

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 1

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Broadcasting Feb 1

Rather-Bush nine-minute battle...page 35.

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Viacom will auction 'Cosby' barter spots...page 39.

NCTA prepares to block telcos from cable...page 40.

RATHER-BUSH BROUHAHA □ *CBS Evening News* anchor, Dan Rather, and Vice President George Bush spar live on network news and spur national reaction. Coverage begins on **PAGE 35.**

DOUGAN DEPARTURE □ Ambassador Diana Lady Dougan, coordinator of international communications, submits her resignation to White House. **PAGE 42.**

DEBT OF HONOR □ All Industry Radio Music License Committee's Don Thurston talks about that group's effort to hold line on music license fees and radio industry's apparent reluctance to share costs of that fight. **PAGE 44.**

HIGH STAKES □ Investors Sumner Redstone, chairman of Viacom and its parent, National Amusements, and group led by Metromedia's John Kluge, focus on Orion Pictures Corp.'s stock. **PAGE 48.**

RAB TAKES ATLANTA □ Radio Advertising Bureau's annual Managing Sales Conference hones sales strategies of industry's executives, hoping, says RAB President, William Stakelin, to "reposition" medium to succeed in "ultra-competitive"

marketplace. **PAGE 56.**

INDECENCY STANDARD CHALLENGED □ Group of broadcasters and broadcast organizations ask court to review, in light of First Amendment, FCC's indecency standard. **PAGE 61.**

MEDIA VS. THE MESSAGE □ Gannet Center for Media Studies seminar debates media's influence and power on political process. **PAGE 63.**

ACES ARE HIGH FOR CABLE □ Cable's ninth annual ACE Awards draws favorable reviews. HBO takes most awards. **PAGE 70.**

NO TO NATPE □ Warner Bros. Television Distribution removes itself from annual programming conference, first major program syndicator ever to do so, NATPE executive says. **PAGE 72.**

WHAT'S UP DOC? □ Lorimar Syndication joins medical show bandwagon with announcement of *Family Medical Center*, set to debut next fall. **PAGE 73.**

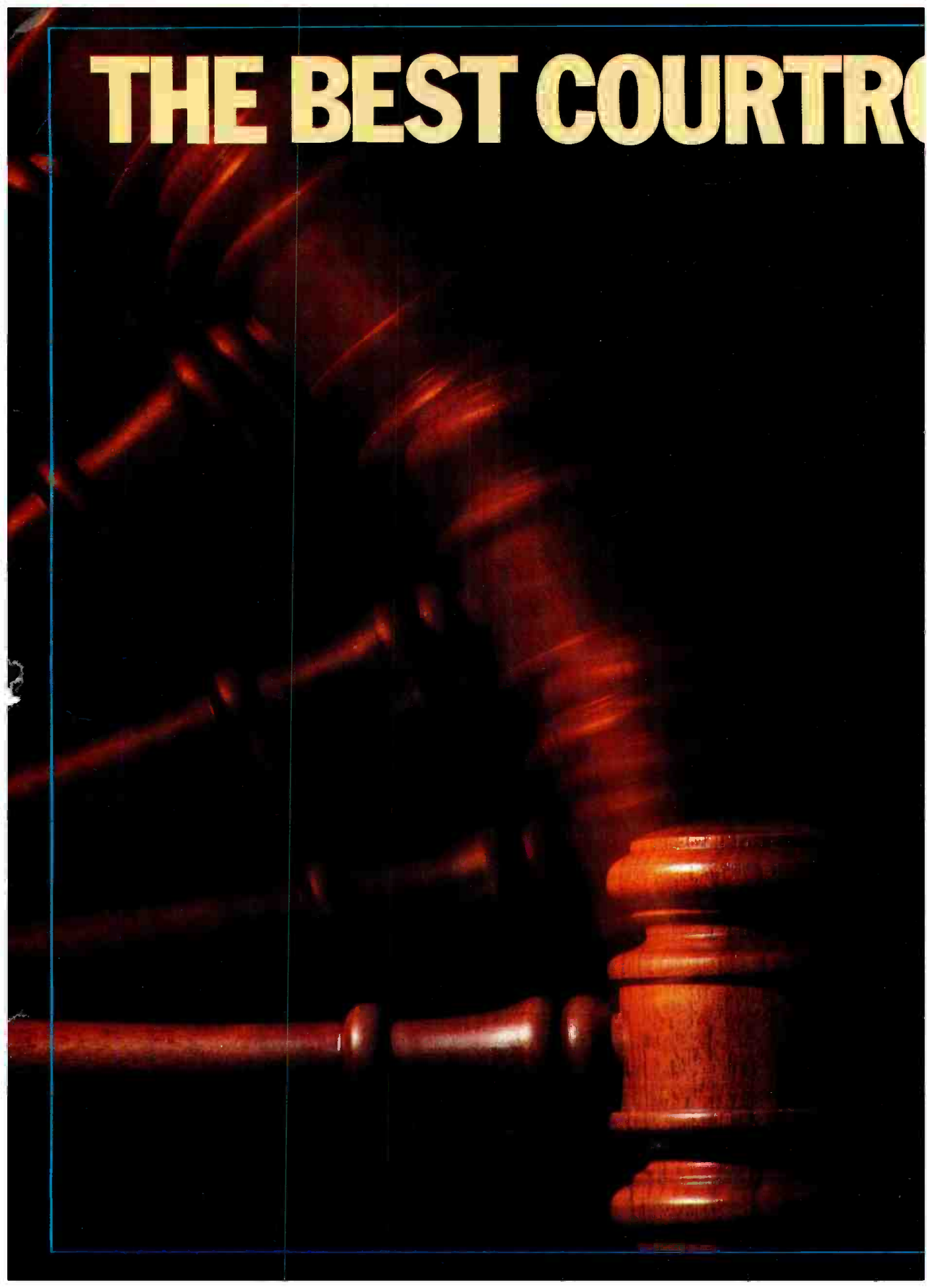
STAYING POWER □ VOA head Dick Carlson has a sense of adventure and a bio to match, but he seems to have found a home in his new post. **PAGE 95.**

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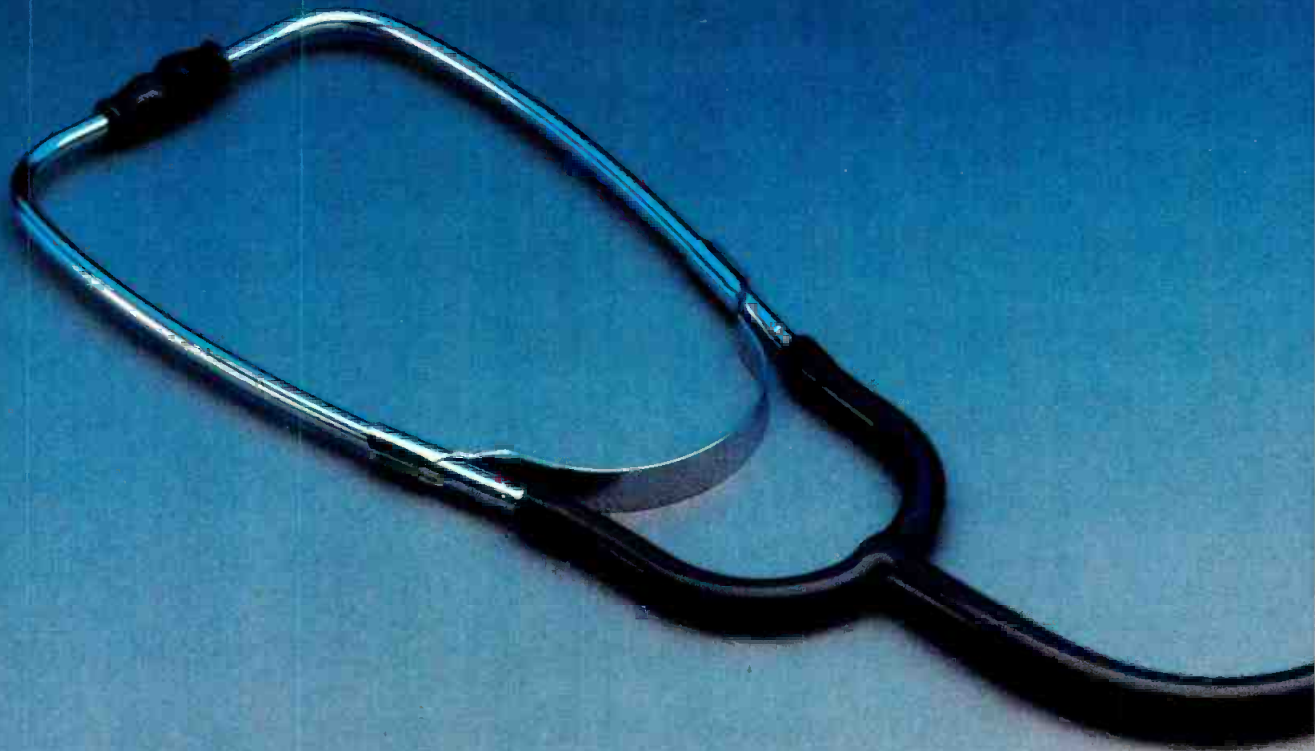
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Where Things Stand

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 amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of series of steps commission is taking to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, more actions will follow to clear several hundred more AM's to operate at night. National Association of Broadcasters filed comments at FCC in July supporting authorizations, but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted.

In response to inquiry, NAB told FCC Aug. 31, 1987, not to permit FM stations to use directional antennas, 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.

Plan has been submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB board of directors adopted plan to allow about 60% of class A's to double power. However, NAB decided not to submit its plan to FCC immediately. It instead created committee to study alternative proposals, including New Jersey group's.

NAB board also called for freeze of additional AM allocations except for cases where relief from interference from foreign stations, especially Cuban, is necessary.

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

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until some other medium emerges to compete with cable in offering homes cable programming.

Opposing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture industry. Top cable and Hollywood executives got together in New York two weeks ago to try

to resolve differences. Outcome of effort remains to be seen.

House Telecommunications Subcommittee convenes oversight hearings this year (expected to begin no later than mid-March) on status of cable industry three years after passage of Cable Act of 1984. Subcommittee postponed hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter.

As for cable's standing in courts, two federal judges in northern district of California in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violation of First Amendment rights of cable operators.

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

■ **Children's television.** In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC has launched broad inquiry into children's advertising. Among 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?

National Association of Broadcasters will file comments with FCC opposing establishment of new guidelines on advertising in children's programs. Association of Independent Television Stations, on other hand, is exploring possibility of seeking antitrust exemption to permit broadcasters to establish voluntary standards for amount of commercial material in children's programs (BROADCASTING, Jan. 11).

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

Some of impetus behind FCC inquiry came from Capitol Hill, where likelihood of Congress bringing up issue this year is good, especially in House, where Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Representative Terry Bruce (D-Ill.) have introduced bill to limit children's advertising (BROADCASTING, Dec. 28, 1987).

■ **Compulsory license.** FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles, he said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' effort to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). At National Association of Broadcasters joint board of directors meeting last month (BROADCASTING, Jan. 25), television board directed staff to "investigate all aspects of the compulsory license as part of its consideration of issues related to must-carry."

In comments on license inquiry, cable generally supported retention of license, while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

■ **Crossownership.** *Telco-cable*—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984.

Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill this year to eliminate statutory ban.

Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984.

In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize.

Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that

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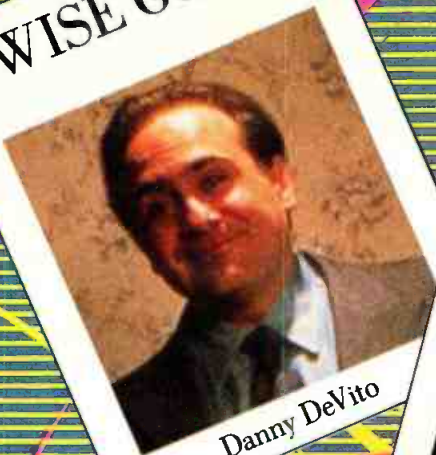
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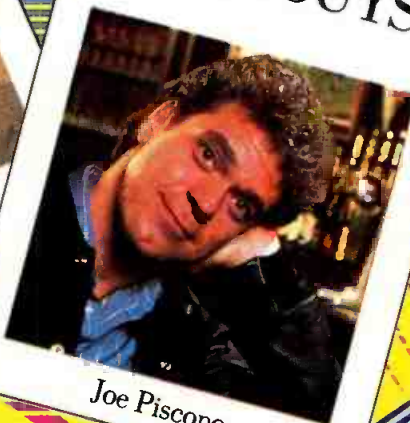
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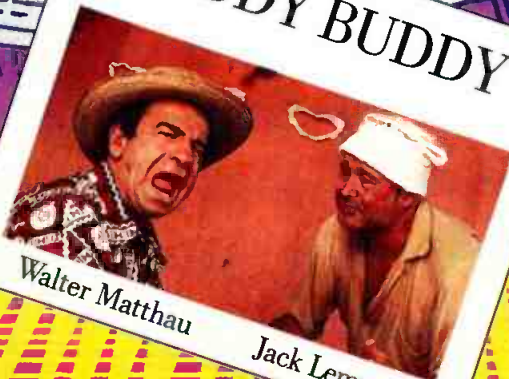
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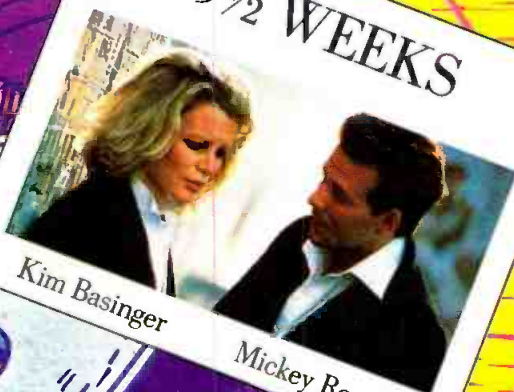
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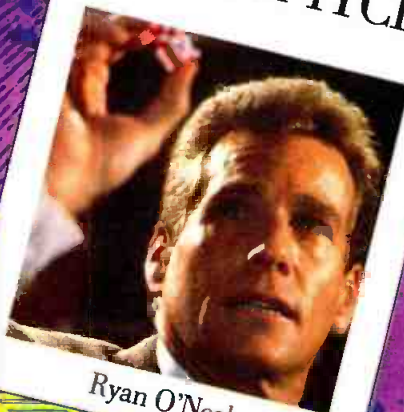
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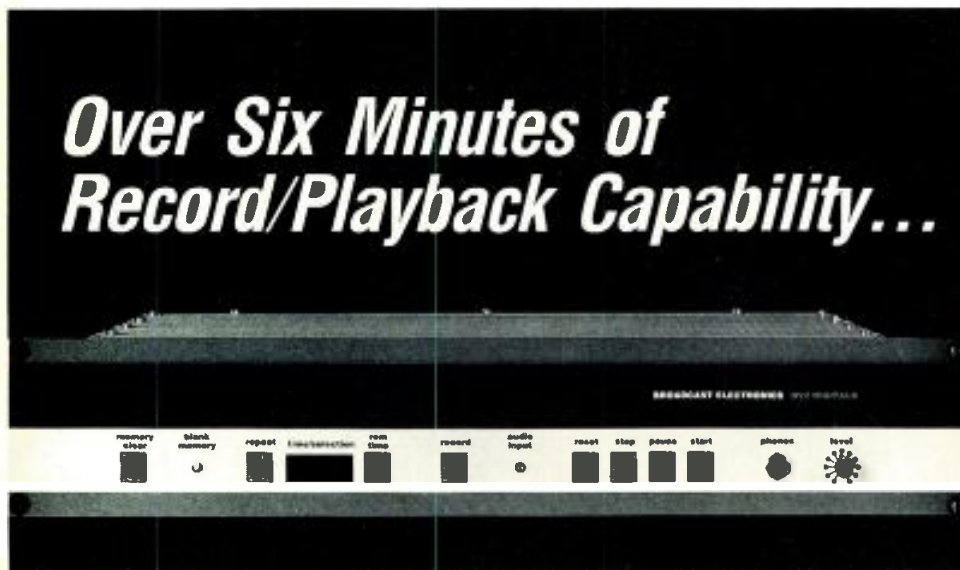
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joint venture) for total consideration of \$2.8 billion (BROADCASTING, Jan. 4). KKR has also closed on \$1.3 billion transfer of six Storer Television stations to company managed and 55% held by George Gillett, Jr. ■ Cablevision Systems has closed \$473.5 million purchase of cable system operator Adams-Russell. ■ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, will pay \$225 million, subject to change, for 135,000-subscriber cable systems of Essex Communications Corp. Closing is expected in 1988. ■ Early 1988 closings are expected for Continental Cablevision acquisition of American Cablesystems for \$481.7 million, and for Adams Communications purchase of Forward Communications' five TV stations for \$126.5

million from Wesray Capital Corp.

□

■ **Public Broadcasting.** With December 1987 death of legislation that would have provided estimated \$300-million-per-year public broadcasting trust fund, beginning in 1990 (BROADCASTING, Dec. 14, 1987), Corporation for Public Broadcasting was left with 1990 appropriations worked out shortly before Christmas by House-Senate conferees. Compromise between higher Senate figure and lower House figure: \$232.65 million, up from \$228 million for 1989. Same conferees settled on 1988 figure of \$19.59 million (down from current \$20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants. Also, Office



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The background of the entire page is a deep black space filled with numerous small, bright blue-green stars. Overlaid on this are several thick, golden-yellow, three-dimensional curved bands that loop and swirl around each other, creating a sense of depth and movement. Two prominent four-pointed starburst patterns, glowing with a bright blue light, are positioned in the center-left area of the image.

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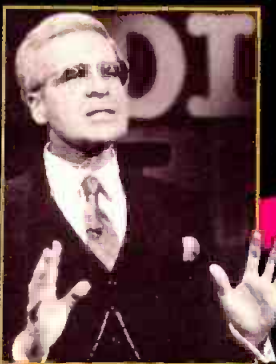
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Fairness doctrine update

President Reagan, in a message to Congress accompanying his State of the Union address last week, restated his opposition to the fairness doctrine. And said he would "continue to resist any legislation that attempts to reverse" the FCC's action. The commission repealed the doctrine Aug. 4, 1987.

Congressional attempts to reinstate the fairness doctrine were soundly defeated on Dec. 21, 1987, when proponents, faced with the threat of a presidential veto, failed to muster enough support to keep a fairness provision in a catch-all spending bill (the continuing resolution) during a House-Senate conference on the measure (BROADCASTING, Dec. 28, 1987). The House had added fairness to the bill in the belief that the Senate would accept it and that President Reagan would hesitate to veto the measure, which keeps the government operating (BROADCASTING, Dec. 7, 1987).

Fairness was also addressed in a revenue-raising proposal included in a Senate budget bill aimed at reducing the federal deficit. But during the floor debate, fairness was stripped from the bill and the proposal, which also would have imposed a tax on the transfer of broadcast properties, was killed (BROADCASTING, Dec. 7, 1987).

President Reagan had earlier vetoed a bill codifying fairness and the doctrine's proponents had lacked the votes to override the veto in the Senate.

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 available for \$5 from the BROADCASTING Book Division, 1705 DeSales Street N.W., Washington, D.C. 20036.

of Management and Budget has recommended appropriations of \$214 million for 1989, 1990 and 1991. Compliance with that recommendation would require recisions in first two years, and figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. (Requests for proposals were issued by PBS Nov. 25, 1987, and were due Jan. 25; NPR also will need new bird in 1991.)

PBS President Bruce Christensen, at Los Angeles press tour last month, said FCC "made asinine decision in failing to lobby for an exemption for PBS stations in U.S. Court of Appeals, which threw out FCC's must-carry rules. Rules required cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. Battles for trust fund and must-carry will continue this year.

National Public Radio board last month received member stations' advisory ballots on unbundling Option II: 93 in favor, 85 opposed and 77 no votes. Final decision rests with board. Option II would split NPR programming into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began \$32-million Fiscal Year 1989 budget proposal deliberations.

Despite host Noah Adam's laryngitis,

launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio. APR is still without a president.

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programming, remains acting president of American Public Radio.

Two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding. CPB is also reviewing propriety of PBS bonus awarded PBS President Bruce Christensen in 1986 (BROADCASTING, Nov. 30, 1987) for efforts since 1984 fire that destroyed former headquarters.

■ **Scrambling.** Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programmers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to

hit Senate floor until March at earliest and even that may be pushed back further as bill's chief sponsor Senator Al Gore's (D-Tenn.) campaign for U.S. presidency intensifies. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners was focus of hearing last week (see story) with much of testimony coming from legislation's critics. Late last year (BROADCASTING, Nov. 30, 1987) representatives from broad coalition of industry groups backing bill stated their support for measure at hearing although modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing.

■ **Syndex.** In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex "high priority," as well as obtaining same-day network nonduplication regulations.

■ **Wireless cable.** Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programming it desires.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service.

In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programming services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

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WKYT
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KEYT
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■ indicates new listing

This week

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

Feb. 1—Deadline for entries in National Media Owl Awards, sponsored by *Retirement Research Foundation*, for "accurate, creative media coverage of issues surrounding aging." Information: (312) 664-6100.

Feb. 1—Deadline for entries in *UPI Broadcasters of Florida* awards contest. Information: Doris Frank, UPI, (305) 285-9571.

Feb. 1—Applications deadline for *Gannett Center for Media Studies* fellowship. Information: Gannett Center, (212) 280-8392.

Feb. 1—Deadline for entries in *Radio-Television News Directors Association* regional awards.

Feb. 2—"Media Coverage of the Crisis in the Middle East: Is It Fair?" forum sponsored by *American University*, Washington. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.

■ **Feb. 2**—"New Technologies in Political Communications," colloquium sponsored by *Annenberg Washington Program*. Willard office building, suite 200, Washington. Information: (202) 393-7100.

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3—*New York Television Academy* drop-in lun-

cheon. Speaker: Nickolas Davatzes, president and chief executive officer, Arts & Entertainment Network, on "The Growth of a Cable Network." Copacabana, New York. Information: (212) 765-2450.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar, "A Message for the Medium: Programming That Fits." Roosevelt hotel, New York. Information: (212) 867-6650.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Speakers: Brandon Tartikoff, president, NBC Entertainment; Brandon Stoddard, president, ABC Entertainment, and Kim LeMasters, president, CBS Entertainment. Waldorf-Astoria, New York.

Feb. 4—*Society of Motion Picture and Television Engineers, New England section*, teleconference "recapting 22d SMPTE winter television conference [Jan. 29-30]. Information: (617) 655-1180.

Feb. 5—Deadline for nominations for Edward R. Murrow award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 5—Deadline for entries in 10th annual system ACE Awards, for "achievement in local cable programming in areas such as news and information, sports, entertainment and children's shows," sponsored by *National Academy of Cable Programming*. Information: (202) 775-3629.

Feb. 5—Deadline for nominations for Vanguard Awards, sponsored by *National Cable Television Association*, for "outstanding achievement and leadership." Information: (202) 775-3622.

■ **Feb. 6-7**—"Nuts and Bolts of Screenwriting for Film and Television," workshop sponsored by *Northwestern University's Institute for Modern Communications and School of Speech*. Northwestern, Chicago. Information: (213) 856-7690.

Also in February

Feb. 7-8—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 8—*New York Television Academy* drop-in dinner, "Black Presence in TV: The New Force and the Economic Reality of the Black Marketplace." Copacabana, New York. Information: (212) 765-2450.

Feb. 9—*Southern California Cable Association* dinner meeting. Pacifica hotel, Los Angeles.

■ **Feb. 9-10**—*Cable Television Public Affairs Association* annual meeting, "Forum '88." Ritz Carlton Buckhead, Atlanta. Information: (202) 775-3629.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Feb. 10—*New York Television Academy* drop-in luncheon. Speaker: Morton Downey Jr., host of *Morton Downey Jr. Show* on WWOR-TV New York. Copacabana, New York. Information: (212) 765-2450.

Feb. 10—*Illinois Broadcasters Association* winter sales seminar. Galesburg, Ill. Information: (217) 753-2636.

Feb. 10—*Utah Broadcasters Association* midwinter business seminar and sales luncheon, "The persuasive art of broadcasting sales." Doubletree hotel, Salt Lake City. Information: (801) 359-9521.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Associ-*

Jan. 30-Feb. 3—*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.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

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

Feb. 25-29—*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—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

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

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

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

Major Meetings

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

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

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

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

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

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

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

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

July 31-Aug. 3—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

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

Sept. 14-17—Radio '88, sponsored by the Na-

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

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

Oct. 14-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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

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

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

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



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Minneapolis showed a +38% HH share improvement over October '87 and both WSLs Roanoke and WDIO Duluth posted impressive HH share uptrends from the first week of the Sweep to the last.²

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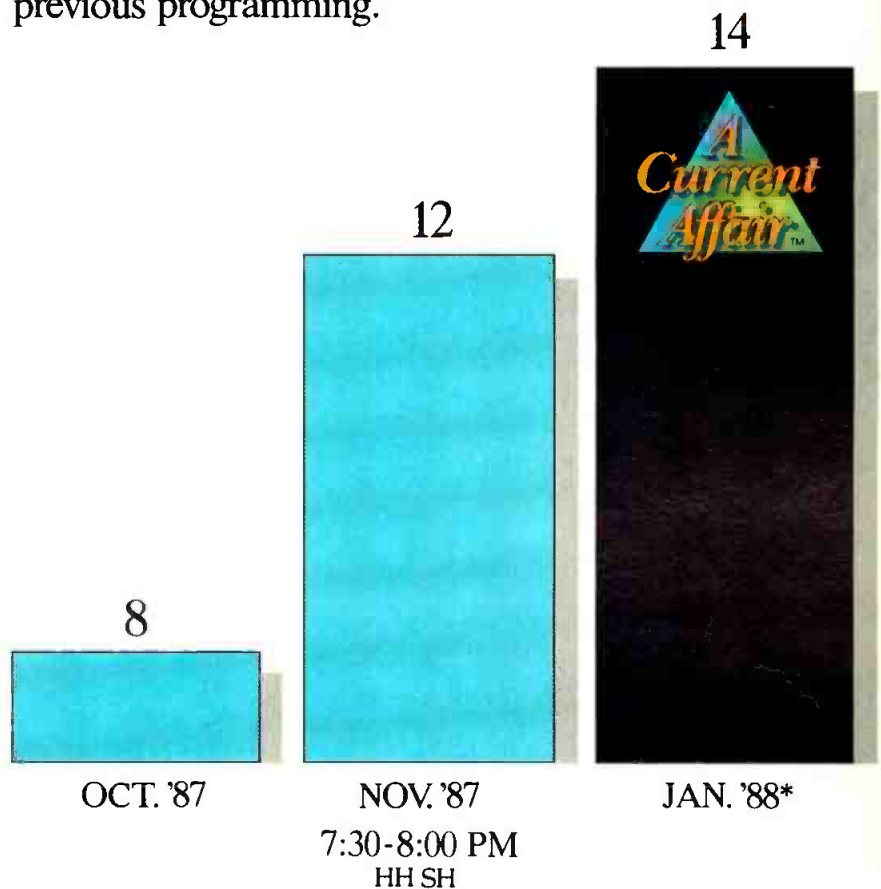
Furthermore, its audience duplicates both early news *and* network prime time better than its access competition, making it the *perfect* transition from news to prime time.



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After all, good news travels fast.

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Broadcasting Feb 1

Vol. 114 No. 5

TOP OF THE WEEK

The newscast that turned into news

The nine-minute interview of George Bush by CBS's Dan Rather sent shock waves across the country and generated reactions from public, media, politicians

The moment, on CBS's *Evening News*, last Monday, was riveting. Dan Rather, CBS's all-American anchor, and George Bush, the Vice President of the United States, locked in a live television interview, sparring, lashing out, each exuding determination, refusing to give ground. Rather, boring in with questions on Bush's role in the Iran-contra affair, determined to elicit answers to questions Bush has refused to address, and failing. It went on for an incredible nine minutes of the 22-minute newscast: live television's version of two scorpions in a bottle.

The aftermath was extraordinary. Switchboards at CBS headquarters in New York and at affiliates around the country lit up with calls in unprecedented numbers from viewers expressing outrage or support. Newspapers from Maine to California were filled with accounts and analyses of the event. It was the prime subject of call-in radio shows. ABC and NBC led their evening news shows on Tuesday with long pieces on the interview and its fallout. So did CBS, with an extraordinary (there is that word again) "personal word" from Rather: CBS had not misled the Vice President as to the subject of the interview; Rather had intended no disrespect. CNN devoted a substantial part of its 24-hour news hole to the story, which was also reviewed and dissected on ABC's *Nightline*, and occupied a major portion of PBS's *MacNeill/Lehrer Newshour*. And it was the prime topic last week at a seminar on the media at Columbia University's Gannett Center for Media Studies (see page 63). News and political junkies had been given a fix that would last them at least until the Iowa caucuses, on Feb. 8.

Why the reaction was so, well, frenzied, was unclear. Social scientists have a new mother lode of material to mine as they pursue the question of the impact that television—particularly live television—can have on the viewing public. But there were signs as early as midweek that the emotion was spending itself. Ed Turner, executive vice president of CNN, on Wednesday said the story "is starting to fade." And CNN's play of the story, he added, on reflection, "was probably too heavy." But he acknowledged that the live interview had "the fascination of looking at a train wreck." That's one explanation for the frenzy.

The consequences of the event remain to be determined. Initially, at least, Bush seemed to be riding a crest of favorable notices as he moved into the final phase of the campaign leading up to the Iowa caucuses. He had stood up to Dan Rather—who to the Republican right wing is akin to Darth Vader—and had prevailed. Stories appeared on Wednesday describing the Bush campaign as "galvanized," Bush himself as "exuberant." And for most of those keeping score on such things, Rather appeared to have come off poorly. Even

colleagues who supported the tough questioning thought Rather, as Edward Fouhy, who has occupied key news executive roles at each of the major networks, said, "crossed the line between asking tough questions and being rude." But he thought Bush, in refusing to answer the questions, had also come off a loser. "I thought the whole thing was regrettable," CNN's Turner said that Rather in "the last few seconds" lost the "steely control" he usually maintains on his emotions. "That's what skewed it."

CBS television affiliates around the country were made uncomfortable by the confrontation, enough so that the affiliate advisory board's new chairman, Benjamin Tucker, of KMST(TV) Salinas, Calif., decided to consider the issue in a conference call with the 10 other board members last Thursday. After discussing the matter briefly, along with several other items during a 30-minute meeting, the board agreed on a statement asserting that it was "inappropriate to take action as a board." The board, some felt, should not act as a unit on matters affecting the content of news programs. However, the board urged individual affiliates to contact CBS News directly regarding "viewers' concerns and statements."



A number of board members are known to have already done that. One of them, Seymour Yanoff, of WNEV-TV Boston, said he could not "condone the manner in which [the interview] took place." He did not blame only Rather; he also blamed those in the control room who were directing the show and were in touch with Rather through his earpiece. Someone, Yanoff said, "should have said to Rather: 'You're badgering him; let's get out of this and get on to some other question.'" A majority of the calls his station received—54%—favored Bush. However, CBS News and Rather won the admiration of some affiliates. Stanley Marinoff, of WRDW-TV

Augusta, Ga., said he thought "CBS did a hell of a job." He said the packaged piece preceding the interview "was good journalism" and that "Dan had every right to go after Bush."

As for viewer reaction, there seemed no clear pattern across the country. Oklahoma City's CBS affiliate, KWTW(TV), reported that of the more than 10,000 viewers who called a 900 number, 4,146 said "yes," the interview was fair, while 6,216 said it was not. But in Iowa, caught up in the pre-caucuses excitement, an initial barrage of calls expressing sympathy for Bush gave way in many places to a heavy volume in support of Rather. KCCI-TV Des Moines, for instance, reported about 1,000 calls, with those supporting Rather in the majority—545 to 489. At KGAN-TV Cedar Rapids, Richard Herbst, the general manager, reported a similar experience on the basis of calls to a 900 number: 1,145 callers thought Rather had treated Bush fairly, 725 thought he had not.

CBS Inc.'s numbers were not as encouraging. A spokesperson said the 1,300 calls its Audiences Services division received ran about 2-1 in support of Bush. But the spokesperson said that tally is "distorted," since "complimentary" calls received by other divisions

of the company are not routinely referred to Audience Services, as are complaints. She also said the "hundreds of calls" received by CBS News are running 3-1 in favor of its manner of covering the news.

There was a more scientific sampling of opinion—a Times Mirror survey conducted by The Gallup Organization two days after the debate showed Rather and Bush finishing dead even in terms of public opinion (see page 37). Those questioned split 44%-44% on whether Rather treated Bush fairly. As for performance, 48% thought Bush did well, while 37% said he did poorly. The survey of 642 people indicates opinion is divided along partisan lines, with 64% of the Republicans and Republican leaners interviewed saying Bush did well—a possibly significant fact considering Bush's immediate goal is to win his party's nomination. Among Democrats and their supporters, only 31% said Bush had done well in the interview. Another statistic indicates the attention paid the interview was not wasted: 78% of those polled said they heard about the interview, while 29% said they saw it.

□

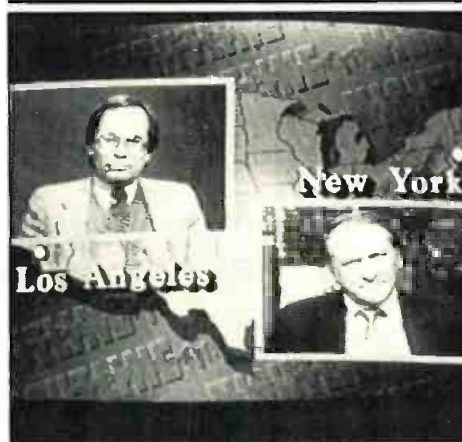
Rather himself, not for the first time in a long and successful career, had become part of the story he was covering; he found a group of reporters and several camera crews waiting to question him as he entered CBS News headquarters in New York on Tuesday morning. He addressed that phenomenon in the "personal word" he offered on Tuesday at the close of the long piece on the controversy itself: "The fact that more attention is sometimes given to the heat than the light is regrettable, but it goes with the territory."

It was that "personal word," moreover, similar to one he presented in his daily radio piece on the CBS Radio Network earlier in the day, that appeared to have neutralized some of the anger he had generated. "No," he said, although he respects "the office of the Vice Presidency...trying to be persistent about answers is part of a reporter's job."

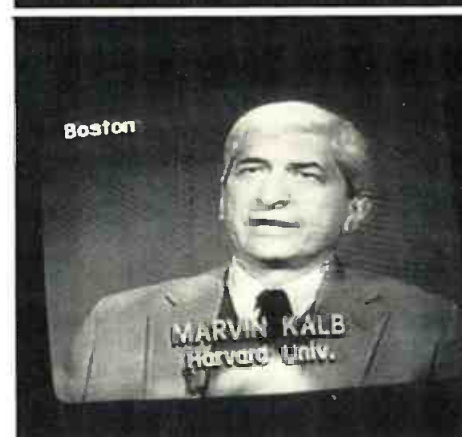
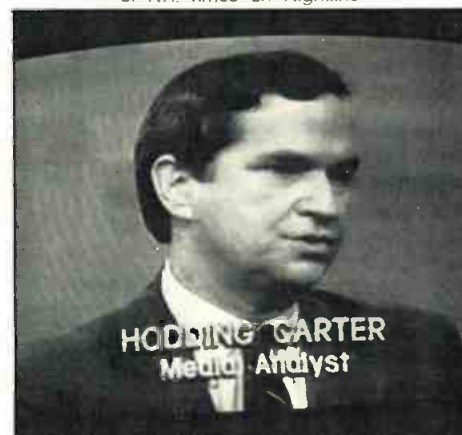
Then there was that matter of the ending, which many in the audience saw as being as graceful as a door slammed in the face. With Bush discoursing on the number of press conferences he had attended instead of giving a yes or no answer to whether he would consent to a press conference before the Iowa caucuses, Rather said, "I gather the answer is 'no.' Thank you very much for being with us, Mr. Vice President." At that point, with the interview already having eaten up almost nine minutes, the *Evening News* producer, Tom Bettag, was pleading with Rather, through his earpiece, to wrap it up. As Rather put it Tuesday evening: "Ending live television interviews under time pressures sometimes isn't done as gracefully as we hope or intend and last night was one of those times."

The "personal word" was not billed as an apology; CBS News officials said there was no need for one. But WNEV-TV's Yanoff, who had been particularly concerned about what he regarded as an abrupt dismissal of the Vice President, took the statement as an apology. He said CBS News's handling of the matter on Tuesday was "appropriate."

Media on media



Koppel (top), Rosenberg (r) Of 'L.A. Times' and Safire of 'N.Y. Times' on 'Nightline'



Carter (top) and Kalb on 'MacNeil-Lehrer NewsHour'

Yanoff, at least, was now more comfortable with the network.

Whatever the criticisms in the media or the unhappiness among some affiliates, Rather need not be uneasy about those who can do something about their concerns, those in the upper echelons of CBS Inc. Laurence Tisch, CBS president and chief executive officer, was kept informed of developments while traveling in China. But those left behind were, first, bemused by the scope of the coverage of the event; they seemed not to understand it. And while they, like other viewers, were unhappy with the close of the interview—it could have been handled "more gracefully," said one official—there has been no corporate hand-wringing over the incident. It may be, said the official, that Rather will be remembered for crystallizing the Iran-contra affair. In any case, he added, "it makes Dan stand out as a unique anchor." *The Evening News* being once again the dominant news show is probably not lost on those in upper management.

□

The drama that erupted on Monday night began developing on Jan. 5, when Richard M. Cohen, senior political producer for CBS News, wrote to Bush to ask that he sit for an interview with Rather. It would, Cohen wrote, be part of the network's early coverage of the 1988 presidential election, the last in a series of political profiles it was doing. It did not say what topics would form the basis of the interview. But because Bush was "a front runner," Cohen said. Rather "has decided to do it himself." Bush forces cite the letter, and make it available to reporters, to support their charge that the focus on the Iran-contra affair had been an attempt to "bushwhack" the Vice President. And they were not concerned only about the interview. For it followed a five-minute piece on which researchers had been at work for weeks that was intended to point up apparent inconsistencies in Bush's statements on that issue. It wasn't only Rather who was denying the bushwhacking charge.

"The Bush people knew what we were doing," Cohen said last week. In the three weeks he and others had talked to Bush's representatives, he said, "we sent every signal we could that the interview would be substantive, issue-oriented and tough. You don't have to be a genius to know what we were doing." Furthermore, he noted that the network had run commercials over the weekend—including in the top-rated *60 Minutes*—announcing the intention to question Bush on the Iran-contra issue. If that were not enough, CBS News, in an effort to hype the interview, on Monday alerted a number of print reporters to what was coming. "This is not a matter of journalism," Cohen said. "It's politics." He noted that the Bush people said the interview served them well.

Still, a Bush spokesperson insisted the Vice President expected "only two or three questions on the issue." When Bush saw the prepared piece on the monitor in his office in the Capitol while waiting to be interviewed, the spokesperson, Alixe Glen, said, "he felt he had been misled."

Bush certainly told the audience that. He

said he thought he had been invited on for a "political profile." Instead, he said, the network had "impugned" his integrity with its suggestions of a lack of candor on his part. He was, he said, the victim of a "misrepresentation." He also accused CBS of dealing in stale news. "There's nothing new here. I thought this was a news program," he said, in what may have been the unkindest cut. The Iran-contra questions were only "a rehash" of issues he insists have been resolved. Angry or not, Bush was pleased with his performance. Following the interview, but with the videotape still rolling, he declared himself the winner, in comments to campaign personnel and CBS technicians: "The bastard didn't lay a glove on me."

CBS News's decision to do the interview live may be one it regrets.

It had proposed a 40-minute taped interview that would be edited to a length to fit the piece being prepared. Rather would ask his Iran-contra questions, but he would also ask about Social Security and the deficit. But Bush objected; it would have to be live. He did not want his remarks edited. And CBS News agreed. Bush could try to filibuster, of course. But CBS News was prepared to spend up to eight and a half minutes on the interview, after first running the packaged piece setting it up. In all, more than half of the newscast's time might be used on the effort to break what Bush critics are coming to regard as his code of silence on the Iran-contra affair. Rather was primed, through briefings and rehearsals, to make the most of the time available.

So the scorpions entered the bottle.

But things did not go as CBS News planned. As the question was raised in a *Los Angeles Times* headline: "Whose Ambush Was It Anyway?"

Ted Koppel, on the *Nightline* devoted to the subject, pointed out that weakness in CBS's strategy. *Nightline* is done live, and, Koppel said, he does a kind of "rough-hewn editing" when he cuts off guests in midsentence or scolds them for straying from the subject. "What Dan Rather did not have in the context of the *CBS Evening News*," Koppel said, "was as much time as we have here on [the 30-minute] *Nightline*. So everything was that much more intense."

Given that fact, why did Rather and the crew supporting him insist on plowing ahead with the preset questions when Bush was obviously not going to oblige with the answers? "Bush was stonewalling," Cohen said. "What were we going to do? Back down? We weren't going to talk about education. Goddam it, we were going to talk about Iran-contra, and that's what we were going to do."

The passions of the moment aside, one question worth pondering is whether, technically, it was good journalism. According to Michael Robinson, a professor of government at Georgetown University who has studied the media's coverage of elections since 1972 and is a consultant to Times Mirror on its public opinion sampling regarding the press and politics, it was not. CBS, he said, made "a number of procedural errors" in connection with the broadcast. And Rather, he added, executed his assign-

ment "poorly."

The "errors": Sending a letter proposing a "political profile," when, Robinson believes, there was no such intention. The letter provided the Bush forces with "documentation" of their charge of "bushwhacking." Then, confronting Bush on a live program with a strong taped piece putting him immediately on the defensive. "That is outside the bounds of responsible live television journalism," Robinson believes. Finally, the piece was poorly done, "incomprehensible," with its melange of names and assertions of who said what when. Too much, he believes, was compressed into the finished five-minute piece.

"It was a good idea for CBS to do a hard-nosed piece. Even a lengthy live interview is a good idea," Robinson said. "But they did it badly."

Perhaps. But the interview, as CBS Inc. officials feel, has further intensified interest in Bush's role in Iran-contra, in what he knew and when he knew it. Not only were those questions being asked with new urgency at the seminar at Columbia University's Gannett Center on the morning after. Four days later, *The New York Times* practically institutionalized them in a story that began above the fold on the front page: "Bush's Role in Iran Affair: Questions and Answers." "If Vice President Bush benefited from his televised confrontation with Dan Rather on Monday night," the piece began, "he also paid a price."

Critiquing the confrontation

The timing of last week's Rather/Bush debate on the *CBS Evening News* could not have been better for those attending a semi-

nar the next morning at Columbia University's Gannett Center for Media Studies (see page 63). The confrontation was the talk of the seminar, with some seeing it as a brilliant strategic ploy by Bush, while others saw no long-term gain for the vice president, who they said will, at some point, have to deal with the issue of his knowledge and involvement in the U.S. sale of arms to Iran.

ABC News's Jeff Greenfield stressed that the Bush organization was the one that insisted on the live interview as a way of throwing an effective "counterpunch" at Rather. Bush's reference to the anchorman's walking off the air in Miami last summer "would have never gotten on the air" if the interview had been taped. At the same time, said Greenfield, "I'm a little skeptical that Bush will escape dealing with that issue."

According to the former manager of Gary Hart's presidential campaign, Bill Dixon, Bush may have received a short-term gain. "But in the long run," he said, the perception may be that Bush "didn't do particularly well under pressure." Added Patricia O'Brien, former press secretary to Democratic presidential candidate Michael Dukakis: "One more rule was broken—that the candidate doesn't bite back." In confronting Rather, she said, Bush was saying, "You [Rather], too, are a player and I'm not going to take this any more."

Tom Vallely, a former press aide to Senator Joseph Biden (D-Del.), said the interview "clearly helped Bush, maybe for the longer term." The lasting impression, he said, may be that "George Bush has spirit, the ability to fight back and stick up for himself."

Political media consultant Roger Stone

Public perceptions

A Times Mirror survey conducted by the Gallup Organization finds that CBS News anchor Dan Rather is losing his appeal among viewers. The top-rung favorability rating he enjoyed in the first examination of that subject two and a half years ago—81% favorable and 10% unfavorable—is continuing to erode. Following the well-publicized walk off *The CBS Evening News* set in October 1987, the percentages had slipped to 73% favorable and 14% unfavorable. After the interview with Vice President Bush last week, the favorable/unfavorable rating had declined further, to 66%-26%.

With the favorable ratings of the other anchors having improved since October, Rather now trails them in that regard. ABC's Peter Jennings was up 3% in the favorable ratings, to 78%, and NBC's Tom Brokaw was up 10 points, to 79%. The study indicated that Rather's slide was "a highly partisan shift," with more Republicans casting an "unfavorable" vote than any other group. Rather dropped 18 points among Republicans. His favorable rating with the Democrats had improved slightly.

The Vice President has also experienced a significant decline in his overall favorability ratings since last September—but so has his principal rival for the Republican presidential nomination, Senator Bob Dole (R-Kan.). Bush's total favorable ratings have slipped from 69% to 52%, while his unfavorable ratings have increased from 17% in September to 40% today. Dole's ratings have declined from 67%-15% in September to 50%-25% today.

The study was conducted to assess public opinion in connection with Rather's highly publicized interview of the Vice President. On that score, it found the public split "dead even" (44%-44%) on whether Rather treated Bush "fairly" (see story, page 35). The survey also found that the public does indeed want to know more about Bush's knowledge of the Iran arms deal, the issue over which the two squared off. Fifty-five percent of those polled believe Bush should disclose more information about his role in the Iran-contra affair, while 34% said Bush had addressed that issue adequately.

raised another issue—public opinion of press coverage generally. "What happened [in the interview] won't help the press. It will reinforce the opinion of some that the press badgered [Gary] Hart out of the race."

Stan Opatowski, director of political operations for ABC News, contended that as

far as the big political picture is concerned, the interview "is not a big deal." CNN vice president, Mary Alice Williams, agreed with Opatowski. Long term, she said, "I don't think it will have any impact whatsoever." Joseph Angotti, NBC News vice president, election specials, declined to

comment directly about the interview, saying that would be "inappropriate." He did offer, however, his position that "too many reporters imposed themselves on the story. We're taking ourselves a little too seriously." The media, he said, "find it difficult to say: 'Nothing significant happened today.'" □

UA buys Daniels systems for \$190 million

Purchase includes 25 systems in 10 states with over 380,000 subscribers

United Artists Communications agreed last week to purchase the cable television system operating division of Daniels & Associates for \$190 million. Daniels & Associates will continue operation as a brokerage and investment banking firm (last year it brokered \$1.2 billion in cable sales), while United Artists will assume control of much of the cable operating infrastructure at Daniels, including 100 marketing, programing and technical employees in Denver and another 900 in the field.

The transaction involves 25 systems serving 380,400 subscribers in 10 states. Most of those subscribers (342,300) are in private and public limited partnerships that Daniels & Associates manages, including an 80,000-subscriber system in Baton Rouge and a 40,000-subscriber system in Newport News, Va. The other 38,100 subscribers are in systems Daniels owns outright. Daniels stockholders, including Chairman Bill Daniels (who owns 51%), and John Saeman, chief executive officer; Thomas Marinkovich, chief operating officer, and eight others (the 10 combined own 49%), will receive \$107,922,000 in cash and \$82,500,000 in convertible preferred stock of UA which is convertible into 2,750,000 shares of UA common stock.

UA will be able to purchase the limited partnerships at fair market value once they expire. Several separate partnerships make up the deal. UA, which operates 23 systems serving 800,000 subscribers, said the deal would not affect merger talks the company has restarted with United Cable. Those talks, which fell through last year, are continuing, UA said. UA is also the largest theater owner in the country with 2,050 screens in 475 locations. Tele-Communications Inc., the largest multiple system operator, owns 65% of UA.

Daniels, Saeman, Marinkovich and Daniels President Phillip Hogue are among 35 employees who will move from the present headquarters of Daniels & Associates into new environs. The firm will continue its cable focus while it expands its activity in mobile communications. "We saw the opportunity to accomplish a couple of things simultaneously," said Hogue, "and the deal that was put together was very attractive." Hogue said the moves will allow "Bill to expand his participation" in the financial services aspects of the company. "We're going to get even more of his time," said Hogue.

The company brokered \$1.2 billion in cable sales last year and did another \$279



million in cable financing. It did \$100 million worth of business in cellular radio last year, in both investment deals and sales of properties. The company also plans to establish a New York office.

United Artists plans to move into the quarters that Daniels & Associates is vacating and incorporate 100 Daniels employees into its company. They would include Bill Kingery, executive vice president, operations/corporate development; Jerry Maglio, executive vice president of marketing, and Robert Nagel, executive vice president and general counsel. "Our impression was that UA had need for much of that infrastructure," said Hogue. UA has a small executive staff (10) in Denver. Other UA offices are headquartered in Montvale, N.J.

The UA-Daniels deal does not include several systems in which Bill Daniels has a personal interest. He owns 4.25% of Mile Hi Cablevision, which serves 65,000 subscribers in Denver. Daniels & Associates was an original owner of the system, but the company sold 90% of its 42.5% interest to Scripps Howard, which in turn sold that interest to TCI. At present, American Television & Communications owns 42.5% of Mile Hi, TCI 38.25%, Daniels 4.25% and local stockholders 15%. Bill Daniels also owns 100% of systems serving Carlsbad (37,000 subscribers) and Hot Springs



Daniels

(6,000 subscribers), both California.

Daniels & Associates has management contracts with systems serving Anchorage and South Barrington, Ill., and with the Buford Cable Co. based in Tyler, Tex. The company had no ownership interest in those properties, which serve 117,000 subscribers, and it has not been decided whether UA will serve as a management consultant for those systems.

This is not the first time Bill Daniels has spun off cable systems and moved in other directions. Daniels has been involved in cable system financing for 30 years. In 1968, he pooled a group of systems to form ATC, now the second largest MSO. He acquired systems under the Daniels Properties Inc. banner in 1970, and sold them to Newhouse Broadcasting in 1980, for upwards of \$100 million. The list of cable executives who once worked for Daniels reads like a who's who of the industry. This time, however, Daniels officials say it is not the intention of the company to get back into system ownership, as it has done in the past, but to concentrate on the brokerage and investment business. □

Radio revolution in Britain

The selling of broadcast spectrum may soon become a reality in Great Britain, part of a sweeping reform of the British commercial radio system.

The proposed UK radio reforms, if approved by British Parliament late this year or in 1989, would award to the highest bidder the frequencies for three new national radio channels to compete with those of the British Broadcasting Corp.

Hundreds of new local commercial radio channels would be assigned under the reforms and current existing independent radio regulatory structures would be drastically revamped. Any newly allocated radio services, however, would not reach the British airwaves before 1990.

Wide-ranging television reforms are also anticipated in the UK this year, including the licensing of a new commercial TV network, which could be auctioned to the highest bidder as well.

Viacom will auction spots in 'Cosby' reruns

Syndicator will split 30-second spots into 'blocks' for either one-year or three-and-a-half-year license terms; it will set reserve price

Viacom Enterprises told advertising executives last week that it will auction its two 30-second spots in *The Cosby Show* as 10 "blocks," coinciding with the five telecasts per week that stations are allowed in syndication beginning next fall. The barter sales plan complements the cash licensing of the series, which was also auctioned to stations in each market.

To date, Viacom has sold *The Cosby Show* to a lineup of 162 stations covering 94% of the country on a cash-plus-barter basis, with five-and-a-half minutes for stations and one minute for Viacom, along with the cash license fee.

The spots will be made available to those within the advertising/syndication community who want to purchase them—advertising agencies, advertisers and barter sales companies—as "10 blocks" for flights of one year or three-and-a-half years (the term of license that stations have purchased). A "reserve" or minimum price will be established for each of the spots.

Prices for *The Cosby Show* are expected to begin at the top end of the syndication market currently, or the \$75,000 per 30-second spot in *Wheel of Fortune*. At that price, all 1,820 spots in the three and-a-half-year run of the show already licensed would net \$136.5 million.

Dennis Gillespie, senior vice president, Viacom Enterprises, cited the length of the advertising packages offered as indicative of the show's potential in syndication. Some consider the one-year or three-and-a-half-year deals too long, especially given the lack of cancellation clauses or ratings guarantees.

Viacom will deliver the reserve price to those who have expressed interest in the spots on Monday, Feb. 8, and after that. Price Waterhouse will accept bids through Feb. 18. Winners will be notified by March 9.

Interest in sales of the barter minute has been high, with Viacom receiving offers from a number of barter sales organizations prior to last week's announcement. Although the barter sales plan was kept under wraps, several of those interested in buying the spots were given explanations prior to the announcement last week.

Henry Schleiff, chairman and chief executive officer of Viacom's broadcasting and entertainment groups, said the impetus for auctioning the barter spots to advertising agencies, advertisers and barter sales companies to sell on their own, versus keeping sales of the spots in-house, is a result of Viacom's belief that "there are those who would attach a greater value" to the spots than it would.

Reaction to the Viacom plan among potential bidders was mixed. Although some said the plan would not parallel Viacom's record-breaking experience in its sales of the



'The Cosby Show'



Gillespie

show's cash license fees, others said the plan contained some flaws. Mentioned most often was the possibility that the plans lay open for different sales organizations to sell the same spots against one another.

Len Koch, chairman of Syndicast Services, a barter sales company, considers the competition factor the sales plan creates among sales organizations as a "major flaw."

But Koch added that "there won't be a syndicator that won't make a bid" for the blocks. The reason the spots are so attractive to syndicators is because they can be assembled into packages with spots from their own shows and thereby increase their costs per thousand.

Sources said the operative element in determining the success of the plan will be the reserve price that Viacom delivers Feb. 8.

The Cosby Show is considered principally an early fringe sell since most of the stations in its lineup are network affiliates. In the top 50 markets, the FCC's prime time access rule prohibits affiliates from airing off-network product in access; with the top 50 covering 66% of the country, that means that an advertising buy of *The Cosby Show* would be essentially an early fringe buy.

With the highest priced spots in early fringe now going for approximately \$50,000, some last week were saying Viacom could fall short of expectations of record prices in syndication. At that price, the 1,820 spots could be worth \$91 million.

Gillespie countered that in early fringe, the show could prove to be a perfect pre-dinner vehicle for restaurants and others. Additionally, most of the 10 independents in the show's lineup are within the top 50 markets and those stations will probably air the show in access (7-8 p.m.) to counter affiliate newscasts. □

Concentrating on cable concentration

The growing concentration of ownership within the cable industry has sparked the interest of Senator Howard Metzenbaum (D-Ohio), chairman of the Antitrust, Monopolies and Business Rights Subcommittee, who will convene a hearing on the matter within the next two months. Details on the proposed hearing are still sketchy, but the subcommittee's counsel, Mary Louise Westmoreland, said it will focus on the "general area of concentration." Westmoreland said the chairman had been "thinking about doing something on the issue for months" but with the crush of last year's business did not get to it. Staff members, she added, have been hearing on the subject from a number of groups, including broadcasters, the motion picture industry and wireless cable interests. (According to sources, Motion Picture Association of America President Jack Valenti [a close friend of the senator] asked Metzenbaum to hold a hearing on cable months ago.)

Westmoreland said the specifics of the hearing and a date had not been determined. A chief concern is whether consumers are being well served by the marketplace and what impact concentration of ownership and vertical integration have had on consumers. Over the past two years there has been a consolidation of cable system ownership with the latest occurring last week when United Artist bought the cable systems of Daniels & Associates, one of the top 20 cable MSOs (see page 38).

The Senate subcommittee won't be the only body scrutinizing the cable industry. The House Telecommunications Subcommittee is holding a series of oversight hearings on cable (the first expected no later than mid-March) where a broad range of issues will be examined.

Dougan leaving State Department

Coordinator of international communications says she has accomplished what she set out to do five-and-a-half years ago; short-term plans include writing book on Korea and working for GOP presidential candidate

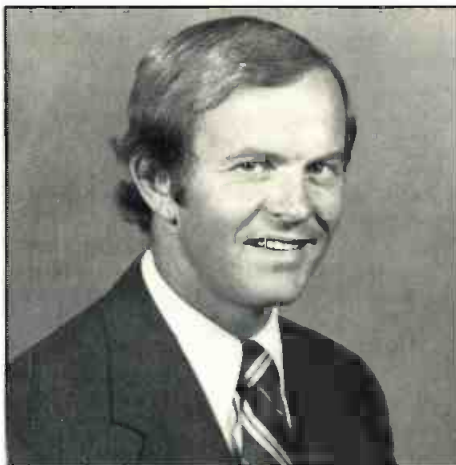
Ambassador Diana Lady Dougan, the first person to fill the post designed to impose some coherence on American international telecommunications policy, last week submitted her resignation to the White House. The announcement was not a surprise; rumors regarding her impending departure had been circulating for months, and although staffers had denied them, Dougan last month made it clear she would be leaving soon ("Closed Circuit," Jan. 11). In her letter to the President, dated Jan. 21, Dougan asked that the resignation be effective March 15.

Dougan is U.S. coordinator and director of the State Department Bureau for International Communications and Information Policy, with the rank of assistant secretary of state. It's Congress's answer to the problem of how the U.S., with various agencies of government having responsibilities in the area, can develop unified international communications policy. With those agencies—the Commerce Department's National Telecommunications and Information Administration and the FCC, as well as State—determined to protect their turf, the answer has been less than perfect. And Dougan's lot was not an easy one.

She has been in a number of controversies. And her removal from office has often been rumored and/or hoped for. There were reports on one occasion the administration was sounding out a possible replacement for the post. Yet, as Dougan says, she has been



Dougan



Borg

on the job five-and-a-half years—three-and-a-half years more than she says she had planned to spend in it—and is dealing with her second FCC chairman and third NTIA

head, fourth, if an acting NTIA head is counted. What is more, her share of the State Department bureaucracy has grown; the office she originally headed in 1983 is now a bureau.

Dougan says she is leaving because she feels she has accomplished what she set out to do—"and more." In her letter to the President, she said, "I have been able to build an effective institutional and policy framework which will insure that your administration will leave a legacy of continuing international leadership in the advancing Information Age." Now, she added, she would like "to go on to other challenges and opportunities."

Although she may not have focused on long-range plans, her immediate ones—beyond a skiing vacation—are to work in one of the presidential campaigns and write a book. She declines to say what campaign she has in mind; she says only she wants to work "for the election of a Republican President." The book would be on Korea. Her contact with the country goes back to her maternal grandfather, who drafted a constitution for the Korean government in exile during the Chinese occupation. Her father was an economic adviser to the Republic of Korea, and she lived there as a young child before and after the Korean war.

Dougan also indicated that two recent appointments she has made make her feel comfortable about leaving. One is Ambassador Parker W. Borg, named as deputy U.S. coordinator and senior deputy of the bureau. Borg, who had served as ambassador to Mali, is a minister-counselor in the senior foreign service. He replaces Rush Taylor Jr., who is to be named ambassador to Togo. The second appointment she mentions is that of Daniel Clare, now a special assistant to the under secretary of state for security assistance, science and technology, Edward Derwinski, Dougan's immediate superior. Clare has been named executive director of the U.S. delegations to two major international conferences—the World Administrative Telephone and Telegraph Conference, in November, in Melbourne, Australia, and the International Telecommunication Union's plenipotentiary conference, to be held in Nice, France, in May 1989.

With those two appointments, Dougan says, she was "systematically putting all the pieces in place." Since the appointment of a successor to Dougan seems unlikely in the final months of the Reagan administration, Borg is expected to run the bureau until the next administration assumes control. Dougan said she was not prepared to say whether Borg would be named acting head of the bureau. But she said his presence will assure "a strong and orderly transition."

Dougan will have one more foreign assignment before leaving government service. She will leave Feb. 1 for bilateral talks with officials of the Spanish government and then deliver the keynote address on Feb. 3 at the World Plan Meeting, which is sponsored by the International Telecommunication Union. □

Court says A/B switch stays. The U.S. Court of Appeals in Washington last week completed its task of writing a decision on the FCC's second attempt at fashioning must-carry rules. The ending caught by surprise those who had been successful in appealing the rules themselves. For in a brief order responding to the commission's request for clarification, the court said it had not struck down the A/B switch provision.

That provision requires the cable operators to educate subscribers on the use of the switches, which, when attached to a television set, a cable and a UHF-VHF antenna, allows a subscriber to switch easily from off-air to cable reception. The provision also requires operators to offer to supply the switches to subscribers at reasonable price.

The court said the A/B switch and consumer education requirements were not included in the First Amendment and statutory challenge of the petitioners, led by Century Communications Corp., to the must-carry regulations. Those regulations, the court said, "impermissibly infringed on the First Amendment rights of cable operators." Furthermore, the court added, those requirements are not "so inextricably bound up with the must-carry requirements as to constitute an inseparable package. Rather, they are independent measures designed toward the same end as the invalidated must-carry rules: easing a transition to a world without must-carry channels." The rules were set to expire after five years.

However, the court directed the commission to rewrite those rules to the degree they now refer to the invalidated must-carry provisions. The opinion was issued by Chief Judge Patricia Wald and Judge Abner Mikva. The third member of the panel when the original opinion was issued, on Dec. 11, 1987, Carl McGowan, has since died.

The commission's general counsel, Diane Killory, said the commission would have the authority, if it chose to use it, to make the modifications without seeking comments. However, she did not rule out an invitation for comments. Killory said that at the time the commission modifies the rules, it would set a new effective date for them. In the meantime, she said, the stay of a Feb. 29 implementation date remains in effect.

Killory said the commission was pleased the court made clear the A/B switch and consumer education rules were valid.

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stations are functioning, we have profit figures or at least financial data that is the industry's data, not data that we have to subsequently disprove or agree with or stipulate to in negotiations with ASCAP and BMI. Because they have a primary advantage; they're dealing with our money in the way of mandatory payments, against us, and there is no way this industry can continue to negotiate contracts with this much value, and this much importance without having first accumulated a body of data that is pertinent to the way radio is being operated today. There is nothing of that nature going on anywhere. We should have an electronic data base that is very accurate in terms of what it costs to operate a radio station and what music is worth and what it isn't worth and what percentage of plays are going to ASCAP and what are going to BMI and how much to SESAC, or at least to the best degree possible. And we certainly should have a negotiating committee that is thoroughly informed as to the quality



or the complexities of this contract.

How much do you anticipate the next negotiation will cost?

It will cost substantially more if we have an inexperienced committee than it will if we have an expert committee. I don't know how long the next negotiation will take—except that if people will learn from history and prepare for it, it ought to be fairly simple because the contract is much less complicated today than it used to be, and we're dealing with people whom I believe to be honorable and very capable defenders of their own turf.

What I'd like to see, of course, is a very strong radio management orientation within NAB so that something as basic to the business of radio—music and financial matters—is almost routine. So that it's accumulated year to year so that you're not faced with huge research projects and reaction to somebody else's initiative. That's what costs

us money.

You say that you're \$300,000 short with your law firm. How much were they compensated all together?

Over these five or six years, about \$650,000.

Is your primary mission to pay off the \$300,000 or to get up a war chest for the next round?

What I have asked of NAB is that they loan the committee the money so that we can pay the law firm. This is a debt entered into in good faith by the radio industry, which has not been paid. I've never had this experience before. I have just never been in a situation where the radio industry didn't respond.

Well, the NAB turned us down on that proposal, although I understand they will support us through a task force designed to help in fundraising. We're disappointed; we really believe the radio industry deserves stronger leadership from its only trade association.

Certainly, the radio industry should be educated as to what all this means. I still get letters from people who have no more idea why they pay those royalties than the man in the moon; they think that because occasionally they tell people that it's a recording on such and such a record label that they've done their part for the music industry. And of course it has nothing whatsoever to do with record sales or anything of that nature; it's an intellectual copyright we're talking about here. And the only way that we're going to get that universally understood is through an organization that is in regular communication with the bulk of the radio industry, and the only one left is NAB.

So I've asked them to assist in selecting and appointing, and hopefully funding a continuing music committee or radio management committee, in order that the next series of negotiations are in capable, intelligent, well-funded hands.

ASCAP and BMI can't possibly deal with 10,000 separate radio stations; they want the committee to exist as much as the industry should want the committee to exist, but getting people to understand this and voluntarily send money is very, very difficult—especially when we have no regular office and no one to keep track and send reminders out or bills or what have you.

We've tried to be creative without tying the hands of the existing NAB radio board. We have said there are things like dues check-offs, or a set-aside of a percentage of radio convention registration fees—there are all kinds of ways that a radio management or music war chest or research war chest can be established that will not run afoul of the antitrust rules and the like. But at the moment, we're not getting anywhere.

This is a radio industry problem, and I've tried to portray it that way, but so far the message has not gotten through.

Is there an alternative beyond the NAB?

The only alternative is for the committee, in effect, to set up its own office and become another mini-trade association and represent only those stations that authorize it to and sign up with it, and have nothing whatsoever to do with anybody else. In effect, we would represent, or the committee would represent, those that authorized and financially support the committee to the fullest extent possible. Other broadcasters could then say they accept this, or if they want, reject it.

I think what ASCAP and BMI would do is what they have historically done. If we have a base of support from 2,000, 3,000 or 4,000 radio stations, they're going to look at that and say, "Well, that's a good cross-section of the industry and that's the contract we're going to offer to the rest of the industry. They can take it or leave it, and if they don't like it they can come to New York and challenge us in court."

Maybe we need another catastrophe. Maybe we need to go back to 1923 again or 1941 when ASCAP was feeling its oats, and really overreached. Maybe what I should be doing is agreeing with ASCAP and BMI and just let them impose whatever they can get and not worry about it.

If any of our readers were inspired to send money, where would they send it?

The mailing address is: All Industry Radio Music License Committee, Jasper, Ala.

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Redstone



Kluge

It's Redstone vs. Kluge for Orion

Production company is focus of battle for its stock

Film and TV studio Orion Pictures Corp. has become the subject of a high-stakes game of stock buying between investors Sumner Redstone, chairman of Viacom and its parent theater chain, National Amusements, and a group led by Metromedia's John Kluge.

Redstone, whose last reported holdings totaled more than 5.2 million shares, or 26.1% of Orion's outstanding shares, has continued the accumulation of Orion stock begun by Viacom as far back as February 1986, before his buyout of that media firm.

In a filing with the Securities and Exchange Commission on Jan. 20, Redstone said his purchases, made at prices ranging from \$10.25 to \$12.63, were for the "purpose of investment."

But Redstone's recent acquisitions followed the continued purchasing of Orion shares by a second group of investors led by John Kluge, who is reportedly friendly with Orion Chairman Arthur Krim. Kluge's group last reported holding 22.9% of the studio's stock, or 4.25 million shares, with the latest blocks purchased for between \$12.13 and \$12.88 per share.

Orion's stock price has moved steadily upward with the standoff, from the \$9 range at the beginning of December to the high \$12's just before Redstone's Jan. 20 SEC filing. The stock closed last Tuesday at \$15. Some analysts place the stock's takeover value as high as \$20 or more.

The acquisitions follow a significant turnaround for the studio over the past year, primarily due to improved theatrical and home video revenues from recent releases including "No Way Out" and "Robocop."

Orion's television programming arm also syndicates its film library, plus the hour-long CBS-TV series, *Cagney & Lacey*, for which the company has just signed a licensing deal with the Lifetime cable network.

In its most recent quarter ending Nov. 30, Orion reported revenue of \$88 million, up 34% over the same period the year before.

While the company's books are still carrying writedowns from less successful past releases, it reported a net quarterly income of \$1.1 million (6 cents per share) compared to the previous year's \$3.6 million third-quarter loss.

Revenue from television distribution was up 26% to \$66 million for the quarter, with the biggest increase coming in home video, which recorded \$18 million in revenue. Free television and other TV revenue accounted for \$41 million of that total, while pay cable

adds \$7 million. Theatrical distribution totaled nearly \$22 million.

The company's foreign distribution of motion pictures and television programming generated \$20 million in revenue for the quarter, compared to just \$6.5 million for the year-ago quarter.

In addition to *Cagney & Lacey*, Orion syndicates *The New Hollywood Squares*. The company also has a long-term exclusive film licensing agreement with Viacom's Showtime/The Movie Channel. □

Fifth Estate stock scorecard. Cable television and cellular telephone companies were the best performing media companies on the stock market in 1987, according to a review by investment bank Morgan Stanley.

The index, which uses a selection of 68 publicly traded media companies, shows that television broadcasting also had a strong year, while newspaper publishing was nearly flat and radio broadcasting, programming companies, diversified entertainment and other publishing companies all were down for 1987.

According to Steven Rattner, Morgan Stanley managing director, the cellular phone, cable TV and radio broadcasting sectors were the best performers in last year's bull market, which, on the Dow Jones Industrial average, peaked Aug. 25. From that high to the markets' lowest level reached Oct. 21 following the Oct. 19 crash, media stocks dropped an average of 18%-38%, Rattner said.

In the post-crash period, Rattner said, only the cellular phone and cable TV sectors recovered, while programming and radio broadcasting continued their decline.

The following chart breaks down sector-by-sector results during the last year.

Industry group	1/2/87-8/25/87	8/25/87-10/21/87	10/21/87-12/31/87	Full year '87
TV broadcasting	+50.4%	-17.9%	-3.6%	+19.0%
Cable TV	+73.7%	-22.6%	+7.4%	+44.3%
Radio	+65.5%	-29.4%	-9.7%	-5.6%
Newspaper	+44.9%	-27.0%	-7.9%	+2.6%
Publishing	+47.2%	-25.3%	-7.2%	-2.1%
Entertainment	+57.2%	-26.7%	-2.2%	-12.6%
Programming	+42.0%	-38.1%	-9.0%	-20.0%
Cellular phone	+92.5%	-21.4%	+11.1%	+68.1%
DJ Industrial	+41.1%	-25.5%	-4.4%	+0.5%
S&P 500	+36.6%	-23.3%	-4.4%	-0.3%

Source: Morgan Stanley & Co. The sector measures were made using weighted average change in market values for the following companies: **Television broadcasting:** Belo, Cap Cities/ABC, CBS, Chris Craft, Outlet, Price, Scripps Howard, TVX and United Television. **Cable:** Adelphia, ATC, Cablevision Systems, Centel Cable, Century Comcast, Falcon, Jones, TCA, TCI, United Artists, United Cable and Western TCI. **Radio broadcasting:** Clear Channel, Infinity, Jacor, Malrite, Olympic and Osborn. **Newspaper:** Dow Jones, Gannett, Knight-Ridder, Lee Enterprises, Media General, Multimedia, New York Times, News Corp., Park, Pulitzer, Times Mirror, Tribune and The Washington Post. **Publishing:** Addison-Wesley, Grolier, HBT, Houghton Mifflin, Macmillan, McGraw-Hill, Meredith, Time Inc., Western Publishing and John Wiley & Sons. **Diversified entertainment:** Columbia, Disney, Gulf & Western, Imagine, MCA, MGM/UA, New World, Orion, Vestron, Viacom and Warner. **Programming and syndication:** Barris, Dick Clark, FNN, Fries, Hal Roach, King World, Lorimar Telepictures, Reeves, Aaron Spelling, Turner Broadcasting and Westwood One. **Cellular:** American Cellular, Cellular Communications, LIN Broadcasting, McCaw and Metrol Mobile CTS.

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SNOOP**

**FINALLY
PROVED.
IT'S NEVER
TOO LATE
FOR LOVE!**

Lorimar Syndication

Special Ratings Edition

November 1987

*The
story
inside!*

**“I’M NOT
ASHAMED!”
CHUCK WOOLERY
BRAGS ABOUT
HIS AFTER HOURS
LOVE AFFAIR!**

"LOVE CONNECTION" LATE NIGHT RATINGS

INCREASES VS. PRIOR PROGRAMMING

DETROIT

WXON

MONDAY-FRIDAY 11:30PM

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
22	15
10	6

NOV 86 Love Connection

% INCREASE:

+120 +150

DALLAS

KXAS

MONDAY-FRIDAY 11:30PM *

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
31	26
23	19

NOV 86 Love Connection

% INCREASE:

+35 +37

HOUSTON

KPRC

MONDAY-THURSDAY 1:00AM

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
35	53
7	15

NOV 86 New Dating Game

% INCREASE:

+400 +253

PHOENIX

KPNX

MONDAY-FRIDAY 11:30PM *

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
42	41
26	35

NOV 86 Love Connection

% INCREASE:

+62 +17

NASHVILLE

WTVF

MONDAY-FRIDAY 12:00MID *

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
67	45
17	18

NOV 86 CBS Late Night

% INCREASE:

+294 +150

CHARLESTON-HUNTINGTON

WVAH

MONDAY-FRIDAY 11:00PM

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
18	12
11	10

NOV 86 MASH

% INCREASE:

+64 +20

ALBUQUERQUE

KGGM

MONDAY-FRIDAY 10:30PM

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
12	9
7	4

NOV 86 Entertainment Tonight

% INCREASE:

+71 +125

GREEN BAY

WFRV

TUESDAY-FRIDAY 10:30PM

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
39	22
21	15

NOV 86 Love Connection

% INCREASE:

+86 +47

SYRACUSE

WIXT

TUESDAY-FRIDAY 11:30PM

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
19	18
13	7

NOV 86 Nightlife

% INCREASE:

+46 +157

DAVENPORT

WHBF

MONDAY-FRIDAY 10:30PM *

NOV 87 LOVE CONNECTION

SHARE	
W18-49	M18-49
24	16
10	7

NOV 86 CBS Late Night

% INCREASE:

+140 +129

"LOVE" IS WAKING UP EVERYWHERE!

INCREASES VS. LEAD-IN PROGRAMMING

DETROIT

WXON

MONDAY-FRIDAY 11:30PM

11:30PM LOVE CONNECTION

11:00PM New Newlywed Game

% INCREASE:

SHARE	
W18-49	M18-49
22	15
13	8
+69	+88

DALLAS

KXAS

MONDAY-FRIDAY 11:30PM *

11:30PM LOVE CONNECTION

11:00PM Tonight Show

% INCREASE:

SHARE	
W18-49	M18-49
31	26
20	16
+55	+63

ST. LOUIS

KSDK

MONDAY-FRIDAY 11:30PM *

11:30PM LOVE CONNECTION

11:00PM Tonight Show

% INCREASE:

SHARE	
W18-49	M18-49
32	37
29	33
+10	+12

PHOENIX

KPNX

MONDAY-FRIDAY 11:30PM *

11:30PM LOVE CONNECTION

11:00PM Tonight Show

% INCREASE:

SHARE	
W18-49	M18-49
42	41
38	34
+11	+21

CHARLESTON-HUNTINGTON WVAH

MONDAY-FRIDAY 11:00PM

11:00PM LOVE CONNECTION

10:30PM Hogan's Heroes

% INCREASE:

SHARE	
W18-49	M18-49
18	12
4	7
+350	+71

SHREVEPORT

KTBS

TUESDAY-FRIDAY 11:00PM

11:00PM LOVE CONNECTION

10:30PM Cheers

% INCREASE:

SHARE	
W18-49	M18-49
40	27
24	23
+67	+17

DAVENPORT

WHBF

MONDAY-FRIDAY 10:30PM *

10:30PM LOVE CONNECTION

10:00PM News

% INCREASE:

SHARE	
W18-49	M18-49
24	16
20	13
+20	+23

TUCSON

KVOA

MONDAY-FRIDAY 11:30PM

11:30PM LOVE CONNECTION

11:00PM Tonight Show

% INCREASE:

SHARE	
W18-49	M18-49
50	43
38	38
+32	+13

SOURCE: NSI/Cassandra; * ARB/Apollo Nov 1987

When most late night shows' audience's are turning in, "Love Connection's" viewers are turning on.

"Love" consistently improves over its late night lead-in, drawing the hard to reach young adult audience advertisers want. It increases over year-ago programming, too. Itself included.

With performances like these, it's no wonder that more and more stations are recognizing that it's never too late for "Love!"



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LORIMAR
SYNDICATION
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Debate over aid to contras spurs ad campaigns

Pro and con groups state their cases with radio, TV, print

Two Washington-based political action groups have invested money in broadcast political advertising campaigns, with one opposing, and one supporting, President Reagan's request for another round of aid to the Nicaraguan rebel forces.

An organization founded last June, Countdown '87, last week announced a \$120,000 TV and radio advertising campaign opposing aid to Nicaraguan Contras. And, according to David Hirschmann, research director for the Council for Inter-American Security, which favors contra aid, his organization has invested approximately \$10,000 in radio-only spots on the subject. Both organizations have also invested in print advertising and other forms of lobbying the public, and each of the broadcast campaigns has targeted swing-vote congressional districts. President Reagan is scheduled to address the nation on radio and television Tuesday evening, Feb. 2.

According to Rosa DeLauro, Countdown '87 executive director, the organization has spent between \$20,000 and \$25,000 producing the spots with California-based media consultants Zimmerman, Fiman & Dixon. Senator Tom Harkin (D-Iowa), Representatives Mel Levine (D-Calif.) and Esteban Torres (D-Calif.) joined DeLauro last Wednesday (Jan. 27) in the unveiling of two 30-second TV spots and two 60-second radio spots set to run in the home districts of 15 U.S. congressman and the states of two U.S. senators.

DeLauro said the number of radio and/or television stations running the spots—from last Thursday, Jan. 28, through Wednesday, Feb. 3 (the day of the House of Representatives vote on contra aid)—varies from market to market. Countdown's targeted districts and states are those of Representatives Les Aspin (D-Wis.), Bill Frenzel (R-Minn.), Bill Gradison (R-Ohio), Fred Grandy (R-Iowa), Steve Gunderson (R-Wis.), Paul Henry (R-Mich.), Amo Houghton (R-N.Y.), Ray McGrath (R-N.Y.), Alan Mollohan (D-W.Va.), Elizabeth Patterson (D-S.C.), Owen Pickett (D-Va.), Carl Pursell (R-Mich.), Patricia Saiki (R-Hawaii), Jim Slatery (D-Kan.) and Olympia Snowe (R-Me.). The campaign also targets the states of Senators Pete Wilson (R-Calif.) and Alan Dixon (D-Ill.).

"They seem to be going to very liberal districts among the swings," said Hirschmann of Countdown's targets. There was no overlap between the 17 Countdown '87 target districts and the Council for Inter-American Security's Jan. 25-Feb. 4 radio campaign's 13 target districts, which included those of Representatives Richard Stallings (D-Idaho), Jimmy Hayes (D-La.), Wes Watkins (D-Okla.), Glenn English (D-Okla.), Albert Bustamante (D-Tex.), Kika De La Garza (D-Tex.) and Ronald Coleman (D-Tex.).

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
AME Inc.	Year	\$37,008	44	\$4,031	127	\$0.87
	Fourth	\$10,446	24	\$1,243	158	\$0.24
Century FNN	Second	\$39,484	107	(\$2,327)	NM	(\$0.08)
	First	\$12,577	89	\$1,411	8	\$0.12
Harris Corp. Media General	Second	\$501,409	(6)	\$24,169	20	\$0.60
	Year	\$715,311	13	\$42,921	150	\$1.50
Park	Fourth	\$183,762	9	\$11,414	NM	\$0.40
	Year	\$149,427	9	\$17,071	14	\$1.24
United Artists	Fourth	\$41,338	8	\$6,065	14	\$0.44
	First	\$207,679	57	\$21,503	NM	\$0.53

AME, videotape post-production service company, made initial public offering in April, 1987.

■ Cable operator **Century Communications** had second-quarter operating income (before depreciation and amortization and federal income taxes) of \$21.2 million, double year-ago period. Century currently serves 705,000 basic primary subscribers in 21 states and Puerto Rico. ■ **Financial News Network** during quarter acquired most of outstanding stock of Data Broadcasting Corp (provider of real-time stock market quotes and information) from Infotechnology Inc. and also acquired "large position" in cable network, The Learning Channel. ■ **Harris Corp.** said communications sector, which manufactures radio and television broadcasting equipment, reported higher earnings on lower sales. ■ **Media General** reported broadcasting revenues for year up 16% to \$193.9 million from year-ago period, but flat for current fourth quarter over 1986 fourth quarter. Broadcast operating profit for year was \$6.4 million. Company said construction of \$200 million Northern Virginia cable system is now "substantially complete," with more than 151,000 subscribers. Price increase of 9% was implemented at start of year, with system expected to show operating profit for first time as result. ■ Operating cash flow at **Park Communications** was \$29.2 million for year, up 13% over 1986 fiscal year. Fourth quarter operating cash flow was up 6% over year-ago period at \$8.9 million. ■ **UACI** earnings increase over \$600,000 in last year's first quarter reflects \$28.3 million gain on sale of New York theater properties in current period, as well as gains in theater and cable operations. Cable system operating revenues were up 14% over year-ago quarter to \$55.7 million. UACI operating income was \$55.7 million for period.

Bottom Line

Radio return. Cable system operator Summit Communications has closed approximately \$200-million acquisition of radio station group DKM Broadcasting Corp. Deal is second-largest radio-only sale after \$285-million Metromedia management buyout in 1986 and will bring Summit back into former radio business with AM-FM combinations in KMEZ-AM-FM Dallas; WAOK(AM)-WYEE-FM Atlanta; WCAO(AM)-WXYV-FM Baltimore; KLZ(AM)-KAZY-FM Denver; KWTQ-AM-FM Springfield, Mo.; KFOR(AM)-KFRX-FM Lincoln, Neb., and WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE-FM Dayton, both Ohio. Former DKM Broadcasting President Jim Wesley will serve as president of Summit's combined broadcasting and cable operations, with Summit's C. Boyden Gray and Richard Stakes continuing as chairman and chief executive officer, respectively.

□ **Saving grace.** Turner Broadcasting System has 180-day grace period on upcoming April 30 payment deadline of approximately \$38 million in cash dividends to cable operators holding TBS preferred stock and board seats. TBS's existing debt instruments have covenants preventing distribution of cash dividends, so company must complete delayed refinancing of senior debt before making payment, unless terms of preferred stock can be changed. If dividend is not distributed, cable consortium will be allowed to elect two additional directors to 15-person TBS board, giving it nine outside directors to eight TBS directors.

□ **Taxing changes.** Master limited partnerships, widely used financing instruments for cable TV systems, accounted for some \$115 million in investments in 1987, but will slip to zero this year as new tax law takes full effect. According to investment research firm Robert A. Stanger & Co., public partnership market on whole (including investment in real estate, oil and gas and other businesses) will decline for the first time since 1975, as most new master limited partnerships are taxed as corporations. For cable TV, however, nonpublicly traded partnerships are expected to rebound in 1988 to \$400-million level, after having slipped nearly 5% in 1987 to \$360 million.

□ **Getting bigger.** Switzerland's largest advertising agency has been created by merger of Gisler & Gisler/BBDO, Aebi & Partner and Stadler & Suter. The new firm will have billings of more than 100 million francs. BBDO Worldwide will have less than majority interest in agency and will be only American agency with an interest in the new firm.

*This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities.
The offer is made only by the Prospectus.*

\$125,000,000

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CORPORATION**



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Common Stock, subject to adjustment in certain events.*

Price 61%

*Copies of the Prospectus may be obtained in any State from only such of the
undersigned as may legally offer these Securities in compliance
with the securities laws of such State.*

MORGAN STANLEY & CO.
Incorporated

LAZARD FRERES & CO.

January 19, 1988

Stock Index

Closing Closing
Wed Wed
Jan 27 Jan 20
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	334	3/4	314	20	3/4	06.60	23	5.411
N (CBS) CBS	153	7/8	152	1	7/8	01.23	9	3.631
A (CCU) Clear Channel	12	3/4	12 1/4	1/2	04.08	24	41	
O (INFA) Infinity Broadcast	18	1/2	17	1	1/2	08.82	-142	155
O (JCOR) Jacor Commun.	5	1/8	5	1/8	02.50			29
O (LINB) LIN	46	1/8	42 1/4	3	7/8	09.17	24	2,472
O (MALR) Malrite	6	1/2	6 3/4	1/4	-03.70	-9	88	
O (MALRA) Malrite 'A'	6	1/2	6 1/2		00.00	-9	88	
O (OBCCA) Olympic Broad.	4	3/4	4 1/2	1/4	05.55	11		
O (OSBN) Osborn Commun.	5	1/4	5 1/4		00.00	-4	21	
O (OCOMA) Outlet Commun.	9	1/4	9	1/4	02.77		60	
A (PR) Price Commun.	9	3/8	9 3/8		00.00	-7	80	
O (SAGB) Sage Broadcasting	4	3/4	5 1/4	1/2	-09.52	-7	18	
O (SCRIP) Scripps Howard	78	3/4	80	1	1/4	-01.56	26	813
O (SUNN) SunGroup Inc.	1		1		00.00	-1	2	
O (TLMD) Telemundo	8	1/4	8	1/4	03.12	-1	47	
O (TVXG) TVX Broadcast	3	3/4	3 3/4		00.00	-2	22	
O (UTVI) United Television	24	1/8	24	1/8	00.52	40	264	

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	47	1/2	47 3/4	1/4	-00.52	15	511	
O (ASTV) Amer. Comm. & TV		1/8	1/8		00.00		9	
N (AFL) American Family	13	3/4	13 1/4	1/2	03.77	13	1,107	
O (ACOMA) Assoc. Commun.	23		26	3	-11.53		219	
O (BMAC) Bus. Men's Assur.	27	3/4	26 3/4	1	03.73	-11	290	
N (CCN) Chris-Craft	18	5/8	18 1/8	1/2	02.75	21	375	
N (DNB) Dun & Bradstreet	52	5/8	54 1/2	1	7/8	-03.44	21	8,002
O (DUCO) Durham Corp.	24	1/4	24	1/4	01.04	14	206	
O (GCI) Gannett Co.	34	1/4	34 1/2	1/4	-00.72	18	5,534	
N (GY) GenCorp	20	1/8	21	7/8	-04.16	10	1,348	
O (GACC) Great Amer. Comm.	11	1/8	11 3/8	1/4	-02.19	11	259	
N (JP) Jefferson-Pilot	27	1/4	27	1/4	00.92	9	1,095	
N (KRI) Knight-Ridder	39	1/8	37 5/8	1	1/2	03.98	15	2,245
N (LEE) Lee Enterprises	22	7/8	22 1/8	3/4	03.38	13	569	
N (LC) Liberty	35	1/2	35 1/8	3/8	01.06	12	339	
N (MHP) McGraw-Hill	50	1/2	47 5/8	2	7/8	06.03	16	2,551
A (MEGA) Media General	41	1/2	37 3/8	4	1/8	11.03	61	1,170
N (MDP) Meredith Corp.	28	5/8	29	3/8	-01.29	15	549	
O (MMEDC) Multimedia	53	1/4	50 1/2	2	3/4	05.44	5325	585
A (NYTA) New York Times	27	7/8	30	2	1/8	-07.08	15	2,283
N (NWS) News Corp. Ltd.	16	3/4	17 1/8	3/8	-02.18	10	2,122	
O (PARC) Park Commun.	24	3/4	25 1/2	3/4	-02.94	21	341	
O (PLTZ) Pulitzer Publishing	30		28 3/4	1	1/4	04.34	24	314
N (REL) Reliance Group Hold.	5	3/8	5 1/8	1/4	04.87	5	403	
O (RTRSY) Reuters Ltd.	55	3/8	56	5/8	-01.11	26	22,988	
T (SKHA) Selkirk	19		21	2	-09.52	41	154	
O (STAUF) Stauffer Commun.	141		140	1	00.71	23	141	
A (TO) TechOps Inc.	26	3/4	26 1/4	1/2	01.90	10	57	
N (TMC) Times Mirror	35	1/2	35 3/8	1/8	00.35	14	4,579	
O (TMCI) TM Communications		7/8	7/8		00.00	4	6	
O (TPCC) TPC Commun.		3/16	1/4	1/16	-25.00		2	
N (TRB) Tribune	35	5/8	35 1/2	1/8	00.35	13	2,807	
A (TBSA) Turner Bcstg. 'A'	11	1/2	12 1/2	1	-08.00	-1	250	
A (TBSB) Turner Bcstg. 'B'	9	1/8	9 1/4	1/8	-01.35	-1	198	
A (WPOB) Washington Post	198		190 1/4	7	3/4	04.07	21	2,543

PROGRAMING

O (SP) Aaron Spelling Prod.	4	1/2	5	1/2	-10.00	3	83	
O (ALLT) All American TV	1	1/2	1 5/8	1/8	-07.69		1	
O (BRRS) Barris Indus.	8	3/4	8 1/4	1/2	06.06	4	77	
N (KO) Coca-Cola	36	1/4	37	3/4	-02.02	13	13,702	
A (CLR) Color Systems	4		4 1/8	1/8	-03.03	-2	20	
O (CAVN) CVN Cos.	9		9 1/2	1/2	-05.26	-27	164	
A (DEG) De Laurentiis Ent.	1	1/8	1 1/4	1/8	-10.00		12	
O (dcpi) dick clark prod.	5	1/4	5 3/8	1/8	-02.32	13	43	
N (DIS) Disney	58		57 1/8	7/8	01.53	20	7,619	
N (DJ) Dow Jones & Co.	29	1/4	27 5/8	1	5/8	05.88	14	2,832
O (EM) Entertainment Mktg.	4		4		00.00	13	49	
O (FNNI) Financial News	8	1/8	8 1/8		00.00	50	95	
A (FE) Fries Entertain.	2	1/8	2 3/8	1/4	-10.52	9	11	
N (GW) Gulf + Western	70	3/8	69 1/2	7/8	01.25	16	4,276	
O (HRSI) Hal Roach	5	1/4	5 1/2	1/4	-04.54	-12	36	
A (HHH) Heritage Entertain.	2	3/4	2 1/2	1/4	10.00	2	12	
A (HSN) Home Shopping Net.	4		5 1/8	1	1/8	-21.95	11	343
N (KWP) King World	17	1/2	17	1/2	02.94	18	523	
O (LAUR) Laurel Entertain.	1	5/8	1 5/8		00.00	3	4	
A (LT) Lorimar-Telepictures	9	5/8	9 1/2	1/8	01.31	-7	440	
N (MCA) MCA	39	1/2	38 1/2	1	02.59	18	3,001	
N (MGM) MGM/UA Commun.	7	3/4	7 3/8	3/8	05.08	-9	387	
A (NHI) Nelson Holdings		3/8	3/8		00.00	-3	10	
A (NWE) New World Enter.	3		3 1/4	1/4	-07.69	2	32	

Closing Closing
Wed Wed
Jan 27 Jan 20
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

PROGRAMING

O (NNET) Nostalgia Network	113/16	1	3/4	1/16	03.57	-2	10	
N (OPC) Orion Pictures	14	1/2	12 3/4	1	3/4	13.72	23	250
O (MOVE) Peregrine Entertain.	2	1/4	2 1/8	1/8	05.88	-75	5	
N (PLA) Playboy Ent.	12	7/8	12 7/8		00.00	-8	121	
O (QVCN) QVC Network	5		5		00.00		32	
O (RVCC) Reeves Commun.	611/16	6	1/8	9/16	09.18	668	83	
O (RPICA) Republic Pic. 'A'	5	1/8	5 1/8		00.00	56	21	
O (RPICB) Republic Pic. 'B'	6		6		00.00	42	4	
A (RHI) Robert Halmi	1	5/8	1 3/4	1/8	-07.14	6	36	
O (SMNI) Sat. Music Net.	3	1/4	2 7/8	3/8	13.04	-81	29	
N (WCI) Warner	28	3/4	27 1/2	1	1/4	04.54	17	3,596
O (WWTW) Western World TV.	3/16		3/16		00.00	1		
O (WONE) Westwood One	20	1/2	19	1	1/2	07.89	27	254

SERVICE

O (BSIM) Burnup & Sims	8	1/2	8 1/2		00.00	17	135	
O (CVSI) Compact Video	3	1/2	3 3/4	1/4	-06.66	-2	23	
N (CQ) Comsat	27	1/8	26 3/8	3/4	02.84	-11	497	
N (FCB) Foote Cone & B.	45	3/4	43 1/2	2	1/4	05.17	13	190
O (GREY) Grey Advertising	105		107	2	-01.86	15	127	
O (IDBX) IDB Communications	6	3/8	7	5/8	-08.92	25	25	
N (IPG) Interpublic Group	29	1/4	29 7/8	5/8	-02.09	14	649	
A (MOV) Movielab	6	3/4	6 3/4		00.00		11	
O (OGIL) Ogilvy Group	25	5/8	26 3/4	1	1/8	-04.20	13	353
O (OMCM) Omnicom Group	18	3/8	19	5/8	-03.28	-83	450	
N (SAA) Saatchi & Saatchi	22	3/4	22 3/4		00.00	12	3,314	
O (TLMT) Telemation	2		1 1/4	3/4	60.00	8	9	
A (TPO) TEMPO Enterprises	7	1/2	7 1/2		00.00	25	43	
A (UNV) Unitel Video	8	7/8	8 5/8	1/4	02.89	13	19	

CABLE

A (ATN) Acton Corp.	17		12 7/8	4	1/8	32.03	20	
A (ACN) American Cable	45	3/8	45 1/4	1/8	00.27	-88	426	
O (ATCMA) Amer. TV & Comm.	22	1/2	22	1/2	02.27	86	2,462	
A (CVC) Cablevision Sys. 'A'	26		25 3/4	1/4	00.97	-44	546	
N (CNT) Centel Corp.	36	5/8	36 1/4	3/8	01.03	14	1,061	
O (CCCOA) Century Commun.	16	1/4	16 1/4		00.00	1625	469	
O (CMCSA) Comcast	23	1/4	21 7/8	1	3/8	06.28	-105	964
O (ESSAC) Essex Commun.	15	1/2	16 1/2	1	-06.06	-35	57	
A (FAL) Falcon Cable Systems	18	1/2	18	1/2	02.77	-57	118	
O (JOIN) Jones Intercable	11	1/8	10 3/4	3/8	03.48	34	141	
T (MHPQ) Maclean Hunter 'X'	22	7/8	22 1/4	5/8	02.80	31	842	
O (TCAT) TCA Cable TV	29	3/8	27 1/2	1	7/8	06.81	59	317
O (TCOMA) Tele-Commun.	22	1/4	23	3/4	-03.26	36	3,228	
N (TL) Time Inc.	82	7/8	82 1/2		00.45	13	4,920	
O (UACI) United Art. Commun.	24		23 1/4	3/4	03.22	200	985	
N (UCT) United Cable TV	27	1/8	25 1/2	1	5/8	06.37	-452	1,025
N (VIA) Viacom	20	5/8	19 5/8	1	05.09		1,099	
N (WU) Western Union	2	7/8	2 5/8	1/4	09.52		70	

ELECTRONICS/MANUFACTURING

N (MMM) 3M	58		57	1	01.75	15	13,282	
O (AMCI) AM Communications	13/32		3/8	1/32	08.33		1	
N (ARV) Arvin Industries	17	3/4	17 3/4		00.00	6	331	
O (CCBL) C-Cor Electronics	5	7/8	5 5/8	1/4	04.44	16	11	
O (CATV) Cable TV Indus.	2		2		00.00	-13	6	
A (CEC) Cetec	5	1/8	4 7/8	1/4	05.12	170	9	
N (CHY) Chyron	5	1/8	5	1/8	02.50	19	52	
A (CXC) CMX Corp.	1	1/8	1 1/8		00.00	16	7	
A (COH) Cohu	7		6 7/8	1/8	01.81	16	12	
N (EK) Eastman Kodak	42	3/4	48 1/2	5	3/4	-11.85	10	9,658
N (GRL) Gen. Instrument	29	1/8	29	1/8	00.43	-12	948	
N (GE) General Electric	42	5/8	43 1/2	7/8	-02.01	16	38,960	
O (GETE) Geotel Inc.		7/8	7/8		00.00	-2	3	
N (HRS) Harris Corp.	26	1/2	25 3/4	3/4	02.91	14	777	
N (MAI) M/A Com. Inc.	10		9 3/4	1/4	02.56	4	322	
O (MCDY) Microdyne	3	1/16	3 1/4	3/16	-05.76	-2	13	
N (MOT) Motorola	40	3/4	40 7/8	1/8	-00.30	22	5,239	
N (OAK) Oak Industries	1	1/8	1	1/8	12.50	1	81	
A (PPI) Pico Products	2	3/8	2 7/8	1/2	-17.39	-47	8	
N (SFA) Sci-Atlanta	12	1/8	11 5/8	1/2	04.30	-134	283	
N (SNE) Sony Corp.	36	5/8	36 5/8		00.00	60	8,469	
N (TEK) Tektronix	23	3/4	23 1/4	1/2	02.15	17	771	
O (TLCR) Telecrafter	3		2 7/8	1/8	04.34	13	4	
N (VAR) Varian Assoc.	25		24 1/2	1/2	02.04	125	542	
N (WX) Westinghouse	48	1/2	48 7/8	3/8	-00.76	10	6,931	
N (ZE) Zenith	13	7/8	14 7/8	1	-06.72	55	352	
Standard & Poor's 400	285.36		278.41		6.95		02.50	

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

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

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Rallying radio's sales force

Convention in Atlanta focuses on training, development and motivation, as radio sales executives gather to plan sales strategies to win larger share of media advertising stakes

There were banners and bunting in red, white and blue, balloons, flags, a color guard, band, passionate speakers and even an introduction by the President of the United States. The scene was not a national political convention but the Radio Advertising Bureau's annual Managing Sales Conference in Atlanta last week.

The President was in reality an impersonation, courtesy of the American Comedy Network, but the keynote breakfast message, delivered by the real RAB president, William Stakelin, carried the earnestness of a man and an industry with a mission: to be competitive in a race for ad dollars in a field crowded with contenders. (The tone of the meeting was set at the opening breakfast session: with the national anthem, a wake-up call that blared from the sound system at a volume determined, if not calculated, to assert the aural medium's power to make

RAB Managing Sales Conference



itself heard among the roar of competing media.)

Radio leadership has to "reposition" the industry to succeed in an "ultra-competitive" marketplace, said Stakelin. "We cannot continue to do business the same way."

Stakelin told the Sunday morning (Jan. 24) opening assembly that the agency business today is in "chaos." Said Stakelin: "A full-service agency is no longer the 'rule of thumb' for some of America's largest advertisers. It means that decisions are being made by different people in different places."

Stakelin noted that, for the past two years, many advertisers have been adopting more regional and local marketing campaigns. "Frito-Lay, for example, will no longer conduct national [sales] promotions. They've hired a whole staff of regional marketing and promotion people," Stakelin said. "Are you aware of the changes?" he asked.

The RAB president also cited "media

fragmentation" as a major element affecting the radio business. Stakelin said that there are 230 more UHF and VHF television stations on the air compared to 10 years ago, as well as 50% more magazine titles and 100 more daily newspapers. "We must take care of our core business first...because with this increased competition, someone from another medium can sell them too."

Stakelin said that training and business development remain the "two cornerstones" of radio sales. "It is an insult to your intelligence and to your capabilities as managers, to look at your job description and feel that it simply means to do better than your predecessor," said Stakelin. "We do not need maintenance managers. We need risk-taking, changing and challenging leaders inside our stations."

And, said Stakelin, the top job priority of sales management is to teach subordinates. "You must spend 60% to 80% of your time teaching, coaching and training your subordinates," he said.

Among the major speakers at this year's meeting were Gordon Williams, ABC Radio Network economic correspondent; Andrew Goodman, president of the American Comedy Network (see separate stories); Kelsey Tyson, a management trainer and co-author of the "One Minute Manager," Pat Pearson, sales motivational speaker and author of "You Deserve The Sale: The Business of Success," consultant C.W. Metcalf, who conducted a forum called "What Sales Managers Need To Know About Stress, Change and Humor," and Herb Cohen, author of the book "You Can Negotiate Anything," who concluded the meeting on Tuesday morning (Jan. 26) with a three-hour workshop on selling techniques.

Over all, there were 24 workshops and six separate forums. The exhibit floor housed 30 companies, while six firms hosted hospitality suites.

This was the eighth annual Managing Sales Conference sponsored by RAB. The two-and-a-half-day event attracted 1,532 radio sales and marketing executives. (The attendance figure does not include exhibitors and speakers). Next year's meeting will be held at the Loews Anatole hotel in Dallas.

'Togetherness' key to improving radio's national spot selling

A sense of urgency permeated the rep session last Monday morning as a standing-room crowd heard both broadcasters and top rep company executives lay the groundwork for a comprehensive national spot radio marketing campaign to bolster business.

"This is one of the largest crowds ever assembled at a rep panel," said Bob Dunn of

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Stakelin



L-r: Feniger, Rush, Wisentaner, Seaton, Stakelin, Press, Dunn, Pine and Butrum.

Chase Broadcasting, a Hartford, Conn.-based radio operator, who took the occasion to unveil plans for the National Radio Marketing Group's (NRMG) industrywide "adopt an advertiser" campaign. Dunn is a member of the Station Representatives Association's NRMG national spot radio task force (all of the panel members take part in task force activities), which works in concert with the RAB.

Dunn told attendees that he has sent a letter to some 100 radio station operators urging them to "target" potential national spot radio advertisers in their markets and to make a presentation to them "in conjunction with someone from your rep firm." This program, said Dunn, has two objectives: to stop the shrinkage of national spot dollars and to create new spot dollars. "Look at your national billing figures for the first few months of 1988 and tell me if it's wonderful," said Dunn. (The national spot radio market in 1987 was off 1.3% from the previous year. Last week, panel member Carl Butrum of Eastman Radio was projecting a 5% increase in national spot business for 1988.)

McGavren Guild Radio's George Pine said SRA member rep companies are conducting a similar program, with each firm calling on one targeted account.

Bonnie Press of the Katz Radio Group updated attendees on NRMG's agenda for producing two booklets to help advertisers and agencies execute radio buys. They will be called the "radio resource book" and the "radio research book," she said. Press said that among the findings of a survey of agency and advertising executives' buying habits concerning national spot radio, which was conducted a year ago by the Butterfield Group, buyers of spot found it "cumbersome." The Butterfield study, said Press, "concluded that we need to describe, demonstrate and facilitate the use of spot radio for media plans." The booklets are expected to be completed by early spring, Press said.

"The greatest obstacles to selling national spot are indifference, apathy and fear," said Interep's David Wisentaner. "We haven't done the job of educating. But it's not too late."

Wisentaner said the group is undertaking a "bold new [marketing] program" with different pieces designed "to reach into the conscious and subconscious mind of creative executives." According to Wisentaner, two "pieces" of the program will involve direct marketing and telemarketing. Al-

though not announced at the conference, another element is expected to be the establishment of a toll-free 800 number that would feature current national radio spot campaigns (BROADCASTING, Jan. 25).

"The conversations in the hallways at the RAB conferences have changed from, 'Why don't you do something?' to 'What can we do together?'" said Bill Stakelin, RAB president and chief executive officer. "We back the program 100%," he said. "We [in radio sales] don't all start from the same base line as television. We have to fight like hell for position."

Major Market Radio's Warner Rush, considered to be the catalyst in this new national spot marketing effort that began some 14 months ago, asked radio operators in attendance for contributions to fund the campaign. Aside from individual rep compan-

ies, the NRMG, said Rush, has collected \$212,500 from major broadcast groups.

Also on the panel was Kelly Seaton of WGN(AM) Chicago. The discussion was moderated by SRA President Jerry Feniger.

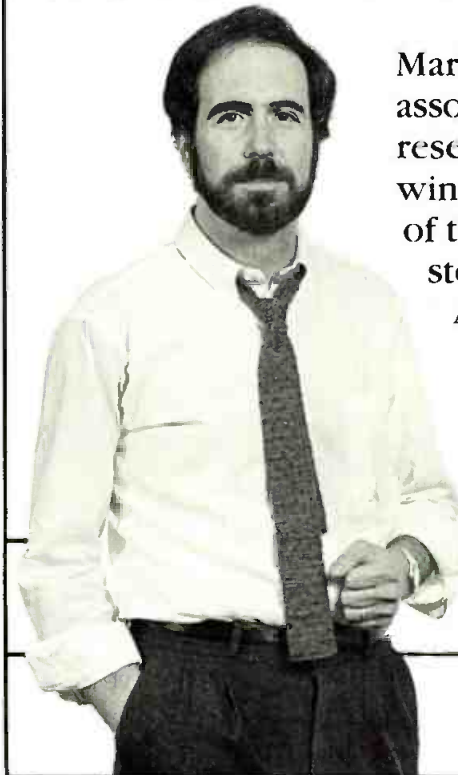
1988 called promising for radio advertising

On Oct. 19, 1987, the stock market dive cost the country \$500 billion—that was the bad news from Gordon Williams, business correspondent, ABC News, and former assistant managing editor of *Business Week*. The good news was that the radio industry should benefit from the resultant post-dive economy. "It could be a tremendous year for radio," he told his audience. "One of the best years we've ever seen."

Williams, the keynote speaker at the conference's Monday (Jan. 25) breakfast, said that Black Monday had brought changes, both good and bad. On the bad side, he said, it damaged both wealth and confidence: "There is now less money to spend, and people are frightened to spend it the way they have been." The good side, he said, is that it broke the cycle of inflation, higher interest rates, speculation and corporate takeovers, and forced the government to pay more attention to the budget deficit. That, he said, could prolong the economic recovery through 1988 and beyond.

The stage is set, he said, for a period of "slow, fairly erratic growth," which he expected to pick up at the beginning of 1989, spurred by the enthusiasm of a new

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The economy of 1988 will be different in ways that will be important to radio, he said. Consumer spending has carried the economy so far; that will be less true in 1988, he said. The loss of wealth in the market has wiped out a lot of discretionary income, which means fewer of the dollars that "you people live or die off of." Williams discussed several factors leading to an economic slowdown and consequently contributing to different buying and advertising patterns: (1) a saving rate that cannot get any lower—it is currently at the lowest point in history, he said; (2) debt—"We have borrowed so much that we can't borrow much more"; (3) tax reform—because of the deletion of the interest deduction on all but home mortgages, he said, people will not put their homes at risk to buy big-ticket items, and finally, (4) psychological damage "has us shell shocked."

"Times will be a little bit harder in 1988 than in 1987," said Williams. "But," he said, "it is just the ticket for radio because we are the most efficient advertising medium. We deliver more for less and that is what advertisers are going to be looking for." American auto makers, he said, have a "golden opportunity to regain market share," he said, simply because of the price differential. You will see "more lavish sales incentives than you have ever seen, and price cuts," he said, and "they like to advertise on radio." Among the other strong radio advertisers he predicted in this tighter spending economy will be airlines, which he sees increasing their price wars; stores that he said offer the "biggest values," ones that are "traditionally the users of radio"; compact disks and long-distance telephone companies. Home prices have stayed high, he said, and more Americans are remodeling rather than buying. Of the \$100 billion that will be spent on remodeling this year, he

Study time. "Never forget, radio is not just a medium," Bob Galen, RAB senior VP of research, told his Managing Sales Conference audience. Galen asked his audience to think big, and particularly to think about possible proposals for RAB's Research Challenge Grant program, begun last year to "encourage city associations, station groups or stations to develop a study that will help demonstrate that radio is a convincing and powerful sales medium." There are two grants a year with the selected campaigns receiving half the amount of the cost of the survey, up to a total grant of \$5,000. The first grants have been awarded (BROADCASTING, Jan. 8). Galen said the next set of grants will be given out next June, and that proposals should be sent to his attention at RAB in New York.



Williams

said, \$30 billion will be spent on do-it-yourself materials, "which benefits the kind of stores that advertise on radio."

"Excesses are out, basics are back," he concluded, "and I don't think that means anything but an absolutely smashing year for the most basic advertising medium of all, radio."

Making the most of a station's sales staff

As the session on "Building Ongoing, In-

House Training Programs" was about to begin, one audience member, noting several empty chairs, remarked to the panel that the session was up against tough competition. He noted that a concurrent session on tapping into the budgets of food brokers was drawing standing-room-only crowds. That was the big money to be had now, he said, while training is an investment in the future.

The room filled up somewhat as the session began.

Leading off the session was Don Nabor, general sales manager of WOW-AM-FM Omaha. Nabor has an initial two-week training program for new hires, during which he introduces them to all phases of station operation, followed by a 26-week ongoing training program. Part of that training, he said, is learning about the retailer. "A lot of our money comes from the local retailer," he said, "but what do we know about his business? Do we know what his sales are for the year?" He told his audience to "teach [your staff] where to find that information," and suggesting the library and RAB materials, "then teach them how to use it," he said.

Staff members should be shown how to sell against competing media, he said. "Do you have a system for training your reps on how to get newspaper dollars?" he asked. "Unless you have an explanation of why radio is a better buy, unless you are consistent, and you practice, you'll lose [the sale]." And practice is the key, he said. He also emphasized role playing. That practice, he suggested, can help salespeople respond creatively to different situations. He used as an example a man who said he already had more business than he could handle. "My cash register lines are long. I don't need to attract any more business," the man had said. Nabor asked him what his number-one business problem was. The man said he could use some more help. "We wrote up an order for help wanted that day."

Denny Tinch, general manager of WKEY(AM)-WQO(FM) Covington, Va., is from a small market with "two dailies, two weeklies, two radio stations and one cable company with lower rates," so "we have a little bit of competition," he said.

Tinch likes to hire people who have never sold in radio before, and some who have never been in sales. "They don't bring us bad habits," he said. And he favors people with aspirations beyond sales. "If they don't want my job," he said, "I'm simply not interested in them." People with high goals, he said, are more willing to accept constructive criticism, and will often seek it out. "And if I happen to lose them to a higher position or bigger market," he said, "that's wonderful because the next time I recruit, our reputation is that much better."

Thinking small. "The main thing agencies need is numbers [audience estimates and coverage maps]; not testimonials," said Jane Stevens (second from right), vice president/media director, Bernstein, Rein, a St. Louis-based ad agency that handles the Wal-Mart account. Stevens was speaking at a Sunday morning session entitled, "Agencies and Small-Market Stations."

There are "positives and negatives" in making buys on small-market radio stations, Stevens said. The positives: good coverage in a specific area, low cost, maximum flexibility with schedule. The negatives include lack of audience information. "If your rating numbers are low, help us to understand why," said Stevens. She also advised attendees to find out what portion of the advertising decisions of a potential local retail client account is "field-driven"—decisions made regionally.

There was some good news in Stevens's comments. She noted that Wal-Mart is looking at "all markets" for radio this year. Aside from grand opening events, Wal-Mart had used radio on a "limited basis" in the past.

Stations should start the agency process with a telephone call to set the process in motion, said Jack Sampson (second from left), owner of KHAZ(FM) Hays, Kan. The call, he said, should cover several factors: what research the agency uses; what information the agency needs about the market; whether the agency is pursuing a secondary target audience for the client, and whether the agency is open to sales promotion ideas.

"Show [the media buyer] how your station fits into the community," said Rick Betzen (left), former vice president and general manager of KODK(FM) who is now a territory manager for the RAB. He added: "Treat the agency as you would your best local retail client. There's a chance that agency can become your best distant client."

Lenny Stein, head of national and local radio buying for Young & Rubicam, New York, who was in the audience, suggested that stations send agency executives an audio tape of their programming representing all the major dayparts.

The panel discussion was moderated by Shirley Baker, RAB's vice president of sales and marketing.

After a seven-week training course, Tinch said, the salesperson will hit the streets selling at about the level of competence to be displayed in the future, a level maintained by ongoing training, including eye contact exercises, role playing, and the search for clues in the responses clients make to a pitch. One-on-one role playing produces some of his best material, he said, because all are willing to work together and critique one another. Tinch is a strong advocate of the "corral" system for sales offices: "Have everyone in the same room," he said, "You learn from other people's phone calls, and you help each other." Tinch has recently purchased a radio station, and told the audience that the first thing he plans to do is tear down, literally, the walls between the sales manager's office and the rest of the staff.

Tinch suggested bringing in outside speakers. "There are car salesman and insurance people out there who know more than we'll ever know." Bring in winners from any profession, he said. "I like for them to think about success more than radio." But that success, Tinch feels, should not be at the expense of colleagues. He does not hold competitive sales contests among his salespeople. "All of our goals are individual goals and station goals. It keeps the hostilities and jealousies down because we depend on unity.

"I stay active as well," Tinch said. But he does not reserve for himself the "gravy" accounts. "If you as the manager are carrying [those] accounts," he said, "you are not setting a good example."

Bill Pacelli, general sales manager, WITL-AM-FM Lansing, Mich., sees the goals for his sales staff as less turnover, greater professionalism and increased productivity. He called in-the-field coaching "the most important part of sales training."

He agreed with Nabor that it is important for salespeople to learn about "every facet of your station." Pacelli, who recently wrote a book outlining his sales training techniques, put together a sales manual for his staff in a three-ring binder which he says allows for it to be "constantly changing." It includes, among other things, job description, collection policy, deadlines, production fees and orders.

One technique Pacelli has used to familiarize his staff with the competition is to have them each study a competing station in the market and give "a presentation on why we should buy that radio station." Knowing the competitors' strengths, he said, helps "position ourselves accordingly."

All three panelists suggested motivational tapes and speakers. Pacelli added that "if I weren't selling radio advertising I'd say don't ever play your car radio if you've got a cassette recorder because you can use that as a university on wheels."

Pacelli also emphasized instilling the right sales attitude. "We're not out for quick sales," he said, but "to build a long-term professional relationship." He criticized rate cutting, something he said few people talk about. "Don't tell me it's not done by radio," he said, "that's why radio will grow less in billing between now and the year 2000 than any other media. We," he said, "are doing it to ourselves."

Spot radio down in '87

The final totals are in, and, as expected, national spot radio billings for 1987 are slightly off from the previous year. According to Radio Expenditure Reports (RER), which collects financial data each month from all major rep companies, national spot radio business placed through the reps in 1987 came to \$915,476,500 compared to \$927,685,700 in 1986, a 1.3% decline. However, spot sales in December were up 2.3% to \$71,082,500.

Putting direct marketing to work for radio stations

"We're both in the same business," said Mary Weyand, president of Telemarketing West in Brea, Calif., "communication without visual aid." Weyand was joined by Harvey Mednick, executive vice president, IGC/West, Los Angeles, and Dwight Case, president of Networks America, Los Angeles, for a short course on radio and telephone entitled "Telemarketing: Turning Your Phone into a Money Machine."

"Radio is a direct-response medium," said Mednick, "We are not introducing a foreign notion to our listenership." As examples he cited call-out research conducted by many radio stations, call-in promotions ("Be the 23d caller and win...") and phone-in talk shows. "We are a direct-response medium. We have conditioned our listeners that the single mystical link to radio stations automatically in both directions is the telephone," he said.

Sports Illustrated, which has used direct-response campaigns on television, is, according to Mednick, currently looking into a direct-response campaign on radio.

"Call five of your clients every day and ask them if everything is OK. That's tele-

marketing," said Case.

Case also passed along some advice from Carol Ross of U.S. Yellow Pages, Los Angeles, who had been forced to drop out from the panel. "Make sure that you are in the [Yellow Pages] listings as you are promoting the station." For an example he used a Los Angeles station, which identifies itself as

The Wave. The station was not in the Yellow Pages under Wave, or under its actual call, KTWV(FM), he said, or even under its previous call, KMET(FM). "Which means," he said, that "If a businessperson likes your sound and thinks they'd like to call up and buy an ad and they look in the Yellow Pages and they can't find you, you have lost the money." In Los Angeles, he said, an entry in all 27 books costs a total of \$300 a year. Be in the Yellow Pages he advised, and be in there correctly.

Case talked about how to organize sales calls via telephone. "Figure out some way," he said, "of putting together a separate place for the person who is going to be making phone calls," to cut the distractions.

A comment from an audience member who has a telemarketing sales program in place at her station, was that expectations should be realistic. She said that of the 50 calls her salespeople are asked to make weekly, they are only expected to get three appointments, but that means three potential new clients per salesperson per week.

Another member of the audience asked where lists of potential clients could be found. Weyand answered that there are hundreds of companies that will rent lists, the more narrowly targeted, the more expensive. For example, she said, it is possible to obtain a list of lawyers with ZIP codes within the station's service area, or businesses with more than \$5 million in sales. She said two questions should always be asked about a list: "What was the source of the list, and how often is it updated?"



Raphael rap. Sally Jessy Raphael launched her new nighttime talk show over ABC Radio with a lineup of more than 100 stations, according to ABC officials. Joining Raphael for the occasion were (l-r) Maurice Tunick, vice president of ABC Talkradio, and Aaron Daniels, president of ABC Radio Network. Raphael now joins *The Tom Snyder Show* in ABC's new nighttime talk programming package.

Subcommittee weighs superstation compulsory license

Bill would create copyright license for satellite-delivered broadcast signals that meet certain cable viewing criteria; broadcasters see measure as loss of control of product

A House bill (H.R. 2848) that would amend the Copyright Act to establish a compulsory license for the satellite distribution of broadcast signals—superstations—to backyard dish owners (TVRO) is gaining momentum despite resistance from broadcasting. Following a House Copyright Subcommittee hearing last week on H.R. 2848, Chairman Robert Kastenmeier (D-Wis.) indicated the subcommittee may act as early as next month on the legislation.

Remarks made at the hearing (and during an earlier one last November) suggest that the bill is likely to undergo revisions to address concerns raised by industry groups. Broadcasters see the legislation as a further loss of control over their product. The three television networks and their affiliates oppose the measure in its present form; they would like to be excluded from the bill's definition of a superstation but also see the need for a "transitional license." (ABC and NBC have drafted an amendment aimed at solving that problem and have submitted it to Kastenmeier.)

One of H.R. 2848's chief objectives is to create a means for getting network programming into so-called "white areas," where dish owners are unable to receive it over the air or off a cable system. The networks, however, maintain they can serve those white areas through "private, business arrangements," such as the deal between NBC and cable MSO Tele-Communications Inc. allowing TCI-controlled Netlink USA to distribute NBC's KCNC-TV Denver to TVRO owners. The agreement gives affiliates the final say in whether dish owners applying for the service are eligible or not. But because of the nature of those deals, the networks may need some short-term licensing arrangement. ABC and CBS are in the midst of striking similar agreements with Netlink.

After the hearing Kastenmeier told reporters that although the networks would operate "in good faith," there is concern among subcommittee members about having some sort of "statutory" arrangement.

Independents would also like to be exempted, but feel the affiliates are far more likely to receive some form of exclusion from the bill than they are. The subcommittee chairman did not entirely dismiss the idea of treating affiliates and independents alike in the legislation. However, he told the press he thinks there is a "rationalization for dealing with them differently." If that turns out to be the case, the legislation could pit network affiliates against independents. Sensitive to that possibility, the National



L-r: Synar; majority counsel Michael Remington; Kastenmeier; Carlos Moorhead; minority counsel Tom Mooney, and Howard Coble.



Lawmakers heard from (l-r): Jones; Malara; Seethaler; Rogers; Padden; Sherman, and McCauley.

Association of Broadcasters appears reluctant to take a position on the bill, although NAB has indicated it might support the measure with modifications.

Some home dish interests are seeking alterations too. They want language inserted to guard against any "discriminatory" practices concerning the "access, pricing, terms and conditions" of distribution of the broadcast signals. Also, a suggestion by the Motion Picture Association of America to limit the legislation's license to C-band transmissions has not been well received by the TVRO industry.

The Satellite Broadcasting Communications Association, which represents dish manufacturers, distributors, retailers and some cable programmers, along with satellite carriers, is part of a broad coalition that endorsed the legislation during last year's hearing (BROADCASTING, Nov. 30). MPAA and the National Cable Television Association are also generally supportive of H.R. 2848.

Much of the testimony from Home Satellite Television Association's Richard Brown was directed at the TVRO industry's disagreements with cable. (HSTA represents dish owners and dealers.) "HSTA is particularly concerned about the growing control that multiple cable television system operators are exerting over the lifeline of television programming," Brown testified.

He complained about the cost of programming to dish owners, saying that it is "many times higher than the price of that very same

programming to cable systems."

Testimony from Bob Phillips, chief executive officer of the National Rural Telecommunications Cooperative (a satellite program packager and an arm of the National Rural Electric Cooperative Association), also tended to focus more on dealing with the cable industry. Phillips suggested fixing the legislation to "prevent carrier price gouging and cable domination of the home satellite dish market."

Kastenmeier (the legislation's chief sponsor along with Representative Mike Synar [D-Okla.]) appears willing to tackle some of the issues raised by those industry groups. But he also is leery of straying too far from copyright law and getting into those communications matters that fall under the jurisdiction of the House Energy and Commerce Committee. "We don't want to tread too heavily on the Commerce Committee's turf," said the congressman when asked if the subcommittee would consider any amendments concerning mandatory cable carriage rules (must carry) or those changes suggested by the TVRO industry that affect the Communications Act.

Many observers feel there is a strong likelihood the bill will wind up before Commerce anyway, especially if the subcommittee decides to come up with a specific definition for a white area. (Independents have suggested limiting the license only to white areas. While the networks want to avoid that approach.)

There also appears to be some dispute

over just what percentage of U.S. households fall under the white area category. Representative Rick Boucher (D-Va.), for example, thinks the number may be higher than the 1% to 2% that networks estimate do not receive their signals.

Under H.R. 2848, a temporary (eight years) compulsory copyright license would apply to network affiliates and independents that meet certain cable viewing criteria. The broadcast signals would have to be "received by no less than 10% of all cable television subscribers." All stations that are already distributed by satellite prior to June 1, 1987, would be grandfathered without having to meet the percentage criteria to be considered superstations.

For the first four years, carriers would pay a royalty fee of 12 cents a month per subscriber per signal, payable to those holding copyrights on the superstation programs. After four years, rates would be established through negotiation and binding arbitration. According to reports, Senator Patrick Leahy (D-Vt.) is considering offering a similar copyright measure in the Senate.

During the hearing, subcommittee members heard from various broadcast and home satellite industry representatives. Also testifying was Register of Copyrights Ralph Oman. Because of the pending Netlink arrangements, Oman suggested eliminating the royalty fee of 12 cents and going straight to an arbitration system. He said he "supported" the measure as a "short-term" solution.

Brian McCauley, president of Netlink USA, appeared at the hearing. Not only did he discuss the merits of Netlink's arrangement with NBC, but he also urged adoption of the bill. Without it, McCauley said, superstation programming for dish owners would "ultimately disappear." He also suggested that all references in the bill to 'common carriers' be deleted. Cable's compulsory license uses the term, 'any carrier' and the same should hold for the satellite license, he argued.

Furthermore, McCauley recommended refining the bill's grandfather provisions to avoid what he called the possibility of an "inordinate degree of influence" by the largest two or three cable MSOs in the creation of new superstations. "We suggest that no more than 10% of the number of cable

systems required to qualify may be owned by any one company."

Association of Independent Television Stations President Preston Padden presented his industry's arguments against the legislation. If such a license is granted, Padden argued, it should be "limited to so-called white areas, carefully defined, and/or should provide some mechanism for recognizing and honoring exclusive program contracts negotiated in the free marketplace by parties who have not been favored with a statutory license." Congress should avoid, he added, discriminating between network affiliates and independents. INTV says MPAA shares that view as well.

Furthermore, Padden said it is unfair for his members to pay marketplace prices for programming while cable and satellite competitors would benefit from compulsory licenses. The subcommittee should hold off on granting another compulsory license because of the prospect of technological changes such as the introduction of a flat panel satellite antenna. (Padden had such an antenna with him to show subcommittee members.) According to the INTV president the antenna can be mounted indoors and "receives an outstanding quality picture from high powered Ku-band satellites already in operation in Japan."

He also urged lawmakers to revisit cable's compulsory license in light of the U.S. Appeals Court ruling that declared the latest set of FCC must-carry rules invalid. Loss of must carry, he said, "cries out for compulsory license reform."

On the latter, Padden was criticized by Synar for "demanding a free ride" on must carry. Synar also questioned INTV's assertion that independents would be irreparably harmed by the programming duplication created by the superstation licensing bill. Padden said he'd supply data to back up his claims that local stations have suffered audience erosion from distant signal importation by cable.

As for the networks and their affiliates, Al Seethaler, chairman of NBC's affiliate board's satellite committee and general manager of KUTV-TV Salt Lake City, reaffirmed the affiliates' support of the NBC-Netlink agreement. He urged the subcommittee not to take any action that "either impedes start-up of the Netlink service or

that weakens the network-affiliate system."

Tom Rogers, NBC's vice president for policy planning and business development, joined Seethaler at the witness table. "The health of our network-affiliate system, the integrity of our program distribution system, and our program exclusivity rights are each threatened by compulsory licensing—especially to the extent carriers take our signals and distribute the programming without regard to what that does to a station's ability to provide local programming," Rogers told the congressmen. A compulsory license, he continued, "strips from a producer or packager of programming the right to control its distribution, and substitutes a government-mandated scheme of distribution in its place. Therefore, Congress should impose a compulsory license only where the marketplace cannot suffice."

All three network's stressed their desire to serve white areas. "Our commitment to bring CBS service to 'white areas' via satellite builds on one of the themes of H.R. 2848—reliance on private-party negotiations," said CBS-TV's Anthony Malara, vice president of affiliate relations and distribution. "In this regard, I trust you understand that we must retain a degree of flexibility in order to implement a private agreement that fulfills the goals of this legislation," he said. Malara was accompanied at the hearing by Philip Jones, vice president and general manager of KCTV-TV Kansas City, Mo., who was representing CBS's affiliate advisory board.

Charles Sherman of WHOI-TV Peoria, Ill., and chairman of the ABC Affiliates Association's government relations committee, also appeared before the subcommittee. Like the other affiliate witnesses, he stressed the need to preserve the current broadcast system. "The very fact that there is an interest in extending the reach of network programming to those few areas that cannot receive it is proof of how well the existing network-affiliate distribution system serves the nation," Sherman said. "The network-affiliate relationship is a unique combination of national and local elements that has evolved after decades of hard work," he added. Testimony submitted by Capital Cities/ABC urged the subcommittee to let it continue with Netlink to solve the white area problem without legislative intervention. □

Broadcasters challenge FCC's indecency standard

NAB, INTV, RTNDA, networks ask appeals court to affirm constitutionality of FCC policy

A group of broadcasters and broadcast organizations including the National Association of Broadcasters, the Association of Independent Television Stations and the Radio-Television News Directors Association challenged last week the constitutionality of the FCC's current crackdown on broadcast indecency.

The group asked the U.S. Court of Appeals in Washington to review, in light of the First Amendment, the FCC's stepped-up enforcement of the federal statute barring indecency on radio and television under a stricter

definition of indecency adopted last spring (BROADCASTING, April 20, 1987).

Timothy Dyk, of Wilmer Cutler & Pickering, who is representing the group, said the group will make a case in court similar to the one it made in unsuccessfully asking the FCC to reconsider the antiindecency policy.

The group will argue that the FCC standard of what is indecent is "unconstitutionally vague," he said. The guidance the FCC gives is "totally inadequate," he said. "No one can tell what's permitted and what's not."

The group will also argue that the FCC's designation of midnight as the hour after which indecent programming may be broadcast in "insufficient," he said.

Dyk also said the FCC has agreed to join with the broadcast group in asking the court to expedite the appeal.

Under pressure from antipornography groups, the FCC last April said it would take action against the broadcast of indecent programming at times when there was a "reasonable risk" of children being present in the audience. It also said it would use the broad definition of indecency set forth in the Pacifica case in 1976: programming that depicts or describes, in terms "patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs."

On reconsideration last November, the FCC affirmed the April policy, but created

the so-called "safe harbor" for broadcast indecent programming after midnight on the assumption the risk of children in the audience of that hour is "minimized."

When it first adopted the new antiindecent policy, the FCC sent letters to three radio stations—WYSP(FM) Philadelphia, KCSB-FM Santa Barbara, Calif., and KPFK-FM Los Angeles—warning them for broadcasting indecent programming at inappropriate hours. Three weeks ago, the FCC extended its crackdown to television, asking KZKC-TV Kansas City, Mo., to respond to a complaint that it had aired an indecent movie, "Private Lessons," during prime time (BROADCASTING, Jan. 18).

Instead of setting forth specific guidelines of what kinds of descriptions and depictions are indecent and what kinds are not, the FCC has chosen to set the parameters of indecent programming through its periodic enforcement actions. What is finds indecent in one case it will find indecent in subsequent ones.

The group that appealed the FCC policy is essentially the same one that petitioned for reconsideration. Newcomers to the group include the NAB, which filed a separate petition for reconsideration, and Infinity Broadcasting Corp., the licensee of WYSP.

Not aboard is the Pacifica Foundation, licensee of noncommercial KPFK-FM. William Brynes, an attorney for Pacifica, said the broadcaster has decided to drop its case because the FCC "makes clear" in its petition-for-reconsideration order that the indecency warning the station received last year could not be used against Pacifica at renewal time. "The commission's order makes clear that the possibility of sanction for the past broadcast of the program has now been rejected and is not subject to a later reopening at the station's license renewal time."

In addition to the NAB, INTV, RTNDA and Infinity, the group includes the Reporters Committee for Freedom of the Press, the three TV broadcast networks, the Public Broadcasting Service, National Public Radio, Action for Children's Television, the Motion Picture Association of America, The New York Times Co., People for the American Way, Post-Newsweek Stations, the Society of Professional Journalists and EZ Communications. □

Two stations may bail out

Licensees in danger of losing outlets may be first to take advantage of FCC reinstitution of plan to benefit minorities

Among the first likely to benefit from the FCC's congressionally mandated reinstatement of the distress-sale policy are two stations in hot water at the FCC: KGMC(TV) Oklahoma City, which is owned by the wife of convicted stock speculator Ivan Boesky, and KOZN(FM) Imperial, Calif.

The FCC has ordered license-revocation hearings for both stations. KGMC is in trouble for an alleged transfer of the license late

last year from Boesky to his wife, Seema, without FCC approval. KOZN's problems stem from the charge that the station's principal owner, Richard Green, told the FCC he was a U.S. citizen, when, in fact, he was a Canadian citizen. Aliens may not own more than a 20% interest in any U.S. broadcasting station.

But, under the distress-sale policy, which is intended to increase minority broadcast ownership, the stations' current owners will be able to escape the hearings and possible loss of their licenses by selling to minorities at 75% of the stations' fair market value before the hearings begin.

The day after the FCC formally reinstated the policy, FCC Administrative Law Judge Walter C. Miller granted KGMC's request to postpone the start of the hearing until September to give the station more time to find a minority buyer under the distress-sale policy. Although the start of the hearing has been postponed until September, said Grover Cooper, an attorney for the station. Miller could move up the hearing date if he feels the station is dragging its feet on finding a buyer. The station has to file a written report with the judge on March 14 and make an oral report on April 18, Cooper said. "I think we have to move with diligence and we plan to."

KOZN is much further along in the process. When the FCC suspended the policy in

1986, the station's owner had already found a minority-controlled company, Desert Broadcasting, to buy the station for \$200,000. According to Richard Helmick, an attorney for KOZN, the FCC asked for some additional information about the buyer last week. "I would suspect that once they receive the material, [the staff] will support the proposed assignment and [ALJ Thomas] Fitzpatrick will routinely grant it."

(One other station technically qualifies to take advantage of the distress sale—KQHU(FM) Yankton, S.D. It has been designated for hearing for unauthorized license transfer, and a bankruptcy judge [the station is in Chapter 11] has stayed the hearing's start. However, according to Jerry Hermele, the FCC attorney handling the case, the distress sale is an "unlikely" escape because the current ownership of the station is in dispute and the principal subject of the hearing.)

At its Jan. 14 open hearing, the FCC formally reinstated the distress-sale policy as well as the policy of awarding preferences to minorities and women in comparative hearings that had been suspended pending completion of an inquiry into their constitutionality. The FCC's policy of awarding tax deferment certificates to broadcasters who sell stations to minorities was also a subject of the inquiry, but it was not suspended. □

The last word. Because of Congress's action late last year, the FCC's minority ownership policies are back in play at the FCC. But the ultimate fate of the policies is not up to Congress or the FCC, but to the federal courts.

The FCC minority ownership inquiry shut down by Congress was prompted by challenges of the comparative preferences and the distress-sale policy on constitutional grounds in federal appeals courts. After the FCC began expressing reservations about the minority ownership policies, the courts remanded to the FCC two cases involving challenges of the comparative-hearing preferences (*Steele* and *Winter Park*) and one involving a challenge of the distress-sale policy (*Shurberg*) with instructions to reevaluate the policies in the context of a full-blown inquiry.

Each of the three cases will presumably resume as soon as the FCC tells the courts that it has been forced to close its inquiry, and each has the potential for striking down one or more of the policies. Alan Shurberg, a Hartford, Conn., computer consultant who is challenging the 1985 distress sale of WHCT-TV Hartford to Astroline Communications said he is going to press ahead with his suit. The distress-sale "is going to get trashed," said Shurberg who had hoped to acquire the station in a comparative renewal proceeding before Astroline stepped in. "It's on its way out in the appeals court or the Supreme Court and there is not a thing they can do to stop me."

According to Harry Cole, a Washington attorney representing Shurberg, the suit has been briefed and argued and is ripe for a ruling by a three-judge appellate panel. "Technically, the case never left the court. The court just remanded the record of the case. As far as I'm concerned, our case is alive and well in the courts."

Cole did not feel the congressional action would weaken his case. "If the policy was unconstitutional in September 1986 [when the FCC started its inquiry] because there is no supporting record, it is equally unconstitutional today because there is still no supporting record."

In *Steele*, the U.S. Court of Appeals in Washington ruled in August 1985 that the the FCC, in awarding of minority preferences for women, exceeded its statutory authority. The court had agreed to rehear the case en banc when it was remanded to the FCC.

Stuart Shoreinstein, the New York attorney representing James U. Steele, who challenged the preference for women after losing a comparative hearing for a new FM station in Georgia to a woman, said he believes the case should resume just where it left off when the FCC opened its inquiry on remand. "There is no question we are moving back into the arena that will ultimately decide whether the preferences are constitutional—the courts," he said.

In *Winter Park*, Metro Broadcasting appealed its loss of a comparative hearing for a new television station in Orlando, Fla., to Rainbow Broadcasting on the basis of Rainbow's Hispanic ownership. John Midlen, the attorney for Metro, would move forward with the case. "Unfortunately, we lost a year," he said.

Defining 'rules of the game' of media's political coverage

Gannett Center seminar debates media's impact on political process; some say TV creates candidates; critic says its power and influence are overblown

"We are a media dependent society," said Everett E. Dennis, executive director of the Gannett Center for Media Studies at Columbia University. Particularly when it comes to making choices in the election process, he said. With that opening remark, Dennis convened the center's day-long seminar in New York last week addressing "Campaign '88 and the Media: The Character of Politics and the Politics of Character."

The first address came from Jeff Greenfield, media commentator with ABC News, who asserted that the power and influence of television on the political process have been overblown. Rather than changing patterns in the political process, said Greenfield, TV has "absorbed these patterns." He challenged the notion that television "has created a politics of symbolism." Politicians have campaigned symbolically in this country since the start of the republic, said Greenfield, citing several historical instances, including the first association of the log cabin with a presidential contender—William Henry Harrison in 1840—to tie the candidate more closely to "the common man."

"Images of the moment," in a campaign, said Greenfield, are sometimes seen as decisive. Perhaps the most obvious example is the first Kennedy-Nixon debate, when Kennedy, looking calm and cool on television, had an edge on Nixon, who looked as if he were recovering "from root canal surgery." Walter Mondale's "Where's the beef?" reference to opponent Gary Hart's political agenda, was credited by many with giving Mon-

dale the Democratic presidential nomination in 1984.

However, Greenfield submitted, "these moments are not the products of television." Among the historical cases he cited was the defeat of James Blaine in 1884 by Grover Cleveland, after a Blaine detractor relegated his party (Republican) to that of "rum, Romanism and rebellion." Even Ronald Reagan, the so-called "Great Communicator," could not use the medium to stem declining popularity in 1982, when his standing in popularity polls was the lowest of any President's since World War II. "When times are bad, people don't like the person who is governing," said Greenfield.

In 1980, Senator Edward Kennedy's television interview with then-NBC political reporter Roger Mudd, was said to have killed Kennedy's chances at gaining the Presidency. Greenfield argued, however, that television had little to do with it. The issue of Chappaquiddick reemerged as a "transcendental issue" that was devastating to Kennedy's chances, Greenfield said. And Kennedy fumbled the "softball question" of why he wanted to be President. But, Greenfield asked, "was it a media event or a political event? I think the latter."

Other participants at the Gannett seminar took issue with Greenfield's downplaying of television's role. Said Duke University political science professor James David Barber: "It reminds me of the man who was asked if he loves his wife, and he responds, compared to what?" Ed Rollins, campaign chairman, Kemp for President, argued that television is "very crucial" to the election process and that "anyone who underestimates that is kidding himself."

Tom Valley, a former press aide to Senator Joseph Biden, said, "the media is so much a part of our politics, so much of what

we do and try to influence. You govern America and create political candidacies through the media."

"I am not denying the impact of television," said Greenfield. "Television gets you to a certain place and no further." John Anderson's comment in 1980 about balancing the budget "with mirrors" put him on the map as "the man who speaks the truth," he said. But Anderson's third party presidential bid failed because he had no regional political base or substantive campaign message. "Television got him his day in the sun," said Greenfield. "But the underlying political terrain wasn't there."

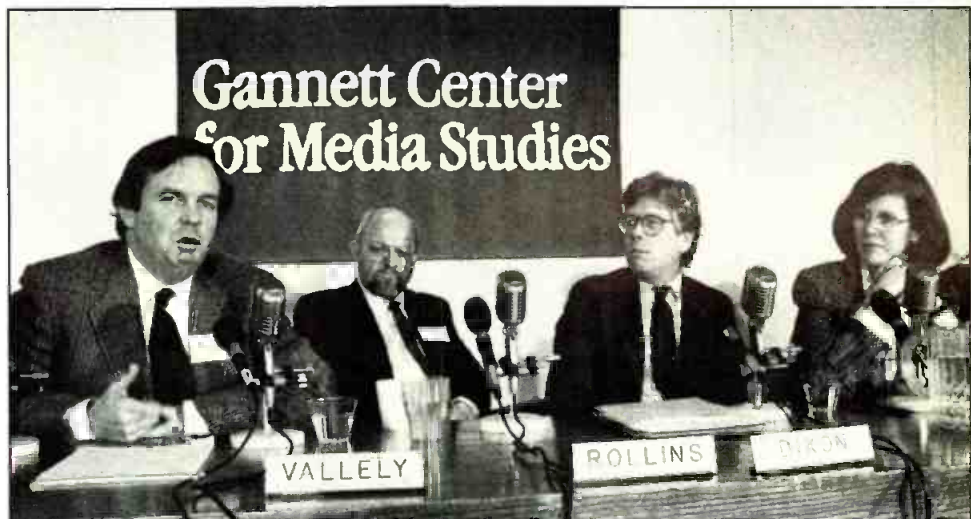
Other speakers at the seminar suggested that the informal "rules of the game" of political coverage by the media have changed in the current election. Others suggested there are no rules and perhaps there should not be. Valley, formerly of the Biden campaign, suggested the press may have given too much weight (in terms of a possible character flaw) to Biden's reported plagiarism in law school and borrowing, without credit, from the speeches of other politicians. And politicians are largely defenseless to counter judgments from the press, said Valley. "What happens when the evidence is over valued?" he asked. "And how do you defend yourself?"

Patricia O'Brien, former press secretary to Governor Michael Dukakis, the Democratic presidential hopeful, said: "There aren't any rules as far as character is concerned."

William Dixon, former campaign manager to Gary Hart, accused the media of being preoccupied with "titillating sensationalism" at the expense of covering the real issues. "The rules have changed," he said, and if candidates have "anything in their backgrounds" that could be construed



Greenfield



L to r: Valley, Rollins, Dixon, O'Brien

as unfavorable, they "better get it out." Dixon said it was the Hart organization that broke the story on Hart's trip to Bimini with Donna Rice and others in an attempt to defuse the story of the candidate's relationship with Rice.

The New York Times reported the results of a poll last week indicating that of issues the public felt it had a right to know in connection with a candidate, 90% said they would want to know if a candidate drank heavily. Only 28% said they felt the same about the fidelity issue, which drove Hart from the race last spring.

The poll prompted Harvard University's Alan Brinkley to question who should set standards and determine the character issues for political coverage, the media or the public. Walter Mears of the Associated Press argued that "there are no rules and shouldn't be any rules," with the exception of "the basic rules of good journalism." A candidate's character, said Mears, "is the most important issue of any campaign." Voters, he said, ought to know as much about the candidates and their character as they can, "and apply that to what candidates say they want to do."

Two political media consultants disagreed. David Garth said the reporting on Hart's private affairs had "gone too far. It's insane...I don't know if [the press] has the right to ask those questions and let other issues go by the boards." Added Robert Squier: "All of this is sort of prurient in a way."

Ellen Hume, a political reporter with *The Wall Street Journal*, said that in reporting on issues of character, she draws the line to include only those issues that may reflect the candidate's ability to manage affairs effectively in office. Craig Whitney, Washington bureau chief, *The New York Times*, said the current process, which gives so much weight to the disproportionately small number of voters in Iowa and New Hampshire, effectively gives the press "far too great a role" in the election process.

The media consultants—Garth and Squier—agreed the primary process, as now configured, puts too much emphasis on two small states. Garth and Squier both called for national primaries, as other countries



New fellow. James C. McKinney (center), former chief of the FCC's Mass Media Bureau, was named a fellow of the Society of Broadcast Engineers during a luncheon reception in Washington. McKinney, who became deputy assistant and director of the White House military office last June, was honored for his 24 years at the FCC.

Accepting the award, McKinney noted that he was among the first to participate in SBE's engineer certification program. He said that his years at the FCC were "the most wonderful quarter of a century that anyone could plan to have if they really tried for the ideal job." His new job at the White House, he said "is just magical. It is not as trying as the job at the FCC. I don't work as hard. I work longer but I don't work as hard...I have 1,400 people under me there and they're all the best military that you could find anywhere in the world."

Pictured above with McKinney are SBE President Jack McKain (l), vice president and chief engineer, Kansas State Network, Wichita, and immediate past President Richard Rudman (r), engineering manager, KFWB(AM) Los Angeles.

The McKinney awards ceremony took place during a three-day meeting of SBE officers in Washington to work out details of coming SBE conventions. The second annual convention was held in St. Louis last November. It was decided that management of the convention's sessions, symposiums and exhibition, which has been handled by SBE staff, will be done by professional agencies due to the event's growth. Among the agencies to be hired will be Eddie Barker Associates, Dallas, which has managed the exhibit at the Radio-Television News Directors Association international convention for several years.

SBE is trying to establish the first weekend in October as a regular convention time "to establish a pattern...to let people know we're going to be here a while," Rudman said. The next convention will be held Sept. 22-25 in Denver. Future dates include Oct. 5-8, 1989, in Kansas City, Mo., and Oct. 11-14, 1990, in St. Louis.

have, to give all regions of the country an opportunity to have representational input in

the primary process. The system, as it stands now, said Garth, is "ludicrous." □

Mooney takes peace initiative to Hollywood

NCTA chief tells creative community that truce in political warfare would be good for both businesses; cooperation urged on signal piracy and high-definition television

James P. Mooney, president and chief executive officer of the National Cable Television Association, last week walked into the lion's den and declared to the Hollywood creative community that it would be "sound from a business point of view" for cable to settle its political differences with the motion picture industry.

"Without negotiated solutions," Mooney told the audience at a sold-out Academy of Television Arts and Sciences luncheon, "all you're really doing is diverting attention



from the hard business questions and putting at political risk the value of the assets."

The conciliatory tone of the speech was intended by Mooney to help put an end to the "surprising estrangement" between cable and many of the major program suppliers. Mooney spoke about the limitless opportunities that await producers who turn to cable, saying "the cable business and the television business rapidly are becoming the same thing [and] they no longer are distinguishable from each other."

He admitted, however, that there is an "extraordinary level of hostility between these industries," and pegged his speech to mark what he hopes will be the beginning of a new era of cooperation—despite the creative community's concerns over cable's in-

creasing in-house production efforts, the low license fees it pays and the political battles being waged in Washington.

The fight over cable's importation of distant signals "has now lasted longer than the Thirty Year War," Mooney said. The NCTA and the Motion Picture Association of America "have been going at it hook and tong in the FCC, the Congress and the press, even on matters which don't directly affect both of the combatants," he said.

Mooney was referring to the MPAA's call for the reregulation of the cable industry and for an end to rules prohibiting telco participation in the cable business, and to cable's demands for an antitrust investigation into "vertical integration" by the studios.

"These things have a way of getting out of hand, and I question whether it is in the best interest of industries so politically sensitive and highly visible as these two are to continue to call attention to themselves in this fashion," Mooney said. "For where is all this intended to lead? Do we really want the political authorities to take control of this dispute?"

Asked Mooney: "What benefit will result to the studios' balance sheets if cable is

again subjected to price regulation, or if the telephone companies—who are real and genuinely talented monopolists—are allowed to drive us out of business? Conversely, will it help the MSO's' bottom lines if the studios are again required to divest their theaters, or are the subject of an inquiry into syndicated program sales?"

Although Mooney said it was not his intention to "dismiss or minimize the genuine issues we have between us," he noted the warring factions "are burning up political capital" in the fight. The primary focus should be on areas where there can be greater cooperation, such as high-definition television and signal piracy, he said.

Mooney, however, warned that it would be a mistake to conclude from his remarks "that the political arm of the cable industry is ready to sue for peace at any price. We see no political or other reason to do that, now or in the foreseeable future."

But he noted the audience could interpret his comments to mean "the cable industry thinks its primary mission is to be in the cable business, not the political business, and we don't flinch or even blink at the notion that in politics it generally is sound,

from a business point of view, to settle your differences with your adversaries whenever you can."

With cable trying to figure out a way to devote more of its cash flow to program creation, Mooney emphasized that there are "enormous" opportunities awaiting members of the Hollywood production community who team up with cable—both in terms of additional jobs for workers and new revenue streams for production companies. "I think there's a natural kinship between cable and the creative community," he said.

Despite the potential, Mooney acknowledged that many in Hollywood still regard cable as a "viral contagion." Aside from the political friction, Mooney blamed the negativism on the view that cable is too stingy with its programming dollars. He advised the producers to think over their positions. If cable networks cannot effectively compete for product with the broadcast networks—each of which spends nearly the same amount on programming as the entire cable industry—Mooney suggested that "perhaps some of the creative community ought to consider that maybe they're too expensive" for their own good. □

Operators ponder HBO exclusivity offer

Proposal would give operators cable-exclusivity to HBO and Cinemax; early reaction mixed

The cable industry is examining HBO's wireline exclusivity offer (BROADCASTING, Jan. 25), which would provide some measure of overbuild protection for operators in exchange for increased participation in HBO marketing campaigns and a fee of 25 cents per subscriber per month.

The offer, aimed directly at cable overbuilders, may be a precursor of other program exclusivity agreements that many cable operators would like to see. HBO said early response to the proposal (the deadline is the end of February) has been favorable. "We're just starting with conversations," said David Pritchard, HBO's vice president, corporate affairs.

One favorable response has come from Cablevision Industries. "We think it's terrific," said Michael Egan, the company's vice president, product development and programming, and "we're leaning favorably in that direction." Cablevision is one of several operators that have been overbuilt in Florida by Telesat. "It's obviously a very expensive decision and not one that we take lightly but it's certainly something we were hoping to see develop," said Egan. At 300,000 HBO and Cinemax units, Egan said the cost to Cablevision could reach \$900,000 a year. Although the proposal grandfathered existing agreements, Egan said it would give the company a leg up in the future. He also saw it as a precursor of other exclusive arrangements. "Now that HBO has stepped forward...operators are hoping that the other services will develop similar plans. I think that you will see several major MSO's take up the option."

Timothy Neher, president of Continental

Cablevision, said exclusivity "is long overdue as a concept" and "is what we need and deserve." But, he said, it is "hard to know what you're buying and whether you're paying too much for what you're getting. The issue is the terms and conditions.... Our fast reaction is that it's more expensive than perhaps it should be."

"Conceptually, the idea is very interesting," said Larry Higby, senior vice president, marketing, Times Mirror Cable. Higby, like officials from NYT Cable (which is facing the prospect of an overbuild of its Cherry Hill, N.J., system by Irving Kahn), American Television & Communications, Cablevision Systems and Daniels & Associates, said he was examining the proposal and had made no decisions. At Heritage, a spokesman said: "Our initial sense is one of being lukewarm. We want to give it more evaluation." A spokesman for Warner Cable said the company had no plans to participate.

The cautious attitude among some operators stems from a number of factors. Overbuilds, although a threat, affect relatively few cable systems today, and the policy does not prevent SMATV, MMDS and third-party TVRO packagers from distributing HBO or Cinemax in the same market. And some operators believe the 25 cents per month per subscriber could be better spent internally to improve systems and guard against overbuilds.

There is also speculation that despite the cable-only aspects of the exclusivity offer, it could attract attention on Capitol Hill. Nick Allard, an attorney with Fox, Weinberg & Bennett, said: "Overbuild insurance is something that will draw a lot of attention on Capitol Hill." The issue is expected to be addressed at cable hearings planned by Senator Howard Metzenbaum (D-Ohio) (see

"Top of the Week"). Allard, who handles the legislative work of the Wireless Cable Association, said Congress's interest would be raised if it is perceived that fewer programming choices and higher prices for cable service would result. Access to programming has been a key focus of a Senate bill, S. 889, and the reaction to HBO's offer, said Allard, "could demonstrate that cable franchisees oppose alternatives to any competitive retailer of satellite programming."

Senator John Kerry (D-Mass.), for instance, in the committee report on S. 889 late last year, addressed competition among program distributors beyond the TVRO universe: "Is there any rational basis for excluding wireless cable and other noncable technologies from this bill, if what we really seek to accomplish is to enhance competition in the distribution of satellite programming—not just competition between distributors to satellite dish owners but among all distributors to all home viewers?"

Steve Effros, executive director of the Community Antenna Television Association, has his doubts about exclusivity. "I question the value of attempting to create exclusivity in programming. I think we saw what happened to the broadcasters.... They attempted to depend on exclusivity and I'm raising the flag and attempting to say that history demands that we don't look at this as a sure fire way of protecting our turf."

In fact, Effros says movement toward exclusivity could result in telephone companies eventually entering the cable business. In a recent CATA newsletter, Effros wrote: "We favor competition. We would oppose any artificial attempt to prevent intramodal competition. It is the development of that competition, and service, that is our best argument *against* allowing telco entry into the cable business." □

Step by step to HDTV standard

Biggest question at first meeting of key ATS subcommittees is whether to lock out new systems without hardware in place

"I'm excited about the mission we have," said Irwin Dorros of the work facing the committee that will recommend the next U.S. television standard. Dorros, executive vice president, technical services, Bell Communications Research, Livingston, N.J., and chairman of the FCC's Advanced

Television Services (ATS) Advisory Committee's systems subcommittee, was present in Washington last Monday (Jan. 25), along with the subcommittee's vice chairmen and working party chairmen, for the group's first meeting to explain its objectives and procedures. During the discussion, the subcommittee's testing guidelines became the most controversial topic.

The formal objective of the systems subcommittee is to "specify the transmission reception facilities appropriate for providing

advanced television service in the United States." Chairman of the overall ATS committee, Richard E. Wiley of the Washington law firm, Wiley, Rein & Fielding, clarified: "Let's keep one thing in mind. We will not be making the ultimate decisions for the FCC." Instead the group will recommend the system or systems it considers technically and economically adequate for the American marketplace.

Dorros mentioned a few of the operating guidelines that the subcommittee might decide to adopt, including having all input to the subcommittee and working parties submitted in writing. Also, he said, "Only systems that exist will be tested."

William F. Schreiber, program director of the Center for Advanced Television Research at the Massachusetts Institute of Technology, an audience member, objected to Dorros's suggestion, saying that a hardware requirement would be "unduly restrictive." He argued that much can be learned through computer simulations and that proposed systems that are not great departures from NTSC might not need a full line of prototype hardware to be adequately tested. He added that it would be unfair if groups that now have little funding support, such as the New York Institute of Technology or the Del Rey Group, were found to have "the best idea" but were not considered because they could not produce hardware.

Birney Dayton, vice president, engineering, The Grass Valley Group, Grass Valley, Calif., and chairman of the systems subcommittee's Working Party One on systems analysis, replied to Schreiber by saying that all systems could be proposed to his group, but that for WP2 to do its job, it must have hardware to test. All systems will be considered for standardization, Dayton said, but that for systems with hardware, "clearly, it would be an advantage."

The chairman of WP3, Larry Thorpe, director, studio products management, Sony Corp. of America, Teaneck, N.J., agreed that computer simulations are "a very powerful tool." However, he said that no equipment manufacturer would ever consider mass producing transmission equipment on the basis of computer simulations alone.

Schreiber also argued that since implementation of an FCC-adopted standard could take up to 10 years, there should not be a rush to standardize until all information on all proposed systems is available. Dorros replied that the ATS committee must work within the 18 months it has been given in its FCC charter. (That 18-month span began last November with the first meeting of the ATS blue ribbon committee.) In that time, WP2 will test whatever is available, Dorros said, adding: "You can't test what you don't have."

Dorros said that a full discussion of oper-



HDTV summit. Positions on high-definition television held by countries that now use the NTSC television transmission standard were aired in Hawaii on the day following the close of the National Association of Broadcasters joint board meeting there (BROADCASTING, Jan. 25). Representatives from NAB met with broadcasters and equipment manufacturers from Japan and Korea to examine common grounds and differences in the HDTV transmission issue. A written progress report was also sent to the meeting from the Canadian Association of Broadcasters. Another NTSC summit has been scheduled for April 13 in Las Vegas, following the NAB convention there.

Shigetaka Kouchiyama, president, Sanyo Broadcasting Co. and engineering committee chairman, the National Association of Commercial Broadcasters in Japan (NABJ), said the Muse transmission system, developed by Japan's national network, NHK, "has been developed on a level quite separate from television of the conventional type. It has no relation to existing television." Because Muse was designed for satellite transmission, closed circuit and other applications, over-the-air broadcasters in Japan are working through the Broadcast Technology Association (BTA), a Japanese standard-setting group, to implement an extended-definition television system, which would improve brightness and color transmission through different scanning techniques.

The chairman of NAB's HDTV task force, Daniel Gold, president and chief executive officer of Knight-Ridder Broadcasting, explained the importance to American broadcasting companies of maintaining free terrestrial transmissions.

Pictured (l-r): Kinya Inoue, director general, international cooperation, NHK; Ann Hageman, president, HDTV International Inc. who represented BTA; Taiji Nishizawa, senior research engineer, NHK; Hisao Aoki, director, international relations, NABJ; Masahiko Ohkawa, director general, science and technology labs, NHK; Yoshiro Nakamura, managing director, NHK; Tsguto Kitano, vice president, NABJ; Kouchiyama; Yoshio Sugimori, chief, new visual system research subcommittee, NABJ.

ational procedures would be conducted during the next subcommittee meeting which has been scheduled for April 13 in Las Vegas, following the close of the National Association of Broadcasters convention there. That time and place were chosen because the convention will include a "significant exhibition and discussion of advanced television systems," Dorros said.

Subcommittee vice chairman, John Abel, executive vice president, NAB, announced that also on April 13, Las Vegas will be the site of an "NTSC summit," a meeting from representatives of all the countries using the NTSC standard, including Japan, Canada and Mexico. Meetings of the system subcommittee will be held at intervals of two to two-and-a-half months, Dorros said.

Complete details of the objectives and roles of the systems committee's four working parties were detailed during the meeting. Input to WP1, said Dayton, would come mainly from its counterpart planning and assessment working party of the planning subcommittee and from sources outside the ATSC committee, including companies submitting proposed systems.

An action which he predicted would be done "early in the game" would be the formation of a subgroup to study whether

the coding of each system provides a "very efficient and very rugged" signal. Another subgroup might be formed to study whether a system is equally efficient for application in cable, satellite and other forms of transmission besides over-the-air.

WP2 Vice Chairman Walt Ciciora, vice president, technology, American Television and Communications Corp., Englewood, Colo., represented the working party's chairman, Ben Crutchfield. The group's testing of hardware will be done in cooperation with testing already begun by the T3S4 working group of the Advanced Television Systems Committee. Crutchfield, director, special engineering projects, NAB, is also chairman of T3S4. Ciciora stressed that its work would be time consuming and expensive and would require support in money and equipment from the television industry. Besides ATSC, he said that input into the committee would be received from systems subcommittee WP1, the planning subcommittee's testing and evaluation working party and from organizations including NAB and the National Cable Television Association's HDTV subcommittee.

Thorpe said that his WP3 would form subgroups looking at the costs of system encoding and costs of new or altered trans-

mitters, antennas and home receivers. "A broad breadth of experts" would be sought to join the group, he said, ranging from engineers from broadcast, cable and manufacturing companies to consumer video dealers. They will also study whether to recommend direct conversion to HDTV, or a two-step conversion through a lower-resolution enhanced TV system.

The formal scope of WP4 on system standards is shortest because its task "is perhaps the easiest," said its chairman, Bob Hopkins, executive director, ATSC. The results of deliberations from the other three working parties will be submitted to WP4, which will write the actual recommendations for standards. Meetings of WP4 would not start until late this summer after input from the other three committees begins to be available, Hopkins said.

Wiley said that the most important people in the committee's operation "will be those that show up at meetings like this...and take leadership roles." Sign-up sheets were distributed to audience members who were urged once again to participate in working groups. Wiley repeated his intention to add more working party vice chairmen in all three subcommittees (BROADCASTING, Jan. 11). □

European counterattack on HDTV

Washington tutorial hears about Eureka, 1,250-line, 50-hertz system that's too wide for terrestrial application but could be used by DBS

A perspective on high-definition television from across the Atlantic was presented last Wednesday (Jan. 27) in Washington during a tutorial sponsored by the FCC. The program, entitled "High-Definition Television: A European View," detailed the research on a 1,250-line, 50-hertz-frame-rate production and transmission systems by Eureka, a consortium of 18 European countries that has earmarked \$180 million for HDTV research.

Countries supporting the Eureka system have opposed the efforts of the U.S., Japan and Canada before the CCIR (International Radio Consultative Committee) to establish 1,125-line, 60-hertz as a worldwide production standard.

Although the FCC and its HDTV industry advisory committee are primarily interested in finding a way of terrestrially broadcasting some type of HDTV, Ludwig Stenger, of the Deutsche Bundespost's research institute, told the broadcast engineers at the tutorial that Eureka's "highest priority" is finding a system for satellite broadcasting (DBS). Its bandwidth is 27 mhz, far beyond the capacity of terrestrial systems.

Europe has been allocated the 12 ghz, 42 ghz and 85 ghz for DBS, he said, but the last two are not yet technically or economically feasible. The DBS service is expected to get underway this year, he said. Various countries have plans to launch one high-powered satellite and four medium-powered satellites in 1988, he said, noting that the high-powered TV SAT-1 satellite launched by West Germany last November has malfunctioned

and is not operating.

The next step in transmission, Stenger said, will be HD-MAC signals over 12 mhz channels by cable. Broadband ISDN (integrated services digital network, which permits multiplexing several signals on one transmission path) research has not progressed at the rate European researchers first predicted—a functioning system and one million subscribers by the year 2000. Fiber optic transmission "is an option but not an option for today...maybe in the next century," Stenger said.

Jean R. Caillot, president of Thomson International of France, said the Europeans have opposed the 1,125/60 system for a variety of reasons. Because 85% of the TV receivers in use in Europe are of European design and because of the importance of the semiconductor industry to the European economy, he said, it is felt that European consumer electronics manufacturers would be threatened by adoption of the Japanese standard. He also said implementation of a 60-hertz system in countries that now employ the 50-hertz PAL and SECAM systems would be unduly costly. Finally, Caillot said Europeans believe that adoption of the NHK production standard before a transmission system has been determined would be premature. "We knew that if we adopted the NHK proposal, we would oblige Europe to use [NHK's] Muse transmission system," he said.

EU95, the Eureka Directorate on HDTV, has been in existence since July 1986, supported mainly by France, Britain, West Germany and the Netherlands. By 1990, the directorate expects to have a workforce of 700 people, said Peter W. Bogels, president of EU95. He listed 10 projects the directorate is undertaking, including the key devel-

opment of a production standard, a conversion standard to 60 hz, studio equipment, consumer TV receivers and VCR's and a transmission standard (first through direct-broadcast satellites, then cable and later terrestrial broadcasting).

He said that before converting to high-definition transmission, European companies expect to replace SECAM and PAL with a 625/50 MAC (multiplexed analog component) system. The eventual HD-MAC HDTV signal, which will be transmitted years later, will be compatible on MAC receivers. "We can introduce HDTV whenever we are ready" as high-definition consumer equipment becomes affordable, Bogels said. He announced that a demonstration of some Eureka studio equipment would be held in September during the International Broadcasting Convention in Brighton, England. The full system would be ready for demonstration by 1989, he predicted.

Future ENG videotape equipment for HDTV, said Robert Boyer, director of Thomson-CSF's corporate research lab in Cesson, France, will be component digital with a 16:9 aspect ratio. One piece of equipment that has been completed in the process of developing a Eureka production standard is a 1,250/50 sequential scan color camera. It will be one of the items displayed at Brighton, Boyer said. A 50 hz standard will be preferable worldwide to 60 hz, he said, for HDTV-to-film transfers because it is more compatible with the current worldwide film standard of 24 frames per second (fps). In the U.S., the Society of Motion Picture and Television Engineers is currently studying the feasibility of changing the film rate to 30 fps, which would be friendly with HDTV-to-film transfers from 60 hz. □

Super cable in the short term

NCTA group aims to bring improved system of cable transmission to market as quickly as possible

As the broadcast and cable industries strain to find acceptable ways to introduce true high-definition television (resolution twice that of today's NTSC standard with stereo sound and a wider aspect ratio), a National Cable Television Association working party has plans to bring enhanced service to cable subscribers in the short term. The so-called "super cable" working group, under the NCTA engineering committee's HDTV subcommittee, organized last December (BROADCASTING, Jan. 4), would like to begin immediately to implement an improved

system of cable transmission that would be compatible with NTSC sets.

The next meeting of the super cable group will be this Wednesday (Feb. 3) at Faroujda Labs, Sunnyvale, Calif. Its chairman, Paul Perez, marketing director, Recoton Corp., a Long Island City, N.Y., TV stereo equipment manufacturer, said that at the meeting "we're going to talk details about hardware and implementation. We're not going to waste a year in committee meetings." Representatives of companies including Zenith, Scientific-Atlanta, HBO, Telecommunications Inc. and ATC also sit on the super cable committee.

The strategy the group plans to use to implement the new system is similar to the

way stereo sound was introduced to cable, Perez said. The first step was to implement stereo on "a very large and visible cable system. In that case it was Manhattan Cable. We took the first \$2,000-MTS stereo cable TV encoders and we just put the channels on in stereo and all the folks that said it wouldn't work were shown to be wrong," Perez said. "We're going to do the same thing again."

The system is designed to bring resolution of cable television transmission to the level of the new consumer videocassette recorder formats, Super VHS and ED Beta, that are now just reaching the market. The signal sent from the cable headend will be separated into color (Y) and brightness (C) compo-

Satellite Footprints

Preparing for new markets. AT&T announced last week it has purchased three more ESOC international earth stations for \$55 million. The purchases, in addition to installation of fiber-optic connectivity, attending migration to digital transmissions and co-location of AT&T's domestic and international earth stations, were described by AT&T as preparation for international digital TV and HDTV markets. "These new technologies will help AT&T usher in a new era of television services, should the market need arrive," said AT&T international product manager, Gary Scarano.

Hybrid trouble. The first industry comments on last September's round of 19 orbital applications is over (BROADCASTING, Nov. 30), and three operators have said no to requests by two others. GTE Spacenet, AT&T and Contel ASC each submitted petitions to deny a request by GE Americom for one Ku-band orbital assignment and by Hughes Communications, also for one Ku-band slot. Because each of those requests, says GTE Spacenet's petition, is "concurrent with [the operator's] request for authority for a new hybrid location, it is tantamount to a request for one additional C-band and two additional Ku-band locations. As such," the petition continues, each request "violates FCC policy on one expansion or growth satellite per frequency band." Responses to petitions are due Feb. 20, and a third round, if necessary, will be due March 7.

Systems red. Doug Heydon, president of Arianespace Inc., confirmed last week that the launch of direct broadcast satellite, TDF-1, had been postponed by the French government. Heydon acknowledged that waiting out the fate of West Germany's troubled TV-Sat 1 (BROADCASTING, Nov. 30, 1987) must have been a consideration, since TDF-1 and TV-Sat 1 were developed by same manufacturers. But, said Heydon, the primary reason was that the Indian government had approached the French, requesting a swap on launch dates. TDF-1 had been scheduled to go up in June, and India's Insat 1 had been scheduled for next September; now that schedule is reversed. France must also make a decision on its Telecom 1C, set launch on Ariane 3 rocket with GTE Spacenet III in March. Telecom 1B has suffered in-orbit problems that may mean a generic problem with the series. Arianespace will likely issue a manifest of the next six flights within three weeks, Heydon said.

Concerted effort. General Instrument Corp. is increasing its pool of investigative resources and allies to stem the tide of home satellite television piracy and keep its Videocipher technology in front of the video signal encryption technology pack. Last week, the equipment manufacturer, based in San Diego, announced it has contracted a detective service with 450 agents, Sahlen Associates, which specializes in investigating high-technology product counterfeiting, to

help investigate signal theft in the home satellite TV market. Sahlen, with 35 field offices, will be used on an as-needed basis; the parties specified no length of contract, said Terence Luddy, Videocipher division security director, last week. The Motion Picture Association of America, which has sought for over a decade to protect copyright holders by hunting down pirates of film and videotapes, and counterfeit descramblers, also announced last week it will lend support to General Instrument's efforts via MPAA's international antipiracy operation. "Through a pooling of resources and a sharing of information," said MPAA President Jack Valenti in a prepared statement, "our efforts to eliminate piracy are made that much stronger." In 1987, MPAA opened 1,155 copyright violation investigations and helped in 105 raids against copyright violators.

Although it has been difficult to tout its own countermeasure and hardware modification efforts because of the need for secrecy, General Instrument has trumpeted its investigative and courtroom successes. Last November, it won damages in U.S. district court in Phoenix (BROADCASTING, Nov. 30, 1987) and more recently announced seizures of illegal equipment in Alabama and Missouri (BROADCASTING, Jan. 4). Last week, Videocipher parent company, Cable Home Communications Corp., filed suit, asking damages in U.S. district court in Montgomery, Ala., against Tri-State Satellite Distributors of Alabama, its owner Benny Herring and two employees, alleging all have engaged in illegal satellite signal-theft activity. The Videocipher division also announced last week that, on Dec. 23, U.S. Customs agents seized 23 descramblers on the way to Mexico through the Roma, Tex., port of entry and that 12 printed circuit boards, also in route to Mexico, were seized Jan. 8 in El Paso, Tex. Videocipher division engineers were to meet last week with customs agents at the two Texas sites to analyze the seized equipment and determine if it had been modified.

Also last week, attorneys representing General Instrument, Home Box Office, Showtime-The Movie Channel, M-A-Com Inc. and Cable Home Communications Corp. filed a motion for summary judgment and \$340,000 damages against Shawn Kenny, Bob Cooper and Network Productions, accused of promoting satellite signal theft. That case began last March, Luddy said, when about 300 people met on a Caribbean island for "a well-publicized descrambling summit" where, in a show of "good faith," stolen chips were handed out to attendees—items seized by customs officials when Kenny, Cooper and others returned to the U.S. "People do crazy things," said Luddy. The motion was filed in U.S. district court in Miami and was served on the defendants in the civil action in late December.

"The corporate decision is not between criminal and civil litigation, on the one hand, and electronic countermeasures and product enhancements on the other," said Luddy. "Experience dictates that it is judicious to maintain ongoing efforts in all these areas... sending out the message that the industry has to, and will, move ahead without piracy... with the caveat that it is not over yet."

nents. Receivers equipped with Y/C inputs will be capable of decoding the signal which will provide up to 500 lines of resolution. Perez compared that to the picture of pre-recorded, standard VHS tape, which "is 220 to 240 lines. NTSC, whether it's broadcast or cable, should be 330 lines, but it is rarely that clean." Furthermore, he said the super cable system will be fully compatible with NTSC sets and, in fact, will improve the picture. The full 330 lines of resolution will be received free of any ghosting or other distortion.

According to Perez, every new model, high-end television receiver or TV projection TV unit shown at the Electronic Industry Association's Consumer Electronics Show in Las Vegas last month included Y/C inputs. "But more interesting, every mid-line TV in the Panasonic lineup had a Y/C or Super VHS connector," he said.

On the transmission end, Jerrold, a division of General Instrument, New York, has

developed and begun testing a system which will include Y/C separation and stereo sound. "It needs refinement but it works and it doesn't cost a billion dollars to implement," Perez said. "This is going to be something that's affordable." Within six months, Jerrold also plans to complete development of an adapter to be attached to a conventional NTSC set. It is expected to cost less than \$100. Zenith has also developed an adapter to convert the Y/C signal to RGB, Perez said.

A super cable system could be implemented in two forms, in either two channels (12 mhz) or one channel (6 mhz). The two-channel method, according to Perez, "is less expensive to do and we could do it in a matter of a few months. The single channel system would take a year to develop and would be considerably more expensive."

Because NHK's 1,125-line Muse transmission method, which has had some testing on cable systems in a 9-mhz channel, would

be incompatible with NTSC sets, Perez claimed it does not present as attractive an alternative as a two-channel super cable system. "Muse is very fragile," he said. "It doesn't like dealing with reflections on cable and it remains to be seen whether, outside a carefully controlled demonstration, the signal could survive transmission down cable." As for the 6-mhz advanced compatible system proposed by NBC, he said there was some thought about cable transmission when it was developed. But he said no system is yet refined and ready for market. "They must consider cable if they are to be successful," Perez said.

Overall, Perez said the work of the super cable group is "a tremendous opportunity to have an alliance between the VCR owner and the cable operator" because it will allow cable to match the resolution of advanced VCR's. "Cable must consider such options to insure that the basic and pay industry is healthy in five years." □

Cablecastings

Rating cable

The Barna Research Group has released a study concluding "that most people are at least somewhat satisfied with the various aspects of their cable subscription." The Glendale, Calif., firm conducted a telephone survey in December among 277 cable households nationwide and found that 39% were "very satisfied" with the selection of pay and basic channels on their local systems, 42% were "somewhat satisfied," 13% were "not too satisfied" and 5% were "not satisfied at all."

Seven out of 10 said there were no channels they wanted that their operators did not offer, with basic subscribers more likely to be satisfied with their offerings than pay subscribers, 76% to 66%. George Barna, president of the group, said those results reflected a lack of knowledge by subscribers of what else was available beyond what the local operator offered. "No channel or service was mentioned by more than 2% of the cable subscribers as a service they wanted, but which their cable operator did not make available," Barna said.

Basic cable fared better than pay for providing variety—38% of all subscribers said they were "very satisfied" with basic, while only 22% had the same sentiment for pay.

As for customer service, 42% said they were very satisfied and 32% said they were somewhat satisfied. Only 6%, said Barna, said they were "not at all satisfied" with their service. But Barna points out that "this figure is undoubtedly lower than it would have been if former cable subscribers had been questioned on this point." Barna said its previous research showed that among former subscribers, one major reason for

dropping a subscription was unsatisfactory customer service.

When asked to compare the level of satisfaction with the value received, 37% of subscribers were "very satisfied," while 44% were "somewhat satisfied." That the latter number was higher, said Barna, was important because "it does suggest that many subscribers have nagging doubts about their subscriptions."

Dropping shopping

The Travel Channel announced last week that it had successfully completed its equity offering to cable operators and planned to drop the shopping portion of the service in April. Discussions with operators in the past few months resulted in the programing changes, said Travel Channel President Peter McHugh. He said operators fear that "there are too many shopping channels," and they told the service "to concentrate on travel," which is "our real strength."

The offering generated over 5.9 million full-time equivalent subscribers in 1988 and '89. (A full-time equivalent is equal to one subscriber who receives the service 24 hours a day, seven days a week. With channel capacity tight, many operators program only portions of the service.) Those 5.9 million FTE's equal approximately 8.5 million subscribers, Travel Channel said. Another 1.2 million FTE's were signed in nonequity affiliation agreements.

The Travel Channel would not release individual breakdowns of how much equity operators had purchased, except to say American Television & Communications was the largest single affiliate. Other companies that committed subscribers in

exchange for equity included Adelphia, Cable American Corp., United Artists, Newhouse, Maclean-Hunter, Scripps Howard, Cablevision Industries, Service Electric, Media General, Lenfest, Americable, Centel, James, Cencor, U.S. Cable, United Video, Rifkin, Sonic Cable, Telephone, Galaxy, St. Louis Cable, Benchmark, Falcon, Comcast, Wometco, Triax and Telecable.

Cable operators were offered 3,500,000 shares, or 37% of the stock. Travel Channel parent, TWA, will own the remaining 63% once the stock is issued on Sept. 30.

Operators that committed 500,000 or more FTE's will receive 0.2 shares for each FTE. Those that commit between 100,000 and 500,000 will receive 0.1 shares. Those under 100,000 will receive .05 shares of stock for each share of stock acquired in the offering, operators will pay one cent.

The channel reaches 9.3 million homes, and expects to reach 16 million by the end of this year, 22 million by the end of 1989.

NCM hotline

Scientific Atlanta is lending its support to National Cable Month by setting up a toll-free hotline for technical advice on how to receive the free programing preview kicking off NCM April 1-3. The 56-hour preview will be distributed over Galaxy III, transponder 14, normally used for C-SPAN II. S-A is providing cable operators with the crystals required to receive the feed, should they be needed, at shipping and handling costs of \$8. The hotline number is 1-800-722-2009.

National Cable Month organizers say the potential NCM audience could double if those operators that do not carry C-SPAN II choose to pick up the feed.

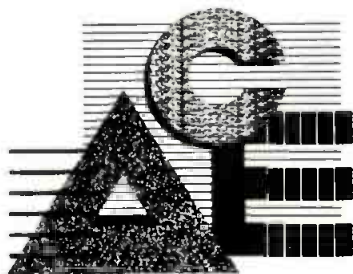
ACE Awards: Cable honors its best

HBO wins most laurels, followed by A&E; cable may now also compete for Emmys, causing concern that interest in ACE's may be diluted

HBO won top honors at the Ninth Annual ACE Awards ceremony Jan. 24 in Los Angeles during a fast-paced televised event that went off with only a few minor glitches. The awards show—the subject of a biting parody a night earlier on NBC's *Saturday Night Live*—received favorable reviews compared to the nearly four-hour prime time Emmy ceremony last year.

A dozen cable program networks received ACE's from the National Academy of Cable Programming, with HBO winning 25 awards; A&E, 13; Cinemax, CNN and Showtime, six each; the Disney Channel and superstation WTBS(TV) Atlanta, four each; ESPN and USA, three each; Bravo, two; CBN and The Learning Channel, one.

The academy handed out ACE's at two separate ceremonies: a live, prime time open carriage HBO telecast Jan. 24 from the Wilmette theater, hosted by John Larroquette



AWARDS
FOR CABLE
EXCELLENCE

and Elayne Boosler, and a black-tie dinner at the Century Plaza hotel on Jan. 22, hosted by Martin Mull.

With cable programs now able to compete for Emmys, there were questions last week about whether that would dilute the impact of future ACE awards presentations. The cable academy appears satisfied that entrance requirements will permit nearly all

major cable networks to submit programs for Emmy consideration, but cable officials said they still have concerns over voting procedures.

In this year's ACE competition, the Discovery Channel won the Golden ACE Award, the industry's highest overall honor for a network, company, project or program. Discovery took home the award for Soviet Television Week, *Russia: Live from the Inside*, a 66-hour look at TV in the USSR that was presented in February 1987.

The Governor's Award, a newly created honor for an individual whose work has contributed to the development of cable programming, was presented to Ralph M. Baruch, a senior fellow at the Gannett Center for Media Studies and chairman of the National Academy of Cable Programming.

The individual winners were:

Ralph Baruch, chairman of the National Academy of Cable Programming □ Governor's Award.

The Discovery Channel, *Russia: Live from the Inside* □ Golden Ace.

Barbara Babcock, *Alfred Hitchcock Presents: Conversation Over a Corpse* □ USA Network (actress in a dramatic series).

Timothy Bottoms, *The Hitchhiker—The Joker* □ HBO (actor in a dramatic series).

Lucy Webb, *Not Necessarily the News* □ HBO (actress in a comedy series).

Paul Eddington, *Yes, Prime Minister* □ Arts & Entertainment (actor in a comedy series).

Blackadder II, A&E, BBC □ John Lloyd, producer; Mandie Fletcher, director; Richard Curtis, Ben Elton, writers (comedy series).

On Location: Robin Williams—An Evening at the Met, HBO, JCLB Enterprises □ Buddy Morra, executive producer; David Steinberg, producer; Vic Kaplan, co-producer; Bruce Gowers, director; Robin Williams, writer (comedy special).

Robin Williams, *On Location: Robin Williams—An Evening at the Met* □ HBO (performance in a comedy special).

Jennifer Holliday, *Cinemax Sessions: A Gospel Sessions: Everybody Say Yeah!* □ Cinemax (performance in a music special).

John Gielgud, *Time After Time* □ A&E (actor in a movie or mini-series).

Googie Withers, *Time After Time* □ A&E (actress in a movie or mini-series).

Ted Whitehead, *The Life and Loves of a She-Devil* □ A&E (writing a movie or mini-series).

Martin Davidson, *Long Gone* □ HBO (directing a movie or mini-series).

Hotel Du Lac, A&E, BBC □ Sue Birtwistle, producer; Giles Foster, director; Christopher Hampton, writer (movie or mini-series).

ESPN: The America's Cup—Challenge Down Under □ ESPN Geoffrey Mason, executive producer; Jed Drake, senior producer (sports event coverage series).

World Championship Boxing: Marvelous Marvin Hagler vs. Sugar Ray Leonard □ HBO, Ross Greenburg, executive producer; Marc Payton, director, (sports event coverage special).

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Lucy Webb 'Not Necessarily the News,' HBO



Shelly Duvall presents award to John Hendricks, chairman, Discovery Channel



Larry King, CNN, with Angie Dickinson

Larry King, *Larry King Live* □ CNN (program interviewer).

Hal Holbrook, *Portrait of America* □ SuperStation TBS (information or documentary host).

Garrison Keillor, *A Prairie Home Companion with Garrison Keillor* □ Disney Channel (music host).

Ordinary People, The Learning Channel, Fireside Entertainment Corp. □ Robert Shuman, executive producer; Chiz Schultz, senior producer; Deirdre Boyle, writer; John Desmond, director; Beth Killay, writer (documentary series).

American Undercover: Drunk & Deadly, HBO, Niemack/Hassett Productions □ Ann Hassett, producer/writer; Bob Niemack, director/writer (documentary special).

Jihad: Afghanistan's Holy War, SuperStation TBS, National Geographic Explorer □ Tim Kelly, Tim Cowling, executive producers; Jeff Harmon, producer/director; Alexander Lindsay, producer (news special or series).

HBO Showcase: Conspiracy: The Trial of the Chicago 8, HBO, Inter-Planetary Productions □ Max Keller and Ron Sossi, executive producers; Charles Hairston, co-executive producer; Micheline Keller, producer; Jeremy Kagan, producer/director/writer; Armanda Di-Giulio, co-producer (dramatic special).

Paul Simon's *Graceland: The African Concert*, Showtime, Peregrine Inc. □ Ian Hoblyn, producer; Cherie Fortis, co-producer; Michael Lindsay-Hogg, director (music special).

L.M. Kit Carson, Ronald Rubin, Christopher Leitch, *The Hitchhiker—'Why Are You Here?'* □ HBO (writing a dramatic series).

Ronald Rubin, *War Story—'Home'* □ HBO (writing a dramatic special).

Carl Schenkel, *The Hitchhiker—'Homebodies'* □ HBO (directing a dramatic series).

Ray Danton, *War Story—'Home'* □ HBO (directing a theatrical or dramatic special).

Dwight Hemion, *Barbra Streisand: One Voice* □ HBO (directing a music special).

Bruce Gowers, *Cinemax Sessions: A Soul Session: James Brown & Friends* □ Cinemax (directing a music series).

Burrill Crohn, *History of Jazz* □ Bravo (writing a music special or series).

Garry Shandling, Alan Zweibel, *It's Garry Shandling's Show—'The Graduate'* □ Showtime (writing a comedy series).

Alan Rafkin, *It's Garry Shandling's Show* □ Showtime

(directing a comedy series).

Robin Williams, *On Location: Robin Williams—An Evening at the Met* □ HBO (writing a comedy special).

Billy Crystal, Paul Flaherty, *The Lost Minutes of Billy Crystal* □ HBO (directing a comedy special).

Down at Fraggie Rock...Behind the Scenes, HBO, Henson Associates □ Jim Henson, producer/director; Diana Birkenfield, vice president of production (children's educational or informational special or series).

The Truth About Alex, HBO, Scholastic Productions, Insight Production Co. □ Jane Startz, John Brunton, John Matoian, executive producers; Martin Harbury, producer; Paul Shapiro, director; Craig Storper, writer (children's entertainment special or series—nine and older).

The Worst Witch, HBO, Central Independent TV □ Lewis Rudd, Hilary Heath, executive producers; Colin Shindler, producer; Robert Young, director; Jill Murphy, Mary Pleshette Willis, writers; Don Black, co-writer (children's entertainment special or series—eight and younger).

David Fairfield, Randy Gladstein, Wayne Hudgins, *Will Rogers: Look Back in Laughter* □ HBO (editing for a documentary special or series).

Ralph Brunjes, *Really Weird Tales—Cursed with*

Week 18 ratings roundup: NBC on top with 16.3/26; CBS second at 15.0/24, and ABC third with 12.3/20; CBS wins evening news

Nielsen	Net	Show	AGB
1.	30.9/45	N Cosby Show	1. 30.3/46
2.	27.7/41	N Different World	2. 27.6/41
3.	26.9/40	N Cheers	3. 24.5/37
4.	25.1/38	N Night Court	7. 23.4/34
5.	23.5/36	C 60 Minutes	8. 23.2/36
6.	22.5/32	A Growing Pains	6. 23.5/33
7.	22.3/32	C Murder, She Wrote	5. 23.7/34
8.	22.1/32	A Who's the Boss?	9. 23.2/34
9.	22.0/36	N L.A. Law	21. 17.8/29
10.	21.9/36	N Golden Girls	4. 24.4/37
11.	18.8/28	A Moonlighting	10. 20.6/30
12.	18.7/28	N NBC Sunday Movie	24. 16.8/25
13.	18.6/27	N ALF	18. 18.6/27
14.	18.4/28	C CBS Sunday Movie	11. 20.5/32
15.	18.4/27	N Valerie's Family	15. 19.3/27
16.	18.3/26	N Matlock	13. 19.4/28
17.	17.8/26	C Newhart	12. 20.1/29
18.	17.5/25	N Family Ties	22. 17.5/25
19.	17.4/26	C Designing Women	17. 18.6/28
20.	17.4/30	N Amen	14. 19.3/30
21.	17.2/28	C Dallas	16. 19.2/31
22.	17.1/26	A Head of the Class	27. 16.4/25
23.	16.9/26	N Highway to Heaven	20. 17.9/27
24.	16.3/28	A Dynasty	47. 12.9/22
25.	16.3/24	N Hunter	29. 16.2/24
26.	16.1/26	C Knots Landing	28. 16.4/27
27.	15.9/25	A Perfect Strangers	25. 16.7/25
28.	15.8/27	N 227	23. 17.3/26
29.	15.8/25	N NBC Monday Movie	32. 15.2/24
30.	15.6/24	A Hooperman	40. 14.4/22
31.	15.1/22	C Kate and Allie	19. 18.0/26
32.	15.0/27	C Falcon Crest	26. 16.7/28
33.	14.6/22	C Magnum, P.I.	31. 15.7/25
34.	14.2/25	C Cagney and Lacey	36. 14.7/25
35.	13.9/20	A MacGyver	42. 13.7/20
36.	13.9/24	C Beauty and the Beast	39. 14.4/23

Nielsen	Net	Show	AGB
37.	13.9/24	C Equalizer	33. 15.2/26
38.	13.8/24	A Thirty-something	44. 13.6/24
39.	13.5/23	C Country Music Celebration	30. 15.8/25
40.	13.5/23	N Facts of Life	38. 14.5/23
41.	13.2/24	N J.J. Starbuck	46. 13.1/22
42.	13.2/22	N Miami Vice	52. 12.3/20
43.	13.0/22	A Mr. Belvedere	35. 14.8/24
44.	13.0/20	A Slap Maxwell Story	57. 11.2/18
45.	13.0/19	C Simon and Simon	43. 13.6/20
46.	12.8/19	C Jake and the Fatman	45. 13.2/19
47.	12.7/22	C Wiseguy	50. 12.5/21
48.	12.6/22	C High Mountain Rangers	37. 14.6/23
49.	12.5/18	C Frank's Place	34. 14.8/21
50.	12.5/22	N Crime Story	51. 12.4/22
51.	12.4/22	A Spenser: For Hire	58. 11.1/19
52.	12.3/19	N Year in the Life	53. 12.3/19
53.	12.1/18	C 48 Hours	49. 12.6/18
54.	11.7/20	N Candid Kids	41. 14.2/23
55.	11.6/20	A Dolly	48. 12.8/20
56.	11.5/17	C Tour of Duty	55. 11.6/17
57.	11.3/20	A 20/20	56. 11.3/19
58.	11.1/17	A Disney Sunday Movie	69. 8.8/13
59.	10.8/17	A ABC Monday Movie	62. 10.1/16
60.	10.7/17	N Our House	54. 11.9/19
61.	10.6/18	A Full House	59. 10.7/18
62.	10.4/16	A ABC Sunday Movie	67. 9.1/14
63.	9.2/16	N Bronx Zoo	65. 9.2/16
64.	9.0/15	A Ohara	63. 9.9/15
65.	8.9/15	A Thorns	64. 9.9/16
66.	8.8/14	A ABC Thursday Movie	70. 8.6/13
67.	8.7/15	N NBC News Special	60. 10.5/18
68.	8.5/13	C Law and Harry McGraw	61. 10.2/15
69.	8.1/13	A Sledge Hammer!	68. 8.8/14
70.	8.1/14	N Storyteller	66. 9.2/15
71.	7.4/11	A Charmings	71. 7.2/11

Charisma □ HBO (editing for a comedy special or series/music special).

Ron Wisman, *Sword of Gideon* □ HBO (editing for a theatrical special/dramatic special or series/movie or mini-series).

Science/Technology Week, CNN □ Bailey Barash, executive producer/writer; Kate King, senior producer/writer; Tom Knott, director; Charles Crawford, Mark Leff, Ted Rubenstein, writers (educational or instructional series).

How to Raise a Street-Smart Child, HBO □ Sheila Nevins, executive producer; John Peaslee, Judd Pillot, producer/director/writers (educational or instructional special).

The Grand Knockout Tournament, USA Network □ James Zrake, executive producer; Steven Feder, producer (recreation and leisure special or series).

Dancer, A&E, BBC, Arts International □ Julia Matheson, producer; Derek Bailey, producer/director (cultural or performing arts special or series).

Ennio Morricone, *HBO Showcase: Control* □ HBO (original score).

Harry Shearer, *This Week Indoors—Shredding Party* □ Cinemax (original song).

Bill Chapman, Ron Clark, Jimmy Cuomo, Craig Rice, John Ridgway, James Daniel Walker, *Night Tracks* □ SuperStation TBS (art direction: program graphics).

Robert Small, *Gilbert Gottfried...Naturally* □ Cinemax (art direction for a comedy or music special).

Jeremy Conway, *The Original Max Talking Headdress Show* □ Cinemax (art direction for a comedy or dramatic series).

Michael Erler, Eiko Ishioka, *Faerie Tale Theatre—Rip Van Winkle* □ Showtime (art direction for a theatrical or dramatic special/movie mini-series).

John McFarlane, *L'Enfant et Les Sortileges* □ Bravo (costume design for a comedy or music special).

Nigel Cornford, *The Wind in the Willows* □ Disney

Channel (costume design for a comedy or dramatic series).

Martha Mann, *Anne of Avonlea* □ Disney Channel (costume design for a theatrical or dramatic special/movie/mini-series).

Tom Brumberger, *The Many Faces of Fred Travalena* □ CBN Cable (make-up).

Cinemax Sessions, Cinemax □ Betty Bitterman, executive in charge of production (music series).

Showtime Coast to Coast, Showtime, Ken Ehrlich Productions □ Ken Ehrlich, producer/director (variety special or series).

Alfred Hitchcock Presents, USA Network, Paragon Motion Pictures □ Jon Slan, David Levinson, executive producers; Barbara Laffey, producer (dramatic series).

Larry King Live, CNN □ Randall Douthit, executive producer; Tammy Haddad, senior producer (talk show special or series).

Good News, SuperStation TBS □ Bonnie Turner, Terry Turner executive producers; Charma Kutner Hicks, producer; Sonny Knox, Gale Timmins, producer/writers; Jim Reaves, director (magazine show special or series).

Living Dangerously: *Running Wild*, A&E, BBC □ Bob Saunders, producer (public affairs special or series).

Moneyline, CNN □ Lou Dobbs, executive producer; Debra Kocher, senior producer; Terry Keenan, producer; Jeffrey Barron, Dan Evans, directors; Barbara May, Kelli Arena, Deborah Miller, Mary Casey, writers (extended news or public affairs coverage).

Don Harrison, *Headline News* □ CNN (news anchor).

Deholm Elliot, *Hotel Du Lac* □ A&E (supporting actor in a movie or mini-series).

Colleen Dewhurst, *Anne of Avonlea* □ Disney Channel (supporting actress in a movie or mini-series).

Jacek Laskus, *Penn & Teller's Invisible Thread* □ Showtime (direction of photography and/or lighting direction for a comedy or music special).

Thomas Burstyn, *The Hitchhiker—Homebodies* □ HBO

(direction of photography and/or lighting direction for a comedy or dramatic series).

Nat Crosby, *The Insurance Man* □ A&E (direction of photography and/or lighting direction for theatrical or dramatic special/movie/mini-series).

CNN Sports Tonight, CNN □ Richard Davis, executive producer; Jim Walton, senior producer; Michael Bogard, Howard Sappington, Michael Iachino, Mark Popkin, John Bozadjian producers; Dan Evans, Mark Hylbak, directors (sports information special).

Road to the Superfight: *Marvelous Marvin Hagler vs. Sugar Ray Leonard*, HBO, HBO Sports □ Ross Greenburg, executive producer; Rick Bernstein, producer; Marc Payton, director (sports information special).

Jed Drake, *ESPN: The America's Cup—Challenge Down Under* □ ESPN (sports host).

Judi Dench, *The Browning Version* □ A&E (actress in a theatrical or dramatic special).

Ian Holm, *The Browning Version* □ A&E (actor in a theatrical or dramatic special).

The Browning Version, A&E, BBC □ Shaun Sutton, producer; Michael Simpson, director; Terrence Rattigan, writer (theatrical special).

Warner Bros. pulls out of NATPE

Pre-registration for convention down compared to 1987, but close to 8,000 are expected

Warner Bros. Television Distribution will not attend NATPE International's 25th annual convention in Houston (Feb. 25-29) this year, becoming the first major program syndicator ever to remove itself from the annual programming event, according to NATPE executive director, Phil Corvo.

Corvo said Warner Bros. Television Distribution President Charles D. McGregor informed him that Warner Bros. feels it is "not the right time to exhibit on the convention floor of a NATPE program conference." McGregor did not return calls.

Warner Bros. has always exhibited in hotel suites during NATPE conventions rather than the floor of the convention center. At this year's convention, however, companies that have traditionally exhibited out of hotel suites are moving onto the convention floor of the George Brown Convention Center because there are no hotels nearby.

Among those companies that have preferred hotel suites to the convention floor in the past are MCA TV and Worldvision. Both have decided to be on the floor at this year's convention.

Corvo said that NATPE and Warner Bros. remain on friendly terms. "I think that we will continue to chat," he said.

Registration for this year's convention remains open through Feb. 5. Corvo said that so far approximately 3,500 people have registered, in comparison to normal pre-registration this close to a convention of between 4,000 and 4,500.

Corvo said that attendance at last year's convention in New Orleans came to roughly 7,900, and he expects attendance at this year's NATPE to be between 7,500 and 8,000.

The scheduling of this year's NATPE con-

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vention, and the one in 1989, in Houston, marked the third siting of those conventions. They had been slated for San Francisco, but with the convention attendance up to almost 7,900 by the 1986 convention, NATPE decided that San Francisco's Moscone Center was incapable of housing the event.

After that the 1988 and 1989 conventions were moved to Miami, but with the controversy surrounding the tax on advertising in that state, the programming organization voted to move to another city. Corvo said that with such short notice the only available facilities for the 1988 and 1989 conventions by then were in Houston.

In 1990 and 1991, NATPE will move to New Orleans. There is no city lined up for the 1992 convention as of yet. The 1993-1996 conventions will be in San Francisco, given the completion of an addition to the Moscone Center that will double its size. □

Lorimar hopes to put doctors on television

Lorimar Syndication said last week that it is introducing *Family Medical Center*, a new show for fall 1988 that it hopes will help usher in a new trend in syndication to emulate the success of court shows over the last two years. So far one other medical series has been announced for next fall, *Group One Medical* from MGM Telecommunications.

Family Medical Center will be based on actual medical cases. Each episode will take place in a doctor's office. The series will be written by two veterans of series with medical themes: Walter Bishell, the medical adviser for *M*A*S*H*, *Trapper John, M.D.* and *Medical Center*, and Barry Orringer, who wrote 22 episodes of *Medical Center*, 15 of *Ben Casey*, and the television movie, *The Return of Ben Casey*.

Scott Carlin, president of first-run syndication at Lorimar, said that 12 stations have already committed to the series "sight unseen." Lorimar will announce on-air talent for the series before February's NATPE international programming marketplace, Carlin said. A pilot is scheduled to be in the can by then.

Family Medical Center is an Edwards-Billett production. Lorimar is selling 34 weeks of first-run episodes and 17 weeks of repeats on a cash-plus-barter basis with five-and-a-half minutes for stations and one minute for Lorimar.

Carlin said that the series is targeted for early fringe because Lorimar feels the medical-oriented series will be a good fit with affiliate newscasts. "Health and science are tops in interest" to viewers of local news, he said.

Jay Feldman, a former news director and one of the executive producers of the *Family Medical Center*, said that signs of the television programming market turning away from legal themes and beginning to move toward medical ones are now in evidence with the orders by the networks for medical-oriented series for next fall. □

Changing Hands

KMGL(FM) Oklahoma City □ Sold by Guy Gannett Publishing Co. to Renda Broadcasting Co. for \$3,050,000. **Seller** is Portland, Me.-based group of three AM's, three FM's and four TV's. Broadcast division is headed by Robert Gilbertson, and parent is headed by John DiMatteo, president. **Buyer** is Pittsburgh-based group of two AM's and two FM's owned by Anthony Renda. KMGL is on 104.1 mhz with 100 kw and antenna 1,425 feet above average terrain. **Broker: Donald K. Clark Inc.**

WOIC(AM)-WMMC(FM) Columbia, S.C. □ Sold by Alpha Communications of South Carolina to Price Broadcasting Co. for \$2.75 million. **Seller** is owned by Kent Burkhart, Jim R. Phillips and Gary Acker. Burkhart and Phillips own KHEY-AM-FM El Paso, where Acker is sales manager. **Buyer** is Salt Lake City-based group of four AM's, five FM's and one TV owned by John Price. It recently purchased KQMS(AM)-KSHA(FM) Redding, Calif. ("Changing Hands," Oct. 26, 1987). WOIC is on 1320 khz with 5 kw day and 2.5 kw night. WMMC is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Blackburn & Co.**

KGFT-FM Carpinteria, Calif. □ Sold by Edward G. Atsinger III to Great Electric Com-

munications Inc. for \$1.45 million. **Seller** has interest in Salem Media, Camarillo, Calif.-based group of nine AM's and five FM's. **Buyer** is owned by Michael Reichert, Charles A. Whatley and Fred A. Blencowe and family. It also owns KUHL(AM)-KXFM(FM) Santa Maria, Calif. KGFT-FM is on 101.7 mhz with 3 kw and antenna 810 feet above average terrain. **Broker: Blackburn & Co.**

WMKM(AM)-WJGS-FM Houghton Lake, Mich. □ Sold by Shea Broadcasting Co. to Northland Communications for \$1.1 million. **Seller** is owned by Edmund T. Shea, who has no other broadcast interests. **Buyer** is owned by John M. Salov, Harry Melling and Tom Evanson, local investors with no other broadcast interests. WMKM is on 1290 khz full time with 5 kw. WJGS-FM is on 98.5 mhz with 100 kw and antenna 480 feet above average terrain.

KMTN-FM Jackson, Wyo. □ Sold by Teewinot Broadcasting to Crecelius/Lundquist Communications for \$500,000. **Seller** is owned by Jeff Woodruff, who has no other broadcast interests. **Buyer** is owned by Edward K. (Ned) Crecelius and Jerry Lundquist. Crecelius is broadcast consultant and professor of international marketing at Bab-

January 1, 1988

Shamrock Broadcasting, Inc.

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son College, Babson Park, Mass. Lundquist is New York-based management consultant. It also owns KSGT(AM) Jackson Hole, KMER(AM) Kemmerer and KPOW(AM)-KLZY(FM) Powell, all Wyoming, and is applicant for new FM at Kemmerer, Wyo. KMTN-FM is on 96.9 mhz with 48 kw and

antenna 940 feet above average terrain.

WEWZ-FM Elwood, Ind. □ Sold by Joel Schneider to Pegasus Broadcasting of Indiana Inc. for \$450,000. Seller is Springfield, Ill., physician, with no other broadcast interests. Buyer is owned by Ronald A. Kempff and his son, Paul, who also own

WKKI(FM) Celina, Ohio. Elder Kempff is also applicant for new FM in West Carrollton, Ohio. WEWZ-FM is on 101.7 mhz with 3 kw and antenna 156 feet above average terrain.

For other proposed and approved sales see "For the Record," page 78.

Syndication Marketplace

LBS Communications has cleared a two-hour *Live Entertainment* special, *The Mysteries of the Pyramids...Live From Cairo, Egypt*, on 150 stations covering 95% of the country for a live, two-hour, prime time telecast on April 20. *Mysteries of the Pyramids* is the second in LBS's package of four event specials (the first was *Raise the Titanic*). *Mysteries of the Pyramids* will be produced by Erik C. Durschmied Productions in association with LBS Entertainment. In it, some of the "remaining mysteries" of the Giza plateau, which includes the Sphinx and the pyramid of Cheops, will be examined, and inner passageways and chambers never before open to the public will be seen. Also seen for the first time will be a sealed storeroom containing mummies and skulls discovered by American Egyptologists in the 1920s. The special will be carried by the Tribune-owned stations.

King World reports that *Wheel of Fortune* has now sustained its number-one position among syndicated programs for 175 consecutive weeks. *Wheel* had a 19.9, its highest ratings of the season, during the week of Jan. 4.

Columbia Pictures Television is offering "Columbia Classics," a new film package for 1988 with 34 titles that collected a total of 47 Oscars. The titles include "From Here to Eternity," "On the Waterfront," "Bridge Over the River Kwai," "Lawrence of Arabia" and "Oliver."

Paramount has renewed *Friday the 13th: the Series* for a second season. The show's executive producer is Frank Mancuso Jr. It is cleared by more than 200 stations covering over 98% of the country.

Tribune Entertainment and **Grosso Jacobson** have joined forces to produce a pilot for *Cop Talk: Behind the Shield*, a proposed one-hour weekly hosted by Sonny Grosso, the former New York detective who broke the "French Connection" drug ring. The pilot was taped at New York's Times Square Studios on Jan. 23. *Cop Talk* will be shot with a studio audience.

Metropolitan Life has put up \$1 million to become sole sponsor of **Group W Television's** AIDS Lifeline public service and programing campaign. AIDS Lifeline consists of five prime time specials, more than 30 celebrity-hosted public service announcements, news inserts and other materials.

Blair Entertainment has cleared *Divorce Court* on two more stations to bring its lineup to more than 125 stations covering over 80% of the country. The stations are WMAQ-TV Chicago and WVB-TV Buffalo, N.Y. Blair also reports that WSLA-TV Roanoke, Va., which currently air the show, will be picking up *Divorce Court* for a second run.

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Fox turnover

David Johnson, senior vice president of marketing at the Fox Broadcasting Co., informed the fledgling network that he will not renew his two-year contract, and will leave the company in March to set up his own business. He will also act as a consultant to Fox.

Johnson, a 26-year veteran of ABC sales prior to joining FBC to oversee its sales force, said last week that he "enjoyed helping to set up the network and getting its marketing niche defined," but added that "the maintenance side of this is not interesting for me."

Word of Johnson's impending exit from FBC followed the departure of John Lazurus, vice president of sales, who left on Friday, Jan. 22. Another member of the FBC sales force who left recently was Paul Slagel, vice president of Western sales. Both Lazurus and Slagel were asked to leave FBC.

FBC President Jamie Kellner said that the changes reflected only normal growth and change. As for the future structure of the FBC sales organization, Kellner said, "we may restructure the company" because needs have changed.

Heading the FBC sales force now is Patricia Mastandrea, vice president of sales, who was promoted to that position in December.

Some advertising agency executives said they were surprised by Johnson's exit but took the other changes in stride.

PBS profiles PTL troubles

'Frontline' focuses on investigation of 1979-80 that informed FCC, Justice Department and IRS of problems that turned into scandal seven years later

Because the FCC, the Department of Justice and the Internal Revenue Service were less than alert to what are presented as obvious signs of wrongdoing, the PTL sex and financial scandal simmered for seven years until Jessica Hahn, the former church secretary, went public with the story of her liaison with Jim Bakker, according to a television program. "Praise the Lord," PBS's sixth-season premiere of the *Frontline* series, last week focused much of its attention on the Mark Fowler commission, containing allegations that it watered down and delayed action on a report that its author maintains documented the kind of charges now being aired in the investigations of Jim and Tammy Bakker and their ministry. The report, based on an investigation conducted over a 20-month period ending in December 1980, did not trigger the hearing the author thought was required.

The documentary does not provide any evidence of deliberate government-wide effort to protect PTL. But, in scenes showing President Reagan being warmly received at a religious broadcasters convention, it suggests the government was influenced by the realization that religious broadcasters generally are staunch supporters of the Reagan administration. Two former commission officials interviewed in connection with the episode—former Chairman Fowler and former General Counsel and Commissioner Steve Sharp—said the case was handled properly.

The former FCC attorney who conducted the investigation, Larry Bernstein, says he found evidence "of people going into the PTL counting room and scooping money out." He says that the now-defrocked Jim Bakker, whom he questioned for 11 days, "and others had enriched themselves per-

sonally with money solicited for various religious purposes." And he says Bakker lied, under oath, as evidenced by 81 contradictions of his testimony, including 36 by himself.

The report was submitted in December 1980 but was not acted on until December 1982, when the FCC was considering a recommendation that it approve the sale of PTL's WJAN-TV Canton, Ohio, to David Livingston Missionary for the assumption of \$1.3-million debt. After a heated discussion, the commission adopted the recommendation, on a 4-2 vote, thereby avoiding the hearing Bernstein had urged. The recommendation was made by Steve Sharp, when he was general counsel; Sharp was a member of the commission who formed part of the majority when the issue came to a vote.

"It is absolutely a fact," says Bernstein, "that, through his staff, the chairman [Mark Fowler] made it clear that my report had to be watered down." *Frontline* says nine passages were rewritten, 134 sections were deleted, as well as 76 footnotes detailing examples of Bakker's alleged perjury, and 33 paragraphs called "signposts," essential to an understanding of the text.

However, it was not clear who, if anyone, ordered or carried out orders to cut or rewrite the report. Fowler, in his appearance on the documentary and in an interview with BROADCASTING, denied ordering any changes. "That's not my style," he said on the program. "We always wanted to have the facts come out." He told BROADCASTING the report probably was edited but that would not have been unusual. But, he said, "there was no pressure on anyone to reach a conclusion."

Sharp, both in discussing the matter on camera and with BROADCASTING, said that, as general counsel, he had reviewed the report and made a number of editing changes, but only to eliminate editorial comments he felt "inappropriate" and "conclusory" statements that were not supported in the text. A former top Fowler aide, Dan



Tammy and Jim Bakker



Bernstein

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Brenner, whom Bernstein remembers attending meetings with him and Sharp on the report, told BROADCASTING he does not recall "doing anything but reading" the report. Brenner is now director of the Communications Law Program and adjunct professor of law at the UCLA School of Law.

Bernstein, who is now practicing law in Washington, said in an interview with BROADCASTING it was "absolutely false" to say that only "adjectives" had been removed from the report. He said it had gone through four drafts, each one shorter than the last.

Sharp says he had recommended sale of the PTL station as a means of removing PTL from the ranks of broadcast licensees as fast as possible. A hearing, he says, could have run for three years. "My judgment was that the public would be better served by getting



Charlotte U.S. Attorney Brewer

rid of [Bakker]." And the only compensation, he said, was the assumption of PTL's debt. The purchaser, Livingston Missionary, was represented by a former FCC general counsel, Ashton Hardy.

Following the 1982 vote, Commissioners Joseph Fogarty and Henry Rivera, who along with Commissioner Anne Jones had dissented from the decision to approve the sale of the PTL station, issued a joint dissent blistering the majority. "The majority has short-circuited proper process with no explanation... we dissent from [the action's] stench." All three have since left the commission.

The two commissioners who joined Fowler and Sharp in the majority were James Quello and Mimi Dawson, the latter now the deputy secretary of transportation. The documentary says Dawson changed her vote at the last moment and that she declined a request for an interview. Dawson last week said she would not do the interview because of a lack of time. She also said she had not changed her vote. "I was always the strongest vote on the other side," she said. My position was and is that the commission wastes time in the comparative process." When an option is available for removing a license, she added, it should be taken.

Jones says in the documentary she did not find out about the "unfortunate, indeed, tragic" editing of the report until she had voted against granting the license reassignment. "You did get a sense," Jones says, "of something being sort of ramrodded through... [and] the tone of the dissent [by Rivera and Fogarty] clearly implied that... somehow the commission had been co-opted in

Long-form Gumbel. NBC News has confirmed reports that Today show co-host, Bryant Gumbel, will host the pilot of *90 Minutes*, a proposed new program being planned for a 1989 debut on Sunday nights in early prime time. The pilot will air Sunday, April 10, at 6:30-8 p.m. The program is being designed to take on CBS's *60 Minutes*, and will be a collaborative effort of the entertainment, news and sports divisions. No word on who will produce the pilot, but some reports speculated that John Miller, vice president, advertising and promotion, NBC Entertainment, and Paul Greenberg, executive producer, NBC documentaries, would co-produce it.

its decision-making."

The commission investigation was touched off by a 1979 *Charlotte* (N.C.) *Observer* discovery that Bakker could not document on-air claims that \$350,000 worth of television equipment had been sent to ministries overseas. Following its decision in the PTL case, the commission forwarded all of the material collected during the investigation to the Justice Department. Three months later, the department notified the commission it would not pursue the matter.

At the Justice Department, says U.S. Attorney Larry Brewer, who is based in Charlotte, Deputy Attorney General Arnold Burns called Brewer to Washington when Brewer's investigation had begun in 1983. Eventually, says Brewer, the Justice Department removed him from the case—putting it in the hands of two men he said had argued against conducting any investigation—and moved the investigation away from Charlotte—the center of "most federal investigative forces"—to Columbia, S.C.

The program also says the IRS began auditing PTL in 1983 and collected audit evidence from 1981 through 1983 that the Bakkers had received \$2,520,625 in "excessive compensation." Jerry Nims, a Moral Majority official who moved into a leadership position at PTL with Jerry Falwell after Bakker stepped down, provided additional information on the IRS connection, in his appearance in the documentary. He said an IRS report covering that period showed "over \$850,000 in undocumented expenses on credit cards" used by Bakker and his wife and others at PTL.

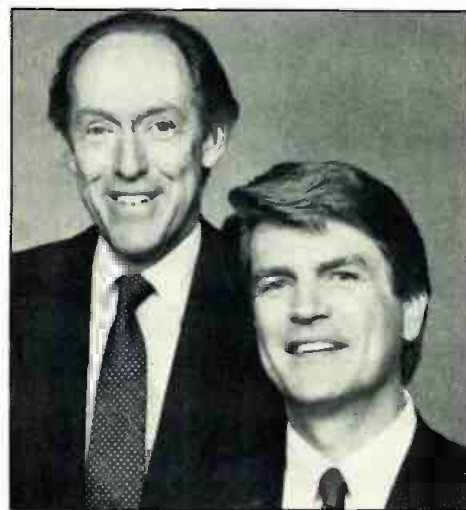
NBC names Utley new co-host of 'Sunday Today'

Matson moved to senior correspondent for show; executive producer named; ABC names new senior producer

NBC News announced last week that *Sunday Today* co-anchor Boyu Matson will leave the broadcast, effective Feb. 7, and will be replaced by the current news reader

on the program, Garrick Utley. Utley, a 24-year NBC News veteran, is currently the Sunday evening *Nightly News* anchor and has spent most of his career reporting foreign affairs. Matson becomes senior correspondent for *Today*, and will focus on election-related multipart news reports around the country.

NBC News sources said management made the move because the chemistry between Matson and co-anchor Maria Shriver was lacking, and that, as one put it, "anchoring is not Boyd's strength." But the source stressed that Matson gets high marks as a reporter inside the news division. Another source added that the original choice of most (including news division president, Larry Grossman) for the male co-anchor slot had been Utley. But former *Today* executive



Utley (l) and Matson

producer Steve Friedman was said to have insisted on Matson.

Since debuting last September, the program has delivered just under the 2.0 average rating the network thought it would receive. However, a network official said the ratings on the program have gone up on the owned and operated stations that moved the program to 9 a.m. (from 8 a.m.) at the beginning of the year. The official said there are no plans to add a new news reader to the broadcast, and that Utley and Shriver will probably take turns reading reports in the news windows. Also last week, NBC announced a new executive producer for the show—Sid Feders, most recently senior producer of several documentaries reported by Connie Chung, including *Life in the Fat Lane*, *Scared Sexless*, and *The Baby Business*. *Today* executive producer Marty Ryan had been acting producer of *Sunday Today*.

In other news news, ABC said last week that Bob Roy, executive producer, *ABC World News This Morning*, was signing on as senior producer, *ABC World News Tonight*, under the newly appointed executive producer, Paul Friedman. Roy will replace Stuart Schwartz, who, sources say, is being considered to assume Roy's duties on the morning side. Also a contender for the morning news post is Pat Roddy, acting executive producer, *World News This Morning*. But sources last week said Schwartz has the backing of two powerful allies—Peter Jennings and Ted Koppel. □

This announcement appears as a matter of record only.

January 1988

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For the Record

As compiled by BROADCASTING, Jan. 20 through Jan. 27 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. H&V—horizontal and vertical. khz.—kilohertz. kw.—kilowatts. lic.—license. m or M—meters. MEOC—maximum expected operation value. mhz.—megahertz. mi.—miles. mod.—modification. N—night. pet for recon—petition for reconsideration. PSA—presunrise service authority. pwr.—power. RC—remote control. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U or unl—unlimited hours. vis.—visual. w—watts. *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. 1 meter—3.28 feet.

Ownership Changes

- **KGFT-FM** Carpinteria, CA (BALH880106GF; 101.7 mhz; 3 kw; HAAT: 810 ft.)—Seeks assignment of license from Edward G. Atsinger III to Great Electric Communications Inc. for \$1.45 million. Seller has interest in Salem Media. Camarillo. CA-based group of nine AM's and five FM's. Buyer is owned by Michael Reichert, Charles A. Whitley and Fred A. Blencowe and family. It also owns KUHL(AM)-KXFM(FM) Santa Maria, CA. Filed Jan. 6.
- **WEWZ-FM** Elwood, IN (BAPLH871231HP; 101.7 mhz; 3 kw; HAAT: 156 ft.)—Seeks assignment of license from Dr. Joel Schneider to Pegasus Broadcasting of Indiana Inc. for \$450,000. Seller is Springfield, IL, physician, with no other broadcast interests. Buyer is owned by Ronald A. Kempff and his son, Paul, who also owns WKKI(FM) Celina, OH. Elder Kempff is also applicant for new FM in West Carrollton, OH. Filed Dec. 31, 1987.
- **WSHY-AM-FM** Shelbyville, IL (AM: BAL880106HW; 1560 KHZ; 500 W-D; FM: BALH880106HX; 104.9 mhz; 3 kw; HAAT: 162 ft.)—Seeks assignment of license from Orville R. Graham to Kin Do Communications Inc. for \$250,000. Seller has no other broadcast interests. Buyer is owned by Robert A. Kincaid and his wife, Pauline, and Robert V. Doll, and his wife, Barbara. It has no other broadcast interests. Filed Jan. 6.
- **WDGS(FM)** Scarborough, ME (BALH880111GQ; 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dirigo Communications Inc. to WDGS-FM Inc. for \$800,000. Seller is owned by Fred Miller, who has no other broadcast interests. Buyer is owned by Charles C. McCreery, Peter Mitchell and Gary Starr. McCreery owns WHFM(AM)-WVLT(FM) Vineland, NJ. Mitchell is vice president of sales of WWOR-TV Secaucus, NJ. Starr is vice

president of Noble Broadcasting Co., and general manager of WAVZ-AM-WKCI-FM New Haven, CT.

- **WMKM(AM)-WJGS-FM** Houghton Lake, MI (AM: BAL880106HZ; 1290 khz; 5 kw-U; FM: BALH880106GE; 98.5 mhz; 100 kw; 480 ft.)—Seeks assignment of license from Shea Broadcasting Co. to Northland Communications for \$1.1 million. Seller is owned by Edmund T. Shea, who has no other broadcast interests. Buyer is owned by John M. Salov, Harry Melling and Tom Evanson, local investors with no other broadcast interests. Filed Jan. 6.
- **KADI(AM)** Camdenton, MO (BAP880112EB; 1520 khz; 2.5 kw-D)—Seeks assignment of license from Osage Broadcasting to Lake Broadcasting Inc. for \$25,000. Seller has no other broadcast interests. Buyer is owned by Michael S. Rice, Kenneth W. Kuenzie and Dennis J. Klautzer. Rice is president of KFMZ(FM) Columbia, MO, and WBOW(AM)-WZZQ(FM) Terre Haute, IN. Klautzer is applicant for new FM at Eldon, MO. Kuenzie is partner in KSLQ(AM) Washington, MO, and owner of K272BR(LPTV) Jefferson City, MO. Filed Jan. 12.
- **WMMH(AM)** Marshall, NC (BAL880105EB; 1460 KHZ; 500 W-D)—Seeks assignment of license from Marshall Broadcasting Co. to Jewel Hill Broadcasting Co. for \$70,000. Seller is owned by Shelby Shields, who has no other broadcast interests. Buyer is owned by station's sales manager, Karen Rice Buff, and her husband, Hurley. It has no other broadcast interests. Filed Jan. 5.
- **KACO(AM)** Bellville, TX (BAL880112EA; 1090 khz; 250 w-D)—Seeks assignment of license from J. Dittert and his wife, Dinah, to W. Steve Baker Jr. for \$235,000. Seller and buyer have no other broadcast interests. Filed Jan. 12.
- **WRJQ(AM)** Appleton, WI (BAL880112EC; 1570 khz; 1 kw-D)—Seeks assignment of license from Fox Valley Broadcasting Inc. to Gamark Inc. for \$203,000. Seller is owned by Thomas L. Bookey and Dexter E. Card, who also own WROE(FM) Neenah, WI, and WRJQ(AM) Appleton, WI. Card owns WRJN(AM)-WHKQ(FM) Racine, WI. They recently bought WYNE(AM) Kimberly, WI ("For the Record." Dec. 14). Buyer is owned by George A. Sattler, Robert C. Weber and Randall J. Miller, who have no other broadcast interests. Filed Jan. 12.
- **KMTN-FM** Jackson, WY (BALH880106GK; 96.9 mhz; 48 kw; HAAT: 940')—Seeks assignment of license from Teewinot Broadcasting to Crecelius/Lundquist Communications for \$500,000. Seller is owned by Jeff Woodruff, who has no other broadcast interests. Buyer is owned by Edward K. (Ned) Crecelius and Jerry Lundquist. Crecelius is broadcast consultant and professor of international marketing at Babson College, Babson Park, Mass. Lundquist is New York-based management consultant. It also owns KSGT(AM) Jackson Hole, KMER(AM) Kemmerer and KPOW(AM)-KLZY(FM) Powell, all Wyoming, and is applicant for new FM at Kemmerer, WY. Filed Jan. 6.
- **WEZS-FM** Richmond, Va. (BALH880106GG; 103.7 mhz; 20 kw; HAAT: 750')—Seeks assignment of license from EZ Communications Inc. to National Radio Associates Inc. for \$13 million. Seller is Fairfax, VA.-based group of four AM's and eleven FM's principally owned by Art Kellar, chairman. Station was originally sold for \$16 million

("Changing Hands," Aug. 24), but deal fell through. Price is lower because buyer qualifies for minority tax certificate. Buyer is owned by Ragan Henry, who has also bought WKSG(FM) Mt. Clemens, MI ("Changing Hands," Nov. 23), KCWV-AM-FM Leavenworth, KS ("Changing Hands," Nov. 9) and WZZT(FM) Johnstown, OH. Henry is president and majority shareholder of Communications Management National Inc., sole general partner of WXTR(FM) LaPlata, MD. WWIN(AM)-WGHT(FM) Baltimore-Glen Burnie, MD. Henry also has interest in KDIA(AM) Oakland, CA and is director of WHY-FM Philadelphia, PA, and WHYY-TV Wilmington, DE. Filed Jan. 6.

New Stations

Applications

FM's

- **Vero Beach, FL** (BPED880107)—Central Educational Broadcasting Inc. seeks 91.9 mhz; 2 kw H&V; 93 m. Address: 6767 20th St., Vero Beach, FL 32961. Principal is headed by Larry Boan, president, and has no other broadcast interests. Filed Jan. 7.
- **Vancleve, KY** (BPH880105ME)—Kentucky Mountain Holiness Assoc. seeks 99.9 mhz; 3 kw (H&V); 100 m. Address: Box 8, Mt. Carmel Rd., Vancleve, KY 41385. Principal is headed by Seldon Short, and has no other broadcast interests. Filed Jan. 5.
- **Laughlin, NV** (BPH871229MM)—Jackie Ray Reeves seeks 107.9 mhz; 17 kw H&V; 578 m. Address: P.O. Box 2145, Laughlin, NV 89029. Principal has no other broadcast interests. Filed Dec. 29, 1987.
- **Laughlin, NV** (BPH871229ML)—Saguaro Broadcasting seeks 107.9 mhz; 30 kw H&V; 467 m. Address: P.O. Box 35670, Tucson, AZ 85740. Principal is owned by Steven Russell, Deborah Curley and Thomas Curley, who have no other broadcast interests. Filed Dec. 29, 1987.
- **Laughlin, NV** (BPH871231MP)—Nevada FM Broadcasters seeks 107.9 mhz; 94 kw H&V; 47 m. Address: 520 S. 4th St., Las Vegas 89101. Principal has no other broadcast interests. Filed Dec. 31, 1987.
- **Laughlin, NV** (BPH871231NA)—Walter C. Tucker seeks 107.9 mhz; 17.8 kw H&V; 579 m. Address: 29560 W. Hwy 58, Barstow, CA 92311. Principal is owned by Walter C. Tucker, who also owns KIOT(AM) Barstow. Filed Dec. 31, 1987.
- **Socastee, SC** (BPH871231MO)—Surfside Broadcasting Corp. seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 4210 Stonehenge Rd., Greensboro, NC 27406. Principal is owned by Robert G. Pinnix, John L. Pinnix and Nick Galifianakis, who have no other broadcast interests. Filed Dec. 31, 1987.
- **Socastee, SC** (BPH871231NC)—Inlet Marsh Communications seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: Rt. 2, Box 125, Pawley's Island, SC 29585. Principal is owned by Dorothy Blancon and has no other broadcast interests. Filed Dec. 31, 1987.
- **Socastee, SC** (BPH871231MZ)—Robert E. Johnson seeks 99.5 mhz; 1.4 kw (H&V); 147 m. Address: 317 S. Hollywood Dr., Surfside Beach, SC 29575. Principal has no other broadcast interests. Filed Dec. 31, 1987.
- **Socastee, SC** (880104MR)—Sunshine Broadcasting Co. Inc. seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 631, Cheraw, SC 29520. Principal is owned by Michael G. Orr, Theodore J. Gray and Tressie P. Hughey, who have no other broadcast interests. Filed Jan. 4.
- **Socastee, SC** (BPH871231ND)—Puritan Radiocasting Co. seeks 99.5 mhz; 3 kw (H&V); 100 m. Address: 11560 Rolling Green Court, Reston, VA 22091. Principal is owned by Dorothy P. Rackley and Ronald D. Rackley, who have no other broadcast interests. Filed Dec. 31, 1987.
- **Socastee, SC** (BPH871231MM)—Cat Communications Inc. seeks 99.5 mhz; 3 kw (H&V); 85 m. Address: P.O. Box FM 106X, Florence, SC 29501. Principal is owned by Donald G. Kelley, and has no other broadcast interests. Filed Dec. 31, 1987.
- **Socastee, SC** (BPH871231MY)—Clarence T. Barinowski seeks 99.5 mhz; 3 kw H&V; 100 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal has no other



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broadcast interests. Filed Dec. 31, 1987.

■ Socastee, SC (BPH871231MS)—Dailey & Reich Broadcasting seeks 99.5 mhz: 3 kw (H&V); 100 m. Address: P.O. Box 1269, Sumter, SC 29151. Principal is owned by Raymond Reich and Calvin E. Dailey Jr., who also have interests in WBZ-FM Wedgefield, SC. Dailey owns WFGM-FM Fairmont, WV and CP for new FM station in Ravenswood, WV. Filed Dec. 31, 1987.

■ Bartlett, TN (BPH871224MI)—Belz Broadcasting Co. seeks 92.9 mhz: 3 kw H&V; 100 m. Address: 2205 Poplar Ave. Memphis, TN 38104. Principal is owned by Julianne Belz, who has no other broadcast interests. Filed Dec. 24, 1987.

■ Bartlett, TN (BPH871223MQ)—Raymond J. and Jean-Marie Strong seek 92.9 mhz: 3 kw H&V; 100 m. Address: 3932 Mallard Point, Memphis 38128. Principals have no other broadcast interests. Filed Dec. 23, 1987.

■ Manchester, TN (BPH871230MI)—Manchester Communications Inc. seeks 101.5 mhz: 3 kw H&V; 100 m. Address: P.O. Box 294, Manchester, TN 37355. Principal is owned by Frank Walker, Patricia Freeze and Christopher Freeze. Filed Dec. 30, 1987.

■ Manchester, TN (BPH871231NB)—Tenncom, Ltd. seeks 101.5 mhz: 3 kw H&V; 100 m. Address: P.O. Box 3026, Hickory, NC 28603. Principal is headed by Jerry W. Oakley, and has no other broadcast interests. Filed Dec. 31, 1987.

■ Manchester, TN (BPH871229MK)—Dianne M. Sawyer seeks 101.5 mhz: 3 kw H&V; 100 m. Address: 116 Lake Hills Rd., Tullahoma, TN 37388. Principal has no other broadcast interests. Filed Dec. 29, 1987.

■ Manchester, TN (BPH871231MR)—Coffee County Broadcasting Co. Inc. seeks 101.5 mhz: 3 kw H&V; 100 m. Address: 106 Hamilton Lane, Tullahoma, TN 37388. Principal is owned by Cathy J. Grady and Wayne Tucker, who have no other broadcast interests. Filed Dec. 31, 1987.

■ Manchester, TN (BPH871231MN)—Aileen Burnett Sartin seeks 101.5 mhz: 3 kw H&V; 100 m. Address: 300 College St., #29, Manchester, TN 37355. Principal has no other broadcast interests. Filed Dec. 31, 1987.

■ Richlands, VA (BPH880104MS)—Clinch Valley Broadcasting Corp. seeks 100.7 mhz: 650 w (H&V); 215 m. Address: P.O. Box 838, Richlands, VA 24641. Principal is owned by Charles D. Lawson, who has no other broadcast interests. Filed Jan. 4.

■ Sunderland, VT (BPH871224MJ)—Radio South Burlington Inc. seeks 95.1 mhz: 480 kw (H&V); 731 m. Address: 19 Boas Lane, Wilton, CT 06897. Principal is owned by Dennis Jackson, who has no other broadcast interests. Filed Dec. 24, 1987.

■ Sunderland, VT (BPH871223MR)—The Eastern Co. d/b/a Eastco seeks 95.1 mhz: 520 kw (H&V); 733 m. Address: 26 Dartmouth St., Westwood, MA 02090. Principal is owned by Alan Steinert Jr., who has no other broadcast interests. Filed Dec. 23.

■ Yakima, WA (BPH871230MI)—Pride Broadcast Group Inc. seeks 105.7 mhz: 60 kw (H&V); 148 m. Address: 230 West 55th St., Suite 19-D, New York 10019. Principal is owned by Peter Winslow and Nanette Markunas, who own KLZK-FM Farwell, TX. Markunas holds construction permits for new FM's in Reedsport, OR (File no. 960313MQ), Milton-Freewater, OR (File no. 860918MT) and Ridgebury, PA (File no. 860123ML). Filed Dec. 30, 1987.

■ Lindsie, WV (BPH880104MQ)—Monroe County Board of Education seeks 106.7 mhz: 3 kw (H&V); 37 m. Address: P.O. Box 330, Union, WV 24983. Principal is headed by Harvey Faland. It has no other broadcast interests. Filed Jan. 4.

Actions

■ Central Valley, CA (BPH850711MG)—Granted app. of Richard P. Bott II for 99.3 mhz: 3 kw H&V; 100 m. Address: 10841 E. 28th St., Independence, MO 64052. Principal owns KCCV(AM) Independence and KSIV(AM) Clayton, both Missouri; KQCV(AM) Oklahoma City, and WFCV(AM) Ft. Wayne, IN. Action Jan. 6.

■ Silver Springs, FL (BPH870629NI)—Dismissed app. of Clay E. Holladay for 95.5 mhz: 3 kw H&V; 100 m. Address: 3491 Grandview Ave., Meridian, MS 39305. Principal is owned by Clay E. Holladay, who also has interest in WQIS(AM)-WNSL(FM) Laurel, MS and owns WYBZ(FM) Mary Esther, FL. Action Dec. 24, 1987.

■ Alachua, FL (BPH871216ML)—Returned app. of Minority Media Inc. for 92.5 mhz: 3 kw H&V; 100 m. Address: 102 NE 10th Ave., #10, Gainesville, FL 32601. Principal is owned by William Johnson, who has no other broadcast interests. Action Jan. 13.

■ Bloomfield, IN (BPH851216MQ)—Granted app. of Willtronics Broadcasting Co. seeks 101.1 mhz: 3 kw; 328

m. Address: Rte. 2, Box 344, West Baden, IN 47469. Principal is owned by William Gerald Willis, who also WFLQ-FM French Lick, IN. Action Jan. 4.

■ Baton Rouge, LA (BPH87040822IF)—Dismissed app. of Jimmy Swaggert Ministries for 88.5 mhz: 25 kw H&V; 271 m. Address: P.O. Box 2550, Baton Rouge, LA 70821. Principal is Baton Rouge, nonprofit station group of four AM's and two FM's, headed by Jimmy Swaggert. Action Jan. 13.

■ Great Barrington, MA (BPH860313MS)—Granted app. of Berkshire Broadcasting South Inc. for 105.1 mhz: 1.1 kw H&V; 521 m. Address: Route 7, Great Barrington, MA 01230. Principal is owned by Donald A. Thurston, owner of Berkshire Broadcasting Co., which owns WMNB(AM)-WMNB-FM North Adams, MA and WSBS(AM) Great Barrington, MA. Action Jan. 14.

■ Gainesville, MO (BPH870601MD)—Granted app. of Caney Mountain Communications for 99.7 mhz: 50 kw H&V; 150 m. Address: P.O. Box 653, Gainesville, MO 65655. Principal is owned by Dora Burnett, who has no other broadcast interests. Action Jan. 13.

■ West Point, NE (BPH870604MA)—Granted app. of Kelly Communications Inc. for 107.9 mhz: 3 kw H&V; 100 m. Address: P.O. Box 84, West Point, NE 68788. Principal is owned by Sharon J. Kelly, who also owns KWPN(AM) West Point, NE. Action Jan. 13.

■ Winnebago, NE (BPH870224MQ)—Granted app. of Gary L. Violet for 105.7 mhz: 1.4 kw H&V; 478 m. Address: 3201 N. Robinson, #218, Texarkana, TX 75501. Principal is owned by Gary L. Violet, who owns KBUZ(FM) Arkansas City, KS. Action Jan. 12.

■ Banner Elk, NC (BPH860203NC)—Granted app. of Smith Communications for 100.7 mhz: 0.5 kw (H&V); 796 m. Address: Quail Ridge Condominium, Rte. 4, Boone, NC 28607. Principal is owned by Z.J. Smith, who owns WATA(AM) Boone, NC. Action Jan. 11.

■ Fort Shawnee, OH (BPH870430OF)—Granted app. of Hutchko Partnership for 107.5 mhz: 3 kw H&V; 100 m. Address: P.O. Box 1137, Lima, OH 45802. Principal is owned by Charles H. Hutchinson and George T. Kocher, who have no other broadcast interests. Action Jan. 13.

■ Marysville, OH (BPH871214MA)—Returned app. of Charles H. Hutchinson and Richard H. Riggs for 105.7 mhz: 3 kw H&V; 100 m. Address: P.O. Box 1137, Lima, OH 45802. Principal, Charles H. Hutchinson has 75% ownership interest in new FM in Shawnee, OH. Action Jan. 14.

■ Lindsay, OK (BPH860311ME)—Granted app. of Lillian Fowler & Charles R. Jones for 105.1 mhz: 850 kw H&V; 565 m. Address: Box 121 Route 3, Lindsay, OK 73052. Principal has no other broadcast interests. Action Jan. 12.

■ Hendersonville, TN (BPH870121AC)—Granted app. of Minority Broadcasting of Nashville for 1330 khz; 700 w-D; 500 w-N. Address: 315 N. 45th St., Louisville, KY 40212. Principal is owned by Diaz M. Dale and Angelina M. Pait, who have no other broadcast interests. Filed Jan. 19.

■ Beaumont, TX (BPH870709ME)—Returned app. of PKL Partnership for 102.5 mhz: 50 kw H&V; 144 m. Address: 14081 Yorba St., Ste 226, Tustin, CA 92680. Principal is owned by Patricia K. Lusin, Frank Parigi, and Alice M. Nozawa, who have no other broadcast interests. Action Jan. 13.

■ Moundsville, WV (BPH851114MA)—Granted app. of Ronald W. King seeks 96.5 mhz: 0.91 kw (H&V); 181 m. Address: 208 Verona Drive, Washington, PA 15301. Principal has no other broadcast interests. Action Jan. 6.

Facilities Changes

AM's

■ Salinas, CA, KTGE, 1570 khz—880114-Mod of CP to change hours of operation to unlimited by adding night service with 500 watts; change TL to: 1321 Old Stage Rd. Salinas, CA. Proposed site is 10.3 km from downtown Salinas (Main and Alisal) on bearing of 98 deg T. Salinas, and make changes in ant sys. 36 39 38N 121 32 29W.

■ Tulare, CA, KGEN, 1370 khz—880107-Application for CP to change TL to: 4201 W 4000, South Kanesville, UT 41 11 17N 112 04 52W.

■ Callahan, FL, WJVR, 1160 khz—880105-Application for CP for experimental synchronous AM station at Jacksonville, FL to operate simultaneously with primary WJVR facility at Callahan, FL on same freq. but with 250 watts nondirectional.

■ Okeechobee, FL, WOKC, 1570 khz—871223-Application for CP to correct coordinates of existing tower to: 0.48

km S of Okeechobee on US 441, Okeechobee, FL 27 12 59N 80 49 53W.

■ Goshen, IN, WKAM, 1460 khz—880107-Application for CP to increase day power to 2.5 kw.

■ Shakopee, MN, KKCM, 1530 khz—871223-Mod of CP to reduce power to 8.6 kw and change TL to: Chanhassen, MN 44 48 26N 93 33 25W.

■ Seaside Park, NJ, WNJO, 1550 khz—880104-Mod of CP to increase night power to 3.5 kw; day power to 10 kw and make changes in ant system.

■ Trenton, NJ, WIMG, 1300 khz—871231-Augment day and night pattern and correct coordinates to: General Hamilton Rd, Upper Makefield Township, PA 40 17 16N 74 52 23W.

■ Horseheads, NY, WIQT, 820 khz—880104-Mod of CP to make changes in ant sys and top loading.

■ Georgetown, TX, KGTV, 1530 khz—880111-Application for CP to change city of license to Creedmoor, TX; increase power to 35 kw Day/3 kw(CH); change TL to: 602 Stueve Lane, Lockhart, TX, 0.84 km S of intersection of TX FM 20001 and Stueve Lane, Lockhart, TX; install DA-D and make changes in ant sys. 29 53 16N 97 41 21W.

FM's

■ North Little Rock, AR, WLRF, 91.5 mhz—880105-Application for CP to change ERP: 2 kw H&V; change HAAT: 91.5 m. H&V; change TL to: 0.5 mi. S of US 70, 1/2 mi. E of Pulaski-Lonoke County Line.

■ Youngstown, OH, WYSU, 88.5 mhz—880114-Application for CP to change ERP: 50 kw H&V; change HAAT: 152 m. H&V; change TL to: 3930 Sunset Blvd.

TV's

■ New Orleans, LA, WCCL, ch. 49—880105-Mod of CP to change HAAT: 271 m.; ANT: Dielectric TFU-36JDAS(DA); TL to: intersection of Behrman Hwy and Garden Oaks Dr., New Orleans, Orleans Parish, LA. 29 55 11N 90 01 29W.

■ Ashland, VA, WZXX, ch. 65—871230-Application for CP to change ERP vis.: 824 kw; HAAT: 262 meters; TL to: Rte. 652, 1.6 km from intersection of Rte 615; ANT: Dielectric TFU-36JDAS. 37 44 32N 77 15 18W.

Actions

AM's

■ Miami, WINZ, 940 khz—880112-Application (BMP871109AG) granted for Mod of CP to change daytime operation from 50 kw DA to: 50 kw nondirectional; no change in nighttime.

■ Aurora, IL, WKKD, 1580 khz—880112-Application (BMP870325A m.) granted for Mod of CP (BP860416AB) to make changes in ant. sys. (incl. incr. in twr. hght.); and change day and night DA patterns.

■ Shakopee, MN, KKCM, 1530 khz—880115-Application (BMP871223AJ) granted for Mod of CP to reduce power to 8.6 kw and change TL to: Chanhassen, MN 44 48 26N 93 33 25W.

■ Ogallala, NE, KOGA, 930 khz—880119-Application (BP870427AK) granted for CP to increase day power to 5.000 watts; make changes in ant sys. including adding another tower.

■ Norristown, PA, WNAP, 1110 khz—880112-Application (BP870804AB) granted for CP to increase power to 4.8 kw day; install DA-D and make changes in antenna system.

■ York, SC, WBZK, 980 khz—880112-Application (BP870331BP) granted for CP to increase power to 5 kw; change TL to: S/S Oak Park Rd., 0.9 mi. W of Falls Rd, Rural, SC; make changes in ant sys. 34 54 09N 81 05 42W.

■ El Paso, TX, KEZB, 1150 khz—880112-Application (BP870804AB) granted for CP to construct new antenna and change TL to: NE of intersection of Chamizal Border Hwy and Fonsica St., El Paso, TX. 31 45 13N 106 24 58W.

■ Kerrville, TX, KERV, 1230 khz—880115-Application (BP870421AL) granted for CP to make changes in ant sys and change TL to: 0.75 mi. NW of Goat Ck Rd and St Hwy 27 junction, 1836 Junction Hwy, Kerrville, TX 30 04 14N 99 11 07W.

■ Tacoma, WA, KKMO, 1360 khz—880112-Application (BP870710AB) returned for CP for experimental synchronous AM station at Mountlake Terrace, WA, to operate simultaneously with primary KKMO facility at Tacoma, WA, on same frequency but with 1000 watts day and night.

■ Yakima, WA, KMWX, 1460 khz—880115-Application (BP870402AB) granted for CP to make changes in ant sys and change TL to: 706 Butterfield Rd, Yakima, WA 46 36 46N 120 28 24W.

FM's

■ San Jose, CA, KSJO, 92.3 mhz—880114-Application

(BPH8709021B) granted for CP to change HAAT: 141.6 m. H&V.

■ Michigan City, IN, WIMS, 1420 kHz—880112-Application (BPH870706AC) returned for CP for experimental synchronous AM station at La Porte, IN, to operate simultaneously with primary WIMS facility at Michigan City, IN on same frequency, 1420KHz, but with 50 kw-N.

■ Valparaiso, IN, WLJE, 105.5 mhz—880111-Application (BPH8709211C) granted for CP to change ERP: 1.25 kw H&V.

■ Fort Campbell, KY, WCVQ, 107.9 mhz—880114-Application (BPH870226MI) granted for CP to change TL to: Indian Mound Rd. 5.1 km NE of Indian Mound, TN; change ERP: 100 kw H&V; change HAAT: 275.3 m. H&V. 36 32 23N 87 39 45W.

■ Henderson, KY, WGBF-FM, 103.1 mhz—880112-Application (BPH870331PV) granted for CP to change ERP: 1.7 kw H&V; change HAAT: 135 m. H&V; change TL to: 0.8 km NW of the corner of Hwy 41 and Posey Chapel Rd, 7.4 km SW of Henderson, Henderson Co. KY 37 46 54N 87 37 24W.

■ Portsmouth, OH, WPAY-FM, 104.1 mhz—880114-Application (BPH8701151B) granted for CP to change HAAT to: 305 meters.

■ Fredericksburg, TX, KFAN, 101.1 mhz—880114-Application (BMPH8709141C) granted for Mod of CP (BPH8702171H) to change TL to: 10.4 km NW of Boerne, TX. 29 50 26N 98 49 32W.

■ Zarephath, NJ, WAWZ, 99.1 mhz—880112-Application (BMPH8703241D) granted for Mod of CP to change TL to: approx. 1.4 km NW of Martinsville, on Mountain Horeb, approx. 8 km N of Zarephath, near Martinsville, NJ. 40 36 43N 74 34 13W.

■ Greensboro, NC, WQMG, 97.1 mhz—880107-Application (BPH8702251P) dismissed for CP to change TL to: Oil Wall Rd, 2.1 mi. E of I-85 near High Point, NC; change HAAT: 1033 m. H&V and make changes in ant sys. 35 56 43N 79 51 44W.

■ Tulsa, OK, KUSO, 98.5 mhz—880112-Application (BPH8703021Z) granted for CP to make changes: TL to: 6.4 km N of Sand Springs on SR 97, Sand Springs, OK; change HAAT: 374 m. H&V 36 11 26N 96 05 50W.

■ Crossville, TN, WXVL, 99.3 mhz—880112-Application (BPH8702241N) granted for CP to change HAAT: 258' H&V and correct coordinates: 35 57 01N 85 02 09W.

■ Austin, TX, KPEZ, 102.3 mhz—880107-Application (BMPH8703031D) dismissed for Mod of CP (BPH8601271D) to change TL to: 8KM, 318 deg. T from

Austin, TX, Rural Austin, TX; change HAAT: 133.5 m. H&V and make changes in ant. sys. 30 19 23N 97 47 58W.

■ Brownwood, TX, KISJ-FM, 104.1 mhz—880112-Application (BMPH8707201A) granted for Mod of CP to change TL to: Round Mountain, approx. 0.2 mi. W of Brownwood, TX; change HAAT: 98 M (H) only 31 42 16N 99 00 05W.

Actions

Commission Actions

■ Chicago, IL—FCC reversed its prior decision and stated it may decide obscenity issues. In first instance, reversal came in comparative proceeding involving renewal application of Video 44, licensee of WNSN-TV, Chicago, and mutually exclusive application of Monroe Communications Corp. for construction permit. (MM Dockets 83-575-576 by MO&O [FCC 88-4] adopted Jan. 12 by commission.)

■ FCC upholds staff denial of ALF complaint against KPNX Broadcasting Co. ("In Brief," Jan. 18), (Report MM-289, Mass Media Action)—FCC has upheld Mass Media Bureau's action of Oct. 12, 1984, which denied American Legal Foundation's (ALF) claim that KPNX Broadcasting Co., licensee of KSD(AM) St. Louis, had violated Communications Act by entering into citizens agreement with Greater St. Louis Black Media Coalition. Action by commission, Jan. 14 by MO&O (FCC 88-18).

Staff Actions

■ Brunswick, GA—Effective Dec. 28, 1987, summary decision [FCC 87D-38], released Nov. 3, 1987, concerning construction permit for new TV station at Brunswick is affirmed, without action by commission. (MM Docket 87-144 [DA 88-23].)

■ Ringgold, GA—Designated for hearing applications of Marshall M. Bandy, Werner Wortsman, Lionel F. Pye Jr., Ringgold Broadcasting Ltd., Ringgold Associates, Valeria W. Watts, and Ringgold FM Partnership for new FM station on channel 270A (101.9 mhz) at Ringgold. (MM Docket 87-581 by Order [DA 87-1945] adopted Dec. 21, 1987, by chief, Audio Services Division, Mass Media Bureau.)

■ Coal City, IL—Effective Jan. 13, summary decision [FCC 87D-43], released Nov. 24, 1987, concerning construction permit for new FM station at Coal City is affirmed, without further action by commission. (MM Docket 87-248 [DA 88-33].)

■ Waterloo, IA—Effective Jan. 22, summary decision [FCC 87D-45], released Dec. 3, 1987, concerning construction permit for new TV station at Waterloo, is affirmed without further action by commission. (MM Docket 87-143 [DA 88-34].)

■ Crisfield, MD—Effective Dec. 4, 1987, affirmed summary decision [FCC 87D-36], released Oct. 15, 1987, concerning new FM station at Crisfield, without further action by commission. (MM Docket 87-137 [DA 88-24].)

■ Leland, MI—Effective Jan. 7, affirmed summary decision [FCC 87D-42], released Nov. 18, 1987, concerning new FM station at Leland, without further action by commission. (MM Docket 87-165 [DA 88-32].)

■ Billings, MT—Effective Jan. 7, affirmed summary decision [FCC 87D-41], released Nov. 18, 1987, concerning new TV station at Billings, without further action by commission. (MM Docket 87-157 [DA 88-31].)

■ Marietta, OH and Ravenswood, WV—Affirmed substitution of channel 271B1 (102.1 mhz) for channel 271A at Marietta, OH, and channel 291A (106.1 mhz) for channel 272A (102.3 mhz) at Ravenswood, WV, modifying license of WEYQ-FM at Marietta, over objections of Greenup County Broadcasting Inc. and Hometown Broadcasting of McArthur Inc. (MM Docket 86-474 by MO&O [DA 87-1775] adopted Nov. 24, 1987, by chief, Policy and Rules Division, Mass Media Bureau.)

■ Sioux Falls, SD—Effective Nov. 9, affirmed summary decision [FCC 87D-31], released Sept. 18 concerning new TV station at Sioux Falls, without further action by commission. (MM Docket 87-168 [DA 88-22].)

■ Bridgeport and Wichita Falls, TX—Designated for hearing applications of Family Stations Inc. at Bridgeport and Chriswell Center for Biblical Studies at Wichita Falls for new noncommercial educational FM station on channel 213C2 (90.5 mhz.) (MM Docket 87-585 by Order [DA 87-1875] adopted Dec. 23, 1987, by chief, Audio Services Division.)

■ Fairmont, WV—Designated for hearing applications of Fairmont Community Broadcasters, Fairmont Broadcasting Co. and J.C. Broadcasting for new FM station on channel 232A (94.3 mhz) at Fairmont. (MM Docket 87-584 by

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Order [DA-1873] adopted Dec. 23, 1987, by assistant chief, Audio Services Division.)

Review Board Action

■ Denver, CO—Granted joint request for settlement agreements and dismissed applications of Gali Communications Inc., Urban Minority Broadcasting Institute Inc., and Continental Divide Television Partners Ltd. for new TV station at Denver. (MM Docket 86-180 by Order [FCC 88R-1] adopted Jan. 13 by review board.)

ALJ Actions

■ Hastings, NE—Granted application of Bott Communications Inc. for new FM station at Hastings. (MM Docket 86-362 by summary decision [FCC 88D-1] Issued Jan. 7 by ALJ Walter C. Miller.)

By ALJ John M. Frysiaik on dates shown:

■ Ferndale, CA (Mrs. Betty Bennett and M. Keith Allgood) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Betty Bennett, granted application of M. Keith Allgood for new FM station on channel 257A (99.3 MHz) at Ferndale, and terminated proceeding. (By MO&O, Jan. 11) (MM Docket 87-513).

By ALJ Joseph P. Gonzalez on dates shown:

■ Vero Beach/Fort Pierce, FL (Microwave Co. of Florida Inc. and Video Communications Systems) MDS proceeding—Approved settlement agreement and dismissed with prejudice application of Video Communications Systems, granted application of Microwave Co. of Fla. for new MDS station on channel 1 at Vero Beach/Ft. Pierce, and terminated proceeding. (By MO&O, Jan. 11) (MM Docket 87-253).

■ Kansas City, MO (Channel 32 Broadcasting Co., et al) TV proceeding—Granted request by CMTV Ltd. and dismissed with prejudice application of Victory Media Inc. for failure to prosecute. (By Order, Dec. 24, 1987) (MM Docket 87-86).

■ Bloomfield, NM (Mehl D. Tafoya) FM proceeding—Granted request by Mehl D. Tafoya and granted his application for new FM station on channel 283C (104.5 MHz) at Bloomfield, and terminated proceeding. (By MO&O, Jan. 11) (MM Docket 87-340).

■ Rocky Mount, NC (RMS Broadcasting, et al) TV proceeding—Granted motion for summary decision by Family Broadcasting Enterprises and resolved air hazard issue in its favor. (By MO&O, Jan. 11) (MM Docket 87-446).

By ALJ Edward J. Kuhlmann on dates shown:

■ Orlando, FL (B.F.J. Timm, et al) FM proceeding—Granted motion for summary decision by Urban Broadcasting Corp. and resolved city coverage issue in its favor, granted motion for partial summary decision by Claire Towe and resolved city coverage and air hazard issues in her favor, granted request by Charisma Radio Partners and dismissed with prejudice application of Orlando Broadcasting Foundation, a Partnership, for failure to prosecute. (By MO&O, Jan. 12) (MM Docket 87-305).

By ALJ Edward Luton on dates shown:

■ Avalon, CA (Coastal Broadcasting Partners, a California Ltd. Partnership, et al) TV proceeding—Granted motion for summary decision by Catalina 54 Broadcasting Ltd., a California Ltd. Partnership and resolved air hazard issue in its favor. (By MO&O, Dec. 22, 1987) (MM Docket 86-173).

■ Statesboro, GA (Donald Outland McDougald, et al) FM proceeding—By separate orders, granted request by Debra Sears Graham and dismissed her applications with prejudice. Approved settlement agreement and dismissed with prejudice applications of McDougald, Marianne Warnock and Emily Keaton Franklin, granted application of Pamela Hodges for new FM station on channel 275A (102.9 MHz) at Statesboro, and terminated proceeding. (By MO&O, Dec. 22, 1987) (MM Docket 87-150).

■ Troy, OH (Coffey Broadcasting, a Ltd. Partnership, et al) FM proceeding—Granted motion by Coffey Broadcasting and dismissed with prejudice application of Better News Inc. for failure to prosecute. (By Order, Dec. 22, 1987) (MM Docket 87-172).

By ALJ Walter C. Miller on dates shown:

■ Hastings, NE (Charles Ray Shinn and Bott Communications Inc.) FM proceeding—Granted request by Charles Ray Shinn and dismissed his application with prejudice. (By MO&O, Jan. 5) (MM Docket 86-362).

■ Rapid City, SD (Tom-Tom Communications Inc) FM proceeding—Granted motion for summary decision by Tom-Tom Communications and resolved shadowing issue in its favor. (By MO&O, Jan. 11) (MM Docket 87-420).

By ALJ Richard L. Sippel on dates shown:

■ Roswell, NM (Sheila Roe) FM proceeding—Granted amended application of Sheila Roe for new FM station on channel 293C (106.5 MHz) at Roswell, and terminated

proceeding. (By MO&O, Dec. 29, 1987) (MM Docket 87-12).

■ Gaston, NC (George W. Draper, Jr. et al) FM proceeding—Granted request by M and S Broadcasting and dismissed with prejudice application of Keith A. Smith for failure to prosecute. (By Order, Jan. 5) (MM Docket 87-514).

By ALJ Joseph Stirmer on date shown:

■ Hatch, NM (Hatch Broadcasting Inc., et al) FM proceeding—By separate orders, granted requests by Beverly R. Flotte and Hatch Broadcasting Inc. and dismissed their applications with prejudice. (By Orders, Jan. 11) (MM Docket 87-518)

Allocations

Applications

■ North Little Rock, AR—At request of Mid-South Frequency Monitoring Service, proposed amending FM table by allotting channel 299A (107.7 mhz) to North Little Rock as its first local FM service. Comments are due March 17, replies April 1. (MM Docket 87-612 by NPRM [DA 87-1953] adopted Dec. 22, 1987, by chief, Allocations Branch.)

■ Bakersfield, CA—At request of Gene Denari, proposed amending television table by allotting UHF channel 65 to Bakersfield as its fifth commercial television service. Comments are due March 14, replies March 29. (MM Docket 87-610 by NPRM [DA 87-1942] adopted Dec. 21, 1987, by chief, Allocations Branch.)

■ Fowler, CA—Effective March 7, amended FM table by substituting channel 244B1 (96.7 mhz) for channel 244A at Fowler, and conditionally modified license of KEZL-FM, to specify operation on B1 channel. (MM Docket 87-391 by R&O [DA 87-1949] adopted Dec. 24, 1987, by chief, Allocations Branch.)

■ Loveland, CO—Effective March 7, amended FM table by substituting channel 273C2 (102.5 mhz) for channel 272A (102.3 mhz) at Loveland, and conditionally modified license of KLOV-FM to specify operation on C2 channel. (MM Docket 87-180 by R&O [DA 87-1951] adopted Dec. 22, 1987, by chief, Allocations Branch.)

■ Jenkins, KY—At request of Kincraft Industries Inc., proposed modifying license of WIFX-FM, to operate on channel 232C2 (94.3 mhz) instead of channel 232A. Comments are due March 17, replies April 1. (MM Docket 87-613 by NPRM [DA 87-1954] adopted Dec. 22, 1987, by chief, Allocations Branch.)

Summary of broadcasting as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV 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.

Actions

■ Searcy, AR—Effective March 7, amended FM table by substituting channel 260C2 (99.9 mhz) for channel 257A (99.3 mhz), and conditionally modified license of KSER(FM) at Searcy, to specify operation on C2 channel. (MM Docket 87-17 by R&O [DA 87-1950] adopted Dec. 24, 1987, by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Accomac and Deltaville, VA and Moyock, NC—Effective March 10, amended FM table by substituting co-channel 221B1 (92.1 mhz) for channel 221A, and conditionally modifying license of WOFM(FM) at Moyock to specify operation on B1 channel; allotted channel 257B1 (99.3 mhz) to Accomac and channel 222A (92.3 mhz) to Deltaville. Filing window for channels allotted to Accomac and Deltaville opens March 11, closes April 11. (MM Docket 87-207 by R&O [DA 87-1957] adopted Dec. 24, 1987, by chief, Allocations Branch.)

Call Letters

Applications

Call Sought by

New FM's

WTXR	Boston Radio Co., Boston, GA
KECC	Miles Community College, Miles City, MT
KTPH	Nevada Public Radio Corp., Tonopah, NV

Existing AM

WHGR	WMKM Northlands Communications, Inc., Houghton Lake, MI
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Grants

Call Sought by

New FM's

WZUU	Patrick L. Lopeman, Galva, IL
WJDW-FM	Lifestyles, Inc., Corydon, IN
WBBS	Berkshire Broadcasting-South, Inc., Great Barrington, MA
WRIZ-FM	Edward J. Podorsek, Lakeview, MI
KCHK-FM	Kingsley H. Murphy, Jr., New Prague, MN

New TV's

WHTV	Jackson TV Company, Jackson, MI (TV)
WKTb	Kaul Bcg Co., Inc., Richland Center, WI (TV)

Existing AM's

KHLT	KLRA Signal Media of Arkansas, Inc., Little Rock, AR
WBAB	WGBB Noble Broadcast of New York, Inc., Freeport, NY
WELX	WBUG Pro Marketing, Inc., Hughesville, PA
WWSW	WTKN Shamrock Bcg, Inc., Pittsburgh, PA
WWRB	WNKZ Rebs Nashville, Inc., Madison, TN
KSVZ	KMIA Stuart-Gaines Bcg Corp., Fort Worth, TX

Existing FM's

KGRX	KEYX Allison Bcg Co., Inc., Globe, AZ
KHLT-FM	KHLT Signal Media of Arkansas, Inc., Little Rock, AR
WEZY-FM	WVFM Chapman S. Root Revocable Trust, Lakeland, FL
WZBZ	WXRY Empire Bcg Corp., Ridgeland, SC
WQWZ	WTMG Nashville Partners, L.P., Murfreesboro, TN
WWRB-FM	WWRB Rebs Nashville, Inc., Franklin, TN
KKZX	KQSP Inland Empire Bcg, Inc., Spokane, WA

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

General sales manager for Pacific Northwest medium market combo. Excellent facilities, good market, and solid revenue history. Applicant must be an aggressive self-starter capable of training and motivating sales staff and implementing ideas and systems. Must have prior local sales management experience plus a proven industry track record and positive references. Solid producer could become next G.M. Attractive compensation package and benefits. If you are ready for an exciting and challenging career move, send resume and income history in confidence to Sales Manager, P.O. Box 3205, Bellevue, WA 98009. EEO/ MF.

GSM wanted. Sunbelt 5-station market, four person sales staff. We spend bucks for our 49 combo share. Nice area. \$1,500 base good percentage on gross. 1988 potential \$3,000+. Letter and resume to G.M., Box 100, Brownwood, TX 76804. 915-646-3535.

Hunt, fish, ski and sell radio advertising in the Black Hills. General manager. Equity available. Send resume, references and salary requirements to Roger O'Dea, KBFS, Box 787, Belle Fourche, SD 57717

Established radio group operation seeks successful bottom-line oriented general manager for major market west coast property. Must have proven experience in budget management, expense control, sales and programming. Submit a letter giving complete career, salary history and current references to Box C-94.

General manager for New England AM. Only station in pleasant small market. Salary plus bonus negotiable. Box C-85.

Director of development, Miami University. Experienced director of development needed at WMUB-FM, Miami University, Oxford, Ohio, to plan and implement membership campaigns, secure underwriting, produce the monthly program guide and provide public information. Experience necessary in public broadcasting and non-profit fundraising techniques. Strong communication and management skills are required. B.A. preferred. Salary in mid to upper twenties with an outstanding benefit package. Review of applications will begin February 8, 1988 and continue until position is filled. Send resume and 3 references to General Manager, WMUB, Miami University, Oxford, OH 45056. Miami University is an affirmative action/ equal opportunity employer.

Sales manager: Southwest group owner requires sales manager with strong administrative and motivational skills for coastal market. Compensation package includes base salary, commission override and incentive plan. Growing company with excellent potential. A strong sales record of proven success a must along with ability to make your plan work. Send detailed resume, salary history to Box D-30

If you can sell Christian radio and build a sales force, we need you. We are a fulltime midwestern radio station in a market of 600,000 and we are the only Christian station Market does 10 million with 9 stations. Box D-26.

General manager, KGOU-FM: Experienced manager non-commercial, NPR radio station. Manage day-to-day operations, lead long-range planning, promote the station, expand financial support, work closely with academic departments. Qualifications. Required-bachelor's degree, three years of experience in broadcasting including supervisory duties in at least one station department. Preferred-masters in journalism or related field; experience in public radio (particularly comprehensive station supervision), legal and financial management involving broadcasting, fund raising, personnel management, and teaching. Salary: Competitive. Deadline: Applications considered until position is filled. Consideration begins February 29, 1988. Address applications (including names, addresses, and phone numbers of three references) to: Joseph C. Ray, Associate Vice Provost, The University of Oklahoma, 1700 Asp Avenue, Norman, OK 73037. The University of Oklahoma is an equal opportunity/affirmative action employer.

Unique executive position. Need young, experienced sales manager. Must be imaginative and able to handle volume sales. Excellent opportunities for "on-going" career. 813-597-3990.

San Francisco Bay Area urban radio station seeking general manager. Strong in sales, able to hire, train and motivate. Send resume to RAGH, Inc., Attention Sheila Nachemson, 1207 Chestnut St., Suite 200, Phila., PA 19107.

We have everything but acceptable sales. If you can give us those sales either at a G.M. or S.M. level you will be very well rewarded. Our sales potential is an honest \$2 million per year! We need a manager who can train, motivate and manage people to high sales levels. If you can provide results instead of promises and excuses at our very highly rated northwestern radio property send us your resume at once. EEO employer. Box D-22.

HELP WANTED SALES

Sales manager for growing Connecticut AM. Candidate could be a high performance salesperson seeking a management shot or successful sales manager seeking to move up in market size. WJBX is turned around and positioned to cross the goal line. Candidates must be aggressive marketers, believe in AM's potential and committed to sales training. Send resume to Greg Sciorrotto, WJBX, 1862 State Street Extension, Bridgeport, CT 06605.

The Midwest Family Radio Group (18 stations) is looking for sales managers! If you have a strong track record and want to grow in a group with an outstanding reputation, then I'd like to talk to you. Please write, submitting complete resume with work experience and salary history to: Charles G. Mefford, VP Sales & Chief Marketing Officer, 321 E. Lake St., Petoskey, MI 49770.

Sunshine, sand and opportunity are just a few of the bonuses you'll enjoy when you join the sales staff of our new start up FM in one of California's most desirable cities. Growing group is seeking an experienced account executive with proven track record in the development of new and direct business. We offer career advancement, excellent working environment and benefit package commensurate with experience. Send resume, references and salary requirements to: Great Electric Communications Inc., P.O. Box 41030, Santa Barbara, CA 93104-1030. EEO/M-F.

Small southern AM looking for career person in sales-airwork. Can earn \$25,000 up if you produce. Must have proven ability in small town. Write Manager, P.O. Box 998, Yadkinville, NC 27055.

California...KFIG AM/FM is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Outstanding list available. Draw against commission. Outstanding benefits. Contact Russ Beckmann, P.O. Box 4265, Fresno, CA 93744. 209-268-8801. EOE M/F.

Local sales manager: K95FM-Tulsa's number one adult station. K95FM...Tulsa's number one contemporary country class C FM...is looking for a "get it done" local sales manager. The person we select will possess a mixture of skills that include: 1. Setting and achieving goals. 2. Developing sales people through coaching, training, and example. 3. Operating within systems that put the customer first, while working effectively with the support departments of a radio station. 4. Understanding the industry, and a willingness to innovate and be proactive in managing accounts. Most importantly, the person we select will be a leader, who can transpire skills, experience, and positive energy to others. If you are this person, we are an equal opportunity employer committed to a policy of affirmative action; minorities and women are encouraged to apply. This may be the challenge and rewards that match your desires for 1988. K95FM is a NewCity Communications radio station. Contact: Wayne Blackmon, General Sales Manager, K95FM, 7136 So. Yale - Suite 500, Tulsa, OK 74136 918-494-9500.

Good money, great list, excellent station, best market. U.S. News and World Report says Charleston, SC, is the number one market in the USA to do business. In addition, it's a beautiful city that's got great beaches, a warm climate, and the best sounding CHR in the country. That great programming has made us number one in audience. And, with your help, we'll be number one in sales. If interested, send us your resume. In it, present a good appearance (enclose photo) and prove by your work references that you have both the ability and the desire to be our top biller. Write: President, Trident Communications Corp., 4995 La-Cross Road, N. Charleston, SC 29418.

WRUF AM/FM, the University of Florida's commercial radio station has an opening for an account executive. This is a career position with established accounts and tremendous earning potential. If you are interested in the stability offered by Gainesville's top rated stations, the amenities of an academic environment and college community send resume today. James A. Geason, Director WRUF, P.O. Box 14444, Gainesville, FL 32604.

Wanted: Experienced radio professional to sell our product to radio stations. Management and/or sales background preferred. Excellent compensation package. Call Todd Allen 712-277-2930.

HELP WANTED ANNOUNCERS

One of America's great easy listening stations now accepting applications for future airstaff position. Top rated station in east coast major market. No beginners. Box C-81.

Easy-listening adult leader in Providence, RI, seeks announcer with warm friendly on-air manner. Apply with tape and resume to Scott Bacherman, General Manager, WLKW-FM, 1185 North Main Street, Providence, RI 02904. EOE.

Morning person. "Funny", "bright", "creative" At least 5 years experience. Fast growth market. A top rated resort FM. Eastern seaboard. Good pay. E.O.E. Reply Box D-5.

Talk hosts, drive time hosts, strong full service personalities for major and medium market stations. I want to hear your tape. c/o Bruce Marr & Associates, Program Consultants, 1855 Del Monte Lane, Reno, NV 89511.

Sportscasters needed for national radio network. Sports talk necessary. Minimum 3 years experience. Personalities preferred. Contact Judy Sherlock, 617-477-5888.

HELP WANTED TECHNICAL

Chief engineer wanted for radio stations in Oklahoma City. Candidate should have FM and AM experience. Xmlr. and current audio processing experience imperative. \$30,000+. Box C-30.

Chief engineer for Texas gulf. Successful AM & FM facilities and good people to work with. Send resume to Box C-86.

Chief engineer. KRPS, Pittsburg State University's new 100 kw public radio station, is accepting applications for chief engineer. Here's your chance to build a new public radio station from the ground up, with all-new equipment, a new 1,000' tower, and extensively-remodeled facilities. Duties include installation and maintenance of all studio and transmitter equipment, FCC-required technical and maintenance logs, and maintaining the quality of the KRPS sound and signal. Also, training staff in the use of equipment, supervision of technical staff, and program production as it relates to maintenance and operation of equipment. May include assisting with production of live and taped performances. Required qualifications include two or four year degree in electronics or related field, at least two years' experience in broadcast tech and maintenance, knowledge and experience with FCC regs, SCA, STL, FM stereo, satellite downlink, and other tech areas. Salary from a base of \$20,000, excellent benefits. Applications close February 19, 1988. Send cover letter, resume, and names, addresses and phone numbers of three references to: Frank Baker, KRPS, Wilkinson Alumni Center, Pittsburg State University, Pittsburg, KS 66762. Pittsburg State University is an affirmative action, equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED NEWS

Market leader needs quality on-air reporter. Excellent benefits and salary advancement potential. WMAN/ WYHT, Mansfield, Ohio. 419-524-2211, ask for Ron Allen.

Reporter for AM/FM combo in north NJ. Good writing skills, strong delivery a must. Writing sample. T&R: News Director, WNNJ/WIXL, Box 40, Newton, NJ 07860 EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Continuity coordinator is needed for our major market FM station in New York City. Individual must have 1-2 years continuity background with traffic experience. Duties include scheduling and entering copy, preparing logs and the review, administration and organization of commercial copy. Knowledge of marketron computer required. Must be flexible and able to work O/T. EOE. Box D-20.

PD Florida FM: Mature-sounding person with MOR experience. Immediate opening. Join our winning team. Complete resumes to Box D-28 EOE/MF.

SITUATIONS WANTED MANAGEMENT

Honest, knowledgeable, experienced operations manager, looking for general manager position. Professional executive with sales, programming and management qualifications. Box C-74.

Career broadcaster, available now with strong sales, promotion and management background. 21 years experience. 41, GM, GSM position desired, start-up/turnarounds. Bob 219-744-0466.

17 year pro, 10 years management, with success in all facets of radio seeks new GM challenges in medium market. Great track record in sales, programming, people and profits. Family man, under 40 with lots of experience, energy and positive results. Box D-8.

Lawyer. Legal education plus 6 years radio on-air & management experience. Seeking new challenge. Box D-29.

OM/PD/MD: Motivational leader with 19 years experience; 15 in management. AOR/NAC/CHR/AC experience. If you need a strong professional nuts and bolts leader and team player call Fred Leemhuis. 307-237-3288.

SITUATIONS WANTED SALES

Who wants young, energetic person with solid track record in sales and management. Call 702-435-8062.

Experienced salesman/announcer prefers small to medium market, morning or afternoon drive plus list. Adult style for community oriented operation. Affordable, versatile! Box D-9.

SITUATIONS WANTED ANNOUNCERS

Professional attitude, solid on air with production, copywriting. For consistency call Bill 308-534-1211.

Good now, great later. Bright, ambitious D-J, recent broadcasting grad, needs chance...Contact Anthony 319-322-6323. This could be the best move of our careers!

SITUATIONS WANTED TECHNICAL

Chief engineer with 1st wants to relocate. Almost 25 yrs experience in AM & FM installation and maintenance. Experienced with many other phases of radio broadcasting. \$22 - \$25,000 depending on geographic location. Box C-79.

Aggressive, experienced engineering manager. Good with people, planning, budgets, unions; a leader. Strong hands-on technical background. Experienced in major-to-small markets. Box C-80.

Chief engineer for 10 years. Experienced and SBE certified. Wants to join your team. Box C-84.

The best signal on the dial is what you will have if I am your chief engineer. 15 years experience in all phases. AM high power DA, FM. Automation, construction from mike to tower. Write Box D-25.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Program director/operations manager. 20 year radio veteran seeks new challenge. I have programmed oldies, MOR, AC, big band, and talk. Am presently in a top 20 market. Write Box D-24.

MISCELLANEOUS

Affordable software for broadcasters. STORM makes school & business closings a breeze. Used by WJR Detroit, WWKB and WBEN Buffalo, WLAM Lewiston-Auburn, WSJM St. Joseph. TALKSTATS communicates between producer and personality. Data from talkshow callers is displayed on C-R-T and stored for printouts. Used by KTRH Houston, KGO San Francisco. SALES tells how much advertising is generated by your national sales rep., as compared with three competitors. Used by KRIS-TV Corpus Christi. CHRONICLE prints daily listings of holidays, birthdays and events. Comes with more than 2,000 entries. Add your own, too. BINX Custom Software, Sugar Land, TX 713-242-2174.

Radio audience surveys for smaller markets. Affordable, accurate, usable, fast. Designed for your radio market. A & A Research, 406-752-7857.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Small market - group owned, Midwest. Letters of interest to Box D-33. EOE, M/F.

Operations manager: Bilingual Spanish/English, familiar with union contracts. Responsibilities include scheduling and overseeing the production, and on-air operations of a major market Spanish language T.V. station. Prime time shift. Leadership skills a must. We are an EOE. Send resume to Box C-75.

TV production controller. New York based national television news organization seeking production controller. Position requires some accounting experience, knowledge of Lotus and a proven financial analysis capability. Minimum starting salary \$28,000. Send resume to: Box C-73.

Texas A & M University invites applications and nominations for the position of Director of Educational Broadcast Services (EBS). The director is responsible for the separate yet related operations within the EBS umbrella, including the provision of electronic support to academic instructional efforts, the operation of KAMU-TV and KAMU-FM, the teaching of appropriate undergraduate and graduate courses in telecommunications and related fields, and the execution of contract productions. The Director oversees all aspects of production, broadcasting, and academic relations for EBS, and supervises a staff of 26 full-time and 17 part-time employees. The director reports to the provost and vice president for academic affairs through the associate provost for computing and information systems. Qualifications: Ph.D. in journalism, telecommunications, educational technology or other appropriate discipline, substantial experience in telecommunications technology with at least 5 years management of public television and radio facilities, and recognized stature in the industry and academic community. Deadline for application or nomination: April 4, 1988. Starting date: September 1, 1988. Salary: Competitive. To apply send letter of interest, resume and names, addresses, and phone numbers of five references to: Arnold Vedlitz, Chair, EBS Director Search Committee, Dean's Office, College of Liberal Arts, Texas A&M University, College Station, TX 77843-4223.

National sales manager: WCBD-TV is seeking an aggressive, results-oriented person with 2-3 years national rep experience. Strong communications skills and working knowledge of rating information are required. Station sales experience helpful. Send resume and cover letter to: Joan McMahon, GSM, POB 879, Charleston, SC 29402. EOE, M/F.

General sales manager, local sales manager & national sales manager. The Gillett Group seeks aggressive, innovative leaders to become part of our team. If you have exceptional people skills, a superior track record and are motivated by a challenge, send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

General sales manager: Dynamic south Texas network affiliate looking for an aggressive, innovative person with management skills. National sales experience absolutely necessary. Send resume to Ray Alexander, P.O. Box 5, Westlaco, TX 78596. EOE.

National sales manager. One of the nation's top five growth markets is seeking management candidates with a minimum of two years national and regional sales experience. We are an affiliate in the southeast and the market leader in ratings and marketing. EOE. Reply to: Box D-19.

Director of membership & special projects, University of Florida public broadcasting position, WUFT-TV/FM: Experienced individual sought to plan, organize and direct fundraising activities. Included are: on-air fund drives, special event planning, membership department supervision, maintenance of computerized donor information, volunteer coordination. The director develops goals and objectives for acquisition of community financial support for both stations, analyzes membership data and implements policies in accordance with statistical trends. Minimum qualifications: Master's degree in marketing, communications, business administration, or related field, plus two years directly related professional work experience; or a bachelor's degree plus four years experience as above. Prefer public broadcasting experience in fundraising and donor based computer systems. Salary range \$19,440 - \$35,000. Anticipated hiring range: \$19,440 - \$27,000. Send cover letter referencing position #970280 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. The application deadline date is February 18, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

Director of communications, University of Florida public broadcasting position, WUFT-TV/FM: Experienced individual sought to manage department which promotes programs, activities and special events. Specific responsibilities: conceptualizing, planning and implementing advertising campaigns; writing copy; creating basic designs for promotion; supervising two monthly program magazines; providing direction for television on-air promotion; administering budgets; planning and implementing departmental objectives. Minimum qualifications: Master's degree in marketing, public relations, communications, or related field of specialization, plus two years directly related professional work experience; or a bachelor's degree plus four years experience as above. Prefer experience in public broadcasting advertising and promotion with strong writing skills. Salary range \$19,440 - \$35,000. Anticipated hiring range: \$19,440 - \$25,000. Send cover letter referencing position #933500 and resume to Mr. Steven Wing, Central Employment Center, 446 Stadium West, University of Florida, Gainesville, FL 32611. The application deadline date is February 18, 1988. It is university policy to conduct all searches in the open subject to the provisions of existing law. Equal employment opportunity/affirmative action employer.

Assistant general manager. Opportunity available with top station in market (100). Sunbelt. Successful candidate should have experience in all phases of station operation with good track record. Send resume and information to Box D-3. Salary commensurate with qualifications.

National sales manager: Established independent is seeking a dynamic, aggressive national sales manager. Should have extensive experience in national marketing, preferably independent, or national rep firm experience. Salary/commission commensurate with experience. Please send resume. EOE. Box D-4.

HELP WANTED SALES

WAGM-TV is accepting applications for local/regional sales manager. Requires good communication skills, account development, sales abilities and be strong motivator. Excellent pay and fringes and position will grow into general sales manager. Please send resume to Norman Johnson, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE.

General sales manager. Fort Myers, Florida. WRXY-TV, a start-up station, seeks a qualified person to create and manage its sales department. Send resume and letter of intent to: Ron Davis, CEO, Golden Media, Inc., 1661 Bal Harbour Dr., Venice, FL 34293.

The Gillett Group is seeking aggressive, highly motivated experienced account executive with an exceptional track record. Also seeking trainees for a challenging career opportunity. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Vendor support consultant. The Gillett Group is seeking a highly motivated individual for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume to: Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Advertising sales manager. One of the cable industry's most aggressive sales teams is in need of a new leader. The successful applicant will possess an infinite amount of creativity, energy and positive attitude. Only ad sales professionals with a track record in both sales and management need apply. Computer experience a plus. Excellent compensation plus complete company benefits. Send resume to General Manager, Cable 6 TV, Cablevision Industries, Inc., P.O. Box 887, Middletown, NY 10940. Cablevision Industries is an equal opportunity employer. M/F.

HELP WANTED TECHNICAL

WDTN-TV, a VHFABC affiliate in Dayton, Ohio, is seeking a chief engineer. Candidate must currently be chief with excellent interpersonal skills and current state-of-the-art knowledge. Send resume to: WDTN-TV, P.O. Box 741, Dayton, OH 45401, Attention Personnel Dept. WDTN-TV is a Hearst Broadcasting EOE.

TV engineer: Connecticut Public Broadcasting seeking TV engineer with minimum 2 years technical schooling and broadcast experience. EOE/M/F. Send detailed resume to F. Abramowicz, CPTV, 240 New Britain Avenue, Hartford, CT 06106.

Experienced maintenance engineers needed for major, state-of-the-art Sunbelt facility. Production, ENG, SNG. Competitive compensation and excellent benefits. We are looking for highly skilled people to maintain the most sophisticated facilities in the area. EOE. Box D-17.

San Francisco Bay Area facility looking for creative self-motivated maintenance engineer in a very personalized dedicated environment. Must be hands-on and experienced with component Betacam equipment, Chyron scribe, Ultimatte V, Grass Valley switcher, Grass Valley editor 41, Abekas A 53-D, and CCUs. If you like to work hard and be recognized as a team player, send your resume to: Paul Brookes, 101 First St., Suite 482, Los Altos, CA 94022.

TV master control room supervisor: Hands-on manager for NBC affiliate TOC. Supervise, train, and maintain quality control of a staff that performs on-air switching, satellite downlinking, VTR recording/playback, teletext operation, ENG microwave receiving, camera shading, and tape duplication. Strong technical background and knowledge of FCC regulations is important. Good staff, good equipment, good operation... a god opportunity for you. Reply with resume to: Dennis Majewski, WNDU-TV, Box 1616, South Bend, IN 46634, 219-239-1616. EOE, M/F.

TV maintenance technician. Large cable company in SW Florida has exciting position for enthusiastic individual who is capable of working with minimal supervision and takes pride in their work. Job requires installation and repair of studio and ENG equipment. Experience in BVU-800 editing system and Sony DXC M3 cameras helpful. Excellent benefits. Send resume to: Human Resources Dept., 301 Tower Rd., Naples, FL 33962. EOE.

Assistant chief engineer. Position requires strong TV broadcast maintenance background. Experience on Sony one-inch, Beta, RCA G Line transmitters, and state-of-the-art microprocessor based equipment desirable. Qualified applicants write Chief Engineer, 613 Woodis Ave., Norfolk, VA 23510. An equal opportunity employer

Broadcast engineer responsible for master control operation and transmitter. Minimum 2 years education in electronics, general class FCC license or certification preferable and 4 years experience in electronic equipment maintenance. Salary range \$18,500 to \$28,700. Send resume to Personnel, WTVI, 42 Coliseum Dr., Charlotte, NC 28205. Closing date 2/15/88. EOE.

HELP WANTED NEWS

News director: WRBL Columbus, GA, is seeking a qualified news director. Applicants with three years of newsroom leadership and strong people skills send resume and salary history to WRBL, P.O. Box 270, Columbus, GA 31994. EOE.

Reporter. We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Only experienced need to apply. Send tape and resume to Billye Gavitt, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE. M/F.

ENG editor: Seeking tape editor for Northwest ABC affiliate newsroom. Must be familiar with news, 3/4 and Beta formats, possess creativity and most of all, speed. Salary depends on experience. No phone calls, please! Send resume and videotape to Dennis Dwan, TV News Operation Mgr., 100 4th Ave. N., Seattle, WA 98109.

Sports anchor reporter. Two years minimum anchoring experience. Not looking for someone to voice over highlights. We want a real sportscaster. Box C-77.

Senior reporter, for a dominant NBC affiliate in the growing sunbelt. Tape must demonstrate in-depth knowledge of politics. Minimum five years in print and/or broadcast journalism. No beginners or recent college graduates need apply. Send non-returnable tape and resume to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202.

Sports journalist: Dominant network affiliate in sunbelt wants No. 2 person in sports department. Fast, accurate and, above all, intelligent. You'll anchor weekends and report three days a week. No beginners or recent college graduates. Send resume to Box C-76. EOE.

ABC affiliate in Midwest 100+ market needs weekend anchor/reporter. Strong anchoring, reporting, and producing skills required. Send resume, references, and salary requirements to Box D-2. EOE.

Reporter to set up bureau in Los Angeles area for private satellite business network. Will be responsible for reporting and shooting 4 to 5 stories per week. At least 1 year news reporting experience required. Send tape and resume to News Department, 13601 Preston Rd., Lock Box #186, Dallas, TX 75240.

Sports reporter/anchor: Southeast Texas ABC affiliate looking for creative sportscaster with a sense of humor, good feature reporting will get you this job. Send tape, resume and salary requirements to: Sports Director, KBMT-TV, P.O. Box 1550, Beaumont, TX 77706.

News producer. Midwest station needs aggressive, experienced producer for 5 p.m. hour newscast. Minimum 3 years experience, excellent news judgement, writing skills, ability to motivate veteran staff, creative, self-starter. Send tape, resume, and statement of newscast philosophy to News Director, WRTV, 1330 N. Meridian, Indianapolis, IN 46202.

News director: Needed by top 40 CBS affiliate. Tell me about your news philosophy, what it takes to win, how you set a standard of excellence, your successes and how they were accomplished and your management style. Send letter and resume to John Hayes, Station Manager, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207.

Anchor/reporter: Minimum 2 years anchoring experience. Team with male co-anchor at 6 & 11. Excellent opportunity with dominant mid-80's NBC affiliate. Resume and 3/4" tape to Robert Hite, WJAC-TV, Hickory Ln., Johnstown, PA 15905. EOE.

General assignment reporter: Experienced preferred. Solid writing, reporting, editing skills required. November 1987 applicants need not re-apply. Resume and 3/4" tape to Robert Hite, WJAC-TV, Hickory Ln., Johnstown, PA 15905. EOE.

Technical director: WPCQ-TV has an opening for a technical director for news. Candidates should have experience switching a live newscast and be familiar with the Grass Valley 1600 switcher. Send resume and tape to Mike Reardon, Director of News Production, WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218. 704-536-3636.

Producer. West coast news leader looking for aggressive, self-motivated producer with excellent writing skills. Two years experience producing fast paced visual newscasts preferred. Send tape and resume to Gene Ross, News Director, KFSN-TV, 1777 G St., Fresno, CA 93706. A Capital Cities/ABC owned station; equal opportunity employer with women and minorities encouraged to apply.

6 & 11 anchor to compliment our male co-anchor. If you have a strong journalistic background, excellent writing skills and would like to co-anchor the highest rated newscasts in the state of Florida, send tape, resume and salary requirements to Steve Hunsicker, News Director, WCJB-TV, 6220 NW 43rd St., Gainesville, FL 32606. All applications must be received by February 26th. If you're not a news junkie, or if your cover letter says 'recent college graduate' don't bother to apply. EOE.

Photo-journalist. Experienced photo-journalist wanted for leading news station in Pacific Northwest. Must have experience shooting and editing. Degree preferred. Two openings, one fulltime and one parttime. Resume and salary requirements to Box D-27. EOE.

Are you a good reporter who doesn't need the assignment desk for story ideas? We offer extensive live and backup anchor work. Must have two years experience. Send tape with first letter to Jon Janes, News Director, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308. No phone calls.

Top 50 market news leader looking for a strong anchor with reporting skills for prime time newscast. Tape and resume--no phone calls--to Bill Cummings, News Manager, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701. EOE, M/F.

News TD/director. Experienced news TD/director for 6 & 11 shows and special projects. Looking for polished pro to enhance our strong position and be an integral part of the news team. Send resumes/tapes to Director of Production, Box 34665, Charlotte, NC 28234.

Reporter. WDTN, a top 50 TV network affiliate is looking for an applicant with three years television reporting experience, excellent communication skills, strong writing and organizational skills and thorough knowledge of reporting techniques. Communications/journalism degree preferred. Please send resume and salary requirements to Personnel Department, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion-advertising director. Creativity and knowledge in all aspects of on-air TV/radio, print, billboards, media placement, sales promotion required at this Gilmore-owned CBS affiliate. If you're aggressive, idea-oriented and can execute, the job's yours at top-50 market salary. Send printed, writing and taped samples to Ernest Madden, EVP/General Manager, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE, M/F.

Promotion manager. Top 50 Midwest NBC affiliate seeking aggressive self-starter with 3-5 years experience and ready to move up. Copywriting, innovative production and media planning skills essential. Send resume to Box C-62. EOE.

Producer/director. Network affiliate seeking versatile producer/director with the technical expertise to operate state of the art equipment including NEC System 10 DVE, Grass Valley 1600, Chyron 4200, and Sony 9000 edit system. Applicants must have two years experience directing newscasts and commercial production. Writing skills and program producing a plus. Send resume and salary requirements to Rich Irwin, Production Supervisor, KTUL-TV, P.O. Box 8, Tulsa, OK 74101. EOE.

Editor/shooter. Hands on 1" post prod. & shooting skills required. Writing and/or technical skills a plus. Superb, no pressure environment. Excellent salary/benefits. Position immed. available. Resume/reel to 2361 S. Fillmore St., Denver, CO 80210.

Producer/director for commercial production department with heavy local emphasis. Need creative, hard working aggressive individual for hands-on with field and studio work, copywriting and editing. On-air voice a plus. Resume and tape to Production Manager, KDUB-TV, One CyCare Plaza, Dubuque, IA 52001.

Senior promotion writer/producer. Major market network affiliate seeks take-charge individual for #2 position. Must have strong writing, editing and production skills. Minimum two years experience in all phases of broadcast promotion, including on-air, radio, and print. Managerial experience a plus. Resume, letter to Box C-92. EOE.

Promotion manager. Independent seeking creative individual with 2-3 years promotion experience. Hands-on television production experience desired. Resume and tape to Jack McGee, KDEB-TV, 3000 Cherry, Springfield, MO 65802.

San Francisco Bay Area facility looking for creative self-motivated editor with experience on Grass Valley switcher, Chyron scribe, Ultimatte V, Abekas A 53-D, and live switch situations. Also looking for hands-on stage manager with qualified background in lighting and set design. If you like to work hard and be recognized as a team player in a very personalized dedicated environment, send your resume to: Paul Brookes, 101 First St., Suite 482, Los Altos, CA 94022.

Production manager: ABC affiliate looking for hands-on individual, experienced all phases of television production, self-starter with strong leadership and organizational skills. Must have an understanding of budgets, set personnel and facilities schedules. Send resume to, Clifford S. Pine, Program Manager, WLOS-TV, Box 2150, Asheville, NC 28802. EOE.

Southeastern, network affiliate, VHF, middle market wants to add a good photographer/editor. One year experience. Resume only to Box D-1.

Associate producer. Candidate must write clear concise script and letter copy. Position involves daily organization of guests and video material for evening news interview program plus field production and on-air work. Degree in broadcast journalism or telecommunications preferred. Send resume and tape to Pete Scovill, 301 Tower Rd., Naples, FL 33962. Bi-lingual, English/Spanish encouraged to apply.

Director/producer: Versatile, quality-minded person needed to direct all phases of studio and location television productions for a Midwest commercial station/production house. Facilities include GVG 300, Kaleidoscope, and CMX 3600. Demonstrated creativity, strong news skills, and minimum two years experience a must. Send resume and salary requirements to Box D-18. EOE.

Fulltime associate producer. Self-starter to assist in production of local community interest programs. Responsibilities include: Segment producing, shooting, some producer responsibilities. Mass communications or journalism degree or equivalent experience required; writing and scripting skills a must. Word processing helpful. Resumes and videotape sample must be received by 2/12/88. Send to: Associate Producer, KETC, P.O. Box 24130, St. Louis, MO 63130. Equal opportunity employer.

Promotion producer. Minimum two years experience in television promotion. Primary concentration will be news promotion, working closely with news producers and reporters. Strong background in production and on-air graphics; writing skills essential. Resume and tape (no calls) to Art Moore, WPVI-TV, 4100 City Line Ave., Phila., PA 19131. A Capital Cities/ABC owned station. EOE.

KJCT-TV8 (ABC) located in beautiful Grand Junction, Colorado, is seeking a production manager. The person we are looking for has deep production skills, is experienced in managing & teaching people, and is committed to a quality on-air product. Previous production management preferred. Send resume, tape and salary requirements to: Jan Hammer, Station Manager, KJCT-TV, Box 3788, Grand Junction, CO 81502. KJCT is an equal opportunity employer.

Host/field producer. Emmy-Award winning bi-lingual magazine program airing in the No. 1 and No. 4 markets, needs a seasoned journalist to host the series and produce top-quality field pieces. 2-3 years experience researching, writing, editing, producing and appearing in field pieces required. Two years anchoring or hosting experience. Undergraduate degree and strong commitment to Hispanic-related issues required. Rush resume and tape to Personnel Office, New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. EOE, M/F.

Operations director wanted for small non-profit religious owner of two stations in top fifty markets. Position requires experience producing-directing, programing and managing limited resources. Familiarity with religious television market required. Job located in beautiful midwestern city adjacent to Dayton, OH. Send letter and resume telling me why you're the person to join our dedicated staff: Mr. Sparks, President, 2675 Dayton Rd., Springfield, OH 45506. EOE.

SITUATIONS WANTED MANAGEMENT

Well versed air-operations and engineering manager wants to be part of your station. Strong on budgeting and technology (including computers). Good people skills. Box D-10.

SITUATIONS WANTED SALES

Syndication account executive with cash & barter television sales experience seeking position with aggressive company. Box D-16.

SITUATIONS WANTED TECHNICAL

Wanted: CE, Asst. CE, or Senior Engineering position with challenge in pleasant atmosphere. Experienced, energetic, dedicated. Please call or write Dennis Maddox, 716-488-1365, P.O. Box 832, Jamestown, NY 14702-0832.

Experienced chief major market TV station, caught in ownership change, looking for a new opportunity. Good with people and technology. Box D-11.

SITUATIONS WANTED NEWS

Award winning sportscaster Show host, with 15 years experience. Great PBP & interviewer. Sports director or weekends. The personality for your newscast. 415—8780716.

Meteorologist, AMS seal, 5 years experience, seeking challenge in a larger market. Award winner. Box C-49.

Creative and personable TV meteorologist, 5 yrs. experience, AMS seal, MS degree, seeking medium or large market. Box C-78.

Meteorologist, AMS seal, 3 years experience. Friendly, informative, funny, accurate. What you want, I've got. Marty, 217—424-2540.

Weather is more than facts and figures. AMS certified meteorologist/science and agricultural reporter with 6 years of experience, seeking #1 position in the Midwest. Box C-97.

Top-notch reporter! Experienced female reporter, seeking a position in television news. I want to help your station go to the top! Prefer Midwest station, but will consider relocating for the right offer. I have a BA in broadcasting, and alot of talent and enthusiasm to go along with it! Call Terri 513—829-8776.

Genberal assignment reporter. Female writer/producer. Two years experience CNN. Excellent writer. Good interview skills. Good on-camera presence. Tape available. Box D-6.

Election 88 ENG: Award-winning crew for assignments D.C./Baltimore or wherever. References, dependable, experienced. Fred Tutman 301—657-4312.

I'm a news reporter and talk show host eager to move. Attractive, creative, personable & hardworking. Call Debbie 412—378-3520.

4 years broadcast experience in major market. Very attractive black female with slightly more than one year on-air experience seeks news reporting position with small market television station. Eager to learn. Call 201—672-6378.

Don't read this: If you don't want a black male, 24, part-time model, BA in communications, 2 1/2 yrs. radio news reporting/TV production in 40's mkt., looking to break into TV reporting/producing, any mkt., don't call Trevor 513—274-8069.

Energetic black male seeks challenging opportunity with news organization. Reporting, anchoring, media management experience. Aggressive and dependable too. 513—871-0867.

Photographer/editor now leaving Middle East assignment. 17 years experience video/film; news, news documentaries, magazine features, industrial documentaries. Will relocate anywhere. Box C-83.

MISCELLANEOUS

Primo People has the answers to your questions. News directors and talent...find out what we can do for you...Call Steve Poricelli or Fred Landau at 203—637-3653, or send tape and resume to Box 116, Old Greenwich, CT 06870-0116.

CareerLine/The Hot Sheet--personalized job-hunting assistance through confidential referral, hundreds of weekly listings, and written demo evaluation. No placement fees or contractual obligations. We offer diversified services you can count on! Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813—786-3603.

Career videos. Make an impact on employers with your personalized audio or video resume tape prepared by our major market broadcast team. 312—272-2917.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass communications: Kentucky Wesleyan College invites applications for a tenure track position in public relations and video production at the instructor or assistant professor level. The successful candidate will teach a wide range of introductory and upper level courses in public relations, basic communications and video production. Ph.D. and professional experience preferred, masters degree required. Salary is competitive. Preference will be given to applications received by February 22, 1988. Please submit a resume, graduate school transcripts and three letters of reference to: Bill Kolok, Chair, Department of Communications and Fine Arts, Kentucky Wesleyan College, Owensboro, KY 42302-1039. E.O.E.

Towson State University seeks assistant professor or instructor (non-tenure track) in the department of speech and mass communication available August, 1988. Salary range competitive. Master's degree required; Ph.D. preferred. University level teaching and television production experience required. Responsibilities include teaching television production and writing as well as other courses in the candidate's area of specialty. Possible supervision of internships. Minorities and women are encouraged to apply. Submit letter, curriculum vitae, three letters of recommendation, and examples of television production no later than March 10, 1988 to Ronald J. Matlon, Ph.D., Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, MD 21204.

Telecommunications. Video, audio, media professionals with accredited Ph.D. and extensive professional experience needed for expanding program at Liberty University. Teach audio/video production or media research/effects courses beginning August 1988. Others possible. Competitive salary and rank based upon qualifications and experience. Send resume to: Office of the President, Liberty University, Lynchburg, VA 24506.

Tenure-track broadcasting faculty position at rank of assistant or associate professor. Begins August 18, 1988. Teach broadcasting courses in professionally-oriented curriculum. Ph.D. required. Professional on-camera TV experience strongly desired. Ability to teach broadcast news writing important. Rank and salary commensurate with experience. Send application, transcripts, resume and 3 letters of recommendation to Edgar R. Loessin, Chairman, Theatre Arts Dept., East Carolina University, Greenville, NC 27858, by March 15, 1988. Proper documentation of employability required. ECU encourages applications from minority Americans and women. AA/EEO.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Computer editor: Sunbelt production facility in search of computer editor. Looking for highly motivated, technically oriented editor for Ampex suite. ACE editor, ADO, A/C switcher, VPR 6s. Franklin Video, Inc. 1300 St. Mary's Street, Suite 205, Raleigh, NC 27605.

Videotape editor. Major Southeast post production full service facility has immediate opening for experience editor. Looking for talented individual with Paltex Espirit, ADO and Abekas experience. This is an excellent opportunity for a personable creative professional. Send resume and reel to: Human Resources, Comtel, Inc., 14901 N.E. 20th Avenue, Miami, FL 33181. Equal opportunity employer, M/F/H.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo. P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

EMPLOYMENT SERVICES

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805—687-60000 ext. R-7833 for current federal list.

Be on TV. Many needed for commercials. Details. (1) 805—687-6000 ext. TV-7833.

EDUCATIONAL SERVICES

On-air training: For TV reporters (beginners, veterans, cross-overs from print). Polish anchoring, standups, interviewing, writing. Practice with Teleprompter. Learn from former ABC network news correspondent and New York local reporter. Make demo tape. Private coaching. Also group workshops Mar. 26 and Apr. 23. Call 212—921-0774. Eckhart Special Productions, Inc. (ESP).

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash—highest prices. We buy TV transmitters and tower. \$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.

Wanted, Collins 831 series 20, 22.5, or 25KW FM transmitter. Contact John Rodman at 804—875-9430.

FM antenna(s): Will buy used FM broadcast antenna(s) - any make - any model - call 806—372-4518.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—8840888. Telex 910—240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976, RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)**Collins 830E (1965)**Sintronics/SF35 (1986) CCA 30000DS (1968) Transcom Corp. 215—884-0888, Telex 910—240-3856.

AM transmitters **Continental 315F(1975), Collins 820E(1978)**Gates BC-50C(1966)**Harris MW1A(1983), Harris BC-1h1, CSI T1A, Gates BC-1T, Gates BC-1** Transcom Corp. 215—884-0888, Telex 910—240-3856

50KW AM **Gates BC-50C (1966) on air w/ many spares, in STEREO." Transcom Corp. 215—884-0888, Telex 910—240-3856.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

Silverline UHF transmitters new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen or Dirk Freeman. Television Technology 303—465-4141.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916—383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916—383-1177.

Kline tower: overall height is 645 feet with two platforms. Tower will be dismantled after completion of new tower. RCATT25FL transmitter operating on channel 6 -very good condition. WBRC-TV 205—322-6666.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

FM transmitters: 25, 20, 15, 5, 1 and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314—664-4497.

980' zone A tower with Guy's, on ground, 12 bay antenna 93.1 MHZ KQID/ Alexandria, LA 318-445-1234.

Starter automation system: 16K-Ram and 48-tray instacart, under \$10,000. Compatible satellite programing connection. Wayne Grabbe 913—483-3121.

3M D60000 character generator. \$11,995. FOR-A FA-450 TBC, \$7,995. FOR-A CCS-4300 color corrector \$3,995. FOR-A FA-430 TBC \$7,895. Gentner VRC-1000 remote control, \$2,495. Conrac 6242 color monitor \$2,495. Ikegami TM14-9 color monitor, \$2,695. Ikegami PM9-5 B&W monitor \$150. NEC PM-1971 color monitor \$420. Most items new, in factory boxes, with warranty. 512—251-1292.

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.

Equipment financing: New or used. 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214—423-6562.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317—962-8596. Ask for copper sales.

Radio remote showtrailers (2) Asking \$8,500.00 & \$12,500.00. Call Jim Thornton 1—804—399-8819.

Sony BVH-1000s and 1100As. Ampex VPR-1Cs, 2s and 2Bs. RCATK-45s, TK-760s, TCR-100s, TR-600s. Complete or partial film islands. Chyron 4100, BVU-800s, Ikegami 79As, 79Ds, 79DAls, 730s Grass 1600-IL, 7K, 1X, 100 switchers. Call Media Concepts, 919-977-3600 ext. 45.

3 camera system ENG/EFP/studio options. Philips 3-tube Plumbs w/RCUs, 6 input video switcher, audio switcher, B & W key camera, (3) 450', (1) 150' multicore, AC & Frezzi's, lenses w/controls, headsets, manuals, spares, (4) Thermodyne cases. Perfect for LP/small TV station or production facility. One person can control all 3 camera/ lens functions from RCU. Excellent condition. Cost \$100K, \$9,900 all. Instaplay Video 212—355-7540.

Satellite equipment: Satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's & HPAs to microwave equipment available. Technichrome 702—386-2844.

VHS field production & editing suite. 3 Pan WV-6000 cams & Pan AG-6400 decks with AC adapters chargers, batt packs, tripods, & lite kit. A/B roll editing with 3 Pan AG-6500 VTRs w/racks, Abner controller, Pyxis dual channel TBC/switcher, Laird 1500 CG w/key fader and Gen-Lock, & complete monitor pkg w/racks. \$50,000 or best offer. 305—767-0600.

64 FM - 46 AM transmitters - in stock. World leader in broadcast trans. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214—226-8967/214—630-3600. Telex 510—1011-588.

Sentry automation system. Easy to use...reliable. 3/24 carousells...one Audi cord. Like new. Call 714—835-1063.

HL-79EALs with tripods, RDCs, ADC-79E, underwater camera, BVW-25, BVU-110s, BVH-500As, 8 input/2ME switcher, RF microphones: 516—753-9393.

RADIO

Help Wanted Management

ACCOUNTANT/ COMPTROLLER

One of the nation's largest radio groups, headquartered in Long Island, NY. Send resume, references and salary requirements to:

Universal Broadcasting Corp.
Attn: Jeffrey D. Warshaw
40 Roselle Street
Mineola, NY 11501
E.O.E.

Help Wanted News

Fun-loving entertainer who loves people needed to host live Breakfast Club in beautiful northern Wisconsin. News background, interviewing, announcing experience essential. If you're versatile and worth more than you make, apply with cassette and resume. Roger Utneher, PO Box 309, Eagle River, WI 54521. Minimum salary \$250 to \$300/week.

Situations Wanted Management

Major market operations manager with top rated station is looking for a change. Specializing in adult contemporary and gold formats. Twenty years of experience on air. Box D-32.

Baby-Sitter For Hire!

Qualified temporary GM to operate your station during sale proceedings, Debtor in Possession, Trustee in Bankruptcy, or you simply want to take your time to find the right manager. 404-889-7959. P.O. Box 1564, Cumming, GA 30130.

TELEVISION

Help Wanted News

News Graphics Producer SAN FRANCISCO

KPIX-TV, a CBS affiliate, is looking for an experienced news graphics producer for its top rated newscasts. Will coordinate production of graphics to be incorporated in reporters' packages, and also serve as back-up newscast video producer. Must have related experience including the use of digital effects. Team player with news/editorial background necessary.

Please send tape and resume to:

John Raftery
KPIX-TV
855 Battery St.
San Francisco, Ca. 94111



Position available immediately
Equal Opportunity Employer

Help Wanted News Continued

Top 40 market Sunbelt station looking to expand award-winning news photography staff. Minimum 2 years actual shooting and editing experience. We are a quality, visually minded operation that believes in pictures. We are an equal opportunity employer. Minorities are encouraged to apply. Send written resume to Box D-21.

Help Wanted Management



CABLE ADVERTISING SALES INTERCONNECT ALBANY, NY

American Television and Communications Corporation, a Time Inc. company, seeks an aggressive, results oriented advertising sales manager for Albany, NY. The successful candidate will lead a sales operation covering 140 thousand households in the Albany-Schenectady-Troy metro area. He or she will report directly to the President of ATC's Albany Division and will have a key role in ATC's expanding network of local advertising sales operations. The ideal candidate will have a four year college degree with at least five years experience in media sales on both account executive and management levels. We prefer someone with experience in the capital district and upstate New York media markets. We offer a competitive salary and incentive package and excellent company-paid benefits. Please send resume in confidence to:

OFFICE MANAGER
CAPITAL CABLEVISION ADVERTISING
130 Washington Ave. Extension
Albany, New York 12203

E.O.E. M/F/V/H

Help Wanted Sales

NATIONAL SALES MANAGER

Top 30 market independent looking for an experienced National Sales Manager, a National Rep. or a solid Local Salesperson looking for a move into management. Must be willing to travel and get results through creative selling/marketing/promoting of the Station. Interested, highly motivated individuals should contact Mitch Nye, GSM, 414-527-5525. Salary Commensurate with experience & talent. WCGV-TV is an Equal Opportunity Employer.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Help Wanted Programing Production and Others

ON-AIR PROMOTION

Writer/Producer

"The World's Most Important Network" is looking for America's most talented Writer/Producers. This position offers an individual the opportunity to grow with a network that spans more than 42 million homes in America and 54 countries around the globe.

requirements:

Minimum 2 years On-Air Promotion experience, must be organized, energetic and ready for the challenge!

resumes and reels to:

David V. Lawrence
Turner Broadcasting System, Inc.
One CNN CENTER
7th Fl., North Tower
Atlanta, Ga. 30348-5366 EOE



SENIOR WRITER/PRODUCER

Ability to write/produce TV news & entertainment promotion, commercials, programs. Strong creative ability. Prefer 3 - 5 years station, agency or related experience -- NO BEGINNERS. Tape/resume-salary requirements to Linda Nix, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No calls. EOE.

Help Wanted Technical

TV Maintenance Engineer

WRAL-TV 5, North Carolina's top television station is looking for a studio maintenance engineer. If you're the best in the business and want to work for one of the finest technical facilities in the country, we're offering you a tremendous opportunity. You'd be working with the latest state of the art equipment including Panasonic MII and SNG truck.

We're a powerhouse CBS Affiliate located in North Carolina's capital city, one of the nation's fastest growing, exciting and competitive markets.

If you have 3-5 years of experience and a 1st class FCC license or SBE certification send your resume to:

Wilbur Brann
WRAL-TV
Box 12000
Raleigh, NC 27605

Excellent benefits and profit sharing plan.

We are an equal opportunity employer



Transmitter Supervisor

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ATTENTION: EARLY DEADLINE NOTICE

Due to the Washington's Birthday holiday, all classified advertising for the February 22, issue is due at noon Friday, February 12.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

Fred Fielding, partner, Washington-based law firm of Wiley, Rein & Fielding, and director and senior VP for legal affairs, Gilmore Broadcasting Corp., Kalamazoo, Mich.-based group owner of one AM, three FM and three TV stations, named Gilmore president. Fielding will remain fully active in his Washington law practice.

John Rigsby, president, Northeast Division of Paragon Communications, Denver-based joint venture between American Television & Communications Corp., and Houston Industries, formed to own and manage cable television systems, named president, Paragon's Manhattan Division which operates system in northern part of Manhattan, N.Y.



Rigsby



Moore



Long

Appointments at WJLA-TV Washington: **Michael Moore**, executive VP and director, Washington-based group owner Allbritton Communications, which owns WJLA-TV, named president; **John Long**, VP and director of sales, to executive VP and general manager.

Edward Allen, president and chief executive officer, Western Communications, Walnut, Calif.-based cable television operator, named chairman of board-CEO. He is succeeded by **Charles (Kip) Thieriot**, VP-treasurer.

Ralph Oakley, assistant VP-station manager, WVVA(TV) Bluefield, W.Va., joins Quincy Broadcasting Co. (WGEM-AM-FM-TV), Quincy, Ill., as VP-general manager. He succeeds **Richard Herbst**, who joins KGAN(TV) Cedar Rapids, Iowa, as VP and general manager.

Paul Starr, general manager, KYKK(AM)-KZOR(FM) Hobbs, N.M., named VP of parent Noalmark Broadcasting, Hobbs.

Rich Lewy, promotion coordinator, WOUB-AM-FM-TV Athens, Ohio, joins New Hampshire Public Television, Durham, N.H., as manager.

John Kueneke, station manager, KCRA-TV

Sacramento, Calif., named general manager. He replaces **Don Saraceno**, who died ("Fates & Fortunes," Nov. 30, 1987).

Richard (Dick) McGeary, general manager, KGIL-AM-FM San Fernando, Calif., named VP and general manager.

Ralph Barnes, general manager, WQFM(FM) Milwaukee, resigns. He is succeeded by **George Duffy**, VP of sales, Shamrock Communications, Scranton, Pa.-based group owner of three AM and five FM stations including WQFM.

Birnie Florie, account executive, WBBQ-AM-FM Augusta, Ga., named general manager. He succeeds **Ed Dunbar**, retired.

Gailya Silhan, general sales manager, KOAI(FM) Denton, Tex., named VP-general manager. He succeeds **Al Brady Law**, who joined KKBQ-AM-FM Houston ("Fates & Fortunes," Jan. 18).

Jim Jerrels, local-regional sales manager, KBEZ(FM) Tulsa, Okla., joins WEJZ(FM) Jacksonville, Fla., as general manager.

Bill Whisenant, sales manager, WZZU(FM) Raleigh, N.C., joins WCHL(AM) Chapel Hill, N.C., as general manager.

David Ting, director of business and administrative affairs, WDIV(TV) Detroit, joins WNEV-TV Boston as controller.

Anne Kurrasch, business affairs manager, NBC, New York, named business affairs director.

Marketing

Appointments at Saatchi & Saatchi DFS Compton, New York: **Joseph Pedone**, VP, director of print production, to senior VP, director of print services; **Michael Jeary**, **John Kaiser Jr.**, **J. Michael Leahy** and **Scott Rossborough**, senior VP's, management supervisors, to executive VP's, management directors; **Hans Hansberg**, and **Ann O'Hara**, VP's, named senior VP's.

Appointments at CBS Television Network

Sales, New York: **Harold Trencher**, VP and director, sports sales, to VP, sports sales; **Martin Daly**, VP and director, news sales, to VP, sales proposals; **Lyn Andrews**, VP and director, specials mini-series sales, to VP and director, news sales; **Michael Nowacki**, director, central sales, to VP and director, sports sales; **Kenneth Wachtel**, New York-based account executive, to director, central sales.

Philip Press, VP, first-run sales and marketing, Columbia Pictures Television-Coca-Cola Telecommunications, New York, joins CBS Television Stations National Spot Sales, New York, as VP and general manager.



Weems

John Weems, VP of entertainment, Mattel Inc., Hawthorne, Calif., named senior VP, entertainment and marketing services.

Linda DeWaard Richards, account supervisor, Bernstein-Rein Advertising, Kansas City, joins W.B. Doner and Co., Detroit, as VP, management supervisor.

ment supervisor.

Randy Lovoi, senior account executive, KSL(AM) Salt Lake City, named client marketing development director.

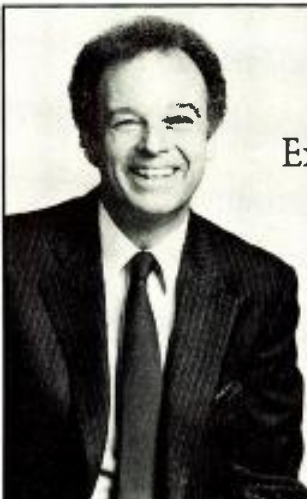
Ellen Bramson, local sales manager, WKBD-TV Detroit, named general sales manager.

Larry Crumpton, local sales manager, KLVJ(AM)-KYKR(FM) Beaumont, Tex., joins WYNK-AM-FM Baton Rouge, as general sales manager.

Tom Bornhauser, local sales manager, WHAS-TV Louisville, Ky., named general sales manager.

Warren Distler, local sales manager, WWHT-AM-FM Charleston, S.C., named general

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sales manager.

Richard Deutsch, sales account executive, WSYT(TV) Syracuse, N.Y., named national sales manager.

Sharon Brodkey, product consultant and customer service representative, Lancer Label, Omaha-based label manufacturer, joins WOWT(TV) Omaha as national sales coordinator.

Shawn Bartelt, account executive, WWSB(TV) Sarasota, Fla., named national sales manager.

Randy Hudson, sales representative, KXL-AM-FM Portland, Ore., named national sales manager.

Phil Isaacs, account executive, WXIA-TV Atlanta, named retail sales manager.

Joe Cariffe, account executive, KYUU(FM) San Francisco, joins KOIT-AM-FM San Francisco as retail sales manager.

Chris Edwards, account executive and air personality, KIQI(AM) San Francisco, joins KSFO(AM)-KYA(FM) San Francisco, as account executive and weekend air personality.

Bob Bellin, account executive, Select Radio, New York, joins Republic Radio, New York, in same capacity.

Ellen O'Connell, account executive, WBOS(FM) Brookline, Mass., joins Christal Radio, New York, as Boston-based account executive.

Melissa Shields, assistant account executive, BBDO Chicago, named account executive.

Teresa Weddle, promotion director, WRNL(AM)-WRXL(FM) Richmond, Va., joins Capitol Radio Network, Richmond, as account executive.

Ena Cooper, account executive, KING(AM) Seattle, joins KOMO(AM) Seattle in same capacity.

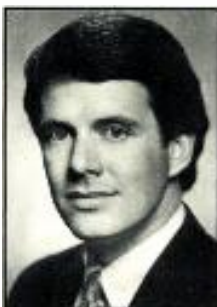
Programing

Brian McCauley, VP, McCaw Communications Companies, Kirkland, Wash.-based cellular phone company and former cable multiple system operator, joins Netlink USA, Kirkland-based provider of satellite television programing, as president.

Batten means business. Frank Batten, chairman of board of Landmark Communications, Norfolk, Va.-based group owner of one AM, one FM, two TV stations and The Weather Channel in Atlanta, has established three journalism fellowships for journalists to study in M.B.A. program at University of Virginia's Colgate Darden Graduate School of Business Administration, Charlottesville, Va. Applicants must be full-time news or editorial employees of newsgathering organization with at least three years work experience. Selection will favor candidates who plan to return to news industry at end of two year term. Batten spent five years as chairman of board of Associated Press before resigning this year. In addition to his position with Landmark, he is also presently chairman of TeleCable Corp., Norfolk-based multiple system cable operator. Purpose of fellowships is to educate journalists in management practices. "I hope these fellowships will prepare many fine journalists for leadership roles as editors, publishers and senior executives in the news media," Batten stated.

James Kraus, VP, director of sales, MCA TV, New York, named senior VP, director of sales.

Gus Blackmon, director of story and program administration, Warner Bros. Television, Burbank, Calif., named VP, story and vocational administration.



Kraus



Blackmon



Stern

Sandra Stern, director, business affairs, New World Television, Los Angeles, Calif., named VP, business affairs.

Appointments at Financial News Network (FNN), New York: **Michael Wheeler**, senior VP, to executive VP, general manager, FNN:Business;

John Berentson, senior VP, to executive VP, general manager, FNN:TelShop; **Arnie Rosenthal**, senior VP, to executive VP, general manager, FNN:Score; **C. Steven Bolen**, chief financial officer, to executive VP, chief financial officer.

Mitchell Freund, assistant general manager, SportsChannel New England, named VP and general manager.

Mary Ann Zimmer, director, business affairs, New York, Arts & Entertainment, New York, named VP, legal and business affairs.

Michael Seymour, director of broadcasting, KERA-TV Dallas, named VP-director of broadcasting.

Bob Brooks, production director, WBMW(FM) Manassas, Va., named program director. He succeeds **John Sebastian**, who leaves to open consulting company that will market "The WBMW Format" nationwide.

Appointments at Samuel Goldwyn Television, Los Angeles-based programing producer and distributor: **Gary Perchick**, Northeastern account executive, LBS Communications, New York, to director, Northeast sales; **Betsy Green**, account executive, United States Lines, New York, to same capacity.

Joe Yurt, production manager, Louisville Productions, Louisville, Ky., named director of creative production services.

Denise Baddour, director of communications, The Discovery Channel, Landover, Md., named director of program acquisition.

John Owen, manager of finance, Buena Vista Television, Burbank, Calif., named director of finance.

News and Public Affairs

Anna Mae Sokusky, executive director, news, CBS Owned AM Stations, New York, named VP, news and programing.



Sokusky



Antoniotti

Steve Antoniotti, news director, KSDK(TV) St. Louis, joins WJBK-TV Detroit as VP of

SALES MANAGER

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broadcasting

Jim Willi, news director, KPNX-TV Mesa, Ariz., named VP, news.

Vin Burke, news director, WHAS-TV Louisville, Ky., resigns. **Jim Mitchell**, 6 p.m. news anchor, adds duties as interim news director.

Sally Kaucher, news anchor/reporter, WLAC-FM Nashville, joins WGFX(FM) Nashville as news director.

Bill Payer, executive producer, KTUL-TV Tulsa, Okla., named news director.

Jose Luis Madrigal, director of operations, Spanish Information Service, Dallas-based Spanish news network, named manager.

Bob Roy, executive producer, ABC's *World News This Morning* and *Good Morning America* news, New York, named senior broadcast producer, ABC *World News Tonight*. He replaces **Stu Schwartz**, whose future assignment has yet to be decided.

Appointments at KMGH-TV Denver: **Richard Lamm**, former governor of Colorado and director of Center of Public Policy and Contemporary Issues, University of Denver, to commentator; **Marty Aarons**, weekend co-anchor, to 10 p.m. weeknight co-anchor.

John Madigan, political editor and media critic, WBBM(AM) Chicago, retires from his daily commentary and his *Views the Press*. He will continue to produce and moderate WBBM's news panel program, *At Issue*.

Appointments at WHOI(TV) Peoria, Ill.: **Brian Mullahy**, weekend anchor and producer, named weeknight co-anchor; He is succeed-

ed by **Alice Hout**, anchor of *Good Morning Peoria*.

Bob Lorenz, sports director, KIEM-TV Eureka, Calif., joins WPTV(TV) West Palm Beach, Fla., as weekend sports anchor and reporter.

Pierce Michaels, sports director, WHAG(AM) Hagerstown, Md., joins WFMD(AM) Frederick, Md., in same capacity.

Appointments at KCBS-TV Los Angeles: **Steve Rambo**, weekday weathercaster and host of public affairs series, *Midday Sunday*, KTTV(TV) Los Angeles, to weekend weathercaster and general assignment reporter; **Sylvia Lopez**, reporter and substitute anchor, KCOP(TV) Los Angeles, to general assignment reporter.

Peter Barnes, staff reporter, *The Wall Street Journal*, New York, joins WFLD(TV) Chicago as business correspondent.

Shane Hollett, meteorologist, WKYC-TV Cleveland, joins WRTV(TV) Indianapolis in same position.

Brent Weber, sports director, WMGT(TV) Macon, Ga., joins WTVC(TV) Chattanooga as sports reporter and weekend sports anchor.

John Fuller, meteorologist, KSDK(TV) St. Louis, adds duties as weather reporter at KFUO-FM St. Louis.

Susan Keenan, general assignment reporter, KDFW-TV Dallas, joins KRON-TV San Francisco, in same capacity.

Rita Hagen, assignment editor, WISN-TV

Milwaukee, to community services-public affairs director.

Bob Murray, news director, KKAR(AM) Bellevue, Neb., joins WIBW-TV Topeka, Kan., as 10 p.m. news anchor.

Bill Buckmaster, senior reporter, anchor, KICU-TV San Jose, Calif., joins KUAT-TV Tucson, Ariz., as anchor for *Arizona Illustrated*.

Technology

Richard Callahan, group VP, US West Diversified Group, Englewood, Colo.-based owner of several telecommunications companies, named executive VP of US West and president of US West Diversified Group.

Thomas McKinney, VP of advertising sales, Group W Cable, New York, joins Tempo Television, Tulsa, Okla., as senior VP.

Stuart Lefkowitz, director of television operations, WNYC-TV New York, joins Lifetime, New York-based cable television network, as VP, operations and engineering.

Will Dishong, executive producer-news operations, WSB-TV Atlanta, joins Potomac Communications, Washington-based independent television news and programming company, as VP-operations and technical services.

Jim McCauley, distribution sales manager, Jerrold Division of General Instrument, Hatboro, Pa., joins Midwest CATV,



Top ten. An award was presented to *BROADCASTING's* senior editor, radio, Vincent Ditingo, at the Radio Advertising Bureau's Managing Sales Conference in Atlanta last week. The plaque honored Ditingo for "10 years of consistently accurate, insightful and timely reporting on events, issues and personalities in our medium," and was signed by James Arcara, RAB chairman and president of Capital Cities/ABC Radio, and William Stakelin, RAB president and CEO, who is pictured above with Ditingo (right).

Broadcasting

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Charleston, W.Va.-based division of Midwest Corp., as VP for Northeastern region.

Promotion and PR

Deirdre Schroder, account supervisor, Daniel J. Edelman Public Relations, New York, joins Bender, Goldman & Helper, Los Angeles, as New York-based senior VP and director of East Coast operations.

Mary Jo Mennella, VP, music division, Saban Productions, Studio City, Calif., joins Anne Estes Promotions, Manhattan Beach, Calif., as VP, marketing.

Tom Bauer, promotion manager, WHAS-TV Louisville, Ky., named special projects administrator. He is succeeded by **Vicki Christensen**, creative services director, WTVF-TV Nashville.

Sam Merrill, anchor-reporter, WJRT-TV Flint, Mich., named director of communications for newly elected Flint mayor, Matthew Collier.

Lisa Solomon, graduate, University of California at Berkeley, joins Turner Broadcasting System, Atlanta, as Washington-based publicity coordinator.

Allied Fields

Regina Markey Keeney, minority counsel for communications, specializing in telephone matters, Senate Commerce Committee, Washington, assumes additional responsibility for Republican minority on all committee communications issues.

Robert Ratcliffe, assistant chief, policy and rules division, Mass Media Bureau, FCC, Washington, named assistant chief, video services division of bureau there.

Appointments to board of trustees of WETA-TV Washington: **Sharon Percy Rockefeller**, vice chairman of board and chairman of development committee, to chairman; **Malcolm McDonald**, Signet Banking Corp., to vice chairman; **Christopher Makins**, Roosevelt Center for American Policy Studies, to vice chairman; **Louise Sagalyn**, Sagalyn Association, to secretary.

Mitchell Brecher, assistant general counsel and director of regulatory affairs, Allnet Communications Services, Birmingham, Mich.-based long distance telephone company, joins Washington-based law firm of Bishop, Cook, Purcell & Reynolds, as partner.

Ronald Guttman, associate general counsel, CBS Inc., New York, joins Philadelphia-based law firm of Cozen & O'Connor as partner.

Deaths



Rivers

John Minott Rivers Sr., 84, South Carolina broadcast pioneer, died in his sleep Jan. 24 at his home in Charleston, S.C. Cause of death has not been determined. Rivers began his broadcasting career at WCSC(AM) Charleston in 1938 as president and manager. In 1944 he purchased station and in 1948 he began operation of co-owned WXTV(FM) Charleston. Rivers launched South Carolina's first VHF television station, WCSC-TV Charleston in 1953. He worked on successful passage of libel and slander bill in South Carolina General Assembly while president of South Carolina Broadcasters Association in 1952. Rivers was inducted into South Carolina Broadcasters Hall of Fame in 1974. During his career, Rivers also served as vice chairman of South Carolina Educational Television Commission and as chairman of CBS Radio Affiliates Board. WCSC-TV was sold to Crump Communications Inc., Houston, in 1987. Rivers is survived by his wife, Martha Robinson Rivers, one son and two daughters.

Frank Fitzpatrick, 60, director of administration, CBS Washington news bureau, died Jan. 25 of cancer at Sibley Memorial hospital in Washington. Fitzpatrick began at CBS in New York in April 1952 in mailroom. He was promoted to traffic expeditor in May 1953 and to traffic manager in July 1957. In October 1962 Fitzpatrick was transferred to

CBS's Washington bureau where he was made manager of administration. In 1974 he was promoted to director of administration. During his career at CBS, Fitzpatrick was involved in remote production on several key space launches and helped set up broadcast center for space coverage outside Houston. He is survived by his wife, Mary, one son and one daughter.

Edward T. Majeski, 69, veteran United Press International news picture executive, died Jan. 22 of complications after heart surgery, at his home in Washington. Majeski joined UPI's predecessor, Acme Newspictures, in 1941 as telephoto editor. He served as New York's bureau manager, news editor, feature editor and managing editor before being made Washington-based VP and executive editor of UPI Telepictures in 1983. Throughout his career, Majeski directed picture coverage of national political conventions, space launches from Cape Canaveral, Fla., Olympic Games in Mexico City, Vietnam War and 1981 Royal Wedding in England. He is survived by his wife and one daughter.

Richard H. Ullman, 82, veteran broadcaster, died Jan. 16 of heart attack at his home in Fort Lauderdale, Fla. Ullman served as general sales manager of WGR(AM)-WKBW(FM) Buffalo, N.Y., for many years. In 1948, he co-founded with Marvin Kempner, Richard H. Ullman Inc., syndication company in both radio and television, which he ran until 1960. After sale of company he remained active in broadcasting as consultant to several production and syndication companies. At time of death Ullman was working on musical on life of George Gershwin. Ullman is survived by one son.

William B. Dolph, 83, retired radio and television station owner, died Jan. 23 of cancer at his home in Cuernavaca, Mexico. Dolph served as national radio broadcast coordinator for President Franklin Roosevelt's second inauguration. Most recently he was part owner of KUDE(AM)-KJFM(FM) Oceanside, Calif. Stations were sold in 1982 to Park Broadcasting. Dolph is survived by his wife, Evalyn.

Elton Shackelford, 48, station manager of KTPA(AM) Prescott and KHPA(FM) Hope, both Arkansas, died Jan. 13 of apparent heart attack in his home in Prescott. Shackelford was 10-year broadcasting veteran. At time of death he had been with KTPA and KHPA for approximately two years. He is survived by his wife, Linda, one daughter and one son.

David R. Hayes, 62, radio and television writer and producer, died Jan. 17 of cancer at Highland Park hospital, Highland Park, Ill. Hayes formed his own production company, Take Ten Inc., in 1961 and closed it in 1984 to devote more time to freelance writing. He conceived and produced "Second Effort," motivational film starring Green Bay Packers coach, Vince Lombardi, and "CoachTalk," film featuring several National Football League head coaches. At time of death Hayes was chairman of "Being the Best Inc.," wholly owned subsidiary of The Hayes Group Ltd., production company owned by his wife, Inez Harris-Hayes. In addition to his wife, Hayes is survived by two sons and two daughters.

New CPB Treasurer. Corporation for Public Broadcasting President Donald Ledwig's double burden—he has served for longer than a year as both top officer and treasurer (his original post since first coming to CPB as vice president in 1984)—ended last Tuesday, Jan. 26, when the CPB board, meeting in Corpus Christi, Tex., elected Frederick L. DeMarco (pictured right) vice president and treasurer. Ledwig was reelected to a one-year term as president and CEO. A broadcasting consultant for the past year, DeMarco was previously vice president and general manager of WRC-TV Washington, a 400-employee NBC O&O. Before that, he rose from director of finance and administration to station manager of WMAQ-TV Chicago, where he exercised the kind of public interest activity CPB appreciates, serving on the Illinois governor's task forces on drug abuse and literacy. His early broadcasting experience included financial responsibility for NBC TV's satellite interconnection system, which he had helped develop.

At the same meeting Rozanne Weissman was reelected vice president-corporate communications. Also, Eugene W. Kalt, deputy director of the CPB Program Fund, will handle the duties of former senior vice president, David Brugger (new NAPTS president), in interim position of executive director for broadcasting and assistant to the president.



Risk taker

Maybe it was those seven months on a tramp steamer or the time he spent riding the rails to research a piece for television. Or maybe it is the shelf-load of awards he has won, including a George Foster Peabody, for investigative reporting. Or a combination of things. But whatever, Richard W. Carlson seems to have a key requisite that his job as director of the Voice of America needs: staying power. He is the fifth person to occupy the post since the Reagan administration arrived in Washington seven years ago. And after 16 months in the job, 22 months counting time as acting director, Carlson shows no signs of being ready—to use a phrase that would have special meaning for him—to jump ship.

Carlson, at 46, is one of those people whose looks are deceiving. Bespectacled, and of medium height, with a bulky build and a penchant for bow ties, he can pass for the southern California banker he once was. And, factoring in a friendly, engaging personality, one can see the politician who came close to winning his first and thus far last race for elective office, as mayor of San Diego. But where is the adventurer? The Jack London character, the 23-year-old deckhand on board the Pacific Far East Line's Washington Bear, on which he sailed the waters of the far Pacific. He got an unpublished novel out of the experience.

And where is the young reporter who, with second-hand equipment and a partner in a freelance operation, rode the rails and lived in hobo jungles and missions to produce a series on hobos? Indeed, there is something of the risk-taker in Carlson. There was the time, for instance, when he persuaded the pilot of a Pacific Gas and Electric two-seater helicopter to take him to the site of skiers trapped with a baby in a blizzard on Mount Shasta, in northern California. He wanted the pictures.

It could have been the risk taker in Carlson that led him to Washington and a job as director of the Office of Public Liaison at the U.S. Information Agency, VOA's parent, in December 1985. He had been a successful businessman in San Diego, after a career that included 14 years as a broadcast journalist on the West Coast—his last job in the business was as anchor for KFMB-TV San Diego—then, in a remarkable change of direction, as an officer of a major bank, Great American First. (He felt he had gone as far as he could in local broadcasting and, recently divorced and with two small children in his care, he had ruled out a move to New York). So he was comfortable in southern California. But one of his San Diego connections, California Republican Senator Pete Wilson, had recommended him to the White House personnel office for possible openings in the foreign policy field, which is one of Carlson's areas of interest. And



RICHARD WARNER CARLSON-Director, Voice of America, Washington; b. Feb. 19, 1941, Boston; attended University of Mississippi, 1961-62; copy boy, *Los Angeles Times*, 1962; UPI, San Francisco, Sacramento, 1963; ordinary seaman, Pacific, 1964-65; television free lance, 1965-66; investigative reporter, KGO-TV San Francisco and anchor, ABC's *AM*, 1966-70; political editor, co-leader of investigative unit, KABC-TV Los Angeles, 1971-75; anchor, KFMB-TV San Diego, 1975-77; VP to senior VP, Great American First Bank, San Diego, 1977-1984; mayoral candidate, 1984-85; director, Office of Public Liaison, USIA, December 1985-March 1986; acting director, VOA, March-September 1986; present position since Sept. 22, 1986; m. Patricia Caroline Swanson, Feb. 18, 1978; children—Tucker, 18, and Buckley, 17, by previous marriage, and Bo, 21, wife's daughter by previous marriage.

when the USIA job opened up, Carlson knew the risks involved; the post had chewed up about as many occupants as had the job at VOA.

Still, Carlson felt confident he could handle the assignment. He knew a great deal about the press and politics. His experience at the bank had taught him something about bureaucracies; he had served Great American for seven years before resigning to run for mayor in 1984. And he figured he could learn quickly what he needed to know about government. Besides, he thought the job would be "challenging and interesting." "What did I have to lose?" he said the other day, recalling the thought processes that led him to accept the appointment after USIA Director Charles Z. Wick offered it. "Nothing, except suffering the humiliation of going back to California in rapid time." To which he appended: "Big deal."

As things turned out, Carlson did not last long as agency spokesman. But that was because the VOA job was vacant again; Gene Pell had left to become president of Radio Free Europe/Radio Liberty and Wick needed someone to plug the gap, at least temporarily. In March 1986 Carlson became

acting director. That June, President Reagan nominated him for the permanent assignment; he was sworn in three months later.

Today, VOA is running smoothly. That can be said with some degree of confidence since the Voice has not been in the news for months. There have been some complaints that Carlson does not mingle sufficiently with staff, even though he has made efforts to roam the halls and engage in conversation, from time to time; he has dropped in at 4 o'clock in the morning, to meet those on the night shift, and he visited the offices on Christmas Eve and on Christmas day. More important, the agency—staffed as it is with representatives of scores of countries with traditions and agendas of their own—is not generating reports of discontent or of efforts to put a special spin on stories.

Carlson himself remains very much the journalist he became 25 years ago. The Boston native had entered the University of Mississippi in 1961, but quit a year later in the wake of the riots over the admission of James Meredith, the first black to enter the university. The riots had driven home to him the segregation at the university; it was not, he felt, the kind of place he wanted to go to school. But he had always had an itch to be a journalist, so he headed west, got a job as a copy boy on the *Los Angeles Times*, and began moving up the journalistic ladder. The itch is still there; he is known to have called old friends in the business with tips on possible stories to follow. And he is not bashful about saying of himself, "I was a good reporter."

Those who have worked with him agree. Pete Noyes, who was his producer at KABC-TV Los Angeles and is now managing editor of KNBC-TV there, calls him "one of the best reporters I ever worked with. He's curious. Most reporters aren't. He asks questions. And he assimilates information." Also testifying to Carlson's ability as a broadcast journalist are the 19 awards he won in the 11 years he worked at television stations in California. The awards include four Golden Globes, three Emmys, and the Peabody, which he shared with Noyes. They had uncovered an outrageous scam in which a man posing as a woman had bilked the public of millions of dollars in orders for a "car of the future" that did not exist.

Running VOA may lack the excitement of uncovering a scam or the thrill of flying through a blizzard in a helicopter to get pictures of a stranded skiing party. Certainly VOA is far removed from the romance of plying the Pacific in a tramp steamer. Would Jack London be comfortable working for Charles Wick? Still, the history of the agency indicates dangers can be lurking around the corner. And Carlson's history indicates he is just the kind of survivor the job needs. In fact, he said the other day, he plans to stay at VOA until the end of the administration—"and hopefully beyond."

NBC, which carried Disney episodic programming from 1961 to 1981, has signed Walt Disney Studios to produce new one-hour series for network during 1988-89 season. Announcement last week followed ABC's disclosure that it has dropped its option for *Disney Sunday Movie*, now ranked 58th for season. ABC said *Disney Sunday Movie* has been subject to "the classic inconsistencies of the anthology form, with no story or character thread to attract habit viewing. Rather than retain this showcase, ABC is actively developing entertainment alternatives in the series form with several suppliers, including the Disney Co." NBC Entertainment President Brandon Tartikoff, however, said there was confusion at ABC "as to what options they had and what options they didn't have" with program. "In that confusion Disney found itself a free agent in the marketplace, and we very quickly collaborated with them on the development of this format," he said. One source said top ABC executives were so upset that entertainment division let Disney slip to NBC that they formed programming committee to make sure there are no such similar incidents in future. ABC denied formation of special committee, however. New NBC Disney series will be similar in concept to former NBC *Mystery Movie*, with 80% consisting of rotating series programming and remainder Disney theatricals and specials, according to Tartikoff. There will be four recurring series, including new version of *Davy Crockett*. *Disney* will probably run at 8 p.m., but Tartikoff said selection of night will depend on performance of nine series trying out next spring for permanent place on fall schedule. During its previous run with NBC, Disney series played on Friday, Saturday and Sunday nights.

Time Inc. reported substantial increases in fourth-quarter and 1987 operating income for all business sectors, including cable television and programming. Time's cable system operator American Television & Communications, citing growth in basic cable households to 3.7 million and in premium subscriptions to 3.03 million,

reported operating income up 38% over last year's fourth quarter to \$40 million and up 27% to \$150 million for year. ATC quarterly operating cash flow of \$76.8 million was 22.4% higher. Company's cable programming operations reflected healthier pay cable climate, with Home Box Office registering 900,000 new subscribers for total of 15.9 million and Cinemax with 1 million new homes for 5.1 million total. Programming operating profits were up 43% over 1986 fourth quarter at \$20 million and 13% higher for year at \$125 million. Time's overall fourth-quarter net income was \$52 million on revenue of \$1.14 billion. Annual net income for 1987 of \$250 million, or \$4.18 per share, was down from 1986, however, because of gains that year from partial public offering of ATC. Annual revenue of \$4.193 billion included pretax gains of \$32 million on sale of Time's interest in USA Network and \$8 million pretax loss on sale of SAMI/Burke market research firm.

Among leading contenders for NBC Radio's six-station package (BROADCASTING, Jan. 25), according to sources, is Emmis Broadcasting, Indianapolis-based radio group operation composed of seven stations in six markets. Emmis would not comment, NBC said it will "not discuss" any negotiations. There is, however, ownership conflict between NBC's station group and Emmis in New York where NBC owns WNBC(AM)-WYNY(FM) and Emmis operates WFAN(AM)-WQHT(FM). One of those combinations would have to be spun off. Sources familiar with NBC's six radio properties estimate their collective value at close to \$130 million. They also note that universe of potential buyers would greatly expand if station package is broken up. Handling sale for NBC is Kidder Peabody.

Independents and network affiliates may be on verge of major confrontation over so-called superstation scrambling bill (HR 2848) pending before House Copyright Subcommittee (see page 60). Networks are pushing amendment based on argument that they

More on Murdoch

The news out of Washington last week was good and bad when it came to Rupert Murdoch's efforts to extend the deadlines under which he would be forced to sell the New York Post and Boston Herald. On the bright side, a federal appeals court granted Murdoch's request to stay the FCC's order denying his petition for an extension of the waivers that have permitted him to hold the papers in cities where he acquired television stations (WNYW-TV New York and WFTX-TV Boston). He has until 45 days after the court's final ruling on his appeal of the FCC action. (His waiver for the Post expires March 6 and June 30 for the Herald). Oral arguments on the appeal are scheduled for Feb. 11 and the court could act within a week or two.

On that same front last week, CBS filed an intervenor brief on behalf of Murdoch's appeal. The network is arguing that legislation is unconstitutional on grounds that it prevents the FCC from "adjudicating constitutional questions concerning the validity of its own regulations." The American Newspaper Publishers Association is also expected to file an intervenor brief.

Murdoch is in a bind because of a provision added to a catch-all spending bill prohibiting the FCC from repealing its rule banning television-newspaper crossownership in the same city and from granting or extending waivers to the rule. President Reagan's legislative message to Congress he stated his support for "measures to repeal" the provision. Reagan said the First Amendment has been "dealt a severe blow," by the language. "This last-minute appendage to the continuing resolution prevents owners of newspapers and broadcast stations from even seeking a waiver from the rule and thus violates their First Amendment rights. This change could force the closing of newspapers," Reagan said.

The court's quick action and the President's stand on the

issue were considered promising, particularly after a move to kill the crossownership prohibition was defeated in the Senate last week. By a vote of 60 to 30, senators rejected an amendment offered by Steven Symms (R-Idaho) that would have repealed the prohibition. Symms, an aide said, felt Murdoch had been dealt with "unfairly."

The forces behind the crossownership maneuver were Senators Ernest Hollings (D-S.C.) and Edward Kennedy (D-Mass.). Hollings convened a press briefing last week to defend his actions. He told reporters he was attempting to put a "bride on this runaway FCC." Hollings insisted the provision was not "inserted in the dead of night" but in "broad open daylight," and was approved by ranking members of the House and Senate appropriations subcommittee with jurisdiction over the FCC. The senator said he was not willing to see the rule "adulterated." And a Kennedy aide told BROADCASTING the senator "intends to do all he can to see that Congress preserves" the TV-newspaper crossownership prohibition.

Also on the Hill, last week New York Senators Democrat Daniel Moynihan (D) and Alfonse D'Amato (R) last introduced a bill that would allow Murdoch to keep the Post until 1988. But most observers feel that effort is doomed since neither Hollings nor Kennedy appears willing to cooperate. A companion measure was offered in the House by a group of New York congressmen led by Guy Molinari (R-N.Y.). Another bill offered by Raymond McGrath (R-N.Y.) would kill the entire crossownership provision in the spending bill.

As for the fate of the Post and Herald, there were reports last week that Leonard Stern, owner of the Village Voice and chairman of Hartz Mountain Industries, is prepared to purchase the Post if an agreement can be worked out with paper's unions.

e "special" and independents aren't happy with it. Under legislation, satellite carriers would be given compulsory copyright license to retransmit broadcast signals—superstations—to back-dish owners. License would apply to both affiliates and independents. But networks' amendment would change definition of superstation to exclude affiliates. It would also require any carrier to seek retransmission consent to relay affiliate or network owned-and-operated station signals. Amendment would also change definition of cable system under current copyright law so that it must be local facility rather than national, thus weakening satellite Broadcast-Networks position in court fight with networks that have sued SBN for copyright infringement.

Arbitron unveiled new qualitative audience data system for radio that combines Arbitron local market audience estimates with two years of product usage information collected by Simmons Market Research. Called "CrossTraQ," system will break down audience (Monday-Sunday, 6 a.m.-midnight) by 100 products and categories. "CrossTraQ," said Arbitron, will be "enhancement" to "Radio as TraQ," company's micro-computer application system for quantitative information. It is being made available in two forms: station-oriented reports and market-oriented reports.

WOR-TV New York signed multiyear deal with Katz Communications for national spot sales representation. Former rep was Blair Television. Station is considered prestige piece of business because it is New York station and because of its parent, MCA Inc. In national dealings, however, station does only \$20 million-\$25 million since it can sell much of its national time on its own to agencies in New York. Katz-WOR-TV deal reunites Katz with MCA Broadcasting President Larry Fraiberg, who was president, Metromedia TV Group before it was sold to Fox. Katz repped those stations until business was given to Petry.

Primar Syndication said last week that half-hour first-run sitcom, ***he's the Sheriff*, is firm go for second season.** Series, originally part of NBC checkerboard, will be carried by WNBC-TV New York, KBCB-TV Los Angeles, and 75 other stations.

United Broadcasting has sold NBC affiliate KARK-TV Little Rock, Ark., to Morris Newspaper Corp. for approximately \$65 million. Station was to have been sold last fall for similar price to ML Media Partners as part of \$114-million deal that included United CBS affiliate KDBC-TV El Paso, Tex., but buyer withdrew after October stock market crash. United's WTKR-TV Meridian, Miss., and KDBC-TV are likely to be sold soon as well, with investment bank First Boston handling all transactions. KARK-TV, bought from Gannett by United in 1983 for \$25 million, will increase Morris Newspaper's TV station holdings to four, with NBC affiliate in Macon, Ga., and ABC affiliates in Dothan, Ala. and Valdosta, Ga. Morris is based in Savannah, Ga.

Multimedia Inc. announced that it had been approached by Act III Broadcasting to sell its WZTV-TV Nashville. Greenville, S.C.-based group owns three AM's, four FM's and five TV's and is headed by James T. Lynagh. Act III, principally owned by producer, Norman Lear, has been aggressive player in weak independent TV market since buying first station, WNRW-TV Winston-Salem, N.C., two years ago. It also owns WTAT-TV Charleston, S.C., and recently bought two more TV's from Meridian Communications ("Changing Hands," Oct. 12). Spokesman for Act III confirmed that offers have been made and negotiations are in progress. "We don't have all the i's dotted and t's crossed yet, but if all goes well we should lose some time in April." Lynagh also confirmed negotiations.

Table advisory board in Cherry Hill, N.J., has recommended three-year franchise renewal for NYT Cable. Board will vote later this month on Choice Cable's (Irving Kahn) franchise application. Town council plans hearings on both matters in March. NYT opposes council or state cable commission, which is ultimate authority, will grant it 10-year renewal.

U.S. Appeals Court for 11th district has handed **Centel victory in lawsuit between cable operator and private developer in Florida.** Court ruled that Cable Act gives cable company right to use utility easements in planned 1,200-home project near Jupiter, Fla. Developer had made private deal with another cable operator and had sought to prevent Centel from entering area. District court had ruled in favor of developer.

Turner Broadcasting System said its fourth-quarter prime time ratings for TBS jumped 18% over fourth-quarter 1986. TBS said 17% and 25% increases in ratings for *National Geographic* and *NBA* fueled general ratings increase from 2.2 to 2.6. Average number of homes reached jumped 30%, from 865,000 to 1,128,000. On 24-hour basis, TBS said service was up 10% in average homes delivered in quarter. TBS also reported strong gains for CNN, quarter to quarter. Ratings for *Newsweek*, from 5 to 6 p.m., rose 22%, from 0.9 to 1.1. *Primetime Live*, from 8 to 9 p.m., jumped 20%, from 1.0 to 1.2. *Larry King Live*, from 9 to 10 p.m., rose 18%, from 1.1 to 1.3.

National Association of Broadcasters research subcommittee on local TV audience measurement (COLTAM) met last week with Arbitron officials to discuss possibility of improving diary method for ratings. Subcommittee met last December with Nielsen and hopes to do something about underreporting of viewership. COLTAM, according to its chairman, Gary Chapman of Freedom Newspapers, Riverside, R.I., is considering among other things, testing "new and improved diary."

Two California House members have called on CBS-TV to "reconsider" earlier decision not to run AIDS public service announcement because it mentions condoms. In letter, Democratic Representatives Barbara Boxer and Nancy Pelosi, asked network to rethink its position. They were responding to December 1987 letter from George Dessart, CBS's VP for program practices, who said network would not air announcement. According to congresswomen, Dessart wrote: "Since we do not accept condom commercials for broadcast over the CBS Television Network, we have no choice but to reject this public service announcement." Boxer and Pelosi found network's decision troubling, saying action made "little sense." They criticized network for its "programming double standard: It's OK to freely air sexually explicit soap operas like *The Young and the Restless*, but it's not OK to tell the young and the restless how to act responsibly and prevent the spread of AIDS." Dessart told BROADCASTING decision to air AIDS PSA's is not up to network and that policy is decided on local level. Stations have access to PSA's, he said, and can run them if they want to. "It is not our assumption," to make.

Fly, Shuebruk, Gaguine, Boros & Braun, long prominent among communications law firms in Washington, has been abandoned over weekend as functioning firm. Eight of its lawyers have joined forces with Rosenman, Colin, Freund, Lewis & Cohen, major New York firm with office in Washington. One senior partner of Fly, Shuebruk firm, Benito Gaguine, who joined firm in 1953, is not making that move. He becomes of counsel to Bechtel & Cole, Washington communications law firm. Fly, Shuebruk firm was started by late James Lawrence Fly after his one-year term (1939-40) as FCC chairman.

Herb Schmertz, public affairs VP who made possible programs "made possible by a grant from Mobil Corp." on public television over past 17 years, announced last week his plans to leave Mobil on May 1. Mobil (as sole underwriter) and WGBH-TV Boston, have worked together to bring PBS's *Masterpiece Theatre* and *Mystery!* series to public television audiences since 1971 and 1980, respectively. Schmertz intends to form public relations company and produce television programs and theatrical movies. He will continue to write weekly syndicated column, "For the Record," now in 20 U.S. newspapers, and, picking up where he left off as advance man and adviser to past election campaigns of both Robert and Ted Kennedy, he will this year aid fund-raising efforts of Senator Robert Dole's (R-Kan.) presidential campaign.

Editorials

Life in the live lane

Reams have been and will be written about the Dan Rather-George Bush imbroglio, in this journal and elsewhere. We find it altogether remarkable and in many respects wonderful.

First, that so much attention by the world at large should have been attracted by a nine-minute interview in a regularly scheduled evening newscast says volumes about the power of the medium and, in Dan Rather's case, about the force of a single personality. A friend of this page remarked last week that no other journalistic figure of our time can push the public's button—one way or another—as effectively as Rather, and we can't disagree.

Second, that so much criticism should have been directed at the CBS anchor for not making a contentious, heated, unpredictable live interview come out as though it had been edited in advance is both unrealistic and unfair. From where we sat, it was better than average political theater and serviceable journalism. Not Rather's finest hour, as he would likely agree, but not worth beating one's breast about.

Third, that so few seem to appreciate—even after "Broadcast News"—how tough it is to bring together the news of the world and the resources of a vast news organization, nightly, in a for-the-most-part-neat representation of the real world. Last Monday, primarily because of the unpredictability of the live confrontation, it looked less tidy. But it was even more real.

Our vote is for more broadcasts like *The CBS Evening News with Dan Rather* of Jan. 25, not fewer. The lesson the medium should take away from those nine minutes is to be bolder, not more timid, in dealing with the world head-on.

Washington wonderland

The U.S. Court of Appeals has been given a list of good reasons to declare a constitutional offense by the Congress in its passage of a provision indefinitely preserving the FCC's crossownership rules. The reasons came from Rupert Murdoch, whose Boston and New York crossownerships are the targets of the legislation at issue, and from CBS, which has filed as an intervenor on behalf of the larger cause of restoring order in the making of regulatory law.

The Congress, said Murdoch, has overstepped its constitutional authority in its decision "to micromanage the outcome of a particular administrative proceeding." The proceeding of reference was the FCC's move toward general review of its crossownership rules, a process that CBS cogently argues belongs in the jurisdiction of the FCC and the appellate courts.

Murdoch also faulted the Congress for adopting legislation with utterly no explanation of its purpose or rationale. No hearings were held; no debate touched that subject. The provision was smuggled into the huge and overloaded budget bill that an exhausted Congress passed at the last minute before the Christmas vacation. So much for careful legislating in Washington these days.

Perhaps no more rational management of the crossownership issue should be expected. The FCC adopted its crossownership rules in 1975 despite long hearings that produced no evidence that crossownership had abused their power. The appellate court in a rank usurpation of regulatory power, sent the rules back to the FCC with instructions to break up all newspaper-broadcasting crossownerships in the same locality, not just the 16 that the FCC had deemed "egregious" in small towns. The appellate court

justified its directive on the remarkable grounds that "the record no more establishes that crossownership serves the public interest than injures it." No evidence of crime or guilt. But off with their heads.

The Supreme Court overrode the appellate court's decision, but left the FCC's rules intact as written. Dismayingly, however, it approved the appellate finding "that notwithstanding the inconclusiveness of the rulemaking record, the commission acted rationally." Who needs evidence if minds are already made up?

As Murdoch and CBS noted in their filings now before the appellate court, the times demand a review of the crossownership rules. Competing media spring up everywhere. The presumed scarcity of broadcasting stations cited by the courts in reviewing the crossownership rules back in 1977 (appellate court) and 1978 (Supreme Court) was a myth at that time and is a joke now. If Congress is disinclined to correct its own irresponsibility, the court is there to do the job. Let the FCC of 1988 get on with the urgent repairs.

Past due

As readers of this issue's "At Large" will now know, the All Industry Radio Music License Committee owes \$300,000 in legal costs for its defense of equitable music licensing fees for radio stations, brought about through lengthy negotiations with BMI and ASCAP. That defense, and similar efforts in years past, have saved radio stations millions of dollars by holding down proposed fee increases. Yet when the bill came due for this most recent confrontation, radio, in the main, said, "Thanks, but no thanks" and left AIRMLC holding the tin cup.

The committee then turned to the National Association of Broadcasters, asking not for a contribution but a loan, so that the committee membership, and the radio industry as a whole, would not continue to be embarrassed by the outstanding obligation. At its board meeting two weeks ago, the NAB also said, in effect, "Thanks, but no thanks." It created a committee to help AIRMLC raise funds, but earmarked none of the \$14 million in its 1988 budget to that end.

For a medium whose assets and cash flows are counted in the billions, it is embarrassing to allow an overdue \$300,000 obligation to compromise its integrity. It is also short-sighted not to begin preparing for the next round. Ideally, radio's leadership should look for a way to establish tomorrow's permanently funded music licensing mechanism at the same time it retires yesterday's debt.



Drawn for BROADCASTING by Jack Schmidt

"I think I've just been promoted to producer. The boss told me to 'produce or else.'"

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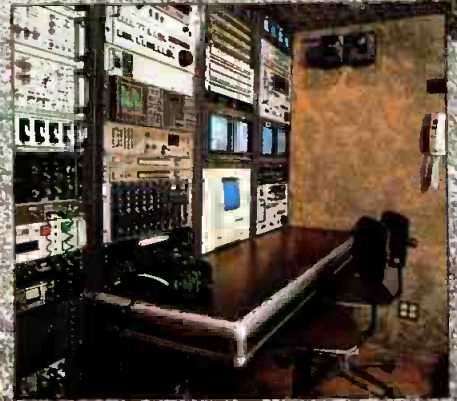
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