers cable, will cablecast 78 games between them. Sports Channel, the local premium channel, will air 35 road and eight home games. Rogers' 10-year contract with the Spurs began in the 1983-84 season. First Choice, Rogers' pay-per-view channel, will televise 35 home games, as part of Rogers' San Antonio area cable coverage. Sam Smith will call Rogers

cable-produced telecasts.

Home Sports Entertainment, a regional sports channel, will air 20-30 games this season. HSE is in the first year of a two-year contract and will cablecast the Roger's feed in the Austin and Corpus Christi areas.

KTSA(AM) will carry all pre-season and regular-season games in its first year covering Spurs basketball. Taking over from WOAI(AM), KTSA(AM) is on a renewable one-year contract. The station will also carry any playoff games. Sam Smith, the voice of the Spurs, will call the games.

Seattle Supersonics

KIRO-TV and KTZZ-TV, both Seattle, which formed a partnership to acquire the Supersonics television rights, will broadcast 28 road games this year. KIRO-TV will air 13 games, while KTZZ-TV airs 15. Under their arrangement, KIRO-TV produces the games. The stations are in the second year of three-year agreements with the Supersonics. Jimmy Jones will be the play-by-play man and Jim Marsh will do the color commentary.

KJR(AM) Seattle, which is owned by Supersonics owner Barry Ackerly,



succeeds KIRO(AM) Seattle as the principal radio outlet for the Supersonics this season. It will act as the originating station for an eight-station network, airing all pre-season, regular-season and post-season action. Bob Blackburn (play-by-play) and Kevin Calabro (color) will call the games.

Utah Jazz

The Jazz Cable Network, a regional cable sports network co-owned by the Jazz and Tele-Communications Inc., will carry 25 games this year, up from 21 last year. Play-by-play man Rod Hundley teams with Carl Arky for the productions.

As they did last year, KSTU(TV) and KSL-TV, both Salt Lake City, will broadcast 11 and 10 games, respectively. According to Kathy Lindquist, the broadcasting producer for the Jazz, KSL-TV is in the last year of its contract with the Jazz and is unlikely to



renew. However, KSTU, she added, is eager to pick up more games. Hundley works with Dave Blackwell for the KSTU games and with Craig Bolerjack for the KSL-TV games.

KLUB(AM) will serve as the flagship for the

Jazz's 11-station radio network. For the 46 televised games, the Jazz uses the television audio for the radio broadcast. For nontelevised games, Hundley works alone on radio.

The Jazz retains all broadcast rights and sells the advertising time.

Washington Bullets

Home Teams Sports, the Washington-based regional sports network, will cablecast 33 home games, while WDCATV Washington broadcasts 25 away games. (Last year HTS carried two additional away games that WDCATV decided not to air because of scheduling problems.) Mel Procter and former Bullet guard Phil Chenier will handle the announcing chores for HTS. Procter will also handle play-by-play for WDCATV, but his



partner has yet to be picked.

WWDC(AM) Washington is the flagship for the Bullets five-station radio network. Although WWDC will produce all the regular and post-season games with Charlie Slowes at the mike for the network, it will not broadcast all of them. Some will be preempted for WWDC's broadcasts of Georgetown University basketball. Bullets spokesman Mark Pray characterized the Bullet relationship with WWDC as a partnership. "We share the expenditures and the profits."

College Conference Lineups

Big East

Boston College, University of Connecticut, Georgetown University, University of Pittsburgh, Providence College, St. John's University, Seton Hall University, Syracuse University, Villanova University.

The Big East is among the most prestigious collegiate basketball conferences in the nation and its television deals reflect it. It is the second year of three-year agreements with ESPN and CBS by which the cable network will show 22 games and the broadcast network will air 14, including six conference games, six nonconference games, one of the conference tournament's semi-final games and the conference championship match.

CBS's exclusive national rights to its games include a guarantee that no other Big East games will be televised in the country before 7 p.m. NYT on weekends

and that there will be only local broadcasts of games after 7 p.m. (Under the contract, the Big East may exempt two non-New York games from the exclusivity.) Although ESPN holds the exclusive national cable rights to Big East basketball, some of the games it produces will be distributed by the conference's Big East Conference Television Network for local broadcast in the eight Big East markets (Pittsburgh; Washington; Philadelphia; New York; Hartford, Conn.; Providence, R.I.; Syracuse, N.Y., and Boston.)

In all, the conference's Big East Conference Television Network will distribute 63 regular and five tournament games this season for local broadcast. The network will produce most of the games itself; those it lifts from ESPN will be repackaged with Big East Network graphics and announcers.

According to Assistant Commissioner Tom McElroy, it is up to the individual schools to make deals with stations in their markets to carry the network games. He said he expects each school to clear between six and 10 regular-season games—mostly away games. Georgetown University in Washington, for instance, has arranged for the broadcast of nine regular-season (and one or two) tournament games over WTTG(TV) Washington.

The Big East retains six minutes of the 20 minutes of commercial time in each game and sells it to advertisers such as Chrysler, Piedmont and Avis. Of the remaining 14 minutes, the station gets 12 and the school two. The school may keep the remaining two minutes to promote itself, sell it to advertisers or pass it on to the station. Some deals also involve rights fees, coaches shows and other considerations.

The regional cable sports networks will also get into the act. For a fee, such networks are able to pick up Big East Network games that aren't being broadcast within their regions. Some have also bought the rights to produce some of the early nonconference games themselves. By McElroy's latest count, Home Team Sports (Washington) will carry nine games; Madison Square Garden Network (New York), 13; PRISM (Philadelphia), 10; SportChannel Florida, nine, and New England Sports Network, more than 30.

The Big Eight conference

University of Colorado, University of Iowa State, University of Kansas, Kansas State University, University of Missouri, University of Nebraska, University of Oklahoma and Oklahoma State University.

Raycom Sports, in the second year of a four-year deal with the Big Eight, is syndicating 32 games. (Raycom's pact with the conference entitles it to all Big Eight games on Saturday and Sunday during the months of January, February and March, two weeknight nonconference games in December and Big Eight conference tournament games. The Raycom telecasts will cover all television markets in the six Big Eight states (Missouri, Kansas, Oklahoma, Colorado, Nebraska and Iowa).

In addition to its regional syndication, Raycom has struck deals with major national networks. Under those deals, ESPN will carry 13 games; CBS, three; ABC, two; NBC, one, and the USA Network, two.

Atlantic Coast Conference

Clemson University, North Carolina State University, University of North Carolina, Georgia Institute of Technology, University of Maryland, Wake Forest University, Duke University, University of Virginia.

Raycom Sports and Jefferson-Pilot Teleproductions have formed a joint venture to produce, package and sell ACC basketball. Under their five-year contract, Raycom will produce 33 regular-season and seven post-season games for syndication. Seventeen markets in the four-state (Maryland, Virginia, North Carolina and South Carolina) ACC region have contracted for the 40-game package.

Raycom/J-P has also sold the rights to 12 regular-season games and the conference championship game to NBC and the rights

Air play. Network radio's coverage of NCAA games will increase this year. For the first time in a decade, Mutual Broadcasting will air "major" college basketball games on 10 consecutive Sundays, tentatively scheduled to begin on Jan. 3. The network's broadcast agreement is with the individual colleges, not with the NCAA.

And for the seventh straight year, CBS Radio will broadcast NCAA regional semifinals and finals, the "Final Four" and the championship game. Coverage begins on March 24. The games are produced in conjunction with Host Communications, Lexington, Ky.

According to CBS, its NCAA coverage will include two talk shows: *Selection Sunday* on March 13, a preview of the NCAA playoffs, tied to the announcement of the selection and pairings of the teams to participate, and the *Eve of the Final Four*, on April 1. Each broadcast will be two hours long.

On the professional side, the ABC Radio Networks will air the NBA All-Star game for the second year in a row, as well as the best-of-seven championship "Finals" for the fourth consecutive year.

to two regular-season games to ABC.

ESPN will simulcast 20 of the Raycom/J-P games, but black them out in the ACC region. In addition to the 20 simulcasts, ESPN will purchase the rights to produce and televise eight additional games.

Atlantic 10

Duquesne University, George Washington University, University of Massachusetts, Pennsylvania State University, University of Rhode Island, Rutgers University, St. Bonaventure University, St. Joseph's University, Temple University and West Virginia University.

The Atlantic 10 will enjoy more television exposure than ever before, according to league commissioner Ron Bertovich. ABC and NBC each plan to feature Temple, the league's top team, in their college schedules once this year in nonleague matchups. ESPN plans to televise six games featuring Atlantic 10 teams; FNN/SCORE, six, and USA Network, five.

In addition to helping set the network deals, Creative Sports Marketing, Charlotte, N.C., is syndicating a nine-game package (with 4 p.m. NYT Sunday starts) throughout Northeast. So far, takers include 12 broadcast stations in Pennsylvania, New York and West Virginia and six regional cable networks (Home Team Sports, PRISM, SportsChannel New England, SportsVision of Chicago and Sportchannel Florida.)

Under league rules, individual schools can cut own television deals for home games that CSM doesn't include in its package. West Virginia University, Morgantown, W.Va., has its Mountaineer Sports Network, which will produce eight games this season and offer them to stations in West Virginia, Maryland and Pennsylvania on a no-cash barter basis (West Virginia splits the advertising time 50-50 with its affiliate).

According to Mike Fetchko, associate athletic director, Temple, the school has sold five games to PRISM, the Philadelphia-based regional sports/entertainment network and, in conjunction with CSM, is producing four more for broadcast over WGBS-TV Philadelphia and several other Pennsylvania stations on a 50-50 barter basis.

Big Ten Conference

University of Illinois, University of Indiana, University of Iowa, University of Michigan, Michigan State University, University of Minnesota, Northwestern University, Ohio State University, Purdue University, University of Wisconsin-Madison.

Rasmussen Communications, in the third year of a four-year deal with the Big 10, has created the Big Ten Network to produce and syndicate 27 games throughout the Big Ten

states (Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio and Wisconsin). Rasmussen expects some 40 stations to take at least some of the games.

In addition to the Big Ten Network, Rasmussen has placed 11 games on ESPN, four for CBS and a number of games for individual schools' local broadcast packages. Rasmussen is producing all Big 10 action this season except for the two games ABC is producing for itself.

Colonial Athletic Association

American University, East Carolina University, George Mason University, James Madison University, University of North Carolina-Wilmington, University of Richmond, U.S. Naval Academy and the College of William & Mary.

The CCA, which negotiates its own television contracts, is in its fourth year of a year-to-year deal with Home Team Sports. The Washington-based regional sports network plans to televise 14 games, but has an option to pick up additional games. Outside of the conference package, George Mason University has contracted with Media General Cable in Fairfax county, Va., to televise nine George Mason games not covered by HTS. MGC is in the third year with George Mason and its contract is renegotiated on a yearly basis.

Metropolitan Collegiate Athletic Conference

University of Cincinnati, Florida State University, University of Louisville, Memphis State University, University of South Carolina, University of Southern Mississippi and Virginia Polytechnic Institute;

Raycom Sports is the Metropolitan Conference's syndicator. In the third year of a five-year deal, Raycom will produce 22 games for the conference (20 regular season games and the Metropolitan tournament semi-final and final games).

The Metropolitan Conference also has a deal with ESPN that will allow the cable network to cablecast 10 games (five conference, five nonconference) and the conference championship game. ESPN is in the final year of a three-year contract.

The 22-game Raycom package has cleared Virginia; South Carolina; Mississippi; Florida; Cincinnati, Ohio; Louisville, Ky., and Memphis.

Missouri Valley Conference

Bradley University, Wichita State University, Illinois State University, University of Tulsa, Drake University, Creighton University, Indiana State University, Southern Illinois University at Carbondale, West Texas State University.

Creative Sports Marketing, in the second year of a three-year deal, is the syndicator for the Missouri Valley Conference. CSM will syndicate 16 games (nine regular season and seven conference tournament games). The 16-game package thus far has been picked up by five stations in the Missouri Valley region and the Chicago-based regional sports network, SportsVision.

As the Missouri Valley syndicator, CSM has also placed seven games on FNN, three games on ESPN and four games on the USA Network.

Pacific Coast Athletic Association

University of California-Irvine, University of California-Santa Barbara, California State University-Fresno, California State University-Fullerton, California State University-Long Beach, University of Hawaii, New Mexico State University, University of Nevada-Las Vegas, University of the Pacific, San Jose State University.

Raycom Sports, in the third year for a four-year deal, is syndicating a game-of-the-week package and the conference championship game throughout the Southwest for the PCAA. In addition, the conference has been trying to sell selected games to the national networks and Prime Ticket, the Los Angeles-based regional sports network. So far, it has three games featuring the University of Nevada-Las Vegas with the broadcast networks—two with CBS and one with ABC.

Pacific-10 Conference

University of Arizona, Arizona State University, University of California-Berkeley, University of California-Los Angeles, University of Oregon, Oregon State University, University of Southern California, Stanford University, University of Washington and Washington State University.

Representing the Pac-10, Raycom Sports has placed 20 games on the national networks. ESPN will have 10; NBC, four; USA Network, three; ABC, two (including the conference championship game in most parts of the country), and CBS, one.

In addition, Raycom is syndicating 27 regular-season games and seven tournament games to stations in Arizona, California, Oregon and Washington.

Southwest Athletic Conference

University of Arkansas-Fayetteville, Baylor University, University of Houston, Rice University, Southern Methodist University, University of Texas-Austin, Texas A&M University, Texas Christian University, Texas Tech University.

Under new four-year contracts that kicked in last month, Raycom Sports is placing Southwest games on the broadcast and cable networks.

In addition, Raycom is syndicating a 16-game package, including tournament finals and the conference championship game, to station in Texas, Arkansas and Louisiana. According to assistant commissioner Dennis Robinson, nearly 30 stations are expected to pick up the package. "We consider [the deal with Raycom] a partnership," Robinson said. "If they do well, we do well. If they do lousy, we do lousy."

Southeastern Conference

University of Alabama, Auburn University, University of Florida, University of Georgia, University of Kentucky, Louisiana State University, University of Mississippi, Mississippi State University, University of Tennessee and Vanderbilt University.

Jefferson-Pilot Teleproductions, in the second year of a four-year agreement with the SEC, has placed at least 23 conference and non-conference games on the national broadcast and cable networks this season. ESPN will have the most SEC action—11 games. ABC has the rights to four games, including the conference championship game. CBS plans to air four games; USA Network, three and NBC, one.

In addition to setting the national deals, J-P is syndicating 29 conference games, including eight conference tournament games, to broadcast stations and regional sports networks, mostly in the states with SEC schools—Florida, Georgia, Alabama, Mississippi, Louisiana, Tennessee and Kentucky.

According to J-P's David Almstead, director of syndication, sports marketing, J-P is also marketing the 29-game package to regional cable networks outside the SEC region. Thus far, he said, it has cut deals with New England Sports Network, Madison Square Garden Network, SportsVision of Chicago and Home Sports Entertainment in Texas.

Sun Belt Conference

University of Alabama in Birmingham, Jacksonville University, University of North Carolina-Charlotte, Old Dominion University, University of South Alabama,

University of South Florida, Virginia Commonwealth University and Western Kentucky University.

ESPN will televise six regular-season Sun Belt games (two conference and four non-conference games) and the conference championship game with rights purchased through Creative Sports Marketing, which is representing the Sun Belt for the fourth straight year.

CSM has also sold a 19-game package, including 12 regular-season package and seven tournament games, to stations in at least 13 southeastern markets from Richmond, Va., to Melbourne, Fla. Home Team Sports, the Washington-based regional sports network, has signed on for the 12 regular-season games.

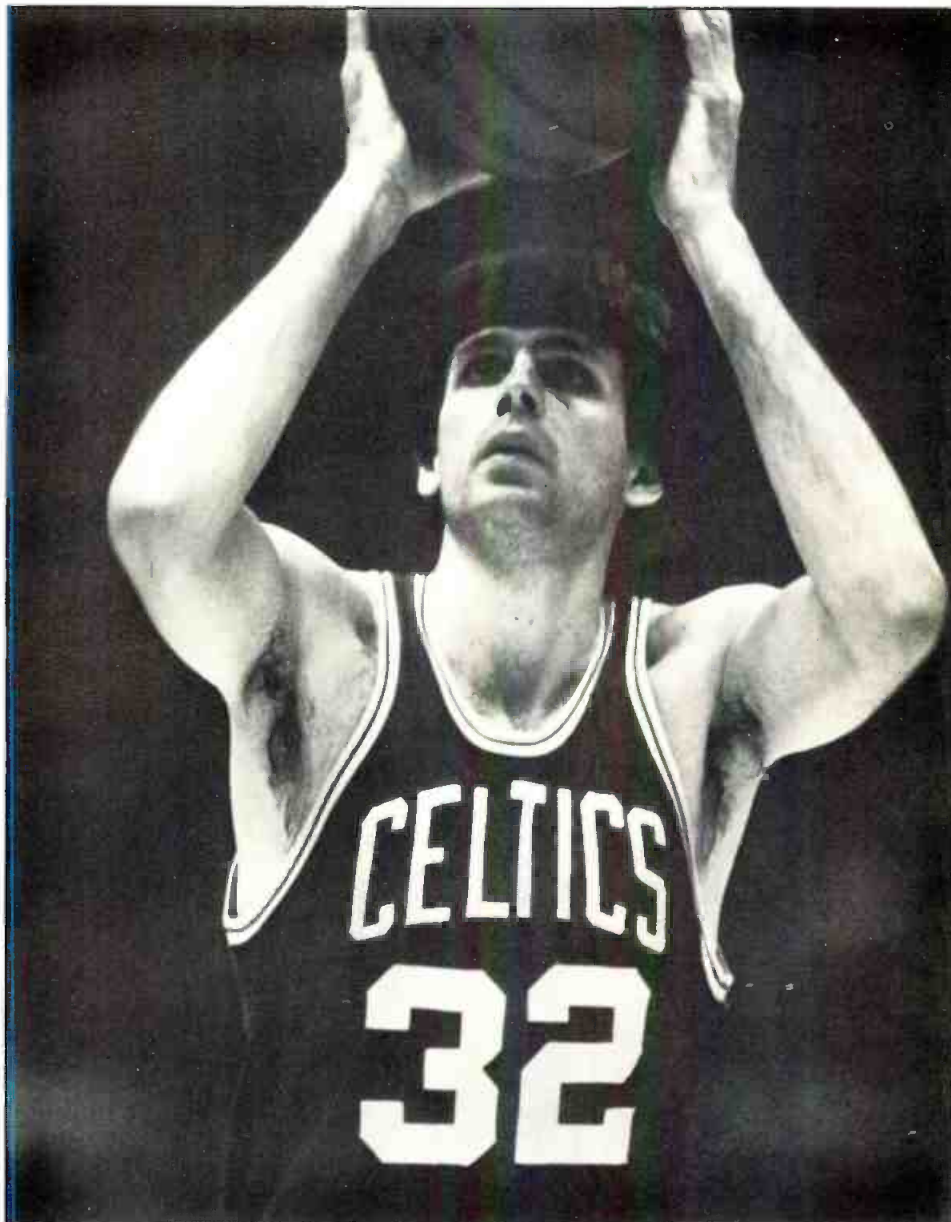
According to CSM's Bray Carey, three Sun Belt schools—Alabama-Birmingham, North Carolina-Charlotte and South Florida—have independent deals with television stations for local broadcasts of their games. Old Dominion is also looking to cut such a deal, he said.

Western Athletic Conference

Brigham Young University, Colorado State University, University of Hawaii, University of New Mexico, San Diego State University, University of Texas-El Paso, U.S. Air Force Academy, University of Utah, University of Wyoming.

KUTV(TV) Salt Lake City, in the first year of a three-year rights deal with WAC, will produce and syndicate a Saturday afternoon game-of-the-week package in the mountain states. According to Jeff Hurd, director of conference relations, between 10 and 15 stations are expected to carry the games.

KUTV is also producing six games (four conference, two nonconference) that ESPN has picked up and the two (one conference and one nonconference) that USA is carrying. Hurd said the rights fees WAC receive from the cable networks is "minimal." He said WAC "is more interested in the national exposure than in money."



Local cable ad revenues predicted to reach \$300 million

CAB says that 1987 figure will double by 1990; among factors contributing to growth are NFL games, increased penetration and more aggressive efforts by systems

Reports from the Cabletelevision Advertising Bureau and cable operators indicate that 1987 will be a banner year for local advertising on cable systems. CAB estimates that local cable advertising will hit \$300 million in 1987, a substantial increase over 1986's \$185 million. The figures are still dwarfed by local radio (\$6.3 billion in 1986) and local television (\$6.45 billion in 1986) spending, but cable continues to make inroads. CAB expects local sales to double by 1990 to \$600 million.

A number of factors contribute to the increase—cable's increased penetration, ratings and acceptance among advertisers, more concentrated efforts by cable operators to develop another revenue stream and, in some cases, ESPN's NFL package. The money is coming from a number of areas, starting principally with radio budgets and, to a lesser extent, local television budgets. In some instances cable operators are bringing in new nonbroadcast advertisers.

Ron Fischmann, CAB vice president and director of local sales, said both interconnects and stand-alone systems are showing "tremendous growth" in local ad sales in 1987. Part of the reason is increased advertiser and agency acceptance of cable, said Fischmann, who spends much of his time on the road conducting local ad sales workshops for operators. Advertisers "are trying it and finding it successful," he said. The cost effectiveness of cable, local rates corresponding roughly to local radio spots, plus the growth in subscribers and viewership, Fischmann said, are important elements of growth. He also sees more system promotion of basic services, which has been aided by the "program specific tune-in kits" provided to cable operators by basic services. The narrower target of basic cable services gives local advertisers the demographics they want at a reasonable price, Fischmann said. "Advertisers can now place commercials in the program environment they want."

Jerry Machovina, corporate director of ad sales at TeleCable, said the company expects local sales to hit \$5.2 million in 1987, a projected 45% increase over 1986's \$3.6 million. A large part of that is attributable to ESPN's NFL games, which TeleCable sold in package form and will contribute \$1 million alone to this year's \$5-million-plus figure. (TeleCable operates 12 systems serving 375,000 subscribers.)

Machovina said TeleCable sold ESPN as part of a six-month sponsorship (for between \$30,000 and \$40,000) that included wrap-

arounds with college football and tie-ins with other basic services, such as CNN and USA Network. The average unit rate on the system for a normal 30-second spot, he said, was \$25 to \$30. In the NFL games (which are sold out) the average unit rate worked out to \$300 per 30. "We exceeded our costs and then some," said Machovina.

Even among individual systems in markets with economic problems, TeleCable is seeing growth. Local advertising is expected to be up 26% in its Arlington, Tex., system, located midway between Dallas and Fort Worth. Advertisers "can't buy traditional TV without the waste" in that market, said Machovina.

TeleCable is getting advertising from a broad array of product categories, with automobile dealers "very strong." He said the money is coming from media budgets across the board, but he said the company "is bringing a lot of people into television," such as funeral homes. That includes media buyers at agencies, who in many cases are TeleCable's customers and fit the demographic target of cable program services, said Machovina. That added familiarity with cable is also generating ad sales.

The bottom line, said Machovina, is that local ad sales have been "very profitable" for the company. "We haven't lost any money since year one," he said, and the company

AdVantage

Prime flipping. J. Walter Thompson released report on channel "flipping" by viewers, based on Nielsen metered sample of 100 households that acquired remote tuners in 1986. Survey, which monitored channel switching behavior in homes before and after remote tuners were installed, found that flipping in prime time increased 75% after remote tuners were installed. "Most flipping tends to occur when short programs [half-hour] and young audiences [particularly males 18-34] predominate," survey reported. JWT said almost 50% of U.S. households now have remote control channel tuners.

□

Outlook for '88. Total television advertising in 1988 is expected to grow by estimated 12%, according to analyses compiled by board of directors of Television Bureau of Advertising. Board noted that "real" growth is expected to reach 7% while rate of inflation could approach 5%. Giving boost to TV advertising in 1988 are Olympic games and national political campaigns. Breakdown of television advertising in 1988, according to TVB board, is estimated as follows: local television, up 12%-14%; spot television, up 10%-12%; network television, up 10%-12%. Total television advertising for next year was estimated by board at \$26.5 billion.

□

San Francisco move. Hillier, Newmark, Wechsler & Howard has moved its San Francisco office to 750 Battery Street, 94111; (415) 772-2735.

□

Advertising action. National Association of Black Owned Broadcasters has begun campaign to overcome what it perceives as discrimination by national advertising industry against black-owned TV and radio stations. NABOB, trade association representing 160 radio and 15 TV stations, plans to "educate the black community about the companies whose products they purchase and the failure of those companies to do business with black-owned businesses," said Chairman James Hutchinson. NABOB will begin its campaign by meeting with representatives of Procter & Gamble, nation's largest national advertiser.

□

Luisi loses. Marle Luisi's \$20-million libel suit filed against her former employer, J. Walter Thompson Co., has been dismissed by New York Supreme Court. Luisi, senior vice president in charge of Thompson's syndication operation, was fired in 1982 following scandal in syndication division involving misstatement of revenues for four years through 1981 (BROADCASTING, Feb. 22, 1982). JWT said at that time revenues were "falsely inflated through fictitious accounting entries into computer." As result JWT took write-off of \$30 million. Luisi claimed that Thompson issued news releases of her dismissal based on a "grossly irresponsible investigation." Court ruled that JWT's two-month probe "had met standards of responsible investigation." Luisi said last week she would appeal decision to Appellate Division.

expects a 25% to 30% profit margin on local sales next year on projected revenue of \$6.5 million.

The numbers are also adding up at Viacom Cablevision's 117,000-subscriber system in Suffolk county, Long Island, N.Y. Local ad sales have grown from \$657,000 in 1984, to \$819,000 in 1985 to \$988,000 in 1986 to \$1.3 million so far in 1987. Dick Stahlberger, manager of ad sales, expects billing to reach \$1.4 million by the end of this year. Part of the reason the sales figures are that strong, said Stahlberger, is the heavy sports reflected in Sportschannel, the regional pay sports service that carries the New York Mets and New York Islanders. Thirty-second spots in Islander games, for instance, cost \$150, whereas the system's nonsports average unit rate is \$50 per 30. Stahlberger said ESPN's NFL package was not quite the bonanza that other operators found, principally because Viacom did not want to cannibalize its existing sports advertising money. Even with that, ESPN generated \$75,000 in new business, Stahlberger said. Viacom sold an ESPN package of 20 spots per week for \$1,500, with one of the 20 appearing in the NFL game. The others were spread among Sportschannel, the Madison Square Garden network, News 12 and the eight other national basic services in which Viacom inserts avails.

Political money also figures into Viacom's picture, with Stahlberger expecting between \$28,000 and \$30,000 in 1987 and double that in 1988. "More and more the local official is becoming aware of the capability of cable," Stahlberger said. The county is heav-

ily Republican, he said, and with a New York seat in the U.S. Senate up in 1988, he expects heavy spending by Republicans in the primary. When Democrat Gary Hart was running against Walter Mondale for the Democratic presidential nomination in 1984, he spent \$12,000 on local advertising in Suffolk county, said Stahlberger.

The system is doing well with cable's traditional heavy advertisers, automobile dealerships, home improvement stores and retail chains. Stahlberger has a 16-store local drug chain that found cable a more efficient buy than New York radio or television. "Cable affords them selectivity," said Stahlberger. It is also affording operators a healthy revenue stream. Although local ad volume remains a small portion of the system's revenue (\$32 million in 1986), it has a profit margin of 46%, said Stahlberger.

Even smaller systems with fewer advertising spots are seeing rapid growth. Cable Ad Sales, which handles the avails for CNN and ESPN in Sammons Communications' Waterbury, Conn., system, said local advertising is up between 25% and 30% this year. Robert Chamberlain, a partner in CAS, said local advertising was slow getting off the ground two-and-a-half years ago, but that the 41,000-subscriber system is nearing a sell-out from 4 p.m. to midnight on the two services. "Car dealers are the best category," Chamberlain said, for local ad sales, but restaurants, the auto aftermarket and large-ticket items are also showing up.

Most of the ad dollars Chamberlain sees are coming from clients directly, and he said those clients that made the jump from print to broad-

cast are more inclined to make the next jump to cable. "The price of cable equates to radio and they get the sight, sound, motion and size" they can't get with radio, he said. Chamberlain is also seeing more local agencies getting involved in cable buys. "The media buyer is becoming a lot more astute about cable," he says, to the point that he believes a greater percentage of local media buyers understand cable better than their national counterparts.

There are other untapped areas for local advertising growth. CAB's Fischmann said that in addition to political advertising, operators are finding that real estate and classified advertising channels are adding to their bottom line, and taking money away from newspapers. □

Masla Radio closes shop

Rep firm started by Jack Masla 30 years ago sells most of its station contracts to Katz; fate of other contracts expected to be announced this week

Masla Radio, one of the few remaining independent radio representation firms competing in today's "megarep" marketplace, is leaving the national spot sales arena, selling the "major portion" of its station contracts to the Katz Radio Group.

That purchase, which comprises 122 stations in 78 markets, is valued by industry



WEATHERCASTERS...meet Brrr-nard

Brrr-nard is a penny-pinching, pipe-playing pooch who will warn your listeners about the perils of freezing and breaking pipes in their homes... and how to prevent them.

His message, in a wee bit of a Scottish brogue, is available in two 30-second, animated video tapes (either 3/4 inch or 1 inch) or on reel-to-reel audio tape with 60, 30 and 10 second bites. (No commercial identification on either).

State Farm Insurance makes them available to you, free—along with a how-to brochure on preventing frozen pipes that you may offer your listeners.

To get them, write:

**Brrr-nard, Public Relations Department,
State Farm Insurance,
One State Farm Plaza,
Bloomington, Illinois 61710.
Specify audio or 3/4 or 1 inch video.**



Masla's Jack Masla

sources at close to \$3.3 million. Jack Masla, founder and president of the company, said he would announce plans for the rest of Masla Radio's client station list in about a week. Masla would not disclose the exact number of those stations, but said he represents only about 15% of the company's annual billings. Masla's billings peaked some 18 months ago at approximately \$26 million.

Masla Radio (it had formerly been known as Jack Masla & Co.), was started by veteran radio sales executive Jack Masla in 1957. At the time of its sale to Katz last week, Masla Radio had 47 employees in nine offices, including its New York headquarters. Masla told BROADCASTING that the company's branch offices will be closed at the end of October and the staff laid off.

"With the tremendous change in the rep business over the past five years [the emergence of Interep and Katz as 'megareps'], there wasn't room any longer for a medium-sized-billing rep company," said Masla, in explaining his decision to leave the rep business. "I believe that only the very big rep companies with a lot of resources or very small companies serving specialized stations and/or boutique markets are the ones that will survive," he said. "This is the smartest thing to do at this point in time. You have to recognize change and accept it."

Negotiations leading to the agreement between Masla Radio and Katz have been in progress for about two months. "I don't have any specific plans for the future, but I would like to stay in broadcasting," Masla said.

The Masla Radio station contracts acquired by Katz are being distributed among the five Katz Radio Group's companies: Banner Radio (formerly Blair Radio), Republic Radio, Christal Radio, Katz Radio and Katz Hispanic Radio Sales. "Every service the Katz Radio Group has to offer in sales, sales research and marketing will be available to the former Masla represented radio stations," said Ken Swetz, Katz Radio Group president. Swetz added that there is a "possibility" that some Masla staffers will join Katz. "We plan to talk to Masla people," he said. Combined billings for the Katz Radio

Group are currently in excess of \$450 million.

With the sale of Masla Radio's client contracts, the surviving independent radio representation companies now include CBS Radio

Representatives, Roslin Radio Sales and Eastman Radio—the last recently purchased in a stock transaction by Jacor Communications, Cincinnati ("In Brief," Sept. 7). □

Advertising unification

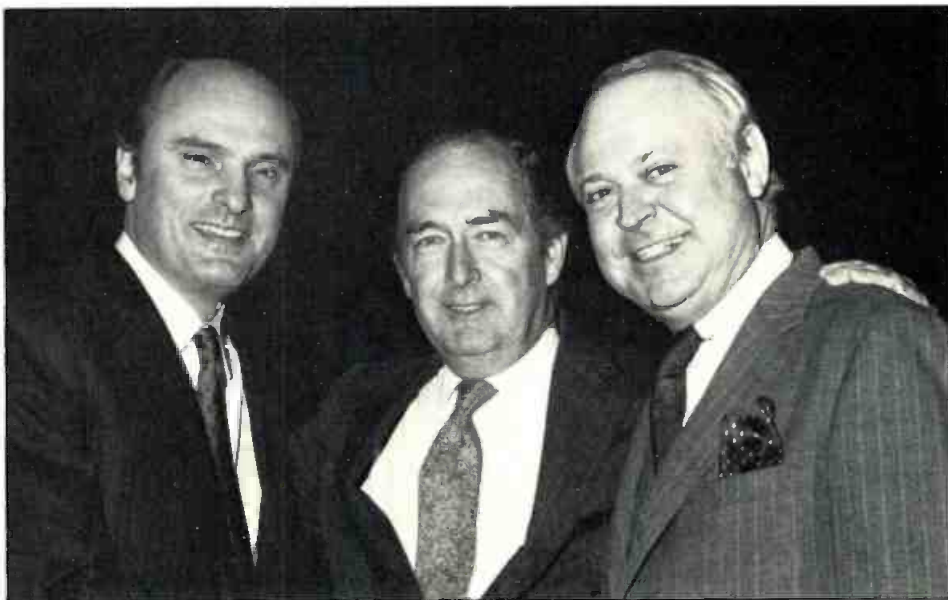
SSC&B and Campbell-Ewald to form Lintas:USA with about \$1.1 billion in billings

Another chapter in the advertising agency consolidation of the 1980's is about to be written. SSC&B, the U.S. division of SSC&B:Lintas Worldwide based in New York, and the Campbell-Ewald Co., Detroit, which are two of three major advertising agencies operated by the Interpublic Group of Companies (the other is McCann-Erickson) are merging to form a new organization called Lintas:USA.

The newly formed entity, which will be part of Lintas:Worldwide, will be under the leadership of William Weithas, chairman and chief executive officer of SSC&B:Lintas Worldwide, a full-service agency with 81 offices in 46 countries. Weithas said that the merger will not affect company operations

group that had been part of Campbell-Ewald. According to Weithas, Lintas:USA is expected to have \$1.1 billion in billings, nearly \$600 million of which will come from Campbell-Ewald's client base. When combined with international billings, the \$1.1 billion figure will reach about \$2.8 billion. The five-year objective, said Weithas, is to achieve combined (U.S. and international) billings of \$6 billion.

At a press briefing in New York last week Weithas said that Lintas:USA will be managed by an office of the chairman that will include himself, Richard O'Connor, chairman and chief executive officer of the Campbell-Ewald Co., and Spencer Plavoukos, now chairman and chief executive officer of SSC&B: Lintas New York. O'Connor will be chairman and chief executive officer of Lintas:Campbell-Ewald and will have responsibility for Lintas:CECO Communica-



Plavoukos, Weithas and O'Connor

overseas—Lintas:International, which is the second component of Lintas:Worldwide.

Lintas:USA will be composed of three units: Lintas:Campbell Ewald with offices in Detroit, Chicago, Los Angeles, Atlanta, Dallas and Miami; Lintas:New York (formerly SSC&B), and Lintas:CECO Communications, a diversified communications

tions. Plavoukos will be chairman and chief executive officer of Lintas:New York. O'Connor and Plavoukos will also serve as vice chairmen of Lintas:USA.

Weithas said a "creative council" in the new organization will be co-chaired by Lintas executive Frank Devito, who will become president and director of creative ser-

More merging. Dorland Advertising Ltd., London, one of the largest advertising agencies outside the U.S. with annual billings of \$320 million, has become the third operating company of Backer Spielvogel Bates Worldwide (BSBW). Both BSBW and Dorland are part of Saatchi & Saatchi Co. PLC. Dorland will remain autonomous in its operation.

The other two agencies in BSBW are Backer Spielvogel Bates (both the U.S. and Canadian units) and Ted Bates International. Michael Bungey, Dorland chairman and chief executive officer, will report to Carl Spielvogel, BSBW chairman and chief executive officer, and both will become members of their companies' respective boards.

"BSBW and Dorland have complementary marketing and advertising strengths and share a similar philosophy about the development of advertising and service to clients," said Spielvogel. "But Ted Bates in London will continue to compete vigorously with Dorland in the United Kingdom, as a separate agency."

vices for Lintas:New York, and by Campbell-Ewald executive Sean Fitzpatrick, who will be executive vice president and director of creative services of Lintas:Campbell-Ewald. The creative council, according to Devito, will "set creative policies, establish training programs, and strengthen existing business relationships."

According to Weithas: "Combining the skills of Devito and Fitzpatrick is one of the great developments of this merger."

Among the other benefits the merger will hold for clients of the two respective agencies, according to its top officials, are increased buying leverage and more resources for research and strategic planning.

Added O'Connor: "We [Campbell-Ewald] suffered because we hadn't had a strong New York office. Now we will have a very strong New York presence."

Among the companies on Campbell-Ewald's client list are Texas Air (Eastern Airlines), Prime Motor Inns (Howard Johnson hotels), the Ad Council, Rockwell International, Sara Lee Corp. (Mr. Turkey brand meats), Bridgestone Tire Co. of America, Lionel Trains and 15 divisions of General Motors, including Chevrolet. In conjunction with the merger, Campbell-Ewald's New York office will now shift to Lintas' headquarters there. □

RepReport

WBDB-TV Jackson, Miss.: To Seltel from ITS. □

WSIX-AM-FM Nashville: To McGavren Radio (no previous rep). □

KAYC(AM)-KAYD(FM) Beaumont, Tex.: To McGavren Radio from Banner. □

WPGC-AM-FM Washington: To Masla Radio from Torbet. □

WRLX(AM) Charlotte, N.C.: To Masla Radio (no previous rep). □

KRSY(AM) Roswell, N.M.: To Masla Radio from Torbet. □

KOKE(AM) Austin, Tex.: To Masla Radio from Select/Torbet. □

KWSP(FM) San Luis Obispo, Calif.: To

Masla Radio from Torbet. □

KMCK(FM) Fayetteville, Ariz.: To Masla Radio from Torbet. □

KLTO(FM) El Paso: To Masla Radio from Select/Torbet. □

WYHY(FM) Nashville: To Eastman Radio, Inc. from McGavren Guild. □

WQIK-AM-FM Jacksonville, Fla.: To Eastman Radio from McGavren Guild. □

WQMF(FM) Louisville, Ky.: To Eastman Radio from Torbet. □

WRCM(FM) Jacksonville, N.C.: To Eastman Radio (no previous rep). □

WKFT(TV) Fayetteville, N.C.: To MMT Sales from Independent Television Sales.

The Media

Coca-Cola Entertainment and Tri-Star to merge TV units

New Columbia Pictures Television division to be headed by Lieberthal; Corday and others scheduled to leave

Television units belonging to Coca-Cola's Entertainment business sector and Tri-Star Pictures will be combined under one banner known as Columbia Pictures Television, according to a plan unveiled last week. The move has been expected since Coca-Cola announced in early September that it would consolidate its entertainment holdings with Tri-Star to form Columbia Pictures Entertainment.

The newly created umbrella TV division encompasses Columbia/Embassy Television, Tri-Star Television and the operations of Coca-Cola Telecommunications. Both Merv Griffin Enterprises (*Wheel of Fortune*, *Jeopardy*) and TeleVentures, a sales and distribution company in which Tri-Star has a one-third interest, will remain as separate operating units. TeleVentures will retain syndication rights to the two network fall series from Tri-Star, *Buck James* and *My Two Dads*, and will distribute to commercial TV stations Tri-Star theatrical movies that have not been previously licensed.

The consolidation will provide CPT with a strong foothold at the three networks and Fox Broadcasting Co. Columbia/Embassy has four hours of programming on the networks' fall schedules, while Tri-Star has



Lieberthal

one-and-a-half hours. FBC also carries an hour and a half of series from CPT's various production entities.

CPT will be headed by Columbia/Embassy chairman and chief executive officer Gary Lieberthal, 41, a close friend of Tri-Star chairman Victor Kaufman, 43, the designated president of Columbia Pictures Entertainment. Lieberthal, who assumed his current position a year ago in another reorganization of Coca-Cola's TV properties, will retain his title as chairman and chief executive and is expected to report to Kaufman.

Scott Siegler, 40, president of Tri-Star Television, will become president and chief operating officer of CPT overseeing creative aspects of the business. As a result of the merger, Barbara Corday, president of Co-

PTL teeter-totter. Chances of television evangelists Jim and Tammy Bakker returning to PTL appeared slim again last week, as a new interim manager, William Robinson, moved into place following the resignation of Jerry Falwell as chairman ("In Brief," Oct. 12). Robinson, the Columbia, S.C., lawyer who had been advising Judge Rufus Reynolds on PTL's bankruptcy, announced to television viewers of *The PTL Club* that a new reorganization plan will be submitted that would place PTL in the hands of its major contributors. "I cannot foresee that the Bakkers would return as long as the court has jurisdiction," Robinson said, estimating that the organization's debts would not be paid for at least five years.

Robinson will "shepherd the assets of the ministry" until a permanent trustee is appointed later this month. For the "immediate future," the Rev. Sam Johnson, pastor of PTL's Heritage Village church, will head the television ministry.



Corday

lumbia/Embassy Television and one of Hollywood's top-ranking female studio executives, will leave the company. Corday reportedly never met Kaufman and was not considered part of his team. She will remain in her job until the consolidated unit is formed.

Arnold Messer, 41, president of Tri-Star Telecommunications, has been named to a new "senior corporate position" in CPE's New York headquarters. He will have oversight authority for all TV operations and the worldwide videocassette, pay-TV and cable ancillary markets. He too is expected to report to Kaufman.

In the distribution area, Barry Thurston, president of syndication for Columbia/Embassy Television, will continue in that role for CPT. Whether Thurston, who now deals exclusively with off-network product, will take over first-run programs remains uncertain.

Under the existing setup, first-run distribution and other ancillary areas come under the domain of Coca-Cola Telecommunications. But Kaufman last week confirmed that Herman Rush, chairman and chief executive

officer of the division, and other senior Telecommunications executives are negotiating with EBS and Tri-Star to form a new company that would acquire distribution rights to "certain programs" belonging to the unit. A Tri-Star spokeswoman declined to comment on whether the deal under consideration is a leveraged buyout, as early reports indicated ("In Brief," Oct. 12).

CPT could still make a clean break from the first-run business after Tri-Star and EBS release a proxy statement at the end of this year or in early 1988. If Telecommunications earnings are erased from the statement now, said David Londoner, an analyst at Wertheim & Co., it would be a "massive job" and "just muddy things up something awful."

Another question mark is how CPT will divide production of dramas and comedies. Earlier this year, Columbia/Embassy announced that Columbia would be primarily responsible for dramas while Embassy would continue with its strong suit, sitcoms.

Lieberthal said there would be "no surprises" when further details of the CPT reorganization are announced for production. □

United Cable and ATC turn in record quarters

Two top-10 cable MSO's, American Television & Communications and United Cable, reported record revenue, operating income and operating cash flow for their most recent quarters.

ATC, whose third quarter ended Sept. 30, reported operating cash flow of \$73.5 million, up nearly 20% from last year's \$61.4 million, on revenue of \$180.5 million, a 12.7% increase over last year's \$160.2 million. Net income increased nearly 64%, from \$8 million to \$13.1 million in the third quarter of 1987. Operating income was \$41 million, up 22% over the year earlier's \$34.2 million. Earnings per share in the quarter

Reagan speech rejected. All three broadcast television networks last week declined to carry live an address of Ronald Reagan, designed to drum up support for his nominee to the U.S. Supreme Court, Robert Bork. It was the third time in Reagan's six years in office that the networks have declined to pick up a live presidential broadcast because it was determined the President's message was not newsworthy enough to interrupt regularly scheduled programming. (The earlier speeches were on Contra aid, and the U.S. economy.) Lane Venardos, the CBS News executive in charge of special event coverage, said a White House spokesman, Mark Weinberg, acknowledged last Wednesday (Oct. 13) before the speech that day (scheduled for 3:15 p.m., NYT) that it would "mirror" Reagan's national radio broadcast from the previous Saturday (Oct. 10). All three networks covered the speech as a news story on their Wednesday evening news programs. The Cable News Network carried Reagan's speech live.

rose from eight cents to 12 cents, over the year earlier. ATC said the results reflected gains in basic and pay subscriptions, "selected price increases" for basic service and cost controls.

For the first nine months of 1987, operating cash flow was nearly \$210 million, a 19% increase over 1986's \$176 million, on revenue of \$527 million, up 11% from \$473 million. Operating income for the nine months was \$119 million, up 25% from \$95 million. Net income, however, was down slightly for the first nine months, from \$36.6 million to \$36.4 million, because of increased interest costs relating to ATC's recapitalization.

Time Inc., principal owner of ATC, also reported quarterly results last week for its cable pay service, said HBO's operating income increased 42% in the quarter, from \$24 million to \$34 million. Time said "subscriber growth at HBO continued during the period."

Overall at Time Inc., operating income increased 78% in the third quarter, from \$98 million to \$174 million. Net income was \$74 million in the quarter, compared to \$252 million a year earlier, a figure that included a \$351-million pre-tax gain from the initial stock offering for ATC. Revenue for Time in the quarter increased 18%, from \$914 million to \$1.07 billion. Separately, Time said last week it sold its 50% interest in SAMI/Burke ratings service to Control Data (see page 70).

United Cable reported 17% increases in both revenue and operating income for the quarter ended Aug. 31. Operating income rose from \$21.7 million to \$25.3 million in the quarter, while revenue increased from \$52 million to \$61 million. But United posted a net loss in the quarter of \$667,000 due to increased interest, depreciation and amortization expense. In the year-earlier quarter, the company reported a \$1.9-million profit. □

Caribbean communications cleared. Intelsat's Assembly of Parties last week paved the way for the establishment of transborder service by 38 U.S. domestic satellite networks providing one-way communications services from the U.S. to countries in Latin America and the Caribbean. The Assembly of Parties also cleared the way for a U.S. domestic network proposing to offer television and associated audio programming to locations in Greenland and, in other actions, approved new or extended service by International satellite networks. The Assembly of Parties—composed of representatives of governments of Intelsat member countries—acted at its 12th meeting, in Buenos Aires.

The 38 networks to serve Latin America are Satcom V, Galaxy IV, Satcom I-R, GSTAR III, Comsat Gen B, Westar B, Satcom III-R, Galaxy B, ASC I, Telstar 303, Comstar D4, SBS V, Fedex B, Westar V, Spacenet I, GSTAR I, GSTAR II, SBS I, Westar IV, SBS II, Telstar 301, SBS III, Galaxy I, Galaxy III, Westar, SBS IV, Spacenet III, Satcom K-1, Telstar 302, Satcom IV, Satcom K-2, ASC II, Westar, Fedex A, Comstar III, Galaxy II, Satcom II-R and Spacenet II.

The actions on the international networks involved approval of the use of MARECS satellites for aeronautical services, the Inmarsat second-generation satellite networks, the use of the Intersputnik system by Syria and by Israel, the Astra (GDL-6) satellite network (limited to television transmissions between the United Kingdom and Luxembourg and reception by West Germany) and the extension of the Eutelsat I satellite system beyond the end of 1988.

In all cases, the Assembly of Parties issued favorable findings on the coordination of the satellite systems, which were held to be technically compatible with the Intelsat system and would not cause significant economic harm to it or to establishment of direct telecommunications links through the Intelsat space segment.



November 16 Special Report



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Valenti warns of networks' and cable's 'monopolistic' power

In an appearance before television programming executives last week in Los Angeles, Jack Valenti, president of the Motion Picture Association of America, said the production community would suffer without action to curtail the "monopolistic" power of the networks and cable industry.

Valenti told the Hollywood Radio and Television Society audience that by 1990 more than half of all cable subscribers will be controlled by "two or three" large multiple system operators. He claimed these "mega-monopolies" will produce programs



Valenti

for themselves, shutting out independent producers and the major studios. "Your programs will be competing for approval of the cable barons against programs the cable barons own," he said.

The networks could also pose problems for producers, according to Valenti. "Only they have the power to make an air-time commitment," he said, adding: "Only they have the power to shape a schedule. Only they control the entrance to the national primetime audience.... And among broadcasters, only they have twin revenue streams—network advertising sales and owned and operated stations."

Valenti predicted that as network revenues grow so will the number of internally produced programs. And with the coming expiration of the financial interest and syndication rules in 1990, he said the networks will be "marching toward a total renovation of all rules which now restrain them and which keep the marketplace in a precarious competitive balance."

John Agolia, an HRTS officer who is executive vice president of NBC Productions and vice president of business affairs for NBC-TV, disagreed with Valenti's assessment. If the networks chose their own programs over superior quality programs from outside suppliers, he said it would be "like shooting yourself in both feet."

The only network-produced comedy or dramatic series on the prime time schedule this fall is ABC's *Moonlighting*. If the networks were to increase the number of their own prime time series in 1990, Agolia said, there would already be more in-house programs on the air. □



Communications classroom. Roy H. Park (center), chairman and CEO of Park Communications Inc., Ithaca, N.Y.-based owner of 10 AM's, nine FM's and seven TV's, was at the groundbreaking of the new Ithaca College School of Communications building. Park, who is chairman of the Ithaca College board of trustees, said the start of the \$11.5-million building "is the most important step since the college offered its first course in radio announcing in 1931." The 720,600-square foot building will house the school's two radio stations, two TV stations, student newspaper, and student commercial production operation. Along with classrooms and faculty offices, it will include four TV studios, videotape and film editing rooms, an animation room, two screening rooms, a multitrack audio studio, and labs for interactive video processing, computer graphics and multiimage film processing. A fund-raising campaign is being planned to help finance the project. Pictured above are (l-r): Ithaca College trustee Carolyn Serling (wife of the late Rod Serling); Ithaca College President James J. Whalen; Park; John E. Heselden, chairman of the executive committee of the Ithaca College board of trustees, and retired deputy chairman of The Gannett Co., and Thomas W. Bohn, dean of the School of Communications.

Bottom Line

Shopping down. Home Shopping Network's fourth quarter earnings fell 41% to \$3.3 million, despite 200% growth in quarterly sales to \$160 million from year ago and increase to 43.6 million homes reached. Fiscal year sales were up to \$582 million from \$160 million last year, and net income increased to \$29.5 million from \$17 million last year. HSN has also announced it was backing out of its proposed \$40-million acquisition of Baltimore Federal Financial. Joseph Connolly, chief financial officer, HSN, said a "cross marketing prohibition," part of the Competitive Equality Banking Act that became law in August, would prevent HSN from marketing the BFF services on HSN, a primary reason for the purchase. HSN hopes to buy a regional brokerage firm "to insure the offering of financial products and services" to HSN club members, the company said.

□

Getting out? Group led by Denver oilman Marvin Davis has further reduced its stake in Los Angeles-based Aaron Spelling Productions Inc. to 1.2%, or 98,100 class A common shares, and said it is considering disposing remainder of its shares.

RIDING GAIN

O N R A D I O

TransAtlantic radio

Commercial radio programmers from the United States and Great Britain met for a two-day "transAtlantic" programming conference in Tuxedo Park, N.Y., co-sponsored by Interep, the national radio rep organization based in New York, and Broadcast Marketing Services, a British radio sales organization based in London. "American broadcasters are interested to find out what is happening in the U.K. [in terms of radio pro-



gramming] and I believe the British group is amazed by what is happening in the U.S.," said Terry Bate, chief executive of Broadcast Marketing Services. The programmers exchanged ideas regarding program formats, audience research and station promotion.

One major conclusion: Radio in the U. K. will eventually become very competitive—today only 46 stations serve 57 million people—and broadcasters there will soon turn toward the specialized programming techniques used by American radio. Many U.K. stations are still engaged in some form of block programming.

Pictured at the event are (l-r): Rick Sklar, Sklar Communications, New York; Tony Ingham, Radio City, United Kingdom; Ralph Guild, Interep; Dan Vallie, EZ Communications, Fairfax, Va., and Bate.

Piece of the rock

Cutler Productions, the Los Angeles-based radio program producer and distributor, will launch its sixth weekly program in January, entitled *Rock Confidential*. The two-hour show is designed for contemporary hit radio stations. Ron Cutler, company president, describes the program as "fast-paced, music-intensive and loaded with stars." Each broadcast will highlight, among other things, three CHR performers.

Serving as the new show's co-hosts will be Jack Da Wack, personality for WHTZ(FM) New York, and Hollywood Hamilton, personality for KIIS-AM-FM Los Angeles. Representing advertising sales for all of Ron Cutler Productions' programming is MediaAmerica, a newly formed marketing and sales representation firm based in New York. A new series for adult contemporary stations is ex-

pected to be unveiled by Cutler Productions shortly.

In another development, Jay Thomas, morning personality for KPWR(FM) Los Angeles, will replace Joe Nasty, effective the weekend of Oct. 31-Nov. 1, as co-host of Cutler's *Party America* broadcast.

Futures agency

Jointly sponsored National Association of Broadcasters-Radio Advertising Bureau Radio Futures Committee, is undertaking campaign to promote the aural medium, received marketing proposals from three advertising and public relations firms during a two-day meeting in New York. Agencies in running for the radio industry account are Earle Palmer Brown, Washington; Warwick Advertising, New York, and Manning, Selvage & Lee, New York. No decision was made, however, according to an RAB spokesman. A recommendation on a marketing approach is expected to be made to the associations' respective boards in early 1988. The next committee meeting is slated for Dec. 9 in Washington.

Old is new

CBS's WMRQ(FM) Boston has dropped its "quality rock" (soft AOR) format for oldies (hits from the 1950's through the 1970's),

American aide. Jefferson-Pilot Communications has volunteered expertise of one of its engineers to help put Nicaragua radio station back on air, according to press release distributed by North Carolina Republican Congressman Cass Ballenger. Radio Catholica, station run by Catholic church in Nicaragua is one of country's news organizations that is back in business. At Ballenger's request, Jefferson-Pilot President Wallace Jorgenson, also joint board chairman of National Association of Broadcasters, agreed to send John Buffalo, chief engineer of KSON(AM) San Diego to evaluate station's equipment and install needed parts.

under the new call of WODS-FM.

"We developed WMRQ as a highly specialized music format that attracted the demographic audience we anticipated. However, that audience did not have the growth potential we were looking for, and further study led us to the oldies format," said Nancy Widmann, vice president of the CBS Owned Radio Stations.

The station's oldies format is in experienced hands. Assisting in its implementation is Joe McCoy, program director for

Wave agreement. Satellite Music Network (SMN), Dallas, and Metropolitan Broadcasting, New York, have signed an exclusive agreement with the radio program consulting firm of Burkhart/Abrams/Douglas/Elliott & Associates, Atlanta, to consult "The Wave" network. "The Wave," which premiered on KTWV(FM) Los Angeles last Feb. 14, is distributed nationally by SMN ("Riding Gain," Aug. 31.) The format blends new age music with light jazz and soft rock selections. Lee Abrams, partner in the Atlanta-based consultancy firm, has been researching new age for the past several years.

The latest "Wave" affiliate is WZRC(FM) Chicago (licensed to Des Plaines, Ill.), now known as WTVV(FM). The station had been programming SMN's "Z-Rock" format. SMN has also cleared "The Wave" on stations in Kansas City, San Diego, Seattle and Dallas.

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CBS's WCBS(FM) New York outlet, which has been programing oldies for 15 years. Also, John Gehron, WODS-FM vice president and general manager, had programed WCBS(FM) when it first turned to oldies in 1972.

WMRQ had been airing its soft rock sound for just over a year. Prior to that, the station was known as WHIT(FM), programing contemporary hits.

Election returns

The Radio Network Association's board of directors has elected two new officers: Aaron Daniels, ABC Radio Networks president, as vice chairman, and Bill Battison, Westwood One president, as secretary-treasurer. RNA chairman is Nick Verbitsky, president of the United Stations Radio Net-

works.

Additionally, the RNA has formed a search committee for a new RNA president to replace Bob Lobdell, who resigned ("Riding Gain," Aug. 31). The committee is composed of Daniels and Bob Kipperman, vice president and general manager, CBS Radio Networks. A selection is expected to be made by year's end.

In Sync

Another blue ribbon

National Cable Television Association has named Richard Roberts, president and CEO, TeleCable Corp., as chairman of the NCTA "blue ribbon" committee on high-definition television. The committee, which NCTA plans to stock with high-level executives from sections of the cable industry—including system operators, programmers and equipment manufacturers, will examine issues involving government policy and the practical strengths of proposed HDTV transmission systems from the cable TV perspective.

According to NCTA President James Mooney, NCTA was "disappointed that to date, the government inquiry into HDTV seems to be focused almost solely on over-the-air broadcasting, to the exclusion of nearly 50% of television households served by cable." Earlier this month, Mooney complained that the cable industry on the FCC's HDTV blue ribbon committee (BROADCASTING, Oct. 12), is "severely underrepresented."

However, according to NCTA spokeswoman, Lynn McReynolds, NCTA's committee is not being formed in reaction to the FCC's committee; its creation was decided upon during the association's board meeting on Sept. 10. "We didn't want to officially release anything until we had at least a chairman" and knew roughly who would sit on the committee, she said. NCTA has received no indication from the FCC that more cable representatives would be placed on the government committee, McReynolds said, adding that other members of the committee are expected to be announced soon.

IBEW-CBS talks

The International Brotherhood of Electrical Workers, a technicians union that has been considering a contract offer from CBS affecting about 1,500 workers in seven cities (BROADCASTING, Oct. 5), has arranged for further negotiations. At IBEW's request, CBS has agreed to a meeting in Washington on Wednesday, Oct. 21 with a federal mediator. As of last week, not all of the union's locals had met to decide how to respond to CBS's offer, which was proposed about three hours after the old contract expired at midnight, Sept. 30. However, steps to continue the negotiations were requested by the locals that had met, according to IBEW.

Details of the CBS proposal that the union is believed to oppose include proposals to give the network unlimited use of daily

hires, some layoffs of union members with seniority and expanded use of temporary and freelance workers.

Kahn comments

Kahn Communications Inc., Westbury, N.Y.-based developer of the Kahn/Hazeltine single-sideband AM stereo system, has filed comments with the FCC arguing against protecting the 25 hz pilot tone on C-Quam radios developed by rival Motorola Inc. The issue of pilot tone protection was recommended to the commission last summer in a report by the National Telecommunications and Information Administration (BROADCASTING, Aug. 17).

The comments, written by Kahn Communications President Leonard R. Kahn, opposed protection of both the C-Quam and the 15 hz Kahn pilot tone "because government protection is unnecessary...But more importantly, such protection clearly contradicts the administration's and the FCC's avowed support of the free marketplace."

Kahn was also defended by two Syracuse, N.Y., stations with Kahn equipment that experimented with broadcasting in stereo using the 25 hz pilot tone. Kahn wrote that the stations tried it because "Motorola, by various means, has temporarily blocked the large-scale introduction of multi-system radios" capable of picking up both the C-Quam and Kahn signals.

Kahn said that the noise and loss of coverage experienced by one of the Syracuse stations, WSYR(AM) ("Open Mike," Oct. 5), were evidence that "the inherent disadvantages of C-Quam reception are so serious as to cause the system to fail in the ultimate marketplace: listeners, cars and homes."

Kahn said that his company would "take steps, consistent with the normal workings of the free marketplace, to protect Motorola's 25 hz pilot from further experimental use." He said in his FCC comments that transmitting a Kahn signal with the C-Quam tone "is not in the best interest of the development and acceptance of AM stereo, because the public (and even some broadcasters) will be confused into falsely believing that all AM stereo signals suffer from 'rain noise' and 'platform motion' "--distortions that were observed during the WSYR tests.

EIA assignments

John F. Mitchell, president and chief operating officer of Motorola Inc., Chicago, was elected chairman of the Electronic Indus-

tries Association. Elected vice chairman was William G. Little, president of Quam-Nichols Co., Chicago. Mitchell and Little were elected to EIA's board of governors during the organization's 63d annual conference in Los Angeles. They will begin their terms on Jan. 1, 1988.

Mitchell, who has served as EIA's vice chairman this year, has been with Motorola for 34 years. He was named president of the company in 1980 and chief operating officer in 1986. He holds six patents relating to electronic communications products. Little, president of Quam-Nichols since 1980, has been an active member of EIA for 15 years, most recently serving as chairman of the association's members and scope committee.

Colorful collection

American Film Technologies Inc., Los Angeles, has signed a \$3-million contract with Republic Pictures to colorize 10 black and white feature films and television programs. According to AFT, the Republic films will be the first to be colorized with the company's Digichrome process. Among the movies included in the contract are "The Bells of St. Mary's," a 1945 film starring Bing Crosby and Ingrid Bergman, and the 1949 "Sands of Iwo Jima" with John Wayne. AFT says that the Digichrome system is based on integration of 24-bit digital image processing and digital data storage technology with image-tracking software and computer animation techniques.

Aid to deaf

The National Captioning Institute and GTE Spacenet last week kicked off Project Access (American Corporations Can Enhance Success for Seniors), a fund-raising program designed to provide hearing-impaired senior citizens with television decoders. The project, which will be expanded nationally, began in the Washington area with a goal of raising \$270,000 to provide closed-captioned decoders to 1,500 homes. To be eligible for decoders, citizens must be hearing impaired, aged 55 or older, with income in the poverty category and on public assistance. Information: Georgianna Fletcher, manager, Project Access, NCI Inc., 5203 Leesburg Pike, Falls Church, Va. 22041; (703) 998-2400.

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House OK's 1988-89 FCC funding bill

Commission will get \$107,250,000 and \$109,250,000 for those years

An FCC authorization bill (H.R. 2961) breezed through the House last week by a voice vote. The measure sets funding for the agency in fiscal 1988-89 but also: bars the FCC from applying its ex parte rules to Congress; continues the commission's travel reimbursement program; eliminates the agency's annual management report; modifies a new fee collection schedule, and permits the FCC to hire older Americans on a two-year test basis. As for funding, the commission would receive \$107,250,000 for FY 1988 and \$109,250,000 for FY 1989.

Two weeks ago, the bill was slated for a vote on the floor. But Democrats' attempt to inject in an accompanying Commerce Committee report criticism of the FCC's repeal of the fairness doctrine resulted in a delay, with Republicans demanding that criticism be excluded (BROADCASTING, Oct. 5, 12).

The report made no final mention of fairness but that did not deter some members from expressing frustration with the commission. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) voiced his concern on the floor. "I have real concerns about the commission's policy direction and its attitude toward the Congress," said Markey.

"On more than one occasion in recent months, the commission seems to have lost

sight of the reality that it is a creature of Congress, and by law is required to implement those policies the Congress develops," he said. The congressman stated his intentions to work closely with the agency and to "consider changes in the commission's processes and procedures to insure regulated entities and, more importantly, the American people that the commission's activities are thorough, but fair."

Representative Bill Richardson (D-N.M.) was particularly harsh. He lashed out at FCC Commissioner Patricia Diaz Dennis for failing to take a more aggressive role on behalf of women and minorities. "I am concerned that her role in the commission has not been defined, because she seems to take positions that are really no positions," said Richardson. He claimed she "keeps saying she's a rookie, and she is formulating her point of view. She has been a rookie for over a year now; and every statement, every response she gives relates to the fact that she is still making up her mind."

The committee's report contained some guidance for the FCC (BROADCASTING, Oct. 12). Report language does not carry the same weight as legislation, but it represents Congress's view on policy and is not taken lightly by government agencies. Among instructions in the report, the commission was directed to issue the final text of all FCC orders and notices expeditiously (they are to be delivered to the printer by 5 p.m. on the

last business day of the week in which the item is considered or adopted by the commission).

According to the report, "the commission has demonstrated the ability to release expeditiously texts of those items it considers of particular importance"—an obvious reference to the FCC's quick turnaround of the fairness doctrine order while taking months to release an order on must carry.

The FCC commissioners also were to take "major regulatory and enforcement actions, rather than permitting them to be reviewed and implemented by the staff operating under delegated authority." This was a likely response to staff approval of the Gillet-Busse Broadcasting transfer of control of TV stations (BROADCASTING, Oct. 5). And the report instructs the agency by Dec. 31, 1989, to "develop a refined and improved propagation model for television and FM broadcast stations incorporating the effects of topography, terrain and other factors for making determinations whether a particular applicant's signal will interfere with the signal of an existing station."

On the matter of cable overbuilds, the report expressed concern that some cable franchise authorities have been sued on First Amendment grounds for granting one or more franchises as permitted under the Cable Communications Policy Act of 1984. The committee "will continue to monitor the situation closely to see whether any action might be needed to address it," the report said. And the committee's opposition to the idea of spectrum auctions was stated along with a reminder to the FCC that it does not have authority to pursue the idea.

The predicament faced by some AM daytimers that are still unable to provide nighttime service was addressed in the report. The FCC was directed to identify those daytime-only stations serving cities with populations of over 100,000 and recommend ways to expand nighttime services in those areas. Translations of the commission's fairness doctrine primer in Spanish and other foreign languages were another matter the FCC was told to look into.

The House also adopted by voice vote an authorization measure for the National Telecommunications and Information Administration (H.R. 2472) which would receive up to \$14,718,000 for FY 1988 and \$15,000,000 for FY 1989. According to the legislation, NTIA must establish semiannual goals for hiring women and minority members on the NTIA staff for FY 1988-89. And the bill calls on NTIA and the FCC to coordinate efforts to eliminate obstacles preventing low-power television applicants from gaining quick approval of NTIA's public telecommunications facilities program grants.

The full Senate has yet to act on either authorization bill.

Washington Watch

Poll closing. House Energy and Commerce Committee approved by vote of 25 to 15, legislation establishing uniform poll closing time for presidential elections. Measure now moves to floor for consideration and is designed to counter perceived effects of early election projections by television networks in East while polls are still open elsewhere. Under measure, passed by House Administration Committee last May, polls would close at 9 p.m. standard time in Eastern, central, mountain and Pacific time zones. (Alaska and Hawaii would be exempt from the measure.) Daylight saving time would be extended during a presidential election year for an additional two weeks in Pacific time zone, so that polls would close there at 7 p.m. instead of 6 p.m.

□

Examination. Federal Trade Commission is looking into proposed \$572-million acquisition of Information Resources Inc., by A.C. Nielsen Co.'s parent company, Dun & Bradstreet Corp. Latter reported that FTC had contacted both parties to deal, seeking additional information and documents relating to commission's inquiry to determine if deal measures up to required standards of Hart-Scott-Rodino antitrust law. D&B said companies would comply with requests "promptly."

□

FTC funds. Full House has voted to authorize Federal Trade Commission for fiscal years 1988-90 at \$69.85 million, \$70.85 million and \$71.85 million, respectively. House voted down proposed amendment to shift regulation of airline advertising from Department of Transportation to FTC. In separate advertising issue, House and Senate bills differ over whether FTC should regulate advertising based on unfairness standard: House is for, Senate against. Two bodies must confer.

Stock Index

Closing Closing
Wed Wed
Oct 14 Oct 7

Net Percent P/E
Change Change Ratio (000,000)

Market

Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC . . .	406	436		- 30	-06.88	28	6,563
N (CBS) CBS	211	218	1/4	- 7 1/4	-03.32	12	4,979
A (CCU) Clear Channel	16	7/8	17 1/2	- 5/8	-03.57	32	54
O (INFIA) Infinity Broadcasting	22	3/4	24	- 1 1/4	-05.20	-175	191
O (JCOR) Jacor Commun. . . .	7	7	1/4	- 1/4	-03.44		39
O (LINB) LIN.	50	1/4	46 5/8	3 5/8	07.77	26	2,694
O (MALR) Malrite	11	1/2	11 3/4	- 1/4	-02.12	-16	157
O (MALRA) Malrite 'A'	10	1/2	11 1/2	- 1	-08.69	-15	143
O (OBCCC) Olympic Broadcast	6	8		- 2	-25.00		15
O (OSBN) Osborn Commun. . . .	7	3/4	8 1/8	- 3/8	-04.61	-6	31
O (OCOMA) Outlet Commun. . .	17	3/4	16 3/4	1	05.97		116
A (PR) Price Commun.	12	3/8	11 7/8	1/2	04.21	-6	106
O (SCRIP) Scripps Howard . . .	79	79	1/4	- 1/4	-00.31	26	815
O (SUNN) SunGroup Inc.	2	2			00.00	-2	5
N (TFB) Tft	156	5/8	156 5/8		00.00	-27	1,435
O (TLMD) Telemundo	10	1/4	10 1/4		00.00	-1	58
O (TVXG) TVX Broadcast	8	9		- 1	-11.11	-5	47
O (UTVI) United Television. . .	32	1/4	33	- 3/4	-02.27	53	353

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	65	3/4	66 1/4	- 1/2	-00.75	21	707
A (AAR) Adams Russell	42	42			00.00	700	280
O (ASTV) Amer. Comm. & TV . .					00.00		11
N (AFL) American Family . . .	16	3/8	16 3/8		00.00	16	1,319
O (ACOMA) Assoc. Commun. . .	33	1/2	35	- 1 1/2	-04.28		319
O (BMAC) Bus. Men's Assur. . .	43	3/4	45	- 1 1/4	-02.77	-18	458
N (CCN) Chris-Craft	24	1/8	25 5/8	- 1 1/2	-05.85	28	486
N (DNB) Dun & Bradstreet. . .	63	5/8	67 3/4	- 4 1/8	-06.08	26	9,674
O (DUCO) Durham Corp.	27	3/4	27 3/4		00.00	16	236
N (GCI) Gannett Co.	45	1/8	50	- 4 7/8	-09.75	24	7,291
N (GY) GenCorp	99	3/4	104 1/2	- 4 3/4	-04.54	17	2,228
O (GCOM) Gray Commun. . . .	185	200		-15	-07.50	32	91
N (JP) Jefferson-Pilot	36	5/8	37 5/8	- 1	-02.65	13	1,471
N (KRI) Knight-Ridder	50	3/8	54	- 3 5/8	-06.71	20	2,890
N (LEE) Lee Enterprises	28	1/8	28 7/8	- 3/4	-02.59	17	700
N (LC) Liberty	49	49	3/4	- 3/4	-01.50	17	468
N (MHP) McGraw-Hill.	72	75	7/8	- 3 7/8	-05.10	24	3,638
A (MEGA) Media General	43	3/4	40 3/4	3	07.36	64	1,233
N (MDP) Meredith Corp.	37	1/4	39 1/4	- 2	-05.09	20	715
O (MMEDC) Multimedia	68	3/4	69 3/4	- 1	-01.43	6875	756
A (NYTA) New York Times	37	3/4	41 1/8	- 3 3/8	-08.20	20	3,092
O (NWS) News Corp. Ltd.	32	1/2	34	- 1 1/2	-04.41	20	4,119
O (PARC) Park Commun.	35	3/4	35 5/8	1/8	00.35	31	493
O (PLTZ) Pulitzer Publishing. . .	42	1/2	42 1/2		00.00	34	445
N (REL) Reliance Group Hold. .	8	5/8	9 1/8	- 1/2	-05.47	9	646
O (RTSV) Reuters Ltd.	77	1/4	88 3/4	-11 1/2	-12.95	36	32,070
T (SKHQ) Selkirk	27	1/2	25 1/2	2	07.84	59	223
O (STAUF) Stauffer Commun. . .	174	176		- 2	-01.13	28	174
N (TMC) Times Mirror	93	3/8	101 1/2	- 8 1/8	-08.00	19	6,022
O (TMC) TM Communications . .	2	1/4	2 5/16	- 1/16	-02.70	11	17
O (TPCC) TPC Commun.		3/8	3/8		00.00		4
N (TRB) Tribune	44	48	1/8	- 4 1/8	-08.57	16	3,467
A (TBSA) Turner Bcstg. 'A' . .	13	1/4	12 1/4	1	08.16	-2	288
A (TBSB) Turner Bcstg. 'B' . .	13	12	1/4	3/4	06.12	-2	283
A (WPOB) Washington Post. . .	239	260		- 21	-08.07	25	3,069

PROGRAMMING

O (SP) Aaron Spelling Prod. . .	8	5/8	8 3/4	- 1/8	-01.42	7	159
O (ALLT) All American TV . . .	2	1/8	2 1/4	- 1/8	-05.55		2
O (BRRS) Barris Indus.	11	3/8	12 1/8	- 3/4	-06.18	6	101
N (KO) Coca-Cola.	43	3/4	45 3/4	- 2	-04.37	16	16,537
A (CLR) Color Systems	7	1/2	8	- 1/2	-06.25	-4	38
O (CAVN) CVN Cos.	15	7/8	16 1/2	- 5/8	-03.78	-48	289
A (DEG) De Laurentis Ent. . . .	5	1/4	3 7/8	1 3/8	35.48	-3	58
O (dcp) dick clark prod.	7	3/8	4 1/4	3 1/8	73.52	18	60
N (DIS) Disney	71	76	1/2	- 5 1/2	-07.18	25	9,326
N (DJ) Dow Jones & Co.	40	45	7/8	- 5 7/8	-12.80	19	3,873
O (EM) Entertainment Mktg . . .	7	1/8	8	- 7/8	-10.93	23	87
O (FNNI) Financial News.	9	5/8	10 1/4	- 5/8	-06.09	60	113
A (FE) Fries Entertain.	3	1/8	3 3/8	- 1/4	-07.40	13	16
N (GW) Gulf & Western	84	1/8	87 3/8	- 3 1/4	-03.71	19	5,111
O (HRSI) Hal Roach	7	3/8	8 1/8	- 3/4	-09.23	-17	51
A (HHH) Heritage Entertain. . .	5	1/4	6	- 3/4	-12.50	5	24
A (HSN) Home Shopping Net. . .	10	1/2	12	- 1 1/2	-12.50	29	902
N (KWP) King World	26	3/8	26 3/8		00.00	27	789
O (LAUR) Laurel Entertainment	2	5/8	2 7/8	- 1/4	-08.69	5	6
A (LT) Lorimar-Telepictures . .	14	3/8	15 3/4	- 1 3/8	-08.73	-10	657
N (MCA) MCA	52	1/4	57 7/8	- 5 5/8	-09.71	24	3,970
N (MGM) MGM/UA Commun. . . .	11	1/8	11 1/2	- 3/8	-03.26	-14	556
A (NHI) Nelson Holdings.	1	7/8	1 7/8		00.00	-18	50
A (NWE) New World Enter. . . .	7	7	3/4	- 3/4	-09.67	5	75

Closing Closing
Wed Wed
Oct 14 Oct 7

Net Percent P/E
Change Change Ratio (000,000)

Market

Capitali-
zation

PROGRAMMING

N (OPC) Orion Pictures	13	5/8	13 3/4	- 1/8	-00.90	21	234
O (MOVE) Peregrine Entertain. .	6	1/8	7 1/4	- 1 1/8	-15.51	-204	14
N (PLA) Playboy Ent.	13	7/8	14	- 1/8	-00.89	-9	130
O (QVCN) QVC Network	8	3/4	9 3/8	- 5/8	-06.66		57
O (RVCC) Reeves Commun. . . .	10	11	3/4	- 1 3/4	-14.89	1000	125
O (RPICA) Republic Pic. 'A' . .	7	7	3/4	- 3/4	-09.67	77	29
O (RPICB) Republic Pic. 'B' . .	9	9			00.00	64	6
A (RHI) Robert Halmi.	3	1/8	3 1/4	- 1/8	-03.84	12	69
O (SMNI) Sat. Music Net.	2	7/8	3	- 1/8	-04.16	-71	25
O (TRSP) Tri-Star Pictures . . .	14	1/2	15 1/4	- 3/4	-04.91	26	446
N (WCI) Warner	34	36	7/8	- 2 7/8	-07.79	20	4,252
O (WWTW) Western World TV . .	1	1/8	1 1/4	- 1/8	-10.00	7	1
O (WONE) Westwood One	26	25	1/2	1/2	01.96	35	322

SERVICE

O (BSIM) Burnup & Sims	6	7/8	6 7/8		00.00	13	109
O (CVSI) Compact Video	4	1/8	4 3/8	- 1/4	-05.71	-3	27
N (CQ) Comsat	32	3/4	32 7/8	- 1/8	-00.38	-13	600
N (FCB) Foote Cone & B. . . .	58	3/8	60	- 1 5/8	-02.70	17	243
O (GREY) Grey Advertising . . .	128	128			00.00	19	155
O (IDBX) IDB Communications . .	13	13	3/4	- 3/4	-05.45	52	52
N (IPG) Interpublic Group	38	7/8	40 1/4	- 1 3/8	-03.41	19	863
A (MOV) Movielab	6	3/4	6 3/4		00.00		11
O (OGIL) Ogilvy Group.	33	3/4	35 1/4	- 1 1/2	-04.25	18	466
O (OMCM) Omnicom Group	26	27	3/8	- 1 3/8	-05.02	-118	637
O (SACHY) Saatchi & Saatchi . .	27	1/2	26 3/4	3/4	02.80	14	4,006
O (TLMT) Telemation	2	7/8	2 3/8	1/2	21.05	11	13
A (TPO) TEMPO Enterprises . . .	6	1/2	6 3/4	- 1/4	-03.70	21	37
A (UNV) Unitel Video	10	1/8	10 5/8	- 1/2	-04.70	15	22

CABLE

A (ATN) Acton Corp.	19	1/8	20	- 7/8	-04.37		22
A (ACN) American Cable.	42	1/2	28 5/8	13 7/8	48.47	-83	399
O (ATCMA) Amer. TV & Comm. . .	25	1/8	26 5/8	- 1 1/2	-05.63	96	2,749
A (CVC) Cablevision Sys. 'A' . .	30	1/4	31 1/4	- 1	-03.20	-52	635
N (CNT) Centel Corp.	65	1/4	68 1/4	- 3	-04.39	17	1,884
O (CCCCA) Century Commun. . .	17	7/8	18 1/2	- 5/8	-03.37	1787	516
O (CMCSA) Comcast	24	7/8	24 1/8	3/4	03.10	-113	1,032
O (ESSXA) Essex Commun.	22	5/8	23	- 3/8	-01.63	-51	83
A (FAL) Falcon Cable Systems . .	19	1/4	19 1/2	- 1/4	-01.28	-60	123
O (JOIN) Jones Intercable	13	5/8	13 3/4	- 1/8	-00.90	42	173
T (MHPQ) Maclean Hunter 'X' . .	20	3/4	21 7/8	- 1 1/8	-05.14	28	764
O (RCCA) Rogers Cable A.	22	3/8	23 3/8	- 1	-04.27		115
O (TCAT) TCA Cable TV	27	1/2	28	- 1/2	-01.78	56	297
O (TCOMA) Tele-Commun.	24	5/8	25 3/4	- 1 1/8	-04.36	40	3,572
N (TL) Time Inc.	103	1/4	105 1/2	- 2 1/4	-02.13	16	6,129
O (UACI) United Art. Commun. .	24	1/2	27 1/4	- 2 3/4	-10.09	204	1,006
N (UCT) United Cable TV	24	1/2	26 3/8	- 1 7/8	-07.10	-408	925
N (VIA) Viacom	25	5/8	28	- 2 3/8	-08.48		1,365
N (WU) Western Union	3	3/8	3 1/2	- 1/8	-03.57		82

ELECTRONICS/MANUFACTURING

N (MMM) 3M.	72	1/2	79 3/8	- 6 7/8	-08.66	19	16,602
O (AMCI) AM Communications . .	15/16	1	-	1/16	-06.25	-1	3
N (ARV) Arvin Industries. . . .	26 5/8	29 1/8	- 2 1/2	-08.58	10	497	
O (CCBL) C-Cor Electronics . . .	8 3/4	9	-	1/4	-02.77	24	17
O (CATV) Cable TV Indus. . . .	2 3/4	2 5/8	- 1/8	04.76	-18		
A (CEC) Cetec	5 3/8	5 1/2	- 1/8	-02.27	179	9	
N (CHY) Chyron.	6 1/2	6 3/4	- 1/4	-03.70	25	66	
A (CXC) CMX Corp..	1 5/8	1 3/4	- 1/8	-07.14	23	11	
A (COH) Cohu.	8 7/8	8 5/8	1/4	02.89	21	16	
N (EK) Eastman Kodak.	98	100 1/4	- 2 1/4	-02.24	25	22,141	
N (GRL) Gen. Instrument	40 1/8	43 1/8	- 3	-06.95	-17	1,307	
N (GE) General Electric	57	61 3/8	- 4 3/8	-07.12	21	52,099	
O (GETE) Geotel Inc.	1 3/8	1 1/4	1/8	10.00	-4	5	
N (HRS) Harris Corp..	38 3/8	38 3/8		00.00	20	1,126	
O (MCDY) Microdyne	4 1/8	4 1/8		00.00	-2	18	
N (MOT) Motorola.	65 7/8	70 1/4	- 4 3/8	-06.22	36	8,469	
N (NPH) N.A. Phillips	55 1/2	55 5/8	- 1/8	-00.22	19	1,609	
N (OAK) Oak Industries	1 1/2	1 1/2		00.00	1	108	
A (PPI) Pico Products	6 1/2	6 3/4	- 1/4	-03.70	-130	22	
N (SFA) Sci-Atlanta.	14 1/2	15 1/2	- 1	-06.45	-161	339	
N (SNE) Sony Corp.	37 5/8	38 1/4	- 5/8	-01.63	61	8,700	
N (TEK) Tektronix.	34 3/8	34 3/4	- 3/8	-01.07	25	1,117	
O (TLCR) Telecrafter	5 1/2	5 1/2		00.00	25	8	
N (VAR) Varian Assoc.	34 1/4	36 7/8	- 2 5/8	-07.11	171	743	
N (WX) Westinghouse	64 5/8	72	- 7 3/8	-10.24	13	9,236	
N (ZE) Zenith	25 1/2	25 3/4	- 1/4	-00.97	102	647	
Standard & Poor's 400	352.70	371.19	-	18.49	-	04.99	

A-R activity

The Cable Connection Network, a subsidiary of Adams-Russell, is getting into local program production. The company has two one-hour shows, carried on A-R's local access channel, that it is syndicating to other Boston-area cable systems.

Your Mother's on the Roof is a biweekly talk/variety show hosted by WBCN-FM Boston air personality Charles Laquidara. The show, seen every other Friday at 8 p.m. on A-R's access channel, features local rock bands in interviews and performances. *The Larry Glick Show*, featuring the former WBZ(AM) Boston radio personality, is a weekly interview show that airs at 7 p.m. on Wednesday. Glick is doing the cable program until he moves to WHDH(AM) Boston in mid-1988.

Shop talk

Two fledgling home shopping services have announced additional cable operator affiliations. Video Shopping Mall, which distributes the Video Mall Network, announced the addition of 607,000 subscribers in September, aided in part by a direct mail promotion that went out to Discovery Channel affiliates. Included in the signings were

Hauser Communications, with 162,000 subscribers, and BQ Cable in Queens, the Warner Cable subsidiary building part of that New York borough. The service is available on the off hours (3-9 a.m.) of the Discovery Channel on Galaxy I, transponder 22.

Shop Chicago has increased its subscriber count in the Chicago area to 350,000 subscribers with the addition of U.S. Cable of Northern Indiana and Chicago Cable TV, which combined have 120,000 subscribers.

Shop Chicago had run daily from 8 a.m. to noon and expanded its hours to late evening earlier this month. Unlike some other home shopping services, it works with local merchants in displaying their products. Recent additions include Spiegel's Ultimate Outlet line of merchandise.

TVRO time

Tempo Development, which planned a national roll-out of its TVRO package for cable operators by year's end, has announced it will launch the service immediately. The on-line prototype that Tempo is testing in the Southeast and that will be rolled out nationally includes three packages. The economy satpak—Showtime, WTBS Atlanta, WWOR New York, CNN and Headline News—costs

\$16.95 per month. The premium satpak, for \$29.95, includes the above, plus HBO, USA, CBN and ESPN. The deluxe package, for \$44.95, includes all of the above, plus Cinemax and The Movie Channel.

Tempo is providing back-office support for cable operators for authorization, billing and collection. For the three packages, the cable operator will receive \$13.75, \$25.45 and \$38.95 per month, respectively. Tempo retains \$3.20, \$4.50 and \$6, respectively.

Tempo has also announced the securing of a 12-year, \$15-million loan agreement from Massachusetts Mutual Life Insurance Co. The proceeds will be used to retire short-term debt.

Promo update

StarNet, a national cross-channel tune-in promotion service set to debut May 1, has signed 30 MSO's representing 11 million subscribers for its service. One of its key features is that it "enables cable operators to select the promos they want, with their local channel numbers superimposed at the end of each promo," says Wayne Bullock, president of StarNet. The insertion is done by satellite and can be made on up to 16 cable services.

Among the charter affiliates are TCI, ATC, Storer, United Artists, TeleCable, Daniels & Associates, New Channels, Maclean Hunter, Adelphia, Cablevision Industries, United Video and Falcon Cable. StarNet is offering charter affiliates two option packages. The five-year option carries with it a minimum fee of two cents per month per subscriber if half of the subscribers are committed. There is no inventory commitment under that package, which also entitles the operator to participate in an unspecified revenue sharing arrangement. The two-year option has no affiliate fee if 75% of the subscribers are committed. However, there is an inventory requirement and no revenue sharing plan. StarNet says to date that 90% of the affiliates have taken the five-year agreement.

The network is negotiating for a transponder on Galaxy III from Equatorial Communications. Since the promotional system can interface with local insertion equipment, it does not require a separate channel.

ACE date

The National Academy of Cable Programming announced last week that nominations for the ninth annual ACE awards will be released Nov. 9 in Los Angeles. This year the number of awards (74) and entries (940) reached record levels. The awards ceremony will be carried by HBO on Sunday, Jan. 24, from 9 to 11 p.m., from the Wilshire Theater in Los Angeles.

'Round it goes

The Financial News Network debuted a 30-minute "news wheel" format between 9:30 a.m. and 4 p.m. last week. The segments

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include business news, a stock scoreboard and analysis, commodities and futures news, plus an investor's advice segment. FNN hopes the news wheel setup will make it more beneficial for viewers and advertisers.

AIDS on BET

Black Entertainment Television and the Health and Human Services Department are producing a documentary on *AIDS in the Black Community*, to run on BET on Oct. 22 at 7 p.m. The one-hour documentary will be followed by a one-hour call-in program hosted by BET news anchor Paul Berry.

'Shop' slot

Shop Television Network, the home shopping entry of J.C. Penney Co., was to have made its debut last Friday (Oct. 16). STN's charter affiliates will find the STN signal on GE Americom's Satcom III-R, transponder five. J.C. Penney paid a "key fee" reportedly in excess of \$1 million to purchase the lease

rights to the transponder from Viacom International. When STN takes over transponder five, it will bump Viacom's Viewer's Choice to a new slot on Hughes Communications' Galaxy III. Viacom is gradually moving all of its cable programming feeds now on Satcom III-R to Galaxy III.

AT&T-Telecast agreement

Telecast Inc., publicly owned, Fraser, Mich.-based manager of private cable and SMATV systems in 30 states, has reached an agreement with AT&T to build, maintain and service Telecast's SMATV systems. The agreement with AT&T, through its Network Systems Group, is AT&T's first venture into the SMATV industry, said Telecast chairman, Carl P. Ranno. The agreement will provide turnkey systems for SMATV operators at a substantially reduced overhead for Telecast, said Ranno. "The in-depth engineering, maintenance and service backup that AT&T provides," said Ranno, "will enable the company to accelerate its expansion without upfront capital investment in

technical services."

Telecast expects to add 25,000 hotel rooms in the next year, he said.

Telecast also announced that it has purchased 10,475 apartment passings from Telecommunications Investments for \$2.8 million. Telecast said the systems, spread across four states, have basic and pay penetration of 66%. Terms of the deal were stock and assumption of debt. Telecast, as of Sept. 1, had 66,795 passings.

Lender

General Electric Credit Corp. will provide the bulk of financing for Cablevision Systems' \$470-million acquisition of cable system operator Adams-Russell Co. GECC financing includes \$285-million, 10-year senior term loan and purchase of \$20 million in preferred shares from newly-created acquisition subsidiary of Woodbury, N.Y.-based Cablevision. Kidder, Peabody & Co. will provide \$125 million from private placement of senior subordinated notes and Cablevision will invest \$40 million in the subsidiary as well.

Changing Hands

PROPOSED

KAYU-TV Spokane, Wash. □ Sold by KAYU-TV Partners Ltd. to Bingham Communications Group for \$7.7 million. **Seller** is headed by Robert J. Hamacher, president. It has no other broadcast interests. **Buyer** is headed by Robert R. Bingham. It also owns KWCT-TV Wenatchee, Wash., and KKFX(AM) Seattle. KAYU-TV is independent on channel 28 with 1,198.4 kw visual, 239.662 kw aural and antenna 2,000 feet above average terrain. **Broker: Blackburn & Co.**

WLOR(AM)-WHMJ(FM) Thomasville, Ga. □ Sold by Holder Communications Corp. of Georgia to Broadcast Investment Associates for \$925,375. **Seller**, which merged with RadioSouth early this year ("Changing Hands," April 13), to form parent, GMX Communications, is publicly owned, Tampa, Fla.-based group of five AM's and five FM's headed by Harold Holder, chairman. **Buyer** is owned by Paul C. Stone, who also owns WIYN(AM) Rome, Ga. WLOR is daytimer on 730 khz with 5 kw. WHMJ is on 107.1 mhz with 1.55 kw and antenna 390 feet above average terrain.

KBLS(AM) Santa Barbara, Calif. □ Sold by Premier Broadcasting Inc. to Anacapa Broadcasters Inc. for \$490,000. **Seller** is owned by Robert H. Yamin, who has no other broadcast interests. **Buyer** is owned by Allen J. Potts and Fred M. Hall. It also owns KTEE(AM) Idaho Falls, Idaho. KBLS is daytimer on 990 khz with 1 kw. **Broker: Chapman Associates.**

KSPG-AM-FM El Dorado, Kan. □ Sold by KIKZ Inc. to Gary L. Violet for \$425,000. **Seller** is owned by Guy Russell, who has no other broadcast interests. **Buyer** is former owner of KBUZ(AM) Arkansas City, Kan., which was recently sold ("Changing Hands," May 11). KSPG is daytimer on 1360 khz with 500 w. KSPG-FM is on 99.3 mhz with 3 kw and antenna 175 feet above average terrain.

WRCR(FM) Rushville, Ind. □ Sold by Rush County Broadcasting Co. to Quantum Broadcasting Corp. for \$400,000. **Seller** is principally owned by Ed Roehling, who has no other broadcast interests. **Buyer** is principally owned by Louis U. Disinger and his wife, Sharon. Disinger has interest in WGOM(AM)-WMRI(FM) Marion, Ind. WRCR is

on 94.3 mhz with 740 w and antenna 550 feet above average terrain.

WNKX(FM) [formerly WVTN(FM)] Gatlinburg, Tenn. □ Sold by Vacation Media, Inc. to Great Smoky Mountains Broadcasting for \$275,000. **Seller** is owned by Roy Maples, who has no other broadcast interests. **Buyer**

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Price \$3,300,000 cash	

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is owned by Charles R Ketron, Truett Frazier and Conrad Jett. It also owns WSEV(AM) Sevierville, Tenn. WNKX is on 105.5 mhz with 310 w and antenna 945 feet above average terrain.

CABLE

System serving Live Oak and Suwanee, both Florida □ Sold by Sammons Communications Inc. to Cablevision Industries for estimated \$3.5 million-\$5 million. Seller is Dallas-based MSO headed by James Whitson,

president. It serves over 750,000 subscribers with systems in 21 states. Buyer is Liberty, N. Y.-based MSO principally owned by Alan Gerry. It serves over 500,000 subscribers with systems in eight states. System passes 2,900 homes with 2,500 subscribers and 61 miles of plant. Broker: *Communications Equity Associates*.

Systems serving Hollywood, Ravenel, Folly Beach and Charleston County, all South Carolina, and Darien, Jekyll Island and McIntosh County, all Georgia □ Sold by Enstar Communications Corp. to U.S. Cable Corp.

for estimated \$3 million-\$4 million. Seller is Atlanta-based MSO headed by Robert Graff, president. It serves over 50,000 subscribers with systems in nine states. Buyer is Montvale, N.J.-based MSO owned by Stephen E. Myers and Michael C. Anderson. It serves 110,000 subscribers with systems in nine states. Systems pass 4,520 homes with 2,700 subscribers and 109 miles of plant. Broker: *Communications Equity Associates*.

For other proposed and approved sales see "For the Record," page 77.



TELECASTINGS



C-c-c-canceled

ABC-TV has canceled its second network series in two weeks. *Max Headroom*, a mid-season replacement last season from Lorimar, never caught on in the new season, and fell to the bottom of prime time program rankings in week number three of the season with an average 7.1 Nielsen

rating and a 12 share. Friday, Oct. 16 (9 p.m.-10 p.m.) was *Headroom's* last broadcast on ABC. The network said it was bringing back 20th Century Fox's *Mr. Belvedere* (not renewed to start the season, but picked up as a mid-season replacement) from 8 p.m. to 8:30 p.m., to be followed by the new comedy, *The Pursuit of Happiness*, also from Fox, about a history professor at

a small Philadelphia college.

Fox moves

Fox Broadcasting Co. announced more changes in its weekend schedule. *Mr. President*, starring George C. Scott, moves from Sunday to Saturday at 8 p.m. *Women in Prison* follows at 8:30, *Beans Baxter* at 9 and *Second Chance* at 9:30. On Sunday, *21 Jump Street* stays at 7 p.m., followed by *Werewolf* at 8 p.m., *Married... With Children* at 8:30, *The Tracey Ullman Show* at 9 and *Duet* at 9:30.

Strip stop

KCBS-TV Los Angeles will end production of its 10-year-old *2 On The Town* local access magazine strip in December because of high production costs, but is seeking to have an independent production company continue the series in the 1988-89 season. The station will lay off the show's 30 employees in December, but some could be picked up by the production company, a KCBS-TV spokeswoman said. Three production companies have expressed interest, including Andy Friendly Productions, which works in association with Group W Productions. The producer will decide whether the half-hour show will be syndicated, the spokeswoman said. In 1986, KABC-TV Los Angeles turned its in-house access program, *Eye on L.A.*, over to a production company made up of the show's former staffers. Triple Crown Productions now syndicates the show nationally under the title, *Eye on Hollywood*.

SAMI/Burke sold

Time Inc. said it agreed last week to sell its market research subsidiary, SAMI/Burke, to Arbitron's parent company, Control Data Corp., for more than \$80 million. The agreement was announced about six weeks after Nielsen parent Dun & Bradstreet announced the proposed acquisition of another market research firm, Information Resources Inc., for \$572 million. The latter deal is currently being scrutinized by the Federal Trade

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Commission to insure it complies with anti-trust regulations. Time said it was disposing of SAMI/Burke because it is not a "core business." Control Data executive vice president David White said the company was buying SAMI/Burke "to move closer to its goal of becoming a full service marketing information resource for advertisers and media." The deal still must be approved by each company's board of directors, and is expected to be concluded by the end of the year.

CBS close captioning

CBS said last week it would begin real-time captioning of selected live news, sports, and special events programming in 1988 to aid hearing-impaired viewers. *The CBS Evening News with Dan Rather* will be captioned by the National Captioning Institute, and *60 Minutes* will be captioned by the Caption Center, part of the WGBH Education Foundation. Funding for the project will come from CBS, Marshalls Inc., Digital Equipment Corp., and the U.S. Department of Education. Other live programs captioned will be announced at later dates.

Youth connection

High school students in the United States will have a chance to learn first-hand about the Soviet Union through a three-part teleconference series to be presented by the Public Broadcasting Service next spring. The *USA-USSR Youth Summit Teleconference Series*, produced by Old Dominion University in Norfolk, Va., will air at 1-2 p.m. (NYT) on Feb. 12 and 26 and at 11:30 a.m.-1 p.m. on March 11, through the PBS Elementary/Secondary service.

The first two teleconferences will be intercut with interviews videotaped in the USSR. American students will be able to call and question American spokespersons such as Eileen Ford, owner of a New York modeling agency, who will comment on fashion, and Jeff Baxter, a member of the former band, The Doobie Brothers, which toured in Russia, who will comment on entertainment.

The third teleconference will enable students in both countries, aided by translators, to exchange questions about their lives and cultures. The American segment, originating at Old Dominion University, will be moderated by Soviet news commentator Vladimir Posner, while the Soviet segment, originating in Moscow, will be moderated by Stuart Loory, the Cable News Network's Washington bureau chief and its former Moscow bureau chief.

Old Dominion expects to fill its studio with 70 students, including one from each of the 50 states, chosen by each state's Department of Education. It will ask the states to pay the expenses of the student and a chaperone. The university will pay the \$100,000 for production and satellite costs, with some additional funding from PBS. The organization is also looking for outside funding.

In the USSR, according to Posner, the teleconference will be seen over national Channel 1 at 7:30-9 p.m. (Moscow time). He estimated that it would have an audience of 150 million-190 million during prime time. The site for the Soviet telecast and the process of selecting Soviet students have not yet been chosen, Posner said.

Programming

Peoplemeters put NBC in the lead

Media buyers say discrepancies exist but place faith in bigger samples

The shift this season to the peoplemeter has caused some confusion with the use of A.C. Nielsen and AGB systems (not to mention the now-defunct Nielsen audimeter/diary service), it has not distorted planning, buying and selling of television advertising time. This was the consensus of a panel last week in New York sponsored by the International Radio and Television Society.

Steve Singer, vice president and director of media research services, BBDO, said that while some people in the media business have been dragged "kicking and screaming" into the peoplemeter age, "we face the future with confidence that we can do business at least as effectively with the peoplemeter."

Although there are some substantial differences on a program-by-program basis, Singer said a comparison of the old and new Nielsen systems over the past year shows relatively small differences, on average, in various dayparts.

From September 1986 to this past July, the Nielsen peoplemeter (NPM) produced an average network rating in daytime of 5.3, down only two-tenths of a rating point from the old NTI measurement for the same period. For the network evening news, the NPM average was only three-tenths of a rating point below NTI. In prime time, the difference was four-tenths of a rating point—15 for NTI, compared to 14.6 for NPM.

The biggest discrepancy between the old and new Nielsen services appears among children 2 to 11 on Saturday mornings, when NPM showed a 22% decline compared to NTI. Many in the industry believe the large gap was due to the fact that, without adult supervision, children often do not log onto the peoplemeter. Nielsen has said it is working on the problem.

For September, the first month that both NPM and AGB were used, Singer said BBDO research showed that household rat-

ings were fairly close. To date, the major difference appears to be the battle for second place between ABC and CBS. NPM ranked ABC a tenth of a point ahead of CBS, with an average 11.6 rating, compared to an 11.5 rating for CBS, while NBC had the lead with a 14.6 rating. AGB also put NBC in the lead, but with a 14.0 rating—about 4% below the NPM mark. AGB credits CBS with an average 11.4 rating for the month, followed by ABC with a 10.9 rating. AGB's three network total of a 36.2 rating is a little more than 2% off the NPM mark.

In comparing demographics, the gaps become a little bigger, according to the BBDO analysis for September. For example, with women 25-54, NPM and AGB put NBC first with an average 11 rating, followed by ABC with an 8.5 rating and CBS with an 8.0. AGB credited NBC with a 9.4 rating, CBS with a 7.8 and ABC with a 7.7. With children and teens, the differences between the NPM and AGB ratings for September increased as much as 25%.

Singer also noted that both Nielsen and AGB have continued to refine their samples, adding that differences between the two sets of data may narrow with time. One big difference is the three-network share in prime time. So far, there's a difference of about 4 share points. NPM reported a 76, while AGB reported a 72. "That kind of difference will spark a lot of controversy if it continues," Singer said.

Larry Roslow, vice president, director of research for Lintas Worldwide, said "peoplemeters are evolutionary not revolutionary. We have 25 years worth of [ratings information] in our data banks. I don't think we'll ever get the absolute truth." Roslow, who supported the transition to peoplemeter, urged the measurement services to improve their samples so they become as representative of the population as possible.

Roslow and Singer also urged a switch to peoplemeters on the local level—at least in

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Susan Dey (*L.A. Law*) and David Morse (*St. Elsewhere*) will star in *The Best Kept Secret*, a one-hour drama about hunger in America scheduled to air on **NBC** during the first part of 1988. The plot focuses on Tom and Beth Williams (Morse and Dey) who become unable to feed their family after Tom loses his job. Considered ineligible to receive food stamps and having sold most of their belongings, the family is near desperation until a classmate of their son motivates the community to take action. Arthur Seidelman directs from a script by E.H. Guest. Joan Barnett is the executive producer with Linda Otto and Linda Schreyer producing the Alan Landsburg Production.

■ **CBS** will present a one-hour special exploring the Kopjes, a group of centuries-old rocks clustered together in East Africa. *Mysteries of the Rock Dwelling Predators* looks at the relationships between animals living in the Kopjes rocks, as well as the history of the surrounding area. One segment of the show examines indentations made on the Kopjes over the centuries by people striking stones on them. Says Alan Root, the special's writer, producer and narrator: "It is haunting evidence of early man's music. . . . To me, it is quite literally rock music—music of the rocks." *Mysteries of the Rock Dwelling Predators* was produced by Survival Anglia Ltd. with Jim De Kay as associate producer.

the 15 larger markets that are now wired with audimeters to collect household data. However, both men acknowledged that it is unrealistic to expect peplemeter coverage beyond the top 20 or so local markets because of the expense involved. Roslow said that eventually advertisers hope measurement services will provide ratings for commercials—not programs—because audience attention to commercials is the key concern for most advertisers.

NBC research vice president William Rubens has never been a big fan of the peoplemeter. While the network remains first in most dayparts for households and key demographics (daytime is the major exception), its lead has been reduced in many cases. "I hate them still," he said last week of peoplemeters. Rubens said the industry is going through "data shock" as a result of the new system that provides possible breakdowns

for 380 demographics.

Rubens agreed that the peoplemeter, for better or worse, did not interfere with the network advertising sales process. Network sales executives, he said, "took research out of the equation" for the recent upfront season, and "let supply and demand dictate the marketplace." □

ABC says special programing will live up to name

Gary Pudney, ABC's executive in charge of specials and talent, said last week that he's trying to make the network's special programs "special" again. "Three years ago they were not in very good shape," Pudney

told those attending a luncheon sponsored by the New York chapter of the National Academy of Television Arts and Sciences last Wednesday (Oct. 14). A typical ABC special in those days, he said, was *The World's Funniest Commercial Goofs*.

But, said Pudney, that's all beginning to change. When Brandon Stoddard, ABC Entertainment president, told Pudney to take over specials about a year ago, he told him to give specials a "patina of quality" that had been missing for about 15 years, Pudney said.

Pudney said last season showed the first signs of improvement—with Robert Altman's production of the one-hour dramatic special, *The Dumb Waiter*, based on a Harold Pinter play. This season, Altman will do another program, based on another Pinter play, *The Room*. Pudney said those broadcasts are a signal to producers, writers and other artists that "somebody at the networks will do that kind of thing."

In development for next season, said Pudney, are proposals to turn several works by both Edward Albee and Stephen King into television projects. Also in development are the following:

- A program with the working title *An Evening in Australia*, starring Paul Hogan ("Crocodile Dundee"), among others.
- A U.S.-Russian "space bridge" program involving an exchange among artists from both countries.
- A two- or three-hour benefit for AIDS.
- A special about the West and its mystique, based on a book by actor-director Robert Redford.
- A project with the Museum of Broadcasting on "the greatest moments of television," which would rely heavily on the museum's archives.
- A program about the legitimate theater with Broadway and London stage producer Andrew Lloyd Weber.

As for the current season, Pudney said ABC will broadcast about 40 hours of specials, up about 25% from last year. Among the more eye-catching upcoming titles: *The 75th Birthday of Las Vegas*; *The 20th Anniversary of "Rolling Stone" Magazine* (to be produced by *Saturday Night Live*'s Lorne Michaels), and *ABC Presents the Royal Gala*. In addition, rock star David Bowie will do his first network special on ABC, and Burt Reynolds will star in *Burt at 50: Mid-life Crisis*.

Said Pudney: "A return to quality. I'd like ABC to be known for a grandiose attempt at it." □

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Third time's a charm for NBC

The third week of the season, ended Oct. 11, still has NBC on top, according to both the Nielsen and AGB peoplemeter ratings for household viewing.

According to the Nielsen figures, NBC won week three with a 16.1 rating and a 27 share. CBS came in a close second with a 15.1/25 and ABC pulled in a 13.4/22.

BROADCASTING's calculations for AGB network averages put the race much closer—NBC stayed in first place, but with a 15.2/26, while CBS came in with a 15.0/25 and ABC with a 13.2/22. (These averages are based strictly on the household figures supplied by AGB and do not compensate for programing "runover" after 11 p.m.) These AGB averages show a tight race between NBC and CBS for one other reason. The AGB chart below lists 64 entries, while the Nielsen chart contains 65. The Sunday edition of the *NBC Nightly News* ran from 7:32 p.m. to 8 p.m., according to the Nielsen figures, and pulled in an 11.2/20. There is no comparable entry on the AGB chart.

In the evening news race, the *CBS Evening News* has held onto first place, this time with an 11.4/23 over NBC's 9.5/20 and ABC's 9.2/18. CBS has stayed on top in the news race from the beginning of the season.

NBC's *The Cosby Show* still holds first place, on both charts, pulling in a 28.2/45 on Nielsen, and a 28.9/48 on AGB. CBS's *Murder, She Wrote* ranked second on Nielsen (23.3/36) and fourth on AGB (22.4/35). ABC's *Growing Pains* came in third for Nielsen (23.1/37), and second on AGB (22.9/37).

The first noticeable deviation from the ranking trends on both charts is with ABC's *Dolly*, which pulled in a 15.1/23 and ranked 28th on Nielsen, but had a 17.8/27 on AGB and ranked 11th. Another wide deviation is for ABC's *Hooperman*, which comes in at 18th on Nielsen and at 31st on AGB. ABC's *Dynasty* gets 26th place on Nielsen and 43d on AGB.

Nielsen

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	28.2/45
2.	Murder, She Wrote	CBS	23.3/36
3.	Growing Pains	ABC	23.1/37
4.	Who's the Boss?	ABC	21.9/36
5.	Moonlighting	ABC	21.8/34
6.	Dallas	CBS	20.2/35
7.	Newhart	CBS	19.5/30
8.	CBS Sunday Movie	CBS	19.2/30
9.	Head of the Class	ABC	18.7/29
10.	A.L. Championship, game 2	NBC	18.7/32
11.	Designing Women	CBS	18.6/29
12.	Magnum, P.I.	CBS	18.6/28
13.	60 Minutes	CBS	18.5/32
14.	ALF	NBC	18.5/30
15.	Valerie's Family	NBC	17.6/27
16.	A.L. Championship, game 1	NBC	17.2/28
17.	Perfect Strangers	ABC	17.0/28
18.	Hooperman	ABC	16.8/26
19.	A.L. Championship, game 4	NBC	16.8/28
20.	Monday Night at the Movies	NBC	16.7/27
21.	Knots Landing	CBS	16.5/28
22.	Falcon Crest	CBS	16.4/31
23.	Thirtysomething	ABC	15.8/28
24.	Cagney & Lacey	CBS	15.7/27
25.	N.L. Championship, game 1	NBC	15.5/26
26.	Dynasty	ABC	15.4/26
27.	Dolly	ABC	15.1/23
28.	Kate & Allie	CBS	15.1/23
29.	Slap Maxwell Story	ABC	14.9/23
30.	Jake and the Fatman	CBS	14.8/23
31.	N.L. Championship, game 3	NBC	14.6/27
32.	N.L. Championship, game 4	NBC	14.5/27
33.	Equalizer	CBS	14.2/24
34.	Monday Night Football	ABC	13.8/25
35.	Wiseguy	CBS	13.8/22
36.	Frank's Place	CBS	13.7/22
37.	Law and Harry McGraw	CBS	13.6/24
38.	Charmings	ABC	13.2/21
39.	Beauty and the Beast	CBS	13.0/23
40.	Houston Knights	CBS	12.7/20
41.	A.L. Champ., pre-game 1	NBC	12.3/22
42.	MacGyver	ABC	12.2/20
43.	Oldest Rookie	CBS	12.2/19
44.	Spenser: For Hire	ABC	12.1/19
45.	Tour of Duty	CBS	12.0/19
46.	Hotel	ABC	11.9/24
47.	A.L. Champ., pregame 4	NBC	11.9/20
48.	I Married Dora	ABC	11.6/20
49.	Full House	ABC	11.4/21
50.	Disney Sunday Movie	ABC	11.3/19
51.	NBC Nightly News (Sun.)	NBC	11.2/20
52.	Buck Hames	ABC	10.9/18
53.	20/20	ABC	10.8/20
54.	N.L. Champ., pregame 1	NBC	10.7/19
55.	ABC Thursday Night Movie	ABC	10.6/17
56.	O'Hara	ABC	10.5/19
57.	My Sister Sam	CBS	10.1/19

Rank □ Show □ Network □ Rating/Share

58.	N.L. Champ., pregame 3	NBC	10.1/20
59.	Everything's Relative	CBS	10.0/18
60.	N.L. Champ., pregame 4	NBC	9.6/19
61.	Sledge Hammer!	ABC	9.3/15
62.	Leg Work	CBS	8.6/16
63.	Carol Burnett Special	ABC	7.8/14
64.	West 57th	CBS	7.6/15
65.	Max Headroom	ABC	7.1/12

AGB

1.	Cosby Show	NBC	28.9/48
2.	Growing Pains	ABC	22.9/37
3.	Who's the Boss?	ABC	22.8/39
4.	Murder, She Wrote	CBS	22.4/35
5.	Moonlighting	ABC	22.0/35
6.	Dallas	CBS	20.5/37
7.	Newhart	CBS	20.5/32
8.	Sunday Night Movie	CBS	19.9/32
9.	Designing Women	CBS	19.2/30
10.	ALF	NBC	18.6/30
11.	Dolly	ABC	17.8/27
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40.	Buck James	ABC	12.1/20
41.	Slap Maxwell Story	ABC	12.1/20
42.	A.L. Champ., pregame 1	NBC	12.0/23
43.	Dynasty	ABC	12.0/21
44.	Tour of Duty	CBS	11.9/19
45.	Full House	ABC	11.9/22
46.	Hotel	ABC	11.6/24
47.	Everything's Relative	CBS	11.6/22
48.	Law and Harry McGraw	CBS	11.5/22

Rank □ Show □ Network □ Rating/Share

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52.	N.L. Champ., pregame 1	NBC	10.9/20
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54.	ABC Thursday Night Movie	ABC	10.6/19
55.	Leg Work	CBS	10.5/20
56.	Disney Sunday Movie	ABC	10.4/19
57.	Monday Night Football	ABC	10.3/19
58.	N.L. Champ., pregame 3	NBC	10.1/20
59.	MacGyver	ABC	10.1/16
60.	O'Hara	ABC	9.4/18
61.	Sledge Hammer!	ABC	9.1/15
62.	West 57th	CBS	8.3/17
63.	Max Headroom	ABC	8.1/14
64.	Carol, Carl, Whoopi and Robin	ABC	6.9/13

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■ **Oct. 24-26**—Alpha Epsilon Rho, National Broadcasting Society, Midwest region convention. Holiday Inn, Lexington, Ky.

■ **Oct. 24-27**—Texas Association of Broadcasters annual fall convention and engineering conference. Westin Galleria hotel, Dallas.

Also in October

■ **Oct. 25-27**—Women in Cable national cable management conference, including roast of John Malone, president-CEO, Tele-Communications Inc. Theme: "Getting Down to Business: Cable After Deregulation." Mayflower hotel, Washington. Information: Kate Hampford, (202) 727-3220.

■ **Oct. 25-28**—American Children's Television Festival, co-founded by Central Educational Network and WTTW-TV, Chicago. Knickerbocker hotel, Chicago. Information: (312) 390-8700.

■ **Oct. 25-29**—Technology studies seminar, sponsored by Gannett Center for Media Studies. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **Oct. 27**—International Radio and Television Society newsmaker luncheon. Speaker: Robert Wright, president and chief executive officer, NBC. Waldorf-Astoria, New York.

■ **Oct. 27**—"An Introduction to Community Access Television," sponsored by Chicago Access Corp. Chicago Access Corp. Center, 322 S. Green Street, Chicago. Information: (312) 738-1400.

■ **Oct. 28**—New York Television Academy drop-in luncheon. Speaker: John Gault, president and chief executive officer, ATC, on "The Future of Cable in New York." Copacabana, New York. Information: (212) 765-2450.

■ **Oct. 29**—"Communications Practice: The Transactional Side," sponsored by ABA Forum Committee on Communications Law and Federal Communications Bar Association. Washington Marriott, Washington.

■ **Oct. 29**—"Demystifying the Civil Legal System for Editors and Reporters," seminar sponsored by Rutgers University, Journalism Resources Institute in cooperation with New Jersey Supreme Court Committee on Media Relations. New Brunswick, N.J., campus of Rutgers, Livingston College Student Center. Information: (201) 932-7369.

■ **Oct. 29**—Southern California Broadcasters Association business development seminar, "Robinson's and Radio." Los Angeles.

■ **Oct. 29-Nov. 5**—Continuing legal education seminar, sponsored by Federal Communications Bar Association and American Bar Association's Forum Committee on Communications Law. Washington Marriott. Information: (202) 659-4700.

■ **Oct. 30**—Deadline for nominations for Advertising Hall of Fame, sponsored by American Advertising Federation. Information: AAF, 1400 K Street, N.W., Washington 20005.

■ **Oct. 30**—30th International Film & TV Festival of

Errata

In Oct. 12 BROADCASTING it was mistakenly reported that T1/T2 group of Advanced Television Systems Committee would meet on Dec. 7. No date has been set for next meeting of either T1/T2 or T3 groups of ATSC.

Motorola 25 hz AM stereo pilot tone, for which company is seeking protection from possible interference by FCC, was incorrectly identified as 12 hz pilot tone in Oct. 12 "Closed Circuit."

Sept. 21 "Fates & Fortunes" incorrectly reported Robert Klopfenstein resigned as general manager, KING(AM) Seattle; position was eliminated in consolidation of co-owned KING-AM-FM.

Pete Moraga, news director, co-anchor and commentator, KMEX-TV Los Angeles, adds duties as Sunday commentator, KCBS-TV there; he was incorrectly identified in Oct. 5 issue as KCBS-TV weekend news director and co-anchor.

New York awards banquet for TV advertising. Sheraton Center, New York. Information: Michael Gallagher, (914) 238-4481.

■ **Oct. 30-Nov. 1**—"Fifty Years of Radio," reunion of alumni of University of Maryland's WMUC-AM-FM College Park, Md. Information: (301) 454-2743.

■ **Oct. 30-Nov. 1**—Broadcast Education Association fall seminar on International Electronic Media. Information: (202) 429-5355.

■ **Oct. 30-Nov. 1**—Alpha Epsilon Rho, National Broadcasting Society, South region convention. Wilson World hotel, Memphis.

■ **Oct. 31**—Deadline for entries in Thomas A. Edison Black Maria Film and Video Festival, sponsored by group of organizations including New Jersey State Council on the Arts, Suburban Cablevision, Essex County College Media Production Technology Center and New Jersey Network. Information: (201) 736-0796.

■ **Oct. 31-Nov. 4**—Society of Motion Picture and Television Engineers 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

November

■ **Nov. 1**—Deadline for entries in film and video festival sponsored by Women in the Director's Chair. Information: (312) 281-4988.

■ **Nov. 2**—Deadline for comments at FCC on telephone company-cable crossownership rules (docket 87-266). FCC, Washington.

■ **Nov. 2-3**—"Economics of sports coverage," national conference sponsored by Gannett Center for Media Studies. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

■ **Nov. 3**—American Advertising Federation advertising law and business conference. Drake hotel, Chicago. Information: (202) 898-0089.

■ **Nov. 3-7**—Midwest Radio Theater Workshop annual conference, sponsored by noncommercial KOPN-FM Columbia, Mo. Ramada Inn, Columbia, Mo. Information: (314) 874-1139.

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

■ **Nov. 4**—New York Television Academy drop-in luncheon. Speaker: Carolyn Wall, VP-general manager, WNYW-TV New York. Copacabana, New York. Information: (212) 765-2450.

■ **Nov. 4-6**—Fifth annual Private Cable Show, sponsored by National Satellite Programming Network and Private Cable magazine. Sheraton-Denver Tech Center, Denver. Information: Kim McBride, (713) 342-9655.

■ **Nov. 4-6**—American Association of Advertising Agencies agency management seminar. Kansas City Marriott Plaza, Kansas City, Mo.

■ **Nov. 5**—Presentation of Gabriel Awards, sponsored by Unda-USA, national Catholic association of broadcasters and communicators. Tampa, Fla. Information: (216) 253-1468.

■ **Nov. 6-7**—Satellite Broadcasting and Communication Association symposium. Denver. Information: (703) 549-6990.

■ **Nov. 7**—"Breaking Into Television: The Writer," seminar sponsored by American Film Institute. Parsons School of Design, New York.

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

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

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

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

■ **Nov. 11-12**—San Diego Communications Council forum on "The First Amendment—Third Century." Speakers include J. Richard Munro, Time Inc.; Representative Al Swift (D-Wash.); FCC Commissioner James Quello, and Edward Reilly, McGraw-Hill. Chairman of event is Sig Mickelson, former CBS News president. La Jolla Marriott, La Jolla, Calif. Information: Sig Mickelson, (619) 287-2446 or write Office of the Dean, College of Professional Studies and Fine Arts, San Diego State University, San Diego, 92182.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Nov. 20—*Broadcast Pioneers*, Washington area chapter, annual awards banquet. Kenwood Country Club, Bethesda, Md.

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

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

Nov. 24—*International Radio and Television Society* newsmaker luncheon, "Television: New Sources, New Forces," followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

December

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

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

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

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

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

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

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

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

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

nett Center, Columbia University, New York. Information: (212) 280-8392.

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

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

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

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

Dec. 17—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

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

January 1988

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

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

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

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

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

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Hawaii (tentative).

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

Jan. 20—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit. Marriott, Washington.

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

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

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

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

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

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville.

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

February 1988

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

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

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

Feb. 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

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

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

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

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

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

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

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

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

March 1988

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

March 3—*International Radio and Television Society* Gold Medal banquet. Waldorf-Astoria, New York.

March 13-15—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journal-



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ists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

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

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

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

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

April 1988

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

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

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

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

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

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

May 1988

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

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

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

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

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

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

June 1988

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

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

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

July 1988

July 14-16—*Colorado Broadcasters Association* summer convention. Manor Vail, Colo.

July 16-20—*World Future Society* sixth general assembly. Sheraton Washington, Washington. Information: (301) 656-8274.

August 1988

Aug. 5-9—*Georgia Association of Broadcasters* annual convention. Callaway Gardens, Ga. Information: (404) 993-2200.

(Open Mike continued from page 22.)

had the opportunity to become acquainted with about 1,000 radio stations, including many that were directional FM's in the Eastern U.S. As I indicated in my comments, I observed that as a general rule, directional FM's suffered from a loss of average time spent listening as compared to other stations with similar formats, yet lower power.

Conclusion? Directional FM's are an inferior class of stations whose propagation should be eliminated.

I did, however, recommend that the FCC consider "cleaning up" an existing rule that discriminates against some currently short-spaced stations and for some others. The rule applies to second and third adjacent channels, and says, in effect, if a station is already short-spaced to this group, then it can locate anywhere. However, if a short-spaced station (for another reason) is not already short-spaced to a second or third adjacent channel, it is prevented from creating the short spacing.

This rule has resulted in a four-year-long, very costly ordeal for our FM station to improve its facilities, mainly from local, "not in my backyard" zoning opponents. And we're still at it. Help!—*Michael B. Levine, president, WNNJ(AM)-WIXL(FM) Newton, N.J.*

Fairness fan

EDITOR: Many thanks for the reprint of the Aug. 10 "Decline and Fall of the Fairness Doctrine" article. It is most welcome because my copy of the magazine disappeared while I was attending the annual meeting of the Tennessee Association of Broadcasters.

I noticed in the Aug. 31 issue some quotes from Congressman Cooper to the Tennessee association. Those of us on the National Association of Broadcasters board are in for some heavy duty if we expect to retain some of our recent gains.

Many thanks for the insight you provide for this industry. It certainly assists me in making decisions when policy is being formulated or under review.—*Donald J. Newberg, president-general manager, WGOW(AM)-WSKZ(FM) Chattanooga.*

One for all

EDITOR: After 10 years of reading your magazine I find myself compelled to write you. During this time I have found it to be both fair and usually accurate. Your information on the TVRO industry, in my opinion, leaves much to be desired.

As a dish owner since April 1981 and a consumer activist I feel you do not fully check out all the issues involved. My concern today is about the standard encryption in S.889/HR. 1885. It is true that the Satellite Broadcasting Communications Association (known by consumers as the "Scrambled Broadcasters and Cable Association") opposes the encryption standard provisions in the bills. There is a lot of dissension within the SBCA on this issue, and several promi-

nent board members and others in the association vehemently disagree with this stand. The SBCA can in no way be said to represent the TVRO industry when the major financial support comes from the cable industry and its programing subsidiaries.

The Home Satellite Television Association is the major representative of satellite dealers and consumers. Several major manufacturers and distributors of TVRO equipment have come down in strong support of the HSTA's position on this issue. The need for an encryption standard is becoming clearer to those who first came out against this provision.

I can think of no greater protection for the consumer than to have an encryption standard; even the FCC recognized that when it set the NTSC color standard in 1954. The way things stand right now, with piracy and seven different standards in use, the VC-II could be made obsolete overnight. What about the poor consumer? All a programmer would have to do to deny access to his program would be to go with a different standard.—*D.M. McBride, Mims, Fla., member, K-Sat Broadcasting Inc.*

Cable calls

EDITOR: Unfortunately a wrong impression was left by one paragraph of your otherwise excellent story on the National Association of Broadcasters Hundred Plus Exchange in the Sept. 28 issue. In the section "Cable-Cooperation Urged," you stated that I had "visited over 100 cable systems on behalf of WKPT-TV and offered to sell local availabilities for the cable companies." The sentence in question combines facts from two separate subjects within my remarks as a panelist and in doing so is somewhat misleading.

The "over 100 cable companies" were visited (not all by me personally) some 19 years ago before our UHF station originally signed on. Those visits were to acquaint area cable operators with the service we planned to provide and to solicit carriage. For that era it was an unusual effort, and, fortunately for us, it turned out to be successful. We still make similar visits periodically.

On the other subject, cable ad sales by established TV broadcast stations, we have only seriously approached three of the larger group operators in our area. All three were interested in our handling the sale and insertion of local commercials on their systems. We've been in business with one of these group operators for over four years and with another for over three. Thus far we have limited further expansion of our "CableAdvantage" division until we felt the competitive media environment in our market would allow both the additional systems and our own company to benefit financially. We strongly believe that cable ad insertion provides an excellent avenue for cooperation among TV broadcasters and cable systems for the mutual benefit of both industries. The past four years have proved so in our case.—*George E. DeVault Jr., president and general manager, WKPT(AM)-WKPT-TV and WTFM(FM) Kingsport, Tenn.*

As compiled by BROADCASTING, Oct. 7-Oct. 14, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz—kilohertz. kw—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz—megahertz. mi.—miles. mod—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

Ownership Changes

Applications

- WAOJ(AM) Marion, AL (BAL871002EF; 1310 khz; 5 kw-D)—Seeks assignment of license from Marion Radio, Inc. to Rollins Broadcasting Co. for \$55,000.00. Seller is owned by Ernest L. Palmer. Buyer is owned by Elijah Rollins, and Annie L. Rollins, who have no other broadcast interests. Filed Oct. 1.
- KBLS(AM) Santa Barbara, CA (BAPL871006EE; 990 khz; 1 kw-D)—Seeks assignment of license from Premier Broadcasting, Inc. to Anacapa Broadcasters Inc. for \$490,000.00. Seller is owned by Robert H. Yamin, who has no other broadcast interests. Buyer is owned by Allen J. Potts and Fred M. Hall, who also own KTEE(AM) Idaho Falls, ID. Attorney for seller: Harry P Warner, Esq. Attorney for buyer: Harry P Warner, Esq. Filed Oct. 6.
- WLOR(AM)-WHMJ(FM) Thomasville, GA (AM: BAL871001HC; 730 khz; 5 kw-D; FM: BAL871001HC; 107.1 mhz; 1.55 kw; 390 ft.)—Seeks assignment of license from Holder Communications Corp. Of Georgia to Broadcast Investment Associates for \$925,375.00. Seller is publicly owned, Tampa, Fla.-based group of five AM's and five FM's headed by Harold Holder, chairman. Buyer is owned by Paul C. Stone, who also owns WIYN(AM) Rome, GA. Filed Oct. 5.
- WRCR(FM) Rushville, IN (BALH871001HE; 94.3 mhz; 740 w; HAAT: 550 ft.)—Seeks assignment of license from Rush County Broadcasting Co. to Quantum Broadcasting Corp. for \$400,000.00. Seller is principally owned by Ed Roehling. Buyer is principally owned by Louis U. Disinger and his wife. Sharon. Disinger has interest in WGO-M(AM)-WMRI(FM) Marion, IN. Filed Oct. 1.
- KSPG-AM-FM El Dorado, KS (AM: BAL871006EA; 1360 khz; 500 w-D; FM: BALH871006EB; 99.3 mhz; 3 kw; HAAT: 175 ft.)—Seeks assignment of license from KIKZ Inc. to Gary L. Violet for \$425,000.00. Seller is owned by Guy Russell, who has no other broadcast interests. Buyer, investor from Texarkana, TX, former owner of KBUZ(FM) Arkansas City, Kan. has no other broadcast interests. Attorney for seller: Leonard S Joyce. Attorney for buyer: Leonard S Joyce. Filed Oct. 6.
- KIMB(AM) Kimball, NE (BAL871005EA; 1260 khz; 1 kw-D)—Seeks assignment of license from James E George to Western Management Corp. for \$50,000.00. Seller is principally owned by James E. George. Buyer is principally Joel H. Weins. It has no other broadcast interests. Filed Oct. 15.
- WNKX(FM) [formerly WVTN(FM)] Gatlinburg, TN (BALH871005HH; 105.5 mhz; 310 w; HAAT: 945 ft.)—Seeks assignment of license from Vacation Media, Inc. to Great Smoky Mountains Broadcasting for \$275,000.00. Seller is owned by Roy Maples. Buyer is owned by Charles

R Ketron, Truett Frazier, and Conrad Jett. It also owns WSE-V(AM) Sevierville, TN. Attorney for seller: Kenkel, Barnard & Edmundson. Attorney for buyer: Kenkel, Barnard & Edmundson. Filed Oct. 5.

- KPAR(AM) Granbury, TX (BAL871005EB; 1420 khz; 500 w-U)—Seeks assignment of license from Granbury Broadcasting, Inc. to James and Francis Parr for \$250,000.00. Seller is owned by Gary Luckner, who has no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 5.

Actions

- KKIP(AM) Lowell, AR (BAP870331FG; 1440 khz; 1 kw-D)—Seeks assignment of license from Eklund-Fox Communications to Eklund-McNeely Communications for \$21,540.46. Seller is owned by Kenneth G. Eklund and John W. Fox. It has no other broadcast interests. Buyer is owned by Eklund and Harold W. McNeely. It has no other broadcast interests. Granted Oct. 1.
- KFLJ(AM) Walsenburg, CO (BAL870212EA; 1380 khz; 1 kw-D)—Dismissed assignment of license from Floyd Jeter to Southern Front Range Broadcasting Inc. for \$75,000. Seller has no other broadcast interests. Buyer is owned by Roland Ashmore and five others. It has no other broadcast interests. Attorney for buyer: James R Cooke. Dismissed Oct. 5.
- WXDJ-FM Homestead, FL (BAPH870724HE; 95.7 mhz; 100 kw; HAAT: 982 ft.)—Granted assignment of license from Radio Internart Corp. to Family Group Broadcasting Operation L.P. for \$8.1 million. Seller is owned by James E. Martin, Clifton G. Moor and William G. Brown. Martin also owns WQSC(FM) Andrews, S.C. Moor and Brown own WTIF(AM)-WJYF(FM) Tifton, GA, and

WZKS(FM) Jessup, GA. Buyer is owned by Ian N. (Sandy) Wheeler and Charles S. Goldmark. Wheeler heads Family Group Broadcasting, Tampa, Fla.-based group of four AM's, four FM's and five TV's. Goldmark is general manager of WHQT-FM Miami. Granted Oct. 12.

- WVMI(AM)-WQID(FM) Biloxi, MS (AM: BAL870709HO; 570 khz; 5 kw-D; 1 kw-N; FM: BALH870709HP)—Granted assignment of license from New South Communications to Family Group Radio Inc. for \$7.9 million. Seller is Meridian, Miss.-based group of two AM's and three FM's owned by F.E. (Eddie) Holladay. Buyer is Tampa, Fla.-based group of three AM's, three FM's and six TV's headed by Ian N. (Sandy) Wheeler. Granted Oct. 1.

- WQBC(AM) Vicksburg, MI (BAL870821EC; 1420 khz; 5 kw-D; 500 w-N)—Granted assignment of license from V-C Enterprises Inc. to Sharing Inc. for \$200,000. Seller is headed by Richard A. York. It has no other broadcast interests. Buyer is owned by Tommy F. Johnson, who has no other broadcast interests. Granted Oct. 2.

- WENE(AM)-WMRV(FM) Endicott, NY (BAL870730GO; AM: 1530 khz; 5 kw-D; FM: 105.7 mhz; 35 kw; HAAT: 570 ft.)—Granted assignment of license from Beacon Broadcasting Corp. for \$4.5 million. Seller is owned by Julann Griffen, who has no other broadcast interests. Buyer is owned by brothers, Robert and Alford Lessner. It also owns WSCR(AM) Scranton, PA, and WBNR(AM) Beacon, WSPK(FM) Poughkeepsie and WINR(AM) Binghamton, all New York. WINR will be spun off to comply with FCC duopoly rules. Attorney for seller: Wyman, Bautzer, Christensen. Attorney for buyer: Rothman, Gordon, Foreman and Groudine. Granted Sept. 30.

- WOHP(AM)-WTOO-FM Bellefontaine, OH (AM:

Nationwide Media Brokers
Chapman
Associates

KSSR(FM)
Bastrop, Texas

to

Central Texas Broadcasting, Inc.

from

Colorado River Broadcasters
Robert Walker, Tolbert Foster, Principals

\$5,250,000

BAL870811GF; 1390 khz; 500 w-D; FM: BALH870811GF; 98.3 mhz; 3 kw; HAAT: 430 ft.)—Granted assignment of license from Triplett Broadcasting Co. to Louis Vito for \$550,000. Seller is owned by Wendell A. Triplett, who also owns WCOR(AM) Lebanon, TN, and WOSE(FM) Port Clinton, and WWAT(TV) Chillicothe, both Ohio. Buyer is Columbus-based salesman with no other broadcast interests. Attorney for buyer and seller: Sells & Gregory. Granted Oct. 2.

■ KEOR(AM) Atoka, OK (BAL870825EE; 1100 khz; 5 kw-D)—Granted assignment of license from Ballard Bros. L. casting of Oklahoma Inc. to Newton-Adair Inc. for \$243,170. Seller is owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by James C. Newton and S.L. Adair, who have no other broadcast interests. Granted Oct. 12.

■ KYNG-AM-FM Coos Bay, OR (AM: BAL870824EA; 1420 khz; 1 kw-D; FM: BALH870824HI; 105.5 mhz; 3 kw; HAAT: 400 ft.)—Granted assignment of license from Sequoia Broadcasting Inc. to Caledon Broadcasting Inc. for \$275,000. Seller is headed by Richard Behrendt. It has no other broadcast interests. Buyer is owned by James R. Baker and his wife, Carleen, and Scott Shapiro and his wife, Amy. Baker is former owner of KDHI(AM)-KQYN(FM) Twentynine Palms, CA. Shapiro is Yucca Valley, CA-based retailer with no other broadcast interests. Granted Oct. 12.

■ WCBG(AM) Chambersburg, PA (BAL870820EC; 1590 khz; 5 kw-D)—Granted assignment of license from Four States Broadcasting Station Inc. to Valley Marketing Systems Inc. for \$550,000. Seller is owned by Norman E. Messner and his wife, Molly. It has no other broadcast interests. Buyer is owned by Ronald Smith and his wife, Lois. Smith is salesman at WHAG-TV Hagerstown, MD. Granted Sept. 30.

■ WSEE(TV) Erie, PA (BALCT870817KE; ch. 50; ERP 122.7 kw; HAAT: 1,004 ft.)—Granted assignment of license from Erie Broadcasting Partners to Keystone Broadcasting Corp. C/O Price Comms. Corp. for \$6 million. Seller is owned by principals in MMT Sales, New York-based station representative headed by Gary Scollard. MMT Sales was recently sold to Meredith Corp., for \$40 million (BROADCASTING, July 13). Scollard also has interest in KLRT(TV) Little Rock, Ark. Buyer is publicly owned. New York-based group of eight AM's, eight FM's and four TV's headed by Robert Price, president. It recently sold three AM's and four FM's to Fairfield Communications ("Changing Hands," May 4). Attorney for seller: Crowell & Moring. Granted Sept. 30.

■ WKPA(AM)-WYDD(FM) New Kensington, PA (AM: BAL870814GO; 1150 khz; 1 kw-D; FM: BALH870814GP; 104.7 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Gateway Broadcasting Enterprises Inc. to Salem Media of Pennsylvania for \$4 million. Seller is owned by Nelson Goldberg, who has no other broadcast interests. Buyer is subsidiary of Salem Communications, Camarillo, CA-based group of eight AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson. Granted Sept. 30.

■ WOFM(FM) Moyock, NC (92.1 mhz; 1.7 kw; HAAT: 420 ft.)—Granted assignment of license from Southland Communications Inc. to American Eagle Communications of Virginia Inc. for \$1,538,461. Seller is owned by Klaus Rabb and James Hunt. It has no other broadcast interests. Buyer is owned by Joseph Kennedy, Mike Kromers and Jim Rees. Hunt will retain minority ownership of station. Granted Oct. 6.

■ KXXV(TV) Waco, TX (BALCT870514KG; ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,544 ft.)—Granted assignment of license from Central Texas Broadcasting to Shamrock Broadcasting for \$12,535,000. Seller is owned by Robert A. Mann and family. It has no other broadcast interests. Buyer is Burbank, CA-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. Attorney for buyer: Norman P. Leventhal. Granted Sept. 30.

■ KLT(FM) Seattle, WA (BALH870731HF; 95.7 mhz; 100 kw; HAAT: 1,150 ft.)—Granted assignment of license from Thunder Bay Communications to Ackerley Communications for \$8.7 million. Seller is owned by Gordon Stenback and Earle Horton. It is also selling KIXI(AM) Seattle and will have no other broadcast interests. Buyer is Seattle-based group of two AM's, one FM and five TV's owned by Barry Ackerley. Attorney for seller: Verner. Liipfert, Bernhard, et al. Attorney for buyer: Rubin, Winston & Diercks. Granted Oct. 1.

■ WKEE-AM-FM Huntington, W.VA (BAL870819HA; 800 khz; 5 kw-D; FM: 100.5 mhz; 53 kw; HAAT: 560 ft.)—Granted assignment of license from Capitol Broadcasting Co. to Adventure II Inc. for \$3.1 million. Seller is Raleigh, NC-based group of two AM's, five FM's and one TV principally owned by James F. Goodman. Buyer is owned by Michael Shott, who also owns WHIS(AM)-WHAJ(FM) Bluefield, W.VA. Granted Sept. 30.

New Stations

Actions

AM's

■ Eugene, OR (870331AU)—Returned application of Bjornstad Broadcasting Co. for 860 khz. Address: 2623 Gay St.; Eugene Ore. 97401. Engineer: Kenneth Williams, Jr. Principal is owned by Paul C. Bjornstad, who has no other broadcast interests. Action Oct. 2.

■ Santa Clara, OR (870327AN)—Returned application of Jerry J. Collins for 650 khz. Address: C/O WDCQ, 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Attorney: Fletcher. Heald & Hildreth. Engineer: Robert Jones. Principal, Collins, is owner of WDCQ(AM) Pine Island Center, FL. Collins is permittee of new AM, Carmel Valley, CA. Action Oct. 2.

■ Cordova, SC (BP861202AF)—Returned app. of Robert Jones for 840 khz. Address: 613 S. Lagrange Rd., Lagrange IL 60525. Engineer: Robert Jones. Principal has interest in WRPQ(AM), Baraboo, WI; KKMC(AM), Gonzales, CA; WCHP(AM), Champlain, NY; WLVI(AM), Royal Palm Beach, FL; WWRJ(AM), Hollywood, SC; WJKB(AM), Sarasota, FL; WGOR(AM), Christmas, FL; KFRP(AM), Rocklin, CA; KTCO(AM), Manor, TX and WGNZ(AM), Tuckahoe, VA. Action Oct. 2.

FM's

■ South Sioux City, NE (861112MA)—Returned application of Jerold E. Gunsolley for 107.1 mhz; 3 w; HAAT: 328 ft. Address: 711 East 21 St., South Sioux City, NE 68776. Attorney: Shack, Buenzle & Hill. Engineer: John E. Dettra, Jr. Principal has no other broadcast interests. Action Oct. 5.

■ South Sioux City, NE. (861112ML)—Returned application of Rudy L. Spirk for 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 231 Wedgewood Dr., South Sioux City, NE 68776. Attorney: Richard J. Hayes Jr. Engineer: F.W. Hannel. Principal has no other broadcast interests. Action Oct. 5.

■ Las Vegas (BPED841130MA)—Granted application of Education Committee of Calvary for 88.7 mhz; .112 kw H&V kw; HAAT: 1469 ft. Address: Chapel Of Las Vegas, 2500 West Washington Ave., Las Vegas 89106. Engineer: Robert L. Purcell. Principal is headed by Rev. John Parenti. It has no other broadcast interests. Action Sept. 30.

■ Berlin, NH (BP870306AC)—Granted application of Joseph C. Motta for 1230 khz; Address: 4133 Albany St., Albany, NY 12205. Attorney: Lauren A. Colby. Engineer: E

Harold Munn, Jr. Principal has no other broadcast interests. Action Oct. 1.

■ Bowie, TX (BPH860203MR)—Dismissed application of Bowie Broadcasting, Ltd. for 100.7 mhz; 3 kw; HAAT: 328 ft. Address: Highway 59 N, Bowie TX 76230. Attorney: Barbara M. Barron. Engineer: Kurt D. Voss. Principal is owned by Barbara McCormick. It has no other broadcast interests. Action Sept. 30.

■ Bowie, TX (BPH860203MS)—Granted application of Everett C. Mason for 100.7 mhz; 1.53KW (H&V) kw; HAAT: 460 ft. Address: 100 Nina, Bowie, TX 76230. Engineer: Charles Paul Crossno. Principal is president of Bowie Nocona Broadcasting, Inc., licensee of KBAN(AM) Bowie, TX. Action Sept. 30.

■ Haymarket, VA (BP861202AI)—Granted application of Daniel S. Lee for 1530 khz; Address: 567 W. Diamond Ave., Gaithersburg, MD 20877. Engineer: Robert M. Lund. Principal has no other broadcast interests. Action Oct. 1.

Facilities Changes

Applications

■ Deerfield Beach, FL, WJNO, 1230 khz—870916-Application for mod of CP to chg TL to: Pompano Beach Broward, FL 26 15 18 80 08 49

■ Pinellas Park, FL, WHBO, 1050 khz—870925-Application for CP to augment standard pattern.

■ Rockledge, FL, WWCB, 770 khz—870924-Application for CP to change TL to: 1.2mi SW of Hwy 520 & I-95 near Cocoa Brevard, FL. 28 21 13 80 48 52

■ Gardnerville, NV, KUIP, 840 khz—870929-Mod of CP to chg TL to: 1.8mi SSE of Stewart Carson City, NV 39 05 33 119 44 43

■ Norfolk, VA, WJCB, ch. 49—870918-mod of CP to change ERP-vis: 495.9 kw; HAAT: 155 M; ant: Bogner DUI18B.

Actions

■ Anchorage, AK, KSKA, 91.1 mhz—871005-Application (BPED870316ID) Granted for CP to change HAAT: 58 M H&V; make chgs in antenna system.

■ Mountain Home, AR, KCMH, 91.5 mhz—870928-Application (BMPED870306ME) Granted for mod of CP to make changes. change TL: 1.8mi N of Buford & 4.3mi SW of Mountain Home, near Buford, AR; chg. ERP: 0.4kw H&V; HAAT: 128.3 M H&V. 36 16 17 92 25 20

■ Lancaster, CA, KAVL, 610 khz 871002-Application (BP870327AO) Returned for CP to increase pwr to 4.0kw night; increase day pwr to 5.0kw.

■ Santa Barbara, CA, KBLA, 990 khz—871001-Application (BP870211AH) Granted for CP to chg hours of operation to uni by adding night service with 1kw & make chgs in antenna system.

■ Grand Junction, CO, KVEE-FM, 92.3 mhz—870929-Application (BPH861212MA) Granted for CP to change TL: Black Ridge Electronics Site, CO; chg. ERP: 100kw H&V; HAAT: 568.4 M H&V; and make changes in antenna system. 39 03 57 108 44 45

■ Southington, CT, WNTY, 990 khz—871001-Application (BMP870326AJ) Granted for mod of CP (BP860506AD) to increase power to 1kw.

■ Vero Beach, FL, WGYL, 93.5 mhz—870928-Application (BPH870226MF) Granted for CP to make changes: 1.3kw H&V; chg. HAAT: 146 M H&V.

■ Douglas, GA, WDMG-FM, 99.5 mhz—870928-Application (BPH870227IW) Granted for CP to chg. TL: 1.5mi S of Bushnell Community, near Bushnell, GA; chg. HAAT: 31 M H&V; and make changes in antenna system. 31 32 12 82 57 49

■ Waycross, GA, WAYX-FM, 102.5 mhz—870928-Application (BPH870305MB) Granted for CP to make changes. TL: 1.75mi E of Hickox, GA; change HAAT: 979 FT. H&V 31 09 13 81 58 00

■ Boise, ID, KJOT, 105.1 mhz—870930-Application (BPH861126IF) Dismissed for CP to install auxiliary system; chg TL: on top of Tablerock Mountain, E-SE of Boise, ID; chg ERP: 3.01kw H&V; chg HAAT: 269' H&V. 43 35 41 116 08 39 (for auxiliary purposes only).

■ Couer D'Alene, ID, KETB, 102.3 mhz—871005-Application (BMPH870812IA) Dismissed for mod of CP (BPH820927AG) to change TL: Western Slope of Canfield Butte, 3.1mi NE of US 90 and Rte 95, Couer D'Alene, ID. 47 44 03 116 45 00

Summary of broadcasting as of September 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	26	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,996	293	2,289
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Elkhart, IN, WSJV, ch. 28—870930-Application (BPCT870623KJ) Granted for CP to change ERP-VIS: 3020kw.

■ South Bend, IN, WNIT-TV, ch. 34—870930-Application (BPET870309KJ) Granted for CP to change ERP-vis: 1360kw; HAAT: 918.5 ft.

■ Okolona, KY, WJIE, 88.5 mhz—870930-Application (BMPED8704031F) Granted for mod of CP to make chgs. ERP: 24.5kw H&V; chg HAAT: 190 M H&V; chg directional antenna pattern.

■ Frederick, MD, WFMD, 930 khz—871001-Application (BP860714A1) Granted for CP to increase night power to 2.5kw.

■ Shakopee, MN, KKCM, 1530 khz—871001-Application (BMP870317AA) Granted for mod of CP (BP851106AB) to increase pwr to 24kw; chg TL to: Hwy 13 & Toledo Ave, Savage, MN; and make changes in antenna system. 44 46 53 93 20 36

■ Muskegon, MI, WSNX-FM, 104.5 mhz—870928-Application (BPH870224JZ) Granted for CP to change HAAT: 189 M (H&V); (PER GAE).

■ Sault Ste Marie, MI, WSUE, 101.3 mhz—870929-Application (BPH8702271J) Granted for CP to chg. TL: Access Rd. 2.5km W of Salt Point Rd, 45km W of Sault Ste. Marie, MI; change ERP: 100kw H&V; HAAT: 30 M; nondirectional antenna, location to 46 25 42 84 56 25

■ Havre, MT, KPQX, 92.5 mhz—870929-Application (BPH8703311U) Granted for CP to make changes. TL: 27mi SE of Havre, Mt bearing N 14 degrees E; change HAAT: 1485 ft. H&V. 48 15 07 109 18 20

■ Newark, NJ, WNJR, 1430 khz—870923-Application (BMP870518AH) Dismissed for mod of CP (BP850124AD) to change tower & orientation & spacing, change operating parameters.

■ Albuquerque, NM, KAZQ, ch. 32—871002-Application (BMPET870421KG) Granted for mod of CP to change ERP-vis: 41.18kw; HAAT: 4056.7 ft. (1236.47m); Ant: Swr. Inc Clarion SM-16 (DA).

■ Poughkeepsie, NY, WTBY, ch. 54—870930-Application (BPCT870625KF) Granted for CP to change coordinates: 41 43 09 73 59 47

■ Cincinnati, OH, WTSJ, 1050 khz 871001-Application (BP870331BC) Granted for CP to change hrs of oper to unld by adding night service with 500 watts.

■ Sapulpa, OK, KXOJ, 1550 khz—871001-Application (BP870324AA) Granted for CP to increase power to 2.5kw.

■ Reedsport, OR, KDUN, 1030 khz—871001-Application (BMP870330AD) Granted for mod of CP (BP820305AV) to increase nighttime pwr & make chgs in antenna system.

■ Chester, PA, WCZN, 1590 khz—871001-Application (BMP870327AE) granted for pet for recon (nunc pro tunc) to increase day pwr to 2.5kw.

■ Moncks Corner, SC, WMXQ, 105.5 mhz—870928-Application (BMPET870331IT) Granted for mod of CP (BPH8607071B) to make changes. ERP: 1.4kw H&V; & HAAT: 144 M H&V.

■ Amarillo, TX, KDJW-FM, 94.1 mhz—870928-Application (BPH870302OC) Granted for CP to chg. TL: 5mi WNW of city, Amarillo, TX; chg HAAT: 380.69 M H&V; & make changes in antenna system. 35 13 36 102 00 24

■ Austin, TX, KHFI-FM, 98.3 mhz—870929-Application (BPH870302MH) Granted for CP to make changes. chg. freq. to 98.1 MHz (per docket no. 86-208); chg. TL: S of Mopac Expressway, N of Hwy 29 W, W of Austin, TX; chg. ERP: 100kw H&V; chg HAAT: 214 M H&V; SL/RC: T.B.D. 30 14 15 97 48 45

■ El Paso, KSCE, ch. 38—870930-Application (BMPET870716KE) Granted for mod of CP to change ERP-vis: 50kw; Ant: Andrew ATW-30L2-HSP-38(DA).

■ Lubbock, TX, KOHM, 91.1 mhz—870928-Application (BPED860820MA) Granted for CP to change TL: Indiana & Brownfield Hwy. Lubbock, TX; chg ERP: 20kw H&V; HAAT: 135.9 M (H&V); chg to class c2 & make changes in antenna system. 33 34 55 101 53 25

■ Somerset, TX, KCHG, 810 khz—871002-Application (BMP870330AO) Returned for mod of CP to change hrs of oper to unld by adding night service with 0.25kw.

■ Bellingham-Ferndale, WA, KBFW, 930 khz—871001-Application (BP870324A1) Granted for CP to chg city of license to Bellingham, WA; chg hrs of operation to unld by adding night service with 0.5kw; install DA-N & make chgs in antenna system. 48 47 52 122 28 01

Allocations

Applications

■ Prattville, AL.—At the request of Downs Broadcasting, Inc., proposed amending the FM Table by substituting Channel 236C2 (95.1 MHz) for Channel 237A (95.3 MHz) at Prattville and modifying the license of WQIM(FM) to specify operation on the new channel. Comments are due November 30, replies December 15. (MM Docket 87-406 by NPRM [DA 87-1369] adopted September 11 by the Chief, Allocations Branch, Mass Media Bureau).

■ Spring Hill, FL.—At the request of Paul P. Miller, proposed amending the FM Table by allotting Channel 275A (109.9 MHz) to Spring Hill. Comments are due November 30, replies December 15. (MM Docket 87-405 by NPRM [DA 87-1368] adopted September 14 by the Chief, Allocations Branch).

■ Douglas, GA.—At the request of Gerald Lee Carter, proposed amending the FM Table by allotting Channel 222A (92.3 MHz) to Douglas as its third FM service. Comments are due November 30, replies December 15. (MM Docket 87-403 by NPRM [DA 87-1366] adopted September 4 by the Chief, Allocations Branch).

■ McCall, ID.—At the request of Mary C. Rhoads, proposed amending the FM Table by allotting Channel 252A (98.3 MHz) to McCall as its third FM service. Comments are due November 30, replies December 15. (MM Docket 87-404 by NPRM [DA 87-1367] adopted September 4 by the Chief, Allocations Branch).

■ Lacombe and Mandeville, LA.—At the request of William Seiler, proposed amending the FM Table by allotting Channel 234A (94.7 MHz) to Mandeville and at the request of Richard B. Chase, III, proposed allotting that channel to Lacombe. Comments are due November 30, replies December 15. (MM Docket 87-407 by NPRM [DA 87-1370] adopted September 14 by the Chief, Allocations Branch).

■ Canadian, TX.—At the request of Megahype Broadcasting, Inc., proposed amending the FM Table by substituting Channel 277C1 (103.3 MHz) for Channel 276A (103.1 MHz) at Canadian and modifying the license of KEZP-FM to specify operation on the new channel. Comments are due

November 27, replies December 14. (MM Docket 87-402 by NPRM [DA 87-1364] adopted September 4 by the Chief, Allocations Branch).

■ Farwell, TX.—At the request of Dominion Communications, Inc., proposed amending FM Table by substituting Channel 252C2 (98.3 MHz) for Channel 252A at Farwell and modifying the license of KLZK-FM to specify operation on the C2 channel. Comments are due November 27, replies December 14. (MM Docket 87-398 by NPRM [DA 87-1360] adopted September 4 by the Chief, Allocations Branch).

■ George West, TX.—At the request of Larry S. Tschirhart, proposed amending the FM Table by allocating Channel 281A (104.1 MHz) to George West as its first FM service. Comments are due November 27, replies December 14. (MM Docket 87-397 by NPRM [DA 87-1359] adopted September 4 by the Chief, Allocations Branch).

■ Kingwood, WV.—At the request of WFSP, Inc., proposed amending the FM Table by allocating Channel 226A (93.1 MHz) to Kingwood as its second FM service. Comments are due November 27, replies December 14. (MM Docket 87-399 by NPRM [DA 87-1361] adopted September 4 by the Chief, Allocations Branch).

■ Mosinee or Shawano, WI.—At the request of William A. Kasten, proposed amending the FM Table by allocating Channel 234C2 (94.7 MHz) to Mosinee as its first FM service; at the request of Wheeler Broadcasting, Inc., proposed substituting Channel 234C2 for Channel 257A (99.3 MHz) at Shawano and modifying the license of WOWN(FM) to specify operation on the C2 channel. Comments are due November 27, replies December 14. (MM Docket 87-400 by NPRM [DA 87-1362] adopted September 4 by the Chief, Allocations Branch).

Actions

■ Crosby, MN.—Effective November 23, amended the FM Table by allotting Channel 269A (101.7 MHz) to Crosby as its first local FM service. Filing window opens November 24, closes December 24. (MM Docket 86-223 by R&O [DA 87-1385] adopted September 11 by the Chief, Allocations Branch).

■ Webb City and Ash Grove, MO.—Effective November 23, amended the FM Table by allotting Channel 281A (104.4 MHz) to Ash Grove as its first FM allotment. Filing window opens November 24, closes December 24. (MM Docket 86-

\$10,700,000

Malrite Communications Group Inc.

has sold

KMVP-AM and KRXY-FM

Denver

to

Capital Cities/ABC, Inc.

The undersigned initiated this transaction and acted as financial advisor to Malrite Communications Group Inc.

WERTHEIM SCHRODER & CO.

Incorporated

October 1987

356, by R&O [DA 87-1386] adopted September 4 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ **Sunderland, VT.**—Effective November 23, amended the FM Table by allotting Channel 236A (95.1 MHz) to Sunderland as its first FM allotment. Filing window opens November 24, closes December 24. (MM Docket 87-91, by R&O [DA 87-1382] adopted September 11 by the Chief, Allocations Branch).

■ **Lindside, WV.**—Effective November 23, amended FM Table by allotting Channel *294A (106.7 MHz) to Lindside as its first FM allotment. (MM Docket 87-41, by R&O [DA 87-1384] adopted September 4 by the Chief, Allocations Branch).

■ **Darien, GA.**—Effective November 23, amended the FM Table by allotting Channel 299C2 (107.7 MHz) to Darien. Filing window opens November 24, closes December 24. (MM Docket 86-469 by First R&O [DA 87-1376] adopted August 28 by the Chief, Allocations Branch).

In Contest

FCC Actions

■ **Conway, Hot Springs, Wrightsville, Fairfield Bay, Perryville and Maumelle, AR.**—Granted joint requests by Noalmark Broadcasting Corporation, et al., for a partial stay of the Report and Order establishing October 9 to November 9 as filing window dates for the Channel 290C2 (105.9 MHz) FM allotment at Perryville, pending action on a joint request

for reconsideration in this proceeding. (MM Docket 86-154 by Order Granting Motion for Stay [DA 87-1435] adopted October 5, by the Chief, Policy and Rules Division, Mass Media Bureau).

■ **Flagstaff, AZ.**—Denied Michael C. Gelfand reconsideration of an action denying his request for an extension of time within which to construct KKTU(TV), Channel 13, Flagstaff, cancelling the CP and deleting the call sign. (By Letter [DA 87-1387] adopted September 29 by the Chief, Video Services Division, Mass Media Bureau).

■ **Montecito, CA.**—Designated for hearing, 17 mutually exclusive applications for a new FM station on Channel 225A (92.9 MHz) at Montecito, and dismissed 6 other competing applications for the same facilities. (MM Docket 87-426 by Order [DA 87-1354] adopted September 24 by the Chief, Audio Services Division, Mass Media Bureau).

■ **Oakhurst, CA.**—Designated for hearing the applications of Larry Ward Gamble and Ranjack Radio for a new AM station on 1090 kHz at Oakhurst. (MM Docket 87-427 by Order [DA 87-1375] adopted September 28 by the Chief, Audio Services Division, Mass Media Bureau).

■ **Silverton, CO.**—Designated for hearing the applications of Evelyn Kelly and Betty Reineke for a new FM station on Channel 297C (107.3 MHz) at Silverton. (MM Docket 87-425 by Order [DA 87-1355] adopted September 24 by the Chief, Audio Services Division).

■ **Palatka, FL.**—The FCC has upheld a decision by the Review Board granting the application of Palatka Television, Inc. for a new UHF TV station on Channel 63 at Palatka, thus, denying a request by Pentecostal Revival Association, Inc. for a review and/or a stay of the Board's decision. (MM Docket 85-94 by MO&O [FCC 87-311] adopted September 30 by the Commission).

■ **Key West, FL.**—Granted application of Hispanic Keys Broadcasting Corp. for a new TV station on Channel 8 at Key West; denied competing applications of Ernest A. Vendrell, Constance J. Wodlinger and Delmar Communications, Inc. (MM Docket 86-34, by ID [FCC 87D-35] issued October 6 by ALJ John Frysiak).

■ **Dalton, GA.**—Approved settlement agreement, granted the application of Dalton Television Associates, Ltd. for a new TV station at Dalton and dismissed Southern Television, Inc.'s application. (MM Docket 85-362 by Order [FCC 87R-54] adopted October 5 by the Review Board).

■ **Urbana, IL.**—Ordered Tak Communications, Inc., licensee of WKIO(FM) at Urbana, to show cause why its license should not be modified to specify operation on Channel 300A (107.9 MHz). Comments due November 30; replies December 15. (MM Docket 86-252 by FNPRM and Order to Show Cause [DA 87-1353] adopted September 4 by the Chief, Policy and Rules Division, Mass Media Bureau).

■ **Biddeford, ME.**—Denied request by Ardan Broadcasting Corporation of Massachusetts, licensee of WJOU, Boston, for an extension of time to file comments concerning proposal to substitute Channel 232B1 (94.3 MHz) for 232A at Biddeford and to modify the license of WYJY-FM. (MM Docket 87-263 by Order [DA 87-1391] adopted September 22 by the Chief, Policy and Rules Division, Mass Media Bureau).

■ **Billings, MT.**—Granted the application of BHC Associates, Limited Partnership for a new commercial TV station on Channel 6 at Billings and denied the applications of Mark L. Wodlinger and Comanche Enterprises. (MM Docket 86-109 by ID [FCC 87D-34] issued September 30 by ALJ Richard L. Sippel).

■ **Tulsa, OK.**—Granted the application of Native American Broadcasting Company for a new TV station on Channel 53 at Tulsa and denied applications of Tulsa Broadcasting Group and Tulsa Television, Ltd. (MM Docket 85-169 by Decision [FCC 87R-53] adopted September 30 by the Review Board).

■ **Rock Hill, SC.**—Partially granted request by Metrolina Media Inc. to dismiss the applications of Moore Broadcast Industries, Inc. and Rock Hill Telecasters Associates, Ltd. for a new TV station at Rock Hill. (MM Docket 85-236 by MO&O [FCC 87R-55] adopted October 5 by the Review Board).

■ **Knoxville, TN.**—Granted the application of East Tennessee Public Communications Corp. for a new noncommercial educational TV station on Channel 15 at Knoxville and denied the applications of Knoxville Community Broadcasting, Inc. and Lincoln Memorial University. (MM Docket 86-213 by Order [FCC 87R-52] adopted September 29 by the Review Board).

■ **Crandon, WI.**—Ordered WCCO Television, Inc., licensee of Station WCCO-TV, Minneapolis-St. Paul, to show cause by November 27 why its license should not be modified to specify a channel offset of "plus" in lieu of "zero." (MM Docket 84-456 by Order to Show Cause [DA 87-1431] adopted September 16 by the Chief, Policy and Rules Division, Mass Media Bureau).

ALJ Actions

By the Review Board on dates shown:

■ **Guadalupe, CA** (Armando Garcia and Reimer Broadcasting Limited) FM Proceeding.—Scheduled oral argument for October 30 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to the Initial Decision of ALJ Edward Luton (FCC 87D-25, released July 10, 1987) granting the application of Armando Garcia for a new FM station on Channel 288 (105.5 MHz) at Guadalupe, and denying the competing application of Reimer Broadcasting Limited. Each party has 20 minutes for oral argument. Reimer may reserve part of its time for rebuttal. (By Letter, Sept. 21) (MM Docket 85-298).

■ **Knoxville, TN** (East Tennessee Public Communications Corporation, et al.) ED-TV Proceeding.—Approved settlement agreements and dismissed the applications of Knoxville Community Broadcasting, Inc. and Lincoln Memorial University; granted the application of East Tennessee Public Communications Corporation for a new noncommercial educational television station at Knoxville; and terminated the proceeding. (By Order, Sept. 29) (MM Docket 86-213).

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ **Somerset, KY** (Ronald H. Livengood and Knight Broadcasting Company) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the application of Knight Broadcasting Company; the application of Ronald H. Livengood remains in hearing status. (By MO&O, Sept. 22) (MM Docket 87-304).

■ **Cambridge, MD** (Taylor Communications, Inc., et al.) FM Proceeding.—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for

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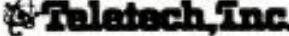
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December 2 and hearing for Jan. 5, 1988. (By Order, Oct. 2) (MM Docket 87-421).

■ Enid, OK (Melvin Jones and G & D Communications, Inc.) TV Proceeding.—By separate orders, dismissed with prejudice the application of Melvin Jones for failure to prosecute; granted the application of G & D Communications for a new UHF television station on Channel 20 at Enid; and terminated the proceeding. (By Orders, Sept. 24 and Oct. 5) (MM Docket 87-330).

■ Florence, SC (Magara Communications Corp. et al.) TV Proceeding.—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Dec. 3 and hearing for Jan. 6, 1988. (By Order, Oct. 2) (MM Docket 87-423).

■ Rapid City, SD (William Haydon Payne, et al.) FM Proceeding.—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Jan. 5, 1988 and hearing for Feb. 8, 1988. (By Order, Oct. 2) (MM Docket 87-420).

■ Spotsylvania, VA (A.W. Communications, Inc., et al.) FM Proceeding.—Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Dec. 2 and hearing for Jan. 5, 1988. (By Order, Oct. 2) (MM Docket 87-422).

By Deputy Chief ALJ James F. Tierney on Oct. 5:

■ Ridgebury, PA (Fitzgerald, Coleman & Krawetz, Partnership and Markey Broadcasting Company, Inc.) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the application of Fitzgerald, et al.; granted the application of Markey Broadcasting for a new commercial FM station on Channel 245A (96.9 MHz) at Ridgebury; and terminated the proceeding. (By MO&O) (MM Docket 87-52).

By ALJ Joseph Chachkin on dates shown:

■ Smyrna, DE (The Baltimore Radio Show, Inc., et al.) FM Proceeding. By separate orders, granted motion for summary decision by Smyrna Broadcasters Limited Partnership and resolved the air hazard issue in its favor; granted request by Smyrna Radio, Inc. and dismissed its application with prejudice. (By Orders, Sept. 22 and Sept. 25) (MM Docket 87-65).

■ Richmond, VA (Seaboard Broadcasting Company, et al.) FM Proceeding.—Granted requests by Radio Richmond and Richmond Broadcasting Associates and dismissed their applications with prejudice. (By Order, Sept. 25) (MM Docket 87-352).

By ALJ John M. Frysiaak on Sept. 24:

■ Sac City, IA (Dad's Clipping Service and Iowa Radio Associates) FM Proceeding.—Approved settlement agreement merging Dad's Clipping Service and Iowa Radio Associates to form Sac Radio General Partner; dismissed with prejudice the application of Iowa Radio Associates; granted the amended application of Sac Radio General Partner for a new FM station on Channel 286A (105.1 MHz) at Sac City; and terminated the proceeding. (By MO&O, Sept. 24) (MM Docket 87-66).

By ALJ Joseph P. Gonzalez on dates shown:

■ Kansas City, MO (Channel 32 Broadcasting Company, et al.) TV Proceeding. By separate orders: 1) dismissed with prejudice the application of Jay Hawk Broadcasting; 2) enlarged the city grade coverage issue released on April 14, 1987, to include Kansas City Television, Ltd.; 3) granted petition by MidContinent Communications, Inc. to enlarge issues against Victory Media, Inc. to determine whether Victory Media would provide coverage to the entire community of Kansas City, and, if not, whether circumstances exist which warrant a waiver of the rules; 4) partially granted motion by CMTV, Ltd. to enlarge issues against Victory Media to determine whether Victory Media had reasonable assurance of the availability of its designated site when it requested to amend its application to its currently designated site, and whether it currently has reasonable assurance that its transmitter and tower location will be available, and, if not, the effect on its qualifications to be a Commission licensee; 5) granted motion by CMTV, Ltd. to enlarge issues against Hart and Davis Broadcasting, Inc. to determine whether Hart and Davis currently has reasonable assurance of transmitter and tower site availability, and, if not, the effect on its basic qualifications to be a Commission licensee; to determine whether Hart and Davis possessed a reasonable assurance of the availability of its transmitter and tower site at the time it filed its application for that site, and, if not, whether Hart and Davis misrepresented facts and/or engaged in a lack of candor by proposing a transmitter and tower site proposal to the Commission without having a reasonable assurance of the availability of that site, and, if so, the effect of that determination on its basic qualifications to be a Commission licensee; to determine whether the transmitter site designated by Hart and Davis is technically feasible; and, 6) granted motion by CMTV, Ltd., and partially enlarged issues

against Kansas City Skywave, Inc. to determine whether it currently has a reasonable assurance of the availability of its transmitter site for Channel 32 at Kansas City, and, if not, the effect of that determination on its basic qualifications to be a Commission licensee; granted petition by Kansas City Skywave, and partially enlarged issues against Hart and Davis to determine whether the transmitter site of Hart and Davis meets the requirements as set forth by Commission rules, and, to determine in light of the evidence adduced, whether Hart and Davis is basically qualified to be a Commission licensee. (By Orders and MO&Os, Sept. 29 and Oct. 1) (MM Docket 87-86).

By ALJ Edward Luton on dates shown:

■ Oxford, MS (McDowell Broadcasting Company, et al.) FM Proceeding.—By separate orders: 1) Approved settlement agreement merging the applications of April Wortham and McDowell Broadcasting Company to form Wortham Broadcasting Company, and dismissing with prejudice the application of McDowell Broadcasting; 2) granted motions for summary decisions by Lafayette County Broadcasting Corporation and Wortham Broadcasting Company and resolved the air hazard issues in their favor; 3) dismissed with prejudice the application of Mississippi Broadcasters for failure to prosecute; 4) approved settlement agreement between Lafayette County Broadcasting and Wortham Broadcasting and dismissed with prejudice the application of Wortham Broadcasting; granted the application of Lafayette County Broadcasting for a new FM station on Channel 238A (95.5 MHz) at Oxford; and terminated the proceeding. (By Orders and MO&Os, Sept. 28) (MM Docket 87-162).

■ Fredericksburg, TX (Global Information Technologies, Inc., et al.) TV Proceeding. By separate orders: 1) granted requests by John R. Powley, Fredericksburg Broadcasting Company, and International Broadcasting Network and dismissed their applications with prejudice; 2) dismissed with prejudice the application of Mountlake Productions, Limited for failure to prosecute; 3) granted motion for summary decision by Stonewall Broadcasting, Inc. and resolved the air hazard issue in its favor; and, 4) granted motion by Fredericksburg Channel 2 and deleted the cross-ownership issue designated against it. (By Orders, Sept. 28) (MM Docket 87-250).

By ALJ Walter C. Miller on dates shown:

■ Banner Elk, NC (Smith Communications, A Limited Partnership, et al.) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the applications of High Country Broadcasting of Banner Elk, Inc., Banner Elk Broadcasting, Radio Banner Elk, Inc., and Sosh Broadcasting Group of Banner Elk; granted the application of Smith Communications, A Limited Partnership for a new FM station on Channel 264A (100.7 MHz) at Banner Elk; and terminated the proceeding. (By MO&O, Oct. 2) (MM Docket 87-160).

■ Broadway, VA (Massanutten Broadcasting Company, Inc., et al.) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the applications of Gloria A. Bennis; Nanette Markunas; and, Massanutten Radio Limited Partnership; granted the application of Massanutten Broadcasting Company, Inc. for a new FM station on Channel 238A (95.5 MHz) at Broadway; and terminated the proceeding. (By MO&O, Sept. 24) (MM Docket 87-317).

By ALJ Richard L. Sippel on dates shown:

■ Bunnell, FL (Bunnell Communications, Inc. and Bunnell Television Company) TV Proceeding.—By separate orders, granted motion for summary decision by Bunnell Communications, Inc. and resolved the air hazard issue in its favor; approved settlement agreement and dismissed with prejudice the application of Bunnell Television Company; granted the application of Bunnell Communications for a new UHF television station on Channel 58 at Bunnell; and terminated the proceeding. (By MO&Os, Sept. 28 and Sept. 30) (MM Docket 86-343).

■ Honolulu, HI (Scott Gerard Mahalick, et al.) FM Proceeding.—By separate orders, granted motions for summary decisions by Radio Pacific, Inc. and Tzeitile Broadcasting Company and resolved the misrepresentation/lack of candor issues in their favor. (By MO&Os, Oct. 2) (MM Docket 87-53).

■ Reno, NV (Cynthia Escajeda Cart, et al.) FM Proceeding.—Granted request by Cynthia Escajeda Cart and dismissed her application with prejudice. (By Order, Sept. 23) (MM Docket 87-316).

■ Virginia Beach, VA (Virginia Beach Educational Broadcasting Foundation and Family Stations, Inc.) ED-FM Proceeding.—Approved settlement agreement and dismissed with prejudice the application of Family Stations, Inc.; granted the application of Virginia Beach Educational Broadcasting Foundation for a new noncommercial educational FM station on Channel 203A (88.5 MHz) at Virginia Beach; and terminated the proceeding. (By MO&O, Sept. 30) (MM Docket 87-220).

By ALJ Joseph Stirrer on dates shown:

■ Jackson, MS (Robert G. Nichols, Jr., et al.) TV Proceeding.—Granted request by Mississippi College and dismissed its application with prejudice. (By Order, Sept. 22) (MM Docket 87-173).

■ Medford, OR (Timothy Paul Woodward, et al.) FM Proceeding.—Granted motion for summary decision by Medford Judeo-Christian Outreach, Inc. and resolved the air hazard issue in its favor. (By Order, Sept. 30) (MM Docket 86-369).

■ Kams, TN (John Strelitz, et al.) FM Proceeding.—Granted request by Piedmont Partnership and dismissed its application with prejudice. (By Order, Sept. 23) (MM Docket 87-343).

Call Letters

Applications

Call	Sought by
New AM	
WIQT	Chemung County Radio, Inc., Horseheads, N.Y.
New TV	
KTMD	Bluebonnet Broadcasting Co., Galveston, Tex.
Existing AM	
WLNK	WIQT Paul E. and Nancy Schumacher, Horseheads, N.Y.

Grants

Call	Sought by
New FM's	
KCWB	Newmountain Broadcasting Corp., Glendale, Ariz.
KUFR	Family Stations, Inc., Salt Lake City
New TV	
WLCB-TV	Central Florida Educational TV, Inc., Leesburg, Fla.
Existing AM's	
KKSA	KIOQ Folsom Radio, Ltd., Folsom, Calif.
KGCA	KRDZ Marjorie M. Zellmer, Del Norte, Colo.
WRIK	WZOM Samuel K. Stratemeyer, Metropolis, Ill.
WANG	WYCP Radio Radcliff, Radcliff, Ky
WFTK	WBZN Wake Forest Radio, Wake Forest, N.C.
KTLV	KRMC Twelve-Twenty Communications Corp., Midwest City, Okla.
Existing FM's	
KRDZ	KRQZ-FM WRAY Radio, Inc., Wray, Colo.
WBGA	WAYX-FM Rowland Radio, Inc., Waycross, Ga.
WRIK-FM	WRIK Samuel K. Stratemeyer, Metropolis, Ill.
WODS	WMRQ CBS, Inc., Boston
KTGL	KYJM The Meg Company, Beatrice, Neb.
KMXQ	KHBN Haynes Communications Co., Socorro, N.M.
WYXL	WHCU-FM Eagle Broadcasting, Inc., Ithaca, N.Y.
WHFM	WSBH WSBH-FM, Inc., Southampton, N.Y.
WJYQ	WMXQ Cedar Communications Ltd. Partnership, Moncks Corner, S.C.
KPHR	KKLS-FM Southern Minnesota Broadcasting Co., Rapid City, S.D.
KOFR	KEHC Family Stations, Inc., Odessa, Tex.
Existing TV	
WVVA-TV	WZGA Sudbrink Broadcasting Co. of Georgia, Rome, Ga.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

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Operations manager: WBAZ-FM, Eastern L.I., N.Y. seeks experienced production manager to be responsible for on-air sound of this Transtar Format 41 station. EOE. Resumes to JS & A, 340 W 57 St., NY, NY 10019.

Aggressive sales oriented general manager for AM/FM in Ohio. Equal opportunity employer. Send resume to Box Z-28.

Operations manager: WBAZ-FM, Eastern L.I., NY, seeks experienced production manager to be responsible for on-air sound of this Transtar Format 41 station. EOE. Resumes to JS&A, 340 W 57 St., NY, NY 10019.

Operations manager: Northfield, MN. WCAL-AM/FM (5kw AM, 100kw FM serving Minneapolis/St. Paul) licensed to St. Olaf College, seeks an operations manager. Requires strong organizational skills; ability to train, supervise and work with operations staff, including college students employed part-time, familiarity with state of the art audio equipment for broadcast and recording; knowledge of broadcast rules; appreciation for classical music and the broad mission of public radio. On-air announcing ability and experience strongly preferred. BA also desirable. Competitive salary and benefits. Imaginative, dedicated staff, outstanding technical facility. Rural and cosmopolitan environment in college town near Twin Cities. Send resume (and audition tape if applicable) to: Personnel Director, St. Olaf College, Northfield, MN 55057. EOE.

Promotion director of AM/FM combo in Middletown, NY. Must coordinate advertising campaigns and station promotions along with community and press relations. Broadcasting and/or marketing background helpful. Good compensation with performance rewards and benefit plan. Send resume to: General Manager, Bell Radio, One Broadcast Plaza, Middletown, NY 10940.

HELP WANTED SALES

GSM/SM: immediate opening, for experienced (3 years minimum) CRMC, RAB street leader. Excellent compensation package. Booming California market. Reply Box Y-92.

Excellent sales opportunity with one of the most successful and respected AM/FM stations in Iowa. Potential future advancement to sales manager. Excellent compensation package. Send complete resume and references to Box Z-14.

Newstalk sales: Experienced only, send resume to WGL, 2000 Huntington Rd., Fort Wayne, IN 46819.

Small-medium market. Urban contemporary station (black owned), needs sales manager/combo sales and air personnel. \$15,000 guaranteed. Contact Jimmy Swinson, WOKN, Box 804, Goldsboro, NC 27530. 919-734-4213. EOE

California... KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Established list available. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744. EOE M/F.

GSM: WGT AM/FM, Portland, Maine. Aggressive individual with sales management experience and finely tuned people skills to motivate, train, and build sales team. Station is highly promotional, building numbers: For now the job is based on the development of local retail dollars. (Fortune Magazine, August 17, calls Portland a boomtown!) Salary and benefits are negotiable, with an opportunity for a piece of equity O & O by single broadcaster with track record of success, who wants to expand. Needs good people to do it. Call today, Tom Talbott, 207-775-6321. EOE.

Solid sales professional needed for top rated urban-contemporary FM in Pittsburgh. If you have at least two years radio experience, we should talk. Send resume to: Sales Manager, WAMO Radio, 411 Seventh Avenue, Suite 1500, Pittsburgh, PA 15219.

For Washington, DC, persons only: North American Network needs salesperson for new broadcasting concept for radio. Flexible schedule. Call Tom: 202-429-0678.

Caribbean radio: Sales manager sought for commercial spot sales on group of religious Caribbean radio stations. National sales experience required. Salary + commission. All replies to: Station Manager, 897 Hinckley Road, Burlingame, CA 94010.

Sales manager. Philadelphia 50,000 watt AM. Rapidly expanding contemporary Christian station seeks sales manager that can keep the pace. Must be challenged by leading, training, and motivating newly formed sales team. Five years broadcast sales a must. management experience preferred. Non-corporate setting with a hardworking, talented staff. Impressive compensation package offered. Send resume to: WZZD, 117 Ridge Pike Lafayette Hill, PA 19444. EOE.

Growing chain needs quality salespeople. Our type of person is honest, dresses well, has minimum 3 years radio sales and wants to make more money. We have three openings at our 2 Michigan stations and 2 openings in Tennessee. Please send complete resume with pay record of previous 12 months. We offer great benefits, great pay, great incentives based on performances. Send all info indicating which state you would like to work to Joe Bello, 2900 Sutherland Ave., Knoxville, TN 37919.

Southeastern Virginia AM station with part-time retired sales person needs full-time sales manager and salesperson to supervise \$100,000.00 a year in existing house accounts and set up sales programs for new areas covered by a station not previously sold in. Appropriate compensation for results obtained. "Hands-on" person needed by owners with other business interests. Substantial upside potential. Box Z-52.

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Friendly, positive, upbeat, spontaneous, still fascinated by life and a pro? Come do mornings for people who appreciate you at medium market in California. T & R to: P.O. Box 11926, Fresno, CA 93775-1926. EOE M/F.

FM morning co-host E-Z listening, market leader, female preferred but all considered. Tape/resume to Jim Springer, KSFI, 57 West South Temple, Salt Lake City, UT 84101. No beginners.

HELP WANTED TECHNICAL

Chief engineer needed for our Southern California stations. SBE certificate helpful. Great staff; great working conditions; great markets. Resume to Jeff Salgo, VP Operations, Anaheim Broadcasting, 1190 E. Ball Road, Anaheim, CA 92805. EOE.

Radio chief engineer for AM & FM stations in Kansas City, Missouri. Must have radio experience and management skills. Send resume and salary requirements to Jim Ary, Vice President Radio Engineering, Taft Broadcasting, WTVN Radio, 42 East Gay Street, Columbus, OH 43215. Equal opportunity employer.

Radio engineering maintenance supervisor for rapidly expanding Christian Science Monitor international broadcasting operation. Will supervise staff; maintain equipment and inventory; participate in design, purchase and installation of new equipment. Requires degree in electrical engineering or equivalent level of work experience. Must be motivated to get things done by building a quality maintenance team. Send resume to: M.P. Parrott, C.S.P.S. P-818, One Norway St., Boston, MA 02115.

New Orleans based engineering group has immediate opening for an engineer proficient in the repair of audio equipment, AM-FM transmitters to join our staff of six. Competitive salary, benefits and moving allowance will be based on experience. Resumes to: Broadcast Technical, Inc., Box 13475, New Orleans, LA 70185.

NY's Hudson Valley: AM/FM needs a CE to maintain a first class facility. Experience in DA a must. SBE certification helpful. Competitive salary & benefits. Call or write Walter Maxwell, WGHQ/WBPM, 82 John St., Kingston, NY 12401 914-331-8200. EOE.

HELP WANTED NEWS

News director. At least one year experience in gathering, writing, and delivering local newscasts. Tape, photo, resume. Darrell Sehore, KGRO, Box 1779, Pampa, TX 79065. 806-669-6809. EOE.

News director needed. AM/FM A/C-country combo, market leader 2 hours from Baltimore, D.C., Philadelphia. Go-getter with reporter experience needed to direct staff and cover news yourself. Part of growing 6-station group. Tape and resumes to Alex Kolobielki, VP/G.M., Prettyman Broadcasting, P.O. Box 324, Milford, DE 19963. EOE.

NY's busiest, award-winning, local news station seeks morning anchor/reporter. T&R: WRKL, Pomona, NY 10970. EOE. M/F.

News writer with proven writing ability, speed, accuracy and authoritative delivery for Gulf Coast station. EOE. Box Z-47.

Radio specialist: Produce news for weekly network, produce audio for video programs, train staff in audio production, travel statewide. Bachelor's degree and one year commercial or public broadcast news experience required, three years preferred. Job available Nov. 1. Write immediately to Personnel Officer, Texas Ag Extension Service, Rm. 2 Systems Bldg., College Station, TX 77843. Reference position #2055. EOE.

Assistant program director: News & information programming- KCFR/Denver seeks person to direct 3 professional news people in gathering and production of local news segments for NPR's Morning Edition. Some hosting/reporting duties. At least 4 years professional experience in broadcast journalism with 2 years in a supervisory position required, plus strong management/writing/speaking/production skills. Salary, minimum mid-20's plus full benefits. Send letter describing interest; resume with 3 references and phone numbers; non-returnable tape (10-15 min.) containing 2 examples of investigative reporting (No newscast samples). Annette Griswold, KCFR-FM, 2249 S. Josephine, Denver, CO 80210. EOE/AA.

News writer for South Texas station. Must combine good writing skills with speed including accuracy. EOE. Box Z-49.

Newsy A/C: near DC seeks T & R for news director/anchor & future openings. Rush to WAGE News, 711 Wage Dr. SW, Leesburg, VA 22075.

Experienced reporter for Cleveland area station that takes news seriously. Aggressive, impartial, hardworking individual is leaving after three years. News director position for the right individual. Send writing samples, tape and resume to: General Manager, WBKC, One Radio Place, Painesville, OH 44077. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director. Position for major market non-commercial Classical music station. Minimum 5 years experience - send resume, references and a recent success story - no beginners in strictest confidence to: WOED-FM, Human Resources Department, 4802 Fifth Avenue, Pittsburgh, PA 15213.

SITUATIONS WANTED MANAGEMENT

Performance: currently billing over 1 million annually in a market of 50,000. Successful general manager, former station owner, and superior sales trainer. If you need a GM that is a dynamic motivator, exceptionally organized and a promotional genius, then I believe we should talk if making more money interests you as much as it does me. Box Y-94.

I love radio.. started at age 15.. now have 22 years in the business. 8 years in management, 5 years in sales, and 12 on air makes for a well rounded GM. I see everyone's perspective. Performance plus - on net sales of 1.2 million (in an oil driven S. Texas economy) I cash flowed \$300,000. I understand bottom line management. I always effectively recruit and sales train my staffs. I believe in on going training and am in constant search of excellence. Yes, I am intense. Make this change your last. 512-991-2870.

SITUATIONS WANTED ANNOUNCERS

National on-air meteorologist, 17 years exp., national and local radar. Low monthly cost. Call 619-282-1032.

Wanted: Easy listening FM station 25 years experience. Deep pipes. Final career move. Neil 518-383-0239.

Disc jockey with 4 years experience. Experience in news and production. Broadcasting graduate. Dave 303-278-0106.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England, but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705. 203-754-8134.

Available now: Warm, friendly announcer with smooth, deep delivery seeks medium market position. Currently afternoon drive. ATS grad. Gifted copywriter/production (characters, comedy) as well as news and sports. 813-934-1572.

Morning man or any shift professionally trained, hard working and energetic, top 40 DJ. Contact: Timothy Osborn 414-452-0292.

SITUATIONS WANTED TECHNICAL

Hard working chief/director 16 year radio pro all phases- 110% ready for your company. Box Z-34.

SITUATIONS WANTED NEWS

Sports nut! Over 2 years in radio and TV as reporter, host, analyst. Currently sports producer in top 20 market. Yearn for PBP! John 813-536-7359.

Currently employed sports journalist looking for a major market move. Major college PBP and sportstalk experience. Can write, produce, and present sports in a manner that reaches an audience larger than the sportsaholic. Box Z-45.

Outstanding ex-computer professional ready for full time news/school production work. Recent college and broadcast air talent graduate. Small and medium market experience on both radio and TV. Will go anywhere. Call John: days 617-657-1523; evenings 617-250-8184.

Commercial pilot with eight years of eng. experience seeks airborne traffic position. Personable, authoritative, dependable. Reply to Box Z-53.

TELEVISION

HELP WANTED MANAGEMENT

Creative services director. We're looking for a marketing and creative dynamo with proven leadership skills. Person will be responsible for all promotions and design services at our top 35 market station. Send resume to Box Z-26. We'll talk. EEOC, M/F.

Local sales manager: Strong independent on Southeastern coast. seeks aggressive and energetic individual with 5 years broadcast sales experience to lead local sales team. Previous broadcast management desired. However, will consider top AE ready to "move up". This is a ground floor opportunity with great company. Please send resume and salary requirements to Box Z-31.

General manager. Grand Valley State College seeks a general manager for its public television and radio stations (WGVC-TV, satellite WGVC-TV, WGVC-FM) located in Grand Rapids, Michigan. The GM is responsible for all aspects of the station's operations. The GM reports to a college vice president. Requirements: Degree in communications, business, management or related field. Minimum five years of experience in a senior level management position; public broadcast background helpful but not mandatory. Must have demonstrable personnel management record and local programing experience. Salary negotiable. Send letter of application, resume and three professional references to: Vice President for College Relations, Grand Valley State College, Allendale, MI 49401. Please no phone calls. Applications will be accepted until the position is filled; however, interviews will be scheduled beginning November 2, 1987. AA/EEOE.

Development director: The broadcasting service of Southern Illinois University at Carbondale invites applications for the position of development director for its television and radio stations: WSIU-TV/FM (Carbondale), WUSI-TV (Olney). Responsibilities include providing leadership for a staff of six engaged in fund raising and image enhancement. Qualifications include a college degree, five years of fund raising, marketing and public relations experience, a good working knowledge of public broadcasting and its funding sources, and demonstrable leadership and management skills. Send letter of application, resume, and three professional references to: Lee D. O'Brien, Executive Director, Broadcasting Service, Southern Illinois University, 1048 Communications Blvd., Carbondale, IL 62901. Southern Illinois University is an equal opportunity/affirmative action employer.

Promotion director: Need marketing-oriented person to help top-rated station move to even higher levels. Major emphasis on news station image. Minimum 2 years TV promotion experience preferred. Resume and tape to Dave Madsen, VP/Programming & Operations, KTVI, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

HELP WANTED SALES

Top 25 affiliate seeking an account executive who is a highly motivated professional. Good communicator and negotiator with strong presentation skills. A minimum of 2 years local TV sales experience. Successful candidate will have agency, direct account and vendor program responsibilities and the opportunity to become part of a positive, aggressive sales organization and broadcast group. Send resume to Box Z-25.

Regional account executive. Group owned affiliated station in NE seeks highly motivated, experienced and aggressive person for excellent career opportunity in regional sales. Contact M.A. Connerton, WMGC-TV, P.O. Box #813, Binghamton, NY 13902. EOE.

Production company seeks sales people for national sports program. Sales experience in cable television necessary. Candidates must generate interest at agencies, commissions. Sports syndication, 370 Clearmont Ave., Mount Vernon, NY 10552.

HELP WANTED TECHNICAL

Broadcast maintenance engineer wanted. Experienced in all areas of studio maintenance. Send resume to Larry Pentecost, CE, WRBT Ch. 33, Baton Rouge, LA 70808.

Chief engineer needed for Miami Christian UHF station. Strong on transmitters. Contact Ben Miller, Vice President, Engineering, Trinity Broadcasting Network. 714-665-2145. EOE.

Assistant chief engineer: Growing group broadcaster has openings for assistant chief engineer and entry level maintenance engineer at established west Texas independent. Modern facility with all new transmitter plant under construction. Experience desired on Sony Betacart and Ampex 1-inch tape, RCA studio cameras and Klystron transmitters. Progressive company offers excellent growth prospects and competitive salary and benefits. SBE certification preferred. Send resume to W.S. Beeman, VP, Engineering, Wilson Communications, Inc., P.O. Box 36, San Jose, CA 96109. EOE.

Would you like to work in the South Pacific? KVZK-TV needs a maintenance engineer to fill a two-year (renewable) non-federal contract position with the American Samoa Government. The successful applicant will have a minimum of 4 years maintenance experience in studio, transmitter, remote, 3/4" VTR's and other related television broadcast equipment. SBE certification helpful. Salary range: \$21,626 - \$26,176 per annum. Free transportation, annual and sick leave, low cost housing, medical and other benefits. Airmail completed SF-171 Civil Services form, resume, etc. to: Director, Department of Human Resources, American Samoa Government, Pago Pago, American Samoa, 96799. An equal opportunity employer.

Director of engineering, WTMJ, Inc. Our director of engineering is retiring at the end of this year. We are seeking an experienced professional to assume responsibility for technical planning and operations at our stations. Applicant should have a BSEE or equivalent and a minimum of 5 years in a supervisory or management position. Along with organizational ability, applicant should possess excellent technical and interpersonal skills. SBE certification desired. Send resume to Steven Smith, President, WTMJ, Inc., Box 693, 720 E. Capitol Dr., Milwaukee, WI 53201. WTMJ, Inc. is an equal opportunity employer.

Radio-TV engineering manager: University of West Florida is seeking a hands-on engineering manager for its instructional television facility. Responsible for the management of engineering personnel and the design, installation, maintenance and operation of all types of professional TV equipment. A bachelor's degree in electrical, electronics or communications engineering or electronics engineering technology, one year of experience in the maintenance, design, operation or construction of technical broadcasting equipment and possession of at least one FCC commercial operator license or a first, second or third class radiotelephone operator certificate; or a high school diploma and five years of experience as described above and possession of at least one FCC operator license. Vocational/technical training in communications engineering, broadcast station engineering or electronics can substitute at the rate of 720 classroom hours per year for up to two years of the required experience. Salary \$20,504.16-\$34,037.01. Submit resume and UWF application to Personnel, University of West Florida, Pensacola, FL 32514 by November 6, 1987. UWF is an EOE/AA/M/F/H institution.

Television maintenance engineer to participate in the international growth of The Christian Science Monitor television operation. Will: ensure efficient, quality production readiness with emphasis on audio systems and equipment; offer maintenance, installation and technical operations support; maintain inventory, and recommended purchase of new equipment. Must have 2-year technical degree and 3-4 years experience. Send resume to: M.P. Parrott, C.S.P.S. P-818, One Norway St., Boston, MA 02115.

Engineer/producer: Good opportunity for the right person doing maintenance and repair on audio production facility, 3/4" ENG gear and 3/4" editing suites. Also will produce video programs and travel statewide. Bachelor's degree and three years experience in repair/maintenance required, production experience a plus. Job available Nov. 1. Write immediately to Personnel Officer, Texas Ag Extension Service, Rm. 2 Systems Bldg., College Station, TX 77843. Reference position #2054. EOE.

Studio engineer for cable TV local origination facility. Maintains and repairs 3/4" video tape recorders, cameras and other TV studio and remote equipment. Two years studio experience preferred. Supervisory ability a plus. Send resume with salary requirements or call: Human Resources, Viacom Cablevision of Long Island, 1600 Motor Pkwy, Hauppauge, NY 11788. 516-348-6800 ext. 208. EOE, M/F/H/V.

Maintenance technician. Immediate opening for a person to serve, maintain and troubleshoot broadcast electronic equipment for chain-owned TV station in mid-south. Experience with ACR-25 cart machine preferred. Salary based on experience. Send resume and salary requirements to: Box Z-41. EOE.

Chief engineer: KYVE-TV, PBS Channel 47 seeks hands-on chief with studio and transmitter maintenance experience. Supervise all engineering and train technical assistant. Resume and letter of interest to: Manager, KYVE-TV, 1105 South 15th Ave., Yakima, WA 98902. EOE.

Chief engineer for group owned VHF affiliate in top 50 midwest market. Currently chief or assistant chief with strong operations management skills and state of the art technical knowledge. EOE. Resumes and references to: Box Z-48.

Chief engineer: Number one rated, CBS affiliate, in growth market looking for a leader of our engineering department. Opportunity to supervise new transmitter/antenna purchase and installation. Position is hands-on. People skills a must! Equipment includes: GVC 300 switcher, Dubner Texta, 3/4" edit suite, ABKAS DVE, Still-Storer, Sony 1", Wolf Coach, three live units, TCR-100, Colorgraphics. Send resume, salary history and career goals to General Manager, WTVR-TV, 3301 Broad St., Richmond, VA 23230. M/F, EOE.

Video maintenance. Hollywood post facility has immediate opening for an experienced maintenance engineer. Familiarity with Sony VTRs, ADO, CDL switchers &/or Quantel paint box is helpful. Evening hours. Great company with excellent benefits & competitive salary. Please send resume to: Gerry Dunham, Video Transitions, 910 N. Citrus Ave., Hollywood, CA 90038. 213-465-3333.

HELP WANTED NEWS

Producers, editors, writers. Headline News seeks top-quality, experienced producers, copy editors, news writers and tape editors. Staff being added to handle CNN's new daily news feed service NewsSource. Great opportunity for advancement. Growing, trend-setting news-gathering operation. Send resume and tape to Paul Amos, Vice President, Headline News, One CNN Center, P.O. Box 105366, Atlanta, GA 30348-5366.

Are you ugly, and a good journalist, and can't find a job in television? We are expanding, and have openings for two reporters. If you are not a great writer, don't apply. We will check your references, check ours. (Yes, we also hire average and good looking people.) Tape, resume, references to Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

News anchor. Seeking aggressive news anchor with minimum of 2 years experience. Send resume, references, tape and salary requirements to: GM, P.O. Box 270, Columbus, GA 31994. EOE, M/F.

New tower, new market and expanded staff demands a new news director to lead "the Heartlands number one news team." If you're aggressive and looking to grow, we want to talk to you. Send resume to: Jerry Heilman, General Manager, KTVQ-TV, Box 949, Kirksville, MO 63501.

We are growing and we are looking for newscast producers, we have the staff and equipment to get the job done. We have the number one rated newscasts in the market. Send tape, (and don't send me your newscast from the Space Shuttle tragedy) resume, and your thoughts about broadcast journalism to Robert Stoldal, News Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

News photographer for non-network, Washington, DC, bureau. At least three years experience with ENG cameras and editing systems. Must be skillful in dealing with young reporters. Degree preferred. Send tape and resume to: Lou Prato, Medill News Service, Suite 200, 1333 F St., NW, Washington, DC 20004.

News producer: Creative, enterprising, and well organized person to produce 6 & 11 pm news. Chance for assistant producer to move up. At least 1 year experience. Resume, salary requirements, and tape to Ken Span, News Director, WSLV-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

Expanding news department needs proficient live reporter, who can also do weather. Send tape with first letter to: Jon Janes, News Director, WHO-TV, 1801 Grand, Des Moines, IA 50308. No beginners.

Broadcast production specialist: Need creative and energetic producer/photographer for university-based PR shop. Duties include: videography, newsroom liaison, and production of special video projects. Requires: Bachelor's degree and demonstrated television news experience. Send tape and resume to: The University of Alabama Employment Office, P.O. Box 6163, Tuscaloosa, AL 35486. An equal opportunity/affirmative action employer.

Meteorologist applicants: Top rated, medium market in Sunbelt seeking AMS applicants. Send resumes with references to Box Z-37.

Producer for top 20 southern market newscast. Strong writer, creative producer, good manager. Minimum five years experience producing newscasts. Send resume, 1 page writing sample and an explanation of why your newscasts are special to Box Z-46. EOE.

News producer. To oversee the writing and various production elements of fast-paced, highly visual daily newscasts. Must possess excellent writing, organizational and people skills. Experience producing daily newscasts required. Send resume, tape and letter explaining how you would do the job to Edward Schimmel, WPVI-TV, 4100 City Line Ave., Phila., PA 19131. EOE.

Reporter qualified to handle general assignments plus weekend weather. VHF on beautiful Gulf Coast. EOE. Box Z-40.

Meteorologist, WGXA-TV in Macon, GA is seeking a meteorologist to anchor early and late weekday newscasts. Send tape and resume to: Ron Wildman, WGXA-TV, Box 340, Macon, GA 31297.

Women and minorities who have worked in public broadcasting news and public affairs for three or more years are invited to apply for designated fellowships in Kiplinger Mid-career Program at Ohio State. Fellows receive full tuition plus monthly living stipend for one calendar year earning master's degree in journalism. Fellows produce documentaries for television or radio. Kiplinger Fellowships also available for other broadcast journalists. Applications: Call or write Prof. John Wickline, Director, Kiplinger Program, School of Journalism, OSU, 242 W. 18th Ave., Columbus, OH 43210. 614-292-2607.

News director. Fox Television Stations Inc., KRIV-TV is seeking a qualified news director. Applicant must have at least 5 years TV news experience. Excellent management and strong people skills a must. Please send resume and salary requirements to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. ATTN: Jerry Marcus, General Manager. No phone calls. EOE.

News anchor: Washington, DC, market. Cable corporation seeks anchor for daily newscast. Must have professional television on-air talent experience. Send tape and resume to P.O. Box 7065, Gaithersburg, MD 20898.

News producer: Nationally recognized top 60's station seeking producer with at least three years experience to take over rapidly evolving evening newscast. Must combine exceptional producing and writing skills with strong people skills. Send resume and tape to Randy Brown, Managing Editor, KAKE-TV, P.O. Box #10, Wichita, KS 67201. EOE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

TV production manager: NBC affiliate seeks talented, experienced person to lead well-equipped three person department. Resume, demo reel, and salary requirements to G.M., WVIR-TV, Charlottesville, VA 22902. No phone calls. EOE, M/F.

Director/cameraperson: Full-service 1" videotape production facility in the 24th market has immediate opening for qualified director/cameraperson. Ideal applicant must have strong commercial and/or corporate reel, 1" and Beta experience, well-defined lighting skills and be as comfortable in the studio as on-location. Equally important is the ability to communicate with clients conceptually and the ability to translate that understanding into the product. Salary commensurate with ability. Send tape and resume by October 28 to: Bob Caldwell, Production Manager, USA Teleproductions, 1440 N. Meridian St., Indianapolis, IN 46202. An equal opportunity employer.

Producer/director. Talented and versatile production director to switch and direct news, public affairs and entertainment programs. Must have three to five years directing experience with heavy emphasis on news. Letter, resume and current tape to Aaron Coleman, Film Director/Production Supervisor, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. EOE.

Director of production. PBS affiliate KTEH/San Jose seeking highly dedicated individual to direct and administer all facets of station's production activities; supervise production staff and provide guidance in shaping programs; as part of senior management team, help determine station's overall direction. 5+ years experience/credits in TV/film a must; experience in preparing and monitoring budgets and in supervising and evaluating creative personnel preferred. Salary: \$39,000 - \$50,000 annually, plus benefits. Send letter of application, resume, and samples of videotape/film work to: KTEH Foundation, Box DPD-87, 100 Skyport Dr., San Jose, CA 95115. Deadline: 11/6/87.

Artist/promotion assistant. Responsibilities include: Layout and design of newspaper and magazine advertising. Editing and producing a quarterly newsletter. Assisting promotion manager with writing, shooting, editing and post production. Assist with other special projects. Requirements: 1-2 years design and layout experience, college degree desired but not mandatory. No phone calls! Write to: W. Carroll Ward, Vice President/Programming, WTVM, P.O. Box 1848, Columbus, GA 31994. We are an equal opportunity employer.

Control room personnel for new facility. Experienced in audio, Chyron, camera and switcher positions. Send resume to: Personnel, Home Shopping Network, 1583 US 19 So., Clearwater, FL 34624.

Public affairs director: Aggressive NBC affiliate in America's most livable city, Pittsburgh, seeks a creative, energetic person to take charge of public affairs. Award winning spot and documentary talents necessary. Must have excellent writing, producing and organizational skills. Will be one of our liaisons to the Pittsburgh community. Send tapes and resumes ASAP to: Mark Barash, Program Director, 11 Television Hill, Pittsburgh, PA 15214. EEO.

Are you ready to run the department? Young, aggressive small market ABC affiliate in beautiful southern Oregon needs a creative, disciplined advertising and promotion manager for all phases of station promotion: print, radio, on-air, sales promotion and public relations. We're looking for a hands-on manager who likes total involvement and can create campaigns that sell. Seek applicant with minimum three years solid experience. Equal opportunity employer. Send resume (no phone calls) on-air tape and references to: Keith Lollis, 1090 Knutson Ave., Medford, OR 97504.

Production administrator. International television news agency based in NYC seeks production administrator. Experience essential in accounts payable and receivable, 1" and 3/4" production techniques, domestic and international satellite technology, video and film crew coordination, video production facility scheduling and manpower scheduling. Must be willing to work Thursday through Monday week. Please send resume and salary history. Box Z-38.

Promotion producer/writer. A competitive ABC affiliate in a top 20 midwestern market is seeking a highly skilled, extremely creative producer/writer with a minimum of 2-3 years promotion experience in both news and programming. Hands-on editing experience a must. Salary in low to mid-twenties depending on experience. Send resume and demo reel to Charles F. Koimann, Director of Promotion, KTVI-TV2, 5915 Berthold, St. Louis, MO 63110. No phone calls, please.

Director: Looking for a versatile, aggressive and creative person to direct news, commercials, programming and promotion. Must have a minimum of two years experience with news background. Send resume to Production Manager, WPRI-TV, 25 Catamore Blvd., East Providence, RI 02914-1203.

Producer/director for cable TV local origination facility. Requires 2-4 years studio and remote experience with emphasis on multi-camera production and leadership skills. Demo tape may be requested. Send resume with salary requirements or call: Human Resources, Viacom Cablevision of Long Island, 1600 Motor Pkwy., Hauppauge, NY 11788. 516-348-6800 ext. 208. EOE, M/F/H/V.

TV producer/host. Produce and host public broadcasting one hour weekly public affairs program and occasional specials. Requires college degree, proven writing and speaking skills and professional on-air appearance. Send resume, tape and salary requirements to WXEL, Personnel Coordinator, P.O. Drawer 6607, West Palm Beach, FL 33405. Applications accepted until position filled. EOE, M/F.

On-air promotion manager for large PBS system in no. 1 and no. 4 markets. Charge of planning, writing and producing on-air spots. Supervises an assistant manager and announcer. Excellent opportunity for person with strong writing skills and a creative and fresh approach. Must have two or more years of recent on-air promotion at television station. Send resume, examples of broadcast writing and videotape of spots to: Personnel Office, NJN, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE, M/F.

Producer/director: Northeast Spanish TV station seeks experienced director, with strong production sense and ability to work creatively under heavy workload. "Live" camera directing and knowledge of Spanish a must. EOE. Box Z-54.

SITUATIONS WANTED TECHNICAL

Project engineer. The NBC labor dispute has made available a top radio and television facilities design engineer. Project management experience; top quality stereo audio and video design/construction. Looking for temporary/consulting work anywhere, and/or permanent position in Chicago area. Operations, automation, maintenance background. Craig Beardsley, P.O. Box 2832, Rockefeller Center Station, New York, NY 10185 or 212-655-6707.

SITUATIONS WANTED NEWS

Female **sports anchor/reporter** who shoots & edits. Looking to relocate anywhere. Sue: 714-974-0088.

Black, female, anchor, reporter, articulate, attractive, experienced. Teens and 20's. Call 616-375-4632.

Anchor/reporter. Former Miss USA with writing, reporting and production experience seeks fulltime news position. Excellent reader. Team worker. Tape available. Will relocate 313-338-2811.

Attractive major market producer with some reporting experience looking to do fulltime reporting and/or anchoring. Also have master's in journalism. Ideal for small to medium market station looking for a solid journalist. Box Z-42.

Personable broadcast meteorologist with AMS seal, M.S. degree, 5 years TV experience, seeking challenging position in medium or large market in Northeast. Box Z-39.

Aggressive sports anchor/reporter: Looking for anything including entry level, anywhere. Chris 716-684-3882.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Videographer/editor: Seeks challenging position with station or production company. Experienced with all formats, time-code editing systems, and digital effects. Any market considered. 615-870-2627.

MISCELLANEOUS

Primo People is seeking anchormen and anchorwomen with command and on-air presence, all size markets. Send tape and resume to Steve Porricelli or Margo Sanchez, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653

Exciting opportunities nationwide! From major market to entry level. Management, news, sports, production, sales, promotion, engineering, public relations. Our list of availabilities is tops in the industry! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor to teach radio and television production and writing courses in an established broadcasting program within a comprehensive communication department. Minimum requirements: Two years of professional broadcasting production experience; masters degree in broadcasting or related area; evidence of participation in scholarly/professional activities and of future scholarly promise/professional growth. Favorable consideration given to those candidates with doctorate in broadcasting or related area; experience in academic settings including college classroom teaching experience; evidence of ongoing publication/scholarly activity. Salary competitive. Send letters of application, resume, and names, addresses, and telephone numbers of three references to Office of Employee and Staff Relations, State University of New York, College at Brockport, Brockport, NY 14420. Deadline November 16, 1987. AA/EEO

New starting date for ASSISTANT/ASSOCIATE PROFESSOR (tenure track) to teach undergraduate courses in broadcast journalism, ENG, and performance. Ph.D. preferred; M.A. (or B.A.) with extensive professional broadcasting experience considered. Competitive salary. Available January 1988. Application deadline November 15, 1987 (or until filled). Send resume and three references with telephone numbers to: Dr. Ken Garry, Department of Radio-Television, Southern Illinois University, Carbondale, IL 62901. EOE.

HELP WANTED SALES

Allied Broadcast is expanding its Chicago based territory. We need a knowledgeable, technically oriented salesperson who knows the radio industry. Contact Tom Harle 312-470-0303.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

EMPLOYMENT SERVICES

Government jobs \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish your delivery, appearance, writing. Practice with Teleprompter. Learn from former ABC Network news correspondent and New York local reporter. Make demo tape. Call 212-921-0774. Eckhart Special Productions, Inc. (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

Low power UHF transmitters, 1000 watts, 100 watts, 2kw, and 5kw, used clean UHF transmitters needed immediately! Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916-961-6411.

Standby FM transmitter: 3-5,000 watts for Panama City, Fla. Peter Bardach. 201-827-2525.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K-AEL 25KW**RCA BT-10D**Collins 830F(10KW)**Collins 830E (5KW)-RCA 5B-RCA 3B-CCA3000D(3KW) Transcom Corp. 215-884-0888. Telex 910-240-3856

AM transmitters **Transmitters**Harris BC-10H(10KW)**5KW-Continental 315R-1 (1981)-Collins Power Rock (1978)-Harris MW5(1974)**1KW-Harris MW1A-Gates BC-1G**Gates BC500** Transcom Corp. 215-884-0888. Telex 910-240-3856

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO.** Transcom Corp. 215-884-0888. Telex 910-240-3856

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

Silverline UHF transmitters new, best price, latest technology, 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000

Eng truck: New Ford, with 58 foot mast, 6.5 kw generator, A.C. back-up inverter power-equipment racks-ready to paint and carpet in your colors. Delivery in 2 weeks - call Video Brokers 305-851-4595

Sony BVU-800: \$8550.00 each, several available. Sony BVU-820 with slo-mo, \$12,150. Both VTR's like new, with 30 day warranty. Call Video Brokers 305-851-4595

Sony color monitors: Several 12" and triple 5" color. Call Video Brokers 305-851-4595

Tektronix 528A-1420: New in the box, call for special low price. Also like new Tek-520A vectroscope, save 40%. Call Video Brokers 305-851-4595

Betacam equipment: Sony BVW-10, 40, 15, 20 all less than 500 hrs use - buy all or part - save 40% - 30 day warranty. Call Video Brokers 305-851-4595

A/B roll edit-package: with BVU-800 (3)-BVE 800 editor video monitor, audio mixer and monitor, complete system-save \$\$ Call Video Brokers 305-851-4595

One inch-Sony-BVH-1100A's: Several available-with or without full studio console-including full Tektronix bridge-VTR's have 30 day warranty on all parts and labor. Machines are in excellent condition and fully refurbished. Call Video Brokers 305-851-4595

Grass Valley 400 routing switcher: Several 16x32, 32x32, 32x64. Call Video Brokers 305-851-4595

Equipment financing: New or used, 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-423-6562

Copper! #8 & #10 ground radials: 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

RCA TTU-110C UHF 110kw transmitter tuned in mid band. Only 5 years old. Currently on air for inspection. Moving up in power. Includes dual exciters, Pulser, good klystrons. Avail. approx. 1/88. Best offer with 10% down. 1-205-956-2227.

RCATTU-50C 55kw UHF transmitter. Limited use past five years. Currently on air for inspection. Used as back up now. Complete with exciter, etc. First \$75,000 takes. Avail. approx. 11/87. 10% down. 1-205-956-2227.

Sony BVU-800 broadcast 3/4" VTR systems. Checked out with 30 day warranty. \$7995 each. Maze Broadcast, Inc. 205-956-2227.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

FM transmitters: 25, 20, 15, 5, 1 and .25 kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info. call 1-800-238-4300; in Maryland, call 301-845-8888.

Grass Valley 1600: 3G and 1600 - 7K switchers. 2 - 5850/5800/440 systems. TK-46 cameras. VPR-1C with 2B TBC in console. Several trucks for sale, needed one RCA TK-29 and TK-28 film camera. Call for our monthly flyer. Media Concepts 919-977-3600.

Sony BVU-800 recorder, with time-code, excellent condition, 350 hours total usage, never used in the field. \$8,750. Call Danzing Studios. 609-654-8276.

Building a new AM/FM radio station? Our Turnkey specialists save you money, nationwide! 800-221-6941.

TV broadcasting equipment for sale. Macom MA 23CC microwave system (six months old). 1-CL26 Scala color log antenna channel 3. 4-Scala HDCA-10 Yagi antenna's channel 3 with stacking harness. 1-10 watt VHF LPTV transmitter channel 3 Acrodyn (never used). RADIO BROADCASTING EQUIPMENT FOR SALE. 3-Bay Phelps Dodge FM antenna 103.9. 250' HJ7g50A 5/8" Helix. Contact: Mr. John Carroll. Carroll Broadcasting. 1-517-362-3417.

Satellite earth stations for sale Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's to HPAs, 6 MHz microwave equipment also available. Technichrome 702-386-2844.

RADIO

Help Wanted Management

UNIQUE RADIO OPPORTUNITY

Sacramento, CA

- V.P./GENERAL MANAGER
- SALES MANAGERS
- CHIEF ENGINEER

Duchossois Communications is seeking leaders to develop a new Class C in Sacramento and grow with an exciting company.

For consideration in any of these challenging opportunities, please submit a resume in confidence to: Rolland C. Johnson, President, Duchossois Communications Company, 845 Larch Avenue, Elmhurst, IL 60126. No phone calls please. Equal Opportunity Employer M/F.

DUCHOSSOIS COMMUNICATIONS COMPANY

WANTED: GENERAL MANAGER TOP-RATED, TOP 50 EAST COAST FM

If you're happy where you are, and are achieving good results because you develop team work... if you're powerful enough to develop subordinates to be good enough to take your job... if you're hungry for top compensation and equity in the business... let's talk. Let me know about yourself, your career goals and how you achieve them. EOE.

Box Y-105.

Help Wanted Management Continued

GM WITH RIGHT STUFF

Dominant CHR in Midwest State Capitol in search for GM with "right stuff". We need an organized, aggressive general manager who can continue to lead a marvelous property. Our candidate will possess strong marketing, sales, and business skills. In exchange we offer independence and an excellent income opportunity with this group owned station. We promise confidentiality with no background calls made without your permission. Reply to Box Y-109.

Help Wanted Sales

SALES MANAGER/LEX., KY

If you would like to work with Dobson, Swindell, Sandi Patti, Amy Grant & a staff of professional broadcasters; if you would like to live in one of the most beautiful cities in the country; if you have been, or have the ability to be a successful sales manager, we should talk. Send resume to: Mortenson Broadcasting Company, 333 West Vine St., Suite 200, Lexington, KY 40507 or call Jo Burton at 606-252-1000. All inquiries confidential. Equal opportunity employer.

Help Wanted Technical

RADIO ENGINEER

WMJX/WMEY. Greater Media's Boston radio stations, are looking for a staff engineer to become part of our four-man department. Good AF/RF skills and the ability to do high quality, neat and well-documented work essential. We want someone who will "do it right." Several years' experience in small to medium markets preferred. Send resumes to Kevin McNamara, Chief Engineer, Greater Boston Radio, P.O. Box 352, Back Bay Annex, Boston, MA 02117.



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

RADIO GROUP ENGINEER

One of America's fastest growing groups needs a corporate chief. Beautiful Southeast location with plenty of challenging opportunities. AM and FM construction skills, administrative, purchasing, and people management talents a must. All replies in strictest confidence. Box Z-20. Our company is an equal opportunity employer.

Classified Advertising is Your Best Buy.

This space could be working for you at a very low cost...
and it reaches a most responsive audience.

Help Wanted News

WWRC Radio, Washington, D.C., invites qualified journalists to apply for an anchor/writer position in the news department. Strong newsgathering skills are required, as well as an authoritative air sound. An all-news background would be helpful. Please send resume and tape to Rita Foley, News Director, WWRC Radio, 8121 Georgia Avenue, Silver Spring, MD 20910. No calls, please.



A GREATER MEDIA STATION

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

AM NEWS CO-ANCHOR

New Hampshire's news leader has a co-anchor position open for an experienced radio reporter. You'll be part of our award-winning 4-hour AM news block...conduct probing "live" interviews...hit the street to delve into issues...and creatively write "to-the-point" news copy. If you can deliver the news with punch and dependability, send tape/resume to: Judy Glovsky, GM, WGIR, PO Box 610, Manchester, NH 03105. EOE.

Help Wanted Programing, Production, Others

PALM BEACH, FLORIDA

Talk show host, established news/talk station beckons quality talent for explosive market. Must be topical, involved, entertaining, able to touch listeners, a superb controversial conversationalist. EOE. Tape/resume to PO Box 14457, 636 US Highway 1, North Palm Beach, FL 33408. Attn: Broadcasting.

Situations Wanted Management

CONSISTENT SEVEN FIGURE CASH FLOWS

Twenty years radio experience. Last 12 and currently major market VP/G.M. Consummate professional. Turn around, acquisitions, group operations, and financial experience. Strictest confidence: Box Z-30.

Situations Wanted Programing, Production, Others

PROGRAMING PROFESSIONAL

Over the past 25 years I have successfully programmed and directed operations in all size markets including San Francisco, Los Angeles, Dallas, Philadelphia, Phoenix and San Jose. I have extensive practical knowledge of AOR, A/C, CHR, country and talk formats. I am currently programming a station in top 5 market.

My efforts have been an integral part of the ratings and financial success of well known stations. I understand why you are in business and what it takes to build and maintain dominance and foster growth. I hire and motivate good people, insist on a team approach and work well with sales and clients. I understand large and small market operations. I program for profit.

I'm seeking a position coordinating programming for a multi-formatted group or an operations/programming position that offers me a similar opportunity down the line. I have excellent references, a solid personal background and a strong work ethic. Call 215-667-5972.

TELEVISION

Help Wanted Management

Promotion Manager

WCVB-TV, an affiliate of ABC, seeks an individual whose responsibilities will include creation and production of on-air, print, and radio advertising. Must be able to work effectively with engineering, design, news, and programming departments.

Minimum of three to five years experience in Television Broadcast Promotion. Must be able to direct and oversee creative individuals. Experience in media planning and execution helpful.

If interested, send resume (no telephone calls please) to Edward Aaronson, K987, WCVB-TV, 5 TV Place, Needham, MA 02192.

An equal opportunity employer M/F

WCVB 5 TV

COMPTROLLER ROME/ITALY

Excellent opportunity. Position requires fluent Italian, heavy background television station administrative systems, procedures, budgets and accounting. Box X-131.

Help Wanted News



NEWS PROMOTION 2 WRITER/PRODUCERS

Create promotional spots of superior quality for a network whose universe spans 42 million American homes, and a growing International service reaching more than 50 countries around the world.

Requirements:

Minimum 2 years On-Air-Promotion experience, must be organized, energetic and ready for the challenge!

Resumes and reels to:

David V. Lawrence
Turner Broadcasting System, Inc.
One CNN CENTER
7th Floor, North Tower
Atlanta, GA 30348-5366

EOE

WASHINGTON REPORTER

Washington news bureau needs aggressive television reporter with at least three years experience. Good salary and benefits. Chance to work on syndicated programs and travel. Florida/Texas/Washington, DC, background a plus. Send nonreturnable tapes and resumes to: P.O. Box 44484, L'Enfant Plaza, Washington, DC 20026.

Blind Box Responses

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

Help Wanted Programing, Production, Others

T.V. HOSTS

Nationally televised home shopping program is looking for experienced T.V., Radio or Theater people to present products for a national home shopping program.

Broadcasts are live and offer opportunity for national T.V. exposure.

Please forward resume with photo, if available, to:

Box # Z-50

Equal Opportunity Employer.

CHRISTIAN SCIENCE MONITOR TELEVISION

Distinguished international news organization is starting a daily TV newscast originating in Boston, Washington, London and Tokyo. Top-level applicants are needed in Boston for:

ART DIRECTOR
LIGHTING DIRECTOR
TECHNICAL DIRECTOR
ON-LINE EDITOR
VIDEO TAPE EDITORS

Send resumes to:

M.P. Parrott
Christian Science Publishing Society P-818.
One Norway Street, Boston, MA 02115

STAFF DESIGNER

Must be creative, motivated and experienced in video and print. Send resume to:

Jim Hayek, WPLG/TV,
3900 Biscayne Blvd., Miami, FL 33137
EQUAL OPPORTUNITY EMPLOYER

BROADCAST YOUR JOB OPENINGS!

Situations Wanted News

FREELANCE ENG/EFP CREW AVAILABLE

Pacific Northwest (Seattle) based but eager to travel. Extensive broadcast news and corporate/industrial experience.

BETACAM . 3/4"SP. 1"

Contact: David Oglevie 206-281-7074

ALLIED FIELDS
Help Wanted Instruction

UNIVERSITY OF MARYLAND
College Park Campus
FACULTY POSITIONS - Two Openings

The Radio-Television-Film Division of the Department of Communication Arts and Theatre at the University of Maryland College Park, has two openings. One is for a senior scholar at the level of Associate or Full Professor. Applicants should have a proven record of publications and experience in directing theses and dissertations. Areas of interest may include--but are not limited to--research methodologies, media history, regulation, effects, international and comparative broadcasting, communications theory, policy, media and politics, media and cultural studies.

The second opening is for an Assistant Professor (Ph.D. required) with demonstrated abilities in one or more of the following areas: audience research, media effects, research methodologies, quantitative research.

Women and minorities are urged to apply for both positions.

For the senior position, send letters of application or nomination, curriculum vitae, and list of references (with phone numbers) to:

Professor Robert P. Kolker
Department of Communication Arts & Theatre
University of Maryland
College Park, MD 20742

For the junior position send curriculum vitae and list of references (with phone numbers) to Professor Donald Kirkley, at the same address.

Application deadline for both positions is December 15, 1987.

The University of Maryland is an Equal Opportunity, Affirmative Action Employer



Public Notices

Help Wanted Technical

WANTED: VIDEO SYSTEMS ENGINEERS FOR
StellaCom, Inc.



Stellacom, Inc. provides engineering, maintenance and operational support for video systems and services used at the NASA Johnson Space Center, Houston, Texas.

To provide increased support to our customer, we are seeking additional engineers with the following qualifications:

- BSEE or MSEE with 5 or more years experience in video design.
- Experience with Image processing/enhancement techniques a plus.
- Excellent writing/presentation skills a must.

Excellent benefits

We are an equal opportunity employer

If qualified, send your resume to:

Stellacom, Inc.,
16441 Space Center Blvd., Bldg. A,
Houston, Texas 77058
Attention: Personnel Department
Principals only, please

CABLE

The Town of Bolton will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 8:00 p.m. on December 1, 1987. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Bolton. Copy of the application shall be filed with the Massachusetts C.A.T.V. Commission. All applications received will be available for public inspections in the Town Clerk's Office during regular business hours for reproduction at a reasonable fee. This is the only period during which applications may be filed.

Board of Selectmen
P.O. Box E
Bolton, MA 01740

Seeking bids to increase height of existing standard guyed Pi-Rod #36 x 24 by 449' tower to 649' HAAT. Bids should include all materials and labor, inc. removing and reinstalling antenna, add. trans. line, guys, lights and paint. Bids opened 10/26. PTFP grant. WBLV-FM, Rt. 2, Twin Lake, MI 49457.

Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, and engineering. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



Programing

**IN SEARCH OF
NEW AND INVENTIVE PROGRAMING
FOR JAPAN**

Our company, CLASS ACT INC., is located in Tokyo and delivers overseas television information to a Japanese advertising giant, DENTSU. We have a delivery network which reaches commercial and independent TV stations and advertisers. We are seeking American TV and video programs for introduction to Japanese traders. If you are interested in the Japanese market, if you have new and inventive programs, please contact our company by FAX, 011813 546-6019.

We also welcome the works of independent producers. 3-4-15 #404, Mita, Minato-Ku, Tokyo, Japan.



Production Services

2" TAPES LIVE AGAIN

- Unusable, Problem Tapes
- Restored & Remastered onto 1"
- Hundreds of Restorations Successfully Completed

Warren Rosenberg
Video Services, Inc.
308 East 79th Street
New York, NY 10021
212-744-1111

Business Opportunities

ESTABLISHED MOTION PICTURE/VIDEO TAPE PRODUCTION STUDIO FOR SALE. GOOD NET, LONG TERM LEASE, GREAT POTENTIAL. CALL 303-758-1752 9AM - 9PM DAILY.

**For Fast Action Use
BROADCASTING'S
Classified
Advertising**

CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS

AFs

ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

Nationwide Media Brokers
Chapman
Associates

CALIFORNIA

Medium market combo with cash flow. Asking \$1.5 million with \$600,000 down. Call:

JIM MERGEN
818/893-3199

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

NEW YORK CITY

67 KHz Subcarrier Channel

available to rent
broadcasting from WTC
Please send correspondence to:
Box Z-44

- FM CP 30 miles from Starkville-Columbus, Miss. \$10,000.
- Daytimes Western Nebraska. Covers Cheyenne, Scottsbluff and Sterling. \$100,000.
- Daytimer in St. Paul, MN, area. \$140,000.

Business Broker Associates
615-756-7635, 24 hours

ARIZONA AM/FM

20 yr. Hist., in N/E AZ Mts. Fast growing regional commerce center in popular year-round vacationland. One owner seeks retirement. \$895K takes all incl. real estate, all F&C, \$300K dn. Workable. Contact Ken Rivers of Spill Invest. 602-537-4300.

Wanted to Buy Stations

WANTED: STATIONS TO BUY

Lester Kamin has qualified buyers!
Financial services also available.
When you're ready to sell, call us.



6100 Corporate Drive • Houston, TX 77036 • (713) 777-2552

Northeast or Southeast

Looking to buy small to medium market, radio station or C.P. Call Ted Smith 914-356-7060 or 914-357-9425.

For Sale Stations

Fulltime Oklahoma AM with Class C FM application granted. \$239,000. Terms.

Webster and Associates
Dave • 214-361-4486

101 WAYS TO CUT LEGAL FEES & MANAGE YOUR LAWYER

A Practical Guide for Broadcasters and Cable Operators

In this candid, practical guidebook, communications "superlawyer" Erwin Krasnow (former General Counsel for the National Association of Broadcasters) strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

- Select the right lawyer
- Enter into the best fee arrangement
- Get the most out of a lawyer
- Control legal costs
- Monitor and evaluate a lawyer's performance
- Remedy problems with lawyers

Order your copy of this valuable book today. At \$29.95, it will pay for itself many times over.

MAIL THIS COUPON TODAY!

- ☐ YES! I want to benefit from the cost-cutting, performance-boosting ideas in *101 Ways To Cut Legal Fees & Manage Your Lawyer*.

Send me ___ copies @ \$29.95 each

My check or money order payable to BROADCASTING is enclosed.

Name _____

Organization _____

Street _____

City _____ State _____ Zip _____

Mail to:

Broadcasting Book Division
1705 DeSales Street, NW, Washington, DC 20036
Or charge by calling toll-free 1-800-638-7827

Nationwide Media Brokers Chapman Associates

FLORIDA AM

Fulltime AM in one of NW Florida's fastest growing counties. \$150,000 with \$50,000 down.

ED SHAFFER
404/998-1100

BROADCAST MEDIA ASSOCIATES

RENO • 702-789-2700 • SEATTLE • 206-643-2116

WASHINGTON AM/FM \$75,000 DOWNPAYMENT

Small market college town - great owner/operator opportunity.

ROCKY MTN MEDIUM MARKET \$1,250,000

Profitable - super facilities - real estate included.

CLIFF HUNTER 800-237-3777

Nationwide Media Brokers Chapman Associates

NORTHWEST FM

Top rated FM with all new equipment in medium market. Asking \$475 K; \$100 K down.

DAVID LaFRANCE
415/391-4877

ANCHORAGE, ALASKA FM

Class C, underdeveloped. \$700,000/terms - \$100,000 c.d. Jerry Dennon, The Montcalm Corporation, 311 Norton Bldg., 801 2nd Ave., Seattle, WA 98104, 206-622-6236.

RADIO STATION PROPERTIES For Sale

in Lafayette, LA & Vicksburg, MS. markets (1 Small & 1 Medium-sized). Contact Ed Chandler at 800-233-5981 or in LA 800-423-0520 for specifics.

PORTLAND, OREGON

AM, \$660,000/terms. Low down payment; includes real estate.

BOX Z-33

AM/FM COMBO

Small Market

Only FM in Market

Outstanding Facility/Potential
Will Finance 312-368-0943

OKLAHOMA DAYTIME

1986 cash flow \$60,000+ Terms.

Webster and Associates
Dave - 214-361-4486

Small Mkt. Class A FM

Attractive owner-operator situation with an asking price of \$700,000 which equals slightly more than two times gross. Terms available to qualified buyer. Box Z-51.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705

DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Mark O. Hubbard, VP and general manager, WKRQ(FM) Cincinnati, joins Osborn Communications Corp., New York-based owner of five AM's, seven FM's, and one TV, as VP, radio.



Sullivan

Neil R. Sullivan, director, programming, Jones Intercable, Englewood, Colo., named fund VP, overseeing 16 cable systems operated by Jones Intercable, general partner in Cable TV Fund limited partnerships.

John Proffitt, VP, McGraw-Hill Broadcasting, New York-based owner of four TV's, and station manager, McGraw-Hill's WRTV(TV) Indianapolis, named VP and general manager, WRTV(TV).

Ronald Lightstone, senior VP, general counsel and secretary, Viacom International, New York, resigns; future plans not yet announced.

Appointments at Sun Country Cable, Pleasanton, Calif.-based cable system owner and operator: **John E. Dolan**, director, system acquisitions, McCaw Communications, Kirkland, Wash.-based multiple system operator, to executive VP and chief operating officer; **Lynette J. Simpson**, partner, Kinley Simpson & Associates, cable television consultancy, Los Angeles, and former manager, new business development, Viacom Cable, Pleasanton, to VP, marketing and acquisitions; **Sally J. Udd**, general accounting manager, I. Magnin, San Francisco-based department store chain, to manager, accounting.

Tommy J. Harris, VP and controller, American Television & Communications Corp., Englewood, Colo., joins Time Inc., ATC's parent company, New York, as assistant controller.

Max Sklower, VP and general manager, McKinnon Broadcasting Co.'s KOAT-TV Albuquerque, N.M., named VP, operations, Corpus Christi, Tex.-based McKinnon's three TV's in Texas, and general manager, KIII(TV) Corpus Christi.

Appointments at Pappas Telecasting Co., Visalia, Calif.-based owner of three TV's: **Le-Bon G. Abercrombie**, VP and general manager, Pappas's KMPH(TV) Visalia, and **Dennis J. Davis**, VP and chief financial officer, named senior executive VP's.

Stephen R. Woodbury, sales manager, WCCO(AM) Minneapolis, joins WAYL-AM-FM there as VP and general manager.

James H. Smith, VP and general manager, Chronicle Broadcasting Co.'s KRON-TV San Francisco, joins Chronicle's WOVW(TV)

Omaha as president and general manager.

Appointments at Hawthorne Broadcasting, Tyler, Tex.-based owner of three AM's and three FM's: **James R. (Bud) Kitchens Jr.**, general manager, KNES(FM) Fairfield, Tex., to same capacity, KYYK(AM)-KNET(FM) Palestine, Tex.; **John Wallis**, announcer, KEGL(FM) Dallas, to general manager, KIKM-AM-FM Sherman, Tex.

Appointments at WIXY(AM) East Longmeadow, Mass., and WAQY(FM) Springfield, Mass.: **Larry Weiss**, general manager, KMGL(FM) Oklahoma City, to same capacity; **Constance O'Brien**, business manager, WHYN(AM)-WHFM(FM) Springfield, Mass., to same capacity.

Bruce Theriault, station manager, noncommercial KTOO(FM) Juneau, Alaska, joins American Public Radio, St. Paul, Minn., as senior VP, operations, succeeding **Rhoda Marx**, resigned.

Donald Nutting, manager, operations and programming, WJIB(FM) Boston, joins KKJY-FM Albuquerque, N.M., as general manager.

Richard B. Parran Jr., director, pay per view, Centel Cable Television, Oak Brook, Ill., named director, marketing and pay per view.

Marketing

Richard Pinkham, VP, marketing services, CBS/Broadcast Group, New York, named VP, marketing, CBS Sports, succeeding **Richard C. Goldstein**, who died in automobile accident (BROADCASTING, Sept. 21).

Appointments at Earle Palmer Brown Companies, Bethesda, Md.-based marketing communications agency: **Eugene H. Camoosa Jr.**, executive VP, St. Petersburg, Fla., office, to senior VP and media director, Burton-Campbell/EPB, Atlanta office; **Janet B. Abrams**, graduate, Stanford Graduate School of Business, Stanford, Calif., and corporate intern, radio division, Capital Cities/ABC, New York, to manager, mergers and acquisitions, Bethesda headquarters.

Al Strada, sales manager, WSB-TV Atlanta, Ga., joins USTV, marketing division of Hubbard Broadcasting, St. Paul, Minn.-based owner of one AM, one FM and six TV's, as VP, sales, Southern region, Atlanta.

David Terrenoire, copywriter, Northlich, Stolley, Cincinnati, joins W.B. Doner & Co., Detroit, as senior copywriter.

Kathy Zingraf, assistant to director, Kelly,

Broadcasting

The Newsweek of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

☐ **Broadcasting Magazine**

☐ 3 years \$190 ☐ 2 years \$135 ☐ 1 year \$70 ☐ 6 mos. \$35

(International subscribers add \$20 per year)

☐ **Broadcasting Cablecasting Yearbook 1987**

The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

To order by **MASTERCARD**, **VISA** or **CHOICE credit cards**, phone toll free 800-638-SUBS

Name _____ ☐ Payment enclosed

Company _____ ☐ Bill me

Address _____ Home? Yes ☐ No ☐

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations ☐ Yes ☐ No

(required)

For renewal or address change
place most recent label here

Scott & Madison, Chicago-based media management service, serving national advertising accounts, named associate media director.

Fred W. Wolter Jr., senior account executive, D'Arcy Masius Benton & Bowles, St. Louis, named account supervisor.

Tom Heston, general sales manager, KWQC-TV Davenport, Iowa, joins WHO-TV Des Moines, Iowa, in same capacity.

Appointments at KFVE(TV) Honolulu: **Norma Jones**, sales manager, KWTW(TV) Oklahoma City, to same capacity; **Sharon Lee Kanaley**, general sales manager and national sales manager, KGMB(TV) Honolulu, to national sales manager.

Randy Stone, local sales manager, WZDX(TV) Huntsville, Ala., named general sales manager.

Rick Parsons, sales manager, WEZB(FM) New Orleans, joins WOOJ-AM-FM Lehigh Acres, Fla., as general sales manager.

Claude Dolese, local sales manager, KRMD-AM-FM Shreveport, La., named general sales manager.

Louis X. Ignatti, advertising consultant, WPTR(AM) Albany, N.Y., and WFLY(FM) Troy, N.Y., named local sales manager.

Gary Poole, local sales manager, WCMH-TV Columbus, Ohio, named national sales manager.

Appointments at WVB(FM) Framingham, Mass.: **Lisa Noble**, account executive, WRRM(FM) Cincinnati, to national sales manager; **Richard Brody**, director, special projects, Around the Town Cable Network, Boston, and **Jane Krajc**, former account executive, Turner Outdoor Advertising, Atlanta, to account executives.

Howard Carver, account executive, Katz American TV, New York, joins WWBT(TV) Richmond, Va., as national sales manager.

Appointments at KUTP(TV) Phoenix: **George R. Wendell**, general sales manager, Larry John Advertising and Public Relations, Phoenix, **Allen W. Smith**, independent marketing consultant, Minneapolis-St. Paul, Wis., and **Vickie L. Clements**, executive secretary to general sales manager, all to account executives; **Robin Vohs**, sales assistant, Petry Television, Denver, and **Lynda Gustafson**, graduate, Colorado State University, Fort Collins, Colo., to sales assistants.

Ed Ortelli, account executive, Katz TV, Chicago, joins KTSP-TV Phoenix in same capacity.

Joe Greene, general manager, office copier division, Grand Rapids Office Supply, Grand Rapids, Mich., joins WOOD(AM) as account representative there.

Frank Adam, general sales manager, WNHT(TV) Concord, N.H., joins WMUR-TV Manchester, N.H., sales team.

Brad Bento, credit manager, KXTV(TV) Sacramento, Calif., named research director.

Susan W. Clark, account executive, KSBW(TV) Salinas, Calif., joins Monterey (Calif.) Peninsula Cable TV in same capacity.

Frances Dunseith Mueller, research group manager and research analyst, MMT Sales,

New York, joins KTXL(TV) Sacramento, Calif., as director, research and cable.

Appointments at KFAC-AM-FM Los Angeles: **Pamela Gurstein**, account executive, KPWR-FM there, **Paul Herzog**, account executive, Petry Television there, and **Peter Lauer**, account executive, KMDY(AM)-KNJO(FM) Thousand Oaks, Calif., all to account executives.

Bob Dennis, general sales manager, WDAF(AM) Kansas City, Mo., joins KSHB-TV Kansas City as account executive.

Craig Brown, sales manager, KONE(AM) Reno, Nev., joins KOLO-TV as account executive there.

Mary A. Repasky, director, marketing, Carter Footwear Inc., Wilkes-Barre, Pa., joins WBRE-TV Wilkes-Barre as account executive.

Programing

Jerry Leider, president, ITC Productions, Los Angeles, named president and CEO, ITC Entertainment, succeeding **Arthur Kananack**, who, according to ITC, joins Viacom International, New York, in "senior management position"; Viacom would not confirm.



Nottingham

Jon M. Nottingham, VP, television station sales, Arbitron Ratings Co., New York, joins LBS Communications there as executive VP, LBS Distribution.

Appointments at Raycom Inc., Charlotte, N.C.-based sports programmer: **Rick Ray**, president and founder,

to CEO; **Dee Ray**, director, sales, to president; **Ken Haines**, VP, network operations, to executive VP; **Wayne Spransky**, controller, to VP, finance and administration; **Jim Duncan**, director, network operations, assumes Haines's operational responsibilities; **Russ Bookbinder**, director, sales, Southwest region, Dallas, to director, corporate development there.



Kettler

C.J. Kettler, VP, film acquisition, Vestron Television, Stamford, Conn., joins Sunbow Productions International, New York, as senior VP, distribution.

George J. Krieger, VP, pay television, 20th Century Fox, Los Angeles, named senior VP, home video and

pay television.

John Laing, director, foreign and domestic sales, Warner Bros. Television Distribution, Burbank, Calif., named VP, sales.

Vicki Horwits, manager, current comedy programs, NBC Entertainment, Los Angeles, named director, comedy development.

Herbert Rossin, general manager, WHLL(TV) Worcester, Mass., joins Electronic Shopping

Services Corp., New York-based cable and commercial television shopping service, as VP, affiliate relations.

Appointments at Rasmussen Communications Management Corp., sports production and marketing company, Champaign, Ill.: **Scott Rasmussen**, executive VP and co-founder, ESPN, to president; **Bill Kaletta**, director, sports marketing, WWE(AM) Cleveland, to sales manager; **Nickolas Rhodes**, client service executive, Arbitron Ratings, Chicago, to manager, marketing operations.

Joe Cohn, jazz program host, KJZZ(FM) Phoenix, joins noncommercial KPLU-FM Tacoma, Wash., as music director.

Bill Boggs, host, *Midday with Bill Boggs*, WNYW(TV) New York, joins KYW-TV Philadelphia, as host, *Time Out*, morning talk show.

Jeffrey S. (Jeff Silvers) Silverblatt, on-air personality, WYYY(FM) Syracuse, N.Y., joins WXYL(FM) Ithaca, N.Y., as program director and morning air personality; retains weekend on-air duties at WYYY(FM).

Rick Ryder, program director, WFEA(AM) Manchester, N.H., joins WKPE-AM-FM Orleans, Mass., in same capacity.

Matt Miller, sports producer and host, non-commercial WNVCTV Fairfax, Va., and WNVTV(TV) Goldvein, Va., named production manager.

Laurina Godwin, producer and reporter, news magazine, *Highway 40*, noncommercial KETC(TV) St. Louis, named host and co-producer, KETC(TV)'s minority affairs series, *Postscript*.

Bob Clark (Terry Masters), midday air personality, KPSI-AM-FM Palm Springs, Calif., named station manager and midday air personality.

Tommy Edwards, station programmer, WJMK(FM) Chicago, named morning personality.

Gary Allen, program director, WSGB(AM)-WCKA(FM) Sutton, W.Va., joins WCHS(AM) Charleston, W.Va., as 6 p.m.-to-midnight announcer.

Bill Chase, production manager, noncommercial WNET(TV) Newark, N.J., named director, production management.

John Dockery, former cornerback, New York Jets, National Football League, joins CBS Radio Sports, New York, as analyst, five NFL broadcasts, 1987-1988 season.

Gail Hogan, weekend news anchor, WSYX(TV) Columbus, Ohio, joins WCMH-TV there as co-host, *PM Magazine*.

Christopher Vaughn, New York bureau chief, *Hollywood Reporter* magazine, joins Essence Television Productions, New York, as entertainment editor, *Essence* television magazine.

Jimmy Fink, air personality, WXRK(AM) Mount Pleasant, Tenn., joins United Stations Programing Network, as host, *Rock Watch*, produced in cooperation with WXRK.

Jon Bradley, morning air personality, KRQQ(FM) Tucson, Ariz., joins WEGR(FM) Memphis in same capacity.

Hollywood Henderson, evening air personality, KKBQ(AM) Houston, joins WPLJ(FM) New

York in same capacity.

Kim Wood, evening air personality, WAZY-FM Lafayette, Ind., joins WASK-FM there in same capacity.

News and Public Affairs

Sarah Cavanaugh, production assistant, local newscast, Adelphia Communications' Toms River, N.J. cable system, joins All American Television, New York, as news services coordinator, responsible for overall administration, Newsfeed Network and (co-venture with Group W Satellite Entertainment) *The Entertainment Report*.

David Corvo, executive producer of *CBS Morning News*, adds responsibilities as executive producer, *The Morning Program*, which reverts to control of news division, Nov. 30. *CBS Morning News* will be pared back half-hour, airing from 6 a.m. to 7 a.m. (NYT). *Morning Program* (which may be retitled) will expand half-hour, and air from 7 a.m. to 9 a.m. Still no word last week on plans news division has for new version of show. **Selina Scott**, British TV journalist, joins CBS News as regular contributor, *West 57th*, to be based in London, covering European cultural and political stories.

Gayle Gardner, sports anchor, *Sportscenter*, and reporter, ESPN, Bristol, Conn., joins NBC Sports, New York, as studio anchor and field reporter, college football bowl games and 1988 Olympics, beginning next Jan. 1.



Patrick Buchanan, former White House aide and speech writer for President Reagan, Washington, rejoins CNN, Atlanta, as co-anchor, *Crossfire*, political program he co-hosted from 1982 until taking administration post in 1985; succeeds **Robert Novak**, standing in co-anchor, who remains substitute co-anchor.

Tom Petersen, newsman, WGN(AM) Chicago, named assistant news director.

Appointments at WCBS-TV New York: **Terry Wood-Timoney**, producer, noon, 5 p.m., 5:30 p.m. news, to executive producer, noon, 5 p.m., 5:30 p.m. and 6 p.m. news; **Dean Daniels**, producer, 11 p.m. news, to executive producer, 11 p.m. news; **Steve Paulus**, assignment manager, adds duties as executive producer, political coverage; **Deborah Trueman**, co-producer, 11 p.m. news, to producer, 11 p.m. news; **Peter Landis**, producer, *CBS Morning News*, CBS-TV, New York, to producer, 5 p.m. and 5:30 p.m. news; **Brian Williams**, New Jersey correspondent, CBS's WCAU-TV Philadelphia, and **Lisa Rudolph**, reporter and anchor, KSAT-TV San Antonio, Tex., to general assignment reporters.

Appointments at WTKR-TV Norfolk, Va.: **Patti Snell**, primary night side reporter, WAVY-TV Portsmouth, Va., to same capacity; **Lisa Dillion**, associate producer and weekend producer, WAVY-TV, to weekend producer; **Da-**

Vida Plummer, producer and writer WGST(AM) Atlanta, to weekend producer; **Brian Hill**, weathercaster, KDKA-TV Pittsburgh, to weekend weathercaster and science reporter; **Nicole Thibault**, producer, WANE-TV Fort Wayne, Ind., to producer, 11 p.m. news.

Appointments at WOI-TV Ames, Iowa: **Bettie Cross**, co-anchor, KTBC(TV) Austin, Tex., to weeknight anchor; **Lauren Collier**, reporter, producer and co-anchor, WTWO(TV) Terre Haute, Ind., and **Galen Svanas**, anchor and reporter, KMID-TV Midland, Tex., to weekend anchors; **Pam Dalle**, weekend weather anchor, adds duties as full-time meteorologist; **Ann White**, graduate, Drake University, Des Moines, Iowa, to news videographer.

Appointments at WITN-TV Washington, N.C.: **Sally Lewis**, anchor and reporter, WKAB-TV Montgomery, Ala., to weeknight co-anchor; **Doug Evans**, anchor and reporter, KOMU-TV Columbia, Mo., and **Beverly Mahone**, news director, WNOS(AM) New Bern, N.C., to reporters.

Lauren Thierry, anchor and reporter, WDEF-TV Chattanooga, joins WKRN-TV Nashville as co-anchor and reporter.

Mark Williamson, producer and anchor, 6 p.m. and 11 p.m. news, WAKC-TV Akron, Ohio, named news director, retaining duties as 6 p.m. producer-anchor; incorrectly reported Sept. 28 issue as moving to producer-anchor.

Appointments at noncommercial WITF-TV Harrisburg, Pa.: **Denise Downer**, general assignment reporter, WHTM-TV Harrisburg, and **Ken Stone**, anchor and general assignment reporter, WBOC-TV Salisbury, Md., to general assignment reporters; **Sarge Carleton**, host, producer, writer and correspondent, Worldnet Television, Washington, to co-anchor, *33 Report*, and host-producer, *The State of Pennsylvania*.

Tom Lang, weather anchor, WBNS-TV Columbus, Ohio, joins KXTV(TV) Sacramento, Calif., in same capacity.

Ron Harris, meteorologist, weekend 10 p.m. news, WLVI-TV Cambridge, Mass., named weeknight weatherman.

John Phillips, managing editor, KAPP(TV) Yakima, Wash., joins KREM-TV Spokane, Wash., as general assignment reporter.

Leigh Glaser, environmental and agricultural reporter, WTVD(TV) Durham, N.C., joins KOMO-TV Seattle as weekend weather reporter.

Mary Beth Phillips, anchor and reporter, WPNB-TV Traverse City and WTOM-TV Cheboygan, both Michigan, joins WLUK-TV Green Bay, Wis., as general assignment reporter.

Michael Sanford, general assignment reporter, north shore bureau chief, WWL-TV New Orleans, joins News Travel Network, San Francisco-based producer of broadcast travel reports, as correspondent.

Mike Barack, play-by-play announcer, Indianapolis Checkers, International Hockey League, WATF(FM) Danville, Ind., joins Salt Lake Golden Eagles, International Hockey League team, in same capacity, KTKK(AM)

Sandy, Utah.

William Bradley, director and remote photographer, noncommercial KMOS-TV Sedalia, Mo., joins KOLR(TV) Springfield, Mo., as staff photographer.

Technology

John A. Burtie, director, product management, Broadcast Electronics Inc., Quincy, Ill., named VP, product management.

James Hansen, national manager, broadcast professional representative program, Sony Corp., New York, named VP, sales, professional video division.

Daniel T. Owen, VP, Spectradyn Inc., Dallas-based video and data communications systems serving hotels, named executive VP and chief operating officer.

Richard L. Kline, chief engineer, Cherry Hill, N.J.-based Gateway Communications' four television stations, named VP, engineering.

Appointments at Grace & Wild Studios, Farmington, Hills, Mich.: **Jeffrey L. Bettles**, director, engineering, to VP, engineering; **Mary L. Petryshyn**, director, sales, to national sales manager.

Steven L. Gines, manager, procurement and logistics, Auto-Trol Technology, Denver, joins Jones Intercable there as director, materials management.



Sosa

Teri Sosa, assistant advertising and promotion manager, Agfa-Gevaert Inc., Ridgefield Park, N.J.-based equipment manufacturer, named marketing communications manager, magnetic tape division.

Appointments at Rank Cintel Inc., Valley Cottage, N.Y.-based equipment manufacturer: **Charles Morganti**, director, broadcast sales, research technology, Lipsner Smith, Lincolnwood, Ill., to broadcast sales manager; **Wayne Barrington**, regional manager, Atlanta sales office, Gray Communications Consultants, to national technical services manager.

Appointments at The Video Tape Company, Los Angeles-based postproduction service and owner of VTC Satellite Network, satellite delivery service: **Mark R. Schirle**, videotape recording supervisor, to VP, operations; **Jon Duncan**, West Coast account executive, Wold Communications' Wold Satellite Network, to account executive, film-to-tape transfer; **Donald L. Sparks**, video tape editor, to video tape recording supervisor, overseeing duplication facility and satellite technical operations center.

Andrea Geiger, sales representative, video products division, Chyron Corp., Melville, N.Y., named central and Southeastern regional sales manager, Los Angeles

Andrea Geiger, sales representative, video products division, Chyron Corp., Melville, N.Y., named central and Southeastern re-

gional sales manager, Los Angeles

Mike Pechenpau, engineer and acting chief engineer, WEHT(TV) Evansville, Ind., named chief engineer.

Larry Scott, director, operations and production, KTIE(TV) Oxnard, Calif., joins KSCI(TV) San Bernardino, Calif., as manager, production facility.

Jane C. Head, Northeast regional sales manager, Lee Colortran, Burbank, Calif., joins Production Arts Lighting Inc., New York, as director, sales and marketing.

Appointments at NFL Films Video, Mount Laurel, N.J.: **Dan Chappelle**, dubner graphics operator, QVC Network, West Chester, Pa.-based home shopping service, to dubner graphics designer-operator; **Sheldon Brown**, editor, Grace & Wild Studios, Detroit, to same capacity.

Jim Wilkie, maintenance engineer, WANE-TV Fort Wayne, Ind., joins WTKR-TV Norfolk, Va., in same capacity.

Promotion and PR

Albert J. Tortorella, executive VP, director, corporate relations, Burson-Marsteller, New York, named executive VP, Western region manager.

David E. Henderson, VP and general manager, public relations, Karsh & Hagan public relations, Denver, and former CBS News Hong Kong bureau chief, joins Kaufman Public Relations, Washington, as senior VP, client strategy development and account supervision.

Eric McLamb, public relations manager, entertainment division, Turner Broadcasting System, Atlanta, joins Hauser Communications, Rockville, Md.-based MSO, as VP, communications.

Allied Fields

Richard J. Paye, former VP and chief operating officer, Surrey Broadcasting, former group owner based in Denver, joins Kalil & Co., as media broker.



Paye



Grimes

Thomas M. Grimes, assistant VP, cable television and broadcasting group, Philadelphia National Bank, joins Waller Capital Corp., New York-based investment banking firm, as assistant VP, system brokerage.

B. Donald Grant, president, CBS/Entertainment, New York, will receive Entertainment Industries Council's "Nancy Reagan Drug Prevention Award," to be presented Nov. 24

at Beverly Wilshire hotel, Beverly Hills, Calif., in recognition of his leadership in creating CBS's "Stop the Madness" prime time, antidrug-abuse campaign, which devoted \$5.5 million of network's air time to "steering users, especially young people, away from drugs," said EIC president, Brian Dyak.

Appointments at Presidential Board of Advisers on Private Sector Initiatives, Washington: **Edward Fritts**, president, National Association of Broadcasters, Washington; **A.C. Lyles**, president, A.C. Lyles Productions and executive VP, Paramount Pictures, L.A.

Trustees named at Museum of Broadcasting, New York: **Frank A. Bennack Jr.**, president and CEO, The Hearst Corp., New York; **Ralph C. Guild**, chairman and CEO, Interep, New York; **Roy H. Park**, chairman and CEO, Park Communications, Ithaca, N.Y.; **Keith L. Reinhard**, chairman and CEO, DDB Needham Worldwide, New York; **Steven J. Ross**, chairman and CEO, Warner Communications, Burbank, Calif.

Richard Salant, former president, CBS News, and former vice chairman, NBC Inc., joins National Public Radio board to fill public board seat vacated by former NBC News president, **Reuven Frank**, last May. NPR also reorganizes programing activities, replacing VP, programing, with two new positions: VP, news and information, and VP, cultural programing and program services. News VP, **Adam Powell**, will also take over responsibilities previously delegated to director, news and information. Programing VP, **Joe Gwathmey**, will oversee cultural performances and specialized audience production, and will manage engineering, cassette publishing, research departments and program library.

Elected to three-year terms on 17-member board, National Public Radio, Washington, beginning Oct. 22.: New director: **Joan Rubel**, general manager, WFCR(FM) Amherst, Mass. Returning station managers: **Wayne Roth**, general manager, KUOW(FM) Seattle; **Bradford Spear**, radio manager, WGBH(FM) Boston; **Max Wycisk**, general manager, KCFR(FM) Denver. Returning public members: **Ignacio Lozano** and **Jennifer Stanley**. **Elisabeth Perez Luna** elected to three-year term as nonboard member, Distribution/Interconnection Committee. Board comprises 10 station managers, six public members and NPR president.

Kathryn Schmeltzer, partner, Fisher, Wayland, Cooper & Leader, Washington-based communications law firm, elected president, 1987-1988, American Women in Radio and Television, Washington, D.C. chapter.

Deaths

Larry Spector, 58, co-founder and chairman, management committee, Calet, Hirsch & Spector Inc., New York, advertising agency, died of causes family declined to identify Sept. 30 at North Shore University hospital, Manhasset, N.Y. Tax lawyer and CPA who entered advertising in late 1950's with CH&S's predecessor company, DKG (Del-

hanty Kurnit Geller) Advertising, he was president of CH&S from its founding in 1970 until last Feb. when he became chairman. He is survived by wife, Shirley, daughter, son and granddaughter.

Alfred M. Landon, 100, former Kansas governor, one-time candidate for U.S. Presidency and principal owner of two AM's and one FM, all in Kansas, died Oct. 12 at his Topeka, Kan., home. He had been treated at Stormont-Vail Regional Medical Center for gallstones and bronchitis, from Sept. 28 until his release Oct. 10. University of Kansas law school graduate in 1908, Landon became bookkeeper and oil investor, later describing himself as "lawyer who never had a case." He became involved in politics in 1912 backing Bull Moose presidential candidate, Theodore Roosevelt, and, after becoming secretary to Kansas governor (1928), then governor of Kansas (1932, when he was only Republican governor elected west of Mississippi, and 1934, when he was only Republican governor elected in U.S.), he gained 1936 Republican presidential nomination and lost in landslide to Franklin Roosevelt. Retiring from politics, he returned to investments which included Alf M. Landon Radio Stations, Topeka-based group owner. At his death he was 61% owner of KSCB-AM-FM Liberal, Kan., and KEDD(AM) Dodge City, Kan., last in negotiations for sale. He is survived by wife, Theo, daughter, Margaret Mills; son, Jack; and daughter, Senator Nancy Kassebaum (R-Kan.), part owner, with ex-husband J. Phillip Kassebaum, of KFH(AM)-KLZS(FM) Wichita, Kan.

Sarkes Tarzian, 87, television electronics manufacturer and radio and television station owner, died of heart failure at University of Pennsylvania graduate hospital, Philadelphia, after long illness. A broadcast engineer, first with Atwater Kent Manufacturing, 1924, then RCA Corp., in Argentina, 1936 to 1940, and in Bloomington, Ind., 1940 to 1944, when he founded Sarkes Tarzian Inc., Bloomington, Ind.-based television tuner manufacturer that would grow to produce television cameras, selenium tubes and semiconductors and include plants in Indiana, Tennessee and New Jersey. Also in Bloomington, in 1949, he established independent WTTV(TV) and was charter member, Society of Television Pioneers. At his death, decade after sale of manufacturing concerns, Sarkes Tarzian, Bloomington-based group owner, comprises WGTC(AM)-WTTTS(FM) there, WJFI(FM) Fort Wayne, Ind., WRCB-TV Chattanooga and KTVN(TV) Reno. Company is now operated by son, Vice Chairman and CEO Thomas Tarzian. Sarkes Tarzian is also survived by wife, Mary, daughter and grandson.

Walter H. Brattain, 85, Nobel laureate and inventor of transistor, died of Alzheimer's Disease in Seattle nursing home Oct. 13. Inventor at AT&T's Bell Laboratories, Murray Hill, N.J., from 1929 to 1967, he, along with John Bardeen and William B. Shockley, finished first transistor on Dec. 23, 1947—invention that drastically changed electronic industry by making possible miniaturization of hardware. Winner of 1956 Nobel prize in physics, he was physics lecturer at Whitman College, Walla Walla, Wash., from 1962 to 1972. He is survived by wife, Emma, son and 10 grandchildren.

Metromedia's Mr. Fixit

A little more than 26 years ago, in September 1961, Tom Dougherty, a 36-year-old lawyer who was leaving a job as legal assistant to FCC Commissioner Robert E. Lee, opened a Washington office for Metromedia Inc., then one of the broadcasting business's up-and-coming operations. Later this month, after having helped Metromedia's then-and-current leader, John Kluge, to develop the company into one of the giants of the industry and then dispose of all of its broadcasting outlets—plus some newly acquired paging and cellular radio properties—Dougherty will close the office of what is now the Metromedia Co. Over the years, Kluge and Metromedia made billions; Dougherty accumulated a lot of vacation time.

In his service to Metromedia, Dougherty has earned a reputation as a lawyer who is more than simply able. He is known to have the creative instincts of a fixer and the nerves of a second-story man, combined with the morality of an Eagle Scout. What's more, he has impressed those who know him as having the energy of a marathoner; his capacity to turn out work is enormous. Except for Preston Padden, now the president of the Association of Independent Television Stations, whom Dougherty discovered as a switchboard operator at Metromedia's WTTG(TV) Washington and eventually hired, in 1973, as the company's assistant general counsel, Dougherty did virtually all of Metromedia's legal work in Washington—the comments that were filed in FCC rulemakings and the litigation involved in protecting Metromedia's licenses—alone.

Padden, who worked with Dougherty from 1973 until 1985, remains wide-eyed in his admiration. "In my judgment, [Tom] has made more law and done more innovative regulatory maneuvers over the years in helping to build the Metromedia group than anyone else in Washington," Padden says.

Perhaps Dougherty's nerviest effort was in seeking to persuade the FCC in 1983 that Kluge's proposal to take Metromedia private in a leveraged buyout for \$1.5 billion was actually only a pro forma transfer that could be accomplished with a short-form as opposed to a long-form application. Never mind that Kluge would be increasing his ownership of a company owning seven AM, seven FM and seven television stations from 26% to 82%. (It rose to 97.5% when Metromedia became a partnership, in 1986.) How could that be accomplished on a short form, which would eliminate a mandatory 30-day waiting period before the commission could approve it, as well as the statutory right of other parties to petition to deny the transfer—particularly in the face of oppositions filed by citizen groups? Four years later, Dougherty still finds it hard to suppress a smile when he says, "There was no transfer [of control]." Kluge, he argues, as he did successfully before the commission and, lat-



THOMAS JAMES DOUGHERTY—senior vice president, regulatory affairs, and associate general counsel, Metromedia Co., Washington, and officer of various Metromedia subsidiaries; b. Grafton, N.D., June 20, 1925; U.S. Navy, 1943-1946; University of North Dakota, Grand Forks, June 1946-September 1947; B.A., George Washington University, 1950; J.D., George Washington University law school, 1953; law clerk then associate, Dow, Lohnes & Albertson, Washington, 1953-1957; legal assistant, FCC Commissioner Robert E. Lee, December 1957-September 1961; Metromedia Inc., September 1971, assistant general counsel, then rose through various positions until vice president and associate general counsel, in December 1979; present position since January 1987; m. Anne Lenoir Diffenderfer, Dec. 29, 1950; children, Thomas Jr., 34; Scott, 32; Craig, 31; Anne, 27; Diane, 25; Paul, 22; Sharon, 19; Melanie, 17.

er, in court, "had always been in control."

Considerable importance attached to the tactic. First, there was Kluge's question as to whether the transfer could be accomplished in six months—and Dougherty's assurance that it could. For speed was of considerable importance. "The longer these things drag," Dougherty says, "the greater the impact on the operation. There's all this money, most of it in interest. Those expenses go through the roof." Then, too, if the buyout were treated as a conventional transfer of control, the one-to-a-market rule would have required the divestiture of radio stations collocated with television outlets, and the applications for three major-market cellular radio grants for which Metromedia was then competing could have been jeopardized.

But until the buyout was closed, Dougherty did his share of worrying. "It was," he says, "a very nervous time."

Dougherty's and Metromedia's successes at the commission were a function not only of the zeal and creativity with which Dougherty attacked his work but, in Padden's view, of the reputations of both. Kluge, he

says, benefitted from "the goodwill" he maintains Metromedia enjoyed at the FCC and on Capitol Hill. For Kluge ran a tight ship, and Dougherty operated as point man in the defense of Metromedia's reputation. Kluge himself, in discussing Dougherty, talks first of his character: "He's straight as an arrow. He's very forthright. We've been very fortunate that over so many years he has kept us well informed. He's never gilded the lilly, never understated the facts."

There is about Dougherty a rough-hewn quality that sets him apart from many lawyers. His language is as often sandlot as Blackstone—which stood him in good stead in the days of the citizen movement, when he occasionally stood nose to nose with types who expressed complaints about Metromedia's stations—and its lawyers—in rough-hewn language.

All of which tends to obscure his talents as a lawyer. But again, those talents are not limited to lawyering. There was the evening of June 6, 1982, less than 24 hours short of an FCC deadline for filing applications for cellular radio, a field Kluge had decided to enter in a major way. Dougherty had told his secretary, who had typed one of the contracts involved, to go home. The contract had been the subject of lengthy negotiations and Dougherty was not interested in any changes. But, just in case, he loaded a typewriter into his car before driving to a meeting with two groups of lawyers. When he arrived, he recalls, "I announced, 'If anyone wants to change even a comma, the typewriter is in the trunk of my car. You can go down there and get it and make the change, because I can't type.' Nothing got changed."

The agreement was one of a number that led to Metromedia's becoming a significant force in the paging and cellular radio businesses, so significant that it was able to sell a large chunk of those holdings to Southwestern Bell for \$1.3 billion. That sale virtually took Metromedia out of the telecommunications business. Its remaining properties are partnerships managed by others. Earlier, Metromedia had sold its seven top-10 market television stations (the Boston property was spun off to Hearst Corp. for \$450 million) to Australian Rupert Murdoch for over \$2 billion and all but one of its remaining 10 radio stations (WCBM[AM] Baltimore was disposed of later) and Texas State Networks to what is now the Metropolitan Broadcasting Co. for \$285 million.

So where does Dougherty go from here? "I've missed so many vacations," he says. "So many were canceled because of business. I want to take my wife on one. That's the first thing. Then I'll decide what I want to do when I come back." But his preference is clear. "I love broadcasting," he says. "The people in it are intelligent. It moves all the time. There is an excitement not found in any other industry."

Any broadcaster out there need a lawyer with brains and nerve? 

In response to petitions from Action for Children's Television and broadcasters, **FCC will "clarify" six-month-old broadcasting indecency standards** at open hearing tomorrow (Oct. 20). Speculation among representatives of ACT and some petitioners last week was that FCC would loosen guidelines, perhaps reinstating time late at night after which indecent programming would be acceptable. But FCC official stressed that "we are not backtracking. We will clarify, but not alter." FCC will also **launch rulemaking to determine**, among other things, **whether it should reimpose commercial limits on children's advertising**. Rulemaking is prompted by court ruling that FCC lacked sufficient justification for eliminating limits in 1984. **FCC will also take up its proposal to eliminate long-held practice of assigning call letters beginning with K to stations west of Mississippi River and calls beginning with W to those to east of it**. Proposal has met with almost universal disapproval among broadcasters.

□

Rupert Murdoch, international media baron and owner of Fox Broadcasting, **called on House Energy and Commerce Committee Chairman John Dingell** (D-Mich.) last Friday (Oct. 16). Details of meeting were sketchy, but it is believed Murdoch may have broached topic of newspaper crossownership problems he faces. For example, FCC approval of sale last December of WXNE-TV Boston to Murdoch was conditioned on his sale of *Boston Herald* within 18 months of transaction. That has yet to happen and he may have wanted to update Dingell on situation.

□

CBS-TV will become first American network to air high definition production. It has signed 11-25 Productions in New York to produce made-for-television movie using HD video process. Details were sketchy last Friday (Oct. 16), but movie will be released theatrically overseas to coincide with domestic television airing.

Renewal reform. As anticipated, Representative Al Swift (D-Wash.) introduced a license renewal reform bill for radio and television last week (BROADCASTING, Oct. 12). The measure, similar to a Senate renewal bill, would replace the current comparative licensing process with a two-step system in exchange for some programming obligations. "With a solid obligation to serve the public, the broadcast industry has the foundation it needs to stand and compete with other technologies," Swift said in a statement accompanying his bill. "Without that public interest foundation," he said, "they are just another way to get signals to people; and must-carry rules, extra spectrum for high-definition TV and basic defense against the dreaded spectrum fee are lost."

Two weeks ago the congressman announced he would offer a bill rejected last June by the National Association of Broadcasters. Under the Swift measure, the public interest standard would be reaffirmed by establishing a new policy requiring broadcasters to provide "meritorious service." The bill also would: create more stringent record-keeping requirements; apply the same EEO standards in the Cable Communications Policy Act of 1984 to broadcasting, and codify the FCC's minority tax certificate, distress sale and minority and female preference policies.

But Swift thinks there is room for improvement and suggested the possibility of amending his legislation to incorporate restoration of the three-year antitrafficking rule or limits on the amount of advertising aired during children's programs. To "sweeten" the proposition for broadcasters, he suggested codifying the FCC's must-carry rules. Reacting to Swift, NAB President Eddie Fritts was concerned about the meritorious programming standard. Such a standard, Fritts said, "could subject each renewal applicant to the problems now faced only by those involved in comparative renewal challenges." The possible reimposition of the three-rule also worries Fritts. NAB suggested two weeks ago that Swift consider a renewal bill for radio only, but Swift said he was not interested.

Ted Turner's announcement of new "cable-exclusive" network (BROADCASTING, Oct. 12) may have provided more ammunition for proponents of legislation regulating home satellite marketplace. **Chuck Hewitt**, president of Satellite Broadcasting and Communication Association of America, was predicting last week that Senate would approve bill this year and because of Turner's pronouncement, "it now has a much greater chance of passing in the House." Hewitt was **speaking at Washington conference sponsored by Society of Satellite Professionals**. (Turner officials feel that addition of new network enhances competitive marketplace.) Measure, which has not moved out of Senate Commerce Committee (no markup has been scheduled yet), is expected to undergo some alterations. "We have to be very careful about winning the battle and losing the war because we may win the wrong battle," said Hewitt, whose organization (SBCA) has draft of proposed amendments, including: language to insure that consumers can go to any third-party distributor in country to receive TVRO programming; new anti-piracy provision; revision permitting Public Broadcasting Service to scramble feeds as long as one feed is unencrypted, and section allowing program copyright holders to require their signal to be scrambled when retransmitted on Armed Forces Radio and Television Services network. SCBA would also like bill's encryption standard deleted or modified.

□

Rounding out busy week for mergers within advertising agency marketplace (see page 58), **Tracy-Locke**, national agency based in Dallas, has expanded into Southeast by establishing office in Atlanta through **merger with Cargill, Wilson & Acree**, which is located there. Both agencies are part of Omnicom Group, New York. New Atlanta firm is called Cargill, Wilson & Acree/Tracy-Locke. Watson Mundy, chairman and chief executive officer of Cargill, Wilson & Acree, will continue in that capacity with merged entity, reporting to Howard Davis, president and CEO of Tracy-Locke, which maintains full-service offices in Dallas, Los Angeles and Denver.

□

Viacom, which owns stations in five markets, **has cleared The Cosby Show on two more of its owned stations**: WHEC-TV Rochester and WNYT-TV Albany, both New York. Two weeks ago, Viacom sold *Cosby* to its owned stations in St. Louis and Hartford, Conn. ("Closed Circuit," Oct. 12). In Shreveport, La., fifth market in which Viacom owns station, KTLA-TV, owned by WEHCO Media Group, bought *Cosby* last week.

□

Petition for certiorari was filed with Supreme Court last Friday (Oct. 16) on behalf of **William Branch**, reporter with KQVR-TV Sacramento, Calif., whose ambitions to run for city council were thwarted by decision that his candidacy would have triggered Section 315 of Communications Act, equal opportunities law (BROADCASTING, July 20 and Dec. 15, 1986). In case argued before D.C. Circuit Court last December, Branch's lawyer claimed reporter, as well as newscast, should be exempt from opposing candidates' requests for equal time. Three-judge panel decided against Branch July 21 in opinion written by Judge Robert H. Bork, current nominee to Supreme Court (BROADCASTING, Sept. 21). Case is not entitled to automatic appeal, thus reason for filing request with Supreme Court, which should decide by end of year whether to review.

□

Florida legislature adjourned last Wednesday (Oct. 14) **without deciding fate of state's tax on services including advertising** (BROADCASTING, Oct. 12). Governor Bob Martinez, who originally supported tax as method of raising money for state, called for its repeal after it proved immensely unpopular with public and businesses. Martinez had vetoed revised bill agreed upon Oct. 8 by state Senate and House, causing them to return to special session Oct. 12. Senate president and House speaker have agreed to reconvene special session of legislature on Dec. 1.

□

House Telecommunications Subcommittee has set ambitious agenda

by scheduling two oversight hearings: Oct. 29 hearing on cable and tentative Nov. 18 general oversight hearing on public television. As for cable, subcommittee will solicit views from parties (municipal and cable industry officials) instrumental in crafting Cable Communications Policy Act of 1984 and on effect enactment has had on First Amendment and competition issues.

Grant Broadcasting reorganization plan filed in Philadelphia court last week by bondholder and programmer committee calls for \$420 million in GBS debt to be paid out of station operations through 1995 and sales of three Grant stations thereafter. Reorganization, known as "joint plan," calls for currently valid programming contracts to continue to be available to three stations for next three to five years without monthly contract payments. Plan allows payment to bondholders (53%), programmers (46%) and unsecured creditors (1%), after station pays ongoing operating expenses and buys any required programming. Former Metromedia executive Hal Christiansen will oversee operations of stations. Approval of joint plan is required by FCC, bankruptcy court and creditors.

National Association of Broadcasters was crowing last week after House Ways and Means and Senate Finance Committees approved tax packages that did not include proposal to limit deductibility of advertising expenses (BROADCASTING, Sept. 7). "We are extremely pleased," said NAB President Eddie Fritts. Congress was also looking at disallowing advertising deductions for alcohol and tobacco products altogether. Fritts attributed the industry's "big victory" to the efforts of "our local radio and television broadcasters in raising this issue with senators and representatives." Removing deductibility, he said, would have set "damaging precedent." Some industry observers were saying last week broadcasters have overstated seriousness of situation. While NAB is "pleased that this battle turned out in our favor, we know that the question of advertising deductibility will continue to come up as the Congress wrestles with the budget deficits," said Fritts.

CBS board member and former evening news anchor Walter Cronkite told college newspaper in Texas last week that he would have fired Dan Rather for walking off set of CBS Evening News (BROADCASTING, Sept. 21). Rather stormed off set Sept. 11 in huff after learning that tennis match being aired would overrun into *Evening News* feed at 6:30 p.m. "There's no excuse for it," Cronkite told *The Daily Texan*, on campus of University of Texas in Austin. "I would have fired him," Cronkite was quoted as saying. Cronkite later reportedly tempered his remarks, saying he believed Rather had made great contributions to CBS. Spokesman for CBS News said that Cronkite did not speak for or set policy for CBS News and that it disagreed with his assessment of situation.

Average cost of producing 30-second TV commercial dropped in 1986, according to study conducted by American Association of Advertising Agencies, which sees beginnings of downward trend in costs after escalation of several years. According to 4A's study, which tracked 6,604 commercials produced in 1984-86, average cost fell 4% between 1985 and 1986, from \$117,962 to \$113,940, after rising 14% between 1984 and 1985. (Previous study conducted by Association of National Advertisers claimed costs rose 29% between 1984 and 1985.) ANA also found that cost of production rose 98% between 1979 and 1984, period that 4A's study did not assess.

Turner Broadcasting System board approved "conceptual plan" for new Turner Network Television basic cable service (BROADCASTING, Oct. 12) last Friday. Board gave management approval to pitch MSO's for subscriber commitments and to form affiliate advisory board to oversee program acquisitions. Turner plans to launch network next March with mix of sports events, movies from MGM library, made-for-cable productions and high-profile events. Final approval of service is scheduled for November board meeting, when directors will review proposed capital and operating bud-

gets, and subscriber commitments to date. Cable operators on Turner board represent more than 15 million basic subscribers.

FCC approved proposed grant list of 478 low-power television station applications on Friday, Oct. 16. Of that number, 205 are translator stations. Construction permits for stations on list will be granted in 30 days barring petitions to deny. Station proposals on list were approved before 1,150 other applications outstanding, because they did not interfere with other signals in computer interference studies run by commission.

FCC last week stayed staff approval of \$1.3-billion transfer of six television stations from Storer Communications to SCI Television, jointly owned by Gillett Group and Storer, saying it wanted to review sale. FCC's action to hold up transfer comes on heels of Sept. 29 letter to FCC Chairman Patrick Dennis from House Telecommunications Subcommittee that questioned transfer as potentially pre-emptive, threatening FCC 12-station ownership limit (BROADCASTING, Oct. 5). SCI transfer, said subcommittee letter, combined with Aug. 27 acquisition of five Gillett stations by Busse Broadcasting—co-owned by Gillett family trust and former Gillett president, Lawrence A. Busse—could put Gillett controlled-station total at 17.

Twentieth Century Fox domestic distribution has made first clearance of A Current Affair in syndication to Hubbard Broadcasting's KSTP-TV Minneapolis. ABC affiliate will use half-hour magazine that currently appears on Fox Television Stations, following *Nightline* beginning Oct. 19. On following Monday, Oct. 26, it will switch show to 6:30-7 p.m., where it currently airs *Truth or Consequences*.

Columbia Pictures Entertainment, new entity that will emerge from pending merger of Coca-Cola's Entertainment Business Sector and Tri-Star Pictures (see page 59), will have 40% interest in newly-formed television and movie production company run by some of Hollywood's top talent. Principals in Castle Rock Entertainment—Alan Horn, Glenn Padnick, Rob Reiner, Andrew Scheinman and Martin Shafer—have acquired \$65 million in financing. EBS will put up remaining \$30 million.

Data deal. Birch Research, supplier of both quantitative and qualitative information for radio, and Scarborough Research, a newspaper ratings and multimedia retail research firm, are consolidating their data collection (telephone recall methodology) and processing functions into a new entity to be headed by William Engel, executive vice president of operations for Birch. The move is taking place under the guidance of VNU, a Dutch media and publishing concern that owns Scarborough and now holds a majority interest in Birch. (VNU had initially owned 30% of Birch ["Closed Circuit," July 7, 1986].)

The new "intercompany," called VNU Marketing Services Research and Production Center, is being established at Birch's corporate headquarters in Coral Springs, Fla. Scarborough's New York central calling facility and Birch WATS centers in Coral Springs and Sarasota, Fla., and in San Antonio, Tex., will be under the management of VNU Marketing Services. Existing Birch and Scarborough products, however, will continue to be marketed separately.

"This [consolidation of resources] will improve our delivery and pave the way for orderly future expansion," said Scarborough Research President Harold Israel. Added Birch Chairman Tom Birch: "Together, we will be designing and marketing new products and product packages for the buyers and sellers of local market media."

Birch Research was started by Tom Birch in 1978 to provide an alternative to Arbitron's local radio audience measurement service.

Editorials

As advertised

True to promise, Representative Al Swift (D-Wash.) has introduced the license renewal reform bill that broadcasters at one stage endorsed before recovering their senses. It is, as Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, said it would be, "in many ways similar to the Senate bill" (BROADCASTING, June 22). He was referring to the Hollings-Inouye Everything but the Kitchen Sink Act that has been the subject of earlier comment in this space.

Swift and Hollings-Inouye indeed bear striking similarities. Both would require licensees to provide "meritorious" programming, as defined by the FCC. Swift would go farther by inserting in the law a "public interest" standard that a regulatory-minded FCC could put to almost any use. Both would require broadcasters to keep meticulous records documenting service deserving of the FCC's approval. Hollings-Inouye would expose 10% of television renewal applicants to random inspection of their programming by the FCC. Swift would randomly inspect 5% of both radio and television renewal applicants. Both would incorporate in law all the FCC's existing policies that favor females and minorities. Both would preserve petitions to deny renewal, prohibiting payoffs but permitting reimbursements of petitioners' expenses.

If Swift's bill lacks some Hollings-Inouye features—codification of all multiple ownership, crossownership and duopoly rules now in effect, for example—it would accommodate those and others upon amendment. Swift said provisions could be added to restore the three-year antitrafficking rule or place limits on the time to be occupied by commercials in children's programming "or," in his own words, "something else."

Swift, in remarks prepared for submission with the bill, made no mention of the National Association of Broadcasters' recent suggestion for renewal reform for radio only, without the reregulatory strings that the NAB now concedes would be attached to any bill embracing TV. Maybe the omission was an unintentional kindness in response to an NAB letter that as much as said, in the following passage, that television deserves governmental control: "The inherent differences between radio and television and the plethora of AM and FM stations presently serving the public dictate different standards and requirements for these diverse media outlets."

In his remarks, Swift also said that he foresaw no action on his bill this year. If the NAB does its proper work, there will be no action next year, or the next, or the year after.

Scrapbook

In the "worth repeating" department and for those broadcasters and others who may have missed the Oct. 8 editions of *USA Today*, we take this opportunity to revisit, in abbreviated form, the thoughts of that paper's editors—as featured on its "Opinion" page—on the debate over "commercialization" of children's television and the proposed solutions of some critics. (The participation in the debate of a general interest newspaper helps to emphasize that the issue is not one of broadcasters against children, but of freedom of choice against a threat of possible censorship.)

USA Today's Opinion page presented a variety of views, including the familiar call for regulation by Representative Ed Markey (D-Mass.) and, from the "off with their heads" school led

by Peggy Charren, a cry for an end to "program-length commercials." *USA Today* had this to say:

It's easy to sympathize with the group's [Charren's Action for Children's Television] concerns. No parent enjoys denying a child's pleas, or throwing money away needlessly. Few would argue with the need for "quality programming." No one favors propaganda or exploitation.

But censorship is not the solution. And that is exactly what is being sought, no matter how artfully disguised.

These programs have survived for a single reason: People want to watch them. And that is sufficient reason to let them be. Their violence is certainly offensive to some. It has been deplored in the past in this space. Their commercial roots clearly offend others. But the best arbiters of taste are not government regulators or advocacy groups. They are individuals acting in the privacy of their homes.

Don't like what's on the air? Turn off the television. Change the channel. Refuse to buy the toys. Tell TV station managers they have no taste. Make a decision for yourself and your kids. And let your neighbors make their own.

Seconded.

SRO

The toughest ticket in telecommunications this week is Telecom '87, organized in Geneva by the International Telecommunication Union, and dedicated to the proposition: "Communications Age: Networks and Services for a World of Nations." Upwards of 50,000 delegates will fill that city's hotels and much of the surrounding Swiss countryside. (BROADCASTING's correspondent took up residence in Evian les Bains, France.)

Telephone issues (ISDN's, or integrated services digital networks, are the big news) dominate the Telecom agenda, but in these days of merging technologies that's no excuse for not being there. By one count 24 heads of broadcast state will be represented.

As readers will have discovered in the remarks of Ambassador Diana Lady Dougan (pages 33-40), there is ample reason for American telecommunications interests to pay increasing attention to the world market. Not only is the competition coming increasingly from that direction, so also is the opportunity.



Drawn for BROADCASTING by Jack Schmidt
"I think you should know, Herb, when the boss said he wanted you to do a 'remote,' he meant at another station."

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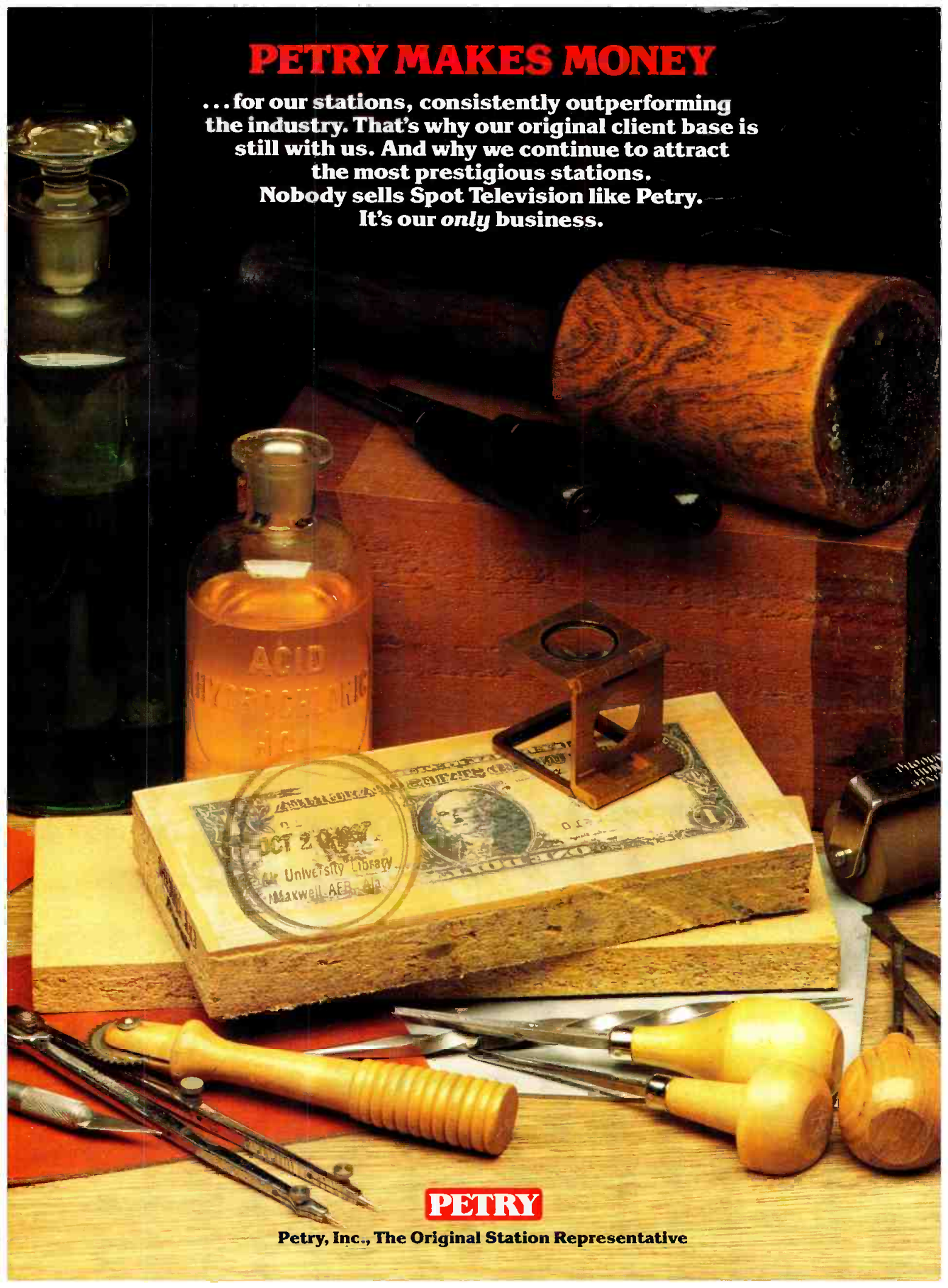
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