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It's not kid's stuff. It's "GREAT WEEKEND"—live via satellite—the program that has everything for active adults to plan their weekend. Seasoned reporters bring your viewers a dynamic weekly hour of weather,

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19, 1988.*



Why do these radio station owners work with Americom?



"I have been involved in five station buys from Americom in the last two years. They work very hard for their sellers, and I like that. Americom has a way of uncovering and displaying a station's potential value when it is not always apparent on the surface. Because of this ability, they get very full prices, but prices are fair, and I seriously question if others could get the same prices for some of the properties Americom has brokered."

*Barry Dickstein, Partner
Hartstone & Dickstein
Investment Bankers*

"Currently, there are some two hundred plus brokers associated with over sixty firms. Only a paltry few count and Americom certainly is a leader. Their reputation for confidentiality, integrity and speed of service is well deserved. They get some of the highest prices in the industry and yet the prices can be financed; all of their deals have closed. When I speak with anyone at their firm, I know that I can depend upon accurate and timely information and an honest assessment of the situation presented, including information about upgrades and 80-90 allocations that other brokers wouldn't mention. This professionalism and the high degree of confidentiality with which they work has made Americom so well respected."

*Ed Christian
President, Saga Communications, Inc.*



"We have done a lot of station deals and recently asked every broker to find us New England radio properties. In a two-week period, Americom brought us four quality stations. We bought three markers for \$26,000,000. They dealt only with the facts, got right to the point and delivered."

Then, we had to sell one of our properties. Americom orchestrated a complicated three-party like kind exchange, brought us a top price, a qualified buyer and maintained the confidentiality of the whole deal. We were impressed."

*Don Wilks and Mike Schwartz
Wilks/Schwartz Broadcasting*

AMERICOM



Radio Station Brokerage & Financing

Broadcasting **Oct 26**

Valenti and Mooney's verbal volley... page 49.

Telecom 87: Talking technology and politics... page 50.

CODIFYING FAIRNESS □ Senate Commerce Committee OK's proposal that would reinstate fairness doctrine and set fee on station and CP sales with revenue going to noncommercial broadcasting. **PAGE 43.**

AFTER THE FALL □ After what some referred to as "Black Monday"—when stock market plunged record 508 points—broadcasting industry takes stock of its investments. **PAGE 44.**

NO CIGARS □ NBC-NABET strike comes close to settlement; however, objections by workers representing less than 2% of union's total membership send strike into another week. **PAGE 129.**

REYNOLDS RAP □ GenCorp CEO Bill Reynolds was in Washington, publicly defending his RKO General subsidiary against FCC administrative law judge who has held RKO unfit to be broadcast licensee. **PAGE 52.**

CHILDREN'S HOUR □ FCC launches children's advertising proceeding which could lead to new time limits on commercial ads. **PAGE 54.**

EAST IS STILL EAST □ FCC decides against eliminating geographical restriction on assigning call letters west and east of the Mississippi River. **PAGE 56.**

MOVING FORWARD □ Forward Communications will

cease to exist after it sells its five TV stations to Adams Communications Corp. **PAGE 58.**

HIGH ON HDTV □ Interest in high-definition television has heightened among those in Fifth Estate. Examination of its promise and problems begins on **PAGE 63.**

SMPTE '87 □ Some 17,000 are expected to attend annual Society of Motion Picture and Television Engineers gathering in Los Angeles Oct. 31-Nov. 4 this year, meeting under banner, "Imaging and Sound—Today and Tomorrow." **PAGE 82.**

MIPCOM MARKETPLACE □ TV executives from around world gather in Cannes, France, to buy and sell programing. **PAGE 92.**

THE MORNING AFTER □ In early March, CBS News underwent massive budget and staff reductions. Almost eight months later, with revamped *Morning Program* and new prime time documentary series under its charge, news division will add 100 people and between \$30 million and \$40 million to its budget. **PAGE 102.**

WHO'S WHERE □ NAB has reorganized its committees for 1987-88; list of 32 committees and task forces responsible for recommending policy on broadcasting issues begins on **PAGE 105.**

LEADING EDGER □ Dick Green, head of broadcast operations and engineering for PBS, has devoted his career to the theory and practice of improved broadcast engineering. **PAGE 127.**

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Closed Circuit

Vulnerability?

Some communications lawyers and Radio-Television News Directors Association late last week were sniffing constitutional defects in Hollings bill to codify fairness doctrine and add penalties for violations to fees to be collected from station transfers (see page 43). Hooking fairness to revenue measure was seen attackable on First Amendment grounds. Beyond that, sliding scales of fees for broadcast transfers and flat or lesser fees for other regulated industries could be viewed as special tax on broadcasters, lawyers thought. Supreme Court in 1983 ruled that special Minnesota tax on newsprint and newspaper ink violated First Amendment because it implied threat of government censorship of newspapers.

Mustering troops

Part of broadcaster strategy to kill transfer fee and fairness codification legislation (see above) is massive grass-roots lobbying initiative. Nebraska broadcasters, for example, were said to have already put in 50 phone calls to their Democratic Senator J. James Exon. Also key broadcast executives have been asked to let Senate members running for President know that local broadcasters intend to question them about the transfer "tax" whenever they're on campaign trail.

Two of three

ABC-TV is reportedly close to agreement with Tele-Communications Inc.'s Netlink USA that would allow TVRO program packager to distribute signal of network affiliate to backyard earth station owners. Netlink has agreement with NBC-TV to market signal of that network's Denver affiliate. No Netlink agreement with CBS is in sight. Expectation is that ABC deal will be signed before Nov. 12 hearing on so-called superstation scrambling bill introduced by Representative Robert Kastenmeier (D-Wis.). Bill would establish compulsory license for satellite carriers permitting them to distribute broadcast signals—superstations—to backyard dish owners.

Retail data expansion

As result of merger of data collection facilities for Birch Research, radio rating service, and Scarborough Research, retail research and newspaper rating company ("In Brief," Oct. 19), look for Birch to broaden qualitative base next year by

assuming marketing of Scarborough's annual multimedia retail research report to electronic media. Birch is expected to market report in top 50 markets to Birch radio subscribers and nonsubscribers and to television outlets while Scarborough markets study to newspapers there. Retail report is currently available to local media in only top 11 markets.

Still on?

Announcement is expected today about Star Cablevision's \$31.10-per-share, \$82.7-million tender offer for North American Cable, 56,000-subscriber cable company based in Hector, Minn. Agreement also includes \$19.5 million in debt. North American's stock has fluctuated between \$29 and \$22 since deal was announced and was trading late last week at 25½. Indications were that terms of agreement are being rethought. Spokesman said speculation that deal had fallen through was incorrect.

Distraction

Search for new chief lobbyist at National Association of Broadcasters may be put on back burner. NAB President Eddie Fritts will have hands full with new battles on Capitol Hill, and current government relations chief, John Summers, is still on board. But candidates continue to surface. Don Shea, consultant to Beer Institute, formerly called United States Brewers Association, is known to be interested in post. Shea was president of USBA and worked with broadcasters in fight to defeat proposals to ban beer and wine commercials.

No deal

UPI denied rumors circulating last week that it was poised to sell UPI Audio service to CNN. UPI official said company has ongoing discussions with elements in broadcasting on where opportunities for joint ventures may lie. Upcoming election year and worldwide news coverage are two topics of talks, official acknowledged, but sale of any UPI assets is not part of discussion.

Without wire

Springfield, Ore., which voted earlier this year to explore building cable system to compete with TCI's incumbent system, may opt for wireless cable system using mix of MDS and ITFS channels. To

check out technology, general manager and some members of Springfield Utility Board, entity that would build and operate system, visited MetroTEN in Cleveland, operator of 12-channel wireless cable system.

Pushes and pulls

In preparation for proposed House cable oversight hearing, National Cable Television Association is busily putting together analysis of rate adjustments since deregulation. Work goes on despite House Telecommunications Subcommittee's postponement of hearing (see "In Brief"). On same front, K-SAT Broadcasting, association of backyard satellite dish owners and dealers, is pressuring subcommittee staff to expand cable oversight hearing to include witness from K-SAT. But staff wants to keep focus on Cable Act and its impact on cities and industry.

Free ride

Astra, Europe's first privately owned broadcasting satellite has managed to make it through regulatory hurdles without incurring any payment to Eutelsat to ease technical coordination. Last year there was report that Societe Europeenne des Satellites, satellite's owner, was prepared to pay substantial sum—amount varied from time to time, but at one point was put at some \$70 million—as compensation for economic harm resulting from new broadcast service. However, SES's director general, Dr. Pierre Meyrat, said last week at Intelevent in Geneva, no payment was made. He said application of "political pressure" did trick. Satellite's coordination with Intelsat has also been completed.

New spin

Wheel of Fortune co-host Pat Sajak, who is planning to exit role as co-host of NBC daytime *Wheel* in December, is also planning to start his own production company, according to source. Rumors concerning Sajak have him involved in discussions over network talk show for CBS, or talk shows for variety of syndicators. Possible new vehicles would be set for debut in fall 1988.

Whatever turn Sajak's exploratory discussions take, however, there is no threat that he, or co-host Vanna White, will be leaving syndicated version of *Wheel* prior to 1992, when two stars' contracts are set to expire.



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WJZY-TV is the newest station in Charlotte, NC. WJZY-TV has chosen Seltel as national sales representative because Seltel delivers high performance.

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Available for stripping, Fall '88.



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Where Things Stand

A weekly status report on major issues in the Fifth Estate

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

■ **AM-FM allocations.** FCC authorized nighttime operation for 21 of 41 daytime only AM stations on 1540 khz, foreign clear channel. Frequency's nighttime operation priority has belonged to Bahamas. However, since the negotiation of new international agreements, limited nighttime use of 14 Class I-A foreign clear channels will be allowed. Announcement of 21 stations affected will be delayed until early December when grace period for possible objections from Bahamas expires.

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 or near lowest post-sunset power already granted these daytimers by FCC. 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.

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 administra-

tion'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.** Senate Commerce Committee adopted revenue-raising package aimed at reducing trafficking of broadcast licenses (see "Top of the Week"). Congressional interest in reinstating FCC's antitrafficking rule has been building, with legislation pending in House and Senate that would restore rules requiring broadcast stations to be owned three years before sale. 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 Palo Alto, Calif., and two nearby communities 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 which 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 is convening first of series of oversight hearings Oct. 29 on status of cable industry three years after deregulation (see "Top of the Week").

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.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC voted unanimously last week to launch broad inquiry into children's advertising. Among the questions to be addressed: Should FCC reimpose time limits on children's advertising similar to those dropped in 1984 and are children's programs based on toys no more than so-called "program-length" commercials and, if so, should they be somehow restricted.

U.S. Court of Appeals in Washington set stage for launching of inquiry when it remanded to FCC 1984 elimination of guidelines for children's programming on ground that FCC had failed to justify deregulatory action with either facts or analysis.

Part of impetus behind FCC action also came from Capitol Hill. Last month, House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) introduced bill that would limit advertising during children's programs. Measure has support of four other subcommittee members. 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.

In related matter, U.S. Court of Appeals in Washington held, in October, 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.

□

■ **Compulsory license.** FCC received comments first week of August in inquiry into whether compulsory license should be preserved. National Association of Broadcasters softened its longstanding 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 dis-

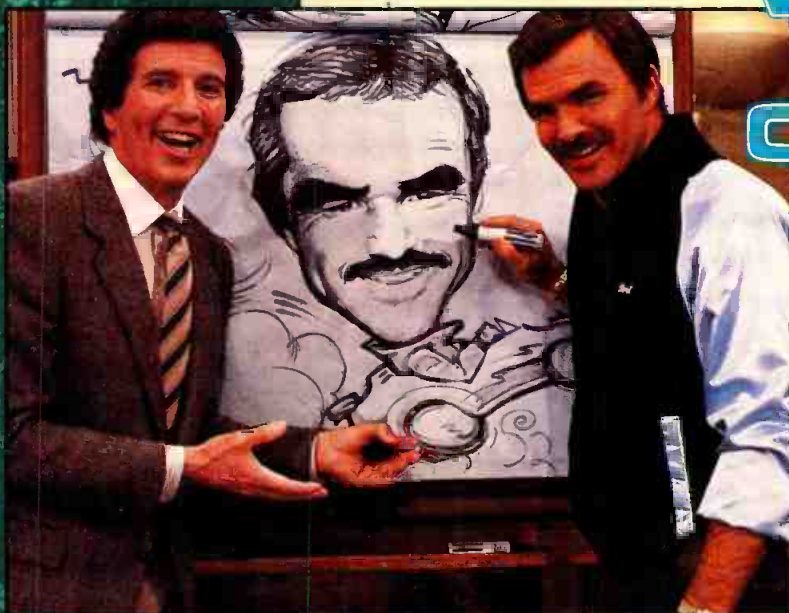
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The Hour



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#1 New Adult Strip.

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Advertiser Sales
CAMELOT
ENTERTAINMENT SALES

Unique Program Ideas. Big Entertainment Value. Top Quality Production. Agressive Promotion.

These are constant Buena Vista values, attributes of every program we distribute. That's why WIN, LOSE OR DRAW and DUCKTALES work. And, that's why we believe each new program we distribute will work too.

Each of our programs is supported by the most aggressive, pervasive promotion in the business. Comprehensive, easy-to-use, top-notch station advertising materials.

Innovative local-market promotions and station support programs. The highest standards of performance, for ourselves and for our licensed stations.

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The same values will work for our new first-run, live Monday-Friday series starring Regis Philbin and Kathie Lee Gifford. A sterling success in New York (not to mention Regis in Los Angeles and on cable), Regis and Kathie will be a big hit in syndication. Together they join Gene Siskel and Roger Ebert and Bert Convy and Vicki Lawrence in our growing family of top entertainers.

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tant 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; MPA 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 MPA-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.** Comments are due this week in FCC 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 "in-

formation services," which include everything from electronic mail to videotex to cable television. His order, however, 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 programing dearth, but low-power C-band variety resulting from scrambling of cable programing 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 programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

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

□

■ **Equal employment opportunity.** FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employees are required to file detailed reports.

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered by Congressman Al Swift (D-Wash.), same EEO formula in Cable Act would apply to broadcasters.

□

■ **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. 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



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President, Major Market Radio



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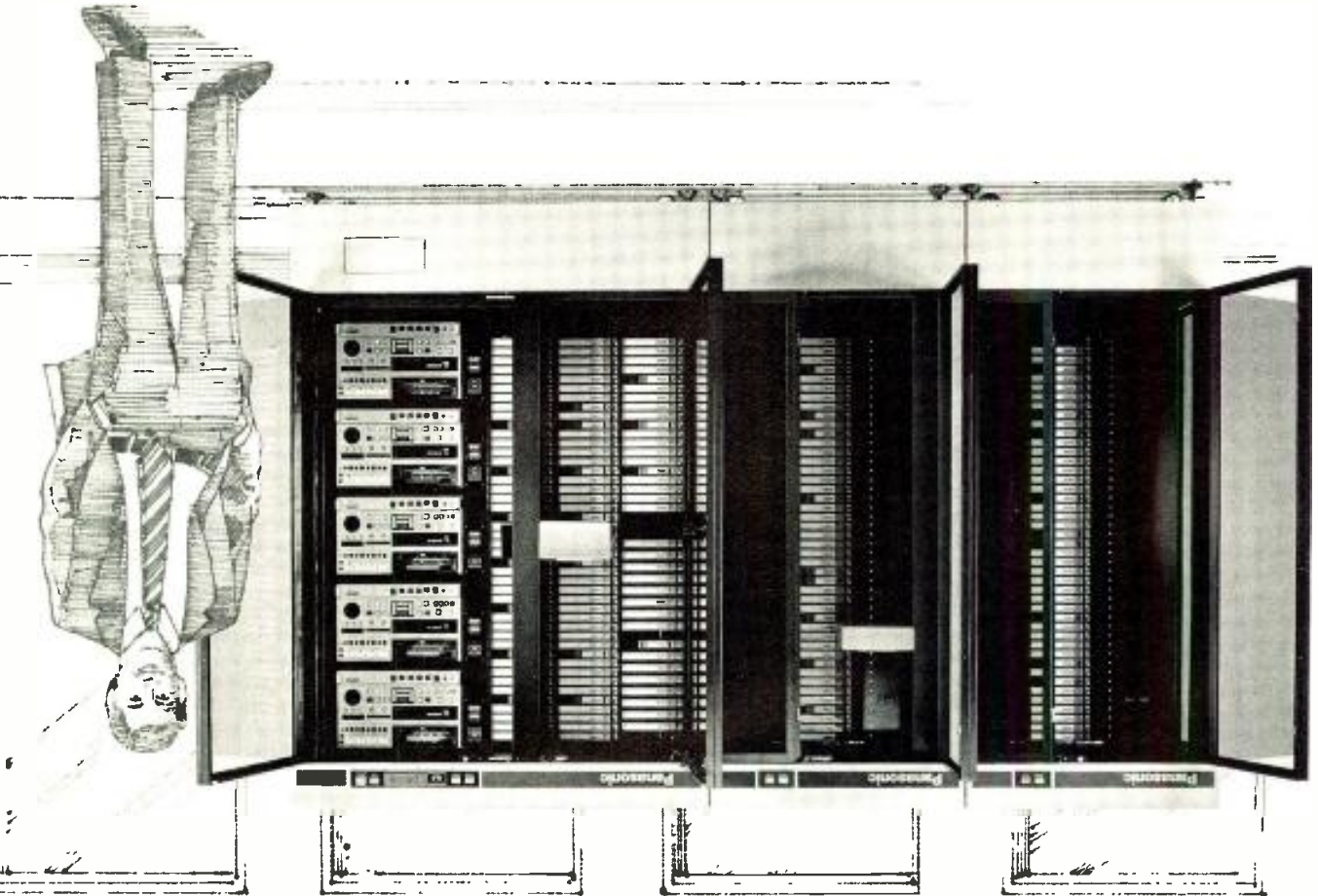
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2 ROBOTS,
3 ROTARY LIBRARIES,
1,184 CASSETTES,
A COMPUTER,
THE ABILITY TO PLAY
15-SECOND SPOTS
BACK TO BACK
CONTINUOUSLY,
IS AVAILABLE NOW,**

**AND IS SURE TO TURN
THE BROADCAST INDUSTRY
UPSIDE DOWN?**

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It's probably the most technologically advanced cart machine ever created. So advanced, we doubt the competition will have anything like it for a long while to come.

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So give us a call if you'd like a demonstration, or to be put on our priority

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Fairness update

Last week Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) made good his promise to move a fairness doctrine bill. Hollings offered a revenue-raising package during a committee markup that, in addition to establishing a basic 2% FCC license transfer fee, would codify the fairness doctrine (see "Top of the Week"). Hollings not only caught broadcasters off guard; committee Republicans were also surprised and tried to strike the fairness provision. They failed, 11 to 6. The doctrine's fate is far from settled, however. The full Senate must still act and then the House and Senate will confer to settle differences between each chamber's version of the legislation. Even if the fairness language is eliminated, broadcasters believe House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is poised to attach a fairness amendment to legislation, possibly a catch-all spending bill (the continuing budget resolution) slated for action next month.

Broadcasters have made some headway on Capitol Hill in their lobbying campaign against codification of the doctrine, which was repealed by the FCC on Aug. 4. Senators Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and William Proxmire (D-Wis.) have 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 Dingell, who is leading efforts to enact 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 that candidate's opponents. The FCC has maintained that its decision does not affect equal time, which is embedded in Section 315 of the Communications Act.

President Reagan vetoed a bill codifying the fairness doctrine last June, and doctrine proponents lacked the votes to override.

In the House, the Republicans on 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.

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.

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

tion with inquiry, the FCC has also decided to hold in abeyance any reallocation of UHF channels from broadcasting to mobile radio until advisory committee makes interim report next spring.

House Telecommunications Subcommittee convened HDTV hearing on Oct. 8 to explore future of new 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 elec-

tronic 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 Organization. In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of \$4.8 million said to have been siphoned from Intelsat during construction of addition to its headquarters building. Colino, along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, U.S. district court judge in Washington, saying total loss to Intelsat had been \$5.4 million, sentenced Colino to six years in minimum security prison, and ordered him to make restitution of \$865,000. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to \$11.5 million (BROADCASTING, May 25). His attorneys filed response contending that court lacks jurisdiction over suit.

Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general, succeeding Colino.

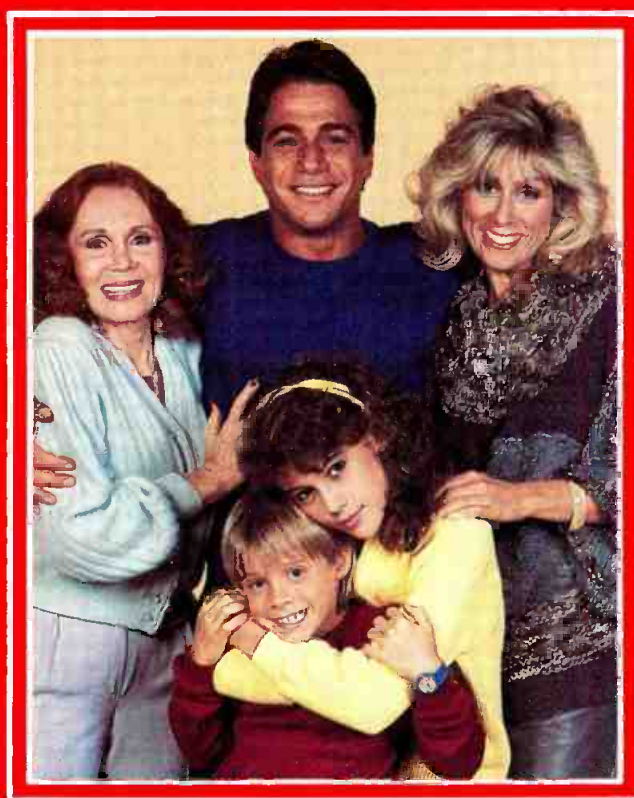
International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications 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. In response to petition from National Association of Broadcasters and Association of Maximum Service Telecasters, FCC has said it 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 and FCC believe UHF spectrum may be needed for broadcasting ATV systems.

License renewal reform. Bills to reform comparative renewal process are pending in House and Senate, but fate of proposed measures is unclear. Latest renewal measure was offered two weeks ago by Representative Al Swift (D-Wash.) that would eliminate comparative renewal in exchange for public service obligations (BROADCASTING, Oct. 19). NAB board rejected

4th
Season...
Best Ratings Ever.

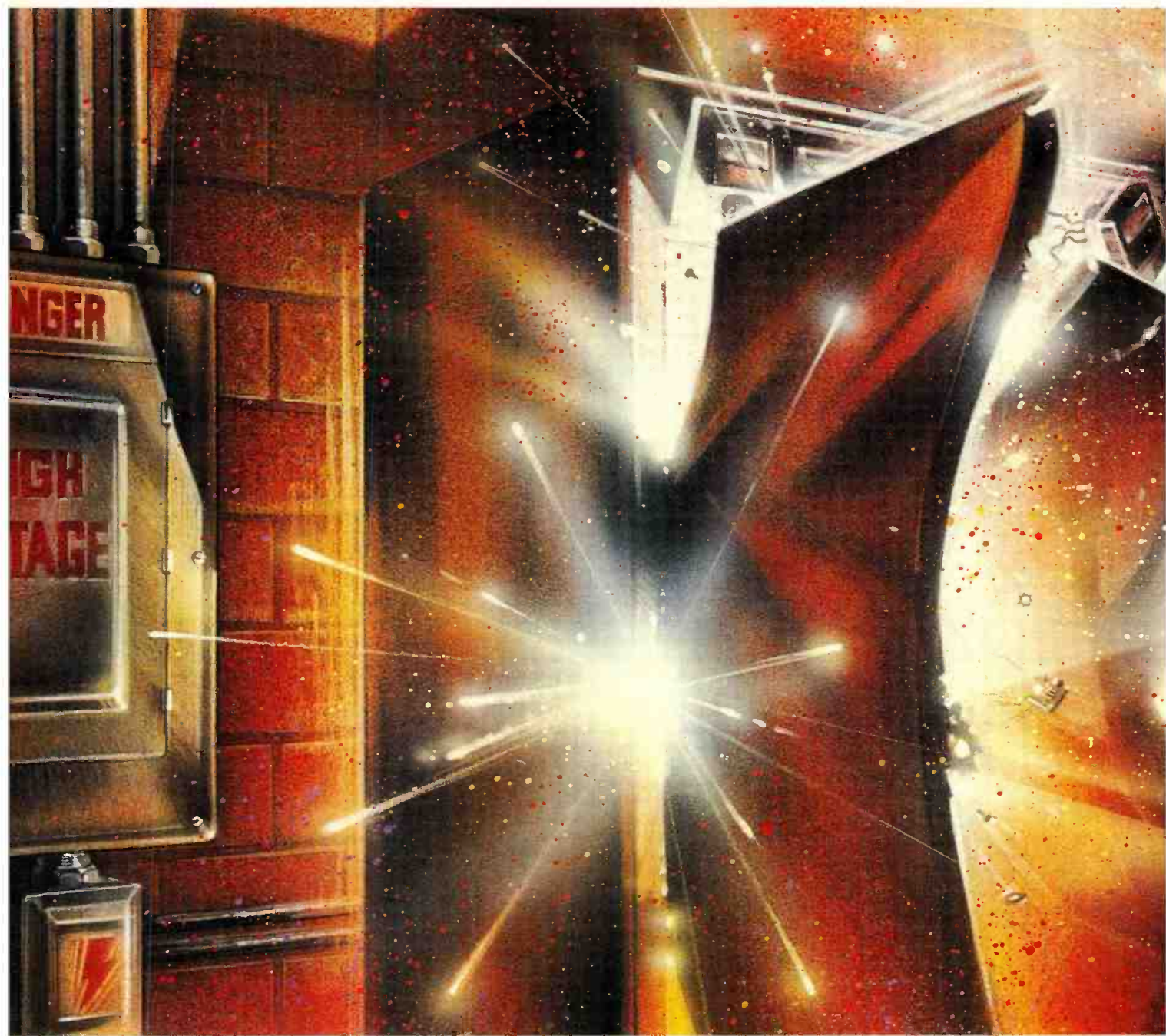
The smart money is on "Who's The Boss?"



COLUMBIA/EMBASSY
TELEVISION

A unit of *Coca-Cola* TELEVISION

"WHEN OUR TRANSMITTER STOPPED...EXCEPT THE

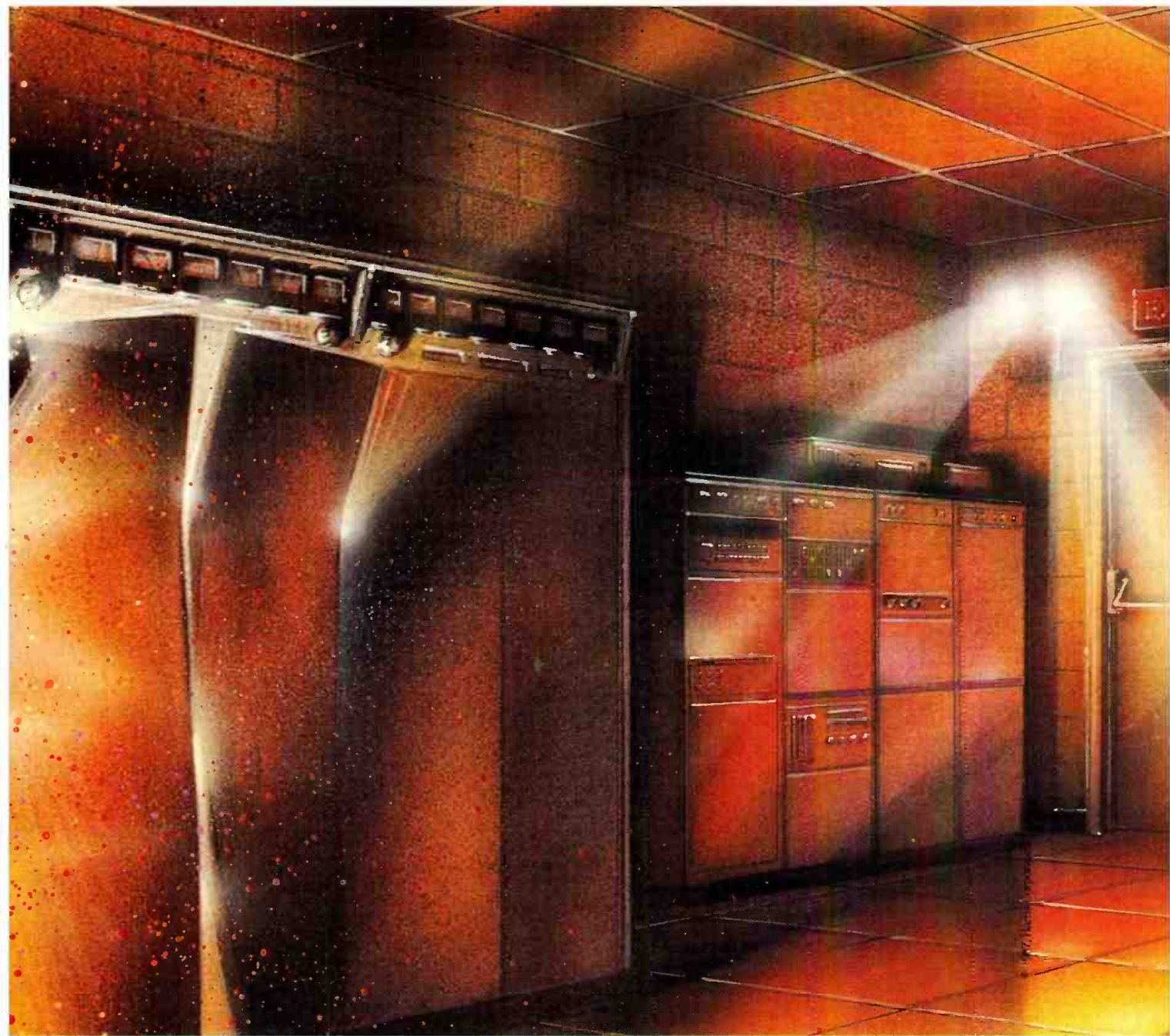


Chattanooga. January 26, 1987. WTVG's transmitter — from a Harris competitor — exploded. Doors blew away. Quarter-inch-thick sheet steel melted. And Channel 9 went off the air.

Working through the night in subzero weather, Director of Engineering and Broadcast Operations Manager Dennis Brown and his staff would bring the station to half power in 18 hours. But less power

BLEW UP, EVERYTHING EXPENSES"

F. Lewis Robertson
Vice President/General Manager,
WTVC



still meant less revenue. They needed a replacement fast . . . in 30 days rather than 30 weeks. Says Brown with a smile, "We knew if anyone could, Harris could."

The day after the accident, a Harris rep was on site. Assessing damage. Identifying needs. Rolling up the shirtsleeves to pitch in. And once Lewis Robertson gave the go-ahead, a new Harris transmitter was in place and operating just 30

days after the order. Channel 9 was back on the air at full power . . . with a picture viewers felt was better than ever!

At Harris, we understand the special pace and requirements of the broadcast industry. We've responded fast and effectively to our customers' needs for over 65 years. Supplying a full line of transmitters, antennas, control systems, and other high-quality communications products.

So when your signal goes up in smoke, depend on Harris to put you back on the air. For the full story, *and your free On The Air poster*, call us today TOLL FREE:

1-800-4-HARRIS, extension 3003.

 **HARRIS**

measure when it was in draft form and now says it wants radio-only comparative renewal measure, something that appears to have little, if any, appeal on Capitol Hill.

Besides, 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.

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■ **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 proposed to grant 483 applications, 205 of which are for translators. Applications have to be on public notice for 30 days to allow for petitions to deny. Absent those, grants are expected by end of year.

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 antitrust lawyers and, if all goes well in market tests, it will roll out co-op at NAPTE convention in Houston next February.

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■ **Mergers.** FCC has decided to stay Storer Television restructuring with Gillett Holdings pending second look at previous Gillett station spin-off of stations to Gillett Family Trust to stay under 12-station ownership limit. Storer-Gillett deal would give Gillett half interest in six-station group. Two entities 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 Jan. 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 company 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. ■ GenCorp Inc. asked FCC last week to overturn administrative law judge's ruling that GenCorp's RKO General should be stripped of its 14 television and radio licenses.

Despite ALF action, the FCC may approve RKO's sale of KHL(TV) Los Angeles to Walt Disney Co. for \$217 million and buy off of license challenger, Fidelity Television.

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■ **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. By last week, close to 80% of broadcasters had returned questionnaires, and FCC had yet decided on a cut-off date. FCC spokeswoman said commission will continue to process them, although those stations failing to return questionnaires, and perhaps those who are tardy in returning them, will be subject to penalty.

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.

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■ **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 Fed-

eration of America and Telecommunications Research and Action Center opposed change, saying ownership rules that would supercede cross-interest were about to be changed also.

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■ **Music licensing.** Ongoing 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 unwillingness to meet broadcasters "even part way" on issue.

On Capitol Hill, Senate Copyright Subcommittee is holding hearing Nov. 10 on music licensing legislation (S. 698). It would replace blanket license with source licensing scheme. Companion measure is also pending in House (H.R. 1195), but 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.

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■ **Must carry.** Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—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 ones, 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 were last week Oct. 22 (see "Top of the Week.").

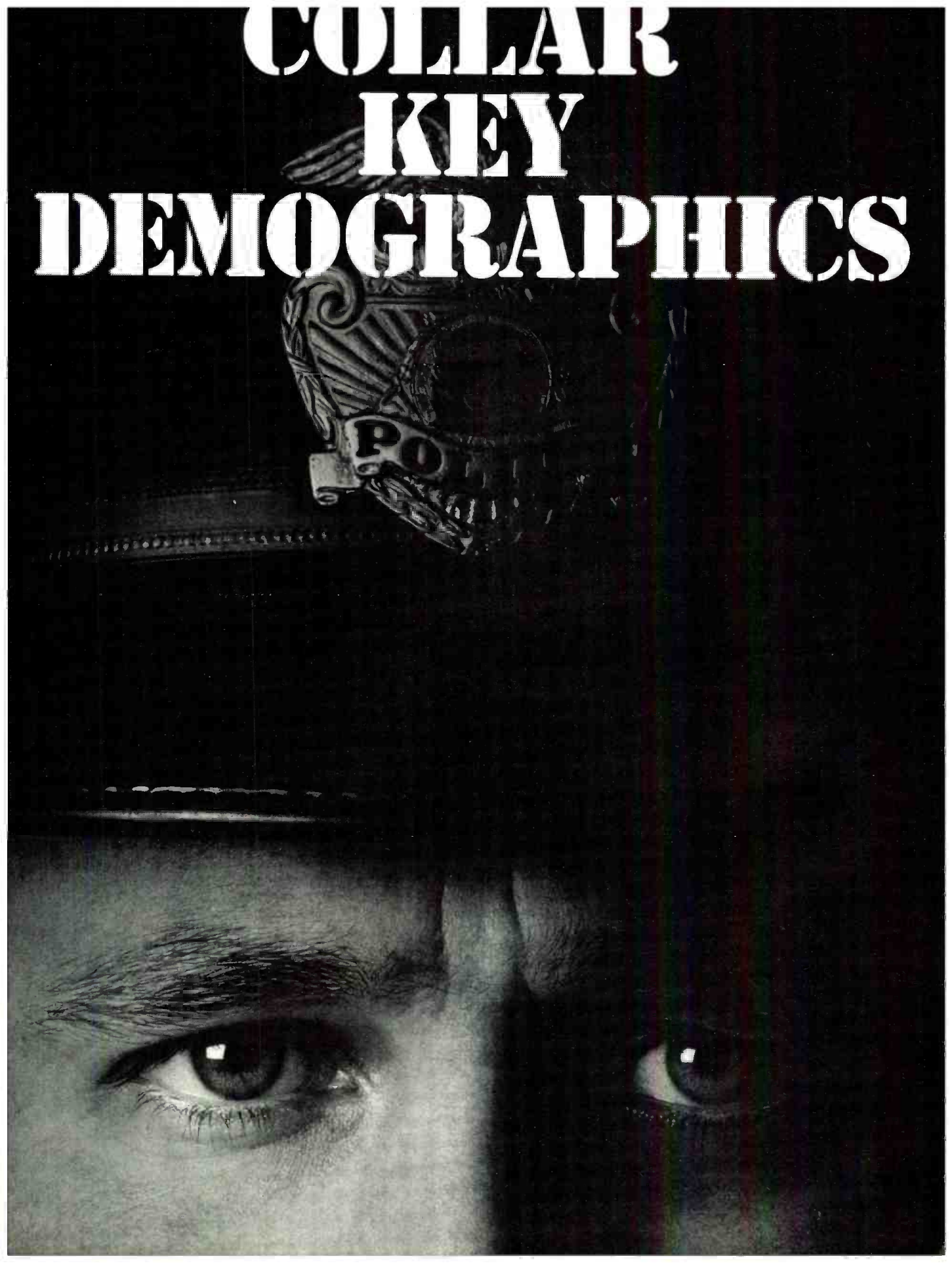
In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic 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).

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■ **Peplemeters.** Both Nielsen and AGB began daily delivery of national peplemeter numbers Sept. 1. All three networks have signed up for Nielsen's service. CBS has also signed with AGB.

Nielsen's peplemeter ratings are generally lower than numbers of old system, and AGB's numbers are generally lower than Nielsen's peplemeter numbers. In prime time, NBC continues to dominate, while second-place CBS and third-place ABC are in tighter race this season. In other dayparts (for which only Nielsen has released data), *CBS Evening News with Dan*

COLLAR KEY DEMOGRAPHICS



Rather has regained lead in evening news race, while other two networks alternate for second and third. In daytime, ABC has regained lead, with CBS falling to second and NBC staying in third.

Meanwhile, two other companies have launched, or will launch, separate peoplometer services. Abitron's ScanAmerica service launched local service in Denver last April. So far, two stations have subscribed to service, as well as Arbitron agency clients. R.D. Percy is currently testing service scheduled for November launch. Three stations, five agencies and six advertisers have signed up for service so far, which is being designed to measure audience levels for commercial spots within programs.

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■ **Public broadcasting.** Senate Commerce Committee adopted revenue-raising package that would create "Public Broadcasting Trust Fund" based on money raised from FCC license transfer fee. Fund would not be activated until after Sept. 30, 1989 (see "Top of the Week"). In other Hill action, Senate passed Labor-Health & Human Services bill Oct. 4 that included \$248 million appropriation for Corporation for Public Broadcasting for FY 1990. Because House has already approved \$238 million, both sides must confer.

Board of Corporation for Public Broadcasting elected new chairman and vice chairman at annual meeting. 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.

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 NAPTS 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).

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■ **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. (No action on bill has been scheduled by Commerce Committee yet and legislation is expected to undergo some revisions.) Measure 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 Nov. 12. Expected to testify representatives of National Rural Electric Cooperative association, and motion picture, cable, common carrier, and backyard satellite dish industries.

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■ **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.

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■ **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. Fox Broadcasting currently broadcasts 40-plus hours weekly in stereo. Its current programming, and all future programming, will be in stereo, according to Fox director of network operations, Chad Kluko. PBS carries 35 to 45 hours in stereo per month. By end of 1987, NBC projects that 152 affiliates will have stereo capability, representing 92% coverage of U.S.

According to Electronic Industries Association, 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 (Due to change in reporting procedures, EIA will release figures on monthly basis, rather than weekly). Seven per-

cent of U.S. TV households have multichannel sound TV's, 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.

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■ **Unions.** NBC striking technical union announced results of vote on modified contract offer Monday, Oct. 19. All but two of National Association of Broadcast Employees and Technicians' 14 units agreed to terms of offer. Further action by union was to be announced last Thursday, Oct. 22, following meetings with representatives of two dissenting units. Leaders of NABET, which represents 2,800 technicians, news-writers, camera operators and others, were recommending rejection of extended, 29-month offer before vote. 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 will be mailed out shortly and ballots are due to be returned Oct. 26.

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■ **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.

ARREST ACCESS INEFFECTIVENESS



■ Indicates new entry

This week

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. 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) 737-3220.

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**—*National Academy of Television Arts and Sciences, Washington chapter*, drop-in luncheon. Speaker: Lyle Denniston, Supreme Court correspondent. Blackie's, Washington.

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**—Philadelphia Cable Connection, forum on cable advertising sponsored by *Greater Philadelphia Cable Interconnect*. Sheraton University City hotel, Philadelphia. Information: (215) 854-0700.

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*

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

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KMGX(FM)
Fresno, California

KSRN(AM)/KSRN-FM
Reno, Nevada

KYAK(AM)/KGOT(FM)
Anchorage, Alaska

KIAK(AM)/KQRZ(FM)
Fairbanks, Alaska

for Olympic Broadcasting Corp.



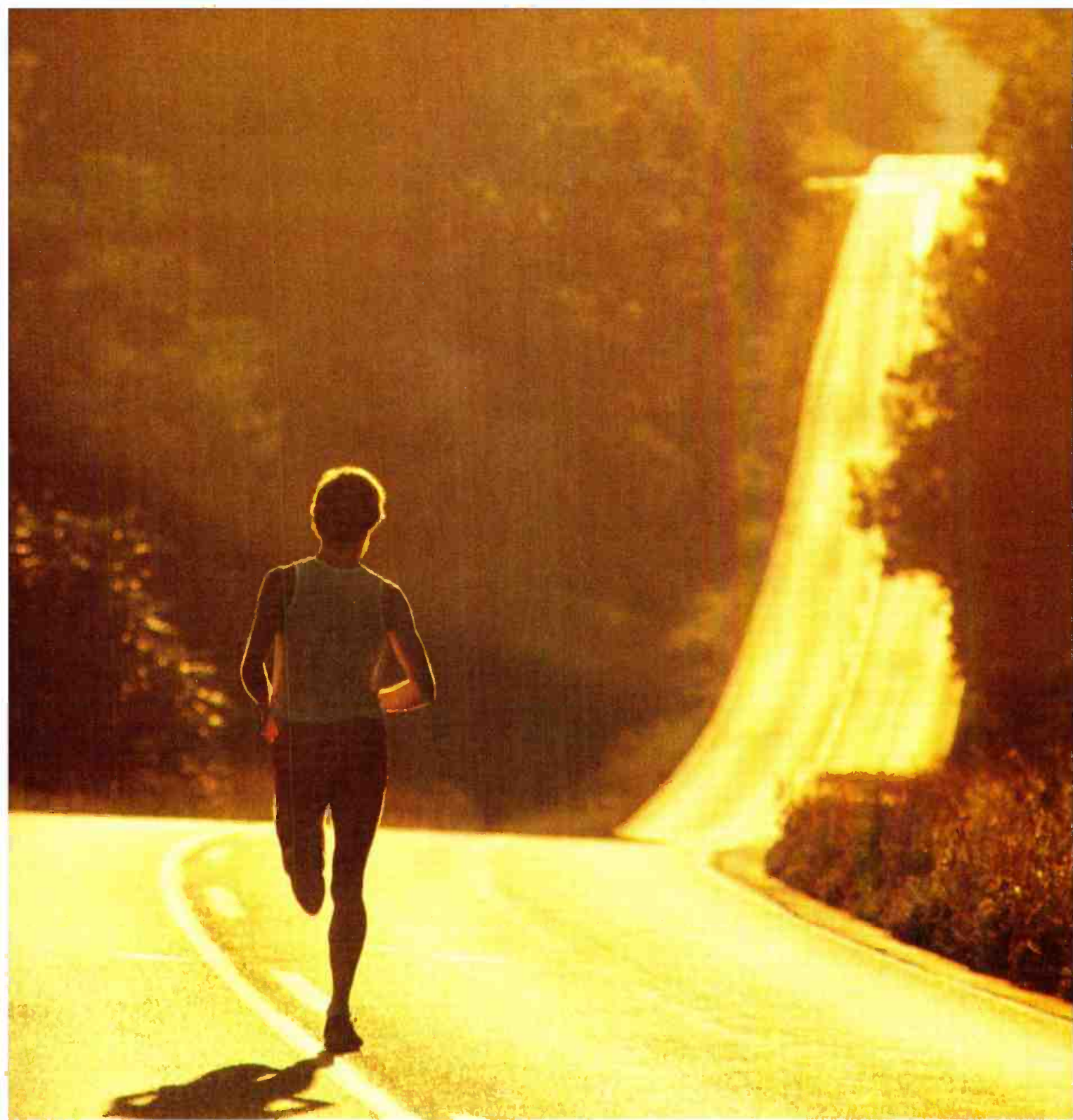
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Oct. 31-Nov. 4—Society of Motion Picture and Television Engineers 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct.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

Nov. 3-8—National Black Media Coalition's 14th annual media conference. Theme: "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal City Gateway Marriott, Crystal City, Va. Information: (202) 387-8155.

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. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

York. Information: (212) 280-8392.

Nov. 3—American Advertising Federation national advertising law and business conference. Drake hotel, Chicago. Information: (202) 898-0089.

Nov. 3-8—National Black Media Coalition's 14th annual media conference. Theme: "Liberty and Justice for All: Facing the Challenges of the Nineties." Crystal City Gateway Marriott, Crystal City, Va. Information: (202) 387-8155.

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—"Mayhem in the A.M.,"** luncheon sponsored by *American Women in Radio and Television*, *Western New York chapter*. Buffalo Hyatt Regency, Buffalo,

Major Meetings

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 10-13, 1988—Public television** annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20, 1988—Broadcast Financial Management Association 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

April 28-May 3, 1988—24th annual MIP-TV,

N.Y.

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. 5—Advertising Club of Greater Boston** workshop. Four Seasons hotel, Boston.

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. 9—American Bar Association Cable Televi-**

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.

■ **May 18-22, 1988—National Public Radio** annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

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

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

■ **June 18-21, 1988—American Advertising Federation** annual convention. Century Plaza, Los Angeles.

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.

sion Committee panel discussion of legal issues affected by recent First Amendment cable television cases in Sacramento. Palo Alto and Santa Cruz, Calif. FCC. Washington.

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 in conjunction with *San Diego State University's Center for Communications* 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. 12-15—National Association of Farm Broadcasters** 43d annual convention. Westin Crown Center, Kansas City, Mo.

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

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Broadcasters public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

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, eighth 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.

Nov. 24—Presentation of Nancy Reagan Drug Prevention Award, sponsored by *Entertainment Industries Council*, to B. Donald (Bud) Grant, president, CBS Entertainment. Beverly Wilshire hotel, Los Angeles.

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.

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*

Errata

KDVR(TV) Denver, Fox affiliate, is part of **six-channel Denver superstation package** that Netlink USA is distributing to cable systems and backyard dish owners, not **KSPN(TV) Aspen, Colo.**, as reported in Netlink story in Oct. 5 issue (page 38).

Oct. 19 basketball special incorrectly reported number of games **Madison Square Garden Network** will carry this fall. It will offer **40 regular-season home games and 15 regular-season away games**. Also, name of MSGN's color commentator, John Andariese, was misspelled.

Item appearing in Oct. 19 "In Brief" incorrectly stated that CBS has signed agreement with 1125 Productions, New York, to produce **first American made-for-television movie using high-definition video process**. **Movie is still in negotiation process**.

Jimmy Fink, new host of United Stations Programming Network's syndicated **Rock Watch**, was air personality at **WXRK(FM) New York**, not **WXRK(AM) Mount Pleasant, Tenn.**, as reported in Oct. 19 issue.

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

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 387-7185.

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.



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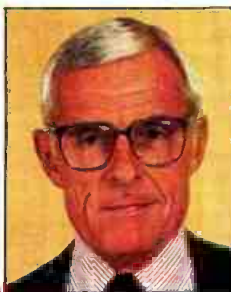
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Open Mike

Standard bearer

EDITOR: Al Kenyon should be congratulated for engineering a highly successful AM station. However, Al's views on the National Radio Systems Committee (NRSC) standard (BROADCASTING, Oct. 12) are not shared by many in the AM industry. The issues in his letter were debated and settled by the NRSC over a year ago, in the summer of 1986.

Unmentioned in Al's letter, one benefit of the NRSC preemphasis standard is to provide a reference curve from which AM receiver manufacturers can design future receivers. Thus, Al can use the standard himself as a reference point of departure from which to determine how WDAF will sound on an NRSC receiver.

It is true, as Al points out, that a particular preemphasis curve—in AM or FM transmission—will change with time and according to the nature of program material. It is for this reason that the NRSC preemphasis standard is *not defined using program material but instead defined using tone measurement techniques with the station's audio processor disabled*. Because today's multiband audio processors affirmatively compress and limit audio signals as a function of the audio sig-

nal's frequency, the NRSC preemphasis curve in practice provides a reference to enable the audio processor to know how much compression/limiting to provide. Al's perceived paucity of midrange sound with the NRSC standard is as much a function of the NRSC standard preemphasis as it is of Al's choice of how much compression/limiting to use at midrange frequencies.

The particular NRSC 75 microsecond preemphasis standard was chosen to produce the best possible sound on the largest number of AM receivers. There will be 1% or 2% of receivers where, I'm sure, a less than satisfactory sound will be perceived. But this would be true for whatever preemphasis standard Al employed; and, without duplicating the extensive research conducted by the NRSC, in active cooperation with AM receiver manufacturers, Al cannot say that an alternative curve would produce optimum sound on nearly all AM receivers.

Finally, whether the NRSC standard should be submitted for FCC rulemaking was submitted recently to the NRSC for a vote. By a 6 to 1 majority the NRSC favors the standard's submission to the FCC. And, many of the concerns raised by those in opposition to such a submission can be accommodated by careful drafting of the proposed

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Donald V. West, managing editor.
Mark K. Miller (operations), Harry Jessell (Washington),
Penny Pagano (national news),
assistant managing editors.
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Corporate Relations

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Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Stephen McClellan, associate editor.
Vincent M. Ditingo, senior editor, radio.
Geoff Folsie, Adam Glenn, assistant editors.
Scott Barrett, staff writer.
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Hollywood: 1680 North Vine Street, 90028
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Jim Benson, West Coast editor.
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Sandra Klausner, editorial-advertising assistant.

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rules. The clear sentiment of the NRSC, favoring a rule making, indicates a change of heart from the time the initial voluntary standard was made available to the industry.

Typical of the industry's favorable response to the NRSC AM transmission standard is the comment of Jerry Bowers, director of engineering at KSO(AM) Des Moines, Iowa, that is "obvious to me that the adoption of the NRSC standard is, by far, one of the truly great improvements for the whole AM band."—*Michael C. Rau, director, spectrum engineering and regulatory affairs, National Association of Broadcasters, Washington.*

Maritime calls

EDITOR: There has been much ado in recent months concerning call letters, both at the FCC and in the trade press. The FCC's proposal to rescind the "W's east of the Mississippi and K's west of the river" policy met with great opposition [and was withdrawn last week, see story, this issue].

For years, broadcasters have looked longingly at the hundreds of calls held by maritime stations. Why not make all the maritime call signs available for broadcast use?

This could be done by simply adding a number to the end of all maritime call signs now in use. For example, if a maritime call was WBPO, it would become WBPO4 or WBPO7, or whatever. A three-letter maritime call would become KBQ5. There would be no confusion, because no other class of station uses this system. Or, as an alternate suggestion, since the U.S. has been allocated N and A prefixes, maritime calls could be modified, using those letters. WBPO would become NBPO or ABPO, depending on the availability of the letters.

The result would be the availability of hundreds of new call signs for use by broadcast stations. Additionally, the FCC could reinstate three-letter call signs, assigning them on a "first request" basis, and maybe charge a first-time fee for a three-letter assignment, thus raising a little revenue to defray costs of the program.

Simply using all possible combinations of K and W, we come up with some staggering possibilities. There are 1,352 three-letter combinations alone, not to mention the 35,152 four-letter combinations possible. If the commission would seriously consider these proposals, broadcasters would have almost exclusive rights to three- and four-letter call signs. Future proposals to place W's west of the Mississippi, etc., would not become necessary—*C. Howard McDonald, general manager, KKMT(AM) Ennis, Mont.*

Fair is fair

EDITOR: In the Oct. 5 Atlantic Cable Show story, Cablevision's Chuck Dolan is quoted as saying, "We should have the right when we create services for cable to preserve them for cable."

Fair enough, but would he, Ted Turner and Jim Mooney be as agreeable if one were to substitute "television" for "cable"? His com-

ment is reminiscent of the old saw, "What's mine is mine; what's yours is mine, as long as I don't have to pay for it."

If cable has the right to preserve cable services for itself, should not television stations and producers have the same right?—*Richard H. Gleick, RHG communications, Maitland, Fla.*

Franchising fracas

EDITOR: Your Sept. 21 article, "Another Blow to Cable Franchising," contains an interesting quote from John Draper, vice president and general counsel of Telecommunications Inc.: "Everybody talks about competition. We expect it. It can't be restricted, and we're not trying to restrict it."

These are truly interesting statements from the same company that has spent nearly \$100,000 in Springfield, Ore., to defeat a city charter amendment allowing the local utility to compete with TCI. During this campaign, which TCI lost, TCI sent a threatening letter to the city council and the utility board. In this letter, and I quote, they are prepared "to exhaust every legal argument at every level of the judicial process to insure that its right under the federal and state laws are enforced. The legal expense alone is sufficient reason to ask why a local government body would seek to place at risk taxpayer funds to enter into the private cable business, particularly when viewed in the context of the present day economic realities."

In other words, "You won't be able to compete with us [TCI] because we will have more money to spend in the courtroom than you will."

When companies grow so large and so powerful that they threaten our local governing bodies, it is time to take action. TCI and other MSO's have the opportunity to serve communities and their citizens or to fight. It would appear that they would rather fight. Mr. Draper's comments must have been taken out of context. The letter to the city of Springfield seems to reflect a different attitude.—*Richard Price, president, Cable TV Freedom, Springfield-Eugene, Ore.*

Re: ACT

EDITOR: Your published attack on Peggy Charren and Action for Children's Television (editorial, "Summer's rerun," Aug. 31) was in provocatively poor taste. For many years, Ms. Charren's voice has been the loudest in expressing outrage at the poor quality of television programming for children in the U.S.; but she is, by no means, a chronic naysayer as you would have your readers believe. There are many, many people in this country—health professionals, educators, parents—who agree with her and think that her activities have been intelligently planned and courageous.

Unfortunately (for you), the days of deregulation are about to come to an end—whether it is by court decree or by a change in administration in 1988. Program-length commercials and television-activated toys insult the intelligence of every child and every parent in the U.S.—*Victor C. Strasburger, M.D., associate professor of pediatrics, director of adolescent medicine,*

University of New Mexico, Albuquerque.

Promotion promoter

EDITOR: As president of the Broadcast Promotion and Marketing Executives, I feel compelled to respond to Tim McDonald's comment about promotion in the "Fifth Estater" of the Sept. 7 issue of BROADCASTING.

His comment was: "Most promotion is a waste and, more often than not, is involved with spending money rather than making excitement."

To some, this comment would say that promotion is an extravagance—an extra or a necessary evil. And, to some (especially promotion directors still struggling for respect), it could seem to be an extremely negative and harmful critique of our work.

From where I stand, as station promotion manager and as an officer in a professional promotion organization, I don't see it the same way as Mr. McDonald.

I see promotion—the marketing efforts of a station—as an integral part of a station's long-term planning. Promotion is the driving and often guiding force that directs a station toward commercial recognition and respect, increased ratings and increased revenue; therefore, success. Stations that agree with this marketing philosophy tend to be the market leaders or the up-and-coming stations.

I see stations carefully and consciously planning their futures with promotion/advertising/creative services managers in the forefront of that planning.

I suggest that Mr. McDonald's casual remark be viewed as a challenge to promotion managers to further improve the work we do. The more than 1,785 members of the BPME have already accepted this challenge.—*Joseph Logsdon, president, Broadcast Promotion and Marketing Executives, Lancaster, Pa.*

Digital suggestion

EDITOR: I would like to issue a challenge to the engineering sector of radio broadcasting: Cure our AM problems with a suitable digital transmission system.

The greatest problem with AM versus FM is not stereo. It is static, especially during stormy periods. When we were listening to AM in the pre-FM days and a storm came up, we either switched to a very close AM station and withstood the static or turned the radio off. Now we switch to the blessed quietness of an FM station. Digital AM would cure the static problems and in many ways be superior to FM. AM digital would be superior in area coverage and in fidelity, as digital would cure all noise, distortion and frequency response problems.

If we AM broadcasters could start simulcasting our AM programming on a digital transmitter, so it would not interfere with our analog transmitter, I believe in a few years we could sell enough digital receivers to make digital viable. We would bear the cost of two transmitters for a few years, but it would be a small price to pay for an AM signal superior to FM.—*Jerrell A. Shepherd, president, KWIX(AM) Moberly, Mo.*

“The Real Ghostbusters.” So Successful It’s Scary!

MARKET	STATION	TIME PERIOD	REAL GHOSTBUSTERS HOUSEHOLD RATING % INCREASE THIS YEAR VS. LAST YEAR
New York	WNYW	4:00PM	+ 53%
Los Angeles	KTTV	4:30PM	+ 63%
Chicago	WFLD	3:30PM	+ 20%
Philadelphia	WTAF	3:30PM	+ 30%
San Francisco	KBHK	4:00PM	+ 210%
Boston	WLVI	4:00PM	+ 11%
Detroit	WXON	4:00PM	+ 95%
Dallas	KDAF	4:00PM	+ 160%
Washington	WTTG	4:00PM	+ 45%
Cleveland	WUAB	3:30PM	+ 85%
Houston	KRIV	4:00PM	+ 130%
Atlanta	WGNX	4:30PM	+ 67%
Seattle	KSTW	4:00PM	+ 430%
Denver	KWGN	4:30PM	+ 17%

Source: Nielsen Overnight Ratings, Two Week Averages; 9/14—9/25/87 vs. October 1986
Arbitron Overnight Ratings, Cleveland; 9/14—9/25/87 vs. October 1986

For Animated Success, Who You Gonna Call?



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A commentary on high-definition TV from David Fiske, Goodwin & Soble, Washington

There's more to HDTV than meets the eye

In the extensive coverage and debate of recent high-definition television developments, one potential bombshell for U.S. television may not have received sufficient attention.

Buried in the middle of a long article on HDTV in the Sunday Oct. 11, 1987, *Washington Post* business section, a statement was attributed to a New York-based engineer with NHK, the Japanese Broadcast Corp. that "Eventually, all nationwide broadcasting in Japan is *intended* to be by satellite and in high definition, with TV stations on the ground concentrating on localized programming in conventional signals" (emphasis added).

Come again? A two-tiered television system is actually the *intended* purpose in Japan after its HDTV is introduced?

It's one thing to discuss the effect of HDTV on relative audience share among traditional television, cable, DBS and satellite-delivered programming, or the effects on broadcasting if HDTV is first introduced through one of those media.

But it is a dramatically different proposition to actually *design* an HDTV system with the intent of splitting broadcasting service between national satellite-delivered HDTV programming on the one hand and local terrestrial-delivered broadcasting on the other.

If that is the intent, more caution must be given to U.S. interests becoming too technologically dependent on the Japanese HDTV system.

The effect of such a two-tiered system on broadcasting as we know it would be dramatic, and would introduce into the broadcasting world a concept that has been widely and emotionally discussed primarily in the telephone environment—cream-skimming.

Readers of this publication know full well the importance to local stations of national programming and the broadcasting of national events, such as sports, other special events and public affairs.

The network/affiliate station relationship has always been based on a system of mutual benefit in generating audiences. The growth of independent stations in recent years can be attributed in part to their ability to compete for movies, sports events and other "major attractions." It is fair to say that the amount and quality of the "national programming" on both kinds of local stations, affiliate and independent, has a significant impact on their ability to attract and retain their audiences and their advertising revenues.

Thus, it is important to remember that it is precisely these national sports and special events, all of which will be so dramatically enhanced by the spectacular new HDTV picture, that will be driving the HDTV market.



David H. Fiske is an attorney with the Washington law firm of Goodwin & Soble, where he specializes in communications, copyright and trade issues. From 1978 to 1985, he was director of government and media relations in the Washington office of CBS Inc. Prior to that, he headed the information and press office at the Federal Election Commission and served as legislative assistant and press secretary to Senator Richard S. Schweiker (R-Pa.).

Anyone who has seen one of the HDTV demonstrations can attest that it is a spectacular product. You don't have to want to turn your family room wall into a life-size screen (although that will be a possibility) to be able to appreciate the dramatically improved clarity of an HDTV picture on even a 24-inch to 48-inch television set.

However, what is particularly significant about the advent of HDTV is not just the clarity of the picture. More important to rapid public acceptance of HDTV may be that the events and shows in HDTV will be photographed in wide-angle dimensions, rather than in the series of close-up shots that makes up today's conventional television.

If people actually buy today's relatively fuzzy NTSC television projection systems for these kinds of events, it doesn't take sophisticated economic analysis to appreciate how quickly consumers would take to a moderately priced HDTV system for this kind of programming.

It certainly follows that if these kinds of programs end up only on a nationally televised HDTV satellite system, leaving today's local television stations "concentrating on localized programming in conventional signals," as the statement attributed to the NHK representative spells out, it doesn't bode well for the future ability of local stations to be able to attract sufficient audience to continue to operate economically.

Such a result would certainly be contrary to the intended scheme of the U.S. Commu-

nications Act, the concerns of those particularly interested in the "public service obligations" of television licenses and the firm belief of broadcasters, government officials and the public that locally delivered television is an important ingredient in our national television system.

Perhaps a planned two-tiered national/local television delivery system might work in Japan. But it could be disastrous if that policy concept spilled over with the introduction of HDTV in this country.

For those who answer: "Well, that couldn't happen here," we should remember, in part, that it was axiomatic only a short time ago that professional football would never be allowed to leave "free TV," but the current NFL contract with ESPN shows that bridge has already been crossed.

HDTV requires important technological development. All interested parties are well aware of the work still required: the FCC's setting up the new advisory committee, the National Association of Broadcasters' in creating a technical center for HDTV research, the Association of Maximum Service Telecasters' in its technical and policy activities, and that of the many other U.S. entities involved in their own research and planning for HDTV.

However, the potential of the Japanese system to *consciously* bypass local television in the HDTV revolution, as expressed in the *Post* article, should be kept in sight. It underscores the importance of an American-developed HDTV system that, while subject to all of the healthy competitive pressures of alternative video delivery systems, would at least not be designed to eliminate the viability of locally delivered television.

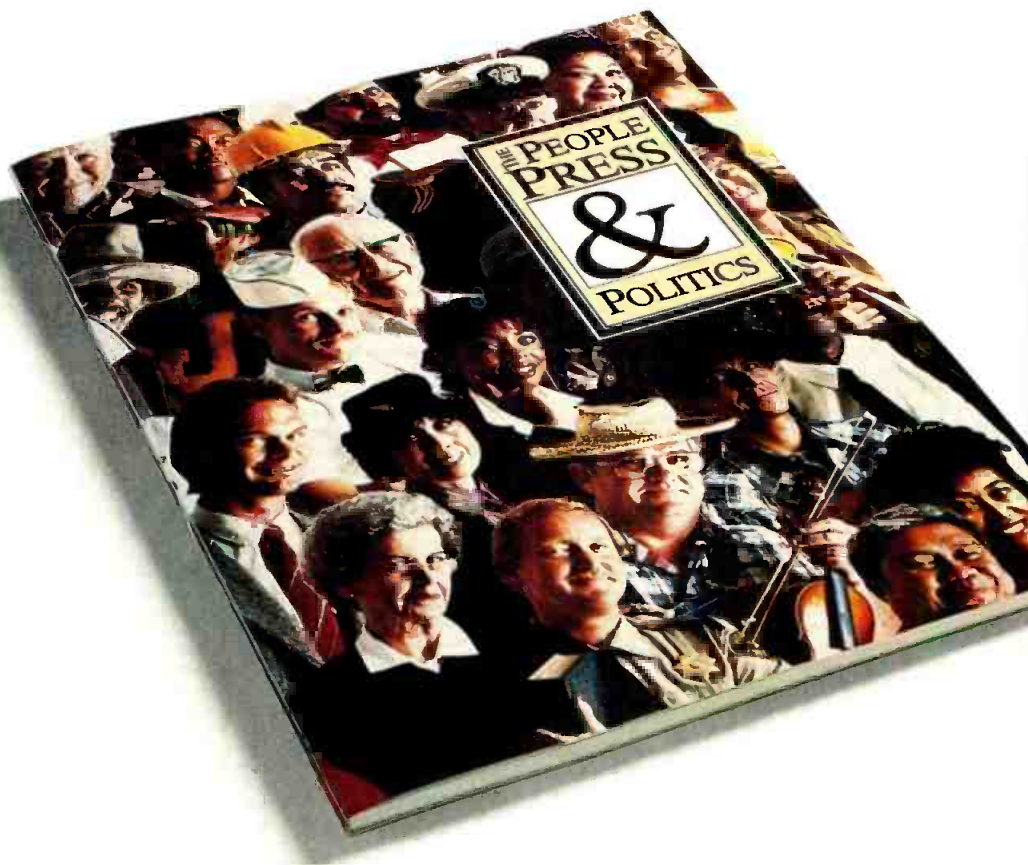
The recent congressional hearings on HDTV included considerations of HDTV development from a trade perspective, including discussions of the contributions the American electronics industry can make in developing and manufacturing HDTV equipment, and how our scientists and engineers can help provide technological answers to the spectrum issue that is of such vital concern to the U.S. broadcasting system today.

A government-industry consortium? An HDTV system in a single six mhz channel? A simple TV-top converter? These are all ideas of U.S. planners and researchers.

Increased focus on these kinds of ideas must be accelerated here and abroad if the alternative is a two-tiered national/local television system with the cream-skimming potential.

Whatever the answer, not only would total dependence on Japanese initiatives adversely affect the ability of the American electronics industry to participate in this technological revolution; it might also have more adverse effects on the future of our local television system than has been discussed in the HDTV debate.

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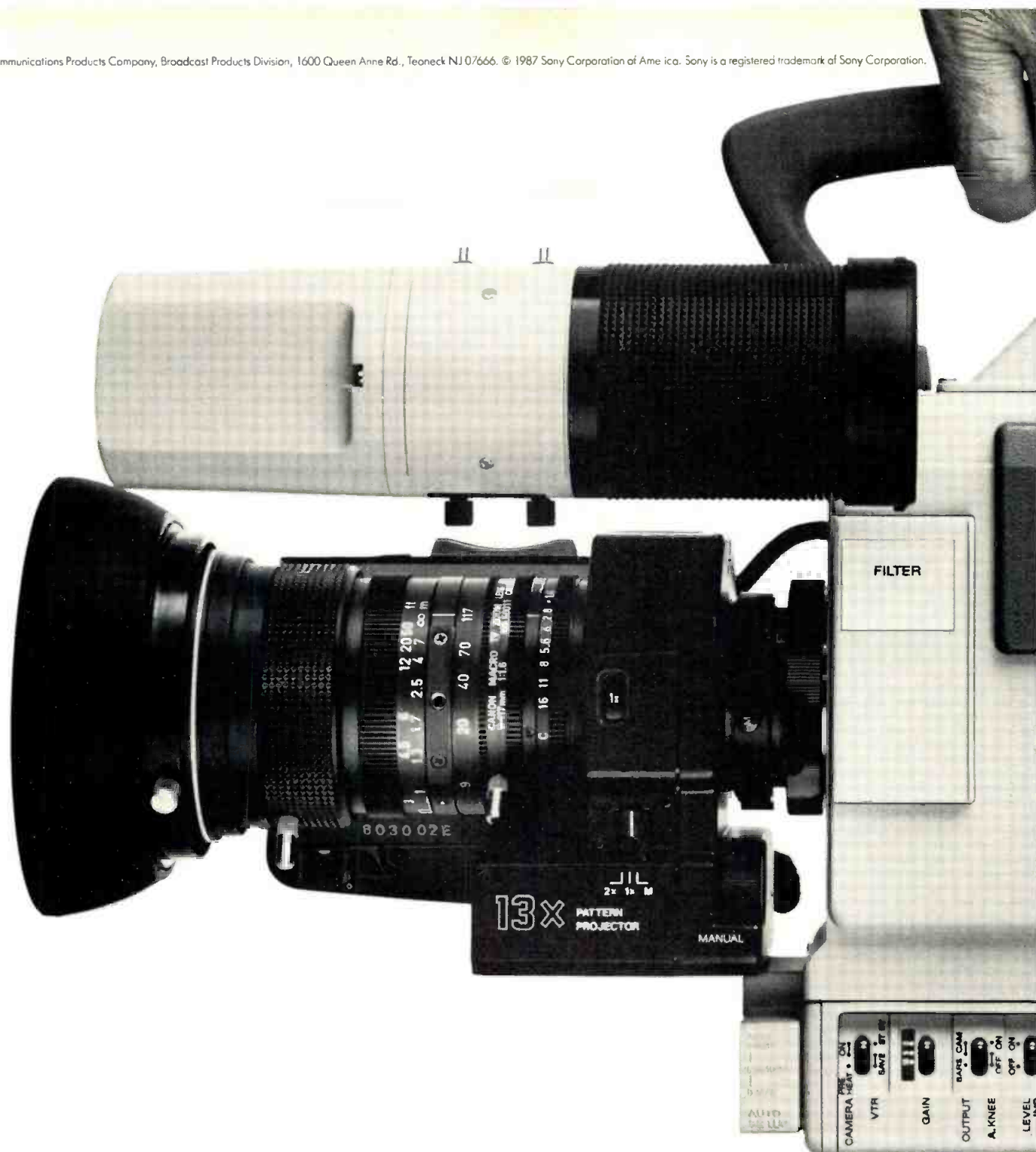
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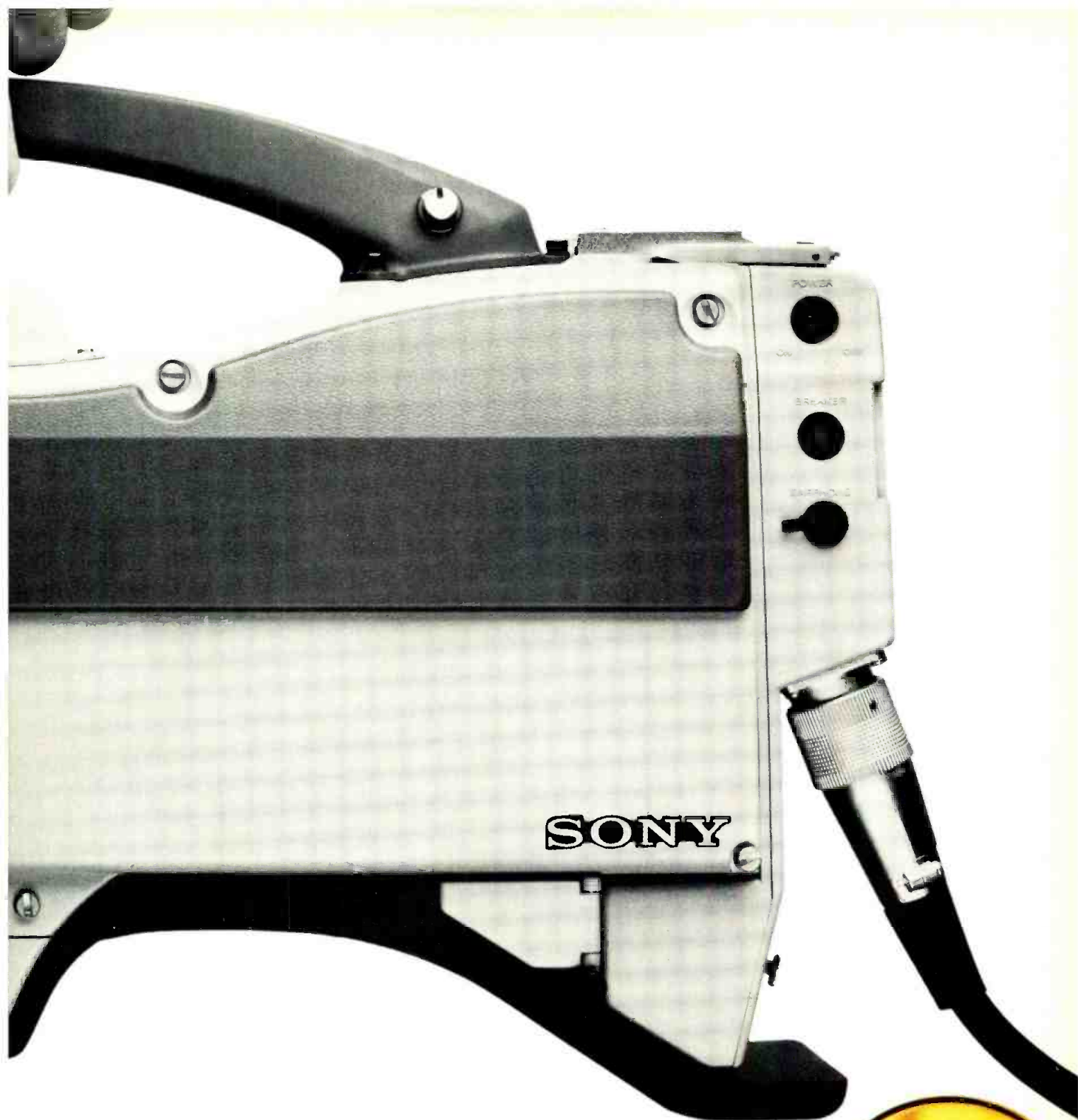


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TURNER BROADCASTING SYSTEM, INC.

Broadcasting Oct 26

Vol. 113 No. 17

TOP OF THE WEEK

Hollings tries end run to reinstate fairness

Commerce Committee reports bill that would codify former FCC doctrine and set fee on sales of stations and CP's with money to go to public broadcasting

There was grim news for broadcasters last week on Capitol Hill. The Senate Commerce Committee voted 12-5 to adopt a revenue-raising proposal that would result in a double blow to the industry: It would codify the fairness doctrine and force broadcasters selling a station license or construction permit to pay a fee of 2% to 5% of the sale price or fair market value. The proposal is part of a budget reconciliation package for fiscal 1988 aimed at reducing the federal deficit and was referred to the Senate Budget Committee which may report out the bill this week.

Broadcasters are mounting a major initiative to defeat the proposal. "If they [Congress] wanted to stir up a hornet's nest, they have," commented one broadcast lobbyist. There are strong indications, however, that the industry will be hard pressed to block this congressional maneuver. Even Senator Bob Packwood (R-Ore.), who has championed repeal of the fairness doctrine in past Senate battles, last week expressed his doubts that fairness could be extracted from the reconciliation measure (see box, page 44).

As one Hill aide pointed out, it is no secret that Congress is "displeased" by the FCC's repeal of the fairness doctrine, and "we're facing a serious deficit problem."

The committee's action may not bode well for commercial broadcasters, but noncommercial broadcasters had reason to cheer. The measure establishes a long-term funding mechanism for the noncommercial system. Money collected from the transfer fees would go into a Public Broadcasting Trust Fund to take effect in fiscal 1990 and would support the Corporation for Public Broadcasting and the National Telecommunications and Information Administration's public telecommunications facilities program.

Leaders in the public broadcasting community hailed the decision. CPB President Donald Ledwig called it "farsighted and deeply appreciated." Baryn Futa, acting president of the National Association of Public Television Stations, said the action was "visionary" and "should be applauded by every American." Public Broadcasting Service President Bruce Christensen said the Senate committee members "have shown extraordinary leadership." And National Public Radio President Douglas Bennet said the fund would "enable us to fulfill our mission of expanding service to all Americans."

The 2% transfer fee applies to all spectrum users including cellular phones, microwave, satellites and cable's community antenna relay systems. The fee would be based on the price paid for a station or the "fair market value" of a license and station's assets, whichever is greater. But only broadcasters would be subject to higher fees. A 4% fee would be levied for broadcast licenses transferred within three years of the last sale. Congressional interest in reinstating the FCC's antitrafficking rule (which required stations to be held for three years before being sold) has been building, and this provision is viewed by some as a "backdoor" attempt to accomplish that.

An additional 1% fee would be imposed if a licensee had failed to comply with the fairness doctrine "during the time in which the license was held." The doctrine would be resurrected by amending Section 315 of the Communications Act to require that "a broadcast licensee shall afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The committee is using the same rationale

for fairness in this instance as it did when it approved the Fairness in Broadcasting Act of 1987, vetoed by President Reagan in June.

The proposal is the brainchild of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.). There had been some speculation a license transfer fee would surface (BROADCASTING, Oct. 6). But Hollings's insertion of the doctrine in the reconciliation proposal stunned not only broadcasters but also his Republican colleagues as well. His decision to move the reconciliation package came at the last minute; the markup was scheduled only two hours before the committee was set to meet.

National Association of Broadcasters President Eddie Fritts, who was in Japan last week to discuss developments of high-definition television with officials there, issued a statement calling the fee "a tax, pure and simple." The committee's action, he said, was an "attempt to impose by backdoor legislation what the FCC deregulated after full public notice and participation."

Fritts was cutting his trip short to return to Washington. John Summers, NAB's chief



Sounding the alarm. Broadcasters were in a huddle last week following the Senate Commerce Committee's passage of a revenue-raising proposal that not only imposes a license transfer fee on broadcasters selling properties but would codify the fairness doctrine (see above). Pictured above was the first of several strategy sessions called last Friday by the National Association of Broadcasters.

Some broadcasters feel the committee's action was in "retribution" for backing repeal of the fairness doctrine. "They [Congress] were looking for a way to get to us," said one lobbyist. That view seemed to be confirmed by one Hill source who said members had "gotten fed up with broadcasters' arrogance... They are always going around saying they can stop any legislation." There were no signs, however, that broadcasters would alter their stand on fairness.

This action, said Ernie Schultz, president of the Radio-Television News Directors Association, "betray[s] their desperation. What they cannot achieve through normal legislative procedures they now seek through constitutionally suspect subterfuge."

Preston Padden, president of the Association of Independent Television Stations, feels the proposal is discriminatory. Cable systems are selling "forever increasing multiples while 20-some independent stations have gone into bankruptcy," said Padden. What kind of policy is it, he asked, "to tax broadcasters who provide the public with a free service while cable, which charges the public, gets a free ride?" Broadcasters may not be alone in their resistance. The 2% fee affects all spectrum users; in cable's case it applies to licenses for community antenna relay systems. But sources indicate the cable industry won't oppose the fee, nor were other groups issuing loud protests.

Packwood's pessimism

Senator Bob Packwood (R-Ore.) called the renewed efforts by Senate Democrats to codify the fairness doctrine "a clever way by my opponents" to force the President to sign it into law (see page 43). "Now this thing is going to be bundled together in a reconciliation bill," and President Reagan will probably have to "swallow hard" and sign it, he said.

Packwood spoke last Thursday during a luncheon presented by the Cato Institute, a Capitol Hill public policy think tank. He said that he would mount a challenge to the fairness doctrine amendment but was certain he would be unable to beat it. He also expressed pessimism about the prospect of sustaining another fairness doctrine veto and said that attempts at stalling also would not work. "I can't sustain a filibuster," he said.

Instead, Packwood said, he looked forward to a challenge of the fairness doctrine in the Supreme Court. "I hope the court says: 'We've had enough of this,'" and finds the doctrine unconstitutional, he said.

lobbyist who was on vacation when the Commerce Committee acted, was also heading back to Washington. NAB staff immediately canvassed the association's board of directors to see where members stood on the proposal. Board members were reported to have expressed "outrage" at Hollings's tactics. "We're pulling out all the stops to fight this," said one association official. The three broadcast networks were calling on their affiliates to contact their senators.

The Commerce Committee had been charged with finding \$390 million in savings for FY '88 (and a total of \$600 million for fiscal '88 and '89) in the budgets of the agencies under its jurisdiction and had already missed the deadline for reconciliation recommendations. According to the committee, the license transfer fee would raise about \$340 million annually. Based on BROADCASTING's calculations of last year's station trading (a total of some \$6.2 billion), a 2% fee would have cost broadcasters at least \$125 million, not counting sales of stations owned for less than three years or involved in any violations of a fairness law.

According to a committee aide, no one but Hollings knew that fairness would be added to the bill. The committee's ranking Republican, John Danforth (R-Mo.), made a motion to strike fairness from the proposal,

telling Hollings: "I stood by you on fairness" in the passage of a fairness bill last June, but the "idea of fairness being part of this is pushing it too far." The motion failed 11-6, with Danforth and Republicans Packwood of Oregon, Ted Stevens of Alaska, Nancy Kassebaum of Kansas, Robert Kasten of Wisconsin and John McCain of Arizona objecting. Stevens, Packwood, Kassebaum, Kasten and McCain were the five members voting against the overall package.

Stevens and Packwood are expected to lead the charge against the proposal, despite Packwood's pessimism about the outcome. And judging from Danforth's remarks, broadcasters will seek his support.

The license transfer fee could prove to be an even tougher issue for the industry to tackle. Not one senator on the committee objected to the fee. If those funds were eliminated, the committee would need to find equivalent sums to cut from budgets under its jurisdiction.

Although the fee is not part of the House reconciliation bill, the concept, said one key House aide, has support and probably would not become a sticking point during a House-Senate conference on the measure. The reconciliation bill could come up for a vote on the House floor this week.

Since Reagan's veto of the earlier fairness

bill, Hollings and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have vowed to see the doctrine become law by other means. And in case fairness is lifted from reconciliation in the Senate, the lawmakers are said to have a backup. Dingell, reportedly with the blessings of House Speaker Jim Wright (D-Tex.) and minority leaders, Robert Michel (R-Ill.) and Trent Lott (R-Miss.), plans to fasten a fairness amendment to a catch-all spending bill (the continuing budget resolution). The current resolution, which keeps the government operating, expires on Nov. 10, and Reagan would be unlikely to veto such a measure.

FCC Chairman Dennis Patrick suggested the transfer tax would discourage the "efficient redeployment of FCC licenses." He also said it was discriminatory. "I see no reason why the transfer of FCC licenses should be singled out," he said.

The public broadcasting trust fund contained in the Hollings bill would be activated in fiscal 1990. For the first two years, the fees would be used to offset the deficit. Included is a formula to authorize funds for CPB and the PTFP program and for public broadcasting's satellite interconnection system.

Under the proposal, beginning in FY '90 and each subsequent year, CPB could spend up to 90% of the funds in the trust, or \$50 million above the \$254 million authorized for FY '90, "whichever is greater." The PTFP program starts at the \$36-million authorization level granted for FY '89 with an additional \$3 million or 10% of the fund, "whichever is greater" to follow in subsequent years. Also, \$40 million would be allocated for the satellite system each year until 1995.

Exempted from the fees: FM translators and boosters, pro forma transfers of control and the transfer of licenses associated with FCC minority ownership policies.

Broadcasters have known all along that fairness could become a problem for them again. Said one lobbyist: "Even Godzilla couldn't stop [Congress from passing] the fairness doctrine." □

Fifth Estate feels impact of stock market plunge

Long-term outcome difficult to assess, but some companies begin to buy back stock as Dow shows improvement

In the aftermath of last week's stock market crash, the biggest question for broadcasters remained unanswered: Was this dive an omen, despite assurances from the federal government to the contrary, of an economy that is about to plunge headlong into a recession?

If this is the case, the broadcast industry could face some hard times if advertisers decided to curb expenditures in the wake of softer sales. That concern surfaced last week among a number of industry observers, although many agreed that said it was simply too early to predict the outcome of last week's market turmoil.

The immediate effect of the plunge—which saw the Dow Jones Industrial Average plummet a record 508 points, more severe than the crash of 1929—was to obliterate trillions of dollars worth of paper profits. Some of those profits were recaptured as the market rebounded later in the week. At the close of trading Friday, the Dow had recaptured about 40% of its loss from Monday.

CBS Inc. was believed to be the biggest one-day loser of the media companies, dropping \$42 from \$194.62 at the close of business Friday, Oct. 16, to \$152.50 at the close of trading Monday, Oct. 19. It was the worst day of trading for CBS stock since it was listed on the New York Stock Exchange in 1937, according to company officials. The worst annual drop in CBS stock prices was in 1972 when it declined \$25.

By the closing of the market on Friday, CBS stock was up to 159¼.

The turmoil in the stock market also raised questions about the viability of Sony Corp's \$2-billion bid for CBS Records. The *Wall Street Journal* reported Friday that CBS was planning to reorganize its domestic records operations into a separate subsidiary. The paper also reported that talks between CBS and Sony regarding the latter's offer were continuing. Neither company was commenting last week on the offer. Some analysts even suggested that CBS's failure to act on the bid in recent weeks may have contributed to the fall of CBS stock.

According to Al Gottesman, a media analyst at L.F. Rothschild, many investors who had bought into CBS after speculating on future profits from a sale of the record div-



CNN Photo

ision, decided "it's not going to happen, let's just get out." Ronald Katz, an analyst with Mabon Nugent, agreed the company's failure to act on the Sony offer may have disappointed the "rising expectations" of some investors. But other factors also contributed to the stock's fall off, including "a mix of profit taking and panic to get out now and get back in at a cheaper price."

Capital Cities/ABC was hit almost as hard last Monday (Oct. 19) and over a two-day period had a bigger point drop than CBS. On Monday, the company's stock fell 32 points to \$356 a share, and then another 13 points to \$343 on Tuesday (Oct. 20.) On the following day, the stock rallied to \$355. Analysts were at a loss to explain why the company was hit so hard, except to suggest that it had more to lose on paper as one of the highest valued stocks on the market. (Capcities was trading as high as \$440 in August.) And despite the sharp drops by both stocks, they were in line with the 22% dip in the market generally last week, analysts said.

Most other media stocks also suffered from the onslaught of "Black Monday." General Electric, parent company of NBC, dropped about \$9 that day to \$41.80, but gained it back in the next two days. Only one company tracked by BROADCASTING's stock index (see page 60) appeared to make a gain for the week ended Oct. 21—Selkirk Communications, probably due to the fact that it is traded on the Toronto exchange. A few U.S.-based media companies managed to get through the market-wide downturn unscathed, such as Scripps Howard, which closed at \$79 last Wednesday (Oct. 21), unchanged from the previous week.

□

Cable stocks were no less vulnerable to the downturn than broadcast stocks. Tele-Communications Inc., the nation's largest MSO, was off almost 15% for the week, falling to about \$17 at one point, then settling at \$21 by the close of trading last Wednesday.

The crash caused two major MSO's—United Cable and United Artists—which announced a merger between the two compan-

ies on Friday, Oct. 16, to call it off on Tuesday, Oct. 20. Gene Schneider, United Cable chairman, said: "A combination of extraordinary market conditions and unresolved substantive terms of the merger agreement contributed to the decision to suspend further discussions." But there was also speculation that dissatisfaction among United Cable shareholders that the stock price—both companies were trading in the low to mid 20's—was too low, contributed to the decision. The merger called for United Cable shareholders to trade 1.05 shares of the company for one share in the new company (BROADCASTING, Oct. 19). The United Artists stock would have traded one for one. Analysts have said United Cable stock could be worth closer to \$40 per share. United Cable also said it "intends to remain an independent cable operator" and that it would periodically repurchase company shares on the open market and in private transactions.

But other deals that BROADCASTING checked last week were going full speed ahead. Spokesmen for the affected companies said the stock market jolt has not altered plans for Continental Cablevision's buy of American Cablesystems; Cablevision Systems's purchase of Adams-Russell, or the merger between Western TCI and Marcus Communications. Essex Communications, which is receiving tender offers for its cable systems, said no one has called to back out of an offer.

At a seminar on overbuilds in New York last Thursday (see page 78), there was a discussion that a drop in prices would have an effect on the value of present and future cable deals. John Mansell, an analyst with Paul Kagan Associates, said cable deals may drop back in value to the \$1,800- to \$2,000-per-subscriber range, or 10 times cash flow. One of the big questions, he said, will be the extent to which the financial community continues junk bond financing. That could reduce the number of future deals and affect present ones. Len Baxt, an attorney with the Washington law firm of Dow, Lohnes & Albertson, said "deals today are being rethought." It was "easy to finance a stretched theory," Baxt said, when it came to the par-

ticulars of certain cable deals. But that, he said, was before Monday's jolt.

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The impact of the stock market's upheaval on the production community also was severe, prompting a number of companies to implement (or expedite previously announced) stock buy back plans as a way of fending off potential corporate predators. Among those companies was Lorimar, MCA, Aaron Spelling Productions and King World. Also scrapped was a plan by MTM to make an initial public stock offering at up to \$28 per share, which some analysts had criticized as too high even before last week's dramatic events.

Lorimar took advantage of last week's crash to launch its previously announced buyback of up to 15% of its outstanding shares. A company spokeswoman said last week's events, "presented a good business opportunity" to get into the market and buy back some of our stock. Lorimar closed at \$12.25 on Friday (Oct. 16), fell to \$8.25 on Black Monday and then rebounded slightly, closing at \$10 last Wednesday. By midweek, the company had lost more than \$104 million.

Rupert Murdoch's News Corp. Limited, parent of Fox Inc., had lost \$855 million by midweek. Murdoch, who owns 124 million shares of News Corp., lost \$1.05 billion alone on Black Monday when the company's value dropped by half, from its \$30 closing mark on Friday (Oct. 16). A Fox spokesman said last week it was too early to tell what impact the volatile market conditions might have on future studio projects. There could be problems "somewhere down the road," but none are anticipated for the short-term, he said.

Don Gallantly, vice president of investor relations for News Corp., called the decline "a paper loss" and said "what will be important to all companies is what happens in the economy after this—what happens to interest rates, what happens to corporate profits and to consumer spending."

Despite some positive signs, such as the lowering of the prime rate last week to 9%,

at least one major industry executive—MCA president Sidney Sheinberg, is bracing for a recession. Sheinberg told the *Wall Street Journal* last week his "gut instinct" is that the country is headed for a recession. MCA, which is periodically plagued with takeover rumors, announced a stock buyback plan last week under which the company will purchase up to 10 million shares of its common stock in the open market.

The market's downturn last week forced MTM Enterprises to postpone indefinitely its initial public offering of about 22% of its stock. Analysts said that companies like MTM, seeking capital from outside markets, would be affected more severely by last week's events than companies who had lots of cash on hand.

An MTM spokesman said last week that "it became apparent very quickly that we were not going to be able to get any kind of orderly, reasonable, rational decision from investors in this kind of market." He noted, however, that MTM remains committed to the offering of four million of its shares. But the company wants to see some stability return to the market first, he said.

On Aug. 25, MTM estimated the public offering would fetch between \$25 and \$28 a share for a total of \$100 million to \$112 million. Analysts reacted negatively, saying MTM would be lucky if it could obtain such prices when other television producers have failed recently. Mabon Nugent's Katz said a more realistic value for an MTM offering would be between \$17 and \$22 a share, "even in a good market."

MTM, the company spokesman said, can continue with its projects without added cash or new investments. It has four series entering the off-network syndication market next year—*Newhart*, *Remington Steele*, *Hill Street Blues* and *St. Elsewhere*—and has a half dozen series entering production during the next two years.

A King World spokeswoman said the company would buy back an unspecified number of its shares because in the current market place company officials believe the stock is undervalued. The company's stock was off 21% for the week ended last Wednesday, and was on the rebound at \$20.75 at the close of trading that day. The King family owns about 47% of the outstanding stock, which the spokeswoman said makes an unfriendly takeover "very difficult."

Aaron Spelling Productions last week said it would buy back as many as one million shares of its stock in the open market, "subject to market conditions." A spokesman said the company believed the stock was undervalued. Spelling stock, which was as high as \$10.50 last August, was off 23% for the week ended last Wednesday, closing at \$6.62. Last week, the company bought 35,000 shares back at \$5.50, and now owns 225,000 shares of its own stock. The spokesman said the company would continue to "fight to get the stock price up." In the near term, he said, the company believes its position is secure, and with \$40 million in cash on hand, "we have no need to go out and get cash."

Other media-related companies announcing stock buy backs last week were Interpublic, the advertising agency conglomerate; cable MSO's American Television & Communications, Comcast and Centel; Josephson International, the talent agency, and Affiliated Publications the Boston-based publisher and former group broadcast owner.

A Warner Communications executive said the company may take advantage of the drop in stock prices. Geoff Holmes, a senior vice president at Warner, said "we will be looking to see if it makes sense to make investments or acquisitions." Previous ups and downs in the economy, according to Holmes, have had little impact on Warner's entertainment holdings and Holmes is confident the company can weather last week's downfall. "It's difficult to see what the market is trying to forecast right now," he said.

Officials for Columbia and Paramount-



parent Gulf + Western would not comment on the Wall Street turmoil. However, Martin Davis, chairman and chief executive officer of Gulf + Western, told the New York Times last week, "What has happened in the market is a complete overreaction to everything from political pronouncements to currency re-evaluations. We have no plans to cut back on anything. Period."

Walt Disney Co. stock took a dive last week, but company officials said the stock value should have no impact on its business plan. "The only negative could be if this market problem causes an economic recession," said Gary Wilson, Disney's executive vice president and chief financial officer. "Then we can be impacted economically as the months go by. But I don't think any of us here feel that's going to happen." Wilson declined to comment on whether Disney would attempt to buy back its stock at the reduced prices.

At MGM/UA, a spokeswoman said all projects will go ahead without delay. The studio, she said, has already committed funds for all television and movie production, advertising and promotion. By Thursday, the company had lost more than \$117 million of its value at the closing on Friday (Oct. 16).

Television and cable networks sent scrambling by Persian Gulf attack and stock market frenzy that followed

It was another one of those weeks.

From the moment they reported to work last Monday morning (Oct. 12), journalists at the television and cable networks were

hard at work covering the U.S. retaliatory attack against an Iranian oil rig in the Persian Gulf and the the historic and precipitous slide in stock prices around the world.

Most arrived at work figuring the U.S. raid in the Persian Gulf would be the top story of the day. But as stocks began plummeting in an unprecedented frenzy of selling on Wall Street on Monday morning, the Crash of '87 or Black Monday, as many were calling it, soon bumped the raid from the top of the electronic front pages.

News resources were stretched a bit further during the week by other events. On Tuesday morning, an Air Force jet lost power and crashed into an Indianapolis hotel. President Reagan held a rare press conference Thursday at 8 p.m. NYT. Secretary of State George Shultz was in Moscow trying to schedule a summit and nail down an arms deal. And the Senate rejected the Supreme Court nomination of Robert Bork after a week of heated rhetoric.

The stock market story stayed hot all week as the markets rallied on Tuesday and Wednesday only to slip again on Thursday and barely budge on Friday. And it had no geographic or temporal bounds. The selling and falling prices that shook Wall Street spread westward Monday night and early Tuesday morning, affecting exchanges around the world—Tokyo, Hong Kong, Sydney, Frankfurt, Paris and London.

"This has been a whirlwind," said Eleanor Prescott, executive producer of ABC's Sunday morning *Business World*. "You're just about to catch your breath and there's another development."

Densil Allen, news director, *Nation's Business Today*, which airs for two hours each weekday morning on ESPN: "This is the biggest business story of my lifetime. It's amazing."

Taking full advantage of their all-news-and-information formats, CNN and FNN were able to report the story as it unfolded.

New York Times critic John Corry said CNN "was almost a global ticker tape." While that may have been figuratively true in CNN's case last week, it is literally true in FNN's case every week. The all financial news cable service continuously runs crawls across the bottom of the screen—one, the ticker of the New York Stock Exchange; the other, the reporting the prices from the American Stock Exchange and NASDAQ and, every 60 seconds, major market indices.

The crawls allowed FNN to cover events last week like no other news organization, said Mike Wheeler, senior vice president-general manager, FNN. "It's like being on the air watching the house when it catches on fire," he said. "You are there from the beginning. You don't arrive on the scene after the house is fully engulfed."

About 13% of CNN's schedule each weekday is devoted to business news. But last Monday and Tuesday, said CNN spokeswoman Katsie Bassett, the percentage rose to about 60%. During the week, she said, CNN had between 75 and 100 people—corporate raiders, investors, politicians, brokers—on to comment on the market. Starting around noon Monday, she said, Dobbs appeared

regularly to update viewers on the latest prices and developments. *Moneyline*, CNN's daily early evening business show, was expanded to an hour Monday. NBC News broke the story of the raid at 7:58 a.m. NYT Monday with report from correspondent Jim Miklaszewski at the Pentagon. At 9 a.m., NBC covered a live briefing from Secretary of Defense Cap Weinberger at the Pentagon. At 9:30 a.m. Tom Brokaw anchored a 25 minute report on the raid. Brokaw was back at 11:30 for 11 minutes with the first pictures of the burning oil rig. Brokaw appeared once more, at 3:55 p.m. with NBC's consultant and former White House chief of staff Donald Regan supplying analysis. At 11:30 p.m., Brokaw anchored a 20-minute special report which competing with similar reports from CBS News and, in some markets, Fox Television.

The next day, Brokaw did six cut-ins—two-to-12-minutes long—to report the jet crash and provide updates on the rallying market. Wednesday demanded only one, at noon. Shortly before noon on Friday, it carried Shultz's press conference live from Moscow.

ABC presented a bulletin on the Persian Gulf raid at 8:11 a.m. NYT during *Good Morning America* and a full 19-minute report at 9 a.m. built around Weinberger's briefing. Peter Jennings anchored.

At the end of an 18-minute update at 12:21 p.m. on the raid containing video on the oil rig taken from an ABC helicopter, Jennings noted that "the stock market today has been going bananas." At 4 p.m., Jennings anchored another special report detailing the full extent of the crash and followed up during *World News Tonight*.

Nightline, delayed until after midnight on the East Coast by Monday Night Football on Monday and the World Series coverage on Tuesday and Wednesday, featured the stock market on all three days.

Tipped off that the U.S. would take some action in the Persian Gulf Sunday night, Dan Rather was ready to go at 6:30 a.m. NYT. After confirming the raid with Washington sources, CBS News reported it during its regularly scheduled insert in *The Morning Show* at 8:03 a.m. and Rather came on 20 minutes later with a full report. With Rather anchoring, CBS News cut in again at 9 p.m. for the Weinberger briefing. Rather was back shortly after 11 a.m. for a five-minute cut-in, but, by then, the top news was the stock market. Rather did three more cut-ins during the afternoon to update viewers prior to the evening news. And, at 11:30 p.m., he anchored a half-hour report on the day's events.

Rather appeared five times Tuesday for up to 11 minutes with updates on the market, the stock market and the Persian Gulf. The 5:01 p.m. cut-in featured a live brief impromptu press conference with the President. CBS carried Schulz's press conference from Moscow on Friday despite some difficulties with its satellite feed.

By the end of the extraordinary week, many broadcast journalists were feeling like CNN's Dobbs was on Thursday as he prepared to go on for yet another stock-market update. "You are talking to Silly Putty with a voice and the voice is about to go," he said.

Observers see little effect on station trading; brokers and analysts expect more caution but no basic change in market; stock buybacks biggest response to lower prices

The word from station brokers, analysts and owners is that it's too early to tell about the fallout from the stock market plunge of last week to predict any real effects it may have on station trading. But most felt it would have a minimal effect on station sales.

Tom Buono, of Broadcast Investment Analysts in Washington, described the market crisis as an irrational panic situation. "People are losing track of underlying intrinsic value of the stocks they're selling," said Buono. He felt that it was too early to see the complete picture from the plunge, but predicted the results would be minor for most broadcasters and station trading. "For the short term there will be an undercutting of the market, with some hesitation and confusion," said Buono, causing a brief slowdown in station sales. "We had just started to see some activity recently and that may be stalled temporarily." For the long term, Buono felt that demand might diminish because of a lack of resources in companies hurt by the plunge, but that might be offset by a new desire to diversify from public stock holdings to media interests. However, his inclination was that demand would be down slightly.

Jim Blackburn, president of Blackburn & Co., said he felt the stock market decline would make everyone a little more cautious, but also felt there was no logical cause for the crisis. "None of the capital markets have been affected," said Blackburn. "There's no logical reason for it." One effect Blackburn saw was a new opportunity for publicly held broadcasting companies. "Many of these companies were operating with stock values equal to the asset values of their stations," said Blackburn, "and they generally sell at 80% of their asset value. Now is a perfect

time for them to buy back their stock, and if things don't rebound after that, they should think about going private." Many firms have already begun stock repurchase plans (see page 47). As for station trading, Blackburn felt there would be no lessening in demand by buyers, and with no increase in interest rates, he expected there would no decrease in sales activity. Another effect Blackburn mentioned was that some firms that had been considering going public would probably pull back and wait.

A case in point is Fairfax, Va.-based EZ Communications, which was ready to make its first public offering this month. EZ President Alan Box said it had withdrawn the public offering indefinitely. "We put the whole thing on hold because we felt the selling prices would be much lower than we originally expected," said Box. "We had thought that the shares would sell for between \$11 and \$13," he said, "but they would undoubtedly be significantly less than that after the fall. We don't have to go public, so we won't, perhaps ever." Box pointed to other public companies whose stock prices had fallen significantly as the main reason for believing that EZ's offering would not reap the previously expected return.

Some firms have taken advantage of the crisis and the lower prices. Price Communications, which completed the sale of seven radio stations and the purchase of four TV's in May, has reacted quickly to the stock market crisis. Company President Robert Price had used the firm's large cash resources to buy common stock, but he said that he sold those interests about six weeks ago because he thought a crisis might be coming. Price feels the current situation is an abnormality that will correct itself soon. "The economy is in great shape; all the indicators point to the fact that this is an aberration," said Price. He said that his company started buying stocks again last Friday (Oct. 23). He said the buys were of "high quality stocks," which he would not identify. □

Stock stats. To help put some perspective on the historic crash of Oct. 19, BROADCASTING has created a set of indexes that reflect the overall damage sustained by the companies listed on the Stock Index (see page 60).

The BROADCASTING Stock Index is divided into six groups, Broadcasting, Broadcasting with other major interests, Programming, Service, Cable and Electronics/Manufacturing. Each group sustained heavy losses, and, taken as a whole, the 152 stocks fared no better. For comparison, the Dow Jones Industrial average and the Standard & Poor's 400 are listed for the same time period. The BROADCASTING indexes are simple averages, taken from the magazine's weekly Stock Index, that represent the average price of all the stocks that appear in each of the six groups. The overall average represents the average price of all 152 stocks. The dates are for Wednesday closing prices and span the time period just prior to the DJIAs Aug. 25 high (2722.42) and two days after the crash of Oct. 19., when the Dow closed at 1738.74.

Index	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	% chg.
Broadcast.	59.09	60.03	62.71	58.90	60.60	60.32	62.00	61.54	59.33	51.35	-13.10
Broadcast w/oth.	55.45	57.09	55.32	54.45	55.27	55.37	55.67	55.47	52.83	43.84	-20.94
Programming	18.42	18.63	18.31	17.74	17.65	17.73	17.73	17.32	16.37	13.03	-29.24
Service	30.46	30.04	29.79	29.04	29.44	29.29	29.61	28.71	28.25	23.44	-23.04
Cable	30.06	31.30	29.95	28.68	29.32	29.31	29.37	29.65	29.32	24.62	-18.10
Elec/Man.	30.08	30.86	29.40	29.04	29.09	29.88	30.17	29.58	28.20	22.25	-26.03
Overall	36.89	37.70	36.89	35.97	36.47	36.61	36.96	36.61	35.15	29.11	-21.09
DJIA	2665.82	2701.85	2602.04	2549.27	2530.19	2585.67	2596.28	2551.08	2412.70	2027.85	-23.93
S&P 400	384.75	390.91	376.33	366.72	367.94	375.29	375.85	371.19	352.70	295.71	-23.14

Computing the overbuild equation

Cable executives gather to discuss financial and legal issues of medium's increasing susceptibility to overbuilds

"Even the good operators are vulnerable." With those sobering words, Paul Glist, an attorney with the Washington law firm of Cole, Raywid & Braverman, identified a new element in the overbuild prospects cable operators are facing. He was on the dais of a Paul Kagan seminar in New York on overbuilds that drew several hundred participants, including a number of top MSO executives—Charles Dolan, chairman, Cablevision Systems; Alan Gerry, chief executive officer, Cablevision Industries, and Ed Allen, president, Western Communications.

Cable operators' susceptibility to being overbuilt—the construction of competing cable systems in one's franchise area—has usually been tied to factors within their control, such as low channel capacity, high rates and poor service. But the growing number of skirmishes between cable operators and private developers, whether in unincorporated single-family home subdivisions or multiple dwelling units, and the fallout from the First Amendment cases in the industry is causing overbuilds to spread to a second tier.

What is happening, said Glist, is that cable operators are seeing one set of masters—the cities—being replaced by another—the developers. "The auction of a monopoly," said Glist, as developers sell the rights to wire their projects, which are beyond the jurisdiction of local governments in many cases, "has recreated the request-for-proposal on a development-by-development basis." And that "threatens to undermine universal service" that was a cornerstone in many franchise agreements. "Universal service is the appropriate standard for this medium," Glist maintained.

Further contributing to the breakdown is the string of First Amendment courts cases that have chipped away parts of franchise agreements. Several lawsuits brought by cable operators against cities have requested large damages and that is making other cities gun-shy. Nick Miller, an attorney with the Washington law firm of Miller, Young & Holbrooke, which represents about 40 cities, including Sacramento, Calif., said "the threat of damages is distorting a city's ability to be active" in resolving disputes. Now that the cities are removed from rate regulation they have less of a stake in the financial health of a cable operator. The cities are now becoming "the arbiter of competing [business] interests," Miller said, when they address overbuild applications. "Cities are going to be retreating from the line of fire," he said. In order to stay out of lawsuits, cities would be more willing to grant franchise rights to other applicants, until the First Amendment questions are resolved by the Supreme Court, which panelists said probably won't happen for a number of years.

In Sacramento, for instance, the city and county have adopted a licensing ordinance. Operators can select a specified area they

wish to build under a five-year agreement. They are bound by the terms of the franchise of the present holder, Scripps Howard, except for the community access and universal service requirements.

The specter of government-sanctioned "cream skimming," as detractors describe the Sacramento situation, was raised again in a report on overbuilds by the accounting firm of Touche-Ross, conducted for Dade county, Fla. Telesat has a standing franchise request to build in the unincorporated areas of Dade, which has already been franchised. (Dade is not expected to act on the report until late December or early January.) The Touche-Ross survey, as explained by Jay Smith, a managing consultant and partner in the firm, concluded that an overbuild "was not financially feasible for both operators." In Dade, the study said, penetration would have to reach 98% between two operators for both to be successful. Smith said: "The loss to the incumbent is greater than the gain of the overbuilder," and since that gap is wide "deals will occur." There can be short-term competition, Smith said, but in the long run overbuilds won't last. The study, however, compared two typical cable operators and did not take into account the prospect of one of the cable operators being a telephone company. "The economics are very different if the overbuilder has plant in place already."

The Touche-Ross report examined the financial questions surrounding overbuilds, and did not address the legal issues. It is possible that Dade could be taken to court by denying another would-be operator his First Amendment rights. But the report suggested Dade could award franchises for certain sections of the county, and require that section to be built before issuing franchises for other sections. The sequential franchise route,

other sections. The sequential franchise route, said Smith, reduces the incentives for greenmail. But it still leaves cable operators wondering whether they may have to build everything in their franchise, while others can choose the portions to build.

Glist said that there are currently 40 lawsuits across the country between developers and cable operators. In many instances, the rights of way in developments may never be deeded over to local jurisdictions. And Glist charged that in what has become an auctioning process, cable companies are having to pay two-to-three times the amount to developers that they pay to cities under franchise fee requirements.

To private developers, the issue is one of Fifth Amendment rights, according to Deborah Costlow, an attorney with the Washington law firm of Piper & Marbury, which has successfully represented a number of private developers in suits against cable companies. "Access to private property is protected by the Fifth Amendment," said Costlow. The issues are mandatory access and just compensation, and they are being decided now in various circuit courts, Costlow said. She said 13 states have mandatory access statutes, and a majority of them also have just compensation clauses. That is having the effect, in some cases, of throwing out the 5% franchise fee, which is used as a starting point in negotiations between cable operator and developer.

Telesat President Harry Cushing was asked why he is beating down the door to get into some franchise areas, but defending his contract rights within multiple dwelling units. The difference, he said, was that one is a government-sanctioned franchise, the other a private agreement between his company and a private property owner.

Tony Thomson, president of Thomson Communications, which has taken on several cable operators in overbuilds in Mobile, Ala., and Hammond and Baton Rouge, both Louisiana, said overbuilding "will become a part of the fabric of cable." He said with cable's image and service problems "overbuilding is easy pickings these days. 'There are so many weak systems with low channel capacity out there,' he said. Thomson reports high penetration in the areas he has built, and attributes that to "smart marketing." For instance, he said, installation fees are an impediment to subscribers. "We want that monthly check [instead]," Thomson said.

Thomson, who has since sold some of his systems, deflected questions on greenmail. "You can't be a greenmailer unless someone offers you money," he said. "It's the MSOs' fault. They are the ones making the offer," he said.

Telesat President Harry Cushing defended his company's Florida cable builds (Telesat is a subsidiary of the Florida Power & Light utility), saying it has no plans to do meter reading or anything besides providing cable service. It has 38,000 subscribers in 18 franchises and Cushing said more of its future growth will come from new franchises than

Critical of NCTA. Cable attorney Harold Farrow blasted the National Cable Television Association for jeopardizing the First Amendment rights of cable operators in negotiations with cities. NCTA President James Mooney's dialogue in seeking "regulatory stability," Farrow said, "would do extraordinary damage to the most basic guarantees of our form of constitutional government, and would be in serious derogation of the real interest of the cable television industry... Sooner or later, and I think sooner, the facade so craftily erected by NCTA and the National League of Cities will fall." Farrow's remarks were delivered at a Paul Kagan seminar on overbuilds in New York.

Added Farrow: "It is sad enough that some in the industry are willing—even anxious—to sell out press freedom for freedom from competition. It is downright shameful that they use the covenants of the First Amendment as an umbrella to protect themselves from liability as they petition government to deny the rights of others, and to pass laws that are patently unconstitutional."

from multiple-dwelling units. He detailed the effects of competition, explaining that since Telesat started building in Orange county, Fla., the two existing operators, American Television & Communications and Cablevision Industries, have dropped basic rates to \$6.50. Cushing said that in other areas he has entered, operators have added phone lines, hired technicians and given raises in order to improve service.

(There was one cautionary note on dealing

with overbuilders that came from a later panel. John Draper, vice president and general counsel, Tele-Communications Inc., told operators to stay away from promotional gimmicks, like free service, free installation, or anything that was far from their ordinary course of business. "They look the worst in front of a jury," he said, if the tactics are brought up in a later court case, because they look like unfair competition. He also urged operators to keep rate integrity. If an

operator needs to lower rates because of an overbuild, he advised, it should only be in the area where the overbuild is taking place.)

Irving Kahn, chairman and president of Broadband Communications, said if a cable operator is providing "good pictures, a good quantity of material and the price is right" he can't be overbuilt. But Kahn doesn't see that criteria in the NYT Cable system he plans to overbuild in southern New Jersey (BROADCASTING, Oct. 12). □

Valenti and Mooney square off

MPAA and NCTA in debate that boils down to 'you're another'

At a "debate" at the Federal Communications Bar Association luncheon in Washington last week, Motion Picture Association of America President Jack Valenti charged that the cable industry is anticompetitive and National Cable Television Association President Jim Mooney charged that the motion picture industry is anticompetitive. Afterward, Paul Sinderbrand, an attorney for Microband Corp. of America, which has been struggling to find programming for forthcoming wireless cable services (MDS-ITFS) in New York and Detroit, said, "They're both right."

No new ground was broken in the increasingly heated verbal battle between the two industries, which stems from Hollywood's fears about the growth of cable's top multiple system operators and their power in the programming marketplace. But Valenti managed to heighten tensions somewhat. During the negotiations between MPAA and NCTA on revamping the compulsory license, Valenti said, Mooney offered to accept the sunset on the license in exchange for MPAA's opposition to a bill sponsored principally by Senator Albert Gore (D-Tenn.) that would have imposed regulations on cable programmers serving the home satellite marketplace. Valenti said he refused. "That's one of the few places where you've got competition, nonwired access to the home," he said. "And that's why they hate it, as Dracula hates the sun."

"That just isn't true," Mooney said afterwards. "I did not offer to trade the compulsory license for the Gore bill and it is silly to expect I would." Mooney said the NCTA had made no judgment to give up the license, he said. What's more, he said, such a trade would be out of balance. "Valenti is not the key to the Gore bill. He does not control the... TVRO lobby... It would be like trading a Mack truck for a bicycle."

Mooney went first in the debate, which allowed each a 15-minute speech and a five-minute rebuttal, and may have put Valenti off his game plan. Mooney attacked many of the "facts" and assertions that underlay Valenti's arguments for limiting the size of MSO's, eliminating the compulsory license and otherwise putting restraints on the cable industry's power.

For instance, Mooney went after Valenti's allegation that the MSO's can deny entry to new cable networks. The facts prove otherwise, Mooney said. Twenty-four new cable



Valenti

networks have "gone on the satellite" over the past three years, he said. And of the 24, 13 are "owned by companies that have no financial interest whatsoever in the operator side of the business."

During his 15 minutes, Valenti opted not to use charts that presumably contained some of his facts and statistics and did little to defend them. Mooney pointed out the lapse in his rebuttal. "If you listened carefully to all of that, you will not have heard any denial of the essential points I tried to make, either with respect to the degree that MPAA has mangled and misstated the facts of the concentration of the cable industry or the facts with respect to the development of new cable programming services, or the facts with respect to cable operators' treatment of programming services they do not own," he said. Aside from some "good jokes," he said, Valenti offered nothing but "a lot of glittering generalities assisted by glittering adjectives."

At the debate's end, the two were still far apart on their facts. Mooney said that the top four MSO's control 35% of all cable homes, while Valenti insisted that the top two control 34%.

Mooney said the studios' real motive for trying to handicap the cable industry through government action is to gain some leverage in whatever dealings it has with the cable industry. "Put very bluntly, the Hollywood guys are forever laboring in the political vineyards to create a world in which everyone not only has to come to them for programming, but comes with as little bargaining power as possible," he said.

For his part, Valenti tried to inculcate the audience of nearly 400 communications lawyers with the idea that the MSO's are anticompetitive "megamonopolies" that



Mooney

should be restrained by Congress or the Justice Department. "It is anticompetitive for megamonopolies to own the programs that they sell to subscribers, to own the only cable theater over which these programs are exhibited and to be the only program funnelway into the cable community," he said.

Valenti challenged Mooney to stand up for the First Amendment in his rebuttal. "If he's for the First Amendment, he's got to be for competition because the First Amendment says... that telephone companies, auto companies, fruit stand vendors, anybody, can get a franchise and compete. And if he's for the First Amendment, then the NCTA ought to enter these legal fights on the side of those who are for competition. And if he is for the First Amendment, then why are the cable barons trying to still the voices of DBS, TVRO, MMDS, SMATV?"

Mooney declined Valenti's challenge. But he responded to the charge that cable systems are local monopolies. "But in the absence of any showing [that] cable operators are using their systems as bottlenecks, and in the presence of the fact that city councils... can grant additional franchises... I fail to see what justification there is for the accusation of monopoly."

The debate had plenty of laugh lines with each getting in his digs. Valenti was more personal with his barbs, twitting Mooney for his oratorical skills—"He's damn sure improving his reading skills." But, judging from the groans from the audience, he may have overstepped the bounds of propriety when he said the cable industry "would rather have AIDS than to do anything called risk taking, for God's sake." Not everyone laughed at the jokes. Said one attorney: "These are very serious issues and they're turning this into a vaudeville act." □

Telecom 87: Everything's up to date in Geneva

International communications issues and equipment are highlighted at ITU quadrennial convention

The general manager of an upscale hotel in Geneva a couple of weeks ago was trying to explain to an anxious visitor the difficulty of finding him a hotel room. "We have 60,000 visitors coming in, and 7,000 hotel rooms in the city."

Little else captures as well the fascination that the International Telecommunication Union's World Telecommunication Exhibition and Forum—Telecom 87—has for the telecommunications industry, worldwide. For every four years, since the first Telecom, in 1971, industry representatives and government officials from Tokyo and London and Stockholm and Rome and points in between have been journeying to Geneva to examine the latest in technology and talk shop and telecommunications politics with their opposite numbers.

At recent Telecoms, American participation increased, and the parade swelled—last week to the point that attendance was estimated to be close to the 60,000 estimated by the hotelier (precise figures will not be known until later this week). A consequence was that many of those participating paid what seemed to be unreasonable rates for sometimes dingy rooms in hotels far from the glistening city of Geneva. It did not seem to matter.

What the visitors are seeing—the exhibition and forum began officially on Oct. 20 (with preliminary sessions on the 19th) and do not end until the 27th—is the prime telecommunications product of close to 900 exhibitors from 73 countries, state of the art equipment that occupies 87,000 square feet of floor space in Geneva's massive Palexpo and on the surrounding grounds. And they have been hearing the combined wisdom of several hundred speakers addressing the symposia comprising the five parts into which the World Telecommunication Forum was divided. In all, it dwarfs such trade shows as those sponsored by the National Association of Broadcasters and the National Cable Television Association.

Indeed, Telecom seems to have reached the bursting point, at a time when the organizers were beginning to discover broadcasting. And they are preparing to unveil yet another exposition to meet what they seem to regard as a serious need. The ITU's secretary general, Richard E. Butler, at a press briefing on Oct. 19, told some of the more than 700 journalists covering the event that "not enough attention was being paid to the electronic media." The reason, he said, was lack of space.

For that reason, he said, the ITU will sponsor a new convention, to be held every four years beginning in 1989. According to a brochure prepared for distribution last week, it will focus on subjects such as "informatics, electronic media applications, direct television, computer applications in mass communication, interactive information exchange, cable telenet, picture and text trans-



Geneva

mission technology, electronic news gathering and distribution." It is called ITU-Com.

Word that the ITU was planning an exposition patterned on Telecom and devoted to "mass telecommunications in everyday life and the proliferation of media in all forms," as the brochure put it, had been circulating for months and had led to speculation that Butler was preparing to co-opt the exhibit of television equipment staged every two years in Montreux, France, about an hour's drive from Geneva. Butler rejected the speculation. He said the Montreux exhibit—organized by the city of Montreux and a group of international experts working under the Swiss PTT—focuses on software and studio equipment while the ITU-Com would stress transmission and reception hardware. And, Butler added: "I believe there is a suitable understanding on that point." He said he had discussed the matter with the sponsors of the Montreux exhibit—whose next show is in the spring of 1989.

One of the organizers of the Montreux exhibition did not disagree, at least on Butler's main point. Raymond Jaussi said the television exhibition would proceed as scheduled. And he expressed confidence the traditional exhibitors would attend the show in 1989. However, Jaussi disagreed with Butler on one point: The difference between the shows, he said, is that Telecom is "political," in view of the political figures who attend—the United Nations secretary general, Javier Perez de Cuellar, participated in the opening ceremony, for instance—while Montreux, after 30 years, is known as a television show. As for the equipment to be featured, Jaussi said, that will be decided by the committee of experts, which includes representatives of Capital Cities/ABC, CBS and NBC. It is scheduled to meet in January to plan the program for 1989.

However, American and European broadcasters are not pleased by the emergence of yet another trade show. Joseph Flaherty, vice president and general manager, CBS engineering and development, said the purpose of the shows is to sell equipment but "the cost of the shows is buried in the price of the equipment. As conventions proliferate, the price of equipment goes up." Flaherty said

the North American National Broadcasters Association and the European Broadcasting Union had written to the ITU to say "there were already too many broadcast conventions, and we didn't need any more."

CBS attends conventions of the NAB, NCTA, Society of Motion Picture and Television Engineers and International Broadcasting Convention, in Brighton, England, as well as Montreux, which Flaherty described as "an important conference." Would CBS attend the new ITU-Com? Flaherty did not know: "It's too far away."

□

Those concerns are for another day. As for Telecom 87, its exhibit hall—actually substantial portions of two floors stretching hundreds of meters—bespeaks opulence and money. The equipment being shown is costly, and the booths, many of them, elaborate—IBM's, for instance, all glass and tubular metal and airy, resembling a space ship out of "Close Encounters of the Third Kind," as it dominates the Hall of Nations on the first floor. And although not all of the equipment was expensive, all was designed to achieve what one Telecom official said was the purpose of participating: Polishing one's image and developing contacts.

All of which, incidentally, seemed to have nothing—or everything—to do with themes struck by de Cuellar and Butler in their remarks: the need to help developing countries achieve a minimal degree of the information age life style that was being shown at Telecom 87. Most of the people in the world do not have easy access to a telephone. De Cuellar, noting that the ITU is leading efforts to close the "ever-widening gap between the industrialized and the developing countries," called on those attending Telecom 87 "to collaborate in the Union's development venture for the long-term benefit of all mankind." Not much was heard of that issue as buyers and sellers mingled on the floor.

Although broadcasting was, as one official put it, a marginal presence at Telecom 87, two of the major stories were broadcast-related.

One was the announcement by Hughes

(Continues on page 90)

**Before
you buy
anything new
for prime access,
Entertainment
Tonight
would like to say
a few words
about the
competition.**

GenCorp fights for its broadcast life

CEO Reynolds goes public in Washington with defense of endangered group; ALJ's decision to take away RKO licenses said to be based on tortured construction; appeal to FCC is latest round in 22-year marathon of license challenges

It was Bill Reynolds versus Edward Kuhlmann all over Washington last week, with no initial indication of who might win. Reynolds, the relatively new chief executive officer of GenCorp (since August 1985), was in town to defend his RKO General subsidiary against the FCC administrative law judge who held RKO unfit to be a broadcast licensee—a decision that has jeopardized RKO's hold on 14 radio and TV properties worth some \$1 billion.

The principal defense was an appeal of Kuhlmann's ruling to the full commission. The appeal was supported by a 118-page point-by-point rebuttal of Kuhlmann's finding that GenCorp/RKO should be stripped of its licenses because of multiple infractions of FCC rules between 1971 and 1985, ranging from the filing of false FCC financial reports to the fraudulent billing of advertisers.

Two things were clear from Reynolds's several appearances last week (in the offices of House Telecommunications Subcommittee Chairman Ed Markey [D-Mass.] and Senate Communications Subcommittee Chairman Daniel Inouye [D-Hawaii] and before media groups): that he intended to make a full court press in trying to preserve GenCorp's broadcast assets, and that he'd much prefer just to sell off the contested properties, a process that has met with little success thus far. Does he have a vision for the RKO group? "It's very difficult to have a vision when your attention is constantly diverted," he said. "How can you communicate when your very existence is threatened?"

For RKO, the threat is now 22 years old (a management generation, in Reynolds's view), a process accompanied by scores of law firms trying to dislodge one or another of the company's stations. "The system encourages applicants to apply in the belief they'll get all those [station] values essentially for nothing," he said. Reynolds—who believes the process will take at least another three years—gives high marks to the company's TV and radio leadership (Pat Servodio and Jerry Lyman, respectively) for maintaining morale and performance in the face of adversity. Reynolds's instruction to his managers after taking over the GenCorp reins was to treat the broadcast group as a long-range business. The key to their approach, he said, was "professionalism and an attitude that we'll do the best we can right up to the last."

As for the Kuhlmann decision, Reynolds

calls it "draconian," and particularly unfair to RKO's employees and shareholders. "The recommendation of the initial decision results from a tortured construction of the record and constitutes an unprecedented penalty that is inappropriate to the facts," said Reynolds.

"The decision did not challenge the quality of our broadcasting—which I happen to think is excellent," Reynolds said. "The judge just ignored it. Yet, if the decision is allowed to stand, it will destroy our right to broadcast. The decision was based on allegations of misconduct that are either in error or have no bearing on our fitness as a broadcaster."



Reynolds

"Even a cursory examination of the ALJ's opinion makes clear both that it finds against RKO on virtually every factual and legal issue and that it is premised on pervasive and legal and factual errors," RKO charged in the brief supporting its FCC appeal. "These errors are so extensive as to call into question the fundamental fairness of the decisional process."

According to the brief, the ALJ erred in disqualifying RKO because of the fraudulent billing engaged in by RKO's former Radio Networks subsidiary. "Since that conduct violated no commission rule or policy, it cannot serve as a basis for predicting RKO's future propensity to comply with commis-

sion requirements," it said.

Added Reynolds: "I'm not embarrassed by the network problem. Rather, I think we responded in a way I'm proud of." The CEO went on to explain that "these things happen" when people act out of their self-interest or a misguided idea of the company's self-interest.

The brief also said that the RKO Radio Networks misconduct was carried out without the knowledge of RKO management and that when it was discovered it was disclosed to the FCC and full restitution was made to advertisers—\$13.2 million.

"In finding that RKO intentionally falsified [financial reports between 1971 and 1975], the ALJ repeats the same errors that led the Court of Appeals to vacate virtually identical commission findings made without a hearing in 1981," the brief said. "Like the commission in 1980, the ALJ assumed that deficiencies in RKO's system for tracking the receipt and disposition of trade and barter assets necessarily rendered the [reports] inaccurate." Concluded Reynolds: "It was a problem of protecting shareholder assets; we were trying to do as good a job as we could."

The ALJ also found that RKO "engaged in a pervasive lack of candor in order to conceal the intentional errors" in the financial reports, the brief said. But, it said, "just as the ALJ's major premise—the existence of intentional errors in the [reports]—is incorrect, each of his subsidiary findings is also contrary to the record."

"Even if RKO were found to have engaged in potentially disqualifying misconduct, it would be outweighed by RKO's remedial measures and broadcast record," the brief said. In addition to making restitution to advertisers for the fraudulent billing, it said, the "remedial measures" included the formation of a compliance committee headed by an independent director, requiring employees to certify each year that they have not engaged in any "misconduct" and that they are not aware of any misconduct on the part of others.

The brief also reminded the FCC that RKO suffered the loss of WNAC-TV Boston in 1982 after the FCC found it guilty of lack of candor and other violations of the FCC rules. And since then, the brief said, new management has taken over not only at RKO, but at its parent, GenCorp (previously, management had been dominated by the O'Neill family, which still has two members on the board of directors; the family's ownership interest, however, has been reduced to less than one-tenth of 1%).

Reynolds is more certain about the future of GenCorp than he is about its broadcasting subsidiary. "Going forward into the future, American business will be technology based," he said. "That's central to the vision

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I have for GenCorp." The company's non-broadcast lines of business include aerospace, high technology and service industries (its four principal subsidiaries are: Aerojet General, DiversiTech General, General Tire and RKO General). "Once you get down to your core business it depends on being managed with competitive superiority," he said.

Even so, things haven't been going that

badly for RKO as it is. Servodidio and Lyman can point to a number of accomplishments in both the TV and radio ranks that appear to belie the company's beleaguered status. In Los Angeles, where the market revenue average is expected to be up 8% to 9% in 1987, KHJ-TV is expected to be up 15%. Its news is now averaging a 3/4, against a virtual blank several years ago. RKO achieved a similar news result while it

was operating WOR-TV New York, and after making an \$8 million investment in that facility. The Memphis TV station, WHBQ-TV, has gone through a major turnaround, with 1987 profits expected to be up 34% against the previous year. In radio, the RKO AM stations are said to be doing well just holding their own on that eroding side of the medium; the company's major radio growth, however, is in FM. □

FCC takes second look at children's advertising

Proceeding could lead to new time limits on commercials and some restrictions on shows based on toys

Should the FCC reimpose limits on the commercial time in children's programming? Are children's programs based on toys no more than "program-length commercials" and, if so, should they be somehow restricted?

Those are among the questions the FCC will be addressing in a children's advertising proceeding launched last week at the FCC's open meeting.

The proceeding, adopted unanimously by the four FCC commissioners, was prompted by a finding by the U.S. Court of Appeals earlier this year that the FCC did not sufficiently justify its action on children's advertising when it dropped limits on all advertising as part of its general TV deregulation in 1984.

The proceeding also responds to petitions from the Boston-based Action for Children's Television asking the FCC to reimpose time limits on children's advertising and to ban programs based on toys—what it calls program-length commercials—particularly interactive toys that react to signals embedded in programs.

Congress also supplied some of the impetus. House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and House Commerce Committee member Terry Bruce (D-Ill.), introduced a bill last month that would impose time limits on children's advertising.

According to FCC staffer Eugenia Hull, who presented the item at the FCC meeting, the proceeding "does not propose a specific course of action, but reopens the record so we may receive further information and public comment on the desirability of quantitative commercialization guidelines."

The proceeding will ask whether market forces—viewers tuning out or turning off—have proved to be adequate safeguards against overcommercialization of children's television. Persons who think the market has failed will be asked to recommend remedies and to show how the remedies would affect the First Amendment freedoms of broadcasters. And the FCC will ask whether programs based on toys—interactive or not—are, as ACT has claimed, program-length commercials.

In a prepared statement, Glen Wright, executive vice president-general manager, KIRO-TV Seattle, and chairman of the National Association of Broadcasters' Children's Television Committee, said the NAB will contribute to the FCC inquiry, but did

not amplify. He said, however, that children have a "unique position...in the television audience."

Senator Timothy Wirth (D-Colo.), the former head of the House Telecommunications Subcommittee, issued a statement last week calling on the FCC to adopt guidelines to end "the shameless hucksterism" prevailing in children's television. "The review is long overdue," he said.

ACT President Peggy Charren said: "I cannot believe that what will come out of this won't be wonderful for children and families. The FCC staff seems to be the only ones who feel that the [overcommercialization] of children's television is okay. Even the commissioners are beginning to change their minds about all this."

The proceeding—technically a further notice of proposed rulemaking following on the 1984 action—could lead to new time limits on commercial advertising and some restrictions on programs based on toys. Under the old limits, which were in effect from 1974 to 1984, commercial time in children's programming was limited to nine-and-a-half minutes per hour on weekends and 12 minutes on weekdays.

But the burden of proof will be on those advocating such regulation. Three of the four sitting commissioners—Chairman Dennis Patrick, Jim Quello and Mimi Dawson—voted to eliminate the time limits in 1984. The fourth commissioner, Patricia Dennis, did not join the commission until July, 1986.

Quello has apparently softened his stand against time limits. In an interview with BROADCASTING three weeks ago, he said he is willing to consider bringing them back. "Children are a special case," he said. But, he said, he could see no reason for a ban or restrictions on toy-based programs.

At last week's meeting, Quello was non-committal. "We've always had a policy here of treating children's programming as a special unique category," he said. "We've tried to do that without infringing on program content. I think [the proceeding] is well timed. We should be putting this thing out for comment."

As an alternative to regulation, Dennis proposed the formation of "advisory boards" comprising educators and psychologists to "elevate the consciousness of broadcasters as to the impact—be it negative or positive—of commercials on children.... This might be a mechanism to tell [broadcasters]...that they have no taste...without government intervention into content."

The FCC should not force the boards' opinions on broadcasters, Dennis said. "I am

not advocating that the commission take any action should the boards' advice be ignored."

In proposing the boards, Dennis is trying to balance the need to protect the First Amendment rights of broadcasters with the "government's interest...in the education and socialization of American children. It's more than a question of mere tastefulness, but rather what values are being inculcated, what moral judgments are being communicated. I think it is appropriate for society to take a moral stand and insist that certain values be reinforced."

Dennis also asked that the proceeding seek comments on the content of children's advertising. "The unspoken concern appears to be—and what I think really is at issue—is what is being sold during those commercials.... For example, I think if it were books or encyclopedias and people were trying to inculcate the value of learning and reading and how wonderful it is to buy books, I question whether the concerns being raised thus far would continue to be raised."

If it is shown that some regulation is necessary, Dawson said, commenters will still have to show her that whatever regulation—or "intrusion" as she called it—they advocate will insure that children would receive "better quality programming."

The FCC did not have to launch another proceeding to satisfy the court's request for more justification of the 1984 action, but did so because of the "substantial importance" of the issues, Patrick said. "Where we are relying upon the market for some regulatory or self-regulatory function, we should always be prepared to examine critically the manner in which these markets function."

Patrick also noted the "countervailing concerns" in considering regulation of children's advertising—"the limited efficacy of government action" and impact on the First Amendment rights of broadcasters because "we are dealing with issues on the periphery, if not in the center, of content questions."

If the FCC decides to impose commercial time limits and define programs based on toys as commercials, FCC General Counsel Diane Killory was asked at a press briefing following the action, would that not, in effect, ban programs based on toys? "That could be the result," she responded, "but it need not be because you would have to do a cost-benefit analysis."

The FCC believes programs based on toys provide a clear benefit—increased programming choices for children, Killory said. It will be up to the opponents of such programs to identify the harm they cause and prove that it

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outweighs that benefit, she said.

As Dennis requested, Killory said, the FCC will look into the content of the commercials, but with an eye on the First

Amendment ramification. "Any time we get into content regulation we have to be careful of the First Amendment implications of it," she said. □

FCC has second thoughts on calls

FCC retains K and W distinctions; lets owners assign their call letters to other broadcasters in different services

Bowing to nearly universal disapproval, the FCC, at its open meeting last week, decided against eliminating the geographical restrictions on assigning call letters beginning with K to stations west of the Mississippi River and W to stations to the east. Commissioner James Quello offered his congratulations on "a reasonable response to a chaotic proposal," and said he was "glad to see the docket closed." Commissioner Patricia Diaz Dennis concurred and said she was also "very pleased" to see an end to the matter. Chairman Dennis Patrick saw an opportunity to defend the FCC from critics of deregulation. "All those who think this commission is disposed to deregulate just for the sake of deregulation," he said, "should note this item."

The FCC had also proposed to allow separately owned stations in different services to freely use any call letters not used by another station in the same service (presently, only commonly owned stations can use the same call letters). That proposal was modified to allow separately owned stations in different services to use the same call letters only with the written permission of the first call letter user. The proposal originally wanted to limit the consent agreement to a given market, but the proposal was modified to extend the requirement nationally.

The only proposal in the rulemaking to succeed without complaint was the streamlining of call letter transfer when a station switches to a new frequency in the same market. Under the "first-come, first-served" policy, when changing frequencies, owners had to relinquish a call letter and then reapply for it. Now broadcasters will not have to risk losing long-held call letters when changing to new facilities.

The outcry over the FCC's call letter proposal was loud, with networks, trade associations, group owners and rating services voicing opposition. Arbitron in particular was vehemently opposed to the proposal. Its research indicated that a majority of viewers used call letters to identify stations and felt that any attempt to change the system would lead to confusion and distort ratings.

National Association of Broadcasters radio board chairman and RKO Radio president, Jerry Lyman, said the NAB was pleased the FCC chose to drop "a change we believe would have created unnecessary confusion." Lyman also said the modification of the first-come, first-served policy will also benefit audiences in retaining identification of stations. Lyman said: "We continue to believe the commission's decision to permit stations... to use the same call letters could create confusion... but at least the commission has decided to require consent of the station holding the original call sign."

The FCC said it had proposed the change in K and W distinctions to increase the number of call signs available, but decided against the change because "on further reflection the commission found that such a change would not increase the pool of available call signs, but only the areas where the existing call sign possibilities could be used." The commission also said it "recognized the value of maintaining the traditional radio station identification conventions," and retaining the current convention "outweighed any minor inconvenience it may pose for some broadcasters."

The commission felt the modification of the proposal for conforming basic call signs was justified because "broadcast stations sell time and participate in program supply and other markets nationally and locally, and the FCC concluded that the harmful effects from mistaken identity would not be limited to any particular geographic area."

Some observers felt this could mean that stations with distinctive call letters would be free to sell their calls to stations in other markets. Scott Roberts of the policy analysis division, said he saw nothing in the order that would prohibit the sale of call signs, and said he expected some consideration would be involved. □

FCC offers solution to land-mobile, UHF interference

It asks for comments on plan to establish minimum distance between UHF TV stations and land-mobile users or short-spaced TV's could pay for interference they cause

To eliminate the interference UHF television stations on channels 14 and 69 cause mobile radio users on adjacent channels, the FCC proposed last week minimum geographical spacings between new UHF television stations (or new television transmission sites) and existing land-mobile operations.

And if a UHF station cannot meet the spacing criteria, the FCC proposed allowing the station to work out deals in which the station pays the short-spaced mobile radio operators to accept a certain amount of interference or use other nonadjacent channels.

In cases where no party can meet the spacing criteria or work out a deal to begin broadcasting on particular channels, the FCC suggested making the channels available for noninterfering, nonbroadcast uses such as mobile radio or auxiliary broadcast or cable relay services rather than allowing them to lie fallow.

At the same time the FCC adopted the

combined notice of proposed rulemaking and notice of inquiry, it announced that no new service—broadcast or nonbroadcast—would be authorized for channels 14 or 69 until the FCC determines, in a separate inquiry, whether the UHF channels will be needed for broadcasting advanced television systems.

Commissioner James Quello voted for the item because of the need to resolve the interference problems. But he had some serious reservations. He said he was concerned that the the spacing requirement would be "so tough" as to effectively bar stations from using the channels in many markets. He said he also found it "odd" that broadcasters had to get permission from mobile radio operators to use broadcast channels. He also complained that today's problems have been caused by "too much loading" of mobile radio channels on the lower half of channel 70.

Just prior to the unanimous vote, FCC Chairman Dennis Patrick said he understands that the two channels are "broadcast spectrum." But, he said, under its "first-in-time" policy, the FCC is obliged to protect mobile radio operators from adjacent channel interference from broadcasters if the radio operators began using their channels first.

"I view the NPRM as an attempt... to define the scope of broadcasters' obligations so as to facilitate the use of that spectrum for broadcasters," Patrick said. "The scope of a would-be broadcasters' obligations with respect to accommodating incumbent users of adjacent land-mobile spectrum has not been well defined."

Even though the channels are now allocated to broadcasting, Patrick said, it is "fair" to ask whether spectrum should be put to other uses "where we determine that the spectrum cannot be used for broadcasting."

Interference between stations on channels 14 and 69 and mobile radio operators on adjacent channels has been a chronic problem that has forced the FCC to freeze broadcast applications for new stations or site changes on channel 69. Because the television signals are far more powerful, it is the mobile radio operators that suffer most from such interference.

The FCC said it has tentatively decided that spacing is "the most effective way" to eliminate the interference problem. Under the proposal, a station on either channel 14 or channel 69 would have to be a certain distance from every mobile radio operation using channels within three mhz of the station's channel. The distance would vary depending on the power of the station.

FCC Mass Media Bureau Chief Lex Felker said the commission would accept nonbroadcast applications for the channels if broadcasters cannot meet the spacing criteria or come to some accommodation with affected mobile radio operators. But, he said, "we would allow subsequently filed broadcast applications if they could show us that they could meet the criterias. Under this approach, we proposed a window procedure wherein existing allotments on 14 and 69 that were vacant could be moved to nearby communities where land mobile is not as prevalent or nonexistent on the particular frequency". □

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Forward sells five TV's

Stations go to Adams Communications as 35-year-old Forward ceases to be; three-year venture yields a bundle

Forward Communications, after months of speculation, has announced that it will sell its five TV stations to Adams Communications Corp. for \$126.5 million (see "Changing Hands," page 104). The stations had been rumored to be on the block since March, and their availability was officially announced in June, with potential buyers including ML Media Partners, Providence Journal Co., Meredith Corp., Beam Communications, Outlet Communications and the eventual winner in the bidding, Adams. Forward, which was formed in 1952, was purchased in 1984 for about \$95 million by Wesray Inc., a Morristown, N.J.-based private investment banking firm headed by former secretary of the treasury, William E. Simon, and his partner, Raymond Chambers. Forward will cease to exist after the sale.

Included in the sale are WHOI(TV) Peoria, Ill.; KOSA-TV Odessa, Tex.; WTRF-TV Wheeling, W.Va.; WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. Forward will also sell its KVGB-AM-FM Great Bend, Kan., and Forward Electronics, a Wausau company that sells and installs phone systems. Forward chairman, Richard Dudley, said the radio stations should sell in the \$700,000 range. Dudley described the sale as "purely a business judgment" and said the stations will be managed under the Adams umbrella. He said that Adams was chosen because "they're broadcasters, they know how to run a station and hold on to it." Dudley said he had no personal plans at present.

Wesray has done very well with its investment. Buying Forward with \$1 million in equity, \$54 million in bank debt and \$40 million in seller notes, Wesray spun off several AM-FM combinations and newspapers, and was able to retire essentially all the seller notes. After the sale, and the subsequent retirement of bank debt, the amount of profit made is not absolutely certain, but one observer felt the deal would yield about \$80 million.

Adams Communications is owned by Minneapolis Pepsi-bottler and entrepreneur, Stephen Adams. Originally formed in 1983 with the purchase of WLIX(TV) Lansing, Mich., it has been become one of the fastest growing media companies, expanding to own four AM's, five FM's, four TV's (it has only sold one TV), an outdoor advertising firm and recently purchased *Chicago* maga-

zine. In addition, Adams personally owns WGTU(TV) Traverse City, Mich., bringing the total for the group to 10 TV stations. Adams President, Paul Brisette said the company was excited with the purchase and is anxious to continue with further acquisitions, espe-

cially in broadcasting and publishing. Brisette also said that the company was anxious to move into cable ownership. "We've been watching the cable market very closely," said Brisette, "if the right deal came along we would look at it very seriously." □

P&G shift to spot causing controversy

Members of rep and ad community divided over effect of switch from network to Katz stations

An announcement that Procter & Gamble will move \$20 million in advertising dollars originally committed to buys in network television and national television syndication into spot on the Katz Communications lineup of 191 stations for fourth-quarter 1987 and first-quarter 1988 kicked up dust among members of rep community in New York last week. According to executives at a number of the rep firms, the move by Katz into the "unwired network" deal will affect the prices that spot buys usually command.

But according to other reps, including Katz, the deal does not represent as much a retreat from tougher negotiations in the spot marketplace as a realization that a tough spot marketplace in the fourth and first quarters is now demanding more creative deal-making.

According to a P&G spokeswoman, the money for the Katz spot buy, as well as \$10 million recently spent on placements beginning in January on Turner Broadcasting and Tribune Broadcasting (BROADCASTING, Oct. 12), came out of network and syndication budgets because of the "greater quality and cost-effectiveness" of the buys. According to the rep sources, C-P-M's in spot buys are often priced 30%-40% above network C-P-M's. Therefore, for Katz to attract the P&G network dollars into spot, they reasoned, C-P-M's would have to drop considerably.

Unwired networks have traditionally been the province of radio reps. Selling spot dollars to national advertisers in one fell swoop rather than through one-on-one negotiations often represents greater efficiency for radio reps, especially given the greater volume in inventory that radio reps sell.

Bill Breda, senior vice president and general sales manager for Blair Television, said there is now a spotlight on unwired networks in spot television given the tightness of ad-

vertising time on the networks. "No advertiser will pay a premium over network" in the current advertising environment "even though we feel spot gives an advertiser a better identity."

Breda said that Blair is now involved in discussions with four advertisers on possible unwired network deals. But he added that convincing stations to move into unwired deals has not been easy, given the rates that advertisers have been seeking. "I don't want stations to reduce their prices," said Breda.

According to another rep executive, another problem presented by the Katz deal is the establishment of a lower rate that a spot advertiser can use as a bargaining point in the future. "This is doing a disservice to stations and the industry."

Katz Television Group President Pete Goulazian said that the deal with P&G was triggered by meetings between Multimedia Broadcasting (whose stations Katz represents) and P&G earlier this year.

Goulazian said that the deal represents Katz's desire to get new dollars into spot advertising but that it does not represent a compromise of stations' rate structures. Goulazian said that none of the 191 Katz stations have voiced opposition to the plan in discussions with Katz.

Goulazian said that the plan was generated by the current softness of spot advertising and the lack of confidence that there will be any radical upturn in November and December.

At Chris Craft Industries' KCOP(TV) Los Angeles, station manager Rick Feldman said that unwired network discussions with P&G took place when Katz took over the Chris-Craft stations recently. "We said we'd participate," at that time, Feldman said.

As for the deal itself, Feldman said that the rates it gives his station are "not the highest," but since the money was originally committed to network and national syndication buys and will not detract from national spot spending, the deal is "respectable."

"Sometimes you have to decrease your rates," he added. Feldman said that he did not see a C-P-M-depressing precedent being set by the deal. □

On air. Representative Claude Pepper (D-Fla.) introduced measure (H.R.3450) aimed at reducing number of negative political ads. Bill would require candidates running for federal office to specifically appear in television commercials or use their own voice in radio ads.

**The
competition
is a go,
not a maybe.
So you won't
get stranded if
clearances
fall short.**

ENTERTAINMENT
T O N I G H T

We are the competition.

Stock Index

Closing Closing
Wed Wed
Oct 21 Oct 14
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	355	1/2	406	-50	1/2	-12.43	24	5,747
N (CBS) CBS	168	3/4	211	-42	1/4	-20.02	10	3,982
A (CCU) Clear Channel	14	16	7/8	-2	7/8	-17.03	26	45
O (INF) Infinity Broadcasting	17	22	3/4	-5	3/4	-25.27	-130	142
O (JCOR) Jacor Commun.	6	1/4	7	-	3/4	-10.71		35
O (LINB) LIN	40	50	1/4	-10	1/4	-20.39	21	2,144
O (MALR) Malrite	7	11	1/2	-4	1/2	-39.13	-10	95
O (MALRA) Malrite 'A'	6	3/4	10	-3	3/4	-35.71	-9	92
O (OBCCC) Olympic Broadcast	6		6			00.00		15
O (OSBN) Osborn Commun.	5	3/4	7	-2		-25.80	-5	23
O (OCOMA) Outlet Commun.	13	17	3/4	-4	3/4	-26.76		85
A (PR) Price Commun.	10	5/8	12	-1	3/4	-14.14	-5	91
O (SCR) Scripps Howard	79		79			00.00	26	815
O (SUN) SunGroup Inc.	1	1/2	2	-	1/2	-25.00	-2	3
O (TLMD) Telemundo	8	10	1/4	-2	1/4	-21.95	-1	45
O (TVXG) TVX Broadcast	7	1/4	8	-	3/4	-09.37	-4	43
O (UTV) United Television	21	1/4	32	-11		-34.10	35	232

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	54	3/4	65	3/4	-11	-16.73	17	589
A (AAR) Adams Russell	38	7/8	42	-	3	1/8	-07.44	647
O (ASTV) Amer. Comm. & TV	1/8				1/32	-20.00		9
N (AFL) American Family	13	16	3/8	-	3	3/8	-20.61	12
O (ACCOM) Assoc. Commun.	28	33	1/2	-5	1/2	-16.41		267
O (BMAC) Bus. Men's Assur.	37	1/4	43	3/4	-6	1/2	-14.85	-15
N (CCN) Chris-Craft	16	1/4	24	1/8	-7	7/8	-32.64	18
N (DNB) Dun & Bradstreet	53	63	5/8	-10	5/8	-16.69	21	8,059
O (DUCO) Durham Corp.	25	27	3/4	-2	3/4	-09.90	14	213
N (GCI) Gannett Co.	38	5/8	45	1/8	-6	1/2	-14.40	21
N (GY) GenCorp	76	99	3/4	-23	3/4	-23.80	13	1,697
N (GCN) General Cinema	37	3/4	46	1/2	-8	3/4	-18.81	11
O (GCOM) Gray Commun.	169	185		-16		-08.64	29	83
N (JP) Jefferson-Pilot	29	1/2	36	5/8	-7	1/8	-19.45	10
N (KRI) Knight-Ridder	44	7/8	50	3/8	-5	1/2	-10.91	17
N (LEE) Lee Enterprises	24	1/2	28	1/8	-3	5/8	-12.88	14
N (LC) Liberty	40	49		-9		-18.36	14	382
N (MHP) McGraw-Hill	58	72		-14		-19.44	19	2,930
A (MEGA) Media General	33	3/4	43	3/4	-10		-22.85	49
N (MDP) Meredith Corp.	28	1/2	37	1/4	-8	3/4	-23.48	15
O (MMEDC) Multimedia	48	3/4	68	3/4	-20		-29.09	4875
A (NYTA) New York Times	34	3/8	37	3/4	-3	3/8	-08.94	19
O (NWS) News Corp. Ltd.	21	32	1/2	-11	1/2	-35.38	13	2,661
O (PARC) Park Commun.	30	1/2	35	3/4	-5	1/4	-14.68	26
O (PLTZ) Pulitzer Publishing	36	3/4	42	1/2	-5	3/4	-13.52	29
N (REL) Reliance Group Hold.	6	1/4	8	5/8	-2	3/8	-27.53	6
O (RTSY) Reuters Ltd.	56	3/4	77	1/4	-20	1/2	-26.53	26
T (SKHQ) Selkirk	31	27	1/2	3	1/2	12.72	67	251
O (STAUF) Stauffer Commun.	145	174		-29		-16.66	23	145
A (TO) Tech/Ops Inc.	27	1/2	34	1/4	-6	3/4	-19.70	10
N (TMC) Times Mirror	74	1/2	93	3/8	-18	7/8	-20.21	15
O (TMC) TM Communications	1	3/4	2	1/4	-1	1/2	-22.22	8
O (TPCC) TPC Commun.	1/4		3/8	-	1/8	-33.33		2
N (TRB) Tribune	38	3/4	44		-5	1/4	-11.93	14
A (TBSA) Turner Bcstg. 'A'	12	13	1/4	-1	1/4	-09.43	-1	261
A (TBSB) Turner Bcstg. 'B'	11	1/8	13		-1	7/8	-14.42	-1
A (WPOB) Washington Post	199	239		-40		-16.73	21	2,556

PROGRAMING

O (SP) Aaron Spelling Prod.	6	5/8	8	5/8	-2	-23.18	5	122
O (ALLT) All American TV	1	3/4	2	1/8	-	3/8	-17.64	2
O (BRRS) Barris Indus.	7	1/4	11	3/8	-4	1/8	-36.26	3
N (KO) Coca-Cola	41	1/4	43	3/4	-2	1/2	-05.71	15
O (CLR) Color Systems	5	3/4	7	1/2	-1	3/4	-23.33	-3
O (CAVN) CVN Cos.	11	1/4	15	7/8	-4	5/8	-29.13	-34
A (DEG) De Laurentiis Ent.	4	5	1/4	-1	1/4	-23.80	-2	44
O (dclp) Dick Clark prod.	6	7	3/8	-1	3/8	-18.64	15	49
N (DIS) Disney	59	1/4	71		-11	3/4	-16.54	20
N (DJ) Dow Jones & Co.	35	1/2	40		-4	1/2	-11.25	17
O (EM) Entertainment Mktg	4	3/4	7	1/8	-2	3/8	-33.33	15
O (FNNI) Financial News	6	7/8	9	5/8	-2	3/4	-28.57	42
A (FE) Fries Entertain.	2	5/8	3	1/8	-1	1/2	-16.00	11
N (GW) Gulf + Western	66	3/4	84	1/8	-17	3/8	-20.65	15
O (HRSI) Hal Roach	5	1/2	7	3/8	-1	7/8	-25.42	-12
A (HHH) Heritage Entertain.	3	7/8	5	1/4	-1	3/8	-26.19	3
A (HSN) Home Shopping Net.	7	7/8	10	1/2	-2	5/8	-25.00	21
N (KWP) King World	20	3/4	26	3/8	-5	5/8	-21.32	21
O (LAUR) Laurel Entertainment	2	1/8	2	5/8	-1	1/2	-19.04	4
A (LT) Lorimar-Telepictures	10	14	3/8	-4	3/8	-30.43	-7	457
N (MCA) MCA	39	7/8	52	1/4	-12	3/8	-23.68	18
N (MGM) MGM/UA Commun.	8	5/8	11	1/8	-2	1/2	-22.47	-10
A (NHI) Nelson Holdings	1	5/8	1	7/8	-	1/4	-13.33	-16
A (NWE) New World Enter.	5	7		-2		-28.57	3	54

Closing Closing
Wed Wed
Oct 21 Oct 14
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

PROGRAMING

N (OPC) Orion Pictures	9	3/8	13	5/8	-4	1/4	-31.19	14	161
O (MOVE) Peregrine Entertain.	4	1/4	6	1/8	-1	7/8	-30.61	-141	10
N (PLA) Playboy Ent.	11	1/4	13	7/8	-2	5/8	-18.91	-7	105
O (QVCN) QVC Network	6	1/2	8	3/4	-2	1/4	-25.71		42
O (RVCC) Reeves Commun.	7	5/8	10		-2	3/8	-23.75	762	95
O (RPICA) Republic Pic. 'A'	6	1/2	7		-1	1/2	-07.14	72	27
A (RHI) Robert Halmi	2	1/8	3	1/8	-1		-32.00	8	47
O (SMNI) Sat. Music Net.	2	3/8	2	7/8	-	1/2	-17.39	-59	21
O (TRSP) Tri-Star Pictures	11	1/8	14	1/2	-3	3/8	-23.27	20	342
N (WCI) Warner	26	7/8	34		-7	1/8	-20.95	16	3,361
O (WWTW) Western World TV	7/8	1	1/8		-	1/4	-22.22	5	1
O (WONE) Westwood One	19	3/4	26		-6	1/4	-24.03	26	244

SERVICE

O (BSIM) Burnup & Sims . . .	5	6	7/8	- 1	7/8	-27.27	10	79	
O (CVSI) Compact Video . . .	2	7/8	4	1/8	- 1	1/4	-30.30	-2	18
N (CO) Comsat	27	32	3/4	- 5	3/4	-17.55	-11	495	
N (FCB) Foote Cone & B. . .	48	1/2	58	3/8	- 9	7/8	-16.91	14	202
O (GREY) Grey Advertising . .	115	128		- 13		-10.15	17	139	
O (IDBX) IDB Communications	11	13		- 2		-15.38	44	44	
N (IPG) Interpublic Group . .	29	7/8	38	7/8	- 9		-23.15	14	663
A (MOV) Movielab	6	3/4	6	3/4		00.00			11
O (OGIL) Ogilvy Group. . . .	25	3/4	33	3/4	- 8		-23.70	13	355
O (OMCM) Omnicom Group . .	19	1/2	26		- 6	1/2	-25.00	-88	478
O (SACHY) Saatchi & Saatchi	21	3/8	27	1/2	- 6	1/8	-22.27	11	3,114
O (TLMT) Telemation	2	1/2	2	7/8	-	3/8	-13.04	10	11
A (TPO) TEMPO Enterprises . .	5	1/8	6	1/2	- 1	3/8	-21.15	17	29
A (UNV) Unitel Video	7	7/8	10	1/8	- 2	1/4	-22.22	11	17

CABLE

A (ATN) Acton Corp.	14	5/8	19	1/8	-	4	1/2	-23.52	17
A (ACN) American Cable. . .	39	1/2	42	1/2	-	3		-07.05	-77
O (ATCMA) Amer. TV & Comm.	21	1/8	25	1/8	-	4		-15.92	81
A (CVC) Cablevision Sys. 'A'	24		30	1/4	-	6	1/4	-20.66	-41
N (CNT) Centel Corp.	54	1/2	65	1/4	-	10	3/4	-16.47	14
O (CCCOA) Century Commun.	14		17	7/8	-	3	7/8	-21.67	1400
O (CMCSA) Comcast	20	5/8	24	7/8	-	4	1/4	-17.08	-93
O (ESSXA) Essex Commun. .	16	7/8	22	5/8	-	5	3/4	-25.41	-38
A (FAL) Falcon Cable Systems	17	1/8	19	1/4	-	2	1/8	-11.03	-53
O (JOIN) Jones Intercable . .	11	1/4	13	5/8	-	2	3/8	-17.43	35
T (MHPQ) Maclean Hunter 'X'	19	3/4	20	3/4	-	1		-04.81	27
O (RCCA) Rogers Cable A..	17	3/8	22	3/8	-	5		-22.34	89
O (TCAT) TCA Cable TV . . .	22	3/4	27	1/2	-	4	3/4	-17.27	46
O (TCOMA) Tele-Commun. . .	21		24	5/8	-	3	5/8	-14.72	34
N (TL) Time Inc..	88	3/4	103	1/4	-	14	1/2	-14.04	14
O (UACI) United Art. Commun.	20	1/2	24	1/2	-	4		-16.32	170
N (UCT) United Cable TV . .	23	1/2	24	1/2	-	1		-04.08	-391
N (VIA) Viacom	17	3/8	25	5/8	-	8	1/4	-32.19	926
N (WU) Western Union	3	1/8	3	3/8	-		1/4	-07.40	76

ELECTRONICS/MANUFACTURING

N (MMM) 3M.	61	1/2	72	1/2	- 11	- 15.17	16	14,083
N (ALD) Allied-Signal.	37	5/8	42	3/4	- 5 1/8	- 11.98	11	6,562
O (AMCI) AM Communications	11/16		15/16	-	- 1/4	- 26.66		2
N (ARV) Arvin Industries.	20	1/2	26	5/8	- 6 1/8	- 23.00	7	383
O (CCBL) C-Cor Electronics.	6	1/4	8	3/4	- 2 1/2	- 28.57	17	12
O (CATV) Cable TV Indus.	2	1/8	2	3/4	- 5/8	- 22.72	- 14	6
A (CEC) Cetec	4	1/2	5	3/8	- 7/8	- 16.27	150	8
N (CHY) Chyron.	5		6	1/2	- 1 1/2	- 23.07	19	51
A (CXC) CMX Corp..	1	1/4	1	5/8	- 3/8	- 23.07	17	8
A (COH) Cohu.	6	3/8	8	7/8	- 2 1/2	- 28.16	15	11
N (EK) Eastman Kodak.	57	1/2	98		- 40 1/2	- 41.32	14	12,991
N (GRU) Gen. Instrument	27	1/2	40	1/8	- 12 5/8	- 31.46	- 12	895
N (GE) General Electric	50	1/2	57		- 6 1/2	- 11.40	19	46,158
O (GETE) Geotel Inc.	1	1/4	1	3/8	- 1/8	- 09.09	- 4	4
N (HRS) Harris Corp.	28	1/4	38	3/8	- 10 1/8	- 26.38	15	829
O (MCDY) Microdyne	3	3/8	4	1/8	- 3/4	- 18.18	- 2	14
N (MOT) Motorola.	49	3/8	65	7/8	- 16 1/2	- 25.04	27	6,348
N (NPH) N.A. Philips	55	1/2	55	1/2		00.00	19	1,609
N (OAK) Oak Industries	1	1/4	1	1/2	- 1/4	- 16.66	1	90
A (PPI) Pico Products	5	1/4	6	1/2	- 1 1/4	- 19.23	- 105	18
N (SFA) Sci-Atlanta.	10	1/2	14	1/2	- 4	- 27.58	- 116	245
N (SNE) Sony Corp.	33	3/4	37	5/8	- 3 7/8	- 10.29	55	7,804
N (TEK) Tektronix.	32		34	3/8	- 2 3/8	- 06.90	24	1,040
O (TLCR) Telecrafter	4	1/4	5	1/2	- 1 1/4	- 22.72	19	6
N (VAR) Varian Assoc.	25	1/4	34	1/4	- 9	- 26.27	126	548
N (WX) Westinghouse	53		64	5/8	- 11 5/8	- 17.98	11	7,574
N (ZE) Zenith	16	1/2	25	1/2	- 9	- 35.29	66	419

We are the competition.

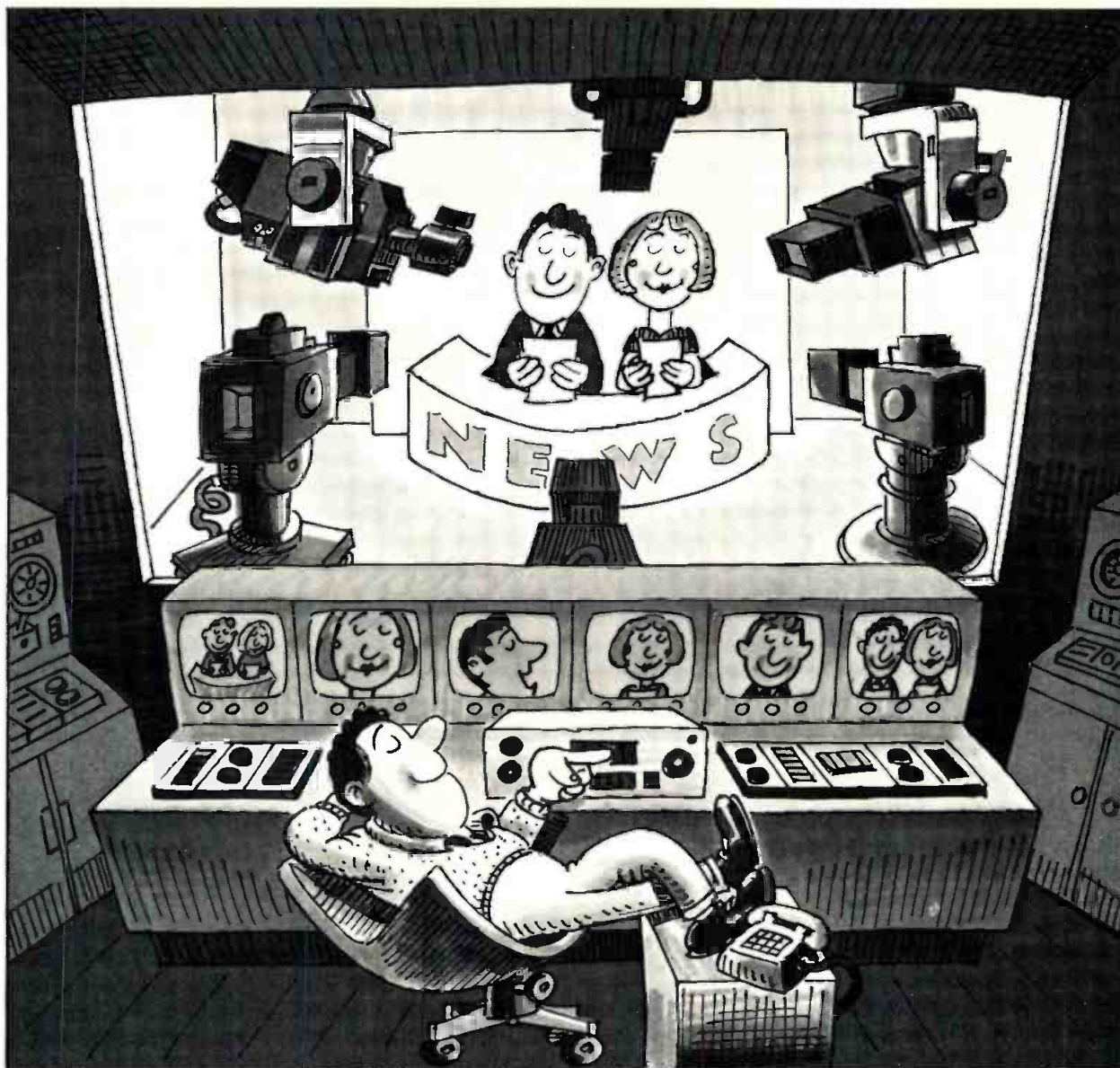
Only the best shows survive in prime access.
And this year, again, that means Entertainment
Tonight. Now entering our seventh season we're
stronger than ever.

- ❑ Over 92% of the country cleared for seven consecutive seasons.
- ❑ Outlasted PM Magazine, Family Feud and \$100,000 Pyramid.
- ❑ Only first-run access show to withstand the onslaught of Wheel of Fortune.
- ❑ Entertainment Tonight has replaced New Hollywood Squares, New Newlywed Game and New Dating Game on stations across the country.

So before you buy for next year, remember,
most shows come and go, but Entertainment
Tonight is here to stay.

ENTERTAINMENT
T O N I G H T





MULTIPLE CAMERAS. ONE OPERATOR.

Impossible? Not if your cameras are mounted on EPO Servo-Controlled pan and tilt heads. These extraordinary, labor-saving devices, which first found favor in legislatures where remote-controlled, unobtrusive coverage was a key factor, are now the basis for complete remote-controlled news studios.

Just look at these outstanding features:

- Up to 500 preprogrammed positions per camera, including control of iris and black levels
- Programmable fade modes that provide smooth transition from preprogrammed shots
- Ability to zoom and focus
- Unobtrusive
- Can be operated via telephone lines or microwave in a remote studio away from the main studio location
- Wide range of pan and tilt heads, for full studio cameras with teleprompters to ENG type cameras
- Wide range of control options, from panels with multiple-shot memories to simple joy stick remote controls.

It's flexible, affordable—and it's sold and serviced exclusively in the U.S.A. by A.F. Associates.

THE RADAMEC EPO REMOTE CAMERA CONTROL SYSTEMS

Your news show's bottom line will never look so good.



A.F. ASSOCIATES INC.

ADVANCED SYSTEMS AND PRODUCTS FOR THE VIDEO INDUSTRY
100 STONEHURST COURT NORTHVALE NJ 07647 (201) 767-1000
10650 SCRIPPS RANCH BLVD SUITE 200 SAN DIEGO CA (619) 530-2970

STATE OF THE ART

T E C H N O L O G Y

HDTV: progress report on television's next quantum leap

Six-and-a-half years ago, the Japanese NHK showed its high-definition television system boasting pictures with film-like clarity and breadth to the amazement of members of the Society of Motion Picture and Television Engineers at its winter conference in San Francisco. But it has only been in the last several months that the technology has moved to the forefront of the Fifth Estate in the U.S. Suddenly, everyone—broadcasters, cable programmers and operators, consumer electronics manufacturers—is talking about the promise of HDTV...and its problems.

U.S. interest in HDTV has been heightened by reports

that the Japanese are pushing ahead the development of HDTV sets and VCR's based on the NHK-developed Muse system with plans to begin marketing them in the U.S. in the early 1990's. Some are ready to concede the market to the Japanese, but others are pushing the development of alternative systems that are more spectrum efficient and more compatible with the today's television sets.

Beginning on the next page and continuing through page 78 are reports on the various advances and problems that lie ahead before this new version of television is in place.

HDTV: Seems as if everybody wants it, but nobody agrees on how to get it

Broadcasters differ on what tack to take in achieving goal of improving television pictures

Some items that might make a wish list for the ideal home television set: pictures with resolution equal to 35mm film; brighter and more vivid color; a much bigger and proportionately wider screen, resembling movie theater screens; digital stereo sound of compact disk quality. Those are some of the improvements American consumers may be able to buy in the next few years. Those in the television industry contacted by BROADCASTING were unanimous in the opinion that some form of high-definition television will be made available. But that is where unanimity on the issue ends.

"I think it is a technology that is destined to happen," said Richard Green, senior vice president of the Public Broadcasting Service (see "Fifth Estater," page 130). "But the questions are: How do we manage it? How do we adjust to it?" He said it is essential that high-definition be transmitted terrestrially. "There's a real danger that terrestrial broadcasting can become obsolete because of a new technology like this." He said that the door is open for cable and consumer videotape and videodisks to implement HDTV, and that broadcasters must work for a transmission method to continue to compete. "We've got a lot of work to do," he said.

Julius Barnathan, president of ABC Broadcast Operations and Engineering,

ble nature making one program, one movie." He said that no substantial production entity, except CBS, has shown any interest in HDTV.

Steven Bonica, NBC vice president of engineering, made the distinction between enhanced systems that are generically grouped with HDTV and "true HDTV." "I see real, true HDTV as being a television system that provides us with about twice the spacial resolution as does conventional television," said Bonica. The Japanese NHK system of studio production using 36 mhz of bandwidth fits the HDTV label, he said. Systems of transmission, such as NHK's Muse, Philips's HDNTSC and NBC's ACTV system, which use much narrower bandwidths, do not. "They are all extended definition systems and some of them are wide-screen extended definition systems," Bonica said. But he said that some day true HDTV should be reached. "I firmly believe we should—that the American television consumer deserves HDTV, that we should evolve to that," Bonica said.

Bonica said that a system like NBC's one-channel ACTV is "the ultimate answer" toward beginning an evolution toward true HDTV. He termed as "critical" the need for "a viable, affordable method" for broadcasters to grow into true HDTV, rather than taking the expensive route of converting directly to it.

"We can't afford to do without [HDTV]," said Steve Flanagan, vice president, engi-

vision Stations, said that Fox had not yet formed a position on HDTV. Generally speaking, he said that "obviously the technology is going to drive this and we want to be where the viewers' interests are."

At CBS, Rupert Stow, spokesman for the engineering and development department, summarized the network's position: "We separate HDTV into two quite distinct issues: high-definition production, which is a business with its own objectives and its own merits which stand right apart from whether or not the high-definition recording thus used is transmitted or distributed to the home."

CBS has been instrumental in the process of developing a world studio standard (see page 78). Last February, Joseph Flaherty, vice president and general manager, CBS Development and Engineering, told an audience at the winter conference of the Society of Motion Picture and Television Engineers that the potential advantages of electronic program production in high definition "are driving a revolution in television and the cinema, and the HDTV videotape can be readily used for distribution through all the electronic distribution media plus that of the cinema itself."

But it will not necessarily be crucial for production companies to be producing in HDTV when distribution to the home begins. "Compared to other revolutions, this one is rather different," Stow said. With the introduction of other technologies, such as



Barnathan



Flaherty



Bonica

feels that too much attention is being paid, especially by the trade media, to the high-definition issue. "I'm not saying that it's not important. I'm not saying I'm against progress. . . . What I'm trying to get at is: All this hysteria that goes on, what is it based on? Where are the facts?" Although he claims that work should be done toward high definition, he doesn't see the demand for it among consumers or producers. "I haven't seen anyone in Hollywood of any responsi-

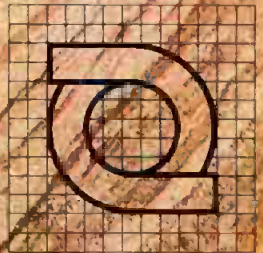
neering, Post-Newsweek Stations Inc. "If the cable people have it and the VCR and the videodisk people have it, then it's very important for us." Burton Staniar, chairman and chief executive officer of Westinghouse Broadcasting Co., agreed. "I think it's coming and broadcasters have to be capable of carrying high-definition television. I think it's an extremely important development, for us and for everyone in television."

Derk Zimmerman, president of Fox Tele-

color TV, there was the "chicken-and-egg" problem of installing color TV equipment before there was a great deal of color programming to transmit. "In this case the issue is not in doubt because we have in Hollywood billions of feet in high-definition material. It's just called 35mm film," Stow said. Although new shows will be produced electronically, he said that when HDTV is introduced into homes, "it is not, as far as program supply is concerned, an immediate

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and pressing need."

PBS has been working with CBS toward a worldwide production standard. Said PBS's Green: "We import international programs and we interface with the international community, perhaps more so than most broadcasters except for news. It is important to us to see a high-definition world standard that will have the same capabilities as 35mm film."

Barnathan said that ABC would first like to see a transmission standard set, and then have a production standard that would fit the needs of broadcasters as well as cablecasters. When it comes to the present efforts to adopt an 1,125 line/60 hz production standard Barnathan asked: "What is the rush?" He said that the actions taken by European members of the CCIR to halt its adoption point to the probability that it will never be accepted. If it can't be accepted worldwide, he asked, "why do we have to worry about it?" He said that it is not worth the time for Americans to push for a standard that may not be cost-efficient with the final transmission standard. "I say that it isn't right to have a standard that isn't easily transferable to cable and to broadcasting," Barnathan said.

Although Bonica thought that the proposed 1,125/60 studio standard is "suitable," he felt that a 1,050- or 525-line system would be "more suitable" for the near future in broadcasting. He also had reservations about the efforts to make it a worldwide standard. "It is very unfair and very unreasonable for Americans to be pushing the Europeans for a 1,125/60 system," Bonica said, because the price of conversion would be too great for them.

Aside from production, transmission issues will present "a special challenge," Stow said. "No one doubts that [HDTV] can be transmitted by DBS and indeed the Japanese are going to do that in 1990. That doesn't help our affiliates at all. In fact, to bypass our affiliates is to strike at the roots of our basic business. . . . Why there is a hurry to achieve this terrestrial high-definition distribution is simply because by 1991 there will be high-definition VCR's in the home. A small number to be sure, but they will grow much as color grew or much as the VCR itself grew. . . . We are further encouraged to step lively by the very real promise of people like HBO planning to distribute high-definition through certain cable systems in 1991. The technical challenges are rather formidable."

To CBS the technical question is: "Does one really want to invest in a step forward that is better, but still not as good as the competition [cable and VCR's], or strive to, by whatever means, produce true high definition via terrestrial broadcast to the home?" Stow defined true high definition as a picture with 1,125 lines. "The competitive impetus is that if we don't, they will," he said.

Compatibility with NTSC sets, CBS claims, is not a must. Flaherty told the SMPTE last fall that "today's sophisticated consumer is undaunted by totally new technologies as long as they are sufficiently better to prompt him to buy. I believe wide screen HDTV with digital stereophonic sound, able to be displayed on a large screen is such a technology. It will prosper with or

without compatibility."

However, Stow said that CBS is not leaning toward Muse or any specific transmission system and is not committed to adopting either the single- or multichannel approach.

HDTV's compatibility with NTSC is important, Green said, but it is one of three criteria broadcasters must consider when viewing transmission systems. They must also consider spectrum efficiency and picture quality. "The exact ordering of those priorities is something that we need to think about and put forward some definite conclusions," he said. Green emphasized that picture quality must be a high priority. "What-



Picture from a high-definition screen during PBS demonstration of Muse.

ever television system that we deliver to the public, I want to make sure that we deliver a high quality image," he said, because the quality of terrestrial broadcasting must be competitive with cable and videocassette recorders.

Barnathan said that broadcasters "are getting concerned because someone is coming up with a better mousetrap. . . that they believe might put them out of business." But he refuted the idea that the introduction of high-definition on cable, videodisks and VCR's could hurt broadcasting. He pointed out that today about 50% of the TV audience subscribes to cable and that by 1990 the figure is projected to reach 70%. While some of the services on cable systems might have high definition, the cable operators will still want to have local signals whether they are transmitted in high definition or not.

As for what might become the eventual transmission system, Barnathan said that in the "ideal world" it would be "one that's compatible with what we've got. I don't know if that's real or unreal. The NBC-SRI idea makes a lot of sense as an interim thing. If you want wide screen we can give it to you in [the channel space] we've got." He said that it would be a good first step, but that the second step should be, hypothetically, that "in the year 2035 everybody will stop transmitting in NTSC and from there on only be in 'Y.' Is that what we are saying? The system we've got is so bad that we've got to get out of it. The whole world, at some point in the future, with all their investment will all be obsolete?" He said that he wasn't sure that had to be the reality.

Bonica said that any new transmission system that makes good business sense will have to be compatible with NTSC. "If it doesn't make good business sense, it won't

grow," Bonica said. That is the reason he felt that any application of Muse in terrestrial broadcasting would be a mistake. Incompatibility and the need for extra spectrum would make it harder for broadcasters to adopt, and HDTV's success would be slowed, he said. He predicted Muse's need for extra spectrum would also be a drawback for cablecasters. They will want to provide their subscribers with enhanced pictures "without having to sacrifice other services on their system," he said.

Bill Killen, director of financial analysis and planning for Cox Enterprises, an Atlanta-based group owner and multiple cable system operator, also said that Muse would not be accepted. Compatibility with NTSC is "mandatory," Killen said. "We view it as the highest order of importance."

"We've got to approach the whole thing from the point of view of the viewer and the consumer of television," Group W's Staniar said. "The bulk of that viewing now and in the foreseeable future is going to be over-the-air." Therefore, he too said that NTSC compatibility is "very important."

Whether they ultimately opt for the quality of Muse transmission or for an evolutionary approach, such as ACTV, in the next few years broadcasters will have to commit time and money for research and government lobbying before HDTV is delivered to homes over the air.

Along with participation in a nationwide demonstration of Muse HDTV satellite transmission during October, PBS has been deeply involved in other activities for HDTV advancement. It is working with the Advanced Television Systems Committee to test HDTV terrestrial propagation. Along with those tests, PBS has set up a subcommittee of the PBS Engineering Committee to evaluate propagation of terrestrial proposals on behalf of public television stations.

Resources will be needed for research, but the first task, Green said, is to build interest among broadcasters. It is necessary, "especially in the broadcasting community, those people that are specifically at risk in the development of a new technology like this, to be aware of the ramifications. Once people are aware of what these future possibilities are then they'll begin to put the time and the resources in making the progress we need to have made."

Although he couldn't put a dollar figure on it, Group W's Staniar said the transition to HDTV would require "a significant commitment by all of us in the business." Group W is participating with the NAB's HDTV task force and is studying the process on its own. Staniar also will serve on the FCC's HDTV advisory committee. "We're involved and very interested," he said.

Cox Enterprises "views the development of HDTV as an investment in its future," said Killen. The company is aware of the need to spend developmental dollars, but is not yet sure where to spend them. "The willingness on the part of the company is there," Killen said. Cox believes the FCC should set aside spectrum for HDTV, he said, and "fulfill its standard-setting role" with regard to HDTV. "We're willing to spend the legal dollars necessary to make our views known," Killen said. □

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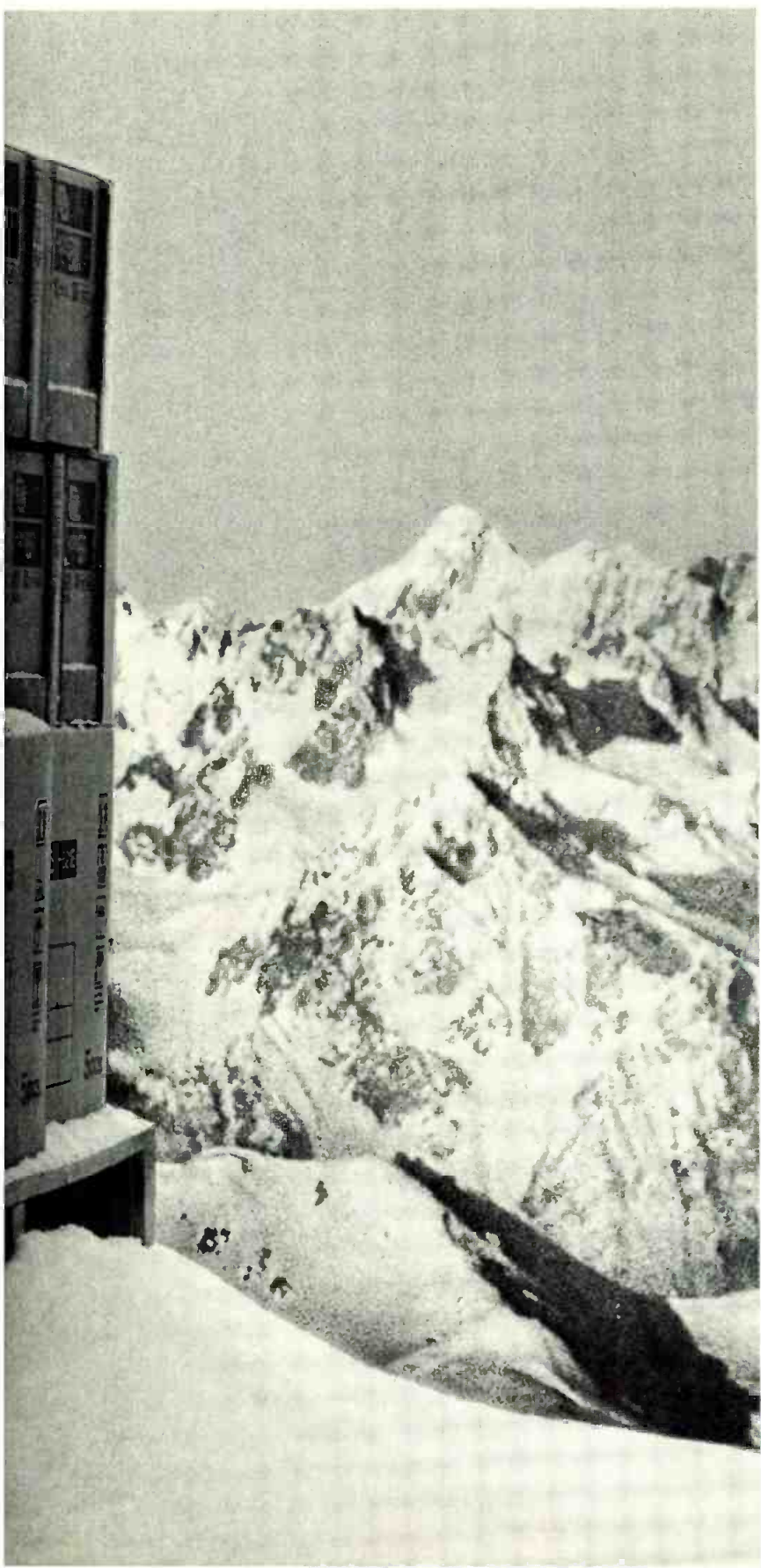
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High-definition television: getting the picture

A look at the three major approaches to transmitting enhanced TV

It is an accepted fact that pictures equaling the quality of 35 mm film can be placed on videotape along with digital stereo sound and played on a much larger screen. But it still must be determined whether that quality can be transmitted to living rooms in the form of conventional broadcasting. Three distinct approaches to the problem have evolved: single-channel, two-channel compatible and Muse.

The race to find a system of transmitting a new and better form of television has been on since NHK (Japanese Broadcasting Corp.), the national TV network of Japan, unveiled 1,125-line/60-hertz field rate high-definition video pictures with an aspect ratio of 16:9. That was six-and-a-half years ago at the Society of Motion Picture and Television Engineers' conference in San Francisco (BROADCASTING, Feb. 16, 1981). NHK's accomplishment was the product of Japanese research since 1968. The demonstration made a powerful impression on the engineers attending. Lew Wetzel, then vice president, engineering, for the National Association of Broadcasters, told BROADCASTING after viewing the demonstration: "It was just outstanding. You could stand three feet in front of the monitor and not see any lines at all."

So much information was crammed in HDTV signals that 30 mhz of spectrum space—five times the six mhz bandwidth used in transmission of the present U.S. standard NTSC (525/60, 4:3 aspect ratio)—was needed to broadcast them. To make HDTV broadcasting practical, NHK researched bandwidth-compressing techniques that led to the development of the Muse system, which put 1,125/60 pictures into a bandwidth of 8.1 mhz.

Muse is the only HDTV transmission system that has been tested with hardware under actual broadcasting conditions as opposed to computer simulations and closed-circuit tests under laboratory conditions that have been demonstrated in competing transmission proposals. Last winter, Muse was demonstrated in Washington during an over-the-air transmission test sponsored by the NAB and the Association of Maximum Service Telecasters (AMST) (BROADCASTING, Jan 12.).

NHK's timetable, in cooperation with the Broadcasting Technology Association (BTA, the Japanese equivalent of the U.S.'s Advanced Television Systems Committee), is to work toward putting several types of HDTV production equipment on the world market in

1989, including high-sensitivity cameras, digital videotape recorders, base band cassette VTR's and others. For consumer use, rear projection display units and Muse-to-NTSC converters for conventional TV's will also be sold in 1989. By 1990 the plan calls for the introduction of Muse TV receivers, videodisks and VCR's. In a written statement submitted to the House Telecommunications Subcommittee during congressional HDTV hearing earlier this month (BROADCASTING, Oct. 12), Masao Sugimoto, controller engineer, engineering administration, of NHK's department of new media development, said, "We expect to have 100,000 receivers available to consumers in Japan and the United States in 1990 and 500,000 in 1991." By that time, NHK also expects to be sending Muse signals to the United States by satellite.

But large obstacles stand in the way of Muse transmission ever being accepted as a U.S. terrestrial transmission standard. Although the Japanese have been able to compress Muse into 8.1 mhz, Muse is still incompatible with NTSC's six mhz limit. All television receivers now in U.S. consumer use (an estimated 130 million sets worth about \$80 billion of consumer spending according to AMST), would be unable to pick up the Muse signal. In a 26-page report submitted to the House Telecommunications Subcommittee at the time of the hearings, Sugimoto wrote on the importance of developing "a low-priced converter for the NTSC receiver...for compatibility with conventional systems...The converted 525/60 picture quality is somewhat better than a normal NTSC." However, the regulatory battle involved in restructuring the TV dial to eight

spectrum to transmit Muse or one of the other advanced TV terrestrial broadcasting proposals. In response, the FCC issued a notice of inquiry and call for comments on HDTV technology last July. The commission also formed an advisory committee to make recommendations on what spectrum allocation moves would be needed to insure the introduction of advanced TV systems in the U.S. (BROADCASTING, Oct. 12).

The UHF spectrum broadcasters seek to protect has been the subject of a proceeding for reallocation to land-mobile services since 1985. The FCC recently decided to delay action on the proceeding until the commission receives recommendations from the HDTV advisory committee (BROADCASTING, Oct. 19). Submission of the first recommendations is expected six months after the group's first meeting, scheduled for Nov. 17. During the Telecommunications Subcommittee hearing, John B. Richards of the Land-Mobile Communications Council, Chicago, said that service "must use radio spectrum for mobile communications. We cannot 'hard wire' the nation's vehicles with cable or fiber optics."

Also competing for spectrum space is a group called Radio Telecom and Technology Inc., a Cerritos, Calif.-based firm that is developing a broadcast interactive television technology it calls "T-NET." Although the company had no representative at the subcommittee hearing, Peter Tannenwald of the Washington law firm, Arent, Fox, Kintner, Plotkin & Kahn, which represents RTT, submitted a letter to the committee on the day of the hearing. He wrote that T-NET "permits the two-way wireless transmission of data on previously unusable television channels first

adjacent to, and in the same market as, an operating VHF or UHF television station...T-NET's two-way interactive television is unquestionably a major ATV enhancement, just as much as the high-resolution picture and high-fidelity sound enhancements known as high-definition TV."

□

One solution to the problem of incompatibility with NTSC receivers has been proposed by William Glenn, director of the New

York Institute of Technology's Science and Technology Research Center in Fort Lauderdale, Fla. Glenn's proposal is to send high-definition pictures by supplementing a station's regular six mhz of bandwidth with a three mhz augmentation channel from the UHF band containing the extra signal information. with the proper circuitry would combine the signals from the two channels to re-



Scene from HDTV commercial for Reebok footwear, on a 16:9 screen.

mhz channels and forcing all consumers to buy converters or new Muse sets could be difficult to win.

Another obstacle for Muse is the competition for the added spectrum space that would be needed to broadcast it over the air. NAB, AMST, and other voices from the broadcasting industry have lobbied both the FCC and the Congress to reserve the needed UHF

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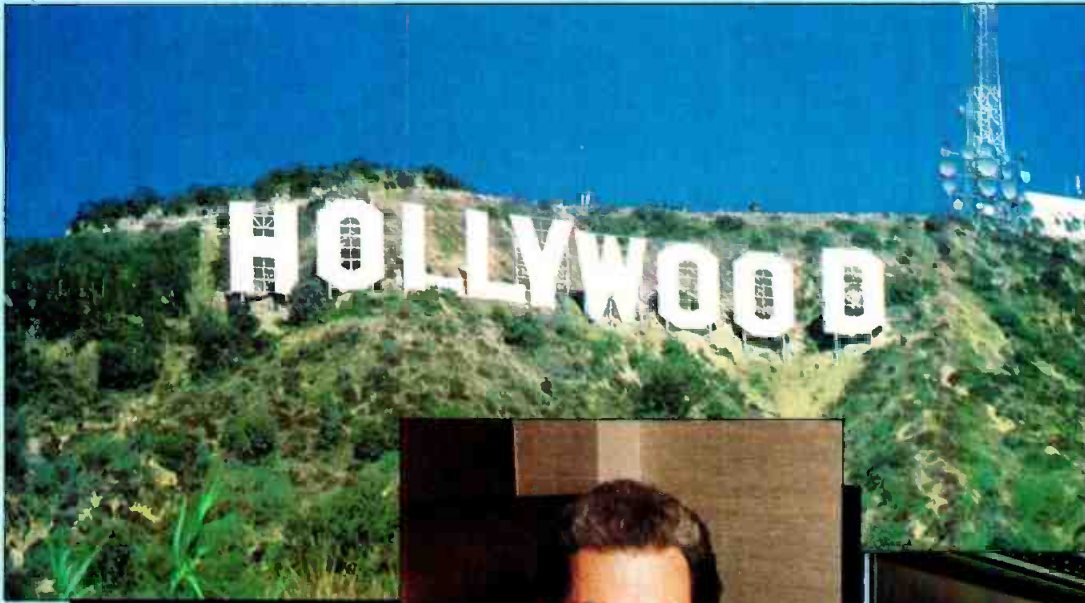
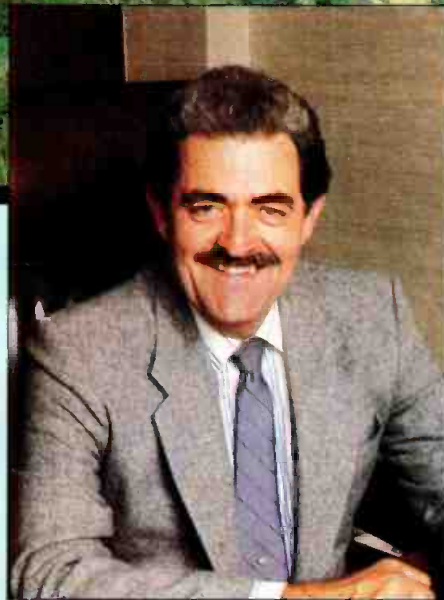
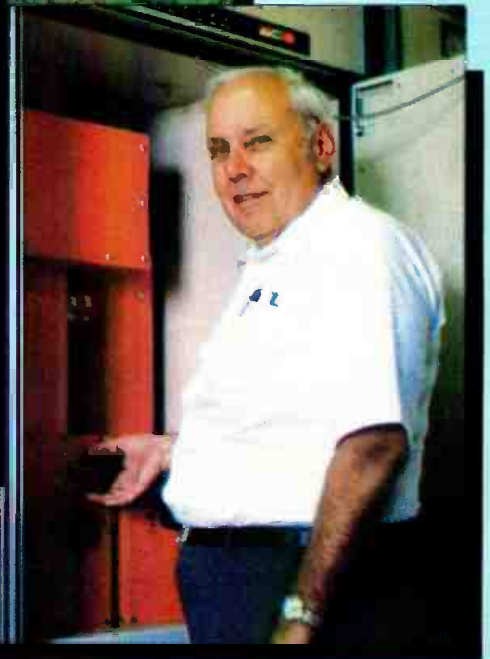


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ceive the improved images. All conventional NTSC sets would receive the six mhz signal from the primary transmitter and, according to Glenn, would present the same level of quality as is seen today.

The number of scanning lines used in the Glenn system would be 1,125, displayed either progressively or interlaced, with progressive scanning being Glenn's preference. There would be 900 lines of vertical resolution and 800 lines horizontal. The proposed aspect ratio for the system is 5:3, although Glenn claims that the 16:9 ratio of the NHK system could be installed if broadcasters find it desirable.

Furthermore, Glenn claims that new 525-line sets capable of receiving the primary six mhz signal would pick up better pictures than today's sets. Processing techniques at the transmitter would produce fewer color and luminance defects, better horizontal resolution and a slightly wider aspect ratio (3:4.4).

For about two years, the Glenn system has been displaying a closed-circuit version. A transmitter, receiver and other equipment for broadcast delivery are now under construction. Laboratory testing of that equipment is expected to begin before the end of the year with testing under actual broadcasting conditions to begin in early 1988 in cooperation with ATSC.

Standing in the way of development of Glenn's system is funding. Work at NYIT's Fort Lauderdale facility is carried out by a staff of 22 with most money for the project coming from the school. Other grants have come from associations such as NAB, AMST and the Electronic Industries Association, but they are small compared to the resources

available to competitors. Glenn's wife, Karen, who represented the NYIT at the Telcom-subcom hearing, accepted praise from Representative Don Ritter (R-Pa.). "On a shoestring they have gone up against the behemoths of this industry," Ritter said.

William Glenn told BROADCASTING that one advantage his system has over many of the other proposals is that it is about seven years old and in its fifth generation. "In spite of the fact that our funding level is pretty low compared to RCA and Philips, we've had a pretty good head start," Glenn said. As for competing with Muse, Glenn said, "we get a little better resolution," and he added that his system's compatibility with NTSC sets was an advantage.

A similar two-channel system has been proposed by North American Philips Corp. The company calls the system HDNTSC and describes the two channels in terms of NTSC and augmentation signal packages (NTSC-SP and A-SP). Like the primary signal in the Glenn system, NTSC-SP is equivalent to the conventional 525/60 NTSC signal. A-SP has information to add side panels increasing the aspect ratio from 4:3 to 16:9. According to a "white paper" released in September by scientists at Philips Laboratories, Briarcliff Manor, N.Y., "HDNTSC supports CD-quality digital stereo sound, while retaining the analog sound channel of NTSC."

Last spring, Philips announced the development of a companion system to go with HDNTSC, HDMAC-60 (high-definition multiplexed analog component television with a 60-hertz field rate). HDMAC-60 is designed to transmit the same amount of information as HDNTSC via satellite. The sys-

tem, which was explained in detail for the first time in last month's white paper, uses bandwidth reduction techniques to increase cost effectiveness. It is "intended for satellites transmission over the same type of single transponder as conventional, lower-resolution MAC systems," the paper says.

The most common criticism of the Philips proposals is that although both HDNTSC and HDMAC-60 widen the TV screen and greatly improve sound, they transmit only 525 progressive scanning lines and 480 lines of both horizontal and vertical resolution. Critics say that systems without Muse-level resolution or something near it cannot be accurately called "high-definition television." But Philips argues that its strategy is to provide a slower, more cost-effective method of evolving into a high-definition future not only for terrestrial broadcasters and consumers, but for cable, direct-to-home broadcasting from satellites and fiber optic industries as well.

"Recognizing the fundamental differences between Japan, Western Europe and the United States, we believe a worldwide HDTV emission standard is unlikely," the white paper states. Because national interest is likely to be the basis of standards decisions around the world, Philips claims that North American interests will resist adoption of a system that renders billions of dollars worth of terrestrial broadcasting, cable, satellite and consumer equipment obsolete. According to the paper, "NTSC will remain an important broadcast service well into the 21st century. Therefore, we conclude that for the terrestrial broadcast and CATV environments, cost-effective compatibility with NTSC and its six mhz channel spectrum plan is a critical re-

Reaction to NBC's ACTV

As it promised Oct. 1 when it announced the development of its advanced compatible television system (ACTV) (BROADCASTING, Oct. 5), NBC presented a computer simulation of the system during a Canadian HDTV conference in Ottawa the following week.

According to NBC, the system, which was developed jointly by the David Sarnoff Research Center and General Electric/RCA Consumer Electronics, will transmit over-the-air video pictures enhanced to 1,050 scanning lines inside the six mhz band-width of the existing NTSC system. Observers at the Ottawa colloquium were impressed by the simulated pictures but said many questions about the feasibility of the system remain.

At a congressional hearing earlier this month in Washington (BROADCASTING, Oct. 12), Steve Bonica, NBC's vice president of engineering, said all hardware that would go into the system has been designed by computer and that all pictures shown at the demonstration in Canada were based upon how the system would appear using that equipment. The hardware is now being developed and should be ready for testing in mid-1988, Bonica said.

National Association of Broadcasters engineer Ben Crutchfield, who will be one of the chief researchers at the NAB's Broadcast Research Center, which will work on testing and development of HDTV systems, said the NBC simulation provided "nice pictures. It was a lot better than NTSC and not as good as straight HDTV—somewhere in between." But he said he was interested in seeing the results of transmission tests, to find out whether the pictures are as good under normal broadcasting conditions and whether the NBC system would degrade pictures on NTSC sets.

After viewing the Ottawa demonstration, an FCC engineer, Bill Hassinger, found ACTV "pleasing to look at." But he said he

could not fully evaluate it until the system is out of the computer simulation phase. "There's a vast difference between presenting something in that form—what you should see if everything works ideally—and being able to do it with the hardware." One feature that will need more development in ACTV, Hassinger said, is sound. "The sound is the same as conventional TV sound, and the feeling is that high definition has to have better sound to accompany it," he said.

"For the past year we've been talking about some of the obvious improvements one can make in NTSC...The NBC system incorporates a couple of those ideas," said Richard Iredale, inventor of the Del Rey single-channel system (see page 73). He pointed to the differences between the NBC system and his system. "They have a different technique for putting the wider aspect ratio in the picture. Whether that is the final solution or whether it is one using a different approach will be hammered out over the next couple of years," Iredale said. But overall, he was glad to see a serious effort to improve quality within one channel. "The most exciting thing for me personally was to watch people's eyes being opened to the possibilities of regular, old NTSC," he said.

William Glenn, who developed the New York Institute of Technology's two-channel system, said ACTV is "basically an enhanced system. It's not high definition." He said that one of the big differences separating NTSC, enhanced systems and HDTV is the degree of increase in screen size with retention of sharp resolution. "If your present living room TV receiver uses a 20-inch display, which is typical for what people want, the RCA system would allow you to use maybe a 25- to 26-inch display with the same apparent sharpness. A high-definition system would allow you to use maybe a 40- to 45-inch display and have it look sharp," he said.

quirement for an advanced television system implementation."

Like the Glenn system, Philips claims the two-channel HDNTSC system will save consumers the cost of buying new TV's and videocassette recorders right away. The HDMAC-60 signal received by a cable system, according to Philips, will be transmittable on conventional cable equipment with the addition of a descrambler, decoder and transcoder equipment at the headend. Home satellite dish owners will be able to receive HDMAC-60 signals with the installation of similar equipment. Philips has also devised a plan to use the HDMAC-60 signal in a broadband-ISDN fiber optic network.

According to Arpad Toth, principal research scientist at Philips Laboratories and one of the white paper authors, both HDNTSC and HDMAC-60 will be tested with prototype hardware next year. He could not give an exact date, but said "it's a very good assumption that [it will happen] before October 1988."

Toth said that the Philips system is "not at all" far behind Muse. He said that the comparison between them must consider "what are the merits of the two systems." Philips's key merit over Muse, he said, is the Philips philosophy of compatibility "which is recognizing the value of the television receivers and VCR's in the home and recognizing the value of the equipment out in the field in this country." Also, Toth said that Muse HDTV products going on sale in the early 1990's will be first generation samples and that "the real market is coming a few years later." Therefore, Philips has plenty of time to demonstrate its system and North America has plenty of time to find a transmission standard, he said.

□

The one-channel option

Although the Glenn and Philips proposals would solve the problem of NTSC receiver compatibility, neither solves the problems of using extra UHF spectrum. To solve this, some have been exploring the possibilities of improving TV transmission within the six mhz limit of the NTSC channel.

NBC recently proposed such a system (BROADCASTING, Oct. 5). Its advanced compatible television system (ACTV), jointly developed by the David Sarnoff Research Center and General Electric/RCA Consumer Electronics, was shown in a computer simulation form during an HDTV colloquium in Canada earlier this month (see page 72). Demonstrated was a picture with 1,025 scanning lines and a 5:3 aspect ratio.

The ACTV system would use time compression and expansion techniques to broadcast a four-component signal in a single channel. The first component would be the primary NTSC signal with a time expanded center panel and two time compressed side panels. The second component would send time expanded side panels to provide for the wider aspect ratio. The third and fourth components would provide extra horizontal and vertical resolution. Special ACTV wide screen receivers would decode the four components for the enhanced picture while NTSC sets would receive a 525-line picture.

Another one-channel system was proposed

at the 1986 SMPTE conference in New York by the Del Rey Group of Marina del Rey, Calif. The Del Rey Group was founded by Richard J. Iredale, a former executive of Apple Computer, who entered the advanced TV field convinced that some day a transmission system will be devised sending true HDTV on one channel.

Iredale's system, as it now stands in laboratory software form, has 828 progressive scanning lines with about 770 lines of vertical resolution and about 790 horizontal. The aspect ratio, at 14:9 is meant to be a compromise between NKH's 16:9 and NTSC's 4:3.

Funding for the Del Rey system, as it is for the NYIT system, is in short supply. "Money is always a problem for an organization like ours and Dr. [William] Glenn's," Iredale told BROADCASTING. However, he said he had received "interesting feedback" from some foreign investors. "There are other possibilities too. Things have changed a great deal over the past six months," he said.

Hardware for the Del Rey system is still far in the future. In the spring, Iredale said, there should be a computer simulation similar to NBC's ready for demonstration. The development of prototype equipment will depend on the availability of funding.

"If the question is how can one compete on a budget where people are putting in hundreds of millions of dollars, I don't think it's necessary to spend that money," Iredale said on competing with NHK. "Certainly you have to spend more than a couple hundred thousand or a few million but I don't think you have to spend in the magnitude that I think that NHK has in the past 20 years."

For broadcasters who have seen demonstrations of 1,125/60, the single-channel question may be: "Is it good enough?" NBC admits that ACTV is a temporary solution. In his statement during the House hearing, Steven Bonica, vice president, engineering for NBC, said that the network would support efforts to reserve UHF spectrum for HDTV broadcasting. The single-channel approach, he said, holds the same advantage as that claimed by the Philips systems, allowing the various video media a cost-effective way to evolve into HDTV. "We envision true high-definition television service becoming a reality at some point in the future, and we believe that ACTV is the foundation that will begin the evolutionary process to reach that goal," Bonica said.

Iredale told the Congress that it "would do well to encourage the development of both

single and multichannel approaches." He told BROADCASTING that regardless of the high-definition issue, he wished the FCC would take the attitude that "it would be great to keep these extra channels for broadcasters because consumers want more channels."

□

Other players

Although proposing no transmission systems of their own, other organizations will influence which system, if any, will become the standard.

With most of the work toward developing an HDTV studio standard completed, the Advanced Television Systems Committee will focus more attention upon terrestrial transmission. ATSC's T3S4 specialists group investigating HDTV transmission has begun testing possible interference involved in two-channel broadcasting with the recent start-up of a UHF transmitter that will be used in cooperation with a Washington VHF station (BROADCASTING, Oct. 12). By mid-1988 the group, chaired by NAB engineer Ben Crutchfield, will begin testing individual proposed systems as prototype hardware for them becomes available.

NAB, which has conducted research through its HDTV task force, has expanded its commitment to development by announcing the formation of the Broadcast Technology Center, a for-profit broadcast technology lab. The first assignment for the center will be HDTV research (BROADCASTING, Sept. 28). NAB, along with AMST, has been active in the battle to preserve spectrum for broadcasters.

The Massachusetts Institute of Technology has also researched HDTV transmission through William F. Schreiber, director of MIT's Advanced Television Research Program. Speaking for himself, Schreiber told the Telecommunications Subcommittee that he shared Iredale's vision that one day it will be "possible to achieve true HDTV within a single independent channel." The Advanced Television Research Program is funded by the Center for Advanced Television Studies (CATS), an organization founded in 1983 by nine companies that each made three-year, \$300,000 commitments to form an advanced TV research facility at MIT. The eight companies now involved in the second round of three-year contracts are: ABC, NBC, Time Inc. (owner of Home Box Office), the Public Broadcasting Service, Ampex, Tectronix, RCA, Zenith and Kodak. □

Cable and HDTV: getting its say

Industry tries to get a handle on compatibility, standards problems

The cable industry may not be the leader in bringing high-definition television to American viewers, but it doesn't want to be a follower either.

Like broadcasters, cable has a lot to gain by presenting greatly improved picture quality to viewers. As the ferocity of the programming battles increases among the media, anything that would give one a competitive advantage over another draws interest, espe-

cially if one beats the other to the same punch. If HDTV is going to mean more and better satisfied subscribers, cable doesn't want to be left out in the cold. But if the cost is high, and the technology does not turn out to be as ground breaking as its proponents say and is laden with problems, cable operators don't want to be left holding the bag.

In theory, cable is the perfect vehicle for high-definition television. The large channel capacity on systems would make it easier for HDTV signals requiring more than six mhz

bandwidth to get to subscriber's homes than on over-the-air television. In addition, the potential for fiber optics to deliver more and better quality signals enhances cable's HDTV possibilities.

At the same time, fiber optics, which would give operators more channel capacity, remains an expensive and untested technology, its promoters notwithstanding. And sending an HDTV signal down a coaxial cable line, especially a signal that required more than six mhz of bandwidth, would force operators to find more channel space or dislodge some existing services. On systems with small channel capacity, that could be a problem. It would also be a problem for systems that are in the middle of upgrading. Rebuilds are expensive enough without the prospect of rebuilding again.

Added to the wire dilemmas are the possible problems integrating HDTV signals into a consumer's present TV-VCR-cable converter-descrambler setup. Cable operators do not want to go through the headaches they encountered when cable-ready television sets and VCR's were incompatible in the home, creating consumer resentment that more often than not the cable operator was forced to bear, especially in instances when the VCR beat cable into the home.

The National Cable Television Association's engineering committee has been looking at HDTV in earnest over the past three or four years. Four months ago, NCTA formed an HDTV subcommittee to look into the compatibility, standards and general engineering questions surrounding HDTV. (That subcommittee is also looking at how super VHS can be used by cable.) With the competing HDTV systems, there are "immense complexities" associated with the HDTV-cable issue, says Wendell Bailey, vice president, science and technology, NCTA, and NCTA's committees are charged with sorting it all out. "There are wheels within wheels," he said. And every time there is an HDTV meeting, Bailey said, it

seems there are more questions than answers, a situation he says that "will go on for some time."

The production component questions for cable surrounding HDTV are largely settled. NCTA has endorsed the NHK-HDTV production standard that is being used by some producers. Larger questions loom, however, on transmission and display, said Bailey. The latter—how best to integrate HDTV into existing TV-VCR-cable ready sets—Bailey said, will be more the province of equipment manufacturers. What NCTA and its committees are primarily focusing on are the compatibility and standards questions relating to cable transmission.

Two weeks ago, the association announced the formation of an HDTV committee chiefly composed of top-level multiple system operators. It will be chaired by Tele-Cable President Richard Roberts, who said the committee will try to reach "a consensus on the policy and technical considerations of HDTV as they relate to the cable industry." Bailey said that committee will study the same issues as the HDTV subcommittee, but from a policy perspective. What effect would there be in adding another box to a subscriber's set? How would several HDTV standards affect their delivery by cable operators? What added costs are involved with any particular chosen standard?

That cable is in over 50% of homes "cries out" for the inclusion of input from both the cable industry and the broadcast industry in any decisions that the government's advisory committee take into account, said Roberts. "We want to be sure the standards that are adopted to the extent possible take into account the needs and desires of the consumers." But he hasn't come to any conclusions on the compatibility problems. "All those elements have to be carefully examined," he said. "We haven't reached the point where we can give you a laundry list."

That committee is expected to help heighten the awareness of HDTV among ca-

ble operators. Many in the industry, including NCTA, are unhappy with the low number of cable representatives named to the FCC's blue-ribbon advisory committee on HDTV that was announced several weeks ago. Of the 23 members, only Trygve Myhren, chairman and chief executive officer of American Television & Communications; Joseph Collins, president, Home Box Office, and Frank Biondi, president and chief executive officer of Viacom, come directly or indirectly from the cable ranks. That has caused a ripple of resentment within the industry and has galvanized efforts to make sure cable has a hand in HDTV standards decisions.

Cable operators have always known that HDTV loomed on the horizon, but only recently has the issue shifted from the back burner to the front burner.

Myhren said "clearly there is a recognition that HDTV is going to happen [and] we'd like to have some influence on it." But the cable industry has not come to any conclusions as to what the best system is, he said. "We don't have a final position on precisely how it should be engineered," he said. Part of the reason is the link between engineering and economics. Cable wants to see "what best significantly enhances the clarity and appeal of television pictures while at the same time not causing any more abrupt disruption than necessary."

Timothy Neher, president of Continental Cablevision, echoed those thoughts. He said Continental is "very interested in the possibility of HDTV [and] anything that may give cable a competitive advantage." But he wants to see what the pictures look like and determine how HDTV would fit into cable's economic structure before giving it an endorsement.

And although Myhren was concerned about having too few cable officials on the FCC panel, he said, "we have faith that public policy makers won't overlook" cable's role in delivery HDTV signals. The nation's largest cable operator, Tele-Communications Inc., "is anxious to play a more significant role in the federal policymaking effort," said Bob Thomson, TCI vice president, government affairs, in addressing the question of cable's representation on the FCC committee.

Thomson said TCI "is very interested in HDTV over the long haul," but at the point "when it becomes technically feasible." He said TCI engineers are studying the technology, but the company, in the near term, is focusing its efforts on helping NCTA's push to find "interim solutions" to compatibility and channel capacity questions.

But when HDTV becomes a reality, there is the feeling that the cable industry will do what is necessary, technically and economically, to bring it to their subscribers. "The cable industry will spend the kind of money" needed to make HDTV work, said Myhren, but "[they] won't spend any more than necessary to make the transition." Cable operators spent a large amount of money on plant, programming, channel capacity and service after the 1984 act was implemented, Myhren said. "Given another opportunity to improve the consumer's lot here," he said, "the cable operator will do it." □

HBO pushes ahead on HDTV

Home Box Office has been the cable industry programming leader in trumpeting HDTV, spending more time and energy to date in getting the word out than in any HDTV programming ventures. Finding the right vehicle for HDTV program introduction is on the drawing boards at HBO, but running it on the service is several years away.

HBO is looking at early HDTV vehicles from both its original programming division and its HBO pictures division. Ed Horowitz, senior vice president, technology and operations, said the pay service is timing its first HDTV production for the introduction of HDTV television sets in the U.S. and HBO's best guess on that date is about a year after the sets are introduced in Japan, expected in 1990.

And while HBO continues demonstrating HDTV to cable operators, it is also talking with television set manufacturers. "We are advocating for the first time in history," said Horowitz, "that manufacturers sit down with the cable industry to build a totally compatible television set." Horowitz said in preliminary discussions with manufacturers their initial response was uniformly familiar—those from abroad did not realize how big cable is, reaching 50% of U.S. homes. HBO has made the further pledge that if manufacturers agree to a standard, HBO would begin transmitting in that standard, whatever it may be, if 50% of cable operators commit to carrying HDTV. That is one reason why HBO is heavily involved in HDTV demonstrations, such as one at HBO headquarters in New York last week. Broadcasters, said Horowitz, have been seeing HDTV demonstrations at NAB conventions for four years. HDTV has only been out in front of the cable industry for a year, he said, and changing attitudes takes time.

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Hollywood on HDTV: enthusiastic but cautious

Producers are looking forward to new technology's advances, but say much needs to be done before studios make a major investment in new gear

As high-definition video production matures and evolves into a technological force, some of Hollywood's major studios are participating in HDTV experiments that could eventually lead the TV and movie industry to turn to tape more often than they do to today's 35mm film. But none of the majors want to risk the heavy capital investment required to make high-definition episodic hours, sitcoms or big-budget theatrical features just yet.

For the switchover to occur, studio executives say they want to see some improvements in HDTV equipment, the adoption of a worldwide standard agreeable to broadcasters, producers and manufacturers, the mass production of affordable HDTV sets, and a lessening of resistance from Hollywood film unions.

Both enthusiasts and skeptics about HDTV agree the changes are a few years off. So for the moment, the domestic market is limited to two small independent video producers. Most of their work so far has been limited to music videos, television commercials, short features and industrial films, but recently they have entered the theatrical arena. And one, 1125 Productions, with production facilities in Paris and New York, is negotiating several commercial television development deals and plans to open another studio in Hollywood in the next year.

Worldwide, there are fewer than a half-dozen producers experimenting with the process. The foreign HDTV picture has also been focused on advertising and videos, but there are encouraging signs for high-definition backers: The Canadian Broadcasting Corp. and the Northernlight & Picture Corp. are co-producing a 14½-hour, \$9-million television miniseries called *Chasing Rainbows* that has just completed shooting. Also, RAI (RadioTelevisone Italian) has completed "Julia, Julia," a big-budget theatrical movie starring Kathleen Turner and Sting that is due to be released here early next year.

Sony Corp., developer of the predominant high-definition video system (HDVS) in this country, is attempting to break the bottleneck in Hollywood by offering a large discount on the sophisticated gear to the producers of the Canadian mini-series. The company hopes to show the television and movie industry the advantages of the new equipment outweigh its liabilities. But the manufacturer knows acceptance by the television and movie industry is a long way off.

"When you go to the major studios, you are dealing in an environment where film has a long, long history," said Craig Tanner, Sony's HDVS business manager. "The people, the unions, the craftsman and the artists are all well entrenched with film technology. Having not had much experience even with standard video, it's quite a leap for them to go from film to high-definition video."

Mel Harris, television group president for



Studio of 1125 Productions

Paramount Studios, said he can see many uses for high definition in programing eventually. Like many production community executives, however, Harris is on the side of caution: "Why go risk a significant amount of capital on something that you're not yet sure anybody can watch, except for you and your friends in the screening room?"

Harris, who has worked with a consultant for the past two years to study various HDTV systems for use in all areas of television production, and has contributed to experiments around the world, said none of the major producers are going to rush out and buy the HDTV equipment until the best possible equipment and distribution process have been developed. The demonstrations of high-definition production that Harris and other studio executives have seen "still leave a lot to be desired," he said.

"I don't know anybody really who is clamoring to use it, although there is a lot of interest," said Richard Stumpf, vice president of engineering and development for Universal City Studios. Stumpf has urged the manufacturers to put the cameras in the hands of some of the studios to get the equipment into use. "Nobody in Hollywood is going to buy it," he said.

Technically, high-definition tape is not as sensitive as film, the motion is uneven and the equipment is not as portable as standard film cameras, according to Stumpf.

Another factor is cost. A small-scale high-definition production would cost a minimum of \$2 million to \$3 million for cameras, recorders and other related equipment, according to Stumpf. The studios can just as easily rent their film cameras for much less, he said.

"HDTV, particularly in its current form, is problematic enough that I'm beginning to feel it's almost self destructive," said Harry Mithias, a consultant for Pan-O-Vision, which leases most of the film cameras to the studios. He cites the problems with the cameras' sensitivity to light, dynamic range, resolution, and what he sees as the politics involved in setting an international standard.

"The people who are marketing HDTV are trying to please everybody at once with one standard that could be acceptable all over the world," he said. "In doing that, they end up

not making everybody completely happy and the people who are suffering most are those in the motion picture industry."

Sony and other manufacturers are working to improve the high-definition gear so that each new generation is easier to use. Ikegami Electronics (USA) Inc., for instance, is counting on favorable reaction from Hollywood when it introduces what it calls the "next generation" in high-definition cameras, the EC-1125, at the Society of Motion Picture and Television Engineers technical conference and equipment exhibit opening Saturday (Oct. 31) in Los Angeles (see page 82). "It should lend more credence to HDTV production," said Phil Godfrey, the company's director of engineering. The high performance camera is lighter and more portable than those currently in use, he said.

If the new lightweight camera lives up to its promise, producer John Rich, who pioneered today's internal videotape editing techniques when he directed *All in the Family* in the 1970's, said use of high-definition equipment will increase by independent producers. "I think you are in for the kind of revolution that occurred between black and white changed to color, the kind of revolution that occurred when the VCR came in and... when we went from 78 rpm to 45 and 33½ disks," he said.

Working with tape would be much cheaper than with film, he said, because it would eliminate film developing and most studios' optical departments. And the tape is reusable.

Once high-definition production becomes more commonplace, Mithias argues users can expect to see the rental price for the equipment climb often. Since it is a new technology, he said the equipment will grow obsolete every six months.

But there are numerous advantages to high-definition production. The picture that results from a high-definition, 1,125-line camera, Stumpf said, "looks a heck of a lot better" on a conventional 525-line set than pictures shot by a standard 525-line film camera. On an HDTV set, he said, the electronic image produces a 35mm-like quality picture.

The system is also advantageous in shooting high quality mats, the process used to

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insert another background over a blue or green screen, which producers say works well in period pieces shot on location. The system is also adaptable to electronic editing and compositing processes, and is useful for many in-studio special effects. "It could be a superior production tool," Stumpf said.

Marty Katz, senior vice president of motion picture and television production for Walt Disney Pictures, agreed. "The problems are minor in relationship to the potential value," he said.

Disney, according to Katz, is considering utilizing HDTV in the not-too-distant future at its theme parks. Before the studio would consider using high definition for television and movie production, Katz said he wants to see more research and development from the inventors, more affordable equipment and "a lot of work to get receivers out there at an affordable price."

To prove that high definition is already workable, Sony Corp. of Canada gave a huge discount to the Canadian Broadcasting Corp. for its production of the mini-series, *Chasing Rainbows*. Mark Blandford, the executive producer, said the CBC and its partner, Northernlight & Picture Co., are making the world's first mainstream TV high-definition production because of its limited budget and the special effects involved.

"It doesn't quite look like tape and it



Actor/director Robby Benson (center) directs scene in Manhattan from "Do it Up," action/drama from Rebo High Definition Studio.

doesn't quite look like film," he said. "It looks like something entirely new." Blandford likes the advantage of instantly checking the tape instead of waiting until the following morning to check the film dailies. Within the next 10 years, Blandford predicted, high definition will be in widespread use.

His partner, John Galt, president of Northernlight and the director of photography on the production, which also includes the first

digital sound track, said "there is a lot of misinformation about HDTV from people who have an ax to grind."

David Niles, who along with producer Barry Rebo has pioneered high-definition production in this country, hopes his expansion to Los Angeles in six to nine months will provide the impetus for independent producers and some studios to plunge into the technology. Niles, who has been in the high-definition business for more than two years, has expanded from music videos and commercials, is producing a theatrical film and is negotiating a deal with CBS for the first high-definition TV movie. Other deals with the networks are pending, he said.

The reluctance of the major studios to jump on the high-definition bandwagon is attributed to "a lot of vested interest and capital investment in keeping things that already exist," Disney's Katz said.

Rich, now co-executive producer of the ABC series, *McGyver*, with Henry Winkler, agreed. "There's a lot to be said for it and there's going to be a lot of opposition because people tend to think in terms of buggy-whips," Rich said. "They don't want to be dragged into the 19th century. The bureaucracies tend to hold back because it's safe."

Stories for this special report were contributed by Randy Sukow, Matt Stump and Jim Benson.

The hang-up on studio HDTV

Increased attention to the search for an over-the-air transmission standard for some form of advanced television system comes as attempts go on to fix a worldwide studio standard for high-definition cameras and other production equipment.

Progress toward an American studio standard began in 1984 when the Society of Motion Picture and Television Engineers, at the request of the Advanced Television Systems Committee and others, formed a working group to author a standard. In March 1985 and May 1987, preliminary drafts of the standard were submitted by the ATSC to the U.S. State Department for use as the American position during conferences of the International Radio Consultative Committee's (CCIR) HDTV working party in Geneva. In August 1987, SMPTE unanimously approved the final draft of the standard, which, after approval of the SMPTE membership, will be sent to the American National Standards Institute in Washington for consideration as a national standard (BROADCASTING, Aug. 24). At its last meeting, the T3 group of the ATSC, studying systems for HDTV, approved the SMPTE standard (BROADCASTING, Oct. 12). The entire ATSC membership must next approve it to make it a voluntary U.S. standard. The final document has been sent to the State Department for use at the next round of CCIR discussions, set for mid-November.

The SMPTE standard is based on the 1,125-line/60 hz field production system developed by NHK (Japan Broadcasting Corp.), the Japanese national television network. The stated scope of the document is to define "the basic characteristics of the video signals associated with origination equipment operating in the 1,125/60 high-definition television production system." Along with the scanning parameters, the standard defines the signal parameters, system colorimetry, reference clock, video signal definitions, video and synchronizing signal waveforms, bandwidth and analog and digital representations in HDTV production equipment. Last August, the Broadcasting Technology Association, ATSC's Japanese counterpart which includes NHK as a member, approved a standard almost identical to SMPTE's.

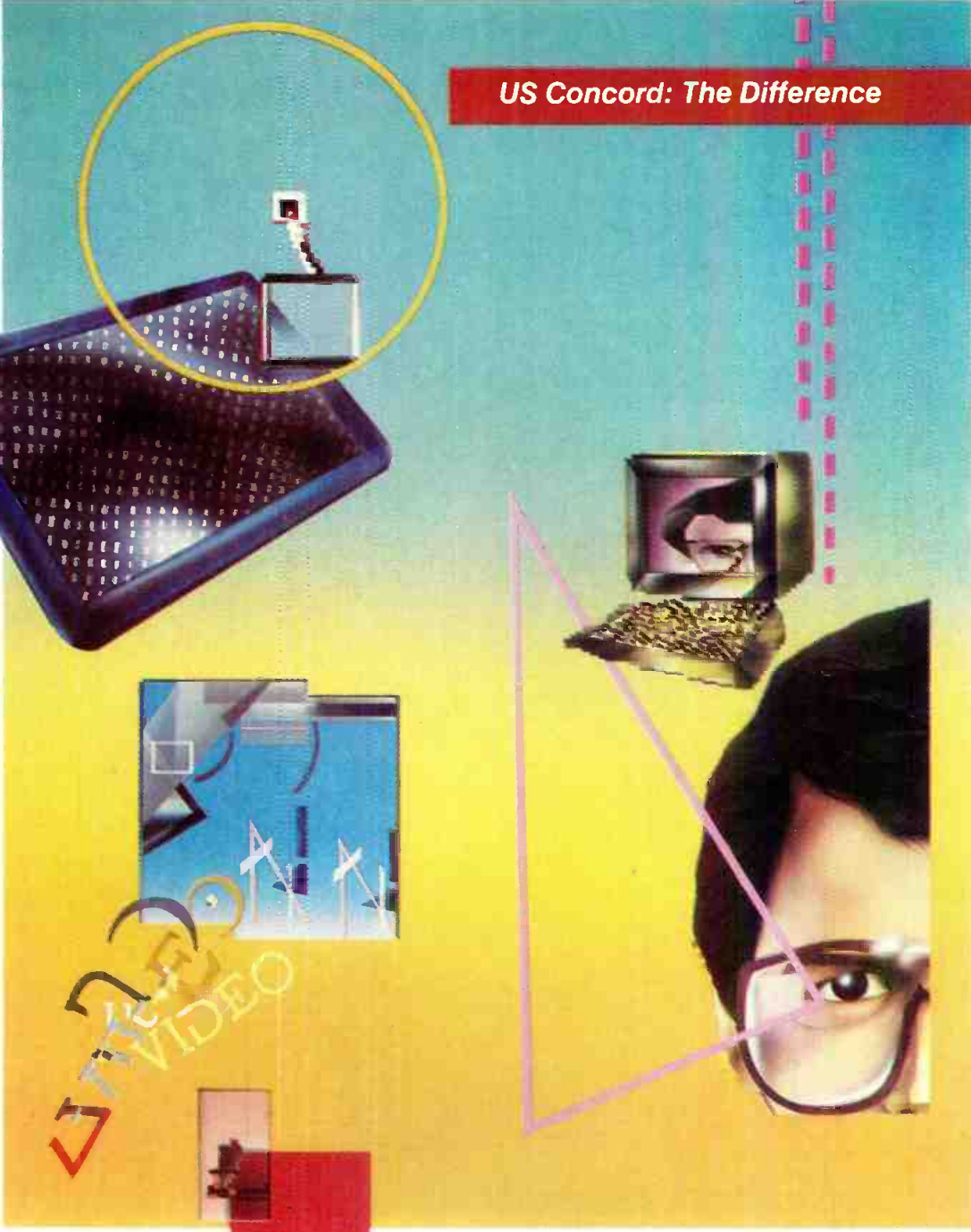
But the American and Japanese positions will run into heavy opposition from European countries in the CCIR. European broadcasting is based upon the PAL and SECAM systems

which use a 50 hz field repetition rate as opposed to NTSC's 60hz rate, used in the U.S., Canada and Japan. A proposed 1,125/60 production standard failed of passage during the last CCIR Plenary Assembly in Dubrovnik, Yugoslavia, in May 1986 due to opposition from France, England, West Germany and the Netherlands (BROADCASTING, May 19, 1986). A final decision on a worldwide standard was left for consideration at the next plenary session in 1990.

Meanwhile, some in the U.S. TV industry have questioned the need to adopt a studio standard before a transmission system is defined. They claim that conversion to equipment with 1,125/60 circuitry would be expensive and may be unnecessary if the ultimate advanced TV transmission system demands less sophisticated parameters. Although Ampex Corp., Redwood City, Calif., video equipment manufacturer, has not taken an official position, R. Bland McCartha, the company's director, audio-video systems division, said that he personally was not convinced that the time is right for an HDTV production standard. "Certainly, right now, the economics haven't been proved," he said. Along with European opposition, McCartha foresaw an 1,125/60 studio standard halted by "the cost of implementation and how soon it could become viable before somebody threw out another standard to muddy the water."

One of the leading advocates of a world studio standard has been CBS. During a recent HDTV congressional hearing (BROADCASTING, Oct. 12), Joseph Flaherty, vice president and general manager, CBS engineering and development, praised the U.S. State Department for its efforts but said that more will have to be done at the diplomatic level before the goal is reached. In the view of CBS, a world production standard, regardless of whether there is a world transmission standard, will be important to the future of the television industry. "We see economic importance in lowering the cost of production, which is one of the biggest bugaboos that really prevent the spread in program production for which there is obviously a need given the extraordinary number of channels that now exist in the home," said CBS's Rupert Stow. "High definition, in our view has its own special and very necessary place in that."

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There and Back With My Ikegami HL-79

By Ken Jobson, WTN Cameraman

As a hardened cameraman of many years, I consider myself fortunate that UPITN/WTN has provided for my professional use, an Ikegami HL-79 video camera which produces quality images often under the most adverse conditions, is electronically reliable, robustly constructed and designed in such a way that it relates to the operator's body. The camera after all, is only a device which facilitates the recording of images seen by the human eye and therefore becomes an (electronic) extension of the human body.

I have very strong emotional feelings about all of 'my' electronic cameras — all Ikegami's.

Using Ikegami cameras has given me tremendous professional satisfaction and, I hope, established my reputation as a cameraman who will go to extreme lengths in order to capture 'the shot'. My Iky's have been taken from me at gunpoint, survived several car crashes, travelled in helicopters, tanks, armored cars, innumerable jeeps, fire engines, on camels, rowing boats to battleships, have been stolen, have boiled in midday sun in the Sudanese desert and chilled on the ski slopes of Lebanon, have witnessed the most appalling degrees of human inspired destruction, a fighter falling to the ground one meter in front of the camera as he was hit in the stomach by a sniper's bullet, glamorous fashion models on the catwalk, the Prince who loves playing polo, a famous parrot now alas no longer with us renowned for his voluntary impressions of incoming shelling, hundreds of correspondent standuppers, the happiness at weddings and the sorrow of bereaved relatives, the innocent child at play and another innocent child staring into infinity from his hospital bed wondering why that phosphorous bomb exploded in his house. My Iky's have never let me down on any of these shoots. But one incident, which demonstrates the remarkable characteristics of Ikegami cameras, will remain firmly in my mind forever.

Location: Main street in Bhamdoun (pronounced without the 'B') an attractive mountain town in central Lebanon on a sunny afternoon. We had just finished taping the totally deserted street (or so we thought) and locked up shop fronts, when the distinct crackle of automatic gunfire could be heard breaking the eerie silence. It took perhaps five to ten seconds for us to realize those bullets were coming at us. As my soundman and I both took independent evasive action, the Ikegami HL-79 and video recorder

both fell from our shoulders onto the pavement. The Iky lying on its side (and as I realized minutes later, my finger had touched the roll button as it fell out of my hand) was now happily recording the sound of incoming bullets hitting the surrounding shop fronts. Our cries in Arabic that we were press and the gunmans order in English "Get out, get out," were followed by another burst of gunfire.

Carefully, I crawled across the pavement and uprighted the still rolling Iky, pointing it in the direction of its crew who were to be seen crouching behind a sand heap for shelter. Minutes later, thinking our ordeal was over, I bent down to press the stop button, when an M-16 bullet tore through my right neck muscle. It was only the sudden feeling of wetness down my back that made me aware that something was seriously wrong. I was hit. Once again I flung myself down behind the gravel pile, as the gunman fired at least another twenty bullets at us. The firing then ceased, and I was put into the back of a car and taken to an Israeli medical unit, who treated the wound, gave me a pain killer injection and hot coffee. Later at the American University Hospital in Beirut, doctors gave me a local anesthetic, cleaned the wound internally (very painful), x-rayed, took blood pressure, etc.



The bullet which miraculously missed my spinal cord by two millimeters has left two holes three inches apart in the back of my neck. Subsequent viewing of the video reveals twenty five recorded gun shots at us before I was hit. Plus approximately twenty shots as I lay bleeding. I was very happy not to be going home as a waybill number. And today while the memories linger, my work as it must, goes on.



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HDTV and fiber optics to highlight SMPTE

Annual technical conference to feature exhibits from more than 260 companies, papers and panels on a range of topics

All preparations are complete for the 129th Technical Conference and Equipment Exhibit of the Society of Motion Picture and Television Engineers. Between 15,000 and 17,000 are expected to attend the conference which will begin this Saturday, Oct. 31, at the Los Angeles Convention Center and last through Nov. 4.

The theme of the conference is "Imaging and Sound—Today and Tomorrow." Reflecting that theme will be the presentation of 147 papers covering 16 general subjects. Among the subjects of special interest to TV broadcasters will be video recording, audio for television, postproduction techniques (three sessions), the 1988 Olympics, digital signal distribution, fiber optics and the ES-bus engineering standard that was jointly developed by SMPTE and the European Broadcasting Union to control equipment in a television facility. Also prominent on the agenda are three sessions on high-definition television and a session on enhanced NTSC and compatible HDTV.

At the opening ceremony, SMPTE President M. Carlos Kennedy of Ampex Corp. will deliver the welcoming address. He will be followed by CBS's Richard Streeter, SMPTE's engineering vice president, who will give an engineering report. The keynote address will be delivered by Daniel E. Slusser of Universal City Studios.

The 75,000-square-foot exhibition floor at the convention center also opens on Saturday. All of the 796 10-by-10-foot booths have been sold to 261 companies that will be exhibiting videotape recorders and editors,

cameras and character generators among other electronic gear. All space on the exhibit floor has been reserved since June and there is a waiting list. The total number of exhibitors surpasses the record set at last year's exhibition held in New York's Jacob Javits Convention Center.

An awards ceremony will be held during the Saturday luncheon, with Kennedy presenting honors to 19 individuals. The highest honor, the Progress Medal, will go to Irwin W. Young, chairman of Du Art Film Laboratories, for his "devoted energies and commitment... to both the motion picture and television industries." Receiving the David Sarnoff Medal, sponsored by General Electric Co./RCA Corp., will be Yves Faroudja of Faroudja Laboratories Inc. Richard R. Green of the Public Broadcasting Service will be presented with SMPTE's Presidential Proclamation. Citations for outstanding service to the society will be awarded to retired ABC engineer Donald C. McCroskey and to Howard E. Wilkinson of the Canadian Broadcasting Corp.

Kennedy will also present plaques to 15 fellows of the society. Fellows are engineers at least 30 years old judged to have reached a position of respect among engineers and executives in motion picture, television and related industries. Among the fellows named this year are William C. Nicholls, CBS; S. Merrill Weiss, NBC; Michael J. Stickler, British Broadcasting Corp.; George T. Waters, European Broadcasting Union; Mark L. Sanders, Ampex Corp., and Fung Fai Lam, Sony of Canada Ltd. Fellows will be honored at a luncheon on Sunday, Nov. 1.

Paper presentations begin on Saturday afternoon with three sessions, one being a preview of the 1988 Olympics, with three

papers presented by NBC (which will present the summer games from Seoul, South Korea).

The HDTV paper sessions will begin on Monday, Nov. 2. The first session will center mainly on HDTV production. Keith Fields of the Canadian Broadcasting Corp. will present a paper called "Technical Aspects of HDTV Production," and John Galt and Charles Pantuso of Northern Light and Picture Corp. will speak on drama production techniques using high-definition equipment. RAI, the Italian state network which produced "Julia and Julia," a feature film with HDTV equipment, will present a paper on the making of the picture. Barry Rebo of Rebo High-Definition Studio will talk about the approaches his company takes to production. Also during this session a history of HDTV will be given by Corey Caronara of Baylor University.

For the first time, a full SMPTE session will be devoted to the topic of fiber optic video program distribution scheduled for Sunday afternoon. Ken Michael of Capital Cities/ABC will speak on the experiences ABC has had with its digital fiber optic land-line between Washington and New York, which has been in use since January. NEC America, which manufactured the coder-decoder units for the ABC system, will present a paper on video compression in digital fiber optic transmission. An evaluation of the necessary considerations in fiber optic transmission systems will be provided by Mircho Davidov of Catel Telecommunications. Bell Communications Research (Bellcore), which is planning an eight-city trial for late 1988 or early 1989 to test the feasibility of network program transmission using a digital fiber optic system, will present two papers.

SMPTE exhibitors

Abekas Video Systems	138
101 Galveston Dr., Redwood City, Calif. 94063	
Adams-Smith	304
34 Tower St., Hudson, Mass. 01749	
Adrienne Electronics Corp.	2020
11994 Marjon Dr., Nevada City, Calif. 95959	
A.F. Associates	312
100 Stonehurst Ct., Northvale, N.J. 07647	
Agfa-Gevaert	816
100 Challenger Rd., Ridgefield Park, N.J. 07660	
AKG Acoustics	1940
77 Selleck St., Stamford, Conn. 06902	
Alamar Electronics USA	920
36 Railway Ave., Campbell, Calif. 95008	
Alexander Batteries	2113
P.O. Box 1508, Mason City, Iowa 50401	
Allen Products Co.	2034
180 Wampus Lane, Milford, Conn. 06460	

Alpha Audio	1146
2049 W. Broad St., Richmond, Va. 23220	
Alpha Video & Electronics	2038
200 Keystone Dr., Carnegie, Pa. 15106	
Alta Group	1707
535 Race St., San Jose, Calif. 95126	
Amek Consoles	1647
10815 Burbank Blvd., N. Hollywood, Calif. 91601	
American Studio Equipment	1932
8922 Norris Ave., Sun Valley, Calif. 91352	
American Theatre Products	1644
6650 Lexington Ave., Hollywood, Calif. 90038	
American Video Factory	2030
4150 Glencoe Ave., Marina Del Rey, Calif. 90292	
Ampex Corp.	130
401 Broadway, Redwood City, Calif. 94063	
Amtel Systems	1742
33 Main St., #303, Nashua, N.H. 03060	
Angenieux Corp. of America	1518
7700 N. Kendall Dr., #503, Miami 33156	

Anton/Bauer	812
One Controls Dr., Shelton, Conn. 06484	
Anvil Cases	950
4128 Temple City Blvd., Rosemead, Calif. 91770	
Aphex Systems Ltd.	350
13340 Saticoy St., North Hollywood, Calif. 91605	
Arriflex Corp.	1523
500 Route 303, Blauvelt, N.Y. 10913	
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12509 Beatrice St., Los Angeles 90066	
Aston Electronics	2022
346 N. Lindenwood Dr., Olathe, Kan. 66062	
Audio Precision	1816
P.O. Box 2209, Beaverton, Ore. 97075	
Audio Services Corp.	650
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Aurora Systems	938
311 Penobscot Dr., Redwood City, Calif. 94063	

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1800 Winnemac Ave., Chicago 60640

Birns & Sawyer 1516
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Bremson Data Systems 352
11691 W. 85th St., Lenexa, Kan. 66214

Broadcast Video Systems Ltd. 1713
40 W. Wilnot St., Richmond Hill, Ont. L4B 1H8 Canada

Bruel & Kjaer 1453
Naerum Hovedgade 18, Naerum, 2850 Denmark

BTS-Broadcast Television Systems 120
2300 S. 2300 W., Salt Lake City 84119

CAM-LOK 801
10540 Chester Rd., Cincinnati 45215

Canon U.S.A.-Broadcast division 1116
One Canon Plaza, Lake Success, N.Y. 11042

Dwight Cavendish 201
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CEI Technology 1818
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Chyron Corp. 1434
265 Spagnoli Rd., Melville, N.Y. 11747

Cine Video Tech 1547
7330 N.E. 4 Court, Miami 33138

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Comprehensive Video Supply Corp. 109
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Compu-Prompt 1102
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Continental Camera 2105
7240 Valjean Ave., Van Nuys, Calif. 91406

Convergence Corp./EECO 2125
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Corporate Communications Consultants 1316
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Crosspoint Latch Corp. 849
95 Progress St., Union, N.J. 07083

Cubicomp Corp. 1305
21325 Cabot Blvd., Hayward, Calif. 94545

DeSisti Lighting/Desmar Corp. 1709
1109 Grand Ave., North Bergen, N.J. 07047

Digital Audio Research Ltd. 1931
288 Donald Dr., Moraga, Calif. 94556

Digital F/X 1400
3255-4A Scott Blvd., Santa Clara, Calif. 95054

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lif. 92668

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JVC Co. of America 542
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K&H Products Ltd.-Porta-Brace 505
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Kintek 1642
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New England Digital 1412
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1515 S. Manchester Ave., Anaheim, Calif. 92802

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55 N. Main St., Freeport, N.Y. 11520

Schneider Corp. of America 1449
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Scientific-Atlanta 306
P.O. Box 105600, Atlanta 30348

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Sony Communications Co., Sony of America 124
1600 Queen Anne Rd., Teaneck, N.J. 07666

Sound Ideas 300
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Sound Technology 1408
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Soundtracs 1938
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7733 Telegraph Rd., Montebello, Calif. 90640

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225-3S-05 3M Center, St. Paul, Minn.

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Sale to Century-MI Cable Corp.



\$231,545,000
Cablevision Industries, Inc.
Senior Notes,
Senior Subordinated Debentures,
Subordinated Notes

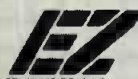


\$48,125,000
Century Communications Corp.
Initial Public Offering

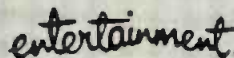


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COMMUNICATIONS, INC.

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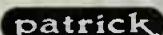


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Group, Inc.

\$177,000,000
Noble Broadcast Group, Inc.
Revolving Credit and Term Loans,
Senior Subordinated Debentures,
Cumulative Preferred Stock
with Warrants

Outlet
Communications, Inc.

\$304,000,000
Outlet Communications, Inc.
Sale of Orlando and Sacramento
TV Stations



PMG Holdings, Inc.

\$870,000,000
PMG Holdings, Inc.
(Patrick Media Group)
Acquisition of Foster and
Kleiser and Outdoor
Advertising Associates, L.P.



\$559,760,000
RCA American Communications, Inc.
Leveraged Leases of two SATCOM
Communications Satellites



\$185,000,000
Scott Cable Communications, Inc.
Sale to Simmons Communications
Merger Corp. (Pending)



\$110,000,000
Sonic Communications
Revolving Credit and Term Loan,
Senior Notes,
Subordinated Notes



SUMMIT
COMMUNICATIONS, INC.

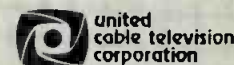
\$20,000,000
Summit Communications, Inc.
Senior Notes



\$405,000,000
Tele-Communications, Inc.
Senior Notes,
Remarketable Eurodollar Facility

Total CATV, Inc.

\$100,000,000
Total CATV, Inc.
Sale to Cablevision
of Batou Rouge, Ltd.



\$86,187,000
United Cable Television Corp.
Limited Partnership Interests,
Commercial Paper

O N R A D I O

Miscount

Due to an omission of 2,047 diaries, Arbitron Ratings reissued two monthly Arbitrend reports—three-month rolling averages—last Wednesday (Oct. 21) to all Arbitrend clients in the 79 measured markets that receive the service. In a letter to subscribing station clients, Arbitron said the miscount was a result of "administrative error." The affected reports are for May-June-July and June-July-August.

According to Arbitron, the diary error was uncovered before the quarterly summer Arbitron books were compiled and released (BROADCASTING, Oct. 12). "This does not affect the summer books," an Arbitron spokeswoman said.

Arbitrends' subscriber base includes more than 400 stations as well as advertising agencies.

Sports talk

The nation's first 24-hour all-sports radio station, WFAN(AM) New York, which made its debut on July 1, appears to be slowly carv-

ing out its own programming niche in the market.

Although the station slipped in 12-plus audience share (Arbitron, Monday through Sunday, 6 a.m. to midnight) from the spring book when it was known as country WHN, to the new summer report, 2.8 to 2.3, WFAN officials pointed out that WHN had been averaging 12-plus shares in the mid-two's. "What we did was turn over a whole new audience and remain basically the same in the ratings," according to John Prueter, WFAN program director. "We are very pleased with the results."

In an interview with BROADCASTING last week, Scott Meier, WFAN vice president and general manager, said WFAN is "bringing back young adults to AM radio" in New York. The all-sports station posted a fairly significant share increase in the 18-34-year-old demographic—total week measurement—in the summer report (2.1) compared to country music in the spring (1.2) and last summer (1.4). Meier noted, however, that WFAN's overall listening audience represents a wide "cross-section" of ages, largely composed of 18-to-54-year-old males.

Concurrent with the station's broader appeal has been a growing client base, said Meier. That advertising list includes McDonald's, Mercedes-Benz, Chrysler, Budweiser and Coors.

Part of the attraction to WFAN can be attributed to baseball. WFAN, owned by Emmis Broadcasting, is the originating station for the New York Mets, world champions in 1986, and was the outlet in New York last week for CBS Radio's World Series coverage. But what about life after baseball?

Prueter said the station will carry 16 New York Knicks basketball games this season through an arrangement with Madison Square Garden Productions. (Adult contemporary WNBC(AM) New York is the rights holder for both Knicks and New York Rangers. The 16 games are a result of scheduling conflicts.) The station will also air live reports from sporting arenas (basketball, hockey, football), especially contests involving major divisional games and those that might affect local teams, Prueter said.

WFAN shored up its weekday sports talk program schedule two weeks ago with the hiring of New York Yankees sportscaster, Spencer Ross, to host the 10 a.m. to 1 p.m. slot each weekday. Other WFAN weekday hosts include Greg Gumbel; Jim Lampley, the former ABC sports anchor who is now sports director for KCBS-TV Los Angeles (Lampley's two-hour afternoon show is conducted live, via satellite, from the Premiere Radio Network studio in Hollywood); Pete Franklin, who was a sports talk host in Cleveland for the past 22 years; Howie Rose, and Steve Somers. Weekend hosts include Dan Lovett and Ann Liguori.

The station features daily updates, every 15 minutes around the clock, and live reports from sporting events, said Meier.

RAB business

The Radio Advertising Bureau's board of directors approved a \$6-million operating budget for the association for 1988. The action took place last week (Oct. 19-21) during the RAB board's annual fall meeting, held this year at the Ventana Canyon Resort in Tucson, Ariz.

The RAB board also passed two resolutions. The first called for sending the Florida Association of Broadcasters \$15,000 to help defray expenses in its fight against the state's advertising tax. The second resolution was in recognition of Robert Keim, retiring president of the Ad Council, for his "service to the industry." Additionally, the board approved a sales and marketing plan for RAB next year that targets 15 business categories and 200 "key accounts" as well as a plan to broaden the job scope of the association's five regional directors to encompass not only membership solicitation, but station assistance with local and regional client

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*Source Spring 1987 A.R.B. Mon.-Sun., A.Q.H. ** CUME



WJQI FM
TRANSTAR 41

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WINTER 1987 SPRING 1987

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25-54 Persons*

319% Increase!

1.8 To 6.8
25-54 Women*

378% Increase!

*Source 1987 Winter/Spring Arbitron, Mon.-Sun., 6AM-12MID. Metro, A.Q.H.

BOTH STATIONS REPRESENTED NATIONALLY BY TORBET RADIO.



Torbet Radio

and agency sales calls.

Six new members were elected to the board. They are Ray Watson, president, Kaye-Smith Enterprises; James Babb, ex-

ecutive vice president of the radio division of Jefferson-Pilot Communications; Jack Sampson, president, Sampson Communications; Randy Odeneal, executive vice presi-

dent, Scannix Broadcasting; Ken Johnson, president, Capitol Broadcasting, and Glenn Bell, president, Stoner Broadcasting. The RAB board presently has 45 members.

Telecom 87

(Continued from page 50)

Aircraft Co. of its development of a body-stabilized satellite designed to meet the need of high-power communications. The new HS 601, expected to be operational by 1991, would mark a departure from the spin-stabilized satellites on which Hughes has built its reputation. Dr. Albert D. Whelon, chairman and chief executive officer of Hughes, said the new satellite will enable the company to "to provide efficient satellites to customers who desire either higher power or multiple payloads." And with 6,000 rather than 1,000 watts, the HS 601 could provide multiple-channel direct broadcast service.

Then there was a demonstration of high-definition television at the NHK booth. NHK's Muse system has been demonstrated before. But as in those other demonstrations, NHK's (1,125-line) Hi-Vision—with its startling clarity and vivid color, its three-dimensional quality—was attracting and holding crowds. And during Telecom 87, there was an announcement out of Tokyo that an advisory council to Japan's Posts and Telecommunications Ministry had recommended measures for promoting the sale of high-definition television sets. The council called on the government to set technical standards and to encourage industry to develop the related technology needed for HDTV, including a next-generation satellite and cable system. The council also suggested that the government give tax breaks in connection with the production of programs suitable for broadcast over an HDTV system.

The Soviet Union, not usually thought of as on the leading edge of television technology, is also interested in HDTV. At its booth at Palexpo, Russia displayed a still photograph showing the kind of picture it expects to produce with the digital technology that it is developing and that is to be used in Leningrad later this year. The Soviets say the technology will permit satellite transmission without distortion of broadcast signals over the vast reaches of the Soviet Union. But the officials explaining the technology also said the Soviet Union is moving into HDTV, developing a system that would use even more scanning lines than NHK's system—1,250. (The conventional U.S. TV system employs 525.) One of the Soviet officials, V.U. Epanetchnikov, said the Soviet Union would offer recommendations next year at the meeting of the ITU's CCIR (International Consultative Committee for Radio) that will discuss international standards for HDTV.

But the main story out of Telecom 87 is probably ISDN (integrated services digital networks), the technology that permits any number of services—speech, electronic data, pictures, graphics and more to travel a single route to the same terminal and be interactive. Using ISDN, an individual could dial facsimile, data transfer or telephone ser-

vices to and from the user's premises over a single line that mixes the various services into a single stream of data. At present, television is not among the services that can be accommodated on an ISDN. But as fiber is adapted to the technology and bandwidth is broadened in the next decade, it will be.

Some reporters covering Telecom 87 brushed off remarks of ITU's Butler and others as to ISDN's significance. "It's not new," one correspondent remarked. "I saw it here in 1983." But that was when it was emerging from theory. Today, as Butler said, "it has become a reality for heavy traffic users." And a number of companies at Telecom 87 were displaying their own versions of the technology. Communications Satellite Corp., for instance, was providing a live demonstration of an ISDN that interconnects Switzerland, the United Kingdom and the U.S. by satellite.

ISDN was also the subject of a number of speeches, and the Telecom 87 organizers devoted a panel to the subject. One of the themes touched on by many was the need to develop international standards if the service is to achieve its potential. But all speakers were aglow with the wonder of the possibilities of ISDN. John L. Clendenin, chairman and chief executive officer of BellSouth, described it as a means of "stretching" time, of "collapsing or telescoping it for our individual purposes."

□

Embedded, if not hidden, in the melange of events provided by the organizers of Telecom 87 were other nuggets of interest.

■ On the technical/economic side, there was the press conference called by Ariane-space, the French-dominated satellite-launch company, to announce its determination—and its plan—to consolidate a hold on 50% of the western world's satellite-launch business. Ariane-space had had that percentage before the U.S. launch program was beset with a number of disasters, led by the destruction of the shuttle Challenger in January 1986. The American companies are now on the way back.

Frederick d'Allest, chief executive officer, and Charles Bigot, director general, disclosed that Ariane-space had placed an order for 50 Ariane 4 launch vehicles with European contractors. The 50 would be similar if not identical to the last Ariane 4 built. That one Ariane-space considers a tried and proven vehicle. One aim is to cut delivery time on the vehicles, from 48-50 to 30 months. Another, d'Allest said, is to reduce costs, by from 15% to 20%—although he would not say how much, if any, of the saving would be passed on to customers. That, he said, would depend on various market factors, including the value of the dollar. According to an Ariane-space spokesman, the total cost of the 50 launchers—assuming the desired discount—would be between \$4 billion and \$5 billion.

■ On the regulatory/political front, there were the remarks of Dean Burch, director general of the International Telecommunications Satellite Organization, at a session on "cooperation and competition in international telecommunications." He used the occasion to assert that Intelsat would meet the challenge of competition, but would not engage in "heavy-handed" application of Intelsat's coordination procedures in dealing with satellite systems seeking to offer alternatives to Intelsat as Burch's disgraced predecessor, Richard Colino, who has been sentenced to six years in prison for defrauding Intelsat of millions of dollars, had been accused of doing.

The coordination procedures serve a useful role in assuring "technical cohabitation in the geostationary orbit" and in guaranteeing that the investment of Intelsat's 114 member countries "is not significantly damaged by other satellite systems," Burch said. But, he added, "this important role should not be used in ways that delay or obstruct legitimate alternative solutions that are acceptable to the Intelsat family of nations."

■ On the legal/economic front, U.S. Judge Harold Greene, who presided over the divestiture of the AT&T system and is now monitoring the manner in which the breakup is being carried out, delivered a lecture on the virtues and values of competition in the telecommunications industry—though competition not without government backup. Greene, the principal speaker at a legal symposium, said his "enthusiasm for private competition is not unalloyed by doubts about private performance unchecked by government regulation and direction." But he said, "Competition is more likely than monopoly of any kind to lead to invention, and low price." He also said it would "prevent the type of domination of the means of communication that could be inimical to the diversity of opinion that is a prerequisite to self-government."

The legal symposium, which had been organized under the chairmanship of an American, Anne W. Branscomb of Armonk, N.Y., dealt with the difficulty in harmonizing global telecommunications systems. Over the three days of sessions, speakers from around the world dealt with a number of the problems the globalization of telecommunications creates. But the comments of Robert W. Ross, an American, and Jonathan L. Parapak, an Indonesian, on a panel dealing with "television broadcasting via satellite," serve as well as any to make the point.

Ross, who is managing director of CNN International Sales, stressed the importance of a service driven by technology and consumer demand. "The axiom for television organizations for the rest of this century must be 'adapt and survive,'" he said. "Television broadcasters that are most likely to succeed will be those that seek to turn technology and viewer demand to their own advantage, rather than try to hold back the future." □



November 16 Special Report



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MIPCOM 1987: Programing the world

Some 4,000 executives from around the world gather in Cannes to buy and sell TV fare; Europeans, particularly French, do plenty of former to delight of suppliers such as U.S.'s MCA TV and Lorimar-Telepictures

Hotly competitive European over-the-air broadcasters continue to drive the international television program sales business, while the region's nascent satellite TV industry, despite long-range aspirations to be the dominant delivery form, for now remains consistently outpaced in the program purchasing market.

But that was hardly a disappointment for the approximately 4,000 TV executives from around the world who were in Cannes, France, last week at the MIPCOM International film and TV program market. The Oct. 16-20 gathering, only briefly overshadowed its last day by news of gyrating world stock markets, found a fast growing stream of program business from both the traditional European state broadcasters and from new, privately held, commercial networks that are emerging in the region's deregulatory environment.

Much business also was done by broadcast buyers—and a handful of satellite services—outside Europe, from Japan, Australia and elsewhere. "The market is booming everywhere," commented 20th Century Fox TV executive vice president, William Saunders. "The future looks really rosy." Added former ABC executive Joe Levinsohn, now vice president of international sales for Republic Pictures: "It's a seller's market."

And the show itself, now in its third year, has apparently found its place as a key international event for many of the 427 exhibitors on hand, more than 100 companies above last year's count. Columbia Pictures International's Michael Grindon, director of international television sales, for instance, called the event "terrific" for his company, while MCA TV International President Colin Davis said the level of business done there "more than justified our presence."

It was mainly European, and especially French, buying, however, that made news at the event (although some exhibitors, anxious to avoid one-upmanship with their competitors, refrained from detailing their deals—one studio executive ribbing some colleagues with a memo detailing a \$60-million program "deal" signed with Malta, Gibraltar and Cyprus).

According to Davis of MCA, Europe's buyers represent a full 60% of that company's international business, with France the largest. MCA alone has done \$20 million in business, with the French network TF-1



since it was privatized earlier this year and currently has licensed 38 weekly series in that country. For another major international distributor, Lorimar International, the French connections have also proved lucrative, with news of a \$12.5-million sale closed last month with France's TF-1. The sale, which includes *Max Headroom*, *Hunter, Valerie*, the soap opera, *Rituals*, mini-series and movies of the week, brought the company's business with the broadcaster to \$20 million over last year.

New World International also announced sales of its upcoming mini-series, *Echoes in the Darkness*, to broadcasters in France, Italy and Spain as well as Australia, Canada, Southeast Asia and Central America. And while Columbia's Grindon declined to cite specific deals, he said the company had done "lots of good business this year in Europe."

Vintage U.S. series are also selling well among Europe's broadcasters. Worldvision, for example, announced the sale of 120 hours of *The Fugitive* to TVE in Spain and *The Addams Family* to the new French channel M6. Commented Worldvision's Bert Cohen, senior VP of international sales: "I'm extremely satisfied with the continued growth of the European market," particularly as broadcasters expand the hours of the broadcast day, driving up the need for "ever-green type" programming.

And it is not only U.S. programs that are picked up. British commercial broadcasters Yorkshire and Anglia TV, represented by London-based distributor Itel, sold 37 hours of TV drama, including NBC co-produced Harlequin romance movies, to Italy's state network RAI. Their products were also sold to France's Canal Plus and Antenne 2, RTL in Luxembourg and Switzerland's SSR.

Observers also noted at the show the increase in prices accompanying the increased buying trends. According to ABC distribution senior vice president, Archie Purvis, the

fees are being driven higher by terrestrial broadcasters for a number of reasons. "Fees are up because of privatization, because of more competition among terrestrial broadcasters, because of the depressed dollar and because broadcasters are competing with videocassette distributors to get earlier distribution and avoid a one-year wait during home video release," he explained.

International co-production has proved one way to keep program prices more manageable by spreading costs, and there were a number of new projects making news at the market.

Turner Broadcasting and the BBC will co-produce a remake of MGM's British World War I drama, *Journey's End*, and were said to be close to wrapping up two more co-production deals. New World and French Canal Plus spin-off, Ellipse, announced they would co-produce in Spain a prime time, half-hour version of *Zorro* for U.S. and world distribution beginning fall 1988. And noncommercial WNET-TV New York was touting its nine-part co-production series, "art of the Western World," with Britain's Television South.

As to program sales to satellite television, there was little evidence satellite channels now in existence or in planning are that ready to compete with terrestrial broadcasters for the top programs. However, if they do not, some commentators suggest they may never get off the ground. Potential audiences could lack the incentive to purchase expensive satellite dishes or signal decoders for pay channels, while advertisers may not commit ad dollars to support free satellite services until popular shows provide desirable demographics.

"If they're going to survive, the satellite channels are going to have to compete on an equal basis with broadcasters," commented Stuart Graber, managing director in Europe for Lorimar-Telepictures. "If they don't have

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the financial wherewithal, they're not going to be in business because if they can't get the audience, they can't get the ad revenue."

Graber noted that although Lorimar was one of the first suppliers to Rupert Murdoch's Europeanwide satellite-to-cable service, Sky Channel, they no longer sell there because the channel can't afford to pay as much to cover its programming territory as Lorimar can get by selling the same product to local broadcasters on a territory-by-territory basis.

CBS Broadcasting International Vice President and General Manager Don Wear explained that advertiser-supported satellite channels may have additional problems because their reach through European cable systems is limited by the uneven growth of that new medium in different countries. In addition, Wear noted that neither ad agencies nor advertisers is yet organized to spend money on a "pan-European" basis. Wear also noted that for pay satellite channels, "people will inevitably ask what they're paying for if the channel is only showing reruns." He added: "There's a real hardware challenge."

"Terrestrial broadcasters still have a strong incumbent advantage," Wear concluded. "They have advantages in ongoing

production, and in advertising and promotion. The competition has also made them more sensitive to viewer needs."

Others believe, however, that the new media can start small and succeed. According to Turner Broadcasting System's Robert Wussler, executive vice president, "satellite services, can't compete with terrestrial channels because it's a brand new business, like cable was in the U.S." Wussler, whose company began more than two years ago to transmit an international version of its Cable News Network to hotels, cable systems and broadcasters in Europe and elsewhere, argued that similar forms of satellite niche programming will work "over the long haul... Even if the first attempts die, the second or third will succeed," he said.

Some say program suppliers can find the satellite market lucrative now. Mathew Ody, director of international sales for Western World Television, argued that although satellite channels are buying mainly older programs because they are priced in ranges they can afford, suppliers can do well because of the high program volume the new services require to fill their schedules.

Satellite programmers can also win programming from national broadcasters even if they can't match their per-episode prices,

MCA's Davis said, if they can make up the difference by purchasing larger numbers of a series's episodes. New World International President William Shields added satellite TV is a "big, big growth area... There's certainly a lot of product to go around."

If program distributors on the whole still do not sell extensively to satellite services, it is not only because those channels cannot afford to pay the fees to compete with the cumulative total from broadcasters in the various territories their signals cover, but for a range of other reasons as well.

"We're not licensing broadcast satellite rights in any language," commented ABC's Purvis, arguing that satellite services still have not addressed how they will pay fees on the spillover of their footprint to other countries and into other language zones, or how to pay fees on music and other royalties.

Turner Broadcasting's Wussler also acknowledged his company is reluctant to sell English-language satellite rights for its nearly 3,000-film MGM library, although there is the additional reason that the company has long had on the drawing boards its own European entertainment satellite service, a project now sidelined by the company's higher priority U.S. domestic services.

Worldvision and others, by contrast, have

Stay Tuned

■ The Mediterranean area will be profiled in a four-part series on the **Public Broadcasting Service** entitled *The First Eden*. Beginning Monday, Nov. 2, the series will mark the return of naturalist and author, Sir David Attenborough, who wrote and narrated the four segments telling the 10,000-year-old story of the relationship between humans and the Mediterranean environment. *The Making of the Garden* will explore the creation of the area and the arrival and adaptations of plants and creatures on both land and sea. *The Gods Enslaved* (Nov. 9) examines humans changing attitudes toward the environment and especially their relationship to animals. The impact of war, beginning with the barbarian destruction of the Roman Empire and continuing through the 15th century, will be revealed in *The Wastes of War* (Nov. 16). *Strangers in the Garden* (Nov. 23) brings the viewer up to date by focusing on recent efforts made by the United Nations and others to counter much of the damage done to the Mediterranean by pollution, tourism and invasion of new species through the Suez Canal. *The First Eden* was underwritten by IBM and produced by Andrew Neal. It is a BBC-TV production in association with Australian Broadcasting Corp. and WOED(TV) Pittsburgh.

Jazz fans will get a chance to see Michael Brecker on the EWI (electronic wind instrument), a five-year-old synthesizer he calls "a step into the musical future" when they tune into **PBS's** *Newport Jazz '87* on Nov. 25. Also appearing will be Nancy Wilson, Kenny G, Branford Marsalis and the Crusaders whose performances were recorded at the Newport Jazz Festival in Rhode Island last August. The one-hour special features 32-track digital sound and was produced and directed by Norman Abbott. The JVC Co. of America sponsored the show.

■ Beginning Saturday, Nov. 7, **ABC** will premiere *Sable*, a new action-adventure series filmed entirely in Chicago, about a man leading a double life. Lewis Van Bergen stars as Nicholas Flemming, a children's book author who, compelled by a tragic past, takes on the separate identity of Jon Sable to perform acts of heroic proportions for those in need of help. The series is a Sherman/Rosetti Production in association with Taft Entertainment Television. Steve Feke is supervising producer and Edward Ledding is producer.

■ Kenny Rogers will reprise his role as professional gambler Brady Hawkes, in *Kenny Rogers As "The Gambler" III-The Legend Continues* scheduled for broadcast Nov. 22 and Nov. 24 on **CBS**. Bruce Boxleitner (*Scarecrow and Mrs. King*) and Linda Gray (*Dallas*) will also star in the mini-series which highlights the American

government's clash with the Sioux Indians during the Indian Wars in the late 1880's. Broken treaties, cattle theft and an Indian ghost dance ceremony are interwoven with Hawkes's attempts to negotiate a land treaty among the distrusting parties. The film, shot entirely in the Santa Fe, N.M., area, was directed by Dick Lowry from a teleplay by Jeb Rosebrook and Roderick Taylor. Ken Kragen, Lelan Rogers and Lowry are executive producers. The series was coproduced by Patrick Markey and Peter Burrell.

Jack the Ripper will be tracked by none other than Michael Caine ("Hannah and Her Sisters") who will make his television debut in *Jack The Ripper* scheduled to air on **CBS** during the 1988-89 season. Producer and director David Wickes obtained permission from the British government to view documents of the case, sealed 100 years ago, and his findings served as the basis of the script written by Derek Marlowe. These files will remain closed to the public until August 1988, the centennial of the crimes. The production will take the form of a four-hour mini-series which will begin shooting in the London area in February. Robert O'Connor, Leonard Hill and Lloyd Shirley will serve as executive producers.

A six-hour mini-series based on the life and career of Frank Sinatra is in the works, according to the entertainer's daughter. Playwright William Mastrosimone ("Extremities") has been signed to write the screenplay which will be produced by Tina Sinatra in association with Warner Bros. Television and shown on **CBS**.

■ A Pennsylvania Amish family struggling to cope with modern life in California will be the center of an **NBC** midseason series starring Merle Olsen (*Little House on the Prairie*), Belinda Montgomery and Jessica Walter (*Amy Prentiss*). The one-hour drama, *Aaron's Way*, is a Blinn/Thorpe Production in association with Lorimar Telepictures. Executive producers are William Blinn and Jerry Thorpe. Jim Brown is the supervising producer and Bonnie Raskin is the producer.

■ **The Travel Channel** plans to premiere *European Business Report*, a weekly half-hour program designed to provide viewers with information on the role of the European Common Market. The show will include interviews with world leaders such as Henry Kissinger, and former president of France, Valéry Giscard d'Estaing, as well as a currency converter scroll for the 12 Common Market countries and other general information on finance and economics. The series will make its debut next November.



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sold some satellite rights to programs, although Worldvision's Cohen acknowledged still believing that "with few exceptions," it's not the time to "dump" product. "All of the events, all of the new technologies, are going through early growth stages. There's far more advantage to seeing the direction, hanging tight as the European market emerges in new directions. It's absolutely essential that every distributor protect its rights, both language and, where possible, territorial rights," Cohen said.

For now, other than ongoing deals with several-year-old Sky Channel, the newer U.K.-based super channel and a handful of others including Luxembourg's RTL Plus, the most active satellite buyer at MIPCOM was probably the Scandinavian Scansat, which is due to launch as an advertiser-supported service at the beginning of the year on a British satellite and expects by next fall to take the two channels on the medium-power direct broadcast satellite, Astra, of Luxembourg.

Among recent Scansat deals have been series and film purchases from 20th Century Fox, ABC, Columbia, New World and Disney, where, according to Edward Borgerd-

ing, managing director of sales and marketing for Buena Vista International, the satellite channel signed in recent weeks a three-year deal for five hours a week of Disney feature films, television movies and series.

The uncertainty over Europe's satellite business and France's direct broadcast satellite service in particular, was brought home at MIPCOM at a press conference called by British media owner Robert Maxwell. Maxwell, who was to be on the French satellite scheduled for launch next spring through his substantial holdings in France's TF-1 national channel, scolded the French government for what he characterized as a failure to "resolve commercial problems that face us and others who want to buy channels" and threatened to move to the Astra project instead, buying six transponders on the Luxembourg medium-power satellite scheduled to launch next September.

According to Maxwell and others, the four potential programmers for the service—French channels TF-1, A2, LA 5 and M6—will drop out of the venture if the annual transponder fee is not dropped further from its approximately \$12.5-million-a-year lev-

el (even though it has already been cut from an original \$20 million per year). Transponder fees on Astra are between \$4.5 million and \$7.5 million, while fees on the low-power French satellite are just over \$4 million a year.

Complaining to reporters of an "unacceptable confusion in government policy," Maxwell said, "I have been committed for a long time to a French solution, but if there is no other means, I will sign with Astra. France will be stranded with a very expensive satellite and will not be able to use it."

Maxwell, whose satellite TV ventures already include film channel Premiere, MTV Europe in a joint venture with Viacom and British Telecom and a just-announced 30% partnership in a French-language pay film channel, TV Club Belgium, said he would take those services to Astra, while offering the other three channels to rival Murdoch's Sky Channel, a children's channel and a sports service.

Despite the confusion, Astra is moving ahead with its own launch and promotion plans, detailing them in a press conference in Cannes. Among the more likely channels would be the two taken by the Scandinavian

Four in a row for you-know-who

NBC's the winner for the fourth week of the season (ended Oct. 18), but it's the first time for ABC to take second place, thanks, in part, to the broadcast of World Series games one and two.

According to Nielsen figures for households, NBC won the week with an 18.4 rating and a 30 share. ABC took second place with a 15.0/25, beating CBS's 13.4/22. (For week three, it was CBS in second with a 15.1/25, and ABC third with a 13.4/22. NBC won that week with a 16.1/27.)

The AGB figures also put ABC in second place, but by a much slimmer margin. AGB gave NBC the week with an 18/30, while ABC edged out CBS by 0.1 rating point, 13.4/23 over 13.3/22.

For evening news, according to Nielsen figures, it was the *CBS Evening News* on top, beating out the competition with an 11.6/23. ABC came in second with a 10.2/20. NBC had a 9.7/20. (For week three, the *CBS Evening News* took first place with an 11.4/23 over

NBC's 9.5/20 and ABC's 9.2/18.)

The top four programs on both Nielsen's and AGB's charts are *The Cosby Show*, *A Different World*, *Cheers* (all NBC), and ABC's *Growing Pains*. NBC's *Night Court* and ABC's *Who's the Boss?* trade fifth and sixth places on the two charts.

Seventh place, on Nielsen, was NBC's *Sunday Night Movie*, *Right to Die*, but AGB has the same movie ranked 30th. In its place, AGB lists NBC's *Golden Girls*. (*Golden Girls* came in 11th on Nielsen.)

ABC's *Moonlighting* took eighth place on AGB and 10th on Nielsen. The second game of the World Series came in ninth on the AGB list and eighth on Nielsen. Game seven of the National League playoffs came in ninth on Nielsen.

CBS's *Newhart* pulled in to 10th place on the AGB list, and 15th on Nielsen.

The season premiere of NBC's *L.A. Law* ranked 12th on the Nielsen

Nielsen

Rank □ Show □ Network □ Rating/Share

1.	Cosby Show	NBC	30.0/49
2.	Different World	NBC	26.7/43
3.	Cheers	NBC	25.3/40
4.	Growing Pains	ABC	24.6/38
5.	Night Court	NBC	23.2/38
6.	Who's the Boss?	ABC	22.6/36
7.	NBC Sunday Night Movie	NBC	22.0/34
8.	World Series, game 2	ABC	21.9/34
9.	N.L. Championship, game 7	NBC	21.1/35
10.	Moonlighting	ABC	21.0/32
11.	Golden Girls	NBC	20.3/36
12.	L.A. Law	NBC	20.2/35
13.	ALF	NBC	19.9/31
14.	World Series, game 1	ABC	19.2/35
15.	Newhart	CBS	19.2/29
16.	N.L. Championship, game 6	NBC	19.0/32
17.	Family Ties	NBC	19.0/28
18.	My Two Dads	NBC	18.8/27
19.	60 Minutes	CBS	18.7/32
20.	Valerie's Family	NBC	18.4/28
21.	Hooperman	ABC	17.9/27
22.	Head of the Class	ABC	17.8/28
23.	Dallas	CBS	17.7/30
24.	Kate & Allie	CBS	17.6/27
25.	NBC Monday Night Movies	NBC	17.5/28

Rank □ Show □ Network □ Rating/Share

26.	Country Music Awards	CBS	17.3/28
27.	Perfect Strangers	ABC	16.8/27
28.	227	NBC	16.6/29
29.	Murder, She Wrote	CBS	16.5/25
30.	Hunter	NBC	16.3/31
31.	Knots Landing	CBS	15.8/27
32.	Amen	NBC	15.8/28
33.	Dynasty	ABC	15.2/26
34.	Beauty and the Beast	CBS	15.2/27
35.	World Series, pregame 2	ABC	15.1/25
36.	Falcon Crest	CBS	15.1/28
37.	Slap Maxwell Story	ABC	14.5/23
38.	Jake and the Fatman	CBS	14.4/22
39.	Magnum, P.I.	CBS	14.3/22
40.	Miami Vice	NBC	14.3/24
41.	CBS Sunday Movie	CBS	14.1/21
42.	Frank's Place	CBS	13.8/22
43.	N.L. Champ., pregame 7	NBC	13.5/23
44.	Facts of Life	NBC	13.5/25
45.	Thirtysomething	ABC	13.3/23
46.	World Series, pregame 1	ABC	13.1/25
47.	20/20	ABC	13.0/23
48.	Monday Night Football	ABC	12.9/23
49.	Equalizer	CBS	12.7/22
50.	Law and Harry McGraw	CBS	12.6/22
51.	N.L. Champ., pregame 6	NBC	12.4/21
52.	Wiseguy	CBS	11.9/19
53.	Oldest Rookie	CBS	11.9/19
54.	Disney Sunday Movie	ABC	11.6/19
55.	Houston Knights	CBS	11.5/18

Rank □ Show □ Network □ Rating/Share

56.	Our House	NBC	11.3/18
57.	Rags to Riches	NBC	10.6/19
58.	Tour of Duty	CBS	10.4/17
59.	Full House	ABC	10.0/18
60.	I Married Dora	ABC	10.0/18
61.	Private Eye	NBC	9.8/18
62.	ABC Thursday Night Movie	ABC	8.6/14
63.	Charmings	ABC	8.1/13
64.	Sledge Hammer	ABC	7.7/12
65.	My Sister Sam	CBS	7.0/13
66.	Max Headroom	ABC	6.2/11
67.	Funny, You Don't Look 200	ABC	6.1/10
68.	Leg Work	CBS	5.6/10
69.	Everything's Relative	CBS	5.6/10
70.	West 57th	CBS	5.2/10

AGB

1.	Cosby Show	NBC	28.4/48
2.	Different World	NBC	25.9/43
3.	Cheers	NBC	25.4/42
4.	Growing Pains	ABC	23.7/38
5.	Who's the Boss?	ABC	23.5/38
6.	Night Court	NBC	23.1/39
7.	Golden Girls	NBC	22.2/39
8.	Moonlighting	ABC	20.6/32
9.	World Series, game 2	ABC	20.3/32
10.	Newhart	CBS	20.1/32

Scansat and a third optioned by Radio-TV Luxembourg. Among the other possibilities would be existing U.K.-based satellite-to-cable services Sky Channel; Super Channel; Screensport; Premiere; Lifestyle; Children's Channel and the Arts Channel, a two-channel joint venture among London weekend television, Thames Television, Carlton Communications, Saatchi & Saatchi and British retailer, Dixons; Musicbox of Germany; Filmnet of the Netherlands; Teleclub of Switzerland; CNN, and MTV Europe.

Concerns about European DBS don't end with programing. The receivers needed to watch both the French satellite and the German satellite due to launch this fall, which will both use the so-called D2-MAC video system, were only demonstrated for the first time at a Berlin trade fair last month and would not likely have any substantial market presence for a year or more after launch. The German government so far has turned down programmers' requests to let them use the current PAL broadcast standard for their services. Astra participants are now trying to reach a consensus on whether they will use a simpler D-Mac system or another standard.

In other news at the show, CBS an-

nounced an agreement for the *CBS Evening News with Dan Rather* to be carried with a six-hour delay into Italy on the Tele Monte-Carlo Network. The all-English-language broadcast will air Tuesday through Saturday mornings at 7:30 and again at 8 in a deal similar to arrangements between CBS and Canal Plus in France and with Tokyo Broadcasting System in Japan. CBS International Sales head Rainer Siek said the company is working on bringing the broadcast into the U.K., Germany and Israel, and hopes to have live Caribbean and Central American broadcasts before the end of the year.

In children's programing developments, Gary Wald, formerly of Sunbow Productions, has developed a partnership with Claude Berthier of "Smurfs" to co-produce an animated program and to acquire rights to other children's programs for his company, Waldo Productions. U.S. cable network Nickelodeon was promoting a format sale to the BBC of its *Double Dare* children's game show, and Telecable Benelux, a Dutch-speaking satellite TV service, said it will launch a part-time children's channel, Kindernet, next March in Europe in a project with Japan's Fuji Sankei and the British



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list, but pulled in at 19th, behind CBS's *Dallas*, on AGB. (*Dallas* came in 23d on Nielsen.)

In the book of days, NBC took Monday with an 18.1/25, over CBS's 17.1/27 and ABC's 11.3/18.1. The *NBC Monday Night Movie* edged out the CBS broadcast of the *Country Music Awards* and ABC's *Monday Night Football*.

Tuesday went to ABC with a 19.3/30.9. The network's lineup of *Who's the Boss?*, *Growing Pains*, *Moonlighting* and *Thirtysomething* pushed ahead of NBC's broadcast of game six of the National League playoffs. The final tally was: ABC 19.3/30.9, NBC 18.3/29.6 and CBS 12.8/20.6.

Wednesday went to NBC, with game seven of the playoffs gathering up a 20.6/33 average for the night, well ahead of ABC's 16.2/26.2 and CBS's 13.0/21.

Thursday also went to NBC, 24.3/40.1 over CBS's 12.7/20.9 and ABC's 8.4/13.5.

Friday was CBS's first win, 16.0/28.1 over NBC's 11.7/20.6 and ABC's 9.7/17.3.

With the first game of the World Series, Saturday went to ABC, 18.5/33.9. NBC pulled in a 16.5/30, and CBS a low 5.7/10.5.

Sunday's game two gave ABC a 19.0/30, to beat out NBC's 18.4/27.8 and CBS's 15.9/24.5.

Rank □ Show □ Network □ Rating/Share

11.	ALF	NBC	19.8/32
12.	Baseball Playoffs	NBC	19.5/34
13.	Country Music Awards	CBS	18.9/32
14.	Baseball Playoffs	NBC	18.9/33
15.	Valerie's Family	NBC	18.3/29
16.	60 Minutes	CBS	18.0/31
17.	Kate & Allie	CBS	17.9/28
18.	Dallas	CBS	17.8/31
19.	L.A. Law	NBC	17.8/33
20.	227	NBC	17.8/32
21.	World Series, game 1	ABC	17.7/33
22.	Amen	NBC	17.6/31
23.	Head of the Class	ABC	17.2/28
24.	My Two Dads	NBC	17.1/26
25.	Family Ties	NBC	17.1/27
26.	NBC Monday Night	NBC	17.1/26
27.	Murder, She Wrote	CBS	17.1/27
28.	Perfect Strangers	ABC	17.0/29
29.	Hunter	NBC	16.4/32
30.	NBC Sunday Night Movie	NBC	16.4/26
31.	Miami Vice	-0-	16.3/29
32.	Frank's Place	CBS	16.0/26
33.	Hooperman	ABC	15.3/25
34.	Facts	-0-	15.2/28
35.	Magnum, P.I.	CBS	15.1/24
36.	Knots Landing	CBS	14.7/28
37.	Jake and the Fatman	CBS	14.1/22
38.	Beauty and the Beast	CBS	14.0/26
39.	N.L. Champ., pregame show	NBC	13.9/25
40.	CBS Sunday Night Movie	CBS	13.6/21

Rank □ Show □ Network □ Rating/Share

41.	20/20	ABC	13.5/25
42.	World Series, pregame 2	ABC	13.1/25
43.	Falcon Crest	CBS	13.1/25
44.	N.L. Champ., pregame	NBC	13.0/23
45.	Oldest Rookie	CBS	12.7/21
46.	Wiseguy	CBS	12.6/21
47.	Rags to Riches	NBC	12.4/23
48.	Thirtysomething	ABC	12.1/22
49.	World Series, pregame 1	ABC	11.9/24
50.	Our House	NBC	11.9/20
51.	Equalizer	CBS	11.5/21
52.	Disney Sunday Movie	ABC	11.4/20
53.	Private Eye	-0-	11.4/21
54.	Houston Knights	CBS	11.1/18
55.	Slap Maxwell Story	ABC	11.1/18
56.	Law and Harry McGraw	CBS	11.0/20
57.	Dynasty	ABC	10.9/20
58.	Monday Night Football	ABC	10.6/20
59.	Full House	ABC	10.2/20
60.	I Married Dora	ABC	10.0/18
61.	Charmings	ABC	9.6/16
62.	Tour of Duty	CBS	9.1/15
63.	Sledge Hammer!	ABC	8.6/15
64.	My Sister Sam	CBS	8.2/15
65.	ABC Thursday Night Movie	ABC	7.9/14
66.	Everything's Relative	CBS	6.9/13
67.	Leg Work	CBS	6.7/12
68.	Funny, You Don't Look 200	ABC	6.7/11
69.	Max Headroom	ABC	6.4/11
70.	West 57th	CBS	6.0/12

W.H. Smith, which has the UK's Lifestyle and Screensport satellite channels.

In other developments, CBS has acquired TV and ancillary distribution rights to four Oscar-winning films by producer Arthur Cohn; Westernworld has bought distribution rights from ABC for five movies of the week; former local program and network news executive, Jim Hayden, has signed a deal with Italy's Reteitalia to produce a mag-

azine show for international distribution in partnership with producer Mike Cerre of Episode Inc., and UK Coda record label executive Nick Austin is preparing the European launch of the Landscape Channel, a three-hour rotation of new age and classical music with video of various natural settings.

During the conference, organizer Bernard Chevy of the trade show association, MIDEM, also set the next dates for MIP-TV,

which the group handles, along with MIP-COM, MIFED, and other international programming conferences. MIP-TV is scheduled for April 28-May 3, 1988. According to Chevy, the program will coincide with two other conferences in Cannes—one on the future of television in the Common Market, organized by Lorimar-Telepictures' Michael Jay Solomon, and the other a conference on barter. □

Cable's interest in 'Hollywood's best'

Turner, Fuchs, Cox, Cooke talk about value of good programing on cable, despite increased cost

Elaborating on his plans for the basic cable network, Turner Network Television, Ted Turner told a National Academy of Cable Programing luncheon audience last week in Los Angeles that he is considering airing mini-series on the service. Turner previously announced TNT would consist of made-for-cable movies, special high-profile presentations, sporting events and movies from the MGM film library he bought.

Addressing the topic, "Why Cable Will Pay for Hollywood's Best," Turner, appearing with HBO Chairman Michael Fuchs, Showtime Chairman Winston (Tony) Cox and Disney Channel President John Cooke, appeared to dismiss one-hour action/adventure series as candidates for the TNT sched-

ule. Turner said he can air one of the MGM movie classics for about \$500,000 per hour compared to the average license fee of \$800,000 for an original hour-long episodic series. That, coupled with the battering most off-network hours are taking in the syndication marketplace now, is forcing Turner to look at other sources of original dramatic programming.

Turner is still lining up multiple system operators for TNT, but he said after the panel session, those efforts were stalled last week by the commotion in the cable industry caused from the Oct. 19 stock market plunge (see "Top of the Week"). Turner will need to have enough MSO's on board by November when the TBS board of directors is scheduled to consider the service for final approval.

Fuchs, one of the directors representing HBO-parent Time Inc.'s interest on the Turn-

er board, said in response to an audience question that he would not have voted in favor of the new channel had he felt competition for major sporting events from TNT would interfere with HBO's strategic objectives. Turner said he considers the channel's main competition to be ABC, CBS and NBC.

All the participants on the panel remarked about their increased spending to get "Hollywood's best" and increase their share of the audience. Since HBO began, Fuchs said, the pay service has spent more than \$3 billion on motion picture licensing fees and almost \$1 billion on other original programing. Cox said the movie channels have overpaid for exclusive movie packages that are forcing them to order a whole group of films to get the premium titles they want.

The Disney Channel's emphasis will continue to be on original programing. Cooke

Syndication Marketplace

King World reports that *The Oprah Winfrey Show* is now a firm go through 1989-90 given renewals on such stations as WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, WXYZ-TV Detroit, WEWS-TV Cleveland, KDKA-TV Pittsburgh and WPLG-TV Miami through that time. *Oprah* is seen on 198 stations and is now the third highest ranked show in syndication. Sales are on a cash-plus-barter basis with 10 minutes for stations and two minutes for King World per one-hour show.

Casablanca IV reports that it has reached an agreement with the five NBC-owned television stations to carry *Howard Cosell: Speaking of Everything*, the weekly one-hour, late-night talk show that debuts January 1988 on Sunday nights. The Ohlmeyer Communication Co. production, patterned after the ABC Radio Network show of the same name, will also be carried on 20 other stations including WTVJ-TV Miami, KQVR-TV Sacramento, Calif., KPXX-TV Mesa, Ariz. (Phoenix), and WTNH-TV Hartford, Conn. Casablanca will keep six minutes per episode with stations getting eight minutes. Cosell's daughter, Hilary, is the show's senior producer.

MCA TV Enterprises has cleared *The Munsters Today*, an updated version of the original *Munsters* series that aired on CBS-TV in 1964-66 on stations covering 40% of the country. Those stations include MCA's WWOR-TV New York, and the 12 TVX stations. MCA is offering stations a total of 72 episodes over three years, beginning in September 1988, on a barter basis with four minutes for stations and three minutes for MCA. WWOR-TV New York and the TVX stations will all retain a financial interest in the series. The Arthur Co. will produce the new series. Appearing in the late 1980's background of the new show will be John Shuck (*MacMillan and Wife*) as Herman Munster, Lee Meriweather (*Barnaby Jones*) as Lily Munster, Howard Morton (*Gimme a Break*, *Barney Miller*) as Grandpa, and Jason Marsden (*General Hospital*) as little Eddie.

Help is on the way from **MCA TV** in the form of *American Heartline*, a half-hour program designed to fulfill the dreams of one of the show's contestants. The program, to be offered at NATPE next year,



is "not a game show and not a talk show, but something different," says Shelly Schwab, executive vice president of MCA. Each episode of *Heartline* features three people who share their problems and then tell a three-member advisory panel how they would like to be helped. The guests are questioned by host Bob Hilton and the panel, who decide which of the three should be granted his request. According to Schwab, the program is different because the contestants are motivated by "a genuine need" rather than greed. The two people who do not receive their request "are not losers," says Schwab, because they may receive assistance from the viewing audience. *American Heartline* is taped before a studio audience, and will also feature celebrity guests. It is an Arnold Shapiro Production.



L-r: Turner, Cox, Fuchs, Cooke, Baruch

said it is willing to pay increasing prices to get what it wants, with the higher costs offset by the back-end syndication value of the products.

The luncheon was expected to produce fireworks between Fuchs and Cox in their first public meeting since Cox left Time Inc. But the former colleagues usually found themselves in agreement—except when it came to a question about the possibility of the pay services turning to advertising.

New Viacom President Frank Biondi Jr. has raised the possibility, and Cox said, "The way the economics of this business are going, it leads you inevitably to consider advertising." But the Showtime president said he does not consider there to be a strong likelihood of advertising on the pay service because it would disfranchise subscribers.

Fuchs said HBO is "a little more optimistic" about its future prospects, and called the advertising concept "a big mistake." Turner concurred, saying he did not think it wise. When moderator Merrill Brown, editor of *Channels* magazine, reminded Cooke that The Disney Channel had experimented with advertising, Cooke said it was a success. Disney put what amounted to on-air billboards at the end of shows, and Cooke said the practice tested "satisfactorily" with consumers and cable affiliates. But he noted the

pay channel had to abandon the advertisements because of contractual obligations with the studios.

The HBO and Showtime rivals found common ground when a producer said the two pay services are bureaucracies filled with indecision about which made-for-cable movie projects to back. Fuchs provided the staunchest defense, saying HBO's selection process has resulted in the pay service producing better movies than the commercial broadcast networks, or anyone else for that matter.

Fuchs took another swipe at the networks, saying the Big Three will continue to experience audience erosion into the next decade. As younger audiences replace older viewers who are inclined to watch more broadcast television, Fuchs said, cable penetration should reach 70%-80% by 1990.

Asked about frequent accusations by Jack Valenti, president of the Motion Picture Association of America, that cable is an unregulated and monopolistic industry, Turner said the film industry should refocus its criticism toward corporate giants such as NBC-owner, General Electric. Fuchs drew a laugh when he said, "I wouldn't urge the [MPAA to drop the fight against cable] because I love to hear Jack Valenti go on and on. He's one of the great mouths of all times." □



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TV stations priming access for sweeps

Stations looking for shows to replace 'Truth or Consequences'

Television stations last week were taking steps to patch up holes in their recently unveiled fall schedules in time for their first big test—the November sweeps. The focus of the reschedulings mainly concerned access time periods, with *Win, Lose or Draw*, *A Current Affair* and *High Rollers* all making inroads after the cancellation of *Truth or Consequences* (BROADCASTING, Oct. 12) by Lorimar Syndication.

Since announcing that stations will be released from 52-week *T or C* contracts after just 24 weeks—12 weeks of first-run episodes and 12 weeks of repeats—stations have been looking for programming to run immediately in place of the low-rated show. Furthermore, according to sources, because of the feeling that Lorimar is "reneging" on the original one-year deals it made on the show (34 weeks of first-run episodes and 18 weeks of repeats) stations are now being advised to consider contracts void and pull the show off the air after the 12 weeks of first-run episodes, rather than waiting the full 24

weeks.

Buena Vista's *Win, Lose or Draw* has now picked up roughly eight new deals and four or five upgrades as a result of the *T or C* fallout, according to Jay Finkelman, Buena Vista vice president of marketing. Among the deals in large markets where the show has not previously run are KCNC-TV Denver (for early fringe), KGTV-TV San Diego (access), WSPA-TV Spartanburg, S.C. (access), and WXII-TV Winston-Salem, N.C. (access). Finkelman also said that Buena Vista is expecting roughly a dozen time period upgrades in markets where the show now runs.

Finkelman said helping sales so far have been ratings that show that 70% of the program's audience consists of women 18-49. Additionally, he said that the show's two access clearances on WJBK-TV Detroit and WAGA-TV Atlanta are also attracting attention. In six weeks in Detroit the show is averaging a 9.5/16, up 50% in rating and 88% in share over what *Superior Court* was delivering in the time period last year. In Atlanta, *Win, Lose or Draw* runs second to *Wheel of Fortune* with an 11.3/21, up 35% in ratings and

22% in shares compared to the time period's average last year. *Win, Lose or Draw* now runs in roughly 123 markets representing more than 75% of the country.

In other reschedulings, Orion Television Syndication has upgraded *High Rollers* on KHU-TV Los Angeles, from the afternoon to 8:30 p.m. in place of *T or C*, and WTVJ(TV) Miami has moved *High Rollers* from its morning time period to 7:30 to 8 p.m. in place of *T or C*. Both of those changes were effective Oct. 19.

Fox Television Distribution continues to pick up clearances for *A Current Affair*, its half-hour magazine that runs on the seven Fox-owned stations. Michael Lambert, executive vice president at Fox, said that straight cash sales for immediate availability are progressing on a very careful basis, with deals being made for better time periods and stations, instead of the highest license fees. Since making its first deal for the show outside the Fox stations with KSTP-TV Minneapolis (BROADCASTING Oct. 19), Fox has

written deals with WLS-TV Roanoke, Va., WOTV(TV) Grand Rapids, Mich.; WNCT-TV Greenville, N.C., and WDIO-TV Duluth, Minn.

Other contenders with access shows now ready to air immediately include ABR Syndication, which recently hired six new executives to staff its new East Coast office. ABR is now selling *Lingo* (it was cleared in nine markets for its debut this fall), and *Yahtzee*, hosted by Peter Marshall, for a Jan. 11 debut.

This fall's other access story, the checkerboard schedule on the NBC-owned stations, is now showing general signs of leveling off in ratings after six weeks on the air, according to rep firm research heads. Since its Sept. 14 debut, according to Nielsen, the NBC checkerboard averaged a 9/15 on WNBC-TV New York; an 8.7/14 on KNBC(TV) Los Angeles; an 8/14 on WMAQ-TV Chicago; an 8.9/16 on WRC-TV Washington, and, according to Arbitron, a 7.5/13 on WKYC-TV Cleveland. On other stations that are carrying checker-

boards, WCAU-TV Philadelphia is now averaging a 6.7/12; WXON(TV) Detroit, is averaging a 4.6/8 and KTLA(TV) Los Angeles is averaging a 6.4/10.

In the sixth week of ratings, however, only the checkerboards in Washington and Los Angeles did not show rating declines. But in comparison to week four of the ratings, the declines have been mild, dropping no more than one share point in any one market.

Wes Harris, vice president of programming for the NBC stations, said that there are no plans to tamper with the checkerboards this early in the season, especially given a lack of demographic data so far.

One of this fall's other subjects of concern in syndication, *The Wil Shriner Show*, has shown no signs of defection among the 104 stations that began carrying the show on Sept. 14 in the morning time periods where it typically runs. New episodes that will attempt to feature a more comedic slant to the show are expected to begin soon. □

Cablecastings

Growing interest in cable

Network Media Corp., the regional Chicago interconnect that replaced CBS's interconnect operation in that area, said it will do \$3 million in advertising volume in its first full fiscal year, which runs from July 1987 to June 1988.

With the planned addition of the Financial News Network and Arts & Entertainment to its mix of CNN, ESPN, MTV and USA Network, NMC, which grew out of the shell of the CBS interconnect, will soon serve 497,000 homes. NMC is a 50/50 joint venture of a number of local cable operators—American Cablesystems, Continental, Centel, Group W, Jones Intercable, Metrovision, Multimedia and Post-Newsweek—and institutional investors. The operators receive 50% of the net profits of NMC. Susan Wallace, a former Metrovision executive, is NMC's chief operating officer.

NMC takes 20% of the local avails on the services across all dayparts. It works with the local systems as each side feeds the other with advertisers depending on the coverage they desire. If, for example, an advertiser has only one or two service locations, NMC will direct it to the local cable system. Advertisers with a number of locations, or automobile dealers that want to reach a larger audience, said Wallace, will be steered toward NMC. "It has worked," said Wallace, and there is "a constant line of communication with local sales managers." NMC has also helped to increase advertising rates by constricting overall cable inventory in the market, she said.

NMC has two principal pricing strategies. In a "fixnet" buy an advertiser can buy by daypart, network or show for 13 weeks up to a year. Under a "flexnet" approach, advertisers buy 700 spots on an annual basis. The spots are then placed in the best available times on one or several networks.

"We really don't sell networks per se; we sell demographics," said Wallace. And the Chicago suburbs, she said, are a very desirable target for advertisers.

Advertisers seem to be responding. "We're becoming a major line item with advertisers," said Wallace, who expects calendar year 1988 to produce \$5 million in sales. November, she said, "is very, very tight" in prime time on CNN and ESPN.

Good neighbor policy

National Association of Public Television Stations has responded to the call for cooperation among cable industry and public television stations made at the Atlantic Cable Show ("Cablecastings," Oct. 12). NAPT's Chairman Richard Ottinger and Acting President Baryn Futa sent a letter on Oct. 16 to all state, local and regional cable associations, offering to appear at their conferences and meetings on behalf of public television. NAPT is "in favor of increasing understanding and communication at all levels," Futa said.

PPV test

Cox Cable Communications and Southwestern Bell have teamed to test a pay-per-view service on Cox's 30,000-subscriber Lubbock, Tex., system. Southwestern is supplying the automatic number identification technology that allows subscribers to order PPV movies or specials from one month in advance to 30 minutes after an event has begun. The telephone company's modular switch allows processing of hundreds of calls in a matter of seconds, sending program authorization information to Cox computers. The one-year trial is scheduled to begin in late 1987.

December switch

The switch to Galaxy III by four Viacom cable services, C-SPAN I and II and the Weather Channel will be completed by Dec. 7. Scientific-Atlanta has announced that more than 4,000 earth stations have been shipped to cable operators, covering 89% of basic cable programming subscribers. The four Viacom services—MTV, the eastern feeds of *Nickelodeon* and *Nick at Nite*, plus VH-1—have been dual-fed on both Galaxy III and Satcom III-R as the earth-station retrofitting takes place. C-SPAN and C-SPAN II, on Galaxy I and Satcom IV, respectively, and the Weather Channel, on Satcom III-R, have also been sending out dual feeds—on those satellites, plus Galaxy III. The original target date for the conversion had been early November.

Cable contribution

Cable pioneer Bill Daniels has contributed \$250,000 to the \$2-million fund-raising campaign of the National Museum of Cable Television, which opened in temporary quarters at Pennsylvania State University this fall. Half of the money raised is being earmarked for a faculty chair in telecommunications. The other half will go toward a building fund and its operating expenses.

Nostalgic additions

The Nostalgia Channel has added 180,000 subscribers after signing agreements for systems owned by Service Electric and Palmer Communications. Nostalgia will be added to the SE system serving 100,000 subscribers in the Allentown, Pa., area. Palmer will add the classic movie

service to its 80,000-subscriber operation in Naples, Fla.

Gearing up

Suburban Cablevision has placed a \$5-million equipment order with Scientific Atlanta for rebuilding the MSO's East Orange, N.J., system. The Maclean-Hunter subsidiary plans to begin rebuilding the 1,600-mile system with a 550 mhz, 78-channel system next year. The S-A order includes feed-forward trunk stations, parallel hybrid bridgers and parallel hybrid and push/pull line extenders.

Funny money

HBO has added more stars for its *Comic Relief '87* lineup, which will be carried live from 9 p.m. to 12:30 a.m. (NYT) on Saturday, Nov. 14, from the Universal Amphitheater in Los Angeles. Last year's program spurred a fund-raising effort that has produced \$2.6 million for the homeless. Joining Robin Williams on the special will be Billy Crystal, Steven Wright, Harry Anderson, Bob Goldthwait, Paul Reiser, Louie Anderson, Roseanne Barr, Peter Cook, Joe Flaherty, Estelle Getty, Dick Gregory, Andrea Martin, Rue McClanahan, Dudley Moore, Catherine O'Hara, Penn & Teller, Paul Rodriguez, Marsha Warfield and Betty White.

HBO said the special will be unscrambled on cable for systems that carry HBO so that all basic subscribers can receive it.

HBO also announced the winners of its Writer's Award, established to honor playwrights selected in competition by the Na-

tional Playwrights Conference. HBO has contributed \$180,000 over the past three years to the conference which was set up to expand opportunities for playwrights. The winners were Richard Dresser, for his screenplay, "Amnesia," and Howard Korder, for his play, "Nobody."

Stock hop

The board of CVN Companies, parent company of the Cable Value Network, has authorized the purchase of up to one million shares of the company's stock. The announcement was made on Friday, Oct. 16. The stock closed that day at 13 3/4. On Monday, Oct. 19, when the Dow Jones industrial average dropped over 500 points, CVN closed at 12.

Denver addition

Netlink USA has added another Denver independent television station, KWGN-TV, to its TVRO package offered to the backyard earth station market. KWGN-TV joins the existing Denver Netlink lineup of KUSA-TV, KMGH-TV, KCNC-TV, KRMA-TV and KDVR(TV). KWGN will be available over Satcom I.

Time to move

EPG Prevue, a program and promotion service from United Video, is moving from transponder 2 to transponder 8 on Satcom IV on Nov. 1. The all-text service will continue on the subcarrier of United Video's feed of WGN-TV Chicago on Galaxy I.



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Welcome. North Coast Cable held an open house in conjunction with beginning construction of its cable system in Cleveland. Present were North Coast Cable executives Lee C. Howley, president; Cheryl Wills, chairman, and John Ridall, vice president and general manager. The 60-channel system is being built by Ohio Bell and will be managed by Viacom Cable. First subscribers are expected by year's end.

CBS News to debut a.m. makeover and prime contender

Revamped morning news program and weekly prime time documentary series to add about 100 people, with major budget boost for division

What goes around comes around at CBS News. In early March of this year, headlines around the nation exclaimed that CBS News was taking a 10% cut in its \$300-million budget and reducing staff by about 200 jobs. Eight months later, the fiscal cut has been restored, probably with a bonus, and the news division is hiring again to help launch two new programs—the revamped *Morning Program*, once again under the wing of CBS News, and a new weekly prime time program, *48 Hours*, to debut in early 1988.

Between the two shows, sources said, as many as 100 producers, reporters, correspondents and technicians may be hired. As many as 60 new people may be hired for *48 Hours*, sources said, while 40 or more may be hired for the new *Morning Program*, which would give the two morning news shows about 100 staffers total. The correspondents that are hired, CBS News sources said, probably would not be assigned solely to the new programs but would instead be added to the general pool of CBS News correspondents, to be used where needed.

48 Hours will be a series of one-hour documentaries, designed with a faster pace than documentaries of the past. The hope is more viewers will find the shorter documentaries enjoyable to watch. CBS News has named Andrew Heyward as executive producer of *48 Hours*. He will relinquish the senior producer position at *CBS Evening News with Dan Rather* to produce the new program. There has been no word yet on his replacement at *Evening News*.

The new version of *The Morning Program*, which debuts Nov. 30, will be similar in its look and feel to its two competitors, NBC's *Today* show, and ABC's *Good Morning, America*. The feeling at CBS is that viewers overwhelmingly rejected an alternative to the information/conversation formats that those programs offer when the CBS Entertainment version of *The Morning Program* attempted to find a format niche of its own. David Corvo is the executive producer of the program, as well as executive producer of the *CBS Morning News* which precedes it.

According to Laurence Tisch, CBS chairman and chief executive officer, the network will have "more types of news broadcasts and more hours of regular news programming than at any time in the history of television—on this or any network."

At a press conference in New York last week, Howard Stringer, CBS News president, said his division was recapturing between \$30 million and \$40 million to hire new staff and to produce the two new programs. That would bring the news division budget back up to between \$300 million and \$310 million. He said that *48 Hours* would cost about \$400,000 per episode to produce. Although many of the off-camera production people associated with the show will be newly hired, most of the people appearing on camera will be familiar faces. Dan Rather will anchor the program, which will focus on topical issues or breaking stories.

Also appearing on the program will be the news division's stable of senior correspondents, such as, Stringer noted, Bernard Goldberg, Leslie Stahl and Susan Spencer, among others. The new program, said Stringer, will afford those correspondents the opportunity to "stretch their talents, to

branch out of the two- to three-minute mode."

The program will be fashioned after several so-called "instant documentaries" that the network produced over the past year, including *48 Hours on Crack Street*, which was shot over a weekend in New York; *Seven Days in May: The Soviet Union*, about the Soviet Union's new policy of openness ("glasnost"), and *AIDS Hits Home*. The idea is to present a documentary with a fast pace that is shot and turned around quickly and isn't as "deadly earnest," as Heyward put it last week, as past documentaries.

Two of the three "instant documentaries" mentioned above won their time periods—*48 Hours on Crack Street*, with a 17.24 (Tuesday, Sept. 2, 1986 from 9 p.m. to 11 p.m.) and *Seven Days in May*, with a 12.7/23 (Wednesday, June 24, from 9 p.m. to 11 p.m.). The AIDS special (Wednesday, Oct. 22, 1986), which was up against the World Series, finished third in its time period with a 13.6/20.

As for *The Morning Program* (the title may be changed), Stringer said several male co-anchors will be tested in the next two to three weeks against former ABC correspondent, Kathleen Sullivan, who has already been tapped for the female co-anchor spot. Speaking of the news division's latest attempt to come up with a competitive morning program, Stringer said, "I've got to make it work this time."

Both Stringer and Corvo declined to identify the candidates for the male co-anchor, although Stringer said that *CBS Morning News* reporter Robert Krulwich declined an offer to be considered. Krulwich will remain with the *Morning News*.

With Corvo at the helm of the *CBS Morning News* and *The Morning Program*, the shows will be closely tied, sharing talent and stories. Corvo said that Krulwich and other *Morning News* reporters, including Ken Pruitt, Erin Moriarty and Bob Arnot would do stories for both programs and that it's expected that *Morning News* anchor Faith Daniels would play a "major role" in the new program as well. As yet, however, that role is undefined. Mark McEwen, current weatherman with the *Morning Program*, will remain in that role.

Corvo also said that *The Morning Program* would form a Hollywood unit, including a critic-at-large, to cover the entertainment industry. A Washington unit will also be maintained. One type of story form he favors, said Corvo, is a report followed by a discussion featuring the reporter and/or anchor and guests. But, he said, whether the revamped program sinks or swims will depend in large measure on "the personalities of the people involved," and particularly whether the new anchor team comes across well with the audience. □



No shakeup. At a press conference in New York last week where he discussed plans for two new CBS News programs (see story this page), division president Howard Stringer also tried to put to rest rumors that Tom Bettag, executive producer, *The CBS Evening News with Dan Rather*, was on the way out. The rumors started earlier this year when the program slipped to third in the Nielsen ratings and heated up after the Miami broadcast when Rather walked off the set. But the program's ratings turned around literally overnight with the introduction of the peplemeter—Rather is back in first place. And Rather's tantrum in Miami seems a distant memory, although many at the time thought the incident would be used as an excuse to fire Bettag because the show was performing poorly and he had failed to control his anchor. Last week Stringer insisted Bettag would stay. "I'm not going to change the *Evening News* executive producer," he said. "This industry needs stability. I'm not going to be panicked into changes. You don't learn these jobs in six months." Bettag, he said had earned what he described as this "vote of confidence."

On an unrelated note, Stringer also said he had not given up on figuring out some way to get former CBS News commentator Bill Moyers back to the network. Although he has considered replacing Moyers with someone else (he refused to disclose the three or four candidates he had in mind), Stringer said Moyers was "a hard act to follow." He described Moyers's relationship with CBS as a "complicated one...I like to think CBS is a magnet for Bill. And from time to time I'll dangle that magnet in front of him." But he acknowledged that he had not recently talked to Moyers about returning to CBS.

ABC's Arledge negotiates to keep Jennings, Koppel

Evening anchor on verge of signing new contract; Koppel may be tougher to hold

According to ABC News President Boone Arledge, the network has all but signed a new contract with one its two biggest stars—*World News Tonight* anchor Peter Jennings—while serious negotiations with the other, *Nightline* host Ted Koppel, concern-



Koppel, Jennings

ing a renewed contract, have yet to begin. Koppel's contract expires in December, and he has publicly expressed an interest in doing something else. Referring to a recent *Newsweek* article in which Koppel raised the prospect of serving in a high-level government post, Arledge said last week, "He was not kidding when he talked about being secretary of state."

In recent talks with Koppel, Arledge said, the conversation has centered on "what he wants to do with his life"; so far, they have not talked specifically about whether he will stay with *Nightline*. Past contract talks with Koppel have been "somewhat difficult," said Arledge. "He loves negotiating." He confirmed the other two networks have approached Koppel about switching, but that neither had made firm offers for any particular role.

As for Jennings, Arledge said a new contract is "all but finalized" and that he expects that to happen any day. It's believed that under his new contract, Jennings will be paid \$1 million or more annually, as are his counterparts at CBS and NBC. He has been receiving a reported \$900,000 under the current pact. Arledge would not confirm what the new salary would be, but said, "[Jennings] is paid very well and will be better paid under a new contract."

Arledge stood by previous statements protesting the move of *20/20* to Fridays, where its share of audience has declined since the start of the new season. The program, he said, "is always programed after a disaster. Friday is not a good night for news. It's a testament to the show that it is doing as well as it is." Still, he insisted that the schedule change "does not connote a lack of commitment to news" by Capital Cities management, and that his relationship with top management remains good.

He confirmed the news division is planning a pilot for a post-*Nightline* discussion program with Larry King. The network, he

said, "clearly wants" to develop original late-night programming to air after *Nightline*, but that the decision has not yet been made whether news or the entertainment division will produce it. However, he said, station clearance in that time period remains perhaps the biggest obstacle to program development there.

Arledge also bears the title group executive vice president, news and sports, although he acknowledged last week his only involvement in sports at this point is the upcoming 1988 winter Olympics in Calgary next February, for which he will be executive producer.

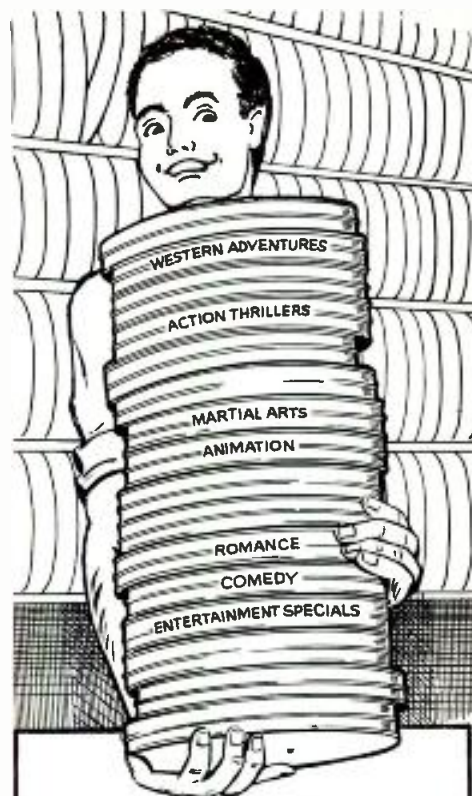
From a production standpoint, Arledge said there may be one or two minor technical innovations, but nothing that could be considered a breakthrough. For example, he said the network is devising miniature cameras to cover speed skating and ski jumping to give viewers a new perspective. But the key to Calgary, he said, "is that it will be live." In Sarajevo, in 1984, most of the important events were broadcast six hours after the fact because of the time difference, so that viewers already knew the outcome. "There was nothing to work with," he said. And this time around, he acknowledged, "a lot of it depends on the U.S. hockey team," which seems to capture the attention of viewers more than any other single winter event. □

Fire disrupts NBC

A fire in the subbasement of NBC's New York headquarters at 30 Rockefeller Plaza Saturday (Oct. 17) disrupted the network's *Nightly News* broadcast that evening and knocked the local owned-and-operated station, WNBC-TV, off the air for about six minutes. The station then broadcast an old John Wayne movie, "The Lucky Texan," as substitute programming, but without the audio portion of the feed for 30 minutes. Network news and prime time feeds were switched out of New York to other origination points.

The news division was forced to transfer origination of the Saturday night edition of *Nightly News* to Washington, where White House correspondent Chris Wallace was called to fill in as anchor. He reported the fire as a news story, describing it on air as "one of the extraordinary events in broadcast history." The broadcast went on the air as scheduled at 6:30 p.m., with Wallace in Washington substituting for Connie Chung in New York. But with all the last-minute, behind-the-scenes patchwork involved, Wallace warned his audience, "we hope you understand it is going to be a very rough broadcast."

A report by the New York City Fire Department described the blaze as electrical, and arson was ruled out. "There was nothing suspicious about the fire," a fire department spokesman said. □



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Changing Hands

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WHOI(TV) Peoria, Ill.; KOSA-TV Odessa, Tex.; WTRF-TV Wheeling, W.Va. and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. □ Sold by Forward Communications Corp. to Adams Communications Corp. for \$126.5 million. (see story, page 58). **WHOI** is ABC affiliate on channel 19 with 2,240 kw visual, 224 kw aural and antenna 636 feet above average terrain. **KOSA-TV** is CBS affiliate on channel 7 with 316 kw visual, 39.8 kw aural and antenna 740 feet above average terrain. **WTRF-TV** is CBS and ABC affiliate on channel 7 with 316 kw visual, 30.9 kw aural and antenna 960 feet above average terrain. **WMTV** is NBC affiliate on channel 15 with 794 kw visual, 79.4 kw aural and antenna 1,160 feet above average terrain. **WSAW-TV** is CBS affiliate on channel 7 with 316 kw visual, 63.2 kw aural and antenna 1,210 feet above average terrain.

KARK-TV Little Rock, Ark.; WTOK-TV Meridian, Miss., and KDBC-TV El Paso □ Sold by United Broadcasting Corp. to ML Media Partners for \$114 million ("BROADCASTING," Oct. 19). **Seller** is Little Rock, Ark.-based group principally owned by Larry Wallace, chairman, and headed by Mike Waddington, president. It has no other broadcast interests. It purchased the stations from 1984 to 1986 for about \$70 million. **Buyer** is general partnership principally

owned by Merrill Lynch and managed by Martin Pompadur and former ABC president, Elton Rule. It owns **KATC-TV Lafayette, La.; WREX-TV Rockford, Ill.; WEBE-FM Westport, Conn.,** and 19 cable systems. Pompadur also has interest in three other general partnerships that operate six TV stations. **KARK-TV** is NBC affiliate on channel 4 with 100 kw visual, 20 kw aural and antenna 1,650 feet above average terrain. **WTOK-TV** is ABC affiliate on channel 11 with 316 kw visual, 47.9 kw aural and antenna 536 feet above average terrain. **KDBC-TV** is CBS affiliate on channel 4 with 100 kw visual, 10 kw aural and antenna 1,563 feet above average terrain.

KUXL(AM) Golden Valley (Minneapolis); WYLO(AM) Jackson (Milwaukee); KCNW(AM) Fairway (Kansas City); WDCT(AM) Fairfax, Va. (Washington), KTEK(AM) Alvin (Houston) and KWJS(AM) Fort Worth □ Sold by Universal Broadcasting Corp. to Dick Marsh for \$15 million. **Seller** is Mineola, N.Y.-based group of 10 AM's and four FM's, principally owned by Marvin B. Kosofsky, Howard Warshaw and Miriam Warshaw. It also announced intention to sell **wCBW(AM) St. Louis.** **Buyer** is group's executive vice president. Tax certificate is involved; Marsh's mother is Puerto Rican. **KUXL** is daytimer on 1570 khz with 2.5 kw. **WYLO** is daytimer on 540 khz with 250 w.

KCNW is daytimer on 1380 khz with 5 kw. **WDCT** is on 5 kw day and 500 w night. **KTEK** is on 1150 khz full time with 2.5 kw. **KWJS** is on 1360 khz with 5 kw day and 1 kw night.

KNOB-FM Long Beach, Calif. □ Sold by Penning Music Co. to Spanish Broadcasting System for \$15 million. **Seller** is owned by Jeanette and John Banoczi and Lyn Boulay, who also own **KBZT(FM) La Quinta, Calif.** **Buyer** is New York-based group of three AM's and one FM, principally owned by Raul Alarcon. **KNOB-FM** is on 97.9 mhz with 79 kw and antenna 410 feet above average terrain. **Broker: W. John Grandy.**

KTIE-TV Oxnard, Calif. □ Sold by KTIE-TV Inc. to PZ Entertainment for \$5.5 million. **Seller** is owned by Thorne Donnelly and Donald Sterling. It has no other broadcast interests. **Buyer** is general partnership headed by Meshulam Riklis. Riklis owns Riklis Enterprises, New York-based diversified company that owns Botany 500 menswear, Faberge cosmetics, BMX Bicycles, Riviera hotel in Las Vegas, McCrory's department stores and other interests. **KTIE-TV** is independent on channel 63 with 1,782 kw visual, 513 kw aural and antenna 1,800 feet above average terrain.

KLZE-FM Los Altos, Calif. □ Sold by Mountain Communications, Inc. to San Jose Broadcasting Corp for \$5,275,000. **Seller** is owned by John Parker and his wife, Kathleen. It also owns **KCTJ(AM)-KCTZ(FM) Minneapolis, KXTZ-FM Las Vegas and KIKI(AM)-KMAI(FM) Honolulu.** It bought station last year for \$4.3 million ("Changing Hands," March 17, 1986). **Buyer** is principally owned by Timothy R. Sullivan, who also has interest in **KPZE(AM)-KEZY(FM) Anaheim and KCAL(FM) Redlands, both California.** **KLZE** is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain.

WJIM-AM-FM Lansing, Mich. □ Sold by Mich-A-Media Inc. to L.L. Broadcasting for \$3.5-\$4 million. **Seller** is owned by Grant Santimore, who has no other broadcast interests. **Buyer** is owned by Lee Leisinger, who also owns **WIBA-AM-FM Madison, Wis.** **WJIM** is on 1240 khz full time with 1 kw. **WJIM-FM** is on 97.5 mhz with 28 kw and antenna 440 feet above average terrain. **Broker: The Mahlman Co.**

KQMS(AM)-KSHA(FM) Redding, Calif. □ Sold by Redding AM to Price Broadcasting Co. for \$2 million. **Seller** is owned by Eugene L. Hill; his wife; Joy, his mother, Emma, and Jerry McGee. It has no other broadcast interests. **Buyer** is Salt Lake City-based group of four AM's, five FM's and one TV owned by John Price. **KQMS** is on 1400 khz full time with 1 kw. **KSHA** is on 104.3 mhz with 100 kw and antenna 1,560 feet above average terrain.

WORL(AM) Orlando, Fla. □ Sold by WORL Radio Inc. to Augusta Broadcasting Group for \$1,935,000. **Seller** is owned by Robert Thompson, Shreveport, La.-based attorney with no other broadcast interests. It bought station earlier this year for \$1.65 million

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("Changing Hands," June 8). **Buyer** is in Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. WORL is on 1270 khz full time with 5 kw. **Broker:** Stan Raymond & Associates.

KLOV(FM) Loveland, Colo. □ Sold by Aspenleaf Broadcasting Corp. to Crown Broadcasting for \$930,000. **Seller** is debtor-in-possession headed by Travis Reaves. It has no other broadcast interests. **Buyer** is owned by Ron Strowther, former owner of WTGI(FM) Hammond and WKJN(FM) Baton Rouge, both Louisiana. KLOV is on 102.3 mhz with 3 kw and antenna 282 feet above average terrain. **Broker:** Pat Thompson & Co.

WDAO(AM) Dayton, Ohio □ Sold by Stoner

Broadcasting System of Ohio, to Johnson Communications, Inc. for \$725,000. **Seller** is subsidiary of Stoner Broadcasting, Annapolis, Md.-based group of six AM's and nine FM's principally owned by Tom Stoner. It had earlier announced sale of all of its stations to ML Media Partners ("Changing Hands," Aug. 10), but that deal fell through. **Buyer** is owned by James W. Johnson Jr., station manager. WDAO is daytimer on 1210 khz with 1 kw.

KCMX-AM-FM Ashland-Medford, Ore. □ Sold by Rogue Radio Corp. to Gene B. Anderson and Daniel Leahy for \$700,000. **Seller** is subsidiary of Pacific Northwest Broadcasting Co., Boise, Idaho-based group of five

AM's and five FM's, headed by Charles H. Wilson. **Buyers** are Sacramento-based businessmen with no other broadcast interests. KCMX is on 580 khz full time with 1 kw. KCMX-FM is on 101.9 mhz with 31.5 kw and antenna 1,457 feet above average terrain. **Broker:** Blackburn & Co.

WOYK(AM) York, Pa. □ Sold by The Baltimore Radio Show Inc. to Starview Media Inc. for \$250,000. **Seller** is Baltimore-based group of two AM's and one FM, principally owned by Robert M. Maslin Jr. **Buyer** is owned by Douglas W. George, who also owns WHTF(FM) Starview, Pa. WOYK is on 1350 khz with 5 kw day and 1 kw night.

The Media

NAB sets committee lineups for coming year

The National Association of Broadcasters has completed reorganizing its committees for 1987-88. Every year the association revises the composition. Below are 32 committees and task forces responsible for recommending policy on a variety of issues facing the broadcast industry.

AM Improvement Subcommittee—Art Suberbielle, KANE(AM) New Iberia, La., chairman; John Barger, Clear Channel Communications, San Antonio, Tex.; Kenneth Brown, Capital Cities-ABC Inc.; Thomas M. Kushak, WMAY(AM)-WNNS(FM), Springfield, Ill.; John Marino, NewCity Communications, Bridgeport, Conn.; Al Martine, Martine Broadcasting Inc., Beckley, W.Va.; Charles T. Morgan, Susquehanna Radio Corp., York, Pa.; Paul Stewart, WOR(AM) New York; Stanley Warwick, KGIL-AM-FM Mission Hills, Calif.

Broadcaster Congressional Relations—Raymond Saadi, KHOM(AM)-KTIB(FM) Houma, La., and Patricia Smullin, California-Oregon Broadcasting, Medford, Ore., co-chairmen; Ronald R. Davenport, Sheridan Broadcasting Network, Pittsburgh; Frank J. Flynn Jr., Fort Myers Broadcasting, Tallahassee, Fla.; James W. Fox, KWIK(AM)-KPKY(FM) Pocatello, Idaho; Dixon C. Lovvorn, WIS-TV Columbia, S.C.; L. Lowry Mays, Clear Channel Communications, San Antonio; Roger Ogden, KCNC-TV Denver; Clark Pollock, Nationwide Communications Inc., Columbus, Ohio; Robert H. Pricer, WCLT Radio Inc., Newark, Ohio; Norman Wain, Metroplex Communications, Cleveland; J.T. Whitlock, WLBK(AM)-WLSK(FM) Lebanon, K.Y.; James J. Wychor, KWOA(AM)-KWOA(FM) Worthington, Minn.

Network and Group Affiliates Liaison—Eugene S. Cowen, Capital Cities/ABC Inc., Washington; Robert D. Hynes Jr., NBC, Washington; Robert A. McConnell, CBS Inc., Washington; Gerald Udwin, Westinghouse Broadcasting Co., Washington.

Budget Review—Paul C. Hedberg, Hedberg Broadcasting Group, Spirit Lake, Iowa, chairman; James P. Arcara, Capital Cities/ABC Radio, New York; George C. Hyde Jr., WOBA-AM-FM Miami; Robert Munoz, KCIK(TV) El Paso; Greg Stone, WSOC-TV Charlotte, N.C.

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Local Carriage Task Force—Cullie M. Tarleton, WBTV(TV) Charlotte, N.C. chairman; Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Barry Barth, WFSB-TV Hartford, Conn.; C.E. (Pep) Cooney, KPNX-TV Phoenix; William Duhamel, Duhamel Broadcasting Enterprises, Rapid City, S.D.; Nory LeBrun, Meridian Broadcasting Corp., Meridian, Miss.; George D. Lilly, KTVQ(TV) Billings, Mont.; Thomas G. Pears, KLFY-TV Lafayette, La.; Harold Protter, WVTM(AM) Milwaukee; Edward T. Reilly, McGraw-Hill Broadcasting, New York; Charles Stauffer, KCOY-TV Santa Maria, Calif. Ex officio members: Jerome Feniger, Station Representatives Association, New York; Preston Padden, Association of Independent Television Stations, Washington; Tom E. Paro, Association of Maximum Service Telecasters, Washington.

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Radio Allocations Task Force—J.D. Williamson II, WKBN Broadcasting Corp., Youngstown, Ohio, chairman; George Beasley, Beasley Broadcast Group, Goldsboro, N.C.; Robert E. Fish, FCC, East Providence, R.I.; Ralph Green, CBS Inc., New York; Al Harris, KUGR(AM) Green River Wyo.; Phil Lamka, WCXI(AM) Detroit; Michael Lareau, Grace Broadcasting Co., Grand Rapids, Mich.; Lew Latto, Low Latto Group of Northland, Duluth, Minn.; Gunther S. Meisse, WYNO-FM Mansfield, Ohio; Dale B. Miller, WAJR(AM) Morgantown, W.Va.; J. Kent Nichols, Surrey Broadcasting Co., Denver.

Radio Board Composition Review—Ronald Davenport, Sheridan Broadcasting Network, Pittsburgh, chairman; Ray Lockhart, KOGA-AM-FM, Ogallala, Neb.; L. Lowry Mays, Clear Channel Communications, San Antonio, Tex.; J. William Poole, WFLS-AM-FM Fredericksburg, Va.; William R. Rollins, Suburban Radio Group, Belmont, N.C.

Radio Futures (NAB-RAB)—Bev E. Brown, KGAS(AM) Carthage, Tex., and Steven Berger, Nationwide Communications, Columbus, Ohio, co-chairmen. NAB representatives: John F. Dille III, Federated Media, Elkhart, Ind.; Jerry Lee, WEAZ-FM Philadelphia; Glenn Mahone, Paco-Jon Broadcasting Corp., WPLZ AM-FM Petersburg, Va.; Michael Osterhout, Edens Broadcasting, Tampa, Fla.; Bayard H. Walters, The Cromwell Group, Nashville. RAB representatives: Carl Brazell, Metropolitan Broadcasting, New York; Ellen Hulleberg, McGavren Guild Radio, New York; Cary Simpson, WTRN(AM) Tyrone, Pa.; Jeffrey Smulyan, Emmis Broadcasting Corp., Indianapolis; Nicholas Verbitsky, United Stations Radio Network, New York.

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Research Subcommittee on Local TV Audience Measurement (COLTAM)—Gary Chapman, Freedom Newspapers Inc., Riverside, R.I., chairman; Joseph Cook, WALA-TV Mobile, Ala.; Gary Corbitt, WJXT-TV Jacksonville, Fla.; Susan Korbel, KENS-TV San Antonio, Tex.; Laurie Leonard, WMTV(TV) Madison, Wis.; Thomas McClendon, Cox Enterprises Inc., Atlanta; James G. Saunders, WXFL-TV Tampa, Fla.; Harvey Spiegel, Television Bureau of Advertising, New York. Ex officio member: Melvin Goldberg, Electronic Media Rating Council, New York.

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Television Information—Kenneth L. Hatch, KIRO-TV Seattle, chairman; Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Richard J. Connelly, Capital Cities/ABC Inc., New York; Thomas R. Dargan, KATU Television, Portland, Ore.; James C. Dowdle, Tribune Broadcasting Co., Chicago; David Fuchs, CBS Inc., New York; Daniel E. Gold, Knight-Ridder Broadcasting Inc., Miami; Tom Goodgame, Westinghouse Broadcasting Company, New York; Betty Hudson, NBC, New York; Cullie M. Tarleton, WBTV(TV) Charlotte, N.C. Ex officio member: William F. Baker, WNET(TV) New York.

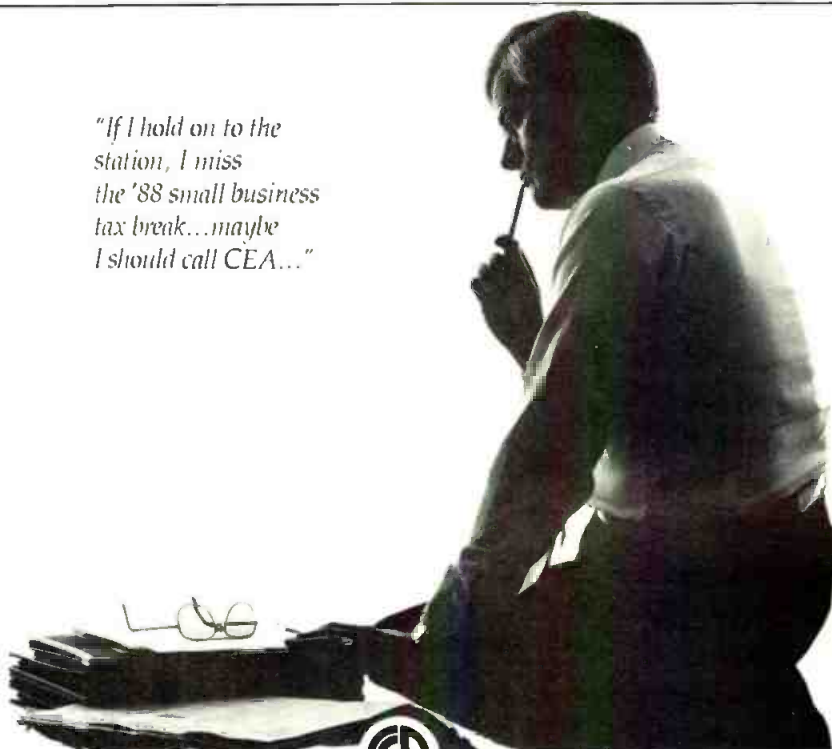
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Meeting of noncommercial TV minds. Program exclusivity and underwriting standards were among topics discussed at last week's meeting of the Public Broadcasting Service executive committee in Washington. The "curve of concern" over exclusivity began rising steeply a year ago, said PBS's Peter Downey, senior vice president-program support group, and stations are now seeing "palpable damage" from the practice of allowing cable services to air noncommercial television programming. PBS should take a leadership role in discouraging the sharing of signature programs with cable services, said board member Bill Kobin, president of KCET(TV) Los Angeles. PBS President Bruce Christensen said co-production with cable causes television critics and the viewing audience to perceive public television as less special and thus possibly less deserving of federal funds. Board member Leeda Marting, a New York management consultant, questioned the wisdom of producing programs with cable. "The people we would do co-production with are the people going after the same audience; they're our competitors," she said.

PBS's underwriting announcement standards, currently under review ("Telecastings," Oct. 12), were also discussed by the executive committee. Board member Maynard Orme, executive director of Oregon Public Broadcasting, suggested that the PBS board screen underwriting messages in addition to the focus groups participating in the review. KCET's Kobin said public broadcasters should make a greater effort to be sensitive to the concerns of underwriters: "I think we, to a degree, have our heads in the sand."

In other committee business, it was announced that PBS stations have provided \$1.6 million for presidential election coverage, which will allow the *MacNeil/Lehrer NewsHour* to travel to the convention cities. The PBS Program Fair, the stations' mechanism for viewing and discussing national programming they are being asked to support, will be moved from November to July beginning in 1988. PBS's round robins, consultation meetings with station managers held jointly with the National Association of Public Television Stations, will be held in the fall instead of next spring to provide input at the beginning of annual planning and budgeting, and will take place in Washington instead of regionally. Next April's joint PBS/NAPTS annual meeting, to be held in Washington, will again use the theme, "America's TV," but PBS and NAPTS sessions will not be held separately, according to annual meeting committee Chairman Ted Capener, KUED(TV) Salt Lake City. PBS treasurer Amy Fleischman reported that, despite the fire that destroyed its facilities in October 1984, PBS has managed to remain in "very good" financial condition, and has a working capital of \$9 million, \$2.9 million of which has been designated for replacing equipment that was destroyed.

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For the Record

As compiled by BROADCASTING, Oct. 14-Oct. 21, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—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

■ WRAB(AM) Arab, AL (BAL871002EC; 1380 khz; 1 kw-D; 650 w-N)—Seeks assignment of license from Comco, Inc. to Kerry Rich & Bob Scofield for \$134,000. Seller is Orlando, Fla.-based media investment group which is in process of selling its five radio stations. It is headed by James Robinson, chairman. It recently sold WFIX(AM)

Huntsville, Ala. ("Changing Hands," Oct. 5) and WWLD(AM) Pine Castle-Sky Lake, FL ("Changing Hands," June 8). Buyer owns WCRQ-FM Arab, AL. Filed Oct. 2.

■ KJWH(AM) Camden, AR (BAL871007EC; 1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from KJWH, Inc. to Gary D. Coates for \$270,000. Seller is headed by Bobby Patterson, president and has no other broadcast interests. Buyer owns KBJT(AM)-KQEW(FM) Fordyce, AR, KLPL-AM-FM, Lake Providence, LA and WZFL-AM-FM Centerville, MS. Attorney for buyer and seller: Fletcher, Heald & Hildreth. Filed Oct. 7.

■ KOFC(AM) Fayetteville, AR (BAL871009ED; CP)—Seeks assignment of license from Lonnie M. Horton to William B. Disney and his wife, Martha, for \$135,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Attorney for buyer and seller: Spiegel & McDiarmid. Filed Oct. 9.

■ KLZE-FM Los Altos, CA (BAL871008HK; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mountain Communications, Inc. to San Jose Broadcasting Corp. for \$5,275,000. Seller is owned by John Parker and his wife, Kathleen. It also owns KCTJ(AM)-KCTZ(FM) Minneapolis, KXTZ-FM Las Vegas and KIKI(AM)-KMAI(FM) Honolulu. It bought station two years ago for \$4.3 million ("Changing Hands," Mar. 17, 1986). Buyer is principally owned by Timothy R. Sullivan, who also has interest in KPZE(AM)-KEZY(FM) Anaheim and KCAL(FM) Redlands, both CA. Filed Oct. 8.

■ KTIE-TV Oxnard, CA (ch. 63; ERP vis. 1,782 kw. aural. 513 kw; HAAT: 1,800 ft.)—Seeks assignment of license from KTIE-TV, Inc. to PZ Entertainment for \$5.5 million. Seller is owned by Thorne Donnelly and Donald Sterling. It has no other broadcast interests. Buyer is general partnership owned by Meshulan Riklis. Riklis owns Riklis Enterprises, New York-based diversified company that owns Botany 500

menswear, Faberge cosmetics, BMX Bicycles, Riviera hotel in Las Vegas, McCrory's department stores and other interests. Filed Oct. 9.

■ KQMS(AM)-KSHA(FM) Redding, CA (AM: BAL871007EE; 1400 khz; 1 kw-U; FM: BAL871007EF; 104.3 mhz; 100 kw; HAAT: 1,560 ft.)—Seeks assignment of license from Redding AM to Price Broadcasting Co. for \$2 million. Seller is owned by Eugene L. Hill, his wife, Joy, his mother, Emma, and Jerry McGee. It bought AM in June, 1986 for \$750,000. Buyer is Salt Lake City-based group of four AM's, five FM's and one TV owned by Joan Price. Attorney for buyer and seller: Arent, Fox, Kintner, Plotkin. Filed Oct. 7.

■ WPLP(AM) Pinellas Park, FL (BAL871007EB; 1250 khz; 5 kw-U)—Seeks assignment of license from Guy Gannett Publishing Co. to Susquehanna Radio Corp. for exchange of license with WKIS(AM) Orlando, FL (see below). Seller is Portland, ME-based group of four AM's, four FM's and four TV's principally owned by Jean Gannett Holley. It also owns WSSP(FM) Orlando and will also obtain co-located AM if swap with Susquehanna goes through. Buyer is York, PA-based group of seven AM's and 11 FM's principally owned by Louis J. Appell, also owns WHVE(FM) Sarasota, near Tampa where it will acquire AM. Both stations have news/talk format. Filed Oct. 7.

■ WKIS(AM) Orlando, FL (BAL871007EA; 740 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Susquehanna Radio Corp. to Guy Gannett Publishing Co. for exchange of WPLP(AM) (see above). Filed Oct. 7.

■ KINC(AM) Winfield, KS (BAL871007ED; 1550 khz; 250 w-D)—Seeks assignment of license from Courtney Broadcasting Co. to Valu-Broadcasting Inc. for \$125,000. Seller is owned by Ira E. Courtney, who has no other broadcast interests. Buyer is owned by Stephen and Earl Sauder, who also own KVOE(AM)-KFFX(FM) Emporia, KS. Attorney for buyer and seller: Eugene T. Smith. Filed Oct. 7.

■ WDAO(AM) Dayton, OH (BAL871009EC; 1210 khz; 1 kw-D)—Seeks assignment of license from Stoner Broadcasting System of Ohio, Inc. to Johnson Communications, Inc. for \$725,000. Seller is Annapolis, MD-based group of six AM's and nine FM's principally owned by Tom Stoner. It had earlier announced sale of all its stations to ML Media Partners ("Changing Hands," Aug. 10), but that deal fell through. Buyer is owned by James W. Johnson, Jr., station manager. Attorney for buyer and seller: Latham & Watkins. Filed Oct. 9.

■ WOYK(AM) York, PA (BAL871014EB; 1350 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from The Baltimore Radio Show, Inc. to Starview Media, Inc. for \$250,000. Seller is Baltimore-based group of two AM's and one FM, principally owned by Robert M. Maslin Jr., Hope H. Barroll III and her son, Robert M. Barroll. Buyer is owned by Douglas W. George, who also owns WHTF(FM) Starview, PA. Attorney for buyer and seller: Fly, Shuebruk, Gaguine, Boros. Filed Oct. 14.

Actions

■ KBCO-AM-FM Boulder, CO (BTC870825EB; AM: 1190 khz; 5 kw-D; FM: 97.3 mhz; 100 kw; HAAT: 1,541 ft.)—Seeks assignment of license from Centennial Wireless Inc. to Noble Broadcast Group for \$27,250,000. Seller is owned by Robert D. Greenlee and his wife, Diane, who have no other broadcast interests. Buyer is San Diego-based group of five AM's and six FM's headed by John Lynch. It recently has purchased KBEQ-FM Kansas City, Mo. for \$9,250,000 and WMRE(AM) Boston for 3.7 million ("Changing Hands," July 20). Granted Oct. 7.

■ KBCR-AM-FM Steamboat Springs, CO (BAL870826EA; AM: 1230 khz; 1 kw-U; FM: 96.7 mhz; 870 w; HAAT: 510 ft.)—Seeks assignment of license from KBCR Inc. to American Broadcasting Systems for \$900,000. Seller is owned by John Gayre and has no other broadcast interests. Buyer is owned by Rick Shaffer. It also owns KCIW-AM-FM Wickenburg, Ariz. Attorney for buyer: Lauren A. Colby. Granted Oct. 17.

■ WIMV(FM) Madison, Fla. (104.9 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Madison Communications Corp. to Ed Winton for \$220,000. Seller has no other broadcast interests. Buyer is the sole proprietor of WMLO-FM, Havana, Fla. Action Oct. 14.

■ WWZZ-AM Sarasota, FL (BAL870804EC; 1280 khz; 540 w-D)—Seeks assignment of license from Robert W. Frodeger, receiver to Hugh Keith Enterprises Inc. for

Nationwide Media Brokers Chapman Associates

Chapman Offers The Southeast

TOP 50 MARKET

Class C FM with fulltime AM. Asking \$5.5 million with terms. Contact Mitt Younts: (202) 822-1700

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Fulltime AM in Top 70 mkt. Excellent C.F. Asking \$975 K with \$400 K down. Contact Ed Shaffer: (404) 998-1100

SMALL MARKET FM

Class A w/ good ratings & revenue in small market "hub." Asking \$820,000. Contact Dan Rouse: (214) 788-2525

Heritage Communications, Inc.

has been acquired by

an investor group including members of management and
Tele-Communications, Inc.

*The undersigned assisted in the negotiations and acted as financial advisor to
Heritage Communications, Inc. in this transaction.*

Kidder, Peabody & Co.
Incorporated

\$550,000. Seller is receiver for Sun Broadcasting Co. and has no other broadcast interests. Buyer is owned by Hugh Keith, who has no other broadcast interests. Attorney for buyer and seller: Arent, Fox, Kintner, Plotkin. Granted Oct. 7.

■ WTSG-TV Albany, GA (BALCT870408KG; ch. 31; ERP vis. 1,580 kw; aur. 150 kw; HAAT: 990 ft.)—Granted assignment of license from Gordon Communications to NewSouth Broadcasting for \$2,250,000. Seller is owned by Dr. Carl Gordon, who has no other broadcast interests. Buyer is owned by Timothy Brumlick, and four others, who also have interest in WJOE(TV) Marianna, Fla. Granted Oct. 7.

■ WOFF(FM) Camilla, GA (BTCH870323GX)—Granted assignment of license of Mitchell Broadcasting Inc. from William H. Nesmith to Gene H. Rogers for assumption of liabilities. Seller is owned by Nesmith (51%), Rogers (25%) and Farnell O'Quinn (24%). O'Quinn also owns WUFF (AM) Eastman, GA, and WULF(AM) Alma, GA. Buyer has no other broadcast interests. Granted Oct. 2.

■ WEKS(AM) Marietta, GA (BAL870827EA; 1080 khz; 10 kw-D)—Granted assignment of license from Zapis Communications Corp. to Roswell Street Baptist Church Foundation of Marietta for \$240,000. Seller is Cleveland-based group of one AM and two FM's owned by Xenophon Zapis. Buyer is owned by Nelson L. Price, Glen Edward Owens, Miles S. Willis and Charles M. Davenport. It has no other broadcast interests. Granted Oct. 8.

■ WMMJ-FM Bethesda, MD (BALH870814GQ; 102.3 mhz; 1.12 kw; 480 ft.)—Granted assignment of license from Outlet Communications to Almic Broadcasting Co. for \$7.5 million. Seller is Providence, RI-based group of one AM, three FM's and three TV's headed by Bruce Sundlin. It also owns co-located WTOF(AM) and recently bought WASH(FM) Washington for \$29,250,000 (see "Changing Hands," July 20, and below). Buyer is owned by Cathy Liggins Hughes, who also owns co-located WOL(AM) Washington. Attorney for seller: Sundlin. Scher & Singer. Attorney for buyer: Wiley, Rein & Fielding. Granted Sept. 29.

■ WKLZ-FM Port Henry, N.Y. (92.1 mhz; 818 w; HAAT: minus 77 ft.)—Granted assignment of license from Russell P. Kinsley and his wife, Susan, to Edward G. Pickett for \$155,000. Seller has no other broadcast interests. Buyer also owns WHWB(AM) Rutland, Vt. and WLKN-AM-FM Lincoln, Me. Action Oct. 14.

■ WTOF(AM) Canton, Ohio (900 khz; 500 w-D)—Granted assignment of license from Mortenson Broadcasting Co. to Midwest General Telecommunications Inc. for \$270,000. Seller is Lexington, Ky.-based group of four AM's and three FM's, owned by Jack M. Mortenson and family. Buyer is owned by R. Hamisi Ingram and Jack Trowell. It has no other broadcast interests. Action Oct. 7.

■ WWBD(AM)-WWLT(FM) Bamberg, S.C. (AM: 790 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Viking Broadcasting Corp. to Morgan Broadcasting Corp. for \$655,000. Seller is headed by Stewart Freeman and Robert Simpkins, who also own WPFR-AM-FM Terre Haute, Ind. and recently purchased WGO(FM) Shallotte, N.C. Buyer is owned by Betty Morgan (55%), Wesley R. Morgan (25%) and Cleveland Morgan (20%). Action Oct. 14.

New Stations

Applications

■ Buras-Triumph, LA (BPH871008MD)—Richard Edward Simmons seeks 94.1 mhz; 3 kw; HAAT: 100 m. Address: Rt. 1, Box 402, Buras, LA 70041. Attorney: William H. Crispin, Esq. Principal has no other broadcast interests. Filed Oct. 8.

■ Roscommon, MI (BPH871008MI)—Lakes Advertising Inc. seeks 101.1 mhz; 3 kw; HAAT: 100 m. Address: PO Box 1483, East Lansing, MI 48823. Attorney: Kaye, Scholer, Fierman, et al. Principal is owned by Thomas M. McNamara, who also owns WGRY(AM) Grayling, MI. Filed Oct. 8.

■ Whitehall, NY (BPH871008MG)—Whitehall Radio L.P. seeks 94.1 mhz; 3 kw; HAAT: 100 m. Address: PO Box 14, Whitehall, NY 12887. Attorney: Baraff, Koerner, Olender. Principal is owned by Michael J. Leech, who also owns WVNR(AM) Poultney, VT. Filed Oct. 8.

■ New Bern, NC (BPH871008ME)—Conner Broadcasting seeks 94.1 mhz; 0.9 kw; HAAT: 181 m. Address: 209 Randomwood Lane, New Bern, NC 28560. Principal is owned by Mike Conner, who has no other broadcast interests. Filed Oct. 8.

■ New Bern, NC (BPH871008MB)—East Carolina Radio

Associates seeks 94.1 mhz; 3 kw; HAAT: 100 m. Address: 1405 Phillips Ave., New Bern, NC 28560. Attorney: Thomas L. Root. Principal is owned by Mack L. Freeze, who has no other broadcast interests. Filed Oct. 8.

■ Coal Grove, OH (BPH871009MA)—Getz Broadcasting Inc. seeks 97.1 mhz; 3 kw; HAAT: 100 m. Address: 4301 SW 35th Terrace, Topeka, KS 66614. Principal is owned by Gerald A. Getz, who has no other broadcast interests. Filed Oct. 9.

■ Coal Grove, OH (BPH871008MF)—Tri-state Broadcasting seeks 97.1 mhz; 3 kw; HAAT: 100 m. Address: 4433 Wells Parkway, University Park, MD 20782. Attorney: Arthur V. Belendiuk, Esq. Principal is owned by Arthur V. Belendiuk, who has no other broadcast interests. Filed Oct. 8.

■ Kingstree, SC (BPH871008MC)—Williamsburg County Broadcasting Corp. seeks 94.1 mhz; 3 kw; HAAT: 100 m. Address: PO Box 698, Kingstree, SC 29556. Attorney: Mark E. Fields, Esq. Principal is owned by Gregory A. Knop, who also owns WKSP(AM), Kingstree, SC. Filed Oct. 8.

■ Ripley, TN.—Lauderdale Broadcasting Co. seeks 94.1 mhz; 3.0 kw; HAAT: 100 m. Address: 372 South Jefferson Street, Ripley, TN 38063. Attorney: Richard J. Hayes, Jr. Principal is owned by Ruth Harper Dunn, who has no other broadcast interests. Filed Oct. 7.

■ Ripley, TN. (871008MJ)—H&L Partnership, Ltd. seeks 94.1 mhz; 3.0 kw; HAAT: 100 m. Address: 1469 Mullins Station, Memphis, TN 38134. Attorney: William H. Crispin, Esq. Principal is owned by Harold L. Drumwright, who has no other broadcast interests. Filed Oct. 8.

■ Ripley, TN (871008MH)—Craig Fitzhugh seeks 94.1 mhz; 3 kw; HAAT: 100 m. Address: 121 Church St., Ripley, TN 38063. Principal has no other broadcast interests. Filed Oct. 7.

■ Tazewell, TN (BPH871008MA)—Marian E. McColough seeks 94.1 mhz; 1.3 kw; HAAT: 150 m. Address: Fan St., Tazewell, TN 37879. Attorney: Timothy K. Brady, Atty. Principal has no other broadcast interests. Filed Oct. 8.

■ Coalville, UT (BPH871005MH)—Gene Guthrie seeks 92.5 mhz; 330 w; HAAT: -42 m. Address: 11728 Casper Road, Sandy, UT 84092. Principal also has interest in KRPN(FM) Roy, UT and KRGO(AM) West Valley City, UT. Filed Sept. 23.

Actions

FM's

■ Van Buren, IN (BPH850711ML)—Granted app. of Marion Radio Corp granted 99.3 mhz; 3 kw; HAAT: 100 m. Address: 120 N Miller Ave., Marion, IN 46952. Attorney: Pierson, Ball & Dowd. Engineer: Roy P. Stype, III. Principal is owned by William M. Quigg, Allan B. McCrea, William H. Reller, James R. Quigg, S. Jackson Hunt, L. Dean Spencer, Lester G. Spencer and William S. Fowler. It also owns WBAT(AM) Marion, WBIW(AM)-WBIF(FM) Bedford, both IN; WBEX(AM)-WKJJ(FM) Chillicothe, OH, and WABJ(AM)-WQTE(FM) Adrian, MI. Action Oct. 7.

■ Salina, KS (BPED870107MQ)—Granted app. of Hutchinson Community College for 89.5 mhz; 100 kw; HAAT: 250 m. Address: 1300 N. Plum, Hutchinson, KS 67501. Principal is educational institution headed by Dr. Don Miller, chairman. Filed Oct. 15.

■ Skowhegan, ME (BPH850311MD)—Granted app. of Charles J. Saltzman for 107.9 mhz; 1.40 kw; HAAT: 126 m. Address: 5801 Camino Del Sol #200, Boca Raton, FL 33433. Principal has no other broadcast interests. Action Oct. 7.

■ Brainerd, MN (BPED860127MJ)—Granted app. of Minnesota Public Radio, Inc. granted 90.7 mhz; 34.2 (H&V) kw; HAAT: 207 m. Address: 45 Eighth Street, Saint Paul, MN 55101. Engineer: Douglas L. Vernier. Principal is headed by Thomas McBurney, chairman. Action Oct. 7.

■ Brownsville, MN (860813MU)—Returned app. of Allyn R. Stencel for 99.7 mhz; 3 H&V kw; HAAT: 100 m. Address: 515 3rd Ave. SE, Long Prairie, MN 56347. Attorney: Mark E. Fields, Esq. Engineer: E. Harold Munn & Assoc., Inc. Principal has no other broadcast interests. Action Oct. 8.

■ Chillicothe, OH (BPED860108MF)—Granted app. of Xavier University granted 89.3 mhz; 2.5 kw; HAAT: 107 m. Address: 3800 Victory Parkway, Cincinnati, OH 45207. Engineer: Roy P. Stype, III. Principal is educational institution headed by Dr. James C. King. Action Aug. 14.

TV's

■ Jackson, MI (BPCT870331LN)—Dismissed app. of Overview Communications, Ltd. for ch. 18; 1000 kw-V, 100 kw-A; HAAT: 448 m. Address: 224 Clearview Rd., Knoxville, TN 37922. Principal is owned by Chuck Hibbs, who

has no other broadcast interests. Action Oct. 8.

■ Havre, MT (BPCT850514KN)—Dismissed app. of Rick Davies for ch. 9; 316 kw-V, 31.6 kw-A; HAAT: 271 m. Address: Highway 2 West, Chinook, MT 59523. Attorney: Lauren A. Colby. Engineer: E. Harold Munn, Jr. Principal also has interest in KRYK(FM) Chinook, MT. Action Oct. 8.

■ Yauco, PR. (BPCT870812JK)—Dismissed app. of Santiago Gonzalez for ch. 42; 91.2 KW-V; HAAT: 267 m. Address: Calle 16 Q-6, Urb. Ext., Santa Elena, Guajánilla PR 00656. Attorney: Fly, Shuebruk, Gaguine, Boros. Engineer: Jorge R. Figueroa. Principal has no other broadcast interests. Action Oct. 8.

Facilities Changes

Applications

AM

■ Truckee, CA, KHTX, 1400 khz—871007-Application for CP to change city of license to Sparks, NV; chg TL to 4KM, 135 degrees T, from Sparks, NV and make changes in antenna system. 39 30 511N 119 42 41W

■ Marion, TX, KBIB, 1000 mhz—871004-Mod of CP (BP840605AC as mod.) to chg TL to: 2 Km SSW of Marion, TX on west side of Santa Clara Rd., Marion, TX. 29 33 07 98 09 04

FM's

■ Los Altos, CA, KLZE, 97.7 mhz—871002-Application for CP to make changes. TL: Rural, 3.7 Km SW of Monta Vista, CA, on hill above cement plant; change ERP: 1.6 kw H&V; chg HAAT: 137 M H&V. 37 18 27 122 05 36

■ Pueblo, CO, KUSN, 101.1 mhz—871006-Application for CP to make chgs: TL: TWR#2 of KCSJ(AM), 1.6KM w of US Hwy 25, 7.7KM n of Pueblo County, CO; chg ERP: 2.8 kw H&V; chg HAAT: 103 M H&V. 38 21 30N 104 38 13W

■ Green Cove Springs, FL, WPDQ, 92.7 mhz—870924-Application for CP to make chgs. ERP: 1.3 kw H&V; chg HAAT: 151.5 m H&V.

■ Madison, WIMV, FL, 104.9 mhz—870929-Application for CP to make chgs: TL: 3.18 Km E-NE of Hanson, FL; chg HAAT: 100 m H&V. 30 33 29 83 20 06

■ Safety Harbor, FL, WXCR, 92.1 mhz—871001-Application for CP to make chgs. Freq: 92.5 mhz (per Docket #86-346) chg TL: south side of Park Blvd. (State Rte 694), 0.5 Km E of Vonn Rd., approx. 1.9 Km w of Seminole, Pinellas County, FL; ERP: 50kw H&V; HAAT: 149M (H&V); chg to Class C2. 27 50 33 82 48 52

■ Chicago, WNUA, IL, 95.5 mhz—870623-Mod of CP* (BPH840913AK as mod.) to make chgs. TL: presently license site on John Hancock Center; chg ERP: 8.3 kw H&V; chg HAAT: 357 M H&V. 41 53 56N 87 37 23W

■ Detroit Lake, MN, KVLR, 95.3 mhz—870812-Application for CP to chg: freq: 95.1 mhz; ERP: 100 kw H&V; HAAT: 296 m H&V; chg: Class to C1; TL: 7.3 km S of Rollag, MN & 0.8 km E of State Hwy 32, Clay County, Detroit Lakes, MN. 46 40 27N 96 13 39W

■ Fulton, NY, WKFM, 104.7 mhz—870928-Application for CP to change HAAT: 150 m H&V.

■ Duncan, OK, KRHD-FM, 102.3 mhz—870924-Application for CP to change HAAT: 100 m H&V.

■ Fredericksburg, TX, KFAN, 101.1 mhz—870914-Mod of CP (BPH870217IH) to change TL: 10.4 Km NW of Boerne, TX 29 50 26 98 49 32

■ Lubbock, TX, KEJS, 106.3 mhz—871005-Mod of CP to make chgs: ERP: 1.279 kw H&V; chg HAAT: 153.7 M H&V.

■ Bountiful, UT, KLZX, 99.5 mhz—870930-Mod of CP (BPH821118AC as mod.) to make chgs. TL: Mt. Vision, Oquirrh Mountain Range, 18 mi. SW of Salt Lake City, UT; chg ERP: 38.7 kw H&V; chg HAAT: 900 m H&V. 40 36 29 112 09 33

■ Centerville, UT, KCGL, 105.5 mhz—871005-Application for CP to make chgs. FREQ: 105.7 MHz (per Docket #86-448); chg ERP: 13.5 kw H&V; chg to Class C2.

TV

■ Kokomo, IN, WTTK, ch. 29—871009-Mod of CP to chg ANT: Dielectric Communications TFU-25JDA "Pea-nut"; TL: 0.37 mi NE of intersection of State Rte 213 with Township Road North 200. 40 20 20N 85 57 15W

Actions

AM

■ Wasco, CA, KERI, 1180 mhz—871015-Application

(BP870326AL) granted for CP to increase night power to 10KW, make changes in antenna system and change city of license to Wasco-Greenacres, CA.

■ Elkton, KY, WSRG, 1070 mhz—871008-Application (BP870330AF) returned for CP to increase power to 1.0 kw.

FM's

■ Coming, CA, KEZD, 100.7 mhz—871007-Application (BMPH861020IJ) Dismissed For Mod of CP to chg TL: Tuscan Butte Electronic Site, near Red Bluff, CA. 40 15 31 122 5 20

■ Pauilo, HI, KHCR, 95.9 mhz—871006-Application (BMPH861020ID) Granted for mod of CP to make chgs: chg freq: 103.7 mhz (per Docket #85-261); chg TL: Ulupalakua Ranch, Ulupalakua, HI; chg ERP: 100 kw H&V; chg HAAT: 1211' H&V 20 38 18 156 23 01

■ International Falls, MN, KSDM, 94.3 mhz—871006-Application (BPH870108IC) granted for CP to make changes: chg freq: 104.1 mhz, Chan. 281 (per Docket #80-495); chg ERP: 8.5 kw H&V; chg HAAT: 48.2 m H&V. 48 35 39 93 22 56

■ Corinth, MS, WXRZ, 94.3 mhz—871014-Application (BPH861016IB) granted for CP to change HAAT: 300' H&V.

■ Nashua, NH, WHOB, 106.3 mhz—871014-Application (BMPH860925IC) granted for Mod of CP to make chgs: chg ERP: 3 kw H&V; chg HAAT: 100 m H&V.

■ Denton, TX, KNTU, 88.1 mhz—871005-Application (BMPED861031MA) Granted for mod of CP to change main transmitter location: 5.2 mi. N of town, W of Rte 2164, on campus property (approximately 850', 80' S on same university-owned property), Denton, TX.

■ Lampasas, TX, KLTD, 99.3 mhz—871009-Application (BPH870602IP) Granted for CP to make chgs. freq: 99.1 MHz (per docket #86-194); chg TL: 1.5 MI n of Hwy 1869, Bertram, TX; chg ERP: 100 kw H&V; chg HAAT: 299 m H&V chg to Class C1. 30 40 51 98 00 45

■ Lorenzo, TX, KVOQ, 98.3 mhz—870925-Application (BPH870602IP) Granted for CP to make chgs. freq: 98.1 mhz (per docket #86-361); chg TL: Hwy 1729, 1 mi. N of the intersection of Hwy 1729 & Hwy 40, Lubbock, TX; chg ERP: 50kw H&V; chg HAAT: 132.5 m H&V. 33 36 32 101 43 45. Petition for reconsideration filed June 2. File number changed from BPH870331QB by FCC letter dated Sept. 10.

TV

■ Forest City, NC, WSQY-TV, ch. 66—871009-CP cancelled and call sign deleted.

■ Greenville, NC, WXIV, ch. 14—870831-Construction Permit (BPCT820216KG) cancelled and call letters deleted.

Actions

Commission Actions

■ Commission Authorizes Nighttime Operation for Certain Daytime-only AM Clear Channels MM Docket 84-281 (Report DC-1022, Action in Docket Case)—As result of international agreements, FCC has adopted rules to permit certain daytime-only stations on 14 foreign Class I-A clear channels to operate at night, and partially implemented nighttime operation of daytime-only AM stations on 1540 kHz. Action by commission Oct. 9 by MO&O (FCC 87-320).

■ FCC Affirms Rules Concerning RF Lighting Devices Gen Docket 83-806 (Report DC-1026, Action in Docket Case)—FCC has affirmed that radio frequency lighting devices will continue to be subject to standards specified in Part 18 of rules concerning industrial, scientific and medical equipment. Action by commission Oct. 9 by R&O (FCC 87-325).

■ FCC Upholds Grant of New TV Station at Omaha to Pappas Telecasting BC Dockets 81-178-179 (Report DC-1021, Action in Docket Case)—FCC has upheld Review Board's grant of construction permit to Pappas Telecasting of Midlands for new commercial UHF TV station at Omaha, NE, and denied Christian Broadcasting of Midlands, Inc.'s request for reconsideration. Action by commission Oct. 13 by MO&O (FCC 87-328).

■ FCC Consents to Assignment of KCMT(TV) at Alexandria and KNMT(TV) at Walker, MN (Report MM-276, Mass Media Action)—Commission has consented to assignment of licenses of KCMT (Channel 7, CBS) at Alexandria and KCMT's satellite, KNMT (Channel 12, CBS) at Walker, MN, from Central Minnesota Television, Inc. to Midwest Call Letters, Inc., 100% owned subsidiary of Midwest Communications, Inc. Action by commission Oct. 15 by MO&O (FCC 87-331).

■ FCC Approves Settlement Agreement In Newberry, SC, FM Proceeding MM Dockets 84-63, 84-66 (Report DC-1031, Action in Docket Case)—FCC has approved settlement agreement between Professional Radio, Inc. and Service Radio Company. Granted Professional construction permit for an FM station on Channel 292A (106.3 MHz) at Newberry and dismissed competing application of Service Radio. Action by commission Oct. 16 by MO&O (FCC 87-332).

■ Commission Upholds Transfer of Control of Viacom International (Report MM-277, Mass Media Action)—FCC has upheld transfer of control of Viacom International, Inc. from its shareholders to Viacom, Inc., over objection of Wodlinger Broadcasting of Texas, Inc. Action by commission Oct. 16 by MO&O (FCC 87-333).

■ FCC Upholds Staff Denial of Gerald A. Turro's STA Request (Report MM-278, Mass Media Action)—FCC has upheld its staff's denial of Gerald A. Turro's request for Special Temporary Authorization and waiver of rules so his New Jersey FM translator station, W276AQ, could originate local programming, including "commercial material." Action by commission Oct. 16 by Order (FCC 87-334).

■ FCC modifies call-sign rules, but retains geographic restrictions on "K" and "W" letter designation—MM DOCKET 87-11 (Report DC-1032, Action in Docket Case) Decided to retain the restriction on the assignment of "K" and "W" as the first letter of call signs east and west of the Mississippi River, while modifying certain other aspects of the call-sign rules. Action by the Commission Oct. 20 by R&O (FCC 87-337).

■ FCC seeking to eliminate TV-to-land mobile interference problems MM DOCKET 87-465 (Report DC1034, Action in Docket Case)—Began proceeding seeking to eliminate the interference problems between television stations operating on Channel 14 or 69 and adjacent-channel land mobile operations, thereby permitting greater broadcast use of vacant allotments on those channels and lifting the suspension of new Channel 69 assignments. Action by the Commission Oct. 20 by NPRM/NOI (FCC 87-336).

Staff Actions

■ Ellwood, CA—Designated for hearing 20 applications for a new FM station on Channel 233B (94.5 MHz) at Ellwood. (MM Docket 87-429 by Order [DA 87-1398] adopted Sept. 29 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Twentynine Palms, CA.—Designated for hearing the mutually exclusive applications of John Michael Bosquez, Carter Broadcasting Corp., Desert 31 Television, Inc., and Twentynine Palms Broadcasting Corp. for a new TV station on Channel 31 at Twentynine Palms. (MM Docket 87-488,

by Order [DA 87-1379] adopted Sept. 29 by the Chief, Video Services Division, Mass Media Bureau).

■ Woodlake, CA—Designated for hearing, 15 mutually exclusive applications for new FM station on Channel 281B (104.1 MHz) at Woodlake. (MM Docket 87-430 by Order [DA 87-1392] adopted Sept. 29 by Chief, Audio Services Division, Mass Media Bureau.)

■ Pearl City, Wailuku and Kaunakakai, HI.—Denied petition by Larry G. Fuss Sr. to amend the TV Table by allotting Channel 7 to Pearl City; dismissed counterproposals and terminated proceeding. (MM Docket 85-111, by R&O [DA 871486] adopted Sept. 28 by the Chief, Policy and Rules Division).

■ Columbia, MO.—Asked George Thomas, an applicant for an FM station in Columbia, to indicate whether he will apply for, construct and operate a station on either Channel 230A (93.9 MHz) or Channel 223A (92.5 MHz). (MM Docket 86-410 by Request for Supplemental Information [DA 87-1503] adopted Sept. 28 by the Chief, Policy and Rules Division, Mass Media Bureau).

■ Wurtsboro, NY—Designated for hearing the mutually exclusive applications of Jerome Gillman, Inc. and Preston Mark Pollack and Susan Lea Pollack for a new FM station on Channel 247A (97.3 MHz) at Wurtsboro. (MM Docket 87-428 by Order [DA 87-1374] adopted Sept. 29 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Rocky Mount, NC.—Designated for hearing mutually exclusive applications of RMS Broadcasting, Family Broadcasting Enterprises and East Carolina Communications for a new TV station on Channel 47 at Rocky Mount. (MM Docket 87-446, by Order [DA 87-1433] adopted Sept. 29 by the Chief, Video Services Division).

Review Board Actions

■ Walkersville, MD (Elijah Broadcasting Corp. et al.) AM Proceeding.—Scheduled oral argument for Nov. 6 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to the initial decision of ALJ Joseph Stimer (FCC 87D-26, released July 30, 1987) granting the application of Reston Community Broadcasting, Inc., for a new AM station at Reston, VA, and denying the competing application of Elijah Broadcasting Corp. for AM facilities at Walkersville, MD. (The two other applicants in this proceeding did not file exceptions.) Each party will have 20 minutes for argument. Elijah Broadcasting may reserve part of its time for rebuttal. (By letter, Oct. 9.) (MM Docket 86-162).

■ Newton, NJ (Newton Television Ltd., et al.) TV Proceeding.—Scheduled oral argument for Nov. 13 at 9:00 a.m., Room 235, 2000 L St., NW, on exceptions to the Initial Decision of ALJ John M. Frysiaik (FCC 87D-29, released Aug. 14, 1987) granting the application of Mountain Broadcasting Corp. for a new UHF television station on Channel 63 at Newton, and denying the competing applications of Newton Television Ltd., Newton Television, Inc., Vanguard Broadcasting, Press Broadcasting Co., and Newton Broadcasting Co. Ltd. Each party will have 20 minutes for argument. The losing applicants may reserve part of their time for rebuttal. (By letter, Oct. 13.) (MM Docket 85-399).

ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Oakhurst, CA (Larry Ward Gamble and Ranjack Radio) AM Proceeding.—Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding.—Scheduled prehearing conference for Dec. 3 and hearing for Jan. 11, 1988. (By Order, Oct. 9.) (MM Docket 87-427.)

■ Aspen, CO (Michael J. Bennis, et al.) FM Proceeding.—Designated ALJ Walter C. Miller to preside in proceeding.—Scheduled prehearing conference for Jan. 6 and hearing for Feb. 16, 1988. (By Order, Oct. 5.) (MM Docket 87-424.)

■ Silverton, CO (Evelyn Kelly and Betty Reincke) FM Proceeding.—Designated ALJ Richard L. Sippel to preside in proceeding.—Scheduled prehearing conference for Dec. 9 and hearing for Jan. 8, 1988. (By Order, Oct. 9.) (MM Docket 87-425.)

By ALJ Joseph Chachkin on dates shown:

■ Grove City, OH (Belfry Broadcasting Co. Inc., et al.) FM Proceeding.—Granted request by FM Grove City Ltd. Partnership and dismissed its application with prejudice. (By Order, Oct. 8.) (MM Docket 87-178.)

■ Richmond, VA (Seaboard Broadcasting Co., et al.) FM Proceeding.—The following applications are dismissed with prejudice for failure to prosecute: HV Partners; Richmond FM Group Ltd. Partnership; Sally R. Eldred; Richmond Radio Group Ltd.; Kasbah Communications Corp.; Nicholas Broadcasting; Innovative Broadcasting Inc.; Commonwealth Communications, Ltd. Partnership; Minority Broadcasting Corp.; Eighty-Ninety Broadcasting Group Inc.; Honeycomb Broadcasting Inc.; Richmond Hispanic Radio, Inc.; One Hundred One Broadcasting, Inc.; Virginia Com-

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	25	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	1,998	293	2,291
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.

munications Ltd. Partnership; and, Mt. Zion Broadcasting. (By Order, Oct. 13.) (MM Docket 87-352.)

■ Janesville, WI (Overview Communications, Ltd., et al.) TV Proceeding.—Dismissed with prejudice the application of Overview Communications Ltd. for failure to prosecute. (By Order, Oct. 9.) (MM Docket 87-290.)

By ALJ John M. Frysiak on Oct. 6:

■ Bloomfield, IN (Charles J. Saltzman, et al.) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the applications of Charles J. Saltzman and Milissa Miles; granted the application of Willtronics Broadcasting Co. for a new FM station on Channel 266A (101.1 MHz) at Bloomfield; and terminated the proceeding. (By MO&O, Oct. 6.) (MM Docket 87-271.)

■ Crisfield, MD.—Resolved air hazard issue in applicant's favor and granted application of Leigh Sandoz Leverrier for a new FM station at Crisfield. (MM Docket 87-137, by Summary Decision [FCC 87D-36] issued Oct. 8 by ALJ John Frysiak.)

By ALJ Joseph P. Gonzalez on Oct. 13:

■ Gulf Breeze, FL (Breeze Broadcasting Co. Ltd., et al.) FM Proceeding.—By separate orders, granted requests by Harold S. Schwartz, Timothy Paul Woodward, Stacey Pepper-Wrenn and David Wrenn, A Partnership, and Delta Broadcasting Corp. and dismissed their applications with prejudice; partially granted motion by Maranatha Broadcasting Co. Inc., and enlarged issues against Breeze Broadcasting Co. Ltd. to determine whether Breeze Broadcasting had reasonable assurance of site availability for its antenna at the time it filed its application, and, if not, the effect thereof on its basic qualifications to be a commission licensee. (By

Orders and by MO&O) (MM Docket 87-119).

By ALJ Edward J. Kuhlmann on Oct. 15:

■ Christiansburg, VA (Nirvana Radio Broadcasting Corp., et al.) FM Proceeding.—Approved settlement agreements between Gerald Wayne Gallimore and Nirvana Radio Broadcasting Corp. and between Nirvana and Public Radio of Christiansburg, Inc. and dismissed with prejudice the applications of Gallimore and Public Radio of Christiansburg; ordered the applications of Christiansburg Radio, Hartke Communications Corp., and Kenneth Clyde Hill dismissed with prejudice. (By MO&O) (MM Docket 87-288.)

By ALJ Edward Luton on dates shown:

■ Central Valley, CA (Broadcast West Associates, et al.) FM Proceeding.—By separate orders, granted requests by Happy Valley Telephone Co., Axell Broadcasting, Broadcast West Associates and Mount Shasta Broadcasting Co., a Ltd. Partnership and dismissed their applications with prejudice; granted motion by Richard P. Bott, II and dismissed with prejudice the application of Jeffrey Broadcasting Corp. for failure to prosecute; approved settlement agreement between Richard P. Bott, II and Lola Jean Broadcasting, A California Ltd. Partnership and dismissed with prejudice the application of Lola Jean Broadcasting; granted the application of Richard P. Bott, II for a new FM station on Channel 257A (99.3 MHz) at Central Valley; and terminated the proceeding. (By Order and by MO&O, Sept. 6.) (MM Docket 87-123.)

■ Waipahu, HI (Robert M. Lowe and Lowe Broadcasting Corp., et al.) FM Proceeding.—By separate orders, approved settlement agreement between Robert M. Loew and Loew Broadcasting Corp., and Waipahu Broadcasting Ltd.

Partnership and dismissed with prejudice the application of Waipahu Broadcasting; approved settlement agreement between Loew and Waipahu Communications General Partnership and dismissed with prejudice the application of Waipahu Communications; approved settlement agreement between Loew and Christine E. Paul and Chun Broadcasting, Ltd. and dismissed with prejudice the applications of Paul and Chun Broadcasting; granted the application of Loew Broadcasting Corp. for a new FM station on Channel 274C (102.7 MHz) at Waipahu; and terminated the proceeding. (By MO&Os, Oct. 9.) (MM Docket 87-27.)

■ Blackfoot, ID (Richard P. Bott, II, et al.) FM Proceeding.—By separate orders, granted motion by Radio Representatives Inc. and dismissed with prejudice the applications of Michelle Anderson and Sandra Lee Walton for failure to prosecute; partially granted request by Radio Representatives to enlarge issues against Clare Marie Ferguson to determine whether Ferguson currently has reasonable assurance of the availability of her currently proposed tower site and, if not, the effect thereof on her basic qualifications to be a commission licensee. (By Order, Oct. 6 and by MO&O, Oct. 7.) (MM Docket 87-223.)

■ Indianapolis, IN (Kingdom Of God Ministries Inc. and Butler University) TV Proceeding.—Approved settlement agreement and dismissed with prejudice the application of Kingdom of God Ministries; granted the application of Butler University for a new noncommercial UHF television station at Indianapolis; and terminated the proceeding. (By MO&O, Oct. 9.) (MM Docket 86-500.)

■ Hurlock, MD (The Johns Hopkins Broadcasting Foundation, et al.) FM Proceeding.—By separate orders, approved settlement agreement between EZ101, Inc. and Benson Broadcasting Co. and dismissed with prejudice the application of Benson Broadcasting; approved settlement agreement by EZ101, Inc., Muir Corp. and The Johns Hopkins Broadcasting Foundation and substituted Apex Associates, Inc. for the applications of Muir and EZ101; dismissed with prejudice the applications of Muir, EZ101 and Hopkins; granted the amended application of Apex Associates for a new FM station on Channel 265A (100.9 MHz) at Hurlock; and terminated the proceeding. (By Order, Oct. 6 and by MO&O, Oct. 7.) (MM Docket 87-286.)

■ Morganton, NC (Gnol Broadcasting, Inc., et al.) TV Proceeding.—Granted motion for summary decision by Gnol Broadcasting and resolved the air hazard issue in its favor. (By Order, Oct. 9.) (MM Docket 87-82.)

By ALJ Walter C. Miller on Oct. 8:

■ Brigham City, UT (Harold S. Schwartz and Susan Lundborg) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the application of Susan Lundborg; granted the application of Harold S. Schwartz for a new FM station on Channel 264C (100.7 MHz) at Brigham City; and terminated the proceeding. (By MO&O, Oct. 8.) (MM Docket 87367.)

By ALJ Richard L. Sippel on dates shown:

■ Honolulu, HI (Scott Gerard Mahalick, et al.) FM Proceeding.—By separate orders, granted motion for summary decision by Completely Sound Co. and resolved the air hazard issue in its favor; approved settlement agreement and dismissed with prejudice the applications of Scott Gerard Mahalick, Radio Pacific, Inc., Tzeitel Broadcasting Co., Shilah Broadcasting, Inc., South Shore, Ltd. and, Radio Representatives, Inc.; conditionally granted the application of Completely Sound Co. for a new FM station on Channel 286C (105.1 MHz) at Honolulu; and terminated the proceeding. (By Order, Oct. 8, and By MO&O, Oct. 9.) (MM Docket 87-53.)

■ Roswell, NM (Radio Roswell and Sheila Roe) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the application of Radio Roswell; Roe's application remains in hearing status. (By MO&O, Oct. 13.) (MM Docket 87-12.)

■ Bay Shore, NY (Warren Price Communications, Inc., et al.) FM Proceeding.—By separate orders, approved settlement agreement between FM Bay Shore Ltd. Partnership and Fire Island Broadcasting and dismissed with prejudice the application of FM Bay Shore Ltd. Partnership; granted request by Susan Lundborg, Warren Price Communications, Inc., Kandel Broadcasting Corp., and Bay Shore Community Broadcast Associates Ltd. (Joint Movants) and dismissed with prejudice the application of Long Island Music Broadcasting Corp.; granted motion for summary decision by Susan Lundborg and resolved the air hazard issue in her favor; and, resolved the environmental issues in favor of the following applicants: Warren Price Communications, Inc., Bay Shore Community Broadcast Associates Ltd., Bay Shore Broadcasting Corp., Fire Island Broadcasting, Kandel Broadcasting Corp., RPS Communications, Susan Lundborg, and South Shore Media Corp.. (By MO&Os, Oct. 6,

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Oct. 9 and Oct. 15, and by Order, Oct. 13.) (MM Docket 87-246.)

■ Cleveland, OH (Multipoint Information Systems, Inc., et al.) MDS Proceeding.—Approved settlement agreement and dismissed with prejudice the applications of Multipoint Information Systems, Inc., Digital Paging Systems, Inc., and Private Networks, Inc. (By MO&O, Oct. 15.) (CC Docket 87-147.)

■ Upper Arlington, OH (PN Radio Co., et al.) FM Proceeding.—By separate orders, granted requests by Johanna S. DeStefano, Knight Communications Corp., Claire Tow, Christine Michael Broadcasting Inc., and Richard L. Plesinger and dismissed their applications with prejudice. (By Orders, Oct. 6 and Oct. 8.) (MM Docket 87-370.)

■ San Juan-Cagus, PR (Christina Communications and San Juan Cellular Settlement Partnership) Nonwireline Cellular Radio Proceeding.—Granted motion by the Common Carrier Bureau and terminated this proceeding. (By MO&O, Oct. 5.) (CC Docket 87-78.)

By ALJ Joseph Stimmer on Oct. 5:

■ Medford, OR (Timothy Paul Woodward, et al.) FM Proceeding.—Approved settlement agreement and dismissed with prejudice the applications of Timothy Paul Woodward and Los Banos Broadcasting, A California Partnership; granted the application of Medford Judeo-Christian Outreach Inc. for a new FM station on Channel 278C (103.5 MHz) at Medford; and terminated the proceeding. (By MO&O.) (MM Docket 86-369.)

Allocations

Applications

■ Quitman, MS and Chickasaw, AL—At request of JAB Broadcasting, Inc., proposed amending FM Table by substituting channel 252C2 (98.3 MHz) for channel 252A at Chickasaw, and modifying license of WDLT(FM) to specify operation on C2 channel; and, substituting channel 255A (98.9 MHz) for channel 252A at Quitman, and modifying license of WYKK-FM. Quitman Broadcasting, licensee of WYKK-FM, is ordered to show cause by Dec. 7 why its license should not be modified. Comments are due Dec. 7; replies Dec. 22. (MM Docket 87-432 by NPRM and Order [DA 87-1454] adopted Sept. 11 by Chief, Allocations Branch, Mass Media Bureau).

■ Northport, AL.—On request of Northport Communications, proposed amending the FM table by allotting Channel 264A (100.7 MHz) to Northport. Comments December 14, replies December 29. (MM Docket 87-460 by NPRM [DA 87-1497] adopted September 25 by the Chief, Allocations Branch, Mass Media Bureau).

■ Selma and Union Springs, AL—On request of Alexander Broadcasting Co., licensee of WALX(FM), channel 265A (100.9 MHz), Selma, proposed amending FM Table by substituting channel 265C2 for channel 265A at Selma, and modifying license of WALX to operate on new facilities; proposed substituting channel 231A (94.1 MHz) for Channel 265A at Union Springs and ordered Mar. Inc., licensee of WSFU-FM, Union Springs to show cause why its license should not be modified to specify operation on channel 231A in lieu of channel 265A; comments due Dec. 7, replies Dec. 22. (MM Docket 87-437, by NPRM and Order to Show Cause [DA 87-1459] adopted Sept. 25 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ Lake City, FL—On request of Holder Media, Inc., licensee of WQPD(FM), Lake City, proposed amending FM Table by substituting channel 232C2 (94.3 MHz) for Channel 232A at Lake City and modifying station's license to operate on new facility; comments Dec. 7; replies Dec. 22. (MM Docket 87-439, by NPRM [DA 87-1461] adopted Sept. 25 by Chief, Allocations Branch).

■ Lehigh Acres, FL—On request of Dwyer Broadcasting, Inc., licensee of WOJ-FM, Lehigh Acres, proposed amending FM Table by substituting channel 296C2 (107.1 MHz) for channel 296A at Lehigh Acres and modifying station's license to specify operation on new facilities; comments Dec. 7, replies Dec. 22. (MM Docket 87-435, by NPRM [DA 87-1457] adopted Sept. 25 by Chief, Allocations Branch).

■ West Palm Beach, FL—On request of J.J. Taylor Companies, Inc., licensee of WEAT-FM, West Palm Beach, proposed substituting Class C channel 282 (104.3 MHz) for channel 282C1 at West Palm Beach and modifying station's license to operate on new facilities; comments Dec. 7, replies Dec. 22. (MM Docket 87-438, by NPRM [DA 87-1460] adopted Sept. 25 by Chief, Allocations Branch).

■ Pukalani, HI—At request of Obie Broadcasting of Maui,

Inc., substituting channel 252C2 (98.3 MHz) for channel 252A at Pukalani and modifying license of KMVI-FM to operate on C2 channel. (MM Docket 87-440 [DA 87-1465]).

■ Eagle Nest and Angel Fire, NM—On request of Moreno Valley Broadcasting, Inc., proposed amending FM Table by allocating channel 256C (99.1 MHz) to Eagle Nest or Angel Fire; comments Dec. 7, replies Dec. 22. (MM Docket 87-436, by NPRM [DA 87-1458] adopted September 25 by Chief, Allocations Branch).

■ Brookville and Punxsutawney, PA—On request of Stratton Broadcasting, licensee of WMKX, channel 240A (95.9 MHz), Brookville, proposed amending FM Table by substituting channel 288B1 (105.5 MHz) for channel 240 at Brookville and modifying its license to specify higher powered channel; substituting channel 281A (104.1 MHz) for channel 288A at Punxsutawney and modifying license of Renda Radio, Inc., for WPXZ to specify channel 281A; ordered WPXZ-FM to show cause why its license should not be so modified. (MM Docket 87-433, by NPRM and Order to Show Cause [DA 87-1455] adopted Sept. 17 by Chief, Allocations Branch).

■ Garapan, Saipan.—On request of Serafin M. Dela Cruz, proposed amending the FM Table by allotting Channel 258 (99.5 MHz) to Garapan. Comments December 14, replies December 29. (MM Docket 87-459 by NPRM [DA 87-1498] adopted September 30 by the Chief, Allocations Branch).

■ Hardeeville, SC—At request of Jessup Broadcasting Limited Partnership, substituting channel 266C2 (101.1 MHz) for channel 266A at Hardeeville and modifying its permit to operate on higher powered channel. (MM Docket 87-445 [DA 87-1470]).

■ Surfside Beach, SC—On request of Jones, Eastern of Grand Strand, Inc., proposed amending FM Table by substituting channel 276C2 (103.1 MHz) for channel 276A at Surfside Beach and modifying its license for WYAK-FM to specify higher powered channel; comments Dec. 7, replies Dec. 22. (MM Docket 87-434, by NPRM [DA 87-1456] adopted Sept. 11 by Chief, Allocations Branch).

■ Stamford, TX—At request of Jon Bruce Thoen, substituting channel 246C2 (97.1 MHz) for channel 221A (92.1 MHz) at Stamford and modifying permit for KZOM(FM) to operate on higher powered channel. (MM Docket 87-442 [DA 87-1467]).

■ Spokane, WA—At request of P-N-P Broadcasting, Inc., allocating channel 245A (96.9 MHz) to Spokane, as its ninth FM allotment. (MM Docket 87-443 [DA 87-1468]).

■ Parkersburg, WV—At request of Parkersburg/Marietta Broadcasting, Inc., substituting channel 256B1 (99.1 MHz) for channel 257A (99.3 MHz) and modifying license of WMGP(FM) to operate on higher class channel. (MM Docket 87-444 [DA 87-1469]).

■ Pinedale, WY—At request of Phillip W. O'Bryan, allocating channel 266C2 (101.1 MHz) to Pinedale, as its first FM service. (MM Docket 87-441 [DA 87-1466]).

Actions

■ Peoria, IL.—Effective December 7, amended the TV Table by switching the reservation for noncommercial educational Channel *59 to commercial Channel *47at Peoria. (MM Docket 86-428 by R&O [DA 87-1494] adopted September 30 by the Chief, Allocations Branch).

■ Monticello and Logansport, IN.—Effective December 7, amended the FM Table by allotting Channel 299A (107.7 MHz) to Monticello and moving Channel 237A (95.3 MHz) from Logansport to Monticello to reflect its actual usage in the latter city. Filing window opens December 8, closes January 7. (MM Docket 86-450 by R&O [DA 87-1481] adopted September 25 by the Chief, Allocations Branch).

■ Churubusco, Huntington, Roanoke and South Whitley, IN.—Effective December 7, amended the FM Table by allocating alternate Channel 242A (96.3 MHz) to Churubusco, substituted Channel 275A (102.9 MHz) for Channel 276A (103.1 MHz) at Huntington and modified the license of WIOE(FM) to operate on Channel 275A; and allotted Channel 286A (105.1 MHz) to Roanoke and Channel 266A (101.1 MHz) to South Whitley. Filing window opens December 8, closes January 7. (MM Docket 86-359 by R&O [DA 87-1495] adopted September 30 by the Chief, Allocations Branch).

■ Marshall, MN.—Effective December 4, amended FM Table by substituting Channel 259C1 (99.7 MHz) for Channel 261A (100.1 MHz) at Marshall; modified license of KKCK(FM) to specify operation on the new channel. (MM Docket 86-516, by R&O [DA 87-1484] adopted September 28 by the Chief, Allocations Branch, Policy and Rules Division).

■ Provo, UT.—Effective December 4, amended TV Table by allotting Channel 32 to Provo as its second commercial TV service. (MM Docket 87-69, by R&O [DA 87-1480] adopted September 25 by the Chief, Allocations Branch).

■ Tremonton, UT.—Effective December 12, amended FM

Table by substituting Channel 286C2 (105.1 MHz) for Channel 285A (104.9 MHz) at Tremonton; modified license of KKVU-FM to specify operation on the new channel. (MM Docket 87-19, by R&O [DA 87-1482] adopted September 30 by the Chief, Allocations Branch).

■ Cedar Bluff and Richlands, VA, and Welch, WV.—Effective Dec. 4, amended FM table by allotting Channel 299A (107.7 MHz) to Cedar Bluff; Channel 264A (100.7 MHz) to Richlands; and Channel 275A (102.9 MHz) to Welch; filing window December 7 January 6. (MM Docket 8792, by R&O [DA 87-1483] adopted September 30 by the Chief, Allocations Branch).

Call Letters

Applications

Call	Sought by
New FM's	
KNGS	William L. Zawila, Coalinga, CA
KIMY	Vera Dunn, Watonga, OK
Existing AM	
WINV	WKIQ Kibbey Bcg Services, Inc., Inverness, FL
Existing FM	
WFRG	WKAL-FM Target Communications of Utica/Rome, Inc., Rome, NY

Grants

Call	Sought by
New AM's	
WJRR	William R. Hunt, Nashville, TN
WIGW	Joseph C. Motto, Berlin, NH
New FM	
KAWZ	Calvary Chapel of Twin Falls, Inc., Twin Falls, ID
Existing AM's	
KFCA	KTOD Creative Media, Inc., Conway, AR
KRDZ	KRQZ WRAY Radio, Inc., Wray, CO
WAJL	WWLD Alleluia Ministries, Inc., Pine Castle-Sky Lake, FL
WPRD	WAJL Metroplex Communications, Inc., Winter Park, FL
WJHH	WMPZ Terry D. Meeks, Soperton, GA
WIZK	WHII Cotton Valley Bcg Co., Inc., Bay Springs, MS
KGBX	KTTS KGBX Communications, Inc., Springfield, MO
KTTS	KGBX Springfield Great Empire Bcg, Inc., Springfield, MO
WTTN	WBAV Barry Frank Cummings, M.D., Kingstons, TN
WBZN	WHBT Columbia Theatre Co., Racine, WI
Existing FM's	
WALQ	WRJM New South Communications, Inc., Troy, AL
WTWV	WZRC Flint Metro Mass Media, Inc., Des Plaines, IL
WIZK-FM	WXIY Cotton Valley Bcg Co., Inc., Bay Springs, MS
KMTY	KKBB Mile Hi Broadcasting, Aurora, NE
WNYJ	WNYQ WNYQ Associates, Rotterdam, NY
KUSO	KCFO-FM First Stuart Corp., Tulsa, OK
WRHM	WPAJ-FM Our Three Sons, Lancaster, SC
WACO-FM	KHOO Sage Waco Radio, Inc., Waco, TX
WBZN-FM	WHBT-FM Columbia Theatre Co., Racine, WI

Note: Correction of report no. 137.

*KFRM KICT HRH Broadcasting Corp., Salina, KS

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

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.

Sales/station manager: Experienced professional leader. Aggressive sales manager to develop, train and motivate sales staff. Salary and incentives. Capable of becoming station manager responsible for bottom line within 4 months. Highly respected, community involved AM, format 35-65 AC, 160+ market. Great place to live. Box 876, Ft. Smith, AR 72902.

General sales manager who believes in AM, likes country, loves barbeque and dark horses. SMN affiliate. Resume/references/salary: "Mr. Rudy", 4886 Fernbrook, Memphis, TN 38118.

Growing group broadcaster seeks successful general manager for quick medium market turnaround. Then move to run next acquisition in larger market. Resume to Box Z-66.

HELP WANTED SALES

GSM/SM: immediate opening, for experienced (3 years minimum) CRM, 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.

California... KFIC 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.

Southeastern Virginia AM station with part-time retired sales person needs full-time sales manager and salesman 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.

Sales pro needed. Top-rated combo in market of 40,000. Work with staff of four. Very positive environment. We move forward. If you're good, we'll know. You will benefit. Interested? Send info today. GM, Box 100, Brownwood, TX 76804. EOE, M/F.

Wanted: Take charge, street smart, sales manager. Continue growth of successful Jennings trained staff of CRMC's to even greater revenues. Grow with our expanding group. Send resume to: General Manager, WinCom Communications, P.O. Box 11907, Green Bay, WI 54307-1907.

Sales manager for top rated Sacramento Valley combo. Equity position, profit sharing, and advancement potential. Highly motivated with solid track record. Resume and references to KUBA & KXEZ, Box 309, Yuba City, CA 95992. EOE.

Strong aggressive sales manager. Leading Class C promotion oriented CHR needs professional experienced leader to develop and motivate sales staff to match. Prefer CRMC or equal. Beautiful mid-southwest area 200,000. Box Z-71.

HELP WANTED ANNOUNCERS

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.

Fine arts and news announcer/producer. WYSU-FM, the fine arts radio station of Youngstown State University, is seeking an individual to produce and announce fine arts programs, to collect state, local and University news, prepare and read daily news casts, supervise and schedule student news interns, keep station logs and operations records required by the FCC, operate control board and transmitter, monitor broadcast functions and program signal quality and related functions as required. Qualifications, B.A. or B.S. or equivalent. Knowledge of classical music and its pronunciation essential. Two to three years experience in public radio news and programing preferred. FCC Third Class license. Probably recruitment salary range, 17,510 to 20,652. Send letter of interest, current resume and an official copy of a transcript documenting academic qualifications for this position, names, addresses and telephone numbers of three references to: Robert W. Peterson, Director of WYSU-FM, Youngstown State University, Youngstown, OH 44555-0001. Application deadline is Nov. 10, 1987. Youngstown State University is an equal opportunity, affirmative action employer.

Sunshine and a sportsman's paradise on Florida's Gulf coast are just a few of the benefits of joining the WEEJ team. We're looking for an on air communicator for our light A/C format. Knowledge of music and strong production a must. Send tape and resume to Jeff Barber, WEEJ, P.O. Box 2185, Port Charlotte, FL 33940. No phone calls.

HELP WANTED TECHNICAL

New Orleans based engineering group has immediate opening for an engineer proficient in the repair of audio equipment. MA-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.

Chief engineer for 5000 watt directional AM and 100KW FM. Must have experience. Send resume to: Paulette Lundberg, KWMT, Box 578, Fort Dodge, IA 50501.

Hands-on chief engineer for two small-market AM-FM properties. Vehicle furnished. Chance for advancement in growing group -- plus opportunities at other area radio stations. Near beach resort, relaxed lifestyle -- hunting, fishing. State type of FCC license held and salary requirements. Reply to Box Z-70. EEO.

HELP WANTED NEWS

News director. At least one year experience in gathering, writing, and delivering local newscasts. Tape, photo, resume. Darrell Sehorn, KGRO, Box 1779, Pampa, TX 79065. 806-669-6809. EOE.

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 with proven writing ability, speed, accuracy and authoritative delivery for Gulf Coast station. EOE. Box Z-47.

News writer for South Texas station. Must combine good writing skills with speed including accuracy. EOE. Box Z-49.

Experience 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.

Sports director. WFMD has been the "best year-round local sports operation" of one or both of the wire services every year since 1979. To continue in this tradition we need an experienced full-time sports director to handle weekday sportscasts, local play-by-play, and a weekly call-in show. Tapes and resumes to: John Fieseler, WFMD, Box 151, Frederick, MD 21701. EOE.

Two openings at Washington bureau serving stations, networks, corporate clients. ASSIGNMENT EDITOR-CORRESPONDENT to coordinate news operations; and CORRESPONDENT to serve PR outlets. Tape, resume, salary requirements - no calls - to Berns Bureau, 148 G St., SW, Washington, DC 20024.

KTIS AM/FM stereo, Minneapolis, is seeking a news reporter/producer with experience in a radio newsroom. Send resume and tape to: Don Rupp, KTIS, Roseville, MN 55113. Phone number: 612-631-5000. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager: For WWFM public radio. This corporation for public broadcasting member station with classical/jazz format seeks individual with radio production/management skills. Must be familiar with computer audio tape editing and have excellent English verbal, writing and announcing skills. Requires relevant radio experience and a bachelor's degree. WWFM is a service of Mercer County Community College and is located on the West Windsor Campus. Salary high teens. Excellent benefits. Forward cover letter, resume and cassette tape to: Mercer County Community College, Personnel Services, Dept. WWFM, P.O. Box B, Trenton, NJ 08690. AA/EOE, M/F.

Broadcast-traffic director. Great opportunity for computer experienced traffic director. North Central Florida's dominant FM station is interviewing for future openings. Show us on paper why you qualify for this take-charge position that offers best salary, benefits, and working conditions. Minorities encouraged. Box Z-64.

SITUATIONS WANTED MANAGEMENT

Successful manager looking to secure a group manager position or general management position with group potential. Excellent track record in both station and group operations/sale. Believe in strong budget control, quality programming and sales development through training and motivation. Box Z-67.

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.

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.

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 t.v. Will go anywhere. Call John: days 617-657-1523; evenings 617-250-8184.

Experienced announcer with good production, copywriting and continuity skills. Anytime, call Bill 308-534-1211.

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.

TELEVISION

HELP WANTED MANAGEMENT

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 programming 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/EOE.

Sales manager. Seeking general and local sales manager for network affiliate. Must have proven track record. Rare career opportunity. Send resume: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Business manager. Top 50 independent needs a business manager. Accounting degree and computer friendly a must. Send resume, career goals, and salary history to Box Z-62.

Program manager. Aggressive independent public television station in Washington, DC, market looking for imaginative program director seeking unique challenge. Major programming areas of public affairs, sports and foreign broadcasting. Strong local commitment. Must be self-starter, computer friendly, and strong manager. Salary open. Resume to Dave Gallagher, Operations Manager, WNVU-TV, 8101A Lee Highway, Falls Church, VA 22042. EOE.

Leading Southwest independent seeks program operations manager. Must have knowledge and experience in program scheduling, traffic, production, satellite and computer technology. Preference given to independent station experience. Apply Box Z-56.

Promotion manager: Growing independent in Concord, New Hampshire. Excellent opportunity for experienced promotion producer to become a manager. Responsible for on-air and outside media promotion. Report directly to GM. Send tape, resume and salary requirements to: Rick Herrmann, WSYT, 1000 James St., Syracuse, NY 13203.

HELP WANTED SALES

Advertising sales manager: (cable television). American Community Cablevision, a 24,000 subscriber cable system in Ithaca, NY, is seeking a highly motivated individual to manage its cable advertising sales department. The ideal candidate will have a college degree with a minimum of 3 years of advertising sales experience and 2 years of management experience. Creative skills to develop the department into a successful advertising medium, strong communication and leadership skills required. Proven planning and budget expertise. Salary plus commission. Excellent benefits package. Send resume to: American Community Cablevision, 519 W. State St., Ithaca, NY 14850, Attn: Neal Rogachefsky. Equal opportunity employer, M/F/H/V.

Network affiliate seeking aggressive account executive with proven track record to handle established list. Also seeking trainee for rare career opportunity. Send resume to: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Broadcast sales: The Western New York Public Broadcasting Association has a career opportunity for a corporate support associate, in its development department. Successful candidate will have demonstrated ability to present formal proposals to top corporate officers and be responsible for the sale of corporate support opportunities for WEBC-AM and WNED-FM radio stations and other accounts as assigned. Individuals interested in applying for this position must possess sales or sales related experience, be well-spoken, be self-motivated, and be able to have proven, effective writing skills. Incentive compensation plan plus excellent benefits package. Please forward resume with salary history to: Western New York Public Broadcasting Association, 184 Barton Street, Dept. B, P.O. Box 1263, Buffalo, NY 14240. Attention: Director of Development. We are an equal opportunity employer.

Account executive. WJKS-TV, NBC, needs a marketing oriented salesperson with a minimum of three years electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest Rhine, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. Equal opportunity employer.

Local sales manager: Number 1 affiliate (dominant) in Southeastern market. Must be aggressive and have local sales experience. Development of TV vendor support helpful. Send resume and salary history to Box Z-72.

Television station KPTM 42—Pappas Telecasting. The Midlands has an immediate opening for a marketing/research/sales development co-ordinator. KPTM is one of the nation's leading independent stations. The successful candidate for this position will have superior reading/writing and analytical skills. Job requires co-ordinating demographic research using Arbitron and Nielsen data, writing and producing research presentations, co-op and special projects development and use and maintenance of all micro computers and software programs. Position offers upward mobility with a growing company, salary plus bonuses. Only persons with broadcast experience should apply. Please send resume to: Neil J. Schwartz, General Marketing Manager, KPTM 42, 4625 Farnam St., Omaha, NE 68132. EOE, M/F/H.

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.

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.

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.

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, ABEKAS 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.

Television engineer: WGVC/WGVK-TV/FM (in Grand Rapids, MI) has an opening for a television engineer, maintenance and operations duties, full time, BS degree or technical school with experience preferred. Salary range: \$22,984 - \$26,520. Send letter of application and resume to: Personnel Office, 121 Lake Superior Hall, Grand Valley State College, Allendale, MI 49401. EOE/AA.

TV broadcast operator tech needed for top 20 Eastern affiliate. Applicants should have training in broadcast communications and job experience in operating audio, videotape, studio lighting, telecine and studio camera. FCC General Class license and/or SBE TV broadcast certification is desirable. Send resume to Box Z-57. EOE, M/F.

Assist in operation and maintenance of satellite earth station. Must be familiar with and have basic working knowledge of module and component level maintenance, operation of video equipment including waveform and signal generators, transmission systems, satellite receivers, and microwave carrier systems. Minimum two years of college, trade school, or equivalent work experience with emphasis in electronics. Send resume to World Communications, 8150 Leesburg Pike, Vienna, VA 22180.

Maintenance engineer: Immediate opening. RF experience desirable. FCC General Class or SBE, NARTE certification required. Send resume and salary requirements to: Tim Mance, KHSP TV, 4923 Indian School Rd., NE, Salem, OR 97305. Equal opportunity employer, M/F.

Maintenance engineer. Major market independent station seeks experienced transmitter and studio engineers. TCR-100 and studio camera maintenance plus UHF transmitter. No beginners. Salary depending on experience. West Coast location. EOE, M/F. Box Z-73.

HELP WANTED NEWS

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, KTVO-TV, Box 949, Kirksville, MO 63501.

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.

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.

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.

Experienced news/production photographer seeks partner with similar abilities to form feelance team. Together, we'll shoot anything, anywhere our clients want. If you have what it takes contact Steve at 513—531-3439.

Editor/writer: The Western New York Public Broadcasting Association (WNED-TV/WNEQ-TV) has a unique career opportunity for an experienced editor/writer capable of demonstrating proficiency in heavy ad copy writing, preparing press releases and press kits. Applicant must also know the mechanics of publishing. Successful candidate will write, edit and produce our monthly program guide of features, information and radio/TV listings. A minimum of two years similar experience required, plus a 4 year college degree. This position calls for a self-starter capable of working under pressure, someone who can meet deadlines, and who possesses a strong commitment to excellence. In turn, we offer an exceptional opportunity for a hard-working and conscientious individual to work in our fast-paced publicity department. Extraordinary benefits and competitive salary. Send resume to Publicity Office, Dept. B, The Western New York Public Broadcasting Association, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240. Deadline for responses, November 8, 1987. We are an equal opportunity employer.

News reporter/some anchoring. ABC affiliate in Alaska capital. Degree and some experience preferred. Rush non-returnable tape to: Terence O'Malley, News Director, 1107 W. 8th, Juneau, AK 99801. No phone calls.

Meteorologist/weather expert: Medium market, NBC affiliate, seeking meteorologist or weather expert to do on-air forecasting Monday - Friday. Work with "state of the art" graphics. Also, some reporting work. No beginners or agents please. Send resume, photo and tape to: John A. Grdic, Manager, WFMJ Television, 101 W. Boardman St., Youngstown, OH 44503. EOE.

Late news anchor: We're looking for a solid writer who can communicate on camera. At least 2 years on-air experience, please. Non-returnable tapes to: Steve Hawkins, WCYB-TV, 101 Lee St., Bristol, VA 24201.

Reporter for prestigious statewide legislative news program. Requires at least three years experience in broadcast or print journalism, preferably involving on-air legislative/political coverage. Send resume and letter of intent by November 13: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

Evening anchor. Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to: ND, WVRV-TV, P.O. Box 769, Charlottesville, VA 22902. EOE.

Anchor/reporter for 11PM news. Needs two years of hard news reporting experience. Some anchoring experience preferred. Must like Alaska lifestyle. Send tapes/resumes to: David Patrick, KIMO-TV, 2700 E. Tudor Rd., Anchorage, AK 99507. No calls.

Director: Washington, DC, market. Cable corporation seeks director for daily newscast. Applicant must have experience directing studio productions involving live talent. Salary low 20's. Send tape and resume to P.O. Box 7065, Gaithersburg, MD 20898.

Reporter: Washington, DC, market. Cable corporation seeks on-camera reporter for daily newscast. Must have professional on-air talent or newspaper reporting experience. Salary 20's. Send tape and resume to P.O. Box 7065, Gaithersburg, MD 20898.

News photographer: Immediate opening for general assignment news photographer. Minimum of 2 years experience required. Send tape and resume to Steve Schroeder, Chief Photographer, KOTV, P.O. Box 6, Tulsa, OK 74101. Finalists must furnish evidence of employment authorization and identification. A Belo Broadcasting Corporation. EOE, M/F.

General assignment reporter: Experienced preferred. Solid writing, reporting, editing skills required. Resume and 3/4 tape to Robert Hite, WJAC-TV, Hickory Lane, Johnstown, PA 15905. EOE.

News producer: We're seeking creative, thoughtful television journalist to produce our weekday 6 & 10 PM newscasts. Send letter and resume to: Larry Young, KOAM TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

News producer for 6 & 10 o'clock newscasts. Person must have previous TV news experience, be an excellent writer, and show imagination and creativity. Send resume, tape, writing samples and salary requirements to Veronica Bilbo, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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: 11/8/87.

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. Kolmann, Director of Promotion, KTVI-TV2, 5915 Berthold, St. Louis, MO 63110. No phone calls, please.

WHYY seeks full-time graphic designer for print, computer graphics and scenic design. Requires print production background, including type specification and four color. BFA Graphic Design, and 3 years TV staff experience. Send resume and non-returnable samples to WHYY, 150 North Sixth Street, Philadelphia, PA 19106. EOE, M/F.

Videophotographer: Experienced, creative, quality minded person needed to shoot and direct industrial videos and commercials for a Great Lakes area production house/commercial station. Shoot film style BetaCam. Send resume and salary requirements to Box Z-58. EOE.

On-air promotion director: Top group indie in beautiful, warm South Florida needs someone with hands-on experience and the ability to create, write, build, direct and edit promos. We'll be looking for experience in movie promos, creative campaigns, scheduling and research. Company has strong philosophy to promote from within so there is plenty of room for growth and advancement. Rush resume, including salary expectations, along with a tape to Murray J. Green, VP/GM, WFLX-TV, 4119 W. Blue Heron Blvd., West Palm Beach, FL 33404. EOE/M/F.

Marketing copywriter: Public Broadcasting (WNED-TV/WNEQ-TV). Successful candidate must demonstrate ability to write and schedule both print advertising and broadcast spot copy. Excellent proofreading skills required. BA, preferably in English, Journalism or Liberal Arts necessary, as well as a knowledge of marketing principles. Excellent salary and benefits package. Please submit three professional copy samples, related to this position, with resume and salary history to Publicity Office, Dept. B, The Western New York Public Broadcasting Association, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240. Deadline for responses November 8, 1987. We are an equal opportunity employer.

Net affiliate seeks illustrator/designer to produce on-air and print graphics. Prime responsibility will be daily newscast graphics. Television experience preferred. Will be using computer paint system; experience preferred, but not necessary. Send resume to: Rhea Borzak, Art Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. No phone calls, please. EEO employer.

Network affiliate seeking production director, editor and innovative copywriter to staff expanding sales service department. Must have two years minimum experience. Send demo tape with resume to: Personnel Director, 2242 North Great Neck Road, Virginia Beach, VA 23451.

Turner Program Services/Atlanta, Georgia, is seeking a marketing research director with a minimum of 5 years experience in broadcast research or like area. Applicant should have knowledge of syndication programming and ability to execute effective sales presentations. Send resume to John Walden or call 404-827-2157.

Assistant producer/director. Able to handle both studio and remote switched productions. Primary responsibility for four camera mobile studio. Minimum of three years experience as a producer/director. Sports experience and knowledge of technical setup helpful. Send resume and salary requirements to: Media General Cable, 14650 Lee Rd., Chantilly, VA 22021. Attn: Human Resources. EOE.

Cameraperson/editor. Highly rated local cable TV operation seeks cameraperson/editor. One year experience in ENG. Send tape and salary requirements to: Media General Cable Studio, 2917 Eskridge Rd., Fairfax, VA 22301. Attn: News Director. EOE.

West Virginia has only one independent TV promotion department...and there's an opening! Applicants for this #2 position must be self motivated and possess good writing and public relations skills. Editing and directing experience preferred. Become part of an award winning, aggressive, group owned operation. Send resume, salary history and 3/4" demo to: Promotion Manager, WVAH TV23, 23 Broadcast Plaza, Hurricane, WV 25526. EOE, M/F.

Reporter/producer. Award-winning PBS weekly series seeks skilled segment producer/reporter. Person must be quick study of technical and consumer subjects. Responsibilities include producing, writing and supervising off-line editing segments plus other on-air duties. Previous reporter/producer experience on 3/4" resume tape required. Salary \$24,000. Send all inquiries to John Davis, Maryland Public Television, 11767 Bonita Ave., Owings Mills, MD 21117.

WHYY-TV seeks experienced producer to plan, research, write, and produce a variety of programs for local and national broadcast. Requires degree in communications and minimum 5 years experience producing diversified TV or film productions. Send resume with salary requirements to: Personnel, 150 North Sixth St., Philadelphia, PA 19106. EOE, M/F.

Producer/director. News, promotion, commercial and program production. Two years news directing/switching experience required. Resumes only to: Production Manager, WISH-TV, P.O. Box 7088, Indianapolis, IN 46207. No phone calls. EOE, M/F.

Continuity coordinator: Requires minimum two years college-level study in English or journalism or equivalent work experience in TV/radio public relations, programming or traffic. Proficiency in typing and data entry. Send resume and cover letter: Manager of Human Resources, WMHT, Box 17, Schenectady, NY 12301. EOE.

KTOO-TV (located in Alaska's Capital City) is looking for a program director to oversee the program and production departments. Position will be responsible for the development of new programming and production ventures. An opportunity to work in a creative environment. Background in program acquisition and scheduling, television production, proposal writing, and public television. Resumes to Laurie Whistler, KTOO-TV, 224 Fourth St., Juneau, AK 99801. Deadline October 16, 1987. EEO employer.

SITUATIONS WANTED TECHNICAL

Chief engineer over ten years with management training/experience. General License. SBE Certification. Please call or write Dennis Maddox, 615-877-1235, 215 Trenton St., Chattanooga, TN 37415.

SITUATIONS WANTED NEWS

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.

Experienced news/production photographer seeks partner with similar abilities to form freelance team. Together, we'll shoot anything, anywhere our clients want. If you have what it takes contact Steve at 513-531-3439.

Classy, Anchorwoman with 4 years experience wants competition. Attractive, intelligent, serious, master's. Ratings winner. Relocatable. Box Z-61.

Small markets! Seeking a news director to motivate your team to new heights? Medium market reporter/anchor is ready to lead. Contact through: 513-825-4450.

Ready to move up! Black woman, experienced anchor/reporter, articulate & attractive. Teens and 20's call 616-375-4632.

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

Job-hunting? We offer hundreds of weekly employment listings, advice on potential openings, confidential referral, written demo evaluations, and much more! Television, radio, corporate communications. From major-market to entry level. Our unique structure of diversified services gives your search the competitive edge! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Primo people seeking newscast producers, executive producers and news directors, all market sizes. Send tape and resume to Steve Porricelli or Margo Sanchez, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

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.

Ithaca College: School of Communications. The Television-Radio Department seeks a person for a tenure-track position starting August 15, 1988. Duties include teaching courses in electronic journalism including newswriting and reporting, editing, production and related specialties. Opportunity to provide leadership in an innovative journalism curriculum. Ph.D. or masters degree, with successful teaching and professional experience required. Send letter of application, resume, and three letters of reference to: Dr. James Treble, Chair, Television-Radio Department, Ithaca College, Ithaca, NY 14850. 607-274-3242. Screening begins December 31, 1987. However, applications will be accepted until the position is filled. Ithaca College is an affirmative action/equal opportunity employer.

Graduate assistants to study for M.A. or Ph.D. in Mass Communication. Start Fall 1988. Stipend plus fee waiver. Train undergraduates in radio, television, or field production techniques. Persons with undergraduate degrees in telecommunication or related fields and a 3.0 grade point average are invited to apply. Register by November 6 to take Graduate Record Examination. Contact Dr. John Wright, Graduate Coordinator, Department of Telecommunication, College of Journalism and Communications, University of Florida, Gainesville, FL 32611. AA/EOE.

Ithaca College: School of Communications. The Television-Radio Department seeks a person for a tenure-track position starting August 15, 1988. Duties include teaching media effects, research methods, media economics and possibly in a new Media Studies degree program. Ph.D. or ABD (early completion expected), with successful teaching experience required. Send letter of application, resume, and three letters of reference to: Dr. Michael Mirabito, Chair, Television-Radio Department, Ithaca College, Ithaca, NY 14850. 607-274-3242. Screening begins December 31, 1987. However, applications will be accepted until the position is filled. Ithaca College is an affirmative action/equal opportunity employer.

Ferris State College: Director of Telecommunications. Ferris State College invites applications for the position of Director of Telecommunications. Responsibilities include management of telecommunications program with classroom instruction in television production or audiovisual production, some intern placement as well as teaching, planning, evaluating faculty/staff, marketing, and managing budget. Baccalaureate degree required in related communications field. Minimum one year of administrative experience in communications field. Two years higher education teaching in communications-related curriculum. Five years related, professional experience desired. Master's degree preferred. Computer literacy preferred. Starting date will be no later than February 1, 1988. Salary commensurate with qualifications. Send resumes and letter of application, official college transcripts and three letters of reference, by November 27, 1987: Dr. Scott D. Whitener, Dean, School of Education, Ferris State College, Bishop Hall 602, Big Rapids, MI 49307. FSC is an equal opportunity/affirmative action employer.

Assistant/associate professor with earned doctorate in mass communications or related field with 2 years television production/writing experience. Responsibilities include design, development and production of news and educational television modules. Familiarity with new technologies preferred. Some research, teaching and travel; tenure track position; rank and salary commensurate with qualifications. Send letter of application, resume, all university transcripts and three letters of recommendation to: Carl W. Breeden, Chairman, Search & Screen Committee, Editorial Department, G 022 McCarty Hall, University of Florida, Gainesville, FL 32611. 904-392-1771. Refer to position #912480. Deadline: November 16, 1987. Equal opportunity-affirmative action employer.

The Perley Isaac Reed School of Journalism at West Virginia University seeks applicants for tenure-track vacancy in broadcast news and production. Should be able to teach in one or more of additional specializations, such as press law, mass communication, basic news writing, journalism history, etc., serve as advisor to broadcast news majors and participate in service and research. Master's degree and/or teaching and professional experience required; Ph.D. or ABD with teaching and professional experience preferred. Rank and salary negotiable. Position begins August 15, 1988. Send letter of application and vita to: Dr. John H. Boyer, Chairman, Search Committee, Perley Isaac Reed School of Journalism, West Virginia University, Morgantown, WV 26506-6010. Position open until satisfactorily filled. West Virginia University is an equal opportunity-affirmative action employer.

M.S. - Broadcasting. The College of Communications at the University of Tennessee invites applications from experienced broadcasters for its graduate program in media management. This unique M.S. program is designed for professionals desiring advanced training in broadcast administration. Graduate assistantships available. Contact Dr. H.H. Howard, Communications, University of Tennessee, Knoxville, TN 37996. Complete applications for fall 1988 due March 1. GRE required. Minorities and women are especially urged to apply.

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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: Video/film prod. co. (Midwest) seeks talented graphic artist with minimum two years experience in electronic graphics, paint, animation, 3-D. Send inquiries to Box Z-60.

Videotape editor. Philadelphia area production facility needs top flight, creative editor to help our production team create new broadcast properties as well as work with outside clients. Experience with CMX3400, or equivalent, and ADO required. Send tape and resume to Andy Kienzie, Edit Masters, 1000 Laurel Oak Corporate Center, Suite 108, Voorhees, NJ 08043. Or call 609-784-1177.

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).

TV news performance workshop: Crash course on stand-ups, reading from teleprompter, voice work, interviewing. For working or aspiring reporters. Conducted by former network news reporters and cameraman. Nov. 14. Reservation deadline Nov. 7. Call now. 212-921-0774.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde 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.

Standby FM transmitter: 3-5,000 watts for Panama City, Fla. Peter Bardach, 201-827-2525.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model - call 806-372-4518.

Wanting to buy used Ampex VPR-3 1" VTR's. Box Z-63.

Wanted to buy: Quick cash for TV studio equipment. We buy tripods, camera pedestals, lights, dimmers, drapes, prompters. What do you have? 312-365-5666.

Public Broadcasting of Northwest Pennsylvania, Inc. is soliciting bids for three 1-inch type C recorders and three studio camera systems, to be purchased under a Federal grant. Interested EOE qualified bidders write to: Porter Kendall, WQLN - TV, 8425 Peach Street, Erie, PA 16509.

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 25KG-CCA 20,000D**RCA BTF-10D**Collins 830F(10KW)**Collins 830E (5KW)-RCA 5B-RCA 3B-CCA 3000D(3KW) 2.5 Sparta**Gates FM-1C**Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **Transmitters**Harris BC-10H(10KW)**Harris MW1A* Gates BC-1G**Harris MW5 (1974) 5KW**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.

6 1/8" transmission line 1000', 75 ohm, 19 3/4" Ready to ship. Good condition. Call Bill Kitchen 303-465-4141.

1000' Kline tower Good condition. Standing in central U.S. Call Bill Kitchen 303-465-4141.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303-465-4141.

Used broadcast & video equipment. We buy, sell, consign, service. Over 1200 units in stock. BCS-Broadcast Store - 818-845-7000.

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.

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.

Building a new AM/FM radio station? Our Turnkey specialists save you money nationwide! 800-221-6941.

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.

Blank tape, half price! Perfect for editing, dubbing or studio, recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.49. Elcon evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Grass Valley 1600-3G & 7K switchers. TK-46 cameras, TK-28 alone or with chain. Sony 5800/5850/440 edit systems. Grass 400 routing switcher. RCATCR-100s available now! Complete truck with Ike HL-79DALS, 1" tape, Grass switching. Available now. Call Media Concepts for more information about these and other listings. Listings change daily! Call 919-977-3600.

SMC ESP-1 complete with remote control, data encoder, 5 tape decks, 5 24-tray carousels, digital switcher, automatic recorder and interfaces. Negotiable. Vassie Balkcum, 919-734-3336.

44 AM trans - 71 FM trans. Delivery from our inventory. All powers - all complete - all inst. books. World leader in broadcast transmitters, Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-276-9725/630-3600.

Audi-Cord cart machines, S-26 r/p stereo \$1,200.00, TDS-6 twin-deck (2) \$1,050.00 ea. All units factory reconditioned with new heads. Moseley STL 505/C \$4,795.00. Kidd Communications 916-961-6411.

Technics products, Hard to find SP-15, SP-25, SP-10MK2A, and SL-1200 turntables, SH-15B3 bases, and SLP-1200 compact disc player. All units in stock! Prepay for best price. Kidd Communications 916-961-6411.

30KW RCA TTU-30D transmitter, vapor-cooled includes TTUE-44 solid state exciter. Two good working Klystrons, diplexer and heat exchanger. At present on channel 63. Transmitter like new, approximately 3 years old. Available immediately. Contact Woody Sudbrink 305-833-4001.

RADIO

Help Wanted Management

GM FOR SMALL MARKET

Group owner needs a strong, sales-oriented General Manager for a small market combo in central Pennsylvania. This is a very profitable operation which requires a person of high character and integrity. Also require a person with record of: community involvement and leadership; maximizing revenue; controlling expenses. Send replies in strictest confidence to Box Z-65. EOE.

PGM/OPERATIONS MGR

New 100 KW FM community stat. Develop prgms/train volunteers. 3-5 yrs pgmng exp. Ability work with vols/common grps, comm-radio exp. pref. \$16-20K & benf. Resume, refs, goals to: Mid-Coast Radio, Box 6126, Kansas City, MO 64110 913-677-4419.

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-person dept. 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.



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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.

NEW RADIO STATION

660 kHz, 10 kW, 24 hrs., Santa Maria, CA. On air, News, Production, Sales, Traffic, Secretary. Send resume and audition tape: KGDP, Box 6606, Suite 406, Santa Maria, CA 93456.

**CONSISTENT
SEVEN FIGURE CASH FLOWS**

Twenty years radio experience. Last 12 and currently major market V.P./G.M. Consummate professional. Turn around, acquisitions, group operations, and financial experience. Strictest confidence: Box Z-30.

TELEVISION**Help Wanted Management****COMPTROLLER
ROME/ITALY**

Excellent opportunity. Position requires fluent Italian, heavy background television station administrative systems, procedures, budgets and accounting. Box X-131.

COMMERCIAL MANAGER

Commercial Manager wanted by Sunbelt UHF independent. Must be aggressive and have proven Indie record. Send resume and salary requirements to Box Z-59.

Help Wanted Sales**TV COMMERCIALS
☆☆☆ SALES ☆☆☆**

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add several capable sales representatives **immediately**. We're looking for persons with the following qualifications: Experienced in 1 on 1 selling to retailers...experienced and able to travel extensively—9 mos. per year. (willing to enjoy 3 mos. vacation).

We sell what is undoubtedly the finest package of syndicated TV commercials available. If you live in Texas, Midwest or Southeast, and would like to learn about our unique sales organization, we want to talk to you. Write and include resumé or

Call collect (203) 435-2551.

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P.O. Box 432/Main Street/Lakeville, CT 06039
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Blind Box Responses:

BOX ???

c/o Broadcasting Magazine
1705 DeSales St., NW
Washington, DC 20036

(No tapes accepted)

**ELECTRONIC
GRAPHIC
ARTIST**

Minimum 3 years experience with Quantel Paint Box and Chyron 4100 or equivalent systems. BA or MA in Broadcast Art Design or similar background desirable. Ability to art direct projects using DVE, CMX and/or 3-D systems also desirable.

Send resume to:

Production Manager

KHJ-TV
5515 Melrose Avenue
Los Angeles, CA 90038

No Phone Calls Please
Equal Opportunity Employer

**KYW-TV is looking for an
associate producer for its new
talk show TIMEOUT. Must
be experienced in live studio
production, celebrity bookings,
and good at creating new angles
and ideas. Please send tape &
resume to Bob Jones, KYW-TV
Program Manager,
Independence Mall East,
Phila., PA. 19106.
EOE M/F**

**Experienced Associate Producer-Writer for
regularly scheduled documentary televi-
sion series, plus industrial productions.
Verifiable broadcast writing skills manda-
tory. Need highly motivated, self-starter.
Samples of work required. Send resume
and salary requirements to: JG Produc-
tions, 2408 Timberloch, #B-7, Woodlands,
TX 77380.**

Help Wanted News**NEWS DIRECTOR**

Our award winning news operation still needs a strong leader. We have resumed our search for the right person with the right stuff!!! A quality staff deserves only the best...if you have the credentials. let us know. Send resume, newscast tape, and salary history to Harvey Libow, General Manager, KSFY-TV (ABC), 300 North Dakota Avenue, Suite 13, Sioux Falls, South Dakota 57102. EOE. M/F.

WEATHERCASTER NEEDED.

We want a primary weather anchor who can do it all!!! If you are currently in a morning/noon/weekend weather rut and want to upgrade your on-air career, let us know. We have the latest hi-tech computer gear and our three-person weather staff can vouch for our commitment to weather news. We are a medium market, group owned, VHF affiliate in the Midwest. If you think you take weather as seriously as we do, send your resume and salary history to Box Z-55. EOE. M/F.

Situations Wanted News**NEWS TEAM BOOKING OVERSEAS
ASSIGNMENTS NOW**

To be there when the news happens is one thing...but to bring back the kind of stories that help peg the needle on your ratings -- you need a special team -- that's us! Especially equipped news team...ready now.

Your reporter or ours.

Shoots/Reports/News Packages

Central America - Middle East

MONS 916-447-8477 TELEX 176259 HQ CSAC

INVESTIGATIVE PRO

Veteran reporter/producer seeks new challenge. Impact player with record of quality & results. National awards include UPI, IRE & Scripps-Howard. Contact:

Mark Lagerkvist 616-784-5301

**BROADCAST PROMOTION
PRODUCER**

ESPN, INC. has an immediate opening in its Promotions Department. Qualified applicants should have a college degree in Communications or a related field or equivalent and a minimum of 2 years production experience, preferably in promotion production. Must possess excellent writing and communication skills and must have solid knowledge of and an interest of sports.

We offer competitive salaries and benefits and a pleasant working environment. Qualified applicants should send resume and salary history to the Human Resources Department BD100, ESPN, ESPN Plaza, Bristol, CT 06010.

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Help Wanted Programing, Production, Others

Senior Video System Designer

Apple Computer, Inc. is now firmly entrenched in the Fortune 200. The right people can take us even further. Explore this opportunity to put your technology talents to the test at Apple.

You will work with our Graphics and Sound team in our Advanced Technology Group and be chiefly responsible for projects relating to commercial video input and output on Apple's products. Strong video and analog background with intimate knowledge of video standards is a must. Good understanding of digital design and frame buffer design also desirable. You must have a BSEE (MS preferred) and 4 years' experience in video systems design with strong analog circuit design skills.

To apply, send your resume to APPLE COMPUTER, INC., Human Resources, Dept. BC, 20525 Mariani Ave., MS9-C, Cupertino, CA 95014.



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Miscellaneous Continued

PERDIEMSM

BROADCAST SERVICES, INC.

We are now accepting additional applications from broadcast personnel for our national placement network. Send resume and cover letter to:

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34-12 36th Street
Astoria, NY 11106

GOT A PUBLICITY HEADACHE?

Drop the aspirin bottle and pick up the phone

Call the PR Doctor at 212-734-9234.

Faraone Communications, Inc.

Help Wanted Legal

ATTORNEY

Large prestigious Washington, D.C. law firm seeks a junior associate in communications with two to three years experience in common carrier, satellite and broadcast areas. Send resume to: Kim A. Holmes, Director of Recruitment, Arent, Fox, Kintner, Plotkin & Kahn, 1050 Connecticut Avenue, N.W., Washington, D.C. 20036-5339.

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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.

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- Unusable, Problem Tapes
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Miscellaneous

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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.



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...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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Is looking for new challenge. Doubled sales at AM/FM ... sold them for owners. Changed FM format, ratings jumped from 0 to 5% share.

Call Jim Harden
805-543-8830

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Investments Wanted

Venture Capital company interested in investments in communications services businesses. If your company is in, or serves the entertainment/information media business, currently has less than \$10m sales, and requires equity for turnaround or growth, respond confidentially to: Box Z-68

Charleston, SC

Construction Permit for new T.V. station for sale or joint venture. Exceptional city. Great market. Write or call David Hawkins (803-723-5359), 5 Cordes St., Chas., SC 29401.

For Sale Stations

ATTENTION BROKERS Small-Medium

Successful, small, one-man Broker interested in working with larger Broker in Wis., U.P. Mich., So. Minn., Eastern Iowa, N.W. Illinois. Top record, best references from clients I worked for. Financially qualified. Call 414-235-2625.

Nationwide Media Brokers Chapman Associates

MIDWEST AM/FM
Profitable small market combo
priced at 2x gross: \$600,000
with terms avail. Contact:

BILL LYTLE
816/941-3733

MIDWEST AM/FM

Fulltime AM & Class A FM.
City - 84,000.
Listening Area - 563,000.
Healthy Cash Flow.
Asking \$1.2 million.

SNOWDEN Associates

919-355-0327

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Profitable stations with owned real estate have application to upgrade the FM. This small market is halfway between two larger, rated markets. Steady sales. Good technical facilities. \$1,350,000. Principals only write Box 19057, Alexandria, Virginia 22320.

Full power UHF-TV CP's

- Mobile-Pensacola, Florida
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Television Technology Corp.
Bill Kitchen **303-465-4141**

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Put my over 30 years of service to work for you ...

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Full C in strong mkt of over 400,000. Negotiable.

Texas FM's and combos from \$325K to \$2Mil.

Med. Mkt. Network TV - \$10Mil, solid mkt.

Profitable combo in beautiful La. mkt - \$1.2Mil-terms.

Ark. combo-170,000 pop. excellent terms.

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318-868-5409 318-869-1301

Nationwide Media Brokers Chapman Associates

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Midwestern Class C; need to sell. Make offer; terms avail. Contact:

BILL LYTLE
816/941-3733

- LPTV construction permit. Naples, FL. Channel 2. \$70,000.
- Cable systems in ND and MN. \$1,000 per subscriber. Ask for Jim Dick.
- 100,000 watts plus strong daytime. NW Texas. \$2.1 million.

Business Broker Associates
615-756-7635, 24 hours

SOUTH-EASTERN IOWA

Daytime 500 watt AM station. All equipment plus 10 acres. Older owners willing to sacrifice. Excellent buy at \$100,000.00. Call 319-752-8325.

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\$800,000.00
BOX Z-69

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Washington, D.C. 20037

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Major Market AM - 5kw
Fulltime. Oldies Format.
Asking \$500,000.

SNOWDEN Associates

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Small Market
Only FM in Market
Outstanding Facility/Potential
Will Finance 312-368-0943

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WANTED: STATIONS TO BUY

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When you're ready to sell, call us.



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Effective with the November 2, 1987 issue of BROADCASTING, the following rate structure for the blind box service will apply:

BLIND BOX FEES

(in addition to basic advertising cost)

Situations Wanted: \$4.00 per issue.

All other Classifications: \$7.00 per issue

The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number.

BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to the sender.

BROADCAST MEDIA ASSOCIATES

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Due to the Veteran's Day holiday, classified advertising for the November 16, 1987, issue is due Friday, November 6, 1987.

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All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

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The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Charles C. Townsend, president and chief operating officer, Colony Communications, Providence, R.I.-based multiple cable system operator, adds duties as president and COO, Cellular Radio, for parent company Providence Journal.

Richard T. Kitelynn, VP and general manager, TVX Broadcast Group's WTVZ(TV) Norfolk, Va., named corporate VP, TVX, Virginia Beach, Va.-based owner of 12 TV's, to coordinate promotion and special projects.



Spritzer



Buss

Appointments at Greater Media, East Brunswick, N.J.-based owner of seven AM's and seven FM's: **Lola F. Spritzer**, general manager, corporate operations, named VP, administration; **Robin J. Buss**, corporate controller, named VP, business affairs, radio division.

Buddy Howell, general manager, Thrash Broadcasting's KEND(AM)-KLLL-FM Lubbock, Tex., named executive VP, operations, Thrash, and general manager, Thrash's other two stations, KAMA(AM)-KAMZ(FM) El Paso.

James Long, president and general manager, Capital Cities/ABC's WPRO-AM-FM Providence, R.I., joins co-owned WJR(AM) Detroit in same capacity.

Lonnie Gronek, general manager, WHK(AM)-WMMS(FM) Cleveland, named VP, parent company, Malrite Communications Group.

Leslie Maskin, program attorney, contracts, ABC-TV, New York, joins NBC-TV there as manager, business affairs, program acquisitions negotiations.

Edwin Groves, general manager, WXTX(TV) Columbus, Ga., joins KJTM-TV Pine Bluff, Ark., as VP and general manager, succeeding **Jeffery Feyes**, who joins WDCA-TV Washington as general sales manager.

Satish R. Adige, senior financial analyst, business planning department, Warner Cable Communications, Dublin, Ohio, named manager, financial services and analysis, Warner's division III.

Daniel P. Raspanti, audit manager, Security Life of Denver, joins United Cable Television Corp., Denver-based MSO, as manager, systems analysis.

James A. Mumma, assistant general man-

ager, Dover, N.J., regional headquarters, Sammons Communications, joins Sammons's Pleasantville, N.J., regional headquarters in same capacity.

Appointments at Comcast Cable Communications, Bala Cynwyd, Pa.-based MSO: **Kim D. Allen**, general manager, both Montgomery county, Pa., systems, to VP and general manager, both systems; **Diane Christie**, general manager, Fort Wayne, Ind., system, to general manager, West Palm Beach, Fla., system.

Robert C. Moss, VP, Palmer CableVision's Florida cable division, Naples, Fla., named VP, cable acquisitions, to be based there.

John P. McWeeny, general manager, KEYT-TV Santa Barbara, Calif., joins WREX-TV Rockford, Ill., in same capacity.

Anthony Novia, operations manager, WHYI-TV Fort Lauderdale, Fla., named VP and operations manager.

Sunny Lindsay, business manager, KMGR(AM) Murray, Utah, and KMGR-FM Orem, Utah, named station manager.

Al Uzzell, program director, WHBF-TV Rock Island, Ill., named operations manager.

James L. Rhoades, director, sales and marketing, Telesat Cablevision's West Boca Cablevision, Boca Raton, Fla., to same capacity, southern Florida region.

Barbara S. Herrick, development director, noncommercial KTEP(FM) El Paso, joins West Virginia Public Radio, Charleston, W.Va.-based group of eight noncommercial FM's, in same capacity.

Pearl Samuels, executive secretary, Christian Broadcasting Network's CBN Cable Network, Virginia Beach, Va., named office manager.

Valeri A. Dobson, director, research and marketing, KPRC-TV Houston, joins WPVI-TV Philadelphia as research manager.

Marketing

Tim Fenton, executive VP and creative director, direct marketing division, McCaffrey & McCall advertising, New York, joins Bozell, Jacobs, Kenyon & Eckhardt/Direct, New York, as president.

Mary Murphy, associate media director, Ketchem Advertising, San Francisco, named VP.

Appointments at Chiat/Day Advertising: **Annette Cerbone**, director, network programming, New York, to VP, network programming; **Rob White**, VP, senior planner, Chiat/Day, Los Angeles, to VP, associate director, account planning.

Andrea Sessler, VP and director, personnel, Ammirati & Puris, New York-based advertising agency, named VP and director, per-

sonnel and public relations.

Appointments at Griffin Bacal, New York: **Paul Kurnit**, executive VP and director, client services, adds duties of chief operating offi-



Kurnit



Leokum

cer; **Leonard Leokum**, senior VP and creative director, to executive VP and creative director.

Thomas E. McKinney, VP, advertising sales, Group W Cable, New York, joins Tempo Television, Tulsa, Okla., as senior VP, marketing, advertising and sales.

John Gutman, manager, national advertiser and station sales, Freedom Sports Network, Colorado Springs, named VP, advertiser sales.

Appointments at Katz Communications: **Frank Digioia**, general sales manager, WABC(AM) New York, to VP, general manager, Katz Radio Group Sports; **Alan Friedman**, summer intern, Katz Independent Research, New York, to research analyst, Swords sales research team there; **Robert Grady**, Katz Continental Research, New York, to research analyst, Sabers sales research team there; **Jocelyn Grunner**, account executive, Katz Independent Television sales, New York, to sales executive there; **Kristi Heft**, buyer-planner, Young & Rubicam, Detroit, to sales executive, Katz Independent Television there; **Brian Watson**, director, employee stock ownership plan and Katz telephone network, New York, adds responsibilities as director, corporate benefits and taxes; **Paula Kox**, marketing consultant, Denver Marketing Specialists, to sales executive, Katz Television, Denver; **Barbara Chambers**, sales manager, Select Radio, Dallas, and **Jennifer Haynes**, broadcast buying supervisor, The Richards Group, Dallas, to account executives, Katz's Christal Radio there; **Mark Mayfield**, account executive, Torbet Radio, Atlanta, to same capacity, Christal Radio there; **Thomas MacLean**, sports broadcaster and sales representative, WJIM-AM-FM Lansing, Mich., to account executive, Katz's Christal Radio, Detroit; **Jason Liebowitz**, client service representative, Arbitron Ratings Co., New York, to account executive, Katz's Banner Radio, Los Angeles; **Robert McGhee**, account executive, Select Radio, New York, to same capacity, Katz's Banner Radio there; **Joan Leon**, personnel consultant, Irene Cohen Personnel, New York, to employment administrator, Katz Communications there; **Todd Wilson**,

production coordinator, creative services, Katz Communications, New York, to staff designer there.

Appointments at MMT Sales, New York: **Les Einhorn**, account executive, Blair Advertising, Rochester, N.Y., to same capacity, B-II team; **Lauren Raskin**, account executive, TeleRep, Los Angeles, and **Brian Monihan**, account executive, Los Angeles, to same capacities, C-II team.

Lindsay Randall, media buyer, Bozell, Jacobs, Kenyon & Eckhardt, Dallas, and **Lauren Podesta**, account executive, WINS(AM) New York, join CBS Radio Representatives, Los Angeles, as account executives.

Appointments at Petry Television, New York: **Mona Gevarter**, manager, station sales, Broadcast Advertisers Reports Inc., New York, to account executive, White team; **Greg Finch**, sales trainee, to account executive, Petry National's Blue team.

Appointments at Seltel Inc., New York: **Kieran Clarke**, senior media buyer, Ammirati & Puris, New York, to account executive, Rangers sales team; **Jeff Roberts**, senior research analyst, to account executive, Rebels sales team.

Jan Finn, sales manager, KSEA(FM) Seattle, joins King Broadcasting's Major Market Radio Northwest there as account executive.

Appointments at Enssling & Hall Advertising, Tampa, Fla.: **Shauna Caughill**, assistant media buyer, Jim Hughes Advertising, Milwaukee, to junior account executive; **Kimberly Poling**, computer operator, Cedar Bluff Physicians Building, Knoxville, to assistant bookkeeper.

Betsy Riemenschneider, coordinator, marketing and creative services, WGN(AM) Chicago, named manager, marketing and creative services.

Charles W. Hammond, general sales manager, KOY-AM-FM Phoenix, joins WDAE(AM)-WUSA-FM Tampa, Fla., in same capacity.

Wayne K. Brown, national sales manager, WCBS(AM) New York, named local sales manager.

Bill Lenzen, general sales manager, KADI(AM) Camdenton, Mo., and KRJY(FM) St. Louis, joins WIL-AM-FM St. Louis as local sales manager-senior account executive.

Bruce N. Lee, account executive, KETV(TV) Omaha, joins WOWT(TV) there as local-regional sales manager.

Robert Gluck, national sales manager, WLVI-

TV Cambridge, Mass., named local sales manager.

Ed Orтели, account executive, Katz Television, Chicago, joins KTSP-TV Phoenix in same capacity.

Bill Burns, account executive, WNBC(AM) New York, **Bill Sullivan**, media buyer, Vitt Media International, New York, and **Gayle Lewis**, intern, associate producer, *Bob Grant Show*, WABC(AM) New York, join WINS(AM) New York, as account executives.

Programing



Griffiths

Jim Griffiths, director, film acquisition, HBO, New York, named VP, film programming.

Appointments at Weintraub Screen Entertainment, Los Angeles: **Jim Landis**, VP, international, Reeves Entertainment Group, Los Angeles, to senior VP, worldwide

distribution; **Richard Milnes**, managing director, J&M Film Sales Ltd., London, to managing director, U.K., London.

Paul A. Orio, director, sales, WTX(TV) Waterbury, Conn., joins Rasmussen Communications Management Corp., sports production and marketing company, Champaign, Ill., as senior VP and chief operating officer.

Appointments at Paramount Pictures Corp.: **Ed Wilson**, VP, Southern regional manager, Dallas, to VP, Eastern regional manager, New York; **Al Rothstein**, general sales manager, WTVJ(TV) Miami, succeeds Wilson as VP, Southern regional manager; **Dirk van de Bunt**, senior attorney, network television division, to director, business affairs, network television division, Los Angeles.

Appointments at King World: **Patsy R. Bundy**, corporate administrator and director, contract administration, New York, to VP, corporate administration there; **James Farah**, Southeast division manager, Atlanta office, to VP and Southeast regional manager there; **Noreen McGrath**, research analyst, Camelot Entertainment Sales, King World's barter sales division, New York, to

manager, research.

Jeri Sacks, director, pay-cable sales, Lormar Syndication, Culver City, Calif., named VP, pay-cable sales.

Appointments at MGM/UA Telecommunications, Paris office: **Gilberte De Turenne**, head, series and TV movie acquisitions, Antenne 2, Paris, to manager, sales, responsible for sales to French-speaking countries; **An-nabel Bighetti**, head, shorts and cartoon acquisitions, and assistant head, programs, Antenne 2, to director, sales, responsible for sales to French-speaking Africa.

Appointments at MTV Networks, New York: **Marshall Cohen**, senior VP, research and corporate services, to senior VP, corporate affairs and communications, responsible for corporate ad sales research, ad sales marketing and creative services departments; **Hal Wolf**, account director, Eastern region, to director, affiliate market development; **Rich Ross**, talent relations coordinator, *Big Ballot* entertainment poll project, to manager, talent relations, *Nickelodeon* and *Nick at Nite*; **Patty Brennan**, account director, central region, to regional director, central region; **Joe Shults**, regional director, Western region, to director, special projects.

Norman Rice, manager, studio property department, Universal Studios Florida, joint venture of MCA and Cineplex, named VP, studio manager and construction coordinator (starting late 1987), Orlando, Fla.

Michael H. Lauer, VP, business affairs, Scotti Brothers Pictures, Los Angeles, and former VP, business affairs, MGM/UA Television, Los Angeles, joins Management Company Entertainment Group, Los Angeles-based film distribution, production, management, financing and packaging company, in same capacity.

Stan Brodsky, director, television division, Radio City Music Hall Productions, New York, named VP, television production.

Skip Chasey, production coordinator, Telecom Entertainment, Los Angeles, named manager, business affairs, responsible for contract negotiation and administration and production and corporate finance.

Judith Jones, director, international sales, Satori Entertainment Corp., New York, joins Adler Video Marketing, McLean, Va.-based program distribution firm, as VP, sales and production.

Norman Blashka, treasurer, Cablevision Systems Corp., Woodbury, N.Y., joins The Nostalgia Channel, New York, as VP, finance.

Appointments at Christian Broadcasting Network's CBN Cable Network, Virginia Beach, Va.: **John Roos**, VP, advertising and marketing, to VP, marketing, overseeing affiliate relations, creative services, marketing and advertising; **Read Smartt**, administrative manager, to director, operations; **Craig Sherwood**, acting director, affiliate relations, to director, affiliate relations; **Stan Majkut**, project manager, affiliate management department, to manager, affiliate relations, mid-Atlantic region.

Appointments at Samuel Goldwyn, Los Angeles: **Lora Fox**, director, creative affairs, **Jeff Dowd & Associates**, Los Angeles, to



Becker

Charity begins at home. Ralph E. Becker, president and chief operating officer of Television Station Partners, Northeastern Television Investors and Toledo Television Investors, the last two managed by Pompadur-Becker Group, has established a charitable lead trust that may bring his alma mater, Southern Illinois University at Carbondale, \$3 million over 15 years, beginning as soon as 1990, depending on liquidation of some or all of his business interests. A Carbondale native who, as a freshman, helped launch the university's first radio production studio in 1951, Becker set up in 1985 a \$50,000 scholarship endowment (increased last year by \$10,000) for the school's department of radio-television which he visits twice a year as lecturer.

He has asked that income from the trust—a portion of which will help fund the operating budget of the SIU Foundation—be used to nurture SIUC's College of Communications and Fine Arts.

director, television acquisitions; **Ron Breitstein**, senior research analyst, domestic distribution division, Lorimar Telepictures, Los Angeles, to research manager.

Richard Vahi, supervisor, domestic operations, Worldvision Enterprises, New York, named assistant director, operations. **Steven Anastasi**, film trainee, Worldvision, named manager, animation.

Aimee I. Frieman, affiliate marketing manager, The Disney Channel, Atlanta, joins The Playboy Channel there as sales manager, Eastern region.

Doug Knight, station manager, WGBO-TV Joliet, Ill., joins Republic Pictures, Chicago, as Midwest account executive.

Maxine and Sally Lapiduss, freelance comedy writing team, most recently for ABC-TV *Afternoon Special*, New York, join Grant Tinker/Gannett (GTG) Entertainment, Culver City, Calif., as creators and writers in development of weekly comedy series.

Frank Proctor, program director, WAIV-FM Jacksonville, Fla., joins Radio Arts, Los Angeles-based radio program syndicator, as director, special projects.

Joanne Blum Jackson, program director, KRBK-TV Sacramento, Calif., joins KOVR(TV) Stockton, Calif., in same capacity, succeeding **Henry Urick**, resigned.

Appointments at KRBK-TV Sacramento, Calif.: **Louis Galiano**, production manager, KOVR(TV) Stockton, Calif., to operations manager; **Mark Chiolis**, operations crew chief, KRBK, to production manager.

Bill Gallagher, news and public affairs director, KGW(AM) Portland, Ore., named program director.

Marcia Aylesworth, program and promotion manager, KDTU-TV Tucson, Ariz., joins WVT(TV) Milwaukee as program director.

Jeff Tyson, program director, EZ Communications' KFYE(FM) Fresno, Calif., joins EZ's WHQT(FM) Coral Gables, Fla., in same capacity.

Jim Murphy, program director, WOKQ(FM) Dover, Del., assumes additional duties as operations manager.

Sam Hutchison, program and promotion manager, WXGZ-TV Appleton, Wis., joins WLUK-TV Green Bay, Wis., as program and creative services director.

Jeffrey Silberblatt, announcer, WYYY(FM) Syracuse, N.Y., joins WXYL(FM) Ithaca, N.Y., as program director and morning announcer.

Claude Trotter, production assistant, and **Ron Cope**, production specialist, both WVEC-TV Hampton, Va., join WTKR-TV Norfolk, Va., as production specialists.

News and Public Affairs

Nancy Taubkin, satellite news coordinator, Conus Communications, Minneapolis-based, international Ku-band satellite news cooperative of local television stations, named satellite news producer; **Lisa Cohen**,

news producer, WALA-TV Mobile, Ala., succeeds Taubkin as satellite news coordinator.

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, KSAF-TV San Antonio, Tex., to general assignment reporters.

Appointments at WLEX-TV Lexington, Ky.: **Greg Gerlach**, anchor-reporter, to assistant news director and executive news producer; **Mike Barry**, co-anchor, 6:30 a.m. news, to principal anchor, 5:30 p.m., 6 p.m. and late evening news; **Alan Cutler**, sports reporter, anchor and Pittsburgh Pirates baseball announcer, KDKA-TV Pittsburgh, to principal sports anchor; **Tom Kenny**, sports assignment editor, to co-anchor, *Kentucky Sunrise*, *Today in Kentucky* and noon news.

Marty Levin, news anchor, KFMB-TV San Diego, and **Denise Yamada**, field correspondent and substitute host, *Good Morning America*, ABC News, New York, join KCST-TV San Diego as co-anchors.

Gene Langenberger, weekend director, WYOU(TV) Scranton, Pa., joins WLSL-TV Roanoke, Va., as senior director.

Clyde Gray, northern Kentucky bureau chief, WLWT(TV) Cincinnati, named co-anchor, 6:30 a.m. and noon news.

John Carlin, weekend anchor, WLSL-TV Roanoke, Va., named weekday anchor.

Bob Karstens, anchor, KTBC-TV Austin, Tex., joins WBZ-TV Boston as weekend anchor and weekday general assignment reporter.

Minerva Perez, anchor and reporter, KPNX-TV Mesa, Ariz., joins KTLA(TV) Los Angeles as weekend co-anchor and weekday general assignment reporter.

Laura Townsend, news director, WWCT(FM) Peoria, Ill., joins WIRL(AM) there as morning anchor, succeeding **Ed Hammond**, who joins WEEK-TV there as assignment editor.

Perri Peltz, general assignment reporter, WGGB-TV Springfield, Mass., and **Neal Rosenau**, general assignment reporter, WCBS-TV New York, join WNBC-TV New York in same capacities.

Maria Zacharias, producer and reporter, weekly news magazine, WTVJ(TV) Miami, joins KREM-TV Spokane, Wash., as special projects reporter and producer.

Ed Whelan, sportscaster, WKYC-TV Cleveland, joins KOIN-TV Portland, Ore., as sports anchor, 11 p.m. news.

Larry Dingmore, weather anchor, KTBC-TV Austin, Tex., joins KDFW-TV Dallas in same capacity.

Mike Kirsch, reporter and morning cut-in anchor, *Good Morning America*, KTNV(TV)

Reno, joins WBBM-TV Chicago as general assignment reporter. **Steve Baskerville**, former weatherman, *CBS Morning News*, CBS-TV, New York, joins CBS's WBBM-TV as weekend weatherman.

Walter Richards, general assignment reporter and anchor, Virginia News Network, Richmond, Va., joins WTVR-TV there as general assignment reporter.

Bernadette Yao, assistant director and production assistant, noncommercial WGBH-TV Boston, joins WNEV-TV there as host and producer, *Asian Focus*, magazine-format, public affairs program.

Dana Amalfard, producer, *Panorama*, WTTG(TV) Washington, joins WJLA-TV there as producer and writer, community service.

Dick Sheeran, New Jersey reporter, KYW-TV Philadelphia, named correspondent at large.

Helen Somerset, reporter, WLUK-TV Green Bay, Wis., joins WISH-TV Indianapolis as general assignment reporter.

Kim Hunter, graduate, Louisiana State University, Baton Rouge, joins WBZ(TV) there as general assignment reporter.

Catherine Leahan, consumer-general assignment reporter, KETV(TV) Omaha, joins WXYZ-TV Detroit as consumer-investigative reporter.

Technology



Battaglia

Vincent Battaglia, president, applied technology division, Litton Industries, Beverly Hills, Calif., joins Varian Associates Inc., Palo Alto, Calif., as president, electronic device group.

Danny Ducello, director, operations, Westside Video, postproduction division, Alan Lansberg Productions, Los Angeles, joins CCR Video, Los Angeles, in same capacity.

David Nicholas, national sales manager, CATV group, Pioneer Communications of America, Upper Saddle River, N.J., as national sales manager, cable television division.

Appointments at Sencore Inc., Sioux Falls, S.D.-based equipment manufacturer: **Herb Bowden**, founder and president, to board chairman; son, **Alan Bowden**, executive VP, internal operations, succeeds father as president; son, **Doug Bowden**, VP, human resources, to executive VP, marketing; **Randy Koespell**, controller and treasurer, to VP, finance.

Nancy Babich, sales representative, video sales group, United Video, Tulsa, Okla., named sales executive, special markets, including electronic program guide.

John Walsh, chief engineer, WHEC-TV Rochester, N.Y., joins Viacom Inc., Rochester, N.Y., as director, engineering, television di-

vision.

Tom Moller, radio frequency design and test engineer, Boeing Aerospace/Boeing Electronics, Seattle, Wash., joins Acrian Inc., San Jose, Calif.-based equipment manufacturer, as application engineer, transistor division.

Ken Leffingwell, sales engineer, Wegener Communications, equipment manufacturer, Duluth, Ga., named manager, marketing services.

Leo A. Riddle, national sales director, RADYX Satellite Systems, Ocala, Fla., joins Microdyne Corp., Ocala-based satellite communications equipment manufacturer, as sales engineer.

Joseph Visslailli, Northeast regional sales manager, Fuji Photo Film, Elmsford, N.Y., named national sales manager, professional videotape products, magnetic products division.

Raymond Blumenthal, marketing manager, Listec Video Corp., Hauppauge, N.Y., joins Panasonic Broadcast Systems, New York, as district sales manager, metropolitan New York and New Jersey region.

Promotion and PR

Nance Guilmartin, director, public information, Group W's WBZ-TV Boston, adds duties as director, public affairs and community relations, Group W Television.

Appointments at WWOR(TV) Secaucus, N.J.: **Arthur Hecht**, creative director, corporate advertising and promotion, NBC-TV, New York, to VP, marketing and communica-



Hecht



Harrison

tions; **Cynthia Harrison**, director, marketing, Group W Cable, New York, to director, public relations.

Dick Cunningham, director, and **Bernice Molina**, executive producer, Ruder Finn & Rotman/Broadcast Communications, New York, announce formation of Broadcast Productions Inc., New York-based video production company and public relations consultancy, servicing public relations and advertising agencies without in-house production facilities.

Linda C. Haneborg, VP and general manager, *Oklahoma Living* magazine, Oklahoma City, joins KGMC(TV) there as director, public relations.

Carol Crago, writer-producer, promotion department, WHTM-TV Harrisburg, Pa., named promotion manager.

Deborah Thomas, assistant manager, public relations and promotion, noncommercial

WNYC-AM-FM-TV New York, named manager.

Mark Damon, news promotion producer, WTVF(TV) Nashville, joins WSOC-TV Charlotte, N.C., in same capacity.

Allied Fields

Appointments at Electronic Industries Association, Washington: **James E. Riley**, secretary and general counsel, to VP, secretary and general counsel; **James H. (Hal) Berge**, director, information and telecommunications technologies group, to staff VP.

Tim Duncan, Boston (Mass.) Media Consultants, named executive director, Advertiser Syndicated Television Association, New York-based barter syndication trade association and information source, succeeding **Warren Boorom**, who stays on in consultant capacity.

Douglas Webbink, economist, bureau of economics, regulatory analysis and consumer protection divisions, Federal Trade Commission, Washington, joins Federal Communications Commission there as assistant chief, economics, policy and rules division, Mass Media Bureau.

Tony Smith, VP, promotion, EMI America Records, New York, joins Mediabase Research Corp., Farmington Hills, Mich.-based programming monitoring firm, as VP, national sales.

Grace F. Healey, senior VP and director, strategic planning and research, Smith/Greenland, New York, joins Alpert-Healey Inc., New York-based market research firm, as co-owner and executive VP.

Mary-Jane Raphael, VP, communications and administration, ABC-TV, New York, joins Council of Better Business Bureaus, Arlington, Va., as senior VP, national advertising division.

Terry Lee, outgoing chairman and CEO, Storer Communications, received National Public Affairs Award, awarded Oct. 6, Atlantic Cable Show, Atlantic City, N.J., for \$1 million cable TV industry contributions to Muscular Dystrophy Association campaign over past three years and for participation this year as national board member, MDA.

Leonard Statesman, VP, Lee & Young Communications, New York-based advertising agency, joins Electronic Shopping Service Corp., New York-based merchandiser for cable and commercial television shopping services, as director, co-op ad sales and commercial production for vendors, video department store.

Appointments at Nielsen Marketing Research: **Frank J. Schanne**, executive VP and chief operating officer, Nielsen's Omaha-based subsidiary trade promotion research firm, Majers Corp., to VP and national marketing director, parent company, Northbrook, Ill. headquarters; **Philip H. McGrath** and **Bruce Sturgeon**, account managers, trade services, Northbrook, named VP's and trade services managers there; **Kim du Toit**, group marketing manager, O.K. Bazaars, Johannesburg-based retailer, to service ex-

ecutive, trade services department; **Karla Thompson**, client service executive, Nielsen Media Research, to account executive; **Eileen R. Cipnick**, account executive, spot sales, ABC-TV, Atlanta, to same capacity, Nielsen Media Research.

Marjorie Arons-Barron, editorial director, WCVB-TV Boston, elected president, National Broadcast Editorial Association.

Appointments at Association of National Advertisers, New York: **Kim Armstrong**, director, advertising, AT&T Communications, New York, elected chairwoman; **Richard H. Shahan**, freelance communications consultant, New York, to VP, communications.

William R. Malone, VP and Washington counsel, GTE Corp., Lebanon, Pa., joins Murphy & Malone, Washington-based law firm, as partner.

Amy L. Bondurant, former senior counsel, Senate Consumer Subcommittee, Washington, joins Verner, Liipfert, Bernhard, McPherson & Hand law firm, Washington, as of counsel, legislative group.

Deaths

Charles C. Alsup, 82, retired radio and television executive, died Sept. 21 of congestive heart failure in Westlake Village, Calif. In charge of worldwide sale of Groucho Marx's 1950's television program, *You Bet Your Life*, for C&C Syndication, Alsup owned KICA-AM Clovis, N.M., during 1940's. He had retired from Metro-Goldwyn-Mayer, Los Angeles, in 1970 as division manager, television film sales. He is survived by wife, Florence, daughter, son and three grandchildren.

Wendell P. Loveless, 95, first director of Moody Bible Institute radio department and Christian broadcasting pioneer, died Oct. 3 at his home in Honolulu after refusing surgery for unidentified purpose. Traveling musician and advertising salesman, he joined Moody in 1926 as business manager, and soon became first manager of its radio department. Moody Broadcasting Network, based in Chicago, now owns four AM's, seven FM's and program syndication totaling approximately 600 outlets. After interval devoted entirely to church work, he became manager of religious format radio station KAIM(AM) Honolulu, where he remained associate pastor of First Chinese Church of Christ until retirement in 1981. He is survived by three sons, 11 grandchildren and 11 great grandchildren.

Everett R. O'Hare, 49, producer-director, noncommercial WMVS(TV)-WMVT(TV) Milwaukee, died Oct. 13 of heart attack. He had been with the stations for 21 years after serving as producer and director for stations in Sioux Falls, S.D.; Peoria, Ill., and Helena, Mont. His work as commercial photographer had been used by NBC, CBS, BBC, Wolper Productions and local Milwaukee television stations. Also he had served as telecasting instructor, Milwaukee Area Technical College, licensee of two public TV stations. He is survived by wife, Joanne, and son.

Honing the leading edge

When Dick Green agreed to take his current post as head of broadcast operations and engineering for the Public Broadcasting Service in October 1984, he told PBS President Bruce Christensen it would be his first job that did not require him to build something.

He had, as it turned out, spoken too soon. Just a few hours after Green took the job, PBS's main technical facilities were gutted by a fire at its Washington headquarters, and Green spent the next two-and-a-half years redesigning and rebuilding its \$5.1-million, 12,000-square-foot facility at a new PBS headquarters in suburban Virginia.

It was Green's most recent challenge, but only his latest in three decades of engineering activities in broadcast settings such as ABC and CBS, as well as in his parallel career as a theoretical physicist in projects ranging from laser range finders to lunar landings.

It was in physics that Green made his first engineering marks, largely in his work on new laser technologies, first as part of the U.S. Army research team that designed the first laser range finders and later with Hughes on other military and medical laser applications. Green's purview also included work with early experimental satellites during graduate physics work on the use of lasers for weather evaluation.

Later still, while combining doctoral work in Seattle with a Boeing research post, Green used computer-aided analysis of thermal data from the moon to help select landing sites for the Apollo lunar landing (he also reported on the event for CBS through affiliate KIRO-TV).

Broadcasting was never far from Green's mind, however, and his numerous part-time broadcasting technician-production posts often filled as much time as any full-time position. He got his first taste of the medium from the front end of a microphone before he was in his teens, when a college drama professor in Colorado Springs recruited him along with other children to perform children's radio plays produced by the college station.

When Green later went to the same college, one of his physics professors also happened to be chief engineer of the college's FM station, KRCC(FM), and hired Green to work weekends and nights there after Green got his FCC license. Green also later worked part-time at the college's KRDO-TV.

Even in the thick of his doctoral work in Seattle in 1964-68, Green put in many hours at KIRO-TV, working mostly on the audio side (including early live quadraphonic mixes) and on sports and other remotes around the region.

It was after several years as a technical manager with Hughes, near the TV production world of Los Angeles, however, that



RICHARD ROY GREEN—senior vice president, broadcast operations and engineering, Public Broadcasting Service, Washington; b. June 10, 1937, Colorado Springs; BS, physics, Colorado College, Colorado Springs, 1959; MS, physics, State University of New York, Albany, 1964; PhD., interdisciplinary, University of Washington, Seattle, 1968; engineer, KRDO-TV Colorado Springs, 1957-59; captain, U.S. Army Signal Corps, electronic engineer, U.S. Army Electronic Research and Development Lab, Fort Monmouth, N.J., 1959-64; research associate, Atmospheric Science Research Center, State University of New York, 1963-64; Atomic Energy Commission Fellow, University of Washington, 1964-66; engineer, KIRO-TV Seattle, 1965-72; senior staff scientist, Boeing Scientific Research Laboratories, Seattle, 1965-72; research assistant professor, University of Washington, 1968-1972; manager, laser countermeasure and information sciences department, Hughes Aircraft Co., 1972-77; manager, videotape post-production department, ABC, 1977-79; director of engineering, Times Fiber Communications, 1979-80; director, advanced television technology laboratory, CBS Technology Center, 1980-83; executive director, U.S. Advanced Television Systems Committee, 1983-84; present position since October 1984; divorced; children: David Allan, 16; Richard Jr., 13.

Green finally decided to give himself over full-time to his first love. Talking with broadcasting colleagues in the area, he was struck by advances in broadcast technology.

ABC offered him a job as a technical operations manager, starting him on the game show, *Family Feud*, and Green still remembers the culture shock that accompanied his move from a research lab thick with PhD's to a slick Hollywood production operation.

He moved up quickly into responsibilities

for various studio operations, tape operations and special events operations, and worked with the most advanced technologies of the time such as computer-aided editing and video graphics while building the post-production rooms of the then-leading network.

Green went next to a one-year stint at Times-Fiber and from there to the directorship of the advanced television technology labs at CBS's Technology Center. Although the center has since been closed, its history was replete with significant developments in television, such as the minicam.

A month after joining the CBS labs, he was sent to Europe to work on the new digital video standard, and within a year he was chairman of the international drafting group for the final standard.

High-definition television was a large part of the labs' emphasis, with Green participating at the first Washington HDTV demonstrations in the early 1980's and working with other leaders in the field to promote the possibilities of an electronic production system that could match the quality of 35 millimeter film.

Circumstances later brought Green deeper into the world of international technical standards when in 1983, fresh from international digital standardization and his early experience with HDTV, he was chosen as executive director of the then just-formed Advanced Television Systems Committee.

The all-industry standards body, which he headed until he officially took over his PBS post in October 1984, subsequently led the push for international HDTV studio standards, and worked as well in advanced satellite delivery standards and other areas.

His former boss at ABC, the president of Broadcast Operations and Engineering, Julius Barnathan, remembers Green as "very talented, [with] his forte in development." Green noted PBS's heritage of technical advances, which include the pioneering of network satellite interconnection, digital audio stereo sound transmission and closed captioning, and said he believes "public broadcasting has a mission to develop technology not developed by commercial networks but still in the public interest."

With his rebuilding of the PBS technical facility completed last spring, Green has some major projects still ahead, including the replacement of the PBS existing C-band satellite system by 1991.

But as usual, among Green's main concerns are longer range issues. Among them: where will the technical leadership of tomorrow's broadcasting come from? He said he worries that the field is not taken as seriously as an academic pursuit as it is, for example, in European nations. "We don't train technical leaders very well," he said. "We don't encourage broadcasting as an academic discipline on the technical side. It's not the profession it deserves to be."

Association of Independent Television Stations' board, meeting last week in Laguna Niguel, Calif., **directed its staff to file briefs in selected litigation between cable operators and cities in First Amendment cases.** INTV gave Springfield, Ore., \$10,000 last spring in its referendum battle with Tele-Communications Inc. over municipal franchise. Board also directed its staff to file comments with FCC seeking "more realistic definition" for "effective competition" in commission's rulemaking on subject. On copyright front, staff has been directed to examine legislation options that would recognize and honor exclusive program agreements entered into by independent stations while also seeing that independent's programming is made available "to truly rural dish owners." Board also directed executive committee to study policy issues surrounding cable/telco and HDTV. INTV said it will hold political advertising seminar at Westin hotel in Washington on Nov. 18.

With impending retirement of NBC Enterprises President Jerome Wexler, it is believed that unit will be reorganized, with responsibilities and operations assigned to other NBC units. One, international program sales, is expected to remain largely intact under network sales. Enterprises division, reestablished in 1980 under ex-NBC Entertainment head Mike Weinblatt after long hiatus in 1970's, contains grab-bag of businesses, from marketing of NBC

Well done. If CNN ratings are any indication, Americans were enthralled with the rescue of Jessica McClure, the 18-month old girl who was trapped in an abandoned well in Midland, Texas, for some 58 hours. The seven-year old cable network said it had its highest-rated program ever when Prime News aired during the rescue, which occurred just before 9 p.m. NYT on Friday evening, Oct. 16. According to CNN, Prime News, which is on daily at 8-9 p.m. NYT, scored a 6.6 rating/11 share (A.C. Nielsen) that night, reaching 2.8 million households. The show, according to a CNN spokeswoman, featured five live reports from Midland, where CNN had two correspondents: Tony Clark and Greg LaMotte.

CNN also posted its highest-rated quarter hour with its on-the-scene coverage at 8:38 to 8:59 p.m. NYT of the successful rescue. For the 8:45 p.m. to 9:00 p.m. time period, the network recorded a 7.4 rating/12 share, reaching 3.1 million households.

But CNN was not alone in covering the breaking news story live. The three major television networks interrupted their prime time (eastern and central time zones) schedule for the rescue event. ABC broke into network programming with live coverage of the rescue during an episode of the 30-minute situation comedy, *I Married Dora*. ABC's coverage, which was anchored by Ted Koppel in New York and Mike von Frenck at the rescue site, ran at 8:40-8:58 p.m. NYT. The network resumed its regular schedule at 9 with Max Headroom. CBS, with Dan Rather in New York and Bruce Hall in Midland, interrupted its one-hour broadcast of *Beauty and the Beast* with a live report on the rescue at 8:39-8:59 p.m. *Beauty and the Beast* was resumed in its entirety after the report. Like CBS, NBC went to live coverage at 8:39-8:59 p.m. during its telecast of *Rags to Riches*. The network had Connie Chung anchoring in New York and Mike Molina in Texas. NBC, however, resumed its regular broadcast schedule at 9 p.m. with *Miami Vice*.

Television news executives in the Odessa-Midland market reported as many as six SNG trucks on the scene including Conus. Mike Barker, KMID-TV Midland managing editor, said rescue workers had initially used one of the station's microphones to locate the baby girl after she fell into the well on Wednesday, Oct. 14. "That was eventually replaced by a special-sound detecting device," he said.

Some local stations also assisted the networks in their coverage. For example, NBC-affiliate KTPX-TV Odessa cameramen provided the rescue footage for the network, according to Mike Gleason, station news director.



Toasting 20. Representatives of the Corporation for Public Broadcasting met with President Reagan in the Oval Office last Thursday (Oct. 22) to commemorate the 20th anniversary of the Public Broadcasting Act, signed by President Lyndon Johnson on Nov. 7, 1967. Present were (l-r) CPB President Donald Ledwig, board member Daniel Brenner, CPB Vice Chairman William Lee Hanley, board member Sheila Tate, President Ronald Reagan, CPB Chairman Howard Gutin and board members Archie Purvis, Marshall Turner and Kenneth Towery. (Board member Lloyd Kaiser was out of the country.) The meeting was followed by a CPB reception at the nearby Renwick Gallery, where Ledwig toasted "the many dedicated individuals, here and elsewhere, who made it all possible."

programming to international, home video, cable and institutional users, to licensing of company logo, and even running of NBC merchandise retail outlet at RCA Building in New York.

House Telecommunications Subcommittee has put Thursday's (Oct. 29) cable oversight hearing on hold indefinitely, due to scheduling conflict. Hearing was bumped so that subcommittee could convene series of closed-member briefings on developments concerning Wall Street's sudden turn for worse last week (see "Top of the Week"). Subcommittee also has jurisdiction over Securities and Exchange Commission. Because Congress is scheduled to adjourn Nov. 21, it may prove difficult to squeeze in cable hearings.

There were reports last week that Senate Commerce Committee would hold mark up on so-called scrambling legislation (S. 889) by mid-November, although no official date has been scheduled. On other front, superstation scrambling bill pending in House (H.R. 2848) has yet to find sponsor in Senate. However, it is believed legislation's proponents are close to snagging one; among those approached: Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.), subcommittee members Howell Heflin (D-Ala.) and Patrick Leahy (D-Vt.).

Menlo Park, one of three cities involved in Century-Palo Alto, Calif., First Amendment lawsuit, has settled with Century Federal in court-approved judgment. Agreement allows Century to build anywhere in Menlo Park in nonexclusive 15-year franchise agreement. Century has to meet bond and physical construction requirements, but cable company is under no technical or access requirements imposed on cable company. As part of settlement, Century's lawyers, Farrow, Schidhouse & Wilson, receive \$306,000. Menlo Park attorney said \$200,000 of that is covered by city's insurance policy. Agreement does not address 5% franchise fee. Parties agreed to be bound by results that come from continuing litigation on that issue. Both Palo Alto and Atherton, third city, are still in litigation.

Radio-Television News Directors Association has set dates and loca-

tion for its annual convention in 1988. Meeting will be **Nov. 30-Dec. 3 at Las Vegas Convention Center.**

□

U.S. Court of Appeals in Washington heard oral arguments last week on FCC's new must-carry rules. Group of cable operators led by Century Communications have asked court to declare rules unconstitutional as violation of cable operators' First Amendment rights. It was difficult to gauge where three-membered panel stood. However, based on questions raised by judges, some observers thought there is strong likelihood rule might be remanded to FCC citing specific problems but not attacking overall rationale of rule. Panel included Chief Judge Patricia M. Wald and Judges Abner J. Mikva and Carl McGowan. Wald and Mikva had numerous questions, many directed at FCC. McGowan remained silent. Wald wanted to know more about FCC's rationale for five-year sunset of rule. FCC has argued provision is essential to establishing constitutionality of rules. Both Mikva and Wald seemed skeptical of argument by Century Communication's counsel, Jack Cole of Cole Raywid & Braverman, that cable should be given same First Amendment treatment as newspapers. Still judges's comments didn't seem to indicate they were overly sympathetic to concept of must-carry.

□

Commissioner shortage at FCC may get worse before it gets better. Last Thursday's *Washington Post* had Commissioner **Patricia Diaz Dennis on long list of possible successors to William Brock as secretary of labor.** Sources at FCC, however, say she is on short list and that she has already been interviewed by White House for job. Through FCC spokesman, Dennis, who is former labor attorney and member of National Labor Relations Board, said she would be honored to serve President in whatever capacity he desires. FCC is currently one member short and Commissioner Mimi Weyforth Dawson is expected to leave within next two months—upon Senate confirmation—to become deputy secretary of transportation.

□

Last Friday **Senate rejected Supreme Court nominee Robert Bork on 58 to 42 vote**, following two days of floor debate which might have continued this week if not for Bork's own request to expedite proceedings, saying independence of federal judiciary was in balance.

□

Several **programming notes from NBC: new series from Bruce Paltrow and MTM called *Tattingers*, one hour drama, has been commissioned for 1988-'89 season.** Series will be produced in New York—first prime time NBC drama series that has been produced there in 30 years. Meanwhile, network confirmed that two of three so-called "designated hitter" series this season have been sidelined. Production has halted on comedy, *Mama's Boy* (Witt-Thomson-Witt), after five episodes, while drama, *Bronx Zoo* (Paramount), has been shelved, network said, to be used as mid-season replacement. Remaining DH program, *Beverly Hills Buntz*, from MTM, marks debut Nov. 5.

□

Aaron Spelling Productions last week announced six episode commitment from ABC for new one-hour series tentatively titled, *Women's Medical Clinic*. Program will be ready for airing in second half of 1987-'88 season.

□

MGM/UA Television has begun work on two syndicated shows that use hospital settings. Along with former CBS News President Van Gordon Sauter, MGM/UA has agreed to produce pilot for *The Doctor's Office*, half-hour information/entertainment show designed for afternoons. Co-creator (with Sauter) and former CBS program executive, Michael Piller, will be executive producer. MGM/UA has also cleared late night comedy strip *T.H.E. Hospital* for June 1988 on United Station Group and Gaylord Broadcasting stations. Show was created by George Paris and David Lawrence. MGM/UA has committed to 16 weeks which will be sold as cash plus barter with MGM/UA keeping on 30-second spot.

Almost. The four-month-old strike against NBC by the National Association of Broadcast Employees and Technicians came close to settlement last week, as a vast majority of the union's membership voted to accept the network's latest contract proposal. But objections of workers representing less than 2% of NABET's total membership sent the strike into another week and threatened to prolong it indefinitely with an Oct. 31 settlement deadline approaching.

When the votes were tallied last Monday (Oct. 19), the popular vote favored NBC's proposal by a two-to-one margin. But only 12 of the union's 14 units passed it. According to NABET bylaws, all 14 units must agree for passage of a package. The two dissenting groups were couriers in Chicago and air conditioning and general maintenance workers at the Burbank, Calif., local, two units totaling about 50 members, out of the 2,800 affected by the strike. According to NABET's John Kreiger, the issues of jurisdiction and work rules were central to the decisions of the two units.

A telephone conference call was held last Thursday among the network, union leaders and representatives of the dissenting units. The union proposed to send all of its striking membership back to work on Saturday, Oct. 24, with negotiations for the two unresolved factions to continue independently. NBC accepted the proposal on the condition that the rest of the union waive protection granted under the contract to honor the picket lines if the two units decided to go back out on strike.

According to Kreiger, the union rejected the idea because "that provision was part of the contract offer that was presented to the 14 units for ratification and we can't nullify anything that was done there." Also, to waive the right to honor the picket lines would mean the two unsettled units "would not have much clout at all to arrive at any sort of satisfactory agreement," Kreiger said.

Following the conference call, NBC issued a statement saying that the back-to-work plan was rejected because the network "could not create a state of uncertainty about whether or when the company might be facing a new strike situation." The network also said that it was unwilling to make any changes in the current offer.

Negotiations are now being held under the pressure of an Oct. 31 deadline which was set by the company as the last day for the union to ratify. If the strike is not settled by then, the contract offer will be withdrawn and negotiations might have "to start from scratch," Kreiger said. However, NBC spokesman Dom Giofre said that if the Oct. 31 date is passed, the network will not negotiate from a new position, and that necessary changes in the contract would involve dates and time frames for certain contract provisions. "Most of the changes would be cosmetic," Giofre said.

At press time, NABET was attempting to set up mediation sessions for today (Oct. 26) for the Burbank maintenance workers and Chicago couriers, Kreiger said.

Of the NABET engineers affected—including camera operators and videotape editors—1,222 voted to accept the contract, while 650 voted against it. The engineering membership in New York, Washington and Chicago voted to accept, while Cleveland, San Francisco and Burbank rejected the proposal.

NBC's proposal calls for a 29-month contract with a 4% cap on temporary hires in the first year and 6% in the second. It also provides for wage increases of 3.68% the first year and 4.64% the second. NABET's national leadership urged rejection of the proposal before the vote, although the leadership of the union's largest local, New York, was calling for ratification.

Meanwhile, in the IBEW-CBS talks, meetings with a federal mediator began last Wednesday morning in Washington and continued through the rest of the week. According to union sources, meetings have dealt with clarification of positions in reference to CBS's final offer made on Oct. 1 at the end of month-long negotiations between the parties in Phoenix.

Editorials

Home and away

Fritz Hollings outmaneuvered the broadcasting establishment and dissident members of his Senate Commerce Committee last week to slip a reincarnation of the fairness doctrine into a budget reconciliation bill. As a further tribute to the influence of broadcasters in Washington, he invented a transfer tax that would have cost broadcasters who sold stations last year at least \$125 million.

It is a political ruse that may be hard to counter. Budget reduction is the rage in Washington right now as an answer to the signals Wall Street is sending about the federal deficit. The transfer tax, paid by those filthy rich broadcasters and lesser creatures who sell FCC-regulated properties, would substitute for the taxpayers' money that has gone to the support of the noncommercial broadcasting system. See how the Hollings of Gramm-Rudman-Hollings saves the country in its hour of dire need.

Nor is that all. Another one-percent tax would be added to station transfers by broadcasters who had violated the new fairness law—further easing the federal deficit and converting fairness from a social policy to a revenue producing function of the government. See how the money rolls in.

That's what the Hollings bill says so far. It awaits promised perfection, the inclusion of language carried in the Fairness in Broadcasting Act of 1987 that the President vetoed. That language decreed that the electromagnetic spectrum was a scarce and valuable resource unavailable to most would-be users, that the broadcaster was a trustee for the American people, that new video services provided no meaningful competition for broadcasting, which is obliged to present the "widest possible dissemination of information from diverse and antagonistic sources," that, but why go on? It was, as stated here at the time of its unveiling, a blueprint and rationale for program control on a massive scale.

The Fairness in Broadcasting Act of 1987 sailed through Senate and House without discernible protest by broadcasters, who were saved by a President and his advisers whose appreciation of the stakes in First Amendment futures was higher than that of the Fifth Estate. Let it be hoped that resistance to budget reconciliation and its trappings is stiffer, as surely it will be when the president of the National Association of Broadcasters and chairman of its joint board return from Japan, where they were while Hollings was busy in the U.S. Senate, and the NAB's chief lobbyist returns from vacation. The mission to Japan was billed as inspection of a high-definition television system that a good many people have seen in demonstrations right here at home.

Good call

The FCC exercised prudent judgment last week in revamping its package of proposed call letter rules changes, dropping one that would have eliminated the historic geographic division of call signs into W's and K's. When this page first cast its vote against that move (BROADCASTING, Feb. 16), it was predicted that many would share that sentiment, but might not necessarily voice it to the FCC. We stand corrected. To their credit, networks, station group owners, station owners, rating services and trade associations proved far from a silent majority in their disapproval.

Also on the menu was a move that would have effectively eliminated a station's proprietary claim to its own name. The FCC had proposed to permit separately owned stations in different services freely to use any call letters not used by another station in the same service. That has been modified to require the permission of the holder of the original call. Perhaps most relieved by

that news were the rating services, which had had nightmares about legions of copycat call signs to sort out in diaries and surveys.

Surviving in the rulemaking intact, and rightly so, was the correction of a defect in the commission's "first come, first served policy" of call assignment. As it will now stand, a station changing frequencies will no longer have to relinquish and then immediately reapply for its call, risking its loss to another applicant in the process.

Commissioner James Quello aptly summed it up in assessing the decision: "A reasonable response to a chaotic proposal."

Suggestion box

The Broadcast Promotion and Marketing Executives Association has of late been staffing up, beefing up its member services, broadening its membership base and coordinating it all from a new headquarters in Los Angeles. The moving and shaking have been in the works for several years. One of the most vocal and active champions of a higher profile for BPME, one who worked for many of the changes the association is now effecting, was Beryl Spector, BPME president in 1985-1986, who was killed last January in a hotel fire in San Juan, P.R., while on vacation.

Beryl Spector served for eight years on BPME's board and played an important role in the association's growth, including its name change, the creation of *Image* magazine and the development of its resource center.

The Los Angeles headquarters will be the new home of BPME's resource center, a library of contemporary promotion and advertising material. Were it our call to make, we might be inclined to christen it the Beryl Spector resource center.

No more room

There was a touch of melancholy in the way that Masla Radio took down the shingle two weeks ago after 30 years in the rep business—the company has sold most of its contracts to "megarep" Katz and is arranging for the disposal of the rest. According to Jack Masla, who started the independent rep firm in 1957, "There wasn't room any longer for a medium-sized-billing rep company." Only the very big companies, with equally big resources, he said, or the very small, serving "boutique" markets, will survive. "You have to recognize change and accept it," was his stoic observation.

No one suggests that Masla was not amply compensated for its contracts, and certainly the trend in the rep business—and elsewhere—toward consolidation is undeniable. Still, the casualties of such a shakeout are no less painful for their inevitability.



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SOURCE: A.C. NIELSEN/ARBITRON, Thursday, October 1, 1987; Metered Overnights

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