

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 15



**Put it on.
Watch it take off.**

AIRWOLF

80 hours of big, bold, beautiful high-tech adventure.
Available Fall 1988.

MCA TV

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36112
AUL-SAS
ROOM 122
BLDG 1405
MAXWELL
T2364 1ZK NOV/90
AL 36112

57th Year 1988
**Counting down
for NATPE**

"At Large" with Roger
and Michael King

**25 OF THE TOP 50
MARKETS ALREADY SOLD**

THE SU FAMILY FEUD SOL AND THE C

It's off to the hottest start
of any new game show.

Both the NBC O&Os (for
prime access) and the CBS
Network (for daytime) have
made the new FAMILY FEUD
a *firm* go for 1988!

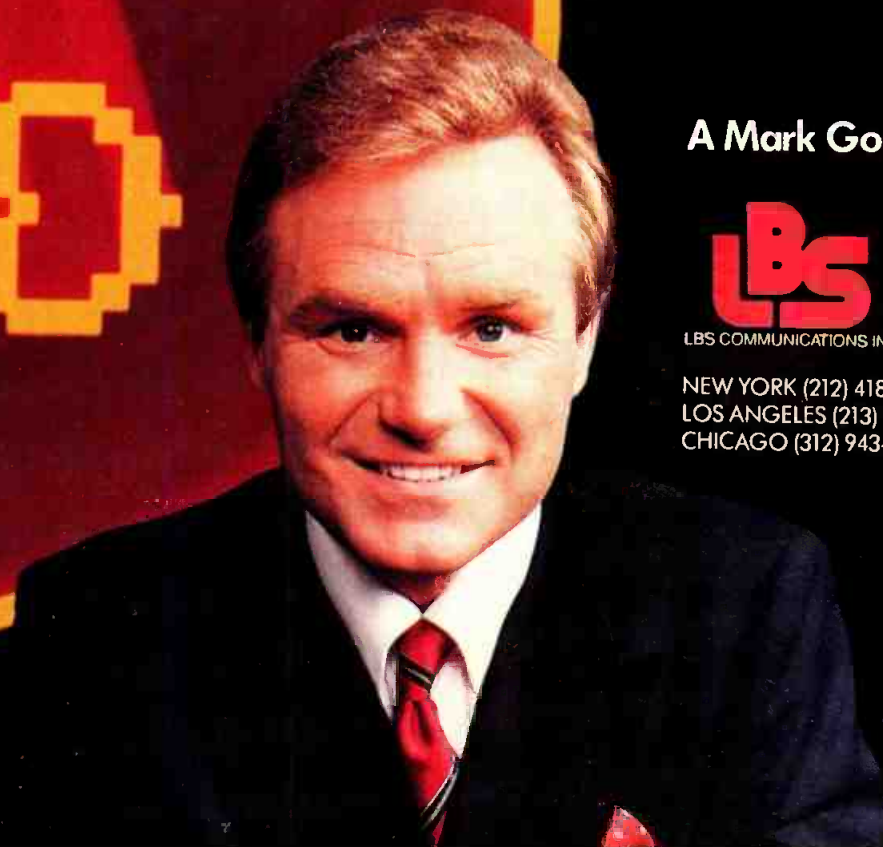
And the list of FAMILY FEUD stations
is growing every day.

If your station is on that list, welcome to the
family! To the few holdouts: call LBS today, be-
fore this year's hottest property is off and running
with someone else.

FAMILY
FEUD

HEY SAYS: TO THE NBC O&Os NETWORK

ILY
ID



A Mark Goodson Production



LBS COMMUNICATIONS INC.

NEW YORK (212) 418-3000
LOS ANGELES (213) 859-1055
CHICAGO (312) 943-0707

Never Underestimate



Available Fall '88
Pre-Sold to KTLA and TVX!

Distributed by LBS in association with Columbia Pictures Television.

The Appeal of Gidget.

She's Gidget, the perennial darling of teenage America. And according to the latest Nielsen, that popularity is snowballing.

Besides doing a brisk business with teens, Gidget is a hit with women 18-34 as well — the bulk of daytime TV's core audience.*

And starting this year, Gidget fans of all ages have even more to adore: A Gidget strip, a very special Gidget strip featuring the best of *The New Gidget* starring Caryn Richman and Dean Butler, together with classic *Gidget* episodes starring Sally Field.

Even more appealing, this strip is part of a special barter/cash offer that comes absolutely risk-free!

So before you find yourself out in the cold with just any comedy, call LBS and get your hands on the one that's hot. Gidget!

Take a look
at us Now!



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Chicago (312) 943-0707

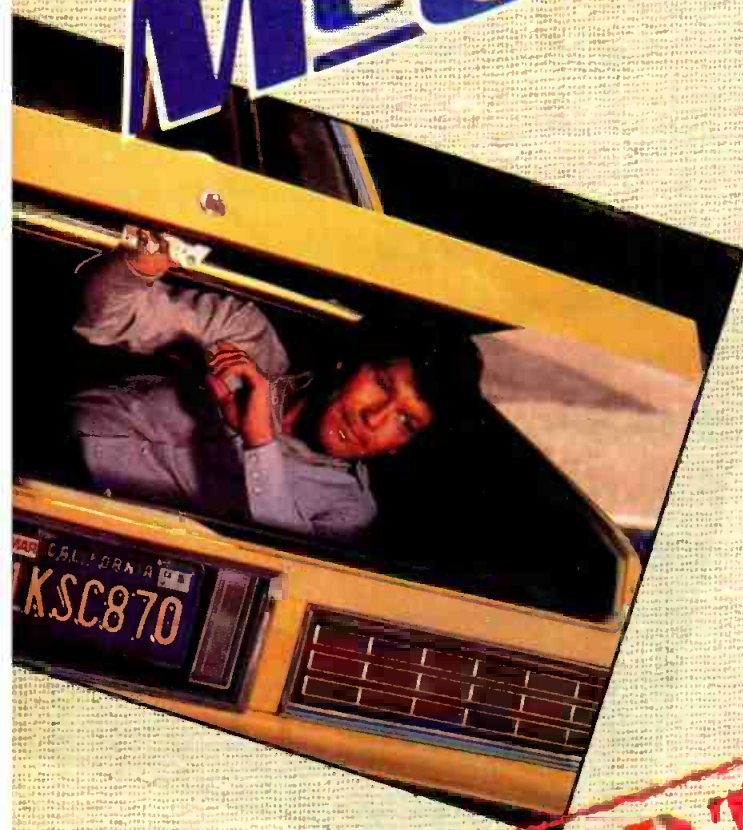


*NSI NOV '87
© LBS Communications Inc. 1988

HARDCASTLETM AND McCORMICK

THE HARD FACT

If you find yourself looking at your station's bottom line as much as you do its programming, take a look at the hard facts behind HARDCASTLE & McCORMICK!



HARD TO BEAT



In markets large and small, on affiliates and independents, in early and late fringe, HARDCASTLE & McCORMICK delivers substantial audience gains:

HH SHR % INCREASE
NOV '87 vs NOV '86*

Los Angeles/KHJ	+ 43%
San Francisco/KRON	+ 58%
Seattle/KOMO	+ 27%
Hartford/WTIC	+100%
Nashville/WSMV	+ 36%
New Orleans/WDSU	+140%

A STEPHEN J. CANNELL PRODUCTION

DISTRIBUTED BY LBS IN ASSOCIATION
WITH COLUMBIA PICTURES TELEVISION

© 1988 LBS COMMUNICATIONS

NOV '87



HARD TO IGNORE

With hard-driving action and freewheeling personalities, **HARDCASTLE & McCORMICK** attracts the kind of audience that attracts prime advertisers.

These guys deliver **18-49** and **25-54** demos in both early and late fringe in tough markets like Los Angeles, Seattle, Houston and San Francisco.*



HARD TO RESIST

Best of all, **HARDCASTLE & McCORMICK** is available as a strip or weekly series at a hard-to-pass-up price.

Once you know the hard facts, the choice is easy. **HARDCASTLE & McCORMICK**.

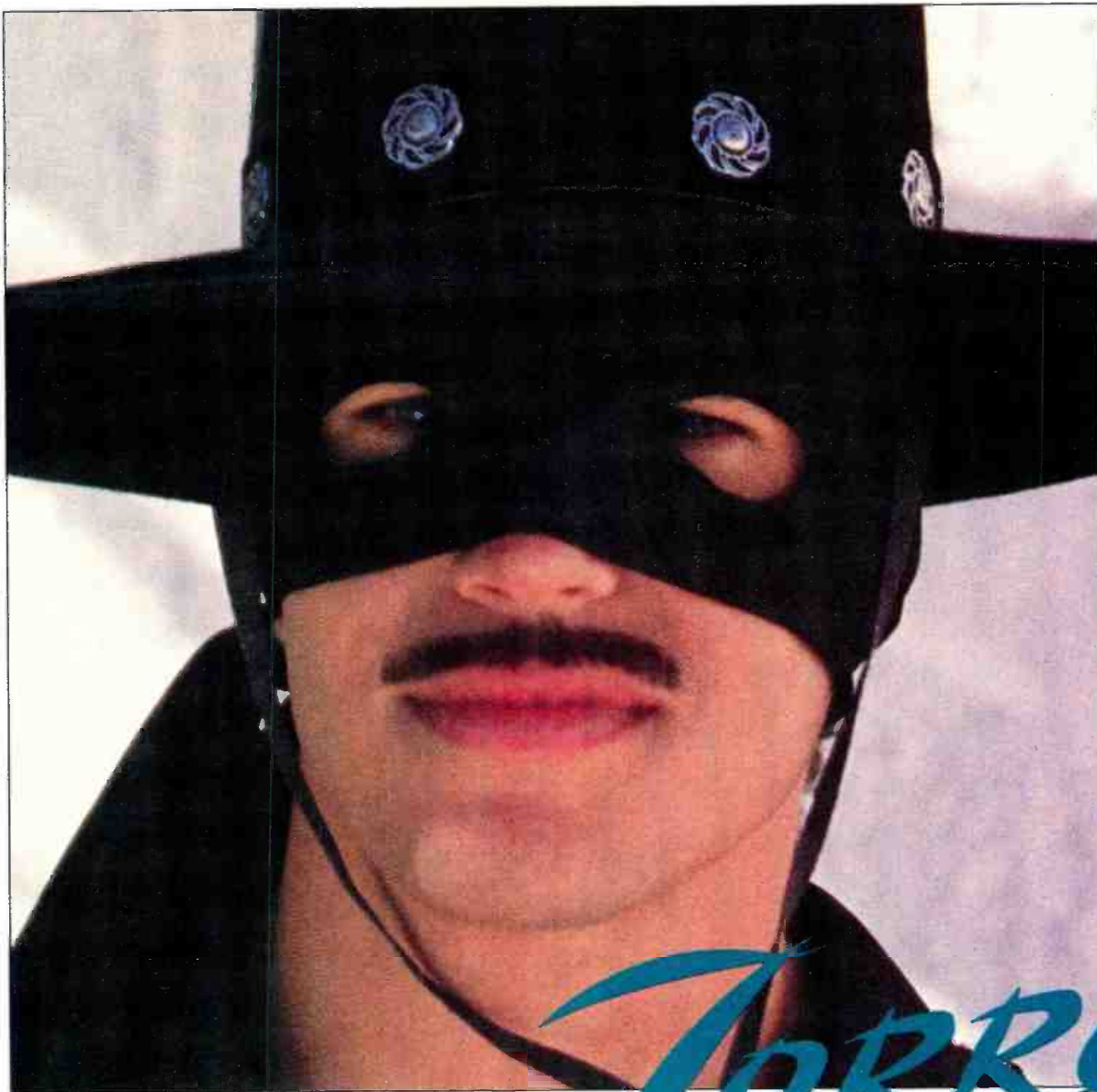
Take a look
at us Now!

LBS COMMUNICATIONS INC.

NEW YORK (212) 418-3000
LOS ANGELES (213) 859-1055
CHICAGO (312) 943-0707



DASHING



One of the most romantic heroes of all time returns in an all-new action/adventure series! ZORRO, THE LEGEND CONTINUES stars Patrick James as the mysterious and debonaire swordsman whose daring exploits will capture the imagination and hearts of audiences all across America.

25 half-hours for the fall of 1988.

Goodman/Rosen Productions for Ellipse Programme
in association with the New World Television Group

ZORRO
the legend continues!



NEW WORLD
TELEVISION GROUP

DARING



Photo: Francesco Scavullo

The HELEN GURLEY BROWN SHOW

Daring, provocative and very personal, Helen Gurley Brown, well-known editor of *Cosmopolitan*, now has her own show! Saluted as one of the 50 most influential women of this century,* she has an ongoing relationship with over 10.4 million readers in the U.S. alone. Now she reaches that audience *and more!* Welcome to the talk show with a difference... The difference is Helen Gurley Brown!

Weekly strip for the fall of 1988

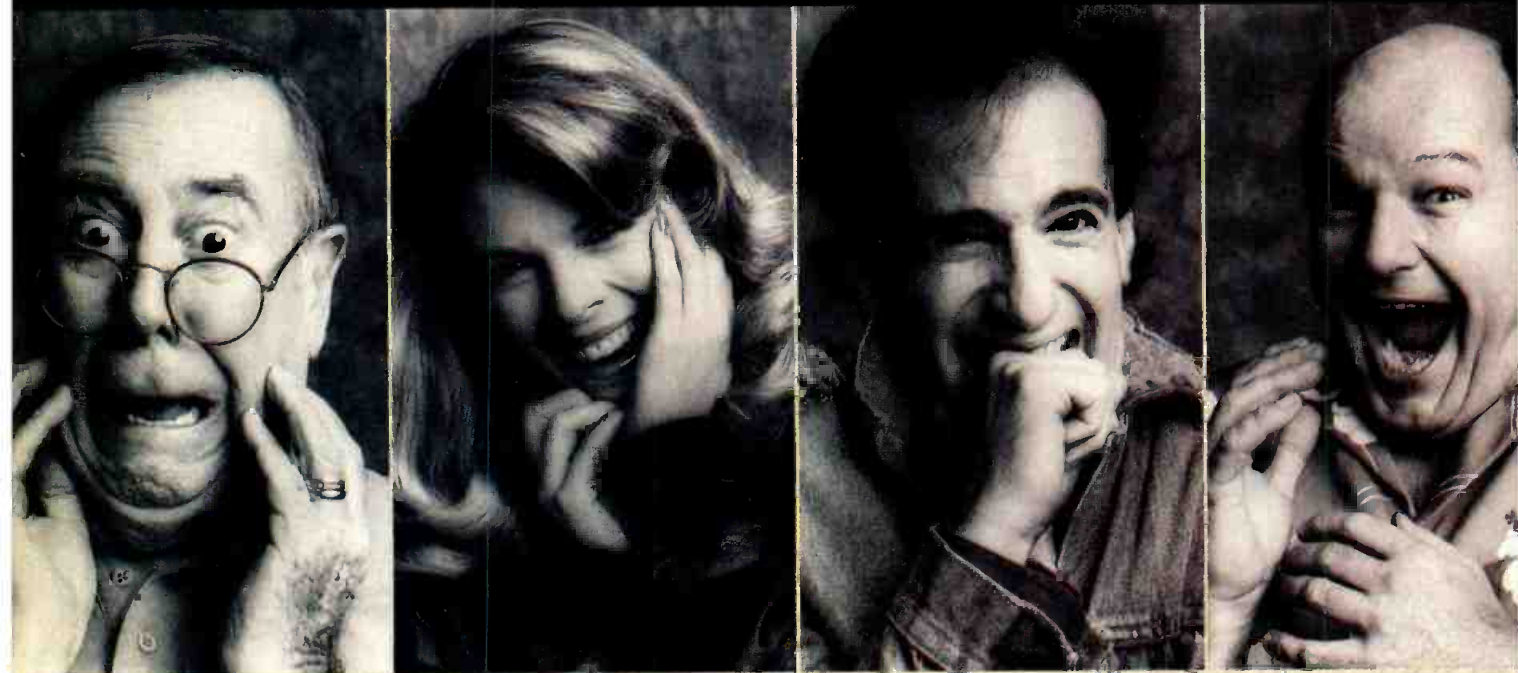
Zanuck/Brown and Atlantic/Kushner/Locke
in association with the New World Television Group



NEW WORLD
TELEVISION GROUP

*Woman's Day/October 27, 1987

Wild. Wacky. Weekly.



From real life at its most unpredictable and hilarious best comes the wildest, wackiest weekly series for Fall '88. It's the new Life's Most Embarrassing Moments.

Thirty minutes of non-stop fun from the producers of the original network specials that attracted shares as high as 44. Including classic moments from those shows.

Host Roy Firestone and guest celebrities present a collection of the zaniest spontaneous experiences ever captured on film and tape. The embarrassments of TV personalities, movie stars, athletes, politicians and all of us.

Someday soon we'll all look at this and laugh.



Host Roy Firestone (right) with guests Richard Lewis (left) and Billy Crystal

Produced by
Woody Fraser Productions for
Reeves Entertainment Group

Syndicated by

GROUP W
PRODUCTIONS
A WESTINGHOUSE BROADCASTING COMPANY

3801 HAHAM BOULEVARD, LOS ANGELES, CA 90068 (213) 850-3900

Life's Most
EMBARRASSING
MOMENTS

Broadcasting Feb 15

ABC's Olympic losses could reach \$50 million...page 59.

Two more get superstation status...page 60.

Murdoch has his day in court...page 63.

GOING FOR GOLD □ Winter and summer '88 Olympics should boost broadcasters' revenues this year. However, ABC, which began carriage of winter games on Feb. 13, may not recover its rights and production costs. Picture is brighter for NBC's carriage of summer games. **PAGE 59.**

COAST TO COAST □ Superstation universe will increase to 20 stations, as Eastern Microwave puts WSBK-TV Boston and KTLA(TV) Los Angeles on Satcom I-R. **PAGE 60.**

SYNDICATION'S ROYALTY □ Due in large measure to *Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show*, King World's coffers continue to grow. In this "At Large" interview with BROADCASTING, Roger and Michael King discuss today's tough television syndication marketplace and plans for future. **PAGE 67.**

SILVER ANNIVERSARY □ NATPE international program conference begins next week in Houston, with more than 7,500 expected to attend. Agenda and exhibitor listings begin on **PAGE 80.**

CABLE WINDOW □ National Cable Month organizers have 56-hour cable programing preview ready for

April, urging viewers to "discover our difference." **PAGE 116.**

SEX ON TV □ Planned Parenthood says there were some 65,000 episodes of sexual behavior or references to it during prime time programing on ABC, CBS and NBC during 1987-88 season, with scant reference to contraception or sexual education. **PAGE 121.**

LITTLE PITCHERS □ Arkansas AM sees future in its three-year-old "Children's Radio" format and eyes growth through possible syndication. **PAGE 125.**

SKYWAY PATROL □ Denver TV station helicopter pilot becomes part of story, helping stop getaway car of murder suspect. **PAGE 137.**

AMENDING OBSCENITY LAWS □ Legislation introduced on Capitol Hill would, among other things, amend obscenity laws to "make it clear that obscene programing is illegal on cable or subscription services." **PAGE 141.**

COMMUNITY CABLE □ James Robbins, president of Cox Cable, is a veteran of service in the trenches in local cable system management and in service to the community. **PAGE 159.**

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“Wheel” and “Jeopardy!”

17 stations that won't play games with their future

WLS, Chicago
WPVI, Philadelphia
KRON, San Francisco
WDIV, Detroit
KSDK, St. Louis
WMAR, Baltimore
KCST, San Diego
KCTV, Kansas City
WTMJ, Milwaukee

WWL, New Orleans
WTVD, Raleigh
KWTU, Oklahoma City
WPRI, Providence
WPEC, West Palm Beach
WXEX, Richmond
KVBC, Las Vegas
KTVN, Reno



Renewed through 1992!

Representing these prestigious groups

Cap Cities/ABC

Post-Newsweek

Gillett

Knight-Ridder

Multimedia

Storer

Meredith

Chronicle Broadcasting

Nationwide

Valley Broadcasting

Journal Communications

Loyola University

Griffin Television

Photo Electronics Corp.

Sarkes Tarzian

**WHEEL OF
FORTUNE**

JEOPARDY!

A firm go for the 1990-1991
and 1991-1992 seasons.

Produced by
MERV GRIFFIN
ENTERPRISES
a unit of Columbia Picture Entertainment Inc.

Distributed by
KINGWORLD



SOMEBODY'S GOTTA GET AMERICA GOING IN THE MORNING.

I'M THE GUY WHO'S GONNA DO IT.

Body by
JAKE

Body by
JAKE
THE SHAPE OF THINGS TO COME

Finally! The healthy alternative
to all the talk. "BODY BY JAKE"

—a new kind of morning
show that makes you
feel *great*. It's celebrities.

Fitness and nutrition.

Workout demonstrations.

And Jake Steinfeld—a master
of motivation who knows how to
work up an audience and get results!

Renowned trainer to the stars
and fitness expert, Jake gets

you up and gets you
going... so what are

you waiting for? Discover
what the stars have known all along.



**FIRST-RUN HALF-HOUR STRIP.
ADVERTISER SUPPORTED.
FOR FALL 1988.**

Los Angeles
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New York
(212) 315-3030

Nashville
(615) 373-5972

Chicago
(312) 664-4013

Samuel Goldwyn

SAMUEL GOLDWYN TELEVISION

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Standing pat

Discussions between National Association of Broadcasters and National Cable Television Association on must carry continued last week. NAB President Eddie Fritts and NCTA President Jim Mooney met for lunch at Madison hotel in Washington to "explore common interests" on must carry. Association executives were keeping lid on specifics, but Fritts has told BROADCASTING that reinstitution of syndicated exclusivity rules is "nonnegotiable" as far as broadcasters are concerned. And he told BROADCASTING NAB is not interested in "voluntary" solution to must carry.

Preemptible policy

FCC's political branch is studying its policy on use of preemptible advertising units by political advertisers and how prices for such spots affect lowest-unit-rate rules during election campaigns. Branch chief Milton Gross said he constantly gets calls about preemptibility during campaign season, and commission has never issued precedent-setting decision on matter. "What we are saying is we are looking to see if we need to do anything," he said.

Dead end

All three TV broadcasting networks made live feeds of President Reagan's Feb. 2 contra aid speech (and Democratic response) available to their affiliates, but few, if any, carried it. According to A.C. Nielsen, 99% of affiliates cleared regular prime time programing. Two affiliates known to have cleared speech live, Hubbard Broadcasting's KSTP-TV Minneapolis and KOV-TV Albuquerque, N.M., did so through Washington-based TV Direct news service, co-owned by Hubbard's Conus and Associated Press. According to CNN, which carried speech live, about 500,000 homes tuned in to Reagan speech, about average for that time period.

Close to home

Cabletelevision Advertising Bureau, for first time, is adding full day of sessions at annual conference (April 10-12) on commercial production and insertion for local systems. Decision to add nuts and bolts sessions, CAB says, reflects growing use of various advertising vehicles by cable operators. Day two will concentrate on local sales. Day three, devoted to national advertising, opens with general session featuring John Malone, Tele-Communications Inc.; Frank Biondi,

Viacom International; Bill Grimes, ESPN, and Joseph Ostrow, Foote, Cone & Belding.

Gee, GTE

Rainbow Programing Enterprises is looking to move its five regional cable sports services to GTE Spacenet III-R, which will be launched March 11. RPE's four northern services, SportsChannels in New York, Chicago and New England and Prism (Philadelphia), are on GE Americom's Satcom IV, home also to Rainbow's American Movie Classics and Bravo. Lease for its fifth service, SportsChannel Florida, on Hughes Communications' Galaxy III, runs out next month. Word is that Florida service, once Galaxy lease expires, would be moved to Satcom IV temporarily until deal is set that would move all five services to Spacenet III-R.

Talking up talk

As MCA TV has been out among stations clearing new program entries for next fall, company has also been assessing marketplace interest for *The Morton Downey Show*, featuring son of late singer in talk format, which currently runs on MCA-owned WWOR-TV New York. Sources say those inquiries have been for use of show in late night, where some feel show would be natural fit. From Jan. 11 to Feb. 5 at current 9-10 p.m. spot on MCA station, *Downey* has averaged 5.1/8 in Nielsen and 4.7/7 in Arbitron. Last week at 11-12 p.m. (Feb. 8-11), show averaged 4.2 in Nielsen and 4/10 in Arbitron. Another confrontational talk show already looking for late-night spot on stations schedules is *Liddy* from All-American Television.

Tech talk

Announcement is expected this week on new operational details of Broadcast Technology Center. "We're doing some organizing backstage and finalizing some plans," said Michael Rau, National Association of Broadcasters vice president and acting head of science and technology department, last week. NAB will be equal partner with ABC, CBS, NBC, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations. Each partner will contribute \$700,000. National Cable Television Association was approached by NBC's Tom Rogers to contribute to project. But during Jan. 25 board meeting it decided not to participate until given more information. "We've been approached very informally," said Brenda Fox, NCTA vice

president, special policy projects. But regardless of final decision on center, "there's going to be a lot of cooperation one way or the other with broadcasters in the whole HDTV area," she said.

Thomas Keller, NAB's chief scientist, who was originally picked to head center, "is not a candidate" for job in new plans.

Inner tensions

Reports among National Association of Broadcasters board members that organization had "financed" Arlington, Va., home for President Eddie Fritts (purchased for \$415,000 in 1983) turn out to have been exaggerated. NAB guaranteed \$250,000 bridge loan for Fritts, who was awaiting sale of station in Tupelo, Miss.; loan was repaid in full within 90 days. Full executive committee approved guarantee as customary amenity extended by large companies to chief executive officers.

Tension between Fritts and executive committee—occasioned by his "micromanagement" challenge to board in Hawaii last month (BROADCASTING, Jan. 25)—was evident during Washington meetings and dinner last week. One executive committee member expressed concern over growing "we/they" attitude between staff and board, citing "hero's welcome" staff extended Fritts on his return from Hawaii.

Motives questioned

Senator John Kerry (D-Mass.) has sent letter to HBO expressing concern that pay service's wireline exclusivity proposal (BROADCASTING, Feb. 1) has anticompetitive overtones. Kerry asked for detailed explanation on where policy originated—whether it was developed by HBO, by co-owned cable MSO American Television & Communications, or corporate parent, Time Inc.—and how it would be implemented.

Kerry also asked what implications proposal had for competing video technologies and its likely effect on home viewers. Kerry wants reply before Senate acts on S. 889, which would give backyard dish owners access to cable programing.

Yabba dabba redo

Hanna-Barbera Productions plans to take page right out of history when it pitches three networks on new prime time version of *The Flintstones*, first animated strip to run in network prime time—from 1960 until 1966. Hanna-Barbera has several ideas in mind for updated version of caveman series.

SUPERIOR

<u>MARKET</u>	<u>STATION</u>	<u>TIME</u>	<u>NOVEMBER '86 PROGRAMMING</u>	<u>SUPERIOR'S HH SHARE INCREASE</u>
NEW YORK	WCBS	4:00PM	Divorce Court	+13%
CHICAGO	WBBM	3:30PM	Donahue	+13%
DETROIT	WJBK	9:30AM	Fantasy Island	+70%
DALLAS	KXAS	3:30PM	Falcon Crest	+100%
WASHINGTON D.C.*	WJLA	10:00AM	Superior Court	+53%
ATLANTA	WSB	10:30AM	Superior Court	+30%
MIAMI	WSVN	12:30PM	Superior Court	+20%
SEATTLE	KSTW	11:30AM	Divorce Court	+45%
PHOENIX*	KNXV	11:30AM	Maude	+133%
BALTIMORE*	WBAL	9:00AM	Divorce Court	+33%
HARTFORD*	WTNH	10:30AM	Superior Court	+62%
MILWAUKEE*	WITI	4:00PM	Superior Court	+10%
NASHVILLE	WTVF	4:30PM	Superior Court	+22%
RALEIGH	WTVD	5:00PM	Superior Court	+81%
OKLAHOMA CITY	KOCO	4:00PM	One Day/Time	+63%
SAN ANTONIO	KENS	4:00PM	Superior Court	+16%
HARRISBURG	WHP	5:00PM	People's Court	+38%
GREENSBORO	WXII	5:00PM	Superior Court	+30%
TULSA*	KTUL	3:30PM	Superior Court	+19%
RICHMOND	WTVR	9:00AM	Superior Court	+47%
SHREVEPORT	KTBS	10:00AM	Fame/Romance	+129%

SUPERIO

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
DALLAS
WASHINGTON, D.C.

ATLANTA
SEATTLE
MIAMI
PITTSBURGH
SACRAMENTO
INDIANAPOLIS
HARTFORD

Superior Court is
A Ralph Edwards/Stu Billett Production
in association with

LORIMARTM
SYNDICATION
A LORIMAR TELEPICTURES COMPANY

GROWTH.

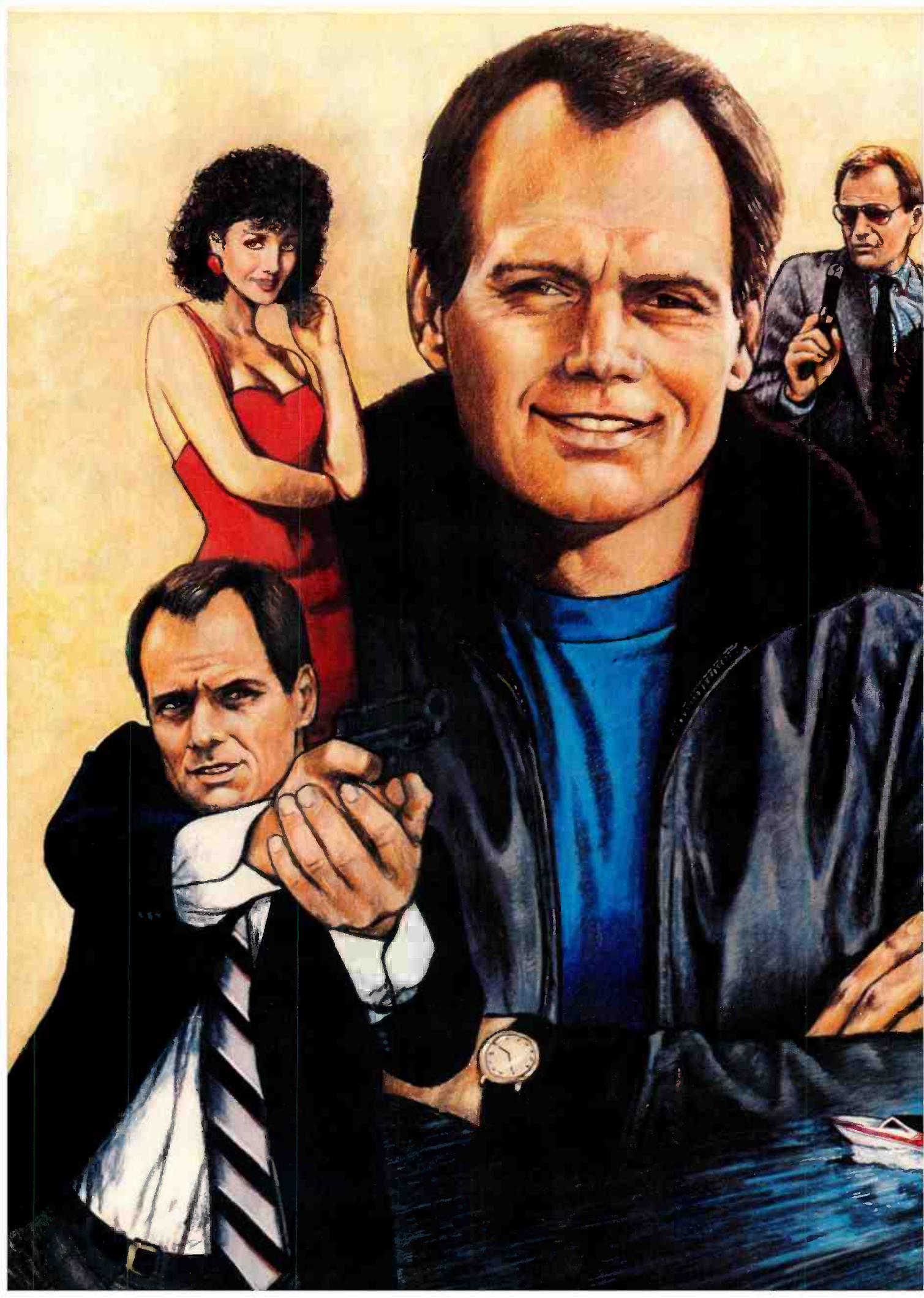
<u>MARKET</u>	<u>STATION</u>	<u>TIME</u>	<u>NOVEMBER '86 PROGRAMMING</u>	<u>SUPERIOR'S HH SHARE INCREASE</u>
KNOXVILLE*	WATE	4:30PM	Magnum P.I.	+94%
CHATTANOOGA*	WDEF	9:30AM	CBS News	+81%
SOUTH BEND	WSJV	5:00PM	Love Connection	+46%
JOHNSTOWN	WTAJ	5:00PM	Superior Court	+27%
EL PASO	KTSM	4:30PM	Superior Court	+11%
FORT WAYNE*	WKJG	5:00PM	Card Sharks	+13%
MADISON*	WISC	8:30AM	The Jeffersons	+90%
FARGO*	KTHI	4:00PM	Superior Court	+17%
CHARLESTON, SC	WCIV	5:00PM	Superior Court	+30%
MONTGOMERY*	WAKA	8:00AM	Superior Court	+75%
LAFAYETTE, LA*	KATC	10:30AM	Jeopardy	+75%
JOPLIN	KOAM	4:00PM	Superior Court	+36%
TERRE HAUTE	WTWO	5:00PM	Happy Days	+53%
CORPUS CHRISTI*	KZTV	4:30PM	People's Court	+43%
DULUTH	KDLH	4:30PM	Superior Court	+24%
MACON*	WGXA	10:30AM	Love Connection	+89%
BECKLEY	WVVA	5:00PM	Superior Court	+16%
MASON CITY	KIMT	9:30AM	Oprah Winfrey	+14%
LUBBOCK	KAMC	4:30PM	Superior Court	+33%
MEDFORD*	KTVL	3:30PM	Young & Restless	+25%
BANGOR	WVH	5:00PM	Superior Court	+29%

SOURCE: NSI Cassandra 11/87, *ARB Apollo 11/87

RENEWALS.

PORTLAND	BIRMINGHAM
KANSAS CITY	NORFOLK
CINCINNATI	HARRISBURG
MILWAUKEE	GREENSBORO
NEW ORLEANS	LITTLE ROCK
GREENVILLE	
BUFFALO	





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TOP 6 MARKETS, INCLUDING:
KTLA • LOS ANGELES



A Stephen J. Cannell Production



TELEVENTURES

LOS ANGELES (213) 785-0111 • NEW YORK (212) 541-6040

Her story. The Washington Press Club Foundation is looking for a few great women. The foundation is sponsoring an oral history project to track the careers of "groundbreaking women journalists, past and present." Currently, the search is focusing on women whose careers began no later than the early 1940's. The first to be interviewed, shortly before her death on Jan. 11, was Beth Campbell, who, from 1936 to 1940, was the only woman in the Associated Press's Washington bureau. Also selected to be interviewed is Pauline Frederick, NBC's United Nations reporter for 21 years. Over the next three years, the foundation plans to interview women "whose work has been rated excellent by their colleagues, who had an individual impact on women in the field of journalism and who as a group represent a diversity of race, geography and type of media." The foundation hopes to raise \$500,000 to fund the three-year project. Anyone with information on possible candidates, or with contributions, should contact the Washington Press Club Federation, Suite 1061, National Press Building, Washington, D.C. 20045.

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 in January, 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). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition the compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting last month, 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 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 would deregulate BOC's.

Broadcast-newspaper crossownership—12-year-old FCC rules barring formation of new co-located newspaper-broadcasting crossownership is in spotlight as result of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) attached measure to catch-all spending bill just before its Christmas recess to block Rupert Murdoch from getting extension of waivers that now allow him to own *Boston Herald* and WFXT-TV in Boston and WYWW-TV and *New York Post* in New York.

Hollings-Kennedy initiative has created storm of controversy, with critics condemning Hollings' and Kennedy's tactics as well as questioning their motives. Last week issue heated up on Capitol Hill. Also, U.S. Appeals Court in Washington granted Murdoch's request for stay of FCC's order dismissing Murdoch's petition for extension of waivers (BROADCASTING, Jan. 25). Murdoch is seeking expedited appeal of commission's action. Court granted stay until 45 days after it reaches decision. Oral arguments were scheduled for last Thursday (Feb. 11).

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, said FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when it becomes possible.

□

■ **Direct broadcast satellites.** Wait-and-see

stance of U.S. operators on high-power DBS, which would use Ku-band spectrum set aside for it (because of high start-up costs and programming dearth) may be proving itself prophetic. European observers have followed saga of so-far unsuccessful start-up of European DBS, West Germany's TV-Sat1, since its launch on Arianespace Nov. 20, 1987 (BROADCASTING, Nov. 30, 1987). The four-channel bird may now be beyond help. German Information Office in New York said latest reports from Germany include problems in addition to still undeployed solar array. That problem has German postal and telecommunications service, administrators of bird, resigned to operating only two of four transponders. Now it appears that incomplete deployment of antenna, if uncorrected, means no operations at all. Engine burns to try and correct problems are planned for this month. In late January, French government announced postponement of launch of its own DBS bird, TDF-1, which had been developed in tandem with TV-Sat.

Despite troubles, GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNC and Aerospatiale to build Intelsat VII and Ausat-B satellites, expressed confidence in partners' product.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites has emerged from home satellite market. It got start in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations, (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes. Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programmers around concept.

□

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

FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984. Under broadcast license renewal legislation offered last year by Congressmen Al Swift (D-Wash.), EEO formula applicable. Cable Act would also apply to broadcasting.

□

Federal Trade Commission. Ongoing antitrust investigation of National Football League television rights contracts included testimony last fall from top network executives, including ABC President Daniel Burke, CBS Spor-

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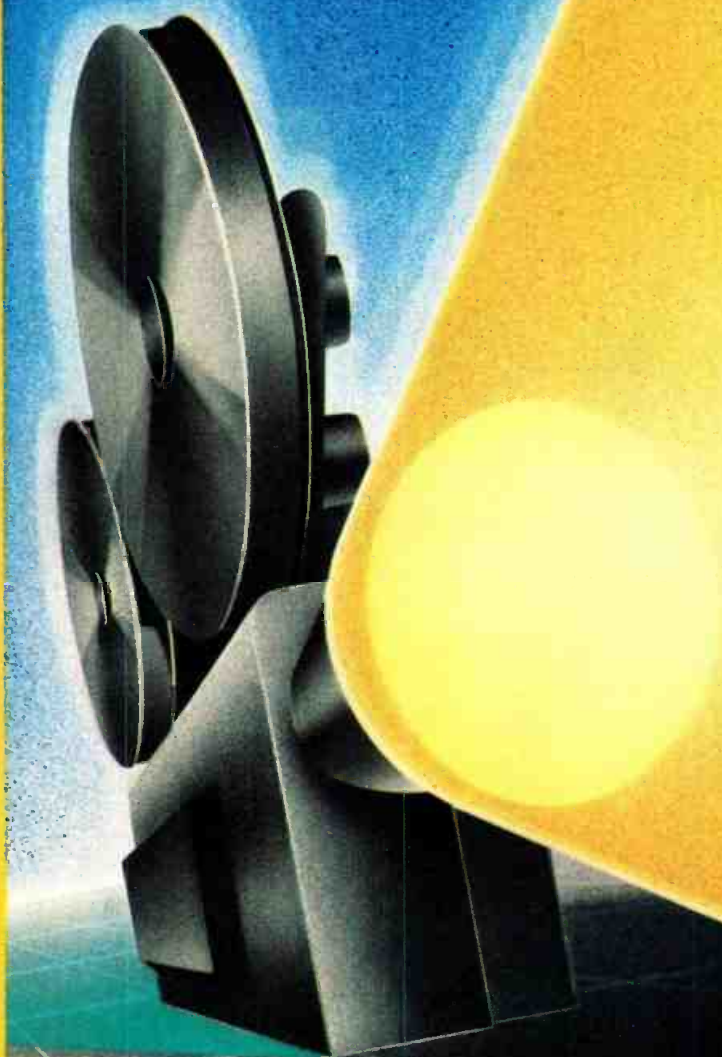
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President Neil Pilson, NBC Sports President Arthur Watson and Fox President Jamie Kellner, as well as NFL Commissioner Pete Rozelle. Contradictory claims about negotiation process for Monday night games from Kellner and Val Pinchbeck, NFL broadcasting director, are among central issues. League's contract with ESPN for package of Sunday-night games was also subject of hearing in Senate and Senate request that Justice Department examine impact of NFL's antitrust exemption as it applies to cable and to look at ABC's ownership of ESPN and possible antitrust implications (BROADCASTING, Dec. 7, 1987).

□

High-definition television. Advanced Television Services (ATS) Advisory Committee is now organizing its subcommittee working parties following first meeting of its blue ribbon advisory panel of top executives of TV industry on Nov. 17, 1987. ATS committee will produce its first set of recommendations for commission, involving spectrum needs, on May 17. Those recommendations will be written by planning subcommittee, which met for second time on Feb. 2, to receive reports from its six working parties. First systems subcommittee meeting was held Jan. 25 and first implementation meeting was held last Thursday (Feb. 11).

Advanced Television Systems Committee's mail-return voting ended with formal document outlining standard devised by working group of Society of Motion Picture and Television Engineers on high-definition electronic production approved by vote of 26 for, 11 against and eight abstained. Standard sets parameters for HDTV production at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. Proposal was sent to full ATSC membership following vote of approval by its T3 subcommittee on Sept. 30, 1987. Same standard, with some editorial differences from ATSC version, is nearing end of standardization process at SMPTE. It will then be sent to American National Standards Institute for approval as American national voluntary standard. However, NBC is believed to be considering asking for new vote on standard by ATSC at next T3 meeting in mid-March.

Broadcast Technology Center, originally announced to be for-profit subsidiary of National Association of Broadcasters' NAB Technologies Inc., is undergoing changes in start-up plans. It was announced during NAB joint board meeting that ABC, NBC and CBS will also participate in project. Association of Maximum Service Telecasters and Association of Independent Television Stations may also participate.

□

Indecency. "Child Protection and Obscenity Enforcement Act of 1988" has been introduced on behalf of White House that would implement recommendation's of attorney general's commission on pornography (see "Cable regulation," above). Act would clear way for states or cities to regulate distribution of "indecent" programming via cable or STV.

Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review in light of First Amend-

ment FCC enforcement of tougher broadcast indecency standard.

Just prior to action, FCC gave notice that stricter standard applies to television as well as radio, telling kzkc-tv Kansas City, Mo., that it may have violated standard in airing of "Private Lessons" last May. It gave UHF station until March 11 to respond. After evaluating response, FCC could impose sanction, ranging from warning to launching of license revocation proceeding. Most likely action is fine.

FCC decided last April to apply broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision, giving it far greater latitude in determining what is indecent. At same time, FCC sent out warning letters to three radio stations.

At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which indecent programming can be broadcast because of perceived minimal risk of children in audience. FCC is examining several other indecency complaints substantiated by either tapes or transcripts and may issue more letters of inquiry.

FCC reaffirmation and creation of safe harbor came in response to petition for reconsideration from broadcasters seeking clarification of April policy. Unappeased, one or more of petitioners is expected to challenge policy in federal appeals court on First Amendment grounds.

□

International Telecommunications Satellite Organization. In dramatic end to investigation by U.S. attorney for District of Columbia, former Intelsat director general, Richard Colino, and business associates in July of 1987 pleaded guilty in U.S. district court to criminal fraud and conspiracy charges growing out of what prosecutors said was siphoning \$4.8 million from Intelsat during construction of addition to its headquarters building. Colino and Deputy Director General Jose L. Alegré were fired by Board of Governors in December 1986 after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. And in September, 1987, U.S. District Judge Gerhard A. Gesell, saying loss to Intelsat had been \$4.5 million, sentenced Colino to six years in minimum security prison and ordered him to make restitution of \$865,000. Colino began serving his sentence on Oct. 31 in Petersburg, Va., prison camp. One associate was sentenced to three years and fined \$100,000; other was sentenced to two years. Intelsat in May filed civil suit against Colino in U.S. district court in Maryland, claiming his activities resulted in damage to organization of \$11.5 million (BROADCASTING, May 25, 1987). Colino at about same time filed for bankruptcy to protect his assets. Both cases are pending.

Intelsat members in April confirmed Board of Governors selection of Dean Burch as successor to Colino as director general.

□

International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided

restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but proposal of only one, Pan American Satellite Corp., which has secured Peru as foreign correspondent, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. PAS satellite is scheduled for launch in March 1988 aboard Arianespace rocket.

However, it is complaining that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets. Rene Anselmo, PAS chairman, has written to President Reagan to ask him to seek cooperation of British Prime Minister Margaret Thatcher in opening Great Britain to PAS.

□

Land-mobile. In response to petition from Association of Maximum Service Telecasters, National Association of Broadcasters and other broadcast groups, FCC has agreed to delay decision on reallocation of UHF channels in eight markets in land mobile radio until completion of its study on advanced television systems (ATV) (see "High-definition television," above). FCC wants to ascertain whether UHF channels in question will be needed for broadcasting ATV systems.

In related proceeding, FCC has proposed minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. If new station cannot meet spacing requirements, FCC also proposed, station may try to negotiate settlement with mobile radio operator.

□

Low-power television. Community Broadcasters Association, which represents budding LPTV industry, has hired Joseph Laughlin, former general manager of WGN-TV Chicago, to head CBA Programming Cooperative. Under Laughlin's direction, co-op will try to buy programming that individual stations could not afford. So far, more than 50 stations have indicated interest in co-op.

FCC's freeze on LPTV applications and major changes—in effect since 1983—thawed with opening of filing window, June 22-July 2, 1987. Some 1,350 applications were received, far fewer than FCC officials had expected. FCC has proposed granting some 800 applications. It is currently working on first list of grants—some 483—of which it has granted about 100 for new stations.

□

Mergers. Closing is anticipated later this month in Continental Cablevision's \$481.7-million acquisition of American Cablesystems. American's shareholders approved sale at meeting Feb. 4. ■ In largest cable deal ever Kohlberg Kravis Roberts & Co.'s SCI Holding will sell 1.4 million-subscriber Storer cable systems to consortium of ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture) for total consideration of \$2.8 billion (BROADCASTING, Jan. 4). Closing is expected in second quarter. ■ U.S. Cable Television Group, limited partnership

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WTSP
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Week after week, WIN, LOSE OR DRAW is the #1 new show in syndication. Outdelivering M*A*S*H. Outdelivering HOLLYWOOD SQUARES. Outdelivering FAMILY TIES, ENTERTAINMENT TONIGHT and GERALDO! And, WIN, LOSE OR DRAW has a young audience comp that's any station's dream come true.

PRIME ACCESS LEADERS - NOV. '87

PROGRAM	RATING	SHARE
WHEEL OF FORTUNE	19	33
JEOPARDY	18	27
PM MAGAZINE	12	21
WIN, LOSE OR DRAW	11	18
HEE HAW	10	22
BIG SPIN	10	18
HOLLYWOOD SQUARES	10	16
ENTERTAINMENT TONIGHT	8	15
FAMILY TIES	9	15
M*A*S*H	8	14

SOURCE: CASSANDRA NSI 11/87 (ACCESS MARKETS ONLY)

WIN, LOSE OR DRAW - #1 AMONG YOUNG ADULTS

GAME SHOW	(% of Total Adult Audience)	
	WOMEN 18-49	MEN 18-49
WIN, LOSE OR DRAW	62%	63%
WHEEL OF FORTUNE	33%	38%
JEOPARDY	36%	43%
NEW NEWLYWED GAME	50%	50%
HOLLYWOOD SQUARES	47%	52%
ALL NEW DATING GAME	60%	58%
\$100,000 PYRAMID	40%	48%
HIGH ROLLERS	46%	47%
TRUTH OR CONSEQUENCES	53%	60%

SOURCE: NTL, NSS THROUGH DEC. 13

TOP 10 SYNDICATED SHOWS - NOV. '87

PROGRAM	RATING	SHARE
1 WHEEL OF FORTUNE	19.0	32
2 P.M. MAGAZINE	12.3	21
3 JEOPARDY	12.1	26
4 OPRAH	10.5	31
5 FAMILY TIES	8.0	16
6 PEOPLE'S COURT	7.9	20
7 M*A*S*H	7.6	17
8 DONAHUE	7.4	29
9 WIN, LOSE OR DRAW	7.0	18
10 CHEERS	6.8	16

SOURCE: CASSANDRA NSI NOV. '87 (ALL MARKETS)

So, if WIN, LOSE OR DRAW isn't slotted for access on your fall schedule, NATPE is exactly the right time for you to do it. Just remember, WIN, LOSE OR DRAW may be the new kid on the block, but by Fall '88, it's bound to be king of the mountain!



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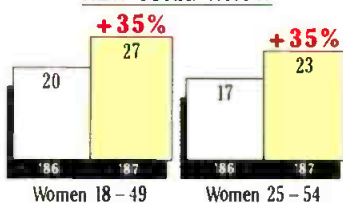
Women, women everywhere love "Family Ties."

So do the stations that have it. They know that to increase time period delivery and rank, "Family Ties" wins . . . and they've got the numbers to prove it.

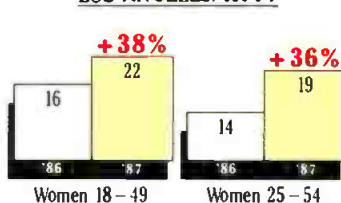
Like to do a number on your competition? Call us for #1 — "Family Ties."

FAMILY TIES VS. NOVEMBER 1986 TIME PERIOD SHARES

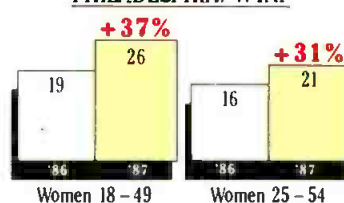
NEW YORK/WNYW



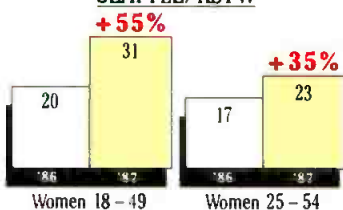
LOS ANGELES/KTTV



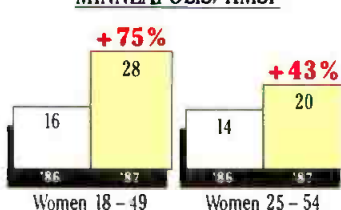
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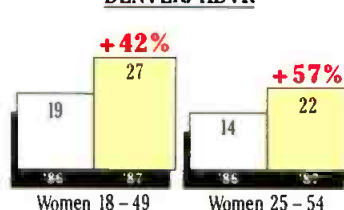
SEATTLE/KSTW



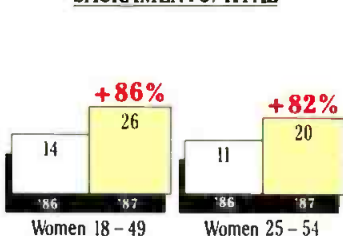
MINNEAPOLIS/KMSP



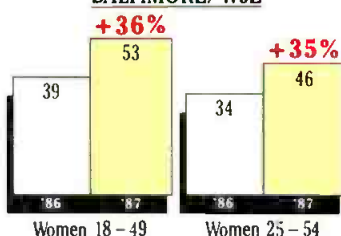
DENVER/KDVR



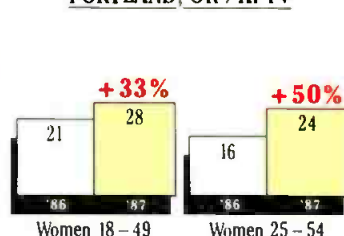
SACRAMENTO/KTXL



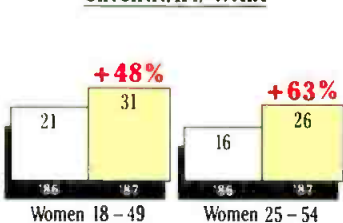
BALTIMORE/WJZ



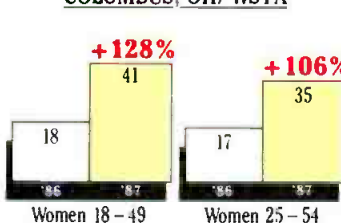
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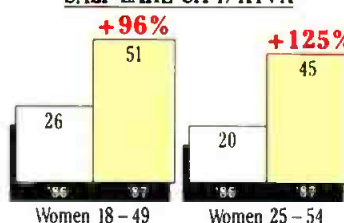
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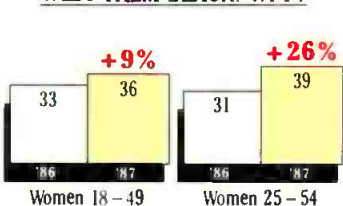
COLUMBUS, OH/WSYX



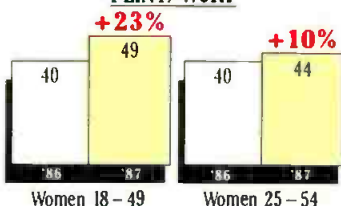
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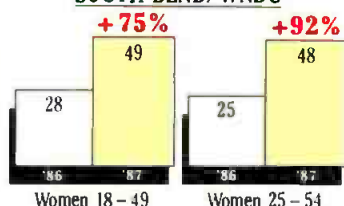
WEST PALM BEACH/WPTV



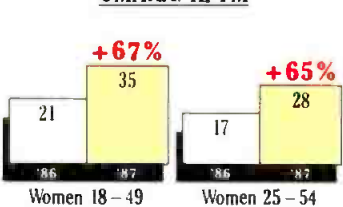
FLINT/WJRT



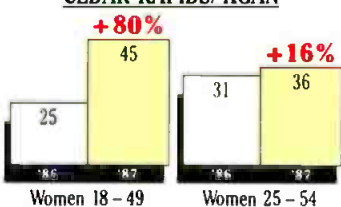
SOUTH BEND/WNDU



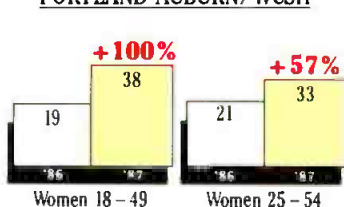
OMAHA/KPTM



CEDAR RAPIDS/KGAN



PORTLAND-AUBURN/WCSH



SOURCE: NSI as dated.

Family Ties®



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. Systems will be run by MultiVision Cable TV Corp., new umbrella company for cable systems of U.S. Cable and ML Media. ■ Closing is expected later this year for Adams Communications purchase of Forward Communications' five TV stations for \$126.5 million from Wesray Capital Corp.

□

■ **Must-carry.** Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello have called for congressional hearings to establish record that could justify resurrection of some form of must-carry rules.

U.S. Court of Appeals struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators. Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground.

At National Religious Broadcasters convention in Washington, FCC Chairman Dennis Patrick responded to charges by Quello that FCC's "flawed" rationale is to blame for latest court decision. Patrick said nothing less than hard evidence that absence of rules would harm broadcasters would have convinced court to sustain rules.

Broadcasters who have fought hard to preserve some form of must carry-rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress. National Association of Broadcasters television board last month directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all cable abuses that occur following the demise of must carry. TV directors wanted to keep statements on must carry to minimum in effort to leave room for NAB President Eddie Fritts to negotiate with cable on matter. Fritts and National Cable Television Association President James P. Mooney are expected to explore possible resolution of must-carry issue with latest set of must-carry rules serving as basis for those discussions.

While court overturned substance of rules, it did not, it said in clarifying order issued on Jan. 29, outlaw A/B switch rules as well. Those rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

□

■ **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 House-Senate conferees compromise 1990 Corporation for Public Broadcasting appropriation worked out shortly before Christmas is \$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. But Office 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. Figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. (AT&T, Comsat General, GE Americom, GTE Spacenet, Hughes Communications and Western Union all submitted satellite interconnection proposals to PBS Jan. 25; NPR also will need new bid in 1991.)

PBS President Bruce Christensen, at Los Angeles press tour last month, said FCC made "asinine" decision in failing to lobby for 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 this month set 1989 member station dues level at \$18.4 million (up from \$16.8 million in 1988, but higher figure includes one-time overhead and interest adjustment and assessment to offset predicted loss of stations from system, as well as 4.5% operating budget increase). Board also adopted plan to phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. January member station advisory vote on controversial unbundling plan was 93 in favor, 85 opposed and 77 "no" votes. Final 1989 budget will be approved at Public Radio Conference next May.

More than 150 stations are carrying first six months of *Good Evening, Prairie Home Companion* replacement launched Jan. 9 by American Public Radio.

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.

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 after March 8 (Super Tuesday) when bill's chief sponsor Senator Al Gore (D-Tenn.) will get first serious reading on strength of his campaign for U.S. presidency. If Gore does well in Super Tuesday there are some who think he would have even less time

to devote to measure, but senator's staff say Super Tuesday is not factor in determining when to bring up measure. Gore, staffer said, hopes to resolve differences among members over bill before taking it to floor. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report.

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 with independent television stating strong objections to measure (BROADCASTING, Feb. 1). Association of Independent Television Stations is waging major campaign to defeat or modify bill (BROADCASTING, Feb. 8) especially if network affiliates are exempted from measure. 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.

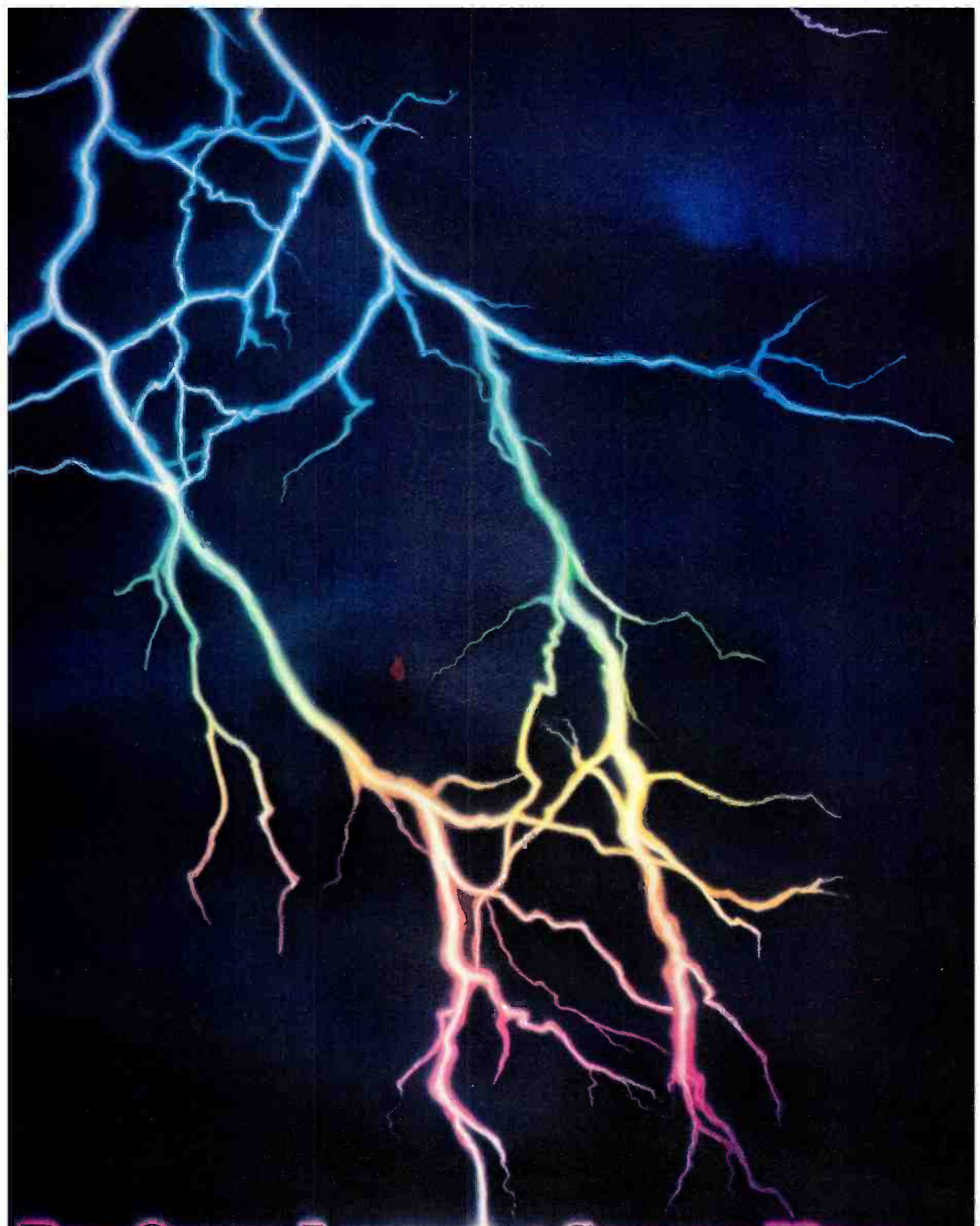
Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

□

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. I



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Viewers who haven't seen them will mark their calendars. Audiences who jammed the theaters will come back for more.

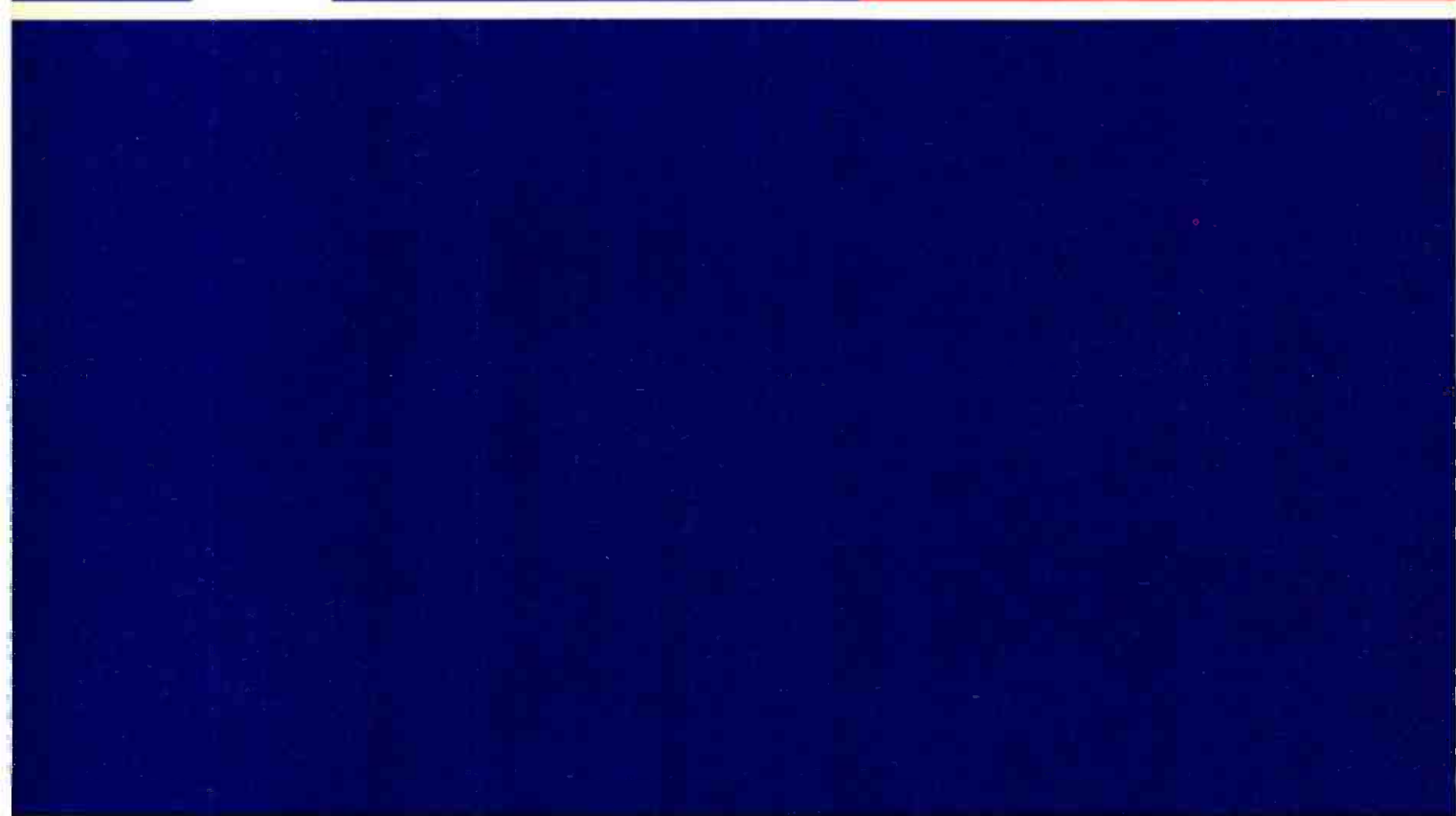
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 Predator ★ Revenge Of The Nerds II: Nerds In Paradise
 Star Wars ★ The Vindicator ★ Warning Sign



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In Children's Programming
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including 45
of the top 50*

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A commentary on the fairness doctrine from Joseph Bellacosa, New York state Appeals Court judge

Why the fairness doctrine deserves to stay dead

Imagine trying to repeal Mother's Day or to declare apple pie unwholesome. That's what the FCC may have had in mind in its decision last year disavowing the child it sired and named, the so-called "fairness" doctrine.

For years, the FCC had imposed on broadcasters a requirement to give reasonable, adequate and free opportunity for the discussion of conflicting views on issues of public importance. No one quarrelled with the laudable theory—to guarantee that scarce public airwaves serve as a marketplace for the free flow of ideas. In practice, however, the governmental doctrine had an opposite effect by exerting a chilling restraint of speech because of the cost in time, money and controversy imposed on licensees who, as ordinary business people, often preferred to pull punches or to stay out of the ring entirely.

How did this doctrine co-exist with the free press and free speech mandates of the First Amendment? In *Red Lion Broadcasting Co. v FCC* (1969), the Supreme Court ruled that the fairness doctrine did not violate the First Amendment rights of broadcasters as long as it applied only to radio and television media. The court, giving great weight to the scarcity of broadcast frequencies, emphasized that there was no absolute right of free speech in regard to unique "limited media" which are in the first instance licensed by a federal agency. "It is the right of the viewers and the listeners, not the right of the broadcasters, which is paramount," concluded the high court.

On the other hand, the print media were not encumbered by this doctrine.

For a while, John Peter Zenger was safe from *Red Lion* but Guglielmo Marconi was not. However, according to the FCC's decision, the simple words of the First Amendment no longer could tolerate a distinction between a "right of reply" as to broadcast media but not as to print media.

Changes had to come. After all, if the FCC licensing hook historically justified the difference as to these media, could it really be too long before it would likewise be proposed by some bureaucrat that the SEC in its antitrust regulation of all businesses, including print media, should one day promulgate its version of an even broader "fairness" doctrine? The doctrine was not on a slippery slope, but on a perpendicular precipice.

In 1986, for example, the United States Court of Appeals for the District of Columbia upheld an FCC determination that the newest broadcasting technique—teletext—was not covered by its own fairness doc-



Joseph W. Bellacosa is an associate judge of the New York state Court of Appeals, Albany. He was admitted to the New York Bar in 1961. He authored Practice Commentaries to McKinney's eight-volume "Criminal Procedure Law of the State of New York," 1974-1985, and was appointed chief administrator of the courts of the state of New York by Chief Judge Sol Wachtler on Jan. 31, 1985, becoming chief administrative judge by virtue of appointment to the Court of Claims in April 1985. He was appointed associate judge of the Court of Appeals by Governor Mario M. Cuomo on Jan. 5, 1987.

trine. Was that the FCC's signal that a complete retreat was in the air? The court decision, written by Judge Bork, was joined by his then-colleague on that court, Judge Scalia, now on the United States Supreme Court. It criticized the scarcity rationale as a basis for distinguishing between broadcast and print media, noting that the distinction creates "strained reasoning and artificial results." Notably, Judge Bork suggested that perhaps it was time for the Supreme Court (to which he failed to be confirmed) to reconsider the *Red Lion* decision. The FCC, taking this cue that it was the single parent of the fairness doctrine, beat the court to the punch, for now, finding that the scarcity rationale had empirically evaporated over the past 18 years with giant advances in spectrum technology and with the growth of independent networks and cable television channels.

Judge Bork's *Telecommunications* case itself (the Supreme Court denied certiorari) had sent a strong signal about the waning vitality of the fairness doctrine. In order to uphold the FCC exemption for teletext, Judge Bork first posited that the fairness doctrine was a policy solely of the FCC and could thus be modified or repealed by the FCC alone, which it has now done. The case, however, also induced Congress to react last year with its own "The Fairness In Broadcasting Act"—designed to promulgate

a congressional approbation of the fairness doctrine. President Reagan joined the fray by vetoing the bill.

Congress then tried, and failed, to reinstate the fairness doctrine by attaching it to a catch-all spending bill last December. 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 was killed.

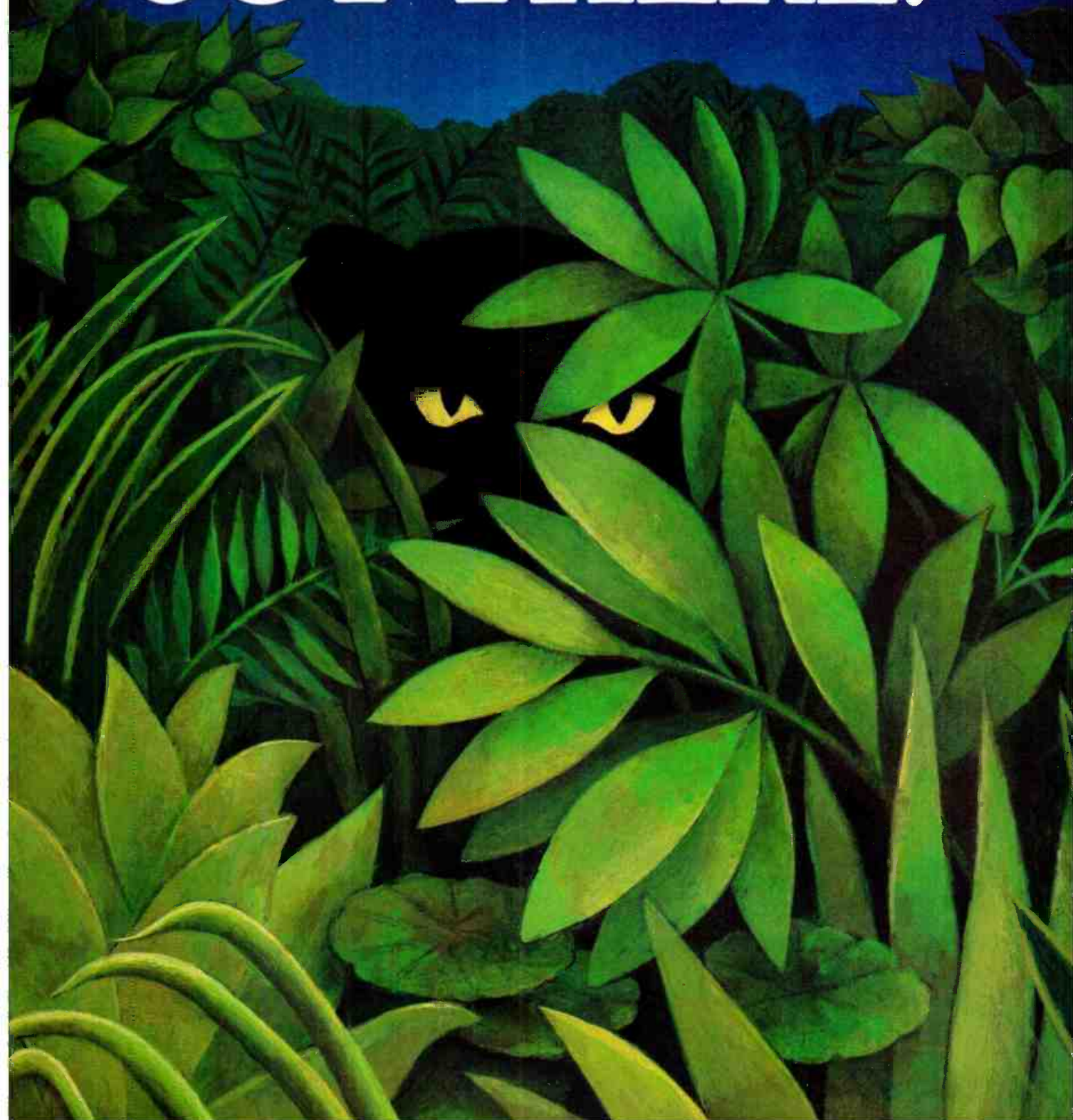
As a state court Judge, I may dare express a prophecy about the ultimate judicial resolution of this purely Federal issue: the doctrine will be slain by the Supreme Court on First Amendment grounds, not just stunned on a regulatory basis.

The elegant language of the First Amendment says: "Congress shall make no law...abridging the freedom of speech, or of the press...." Those simple words protect speakers from government, not just listeners, as the Supreme Court said in *Red Lion*. Neither Congress nor its creature, the FCC, can give away what is not theirs in the first place. So no matter how comforting it would be for the Congress to wrap itself around "fairness" (a concept not explicitly or penumbraally protected by the Constitution as free speech and free press expressly are), the Supreme Court would be compelled to concentrate on those words in the First Amendment of the Bill of Rights when it eventually gets to rule on this issue again.

There is a curious irony in the position of those who support retention or legislation of the fairness doctrine. They say it protects and promotes free speech, yet the chill that blows off this doctrine should be easily recognized and felt. For example, complaints and requests for response time, which were sent routinely to the bureaucrats at FCC headquarters in Washington, were delivered first to the chilly basement headquarters where complaint files and acknowledgements are kept and processed. Does anyone doubt that the copies that were sent to the stations and broadcasters sent shivers down their mikes, whether the complaints ever made it to the commissioners' executive suites or to formal proceedings? That constitutes blatant government interference with the exercise and content of free speech and free press. So, the name and label should not fool anyone.

The news is encouraging that in the year of the bicentennial celebration of the Constitution the fairness doctrine with its *Red Lion* imprimatur may have been put to sleep. There is continued cause for vigilance, however, because Congress and supporters of the dormant doctrine may yet again try to awaken the beast. Hopefully, the Supreme Court will always be there to slay the dragons and lions.

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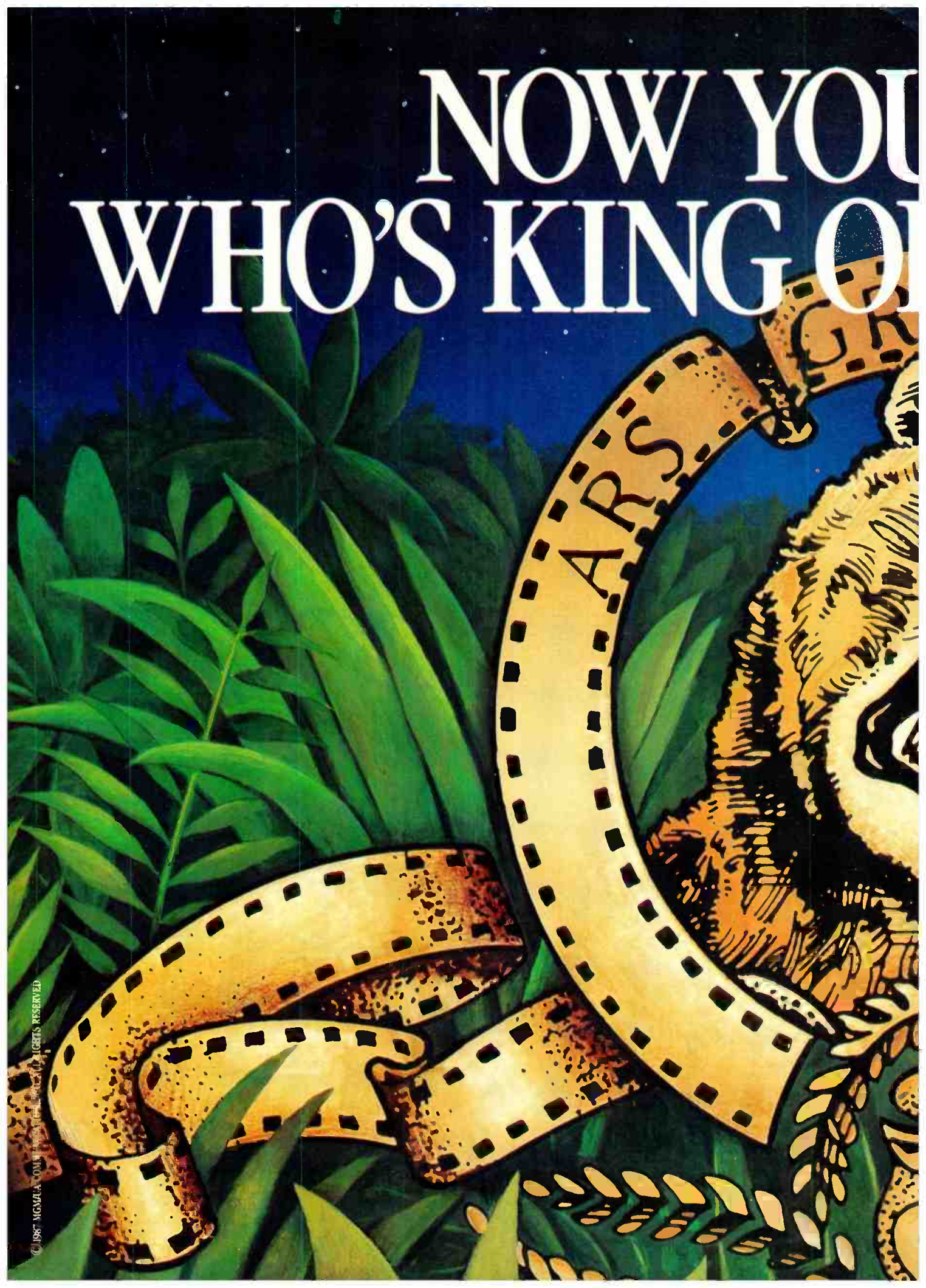
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This week

■ **Feb. 16**—"New York Cable Feud," sponsored by *Women in Cable*, featuring four teams representing four boroughs of New York City, including John Gault, Manhattan Cable and ATC; Dick Aurelio, Brooklyn Queens Cable; Ruth Gilbert, Staten Island Cable, and Barry Rosenblum, American Cablevision of Queens. HBO Media Center, New York. Information: Beth Araton, (212) 661-6040.

Feb. 16—Presentation of Excellence In Media Angel Awards. Beverly Wilshire, Los Angeles. Information: (213) 465-9665.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 16-17—*Broadcast Credit Association* credit seminar. San Diego Marriott.

Feb. 16-17—*North Carolina CATV Association* winter meeting. Raleigh Marriott, Raleigh, N.C. Information: Laura Ridgeway, (919) 821-4711.

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

Feb. 17-21—Music Personnel Conference sponsored by *Association of Music Personnel in Public Radio*. Westin hotel, Boston. Information: John Fischer, (319) 335-5730.

Feb. 18-19—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. San Diego Marriott, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 19-21—"Economics and the '88 Elections," conference for journalists, co-sponsored by *Foundation for American Communications and Gannett Foundation*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

■ **Feb. 20**—*American Women in Radio and Television, Southern California chapter*, meeting of the minds. Burbank Studios, Los Angeles.

Also in February

Feb. 21-March 13—"Vietnam on Television: Television on Vietnam," exhibition of Peabody Award entries chronicling television coverage of the Vietnam War, sponsored by *Museum of Broadcast Communications* and *Henry W. Grady School of Journalism and Mass Communication at University of Georgia*. Kraft Television Theater, MBC, Chicago. Information: (312) 987-1500.

■ **Feb. 22**—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Denver. Information: Paul Harr, (404) 925-5778.

Feb. 22-26—Mass Communications Week, sponsored by *Texas Tech University*. Texas Tech, Lubbock, Tex. Information: (806) 742-3385.

■ **Feb. 23**—Speech on media mergers and acquisitions by Peter Kent, vice chairman of Henry Ansbacher Inc., investment company, to *Columbia Business School*. Uris Hall, Columbia University, New York. Information: Fritz Jacobi, (212) 280-2747.

Information: Fritz Jacobi, (212) 280-2747.

Feb. 23—*Television Bureau of Advertising* regional sales conference. Fairmont hotel, New Orleans. Information: (212) 486-1111.

■ **Feb. 23**—*Greater Philadelphia chapter of Women in Cable* luncheon meeting. Williamson's restaurant, Bala Cynwyd, Pa.

■ **Feb. 23-24**—"Sports 1988—Changing Economic and Social Issues," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Feb. 23-25—Mark Goodson seminar series, reported by Eric Severeid, sponsored by *Museum of Broadcasting*. MOB, New York. Information: (212) 752-4690.

Feb. 24—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25—*Caucus for Producers, Writers and Directors* meeting. Los Angeles. Information: (213) 652-0222.

■ **Feb. 25**—"Everything You Wished You Knew About Bankruptcy in Two Hours," program sponsored by *Federal Communications Bar Association* Continuing Legal Education Committee. Washington Marriott, Washington. Information: Howard Weiss, (202) 659-4700.

Feb. 25-29—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

Feb. 26—Deadline for entries in Community Radio Program Awards competition, sponsored by *National Federation of Community Broadcasters*. Information: (202) 797-8911.

Feb. 26-28—*Intercollegiate Broadcasting System* national convention. Penta hotel, New York. Information: (914) 565-6710.

Feb. 27—"Television: A Medium Focuses on Itself," panel sponsored by *New School for Social Research*. New School, New York. Information: (212) 741-5690.

Feb. 29-March 2—*National Association of Broadcasters* state leadership conference. J.W. Marriott, Washington. Information: (202) 429-5310.

March

■ **March 1**—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Chicago. Information: Paul Harr, (404) 925-5778.

March 2—*Ohio Association of Broadcasters* Ohio congressional salute. Sheraton Grand hotel, Washington. Information: (614) 228-4052.

March 2—Fourth annual communications awards dinner, sponsored by *National Association of Black Owned Broadcasters*. Sheraton Washington, Washington. Information: (202) 463-8970.

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 4—Deadline for entries in Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: (213) 465-3777.

March 6—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 7—*Television Bureau of Advertising* regional sales conference. Red Lion hotel, Seattle.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center

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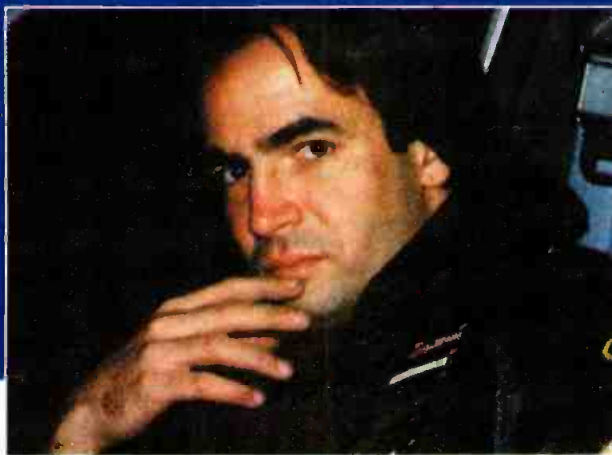
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■ **March 8**—Pay-per-view seminar sponsored by *Scientific-Atlanta*. Atlanta. Information: Paul Harr, (404) 925-5778.

■ **March 8**—*Southern California Cable Association* monthly meeting. Speaker: Ted Turner, Turner Broadcasting System, on pay programming/basic cable. Information: Bill Cullen, (818) 997-0100.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9—*Television Bureau of Advertising* regional sales conference. Meridian, San Francisco.

March 9-10—*Association of National Advertisers* television advertising workshop. Speakers include ABC's Frank Gifford, NBC's Bryant Gumbel and CBS's Dan Rather. Plaza hotel, New York. Information: (212) 697-5950.

■ **March 10-11**—"Cable Television Law: Three Years after the Cable Act," seminar sponsored by *Practising Law Institute*. New York Hilton, New York. Information: Ann Tracy, (212) 765-5700.

March 11—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

March 11—*Television Bureau of Advertising* regional sales conference. Marriott City Center, Denver.

March 11-13—"The United States and Mexico," conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. San Diego Princess, San Diego. Information: (213) 851-7372.

March 13-15—First Amendment Congress, organized in 1979 by *Jean Otto*, *Society of Professional Journalists*, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 13-15—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

■ **March 14-17**—Third annual Missouri/Campbell Workshop for Health and Nutrition Journalists, sponsored by *University of Missouri-Columbus*. UM campus, Columbia. Information: (314) 882-2880.

Major Meetings

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.

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—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

■ **June 6-9**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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* annual conference. 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 *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27—*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.

■ **Jan. 28-Feb. 1, 1989**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 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.

March 14-18—Gannett Center for Media Studies technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

March 15—International Radio and Television Society newsmaker luncheon. Speaker: Thomas Murphy, chairman, CapCities/ABC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 15-16—American Advertising Federation spring government affairs conference. Willard hotel, Washington.

March 15-16—New York State Broadcasters Association seventh annual "call on Congress." Capitol Hill, Washington.

March 17-19—Native American Press Association conference, co-sponsored by Native American Public Broadcasting Consortium. Regency hotel, Denver.

March 17-20—Alpha Epsilon Rho, National Broadcasting Society, national convention. Sheraton Center, New York.

March 20-24—National Computer Graphics Association conference and exposition. Anaheim Convention Center, Anaheim, Calif.

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

March 22—13th annual Commendation Awards ceremony, sponsored by American Women in Radio and Television. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 23-24—Illinois Broadcasters Association spring convention and Silver Dome awards presentation. Ramada, Springfield, Ill.

March 23-25—"Reporting on the Courts and the Law," workshop for journalists from "Chicago commuting area," sponsored by American Judicature Society, Chicago. Information: (312) 558-6900.

March 24—"Cable in the City: Turning the Corner," third annual Video Metro New York conference, "forum for television industry," sponsored by Borough of Manhattan Community College. BMCC, New York. Information: (212) 618-1832.

March 24-27—National Association of Black Owned Broadcasters 12th annual spring broadcast management conference. Hyatt Regency hotel, Hilton Head, S.C. Information: (202) 463-8970.

March 25-26—Oklahoma Associated Press Broadcasters Association annual convention. Marriott, Oklahoma City.

March 27-29—Virginia Cable Television Association 22d annual convention. Williamsburg Lodge, Williamsburg, Va.

March 28-30—"Sponsorship Now," fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

March 31—Deadline for applications for Academy of Television Arts and Sciences' summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

March 31—Deadline for entries in International Radio Festival of New York. Information: (914) 238-4481.

April

April 1-2—10th annual Black College Radio convention, sponsored by Collegiate Broadcasting Group. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 7—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 7-9—Broadcast Education Association convention. Las Vegas. Information: (202) 429-5355.

April 8-10—Alabama AP Broadcasters Association annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

April 9-12—National Association of Broadcasters 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

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

April 10-12—Public television annual membership meeting of Public Broadcasting Service and National Association of Public Television Stations. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 10-13—Business to business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by Association of National Advertisers. Opryland hotel, Nashville. Information: (212) 697-5950.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by American Women in Radio and Television, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 14—International Radio and Television Society newsmaker luncheon. Topic: summer Olympics. Waldorf-Astoria, New York. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—Presentation of Achievement in Children's Television Awards, sponsored by Action for Children's Television. Cambridge, Mass. Information: (617) 876-6620.

April 14-18—National Federation of Community Broadcasters annual training conference and business meeting. Crowne Plaza Holiday Inn, Washington. Information: (202) 797-8911.

April 15-19—Munditele, world show of television productions. International Center of Exhibitions and Congresses, Zaragoza, Spain.

April 16—20th annual Golden Reel Awards ceremony sponsored by International Television Association. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by Foundation for American Communications and Gannett Foundation. Vista International hotel, Washington. Information: (213) 851-7372.

April 18-20—Broadcast Financial Management Association annual meeting. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Or-

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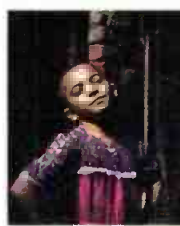
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April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 23—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

April 28-30—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

April 28-May 3—24th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

May

May 1—Deadline for entries in *National Association of Broadcasters' Crystal Awards* for excellence in local radio achievement. Information: (202) 429-5417.

May 1—Deadline for entries in *Prix Jeunesse International* for "children's or youth program which most convincingly demonstrates how children anywhere in the world can be helped to lead a decent life and fully develop their potentials." Information: 59-00-20-58.

May 1—Presentation of Genii Awards, sponsored by *American Women in Radio and Television, Southern California chapter*. Beverly Wilshire, Los Angeles.

May 1-4—Advertising financial management conference, sponsored by *Association of National Advertisers*. Pointe at South Mountain, Phoenix. Information: (212) 697-5950.

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union and European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 11-18—28th Golden Rose of Montreux, festival for light-entertainment television programs. Maison des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 17—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

May 18-19—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

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

May 18-22—Public Radio Conference, annual meeting of *National Public Radio and American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

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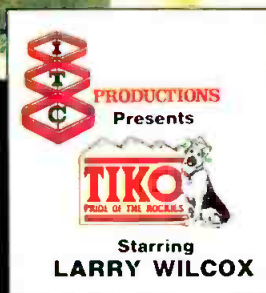
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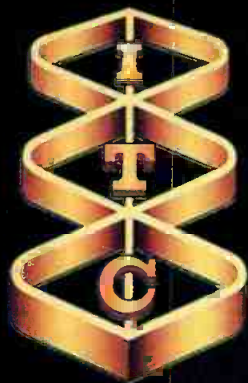
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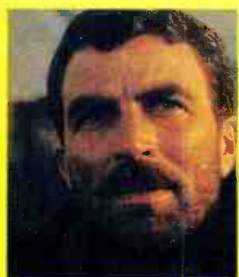
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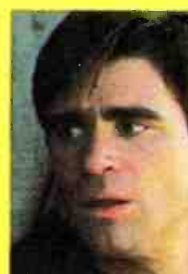
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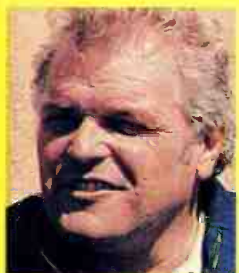
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June

June 1-9—13th Prix Jeunesse International, contest for "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp. and Second German Television Channel, ZDF*. Information: (089) 59-00-2058

June 5-7—NBC affiliate promotion executives conference. Registry hotel, Los Angeles.

■ **June 6-9**—ABC-TV annual affiliates meeting. Century Plaza, Los Angeles.

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

June 8-11—Broadcast Promotion and Marketing Executives/Broadcast Designers Association 32d annual seminar. Bonaventure hotel, Los Angeles.

June 10-12—National Council for Families and Television annual conference. Four Seasons Biltmore, Santa Barbara, Calif. Information: (213) 876-5959.

June 10-13—New York State Broadcasters Association 27th executive conference. Concord Resort hotel, Kiamesha Lake, New York.

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

■ **June 13-15**—Videotex Industry Association third annual conference. Capital Hilton hotel, Washington. Information: (703) 522-0883.

■ **June 14-16**—International Radio Festival of New York, "honoring the year's best in radio programming." Sheraton Center hotel, New York. Information: (914) 238-4481

June 15—"Public Relations: Behind the Washington Scene," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

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

June 16-19—Kansas Association of Broadcasters/Missouri Broadcasters Association joint convention. Overland Park Marriott, Overland Park, Kan.

June 17-19—Alabama Broadcasters Association spring/summer convention. Gulf State Park, Gulf Shores, Ala.

June 18-21—American Advertising Federation annual convention. Century Plaza, Los Angeles. Information: (202) 898-0089.

June 20-24—Radio Advertising Bureau sales managers school. Wharton School of University of Pennsylvania, Philadelphia. Information: (212) 254-4800.

July

July 14—Caucus for Producers, Writers and Directors general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

July 24-26—California Broadcasters Association summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

August

Aug. 5-7—Minnesota Broadcasters Association annual convention. Radisson Duluth, Duluth, Minn. Information: (612) 926-8123.

Open Mike

Taking action

EDITOR: Thank you for your Feb. 1 interview with Don Thurston on radio music licensing which highlights the importance of this issue to radio broadcasters and to the National Association of Broadcasters.

There is no question that the All-Industry Radio Music Licensing Committee achieved important gains for radio broadcasters in the last negotiating round. It is unfortunate that most of the broadcasters who benefitted financially from the committee's work have not given their financial support. Operating

within appropriate legal constraints, including antitrust considerations, the NAB radio executive committee intends to do all it can to see that this does not occur again.

The full executive committee and board have thoroughly discussed the committee's work and agree that NAB must help to assure that it is well prepared and funded for the next round of negotiations with ASCAP and BMI. At its recent meeting, the NAB board voted to establish a blue ribbon committee to recommend ways of funding the all-industry committee over the next few years. After consultation with Don Thurston and the current committee, I expect the NAB task force to be named shortly and to complete its assignment as soon as possible.

In the meantime, I hope all radio owner and operators will review their own station as supporters or not, and if not, get those checks in the mail today.—*Jerry R. Lyman*, chairman, NAB Radio Board, Washington

Hispanic history

EDITOR: In your Jan. 18 story on CBS's new program, *48 Hours*, hosted by anchorman Dan Rather, network news president Howard Stringer stated that this is the first time a network evening news anchor has, at the same time, also anchored a regularly scheduled weekly news program.

In the interest of accuracy, the nation's Spanish-language television network, Univision, produces a Washington-based weekly newsmagazine, *America*, hosted by Jorge Ramos, who is also the network's 6:30 p.m. news anchor. Jorge Ramos has anchored both *Noticiero Univision* and *America* since 1986, and has become a well-respected and familiar figure to some 20 million Hispanics residing in the U.S. today.

While *Noticiero Univision* is one of Univision's three national newscasts with in-depth coverage of news from the Spanish-speaking world, *America*'s 30-minute format covers a wide cross section of U.S.-related topics and personalities of interest to Spanish USA, including social issues, politics, technology, sports and culture.—*Clauudia G. Copquin*, general executive, public relations, Univision, New York.

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The priceless Titanic artifacts and their recovery are examined in this fascinating follow-up to **RETURN TO THE TITANIC**. Available April '88.

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Vol. 114 No. 7

TOP OF THE WEEK

Up and down sides to '88 Olympics

While Calgary and Seoul games will generate lots of opportunities for broadcasters, it looks as if ABC will be hard pressed to turn a profit after rights and production costs are covered

The 1988 Olympic games, winter and summer, should pump well over \$1 billion of revenue into broadcasters' hands this year.

That's the good news. The bad news, at least for ABC, whose carriage of the winter games began Saturday (Feb. 13) from Calgary, Canada, is that its share of Olympic revenue won't cover its substantial investment in the games' broadcast rights and production costs.

NBC, which expected its summer games (running Sept. 17-Oct. 2) to be profitable, is tempering its optimism, however, because of potential ratings competition from baseball and football.

For affiliates there is some evidence Olympic availabilities may not be as strong a drawing card as they once were, leaving station revenue gains less than in past Olympic years ("Top of the Week," Feb. 1).

Estimates of ABC's potential losses from the winter games, running for 16 days through Feb. 28, range from \$30 million to as much as \$50 million.

The loss is mainly due to the record-setting \$309-million rights fee required to air the games, the most ever paid for an Olympics and more than three times what ABC paid for the 1984 winter games in Sarajevo, Yugoslavia.

The costs mount to more than \$400 million when counting the roughly \$100 million ABC will spend to cover the games, which this year totals some 98 hours, compared to the 63 hours it carried in 1984.

Even with 53 hours in prime time, and many of its roughly 1,800 30-second spots going for approximately \$300,000 a shot, the network is not expected to reach \$400 million in revenues from the event.

Also, if ABC cannot meet ratings guarantees (which are being provided for the first time for both winter and summer Olympics coverage as an incentive), it may be forced to provide make-good time, further detracting from Olympic-related revenues. ABC's official estimate for the game's average prime time rating is 21.5.

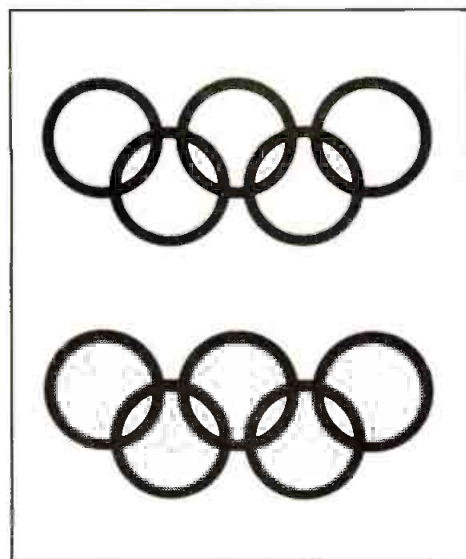
"The ultimate success of [Olympics] ratings," said Jack Otter of McCann-Erickson, "depends on American victories or the emergence of [international] stars."

Of some comfort to network parent Cap-

ital Cities/ABC, according to L.F. Rotschild analyst Alan Gottesman, is that its strong lineup of eight owned-and-operated TV stations may make up a large part, if not all, of the shortfall by selling their Olympic-adjacent spots at a premium.

But it may be too much to expect the stations to take up the slack of network losses on the games, said analyst Dennis McAlpine of Oppenheimer & Co. He believes ABC is going to lose money on the event, but added it should not throw them back into unprofitability for the year.

At NBC, the picture is brighter. For starters, that network is paying less for the rights to air the summer games, \$300 million (plus a sliding scale of additional ad revenue-sharing with South Korea which many be-



lieve will not be a factor).

Also a boost is the scheduling of the games during what would normally be the start of the new fall television season, when the number of homes using television is far higher than in the summer months during which the games traditionally air.

But NBC is also spending more than ABC—\$150 million—to produce more hours during its games, roughly 180, three-quarters of them live. And it faces some peculiar scheduling complexities because of the 14-hour time difference between Seoul and New York. Most of the key events are being scheduled around East Coast prime time, but some may fall in late night or morning.

The network is concerned as well about the effect on its ratings of competing sporting events in the fall, particularly if tight baseball pennant races emerge. It expects

prime time ratings to be in the low 20's.

Also affecting NBC's Olympic ratings is whether ABC and CBS choose to go head-to-head against the games, offering their new fall shows during the same two weeks, or opting to postpone the season until the first week of October.

The network also worries that ratings will suffer by comparison with 1984, both because that event took place in Los Angeles and also because it had a better-than-normal U.S. presence due to the Soviet boycott of the games.

For now, however, NBC is closing in on its stated goal of \$550 million in ad sales, having already sold 70% of its Olympic time, priced in prime time at about \$350,000 per 30-second spot.

Olympic programming might not provide ratings worth the premium added to advertising costs, but John Sisk, senior vice president at J. Walter Thompson, said the event provides advertisers with high-profile campaigns and extensive merchandising possibilities, both on national and local levels. Viewer demographics for the games also tend to be highly desirable, attracting younger, suburban and upper income audiences.

But whether local stations can gain much from Olympic advertising availabilities is harder to pinpoint. Robert Coen, senior vice president of forecasting for McCann Erickson, said the games might be a "pretty nice plus" for stations, but would add maybe a percentage point or so gain for the year.

"It's not like 1984, when the economy was booming and media inflation was a lot higher. It was a real sellers' market then," he added. If anything, Coen said, NBC affiliates might gain the most, benefitting from the combination of a fall Olympics and election advertising.

Gottesman argued, however, the Olympic phenomenon could lead affiliated stations to substantial revenue gains, up to 6%-7% for ABC stations, maybe more for NBC affiliates.

One ad executive also argued that a big payoff might be awaiting affiliates of networks not airing the games, which could gain premiums on their own time if affiliates carrying the Olympics quickly sell out their availabilities.

But whether or not stations can gain from Olympic broadcasts, it seems to be increasingly clear that the economies for network carriage are, at best, "elusive," said Gottesman. "The bottom line is when the 1992 Olympics come, we may be watching them on cable." □

Two more join superstation ranks

**Eastern Microwave puts
WSBK-TV Boston and
KTLA Los Angeles on bird**

Home dish owners and cable operators throughout the country have two more broadcast signals they can pull down off a satellite: Gillette Broadcasting's WSBK-TV Boston and Tribune Broadcasting's KTLA(TV) Los Angeles.

Eastern Microwave Inc. announced last week it will begin distributing today (Feb. 15) the two high-profile independent stations via GE Americom's Satcom I-R for the home satellite and cable markets.

According to Gil Korta, EMI national marketing director, EMI has been considering turning the stations into superstations for several months, but made its final decision to go ahead just six weeks ago. The general managers of the two stations were informed Feb. 1, he said.

According to Korta, WSBK-TV and KTLA were tapped because of their first-rate programming schedules. In addition to top movies and syndicated programming, he said, the stations broadcast professional sports. WSBK-TV airs the Boston Bruins (National Hockey League) and the Boston Red Sox (Major League Baseball), while KTLA airs the Los Angeles Clippers (National Basketball Association) and the California Angels (MLB).

Regional appeal of the signals is already well established, Korta said. EMI has been distributing WSBK-TV to cable systems throughout New England for 20 years via microwave, he said. And those cable systems now reach some two million homes, he said. KTLA is distributing by other microwave carriers in the Southwest—as far north as San Francisco and as far east as Tucson, Ariz., he said. EMI has not forced cable systems that now receive WSBK-TV by microwave to shift to satellite reception, Korta said, but it will encourage them to do so.

According to figures prepared by Arbitron for BROADCASTING, WSBK-TV and KTLA are among the top 10 stations in attracting a significant audience outside their markets (ADI).

"We obviously are not thrilled," said Michael Eigner, vice president-station manager, KTLA. "They informed us they were going to take it. We told them we were not happy because it would cause us contractual problems with some of our suppliers. They said they understood, but that they were going to do it again anyway."

The station just signed a new five-year deal with the California Angels, giving the station the rights to broadcast 60 games a year, Eigner said. "This could have ramifications for the deal," he said.

EMI, which distributes WWOR-TV New York to cable systems serving 12 million cable homes via satellite (Galaxy I) and microwave, has wanted to put WSBK-TV on the satellite for a long time, but it was not until the home satellite market opened up that it became economical to do so, Korta said. EMI is counting on revenues from both

cable and home satellite to make satellite distribution of signals profitable, he said. Cable alone could not support the venture because operators, faced with dwindling channel capacity and high compulsory license fees on new distant signals, are reluctant to add new signals, he said.

Korta also acknowledged that the economics of the business have been improved by the availability of low-cost satellite transponders. Korta would not say what EMI is paying for the Satcom I-R slots, but GE's Kurt Thoss said that transponders can be leased on the bird for \$55,000 per month. Under GE's "four-year grow with" plan the monthly lease payments grow from \$44,000 the first year to \$80,000 in the fourth year. Although its far western orbital slot (139

of the [400,000 homes] within 18 months," he said.

To prevent piracy, WSBK-TV and KTLA will be scrambled from the outset, using the industry standard Videocipher II system. WWOR-TV has been scrambled since March 1986.

Although EMI and others are selling broadcast signals directly to consumers with home earth stations, the legality of the practice is not clear. Indeed, the broadcast networks have sued Satellite Broadcast Networks for distributing the satellite signals of three network affiliates in the home satellite market.

Legislation is now pending in the House Copyright Subcommittee that would clarify that distributing at least the signals of independent stations to the home is legal and would establish a mechanism for sharing revenues from the new market with the programming's copyright holders. Korta said EMI is "neutral" about the bill. As it now stands, the bill covers only superstations or the satellite prior to June 1987. Unless the grandfathering clause is changed, Korta said, EMI would be forced to "pull down" WSBK-TV and KTLA.

KTLA becomes the fourth Tribune station to go on the satellite. United Video distributes WGN-TV Chicago and WPIX(TV) New York, and Netlink distributes KWGN-TV Denver.

Although Tribune for years has railed against satellite distribution of its stations over which it has no control, it has softened its stand over the past year. Most significant it has come out strongly against the reimposition of the syndicated exclusivity rules by the FCC, which could lead to cable system being forced to delete from superstation syndicated programs that are aired by local stations.



degrees west longitude) makes it difficult for dishes on the East Coast to "see," Satcom I-R has emerged as a superstation bird. In addition to the two EMI signals, the satellite now carries six Denver stations (KCNC-TV, KUSA-TV, KMGH-TV, KRMA, KDVR and KWGN-TV) for Network USA and KTVT(TV) Dallas for United Video. According to a BROADCASTING survey, 20 broadcast signals are now available by satellite, counting the new EMI signals.

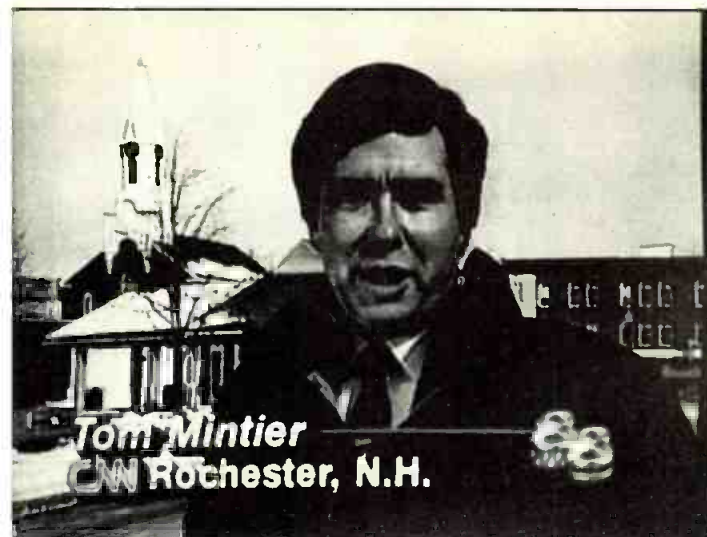
For cable systems, WSBK-TV and KTLA will be priced the same as WWOR-TV New York: 10 cents per subscriber per month with a \$3,000 monthly cap and discounts for operators that take more than one of the company's signals.

EMI plans to market the signals to the dish owners through third parties such as Home Box Office and Tempo Enterprises. Korta said he understands HBO will offer all three EMI signals (including WWOR-TV) for \$36 a year, and that Tempo plans to offer the package for \$39 a year by itself and for \$49 a year with Tempo's own superstation, Turner Broadcasting System's WTBS(TV) Atlanta.

Korta said there are about two million homes with dishes, but that only about 400,000 with the descramblers necessary to receive the EMI superstations and other cable programming. "We would like to be in half

Superstation universe

WTBS(TV) Atlanta
WGN-TV Chicago
WWOR-TV New York
WPIX(TV) New York
KTVT(TV) Dallas
WXIA(TV) (NBC) Atlanta
WBBM-TV (CBS) Chicago
WABC-TV (ABC) New York
KCNC-TV (NBC) Denver
KUSA-TV (ABC) Denver
KMGH-TV (CBS) Denver
KRMA(TV) (PBS) Denver
KDVR(TV) (FOX) Denver
KWGN-TV (Ind) Denver
WDIV(TV) (NBC) Detroit
WJBK-TV (CBS) Detroit
WXYZ-TV (ABC) Detroit
WTVS(TV) (PBS) Detroit
KTLA(TV) (Ind) Los Angeles
WSBK-TV (Ind) Boston



CNN



C-SPAN

And now, New Hampshire

Journalists sweep from Iowa to New England for Tuesday's primaries

The swarm of media—of reporters and technicians and cameramen and assorted aides—moved East last week, from Iowa to New Hampshire, and was joined by elements participating for the first time in a major way in election '88 coverage. Now all are in place, ready to report exhaustively the New Hampshire primaries tomorrow night. Iowa, with its caucuses, may have supplanted New Hampshire as the first major test of residential politics, but the test posed by the first primaries retain their fascination, for candidates and press alike.

Indeed, if Iowa now defines the leaders of the pack, New Hampshire, in the past week, was validating it. Miles Resnick, news director, WMUR-TV Manchester, said "100 cameras" were on hand to cover the arrival at the airport there of the Democratic winner in Iowa, Representative Richard Gephardt (D-Mo.). And he said there was "bedlam" surrounding Massachusetts Governor Michael Dukakis, the Democratic front runner in New Hampshire. The coverage given those who trailed in Iowa—Representative Jack Kemp (R-N.Y.) on the Republican side and former Arizona governor Bruce Babbitt, the Democratic, for instance—are attracting far fewer of the press. Gary Hart—who scored a stunning upset win over Walter Mondale four years ago, is now among those being written off by the media as a loser. In a community and a time when popularity is measured in cameras, Hart commanded only four at a meeting in a church in Concord on Tuesday.

Some of the media, then, were falling back into old habits. Richard Cohen, CBS News's senior producer for political news, said CBS was applying the same strategy in New Hampshire as in Iowa, where the coverage was "zone" rather than man-to-man. But he said, yes, "We're focusing more on people who did well in Iowa." And Joseph Angotti, executive producer of NBC's election coverage, said NBC crews were following the top three contenders in each party—

Democrats Gephardt, Dukakis and Senator Paul Simon of Illinois and, among the Republicans, Vice President George Bush, Senator Robert Dole and Pat Robertson. The mystique of the winner—or potential winner—was not limited to the networks. Resnick sent a crew on a three-hour journey to Berlin, in northern New Hampshire, to cover an appearance by Robertson, who stunned political observers—and especially Bush—when he finished second in Iowa.

ABC News, however, was sticking firmly with the "zone." David Bohman, in charge of the coverage in New Hampshire, said the off-air reporters were still with each of the campaigns—to report on where and when special coverage was warranted—but that *World News Tonight* was continuing to focus on overall pieces, Jim Wooten on the Democratic scene and Barry Serafin, the Republican.

However, ABC News always assigns a crew to the Bush campaign. "He is the vice president," Bohman noted.

Alexander Haig, who has been a relatively lonely figure on the campaign trail, probably got as much press as he has ever attracted as a presidential contender, when, on Friday, he announced his withdrawal from the contest for the Republican nomination and threw his support to Dole. Off his win in Iowa and his expected strong showing in New Hampshire, Dole was already the center of a large pack of media wherever he went. Haig had bad luck when it came to his announcement, at the Holiday Inn in Manchester. The 18-inch snowfall probably held down the media attendance. In any case, the winnowing has started. The Republican candidates now number five; the Democrats, before Tuesday, still seven.

The two cable networks that are substantial factors in the continuing national coverage—CNN and C-SPAN—have sent crews all over the state. Ed Turner, CNN's executive vice president, said it has been "easy to hopscotch around" New Hampshire, covering all of the candidates, because of its size. And while he has characterized CNN's approach as akin to football's "wishbone op-

tion—you go where the story is," he felt it necessary to urge his people to focus less on the "horserace" aspects of the campaigns and more on substance. He wants reports on what, if anything, candidates are saying about substantive matters. "I'm sick and tired of hearing about candidates speaking of 'leadership.'" (CNN was operating last week at a disadvantage, for the long hours and biting cold of Des Moines had taken their toll. V.R. (Bob) Furnad, vice president and senior executive producer, and several other staffers were suffering from flu.)

C-SPAN on Wednesday began producing the first of the 24 hours of live programming it was to present over the last six days of the campaign. It is operating out of two Ku-band trucks, producing call-in shows with candidates and covering candidate events. And like many of the other journalists in New Hampshire, C-SPAN's political editor, Carl Rutan, has a media horror story or two. He was among a crowd of reporters and camera people at a senior citizens home during a visit by Gephardt. The presence of the 60 to 70 media types appeared so threatening to those in the home that authorities roped off the entrance to protect them from the media. Reality was being bent out of shape.

To those who covered the caucuses and then moved East, the New Hampshire primaries seem to have attracted even more media representatives than the 2,500 who had followed the candidates from Des Moines to Davenport to Marshalltown and to Mason City and back. The networks were in semipermanent headquarters there. The logos of television stations from as far away as California and Miami were on cameras seen in New Hampshire last week.

A foreign contingent was again in evidence—100 television people "from all over the world," according to the U.S. Information Agency foreign press service, which helped coordinate their activities. The service also said 60 foreign print journalists would make a bus tour of New Hampshire beginning Friday.

As an example of the kind of fire power

being brought to bear on the candidates, dozens of cameras—"100," according to one broadcast report—were on hand at the Lincoln Day dinner that was attended by all of the Republican candidates in Nashua on Wednesday. A similar turnout was expected at the Democrats' 100 Club dinner at the New Hampshire Highway Inn in Concord on Friday. And the Mall of New Hampshire, in Manchester, will probably be wall-to-wall cameras this afternoon for what is being billed as the Rally Finale. All 13—make that 12—candidates are expected to attend.

The networks have had not a little to do with the proliferation of stations sending correspondents and crews to Iowa and New Hampshire. For each has a service that helps affiliates with needs of workspace, transponder time and uplink coordination. As of Friday, ABC was helping 15 affiliates, CBS, 25 (as well as 20 foreign clients) and NBC, up to 35. Newsfeed and Conus Communications were providing similar services for a number of their respective members who have sent crews or correspondents to New Hampshire. Newsfeed was servicing the needs of 20 stations, Conus, eight. Little wonder, then, that Ku-band trucks were a common sight in Manchester.

But local television is making a substantial impact. There is WMUR-TV, the only VHF in the state and an ABC affiliate. It is making an impression with its exhaustive coverage—"We're working around the clock," said the energetic Resnick—and winning the appreciation of ABC News's Bohrman. With WMUR-TV, whose work he admires—"they are good"—Bohrman says he has "the horses" to cover all of the candidates.

Then there are the Boston VHF affiliates—WBZ-TV (NBC), WCVB-TV (ABC) and WNEV-TV (CBS). They threw considerable resources into the coverage of the campaigns in Iowa and are increasing their efforts several-fold in New Hampshire, where they have maintained bureaus. ("We basically moved a portion of our newsroom to a building in the Mall of New Hampshire," said Stan Hopkins, WBZ-TV's news director.) They will be operating with about 50 staffers each and satellite newsgathering trucks. For not only do their signals reach well into the state; Dukakis's presence in the contest gives them a local angle.

But the Boston stations appear determined to avoid the charge of parochialism. "We're covering all of the candidates, in both parties, not especially Dukakis," said Phil Balboni, of WCVB-TV. "Dukakis will get slightly more attention than some of the candidates, but not more than Bush or Dole." All of the stations, including WMUR-TV, plan to post crews at all of the candidates' headquarters on Tuesday night, and to have the capability of live coverage at most of them, using combinations of fiber optic cable, microwave and satellite service. And all will devote much of the evening to reports of the primary results and to specials on them. WMUR-TV plans to be live from 7 to 11:30 p.m.—which means it will preempt ABC's Olympic coverage.

For the networks, the weekend just ended was in large measure a reprise of the week-

end before the Iowa caucuses. Most of the news shows originated out of studios in Manchester. But tomorrow night (Tuesday) there will be some marked changes.

First, each will do exit polling and begin broadcasting projections of the results after 7 p.m., by which time 85% of the polls in the state will have closed. Then, with the winter Olympics under way, ABC will be obliged to interrupt its coverage of them to report primary results. Its half-hour special on the primaries, with Peter Jennings and David Brinkley, will not air until midnight. CBS will tailor its regularly scheduled *48 Hours*, at 8 p.m., to the primaries. Its focus will be the shift of the campaigns from Iowa to New Hampshire, and will contain, in live segments, primary results and interviews

with the candidates. The *Evening News* and *48 Hours* will be updated for the West Coast, and CBS News's special on the primaries will air at 11:30 p.m., with Dan Rather.

Alone among the networks, NBC will produce a one-hour, prime time special on the primaries. Tom Brokaw will anchor, John Chancellor will provide commentary and Connie Chung, analysis. NBC's Angotti said all of the candidates will be interviewed live on the program. To Angotti, the one-hour prime time special and the half-hour prime time special following the Iowa caucuses are an answer to those who talk of a "lack of commitment" to news at NBC after the takeover by General Electric. He noted the specials were aired during the February sweeps period. □

Division sales put CBS Inc. profits ahead in 1987

Company's bottom line boosted by divestiture of records and magazine groups; TV network earnings down

The CBS Television Network posted its third consecutive year of lower earnings in 1987, although record earnings at the CBS TV and radio station divisions, gains from the sale of CBS Magazines and income from the since-sold CBS Records, helped the parent company to higher overall profits.

Fourth-quarter operating profits for the CBS/Broadcast Group were up at \$19.8 million, compared to an \$11.8-million loss in 1986, despite a 3% drop in fourth-quarter net sales to \$772.8 million from the 1986 fourth quarter. For the year, Broadcast Group profits were 2% higher at \$232.8 million, with an 2% decline in net sales to \$2.762 billion.

CBS did not specify 1987 network profits, but analysts estimate the figure at around \$50 million. The gains were above what the network expected at the start of 1987, and were boosted by the surprisingly strong fourth-quarter upfront advertising sales. Network profits, however, were somewhat less than the \$50 million-\$60 million estimated for ABC-TV, which reported its year-end results earlier this month (BROADCASTING, Feb. 8).

CBS stock closed up \$3.88 at \$163.63

last Wednesday, Feb. 10, after the release of the 1987 results, dropping back to \$161.1 the next day.

According to CBS, 1987 network revenues were hurt by a "flat advertising marketplace in the first three quarters of the year, the NFL players strike and lower audience delivery as measured by people meters."

Network revenues for the first three quarters had been down 1.6% from the year before to \$2.02 billion, with third-quarter sales off 7.1% to \$546.8 million, according to Television Bureau of Advertising tabulations last December. TVB's year end sales figures for the three commercial broadcast networks are expected this week.

Laurence Tisch, the CBS president and chief executive officer who has overseen the company's disposal of several billion dollars of CBS assets, including its record and magazine properties last year, said in the earnings statement: "Our energies and resources are now concentrated singly on the basic elements of broadcasting—audience, programs and advertising."

But the bulk of the company's net income for 1987, which was up 21% to \$452.1 million, with earnings per share at \$17.7 million, came not from its continuing broadcast operations, but from \$316.8 million in gains registered through discontinued businesses. Income from continuing operations in 1987, however, was up 83% over 1986's \$136 million.

Fourth-quarter earnings from discontinued operations included a \$179.6-million after-tax gain on the sale of its magazine properties and \$49.6 million in income from the records division. The gain from the \$1.1-billion sale of records, completed last month, will be reported for first quarter of 1988.

For the fourth quarter of 1987, CBS's net income was up 13% over the year-ago period to \$251.6 million (\$9.73 per share), but net sales down 3% to \$773 million.

Net sales for the year dropped 2% to \$2.762 billion.



Appeals court panel attempts to unravel Murdoch crossownership controversy

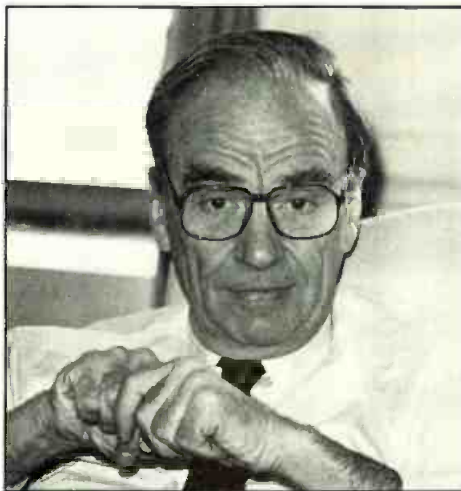
Three judges question Killory and Murdoch lawyers on Hollings, Kennedy legislation that would result in sale of 'New York Post'

Media baron Rupert Murdoch and elements of the U.S. government have been arguing over whether the law that codified the FCC's crossownership rule and would force him to sell the financially strapped *New York Post* is unconstitutional. Now the question is in the hands of a three-judge panel of the U.S. Court of Appeals in Washington which heard almost one-and-a-half hours of oral argument on the issue last week. The law is, said Murdoch lawyer Howard Squadron, "a little-shot piece of legislation" aimed at Murdoch and, thus, a bill of attainder prohibited by the Constitution. But, said FCC General Counsel Diane Killory, the Murdoch attorneys had produced no evidence the legislation was "content based."

Judges Laurence Silberman and Stephen Williams particularly peppered lawyers on both sides with questions, without always waiting for full responses. Killory barely began her presentation before Williams interrupted with a question as to the basis on which decisions regarding television licenses are made. Silberman seemed particularly concerned with the possibly negative effect of the crossownership rule on First Amendment values. Denying a waiver of the rule, he said, could lead to the death of a second or third newspaper in a community that was "hanging on by its fingernails." So, said Killory, a "permanent waiver" would be available, provided the owner met what the commission says would be "an extremely heavy burden" justifying one. The third member of the panel was Spottswood Robinson III.)

The oral argument was held, as scheduled, on Thursday, Feb. 11, after the court denied what the FCC conceded was an "extraordinary" request for a postponement of the argument and an extension of the time for filing the commission's brief at least until Feb. 16. The commission's motion, signed by Killory and filed on Feb. 8, the day on which the brief was due, said that, unlike the typical commission case in court, where agency attorneys defend an order in which commission members have stated their views, the one in the Murdoch case was procedural and did not pass on the argument pressed on appeal by News America in its challenge to the statute. Accordingly, Killory said, the members were concerned that the arguments in the brief be coordinated with them. Killory was obliged to note that the commission had proposed the kind of expedited schedule the court is following. But she noted that some issues raised by News America "are complex, and that some are not within the expertise of the commissioners."

At issue in the case is the provision attached in the final hours of the last session of Congress to the continuing resolution containing \$600 billion for funding the entire



Murdoch

government for 1988, a measure signed by the President just before Christmas. The amendment, offered by Senator Ernest Hollings (D-S.C.) at the request of Senator Edward M. Kennedy (D-Mass.), prohibits the commission from repealing the crossownership rule as it applies to co-located newspapers and television stations and from extending "current" waivers of the rule. Murdoch is the only licensee now holding such waivers. One, granted Murdoch when his purchase of WNYW-TV New York was consummated on March 6, 1986, gave him two years to dispose of either the station or the *Post*. The other, granted when he took control of WFXB-TV Boston, allows him until next June 30 to dispose of either the station or the *Boston Herald*. The commission last month cited the law in dismissing News America's request for an extension of both waivers. A stay granted by the court, however, gives Murdoch some additional time—until 45 days after it rules on the appeal of that order.

The court case occupies only one stage on which the fate of the 187-year-old, money-losing *Post*—which lost \$17 million last year and is expected to lose about as much in 1988—is being played out. Murdoch, in an

effort to sell the newspaper, has reached an agreement with a wealthy Manhattan real estate developer, Peter S. Kalikow, who has offered \$37 million. However, he has requested \$24 million in union concessions over the next three years before completing the sale. The unions are fighting the proposed concessions, and have filed unfair labor charges against Murdoch with the National Labor Relations Board. For his part, Murdoch has said he will shut down the paper by 2 p.m., Feb. 19, if the matter is not resolved by then.

News America, which is supported in its appeal by a number of media groups, including CBS and the American Newspaper Publishers Association, has focused on what it maintains was the hostility of the two senators, particularly Kennedy, toward Murdoch. Indeed, Squadron, in asserting Hollings and Kennedy were "the only senators who knew what was happening" when the provision was attached to the spending bill, said: "Even they didn't know—they thought only Boston was affected." Squadron noted that Congress completed action on the bill at 2 a.m. on Dec. 22. News America's argument has been that Kennedy was angry about the *Boston Herald's* editorial policy. Squadron's co-counsel, Burt Neuborne, of New York University Law School, attacked the law as denying the commission even the right to consider repealing the rule. But, asked Silberman, "If Congress likes crossownership, can't it take away from the FCC the power to change it?"

But Killory did not have an easy time, either, as she attempted to defend Congress's action. Williams drew from Killory the acknowledgement that the owner of a newspaper-television station crossownership who obtained a waiver of the rule after Dec. 22 would, unlike Murdoch, be eligible for an extension of that waiver. But, she said, "that does not end the analysis." Although Killory was not asked to elaborate, she appeared to be referring to the fact that, as a practical matter, the initial waivers normally given run 18 months, and the continuing resolu-

Caveat juris. The FCC found itself between a rock and a hard place in defending Congress's action in passing legislation preventing a change in its crossownership policy, or the granting of waivers thereto (see adjacent story). On the one hand, it could not defend the crossownership policy, which it might well change if it could. On the other, it felt that—under certain circumstances—the congressional action was constitutional.

The narrowness of the line the commission tried to walk is reflected in a 49-page brief filed with the court of appeals. Among its caveats: "This is not to say that... continuing the ban on newspaper/television crossownership for another year is necessarily good public policy. Indeed, had Congress not provided otherwise, the commission might have concluded that the present rule against newspaper/television crossownership should have been reviewed to determine whether it continued to serve the public interest. The issue here, however, is whether the First Amendment precludes Congress from requiring the retention of the present rule. It does not." The commission, moreover, noted that its defense of the legislation was "premised on the assumption that the legislation was not impermissibly focused on News America, which is what the bill's sponsors state"—leaving it to the court to determine whether the legislation was focused generally or only against News America. "If this court should conclude that action was intended to force divestiture of News America because of the content of its speech, then the commission would agree that the legislation is unconstitutional."

tion containing Murdoch's problem runs out on Sept. 30. The commission, in its brief, said Congress could have rationally decided that only extensions of "current" waivers posed "an immediate threat" to the existence of a policy it favored.

At another point, Killory noted that News America accepted the conditions imposed by the crossownership rule when it bought the New York and Boston television stations two years ago, said it cannot now use the First Amendment as an argument for a permanent waiver. "It should have used it two years ago." That aroused Silberman. "Wait a minute," he said, "I don't understand. Taking a waiver means waiving a right to an extension?" Killory said "no," but was not given a chance to explain. Commission lawyers said later that the agency's position is that once it forgoes a request for a permanent waiver on First Amendment grounds, as it did two years ago, News America cannot employ that strategy now in the absence of changed circumstances.

Silberman even seemed to suggest the Supreme Court, which had upheld the constitutionality of the crossownership rule in 1978, might decide differently today. He noted that "in 1975 [when the FCC adopted the rule], you did not have a factual situation." Now, his principal concern seemed to be that the crossownership rule might be having an adverse impact on First Amendment values. "You can't apply the rule in a way to close down newspapers," he said, in one exchange with Killory. And Silberman seemed interested in the use of that provision as a possible resolution of the issue. "Let's assume News America asks for a permanent waiver. Does it have a fair chance?" "Absolutely," said Killory. Officials say News America would have to demonstrate the newspaper would fail if separated from the television station and that buyers for the newspaper could not be found.

However, there are several parties interested in the *Post*, in addition to Kalikow. The attorney for one of the would-be buyers, William A. Tatum, chairman of the *New York Amsterdam News*, was in court in support of the commission's position. "I represent a willing buyer," said Kenneth Berlin. "He has put together a group of people who have made a substantial offer." He said the group has "no other interest than in keeping the paper open." Silberman was not impressed: "You could get [the newspaper] at a lower price if the FCC order holds." And Squadron, in rebuttal, noted what Murdoch considers a fatal flaw in Tatum's offer—its refusal to honor the severance pay that would be due the newspaper's employees.

Silberman also remained to be convinced that the commission would not tailor its views to satisfy Congress. He noted that a previous commission general counsel—Jack Smith—had told the court the commission "acquiesces to political pressure." Killory said in the current case "there is no political pressure."

The commission is in an awkward position arguing Congress's case in court. In its brief it has made clear that it is not arguing the rule should not be changed as a matter of policy.

NTIA invites industry input on cable TV issues

It is not often that competing elements within the Fifth Estate face off in quarters other than a Capitol Hill hearing room. But last week, the National Telecommunications and Information Administration invited representatives from all walks of the communications industry to partake in a roundtable discussion as part of its wide-ranging study on cable television issues (BROADCASTING, Nov. 16, 1987). Those issues said to dominate the discussions were telco-cable crossownership, cable concentration and vertical integration, as well as cable's compulsory copyright license. NTIA hopes to complete its study in May.

It was the "usual cast of characters," said one participant referring to the numerous Washington lawyers and lobbyists who attended the meeting held at NTIA headquarters. NTIA invited: National Cable Television Association's Decker Anstrom; National Association of Broadcasters' Jeff Baumann; Stan Besen, RAND Corp.; Tim Boggs, Warner Communications; Bert Carp, Turner Broadcasting; Brian Conboy, Time Inc.; John Draper, Tele-Communications Inc.; Bob Garrett, Major League Baseball; Henry Geller, Center for Policy Studies; Tom Herwitz, Fox Broadcasting; Martin McCue, U. S. Telephone Association; Preston Padden, Association of Independent Television Stations; Mark Palchick, Community Antenna Television Association; Bob Phillips, National Rural Telecommunications Cooperative; Cynthia Pols, National League of Cities; Tom Rogers, NBC; Sam Shawhan, GTE; Shaun Sheehan, Tribune Corp.; Jim Theroux, MetroTen, and Motion

Picture Association of America's Jack Valenti. Besen and Conboy did not attend.

"There was a certain amount of cable bashing," said one participant. However, the overall tone was described as "cordial." Indeed, the meeting received mixed reviews when it came to overall value. "It was a terrific exchange of views," commented Preston Padden, while other attendees called it "boring," and said much of the dialogue was the same "patented doggerel" expressed countless times by the various industry representatives.

"It was evident cable was on the defensive. It is getting harder and harder for cable to come up with reasons to suppress competition," commented wireless cable operator Theroux. To cable representatives attending the meeting, NTIA has framed the inquiry in a manner they think is "lopsided...it presupposes that the marketplace is not working."

NTIA head Alfred Sikes responded to that charge. He told BROADCASTING that changes within and around the cable industry have been dramatic enough to necessitate a revisit of some of these issues. "We need to sit back down and ask if these policies are right," Sikes said.

During the meeting, cable advocates argued that the marketplace is indeed working. Furthermore, cable was said to have suggested NTIA look at whether changes in regulation would be desirable for consumers. As for developments on the home satellite front, they maintained that the business is in an evolutionary process and that it might not be helpful for the "government to stick its nose in prematurely."

Rinaldo wants to tie cable dereg to must carry. The broadcast industry's efforts to resurrect some form of must-carry rules continue to draw support on Capitol Hill. The latest member to champion that cause is Representative Matthew Rinaldo of New Jersey, the ranking Republican on the House Telecommunications Subcommittee, who would amend the Cable Communications Policy Act of 1984 to permit deregulation only if cable systems carry local broadcast signals.

Rinaldo, who broached the idea in a letter sent Feb. 5 to cable and broadcast industry leaders, suggests conditioning "the Cable Act's deregulation of rates and services on compliance with must-carry obligations of the kind agreed to in the 1986 industry compromise." Under that proposal, he wrote, "cable franchises could enjoy the benefits of deregulation only if they are in compliance with mandatory carriage requirements that have already been agreed to by the cable industry."

Local broadcast service, wrote Rinaldo, "is a cornerstone of the Communications Act, and remains necessary to insure an informed public. This policy decision was recognized not only in the must-carry rules, but also in the entire scheme of federal regulation of the cable industry both prior to and including the Cable Act of 1984." Cable was deregulated, said Rinaldo, "partially on the assumption that must-carry obligations would remain in force."

The congressman, an aide said, "is keeping an open mind," and is eager to hear from the various industries. He has asked them (the National Association of Broadcasters President Eddie Fritts, Association of Independent Television Stations President Preston Padden and National Cable Television Association President Jim Mooney) to respond to the proposal by Friday, Feb. 19.

Like Rinaldo, other House members have registered their support for must carry. Representative John Bryant (D-Tex.) is drafting a bill that would condition cable's compulsory copyright license on must carry. And Bryant along with three other Telecommunications Subcommittee members have asked Chairman Ed Markey (D-Mass.) to attempt to build a "record" at upcoming cable industry hearings that would support reimposition of some form of must carry (BROADCASTING, Jan. 18).

Must carry, however, according to the subcommittee's senior counsel, Larry Irving, is not a "high priority" for the chairman. Markey, he added, "is always willing to talk" with Rinaldo about the issue. But reviving the fairness doctrine is the chairman's number-one priority, according to Irving.

Cable sports showdown in Florida

SportsChannel Florida and Sunshine Network are new basic cable services owned by CATV operators, programmers

Two basic cable regional sports networks are set to do battle in Florida, in a competition made all the more interesting because both are owned by cable operators/programmers. Although both claim an advantage in programming, the one owned by 11 cable operators has a clear distribution advantage at present.

SportsChannel Florida, owned by Rainbow Enterprises, which is controlled by cable MSO Cablevision Systems, launched on Dec. 29, 1987, with a mix of sporting events, primarily collegiate athletics. Because it's affiliated with other Rainbow sports services, it will be able to import at least 100 Major League Baseball games this summer. Additionally, the basic service has acquired the rights to the Miami Heat, the National Basketball Association expansion team that will enter the league next fall. The

hitch is that SportsChannel Florida is being carried on only two systems (40,000 subscribers, according to SportsChannel)



VS.

Sunshine Network

owned by small MSO's.

The other service, the Sunshine Network, which will include some public affairs programming, will launch March 4. It is 51% owned by 11 Florida cable MSO's and 49% owned by Home Sports Entertainment, a Houston-based company that also owns a regional sports service in Texas. The operators completed the setup of the network last

week. HSE will supply the bulk of the programming and will be managing partner. The operators will be responsible for the government and public affairs programming, which will begin each programming day. The Sunshine Network has some college sports rights and will also be able to import more than 100 MLB games into Florida. But its clear advantage is in distribution—it will launch with over 1.5 million subscribers supplied by the 11 cable operators. Except for minimal administrative costs, the operators' equity in the service is their subscriber base. Sunshine is negotiating with other operators for carriage and hopes to add 200,000 to 300,000 subs.

To the operators, who have discussed the public affairs portion of the channel for a number of years, launching the Sunshine Network is a way to control their programming destiny. It is the first time a group of operators have banded together to launch a regional sports network and is seen as a growing sign that operators, concerned about rising cable rights payments to programmers, are opting to become programmers themselves.

SportsChannel Florida has contracts with the University of Miami for 35 events (15 basketball, 15 baseball and five miscellaneous) and the University of Florida for 46 events (15 baseball, up to eight basketball, 15 miscellaneous and 11 tape-delayed football games). It signed a five-year deal with the Miami Heat to televise 40 games (30 home, 10 away) the first two years and 45 games (35 home, 10 away) in years three through five. SportsChannel will also be able to show a minimum of 100 MLB games of the New York Yankees and Mets and the Chicago White Sox because of previous existing SportsChannel agreements in New York and Chicago. It also has the rights to 10 to 15 games of the world champion Minnesota Twins. Rod Mickler, director of sales and marketing for the service, said a number of spring training games will also be carried, and the service intends to front-load the product with American League games, probably at least 60%.

"Our goal is to be a Florida-specific, broad-based sports channel," said Mickler. Rights to the NBA Orlando Magic, which will be an expansion team in the 89-90 season, and to University of Miami football on a taped-delayed basis are being negotiated.

Operators pay in the low 20-cent range for the service, said Mickler, but there will be a surcharge for the Heat games. Although SportsChannel has been virtually locked out of the market to date because most cable operators in Florida are a part of the Sunshine Network, Mickler thinks both can fly. "I definitely think there's room for both of us," he said. SportsChannel is talking with operators who are a part of the Sunshine Network, he said, about affiliating and believes some will come on board once subscribers see the SportsChannel lineup. The two systems that have signed are West Boca Cablevision, owned by Rifkin & Associ-

A glimpse of the future

What does the future hold for broadcasting and where will it be in 1995? According to the forecasts presented last week at a retreat sponsored by the National Association of Broadcasters, changes resulting from technological innovations are likely to affect the industry at a faster pace than ever before. There was also a general agreement among the participants that the telephone companies would some day offer video services that would compete with cable, perhaps within five to 10 years. (Even cable executives surveyed on the subject by NAB expect that to happen.) And it seemed there was common view that the new technologies would have less impact on radio than on television.

The retreat was held at Washington's Westin hotel for NAB's executive committee and other industry trade association officials (BROADCASTING, Feb. 8). Based on reports from attendees (the meeting was closed to the press), the general consensus of the speakers (mostly consultants and executives in cable and broadcast technology), change is going to come much more rapidly than in the past. "So that when a new technology hits in the future, its success or failure may be determined more quickly than it has been in the past," said NAB's executive vice president for operations, John Abel. Videocassette recordings he said, are a "dramatic" example of a new technology that has taken off faster than expected (VCR's reached 50% penetration within eight years instead of 10 as originally predicted).

"It was a mind-stretching experience," said NAB's Joint Board Chairman Wallace Jorgenson of Jefferson-Pilot Communications. Among the topics discussed were satellite communications, high-definition and advanced television, fiber optics, cable and home video. "The discussions ranged from doomsday predictions to things are going to be great," said Jorgenson. The program, he noted, was such a success that NAB may hold similar sessions, one for radio and one for television executives, later this year.

As for other predictions, the group heard that while cable has been growing rapidly, that growth is going to slow down. VCR use will continue to increase, eventually reaching about 80% penetration. The promise of fiber optics was also discussed. And, said NAB's President Eddie Fritts, there were no "doomsday scenarios for the [television] networks."

Following NAB's retreat, the association's executive committee met. The agenda included a discussion of how to respond to the joint board of directors concern about having more time to study the association's budget before being asked to approve it at the annual winter meeting. A system is being established to address that problem, said Jorgenson. Specifically, the budget review committee would see the proposed budget before the executive committee (currently, the executive committee approves the budget and then sends it to the review committee) and make its own recommendations. Jorgenson hopes to have the budget ready, in at least summary form and with an analysis, for the board to see 10 days to two weeks in advance of the meeting. The review committee, he indicated, would also start looking at quarterly reports on the budget.

ates, and Florida Satellite Networks, owned by a Canadian MSO, Moffat Communications.

The two camps had discussions last year about combining forces, as Sunshine looked at proposals from various regional sports operations. But talks with SportsChannel broke down, principally over the question of control. SportsChannel found the operators' desire to control the sports programming unacceptable. "We feel we know how to run a sports channel," said Mickler, and the operators' desire to run it "was a grave concern for us."

SportsChannel would not disclose its start-up costs, but a knowledgeable source estimated the rights payments for the service's sporting events were upwards of \$8 million.

The 11 operators in the Sunshine Network who have committed over 1.5 million subscribers are Storer, Comcast, ATC, Continental, Cox, Paragon, Vision, Selkirk, Jones, Centel and Cablevision Industries. The only major operator in the state missing

are Tele-Communications, and United Artists which together control approximately 140,000 subscribers. There are 2.8 million cable subscribers in the state.

Like SportsChannel, the Sunshine Network will program from roughly 5 p.m. or 6 p.m. to midnight weekdays, and longer on weekends. The government and public affairs programming, which will typically take up the first hour or hour-and-a-half of the program day, will include coverage of the state legislature, public service commissions and local politics. That programming will originate from Florida State University facilities in Tallahassee, the state capital. The kickoff show, on Friday, March 4, will be a two-hour program devoted to Super Tuesday, March 8.

HSE will bring in over 100 MLB games for the Sunshine Network, in 1988, including, 25 games of the Baltimore Orioles, through Home Team Sports; 15 games of the Detroit Tigers, through Pro-Am Sports Service; 17 games of the Twins, 25 of the Houston Astros and 25 of the Texas Rang-

ers. The last two clubs are on HSE's Houston service. Additionally, Sunshine has the rights to 11 Florida State University football games (except for national pre-emptions) 12 baseball and an unspecified number of basketball games. Sunshine will also carry basketball and other events from Jacksonville University, Tampa University, Stetson Central Florida and Florida A&M.

Fees to the cable operators will be 2 cents per subscriber per month, which would give the network at least \$3.6 million in year one. HSE has put in roughly the same amount and shoulders the basic start up costs, including the satellite time. Sunshine will be available on Satcom I-R, transponder 11. The equity breakdown of the network is based on the number of subscribers each MSO contributes. Storer has the most, with 325,000, but with its impending purchase by Comcast, ATC and TCI, the first two companies would stand to move up on the equity scale. Most of the 11 operators are on the board, with 100,000 subscribers needed to qualify for membership.

More riders on the cable exclusivity bandwagon

Two other cable programmers in addition to HBO, are moving toward a form of program exclusivity—Rainbow Program Enterprises, for its five regional sports services, and the Nashville Network.

RPE is offering a "marketing incentive program" that will provide for exclusivity within a distributor's own technology—cable, MMDS, SMATV and DBS—if certain minimum requirements, principally market reach, are met. Distributors will have the exclusive cable rights to sell a sports service in "qualifying areas." Mark Lustgarten, president and chief operating officer of RPE, said that qualifying area translates into "the smallest logical political subdivision."

To qualify, a distributor would have to meet several criteria. First, it would have to have wide availability in the market, the exact reach depending on the circumstances, RPE said. "What we don't want is little bits of a big market," said Lustgarten. "We want it available throughout all neighborhoods." Second, the distribution, whether cable operator or MMDS, would have to insure enough penetration, with the levels again differing depending on the market, RPE said. If the service were on a basic package, the distributor would have to meet certain promotional, carriage and channel positioning requirements.

There would be no extra surcharge to the distributor, as is the case with HBO's plan (BROADCASTING, Feb. 1). The distributor would pay the standard rate card for the sports service. Lustgarten said preliminary discussions have begun with operators, but no deals have been made. There have been no discussions with Microband Corp., an MMDS operator in New York, Lustgarten said. And despite the past differences between Microband and RPE's corporate parent, Lustgarten said RPE would sell to Microband. "If in fact they would assure us that they would maximize the revenue from a neighborhood, they could have the service too," said Lustgarten.

The two companies have had their differences. Microband and cable MSO, Cablevision Systems, RPE's owner, asked the FCC to bar Microband from using its microwave channel until interference disputes hanging up other channels at the FCC were resolved and other companies like Cablevision had a chance to compete with Microband. Microband vehemently opposed the request and the FCC sided with Microband, allowing it to stay in business. In its opposition, Microband charged that Cablevision/RPE was acting anticompetitively in denying it the right to distribute RPE's SportsChannel New York,

Bravo and AMC.

The inability of some New Yorkers to gain access to SportsChannel New York, which carries the Yankees, last year drew the attention of Representative Charles Schumer (D-N.Y.) (BROADCASTING, Oct. 5, 1987). He told the Wireless Cable Association he would introduce antitrust legislation aimed at freeing cable programming for MMDS operators.

Lustgarten said the Schumer flap did not "make one bit of difference" as to when and why RPE rolled out its offer, which he said had been under study for some time. The point, he said, is to get the sports services into the homes of as many potential viewers as possible, whatever the distribution technology used.

Distributors also have the right to sub-license the service in areas they serve. For instance, a cable operator could sub-license the service to a SMATV operator in a building that might not be wired for cable. The cable operator would receive a 10% discount on all sub-license subscribers.

In New York, where cable construction is in various stages, it would be possible for other distribution technologies to be first to carry SportsChannel in a given area, if they meet the other requirements. Once the cable operator achieved those requirements in a given area, it would also be eligible to carry the service.

The Nashville Network, responding to a request from Comcast Cable, is exploring the idea of putting a "most efficient distributor" clause in Comcast's programming renewal contract. For one cent per subscriber per month, it would give Comcast the exclusive right to market Nashville if the service's parent, Group W Satellite Corp., believed any other arrangement with any potential distributor "would confuse the market," GWSC said. The agreement would be MSO-wide, with both parties having to agree to add any systems that would be acquired.

The "most efficient distributor" clause would allow Nashville to grant exclusive rights to another distribution technology, if the reach of that technology exceeds cable's in a market. If Nashville were on an adjunct to the basic tier, for instance, an MMDS operator in the market who, having more subscribers than the cable operator counted on his adjunct tier, could gain the exclusive distribution rights.

GWSC has discussed the idea with other MSOs, including Scripps Howard, which is facing two overbuilders in Sacramento, Calif., but only the Comcast deal is close to signing.



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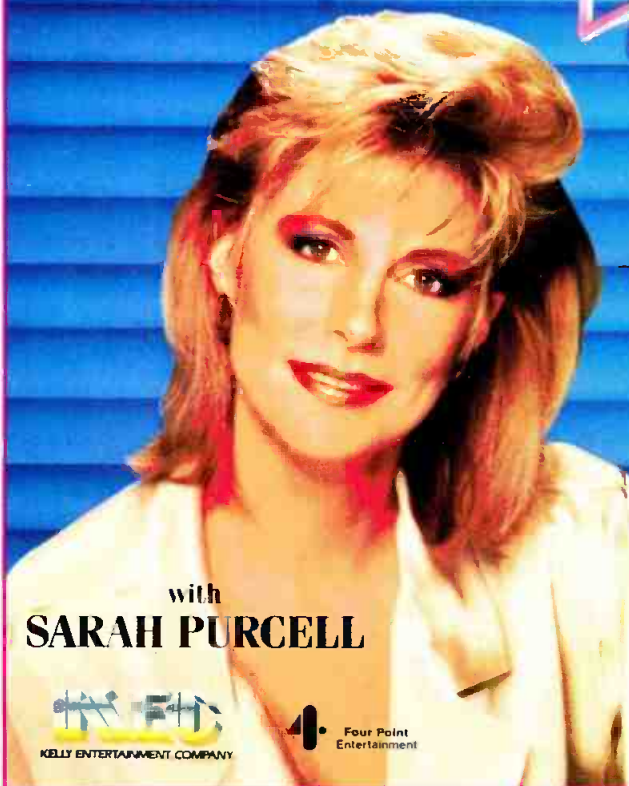


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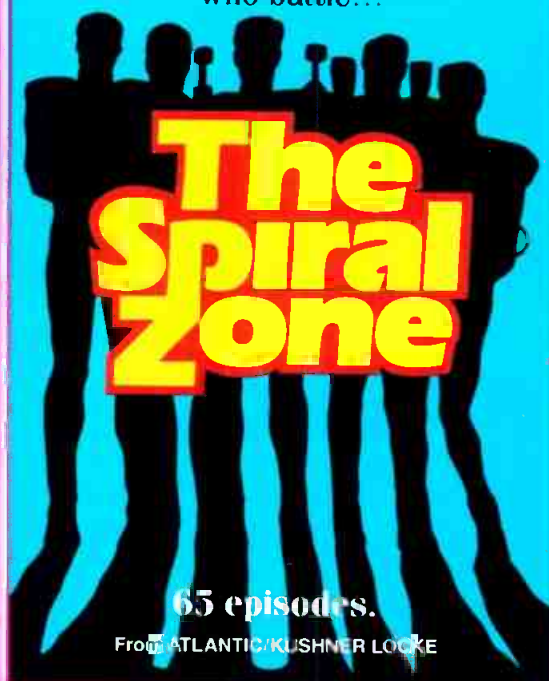
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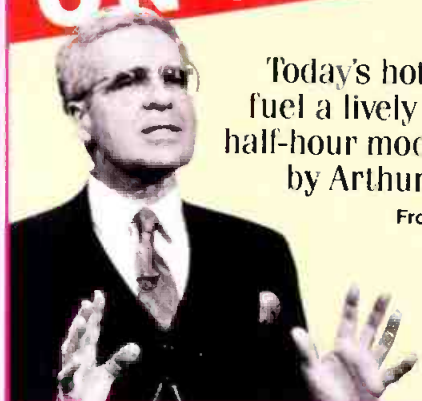


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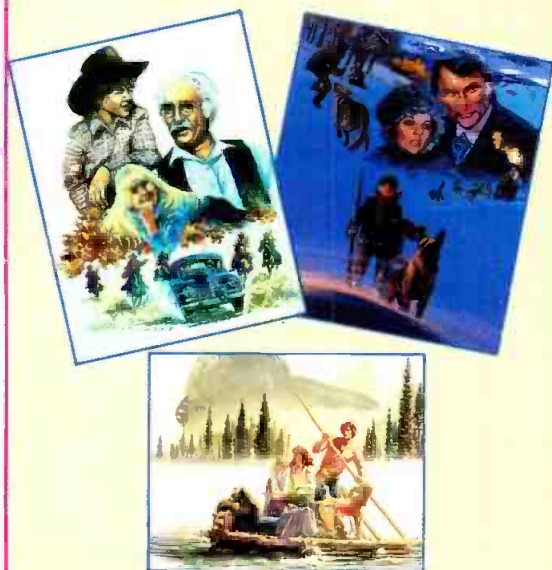
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The World According to Kings

Amid difficult times for television syndication, King World continues to enjoy a position of prominence on the first-run side of the business, thanks principally to the enduring success of 'Wheel of Fortune,' 'Jeopardy' and 'The Oprah Winfrey Show.' Roger King (above right), chairman, and Michael King, president and chief executive officer, now manage a company whose revenues totalled more than \$241 million in the last fiscal year. In this 'At Large' interview with BROADCASTING, the brothers King tell it like it is, from their vantage, and suggest how they'd like it to be.

What do you think about the state of the art of syndication?

Roger King: Basically, it's a very difficult year. We have three shows that are really working out there—*Wheel*, *Jeopardy* and *Oprah*. And then there's the list of shows that have been around for a while that seem to be hanging on. I think the ideas are running out. As for us, we've gone back to the basics.

What do you mean by that?

We went back to renewing our hits into the future. The marketplace is such a tough marketplace to launch any show. For everybody, not just for us. And we didn't see the right vehicle. There's a plethora of talk shows out there now and there are a limited number of shows that are working big. So I think that the state of the art is in

market, you would find that we're probably sold to one station, maybe two. There's also the whole independent world, from which the studios have made a fortune. So we will be a full-service programmer in syndication, which means the world is our oyster.

As to late night, we haven't lost our appetite. The show we put on the air, *Night Life*, did fairly decently; it just wasn't successful enough to bring back. But you know, if we ever get to a point where we have a big show, late night, that's another potential profit center for the TV stations—and the costs per thousands are a lot higher late night than they are in other time periods. So that's another alternative that we can look at.

And I wouldn't rule out the possibility of being a network supplier, which means we would have to hire some people and start developing product, and it's a step-by-step deal with them.

And since we've got a fairly big war chest, we certainly would love to buy some form of a hard asset, whether it's a TV station or a cable system. The only thing is, in our minds, they've been somewhat prohibitive in their pricing.

But that's always the way with a hit. If you're in the business of hits, you're prohibitive on your pricing because you ought to be.

Roger King: Well, we have been going after those hits. It's just that somebody else went after them with more money. If you look at some of the major companies that did not buy stations in the last two years, you'll find a hell of a list.

What about syndication pricing? Have we seen the top of the market, or do you have something else in mind?

Michael King: I think it's the greatest thing in the world. One of the reasons people buy franchises is because they buy acceptance.

You make money with hits. You lose money with the others. You never lose money renewing a hit. When you eat a program, it goes down real hard and you have to buy another show to replace it. And that's a very, very expensive concept. You wind up having four or five shows for the same time period on your shelf. And that's one of the problems that the independents are having, chewing up, eating up all those product, and they're killing themselves trying to get these hits.

Before *Wheel of Fortune* came along, the independents had their own way; they had all the off-network hits, monsters. And along with *Wheel of Fortune* came *Jeopardy* and *Oprah*, those are the megahits of the '80s, and those are affiliated shows. So the independents are having a very difficult time. We're beating up their A product; we're not beating up their B product. And when you keep buying A product that keeps running against you, that must be very fatiguing for them. So that's, I guess, the answer about how expensive things are.

Michael King: Well, before *Wheel*, you had independents that were probably number one in the market between 6 and 8 o'clock with *Barney Miller*, *Three's Company*, *M*A*S*H* and *Taxi*. And they were setting the prices in the marketplace. When *Wheel* came on, the audience shifted back to the affiliates and then new product, off-network product came down and there were more stations in the marketplace. So it was more competitive as far as pricing, but the product wasn't as strong as the programs they had on the air and they were running out of steam.

Roger King: In a lot of cases, *Wheel of Fortune*, *Jeopardy*, and *Oprah* are not the most expensive shows in the market. *Cosby* came in and bid the show. First run is done differently. It's not bid; it's done on setting prices. So I have to go into a market to explain a very complicated area. When you buy a *Bill Cosby*, five or six stations are bidding for it. When you renew *Wheel of Fortune*, we're talking to one station, our incumbent. So we have to set a formula and the pricing for that time period. Basically, it's done on demand of audience, what we know about advertising dollars, how much money is going into the marketplace, and our share of it.

Michael King: And with a hit, too, they know what our share is. When you get a *Cosby* in there, people are just dealing with the competitive nature of the marketplace.

Roger King: You don't throw first-run shows up for bids because you'll wind up with a bad situation. It's a different environment completely. In other words, if I were to throw *Wheel of Fortune* up

for bids in New York, it might be on an independent. I might make more money that year, but the following year, I might be off because the flow of audience is different.

How would you program a station against you?

Roger King: Real problems. I wouldn't want to do it. I wouldn't counter. I wouldn't do games against games. That would be stupid. I would try and meet them with something else. I would buy *Entertainment Tonight*. I'd buy *People's Court*. I'd buy *Donahue*. But I wouldn't put *Donahue* against *Oprah*. I'd put *People's Court* against *Wheel* or I'd put *ET* against *Wheel*. I wouldn't buy *Family Feud*.

Is it possible for you to give us your general philosophy of television showmanship? And how you would run a station?

Roger King: I'd hire a veteran who had been doing it. I would go out and seek out a professional who's working in a major market television station. I wouldn't run it myself. I'm not qualified to run it myself. A general manager doesn't just deal with buying a syndicated show from me. He deals with the local community and the news department and so on and so on. These are very complicated areas. There are a lot of people who do it badly. I know how to do it badly. But to do it well—it's an art form. I wouldn't even entertain the idea of trying to figure out a newscast. I'd hire a news director and I'd hire the best one I could find.

We do look at things on a quality level; that's one thing I've always aspired to all my life. I would try and hire the finest news director, the finest general manager and the finest program director I could find. I wouldn't try and create the animal myself; I'm not qualified to do that and I know that much.

At King World, I can tell you that we approach a television show with quality. All of our failures were quality, too. They didn't work the audience didn't respond to them. But they were the most expensive shows that we could put on the air. Then we backed it up with the most expensive promotion ever designed in syndication. Years ago, when you sold a show, the syndicator gave the guy a tape and said: "Run it." Didn't tell him how to run it. Didn't get involved with the promotion. King World got involved with every aspect of it, including, I might add, generating dollars.

We came prepared to ask about such things as syndicated exclusivity, the financial interest rules, the compulsory license. Do those issues concern you? Do you think those are first-rank matters for the broadcaster or should he be worrying about what to put against *Wheel*?

Roger King: He should be worrying about both.

Michael King: I think they have to. With your general manager, as Roger said, buying *Wheel of Fortune* is a very important issue, but it's not the only one. How would you like to buy a TV station and have the laws changed on you? It's very difficult. Your franchise is a very fragile thing.

Take the prime time access rule as an example. That was designed to help the struggling independent. Not the New York major market independent, but the little guy in Richmond, Va., who can't compete for the same product. It was designed to separate them so that they could deal openly so the public would be able to have a choice. So I'm very much in favor of that rule because I'm in favor of the public.

What about syndicated exclusivity?

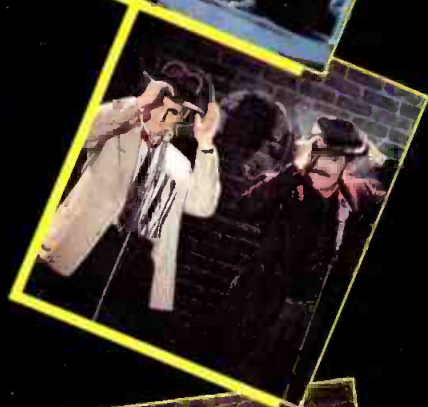
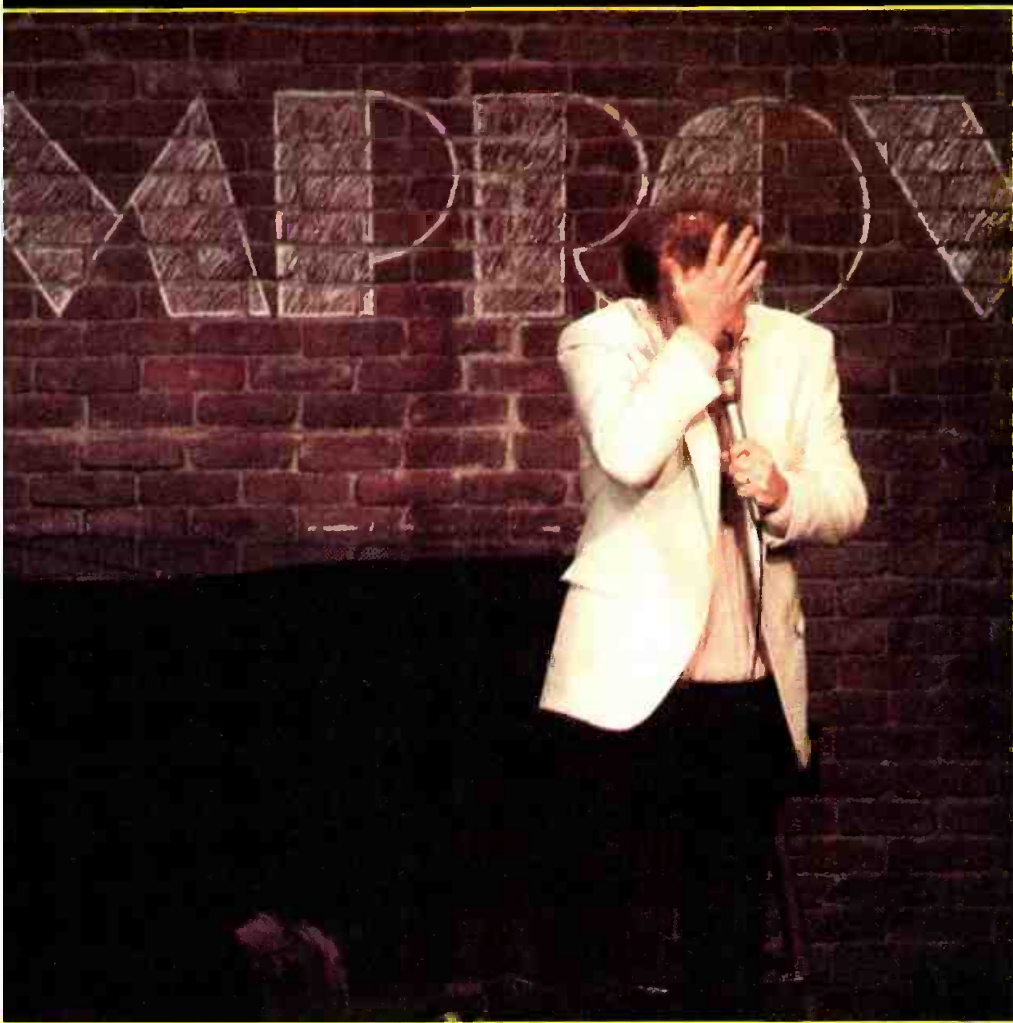
Michael King: I guess they repealed it to help cable and cable is very strong now. When the government wants to build a certain industry, they legislate new rules against the big guys and it works. You know, as Roger said, the PTAR rule was to establish independents and it worked. Taking the exclusivity away from TV channels built cable. And now, I guess, cable is to the point where it's such a formidable opponent that they're now saying, put it back.

What do you think is the single most critical issue facing the programming industry—the syndication industry—in 1988?

Roger King: Where to put all this cash. That's the only problem we have. The other syndicators have a problem trying to find out where is the money.

Michael King: If you do not have a hit and you're trying to sell a TV

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DALLAS	KDFW	SAT.	6:30 PM	+ 40%
MIAMI	WPLG	SAT.	1:30 PM	+ 50%
PITTSBURGH	WPXI	SAT.	5:30 PM	+ 80%
SACRAMENTO	KOVR	SUN.	1:00 PM	+150%
INDIANAPOLIS	WTHR	SAT.	1:30 PM	+200%
PORTLAND, OR	KPDx	SAT.	10:00 AM	+ 25%
MILWAUKEE	WTMJ	SAT.	NOON	+ 36%
NORFOLK	WAVY	SAT.	5:00 PM	+ 57%
ROANOKE	WSLS	SAT.	1:30 PM	+ 25%
OMAHA	KETV	SAT.	1:00 PM	+140%
SPRINGFIELD, MO	KOLR	SAT.	6:30 PM	+ 36%
COLORADO SPRINGS	KKTV	SAT.	5:00 PM	+ 20%
LANSING	WSYM	SUN.	7:00 PM	+ 50%
MACON, GA	WGXA	SUN.	5:30 PM	+ 67%
CHICO	KHSL	SUN.	6:30 PM	+ 40%
BILLINGS	KTVQ	SAT.	8:00 PM	+200%

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NATPE '88



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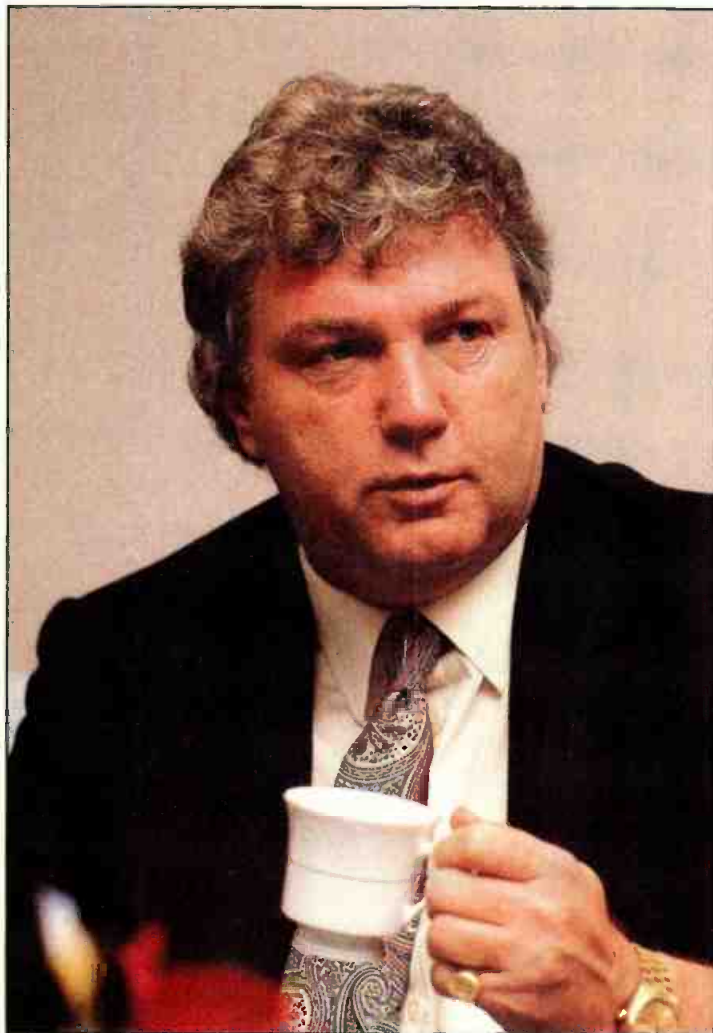
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station, it's so bad that you can actually not get any money at all and you can pay.

I've heard, and I'm sure you've heard, the war stories about the major market clearances for some shows, bartering it. Those barterers, believe me, are a double-edged sword.

Roger King: Even *Cosby* had to go back into the market because it didn't have Cleveland and Tampa and they had to sell the market for whatever they could sell it for, rather than bid it, because they had to clear the barter. And the barter is a real enemy, if you want to know. It's good in a lot of ways. King World comes in, a syndicator comes



Roger King

in, takes cash, their barter. But the lopsided part of the barter is you have to clear 70% of the country or it's worthless.

Michael King: I don't believe barter is good for a show coming out the first time. And the reason it's not good coming out for the first time is the same reason that first-run shows have problems or any shows have problems coming out for the first time and I think that's because of the overnight marketplace.

When you put a show on Monday, and get a rating on Tuesday, it's insane. There's no way a new show can come on the air and get a rating the next day that's decent. It used to be you had 26 weeks.

Roger King: You don't have five weeks anymore.

Michael King: If I was going to say what is the most serious thing affecting programming in the next few years, it's the fact that stations poll. And when you have these huge budgets, you know, such as *Star Trek* or *Night Life*. We went through all of the barter and everything else, and somehow, it didn't work out that way because we were given guarantees and we were refunding money and it just didn't turn out like the \$7 million or \$8 million you're supposed to get.

But that wasn't the only problem. The other problem is that after

two or three weeks on the air, people were telling me I was a failure. And you know, if you look at *60 Minutes* or the newscasts or an great show that's on the air, it didn't happen overnight. It took a long time for it to mature and grow and evolve. And I think that the overnights are far too critical to broadcasters and they really hurt themselves. You look at *Wheel of Fortune* and *Jeopardy* and *Oprah Winfrey*, they're major franchises.

Roger King: There's a lot of money involved. Look at *Dolly Parto* [on ABC-TV]. They're already calling that a failure and that's a \$4 million project that's going nowhere—going off. *USA Today* won't see January if it doesn't get ratings immediately. It won't see January. That's a real rough rule.

How do you deal with that?

Roger King: You hear about the successful part, and I understand that's part of your story. But the other side of the coin is the syndication is an extremely big gamble—no patience. Budgets are going out of sight, the cost to get it on the air is out of sight. An once you get it on the air, you might not even make two months on the air.

Michael King: Tell them about *Jeopardy*.

Roger King: KCBS-TV Los Angeles pulled it after five weeks. Pulled it off the air.

Michael King: The show almost went out of production.

Roger King: WNBC-TV New York had me at 2 a.m. and I couldn't do anything about it. I mean they wanted to renew it at 2 a.m. I can make any money at 2 a.m.

Michael King: It got a 5 rating for the whole United States.

Roger King: *America* went down the chute because the CBS O&O pulled it. Period, end of paragraph. That was a \$20-million production. That mentality is a very dangerous thing for stations. They must be more patient. That's the single biggest problem to syndicators and stations; they must learn to be more patient.

Michael King: We just believed in *Jeopardy* and we went out on the road after a few weeks on the air, asking stations to promote us. "It's a good show and we're going to give you money to help promote it," we said. That show could have gone either way. Now, in hindsight all our *Jeopardy* stations say: "Boy, what a great show to have on your station." Can you imagine what would have happened if most stations pulled the plug as early as they did in Los Angeles? It would have been gone. And stations are pulling it quicker today and it's more difficult.

It means that the little guy can't compete. When we went on the air with *Jeopardy* on KCOP-TV Los Angeles we spent a half million dollars on radio in that market. When we went on the air with *Oprah Winfrey* in Los Angeles, between KNBC-TV and King World, they were \$4.2 million spent on that market.

Roger King: We were the number one advertiser on radio in that market.

Michael King: It's pretty wild. You know why? Because we knew that if we didn't get some numbers in six weeks we'd be off the air.

Roger King: *Jeopardy's* going to get its fair share. But that's something I think your readers will agree with: that the single biggest problem syndicators have is that stations don't have the patience.

Sooner or later, the Gannetts and others that are producing programs and buying TV stations, are going to have to slow somebody down.

**BROADCASTING'S
NATPE Advance
Continues on Page 80**

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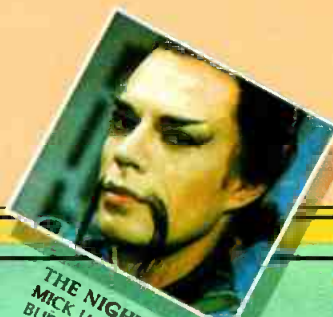
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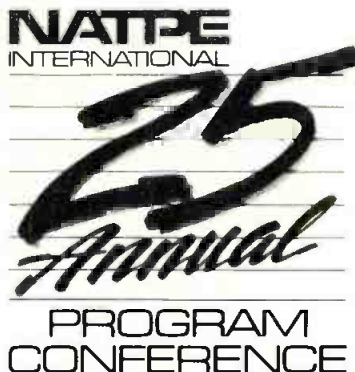
More than 7,500 are expected at George Brown Convention Center for 25th annual programing show; all companies will be on exhibition floor instead of in hotel suites this year

The 25th edition of television's biggest programing exposition, the NATPE International program conference, will get under way next week (Feb. 25-29) at the George Brown Convention Center in Houston with between 7,500 and 8,000 people expected to attend.

That was the word from NATPE conference director Nick Orfanopoulos last week, who said that preregistration for the convention stood at approximately 4,500. With on-site registration contributing another 40%-50% of total attendance, Orfanopoulos said, he expects attendance this year to "at least equal" last year's figure of 7,800.

There will be 217 exhibiting companies in Houston, also about the same as last year. One difference this year, however, concerns the use of hotel suites to exhibit product.

Because the hotels are not convenient to the convention center, the companies that used hotel suites in the past will exhibit from the exhibit floor this year. One major company that will not have a suite or a booth on the



floor is Warner Bros., which earlier announced it would not participate at the convention for the first time (BROADCASTING, Feb. 1).

This year's show will feature a number panel sessions reflecting on NATPE's years and the last 25 years of television general.

Other sessions relating to the 25th anniversary will include "The Next 25 Years of Society and TV" on Saturday, Feb. 27, 8:30 a.m. that will be moderated by Lin Ellerbee; and an "Original Program Panel: Years Ago Revisited," featuring Grant Tinker, representing NBC; Michael Dann, representing CBS; and Edgar Scherick representing ABC.

International program sales will be the highlight of sessions on Thursday led by Bruce Johanson, Multimedia vice president of international and development, and Michael Jay Solomon, a member of the office of the president, Lorimar Telepictures; well as another on Thursday led by Bruce Gordon, president of Paramount Television International Services Ltd.

The NATPE '88 agenda and exhibit listings follow:

NATPE 1988: Houston nights and days

Tuesday, Feb. 23

Executive committee meeting. 9 a.m. Hyatt Regency, Redbud room.

Conference committee meeting. 1 p.m. Hyatt Regency, Cottonwood room.

Educational Foundation meeting. 4 p.m. Hyatt Regency, Pecan room.

Wednesday, Feb. 24

Board of directors meeting. 9 a.m. Hyatt Regency, Cottonwood room.

Board of directors dinner. 8 p.m.

Thursday, Feb. 25

All room numbers are for George Brown Convention Center unless otherwise noted.

Station representatives and station group meetings. 8 a.m.

Educational Foundation seminar and luncheon. 8:30 a.m.-2:30 p.m. Seminar is in room 301AF; luncheon is in room 301BE.

Publications committee meeting. 10 a.m. Room 309.

Community Broadcasters Association meeting. 2 p.m. Room 308.

Concurrent seminars. 3 p.m.-4:30 p.m. *International-Global Finance.* Moderator: Michael Jay Solomon, Lorimar Telepictures; Panelists: Peter Clark, Tel Communications Ltd., England; Michael Grade, Channel 4, England; Pier Lescur, Canal Plus, France; Richard Tozzi, Berlusconi, Italy; Jan Mojto, Be Film, Germany. Room 306.

Doing Business with Canadians. Moderator: Sam Wendel, Telefilm Canada. Panelists: Tony Allard, Allacom Production; John Brunton, Insight Production Co. Ltd.; Pat Ferns, Primedia Productions; Michael Hirsch, Nelvana Ltd.; Robert Lantos, Alliance Entertainment; David Patterson, Cineplex Ode Television; Paul Saltzman, Sunrise Films Ltd.; Jon Slan, Paragon Motion Pictures; Bill Stevens, Crawleys International, Inc.; Peter Sussman, Atlant Sheldon S. Wiseman, Evergreen Raccoons TV Ltd. Room 302.

International reception. 4:30-6 p.m. Pre-function level 3 area.

Friday, Feb. 26

General session opening breakfast. 8:30-10 a.m. *A NATPE 25th Anniversary Celebration.* Host: Deb McDermott, WKRN-TV Nashville, NATPE president; President's award—Deb McDermott; 25 Past Presidents—coordinator, George Back, American TV, New York. Keynote speaker: Katharine Graham, *Washington Post* Ballroom, level 3.

Concurrent seminars. 10:10 a.m.-11:30 a.m. *Washington Update.* Address FCC Chairman Dennis Patrick. Panel discussion moderated by Mickey Garder Akin, Gump, Strauss, Hauer & Feld. Panelists: Patricia Diaz Dennis, FCC commissioner; James Quello, FCC commissioner; Mark McCarthy, House Energy and Commerce Committee. Room 301.

Will it Play in Peoria: Evaluating Programing from Overseas. Moderator: Bruce

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Gordon, Paramount TV International Services Limited. Panelists: Bette Alofsin, GTG; Phil Arnone, KGMB-TV Honolulu; Dolores Danska, WCBS-TV New York; Chuck Larsen, Republic Pictures; Jerry McGrath, WTMJ-TV Milwaukee. Room 302.

The Changing Role of the Advertiser in Program Decisions: Client Involvement in Program Content and Programming. Moderator: Jim Rosenfield, John Blair & Co. Panelists: Marvin Koslow, Bristol-Myers; Jerry Solomon, Busch Media; Robert Wehling, Procter & Gamble. Room 306.

Saturday, Feb. 27

General session. 8:30-10 a.m. *The Next 25 Years for Society and TV.* Host: Lon Lee, KCNC-TV Denver and NATPE second vice president. NATPE Educational Foundation update, Lew Klein, president, Gateway Communications. Moderator: Linda Ellerbee, Lucky Duck Productions. Panelists: Robert Coen, McCann-Erickson; Daniel Gold, Knight-Ridder; Martin I. Horn, DDB Needham Worldwide; Kay Koplovitz, USA Network; Paul Lenburg, ASI Market Research. Ballroom, level 3.

Concurrent seminars. 10:10-11:30 a.m. *Research Beyond the Book: How to Make it Pay without Overpaying.* Producer-moderator: Jack Fentress, Petry. Panelists: Gary Corbitt, WXTV Jacksonville, Fla.; Willis Duff, Audience Research and Development; Lois Friedman, WRVJ-TV Miami; Don Micallef, MCA TV. Room 301.

Children's TV: Sugar-Coated Commercials or Viewing Time Well Spent. Moderator: Marc Summers, host, *Double Dare*, Nickelodeon. Panelists: Steve Binder, Binder Entertainment; John Claster, Claster TV; Judy Price, CBS; Bob Chase, National Education Association. Room 302.

Hours, Minis and Movies: Making Them Work for You. Producer-moderator: Laurey Barnett, United TV. Panelists: Mike Firman, TAPE; Joe Indelli, MTM; Jay Isabella, TeleRep; Farrell Meisel, WWOR-TV New York; Leslie Tobin, Columbia Pictures Television. Room 306.

Catholic mass. 5:30-6 p.m. Room 307.

Sunday, Feb. 28

General session/breakfast. 8-9:30 a.m. *TV Yesterday, Today and Tomorrow.* Host: Joe Weber, MMT Sales and NATPE first vice president. Original 1963 program session revisited. Moderator: Phil Donahue. Panelists: Mike Dann, CBS; Edgar Scherick, ABC; Grant Tinker, NBC. Ballroom, level 3.

Concurrent workshops. 9:40-10:40 a.m. *CBS.* Producer-moderator: Marc Doyle, WAGA-TV Atlanta. Panelists: Michael Brockman, Tom Leahy, Kim LeMasters, Tony Malara, Scott Michels, Neil Pilson, David Poltrack, Howard Stringer. Room 301.

PBS. Producer-moderator: Pat Faust, WTTW-TV Chicago. Panelists: Candace Carlisle, Lionheart TV, Intl.; Ann Harris, Telco-TVS; Stanley Moger, SFM Entertainment; David Othmer, WHYY-TV Philadelphia; Martin Rubenstein, LBS Syndication; Jim Scalem, KQED-TV San Francisco. Room 308.

Independent. Producer-moderator: Carol Myers-Martz, KCOP-TV Los Angeles. Panelists: Vickie Street, KSTU-TV Salt Lake City; Dennis Updegraff, KPDZ-TV Portland, Ore.; Jerry Robinson, R-COM. Room 306.

Cable. Producer-moderator: Linda Kahn, Nickelodeon. Panelists: Arthur Annecharico, The Arthur Co.; John Hendricks, Discovery Channel; Gae Morris Lifetime; Fred Schaefer, Showtime/The Movie Channel. Room 307.

Home Video. Moderator: Phil Boyer, Cap Cities/ABC. Panelists: Carole Black, Buena Vista Home Video; Rob Blattner, RCA/Columbia Pictures Home Video; Paul Culberg, New World Video; Tim Clott, Paramount Video; Vallery Kountze, Republic Pictures Home Video; Len Levy, Fries Home Video. Room 309.

Concurrent seminars. 10:50-11:50 p.m. *Sports Programming: Is Free TV Being Priced Out of the Market.* Moderator: Nick Freeman, KIRO-TV Seattle. Panelists: Vince Barresi, KTXH-TV Houston; Bill Grimes, ESPN; Sidney Shienker, Denver Nuggets; Gerry Walsh, WUVT-TV Boston; Bob Wussler, Turner Broadcasting. Room 301.

The Latest on Peoplemeters. Producer-moderator: Mel Goldberg, Electronic Media Rating Council. Panelists: Ave Butensky, Fries Distribution; John Diming, Nielsen; Tim Duncan, ASTA; Steve Goldman, Paramount TV; Barry Kaplan, AGB; Jim Monahan, TeleRep; David Poltrack, CBS; Steve Singer, BBDO. Room 302.

Late Night TV Programming. Producer-moderator: Joe Weber, MMT. Panelists: Dick Cignarelli, MGM/UA; Chuck Gerber, Casablanca IV; Larry O'Daly, Tele America; Lin Oliver, MCA TV Enterprises. Room 306.

Debate-Democratic presidential candidates. 4-5:30 p.m. Convention Center Ballroom.

Iris awards. 6:30-8:30 p.m., Music Hall Theater. Hosts: Suzanne Somers and Wil Shriner.

Monday, Feb. 29

Distributors. 8:30. Cafeteria, level 3.

The NATPE Institute. 8:30 a.m.-2 p.m. *Governance and Management Employ Conduct.* Steve Kerr, USC. Room 306. *Selection, Development and Mobility of Employees.* Barry Leskin, USC. Room 301. *Management and Allocation of Financial Resources.* Richard Savich, USC. Room 302.

Luncheon. Noon. Speaker: George Gillett, Gillett Group. Iris Grand Award presentation. Location to be announced.

Programs and services: booth by booth

*Asterisk indicates new product.

ABC Distribution Co. 271
825 7th Ave., New York 10019

ABR Entertainment Co. 1559
32123 W. Lindero Canyon Rd., #206,
Westlake Village, Calif. 91361

Programs: Tell It to Harvey*; Yahtzee*; Lingo*; Animated Classics* (24); Yes Virginia, There Is a Santa Claus*; The New Crosswits*; Roller Derby Gold*; Sherlock Holmes Series (4), The ABR Collection (13 specials, 4 series)*. *Staff:* Burt Rosen; Barbara Straus Rosen; Celinda Glickman; Roger Adams; Ron Johnson; Arthur O'Connor; Caro-

line Howe; Ken Kagen; Robert Taffner; Bobbie Marcus, Steve Simon.

Access Syndication 1271
12345 Ventura Blvd., Suite H,
Studio City, Calif. 91604

Programs: Camp California*; Don King's Only in America*; Triple Threat*; Beverly Hills Teens, Being with J.F.K. *Staff:* Dennis Miller; Ritch Colbert; Rick Jacobson; Dick Colbert; Bill Behrens; Peter Rosenberg; Dana Quan; Sandi Ezell; Yolanda Mora; Jill Siegel-Zemling, Suzy Ginter.

AGB Television Research 1512
540 Madison Ave., New York 10022

Services: National TV audience measurement. *Staff:* Michael Poehner; Rupert Burks; Barry Kaplan; Andrea Cetera, Jean Goldberg.

All American Television 1119
304 E. 45th St., New York 10017

Programs: Liddy*; Hollywood Countdown*; Festivals of the Far East*; Festivals of the World*; Extra Dimensions*; Jack Thompson Down Under*; An America's Top 10 Book of Love; An America's Top 10 Christmas; Beyond 2000; Deja View; Fridays' McDonald's Charity Christmas Parade; Portrait of a Legend; Seeing Things; The Boy King;

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The Uncle Floyd Show, The Way It Was. *First-run:* The Entertainment Report; All American Feature Theatre; America's Top Ten; Crook & Chase/Weekend; Saber Rider and the Star Sheriffs; Smart Money Specials; Steve Crowley's Money Pro/News Inserts; The Newsfeed Network; Wailer Reunion Concert, World Music Video Awards. *Staff:* George Back; Joseph Kovacs; Carl Menk Jr.; Conrad Roth; John Reisenbach; Joan Marcus; Wendy Clacy Zackon; Jo Ann Giacalone; Lore Koch; Larry Schatz; Steve Blechman, Genevieve Piturro.

All Media Enterprises 362
P.O. Box 158, Malvern Melbourne, Victoria, 3144, Australia

Series: Australian outback documentary series*; Pelican's Progress*; Leyland Brothers' World*; Bush Photographer*; Women of the World*; Aviation Profile*. *Specials:* Touring Australia; Australia—Where Time Began; Koorana—Crocodiles' New Beginning; Living Forever; Armageddon; The Man of Peace. *Staff:* Philippe de Montignie; John Thornton, Richard Moore.

American Film Technologies 1130
12100 Wilshire Blvd., #600, Los Angeles 90025

Programs: Sherlock Holmes (4), 12 features TBA. *Staff:* George Jensen; Bernard Weitzman; Nathan Leipziger; Bob Glaser; Barry Sandrew; Jack Flowers; Stanton Rutledge; Bob Bartlett; David Hamby; Murray Weissman; Jeanne Rodgers; Bill Montgomery; Bruce Cash; Alex Hartel, Arthur Hartel.

American Motion Pictures 524
7023 15th Ave., N.W., Seattle 98117

Specials: Adventures on Sinclair Island; In Search of the Wow Wow Wibble Woggle; The Time Cube. *Talk:* Imagine. *Staff:* Conrad Denke; Laura Denke; Susan Piela; Phillip Printz, Lee Barton.

Andrews & Martin Syndication 1612
Three Dallas Comm. Complex, #112, Irving, Tex. 75039

Programs: Rock 'n' Roll & Then Some*; Sportsline Specials; World Class Championship Wrestling; Wild West Wrestling; Dallas Cowboy Weekly; The Tom Landry Show. *Staff:* Max Andrews; Bill Seymour; Don Kimmey, Lee Martin.

Anglia TV 939
Brook House, 113 Park Lane, London W1Y4DX, England

Applied Information Management 356
98 Cuttermill Rd., Great Neck, N.Y. 11021

Services: Syndication/distribution computer systems; Harpoon advertiser sales; station sales/market clearance*; print traffic control*; rights data base management*; movie package management*; home video distribution*; TV

program production cost accounting*; accounts payable*; accounts receivable*; general ledger*; payroll*; office automation. *Staff:* David Isacowitz; Chris Christie; Shari Neuwirth; Roni Podell, Melissa Blog.

Arbitron Ratings 1549
312 Marshall Ave., Laurel, Md. 20707

Services: Custom Target AID; Maximiser; PC-BAR Market Manager; Spotraq; Movie Book; Brand Traq, Scan-America. *Staff:* Pete Megroz; Ken Wollenberg; Howard Rosenblum; Dan Casey; Jim Mocarski; Sharon Rickle; Kit Smith; Marjorie Johnson; Bill Carleton; David Bright; Doug Marks; Bob Decker; Barbara McFarland; Doug McFarland; Bill Shafer; Dennis Spragg, Jef Christian.

ARP Films 250
342 Madison Ave., New York 10173

Cartoons: Spider-Man; New Spider-Man; Spider-Woman; New Fantastic Four; The Incredible Hulk; Captain America; Iron Man; Sub-Mariner; The Mighty Thor; Star Blazers, Rocket Robinhood. *Education:* Max the 2000 Year, Old Mouse. *Series:* The Circus Show, Strange Paradise. *Documentaries:* Collection; Chef of the Stars; Magicians of Murano, The Nose. *Staff:* Claude Hill; Anne Cody, Joanne Melton.

Ascot Syndication 529

ASI Market Research 829
7655 Sunset Blvd., Los Angeles 90046

Services: Broadcast, cable, home video; TV pilot, program evaluation; title, concept and script testing; TV series maintenance studies; marketing, sales research; tracking, attitude and usage studies; feature film research; advertising, promotion research; new product, technology research, and strategy, planning research. *Staff:* Paul Lenburg; Loren Steck; Lucille Palmiere, Tracey Boyce.

A.S.T.A. 558
1756 Broadway, New York 10014

Staff: Jim Duncan; Carey Bozanich.

Audio Plus Video International 1234

Avery Productions 855
4843 Voltaire St., San Diego 92107

Barris Industries 1429
1990 S. Bundy, Penthouse suite, Los Angeles 90025

Programs: The All New Dating Game; The New Newlywed Game, The Gong Show*. *Staff:* Burt Sugarman; Jeff Wald; Jon Peters; Peter Guber; Jim Ricks; Bob Cook; Howard Mendelson; Lee Rudnick; Buddy Brooks; Jay Silha; Bob Eubanks; Jeff MacGregor; Jim Brolin; Candy Clark; Don Bleu; Olivia Ayala; Mary Olson; Rick Kates; Deborah Parisi; Rachel Weels; Scott Sternberg; Rob Roberson; Brian Fleming; Tracey Hart, Chris Bearde.

Barton Printz Productions 524
1110 No. 175th, #206, Seattle 98183

Program: Imagine. *Staff:* Lee Barton; Philip Printz; Robin Guess; Susan Piela; Dean Thompson, Polly Doven.

Baruch Television Group 435
7918 Jones Branch Dr., #400, McLean, Va. 22101

Programs: A Very Special Arts Story Continues; The All New Bob Uecker Sports Show; Early Warning: Crises Challenging America*; Everything You Wanted to Know about Taxes, But Were Afraid to Ask—1988 Edition; NBA Player's Association Summer Charity Classic; 10th Annual Rhythm and Blues Award Show; This Day in Hollywood. *Staff:* Ed Baruch, Frank Bean.

Bavaria Film GmbH 1211
Bavariafilmpplatz7, D-8022, Geiselgasteig, Munich, West Germany

Programs: The Abduction from the Seraglio; The Death of a Burglar; The Devil's Lieutenant; Duel; Eight Years Later; Evening Star; The Investigator; Miriam; On the Killer's Track; Revenge; The Roaring Fifties; The Snowman; The Strange Life-Story of Baron Friedrich von der Trenck; Three Ropes for Hanging; Two Lives; Vodka—Bitter Lemon. *Staff:* R. Dermuhl.

Behrens Productions 1064
51 SW 9th St., Miami 33130

Programs: Young Universe; Young Newsbreaks*. *Staff:* Betsy Behrens, Bob Behrens.

Bert, Barz & Kirby 300
1956 N. Cahuenga, Hollywood, Calif. 90068

Services: Producer of radio commercials. *Staff:* Bert Berdis; Alan Barzman; Jim Kirby; John Feeney, J.P. D'Amore.

BizNet/US Chamber 1300
1615 H St., N.W., Washington 20062

Blair Entertainment 749
1290 Avenue of the Americas, New York 10104

First-run series: Candid Camera*; Divorce Court; Fan Club. *Series:* The Cisco Kid; Death Valley Days. *Features/packages:* Star Power 20; Revenge Movie Package. *Children:* The Lollipop Dragon. *Sports:* Torch of Champions; Wake Up the Echoes; History of Notre Dame Football; NDL Great Moments; Great Plays from Glory Days; Legends of College Basketball; College Football Scrapbook; Road to the Superbowl '88; NFL Update '87; Sports Challenge; Metrophone; TBA: three hour specials. *Staff:* James Rosenfield; Alan Bennett; Alan Berkowitz; Leonard Giarraputo; Kenneth Donnellon; Michael Weiser; Howard Levy; Richard Grove; Bob Jaffe; Frank Di Graci; Linda McMann; Jack Foley; Bill Featherstone; Norman Lesser; Samuel Fuller; Linda Lieberman; Marlene Rochman; Dan Zifkin; Donna Landau; Thomas Sieracki; Wal-

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ter Rolph; Andrew Rogin; Linda Pro-zeller

Blair Television 1319
1290 Avenue of the Americas, New York 10104

Bozell, Jacobs, Kenyon & Eckhart 1259
10250 Regency Circle, Omaha, Neb. 68114

Mutual of Omaha's Wild Kingdom. *Staff:* Hal Davis; Jim Fowler; Peter Gros; Jim Sparks; Phil Webb; Gus Whitehead, Jim Burids.

BPME 1588

Broadcast Information Bureau 276
100 Lafayette Dr., Syosset, N.Y. 11791

Broadcast Management Plus 1365
117 Iron Mountain Blvd., Lake Oswego, Ore. 97034

Buena Vista Television 971
500 S. Buena Vista St., Burbank, Calif. 91521

New programs: Golden Girls*; Live with Regis & Kathie Lee*; Chip 'n' Dale's Rescue Rangers*; DuckTales II*. *Series:* Win, Lose or Draw; DuckTales; Siskel & Ebert, Wonderful World of Disney. *Features/packages:* Magic II; Treasure I, Disney Magic I. *Staff:* Robert Jacquemin; Rich Goldman; Peter Affe; David Morris; Larry Frankenbach; Peter Newgard; Jamie Bennett; Mary Kellogg-Joslyn; Bruno Cohen; Mark Zoradi; Michael Tanner, Michael Mellon.

C.B. Distribution 1111
141 El Camino Dr., #110, Beverly Hills, Calif. 90212

Comedy series: Carol Burnett and Friends. *Staff:* Bob Wright; JoAnne Leighton; Steve Schott, Linda Bross.

Camelot Entertainment Sales 1249
1700 Broadway, New York 10019

Sales of advertising time for King World's Wheel of Fortune, Jeopardy!, The Oprah Winfrey Show and George Schlatter's Comedy Club; Buena Vista Television's DuckTales, DuckTales Special, Siskel & Ebert, Siskel & Ebert Oscar Special, Siskel & Ebert Xmas Special, Disney Magic and Win, Lose or Draw; MGM/UA's We Got It Made, Sea Hunt, Live with Regis & Kathy Lee, The Twilight Zone, Group One Medical. *Staff:* Steven Hirsch; Michael Auerbach; Dan Gasby; Rosanne Legano; Dick Moran; Marsha Diamond, Michael Shaw.

Casablanca IV 1569
202 N. Canon Dr., Beverly Hills, Calif. 90210

Programs: Howard Cosell: Speaking of Everything*; Hit Squad*; Crimes of the Century*. *Staff:* Richard Cohen; Richard Gold; Chuck Gerber; Jim McCallum; Jack Allen; Stuart Doriss; Michael Caponi; Bethany Gorfine; Henry Urlick; Betsy Higgins; Georgia Scott; Barbara Lenda.

Castle Hill Productions 772
1414 Avenue of the Americas, New York 10019

Features/packages: Regal Gold; The Sterling Collection; Made in Hollywood, USA; Fright Night, Flex Your Pects. *Specials:* All the Best, Steve Allen; Steve Allen's Golden Age of Comedy. *Staff:* Mel Maron; Barbara Karmel; Milly Sherman, Ken Brady.

CBS Broadcast International 457
51 W. 52d St., New York 10019

CBS Television Network 3
51 W. 52d St., New York 10019

Central Independent TV 939
35-38 Portman Square, London W1A 2HZ, England

Documentaries: The Cutting Edge*; Living on the Edge*, Naturewatch. *Light entertainment:* Love Me Tender*; A Kind of Living*, Spitting Image. *Drama:* Yesterday's Dreams*; Fields of Fire*; Hard Cases*, Connie. *Staff:* Philip Jones; Kevin Morrison; Ted Childs, Clare Alter.

Cinar Films 336
(Sharing with Telefilm Canada.)

Claster/Sunbow Productions 771
Sunbow—130 Fifth Ave., New York 10011

Claster—9630 Deerco Rd., Timonium, Md. 21093

Programs: Animated programs (first run): My Little Pony and Friends (65), Gi Joe (100) JEM (75) Visionaries (13 [weekend]), Transformers (20 [weekend]), Cops (65 [syndicated for DIC]). *Staff:* Claster—John Claster, Sally Claster Bell, Janice Carter, Terri Akman, John Russel, Peggy Powell; Sunbow—Tom Griffin, Art Heller, Heide Kahme, Lisa Klasner, Mary Tricoli, Cynthia Marcus, Carole Weitzman, Fred Cohen.

Coe Film Associates 1100
65 E. 96th St., New York 10128

Programs: The Shorts Collection; The Children's Package; Children's Half-Hour Specials (26); Children's Hour Specials (10); Children's Features (5); Young People's Specials (11); Children's Series: *animated:* (22)*; *live:* (7-plus); The Nature Package; Hour Specials*; Half-Hour Specials; Hour-Plus Specials*; Performing Arts Specials* Features*; Hour Dramas*; Half-Hour Sci-Fi Stories*; Dramatic Short Stories*; Sports Specials; Series*; Christmas Films; Educational (50-plus). Special footage supplied. *Staff:* Bernice Coe, Mignon Levey.

Columbia Pictures Television 1049
Columbia Plaza North, 3300 Riverside Dr., Burbank, Calif. 91505

Off-network comedy: Archie Bunker's Place; Barney Miller; Benson; Carson's Comedy Classics; Carter Country; Different Strokes; Facts of Life; Fish; Good Times; The Jeffersons; Maude; One

Day at a Time; Sanford & Son; Silver Spoons; Soap; Square Pegs; The Three Stooges; Who's the Boss?. *Off-network drama:* Charlie's Angels; Fantasy Island; Hart to Hart; Police Story; Police Woman; S.W.A.T.; Starsky and Hutch; T.J. Hooker. *Off-network feature film packages:* Columbia Night at the Movies; Entertainer of the Year; Embassy II (20); Embassy III (20); TV 20 (20); Volume IV (23); Volume V (26); Volume VI (21); Columbia Gems (242); Columbia Gems II (43). *Staff:* Gary Lieberthal; Barry Thurston; Michael Zucker; Leslie Tobin; David Mumford; Meade Camp; Terry Mackin; Jeff Gallop; William Clark; Leslie Glenn; Alan Daniels; Deborah Willard; Francine Beougher; Joseph Tulloch; Gary Lico; Herb Weiss; John Rohrs Jr.; Susan Grant, Joe Kissack.

Columbia Pictures International Television 1049
711 Fifth Ave., New York 10022

Programs: The Charmings; Designing Women; Everything's Relative*; Dinosaucers*; The Facts of Life; Houston Knights; I Married Dora*; Juarez*; Married...With Children*; The New Gidget; The Real Ghostbusters; The Thorns*; Trial and Error*; 227; What's Happening Now!!; Who's the Boss*; Alice in Wonderland*; Caine Mutiny Court-Martial*; Freedom Fighter*; The Great Diamond Robbery; Hart to Hart Reunion; Margaret*; The Return of Ben Casey*; The Taking of Flight #847: The Uli Derickson Story. *Staff:* Michael Grindon; Susan West; John Migicovsky; Helios Alvarez; Nelson Duarte; Octavio DaSilva, Alvaro Mutis.

Concept Image J.P. 336
(Sharing with Telefilm Canada)

Condor Television 419
26 Ole Musket Lane, Danbury, Conn. 06810

Auto America*. *Staff:* Jerome Infantino, Robert Mertz.

Con Hartsock & Co. 1501
1100 Glendon Ave., #945, Los Angeles 90024

Series: Morgus Presents*; The Lawless Years*, The Jerry Lewis Show. *Features/packages:* Elvira's Movie Macabre, Jerry Lewis Movies. *Staff:* Con Hartsock; Merry Hartsock, Hank Profenius.

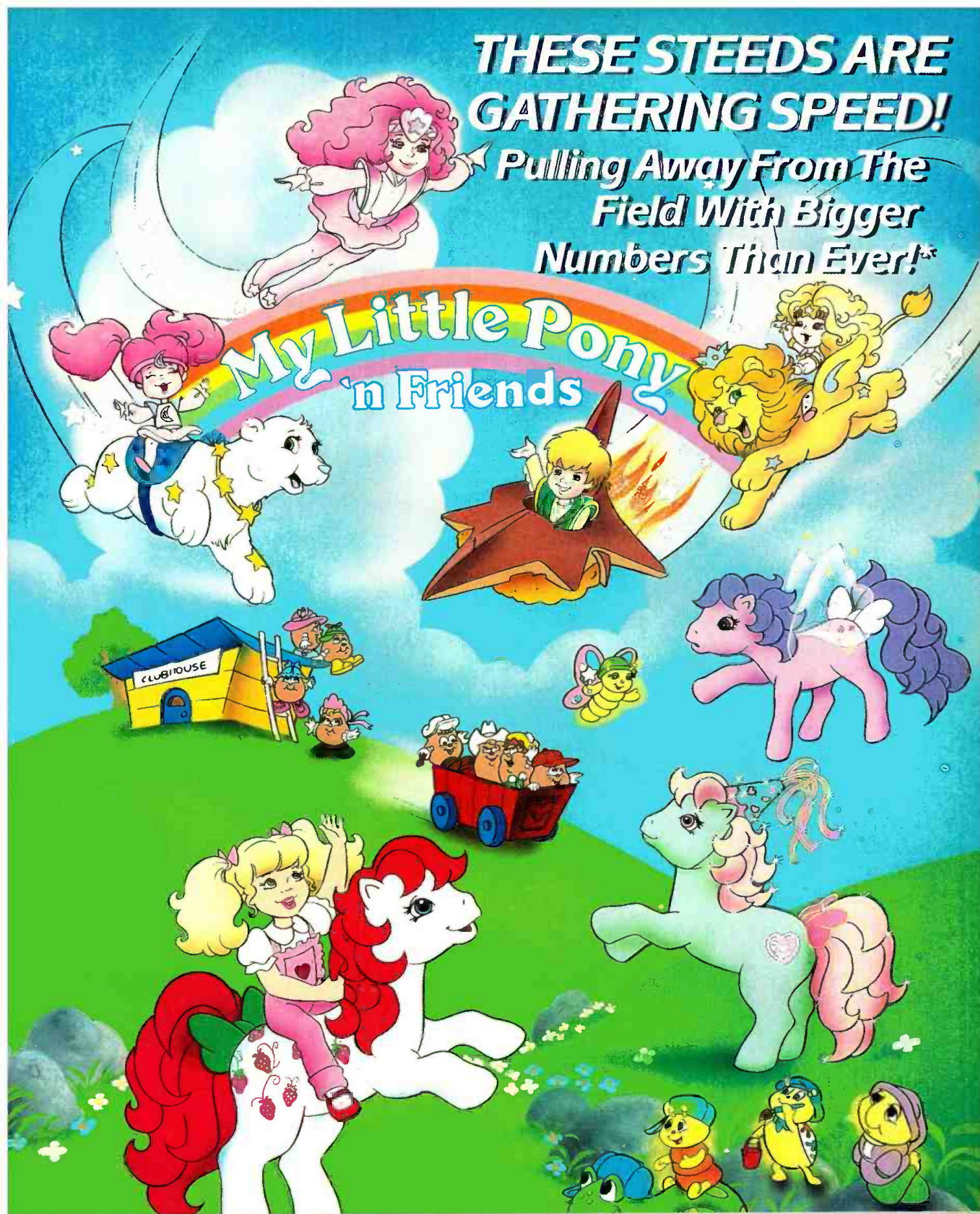
Coral Pictures Corp. 759
6850 Coral Way, Miami 33155

Programs: Dawn of Promises*. *Mini-series:* Wagner*; Quo Vadis*; Echoes of the Heart; Be Good If You Can; Mussolini and I; Cindy. *Series:* Your Show of Shows. *Features/packages:* Cindy; Coral Collection I (15 titles); Coral Western Adventures (17); Coral Action Theatre (12); Coral Martial Arts I (19); Something Special. *Documentaries:* Mysteries of the Ancient World; Leonardo Da

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*Source: NSI Overnights, Nov. '86 and '87

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Vinci. *Animated series*: Man and His World; Pimpa; Captain Future; Angel; Robot Festival; Don Quixote in the Tales of La Mancha; Fables of the Green Forest; Space Angel; Spunky and Tadpole; Candy Candy. Also, dramas, mini-series, music/variety, series and children's programs available in Spanish only. *Staff*: Sy Shapiro; Lee Jackoway; Manolo Vidal; Hank Guzik; Dick Ostrander; Al Lawken; Hernan Perez Bolisario; Eladio Lares; Gustavo Basalo; Luis Guiller-mor Gonzalez, Ken Campbell; Alberto Caldara; Marcel Granier.

DFS-Dorland Program Exchange 1540

405 Lexington Ave., New York 10174
Children: Dennis the Menace; Woody Woodpecker and Friends; Scooby Doo; The Flintstones; Bullwinkle; Rocky and His Friends; Bill Cosby's Picture Pages; Underdog; Uncle Waldo's Cartoon Show; Tennessee Tuxedo and His Tales; Dudley Do-Right and Friends; Young Samson; Space Kidettes; Sea-lab 2020; Inch High Private Eye; Wheelie and the Chopper Bunch; Roman Holidays; Devlin; Valley of the Dino-saurs; King Leonardo. *Off-network se-ries*: Bewitched; I Dream of Jeannie; Abbott & Costello; The Partridge Fam-ily; The Greats of the Game. *Staff*: Allen Banks; Jack Irving; Chris Hallowell; Su-san Radden; Beth Feldman; Tim Stro-sahl; Diane Casse; Holly Hanlon; Es-ther Pashkin; Barbara Donoghue.

DynoComm Sports 500
27285 Las Ramblas, #130, Mission Viejo, Calif. 92691

Programs: OP Fiji Invitational Surfing Championship; OP Curacao Interna-tional Windsurfing Championship; Crush International Bodyboard Cham-pionship; World Jet Ski Finals; Op Pro Surfing Championship; PCH Manhattan Beach Volleyball Championship. *Staff*: Alan Gibby; Paul Jenner; Rick Gardner; Julie Brady; Wayne Smith, Todd Udall.

Ebony/Jet Showcase 279
820 S. Michigan Ave., Chicago 60605

Electra Pictures Inc. 1564
3 Dallas Communications Complex LB91, Irving, Tex. 75039

Series: Wavelength*; Secret Play-grounds*; The Beam—Black Entertainment and Music. *Game show*: What's In the Cards?*. *Specials*: The Great De-pression of 1990*; A Cowboy Christ-mas*. *Staff*: Joe Pope; Leellen Childers; David King.

Emery Worldwide 516
Old Danbury Rd., Wilton, Conn. 06897

Essence Television Productions 1466
1500 Broadway, New York 10036

Staff: Gene Davis; Deborah Adrine; Danelle Durden; Maggie Cowland; Ray-mond Horn; Clarence Smith; Susan Tay-lor; Terrie Williams; Angela Thame; Lin-

da Howard; Sarah Smith; Judith Mayo.

Excel Telemedia International 963
745 Fifth Ave., New York 10151-0077

Series: The Leonard Rosen Show*; Pathfinders. *Specials*: The Incas Re-membered; Scotland Yard; The Louvre; Forbidden City; The Kremlin. *Musical/variety*: Barry Mason—The Songwriter; Lifespan—A Rock Biography; Guys 'n' Dolls in Concert; New Seekers in Con-cert; Kenny Ball and His Jazzmen; Rol-lermania; American Campus Tour. *Dra-ma*: Terrorvision. *Documentaries*: The Truth about Communism. *Feature*: On Wings of Fire*. *Films*: Amateur Night; The Blockhouse; Nightmare; Emman-nuelle; Girl/Boy; A Woman for All Men; Bonnie's Kids; Knocking at Heaven's Door; The Gypsy; Hot to Handle; The Eagles; Duncan's World; The Rag-picker; Bye, See You Monday; Follow That Rainbow. *Staff*: Ken Israel; Joan Israel; Allen Hart; Bill Seymour; Peter Strand; Tom Thuman; Stanley Darer; Jacqueline Toy; Peter Murti, Jennifer Hart.

Extra Extra Daily 361
50 E. 42d St., #506, New York 10017

Service: NATPE convention daily maga-zine. *Staff*: Marsha Blum; Mia Amato; Diane Burley; Simon Applebaum; Betsy Freeman; Albert Greenfogel; Felicia Newman; Marlene Newman.

Federal Express 280
P.O. Box 727, Memphis 38132

FilmLife/Film-Video Hospital 1212
FilmLife building, 141 Moonachie Rd., Moonachie, N.J. 07074

Services: Film restoration. *Staff*: Sheila Bernard; Marvin Bernard; Milton Miller; John Natali, Jeral Bernard.

Fishing the West 711
P.O. Box 46, Oregon City, Ore. 97045

Programs: Fishing the West (26 new episodes). *Staff*: Charles Goodloe, Lana Coon.

Four Star International 1411
2813 W. Alameda Ave., Burbank, Ca-lif. 91506

Fox/Lorber Associates 1329
432 Park Ave. South, New York 10016

Specials: The Elvis Collection*; Great Performers; King...Montgomery to Memphis; Legacy of a Dream; Country. *First-run series*: The Dr. Fad Show*. *Off-network series*: Romance Theatre; Extra! Extra!. *Features*: Fox/Lorber's Greatest Hits* (3); Classic All-Stars* (10); Bad Girls (8); Romance Theatre (17); Young Duke (15); Trailblazers I & II (26, 19). *Sports*: U.S. Pro Ski Tour (13). *Staff*: David Fox; Robert Miller; Paul Greifinger; Jonathan Zweben; Rena Ronson; Trea Hoving; Susan Margolin; Tammy Scannavino; Barry Collier; Mel Franks; Diana Dearn; Michael Spiel-berg, Sandra Embrey.

Fremantle International 1439
660 Madison Ave., New York 10021

Made-for-TV-Movies: We Are the Chil-dren; Fight for Jenny; Fired; Can You Feel Me Dancing?; Vanishing Act; The Last Days of Frank & Jesse James; Manhunt for Claude Dallas; Stillwatch; The Killing Floor*. *Series*: The Camp-bells; The Tripods; The Adventures of Black Beauty; Cisco Kid; Fugitive Samurai. *Mini-series*: Sophisticated Gents; The Baker Street Boys; Joey & Redhawk. *Game Shows*: The Price is Right; Super Password; Family Feud; Blockbusters; What's My Line?; Child's Play; Card Sharks; I've Got a Secret; Match Game; Now You See It; The Dat-ing Game; The Newlywed Game; Every Second Counts; Break the Bank; Strike It Rich; Second Guess; Hollywood Squares; Split Second; \$25,000 Pyra-mid. *Specials*: 1987 Tony Awards; All Star Celebration in Honor of Martin Lu-ther King; Christmas in Washington 1988*; Kennedy Center Honors Annual Show 1981-1987*; Night of 100 Stars 1 & 2; The Magic of David Copperfield; A Super Night of Rock and Roll; The Patti LaBelle Show; Kraft All Stars Salute to Ford's Theatre; The Johnny Cash Spe-cials; Teenage America; Diana Ross*; Daredevils; Candid Camera 40th Anni-versary*; Elvis Memories; Las Vegas 75th Anniversary Special*; Rolling Stone Magazine's Twenty Years of Rock and Roll*; Grammy Lifetime Achieve-ment Award Show*. *Daytime Drama*: Ryan's Hope; Loving; Divorce Court. *Children*: Romper Room; Curious George; The Berenstain Bears; Christ-mas with the Family Circus. *Staff*: Paul Talbot; Julie Zuleuta-Corbo; Ellen Win-demuth, Josh Braun.

Fries Distribution Co. 930
6922 Hollywood Blvd., Los Angeles 90028

G. Ross Teledistribution 336
(Sharing with Telefilm Canada)

Gaylord Syndicom 1311
66 Music Square West, Nashville 37203

Series: Hee Haw; Babe Winkelman's Good Fishing. *Specials*: Hee Haw's 20th Anniversary Special*; Opryland Celebrates 200 Years of America's Mu-sic*; America's Junior Miss Pageant; A Grand Ole Christmas. *Staff*: Jane Grams; Hal Buckley; Martin Clayton; Joyce Simmons; Sam Lovullo, Vicki Dvoracek.

GE American Communications 1631
4 Research Way, Princeton, N.J. 08540

Services: TV program delivery via satel-lite, including Cycle Sat. *Staff*: Edward Campbell; Dorothy Ryan; Susan Ben-nett; Andreas Georgiou, Kurt Thoss.

Genesis Entertainment 972
5743 Corsa Ave., #210, Westlake Village, Calif. 91362

Specials/weekly series: Best of the Na-tional Geographic. *Variety/music*:

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Des Moines—WOI
Cedar Rapids—KCRG
Chattanooga—WDEF
Tucson—KVOA
Waco—KXXV
El Paso—KTSM
Ft. Myers—WINK
Peoria—WEEK
Amarillo—KVII
Corpus Christi—KIII

La Crosse—WXOW
Erie—WJET
Midland—KMID
Salisbury—WMDT
Gainesville—WOGX

Classic Country: Featuring Stars of the Grand Ole Opry. *First-run series:* The Judge; The Great Escape*. *Staff:* Gary Gannaway; Wayne Lepoff; Betsy Green; J. Philip Oldham; Don Springer; Barry Wallach; Jerry Weaver; Stanley Sherman; Grant Norlin; Rob Wussler; Diane Galella; Marc Netka; Marcia Boyd.

GGP 224
400 Tamal Plaza, Corte Madera, Calif. 94925

Programs: Joel Siegel's Road to the Academy Awards; Eckerd Tennis Open; Road to Seoul*; Aspen Tennis Festival*; NFL Draft Special*; 100 Years of Golf*; Beverly Hills Cycling Classic; Passport*; NFL Pre-Season Special; The Race for #1: College Football Bowl Report; Sports Lifestyles; World Cup Skiing; John Madden's Super Bowl Special; One on One*. *Staff:* David Peterson; Robert Horowitz; Henry Schneidman; Anna Owens; Greg Carroll; Keitha Mashaw; L. Michelle Smith.

Globol Vision Group 359
550 Biltmore Way, 9th floor, Coral Gables, Fla. 33134

Programs: The Plot to Kill the Pope; Molly-O; Tomorrow; Mafia II: The Octopus; Mafia III: The Revenge; Lulu's Sins; Treasure Hunters; GVG Movies One (6); GVG I (5); GVG II (6); GVG III (13); Kung-Fun/Ninja Theater I & II (14); Two Against the Road (TIR); The Land of Once Upon a Time; The International Circus Festival of Monte Carlo; Pavarotti in Naples; Super Circus 1988; The Magic Show; Oleg Popov: Portrait of a Clown; The Yehudi Menuhin Festival; Rigoletto; Revue Champagne; Uruguay: Southern Paradise; The Many Adventures of King Lion in the Funny Forest; The 1988 Miss Venezuela Beauty Pageant; The Flight of the Angel. *Staff:* Jorge Valera, Cesar Diaz.

Globo TV Network-Brazil/Globo International of New York Ltd. 460

Rua Lopes Quintas, 303, Rio de Janeiro, RJ, Brazil 22460
1909 Third Ave., 21st floor, New York 10022

Novels: Derecho de Amar; Circulo de Fuego; Mamma Vitoria; Selva de Cimento; Final Feliz; Nina Moza; Cambalacho; Maria Maria. *Mini-series:* Golden Years; Diadorim; Tienda de Los Milagros; Compania Ilimitada; Anarchists Thank God; Time and the Wind. *Music/variety:* Tom Jobim; Roberto Carlos; Voice of Brazil. *Staff:* Jorge Adib; Geraldo Case; Robert Campbell; Maria Alvarez.

Granada Television International 1200
1221 Avenue of the Americas, #3468, New York 10020

Mini-series: After the War*; Floodtide;

Small World*; Travelling Man; *Drama:* All for Love; Bulman; Shades of Darkness; Time for Murder; *Features/Packages:* Christmas Spirits; Clouds of Glory; The Collection; Daphne Laureola; Every Breath You Take*; Haunted; King Lear; Philby Burgess and Maclean; Saturday Sunday Monday; *Documentaries:* Breakthrough at Reykjavik; Celebration*; Disappearing World; Human Jigsaw; It Takes Three to Tango*; A Painful Remainder; Poppie and Black Dog; Pravda: Mr. Gorbachev's New Truth*; Robert Millar: The High Life; Ten Quid Tourists*; Victorian Values*; What Will Survive of Us is Love*; World in Action; World in Action: The First 21 Years; *Variety/Music:* The Aldeburgh Masterclasses*; Choreographer at Work; Conductor at Work; Making It*; Man and Music*; Pianist at Work; Seven Deadly Sins; Rock Around the Dock; Rock Around the Rock; *Entertainment:* Brothers MacGregor; Busman's Holiday; The Funny Side; Grumbleweeds; Kate and Ted's Show*; Stop that Laughing at the Back*; Watching*; *Children:* Allsorts*; Blackbird Singing in the Dead of Night*; Captain Noah and His Floating Zoo; The Magic Ball; Time...to Time*; Young Sherlock; *Education:* The Countryside*; History in Action*; Places and People*; Your Living Body. *Staff:* David Plowright; Steve Morrison; Vivien Wallace; Bill Allan; Leila Maw; Merry Mullings; Sally Millwood; Fiona Keany; Dennis Flach.

Group W Productions 629
3801 Barham Blvd., Los Angeles 90068

Magazine/talk: Getaway; Good Company; Hour Magazine; The Wil Shriner Show. *Entertainment:* Life's Most Embarrassing Moments. *Animated:* Bugsburg; Bravestarr; Ghostbusters; He-Man and the Masters of the Universe; She-Ra: Princess of Power; Fat Albert and the Cosby Kids. *Specials:* Lifequest. *Staff:* Edwin Vane; George Resing Jr.; R. Kevin Tannehill; Tony Dwyer; Sam Cue; Meryl Marshall; Owen Simon; Gerard Farrell; David Jacquemin; Cedric Watkins III; Donald Spagnolia; Mary Fisher; Dan Cosgrove; Peter Gimber; Steve Parker; Kim Schlotman; Glen Burnside; Thomas Will; Chris Lancey; Brock Kruzic; Patricia Brown; Lee Armstrong; Jeff Hoops; Rick Shae; Do-reen Lerner; Kendle Koontz; Martin Berman; Fred Farrar; Paul Nichols; Bonnie Burns; Ed Horwitz; Dick Newton; J. Michael Hudson; William Wuerch; Dick Dreyfuss; Herman Mosley; Lou Scheimer; Alice Donenfeld; Gail Munn; Stan Golden.

Group W TV Sales 534
90 Park Ave., New York 10016

Programs: AIDS Lifeline*; For Kids' Sake; PM/Evening Magazine. *Staff:* Ed Goldman; Joel Segall; Jeff Osborne; Deb Zeyen; Robert Gore; Chico Kurawski; Jill Tarlov.

GTG Marketing 349, 1558
150 E. 52d St., 18th floor, New York 10022

Program: USA Today. *Staff:* Bob Jacobs; Joel Berman; Brian Davidson; Bette Alofsin; Fred Petrosino; Marc Berman; Angela Kreig.

Hal Roach Studios 661
345 N. Maple Dr., Beverly Hills, Calif. 90210

First-run series: T and T. *Comedy/family:* The New Leave It to Beaver. *Children:* Flip. *Magazine/talk:* The Family Show. *Features/packages:* Colorization Network II (15); The Laurel and Hardy Show; Crossbow; McHale's Navy; Dennis the Menace; Hal Roach Classics Vol. 1 (15). *Staff:* Hal Gaba; David Evans; Morton Marcus; Rob Word; Charles Schreger; Delilah Loud; Paul Puskar; Bill Marcus; Jonathan Shapiro; Regina Dantas; Tim Noonan.

Harmony Gold, U.S.A. 1229
8831 Sunset Blvd., Los Angeles 90069

Mini-series: King of the Olympics*; The Man Who Lived at the Ritz*; Shaka Zulu; William the Conqueror; The Count of Monte Cristo; Sandokan. *Magazine/talk:* The Rita Davenport Show*. *Series:* Travellin' Gourmet*. *Documentaries:* Animals of Africa*. *Features/packages:* Harmony Golden I (5); Bonzai Theater (19). *Animated series:* Robotech; Captain Harlock and the Queen of a Thousand Years. *Animated features:* Storybook Theater (10); Lensman*; Gigi and the Fountain of Youth*; Animation Adventure Theater*; Robotech: The Sentinels; The World of the Talisman; Once Upon a Time. *International:* *Mini-series:* Shaka Zulu; William the Conqueror; The Count of Monte Cristo; Sandokan; Praying Mantis; Bella Otero*; King of the Olympics*; The Man Who Lived at the Ritz*. *Series:* Dancin' to the Hits*. *Features:* Sherlock Holmes Trilogy* (13); Ninja 9*; Serie Noire*; Letters to an Unknown Lover. *Documentaries:* Animals of Africa*; American Immortals. *Specials:* A Day in the Country; Vidiots; The Velveteen Rabbit; The Moonstone Gem; Alexander Baxter "Not Your Ordinary Cat." *Animated series:* Robotech; Captain Harlock and the Queen of a Thousand Years; Maple Town Story; The Story of Hanaan; The Brave Frog; Time Fighters; Speed Racer. *Animated Features:* Lensman*; Gigi and the Fountain of Youth*; Robotech: The Sentinels*; The World of the Talisman*; Once Upon a Time*; The Rose of Baghdad; The Brave Frog's Greatest Adventure; Dracula; The Little Train; The Age of the Dinosaurs; Run for Life; Speed Racer: The Demon Acrobats; Speed Racer: The Challenge of the Mammoth Car; Galaxy Express 999: Can You Live Like a Warrior?; Galaxy Express 999: Can You Love Like a Mother?; Young Eleven; Call of the Wild; Little Women; Frankenstein; Time Patrol;

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The Adventures of Pinocchio; Little Lulu and the Gang; The Adventures of Little Lulu; Captain Future; Flower Angel; World Famous Fairy Tales; Undersea Encounter. *Staff:* Frank Agrama; Jehan Agrama; Robert Lloyd; David La Follette; John Rocknowski; Susan Christison; Paul Wischmeyer; Norman Siderow; Heidi Wall; Alan Letz; Sue Raymer; Christine Palinkas; Aileen Leonard; Sheila Morris; Richard Firth; Joan Robbins; Gabriel Riera; Mimi Cavanaugh; Cindy Stern; Linda Hindley; Michael Rix.

Health Television Corp. 1557
6605 Eleanor Ave., Los Angeles 90038

Heart of the Nation 255A
2525 N. Naomi St., Burbank, Calif. 91504

Programs: Heart of the Nation; Forum; A New Beginning; Search; Innervision. *Staff:* Mary Jane Hopkins.

Hit Video USA 1621, 1624
1000 Louisiana, #3500, Houston 77002

Programs: Hit Video USA*; Rock Around the USA*; New Music Review*; Women in Rock*; Hit Video USA Dance Jam. *Staff:* Constance Wodlinger; Michael Opelka; Scott Assyia; Laura Dodge, Michael Baxter.

HK-TVB International Ltd. 239
No. 1 Leighton Rd., Hong Kong

Children/fantasy/adventure: Galactic Gladiator; Modern Action; Operation Tiger Hunt; The Killer and the Cop; The Hong Kong Connection; Fantasy/Special Effects; The Succession; In the Wrong Hands; The Final Duel; Yangs' Saga; Costume Action; The Patriotic Boxer; Story of the Three Disciples; The Massacre and the Revenge; The Vendetta; Period Drama; The Rise of Genghis Khan; Tyrant. *Staff:* Sy Ho; T.C. Lau; Michael Chan; Simmy Chan; Dominic Chan.

HMS Communications 520
850 Battery St., San Francisco 94111

Program: Dr. Edell's Medical Journal*. *Staff:* Joseph Madrid; Dr. Dean Edell, Deborah Coburn.

Home Shopping Network 557
P.O. Box 9090, Clearwater, Fla. 34618

Programs: HSN Overnight Service; Home Shopping Network II. *Staff:* Jim Bocock, Chuck Bohart.

HRP (Harrington, Righter & Parsons) 1263
805 Third Ave., 24th floor, New York 10022

National TV representative. *Staff:* John Walters Jr.; Peter Ryan; Dean McCarthy; Jonathan Murray.

I.D.D.H. 365
124 Rue La Boetie, 75008 Paris, France

Programs: Clementine; Moi, Renart; Bleu; Jeep; Moliérissimo. *Staff:* Bruno Rene Huchez; Caroline Guicheux,

Pierre Metats.

Independent Network 232
11150 W. Olympic Blvd., Penthouse,
Los Angeles 90064

Programs: GLOW (Gorgeous Ladies of Wrestling); Movie Madness; Ninja/Kung Fu Theatre; Nostalgia*. *Staff:* Irv Ho- lender; Irving Ross; Mel Giniger; Sy Samuels; Livia Antola; Rosa Maria Gon- zales; Michael Ricci; Phyllis Ben-Ner.

Independent TV Network 1522

International Advertising Sales 1161
432 Park Ave. South, New York 10019

Selling advertising time for Star Trek: The Next Generation; Friday the 13th; Portfolio XII; Movies; Hee Haw; Orbis Premiere; Movies; Guinness Book of World Records; Kidsongs; Spiral Zone; Weekend Fun Day; War of the Worlds*; Public People/Private Lives*; The Day- time Show with Joan Lunden*; Love Court*; Wipeout*. *Staff:* Brian Byrne; Joanne Navas; Barbara Fultz; Rae Schatz; Bob Chenoff; Bob Dahill; Sheri Savin; Maryann Martin; Jennifer Oberg- foll; Laura Caraccioli; Wanda Meyers; Marie Esperancilla; Daisy Spalten.

International Championship Wrestling 1611

International Television Enterprises 939

420 Lexington Ave., #608, New York 10017

Programs: Sunchild*; Tales of the Un- expected; World of Survival; Lady's Not for Burning*; The Contract*. *Staff:* Tim Buxton; Frank Miller; Andrew Macbean; Katy Coyle; Paul Sowerbutts; Brian Har- ris; Mark Kaner; Clive Leach; Julie Schmittinger; Margaret Hinde; Phil Gar- ner; Graeme McDonald; Farlan Myers.

Ironstar Communications 336
(Sharing with Telefilm Canada.)

Israel Film Centre 729
30 Agron St., Jerusalem, Israel 94130

ITC Entertainment 812
115 E. 57th St., New York 10022

Domestic features: Entertainment Vol- umes One-Seven; Cinema 12; Super Space Theatre; Hammer House of Hor- ror; The Thrillers. *Series:* Tiko: Pride of the Rockies; Thunderbirds; Calhoun; The Muppett show; Space Age Odys- sey; The Prisoner; Secret Agent; The Saint/Return of the Saint; Edward the King; When Havoc Struck; Let's Rock; Let Them Live; The Protectors; My Part- ner the Ghost; Department S; The Per- suaders; The Adventurer; The Baron; Man in a Suitcase; Fury. *Mini-series:* Tycoon: The Story of a Woman. *Spe- cials:* The Very Special Seven; Superla- tive Seven. *International distribution:* *Mini-series:* Poor Little Rich Girl; Billion- aire Boys Club; Windmills of the Gods; Robbery Under Arms; At Mother's Re- quest. *Features:* The Ann Jillian Story; Christmas Comes to Willow Creek;

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Baby Girl Scott; Detective Sadie & Son; Secret Passions; The Father Clements Story; Sophie's Choice; On Golden Pond; All Quiet on the Western Front; Twice in a Lifetime; Unnatural Causes; Oceans of Fire; Claudia; Kent State; Summer of Fear; The Evil That Men Do; Now and Forever; Where the Boys Are; Blackout; A Talent for Murder; Amos. **Series:** Lovejoy; The Slavs; Winners; 43 Thrillers; 13 Hammer House of Horrors; Foundation (Tycoon); Nature Watch; The Shillingbury Tales; Sapphire and Steel; Thunderbirds; Let Them Live. **Specials:** Symphony on Ice; Romeo & Juliet on Ice; Romeo and Juliet with Nureyev; Giselle. **Staff:** Jerry Leider; Wm. Christopher Gorog; James Johnson; Elliott Abrams; Edward Gilbert; James Stern; Charlie Keys; John Herin; Reid Davis; Donald Toye; Raymond Stephano; Murray Horowitz; James Marrinan; Armando Nunez; Josh Elbaum; Vickie Gubbay; Larry Garrett; Doralea Rosenberg.

ITF 1129
Two Greenwich Plaza, Greenwich,
Conn. 06830

JM Entertainment 1030
133 E. 58th St., New York 10022
Features/packages: JME Premiere Drama Package (6); JME Power Pac (45); JME Action Plus (18); JME Action Ava-

lanche Package (5); JME Thrillervision (3); JME Avenging Exploitable (6); JME Music Legends (3). **First-run series:** Urban Contemporary Gospel; Sport Teen World. **Specials:** Story of a People; The Clown and the Kids; With Love...; A Tribute to Mom and Dad; Jules Verne's Strange Holiday; My Special Angel; Frankie Avalon Presents...; It's Back to School. **Sports:** At the Gate; Indy Challenge; Olympic Dreams; The Other Side of Victory; Thunder at the Wheel. **Staff:** Jerry Molfese; Brian Molfese; Lydia Detorres; Dave Grimm; Christina Ortiz.

Jefferson-Pilot Data Service 423
501 Archdale Dr., Charlotte, N.C.
28217

Services: PD (Program Decisions System) computerized information package. **Staff:** Lou Pfeiffer; Skip Sawyer; John McDonald; Cindi Marshall; Kayla Wills; Jim Butts; Andy Wilkins; Karen Kearby.

Jim Owens & Associates 268

Katz Television Group 519
One Dag Hammar skjold Pl., New
York 10017

Staff: James Greenwald; Richard Mendelson; Pete Goulazian; Paul Arnzen; Richard Weinstein; Jim Beloyianis; Tom Olson; Marty Ozer; John von Soosten; Bill Carroll; Mitchell Praver; Serge Valle;

Ruth Lee; David Smith; Jim Curtin; Peter Chislett; Lucille Luongo, Robert Reed.

King Features Entertainment 949
235 E. 45th St., New York 10017

King World Productions 1237
1700 Broadway, New York 10019

First run: Wheel of Fortune; Jeopardy!; The Oprah Winfrey show; George Schlatter's Comedy Club. **Classics:** The Little Rascals; Guns of Will Sonnett & Branded; Topper; Mr. Food. **Features/packages:** Spotlight Ten; The Epics; Popcorn Theatre; Classic Detectives. **Staff:** Roger King; Stephen Palley; Jeff Ruhe; Jim Dauphinee; Peter Yaman; Dennis Franklin; Betsy Vorce; Diana King; Leonard Spilka; Patsy Bundy; Moira Dunlevy; Michael King; Sid Cohen; Michael Mischler; Kevin Stein; Marianne Catalano; Lee Leddy; D. Demirjian; Stu Stringfellow; Gary Grandolph; Lee Kiersted; Jim Farah; Annette Johnson.

Larry Harmon Pictures 301
650 N. Bronson Ave., Los Angeles
90004

Programs: Bozo Cartoon Library; Bozo Wrap-Arounds; Bozo's 3-Ring Schoolhouse; Bozo's Big Top; Bozo Franchise; Laurel & Hardy Cartoon Library. **Staff:** Larry Harmon; Susan Harmon; Jerry Digney; Dan Harris.

LBS Communications 1011
875 Third Ave., New York 10022

First-run series: Family Feud; The New American Bandstand; The New Gidget; Tales from the Darkside. **Features/packages:** LBS Spectrum I; Hope Diamonds. **Specials:** LBS Live Event Specials; Scared Straight! Ten Years Later; Treasures of the Titanic; Smithsonian Treasures; The Long Hot Summer; Test Series; It Came Upon the Midnight Clear. **Documentaries:** The Story of Rock 'N' Roll. **Off-network series:** Hardcastle & McCormick; Crazy Like a Fox; Robin Hood; Peter Gunn; Biography; Family. **Children:** The Adventures of Teddy Ruxpin; Powermasters; Care Bears & Friends at the Movies; Heathcliff; Superfriends; Mask; Inspector Gadget. **Staff:** Henry Siegel; Paul Siegel; Phil Howort; Mike Weiden; Alan Bennett. **International features:** Bonanza; The Next Generation; Vietnam War Story. **First-run series:** American Bandstand; Our Group. **Special:** A Child's Christmas in Wales; Forever James Dean; Scared Straight! Ten Years Later; Smithsonian World. **Children:** Care Bears Family; Powermasters. **Comedies:** You Can't Take It with You. **Music series:** The Story of Rock 'N' Roll; Music Machine. **Drama:** Horror Trilogy; Night Elevator; Akbar's Daughter; Attic Suite. **International staff:** Henry Siegel; Alan Bennett; Phil Howort; Paul Siegel; Mike Weiden; John Storrier; Tony Intelisano; Jon Nottingham; Ira Bernstein; Andrew Holtzman; John Mansfield; Louise Per-

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Light Video Television 261A

Lionheart Television 1337
1762 Westwood Blvd., Los Angeles 90024

Lorimar Telepictures 950
10202 W. Washington Blvd., Culver City, Calif. 90232

First-run series: Nightmare on Elm Street: Freddy's Nightmares*; Funhouse*; Gumby*; She's the Sheriff; Mama's Family; It's a Living; The People's Court; Superior Court; Love Connection; The Comic Strip; Thundercats; Silverhawks. *News:* N.I.W.S. *Off-network series:* Mama's Family*; It's a Living*; Alvin & the Chipmunks*; Knots Landing; Dallas; Eight is Enough; The Greatest American Hero; The New Dick Van Dyke/Mayberry R.F.D.; More Real People; My Favorite Martian; Here's Lucy; The Blue Knight; Flamingo Road; Ten-speed and Brown Shoe. *Features/packages:* Lorimar Family Classics*;

Mint Edition; Ultra 4; Telepictures 1, 2, 3; Masters of Fury; 22 Karat; Lorimar I, II; Sci-Fi Horror; Cowboys and Indians; Bomba the Jungle Boy; Deja Views. *International: theatrical features* (86); *made-for-TV features* (174); *animated children's shows* (41); *documentaries* (5); *mini-series* (34); *Music/variety* (28); *news; series* (80); *specials* (34). *Staff:* Merv Adelson; Michael Garin; Richard Robertson; David Salzman; Michael Solomon; Barbara Brogliatti; Barry Stagg. *Lorimar Syndication:* Jim McGillen; Don Ross; Dalton Danon; Bruce Genter; Jim Moloshok; Bruce Rosenblum; Keith Samples; Scott Stone; Leonard Bart; Yelena Lazovich; Leon Luxenberg; Vince Messina; Jeri Sacks; Alicia Windroth; Cynthia Stanley; Jeff Pryor; Jim Burke; Mary Markarian; Ed Wasserman; Andy Wier; Jeff Brooks; Bill Hague; Deborah Robin; Scott Carlin; Karl Kuechenmeister; Tom Byrnes; Rob Barnett; Jeannine Kadow; Mark O'Brien; Marc Solomon; Damien Rioridan; Scott Weber; Eric Strong; Mary Voll; Jim Engleman; Mark Robbins; Jeff Hufford; Steve Knowles; Nicole Sabbathie; Jacqueline Hartley; Casey Lancken; Chris Smith; Stuart Graber; Jeff Schlesinger; Margo Raport.

Los Angeles Television 1628
1028 White Knoll Dr., Los Angeles 90012

New programs: Lucha A La Mexicana/World Famous Mexican Wrestling*; Hola America!*; Raices: Treasures of Mexico*; Latin American Collection*. *Magazine/talk:* Tras Bastidores/Backstage; Via Hollywood. *Sports:* Entre Cuerdas. *Variety/music:* Gran Festival de Los Panchos; Daniel Santos/Club De Las Estrellas; Los Compositores; Nano Cabrera; Musicalifornia. *Children:* Los Dulces Payasos/Sweet Clowns; El Gato Mimo; El Mago De Oz. *Educational:* Cena Para Dos/Dinner for Two. *Features/packages:* Cinema I; Cinema II; Cinema III; Solo Para Adultos/For Adults Only. *Staff:* Guillermo Rodriguez; Teresa Medina, Luis Guzman.

M&M Syndications 420
1000 Laurel Oak Corp. Center, #108, Haddonfield-Berlin Rd., Voorhees, N.J. 08048

The All New Record Guide; Nightmoods with Melba Moore; The Country Record Guide; Top 40 Videos. *Specials:* Hollywood Talks with Paul Ryan*; Scramble*. *Staff:* Michelle Pruyn; Herb Rassbach; Joan Martin; Gary Robbins; Mort Zimmerman.

M.A. Kempner 901
4699 N. Federal Highway, #102, Pompano Beach, Fla. 33064

M.K. Thomas & Co. 335
155 N. Michigan, #511, #512, Chicago 60601

Staff: Michelle K. Thomas, Pamela Hargrave.

Major League Baseball Productions 1463
1212 Avenue of the Americas, New York 10036

Game Show: Grandstand*. *Series:* This Week in Baseball. *Specials:* Baseball 1988: A Look Ahead; All Star Special; World Series Report; Sports Dateline 1988. *News:* Sports NewSatellite. *Staff:* Joe Podesta; Terry Kassel; Geoff Belinfante; Peggy White; George Giatzis; Michael Teicher, Hilary Black.

McLaughlin, Piven, Vogel Report 251
30 Wall St., New York 10005

Programs: The McLaughlin Piven Report*; Today's Business Update*; Wall Street Final. *Staff:* Laura Booth Freda; Robert Leverone; David Witter; J.C. McLaughlin.

MCA TV 472
445 Park Ave., New York 10022

Programs: The Munsters Today; American Heartline; My Secret Identity; The Street; Out of This World; Bustin' Loose Year 2; The Bionic Six; Charles in Charge Year 3. *Staff:* Al Rush; Robert Harris; Donald Menchel; Shelly Schwab; Jim Kraus; Bobbi Fisher; Marc Grayson; David Brenner; Mort Slakoff; Don Micallef; Ernie Goodman; Richard Nailling; Paul Hoffman; Tom Maples; Kenneth Arber; Lin Oliver; Fran Toll; David Darley; Bert Herbert; Kate Kelleher;

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Medallion TV Enterprises 700
8831 Sunset Blvd., #100, W. Hollywood, Calif. 90069

Variety/music: Ray Bolger Memorial: More Than a Scarecrow. *Mini-series:* Gambling's Invisible Thieves*. *First-run series:* The Making Of...; *Features/packages:* 60 worldwide titles; 11 new worldwide titles; 28 Western Hemisphere U.S. and Canada features; 20 Spanish, dubbed features. *Specials:* Action I; Action II; Scrooge's Rock and Roll Christmas. *Staff:* John Ettlinger; Ed O'Brien; Shanna Gray; Greta Ettlinger; Eric Conrad; Bill Gilbert; Bob McKay; Terry Guiry.

Mediacast Television Entertainment 323
2350 E. Devon, #250, Des Plaines, Ill. 60018

Programs: The Superchargers; Revenge of the Monster Cars; World Championship: Challenge of the Monster Trucks; Battle of the Monster

Trucks; Return of the Monster Trucks; War of the Monster Trucks; Great American Mystery Cars; Gigglesnort Hotel; Billy Joe Big Beak & His All Bird Band; A Gift for Granny. *Mediacast Television Entertainment Group:* placement of direct response advertising and home video distribution. *Staff:* Tom Edinger; Sharon Polan; Markikay Hegarty.

Medialink 255
708 Third Ave., New York 10017

Medstar Communications 329
5920 Hamilton Blvd., Allentown, Pa. 18106

Programs: Health Matters; Med*Source; TV Specials: How to Beat Heart Attacks; How to Beat Cancer; Cocaine: The End of the Line. *Staff:* Paul Dowling; William Ferretti; Gregory Folz; Jody Kauffman; Paul Keller; Richard Priolo; James Trumbo.

MGM/UA Television Syndication 1035
450 N. Roxbury Dr., Beverly Hills, Calif. 90210

Series/specials/mini-series: Twilight Zone*; Group One Medical*; Stop the Music*; We Got It Made*; Sea Hunt*; Fame; Aquanauts; Bat Masterson; East Side, West Side; Everglades; Hey Landlord!; Hollywood and the Stars; Highway Patrol; I Led Three Lives; My Mother the Car; Outer Limits; Patty Duke

Show; Rat Patrol; Ripcord; Sea Hunt; Tombstone Territory. *Features/packages:* Pik Packs; MGM/UA Premiere Network-MGM/UA #3; MGM/UA #2; UA 1; UA 17; UA Showcase 6-11; UA Prime Time I & II; Award Package; Box Office; Premiere; Festival; AAP Features; Chans and Wong; Monograms. *Cartoons:* The Pink Panther; Pink Panther Specials. *Staff:* Norman Horowitz; Randolph Blotky; Anthony Lynn; Richard Cignarelli; George Paris; Jack Smith; Joe Abrams; Kelly Kalcheim; Ollie Hesketh; Ninette Root; Tim Stephen; Robert Corona; Phillip Smith; Chuck Atkins; John Rouse; Peter Preis; Andrew Bolt; Robert Horen; Jim Cascarano; Victoria Quoss; Stuart Marcus; Bill Wineberg.

Mizlou Programming 441
352 7th Ave., New York 10001

MMT Sales 561
150 E. 52d St., New York 10022

Monitor Television 651
342 Madison Ave., #832, New York 10173

Programs: The Christian Science Monitor Reports; Monitor World View*. *Staff:* Deborah Rivel, Ann Clark.

MTM TV Distribution Group 1360
12001 Ventura Pl., #600, Studio City, Calif. 91604

Programs: Newhart; Remington Steele; St. Elsewhere. *Staff:* Joe Indelli; Dick Woollen; Tom Straszewski; Ken Doyle; Laureen Ong; John Bryan; Janet Bonifer; Suzanne Horenstein; Adene Walters; Teresa Garcia, Ann Prather.

Muller Media 1029
23 E. 39th St., New York 10016

Features/packages: The Great Escapes; Top Guns; Rainbow Family; The Godzilla All Stars; Reels of Fortune; Super Action 10; Cinema Greats; Scattergood Baines; Above and Beyond. *Animated:* Mr. Magoo. *Cartoons:* The New Three Stooges. *Specials:* Which Witch is Which; The Turkey Caper; The Christmas Tree Train; A Chucklewood Easter; Action I & II. *Series:* The Making Of...; *Mini-series:* The Chisholms. *Off-network series:* Mr. & Mrs. North. *Staff:* Robert Muller; Daniel Mulholland, James Ricks Sr.

Multimedia Entertainment 719
75 Rockefeller Pl., 22d floor, New York 10019

Programs: Sweethearts*; Donahue; Sally Jessy Raphael; Young People's Specials; 22nd Annual Music City News Country Awards. *Staff:* Peter Lund; Richard Thrall; Tom Shannon; Joseph Cifarelli; Bruce Johansen; Lou Zaccheo; Edward Monahan; Mike Marsho; Judith Bernat; Norm Hayes; Gerald Philpott; Valerie DeSanti; Virginia Curtin.

Muscular Dystrophy Association 1220
810 7th Ave., New York 10019

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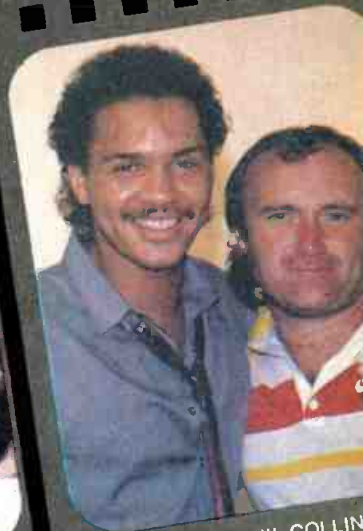
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PICTURES

Three Dallas Communications Complex
LB91 Irving, Texas 75039-3510

Program: Jerry Lewis Labor Day Telethon. **Staff:** Robert Ross; Gerald Weinberg; Roylance Sharp; Gerald Auerbach; Craig H. Wood.

NBD Pictures Ltd. 1500
41 S. Audley St., London W1X 5DH,
England

U.S. Market: Series: Don't Miss Wax*; The Bunbury's*; Scoff*; Famous for 15 Minutes*; Raag Rung*. **Special events:** Freedom Beat; Colombian Volcano Concert*; 10th World Dance Championships*. **Music specials:** Bob Marley; Grace Jones—A One Man Show; Spandau Ballet; Chris de Burgh*; Europe's Tour of America*; Millie Jackson; The A-Z of Country & Western*; Richard Claydeman; Kiri Te Kanawa; Fats Waller*. **Drama:** The Magic Shop; Towers of Babel. **International market:** The Original Max Headroom Series*; Neat & Tidy; Live at Ronnie Scott's; Soul Train. **Music specials:** Paul McCartney*; Aretha Franklin; Elvis Presley; Yoko Ono/John Lennon; Stevie Nicks*; Suzanne Vega*; Level 42*; The Cure*; Fairport Convention*. **Special events:** Island Records: An All Star Story*; Jean Michel Jarre—Houston—A City in Concert. **Comedy:** Rockin' Ronnie. **Light Entertainment:** Pia Zadora*; Dionne Warwick; Barbra Streisand and Michel Le Grand. **Staff:** Nicky Davies; Maria Anderton; Jeremy Gawade.

New World Television 611
130 E. 59th St., New York 10022

Features/packages: New World One (18); New World Two (18). **Off-network series:** Highway to Heaven. **Animated:** Marvel Universe. **Reality strip:** The Helen Gurley Brown Show. **Series:** Zorro: The Legend Continues*. **Staff:** Ed Gradinger; Tony Brown; Joe Middelburg; Jim Weathers; Monte Lounsbury; Tony Fasola; Frank Browne; Sandy Lang; Dorothy Hamilton; Sally Roslow; Mark Schulte; Gloria LaMont. **New World International:** Mini-series: Echoes in the Darkness; Monte Carlo; Queenie; Harlem; Sins. **Network series:** Crime Story; Sledgehammer!; Tour of Duty; Rags to Riches; Mariah; Once A Hero. **Movies for TV:** Conspiracy of Love; Poker Alice; Dangerous Affection; After the Promise; Courage; Penalty Phase; Something in Common; Easy Prey; Gladiator. **Animation:** Marvel Universe; Little Wizards. **Family specials:** What If I'm Gay; Welcome Home Jellybean; Diamond King; Hear My Cry; War Between the Classes; Mom's On Strike; I Want to Go Home; Can a Guy Say No; Don't Touch; No Greater Gift. **Staff:** William Shields; James McNamara; Thea Diserio; David Carson; Lawrence Fein; Setis Heretis; Osvaldo Barzelatto; Derek Malone; Maria Jose Ulla; Noel Cronin; Yves Witner; Franz Elmendorff;

Richard Blayney; Ulku Tamer; Hans Eksteen.

New York News Corp. 267A

NFL Films 1058
330 Fellowship Rd., Mt. Laurel, N.J. 08054

News: NFL Satellite News Service. **First-run series:** This is the NFL. **Off-network series:** Monday Night Match-Up. **Sports:** NFL Super Bloopers. **Staff:** Steve Sabol; Harlan Sugerman; Sheila Bumgarner; Jay Moran of J&J Clearances.

Nielsen Media Research 219
Nielsen Pl., Northbrook, Ill. 60062

Services: P-C based system*; TV Conquest; Lineup Management System; Nielsen People Meter. **Staff:** Laurence Frerk; Roy Anderson; Bob Paine; Dave Woolfson; Dwight Cosner; Joe Philport; Lu Tardiff; Bill Miller; Dave McCubbin; Tom Hargreaves; Stan Petersen; Bob Tivlini; Mary Arbuthnot; John Dimling.

Nippon Animation Co., Ltd. 218
10-11, Ginza 7-chome, Chuo-ku, Tokyo, Japan

Programs: Grimm's Fairy Tales*; Little Lord Fauntleroy*; The Story of 15 Boys*; Bosco Adventure. **Staff:** Yasushi Takasaki; Hiroko Karaki.

NTV International Corp. 413
50 Rockefeller Plaza, #845, New York 10020

Services: production; production consulting; event and satellite coordination; editing. **Drama:** Ninja; Monkey. **Documentary:** A Little Duck Tale; The Panda's Story; The Great Pyramid; Living in Japan. **Animated:** The Romance of the Three Kingdoms; In the Beginning I. **Adventure:** The Water Margin. **Drama:** Monkey. **Staff:** Takao Sumii; Yasuo Ema; Iwao Maekawa; Dana Linett.

NVC Arts International 512
Liberty House, 222 Regent St., London W1R 5DE, England

Opera: L'Enfant et les Sortilèges*; L'Heure Espagnol*; Die Entführung aus dem Serail*; Boris Godunov*; Nabucco; Der Rosenkavalier; Manon Lescaut; Don Carlo; Andrea Chenier; I Vespri Siciliano; Attila; Il Trovatore; Orfeo ed Euridice; Carmen; Where the Wild Things Are; Higglety Pigglety Pop!; The Love of Three Oranges; A Midsummer Night's Dream; The Barber of Seville; Eugene Onegin. **Ballet and Dance:** Cinderella*; The Golden Age*; La Sylphide*; Spartacus*; The Bolshoi Ballet in the Park*; The Nutcracker; Romeo and Juliet; Manon; Don Quixote; American Ballet Theatre at the Met; American Ballet Theatre in San Francisco; Napoli*; A Portrait of Giselle; Natasha; The Romantic Era; Ailey Dances; The Catherine Wheel. **Music and drama:** Zarzuela; The Flood*; The Quintessential Peggy Lee; Dame Peggy; Long Day's Journey Into Night; Gernika; Agatha

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For more information on our unique programming contact Jerome Lehman, CEO, (412) 261-1411, or visit booth 268 at the NATPE Show.



HTC
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**PRODUCTION
GROUP INC.**

Christie. *Staff:* Helen Asquith, Hazel Wright.

Ontario Film Development Corp. 336

Orbis Communications 1149
432 Park Ave. South, New York 10019

Programs: Love Court*; Public People/Private Lives*; Headlines on Trial; Kid-songs; Orbis Premiere Movies; Korean War: The Untold Story; Platinum 193; Hangin' In; Great American Adventures; Comedy Tonight; Macron I; War Chronicles; Challenge; The Franklin Report. *Staff:* Robert Turner; John Ranck; Hilary Hendler; Neil Russell; David Spiegelman; Scott Gaulocher; David Goodman; Terry Dolan; Paul Williams; Frank Hussey; Jim Blueweiss; Adam Copland; Craig Smith; Sean O'Boyle; Michael Baldwin; Ed Neuert, Sandra Weir.

Orion Television Syndication 938
1875 Century Park East, #600, Los Angeles 90067

Paragon International 336

Paramount Television 1371
5555 Melrose Ave., Los Angeles 90038

Series: War of the Worlds*; Wipeout*; The Daytime Show*; Entertainment Tonight/Entertainment This Week; Ger-aldol; Star Trek: The Next Generation; Friday the 13th: The Series; Brothers. *Features/mini-series/packages:* Dia-

mond Jubilee; The Winds of War; Shotgun; Alice to Nowhere; Portfolio I-XII; Special Edition I, II; Preview I-III; Mar-queue II, III; White Christmas; The Untouchables. *Off-network properties:* Webster; Cheers; Family Ties; Taxi; Mork & Mindy; Laverne & Shirley; Happy Days; The Odd Couple; The Brady Bunch; Star Trek; Love, American Style; Star Trek Animated; The Brady Kids Animated; Mission: Impossible; The Untouchables; Angie; The Lucy Show; Mannix; Bosom Buddies. *Special:* Leonard Nimoy; Star Trek Memories. *Staff:* Mel Harris; Lucille Salhany; Steve Goldman; Frank Kelly; R. Gregory Meidel; Kirk Dodd; Meryl Cohen; Howard Green; Tom Mazza; Patti Ruben; Vance Van Petten; Helen Ricketts; Emmy Davis; Dick Montgomery; John Nogawski; Liz Firalio; Ed Wilson; Marc Hirsch; Ken Solomon; Vito Chrzanowski; Gerry Noonan; Stan Justice; Don Salem; Mark Dvornik; Al Rothstein; John Morrow; Mike Kerans; Maura McDonough; Bruce Gordon; Joe Lucas; Ramon Perez; Susan Bender; Mal Orme; Kevin Keely; Peter Cary; Patrick Stambaugh; Jean Pullen, George Mooratoff.

Parrot Communications 449
P.O. Box 371, 71 Oak St., Brewster, N.Y. 10509

Product/services: TV Station Dream-book; The Official Syndicated TV Pro-

gram Guide; mailing lists; faxing. *Staff:* Robert Mertz; Rae Ann Assorgi, Roger Aronoff.

Peregrine Film Distribution 830
9229 Sunset Blvd., 9th floor, Los Angeles 90069

Programs: Improv Tonight*; Footlight Follies*; The Spectacular World of Guinness Records*; Double Takes*. *Features/packages:* Terror Zone (15)*; Alien Encounters (15)*; Vanguard (15)*; Adventure World (15)*; Dynamagic; Warriors; Reels of Fortune; Heroes & Heroines; Rainbow Family Theatre; Premiere Showcase; Eaglet 1. *Specials:* Alice's Adventures in Wonderland. *Documentaries:* The American Diary. *Staff:* Neil Rosenstein; Hal Brown; Dick Block; Milt Strasser; Lindsey Dudevoir; Norv Lambert; Steve Bradbury; Scott Lanker.

Peter Storer & Associates 311
11822 N. Woodside Ct., Mequon, Wis. 53092

The Program Manager, micro-computer software. *Staff:* Peter Storer; Jean Storer, Todd Strobl.

Petry TV 1215
3 E. 54th St., New York 10022

Palladium-New Century TV (PNC Television) 1350
444 Madison Ave., 26th floor, New York 10022

Programs: Lone Ranger Series; Lone Ranger Cartoons; Lassie Series; Timmy & Lassie; Jeff's Collie; Sgt. Preston of the Yukon; Skippy: The Bush Kangaroo. *Features:* Power Pack; Primetime One; Primetime 90's; Primetime Plus; Janus Films; Lone Ranger Features; Lassie TV Movies; Lassie Features; The Big 21. *Staff:* Gary Dartnall; Nathaniel Kwit Jr.; Harvey Reinstein; Stacey Valenza; Steve Hunt; Chris Gordon; Gene Lavelle; Jim Wilson, Paul Franklin.

Positive Media Concepts 249
1437 7th St., Santa Monica, Calif. 90401

Programs: Personal Success Magazine; Investment World. *Staff:* Rodney Buchser; Steven Newmark; Robert Haukoos; Deberah Porter.

Primetime Entertainment 1230
444 Madison Ave., New York 10022

Programs: Porterhouse Blue*; Kaboodle*; Le Paf* Thousand Skies; Nicholas Nickleby; Three Sovereigns for Sarah*; Rafferty's Rules; Adventure Bound*; Captain's Doll; Country Practice; Deliberate Death of a Polish Priest*; The Wine Program; Sonnets of Shakespeare; Billy Bishop Goes to War; Swallows and Amazons. *Staff:* Robert Shay; Gloria Gallo; Richard Price; Simon Willock.

Producers Marketing Group Ltd. 1622
36 W. 44th St., #710, New York 10036
Series: Movietalk; Pro Wrestling Fever; The Edge...And Beyond. *Specials:*

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STARTS THIS FALL!

Sweet Land of Liberty; Sounds of the Sixties. *Inserts:* Road to the White House. *Features:* Sidekicks. *Staff:* Don Stillman; John Grissmer; Terry Lynch; Mindy Rowen, Dan Molina.

Program Partners Corp. 244
504 E. 74th St., 2d floor, New York 10021

Documentaries: America's First Ladies; JFK—The Man, the Myth, the Magic. *Strips:* AG Day; Dancin' On Air. *Series:* FM-TV Summer; Search for Adventure; Satellite Bingo; Dancin' On Air. *Inserts:* Soap Opera Report. *Staff:* Alan Zar-etsky; Jack Steng; Fran Kaplan; Gene Ferry; Peter Merli.

Program Syndication Services 429
405 Lexington Ave., New York 10174
Program: Morning Stretch. *Staff:* Peggy Green; Suzanne Crowe; Marie Tuc-cille.

ProServ Television 1457
10935 Estate Lane, #100, Dallas 75238
Domestic series: Countdown to '88, the Seoul Games; Sports Fantasy; Power Flight. *Specials:* Joe Louis, Heavyweight; Coca-Cola Presents: The Year in Sports—1988; A Hard Road to Glory; Different Heroes; Different Dreams. *International sports:* 1990 Asian Games; McDonald's High School All American Basketball; The History of Tennis; Hero; Track and Field Techni-que; 40 Professional Tennis Tourna-ments. *Variety/music:* After the Gold; Irish Magic; Irish Music; James Gal-way's Christmas Carol; Galway Plays Mancini; James Galway and the Chieftains: The Record; James Galway and the Chieftains: The Concert; A Mid-Summer Night's Dance; Rubinstein Re-membered. *Documentary:* Shadow in a Landscape; The Hidden Curriculum. *Staff:* Robert Briner; Dennis Spencer; John Humphrey; Steve Horowitz. *Inter-national:* *Staff:* Donald Dell; David Bagliebter; Herb Swan.

Public Media Incorporated
Television 372
5547 N. Ravenswood Ave., Chicago 60640
Programs: Mediterranean Cookery*; The Wannsee Conference*; Christmas Carols at Ripon Cathedral*; Vincent: A Dutchman*; The Great Southern Ark*; Isaac Stern in Jerusalem. *Staff:* Charles Benton; christopher Higham, Betty McLean.

R.C. Ellis Enterprises 336
Raycom 1421
801 E. Trade St., Charlotte, N.C. 28233-3367

Programs: Kickoff Classic; Liberty Bowl; All American Bowl; Southwest Conference Football; University of Mi-ami Football; ACC Basketball; Big Eight Conference Basketball; Southwest Conference Basketball; Metro Confer-ence Basketball; Pac-10 Conference

Basketball; PCAA Conference Basket-ball; Elvis' Graceland; Killers at the Box Office; Night Creatures; The Lords of Hollywood; The Innocent of Hollywood; Coach to Coach. *Staff:* Rick Ray; Dee Ray; Ken Haines; Ray Warren; Peter Lenz; Jim Duncan; Ellen Bedell; Doug Verb, Jerry Pelletier.

Raymond Horn Syndications 412
38 W. 32d St., #1610, New York 10001
Programs: The Auto Show*; Legends of Malibu*; Curly's Kids*; Showstop-per*. *Series:* It's Showtime at the Apollo; Essence; America's Black Forum; The Dance Connection. *Specials:* The Mak-ing of a Holiday; Essence Superstar Specials; Tribute to Eddie Robinson; Talented Teens International. *Inserts:* Essence Moments. *Staff:* Raymond Horn; Gloria Horn; Michael Hannibal; Chuck Wicker, Yu Zee.

Republic Pictures Corp. 1139
12636 Beatrice St., Los Angeles 90066
RTVE 1600
Calle Saturno, 10-Somosaguas, Ma-drid, Spain 28023

The Samuel Goldwyn Co. 919
10203 Santa Monica Blvd., Los Ange-les 90067
Programs: November Gold 2*; Explo-sives II; November Gold 1; Body by Jake*. *Staff:* Dick Askin; Ray Solley; Jack Masters; Ann Dubinet; Steve Bar-bour; Brindell Tilden; Betsy Green; Jo-lene Victor; Christie Hawks; Ron Breit-stein; Samuel Goldwyn Jr.; Meyer Gottlieb; Mike Byrd, Leonie de Pic-ciotto, Dan Gelfand.

Scott Entertainment 855
P.O. Box 554, Westbury, N.Y. 11590
Features/packages: Haunted Holly-wood (16); The Movie Classics (250); Roy Rogers/Gene Autry Theatre (39). *Off-network series:* Golden Years of Television; Casebook of Sherlock Holmes. *Docu-dramas:* The Dealers in Death; The Many Faces of Sherlock Holmes. *Health series:* F.I.T. *Inserts:* TV Facts. *Staff:* Scott Sobel; Ronni Sobel.

Select Media Communications 549
885 Third Ave., New York 10022
Seltel 837
575 5th Ave., New York 10017
Staff: Ross McCreath; Raymond Johns; David Schwartz; Dan Parisi; Ted Ru-dolph; Janeen Bjork; Lonnie Burstein; Doug Darfield; Sabrina Leonard.

SFM Entertainment 833
1180 Avenue of the Americas, New York 10036
Animated: The Care Bears*. *Features/Packages:* The U.S. Man of the Year Pageant; The SFM Holiday Network. *Children:* Zooblie Zoo; SFM Chil-dren's Theatre. *Staff:* Stanley Moger; Joseph Gerard; John Doscher; Jordan Ringel; Cyndy Wynne; Amy Sauertieg; Jim O'Daly; Allan Infeld, Richard

Coons.

Sherry Grant Enterprises 1101
17915 Ventura Blvd., Encino, Calif. 91316

The Silverbach-Lazarus Group 911
9911 W. Pico Blvd., Suite PH-M, Los Angeles 90035

First-run series: The Littlest Hobo; Faerie Tale Theatre*. *Off-network se-ries:* Cimarron Strip. *Mini-series:* For the Term of His Natural Life. *Specials:* The Last Days of Marilyn Monroe; The Best Christmas Pageant Ever; Terror!; Full Circle Again. *Documentaries:* Hil-lary's Adventures; Britannica Films-Phe-nomenal World; Explore. *Feature Pack-age:* Visual One. *Staff:* Alan Silverbach; Herb Lazarus; James Francis; Toby Rogers; Ami Hope Witt; Nicole Wonica, Michael Noval.

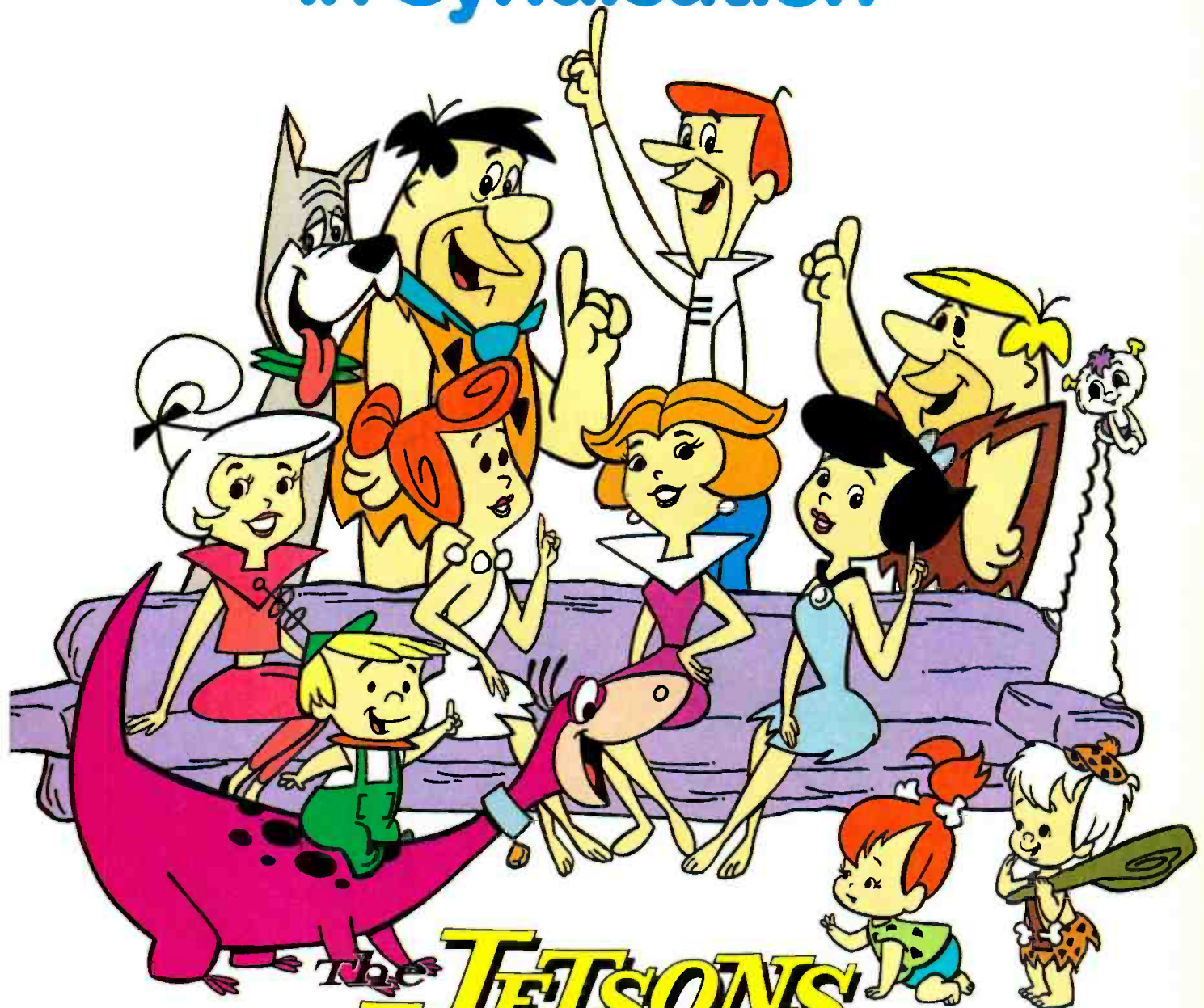
Societe Generale Du Cinema Du Quebec 336
Spanish Television Service 463
11835 W. Olympic Blvd., #495, Los Angeles 90064

SPR News Source 1529
5165 Shady Island Rd., Mound, Minn. 55364
Documentaries: America Hurts: The Drug Epidemic; Someone You Know; Children of Children; D.W.I.—Deadliest Weapon in America; I'm Not Stupid. *News/sports inserts:* Olympic Viewer's Guide; The Outside News Network. *Staff:* Jack Hansen; John Lehman; Mi-chael Muth, Jack Lau.

Studio Hamburg 1211
Survival Anglia Ltd. 939
113 Park Lane, Brook House, London W1Y 4DX, England

Syndicast Services 737
360 Madison Ave., New York 10017
Programs: Sid & Marty Krofft's D.C. Follies; Red Eye Express; Kids Cross-wits; Terry Cole Whittaker; The 1988 Golden Globe Awards; The Fourth An-nual Mrs. of the World Pageant; Lou Rawls Presents Black Gold Hits; Oceanquest I; Korea: The Forgotten War; D.C. Follies Academy Award Spe-cial; Red Eye Express Pilot; Friends and Lovers Part I; Oceanquest II; The Gal-lant Breed; Bo Diddley All-Star Jam; Snafu—The World's Screwiest Foul-Ups; Sex Symbols III; Friends and Lovers Part II; 1988 Mrs. America Pag-eant; College Football Previews; The Gangsters; College Basketball's Top 10; College Basketball Preview East; Followup with Edwin Newman; A Cry-stal Christmas; Christmas Every Day. *Staff:* Leonard Koch; Terry Paolillo; Fran Reiter; Joe Weinflash; Bernie Schul-man; Pam Koch; Barri Schnapp; Steve Hoffman; Eve Joffe; Robert Silberberg; Gerry Lepkanich; Paul Green; Jeff Man-off; Patty Cohen, Geoffrey Talbot.

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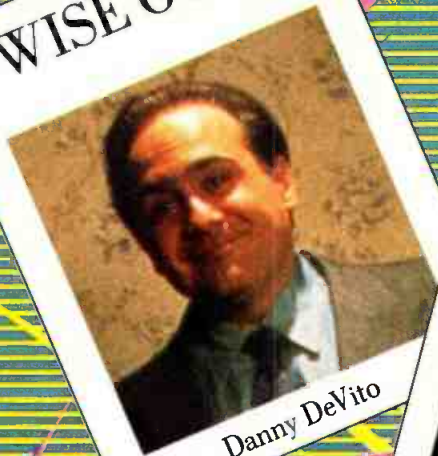
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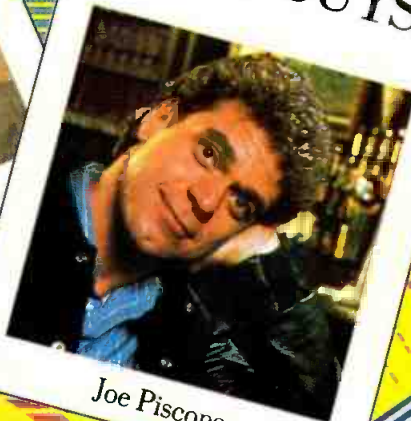
(*source: NSS S.O.N. gross average audience ratings, NOV. 2-29, 1987)

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Danny DeVito

WISE GUYS



Joe Piscopo

MRS. SOFFEL



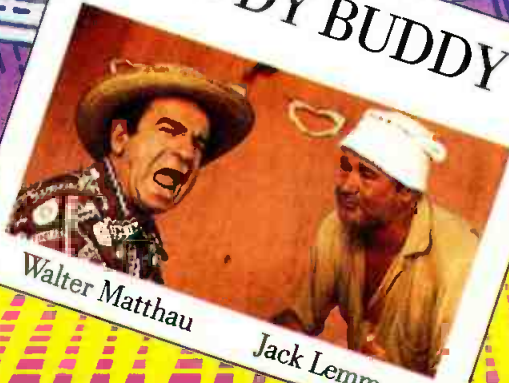
Mel Gibson

MRS. SOFFEL



Diane Keaton

BUDDY BUDDY



Walter Matthau

Jack Lemmon

PREMIERE 4

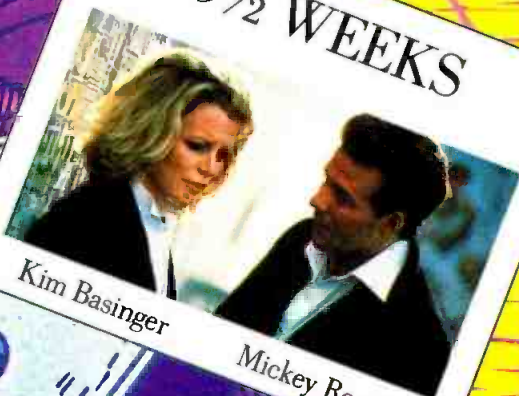
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D.L. Taffner Ltd. 849

81 W. 56th St., New York 10019

Game show: Whose Baby?*. **First-run series:** Check It Out!. **Off-network series:** Three's Company; Ted Knight/Too Close for Comfort; Check It Out!; The Ropers; Three's a Crowd. **Animated:** Animated Family Classics*; Danger Mouse. **Comedy:** Thames Comedy Originals; The Benny Hill Show; Robins Nest; After Benny; Man About the House; George & Mildred; Keep It In the Family. **Specials:** The Benny Hill Specials I, II; The Crazy World of Benny Hill. **Mini-series:** Blood & Honor. **Documentaries:** World at War; Hollywood; Destination America. **News:** Crime Inc. **Staff:** John Fitzgerald; Rick Levy; Joe Ceslik; Donald Taffner Jr.; Rosemary Berry; Mike Fahn; Merritt Sticker; Ed Nugent; Lee Smith; Melissa Green; Bettianne Toolen; Roger Miron; Mike Phillips; Charles Butler; Tricia Friswell.

Telefilm Canada 336

144 S. Beverly Dr., Los Angeles 90212

Canadian government film and TV agency. **Staff:** Lorraine Good-Samsom; Sam Wendel; Annabel Winship Repovich; Jean Sirois; Julia Frittaion; Michelle Charest; Ron Weinberg; David Novak; Michel Zgarka; Jacques Pettigrew; Andre Lamy; Michel Lieure; Gerald Ross; Derek McGillivray; Steve Smith; Isme Bennie; Jon Slan; Thomas Howe; Janine McCaw; Beverly Shenken; Lionel Shenken.

Telemedia Productions 251A**Telemundo Channel 2 211**

G.P.O. Box W, San Juan, P.R. 00936

Telepool 1211**TeleRep 539**

875 Third Ave., New York 10022

Staff: Steven Herson; James Monahan; Joseph Isabella; Richard Sheingold; Lisa Brown; Larry Goldberg; Mac Lorrimer; Mary Jane Kelley; Andrew Feinstein; John McMorro; Lanie Richberger; David Hills.

Teletrib 1349

875 Third Ave., New York 10022

Series: Cop Talk*; Dick Clark's Golden Greats*; Monsters*; Triple Threat*. **Mini-series:** De Lorean*; On Trial: Lee Harvey Oswald*; Emma: Queen of the South Seas; Hoover vs. the Kennedys; The Second Civil War; Ford: The Man and the Machine; Sadat; Blood Feud; A Woman of Substance; The Key to Rebecca; Jenny's War; Strong Medicine; Hold the Dream. **Off-network series:** Fame, Fortune and Romance*. **Series:** At the Movies; Bustin' Loose; Charles in Charge; Entertainment Tonight/This Week; Geraldo; High Rollers; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Soul Train; Star Search; T and T. **Animated:** Captain Power; Ghostbusters; G.I. Joe; Jem; Marvel Universe; Smurfs. **Specials:** At

the Movies Oscar Special; Best of National Geographic; Dayton International Airshow; The Geraldo Rivera Specials; G.I. Joe Movies; Gunfighters; Heidi's Song; Hollywood Christmas Parade; Kenny & Dolly: A Christmas to Remember; Legend of Sleepy Hollow; Little Troll Prince; Living the Dream: Let Freedom Ring; Mouse on the Mayflower; The Rich and Famous 1988 World's Best; Santa Claus Is Coming to Town; Scrooge; Soul Train; Supermodel of the World; Star Search to Stardom; Tournament of Roses Parade; Ultraman. **Features/packages:** American First Run; Columbia Night at the Movies; Nadia; TV Net. **Inserts:** Black History Notes. **Staff:** Philbin Flanagan; Mary Jane Hastings; Rick Meril; Anne Rodgers; Clark Morehouse; Harvey Gamm; Richard Buck; Bob Cesa; Cathy Forbes; John Weiser; Marc Brody; Nancy Gottender; Beth Bodkin; Dick Brown; John Donahue; Jim Smith; Gayle Sharon Dickie.

Televentures 1312

1925 Century Park East, #2140, Los Angeles 90067

Programs: TV-1*; Hunter*; Sha Na Na*; Scandals*. **Staff:** Patrick Kenney; William Kunkel; Maury Lanken; Noranne Frisby; Ed Youngmark; Kathy Zeisel; Jack Brandon; Douglas Friedman; Drew Hallmann; Jerry Leifer.

Television Program Enterprises 1349

875 Third Ave., New York 10022

Series: Dick Clark's Golden Greats*; Triple Threat*; Entertainment Tonight/This Week; Lifestyles of the Rich and Famous; Runaway with the Rich and Famous; Star Search. **Off-network series:** Fame, Fortune and Romance*. **Animated:** Smurfs' Adventures. **Specials:** Dayton International Airshow; The Rich and Famous 1988 World's Best; Supermodel of the World; Star Search to Stardom. **Mini-series:** Operation Prime Time (10). **Features/packages:** American First Run. **Staff:** Al Masini; Philbin Flanagan; Mary Jane Hastings; Noreen Donovan; Patricia Barbera; Maureen Noonan.

Telex Entertainment 350A**Thames Television International 849**

31 W. 56th St., New York 10019

The Lek Partnership 1619**The Pen of Mike Peters (Isaacson Communications) 212**

4385 Tam O'Shanter Way, Dayton, Ohio 45429

Program: The Pen of Mike Peters. **Staff:** Gary Isaacson; DeDe McConaughy; Mike Peters.

The Program Exchange 1540**The Wrestling Network 330**

5001 Spring Valley Rd., #920, Dallas 75244-3910

Programs: NWA World Wide Wrestling;

NWA Pro Wrestling; NWA Power Pro Wrestling; NWA Championship Wrestling from Florida. **Staff:** James Barnett; David Crockett; Rob Garner; Tim Willett; Nancy Dixon; Sharon Biggins.

Thomas Howe Associates 336**Thomas-Gillum Productions & Video 1629**

4347 S. Hampton Rd., #235, Dallas 75232

Toei Animation Co., Ltd. 957

20695 S. Western Ave., #112, Torrance, Calif. 90501

TPC Communications 861

Production Pl., Sewickley, Pa. 15143-2399

Services: Satellite and tape distribution; space segment; uplinking; videotape duplication; editing. **Staff:** George Sperry; Marge Sherwood; Jim Moldow.

Trident Productions 426

P.O. Box 540784, Orlando, Fla. 32854-0784

Program: Hour talk-entertainment strip originating in Orlando, Fla. **Staff:** M.L. Boyle; John Evans; Peter Bloustein.

Turner Program Services 649

One CNN Center, Atlanta 30348

Features/packages: Premiere One (8)*; Premiere Two (19)*; Premiere Three (10)*; Premiere Four (15)*; Turner Entertainment One (25); Premium One (22)*; Prime One (30); Color Classic Network Two (24); That's Entertainment (20); Vintage One (29); Family Fair (25); Lion One (25); Lion Two (30); Theatre 15 (15); Turner Entertainment Ten (30); Extra-Extras (25); 10 More Extra-Extras (10); 13 Tailor Mades (13); MGM Pre-48 Library (744); RKO Film Library (669); Warner Brothers Library (735). **First run:** Secret World*; Portrait of the Soviet Union*; National Geographic On Assignment (Years II, III)*; Cousteau's Rediscovery of the World (Years III, IV, V); Rocky Road; Safe At Home*. **Off-network:** Gilligan's Island; Medical Center; CHiPs; The Courtship of Eddie's Father; The Man from U.N.C.L.E.; The Girl from U.N.C.L.E.; Please Don't Eat the Daisies; Daktari; Then Came Bronson. **Children/cartoons:** Tom & Jerry and Friends; Popeye; Our Gang; Warner Brothers' Cartoon Library; MGM Cartoon Library. **International:** Gone with the Wind; The Making of a Legend; Gone with the Wind; 1990 Goodwill Games; Talking Pictures; Storybook International. **Staff:** Jack Petrik; Henry Gillespie; W. Russell Barry; John Walden; Robert Schuessler; Howard Karshan; Ken Christensen; Bob Rierson; Farrell Reynolds; Rich Goldfarb; Beth Gould; Carol Bomberger; Karen Louque; Tom Todd; Diane Lasek; Terez Kieily; Cliff Matis; David Skillman; Bob Morris; Tom Dwyer; Jeff Kinney; Sidney Pike; Mary Ann Pasante; Luis Torres-Bohl; Francisco Serrador.

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TV Horizons 1011

875 Third Ave., New York 10022

Programs: What's Happening Now!!; The Real Ghostbusters; Hollywood Squares; MGM/UA Premiere Network; Hal Roach Colorization Network; The Bells of St. Mary's; The Sands of Iwo Jima. **Staff:** Henry Siegel; Mike Weiden; Ira Bernstein, Bob Hirsch.

TV World 1301

Twentieth Century Fox TV 1172

10201 W. Pico Blvd., Los Angeles 90035

Series: Circus; That's Hollywood. **First-run series:** A Current Affair*; Animal Express; 9 to 5; \$100,000 Pyramid; Small Wonder; Miller's Court; Expedition Danger; Audubon Wildlife Theater. **Off-network series:** Batman; Daniel Boone; Fall Guy; The Ghost & Mrs. Muir; Jackie Gleason Show; Julia; Lancer; Land of the Giants; Lost in Space; M*A*S*H; Nanny and the Professor; Room 222; Trapper John; Voyage to the Bottom of the Sea; 12 O'Clock High; Dynasty; Vegas; The Ann Sothern Show; Movin' On; The Untamed World. **Features/packages:** Big 36; Century 5-12; Century 13; Century 14*; Charlie Chan; Fox I-VI; Fox Hollywood Theatre '87; Fox Mystery Theatre; Laurel and Hardy; Planet of the Apes; Premiere One; Premiere Two; Premiere Three*; Time Tunnel; Mark II; Mark III; Premium Plus; MPC; Carry On. **Specials:** Charles Dickens Classics; Hollywood: The Gift of Laughter; The Making of M*A*S*H; The President's Command Performance; Inside Russia; Future Shock; Time of Man; Assassins Among Us; The Cancer Confrontation; Sex, Teenage Style; Divorce, Kids in the Middle; The Undersea World of Jacques Cousteau; Jane Goodall and the World of Animal Behavior. **News:** Fox Movie-tone News. **Domestic Late-Night Network:** The New Avengers. **Domestic mini-series:** Sara Dane; Wild Times; Roughnecks; The Far Pavilions; Empire Inc.; Jamaica Inn; Mussolini & I; Flying Doctors; Spearfield's Daughter. **Domestic Cartoons:** Groovie Goolies & Friends; Crusader Rabbit; Doctor Doolittle; Fantastic Voyage; The Hardy Boys; Journey to the Center of the Earth; Return to the Planet of the Apes. **International series:** L.A. Law; Hooperman*; Leg Work*; Beans Baxter; Mr. Belvedere; Tracey Ullman; Dynasty; Pursuit of Happiness*; Highwayman*; 9 to 5; Small Wonder; Automan; Batman; Charlie & Company; Charlie's Angels; Cover Up; Emerald Point; The Fall Guy; Fantasy Island; Manimal; M*A*S*H; Masquerade; Starsky & Hutch; Trapper John Trauma Center; Vegas. **Mini-series:** The Long Hot Summer; The Sun Also Rises; Rules of Marriage; Blood Feud; Valley of the Dolls; Spearfield's Daughter. **Movies:** Down Payment on Murder; Highwayman; Popeye Doyle; A

Masterpiece of Murder; A Letter to Three Wives; Peyton Place; The Next Generation; Sentimental Journey; Sin of Innocence; Love Thy Neighbor; The Day Christ Died; The Nativity. **Theatrical features:** Twentieth Century Fox Library. **Staff:** Barry Diller; Leonard Goldberg; Jonathan Dolgen; Michael Lambert; Leonard Grossi; Joseph Grossi; Joseph Greene; Daniel Greenblatt; Antony Bauer; John Campagnolo; Benson Begun; David Grant; Dennis Juravic; Harry Mulford; Michael Newsum; Theodore Baker; Al Shore; Stanley DeCovnick; John Garofolo; Steve Leblang; Barbara Van Buskirk; Alan Winters; Wendy Ehrlich; Tanya Neimark; George Krieger; Sam Weinstein. **International:** William Saunders; Peter Broome; Paul Herbert; Elie Wahba; Maurice Aghion; David Jackson; Malcolm Vaughan; Stephen Cornish; Gustavo Montaudon, Gilles Meunier.

U.S. Army Reserve 237

HQDA DAAR-PA, Washington 20310

Ulster Television PLC 939

Havelock House, Ormeau Rd., Belfast BT7 1EB, Northern Ireland

Documentaries: A Heritage from Stone; Last in a Dyin' Race; Model Magic; Shadow in a Landscape. **Education:** How Does Your Garden Grow? **Variety/music:** A Toast to St. Patrick; The Big Bank TV Disco; Sing Out. **Staff:** Philip Jones

Up with People 216

3103 N. Campbell Ave., Tucson, Ariz. 85719

USTV/Conus 1449

11601 Wilshire Blvd., #1410, Los Angeles 90025

Programs: Great Weekend*; The Funniest Joke I Ever Heard*; The New Celebrity Bowling; The Beach Boys*; The Professionals; The Exciting World of Speed & Beauty; Celebrity Bowling. **Staff:** Lionel Schaen; Jerry Greenberg; Paul Heinerscheid; Brian Pussilano; Al Strada; Jim Blake, Kent Fredericks.

Vestron Television 260

60 Lake Ridge Rd., Stamford, Conn. 06907

Viacom 811

1211 Avenue of the Americas, New York 10036

Series: The Best of Gleason*; Business This Morning*; The Cosby Show*; Double Dare*; All in the Family; The Andy Griffith Show; Bizarre; The Bob Newhart Show; The Beverly Hillbillies; Cannon; Clint Eastwood in Rawhide; December Bride; Dempsey & Makepeace; The Dick Van Dyke Show; Family Affair; Gomer Pyle; Gunsmoke; Hawaii Five-O; Have Gun Will Travel; The Honey-mooners; Hogan's Heroes; I Love Lucy; The Life and Times of Grizzly Adams; Marshall Dillon; The Mary Tyler Moore Show; My Three Sons; Our Miss

Brooks; Perry Mason; Petticoat Junction; Rawhide; Rookies; Split Second; Twentieth Century; The Twilight Zone; Whirlybirds; The Wild, Wild West. **Animated:** Terrytoons; Harlem Globetrotters; The Alvin Show; Mighty Mouse & Friends. **Features/packages:** Viacom Features I-XI, XII*; Viacom Movie Greats; Exploitable I, III, IV; The Legend Group; Young and Reckless; Gasp Science Fiction; Gasp Horror; Thematics; TV Net (Tonight Only). **Staff:** Sumner Redstone; Frank Biondi Jr.; George Smith Jr.; Mark Weinstein; Thomas Doolley; Henry Schleiff; Gus Lucas; Robert Tucci; Katherine Hogan; George Faber; Arthur Kananack; Joseph Zaleski; Paul Kalvin; Michael Gerber; Dennis Gillespie; Anthony Guido; Elissa Lebeck; Toby Martin; Andrew Spitzer; Eric Veale; Scott Kolber; Lisa Merians; Gerald Pinks; Gloria Rella; Brooks Carroll; Dennis Emerson; Frank Flanagan; David Campbell; Joseph DiSalvo; Sean Deneny; Douglas Knight; Sid Beignly; John Gee; Joseph Kiselica; Bob Mahlman; Thomas Tannenbaum; Raul Lefovich; Adam Singer; Bruce Boro, Noreen Brittenham.

Vid-Film Services 350

Video Media Marketing Ltd. 362A

The Video Tape Co. 601

10523-45 Burbank Blvd., N. Hollywood, Calif. 91601

Services: Video tape duplication and distribution; satellite services; film-to-tape transfer; standards conversion. **Staff:** Jack Mauck; Jon Duncan; Mary McEvers; Sharon Beverly.

Videofashion 249A

One W. 37th St., New York 10018

Programs: Videofashion Monthly; Videofashion News; Videofashion Men; Videofashion Specials. **Staff:** Nicolas Charney; Anne Adams; Marlene McGinnis; Mercedes Ildefonso.

Visual Productions 336

Wall Street Journal TV 1517

200 Liberty St., New York 10281

Programs: The Wall Street Journal Report; The Wall Street Journal Business Briefs*; The Wall Street Journal Television Specials*. **Staff:** Stewart Pinkerton; Michael Connor; Barbara Hussey; Susan Strelak; Hewitt West.

WDR International 1211

Weiss Global Enterprises 900

2055 Saviers Rd., #12, Oxnard, Calif. 93033-3693

Programs: The Soap Connection*. **Series:** Kids Say the Darndest Things; Stan Kann Show; Jim Bowie; Bill Dana; Good Morning World; Make Room for Daddy; My Little Margie; I Married Joan; Rocky Jones, Space Ranger; Waterfront; Thrill of Your Life; Craig Kennedy, Criminologist; Canine Comments. **Features/packages:** Galxy 15 (15);

Golden Showman\$hip Group (9); Impact Group (120); Parade Pictures (5); Vintage Flicks (24); Westerns (60). *Documentaries*: The Brave Rifles; Our Time in Hell; Those Crazy Americans. *Series*: The Black Coin; Last Stand. *Comedy*: The Chuckleheads. *Cartoons*: Alice; Krazy Kid Kartunes; Nursery Rhymes. *Staff*: Adrian Weiss; Ethel Weiss; Steven Weiss; Laurie Weiss.

Western World Television 310
10495 Santa Monica Blvd., Los Angeles 90025

Features/packages: Action Pac I; Snicker Theater; Fever; Jilted; Gallagher's Travels; Blood Money; Devil in the Flesh; Sebastian and the Sparrow; The Navigator. *Series*: Fifteen; Pals; Rush; Westgate. *Documentaries*: Risking it All; Nomad Films; Uncharted Tides; Across the Main Divide; Turn of the Century; Children of Two Countries; Many Are One. *Animated*: The Bear Who Slept Through Christmas; The Great Bear Scare; Thundersub. *Children*: Ozlets. *Sports*: Aspen's 40th Anniversary. *Variety/music*: The New Music Awards; Fabian's Good Time Rock 'N' Roll. *International*: *Features/packages*: Frankenstein; The Ghost Writer; Dead Wrong; Playing for Time; Prisoner Without a Name/Cell Without a Number; Royal Romance of Charles & Diana. *Mini-series*: The Scarlet Letter; Wagner; Shout. *Documentaries*: Nova; Vietnam. *Magazine/talk*: Hollywood Insider; Alive & Well. *Variety/music*: Pavarotti; Kenny and Dolly in Concert.

Staff: Gary Worth; Julio Conzalez-Reyes; Eric Taub; Kaki Kirby; Susie Hoste; Melchor Tineo.

Wold Communications 630
10880 Wilshire Blvd., #2204, Los Angeles 90024

World Events Productions, Ltd. 1511
4935 Lindell Blvd., St. Louis 63108

Programs/inserts: Denver, the Last Dinosaur*; Vitor, the Starfire Champion*; Your Pet and the Vet*; Bogus*; Voltron: Defender of the Universe; Voltron: Defender of the Universe—Fleet of Doom; Saber Rider and the Star Sheriffs. *Staff*: Edward Koplar; Brian Lacey; Peter Keefe; William Crowell; Susan Bae; Carolyn Flynn; Glenda Gabriel; Karen Klaus; Susan Kallishman.

Worldvision Enterprises 571
660 Madison Ave., New York 10021

Domestic product: game show: Trivial Pursuit*. *Animated*: Hanna-Barbera's Superstars 10*; The Yogi Bear Show*; Snorks*; The Funtastic World of Hanna-Barbera*; The Jetsons; Yogi's First Christmas. *First-run action*: Throb; Starring the Actors; Shark's Paradise; Return to Eden; Starting from Scratch*. *Off-network*: The Streets of San Francisco*; The Love Boat II; The Love Boat; Little House on the Prairie; Barnaby Jones; That Girl; Douglas Fairbanks Presents; Dark Shadows; The Doris Day Show; N.Y.P.D.; Ben Casey; Combat; The Fugitive; The Rebel; Wendy and Me; People's Choice; The Invad-

ers; One Step Beyond; Flying A Series; Man from Atlantis. *Features*: Prime 8*; Prime I-VII; Saturday at the Movies. *Mini-series*: Against the Wind; Holocaust; Return to Eden. *Staff*: John Ryan; Bert Cohen; Jerry Rettig; Burt Rosenburgh; Tom Devlin; Gary Montanus; Bill Baffi; Jim Thomson; Randy Hanson; Paul Danylik; Jerry Kaufer; Rita Scarfone; Dan Willis; Bruce Swanson; Reggie Jester; Brian O'Sullivan; Marty Weisman; Adam Lloyd; Jim Kauss; Karl Middelburg; Randy Briggs; Andy Samet; Harrington Silva; Gerald Bixenspan; Phil Martzolf.

World Wrestling Federation 1535
1055 Summer St., Stamford, Conn. 06905

WW Entertainment 1324
205 E. 42d St., New York 10017

Series: The Best of Groucho; Police Call—USA*. *Movies*: Balck Belt Theater; WW Entertainment I; Action Flicks; Co-Production/BBC, including The Vision*. *Staff*: George Hankoff; Sylvia Delia; Tom Sedarski; Zita Siegel; Bernice Farnan; Jennifer Lupinacci.

Yorkshire TV 939
32 Bedford Row, London WC1R 4HE, England

ZDF 1211

Zenith Productions Ltd. 939
8 Great Titchfield St., London W1P 7AA, England

Film and TV production. *Staff*: Charles Denton.

Programming

National Cable Month programing unveiled

Organizers have 56-hour cable preview lineup set and hope some broadcasters will follow example of HSN and program Friday portion on their stations

National Cable Month organizers have announced the lineup for their 56-hour weekend cable programming preview, April 1-4, which will kick off with a six-hour lineup on Friday night that will also be seen on 19 owned and affiliated broadcast affiliates of the Home Shopping Network. HSN can reach 37 million U.S. households through its stations, and NCM officials hope that the stand-alone cable reach on the C-SPAN II transponder (Galaxy III, transponder 24) could hit 30 million.

Robert Clasen, chairman of NCM and chairman of Comcast Cable, is encouraging cable operators to work out arrangements with local television stations in their markets to carry the programming preview.

C-SPAN II has donated its transponder for the programming preview. In addition to the lineup of events (see page 118), there will be live studio breaks in which local operators may insert their own programming or announcements and inserts from C-SPAN, CNN and The Weather Channel. The programming has been broken into various blocks, such as children's programming on Saturday morning, sports on Saturday afternoon and news and information on Sunday.

The schedule was put together by a steering committee made up of representatives of

seven MSO's—Comcast Cable, Daniels Associates, Heritage, Jones Intercable, TeleCable, United Cable and Warner.

Programming from 23 networks will be represented with the most, four hours, coming from the Nashville Network and Arts & Entertainment. Showtime and the Disney Channel are represented by three-and-a-half hours of programming, while HBO, the Discovery Channel and superstation WTBS (Atlanta) each have three hours.

Neither Showtime's *It's Garry Shandling's Show* nor Nickelodeon's *Double Dare* will be seen in the preview. Organizers solicited programming ideas from cable programmers and in Showtime's case, *Shandling* was not submitted. An NCM official said *Double Dare* had been submitted but because it will be seen later on broadcast television, it wasn't considered for the preview. *Shandling* has also been syndicated broadcast television, the rights purchased

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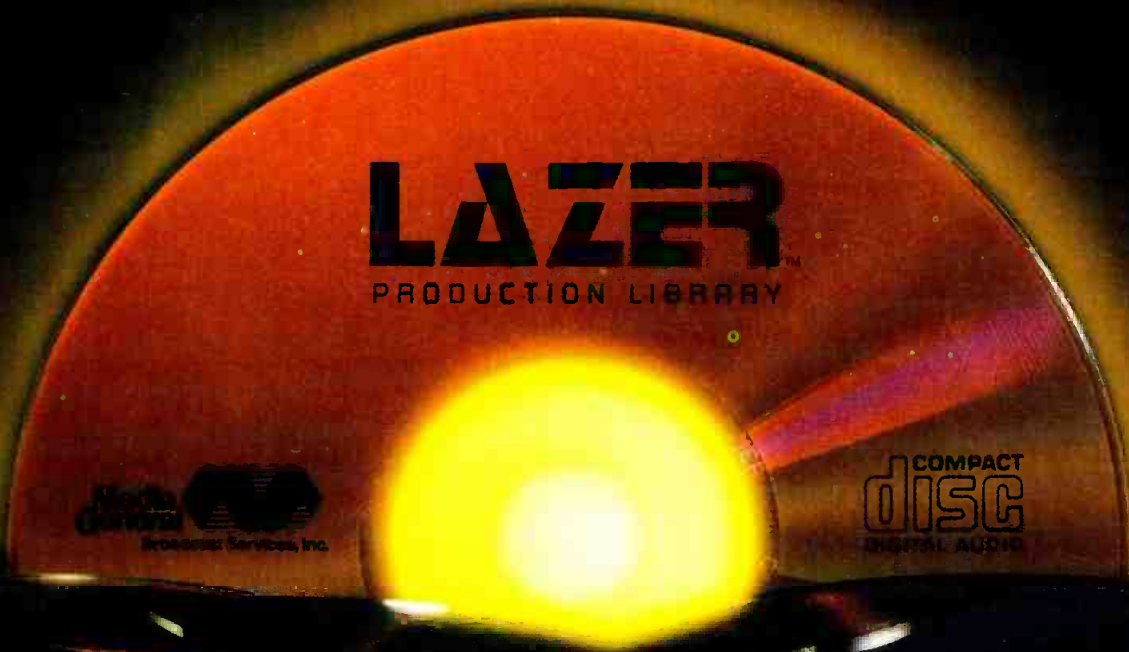
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the Fox network. The schedule:

Friday, April 1

- 6 p.m. Opening from C-SPAN studios.
- 7 p.m. Disney Channel, *Too Smart for Strangers*.
- 8 p.m. Nashville Network, *Nashville Now (Live)*.
- 9 p.m. Lifetime, *Attitudes*.
- 10 p.m. HBO, *HBO World Stage: Tina Turner—Live from Rio*.
- 11 p.m. Showtime, *Rock 'n Roll Summit*.

Saturday, April 2

- Midnight. FNN:SCORE, *World Championship Tennis*.
- 1 a.m. Discovery Channel, *Computer Magic*.
- 2 a.m. Lifetime, *Dying for Love*.
- 3 a.m. Arts & Entertainment, *Carole King*.
- 4:30 a.m. Cinemax, *Crazy About the Movies: James Dean*.
- 5:30 a.m. Lifetime, *What Every Baby Knows*.
- 6 a.m. SuperStation TBS, *World of Audubon*.
- 7 a.m. Local programming sampler.
- 8 a.m. A&E, *Living Dangerously: The Rocket Pilots*.
- 9:30 a.m. Nickelodeon, *Count Duckula*.
- 10 a.m. Disney, *Danger Bay*.
- 10:30 a.m. Nickelodeon, *Rated K: For Kids by Kids*.

- 11 a.m. Disney, *Good Morning Mickey*.
- 11:30 a.m. Disney, *Donald Duck Presents*.
- Noon. Disney, *Dumbo's Circus*.
- 12:30 p.m. Disney, *Welcome to Pooh's Corner*.
- 1 p.m. ESPN, *America's Cup Special*.
- 2 p.m. ESPN, *Scholastic Sports America*.
- 3 p.m. Nashville, *American Sports Cavalcade*.
- 4:30 p.m. Nashville, *Motoworld*.
- 5 p.m. Special presentation featuring studio guests and call-in availability.
- 7 p.m. MTV, *MTV Week in Rock*.
- 7:30 p.m. MTV, *Club MTV*.
- 8 p.m. Nashville, *Grand Ole Opry (live)*.
- 9 p.m. A&E, *Dionne Warwick in London*.
- 10 p.m. HBO, *HBO World Stage: Billy Joel from Leningrad*.
- 11 p.m. Cinemax, *Cinemax Sessions: Roy Orbison and Friends—A Black and White Night*.

Sunday, April 3

- Midnight. Showtime, *Elayne Boosler—A Party of One*.
- 1 a.m. A&E Cable, *Evening at the Improv*.
- 2 a.m. VH-1, *New Visions*.
- (Daylight savings time begins).
- 5 a.m. Bravo, *Andy Warhol—Profile*.
- 6:30 a.m. ACTS, *The Imperials*.
- 7:30 a.m. CBN Cable, *The Campbells*.
- 8:30 a.m. Eternal Word TV, *Special Edition*.

- 9 a.m. Discovery, *American Tongues*.
- 10 a.m. Learning Channel, *It's About Time*.
- 11 a.m. CBN, *Animals of Africa*.
- 11:30 a.m. SuperStation TBS, *Jacques Cousteau—Rediscovery of the World*.
- 12:30 p.m. BET, *Bobby Jones Gospel Hour*.
- 1:30 p.m. CNN, *Inside Politics*.
- 2:30 p.m. C-SPAN, *C-SPAN Special*.
- 3:30 p.m. Learning Channel, *The Takeover: Game: Main Street vs. Wall Street*.
- 4:30 p.m. FNN, *Personal Investing*.
- 5 p.m. Discovery, *Silent Hunter*.
- 6 p.m. Special Presentation.
- 6:30 p.m. Nickelodeon, *Finders Keepers*.
- 7 p.m. MTV, *Remote Control*.
- 7:30 p.m. Showtime, *Coast to Coast*.
- 9 p.m. USA Network, *Ray Bradbury Theater*.
- 9:30 p.m. USA Network, *Alfred Hitchcock Presents*.
- 10 p.m. HBO, *HBO Pictures: The Lion of Africa*.

Monday, April 4

- Midnight. CNN, *Larry King Live*.
- 1 a.m. SuperStation TBS, *Portrait of the Soviet Union*.
- 2 a.m. Nick at Nite, *The Nick at Nite Do-It-Yourself Sitcom Special*.
- 2:30 a.m. Studio wrap-up.

Wrestling gets a hold on television

In addition to successes in syndication, grappling shows are proving ratings getters on cable and network TV

Wrestling's return to prime time on Friday, Feb. 5, was a success for NBC-TV, as the Worldwide Wrestling Federation's *Main Event* scored a 15.2 rating/25 share, the highest rating NBC has achieved in the 8-9 p.m. time slot this season. In Nielsen, it beat both CBS's *Beauty and the Beast*, which scored a 13.9/23, and ABC's two comedies (12.6/21).

NBC, which carries five WWF specials each year as part of its Saturday late-night lineup, said it was "pleased with the public response as reflected in the ratings." As for future prime time specials, NBC said: "We are not closing the door on future telecasts, but we have no immediate plans." A spokesman said, that a weekly series was "very unlikely."

Wrestling has long been a mainstay for sports programming in the syndication market and on cable services. Although a number of producers are in the business, the WWF seems to be the most active. It has production agreements for broadcast syndication, network television, basic cable and pay-per-view. WWF's initial popularity grew out of its syndication packages.

That programming is consistently in the top five rankings of syndicated programming, according to Nielsen's weekly syndication report. Most of the time it is third, following *Jeopardy* and *Wheel of Fortune*, although sometimes *Oprah* surpasses it for fourth. The package of three separate one-hour programs averages a 10 cumulative rating.

Several years ago, WWF went out of the studio to produce the programming live at various arenas. Those shows have become



Hulk Hogan (above) fought Andre the Giant on NBC

the basis of the syndicated package. Some 260 stations covering 96% of the country take at least one of three shows. In some markets, one station has the rights to all three programs. There is a new event each week in each package. Most stations run the programming on weekends.

On the network front, WWF has produced 14 *Saturday Night Main Events* for NBC over the past three years, with the March 14, 1987, telecast at 11:30 p.m., scoring an 11.6/33, the highest late-night rating ever earned by a special, according to

the network. The 15th event, slated for March 12, will round out the third year of the contract with NBC.

WWF wrestling has been on the USA Network for four years, with the three-hour special, *World Wrestling Federation Royal Rumble* on Jan. 24, scoring an 8.2/12 in Nielsen overnights in USA's universe, the highest-rated program ever for the network. That was WWF's first special for USA. The network regularly runs the one-hour *WWF All American Wrestling* show at noon on Sunday and the *WWF Prime Time Wrestling* on Monday from 9 to 11 p.m. Each week the programming is exclusive to USA and ratings continue to hold up. The Sunday show scored a 3.1 rating for the fourth quarter of 1987 and a 3.2 for the whole year. The prime time series scored a 2.9 in the quarter and a 3.3 for the year.

Although USA has been at the forefront of purchasing off-network product, especially hour-long dramas, it will continue its wrestling programming. "As long as it remains popular, we will continue with our wrestling events," said Hilary Schacter, director of programming for USA. The key to wrestling's popularity, said Schacter, is its "very clearly defined characters [representing] good versus evil."

WWF also is expanding the number of PPV events it offers. *Wrestling I, II and III* ran in the spring of 1985, '86 and '87. The last, shown live from Pontiac, Mich. achieved a 10.2% buy rate among six million addressable homes, a record that stands. The Thanksgiving-night 1987 *Survivor Series* achieved a buy rate of 7% among 7.5 million homes.

And more events are on the way. *Wrestmania IV* is scheduled for March 27 at 10 p.m. and will be available to 10.4 million homes. One million of those homes are



WORLD WRESTLING FEDERATION

ven addressable, but by using positive trap technology, cable viewers without addressable boxes will have access to the event. WWF also has planned PPV events for August, Thanksgiving night 1988, the non-FL football Sunday in January 1989 (the week between the conference championship games and the Super Bowl, which WWF utilized this year on USA), and *Wrestlmania V*, scheduled for March 19, 1989. The PPV events particularly help WWF because in addition to getting wrestling before a new generation of viewers, it spurs interest in watching the federation's syndication programming packages.

The success WWF has had in PPV is causing others to follow. Turner Home Entertainment announced two weeks ago that it will offer two wrestling PPV events in 1988 through Jim Crockett Productions. Crockett is supplied TBS with the wrestling programming the superstation has been running on Saturday from 11 to noon and from 6 to 8 p.m., and Sunday from 5:30 to 6:30 p.m. The Saturday evening show's ratings were up 4% in household reach in fourth quarter 1987 from fourth quarter 1986. And the increase has come from the women, 18-49 demographic, which has jumped 5%. In the fourth quarter, the Saturday evening show averaged a 2.9 rating/5.5 share, or 231,000 households.

TBS plans to expand its wrestling programming, as last week it agreed to a deal in which Crockett will produce a wrestling extravaganza each quarter. The first is scheduled for March 27, from 4 to 6:30 p.m., coinciding with WWF's *Wrestlmania V*. The special will be done live at an arena. The weekly TBS shows are produced in a studio, but the Sunday version of the show will be produced live at an arena beginning in April.

Robert Levi, vice president and general

manager of WTBS(TV) Atlanta, said wrestling "continues to be a mainstay" for the service. It creates "audience spikes" in viewing in which TBS can promote other programming while it has an increased captive audience. Levi also said wrestling was "very profitable." Crockett's deal with TBS runs through 1994.

ESPN, the other cable service that carries a significant amount of wrestling, has a one-

hour show at midnight on Saturday. In 1987, the 63 shows (some are seen in other time periods) of the American Wrestling Association averaged a 1.5 rating. ESPN's 90-minute World Class Association hours scored a 1.3 in 28 original airings. It is seen at various times throughout the schedule. The shows are produced by Minnesota Boxing & Wrestling and Southwest Sports Inc., respectively.

NBC premieres 'Day by Day'

New comedy introduced in midseason; further prime time changes expected; Spelling to produce 'Nightingales'

NBC, hoping for maximum audience sampling for the program, will launch a new midseason comedy later this month by airing the first three episodes in one week's time. Each episode of the new program, *Day by Day*, will air after one of NBC's established comedies, starting with the premiere, which will be shown Monday, Feb. 29, at 8:30 p.m. following *ALF*.

Day by Day, from Gary David Goldberg's UBU Productions in association with Paramount, stars Linda Kelsey (of *Lou Grant*) and Doug Sheehan (*Knots Landing*) as a professional couple who quit their jobs to open a daycare center. Three nights after its debut Feb. 29, the program's second episode will air March 3 at 8:30 p.m., following *The Cosby Show*. Episode three will be three nights after that, on Sunday, March 6, also at 8:30 p.m., following *Family Ties*, where the new show will air regularly. NBC said *My Two Dads*, currently airing on Sundays at 8:30 p.m., will become a "designated hitter" (airing once every four or five weeks) on the network's spring schedule.

The network is expected to announce further midseason changes in its prime time schedule. Those changes will follow recent announcements from both CBS and ABC of major midseason changes (BROADCASTING, Feb. 8).

NBC also confirmed recent reports that it has commissioned a new prime time serial from Aaron Spelling Productions called *Nightingales*, about five student nurses living in Los Angeles. The program, NBC said, is expected to be ready for next fall. Spelling is also developing an updated *Charlie's Angels* series (which ran on ABC in the late 1970's) for Fox Broadcasting Co., called *Angels '88*.

Several comedy pilots in the works for next season at NBC include a third project from Goldberg, as yet untitled, about a divorced woman and her daughter struggling to make it in New York. Another will be based on, and from the creators of, the film "Baby Boom." Also in the works is a *Golden Girls* spin-off, *Empty Nest*, starring Richard Mulligan as a widowed doctor in Miami. Another comedy in development is from the creators of the film, "My Life as a Dog," about a group of children growing up in the 1980's.

**NBC-TV
takes
week 20
ABC-TV
moves
into
second
place**

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1.	32.3/47	N Cosby Show	1. 32.2/48	37.	14.7/21	N My Two Dads	46. 13.4/19
2	27.8/41	N Different World	2. 28.2/42	38.	14.6/24	C Smothers Brothers	24. 16.8/28
3.	24.9/37	N Cheers	4. 24.2/36	39	14.1/23	N Miami Vice	38. 14.4/22
4	24.6/39	N Golden Girls	3. 25.6/40	40.	13.9/23	C Beauty and the Beast	32. 15.8/24
5.	23.9/35	A ABC Sunday Movie	7. 21.7/32	41.	13.8/21	A Slap Maxwell Story	59. 12.3/19
6.	22.5/33	A Growing Pains	8. 21.7/31	42.	13.7/20	C Kale and Allie	30. 15.9/23
7	22.3/32	A Who's the Boss?	6. 22.1/32	43.	13.7/23	N Crime Story	50. 12.8/22
8.	21.5/31	C Murder, She Wrote	5 22.9/32	44.	13.6/20	A Disney Sunday Movie	48. 13.2/19
9.	21.4/32	A Moonlighting	9 21.3/32	45.	13.6/23	C Cagney and Lacey	33. 15.1/26
10	21.3/33	C 60 Minutes	10. 21.1/32	46.	13.5/22	N NBC Monday Movie	45. 13.5/21
11	21.3/37	N Bloopers & Practical Jokes	11. 20.8/35	47.	13.4/22	N St. Elsewhere	56. 12.4/21
12.	20.7/34	N Amen	12. 20.4/33	48.	12.9/19	A MacGyver	52. 12.7/18
13.	19.3/31	N David Letterman Special	21 17.3/27	49.	12.9/20	A ABC Thursday Movie	57. 12.3/19
14.	19.1/28	C CBS Sunday Movie	17. 18.3/27	50.	12.7/20	C Kate and Allie	30. 15.9/23
15.	18.6/30	C Dallas	14. 19.9/30	51.	12.6/20	A Mr. Belvedere	43. 13.6/20
16.	18.4/27	N Matlock	13. 19.9/29	52.	12.5/21	A Full House	53. 12.7/20
17.	18.1/26	N ALF	16. 18.6/27	53.	12.3/19	N Year in the Life	49. 13.1/20
18.	17.5/28	A Head of the Class	27. 16.3/24	54.	12.2/19	C Frank's Place (Wed.)	47. 13.2/20
19.	17.3/28	N 227	15. 19.1/30	55.	11.9/18	C Simon and Simon	62. 11.9/18
20.	17.1/27	A Perfect Strangers	28. 16.1/24	56.	11.8/18	C Jake and the Falman	54. 12.6/19
21.	16.6/24	N Family Ties	25. 16.6/24	57.	11.7/19	C High Mountain Rangers	58. 12.3/19
22.	16.5/27	C Knots Landing	26. 16.5/26	58.	11.5/19	A Dolly	44. 13.6/21
23.	16.5/27	N Facts of Life	23. 16.8/27	59.	11.4/20	A 20/20	51. 12.7/20
24.	16.4/23	A Hooperman	36 14.7/22	60.	11.4/17	C Frank's Place (Mon)	42. 13.7/20
25.	16.3/25	C Designing Women	20. 17.8/27	61.	11.2/20	A Spenser: For Hire	63. 11.6/20
26.	16.1/24	N Valerie's Family	22. 17.1/24	62.	11.1/19	C Wiseguy	61. 12.1/20
27.	15.6/23	C Newhart	18. 18.1/26	63.	11.1/17	N Our House	60. 12.1/18
28.	15.5/24	N Highway to Heaven	19. 17.8/27	64.	10.1/16	C Houston Knights	67. 9.4/15
29.	15.5/23	N NBC Sunday Movie	40. 14.1/21	65.	8.9/13	C 48 Hours	66. 9.7/14
30.	15.3/26	A Thirtysomething	41 13.9/24	66.	8.8/14	A Ohara	65. 9.7/16
31.	15.2/25	N WWF Special: Main Event	35. 15.1/23	67.	8.6/14	A Thorns	68. 8.8/13
32.	15.1/22	N Hunter	31 15.8/24	68.	8.4/13	C Law and Harry McGraw	64. 10.4/16
33.	14.9/24	A ABC Monday Movie	37. 14.7/23	69.	8.3/13	A Sledge Hammer!	70. 8.5/13
34.	14.9/24	A Dynasty	55. 12.6/21	70.	7.7/11	C Bugs Bunny's Valentine	69. 8.8/13
35.	14.8/26	N Unsolved Mysteries	34. 15.1/24	71.	7.6/13	C West 57th	71. 8.1/14
36.	14.7/25	C Falcon Crest	29. 15.9/25	72.	4.9/7	C Lyndon LaRouche Special	72. 6.4/9

Testing the waters for syndicated programing

Station consortiums to create and test programs proving to be viable way to reduce risk of program failure

As broadcasters and syndicators examine programing expenses more closely these days, the formation of alliances to create and test syndicated programing may be taking hold, according to broadcasting and syndication executives. As one chief executive officer of a major syndication company put it, "Every other industry has a research and development network, so why don't we? This is the next logical step for us."

From the point of view of stations, the development of shows, via consortiums, gives those groups an equity share in programs and also allows a show to develop a ratings track record through testing on the station or station groups supporting that show.

King World is currently on the verge of announcing a consortium for developing and financing programing, said company Chairman Roger King in an interview with BROADCASTING (see page 67). "We're going to find the next *Oprah*, the next *Wheel of Fortune* and we're going to test it on the air before we sell it in syndication," he said. For King World, the development strategy would not be a first. In 1986, with Post Newsweek stations, a talk show hosted by Tony Orlando ran for eight weeks on WDIV-TV Detroit but did not develop a ratings track record strong enough to convince the partners the show should be launched nationally.

King said testing "saved us a lot of time and money and stations a lot of time and money," compared to the alternative—shooting a pilot, getting stations to buy the show and hoping for a ratings success. "The first year of the launch of a show you lose

money," King said. "There's a deficit in the amount of energy and dollars it takes" to get a show launched.

As for stations, King said that without an existing track record for a show, buying is guesswork. "I don't know how stations can do it. They sit there and they look at a pilot and they tell you what's going to happen, what the audience is."

David Ingraham, senior vice president of finance and planning for McGraw-Hill Broadcasting, said cost consciousness is not the motivation for a program development consortium. "I think cost is a secondary factor. The primary factor is the product." When stations want something to fit their needs, he said, "what better than to make sure," through the testing of the show on a consortium of stations, before it is launched. Ingraham said McGraw-Hill is interested in the formation of such an alliance.

According to other group operators who asked not to be identified, discussions about the formation of consortiums have taken place for "some time." "We've been listening to proposals along these lines for a while now," said one station group president.

Beyond financial considerations, another incentive for equity participation of station groups in a project is the loyalty and tolerance those station have in nurturing the show and keeping it on the air.

Phil Flanagan, president of Teletrib, said group participation in a project is the best way to insure carriage. "The hardest part" of getting any syndicated show launched, he said, "is a good list" of stations to carry it.

In the past, coalitions of station groups and syndicators have been responsible for some of the more notable successes in syndication such as *Entertainment Tonight* (a partnership among Cox, Television Program

Enterprises, Great American Broadcasting and Paramount) and *PM Magazine* (tested on the Group W stations as *Evening Magazine* and then syndicated through Group W Productions).

Operation Prime Time, formed in 1977, is another example of a station consortium responsible for the production of made-for-television movies and mini-series. The OPT steering committee currently comprises A. Masini, president and general manager of TeleRep; Leavitt Pope, president and general manager of WPIX(TV) New York; Dennis FitzSimons, vice president and general manager, WGN-TV Chicago; Shelly Cooper, president of Tribune Entertainment; Kevin O'Brien, executive vice president of Cox Broadcasting's independent division and vice president and general manager of KTVU(TV) San Francisco; Charles Edwards, executive vice president, director of group programing, Gaylord Broadcasting, and general manager of KTVT(TV) Dallas, and Evan Thompson, president of Chris-Craft United Broadcasting.

As an example of the new prudence in buying patterns among stations that could lead to development through consortiums MMT's Jon Gluck points to the recent shift by WABC-TV New York from *Hollywood Squares*, an access program whose ratings were not up to snuff, back to *Entertainment Tonight*, whose track record is known by the station which carried the show two years ago. Rather than shooting blindly for a new show, he said, the station chose a proven commodity.

Gluck also pointed out NBC O&O's risky programing move, from a first-run sitcom checkerboard to a new version of the show that preceded *Wheel of Fortune* as a number one in access, *Family Feud*.

Live with Regis and Kathie Lee, a national version of WABC-TV's *The Morning Show*, is another example of a show with a track record that is selling well.

Meanwhile, clearances for the five entries in the one-hour talk-variety vein for fall 1988 have not been as good. Paramount, for instance, has only a few clearances for *The Daytime Show*, starring Joan Lunden, according to rep sources; another one-hour talk-show for next fall, *The Family Show* from Hal Roach Studios, was recently withdrawn from the market.

Another entry in the crowded field is *Good Company* from Group W Productions currently running on KSTP-TV Minneapolis-St. Paul. Group W, whose one-hour talk show, *The Wil Shriner Show*, has had difficulties in the ratings since its debut last fall, is now preparing a presentation for *Good Company*.

The importance of marketing a show with a track record is also evident in shows from an in-house "lab," a cable channel or station group, owned by a syndicator. There's a separate edition of Viacom Enterprises' *Double Dare* (in association with the Fox Television Stations) similar to the show that runs on Viacom's Nickelodean channel.

Fox Television Syndication has a policy



Crime watch. FBI director William Sessions joined John Walsh, host of Fox Television's *America's Most Wanted*, at FBI headquarters in Washington for kickoff of the new weekly, half-hour series. Fox introduced the show, which Walsh described as a "weekly nationwide criminal manhunt," on Sunday, Feb. 7. The program, produced in Washington, features reenactments of unsolved crimes and photographs and videotapes of the criminals. Viewers with information about any of the crimes may provide anonymous tips via a toll-free hotline. As part of the kickoff, Walsh, father of 6-year-old Adam Walsh, whose kidnapping and murder were portrayed in the TV movies, *Adam* and *Adam's Song*, presents Sessions with a version of the print ad for the program's premiere episode.

if working with the Fox television stations instead of spending money on its own for series development. *America's Most Wanted*, half-hour "television manhunt" produced by the station division in cooperation with the FBI that debuted last week (Feb. 7) (see page 120), is the latest development effort with an eye on eventual syndication, if its ratings are sufficient. The first cooperative effort between the two Fox divisions was the first-run access magazine, *A Current Affair*.

Walt Disney's Buena Vista Television is another company with an in-house cable outlet, The Disney Channel, through which product can be developed for syndication. At the time first-run sitcoms became plentiful in syndication, Buena Vista said it would not try to build a strip through production of weekly episodes in syndication, preferring instead to use the Disney Channel for that at purpose. □

USA Today' sold in Chicago

ITG program is now cleared in even of top 10 markets; New York, Pittsburgh and Baltimore are remaining uncleared markets

ITG Marketing sold *USA Today* to WMAQ-TV Chicago last week for use in early fringe, access or late fringe. The sale in the country's number-three market leaves GTG with only New York, Pittsburgh and Baltimore left to clear in the top 50 markets.

For stations the Chicago sale brings to light GTG's flexibility in their scheduling of

would not discuss the station's programming strategy for next fall, but he said that no matter what, the station will not open up an hour of access by rescheduling *The NBC Nightly News with Tom Brokaw* at an earlier time.

Jacobs said openings in the station schedules in the various markets that will use *USA Today* in early fringe governed the respective early fringe sales. GTG did not originally anticipate that early fringe would be a factor in *USA Today*'s clearances. But Jacobs said early fringe was not responsible for moving the originally scheduled feed of the show at 6 p.m. up to 4:30 p.m. Rather, he said, with station personnel and tape facilities on the all-affiliate clearance list (with one exception, Gannett independent WLVI-TV Boston) are being used for local news broadcasts at that time, an earlier feed became necessary.

Jacobs said the early fringe option in the show's scheduling could come into play in a New York sale. He said he expects to have New York wrapped up this week. WCBS-TV remains GTG's most logical clearance target there. One possibility in that station's carriage of *USA Today* is the opening of a full hour of access, through a move of *The CBS Evening News with Dan Rather* from 7 p.m. to 6:30. That move has been discussed many times in the past and has been considered again recently, according to sources.

This week could additionally prove to be a big one for GTG, with three major pre-NATPE announcements: another programming entry for next fall, a daytime show; the formation of an alliance with an existing barter sales company for its barter sales (*USA Today* is sold on a cash-plus-barter basis with GTG keeping one minute); and

Studying the classics. The Museum of Broadcasting's fifth annual television festival in Los Angeles, March 9-31, will once again include a large collection of creative talent from the past and present.

Museum President Robert Batscha announced the schedule for the event, which is co-sponsored by the Los Angeles County Museum of Art and the Academy of Television Arts and Sciences.

Each night during the festival, celebrities and the creative talent associated with 16 landmark television shows will gather to screen and discuss their programs.

The festival gets under way with Julie Andrews and Carol Burnett, who will be reunited for the landmark 1962 television production, *Julie and Carol at Carnegie Hall*.

The festival concludes with "M*A*S*H: A Reunion," featuring Alan Alda, Mike Farrell, Larry Gelbart, Larry Linville, Burt Metcalfe, Gene Reynolds, Wayne Rogers, McLean Stevenson and Loretta Swit (8 p.m. Thursday, March 31).

the naming of the host of the "USA" section of *USA Today*. So far, GTG has named ex-WNEV-TV Boston reporter Robin Young to host the "Life" section, ex-NBC sportscaster Bill Macatee to host "Sports," and ABC White House correspondent Ken Walker to host "Money." □



USA Today.

Previously, said one rep source, the program was thought of as an access show exclusively. But Bob Jacobs, president of ITG Marketing, said that of the 96 markets ITG has cleared, 18 are running the show in early fringe.

WMAQ-TV vice president and general manager, Dick Lobo, said that in its first presentation to Chicago stations, GTG stated that the show was meant for access only, but later relented. Along with GTG's flexibility in the scheduling of the program, Lobo said that GTG's recent decision to open a bureau in Chicago was very important to WMAQ-TV's clearance of the show.

For next fall, WMAQ-TV also has *Family Weekend* for both early fringe and access. Lobo

Planned Parenthood tracks sex on TV

It says sexual acts or references were rife last year on networks that all but ignored mentions of possible consequences or protection

The Planned Parenthood Federation of America released a study estimating there were 65,000 episodes of sexual behavior or references to it during prime time programming on the three major broadcast television networks during the 1987-88 season, with little or no references to contraception or sexual education. The data was particularly alarming, PPFA said, because of the high incidence of pregnancy among teen-agers, "a most impressionable group" that watches television "as much as 24 hours each week."

(The study was based on network programming that aired between 12:30 and 4 p.m. and 8 and 11 p.m., Sept. 24-30, 1987. Full-year totals were extrapolated from that data.)

PPFA said viewers saw an average of 27 scenes per hour "depicting, discussing or suggesting sexual behavior" including two references to intercourse, two references to deviant or discouraged sexual practices, nine kisses, five hugs and 10 instances of sexual innuendo or suggestiveness.

Based on the average number of hours Americans watch television, PPFA said

14,000 sexual messages are seen annually by viewers, while there are only 165 instances or references to "sexual education, sexually transmitted diseases, birth control or abortion."

PPFA also said the Louis Harris study found that an "explicit physical portrayal of sexual intercourse occurred for the first time in network shows" this season. "Although the performers were totally covered by a sheet, the activity was unmistakable," the report said. PPFA said the instance occurred in the Sept. 25 episode of *Max Headroom* on ABC.

Daytime television contained 50% more sexual references than prime time, the report said, 33 instances per hour versus 23. Daytime serials were the chief repository (35 instances per hour), said the report, followed by theatricals (30), made-fors (24), sitcoms (24) and prime time serials (21). But references to sexual intercourse, the study said, occur most often in prime time serials (three per hour), while references to "deviant or discouraged sexual behavior" showed up most often in made-fors (four per hour). Sexual innuendo and suggestiveness occurred most often in sitcoms (14) while kissing was most frequent on the daytime serials (13 per hour).

The report said, however, compared to a

1978-79 study, conducted by Judith Sprafkin and Theresa Silverman for the *Journal of Communication*, that while "television's sexual content has become more pervasive ... some less explicit types of sexual behavior are now less in evidence." The study also said that while the number of references to intercourse, implied intercourse and deviant behavior "continued to inch upwards," sexual innuendos and suggestiveness "have declined."

PPFA President Faye Wattleton criticized the networks for the sexual references without attendant portrayals of the consequences of those actions, or advertising or PSA's

offering sexual education. "The programing continues to show virtually no responsibility in the overly romanticized and unrealistic portrayals of sex," she said. "They barrage us all with sexually explicit programing and advertising, yet they are reluctant to balance that with constructive information about pregnancy prevention or the consequences of sexual relationships."

ABC and CBS officials said they had not seen the study and were withholding comment. NBC released a statement saying it "carefully reviews all entertainment material prior to telecast to insure that it is responsibly produced and suitable for our diverse

network television audience. Sexual theme involving teen-agers are given special attention and care is taken to insure that consequences are depicted." NBC added that programing designed for adults is scheduled later at night and parental advisories are used when needed. "With specific reference to the Planned Parenthood survey (of which we have only seen brief summaries in the press), the shortcomings of such a survey, which makes no distinction between 'kissing, embracing and hugging' on the one hand, and 'deviant sexual behavior' on the other, should be apparent," the network said.

Syndication Marketplace

Two shows that were designed for access in the fall of 1988, *Crimewatch Tonight* from **Orion Television**, and *Getaway* from **Group W Productions**, have been withdrawn from the market. In the case of *Crimewatch Tonight*, Orion was originally considering taking that show to NATPE despite its lack of clearances, but last week decided to forgo offering the show this year. Interest in the show for late night existed, according to rep and station sources, but Orion was unwilling to launch the show in that time period. *Crimewatch Tonight* was budgeted at \$22 million. A pilot for the show had already been shot. *Crimewatch Tonight* could be revived in the future.

Group W's *Getaway* was not officially canceled last week, although Group W said that it will not make the show a priority at NATPE. Instead, the company is considering offering the show as a weekly, or to a cable network.

Blair Entertainment is offering an updated version of *Candid Camera* with original host Alan Funt and co-host John Mulrooney, as a weekly for next fall. Mulrooney appeared on the syndicated comedy strip, *Comedy Tonight*, as well as *Star Search*. Blair is offering the series on a barter basis with three-and-a-half minutes for stations and three minutes for Blair. It has also cleared *Divorce Court* on two more stations to bring its lineup to more than 125 stations covering more than 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 airs the show, will be picking up *Divorce Court* for a second run.

Worldvision Enterprises will unveil *Starting From Scratch*, a new half-hour first-run sitcom at NATPE next week. Worldvision has already cleared the show on all of the Tribune stations except Atlanta, as well as Cox's KTVU-TV San Francisco. *Starting From Scratch* stars Bill Daily, of *I Dream of Jeannie* and *The Bob Newhart Show*, as a veterinarian whose zany ex-wife (Connie Stevens) manages to turn his life upside down. Ohlmeier Communications, Taft Entertainment Television and Taft Entertainment Television are partnered to produce the series. Worldvision will sell, starting from scratch, on a barter basis with three-and-a-half minutes for stations and three minutes for Worldvision per episode.

New World Television has cleared *Highway to Heaven* on WKYT-TV Lexington, Ky.; WKYT-TV Boise, Idaho, and KGET-TV Bakersfield, Calif. to bring its total for the show to 32 stations.

Wall Street Journal Television is to begin syndication of business news inserts for local newscasts today. So far WBS-TV New York and a handful of smaller markets have cleared the inserts. WSJ Television is now in discussions with a major distributor for the inserts. Mike Connor, executive producer of **Dow Jones and Co.'s Wall Street Journal Report** will, host the inserts. Connor has been hosting of *Wall Street Journal Report* while anchor Consuelo Mack prepares to deliver a baby. However, Mack was to return as host on Feb. 14 for the first time this year. The baby is due in March, but Mack will continue in her role as editor of the program, and will make limited on-camera appearances. She will continue to resume her full-time duties as host of the weekly half-hour business pro-

gram in May. Connor began to appear as host of the program during the weekend of Jan. 3.

Orbis Communications has signed Pearl Bailey to host *Love Court*, a half-hour strip for fall 1988 produced by Saban Productions. On *Love Court*, Bailey presides over a tribunal in which a real-life couple is questioned by a panel of comedians on their marital difficulties. Sales will be on a cash-plus-barter basis with Orbis keeping one minute.

Orbis also reports that it has added more stations to its *Headlines on Trial* lineup. That show, produced by WAC-TV Washington and hosted by Arthur Miller, was recently cleared on KCTV-TV Kansas City, Mo.; WPTF-TV Durham, N.C.; WSYT-TV Syracuse, N.Y.; WETG-TV Erie, Pa.; WTUV-TV Utica, N.Y.; KLDQ-TV Laredo, Tex., and WVGA-TV Valdosta, Ga. *Headlines on Trial* is cleared on 98 stations. Orbis also reports that the weekly *Kidsongs* has added eight more stations to bring the total for that show to 115 stations.

Barris Industries reports that *The Gong Show* has been cleared for a fall 1988 debut on more than 20 stations including WPIX-TV New York, KCBS-TV Los Angeles, WSB-TV Atlanta, WLWT-TV Cincinnati, and WTVJ-TV Miami. Jeff Wald, senior vice president said that Barris is now picking up momentum in clearing the program, and that he expects to have stations in each of the top markets cleared soon.

MG/Perin has cleared *The Olympic Winning Moment*, a series of 75 30-second inserts saluting the winter and summer Olympics, on 76 stations including WNBC-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WXYZ-TV Detroit, Wews-TV Cleveland, and KTVU-TV San Francisco. *The Winning Moment* is produced and distributed by MG/Perin for Backer Spielvogel Bates on behalf of the Prudential.

Columbia Pictures Television reports new sales and renewals for *Barney Miller* to bring that shows lineup to 171 stations covering 95% of the country.

Lorimar Syndication reports that it has cleared *Freddy's Nightmares* on KHJ-TV Los Angeles and WMAQ-TV Chicago to bring its total for that show to 56 stations covering 59% of the country. The weekly half-hour debuts in the fall of 1988 on a weekly basis.

Billy Crystal and comedian Richard Lewis have taped the pilot for *Life's Most Embarrassing Moments*, the weekly half-hour from **Group W Productions** debuting fall 1988. Crystal and Lewis appear in the pilot only as guest stars. Roy Firestone hosts an updated version of series.

GGP Sports has cleared *Joel Siegel's Road to the Academy Awards*, a one-hour special, on 190 stations covering 91% of the country. The special will be used by most stations preceding the Academy Awards (April 11) on April 8. Joel Siegel is entertainment reporter for WABC-TV New York. Bob Horowitz, GGP vice president and general manager, said that all of the national barter time in the special (GGP gets five and-a-half minutes and stations get six-and-a-half) has been sold out at an average of \$70,000 per 30-second spot.

Disney doings

The Disney Channel reported its subscriber base increased 20% in 1987, from 3.175 million to 3.810 million by year's end. Resident John Cooke attributed the jump to the increased amount of original programming, such as the addition of Harrison Keillor to the lineup, the company's four consumer marketing campaigns and the support from cable operators.

Disney also announced that its animated classic, "Lady and the Tramp," will make its world television premiere on the channel in June, making it the eighth Disney film classic to premiere on the pay service. The service also announced that ventriloquist, Don Lucas, has been signed to do a special scheduled to air in late spring.

Lumbers noted

The Cabletelevision Advertising Bureau has released its "Cable TV Facts 88" booklet, filled with statistics on cable's growth. It projects that consumers will spend nearly \$13 billion to receive cable programming this year, dwarfing what consumers will pay to go to the movies (4.2 billion) and/or rent videocassettes (4.4 billion).

Among other statistics, CAB reports that subscribers spend almost the same time with cable programming (33%), as with network programming (35%). In pay homes, cable viewing outpaces network viewing 40% to 32%. Average weekly viewing of basic cable is 12.5 hours, up 1% in three years, CAB said.

CAB estimates that advertising sales on national networks and on local systems will approach \$1.5 billion in 1988.

The book also chronicles cable penetration, compares cable viewing with other media, documents the purchasing power of cable subscribers and provides findings of the various programing services, cable MSO's, interconnects and other organizations. The booklet is available from CAB for \$3.50.

Tempo info

Tempo Television has signed an agreement to begin presenting informational programming from Teleworld on May 1. In addition, Tempo has taken a minority ownership in Teleworld.

Teleworld, the brainchild of former NBC executives, Gerald Adler and William Cameron, was designed to provide a forum for advertisers and businesses to showcase program-length infomercials (BROADCASTING, Nov. 2, 1987). Plans for all network have been altered, to the point that Teleworld will roll out 14 hours of infomercials programming on Tempo.

Teleworld programming segments could include new music performers and entertainers, sculpture and photography, advice on purchasing valuable art or long-form corporate infomercials. Other features relating to international real estate, worldwide financial services, travel and leisure and world class automobiles will be featured.

The programming will be carried in one-hour slots at 11 a.m. and 6 p.m. each weekday on Tempo. Two-hour blocks of Teleworld programming will run each Friday



Tempo president, Richard Smith, and Teleworld's Cameron

and Saturday at 2 a.m. Tempo has shifted its audience target to adults, 45 plus, and said Teleworld's programming fits that niche. Many of the programs are expected to tie into Tempo's four primary focus areas: entertainment, international/travel, sports/outdoor and information/how-to.

Tempo's minority stake in Teleworld was characterized as less than 10%. Of the 46 million shares of Teleworld stock outstanding, 30 million are owned by management. Tempo's purchase came in the form of newly issued shares and part of the deal is that Tempo's stake would not be diluted by any future issuance of stock. The portion it owns now will stay proportionately the same if new stock is issued.

One candle

MetroTEN Cablevision, the multichannel multipoint distribution service operating in Cleveland, will celebrate its first anniversary tomorrow, Feb. 16, and company President James Theroux reports the wireless cable operation is in the black. Theroux said the company is "well past" its break-even point of 15,000 subscribers, but short of its goal of 50,000 subscribers, which it hopes to reach in three years. At present, Theroux says, the company continues to focus its marketing efforts within the city.

MetroTEN offers a basic service package of MTV, ESPN, CBN, CNN, Nashville Network, BET, Nickelodeon, WGN-TV Chicago, WTBS(TV) Atlanta, WWOR(TV) New York and an adult learning service for \$9.95. For subscribers, the local off-air

broadcast signals also come through the converter, which comes with a remote control device included in the \$9.95 price. Showtime is available for \$9, or \$12.95 as a stand-alone service.

The cable operator in Cleveland, North Coast Cable, connected its first customers late last year. The cable company has passed some 11,000 homes among the 214,000 homes in its franchise. Subscribers number in the thousands, North Coast said. It is offering customers a \$4.95 basic package of 25 channels, mostly broadcast signals and access channels. The 49-channel satellite tier, with 24 cable services added to the first 25 channels, is priced at \$11.95. Pay services run between \$9.95 and \$11.95. The company expects to have construction completed in 1990.

New name

ML Media Partners has consolidated its cable operations under the banner of MultiVision Cable TV Corp., which will be based in Greenwich, Conn. ML Media Partners was formed by Elton Rule and I. Martin Pompadur to purchase broadcast stations and cable systems, and they will be chairman and vice chairman and chief executive officer, respectively, of MultiVision.

The partnership bought 50% of the cable system serving San Juan, P.R.; U.S. Cable Television Group; Essex Communications, plus four systems in California. Those operations encompass 184 systems serving 370,000 subscribers and will be consolidated under the MultiVision Cable banner. ML Media Partners will continue to operate as a separate company. It owns KATC(TV) Lafayette, La.; WREX-TV Rockford, Ill., and WEBE(FM) Westport, Conn.

Other officers of MultiVision are Christopher Conley president and chief operating officer, and his wife, Candace Conley, senior vice president.

Cable governors

Five at-large members have been elected to one-year terms of the board of governors of the National Academy of Cable Programming. They are: Tony Acone, president, Prime Ticket Network; Neil Heller, president, TVSM; Lenny Melamedas, director of studio operations, UA-Columbia Cablevision of New Jersey; Robert Shuman, president, The Learning Channel, and Caroline Winston, vice president, programming, Tempo Television.

Ralph Baruch, senior fellow, Gannett Center of Media Studies, and Larry Wangberg, president and chief executive officer, Times Mirror Cable, have been re-elected chairman and vice chairman,

respectively. Robert Wussler, senior executive vice president, Turner Broadcasting System, was elected secretary and Shelley Duvall, chairman, Platypus Productions and Think Entertainment, was elected treasurer.

Turner totals

Turner Broadcasting System said that superstation WTBS(TV) Atlanta added 4.1 million subscribers in 1987, CNN added 5.8 million and Headline News added 6.5 million.

ANI update

Automatic number identification technology (ANI) for pay-per-view services continues to pick up steam. Late last year, Viewer's Choice announced it would use ANI for PPV use. And last week, Request Television said its roll-out of ANI will reach one million homes by year's end. The chief attribute of the technology is that it makes PPV purchases easier for the customer.

Request said ANI is in 200,000 homes and it expects another 300,000 to be on line by June. It said that in systems with ANI, monthly buy rates have increased by 25% to 50%.

Cable competition

News 12 Long Island, the regional 24-hour cable news service, said its service trails only the three network affiliates in New York in some viewing categories as measured by Owens Cablemetrics. The service asked Long Island cable viewers in December what services they had viewed in the past 24 hours. The network affiliates scored between 44% and 49%, and News 12 came in fourth, among 48 programming channels, as viewed by 27% of subscribers in the previous 24 hours.

In addition, when asked to value the area's services, viewers rated News 12 as "most valuable" by more than a two-to-one margin over the three network affiliates, it said. News 12 said 76% of its viewers watch the service five days a week or more.

More 'Session'

Cinemax has announced that its ACE-award-winning *Cinemax Sessions* will continue with a reggae show on March 20 starring Jimmy Cliff, Toots Hibbert, Chrissie Hynde, Grace Jones, Rita Marley and the I-Threes, Ziggy Marley, the Neville Brothers, Carlos Santana, Sly Dunbar and Robbie Shakespeare and Bunny Wailer.

Cinemax also said production has begun on two new editions of its comedy experiment series, *Teri Garr in Flapjack Floozie*, depicting a woman's pancake addiction, and *Merrill Markoe's Guide to Glamorous Living*, an "observational humor" piece by Markoe.

Adding on

First Data Resources said it has bought CompuLink Systems, which markets a PC-based management and billing system for cable ad sales. First Data, a subsidiary of American Express, provides data and management information services to the cable industry.

On Radio

Broadcaster's fate awaits FCC action

San Francisco's Gabbert says he will be put out of business if he loses \$1 million 'good faith' money, put up in controversial attempt to purchase a second radio station in same city

Long-time San Francisco broadcaster James Gabbert claims inaction by the FCC on a sensitive crossownership issue could force him out of business. Gabbert, owner of KOFY-TV San Francisco and KOFY(AM) San Mateo, Calif., has filed a petition for rule-making with the commission on the matter of his proposed \$11-million purchase of Olympic Broadcasting-owned KHIT(FM) San Francisco, which until recently broadcast with the call letters KRCY, The City.

Shortly after Gabbert signed papers in July to purchase the radio station, a coalition of listeners formed to save KRCY's eclectic format of rock, jazz, blues and folk music and filed petitions with the commission to deny the license transfer. Gabbert now has until April 7 for the FCC to either approve or deny the transaction, or he will forfeit \$1 million he placed in escrow as "good faith" money.

The commission must grant Gabbert an exemption from its one-to-a-market crossownership rule for TV broadcasters if the deal is to be completed. The application, however, has stalled over conflicting claims about the financial condition of Gabbert's TV station. Gabbert says the UHF independent lost about \$1.2 million last year, and that he may have to cease his existing TV and AM radio station operations if he loses

the money he set aside for Olympic. The Coalition to Save The City, however, contends Gabbert has misrepresented the losses at the UHF station.

No stranger to politics, Gabbert, a former president of the National Radio Broadcasters Association, for 12 years, blames the delay on the fact that the commission has yet to complete its inquiry into the multiple and crossownership issues.

Adding fuel to the fire, Representative Ronald V. Dellums (D-Calif.), who has received dozens of complaints from constituents on the matter, has gotten involved. In letters to the FCC and Representative Ed

Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, Dellums said the FCC's commonly granted waiver for UHF owners has outlived its usefulness. Dellums has asked Markey request that the FCC hold an evidentiary hearing on the KRCY matter, but the commission informed Markey he was forbidden from intruding into a case that is under review.

Gabbert contends Dellums's participation stems from an editorial last year on the T station blasting the congressman, but aide to Dellums said the Bay Area representative was not even aware of Gabbert's editorial. A Dellums spokesman said all inquiries were made on behalf of his constituent.

Pleadings in the case ended last September and the paperwork was completed in October. The matter has yet to come before the full commission.

"In April, I die," Gabbert said. "It's too late for me to go out and find a buyer" who can put up \$11 million in financing.

Gabbert noted that his AM daytime show also suffering because of the stalled application. Staff members at the station have quit because needed improvement funds are tied up in escrow, he said.

Olympic, which lost about \$2 million at KRCY over the last two years, two weeks ago changed to a contemporary hit radio format. The format switch reduced the station's operating losses, but set off another wave of protests by citizens and disgruntled former employees who were laid off when the station changed to an automated format in January.



Gabbert

Into the ears of babes: targeting children on AM

North Little Rock station hopes to become profitable soon with full-time format aimed at children; syndication is also a possibility

It is the year of the dragon in China and—if KPAL(AM) has anything to say about it—in North Little Rock, Ark., as well. The commercial station, whose mascot is a dragon named Piccolo (children can spell it any way they like, according to station director, Tish Henslee) is into its third year of broadcasting with a 'Children's Radio' format. And if all goes as planned, it will be operating in the black by year's end (although long-term, it still has some developmental costs to cover). If the format—"a blend of music, poetry, stories and feature shows" targeted at children and their parents—proves profitable, the station's owners plan to syndicate it.

That puts national distribution at least two "if's" away, but for now the station is content with building an audience for a format that is still in its infancy.

KPAL claims to be the only station broadcasting a full-time children's format. The National Association of Broadcasters radio department has found no reason to dispute that claim, according to the department's special projects coordinator, Robert Markag. The NAB has found reason to applaud the station's efforts, however, bestowing upon it one of 10 Crystal Radio awards given out for "excellence in local achievement and community involvement." The format also found favor with the station's current owner, Melvyn Bell, a diversified businessman with interests as divergent as hazardous waste management and family theme parks.

Bell purchased the station and its co-owned FM (KAUL-FM Sheridan, Ark.) 18 months ago, with the children's format already in place but undercapitalized. And it was the AM, not the FM, that was the rawing card. According to Rod Grandy, executive vice president of Bell's personal holding company, Bell Equities Inc., which owns the station, Bell saw long-range possibilities in the children's AM format, and took the FM "basically to pay the bills."

KPAL's "Children's Radio" format was created a little over two years ago, when the station's managers and then part-owners, Tish Henslee, a professor of early childhood education at the University of Arkansas, North Little Rock, and her husband, Bill, who is president of the station, bought an FM in the same market and moved a Big Band format from then KAUL(AM) to the new FM. "That left the AM frequency open," says Tish Henslee, who saw simulcasting the FM as a waste. "We knew you had to have special programming to get people interested in AM radio," she said. Bill Henslee had read an article about a Marina Del Rey, Calif.-based children's radio network just starting up. He felt it seemed perfect. They signed up for the service, which Tish Henslee described as 50 features and a limited selection of music. Within three months, said Henslee, the Cali-

fornia venture had folded. KPAL had received one shipment of tapes, which proved of limited use, and was left to build a format from scratch.

The capital required proved more than they could handle, and, facing mounting



debts combined with the difficulty of selling to advertisers without numbers—Arbitron does not measure children under 12, the station's target audience—the Henslees decided to shop both stations to someone who would back the AM format, in which they both believed. "We wanted to stay in children's radio and we wanted it developed properly," Tish Henslee said. That someone turned out to be Bell (the Henslees had read an article about his ownership of family theme parks), who agreed to buy out the Henslees and their partners. The FM format was changed to solid gold.

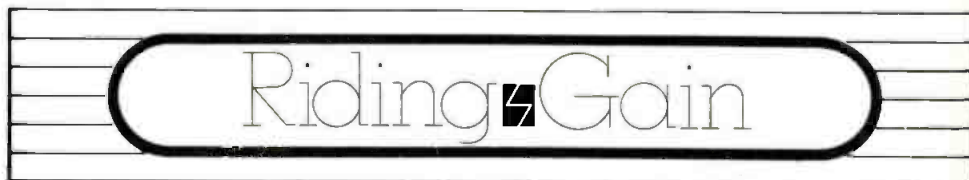
The Henslees continued to manage the station, with enough capital to develop a 4,000-record library, build a program schedule, increase the staff and salaries, undertake numerous community-related events and begin to market the station to advertisers, with an emphasis on promotional tie-ins and an eye to eventual syndication, one of the "possibilities" Bell had envisioned from the outset.

According to Rod Grandy, executive vice

president of Bell Equities Inc., Bell made his money "investing in technologies [for the disposal of hazardous waste] that took five or 10 years to come to fruition," so he is willing to give his investments time to grow. "We saw only a few formats in AM that work—religious, talk, country," said Bell. "If AM stations want to be alive in the future, this might be a format that is cost-effective." But Bell was a realist: "With AM the way it is, you're never going to make a ton of money out of it," said Grandy. "It's a business with a longer investment return horizon than most people might want. A lot of people want to buy radio properties, change the format and get a six-month turnaround. The real upside seems to be the possibility of syndication. But we won't be able to syndicate it until we can prove that we can make it work in our own market."

Making it work means making it profitable, which is the obvious goal of Bill White, KPAL's general sales manager. Without Arbitron ratings to show to potential advertisers, White's marketing strategy has taken a different tack. One approach that has proved successful, he said, is to "go to a bank president or the head of a utility and ask them to appear on our program, *Meet our Leaders*, where children can ask them questions. They see what we're doing. We say to them: 'You spend thousands of dollars every year on public image. Where better could it be spent than in support of children's radio? The agencies laugh at us because we have no numbers, but the leaders go back and tell the agency: 'Buy them.' " Business has been slow, White says, but has picked up in the past several months, and he has "no doubt" of the eventual success of the format.

Henslee concedes that the possibility of syndication remains somewhere down the road—Grandy estimates 1989 or 1990—but she has had inquiries from stations in Tennessee, Florida and Illinois. "There is a lot of interest," she said, "because so many AM's are simulcast formats. They are just a wasted signal." □



News flash

The ABC Radio Network has married satellite and computer technology to better integrate network news and sports programming into local programming, according to ABC executives. The high speed, digital data delivery service, ABC Data, serves the company's six full-service radio networks: Contemporary, Direction, Entertainment, FM, Information and Rock Radio.

The service, which has been in development for about a year, delivers

information to affiliates via satellite over a sub-channel of one of ABC Radio's 20 main channels on Satcom I-R. The information is received on a computer, where it can be printed out for use by station personnel. (ABC provides the necessary computer software for a nominal charge, and a printer at no charge.) The data comprises various elements that include preview summaries of special news reports and updates, and descriptions of audio news cuts. ABC Data also provides "verbatim" on all cuts on ABC Radio Network's newscasts (raw feed of news actualities and correspondent

reports) as well as a series of informational announcements.

"Through ABC Data we can reach stations more instantaneously, allowing them greater programming options," said Susan Moran, director of network programming for ABC Radio. She said that the service can be tailored to a station's format through their respective software. Adult and young-adult music stations, for instance, would receive a less data than news and information stations, Moran said.

A secondary purpose for ABC Data, said Moran, is to supply topical "show prep material" for morning radio personalities. Such material is made available to stations through a 1987 joint venture between ABC Radio and Gannett New Media Services, Washington, which led to the *USA Today* Radio Morning Show Prep Service. (Gannett publishes *USA Today*.)

"This is an advance look at stories appearing in *USA Today* for disk jockeys to use in their morning programs," Moran said. *USA Today* stories rewritten for radio, which are typically lifestyle or entertainment features, are sent to ABC affiliates at 11 p.m. the night before the publication date. "One of the reasons we did this [co-venture] is because the paper doesn't usually arrive at a station until 7 a.m.," said Moran. "This particular service is mostly geared to youth-oriented stations," she added.

ABC Data should get its first long-term workout beginning this week as the Winter Olympics in Calgary get under way. (ABC Radio has the exclusive U.S. network radio rights to the winter games, which began on Saturday, Feb. 13 and which continues through Feb. 28.) "We will send Olympic data to stations that have signed up for one of the Olympic [programming] packages," Moran said.

According to Moran, among the features that ABC Data Olympic affiliates can expect are hourly printed updates of Olympic stories from 5:30 a.m. through 11:30 p.m. NYT; immediate notification of gold, silver, and bronze medal winners; notification of all American finishers, and updates of medal standings three times daily.

There are currently 550 ABC affiliates on-line with ABC Data, with another 400 slated to be equipped with the software package shortly. (The ABC Radio Network has some 2,200 affiliates.)

Counting Casey out?

Casey Kasem, host of ABC Radio Network's long-running *American Top 40* weekly program may leave the broadcast within the next year. Both ABC and Kasem have been negotiating terms for a new contract for some time, but have failed to reach accord.

"We have broken off negotiations with Kasem," Tom Cuddy, ABC Radio Network vice president of entertainment programming, said last week. "It was a matter of financial consideration," he said.

Kasem's current seven-year contract expires on Jan. 18, 1989. "We intend to



CBS signing. News/talk KPRC(AM) Houston has affiliated with the CBS Radio Network, it was announced last week. After the signing, KPRC staff members took a tour of CBS headquarters in New York. Pictured (l-r): Bob Kipperman, vice president and general manager, CBS Radio Networks; John Martin, vice president, affiliate relations, CBS Radio Networks; Mary Zarsky, general sales manager, KPRC; Harry Schultz, president and general manager, KPRC; Douglas Edwards, CBS News correspondent, and Joseph Dembo, vice president, CBS News. The CBS Radio Network has a lineup of over 420 stations.

honor the length of the contract," Cuddy said. However, he noted that the network has already begun to "actively look" for a replacement host.

"It was not in my best interest to continue negotiations when we reached an impasse," Kasem told BROADCASTING. "But as far as I'm concerned, nothing has been resolved one way or the other. We will continue to do the best show possible each week."

Kasem acknowledged that he was talking to four other radio broadcasting "entities," but declined to be specific. "I do not have a [program] deal set with anyone else," he said. "But since I'm talking to these other companies, I'm not in a rush to sign with ABC." One of the companies thought to be interested in Kasem is Westwood One.

American Top 40, which is almost 18 years old, is the premiere contemporary music national countdown show that helped spawn a new generation of countdown series in the 1980's. The show first hit the airwaves with Kasem at the helm on July 4, 1970, with an affiliation base of seven stations. Today, it is carried by 475 commercial affiliates in the U.S.

The four-hour broadcast is produced by ABC/Watermark, the Los Angeles-based inhouse program production unit of ABC Radio. All of the elements of the show, including the title, *American Top 40*, and staff—including Don Bustany, co-creator of the show—will remain, said Cuddy. (ABC owns the title of the show and holds the contract for use of *Billboard* Magazine's music chart.)

Sources believe *American Top 40* generates roughly \$8 million-\$9 million in sales revenues for ABC annually, which would make it one of the more lucrative

regularly scheduled radio network entertainment programs now on the air.

In addition to *American Top 40*, Kasem is host for the nationally syndicated television program, *America's Top 10*. The series is distributed by All American Television.

Audience examination

Birch/Scarborough Research will roll out an expanded "Multi-Media Consumer Profile," local market qualitative studies, in the top 25 markets next fall, according to company officials. The venture was first discussed last October ("Closed Circuit," Oct. 26, 1987). The audience study, currently available in the top 11 markets as the "Scarborough Report Study," is expected to be in the top 50 markets by the end of 1989.

(In the top 11 markets, the report will continue to be called the "Scarborough Report Study" next fall; thereafter, it will be known as the "Multi-Media Consumer Profile.")

The new report will profile radio, newspaper and television audiences by local retail shopping and qualitative/product use characteristics. It will be marketed to radio stations, newspapers and ad agencies. "Marketers need to know how to reach consumers with greater precision," said Tom Birch, Birch/Scarborough chairman and chief executive officer.

Birch/Scarborough Research is the parent company of Birch Radio, a telephone-based radio audience ratingservice, and Scarborough Research, producer of multimedia local retail marketing studies and newspaper ratings.

Stock Index

Closing Closing
Wed Wed
Feb 10 Feb 3
Net Percent P/E
Change Change Ratio (000,000)
Market
Capital-
ization

BROADCASTING

N (CCB) Capital Cities/ABC	349	1/2	337	3/4	11	3/4	03.47	24	5,650
N (CBS) CBS	163	5/8	156	3/4	6	7/8	04.38	10	3,861
A (CCU) Clear Channel.....	13	1/4	12	5/8	5/8	04.95	25	42	
O (INFIA) Infinity Broadcast ...	18		17	1/2	1/2	02.85	-138	151	
O (JCOR) Jacor Commun.	5	1/4	5	1/8	1/8	02.43		29	
O (LINB) LIN	49	3/4	46	1/2	3	1/4	06.98	26	2,667
O (MALR) Malrite	7		6	3/4	1/4	03.70	-10	95	
O (MALRA) Malrite 'A'	6	1/2	6	1/4	1/4	04.00	-9	88	
O (OBCCC) Olympic Broad.	4	3/4	4	3/4		00.00		11	
O (OSBN) Osborn Commun.	5		5			00.00	-4	20	
O (OCOMA) Outlet Commun. .	9	3/4	9	1/4	1/2	05.40		63	
A (PR) Price Commun.	8	3/8	9		5/8	-06.94	-6	71	
O (SAGB) Sage Broadcasting	5		4	3/4	1/4	05.26	-7	19	
O (SCRIP) Scripps Howard	79		80		1	-01.25	26	815	
O (SUNN) SunGroup Inc.	1		1			00.00	-1	2	
O (TLMD) Telemundo	8		7	3/4	1/4	03.22	-1	45	
O (TVXG) TVX Broadcast	3	1/2	3	3/4	1/4	-06.66	-2	20	
O (UTVI) United Television	25		24	1/2	1/2	02.04	41	274	

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	47	1/2	48	1/4	-	3/4	-01.55	15	511
O (ASTV) Amer. Comm. & TV		1/8		1/8			00.00		9
N (AFL) American Family	13	1/4	13	1/4			00.00	12	1,067
O (ACCMA) Assoc. Commun.	29		30		-	1	-03.33		276
O (BMAC) Bus. Men's Assur.	28		28	1/4	-	1/4	-00.88	-11	293
N (CCN) Chris-Craft	19	1/2	18	7/8		5/8	03.31	22	393
N (DNB) Dun & Bradstreet	49	1/4	53		-	3 3/4	-07.07	20	7,489
O (DUCO) Durham Corp.	27	1/4	27			1/4	00.92	16	232
N (GCI) Gannett Co.	34	5/8	34	7/8	-	1/4	-00.71	18	5,595
N (GY) GenCorp	19		20	1/2	-	1 1/2	-07.31	9	1,273
O (GACC) Great Amer. Comm.	11	1/2	11	3/8		1/8	01.09	11	267
N (JP) Jefferson-Pilot	29	1/2	29			1/2	01.72	10	1,185
N (KRI) Knight-Ridder	41	3/8	40	7/8		1/2	01.22	16	2,374
N (LEE) Lee Enterprises	23	3/4	23	5/8		1/8	00.52	14	591
N (LC) Liberty	39		36	1/4		2 3/4	07.58	14	373
N (MHP) McGraw-Hill	55	1/2	47	5/8		7 7/8	16.53	18	2,804
A (MEGA) Media General	46		43	3/4		2 1/4	05.14	67	1,297
N (MDP) Meredith Corp.	28	1/2	28			1/2	01.78	15	547
O (MMEDC) Multimedia	55		55				00.00	5500	605
A (NYTA) New York Times	29	3/8	28	1/2		7/8	03.07	16	2,406
N (NWS) News Corp. Ltd.	15	1/4	16	7/8	-	1 5/8	-09.62	9	1,932
O (PARC) Park Commun.	24	3/4	25	1/4	-	1/2	-01.98	21	341
O (PLTZ) Pulitzer Publishing...	29	3/4	29	3/4			00.00	23	311
N (REL) Reliance Group Hold. .	5	3/8	5			3/8	07.50	5	403
O (RTRS) Reuters Ltd.	51	3/4	53	1/4	-	1 1/2	-02.81	24	21,483
T (SKHA) Selkirk	18		19		-	1	-05.26	39	146
O (STAUF) Stauffer Commun.	140		139			1	00.71	23	140
N (TMC) Times Mirror	34	1/2	37	5/8	-	3 1/8	-08.30	14	4,450
O (TMC) TM Communications		7/8	13/16			1/16	07.69	4	6
O (TPCC) TPC Commun.		3/16	1/8			1/16	50.00		2
N (TRB) Tribune	37	1/8	35	3/4		1 3/8	03.84	14	2,925
A (TBSA) Turner Bcstg. 'A'	11	1/2	11	7/8	-	3/8	-03.15	-1	250
A (TBSB) Turner Bcstg. 'B'	8	3/4	9	1/4	-	1/2	-05.40	-1	190
A (WPOB) Washington Post ...	192	1/2	201	1/2	-	9	-04.46	20	2,472

PROGRAMING

D (SP) Aaron Spelling Prod....	4	5/8	4	3/4	—	1/8	-02.63	4	85	
D (ALLT) All American TV.....	1	7/8	2		—	1/8	-06.25		2	
D (BRRS) Barris Indus.....	9	5/8	9			5/8	06.94	5	85	
V (KO) Coca-Cola.....	36	3/8	36	3/8			00.00	13	13,749	
A (CLR) Color Systems.....	3	7/8	3	1/2		3/8	10.71	-2	19	
D (CAVN) CVN Cos.....	10	1/8	9	3/8		3/4	08.00	-30	184	
A (DEG) De Laurentiis Ent.....		7/8		7/8			00.00		9	
D (dcp) dick clark prod.....	5	1/4	5	1/4			00.00	13	43	
V (DIS) Disney.....	57	1/8	56		1	1/8	02.00	20	7,504	
V (DJ) Dow Jones & Co.....	29	1/4	28	3/4		1/2	01.73	14	2,832	
D (EM) Entertainment Mktg.....	3	3/4	3	7/8	—	1/8	-03.22	12	46	
D (FNNI) Financial News.....	7	5/8	7	3/4	—	1/8	-01.61	47	89	
A (FE) Fries Entertain.....	2	1/8	2	3/8	—	1/4	-10.52	9	11	
V (GW) Gulf & Western.....	72	1/4	73	1/4	—	1	-01.36	16	4,390	
D (HRSI) Hal Roach.....	4	4	1/2	1/2	—	1/2	-11.11	-9	27	
A (HHH) Heritage Entertain.....	2	5/8	2	1/2		1/8	05.00	2	12	
A (HSN) Home Shopping Net.....	4	1/8	4	1/8			00.00	11	354	
V (KWP) King World.....	19		18	3/8		5/8	03.40	19	568	
D (LAUR) Laurel Entertain.....	1	1/2	1	3/4	—	1/4	-14.28	3	3	
D (LT) Lorimar-Telepictures.....	10	1/4	9	5/8		5/8	06.49	-7	468	
V (MCA) MCA.....	40	5/8	37	7/8		2	3/4	07.26	19	3,087
V (MGM) MGM/UA Commun. ..	8	3/8	8			3/8	04.68	-10	418	
V (NHI) Nelson Holdings.....		3/8		7/16	—	1/16	-14.28	-3	10	
V (NWE) New World Enter.....	3		2	3/4		1/4	09.09	2	32	

Closing Closing
Wed Wed
Feb 10 Feb 3
Net Percent P/E
Change Change Ratio (000,000)
Market
Capital-
ization

PROGRAMING

O (NNET) Nostalgia Network ...	1	5/8	1	3/4	1/8	-07.14	-2	9	
N (OPC) Orion Pictures	17	3/4	14	7/8	2	7/8	19.32	28	306
O (MOVE) Peregrine Entertain.	3	3	1/2	1/2	-14.28	-100	7		
N (PLA) Playboy Ent.	12	3/4	13		1/4	-01.92	-8	119	
O (QVCN) QVC Network	5	5/8	5	1/8	1/2	09.75		36	
O (RVCC) Reeves Commun.	6	1/8	6	1/4	1/8	-02.00	612	76	
O (RPICA) Republic Pic. 'A'	5	5/8	5	1/2	1/8	02.27	62	23	
O (RPICB) Republic Pic. 'B'	6	6			00.00	42	4		
A (RHI) Robert Halmi	1	1/2	1	1/2		00.00	6	33	
O (SMNI) Sat. Music Net.	3	7/8	3	3/8	1/2	14.81	-96	34	
N (WCI) Warner	30	1/2	28	1/2	2	07.01	18	3,814	
O (WWTW) Western World TV.		3/16		3/16		00.00	1		
O (WONE) Westwood One	21	20	1/2	1/2	02.43	28	260		

SERVICE

O (AMEA) A.M.E. Inc.....	8	1/2	8		1/2	06.25	9	44
O (BSIM) Burnup & Sims	9	3/8	8	5/8	3/4	08.69	18	149
O (CVSI) Compact Video	3	1/8	3		1/8	04.16	-2	20
N (CQ) Comsat	28	7/8	28	5/8	1/4	00.87	-11	529
N (FCB) Foote Cone & B.	46	3/4	47		1/4	-00.53	14	194
O (GREY) Grey Advertising.....	106		101		5	04.95	15	128
O (IDBX) IDB Communications ..	6	3/4	6	1/4	1/2	08.00	27	27
N (IPG) Interpublic Group	30	1/4	30	1/4		00.00	14	672
A (MOV) Movielab	6	3/4	6	3/4		00.00		11
O (OGIL) Ogilvy Group.....	25	1/2	26	1/4	- 3/4	-02.85	13	352
O (OMCM) Omnicom Group	18	3/4	18	1/2	1/4	01.35	-85	459
N (SAA) Saatchi & Saatchi	21	3/4	22	7/8	- 1 1/8	-04.91	11	3,169
O (TLMT) Telemation.....	1	1/4	1	1/4		00.00	5	5
A (TPO) TEMPO Enterprises...	7	3/4	7	5/8	1/8	01.63	25	44
A (UNV) Unifil Video	8	7/8	9	1/4	- 3/8	-04.05	13	19

CABLE

A (ATN) Acton Corp.....	15	1/4	14	3/4	1/2	03.38		18
A (ACN) American Cable.....	45	3/4	45	3/4		00.00	-89	429
O (ATCMA) Amer. TV & Comm.	24		23	1/4	3/4	03.22	92	2,626
A (CVC) Cablevision Sys. 'A' ..	27	1/4	25	5/8	1 5/8	06.34	-46	572
N (CNT) Centel Corp.....	38	5/8	39		3/8	-00.96	15	1,119
O (CCCOA) Century Commun.	17	1/2	16	3/4	3/4	04.47	1750	506
O (CMCSA) Comcast.....	24	3/4	24	5/8	1/8	00.50	-112	1,026
O (ESSAC) Essex Commun. ...	18	1/4	17	1/2	3/4	04.28	-41	67
A (FAL) Falcon Cable Systems	18	3/8	18		3/8	02.08	-57	117
O (JOIN) Jones Intercable.....	11	1/2	11		1/2	04.54	35	146
T (MHPQ) Maclean Hunter 'X' ..	22		21	7/8	1/8	00.57	30	810
O (TCAT) TCA Cable TV	28	1/2	27	1/4	1 1/4	04.58	58	308
O (TCOMA) Tele-Commun.....	26		24	1/4	1 3/4	07.21	42	3,772
N (TL) Time Inc.....	87	7/8	84	1/4	3 5/8	04.30	14	5,216
O (UACI) United Art. Commun.	25	1/4	25	1/2	1/4	-00.98	210	1,037
N (UCT) United Cable TV	27	5/8	27	1/4	3/8	01.37	-460	1,043
N (VIA) Viacom	22	5/8	20	3/4	1 7/8	09.03		1,205
N (WU) Western Union	2	7/8	2	7/8		00.00		70

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	57	1/2	57	1/4	1/4	00.43	15	13,167	
O (AMCI) AM Communications	13/32		13/32			00.00		1	
N (ARV) Arvin Industries.....	18	1/4	17	3/8	7/8	05.03	7	341	
O (CCBL) C-Cor Electronics	6	1/4	6		1/4	04.16	17	12	
O (CATV) Cable TV Indus.....	2		2	1/4	1/4	-11.11	-13	6	
A (CEC) Cetec	5	1/8	5	1/8		00.00	170	9	
N (CHY) Chyron.....	4	3/4	4	7/8	1/8	-02.56	18	48	
A (CXC) CMX Corp.	1	1/8	1	1/4	1/8	-10.00	16	7	
A (COH) Cohu.....	7		6	3/4	1/4	03.70	16	12	
N (EK) Eastman Kodak.....	41	1/2	40	7/8	5/8	01.52	10	9,376	
N (GRL) Gen. Instrument	27	1/4	28	1/2	1 1/4	-04.38	-11	887	
N (GE) General Electric.....	43	1/4	43		1/4	00.58	16	39,531	
O (GETE) Geotel Inc.		3/4		7/8	1/8	-14.28	-2	2	
N (HRS) Harris Corp.	27	3/4	26	7/8	7/8	03.25	15	814	
N (MAI) M/A Com. Inc.	10	3/8	9	5/8	3/4	07.79	4	335	
O (MCDY) Microdyne	3	1/8	3		1/8	04.16	-2	13	
N (MOT) Motorola	43	1/2	40	1/8	3 3/8	08.41	24	5,592	
N (OAK) Oak Industries.....	1	1/8	1		1/8	12.50	1	81	
A (PPI) Pico Products.....	3	1/8	2	3/4	3/8	13.63	-62	10	
N (SFA) Sci-Atlanta	12	7/8	12	3/8	1/2	04.04	-143	301	
N (SNE) Sony Corp.....	37	3/8	35	7/8	1 1/2	04.18	61	8,642	
N (TEK) Tektronix	24		23	1/4	3/4	03.22	18	780	
O (TLCR) Telecrafter	3		3			00.00	13	4	
N (VAR) Varian Assoc.....	26	7/8	24	7/8	2	08.04	134	583	
N (WX) Westinghouse.....	50	3/4	49	3/8	1 3/8	02.78	10	7,253	
N (ZE) Zenith	15	1/2	14	3/4	3/4	05.08	62	393	
Standard & Poor's 400	294.11		288.06			6.05		02.10	

Galaxy III fills slots with cable

Hughes satellite, originally targeted for voice and data transmission, has endeared itself to cable programmers

Just under a year after Viacom International, C-SPAN and The Weather Channel struck deals to move several cable programming services to Hughes Communications' Galaxy III satellite, the two-and-a-half-year-old C-band satellite has firmly established itself as a full-blown cable satellite. Nineteen of the bird's 24 transponders are now occupied by cable programmers.

As a result, Hughes has achieved parity with its arch competitor in the cable end of the satellite communications marketplace, GE Americom. Hughes and GE now each operate two cable birds. Hughes, Galaxy I and Galaxy III; GE, Satcom III-R and Satcom IV.

Galaxy III's emergence as a cable satellite is something of a surprise. When it was launched in September 1984, it was to be a voice and data satellite. Half the transponders were sold to MCI, a long-distance telephone company, and half to Equatorial Communications (now Contel ASC), a data communications company.

Galaxy III lineup

Contel ASC transponders

- 1 Contel ASC data services
- 2 The Disney Channel
- 3 Contel ASC data services
- 4 Contel ASC data services
- 5 Jerrold's Cable Video Store
- 6 Contel ASC data services
- 7 Unleased, preemptible
- 8 Home Shopping Network-1
- 9 Cable Value
- 10 Eternal Word Network
- 11 Jones Intercable's Mind Extension
- 12 Florida SportsChannel (Until May 1988, then Starnet)

MCI transponders

- 13 The Weather Channel
- 14 C-SPAN 2
- 15 Video Hits-1
- 16 Home Premier Television
- 17 MTV
- 18 Viewer's Choice-2
- 19 Nickelodeon/Nick At Night (East Coast)
- 20 Leased by Viacom (unused)
- 21 Viewer's Choice-1
- 22 Nickelodeon/Nick At Night (West Coast)
- 23 National Shopping Club
- 24 C-SPAN 1

When the plans of MCI and Contel for the transponders failed to pan out, they, with the help of Hughes, began pitching their slots to others. When Viacom announced in October 1986 a plan to lease 21 transponders on AT&T's Telstar 303, Hughes and MCI scrambled to better AT&T's offer. They eventually succeeded, reaching agreements in February 1987 to lease Viacom seven slots; C-SPAN, two, and The Weather Channel, one. While the cable programmers and MCI gave away some 4,000 earth stations to the programmers' affiliates so that they could receive signals from Galaxy III, Hughes and MCI signed up customers for the remaining two MCI transponders: Home Premier Television, an MSO-owned pay-per-view service, and National Shopping Club.

By Christmas, the cable programmers had taken their places on Galaxy III. Viacom is now using six of its seven transponders for the distribution of MTV, VH-1, Nickelodeon/Nick at Nite (East feed), Nickelodeon/Nick at Nite (West feed), Viewer's Choice I and Viewer's Choice II. All were shifted to Galaxy III from Satcom III-R. (Viacom is holding its seventh transponder in reserve.) The Weather Channel also went over from Satcom III-R. Home Premier Television and the National Shopping Club are new services. C-Span's two services were shifted to Galaxy III from Galaxy I and Satcom IV.

Even before Hughes/MCI struck the deal with Viacom, Contel had managed to lease two of its 12 transponders to Jones Intercable for its Sky Merchant home shopping service and Mind Extension University educational services, and to the Eternal Word Television Network.

With the attractiveness of Galaxy III enhanced by the presence of the Viacom services on the satellite and the earth station giveaway, Contel has been able to lease five of the other six transponders it has set aside for cable. (Contel is keeping four of the transponders for provision of data services.) The five include Home Shopping Network, which bought Jones Intercable's Sky Merchant service last December, Jerrold's Cable Video Store, Cable Value Network, the Florida SportsChannel and, it is believed, the Disney Channel.

Florida SportsChannel's lease runs only until May 1. But Contel has lined up Starnet, an MSO-owned program-promotion service, to pick up the lease after the regional sports service leaves. According to industry sources, The Disney Channel, currently leasing two transponders on Galaxy I, has signed for a Contel ASC transponder on Galaxy III. Information on whether The Disney Channel would retain its current spots, lease one or more of its three transponders to other services or expand its own services was not available last week. The

Disney Channel declined comment.

Although many of Galaxy III's gain came at the expense of GE's Satcom III-R, the latter remains full of cable programming. In addition to programmers already on the bird—including The Learning Channel Showtime, USA Network and Arts & Entertainment—Health Television's YOU TV, a new basic cable service focusing on "personal life styles and medical issues," will launch on Satcom III-R transponder 19 later in the month, according to GE Americom. Satcom III-R has also gained another basic service, The Fashion Channel Network which is moving over from Satcom IV.

How much cable traffic a satellite carries today goes a long way in determining how much it will have tomorrow. Hughes and GE are planning new generations of satellites in the 1990's in the hope of accommodating the bulk of cable programming.

Hughes may have a leg up on GE in the Hughes's current customers include most of the biggest and most popular cable programmers, whose decisions can make or break a satellite. But GE retains an impressive list of basic cable services including Bravo Movietime, The Playboy Channel, American Movie Classics, the Financial News Network and the USA Network. It may not have the kind of customers that act as magnets to other customers. In addition, GE has formed a joint venture with HBO—Crimson Satellite Associates—that is building a medium-power Ku-band satellite and looking for cable programmers to join HBO in filling it.

Extranet exploring business uses for teletext

Philadelphia test of information service hopes to eventually provide information in top 25 markets

Teletext is again being promoted as an extra source of revenue for television stations. But this time, instead of an information service for consumers, it is being marketed as an information service for businesses and professional societies.

Doing the promoting and the marketing is Extranet, of Bronxville, N.Y., a firm headed by Albert H. Crane, who managed CBS entry into consumer teletext between 1982 and 1986.

At first, Crane told BROADCASTING la



Crane

week, business teletext will provide little profit for participating stations. But some say, he said, "in a major market, it could be anywhere from \$500,000 to \$1 million in incremental annual revenue."

Extranet has organized a test of the system to begin in the next two months over BS-owned WCAU-TV Philadelphia. On board as the charter users: Docnet, a Greenwich, Conn., electronic document distribution network, and Physician Computer Network, an advertiser-supported information service for doctors based in Cranford, N.J. Financial support for the project is being provided by Recruit U.S.A., the American subsidiary of Recruit Co., a Japanese publishing firm.

At the start of the tests, the services will be received at eight locations equipped with teletext decoders and personal computers to store and display the information. It is hoped that additional receive sites will gradually come on line.

If all goes well in Philadelphia, Extranet will look to expand the service to other cities where the company is in negotiations with potential clients and stations, Crane said. "I think you might look to the top 10 markets in the next phase and the top 25 right after that," Crane said. "Most of our clients seem to want to be in the top 15 markets."

Teletext systems use the vertical blanking interval—the period during which a television signal is blanked to allow the scanning beam to recycle after every field—to transmit data over broadcast TV channels. The information is in the form of words and numbers rather than pictures. Data can be picked up on receivers with special decoding boxes designed to show viewer-chosen "pages" of information. A station is limited to broadcasting a few hundred pages that are sent in a continuous cycle in the vertical blanking interval.

But implementation of teletext has been slowed by a transmission standards battle and the cost of the set-top decoders. Two compatible systems, the British World System Teletext (WST) and the more sophisticated North American Broadcast Teletext Specification (NABTS) have been battling to gain market acceptance since the FCC declined to set an American standard when it approved teletext broadcasting in 1983. The lack of a standard has discouraged manufacturers from mass producing decoders.

One advertiser-supported 24-hour teletext service has been in existence since last February, operating over Bonneville Broadcasting's KSL-TV Salt Lake City (BROADCASTING, Jan. 26, 1987). The decoders for that service, built by Samsung and using the NABTS format, cost about \$275.

NABTS decoders for the Extranet service will probably be provided by Norpak Corp. of Kanata, Ont. When the system goes into general use, Crane estimated that decoders

will cost between \$250 and \$500. "If they want heavy encryption and heavy addressability, we're probably talking about \$500," he said. While those features are not needed for consumer teletext, Crane said that they will be desired by business clients. "When we started this whole process five years ago, we were very concerned about the price of the decoder because we were talking to consumers. Now we're talking to business." □

Rounding up cable issues in San Antonio

Annual Texas Cable Show will examine A/B switches, PPV, overbuilds; hear CEO roundtable, address from Effros

The cable eyes of Texas will be focused on San Antonio this week for the annual Texas Cable Show, running Feb. 17-19 at the city's convention center.

Association President W.B. Arnold said attendance is tracking last year's figures, which totaled upwards of 2,000. The number of exhibitors is down slightly, from last year's 170 to 160 this year, reflecting some of the consolidation that has taken place in the industry.

Arnold said there were no overriding issues that he expects to dominate discussion at the convention. The state legislature meets every other year and with no legislative session scheduled for this year, Arnold said there are few local regulatory issues that are confronting operators. He expected discussion of the A/B switch, whose disposition has been remanded to the FCC for further review. The U.S. Court of Appeals struck down a second version of the must-carry rules, but said the A/B switch offering and education requirements still stand. Arnold also expected there will be some discussion of the upcoming congressional oversight hearings.

Among the highlights of the convention will be a roundtable discussion among chief executive officers on Thursday morning, Feb. 18. On the dais will be Bill Strange, Beta Communications; Larry Wangberg, Times Mirror Cable; Henry Harris, Metrovision; Bob Rogers, TCA Cable, and Ken Gunter, Columbia International.

All of the show's panel sessions will be on Thursday, beginning at 9 a.m. with a Washington update, provided by Washington attorneys Wes Heppler, Cole Raywid & Braverman; Frank Lloyd, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, and Seth Davidson, National Cable Television Association. Concurrent with that session will be one examining local advertising sales, with Ron Fischmann, Cabletelevision Advertising Bureau; Jana Bills, Cable Advertising Systems; Mark Rippley, Storer Communications, and Jim Norton, Austin Cablevision.

Later that morning, concurrent with the CEO roundtable, will be a session on "PPV: What Works and What Doesn't," featuring Missy Goerner, of Rogers San Antonio; Christine Fry, of Daniels & Associates, Baton Rouge, and Jim Gleason, Galaxy Cable Limited Partners.

The convention will also look at overbuilds at one of the afternoon sessions, with

Paul Glist, an attorney with Cole, Raywid & Braverman; Dan Brenner, the University of California at Los Angeles's School of Law; Dick Davis, Sacramento Cablevision, and Frank Kruppenbacher, an attorney with Swan & Haddock.

Other panel sessions will address management skills for technical personnel, signal leakage, headend maintenance and effective public relations. Thursday's luncheon speaker is scheduled to be Ann Richards, treasurer of the state.

The convention kicks off on Wednesday afternoon with an open forum conducted by Community Antenna Television Association President Steve Effros. Effros plans to discuss volume discounts, program exclusivity and S. 889 (regulating the backyard dish industry) in a question and answer session with the audience.

Glen Campbell is scheduled to entertain on Wednesday night, courtesy of Showtime/The Movie Channel. HBO plans to have Lesley Gore, Martha Reeves & the Vandellas and the Crystals entertain at a party Thursday night.

The exhibit hall will be open on Wednesday, from 1 to 6 p.m.; 9 a.m. to noon, and 1:30 to 6 p.m. on Thursday, and 9 a.m. to 1 p.m. on Friday. □

Burch high on Intelsat in face of competition

Director general says satellite system is more efficient than Reagan administration asserts; says it can handle competitors under existing ground rules

Intelsat's director general, Dean Burch, spoke with confidence last week of the organization's ability to withstand competition from whatever source, separate satellite systems or—what Intelsat regards as the most serious threat—fiber optic submarine cables. "Satellites," said Burch, "as a medium of flexibility and efficiency and Intelsat will be around for the next 25 years continuing as the world's communications switchboard."

Burch, who was speaking at a luncheon meeting of the Washington Space Business

Roundtable, indicated later that the International Telecommunications Satellite Organization was making far more efficient use of its satellites than the Reagan administration has indicated. Rather than being only 40% full, as the State Department has estimated, Burch said that between 70% and 85% of the system's capacity—depending on how available capacity is counted—is being used. Considering the slack needed for occasional use of transponders and for redundancy, that 85% figure would represent virtually as much as the system can now handle. Burch, in his speech, indicated Intelsat's concern is a shortage of launch vehicles. Intelsat, he said, "desires and hopes for innovative launch vehicle competition and a wide-open launch vehicle marketplace."

As for the emergence of competition, Burch said the organization does not fear it. The separate satellite systems that would be authorized by the FCC—thus far, only one has been—would face the same kind of financial, technical and launch constraints confronting Intelsat, as well as challenges from fiber optic technology, he said. And with its nearly 25 years of experience "and the reliability, flexibility and interconnectivity" of its system, Burch added, he had no doubt as to its ability "to meet and beat separate systems" in the business of providing satellite service.

But Burch also indicated Intelsat's confidence in that regard was based at least in part on existing ground rules. Intelsat would be concerned about any effort to remove the restrictions on separate systems that President Reagan called for in the 1984 policy statement declaring separate systems to be required in the national interest. The restrictions bar interconnection of those systems' services with the public switched network, the greatest source of Intelsat revenues. And Burch said the restrictions are designed "to strike a balance between sustaining the integrity of the Intelsat system while introducing the benefits of competition in customized service applications such as intracorporate networks and television services." That policy of balance, he added, "remains a critical foundation on which Intelsat can plan its future."

Burch spoke against a background of reports that elements in the Reagan administration are considering lifting those restrictions as a means of improving the chances of separate systems to compete and of lowering costs for satellite service. The idea is said to have originated with the Council of Economic Advisers, which referred it to the

Religious ranking. Evangelical and fundamentalist Christians rank highest among specific groups to which television and newspapers are often unfair, according to a survey on religion and public life released by The Williamsburg Charter Foundation, a Washington-based private, nonprofit organization "concerned with the place of religion in American public life." And of certain interest to religious broadcasters, many of them evangelical fundamentalists: some 40% of survey respondents said that "it should be against the law for preachers to use television shows to raise money." (The telephone survey was conducted in December 1987, with a sample size of 3,017, including "adults, young people and key leadership groups," according to the foundation.)

Among those asked the question, "Do you think TV and newspapers are often unfair to religious groups?" 44% answered yes, 46% answered no, and 11% said they did not know. Specific groups identified as "treated unfairly by the media" were evangelicals-fundamentalists (9%), Catholics (4%), Jews (3%) and "Moonies," Mormons and Moslems (each 1%).

On the question of "preachers" using television to raise money, 40% agreed it should be against the law, 49% said it should not be against the law and 11% said they did not know.

The Williamsburg Charter Foundation is located at 1250 24th Street, N.W., Suite 375, Washington D.C. 20037; (202) 857-2360.

White House Economic Policy Council, a cabinet level committee. The matter is now under consideration by the Senior Interagency Group that is involved in international telecommunications policy matters; the SIG, which includes representatives of the State and Commerce Departments and the FCC, was already attempting to clarify the



Burch

distinction between U.S. transborder policy, which does not impose such restrictions on domestic satellites providing service across western hemisphere borders, and the separate systems policy.

Asked about those reports following his speech, Burch said Intelsat had views on the matter "and will make them known at the proper time." But he said the conditions imposed on separate systems were intended "to allow Intelsat to meet its obligations and to introduce the threat of competition." He said he saw "no reason for [that policy] to be changed." He was also asked about charges by Pan American Satellite Corp., the one separate system thus far authorized to operate in competition with Intelsat, that Intelsat

system members were conspiring to deny PAS landing rights in Europe. "That's their charge," he said, adding, "I don't want to get involved in a Who Struck John. We'll respond when appropriate." But he said there was "no truth" to the charges.

PAS has not urged the administration to modify or eliminate the restrictions. Fred Landman, president of PAS, is ambivalent on the issue. He says permitting PAS to compete for the kind of business that generates most Intelsat revenues would prevent the world organization from engaging in what PAS maintains is predatory prices for the services the separate systems may now provide. But he also said "we need market entry." And getting it would probably be more difficult than it is now if the restrictions were removed; foreign governments are already concerned about the economic impact that PAS and other separate systems would have on Intelsat. The State and Commerce Departments, which developed the separate systems policy, argued against lifting the restrictions.

But separate systems aside, "the truly critical question for Intelsat, and where we will focus our efforts," Burch said, "is how to compete, react, and coexist with fiber optic cable." But he said fiber optics will not be Intelsat's "death knell." Nor, he said, is it correct to say that Intelsat cannot survive in the competitive environment created by separate systems and the potential expansion of the transborder service provided by domestic satellites. He based his prediction that Intelsat would be around for another 20 years on what he said were the organization's plans to optimize system design and use of existing resources and build "on the system's enormous strengths."

One of Intelsat's growth efforts involve the conversion of analog to digital operation because of the operating efficiencies that Burch said can be achieved. Intelsat has revamped its charging structure to pass on the economies achieved through digital operation to the space segment charges that members and nonmember users must pay. Burch said, adding, "The end result of these initiatives are cost-effective and competitive digital services that enable our users to derive up to five times more service from the same amount of capacity." Under its new digital tariffs, Burch said, that could represent "a potential five-fold cost savings, over even the organization's latest price reductions."

Satellite sale. World Television Corp., a media investment firm started by former ITT Corp. and Dow Jones executives, has purchased the satellite program service, International Television Network (ITN), for \$1.5 million.

ITN, formerly run from Salt Lake City, broadcasts a four-hour block of multilingual and subtitled programs to broadcast, low-power TV and cable affiliates in Los Angeles, Chicago, Philadelphia, San Francisco, Pittsburgh, Boston and in suburbs of Dallas, Cleveland and Washington.

World Television plans this month to move ITN's operations to the Washington uplink site of Bonneville Satellite Corp., which currently sends its signal out overnight via Westar IV. World Television will remain headquartered in New York under Chairman Lyman Hamilton Jr., former president and chief executive officer of ITT Corp., and President and Chief Executive Officer Carl Sabatino, a former Dow Jones director of sales and marketing for its syndicated *The Wall Street Journal Report on Television*.

ver even the organization's latest price reductions.

Burch, in outlining Intelsat's growth patterns, indicated the Pacific Ocean region would become the most important in terms of volume of traffic the organization carries. The Atlantic Ocean region still carries

the most—59% in 1987—with the Indian and Pacific Ocean regions accounting for about 22% and 19%, respectively. But the Pacific Ocean region, Burch said, is the area of greatest traffic growth: It was 24% in 1986-87, compared with only 5% growth in the Atlantic Ocean region and even less in

the Indian Ocean region, Burch said that the trend over the past five years "is even more dramatic." The Pacific Ocean region registered a growth in traffic of 195%, he said, while the growth rate in the Atlantic Ocean region was 44% and in the Indian Ocean region, 66%. □

Technology

NAB fine tunes engineering agenda for convention

More technical papers and square feet of exhibits at industry's largest show; HDTV, TV automation among dominant issues

The National Association of Broadcasters is putting the finishing touches on the vast number of technology and engineering attractions for its April convention in Las Vegas. Technical papers presented at the engineering conference, April 8-12, will far exceed last year's 83. At over 150 papers, "I think it's a record," said Ed Williams, NAB director, broadcast system engineering. "I'm not aware that it's ever been this large." Williams listed a number of reasons why this year's conference will be busier. The Broadcast Engineering Conference Committee, when calling for papers, emphasized subjects such as television automation and production technologies relating to cameras, special effects, graphics and other equipment. Also, Williams said, several papers are submitted on subjects not specifically requested by the committee, such as alternate power and grounding systems. High-definition television interest "was a carry-over from last year," he said, and the number of papers on the subject grew slightly. Thanks to those factors and to a call for papers last fall, earlier than it was made a year before, "we have a program together this year sooner than we thought we were going to have it," Williams said.

Squeezed in between the technical sessions, NAB will make the time on Saturday, April 9, for a luncheon honoring long-time engineering consultant Jules Cohen. Cohen, who recently resigned as president of Jules Cohen & Associates, Washington, will be given the NAB's Engineering Achievement Award for 42 years of service in broadcast engineering. He is principally known for work involving radio and TV propagation and interference studies.

Four panels and four technical workshops are also scheduled. The 380,000 square feet exhibitor space is nearly sold out. And citations have been sent to all current transmission system proponents for a high-definition television demonstration, from a different perspective.

So far, 589 exhibitors have signed up for the equipment exhibition, to be held April 9-12 at the Las Vegas Convention Center and the adjacent Hilton hotel, still well under

the record 696 companies represented at last year's exhibition in Dallas. However, last year's total of 313,000 square feet reserved has already been exceeded. All of the 360,000 square feet of indoor space has been assigned and NAB is now allocating the extra 20,000 square feet for outdoor exhibits. A final list is to be released by the end of this month.

As of last week, 150 technical papers were scheduled to be read at 27 paper sessions, nearly twice last year's 14 sessions. According to Williams, although a few more papers now being studied by the science and technology department are expected to be added to the list, the schedule is near completion and NAB has stopped accepting new papers.

High-definition and other forms of advanced television will again be dominant issues of the conference. Two sessions on HDTV production will look at the Japanese-developed 1,125/60 videotape production equipment standard, which by early April is expected to have been submitted to the American National Standards Institute by the Society of Motion Picture and Television Engineers for consideration as the American national voluntary standard. The sessions will also review the progress of a current production being produced by CBS-TV with 1,125/60 equipment and planned HDTV Olympic coverage by Japan's national network, NHK. The two sessions will be held on the morning and afternoon of April 10, bridged by an "HDTV Theater" series of already produced video on HDTV.

Advanced television transmission will be the topic of a panel session on the FCC's Advanced Television Service (ATS) Advisory Committee. Representatives of the advisory committee's three subcommittees on planning, systems and implementation will take part in the April 12 panel. FCC representatives, including Mass Media Bureau Chief Alex Felker and Thomas P. Stanley, chief engineer, Office of Engineering and Technology, will also take part in the panel. After the conference closes, the systems subcommittee plans to hold its second full meeting in Las Vegas on April 13. NAB is also planning a meeting of representatives from the world's NTSC countries on that day.

On April 11, a session will be held on

advanced TV transmission. Representatives of the major systems proponents will appear, including speakers from NBC on the one-channel advanced compatible system; the New York Institute of Technology on its two-channel system; North American Philips on its HDMAC plan, and NHK on "the Muse family" of proposed systems requiring one or two channels.

Many of these systems are expected to take part in an HDTV demonstration to be held concurrently with the exhibition. Ben Crutchfield, NAB manager, technical information services, who is organizing the demonstration, said past HDTV demonstrations have stressed production equipment. This time, Crutchfield said, "we want to have systems set up to demonstrate how a television station would be put together—major components in studio and editing equipment." Crutchfield visited Japan after January's NAB board of directors meeting in Hawaii where he met with industry and government officials as part of the preparation. Demonstrations of the NHK systems, including the Muse 6 system announced last fall (BROADCASTING, Nov. 23, 1987), are expected to be included. All proponents have been invited to participate. Further announcements on who will take part are expected this week.

Radio issues are the topics of eight sessions. The most time will be spent on AM technical improvement, with seven papers scheduled so far for two, two-and-a-half-hour sessions at the conference's opening, April 8. The second session will end with a five-man panel on electrical interference, which will include Michael Rau, NAB's vice president and acting head of science and technology, and Richard M. Smith, chief of the FCC's Field Operations Bureau. FM technology questions will include interference, especially multipath which is the subject of three papers, and antenna systems. Other session topics will be digital radio studios, radio production, audio processing and allocations.

Non-HDTV television sessions will account for a little less than a third of the conference. The list of topics includes TV production, postproduction, graphics and animation, transmission and audio, including stereo transmissions. An April 9 session on "Television New Technology" will look at CCD cameras and other solid state ad-

vancements for videotape equipment as well as digital transmission and production and NTSC color improvement. A technology that in coming years could revolutionize television transmission and production, digital fiber optics, will be discussed in a two-hour morning session on April 12.

Two more panels planned are an "FCC

Engineers Forum," again including Felker and Stanley, and a discussion of applications of personal computers by broadcast engineers.

The four workshops, all scheduled for Sunday, April 10, will be on radio frequency radiation regulation, contract engineers, studio acoustics and AM antenna systems. □

In Sync

Closing in on HDTV standard

"The cycle for the 1,125/60 [high-definition television production] system is almost complete" from the point of view of the Society of Motion Picture and Television Engineers, according to its engineering vice president, Stan Baron, NBC's managing director, technical development. After being published in the *SMPTE Journal*, the group's official publication, the standard was up for comments through Jan. 1. Based on those comments, some minor changes in the wording of the document were made, but none were of a technical nature. Those editorial changes will be reviewed in the next few weeks by SMPTE's engineering standards review committee, a group of five engineers from the TV networks and equipment manufacturers. That will be the final step in SMPTE standardization process.

The system will next be sent to the American National Standards Institute (ANSI) for possible adoption as the American national voluntary standard. Because it is accredited by ANSI, SMPTE's standards are published in ANSI's *Standards Action*. Then there is another comment period, according to SMPTE's Sy Becker, an authority on the ANSI process. After that, if no negative comments are received, the document will make its way through the ANSI hierarchy until adoption. However, if objections are received and judged by ANSI reviewers to be technologically valid, Becker said, the proposal will be sent back to the originating organization.

Because of the editorial changes in the SMPTE's standard, it is no longer the same, word for word, as the version of the document that was adopted by the Advanced Television Systems Committee, an industry group. But according to ATSC Executive Director Robert Hopkins, the differences are not significant. The plan at ATSC, he said, was to wait for the SMPTE process to be completed and then submit the standard jointly to ANSI. However, ATSC has "no objection to SMPTE submitting the document on their own," Hopkins said. Because it is not accredited with ANSI, ATSC would have to go through more complicated procedures to submit its document on its own. "We would not submit separately to ANSI a document that's exactly the same but with editorial

differences," he said.

Although it passed with the required two-thirds majority of the ATSC last month, among the organizations that voted against it were NBC, ABC, the National Association of Broadcasters and the Association of Maximum Service Telecasters. Industry speculation is that one of these organizations might try to challenge the 1,125/60 standard in the future, both before ATSC and ANSI.

AM action

The National Association of Broadcasters has issued a request for proposals to engineering consultants to complete the work on a psychoacoustic listener survey studying responses to the different forms of noise and interference on the AM band. The study is to be used by NAB to answer technical questions from an FCC inquiry on AM improvement.

NAB officials outlined the latest details on the organization of their survey during a joint meeting of the technical and allocations subgroups of the FCC's Radio Advisory Committee. NAB is "taking a somewhat different tack" from the proposed procedures of the study that were outlined during the last advisory committee meeting, said general counsel Barry Umansky (BROADCASTING, Dec. 21, 1987).

NAB decided to make "a slight change in focus" in the methodology proposed during the last meeting by NAB consultant Bronwen Jones, according to Ed Cohen, manager, audience measurement and policy research. NAB's decision to change the study was based on desires expressed by members of the advisory committee "to make it more representative of the nation...more geographically diverse," Cohen said. The new formula, according to another NAB attendee, Michael Rau, vice president, science and technology, will provide more information of a social science nature and will be less technology-oriented. Participants in the survey from all over the country will listen to AM transmitted speech as well as country and rock music. Jones, who is currently involved in HDTV research for NAB, was taken off of the listener study project.

Dates in the request for proposals included selection of a consultant and start-up of the study by March 1 and

completion of a final report by April 30. But those dates, said Cohen, "are not hard and fast." If possible, NAB would like to begin the study before the end of February, Umansky said. NAB is working under the pressure to have that report and comments to the FCC finished by the commission's June 17 deadline on two of four questions in its notice of inquiry on AM radio technical improvement. The deadline for those questions was postponed from last December at NAB's request.

Another issue discussed by the radio advisory committee was the proposal to extend the AM band by 10 channels to 1705 khz. In answer to questions from Umansky and Rau, Wilson LaFollette of the FCC's Mass Media Bureau informed the group that a notice of rulemaking on the band extension is almost complete and should be released this month. LaFollette could not give an exact timetable for the progress of the proceeding, but said that the FCC's target for implementation is July 1, 1990. He predicted that the rulemaking process could be finished by late 1988 or early 1989 and that processing of applications for stations between 1605 khz and 1705 khz could begin in the second quarter of 1989.

Rau expressed the anxieties he had heard from AM radio manufacturers who were unsure about their current plans to market extended-band radios in late 1990. LaFollette said he believed that was a realistic target. Rau also suggested that it would be helpful if FCC officials could be available for a seminar on the AM band extension during the Consumer Electronics Show next summer in Chicago.

Support for RF rules

The National Association of Broadcasters has supported a proposal in an FCC current rulemaking to impose its radio frequency (RF) radiation guidelines on FM booster stations. Both the FCC and Environmental Protection Agency have been studying how RF radiation affects broadcast station workers and residents near broadcast towers to determine whether it leads to cancer or other health problems.

FM boosters, which had previously been exempt from the RF radiation regulation, are now being proposed for consideration after being cleared last year to operate at higher power levels. In comments filed with the FCC last week, the NAB supported the boosters inclusion and reiterated the NAB's stance that the commission should adopt the American National Standards Institute's voluntary RF guidelines. NAB claims that formal federal guidelines are preferable as "a disincentive for state and local authorities that otherwise might choose to address this regulatory area in an inappropriate manner." Local governments tend to adopt "very restrictive regulations...with no demonstrable offsetting public benefit," NAB said.

However, because there was no similar increase in power limits approved for FM translator stations, NAB requested that they continue to be "categorically excluded from such regulation."

Technology redefines 'press'

TA says satellites, computers and global communications may change meaning of press; report prepared in honor of Constitution bicentennial

For journalists and lawyers, the efforts to protect and strengthen First Amendment rights is an ongoing task. But it is going to get more complicated as America moves to its third century of constitutional government. Continually emerging are technologies that not only augment the capabilities of the press but may give rise to new forms of "press" that, says a report by the congressional Office of Technology Assessment, are alien to the last 200 years of First Amendment jurisprudence.

Satellites, high-speed computers, electronic bulletin boards, global communications networks, "intelligent" machines and low-cost storage media "of astonishing capacity"—these are the kinds of technologies that will affect the structure of communications and, consequently, OTA says, the manner in which the press gathers and publishes information. "In changing the way in which information is produced and disseminated," OTA adds, "technology may change who is considered the 'press.'"

The report also discusses technology-driven problems that are more immediate—the claims of cable television for First Amendment protection in the face of cable operators' role as a virtual, if not "natural," monopoly, with the power to exclude would-be competitors from their systems' channels.

The report is one of a series on science, technology and the Constitution that OTA is producing in honor of the bicentennial celebration of the Constitution. It has undertaken the project at the request of the House Committee on the Judiciary and its Subcommittee on Courts, Civil Liberties and the Administration of Justice. And Representative Robert Kastenmeier Jr. (D-Wis.), chairman of the subcommittee, said the latest report "makes clear that the challenge of our third century will be to fuse basic rights of free speech and a free press with a wide range of rapidly developing technologies which elude traditional definitions and means of protection."

The OTA report says the current and anticipated advances in technology indicate "a fundamental shift from the concept of 'press' to the concept of 'network' " is under way, with the mode of one organization publishing for many giving way, to a degree, "a communications mode in which many are knowledge among themselves." Indeed, OTA says, "the electronic publisher of the future may act more as a clearinghouse for the exchange of news and information than as a gatherer." And such a development, OTA adds, would confront the courts and Congress with "new questions of constitutional interpretation not presented when the press was a more or less distinct, identifiable institution."

The report sees technology as blurring the distinction between gathering information

and publishing it. And one possible consequence of that blurring, OTA says, could be suits requiring the courts to rule on whether the press's interests in gathering news merit First Amendment protection. OTA notes that among the new tools available for news-gathering are computer databases and remote sensing satellites, and adds, "The use of these technologies may raise a number of constitutional questions concerning, for example, individual privacy rights, national security and the expungement of records."

The report also sees "unique questions concerning editorial control and responsibility under the First Amendment" emerging along with an electronic publishing industry. It notes that the First Amendment insulates "responsible press conduct from liability in the interest of robust debate on matters of public importance." But, it adds, for the electronic publisher, the exercise of responsibility "for identifying, verifying and policing sources of information may become difficult or impossible, raising questions about standards of liability for what is carried over phone and coaxial cable lines." Furthermore, OTA says, electronic publishing "challenges traditional distinctions between publishers and common carriers, further complicating questions of liability and First Amendment protections."

In that regard, OTA says that until recently there had not been any "interaction" between common carrier status and First Amendment concerns. But the consent decree between AT&T and the Justice Department changed that, OTA says. For AT&T was denied the right to disseminate its own messages over its lines until 1989 because of the potential for anticompetitive behavior. Now, "the First Amendment issues concerning the relationship between media ownership and control over the content that flows through that medium have been joined." One of the principal issues is whether common carriers can also be publishers who "have the right to exclude other publishers from their forums; whether a monopoly common carrier can also do some publishing, and whether the government can compel some access over monopoly controlled facilities."

The report discusses common carriers' relationship to the First Amendment in noting that not all media are equal in terms of

the constitutional guarantee of free press and speech. While print media occupy "the first tier of constitutionally protected communication," broadcast media occupy a lower tier, the report notes, while cable television's place remains to be fixed.

For instance, a series of federal appeals court decisions, based either on the First Amendment or statutory grounds, struck down a variety of program-content regulations that the FCC had imposed. And while the Cable Communications Policy Act of 1984 requires cable operators to lease channels to unaffiliated parties and to permit local franchising authorities to reserve channels for public, educational and government use, OTA says it is likely that those requirements will be challenged on First Amendment grounds.

But, quoting the late Ithiel de Sola Pool, the report says that the access issue "may become the Achilles heel of what could otherwise be a medium of communication every bit as free as print." For regardless of whether cable is a "natural monopoly," the report notes that one cable franchise per municipality is the rule and not the exception. Accordingly, the report says, some feel that "cable operators ought to be treated in the same way as any other essential facility with substantial power to exclude others."

OTA sees the "delicate equilibrium" existing between cable operators and "television publishers" as likely to be disturbed as technology brings new interests into play. Cable, it says, may not remain the entertainment medium it is today. Since it is a broadband medium, cable has the capability of handling high volumes of a variety of traffic. "If cable systems are publishers under the First Amendment, and allowed to choose content of what goes through their lines, they may well discriminate against content that is competitive to their own, or which do not yield as large a profit as entertainment products..." Things could change in the future, with fiber-optic telephone connections into the home becoming "a broadband highway for all information," including cable television, OTA says. "But for now, the tension between cable operators as First Amendment speakers and as forums for other would-be speakers will heighten." □

CPB budget set. In addition to electing Frederick L. DeMarco as its new vice president and treasurer and reelecting its top officers ("Fates and Fortunes," Feb. 1), the Corporation for Public Broadcasting board of directors, meeting in Corpus Christi, Tex., also revised its Community Service Grant program while approving a \$248.4-million fiscal 1989 budget.

The board also settled on how much of the total budget—approximately two-thirds—will go to CSGs: \$115.4 million to television stations; \$36.4 million to radio stations. The distribution of those grants will be affected by a change in the definition of networks to include organizations with one or more co-licensed stations in separate communities that broadcast at least 75% of the programming aired by a CPB-qualified station.

Out of the 1989 budget total, \$228 million comes from federal appropriations, interest and other income. But if Office of Management and Budget recommendations are followed in Congress this spring, the federal appropriation figure may be cut. OMB has urged a \$214-million appropriation to CPB in 1991 and a reduction of appropriations in 1989 (\$228 million) and 1990 (\$232.65 million), according to one source. CPB's request for 1991 had been \$595 million, including \$200 million for the replacement of its satellite interconnect system.

Satellite Footprints

Going up. At least one American launch vehicle manufacturer officially became a force in the commercial satellite market as Martin Marietta Commercial Titan Inc. (MMCTI) and GE Astro-Space signed a 15-satellite deal to run over the "next several years." Even with a discount on the per-launch going rate (\$60 million-\$100 million), according to one industry official, MMCTI could make \$1 billion over the course of the contract. In the deal, said Martin Marietta, "GE would receive assured launch and reflight features, as well as certain manifesting priorities and operational advantages." MMCTI's Titan rocket has failed in only five of 137 launches and will be the "preferred launcher for GE," GE Vice President Charles A. Schmidt said in a prepared statement.

K OK. FCC has conditionally authorized Pan American Satellite Corp. (Panamsat) to provide service between the U.S. and Europe over the six Ku-band transponders on its Simon Bolivar hybrid satellite, set for spring launch aboard an Ariane rocket. The FCC said it will grant final authority as soon as at least one European country authorizes use of the satellite and receives the go-ahead from Intelsat. Intelsat will evaluate its service to determine whether it would economically harm its global satellite system. Following Intelsat approval, the FCC gave final authorization last September to Panamsat to provide service between the U.S. and Peru over five of the satellite's C-band transponders. In an unrelated move, Panamsat announced the signing of a deal with Contel ASC enabling Panamsat to offer data communications services over Bolivar using Contel ASC's spread-spectrum C-band technology. Under terms of the agreements, valued at \$4 million over the first two years, Panamsat will purchase and operate Contel ASC's master earth stations and will be able to distribute small, two-way earth stations to customers throughout Latin and South America.

Pirate hotline. Just as the FCC Office of Planning and Policy concluded this month that piracy of satellite transmissions "continues to be a problem," U.S. Customs agents seized 40 descramblers from a customs broker in Douglas, Ariz.; the FBI raided Jerry's Satellite TV Systems in Pendleton, Ore., and in Montgomery, Ala., U.S. District Judge Truman M. Hobbs issued a preliminary injunction prohibiting Tri-State Satellite Distributors of Alabama from copying Videocipher descrambling software and hardware. Government agents seized equipment and records there last December (BROADCASTING, Jan. 4). Seizures and injunction were the latest developments in a flurry of investigative, legal and publicity activity by General Instrument, the Motion Picture Association of America and home dish group, Satellite Broadcasting and Communication Association of America. The third in a series of FCC "progress reports" also concluded that "no government intervention in the [home satellite] market is warranted."

Adding to its activities in litigation, product enhancement and electronic countermeasures, Videocipher division security director, Terence Luddy, told BROADCASTING that General Instrument is mounting a public relations campaign with allies including the Satellite Broadcasting and Communication Association, which represents home satellite TV market dealers, distributors, manufacturers and programmers. The SBCA, also engaged in "stepped-up investigative efforts and corresponding legal and civil actions and a broad public awareness campaign," has established two national, toll-free telephone hotlines, one for dealers (1-800-356-3160) and one for consumers (1-800-533-4584). The hotlines are designed to provide information to callers and to allow callers to provide investigators—"in strictest confidence"—with information on pirates and pirate equipment. "Satellite piracy creates two victims," SBCA President Chuck Hewitt said in a prepared statement last week, "the consumer, who buys an illegal descrambler only to find himself later with useless equipment [due to electronic countermeasures], and the legitimate satellite dealer or retailer who finds himself at a competitive disadvantage with the pirates."

Staten Island signal ferry. The Associated Press's commercial data transmission subsidiary, Satellite Data Broadcast Networks (Satnet), and GTE Spacenet have built a new uplink facility at the

New York Teleport—the 16th antenna to begin operations at the satellite communications center there. The uplink enhances the GTE Spacenet Corp. and Associated Press agreement by which AP's news and information service (116 countries, 226 bureaus) will be transmitted around the world via GTE's Spacenet III beginning this spring. (AP has purchased two transponders on Spacenet III, set for launch by Arianespace in early March.) AP News and "a host of Satnet common carrier services" will use Teleport Communications' regional fiber optic network and the earth station. That regional network, said Teleport Communications, now serves more than 70 users in metropolitan New York and northern New Jersey. Satnet and GTE Spacenet will co-own and operate the 9.2-meter, C-band earth station. As of last week, Satnet said its operations on the uplink were "still in the test mode."

Symbiosis. The Washington International Teleport installed a one-mile fiber optic connect line last month, linking its McLean, Va., international gateway to Lightnet, a 10,000-mile fiber optic network that reaches 60 "major metropolitan markets throughout the U.S.," according to WIT. Lightnet, owned by subsidiaries of CSX Corp. and Southern New England Telecommunications, has signed a joint marketing agreement with WIT to cross-market its domestic fiber optic services and WIT's international voice, data and video transmission services. In addition to opening WIT to more international customers, the deal will, said WIT, establish a Washington-to-New York occasional digital broadcast video link, allowing broadcasters to feed live from Capitol Hill locations to midtown Manhattan's main video switching center in less-than-one-hour increments. "We now offer our customers any combination of services available through fiber optic and satellite technology," said WIT President Bruce Kirschenbaum in a prepared statement, "at prices 20% to 30% below traditional gateway costs."

New number. Wold Communications corporate management, accounting and sales have moved to new headquarters at 3415 South Sepulveda Boulevard, Los Angeles, with a new telephone number, (213) 390-5455. The number will serve both headquarters and operations for the Wold Los Angeles Teleport.

Providing the means. In an effort to market its Cyclecypher automated television commercial receiver unit, Cycle Sat Inc. has scheduled 200 deliveries per month of cyclecypher—with a \$1 annual lease—"until all [television] stations have them," according to Tim Clark, president of Cycle Sat, which is also giving \$100 to each station to cover installation costs. The Forest City, Iowa-based satellite courier has conducted tests with 39 stations of the data decoder-receiver, designed to allow a station to receive commercials automatically via satellite. The decoder-receiver will allow Cycle Sat to activate designated station equipment to record incoming feeds during off-peak hours, freeing the station's equipment and personnel when they are needed most. As part of the package, a printer receives traffic instructions, transmitted along with commercials, "to insure that the station gets the commercial in the format it needs," said Clark. The printer can also notify stations of upcoming transmissions. Over 30% of commercial stations in the United States, said Cycle Sat, have already requested the equipment. "It boils down to the elimination of a lot of headaches for both the advertiser and the station," said Clark.

The Washington link. Video Broadcasting Corp.'s Medialink, the New York-based distributor of video press releases by satellite, announced the opening of an office in Washington's National Press Building. "We have come to Washington because the opinion leaders of this city know the importance of television in today's intensely competitive information era," said Mark Manoff, director of public affairs for Medialink. Medialink claims it can simultaneously send video to more than 660 television stations, network news centers and foreign network bureaus. It also operates a high-speed news wire for advising users what is available on the satellites.

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Changing Hands

WDIA(AM)-WHRK(FM) Memphis □ Sold by Adams Radio Corp. to Ragan Henry National Media Associates Inc. for \$13 million. **Seller** is subsidiary of Adams Communications, Tampa, Fla.-based group of four AM's, five FM's and 10 TV's, principally owned by Stephen Adams. **Buyer** is owned by Ragan Henry, who also has interest in wxtr(FM) La Plata, Md., and recently purchased KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas ("Changing Hands," Nov. 9, 1987); WKSG(FM) Detroit ("Changing Hands," Nov. 23, 1987) and WEZS-FM Richmond, Va. ("Changing Hands," Dec. 21, 1987). Tax certificate is involved. WDIA is on 1070 khz with 50 kw day and 5 kw night. WHRK is on 97.1 mhz with 100 kw and antenna 530 feet above average terrain. **Broker:** Milton Q. Ford & Associates.

WANS-AM-FM Anderson, S.C. □ Sold by Radio Anderson Inc. to Degree Communications for \$7,150,000. **Seller** is owned by Nicholas T. Frangias, who has no other broadcast interests. **Buyer** is owned by Kent Burkhardt, who also has interest in WLNZ-AM-FM St. Johns, Mich.; KHEY-AM-FM El Paso; WINW(AM)-WRCK(FM) Canton, Ohio, and WOIC(AM)-WMMC(FM) Columbia, S.C. (which is being sold, "Changing Hands," Jan. 31). Burkhardt is chairman of Burkhardt/Abrams/Douglas/Elliott and Associates Inc., Atlanta-based radio consultant. WANS is on 1280 khz with 5 kw day and 1 kw night. WANS-FM is on 107.3 mhz with 100 kw and antenna 1,008 feet above average

terrain. **Broker:** Seyler & Associates.

WAMT(AM)-WSCF(FM) Titusville, Fla. □ Sold by Frazer Broadcasting to Sage Broadcasting for \$3 million. **Seller** is owned by Sid Frazer, who has no other broadcast interests. He will remain as general manager. **Buyer** is publicly owned, Stamford, Conn.-based group of nine AM's and eight FM's headed by Leonard Fassler, Gerald Poch and Gerald LeBow. WAMT is on 1060 khz with 10 kw day and 5 kw night. WSCF is on 98.3 mhz with 3 kw and antenna 350 feet. **Broker:** Doyle A. Peterson & Associates.

KEZL(FM) Fowler, Calif. □ Sold by Bilmar Communications Inc. to AVI Partners for \$2.2 million. **Seller** is owned by William E. Donohue, who has no other broadcast interests. **Buyer** is owned by Jason W. Jennings and Harvey B. Borlaug, radio sales consultants based in San Francisco, with no other broadcast interests. KEZL is on 96.7 mhz with 3 kw and antenna 300 feet. **Broker:** Chapman Associates.

WTLB(AM)-WRCK(FM) Utica, N.Y. □ Sold by WTLB Inc. to H&D Media Inc. for \$1.75 million. **Seller** is group of six investors headed by Paul Dunn. It has no other broadcast interests. **Buyer** is Hartford, Conn.-based group of five AM's and five FM's headed by Joel M. Hartstone and Barry J. Dickstein. WTLB is on 1310 khz with 5 kw day and 500 w night. WRCK is on 107.3 mhz with 50 kw and antenna 510 feet above average terrain. **Broker for seller:** Chapman Associates; **broker**

for buyer: Henry Ansbacher Inc.

WKTY(AM)-WSPL(FM) La Crosse, Wis. □ Sold by La Crosse May Broadcasting L.P. to White Eagle Broadcasting, Ltd. for \$1,750,000. **Seller** is Shenandoah, Iowa-based group of two AM's and one FM, principally owned by Edward V. May. **Buyer** is headed by Frederick G. Curren and also has interest in KFMX-AM-FM Lubbock, Tex. WKTY is on 580 khz with 5 kw day and 1 kw night. WSPL is on 95.9 mhz with 1.7 kw and antenna 410 feet above average terrain.

KUTR(AM)-KLTO(FM) Salt Lake City □ Sold by Sunrise-Utah Inc. to Citadel Associates Limited Partnership for \$1.5 million. **Seller** is owned by Richard Elliot. It also owns KGHX(AM)-KIDX(FM) Billings, Mont. **Buyer** is owned by Lawrence F. Wilson and Fritz Beesemeyer, who also own KKF(FM) Colorado Springs, and KBOZ-AM-FM Bozeman, Mont. KUTR is on 860 khz with 50 kw day and 195.8 w night. KLTO is on 93.3 mhz with 2 kw and antenna 3,740 feet.

WMAJ(AM)-WXLX(FM) State College, Pa. □ Sold by Centre Broadcasters, Inc. to Nittanny Broadcasting Co. for \$1,368,675. **Seller** is owned by William Ulerich, who also owns Progressive Publishing, Clearfield, Pa.-based publisher of *The Progress* in Clearfield, Pa., and owner of two AM's and two FM's. **Buyer** is principally owned by Burbach Broadcasting Co., Wheeling, W.V.-based group of three AM's and four FM's owned by John L. Laubach, his wife, Suzanne, Robert H. Burstein and Larry O. Garrett. It is also selling WBMQ(AM)-WIXV(FM) Savannah, Ga. ("Changing Hands," Jan. 25). WMAJ is on 1450 khz full time with 1 kw. WXLX is on 103.1 mhz with 3 kw and antenna 55 feet below average terrain.

KFPW(AM)-KBBQ(FM) Fort Smith, Ark. □ Sold by Border Broadcasting Co. to George T. Herrreich for \$1,049,208. **Seller** is group of five investors headed by Gordon Brown, president. It has no other broadcast interests. **Buyer** is Fort Smith-based jeweler with no other broadcast interests. KFPW is on 1230 khz with 1 kw day and 250 w night. KBBQ is on 100.9 mhz with 3 kw and antenna 380 feet.

WKYD-AM-FM Andalusia, Ala. □ Sold by Triple I Broadcasting Inc. to CR Broadcasting Inc. for \$800,000. **Seller** is owned by Charles G. Torberlin, who has no other broadcast interests. **Buyer** is Charlottesville, Va.-based group of three AM's and three FM's owned by John A. Columbus, Dennis S. Rooper, Deborah Mowbray, Thomas D. Wright, Fred W. Schwartz and Henry Posner Jr. WKYD is on 920 khz with 5 kw day and 500 w night. WKYD-FM is on 98.1 mhz with 100 kw and antenna 256 feet.

WKLS(AM) Atlanta □ Sold by Great America Television & Radio Co. to Genesis I Communications, Inc. for \$630,000. **Seller**, formerly known as Taft Broadcasting Co., is publicly owned Cincinnati-based group of seven AM's, eight FM's and five TV's headed by Charles Mecher chairman. **Buyer** is owned by Bruce C. Madur, Robert F. Sterling III, Joan Temple, Carter Wampler and Bob Jadson. It also has interest in WOLY(AM) Hollywood, Fla. WKLS is daytimer on 970 khz with 5 kw.

KLLR-AM-FM Walker, Minn. □ Sold by Michael C. Steele to Thomas L. Ferebee for \$260,000. **Seller** owns Walker, Minn.-based group of two AM's and two FM's. **Buyer** is Manitowoc, Wis.-based investor with no other broadcast interests. KLLR is daytimer on 1600 khz with 1 kw. KLLR-FM is on 99.3 mhz with 3 kw and antenna 161 feet above average terrain.

For other proposed and approved sales see "For the Record," page 142.

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Helicopter pilot crosses line between observer and participant

KCNC-TV pilot following police chase trails murder suspect and holds him at bay until authorities arrive

A Denver television station helicopter pilot covering a deadly high-speed police chase last week became part of the story himself as he dodged a bullet from a murder suspect and used his chopper to stop the getaway vehicle.

Mike Silva, 37, a former military and sheriff's department helicopter pilot with 18 years flying experience, including the last five with NBC-owned KCNC-TV Denver, and cameraman Jim Stair, a nine-year veteran of the station, captured the dramatic scene on tape. The footage, which contained portions of the 20-minute chase and the suspect being shot to death by police, was provided to NBC affiliates and Conus stations.

Marv Rockford, vice president and news director of KCNC-TV, said the station chose to edit out scenes of the suspect's vehicle hitting Denver police officer Bob Wallace, who died from injuries he suffered when he was thrown more than 200 feet, and of the gory aftermath.

The incident, which received worldwide media coverage, has once again raised the ethical question of whether journalists should get involved in their stories. And it comes as the Federal Aviation Administration is considering a ban on airborne media coverage in emergency zones.

The events in Denver began about 11:20 a.m. Tuesday, Feb. 9, as the KCNC-TV helicopter was flying over the northwest portion of the city taking aerial shots of a roadway construction project. Unknown to Silva, an armed robbery had just taken place nearby at a railroad credit union office. Word came from the assignment desk of a police pursuit in progress. When Silva and Stair first appeared on the scene with camera rolling, they witnessed the suspect's vehicle weaving and running stop lights in a residential area.

"During that time, we elected to maintain our journalistic position of only being there on a TV news copter to report and observe," Silva said.

Moments later, however, the pair saw the suspect's car strike Wallace as it was traveling in excess of 50 miles per hour.

"That's when I decided to leave the realm of the journalistic ethic and become a citizen and exercise some civic responsibility," Silva said. "I would do whatever I could do with my power to apprehend the suspect."

In the confusion that followed the police officer's death, authorities lost sight of the suspect, but Silva stayed on his trail. The getaway car crashed into a tree, the suspect got out, glanced at the helicopter and ran

away on foot. He unsuccessfully tried to commandeer two passing cars in a residential parking lot, and fired shots at them as they sped away. One bullet nearly missed a mother and her young child, Silva said.

The suspect ran from the lot into a wooded area, fired one round at the chopper and then fled into a mobile home park. There he took a 73-year-old man hostage and ordered him into his pickup truck. Four squad cars pulled into the mobile home park and passed by the pickup, unaware the suspect was hiding on the floor with a gun pointed at the hostage. The pickup, according to Silva, was headed for a major thoroughfare.

Unable to transmit on the police frequency, Silva said he decided he had to alert police and prevent the suspect from leaving the park—with the prospect of another high-speed chase and more innocent people being put at risk. Silva maneuvered the helicopter under high tension power lines, knocked the windshield and hood of the pickup with the helicopter's strut, and then hovered two feet off the ground directly in front of the vehicle.

Now seated upright in the passenger seat, the suspect pointed his pistol back and forth between the hostage and Silva. Just as Silva believed the suspect was about to fire at him, a police cruiser rammed the side of the pickup. Police surrounded the vehicle and killed the suspect as he was about to fire at the hostage, Silva said.

Silva won widespread admiration from viewers and police for his actions, with the TV station receiving hundreds of supportive calls. Responding to inquiries about probable safety violations from a number of media outlets, including rival ABC affiliate, Gannett Broadcasting's KUSA-TV Denver, the FCC conducted a brief investigation on Wednesday but decided not to cite Silva.

As news director, Rockford said he is aware of the ethical questions raised by Silva getting involved in the story he was covering. He said, however, that there were other considerations in this case.

"Clearly you would not order somebody to become involved in that high-speed chase," Rockford said. "But if the helicopter pilot made a personal decision that he felt a higher responsibility to use the equipment and his skill to terminate that chase, and felt a social and personal responsibility to do that, I cannot quarrel with that decision."

KCNC-TV, Rockford said, provided "substantially complete" videotape of the incident to NBC and Conus, but because of the station's competitive situation, several stipulations were attached to the footage. NBC affiliates that belong to ownership groups with stations in the Denver market were not permitted to forward the videotape. □



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Redstone, Kluge buy more of Orion

Viacom chairman raises stake in film-TV studio to 26.8% and may go for 36%; Kluge has now accumulated 24%

In the latest round of a stock-buying standoff between Viacom's Sumner Redstone and billionaire John Kluge of Metromedia, each

upped his stake last week in film-TV studio, Orion Pictures Corp.

Redstone, chairman of Viacom and its theater-owning parent corporation, National Amusements, has increased his holdings in Los Angeles-based Orion to 26.8% and now holds or has warrants for 5,364,100 of Orion's 17,264,408 shares of outstanding com-

mon stock.

Redstone also indicated in filings last Monday, Feb. 8, with the Securities and Exchange Commission that he may soon buy 36% of the company's outstanding common stock, or discounting warrants, up to 24.99% of its voting securities.

Meanwhile, Kluge, who holds a seat on the Orion board and has ties to its chairman Arthur Krim, has accumulated 25.5% of its outstanding common, or 4,737,000 shares if warrants are exercised. Between Jan. 29 and Feb. 8, Kluge purchased 283,100 Orion shares for between \$13.88 and \$16 per share, he told the SEC last Wednesday, Feb. 10.

Kluge had already increased his stake to 24% between Jan. 21 and 28, buying 203,300 shares of Orion priced between \$12.50 and \$15.13. Earlier increment brought him 21.9% and 22.9% holding (BROADCASTING, Feb. 1).

Redstone's most recent purchases, made Feb. 2-5, bring him an additional 142,400 shares priced between \$14.88 and \$15.25 for more than \$2.1 million. Between last Dec. 28 and Jan. 20, the investor had increased his share of Orion to 26.1%, buying 203,800 shares priced between \$10.25 and \$12.63, for nearly \$2.3 million.

Orion's stock price, which had risen to \$15 per share in January after news of the acquisitions, was up 87.5 cents last Monday (Feb. 8) to \$16.13, was up another \$1 last Tuesday at \$17.13 and closed last Wednesday at \$17.75. Analysts have placed the company's takeover value near \$20 a share or more.

Neither investor's holdings in Orion are new. Kluge's holdings date back to 1986 and Redstone's initial 6.4% stake in the studio predates his \$3.2-billion buyout of Viacom last year.

Viacom itself has had holdings in Orion since February 1986, when it bought out Orion's leading shareholder, the investment firm of Warburg Pincus, protecting the studio from a hostile bid by rival studio, Carolco. At that time, Viacom bought 8.5% of Orion's outstanding shares at \$12 a share plus warrants for an additional 2.76 million shares at \$6, which, if exercised, would have given the company 29% of Orion's then-outstanding shares. (The percentage have since been diluted by additional share issues).

Viacom also took three seats on the Orion board, one of which is still held by Viacom executive Mark Weinstein. (Gordon Be and Jules Haimowitz, who held the other two seats, left Viacom after Redstone acquisition.)

Neither Redstone nor Kluge has indicated he intended to seek management control of the studio, which was formed in 1982 from Filmways Inc., but both men have the finan-



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e \$1.6 billion he paid to take the company
ivate in 1984. He spun off its TV and radio
ations for \$2.3 billion, its cellular phone
id paging business for \$1.65 billion, and
her business for nearly \$800 million.

Redstone, who owns National Amuse-
ents and its 80% stake in entertainment
ant Viacom, has had his personal worth
timated at more than \$500 million. Some
his most recent gains have come from
ofitable investments in Hollywood film
udios in recent years. Redstone, for in-
ance, netted a reported \$25 million when
oca-Cola bought Columbia Pictures, \$20
illion when Marvin Davis took 20th Cen-
ry Fox private and \$15 million from the
le of his stake in MGM/UA's home enter-
ainment subsidiary. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Centel Cable	Fourth	\$34,564	38	\$4,319	NM	\$0.06
	Year	\$130,117	46	\$424	NM	—
Chris-Craft Industries	Fourth	\$70,560	4	\$7,632	(39)	\$0.26
	Year	\$241,344	8	\$10,554	(29)	\$0.49
Dow Jones & Co.	Fourth	\$417,214	34	\$50,345	8	\$0.52
	Year	\$1,314,443	16	\$203,018	11	\$2.10
Dun & Bradstreet	Fourth	\$905,940	10	\$87,414	14	\$0.57
	Year	\$3,359,164	8	\$392,999	16	\$2.58
Jones Intercable	Second	\$6,797	(3)	\$465	(74)	\$0.04
Maclean Hunter	Fourth	\$318,172	12	\$29,812	18	\$0.38
	Year	\$1,124,987	16	\$84,818	22	\$1.09
3M	Fourth	\$2,375,000	12	\$216,000	17	\$0.95
	Year	\$9,429,000	10	\$918,000	18	\$4.02
Multimedia	Fourth	\$111,201	11	\$5,043	NM	\$0.42
	Year	\$410,753	10	\$12,489	NM	\$1.03
Ogilvy Group	Fourth	\$219,577	30	\$14,479	18	\$0.99
	Year	\$738,508	32	\$29,757	4	\$2.02
Scientific-Atlanta	Second	\$123,956	(2)	\$7,890	35	\$0.33
Times Mirror	Fourth	\$863,115	7	\$54,704	(45)	\$0.42
	Year	\$3,154,571	7	\$266,491	(35)	\$2.06

Centel's 1986 annual and fourth-quarter net income includes after-tax gain of \$10 million on sale of Cental Cable Television Co. of Texas stock. No earnings-per-share information is available prior to current fourth quarter due to restructuring in connection with initial public offering. Fourth-quarter operating cash flow was up 60% over year-ago period to \$13 million, with 1987 operating cash flow up 68% to \$47 million. Total subscriber base at year-end was 521,400, and company said pay-per-view base will increase from current 32% of homes to over 45% by end of 1988. ■ Operating income for **Chris-Craft's** seven-station television division was off 5% for quarter from year-ago period and down 7% for full year 1987, to \$35 million. Broadcast subsidiary's net income was up due to favorable effects of increase in income from investment in Warner Communications and lower effective income tax rate. Company said TV station profit margins in 1987 were "adversely affected by less than robust demand for television advertising and increased programming costs," with operating revenues rising 8%, but programming costs up 15%. TV division fourth-quarter operating revenue was up 5% over year-ago period. Discounting effect of nonrecurring items in 1987 and 1986, Chris-Craft's overall net income was up slightly for year. ■ Earnings for **Dow Jones** in 1987 included \$29 million after-tax gain on sale of publishing assets; excluding transactions, 1987 earnings were up 16% to \$174 million. ■ **Dun & Bradstreet's** per-share earnings reflect a two-for-one stock split in 1987. Company's marketing services segment, including Nielsen Research services, reported 28% gain in operating income before restructuring expense. ■ **Jones Intercable** reported second-quarter operating cash flow up 26% to \$4 million over 1986 second quarter. Operating income was also up 231% to \$2.7 million resulting from decreased depreciation and amortization expenses after sale of Alexandria, Va., cable TV system to managed limited partnership last November. Sale also accounted for decrease in current quarter revenues. Excluding effect of sale, subscriber service revenues increased approximately 17% for period. Decrease in net income is due primarily to \$3.9 million gain reported in previous year second quarter from sale of other cable property. ■ **Maclean Hunter** said 1987 growth was "largely due to record earnings in cable television, newspapers...and radio broadcasting." Cable TV reported annual operating income up 18% to \$71 million; broadcasting operating income for 1987 was up 67% to \$15 million. ■ **Multimedia's** operating profit for quarter was \$38 million, 13% above year-ago period, and 15% higher for year at \$132 million. Annual operating cash flow (operating profit plus depreciation and amortization, and amortization of restricted stock awards and restricted stock options) was 12% higher for company's broadcasting subsidiary at \$50 million, 21% higher for cable at \$41.5 million and 9% higher for entertainment at \$28.9 million. Overall operating cash flow of \$45 million was up 13% over fourth quarter, 1986, and 14% higher for year at \$160 million. Net earnings in 1987 included \$3 million after-tax gain on sale of WNCN(AM) Asheville, N.C. Multimedia had 1986 fourth-quarter net loss of \$2.5 million, 1986 annual loss of \$4.7 million. ■ **Ogilvy Group** reported 1987 operating profit up 21% to \$58 million, and 12% higher than previous year's fourth quarter at \$25 million. ■ **Times Mirror's** 1987 results include \$41.5-million pretax loss on sale of *The Denver Post*, while 1986 income also reflected pretax gain of \$222 million from sale of assets. Excluding asset sales, earnings per share were up 23% for year. Company's broadcast television operating profit for fourth quarter was \$16.6 million, down 19% from fourth quarter 1986, and off nearly 18% for year at \$58 million. Cable television operating profit was up 61% to \$8 million in fourth quarter, but down 22% for year to \$29 million.

BottomLine

New man. Great American Broadcast Co., formerly Taft Broadcasting, will combine its radio and television stations into single broadcast group headed by radio group president, Carl Wagner. Company said move would help "streamline" organization that in past year has shed seven TV stations and its cable operations, leaving 16 radio and five TV stations. Separately run entertainment company lost about 50 jobs during its reorganization late last year. But Wagner told BROADCASTING only one finance position and secretary would be cut in broadcast group reorganization. Previous TV group head, Jack Sander, is now in discussions with management over future role at company and was not available for comment last week. Wagner, member of board of directors of National Association of Broadcasters and Radio Advertising Bureau, has headed radio group since 1974 and also headed company's cable TV operations. □

Opening shop. MultiVision Cable TV Corp. is name of new multiple system operator formed to run 370,000-subscriber cable properties of ML Media Partners and U.S. Cable Television group, both limited partnerships run by Elton Rule, Martin Pompadur and Chris Conley. Rule will serve as MultiVision chairman, Pompadur as vice chairman and chief executive officer, Conley as president and chief operating officer. Last's spouse, Candace Conley, will be senior vice president. Greenwich, Conn.-based company closed acquisition of 74,000-subscriber C4 Media Cable earlier this month and expects to close buy of 135,000-subscriber Essex Communications systems by the end of March.

FCC weighs abuse-of-process rules

NBMC files comments in proceeding that Pluria Marshall believes is targeted at his organization; light response from broadcasters provides little specific evidence of abuse

The FCC may do a big favor for broadcasters: adopting new rules barring so-called citizen groups from exacting payments in excess of legal fees for promises not to file petitions to deny station sales and renewals at the FCC or to withdraw such petitions.

Although the rules would cover all citizen groups, they are asserted by the National Black Media Coalition, the Washington-based group led by Pluria Marshall, to be aimed at it. Indeed, others have dubbed the proposed rules "The Marshall Plan."

Over the past 15 years, NBMC has entered into scores of agreements by which broadcasters pay NBMC to aid them in finding minority employees. In return, NBMC refrains from challenging the broadcasters' renewals or sales for failure to meet the FCC's equal-employment-opportunity guidelines.

In proposing the "abuse of process" rules last August, FCC attorney Mark Solberg laid out what the FCC saw as the problem: "Since there is no rule that limits the nature or amount of payments a petitioner may receive in exchange for agreeing to withdraw a petition...groups may file or threaten to file a petition not for the proper purpose of bringing factual information about the applicants' qualification to the commission's attention, but instead to extract some financial consideration from the applicants. Applicants may well decide that it is easier to cede to a petitioner's frivolous demand for payment than to oppose the petition" (BROADCASTING, Aug. 10, 1987).

The FCC reiterated its concerns just last month when it rejected a complaint from the American Legal Foundation that a 1983 agreement between Gannett's KSD(AM) St. Louis and Greater St. Louis Black Media Coalition was unlawful because it required, in part, the station to pay some of the group's expenses. (Although an affiliate of the NBMC in 1983, Greater St. Louis was bounced from the coalition a few years later for activities NBMC found improper.)

In its order, the FCC said it is aware "of the existence and the potential seriousness of the problem...concerning the payment by...licensees or applicants of future expenses, 'consultancy fees,' and/or to individuals or groups who utilize the commission's processes to participate in the commission's licensing proceedings."

Nonetheless, the FCC said it had to dismiss the complaint in "view of the expiration of the agreement, and the current ab-

sence of an explicit prohibition against the type of payments to which ALF objects...."

In building a record for the rules, the FCC received little help from broadcasters. Only a handful filed comments on the rulemaking last October, and none provided details of "abusive" agreements that the FCC could use to justify the rules.

Solberg said he was surprised by the light response. "I think the FCC was hoping for some specific examples," Solberg speculated that broadcasters refrained from commenting for fear of "drawing the fire of some group" the next time they filed an application. Also, broadcasters involved with citizen groups may be reluctant to admit that they "agreed to something that they are now characterizing as wrong."



NBMC's Pluria Marshall

Although Solberg does not feel the lack of examples will necessarily damage the chances of the rules being adopted, at least one of the commissioners does.

FCC Commissioner James Quello has listened to informal complaints about use of petitions to deny or the threat of them to extract money from broadcasters for purposes that may or may not be legitimate. And, he said, he is sympathetic to the broadcasters. The groups have a "hell of a lot of power" over broadcasters who fear the delays and costs that result from petitions to deny," he said. "There has to be something so that people who file can't get consultancy fees for anything but the strict cost of the legal fees."

But, Quello said, he will have a hard time voting for rules without a record to back them up. "The only official action I can take is one based on the official record. As a commissioner, I have received all kinds of

complaints about what was happening. If they put it on the record, we'll take action. If they don't, then we will not be able to do it." (Final comments in the proceeding are due this Thursday [Feb. 18].)

Quello maintains that NBMC is not the sole target of the rulemaking. "There are other people that have filed petitions to deny from time to time," he said.

But NBMC's Marshall has little doubt that his organization is the target. "The broadcasters resent that we found a hole in the process to do exactly what we think ought to be done—to hold them accountable to some federal [EEO] laws that many of them are in violation of," he said.

Broadcasters see the NBMC as intruders, Marshall said. "Broadcasters don't like any body in their business but the people they select, and they damn sure haven't chosen me or this organization."

Why the FCC has decided to act at this time is no mystery to Marshall. The current FCC, he said, "will pull anything up the flagpole that the broadcasters want."

Marshall said he has no idea which broadcasters may have pushed for the rulemaking. "We have friends and enemies. We have no fence straddlers. You either like us or hate us. So it's somebody who hates us."

Solberg traces the rulemaking's origin to 1975, when the FCC began expressing concerns about coercive aspects of citizen agreements. But the real impetus has come from broadcasters who have "buttonholed commissioners at industry trade shows over the years and 'chewed their ears off' about being forced into agreements."

The issue apparently began simmering at the FCC in 1985. In a BROADCASTING interview late that year, then Chairman Mark Fowler included "abuse of processes" at the top of his list of priorities for 1986. "I'm concerned when people stare down or shake down broadcast applicants before this agency through citizens agreements...where people bring complaints and then withdraw for dollars" (Dec. 23, 1985).

What to do about abuse of process was the subject of internal discussion at the FCC during 1986 and much of 1987. The proposal finally emerged at an August 1987 open meeting, where it was overshadowed by another item on the day's agenda: the repeal of the fairness doctrine.

In comments filed with the FCC, the NBMC rebuked the FCC for the rulemaking, calling it a "star-chamber proceeding...aimed specifically at NBMC without naming the NBMC" (BROADCASTING, Feb. 8). "No evidence of abuse of any process exists, nor...have there been any such abuses," it said.

"NBMC has never filed, nor has it ever

threatened to file, a petition to deny for the purpose of enriching either itself or any private person."

NBMC acknowledged that it files petitions to deny or objects informally to some sales and renewals if it finds a station with "particularly egregious" EEO problems and does not know the broadcaster. "Where the broadcaster is known to NBMC, NBMC makes contact with the broadcaster or its counsel, points out the problem and, in most cases, offers to sit down with the broadcaster after the petition to deny deadline to discuss a cooperative means of resolving it," it said. "Often, at such meetings, a relationship between the broadcaster and the [EEO Resource] Center evolves. This is entirely proper and healthy, and NBMC cannot understand why the commission would object to it."

The EEO Resource Center, an arm of NBMC that operates out of NBMC's Washington offices, is a job bank geared to finding minority employees for broadcast stations. NBMC Counsel David Honig said it is a modest facility: "A couple of computer terminals in a basement." According to NBMC, it makes hundreds of referrals a year and, in 1986, helped land jobs for 60 people.

"At no time has a petition to deny been filed, nor has NBMC refused to withdraw a petition to deny, unless NBMC received a contract for use of the center," said Honig. Broadcasters singled out by NBMC often come up with alternative means of improving their EEO performance, and NBMC has routinely accepted such proposals and has declined to file, or has withdrawn, its petitions."

Adoption of the rules would deprive broadcasters of a way to avoid protracted litigation, NBMC said. If the rules were adopted and a broadcaster's [EEO] record were "really terrible," it said, NBMC "would have to either relinquish its right to file a petition to deny (and risk getting told by the broadcaster that it feels its record is fine so it doesn't want any help improving it) or it would have to file a petition to deny and exhaust all appeals before being able to offer the services of the Center to the broadcaster."

In the notice of rulemaking, the FCC said it had "some evidence" that some groups were using the petition-to-deny process to "extract some form of improper payment from parties."

To determine the extent and the nature of the purported evidence, the NBMC requested it under the Freedom of Information Act. In response, it received two memos "so severely expurgated that the portions submitted amounted to little more than blank paper," according to NBMC.

"Unless we are to impute to the commission staff the concealment of evidence, which we are unwilling to do, the only possible conclusion to be reached from the reviewing the FOIA request and response hereto is that the commission does not have, and never did have, any evidence of any abuses of its processes."

According to NBMC, without hard evidence, the FCC is on thin legal ice. "It is well established [by the courts] that agency

action in a rulemaking proceeding must be based entirely on evidence in the record," it said. "Moreover, agency action taken without evidentiary support is presumptively invalid."

NBMC believes a rulemaking unnecessary. When apprised of the "unsubstantiated gossip" about NBMC's agreements with broadcasters in 1984 by then Chairman Fowler, NBMC said, the NBMC board developed operational guidelines that it felt had assuaged the FCC's concerns. The guidelines specified that funds received from broadcasters would be used for "provision of services or for the reimbursement of documented and reasonable legal expenses" and that no petition would be filed that "appears to be harassment or the imposition of delay for the purpose of extracting a settlement." □

Antipornography bill introduced in Congress

Child Protection and Obscenity Enforcement Act of 1988, mirroring legislation drafted by White House last November, embodies findings of Meese commission on pornography

The Reagan administration's antipornography push has been officially launched on Capitol Hill. Legislation was introduced in both the House and Senate on behalf of the President that, among other things, would amend the obscenity laws to "make it clear that obscene programming is illegal on cable or subscription services." It is identical to proposed legislation submitted by the White House to Congress last fall (BROADCASTING, Nov. 16, 1987) and is based on the recommendations of the attorney general's commission on pornography (BROADCASTING, July 14, 1986).

Called the "Child Protection and Obscenity Enforcement Act of 1988" the measure (S. 2033) was offered in the Senate by Strom Thurmond (R-S.C.) and is co-sponsored by 17 others including several Judiciary Committee members: Dennis DeConcini (D-Ariz.); Orrin Hatch (R-Utah), and Charles Grassley (R-Iowa), and Commerce Committee members: Chairman Ernest Hollings (D-S.C.); J. James Exon (D-Neb.); John McCain (R-Ariz.), and Nancy Kasse-

baum (R-Kan.). The bill has been referred to Judiciary, but with the section on cable and pay television, Commerce may ask to consider it as well.

In the House, Representative William Hughes (D-N.J.) along with 69 co-sponsors offered a companion measure (H.R. 3889) that was referred to Judiciary, Ways and Means and Energy and Commerce. No immediate action is anticipated in either chamber.

Under the legislation, any utterance of obscene language or distribution of obscene matter by cable television or subscription services on television would be a criminal offense punishable by up to two years in prison and a fine of up to \$250,000. The bill also makes clear that states and cities are free to regulate obscene or indecent matter on cable or pay TV, as long as such regulation is "not inconsistent with the constitution."

The Supreme Court has held—in a case involving an effort by Oklahoma to ban liquor advertising on cable television systems—that the FCC has preempted states' regulation of program content of cable television. The commission is also regarded as having sole authority over the regulation of television program content. So far, city and state efforts to regulate indecency on cable television have been found unconstitutional by various courts, including the Supreme Court. The high court, however, has upheld the regulation of the broadcasting of indecent speech.

Distribution as defined in the measure would apply to telecasting, broadcasting, or cablecasting, as well as wire, microwave or satellite. And it would cover producers, program suppliers and local cable franchise operators.

According to Thurmond, the section on cable is needed to clear up any uncertainties concerning the federal and state governments' ability to regulate indecent and obscene programming. "Currently, it is illegal to broadcast obscene material on radio or television," said Thurmond's statement accompanying the bill. "However, current obscenity law does not expressly cover cable television. In 1984, Congress passed the Cable Communications Policy Act which contains a provision that prohibits obscene programming on cable. However, this section read together with other sections raises doubts as to whether this section of the Cable Act is enforceable. Therefore, this bill would make it clear that obscene programming is illegal on cable or subscription

Bad dream. The U.S. District Court for the District of Phoenix, in response to a complaint filed by the Federal Trade Commission, has issued a temporary restraining order that puts an immediate stop to advertising claims that Dream Away diet pills will cause users to lose weight while sleeping and without exercise or diets. The court order also froze the assets of four companies and three individuals named in the FTC complaint: Kingsbridge Media & Marketing Inc. and Frank E. Robinson, both of Van Nuys, Calif.; Highcliff Inc. Nutri Marketing, Vista Advertising, Mel Korey and Steve Korey, all of Scottsdale, Ariz.

"Just take Dream Away before going to bed...wake up the next morning slimmer, trimmer and looking better than you did before," say Dream Away television ads and promotional materials, according to the complaint. The complaint, which says consumers have suffered "substantial injury" as a result of those claims, also requests the court to issue preliminary and permanent injunctions ordering those named in the complaint to make redress to consumers.

services," Thurmond's statement read.

"In today's world kids are bombarded daily by pornographic publications at the local drug store, or by transmittal of pornography over cable television networks, or by obscene materials distributed through the mails and found in nearby movie theaters," commented DeConcini.

The need for government intervention is also asserted by the congressional findings contained in the measure such as "the proliferation of cable and subscription television outlets requires more effective safeguards against obscene cable and subscription programming." It is also said that "the harm caused by obscene television programming combined with the interstate nature of such programming requires that the federal government must assist the states in their efforts to combat it."

Although cable is the primary target, the bill has broadcasters a bit worried. The forfeiture provisions for conviction for an offense involving distribution of obscene material are of some concern because they could result in stations being forced to turn over their equipment and facilities, explained National Association of Broadcasters' Henry L. (Jeff) Baumann, NAB's executive vice president and general counsel. The association will keep an eye on the legislation, he said, adding that broadcasters are already regulated under the Communications Act and the criminal code. "Why do we need more?" he asked. □

Comparative criteria could be improved, say law judges

Methods used to decide among competing applicants debated

Nothing's perfect. FCC Chief Administrative Law Judge Thomas Fitzpatrick told a group of communications attorneys in Washington last week that criteria that he and other ALJ's use to decide who gets a broadcast license and who does not in a comparative hearing, have "stood the test of time." But, he said, there would be "nothing wrong" with revamping. He suggested giving more weight to applicants who reside in the proposed community of license and tightening rules that permit some holders of substantial equities in station's applications to avoid responsibilities of exerting control.

Other ALJ's at the breakfast meeting sponsored by the Federal Communications Bar Association agreed the criteria could be improved. ALJ Joseph Stirmer said the 1985 policy statement setting forth the criteria should be "revisited." Greater emphasis, he said, should be given to local ownership, local involvement and past broadcast experience. ALJ Walter Miller said he would like applicants to divulge more financial information.

In opening comments, Fitzpatrick had a word of advice and a word of caution for the lawyers who come before the ALJ's. The advice was to settle charges on conflicts of interest against attorneys outside the hearing process. The warning was not to include

"abusive and intemperate" language about opposing attorneys in pleadings. Fitzpatrick said he understood that such language may come out in the "heat" of a hearing but that there is no excuse for it showing up in pleadings. "Ad hominem attacks on your fellow members of the bar serve no purpose," he said. "They are not persuasive."

During the question-and-answer period, one lawyer wondered why the FCC was so reticent about charging witnesses with perjury. Miller responded that it is a tough call, noting that there is not "a lot of difference between a biased witness and an outright liar." If the FCC recommended perjury action against every witness who gave inaccurate testimony, he said, "the sidewalk between the FCC and [the Justice Department]

would be worn out."

The judges said they were wary of encouraging settlements among competing parties as judges in civil cases often do. Fitzpatrick said he avoids it before and after evidence has been presented. If the parties in their "enlightened self-interest" cannot come to an agreement, he said, "there is not much I can do about it."

Getting involved in a possible settlement added ALJ Richard Sippel, could cause more problems and delays. "I wouldn't tinker with the process."

Fitzpatrick suggested that competing applicants do not need much encouragement. He said that 75% of comparative hearings are now settled. "We'll take a settlement every time you give it to us."

For the Record

As compiled by BROADCASTING Feb. 3 through Feb. 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. ch.—channel. CH—critical hours. chg.—change. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. 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

Ownerships

■ WKYD-AM-FM Andalusia, AL (BAL880122HM; 920 khz; 5 kw-D, 500 w-N; FM: BALPH880122HN; 98.1 mhz; 100 kw; HAAT: 256 ft.)—Seeks assignment of license from Triple H Broadcasting, Inc. to CR Broadcasting Inc. for \$800,000. Seller is owned by Charles G. Tomberlin, who has no other broadcast interests. Buyer is Charlottesville, VA-based group of three AM's and three FM's owned by John A. Columbus, Dennis S. Rooker, Deborah Mowbray, Thomas D. Wright, Fred W. Schwartz and Henry Posner, Jr. Filed Jan. 22.

■ KBZB(AM) Bisbee, AZ (BAL880120EE; 1230 khz; 1 kw-D, 250 w-N)—Seeks assignment of license from Walter F. Wood, trustee in bankruptcy for Sun Country Communication, to The Rex Company for assumption of liabilities. Seller is owned by Barry Mishkind, and has no other broadcast interests. Buyer is owned by Marvin King and his brother, Tommy, Sierra Vista, AZ-based investors with no other broadcast interests. Filed Jan. 20.

■ KFPW(AM)-KBBQ(FM) Fort Smith, AR (BAL880121ED; 1230 khz; 1 kw-D, 250 w-N; FM: BALH880121EE; 100.9 mhz; 3 kw; HAAT: 380 ft.)—Seeks assignment of license from Border Broadcasting Co. to George T. Henreich for \$1,049,208. Seller is group of five investors headed by Gordon Brown, president. Buyer is Fort Smith-based jeweler with no other broadcast interests. Filed Jan. 21.

■ WKLS(AM) Atlanta (BAL880119EG; 970 khz; 5 kw-D)—Seeks assignment of license from Great American Television & Radio Co. to Genesis I Communications, Inc. for \$630,000. Seller, formerly known as Taft Broadcasting Co., is publicly owned. Cincinnati-based group of seven

AM's, eight FM's and five TV's headed by Charles M. chem, chairman. Buyer is owned by Bruce C. Madui, Robert F. Sterling III, Joan Temple, Carter Wampler and Bob Jadrson. It also has interest in WQLY(AM) Hollywood, FL. Filed Jan. 19.

■ WCKJ(AM) Augusta, GA (BAL880122EA; 1230 khz; 1 kw-U)—Seeks assignment of license from A.J. Sealls Inc. to Indian Head Broadcasting Inc. for \$225,000. Seller owned by Albert J. Sealls, who has no other broadcast interests. Buyer is equally owned by F. Wilfred Altman, I Jackson Gregory and Charles H. Douglas, who have no other broadcast interests. Filed Jan. 22.

■ WBMQ(AM)-WIXV(FM) Savannah, GA (B/L880119EE; 630 khz; 5 kw-U; FM: BALH880119EF; 95 mhz; 100 kw; HAAT: 390 ft.)—Seeks assignment of license from Savannah Broadcasting Company to Radio Southeast for \$3,500,000. Seller is Pittsburgh-based group of the AM's and four FM's headed by John Laubach, Robert Burstein and Larry Garrett. Buyer is owned by William N. McCormick, former head of McCormick Communication Boston-based station group of four AM's and four FM subsidiary of publicly owned Tech/Ops Inc., which were sold between 1979 and 1985. Filed Jan. 19.

■ KLLR-AM-FM Walker, MN (BAL880119EC; 164 khz; 1 kw-D; FM: BALH880119ED; 99.3 mhz; 3 kw; HAAT: 161 ft.)—Seeks assignment of license from Michael C. Steele to Thomas L. Ferebee for \$260,000. Seller owned by Walker, MN-based group of two AM's and two FM's. Buyer is Manitowoc, WI-based investor with no other broadcast interests. Filed Jan. 19.

■ WBKH(AM) Hattiesburg, MS (BTC880121EC; 970 khz; 5 kw-D)—Seeks assignment of license from Margaret G. Lightsey to Otis Wolverson for \$44,000. Seller has no other broadcast interests. Buyer also owns WKNZ(FM) Collins, MS. Filed Jan. 21.

■ KDLN-AM-FM Dillon, MT (BAL880120EC; 144 khz; 1 kw-D, 250W-N; FM: BALH880120ED; 98.3 mhz; kw; HAAT: 480 ft.)—Seeks assignment of license from Southwestern Broadcasting Inc. to Beaverhead-Madison Broadcasting Inc. for assumption of liabilities. Seller headed by Robert C. Greer and has no other broadcast interests. Buyer is owned by Larry M. Chaffin, his wife Greta, and Patricia C. Olson. It has no other broadcast interests. Filed Jan. 20.

■ KPNY(FM) Alliance, NE (BALH880104HH; 92 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Someland Inc. to Halstead Communications Inc. for \$140,000. Seller is headed by Judy Wilson, president, and has no other broadcast interests. Buyer is owned by Leon Halstead, who also has interest in KWIV(AM) Douglas KSAL(AM) Newcastle, both WY. Filed Jan. 4.

■ KSRZF(FM) North Platte, NE (BALH880122HP; 94 mhz; 63 kw; HAAT: 200 ft.)—Seeks assignment of license from North Platte Broadcasting Inc. to Aegeus Inc. for \$150,000. Seller is headed by Eames Irwin, president, also owns colocated KODY(AM). Buyer is owned by Jo C. Mitchell, who also owns KLNG(AM) Council Bluffs IA. Filed Jan. 22.

■ WYED(TV) Goldsboro, NC (ch. 17; 2506 kw-V, 2 kw-A; HAAT: 1165 ft.)—Seeks assignment of license from

adall G. Harvey to George G. Beasley for \$150,000. Buyer has no other broadcast interests. Buyer is owner of Ldsboro, NC-based group of nine AM's and 12 FM's. Filed Jan. 15.

WMAJ(AM)-WXL(R)(FM) State College, PA (LH880122HQ; 1450 khz; 1 kw-U; FM: LH880122HR; 103.1 mhz; 3 kw; HAAT: minus 55 ft.)—ks assignment of license from Centre Broadcasters, Inc. Nittanny Broadcasting Co. for \$1,368,675. Seller is led by William Ulerich, who also owns Progressive Publishing, Clearfield, Pa.-based publisher of *The Progress* Clearfield, Pa. and owner of two AM's and two FM's. er is principally owned by Burbach Broadcasting Co., ceiling, WV-based group of three AM's and four FM's led by John L. Laubach, his wife, Suzanne, Robert H. stein and Larry O. Garrett. It is also selling :MQ(AM)-WIXV(FM) Savannah, GA (see above). d Jan. 22.

WOIC(AM)-WMMC(FM) Columbia, SC (LH880122S; 1320 khz; 5 kw-D, 2.5 kw-N; FM: LH880122HT; 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks gment of license from Alpha Communications of South olina to Price Broadcasting Co. for \$2,750,000. Seller is led by Jim R. Phillips and Gary Akers, who also own EY-AM-FM El Paso. Buyer is Salt Lake City-based up of five AM's and six FM's owned by John Price. Filed 22.

KTMD(TV) Galveston, TX (ch. 48; 1618 kw-V, 323 A; HAAT: 1161')—Seeks assignment of license from mond G. Schindler to Telemundo Group Inc. for as- pment of liabilities. Seller has no other broadcast inter-. Buyer is New York-based group of six TV's headed by ry R. Silverman and owned by Reliance Capital Corp., cipally owned by Saul P. Steinberg. Filed Jan. 19.

KUTR(AM)-KLTQ(FM) Salt Lake City, UT (BA- 0122EB; 860 khz; 50 kw-D, 195.8 w-N; BAL- 0122EC; 93.3 mhz; 26 kw; HAAT: 3740 ft.)—Seeks gment of license from Sunrise-Utah Inc. to Citadel ociates Limited Partnership for \$1,500,000. Seller is ed by Richard Elliot. It also owns KGH(L)(AM)- X(FM) Billings, MT. Buyer is owned by Lawrence R. ion and Fritz Beesemeyer, who also own KKFM(FM) rado Springs, CO., and KBOZ-AM-FM Bozeman. Filed Jan. 22.

KTEL(AM) Walla Walla, WA (BAL880120EB; 1490 1 kw-U)—Seeks assignment of license from Walla la Broadcasting Inc. to Comcast Media Services Inc. for 0,000. Seller is owned by Lola Keating, who have no r broadcast interests. Buyer is owned by Dennis L. mer, A.J. Beard and Wayne Hamnersly, who have no r broadcast interests. Filed Jan. 20.

WKTY(AM)-WSPL(FM) Lacrosse, WI (L880119HF; 580 khz; 5 kw-D, 1 kw-N; FM: 880119HG; 95.9 mhz; 1.7 kw; HAAT: 410 ft.)—Seeks gment of license from Lacrosse May Broadcasting L.P. 'White Eagle Broadcasting, Ltd. for \$1,750,000. Seller is andoah, Iowa-based group of two AM's and one FM, ipally owned by Edward W. May. Buyer is headed by ick G. Currey and also has interest in KFMX-AM-FM ock, Tex. Filed Jan. 19.

New Stations

Applications 1's

Churubusco, IN (BPH880107NJ)—Premier Broadcast- Inc. seeks 96.3 mhz; 3 kw H&V; 100 m. Address: P.O. # 11375, Fort Wayne, IN 46857. Principal is owned by hur R. Templar, his wife, Jeanne, Jeffrey A. Goode and t D. Didier, who have no other broadcast interests. Filed .7.

Monticello, KY (BPH880112MD)—Ricky Allen Burke (s 93.1 mhz; 0.9 kw H&V; 167 m. Address: 208 Colum- Ave., Monticello, KY 42633. Principal has no other dcast interests. Filed Jan. 12.

Monticello, KY (BPH880112MC)—Robert L. Bertram (s 93.1 mhz; 0.65 kw H&V; 195 m. Address: P.O. Box Jamestown, KY 42629. Principal has no other broadcast rests. Filed Jan. 12.

Monticello, KY (BPH880112ME)—Monticello-Wayne nty Media Inc. seeks 93.1 mhz; 1.05 kw H&V; 168 m. lress; Rt. 1, Box 243B, Monticello, KY 42633. Princi- is owned by Jill A. Mason, and her husband, Wade, who s no other broadcast interests. Filed Jan. 12.

Vancleve, KY (BPH880107NA)—CFC Broadcasting seeks 99.9 mhz; 3 kw H&V; 97 m. Address: Rte. 2, 43, Jackson, KY 41339. Principal is owned by Cecil

Clair, who has no other broadcast interests. Filed Jan. 7.

Athol, MA (BPH880107ND)—John R. Neuhoff seeks 99.9 mhz; 1 kw H&V; 165 m. Address: 421 E 72nd St., Apt. 4d, New York 10021. Principal has no other broadcast interests. Filed Jan. 7.

South Yarmouth, MA (BPH880107NK)—Esther L. (Bibe) Schnitzer seeks 103.9 mhz; 3 kw H&V; 38 m. Address: 111 W Yarmouth Rd., Yarmouth Port, MA 02675. Principal has no other broadcast interests. Filed Jan. 7.

South Yarmouth, MA (BPH880107NI)—American In- dian Broadcast Group seeks 103.9 mhz; 3 kw H&V; 100 m. Address: Suite 2, Country Village Shopping Center, Smyr- na, TN 37167. Principal is principally owned by Jack Bursack who also has interest in WSVT(AM) Smyrna, TN. Filed Jan. 7.

South Yarmouth, MA (BPH880107NG)—Genesis Ra- dio Inc. seeks 103.9 mhz; 3 kw H&V; 62 m. Address: P.O. Box 1039, Sandwich, MA 02563. Principal is owned by Jan Cook, Ronald Schutz, William Martin and his wife, Deb- orah Martin. Filed Jan. 7.

Mora, MN (BPH880107NB)—John James Godfrey seeks 95.3 mhz; 3 kw H&V; 100 m. Address: RR 5, Box 186, Mora, MN 55051. Principal has no other broadcast interests. Filed Jan. 7.

St. James, MO (BPH880112MB)—John E. Hoehn seeks 99.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 7573, Columbia, MO 65205. Principal has no other broad- cast interests. Filed Jan. 12.

Uhrichsville, OH (BPH880107NL)—Thomas Larkin seeks 99.9 mhz; 1.75 kw H&V; 132 m. Address: Rte 3, P.O. Box 3932, New Philadelphia, OH 44663. Principal has no other broadcast interests. Filed Jan. 7.

Mount Union, PA (BPH880111MR)—Bardcom Inc. seeks 99.5 mhz; 0.15 kw H&V; 433 m. Address: 425 Bridge St., New Cumberland, PA 17070. Principal is owned by Ronald A. Rabena, Brian L. Williams, Andrew Hunter, Richard J. Wildman, and his wife, Doris. It has has no other broadcast interests. Filed Jan. 11.

Scranton, PA (BPED880114MB)—University of Scranton seeks 99.5 mhz; 302 w H&V; 309 m. Address: Linden and Monroe Streets, Scranton, PA 18510. Principal is edu- cational institution headed by J.A. Panuska. Filed Jan. 14.

Socastee, SC (880104MR)—Sunshine Broadcasting Co. seeks 99.5 mhz; 3 kw; 100 m. Address: P.O. Box 631, Cheraw, SC 29520. Principal is owned by Michael G. Orr, Theodore J. Gray and Tessie P. Hughey, who have no other broadcast interests. Filed Jan. 4.

Pearsall, TX (BPH880111MS)—Diane Grove seeks 94.1 mhz; 3 kw H&V; 100 m. Address: 201 SW Parkway, #10205, Lewisville, TX 75067. Principal has no other broadcast interests. Filed Jan. 11.

Chase City, VA (BPH880107NH)—Patricia B. Wagstaff seeks 99.9 mhz; 3 kw H&V; 100 m. Address: 570 Boyd St., Chase City, VA 23924. Principal has no other broadcast interests. Filed Jan. 7.

Rudolph, WI (BPH880107NE)—M&M Broadcasting seeks 99.9 mhz; 3 kw H&V; 100 m. Address: 162 S. 84th St., Milwaukee, WI 53214. Principal is owned by Michael B. Hackman and Mark J. Hackman, who have no other broadcast interests. Filed Jan. 7.

Rudolph, WI (BPH880107NC)—Rudolph Radio Co. seeks 99.9 mhz; 3 kw H&V; 100 m. Address: 425 Highland Forest Dr., Greenwood, SC 29646. Principal is owned by William A. Brownlee, who has no other broadcast interests. Filed Jan. 7.

Actions

AM's

Carson City, NV (BP870929AH)—Returned app. of Sundance Radio Corp. for 750 khz; 10 kw-U. Address: P.O. Box 700, Folsom, CA 95630. Principal is owned by D.C. Williams. Action 880129

Klamath Falls, OR (BP870324AB)—Granted app. of Stephen Edward Minshall for 1340 khz. Address: 1911 Debonaire Ct., Modesto, CA 95350. Principal has no other broadcast interests. Action 880201

Columbia, SC (BP861202AH)—Granted app. of Radio Eight-Forty for 840 khz; 50 kw-D. Address: 751 Rockville Pike 4b, Rockville MD 20852. Principal has no other broadcast interests. Action 880201

FM's

Twentynine Palms, CA (BPH870311MA)—Dismissed app. of Wade Axell for 107.7 mhz; 3 kw H&V; 300 m. Address: 18719 Meadowlark Court, Penn Valley, CA 95946. Principal also has interest in KSAY(FM) Ft. Bragg, CA. Action 880126.

Omega, GA (870430MP)—Returned app. of Steve

McGowan for 107.5 mhz; 3 kw; 48 m. Address: P.O. Box 6904, Dothan, AL 36302. Principal also owns WSEL-AM-FM Pontotoc-Tupelo, MS. Action 880126.

Galena, IL (BPH870430OB)—Granted app. of JDC Communications Inc. for 107.5 mhz; 3 kw H&V; 100 m. Address: 206 N Main, Galena, IL 61036. Principal is headed by John W. Cox and has no other broadcast interests. Action 880127.

Mount Morris, IL (BPH870819NE)—Granted app. of M&M Broadcasting for 100.5 mhz; 3 kw H&V; 100 m. Address: 1943 Greenview, Northbrook, IL 60062. Principal is owned by Robert M. Mason and Laura S. Moch, who have no other broadcast interests. Action 880128

Burkesville, KY (BPH870429MN)—Granted app. of WKYR Inc. for 98.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 340, Burkesville, KY 42717. Principal is owned by Ray Mullinix, Silas A. Norris, and Howard E. Poindexter, who also own WKYR(AM) Burkesville, KY. Action 880128

Lake Arthur, LA (BPH870826MI)—Granted app. of Alden A. Hebert Jr. for 107.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1343, Jennings, LA 70546. Principal has no other broadcast interests. Action 880201

Socastee, SC (880104MR)—Returned app. of Sunshine Broadcasting Co. for 99.5 mhz; 3 kw; 100 m. Address: P.O. Box 631, Cheraw, SC 29520. Principal is owned by Michael G. Orr, Theodore J. Gray and Tessie P. Hughey, who have no other broadcast interests. Action 880125..

Aberdeen, SD (BPH870724MB)—Granted app. of Al- rox Inc. for 106.7 mhz; 100 kw H&V; 216 m. Address: 349 Berkshire Plaza, Aberdeen, SD 57401. Principal is owned by Allen D. Rau, and his wife, Roxanne and Mel Hendricks. It also owns KGIM(AM) Aberdeen, SD. Action 880128

Brenham, TX (BPH870715MC)—Granted app. of Brenham Bluebonnet Communications Inc. for 94.1 mhz; 3 kw H&V; 100 m. Address: 2600 Rhapsody Rd., Brenham, TX 77833. Principal is owned by Homer E. Plughaupt. It has no other broadcast interests. Action 880201

Moab, UT (BPH861205ME)—Granted app. of Barks- dale & Associates for 96.7 mhz; 3 kw H&V; 529 m. Address: 229 Walker St., Moab, UT 84532. Principal is owned by Dixie L. Barksdale and her husband, Bruce, and Craig B. Wirth who also own KCNY(AM) Moab, UT. Action 880128

Staunton, VA (BPH841204MA)—Granted app. of Oge- den Broadcasting of Virginia, Inc. for 94.3 mhz; 1.65 kw; HAAT: 425 m. Address: 304 West Beverly St. Staunton, VA 24401. Principal is owned by Oden Nutting, who also owns WGSN(AM)-WNMB(FM) North Myrtle Beach, SC; WTON(AM) Staunton, VA; WAMT(AM)-WAJX(FM) Ti- tusville; WCCF(AM)-WQLM(FM) Punta Gorda, both FL and K22AE(LPTV) New Ulm, and K28AE(LPTV) Fair- mont, MN. Action 880127.

TV

Black Eagle, MT (BP860516AC)—Dismissed app. of Big Sky Communications Inc. for ch. 2.; 50 kw; HAAT: 0 m. Address: 3175 Solar Blvd No. 11, Billings, MT 59102. Principal has no other broadcast interests. Action 880126.

Facilities Changes

Applications

FM's

San Luis Obispo, CA, KCBX, 90.1 mhz—880119- Application for CP to make changes TL: Cuesta Electronics Site, San Luis Obispo, CA; change HAAT: 451.1 m. H&V; make changes in ant sys: 35 21 37N 120 29 18W.

Santa Margarita, CA, KWSP, 106.3 mhz—880111-App- lication for CP to make changes; freq: 106.1 mhz (Per Docket #86-289); change ERP: 0.95 kw H&V; chanCA, KLLY, 95.3 mhz—880114-Application for CP to make changes TL: 4.9 km N of Oildale in Kern Co, CA; change HAAT: 120 m. H&V; change ERP: 2 kw H&V; 35 27 33N 119 01 13W.

Chico, CA, KFME, 93.7 mhz—880114-Application for CP to make changes freq: 93.9mhz (Per Docket #86-473); change TL: Mountain area NE of Chico, Butte Co, CA, Cohasset Rd, 0.5 mi. N of Mud Creek Rd; change HAAT: 344 m. H&V; change ERP: 2 kw H&V; 39 56 46.2N 121 43 17.1W.

Santa Rosa Beach, FL, WWAV-FM, 102.3 mhz— 880112-Mod of CP (BPH870313MI) to make changes TL: Hwy 98, Miramar Beach, Walton Co, FL; 30 22 31N 86 21 39W.

Forsyth, GA, WFXM-FM, 100.1 mhz—880114-Appli-

cation for CP to make changes ERP: 1.35 kw H&V; change HAAT: 145 m. H&V.

■ Duquoin, IL, WDQN-FM, 95.9 mhz—880111-Application for CP to change HAAT: 100 m. H&V; correct coordinates: 38 01 56N 89 14 30W.

■ Vincennes, IN, WZDM, 92.1 mhz—880112-Mod of CP (BPH810716AD as mod.) to make changes TL: On Old US Hwy 50, 0.8 km E of intersec. of Old US Hwy 50 & SE 400 E Rd, Palmyra Township, Knox Co. IN; change HAAT: 122 m. H&V; change ERP: 2 kw H&V; 38 41 02N 87 26 08W.

■ Owego, NY, WQXT, 101.7 mhz—880115-Mod of CP (BPH851216IX) to make changes TL: 0.6 km SE of Junction of N Cafferty Rd & Burnt Hill Rd, Owego, Tioga Co, NY; change HAAT: 170 m. H&V; change ERP: 1 kw H&V; 42 06 07N 76 07 14W.

■ Georgetown, SC, WSYN, 106.3 mhz—880107-Application for CP to make changes freq: 106.5 mhz (Per Docket #86-371); change TL: On Georgetown County Dump Rd, 0.16 km W of Frasersville Rd, Georgetown Co. SC; change HAAT: 150 m. H&V; change ERP: 50 kw H&V; change to Class C2; 33 26 20N 79 08 11W.

■ Odessa, TX, KMLM, ch. 42—880121-Mod of CP (BPCT840920KN) to change ERP vis.: 1130 kw; change

TL: 2 km W of junction of SR 158 & SR 1788, near Odessa, Hector Co, TX; antenna supporting-structure height: 32 02 52.5N 102 17 44W; change HAAT: -146 MT; ANT: Bogner BUI28, Pattern E.

■ Culpeper, VA, WCFL, 89.9 mhz—880119-Mod of CP to make changes TL: N side of SR 690, atop Viewtree Mtn. near Warrenton, VA; change HAAT: 148 m. H&V; 38 44 31N 77 50 07W.

TV

■ Columbia, MO, KOMU-TV ch. 8—880119-Application for CP to change ERP vis.: 316 kw; HAAT: 241.8 meters; ANT: General Electric TY-70H; Univ. of Missouri South Farm, 10 km SE of Columbia, MO; 38 53 16N 92 15 48W.

Actions

AM's

■ Chicago, WMXA, 1200 khz—880201-Application (BMP871109AH) granted for Mod of CP (BP810105AE, as mod.) to make changes in TL: 0.4 km SW of 103rd & Woodlawn Ave intersection, Chicago, IL 41 42 14N 87 35 47W.

■ Sandwich, IL, WBYG, 930 khz—880201-Application (BMP870330AC) granted for Mod of CP (BP860818AA) to

increase pwr to 2.5KW-Day.

■ Stillwater, MN, WTCN, 1210 khz—880201-Application (BP821222AL) granted for CP to change freq 1 1210KHZ; increase pwr to 10KW Day & change hrs of op. to unlt by adding night service with 790W, DA-N (5K CH).

■ Perry, OK, KRAD, 1020 khz—880201-Application (BMP860529AO) granted for CP to change freq 1 1020KHZ; increase day pwr to 400w; change hrs of op. unlt by adding night service with 250w; install DA-2 make changes in ant sys.

■ Waldport, OR, KBBM, 850. khz—880202-Application (BMP871116AG) granted for Mod of CP (BP871014AG) to chan TL to: 3.62 km 82 Degree from Center of Waldport, 44 05N 124 01 20W.

■ Warwick, RI, WARV, 1590 khz—880127-Application (BMP870601AN) granted for Mod of CP (BP791119AH) augment daytime and nighttime directional pattern.

■ Sans Souci, SC, WGCF, 830 khz—880201-Application (BMP860721AD) dismissed for Mod of CP to change fr to: 840KHZ; incr pwr to 5 kw; change to DA-D; change h of op. to day only and make changes in ant sys & chan; city of lic to Greenville, SC.

■ Huron, SD, KOKK, 1210 khz—880201-Application (BP820305BA) granted for CP to change freq to: 1210KH change pwr to 10KW/1 kw; install DA-2 & make chang in ant sys.

■ Jacksonville, TX, KEBE, 1400 khz—880201-Application (BP871022AF) granted for CP to change TL to: Q. vado St & Old Tyler Hwy, 31 58 48N 95 16 53, also redu daytime and nighttime power to 0.53 kw.

FM's

■ Chico, CA, KHAP, 89.1 mhz—880202-Application (BMPED860807MD) granted for Mod of CP to change T 3.8 mi. W of Paradise, CA on Skyway; change ERP: 12 I H&V; HAAT: 86.9 m. H&V; specify studio location same trans. location & make changes in ant sys. 39 43 47N 121 45W.

■ South Lake Tahoe, CA, KRLT, 93.9 mhz—88012 Application (BPH861215IB) granted for CP to make changes: change TL: Harrah's Hotel, on Hwy 50 at Cali Nev. State Line, NV; change ERP: 5 kw H&V; chan HAAT: -103.6' H&V; 38 57 35N 119 56 25W.

■ Boca Raton, FL, WKQS, 99.9 mhz—880129-Application (BPH850730IH) granted for CP to change HAAT: 98 (300 m.) H&V; 25 59 34N 80 10 27W This supersec Public Notice No. 13434 dated 8-13-85 to correct file r BPH850730ID to BPH850730IH.

■ Aurora, IL, WKDD-FM, 95.9 mhz—880127-Application (BPH870325IB) granted for CP to make changes EF 2.85 kw H&V; change HAAT: 103 m. H&V; make chang in ant. sys. Dec. 8, 1987 action dismissing application hereby rescinded 12-18-87.

■ Springfield, IL, WSSR, 91.9 mhz—880128-Application (BPED871020IA) granted for CP to correct geograph coordinates: 39 47 00N 89 26 46W.

■ Duluth, MN, WNCB, 89.1 mhz—880127-Application (BPED870330IA) granted for CP to change HAAT: 131 H&V.

■ Cape May, NJ, WSJL-FM, 102.3 mhz—880127-Application (BPH870519IC) granted for CP to change HAAT: m. H&V.

■ Oswego, NY, WSGO-FM, 105.5 mhz—880201-Application (BPH870217IB) granted for CP to change TL: int sec. of Rte 481 & Dutch Ridge Rd, Scriba, NY; chan HAAT: 100 m. H&V; specify studio location outside community of license & make changes in ant sys. 43 24 56N 27 54W.

■ Tarboro, NC, WKTC, 104.3 mhz—880202-Application (BPH870901IB) granted for CP to make changes TL: 1310. 3.2 km SW of Matthews Crossroads, NC; chan HAAT: 299 m. H&V. 36 02 22N 78 03 44W.

■ Bellaire, OH, WOMP-FM 100.5 mhz—880128-Application (BPH861124IG) granted for CP to make chang; change ERP: 48.4 kw H&V; change HAAT: 152.5 m. H&

■ Sioux Falls, SD, KKLS-FM, 104.7 mhz—880127-Application (BPH870302NL) granted for CP to change HA, 300 m. H&V.

■ San Antonio, TX, KSTX, 89.1 mhz—880127-Application (BMPED870331JG) granted for Mod of CP to make changes TL: FM 1560 & Galm Rd, Helotes, TX; chan ERP: 51 kw H&V; change HAAT: 200 m. H&V; 29 31 3 98 43 21W.

■ Merrill, WI, WMZK, 93.5 mhz—880128-Application (BPH870225IG) granted for CP to make changes: 1 Tower to be erected 250' S of Rainbow Dr., Maine Township, WI; change ERP: 1.74 kw H&V; change HA.

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Bethesda, Maryland 20814
(Located in Washington, D.C. Area)
(301) 654-0777
contact: Darrell E. Bauguess

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RSA APPLICATIONS

3372 Edgewater Drive
Orlando, Florida 32804

DAVID H. LARSEN
(800) 332-8342

■ Waupun, WI, WGGG, 99.3 mhz—880127-Application (BPH8703261F) granted for CP to make changes change ERP: 2.5 kw H&V; change HAAT: 109.9 m. H&V.

Actions

Commission Actions

■ St. Louis, MO—Denied American Legal Foundation's complaint against KPNX Broadcasting Company, licensee of KSD(AM) St. Louis, asserting KPNX had violated Communications Act by entering into citizens' agreement with Greater St. Louis Black Media Coalition that restricted the licensee's programming and employment discretion. (By MO&O [FCC 88-18] adopted Jan. 14 by the Commission).

■ Arecibo, PR—Upheld ruling denying Pablo and Carmen Phipps Llerandi's opposition to assignment of licenses of WNIK-AM-FM, Arecibo, from Hato Abajo Development Corp. to Kelly Broadcasting System Corp. (By Order [FCC 88-28] adopted Jan. 27 by the Commission).

■ Cheraw, SC—Conditionally granted application for assignment of license of WPDZ(FM) Cheraw, from Cheraw Broadcasting Co. to Atlantic Broadcasting Co, Inc.; granted 12-month waiver of duopoly rules. (By Letter [FCC 88-24] adopted Jan. 29 by the Commission).

■ FCC grants request by Vacationland to dismiss its application in Fort Walton Beach, FL FM Proceeding BC Dockets 81-855, et al (Report DC-1090, Action in Docket Case)—Commission has granted request by Vacationland Broadcasting Company, Inc., and dismissed with prejudice its application to change frequency of WFTW-FM Fort Walton Beach, FL, from Channel 257A (99.3 MHz) to Channel 243C (96.5 MHz). Action by the Commission, Jan. 29 by MO&O (FCC 88-40).

■ FCC affirms Bureau's denial of fairness doctrine and personal attack complaints against WRKO(AM) and WBZ(AM) Boston (Report MM-292, Mass Media Action)—Commission upheld Mass Media Bureau's action denying Mark Brown's fairness doctrine and personal attack complaints against radio stations WRKO and WBZ, Boston, MA. Action by the Commission, Jan. 29 by Order (FCC 88-42).

■ Commission affirms Bureau's action denying fairness doctrine complaint against KWCH-TV Hutchinson, KS (Report MM-293, Mass Media Action)—Commission affirmed decision by Mass Media Bureau which denied fairness doctrine complaint by Citizens for Humane Kansas against station KWCH-TV Hutchinson, KS. Action by the Commission, Jan. 29, by Order (FCC 88-43).

Review Board Actions

■ Newton, NJ—Review Board has upheld Initial Decision of presiding ALJ and conditionally granted application of Mountain Broadcasting Corporation for new television station on Channel 63 at Newton, NJ. (MM Docket 85-399 by Decision [FCC 88R-4] adopted Jan. 28 by the Review Board).

■ Galveston, TX—Conditionally approved settlement agreement between Marr Broadcasting Company, Inc. and San Jacinto Broadcasting Corporation and referred proceeding to Mass Media Bureau for resolution. (MM Dockets 84-647-648 by MO&O [FCC 88R-3] adopted Jan. 22 by the Review Board).

■ Rock Hill, SC—Granted the application of Koontz Communications for a new TV station at Rock Hill and denied competing applications of Susan S. Mulkey, Family 55 TV, Inc., Catawa Communications, Inc., Neisler Limited Partnership, and Metrolina Media, Inc. (MM Docket 85-236 by Decision [FCC 87R-72] adopted Dec. 22 by the Review Board).

Staff Actions

■ Lists of authorized broadcast stations/pending broadcast applications—Commission amended its rules to update names and types of AM and FM lists which are available and how to get them. (By Order [DA 88-78] adopted Jan. 26 by the Chief, Mass Media Bureau).

■ New Bedford, MA—Upheld action denying Metrovision, Inc. an extension of time to complete construction of WFDG(TV) at New Bedford. (By MO&O adopted February 2 by the Chief, Video Services Division, Mass Media Bureau).

ALJ Action

■ Northampton, MA—Granted application of Cutter Broadcasting, Inc. for new FM station on Channel 292A (106.3 MHz) at Northampton, and denied competing application of Northampton Media Associates. (MM Docket 86-

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.

120 by Initial Decision [FCC 88D-3] issued Jan. 27 by ALJ Joseph Stirmer).

Allocations

Actions

■ Glenwood Springs, CO—Substituted Channel 255C2 (98.9 MHz) for Channel 224A (92.7 MHz) and modified the license of KMTS-FM, Glenwood Springs, to specify the new channel. (MM Docket 87-174 [DA 88-92] Jan. 14).

■ Jupiter and Melbourne, FL—Substituted Channel 296C2 (107.1 MHz) for Channel 296A at Melbourne; modified license of WVTI(FM), Melbourne, to specify operation on new channel; substituted Channel 258A (99.5 MHz) for Channel 296A at Jupiter; modified license of WKSJ-FM, Jupiter, to specify operation on the new channel. (MM Docket 87-233 [DA 88-91] Jan. 6).

■ Rock Harbor, FL—Dismissed as moot a request for reconsideration by David W. Freeman Sr., Elizabeth C. Freeman, Elizabeth C. Freeman and David W. Freeman, Jr., of an R/O amending the FM Table by substituting Channel 271C2 (102.1 MHz) for Channel 272A (102.3 MHz) at Rock Harbor, and modifying the license of WKLG(FM) to specify operation on the C2 channel. (MM Docket 85-372 by MO&O [DA 88-119] adopted Jan. 14 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ South Thomaston, ME—Dismissed petition of Kollen Dodge to allot Channel 248A (97.5 MHz) after petitioner withdrew interest in South Thomaston. (MM Docket 87-186 by R/O [DA 88-96] adopted Jan. 14 by the Chief, Allocations Branch).

■ Blackduck, MN—Allocated Channel 252A (98.3 MHz) as its first local FM service; filing window March 29-April 28. (MM Docket 87-128 [DA 88-94] Jan. 14).

■ Ozark, MO—Dismissed request by KGBX Communications, Inc. to amend the FM Table by allotting Channel 225A (92.9 MHz) to Ozark and terminated proceeding. (MM Docket 86-129 by MO&O [DA 88-118] adopted Jan. 27 by the Chief, Allocations Branch).

■ Oxford and New Albany, MS—Substituted Channel 294C2 (106.7 MHz) for Channel 296A (107.1 MHz) at New Albany; modified license of WTMX-FM, New Albany, to specify operation on the higher class channel. (MM Docket 87-58 [DA 88-93] Jan. 19).

Call Letters

Applications

Call Sought by

New FM

KCBI-FM Criswell Center for Biblical Studies, Dallas, TX

Existing FM's

KKLY KLDK-FM Monument Broadcasters, Delta, CO
WLMI WIFI Laurel Media, Inc., Kane, PA
KNON-FM KCBI-FM Agape Broadcasting Foundation, Dallas, TX

Grants

Call Sought by

Existing FM's

WSYE Barbara Kay Turner, Citronelle, AL
KRKQ Michael Robert Birdsell, Chester, CA
WBPT Central Florida Educational Network Naples, FL
KSWK Smoky Hills Public Television Corp., Lincoln, KS
WAPJ American Peakes, Ltd., Gulliver, MI
WOXD Lafayette County Broadcasting Corp Oxford, MS
KMAC Caney Mountain, Gainesville, MO
WZJS Smith Communications, a Ltd. Partnership, Banner Elk, NC
WAYC-FM Cessna Communications, Inc., Bedford, PA
WRKP Ronald W. King, Moundsville, WV

Existing AM's

KUTE KDSK Esther Matsuda Korn, Desert Hot Springs, CA
WRYT WHRC Horizon Broadcasting Corp., Edwardsville, IL
WUFL WUGM James Communications Corp Sterling Heights, MI
WNAU WKXC Radiosouth of Mississippi, New Albany, MS
KQZQ KENU Starr Broadcasting Corp., Enumclaw, WA

Existing FM's

KPOD-FM KTGC Let's Talk Radio, Crescent City, CA
WDEC-FM WADZ Americus Broadcasting Co., Americus, GA
WAPW WARM-FM Susquehanna Radio Corp Atlanta, GA
WYSY-FM WAUR Midwest Broadcasting of Chicago, Inc., Aurora, IL
KNSR KNJR Minnesota Public Radio, Collegeville, MN
KKSJ-FM KKLI Fort Vancouver Broadcasting Corp., Portland, OR
WWBR-FM WRGZ Action Communications Enterprises, Inc., Harriman, TN
KKHQ KXTO Capi Spanish Broadcasting, Inc., Odem, TX

Existing TV

WHRC WRYT Massachusetts Channel 46 Corp., Norwell, MA

Notes: Pursuant to request of Broadcast Associate Inc., Las Vegas, NV grant of the call sign for AM station KFMS to KRAM has been set aside. KFMS remain assigned.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

nt, fish, ski and sell radio advertising in the Black s. General manager. Equity available. Send resume, references and salary requirements to Roger O'Dea, FS, Box 787, Belle Fourche, SD 57717.

les manager: Southwest group owner requires sales nager with strong administrative and motivational skills coastal market. Compensation package includes base ary, commission override and incentive plan. Growing rpany with excellent potential. A strong sales record of ven success a must along with ability to make your plan rk. Send detailed resume, salary history to Box D-30.

gressive sales manager who can move into manager-p. Owner an older man looking to retirement. Dynamic io station in ideal location to raise family. Here is a eer for an ambitious man or woman. No calls. Write or it station KVBK-AM, Brainerd, Minn. 56401.

orporate administrative director: Rapidly growing, market broadcast group (committed to quality Christian gramming format) with 25 year record of successful vice, looking for experienced Administrative Director to arsee all day-to-day operations of 5 station group, plus nificant additional expansion. Must be strong advance inner and no-nonsense organizer, with well established nagement and administrative background. Must be idy for long-term commitment, with ability to create own me out of short-term and long-term growth of the rpany. This person will be a key member of the corpo-e management team. Must be ready to take responsibi- and know what to do with it. This person will report ectly to the President of the company. Must have excel- l character and broadcast references and must be arested in maintaining our record of integrity and quality ommerical Christian broadcasting. Send complete in- mation to Richard Bott, Sr., Bott Broadcasting Company, 341 East 28th St., Independence, MO 64052.

ector of radio sought by Oregon Public Broadcasting, statewide radio and TV public broadcasting network ving Oregon and southwest Washington. Responsible OPB radio management and operations, including de- n of radio programming schedule; manage "Golden urs" radio reading service; assign and manage OPB io staff; develop and manage strategic plans for OPB io; develop, recommend and administer radio depart- nt budgets; review and acquire radio programming m a variety of sources; market agency radio produced grams, etc. Must have minimum of five years exper- ience in radio plus BA degree in appropriate field. Exper- ience may be substituted for education on a year for year sis. Public radio experience preferred. Requires strong nagement and communication skills as well as flexibility, possibility, maturity and organization with a high level of ative energy. Salary range \$28,000 - \$35,700. Excellent nefits package. OPB headquarters is located in Port- id, Oregon, in the beautiful Pacific Northwest, with easy cess to rivers, mountains, Columbia Gorge, and the ific Ocean. Send letter and resume by March 15, 1988. Personnel, Oregon Public Broadcasting, 2828 SW Front enue, Portland, OR 97201. AA/EOE.

D-L Broadcast Consultants can place, immediately, two les managers and two general managers, in major mar- id radio. Applicants must have successful track records, pectable references, and major station market exper- ience. Station incentives and equal opportunity employer. nd resume to Rod Loudon, 2400 South 102 Street, Suite io, West Allis, WI 53227.

ntroller/bookkeeper by radio group headquarters. Du- s include general accounting through monthly financial tements, taxes, payrolls, receivables, payables and sh flow management. Should be computer literate and od typist. Please send resume and salary requirements Box D-66. EOE.

oup accountant. Rapidly expanding radio group seeks countant with minimum 5 years broadcast experience. st have track record of hands-on broadcast accounting luding GL, AR, PR and cash flow management. Reports resident. LA area. Box D-64.

neral sales manager: Highly rated FM in top 30 market ersals a trainer and leader. Must have a successful record training and leading a sales staff to growth with agencies d direct accounts. Experience with vendor preferred. ractive compensation package includes salary, over- es, incentives and car. Grow with a growing major rket group. Tell us why you're the leader we need. This is big job. Serious players only. All inquiries confidential. JE. Box D-59.

General manager: Northern California class B FM offers great opportunity to dynamic leader with proven ability in sales and management of people. Box D-69.

Operations manager: Sunbelt group owner seeks operations manager with solid track record of success with major formats particularly AOR. Strong administrative and motivational skills vital plus an understanding of the bottom line. Production ability helpful but not essential. Excellent opportunity with a growing company for the right person. EOE. Send detailed resume and references to Box D-77.

Regional sales mgr./senior account exec. Young aggressive owner seeks a highly talented, sales oriented individual to assist him in turnaround of a soft AC, FM, in Chas.. S.C. Unlimited earnings and career advancement potential. Please call Mr. Ceder at 803-761-1105. EOE.

Growing group broadcaster seeks hands-on sales-oriented general manager for Vermont station. Successful sales management track record required. Resume to D-82.

General manager: Rapidly growing S.E. medium market FM needs GM with proven track record & references. Strong sales ability a must. Organizational & people skills are essential. College degree & ability to think required. Excellent compensation package & benefits for qualified person. Need is immediate. Send persuasive letter, resume & references to: Box D-83.

General manager: WCHY AM/FM, revenue and ratings leader in Savannah, Georgia, is looking for dynamic sales oriented individual with the ability to maximize station results. Proven ability with demonstrated promotional and person-to-person success. Send resume in confidence to Roth Communications, 830 Main St., Melrose, MA 02176

HELP WANTED SALES

Broadcast sales executives: KZYR FM is looking for motivated, energetic, experienced professionals to live and work in the Vail/Breckenridge area of Colorado. If you have a minimum of two years sales experience and want an exciting and rewarding job, send resume: Sales Manager, KZYR, Box 5559, Avon, Colorado 81620. Agency experience a plus. Health insurance, monthly guarantee plus commission. EOE.

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: Dynamic southern market independent is seeking aggressive innovative leader for a young local sales staff. Must possess good communication skills and have local independent sales experience. Send resume to Box D-70. EOE, M/F.

HELP WANTED ANNOUNCERS

Good salary, good benefits, excellent working conditions, for good afternoon jock. Room for advancement. Three years minimum experience. Excellent place to live. Phone 301-689-8871 regular business hours.

Morning personality: New Hampshire AM/FM. On-air experience, strong production and communications skills a must. Very competitive salary. A/C format. Call WPNH 603-536-2500. EOE.

WHLI, Long Island, #1 rated M.O.R. first full-time opening in 6 years. Mature pros only. No rockers/beginners. Production skills necessary. No calls. Tape and resume to: Dean Anthony, WHLI, Long Island, NY 11550. EOE, M/F.

Announcer/board person/copy writer/production person. Is this you? Join our "Pure Gold" FM in Indiana. Send tape and resume to: Bill Musser, Box 497, Goshen, IN 46526. Phone: 219-533-1460. Experienced only. EOE.

HELP WANTED TECHNICAL

Chief engineer for mass AM/FM stations. Require General Class license or certification. Experience required in AM, FM, automation, remotes. Must be a professional and a team player. Send resume-salary needs to: Edd Monskie, VP-Engineering, Hall Communications, Inc., 24 South Queen Street, Lancaster, PA 17603. EOE.

Staff engineer: NAB seeks a staff engineer to provide assistance with technical and regulatory affairs. Background should include BSEE, with background in AM/FM/TV broadcast station engineering, knowledge of FCC rules and excellent communication skills. Send resume to Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. An EOE, M/F.

Chief engineer for AM-FM + cable in southern Michigan. Excellent advancement possibilities, fringe benefits in 35-year old company. EEO. Send resume including former wages to PO Box 528, Marshall, MI 49068.

Chief engineer wanted for southern radio network to oversee engineering in five markets. Send complete information to: Ron Harper, New South Communication, Inc., P.O. Box 5797, Meridian, MS 39302. EOE.

HELP WANTED NEWS

Long Island...Experienced news anchor/reporter. Excellent opportunity for the right person. Tape and resume to George Drake, WLIM, Woodside Ave., Patchogue, NY 11772. EOE.

Full-service AC, upstate New York, needs reporter-anchor. If you're professional, aggressive and read well, send tapes and resume to Radio, Box 3552, New Haven, CT 06525. EOE, M/F.

Join our 3 person news team. Experienced, hard worker only. Gather, write, read and cover meetings. Tape and resume to: Bill Musser, Box 497, Goshen, IN 46526. Phone: 219-533-3330. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

PD Florida FM: Mature-sounding person with MOR experience. Immediate opening. Join our winning team. Complete resumes to Box D-28. EOE/MF.

Operations: Need enthusiastic, energetic, versatile person for growing medium-market FM satellite country station near Chicago. Duties include: production, headline news, public service, programing automation, and daily studio maintenance. Salary, benefits, good growth opportunity for right hard-working, responsible person. Tape & resume to: Operations, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

Immediate opening for experienced PD. Leading AC station in Monterey, California. Send tape and resume to Kathy Baker, P.O. Box 1391, Monterey, CA 93942. EOE.

Program director, WHBC AM/FM. Creative, promotionally minded, experienced leader to increase 30 share of full-service AC and EZ stations. Air or production a plus. Tape and resume to GM, Box 9917, Canton, OH 44711. EOE.

SITUATIONS WANTED MANAGEMENT

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.

Twenty years experience in radio, live years G.M., three years S.M. Experience in start up and turnaround situation. Stable family man, three jobs in last twenty years. Proven ability to increase sales. Call 308-532-9019.

CRMC, broadcasting degree, 9 years experience. Wants out of the big city. Wanting small-medium market management position. P.O. Box 96524, Okla. City, OK 73143.

Proven winners. Husband and wife team seek developmental opportunity. GM, sales, promotions, programing. 804-361-9196.

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

A/C, top 40, urban AT 11 yrs. exp. in major/med. markets. Willing to relocate. Howard Taylor, Jr., 6516 N. University, #502, Peoria, IL 61614. Call 309-692-3494 after 2:00 pm.

Personality drive team, at right price ready to relocate. Contact Rossi Productions, M/F: 212-563-4430.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

SITUATIONS WANTED TECHNICAL

CE, with big production voice. Over 10 years hands-on engineering experience. Seeks CE position with production in a competitive top 100 market. Call 704-563-8676.

SITUATIONS WANTED NEWS

News director/anchor. Seasoned pro with major market background seeks new challenge and locale. All markets considered. 801-268-3405.

Aggressive, energetic, attractive, black female reporter/anchor with 2 1/2 years experience and strong writing skills seeks challenging position with growing radio station. Call 309-827-2105.

MISCELLANEOUS

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

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.

General sales manager: Fox indy in 98th market is looking for a GSM with heavy coop/vendor support and sales promotion experience. A proven track record in developing retail dollars combined with thorough knowledge of ratings/research a must. Will consider a strong LSM ready to move up. Send resume and salary requirements to: Chris Andrews, WFTX-TV, 621 Pine Island Rd., Ft. Myers, FL 33991. EOE.

Local sales manager: ABC affiliate in northern lower Michigan resort town. Candidate should have sales management experience and be a proven leader. EOE. Box D-44.

Planet 3 Television is seeking a vice president, operations, to handle business start-up of weekly series. Responsible for overseeing financial operations and contractual relationships. Minimum 5 years business management experience; broadcast experience a plus. Salary negotiable. Send resume to: Kim Spencer, President, P3TV, 1776 Broadway, Suite 1810, NY, NY 10019.

Station manager. Work with WLJT-TV general manager in all phases of station management and manage day-to-day operations of station in absence of general manager. Competitive salary. Qualifications: Bachelor's degree in telecommunications, or related field—Master's degree preferred. Extensive knowledge of national public television and demonstrated leadership ability. Letter of application, resume and names of three professional references should be sent to: A.J. Roberts, Vice President, West Tennessee Public Television Council Inc., P.O. Box 14, Martin, TN 38237. Deadline: March 1, 1988 or until filled. WTPC is an equal opportunity employer.

General manager: Start and operate new low power TV station in Tallahassee, salary negotiable. Send resume Box 1388, Tallahassee, FL 32302.

General sales manager. Medium market VHF network affiliate station seeking a general sales manager. Must concentrate mainly on local sales and supervise a regional and national sales person. Good opportunity for advancement in this group operation. Send resume and salary requirements to: Box D-61.

General manager for small Midwest market network affiliated station. Applicants must be aggressive self-starters, have exceptional people and leadership skills, possess strong marketing abilities and be motivated by challenge. This is an ideal position for a sales manager with a proven track record to move into a general manager position. Please send resume and full details to Box D-60. EOE.

Division controller, midwestern station, network affiliated. Supervision of data processing, budgeting and accounting. Requires up-to-date knowledge, applications of data processing systems and strong accounting education. Broadcasting experience preferred. Must be good communicator. Compensation commensurate with experience. Equal opportunity employer. Send complete resume to Box D-58.

Membership office supervisor: The Western New York Public Broadcasting Association seeks a goal-oriented leader with supervisory experience to coordinate and motivate a staff of five, plan and organize nine TV and radio fund raising drives per year, and serve as formal liaison with volunteers for the four stations of the Western New York Public Broadcasting Association. Successful candidate must be a self-starter and demonstrate excellent communication skills (written and oral), and be able to fundraise effectively on radio. On-air experience is very helpful. Knowledge of computerized record keeping desirable. Bachelor's degree or equivalent experience required. Please submit resumes to Development Department—Dept. B, The Western New York Public Broadcasting Association, 184 Barton St., P.O. Box 1263, Buffalo, NY 14240. We are an equal opportunity employer.

Promotion manager. Southeast Texas affiliate seeks creative, dynamic individual to head up promotion department for station on the move. Heavy emphasis on news promotion. Excellent opportunity for strong #2 to move up. Send resume and salary requirements to: Box D-62.

National sales manager. One of the nations 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.

HELP WANTED SALES

Account executive: WAPT-TV is seeking an aggressive, highly motivated A.E. with a good track record. Send resume or call Karen Phillips, Local Sales Manager, WAPT, P.O. Box 10297, Jackson, MS 39209. 601-922-1607. M/F/EOE.

National marketing manager. KMPH-TV 26, the nation's number one independent television station is seeking an experienced national marketing manager. Applicants should have extensive experience in national marketing (preferably independent) or national sales rep firm experience. Salary/commission commensurate with experience. Applications will be accepted through March 31, 1988. Send resumes to: Personnel Department, KMPH-TV 26, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls. An EOE, M/F/H.

Production sales: Experienced sales executive, highly motivated with a TV producing or writing background wanted for health care communications company. Must know how to create 5-10 minute TV programs, have excellent oral and written comm. skills and love to close production deals. Base, commission and superachievement bonus. Travel required. Send letter and resume to Healthvision, Inc., 6508 Westfield Blvd., Indianapolis, IN 46220.

Local sales manager. Top 10 market independent is seeking a local sales manager with at least 3 years TV management experience. If you are an aggressive, creative, organized team player with new business development coop and agency expertise and want to work for a leading group owned indy, send resume with salary history to: Personnel, LSM, P.O. Box 2350, Southfield, MI 48037, an EOE, M/F employer.

HELP WANTED TECHNICAL

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.

Television maintenance engineer for broadcast station in St. Thomas, Virgin Islands. Minimum three (3) years experience required with general radio telephone operator's license. Call 809-774-0300 E.O.C.

Television engineering supervisor. Located in the Midwest. Number 1 station in the medium size market. The engineering supervisor is responsible for all the technical maintenance, design and installation of technical systems. Previous supervisory experience is highly desirable. Very competitive salary and benefits. Please send resume in confidence. EOE. Box D-68.

Transmitter chief: Mid market station, east coast location seeks a qualified transmitter maintenance person. Facility includes tall tower, dual VHF transmitters, related equipment and grounds. Please enclose resume and salary requirements. Box D-78.

Television station director of engineering needed. Must have a minimum of three years experience as a station engineer, UHF operations preferred. Salary: \$28,500 - \$35,500. Contact the Personnel Office, Odessa College, 201 West University, Odessa, TX 79764: 915-335-6606. An equal opportunity employer.

Master control operations: Minimum two years formal education in electrical technology or equivalent and prior TV master control experience required. Send resume and cover letter: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Requires at least five years experience in electronic repair and troubleshooting; also FCC license or SBE certification. Send resume and cover letter: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

TV maintenance technician/satellite truck operator. Requires self-starter with valid drivers license and a good driving record. Two or more years maintenance experience on 3/4" tape, lke cameras, microwaves, audio equipment, satellite transmission and communications systems. A two year electronics degree or equivalent and FCC license preferred. Some travel required. Contact Marty Peshka, Maintenance Supervisor, WTNH, P.O. Box 1859, New Haven, CT 06508 or call 203-784-8888. EOE.

EIC for television mobile unit based in Texas. Stro maintenance background necessary. Send resume a salary requirements to: Tel-Fax, Texas, 3305 Pleasant Vall Ln., Arlington, TX 76015.

Assistant chief engineer: Radio/television. We require SBE certified with a minimum of three years experience the maintenance of radio and television systems. Radio-department at West Windsor campus of Mercer County Community College operates CPB qualified, 3000 w public radio station WWFM, countywide cable netwo ITFS system, state-of-the-art television and radio studi satellite and microwave systems. Your responsibilities include repair, maintenance and construction of new a existing broadcast systems. Excellent fringe benefit. Send resume and cover letter to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box Trenton, NJ 08690. Affirmative action/equal opportunity employer, M/F.

HELP WANTED NEWS

News TD/director. Experienced news TD/director for 6 11 shows and special projects. Looking for polished pro enhance our strong position and be an integral part of t news team. Send resumes/tapes to Director of Productio Box 34665, Charlotte, NC 28234.

News director. Strong, experienced leader to keep us t #1 news station in Syracuse. Send letter and resume t General Manager, WTVH, 980 James St., Syracuse, N 13203. EOE.

Reporter: We are looking for an aggressive and energe news professional with a minimum of two years experien in reporting. Live reporting experience a plus. Send i sume and tape to Kurt Davis; Executive Producer; KA Television, Inc.; 401 Main Street, Little Rock, AR 72203. I phone calls please

South Florida affiliate needs creative news photogrpher/editor, 2 years experience, minimum. Top-notch opation with visual emphasis. Send tape and resume to: Ke Smith, 3719 Central Ave., Fort Myers, FL 33901.

Videographer: Growing Florida production compa seeks experienced videographer. We specialize in corp rate/industrials, commercials, PSAs, and news. ENG editing skills a must. Lighting & Betacam experience hel ful. Send resumes to: Box D-71.

Reporter with live ability needed for independent servio Allentown, Bethlehem, and Easton. Send tape, resu and salary requirements to ND, WFMZ-TV, East Rock R Allentown, PA 18103. Absolutely no calls.

Sports videographer: WTLV is looking for a photograph with excellent shooting skills and loves sports. Need have at least two years shooting experience. Resumes at tapes. Paul Baldwin, News Director, WTLV TV-12, 1070 Adams St., Jacksonville, FL 32202. EOE.

Reporter/producer: Experienced reporter, highly motiv ed with a desire to change employment wanted to fill sal position with health care communications company. If y know something about health care and think you'd like sell program concepts, your knowledge of TV writing ai producing will be greatly rewarded. Travel required. Sei letter and resume to Healthvision, Inc., 6508 Westfie Blvd., Indianapolis, IN 46220.

General assignment reporter. Top-notch general assig ment reporter sought by highly respected state-wide tele sion newscast. At least three years on-air experience as television reporter, and the ability to produce netwo quality pieces is required. If you are ready for the New Yc and Philadelphia markets, please forward resume at tape to Personnel Office, New Jersey Network, 1573 Paiside Ave., CN 777, Trenton, NJ 08625. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production supervisor: Two west coast edit rooms, stuc and dedicated staff await experienced leadership. Supvise production, post-production, scheduling. Experien as writer, producer, director or computer editor help! Previous supervisory experience a must. Send resur references, and salary history to: Box D-41.

WSMV Nashville seeks highly motivated, creative, pe ple-person for unique promotion position. Must have exc lent writing/editing skills. Prefer television promotion and news background. Send writing samples and tape Carolyn Lawrence, WSMV, P.O. Box 4, Nashville, TN 3720

Graduate assistantships—TV production interns. 12 p sitions, 25 hours/week. Serve as teaching assistants, cre work support in research, electronic graphics, traffic, sta ing/lighting; some producing/directing; work ITV, contra and air productions. Requires BA and acceptance ir master of fine arts program. \$5,800+. Possible tuiti waiver, September 1988. Dr. Robert C. Williams, Chairm Department of TV/Radio, Brooklyn, NY 11210. An AA/E employer, M/F.

itor. Network affiliate needs experienced hands-on 1st ad-production editor. Resume and tape to John Cannon, ADT-TV, 202 Downtown Plaza, Salisbury, MD 21801. E, M/F.

mmercial director. KPNX-TV in Phoenix is seeking highly creative person with strong background in directing radio commercials. Excellent writing and client relations. Send resume and tape to: Don LaCombe, 1101 Central, Phoenix, AZ 85004.

commercial specialist. WDTN has an opening for a commercial specialist. Responsibilities include conceptualize, create, design, write and produce all on-air commercials. Minimum 2 years experience in television commercial spot or on-air production. Please send resume/salary requirements to Personnel Department, P.O. Box 741, Dayton, OH 45401. An equal opportunity employer.

aphic designer: South Florida net affiliate seeks design with experience on electronic graphic equipment to sign news graphics. Position also requires print design & preparation of comps and mechanicals. Resume to x D-67. EOE.

perienced senior producer. WABC-TV seeks hands-on managing producer for its public affairs production. 3 to 5 years experience in a major market producing magazine, in-studio, and minority programs required. No liss, send reel and resume to Executive Producer, WABC-TV, NY, NY 10023. An equal opportunity employer.

search manager for growing TV rep. Manage daily actions of sales research team. Prepare sales presentations. Knowledge of ARB/NSI local and syndicated reports. 5 years research experience at rep, station, syndicator. Independent station experience desired. Send resume & salary requirements to ITS Research, 437 Madison E., NY, NY 10022.

ducer/sales exec: Experienced producer, highly motivated with a desire and knack for sales wanted for health care communications company. Must know how to create 10 minute TV programs, have excellent oral and written communication skills and love to close production deals. Level required. Send letter and resume to Healthvision, Inc., 6508 Westfield Blvd., Indianapolis, IN 46220.

don't care how old you are! All we care about is — can you do the job? We have no bells and whistles, just plain basic equipment — some old and some new! We are a successful ten year old independent in the Southwest & we need directors who want to use experience, imagination and ingenuity with low budget advertisers. If you think you qualify, send us a resume. Box D-74.

ogram operations manager for expanding group head independent in 46th ADI. Position requires ability to lead and interface with many departments. Candidate should have at least two years management experience in programming, promotion or operations. Knowledge of movie promotion or scheduling an asset. Send resume to General Manager, WVAH-TV 23, Broadcast Plaza, Hurricane, WV 256. EOE, M/F.

Television KRIV-TV in Houston is seeking a qualified weekend producer/assignment editor. 2-3 years television production experience is required. Weekend duties include producing the weekend newscast, supervising reporters, assignment desk and news technical staff. Weekly duties will include working the assignment desk assisting the assignment manager in setting up stories, handling the logistics of the technical crews and reporters. Qualified applicants please send resume and salary requirements to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: News Director. No phone calls. EOE.

ogram manager. Strong independent in top 50 has ed for experienced and knowledgeable programming executive. Apply only if you have all the necessary prerequisites for the position with the opportunity for advancement. Salary commensurate with qualifications plus excellent benefits. Resume to Box D-84. EOE.

ffic coordinator for medium sized TV program distribution company based in Manhattan. Opportunity for entry-level person to move up. Substantial phone contact with client stations as primary problem solver. Orientation to detail and organization critical. Station, cable, agency or related experience required. Computer expertise helpful. Send resume to, (no phone calls, please): Mary Winters, Air Entertainment, 1290 Avenue of the Americas, New York, NY 10104. EOE, M/F.

W Hampshire Public Television seeks experienced geographer primarily for weekly news magazine program. Individual must be creative, energetic, and really know how to tell an engaging story through pictures. Two years technical school and two years experience or bachelor's degree in related field and experience, or an appropriate combination of education/experience. Salary range: \$6,630 to \$25,720, starting salary normally not to exceed \$6,620. NH Public TV is located in the Seacoast and 60 miles north of Boston. Send 3/4" demo tape and resume on-citizens must include visa status) by February 26, 1988 to: Cynthia Fenneman, Executive Producer, NH Public TV, Box 1100, Durham, NH 03824. UNH is an EEO/AA employer.

SITUATIONS WANTED MANAGEMENT

Program manager seeks increased earning opportunity/advancement. Versed in sales/promotion. Program excellence. Quality news. Tight operation. Box D-37.

Well versed operations manager with large market experience seeks new opportunity. Strong on people, technology, budgeting, and computers. Box D-14.

Well versed broadcast manager wishes to live in Atlanta area. Good background in operations. Production and engineering management with experience at both TV stations and production houses. Strong on budgeting and very up to date on technology (including computers). Good people skills. Box D-80.

SITUATIONS WANTED TECHNICAL

Chief with years experience wants east coast market. If you are a TV station or production company, let's talk. Box D-15.

Aggressive, experienced engineering manager. Good with people, planning, budgets, unions; a leader. Strong hands-on technical background. Experienced in major-to-small markets. Box D-63.

SITUATIONS WANTED NEWS

Creative and personable TV meteorologist, 5 yrs. experience. AMS seal, MS degree, seeking medium or large market. Box C-78.

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.

Sports anchor for radio and TV 6 yrs. Looking for move up, will relocate anywhere. Excellent references. MM 201—654-0372.

I love weather! Meteorologist, AMS, Penn State, 10 years TV. Award winner. Seeks final destination. Size not important - prefer 4 seasons and cold winters. Dedicated, personable, expert forecaster. Plenty of positive energy. 415—381-4320.

Meteorologist. 7+ years experience, AMS. Looking for a new challenge. Major market experience. Joe 314—832-2255.

Experience counts! And I want to put my five years of major market radio and television experience to work for you! I am an enthusiastic female reporter, who has a BA in broadcasting, and a lot of talent to go along with it. Prefer Midwest station, but will consider relocating for the right offer. Call Teri 513—829-8776.

Award winning minority sportscaster. Over 5 years experience. Knows how to cover local sports. Seeking station with serious sports commitment. Box D-79.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Experienced team of journalists with crew available on freelance basis for reporting assignments. Based in Detroit; will travel. P.O. Box 21786, Detroit, MI 48221. 313—342-2821.

Medium market master. Ready for challenge. Master control operations. production editor. Bill 812—853-3664.

Seasoned writer and producer available for short or long term assignments. Documentaries, public affairs, promotion, corporate. 215—489-0966.

Election '88: Experienced field producer available: Southeast. Will travel. 404—299-2066.

Traffic pro seeking new challenge - indy or net. Cost efficient. Can do it all. Box D-85.

Talk show producer/host/interviewer seeks challenging position on daily show. Degree/experience/will relocate. Attractive, energetic, enthusiastic female. For tape, resume, references write Box D-53.

MISCELLANEOUS

Primo People is looking for weathercasters. Solid credentials and experience are paramount. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

The Hot Sheet—broadcasting's leading publication for job-hunting assistance! Hundreds of weekly listings, plus valuable advice on potential openings. Television, radio, corporate communications. 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

Position available: Instructor/assistant professor speech communication radio and television beginning September 7, 1988. One year, salary range \$19,432 -- \$28,648. Teaching courses in radio production and performance and public speaking with possibility of courses in television and writing; advise and supervise student involvement in radio program productions. Master's degree in radio/television or closely related field. Teaching experience preferred; bachelor's degree with teaching experience will be considered. Professional radio experience desired. Send letter of application, resume, transcript and names, addresses and phone numbers of three references by March 31, 1988 to Director of Personnel Services, Southwest State University, Marshall, MN 56258. Southwest State University is an equal opportunity educator and employer.

Search reopened for instructor/assistant professor for professionally oriented broadcast journalism program. Strong background in broadcast news writing a definite plus. Responsibilities include: teaching broadcast news writing, all aspects of limited news production including directing, audio, switching and ENG/video tape editing, and student advising. Ph.D. preferred, masters degree required, professional and college teaching experience an advantage. Send resume and at least three references by March 1 to: Dean, School of Journalism, Troy State University, Troy, AL 36082. Position opens September 1, 1988. TSU is an AA/EO employer.

Communications media. Indiana University of Pennsylvania invites applications for a permanent tenure-track position as an assistant/associate professor in the communications media department beginning September 1, 1988. The department is seeking a professionally trained person in the area of broadcasting. Duties: Teaching assignment includes radio production and other broadcast courses as assigned. Ability to teach basic audio production would be welcomed. There is also a possibility of teaching in the department's master's program. Position also includes one-quarter release time to administer the university's 1000-watt FM station. Duties include advising department majors, serving on department and university committees and establishing a research theme. Qualifications: Demonstrated professional involvement in specialty area; three years successful college/university teaching. Doctorate preferred, however, ABC candidates will be considered. Send letter of application, resume, transcripts, and three letters of reference by March 1, 1988 to: Dr. Mary Beth Leidman, Chair, Search Committee, Communications Media Department, 121 Stouffer Hall, Indiana University of Pennsylvania, PA 15705. Minority candidates are encouraged to apply. IUP is an affirmative action/equal opportunity employer.

Assistant or associate professor to teach television production, media management and/or criticism. Ph.D. required. Professional experience beneficial. Tenure track. Salary competitive. Screening of applicants begins immediately, continues until appointment made. Include resume with names, addresses of three references. Send to: George Wead, Department of Communication, James Madison University, Harrisonburg, VA 22807. AA/EOE.

Youngstown State University seeks associate or assistant professor to begin September 15, 1988. Duties include teaching advanced courses in mass communications theory and research/criticism; courses in administrative/regulatory policy; and basic courses in the areas of scriptwriting, video production, and media performance. Would use/supervise instructional facilities such as video studio, audio labs. PC-networked scriptwriting system, and EFP suite. Faculty engage in academic advisement and department service activities. Qualifications: Ph.D. in a mass communication area (or earned doctorate in clear view); a minimum of 3 years of college teaching and professional media experience are preferred, and published research and/or presentation is expected. Salary is up to \$32,500 for this 9-month tenure track position with substantial benefits. Send letter, vita, official transcript and 3 references to: Dr. Alfred Owens, Chairman; Department of Speech Communication and Theatre; Youngstown State University; Youngstown, Ohio 44555, by March 21, 1988. YSU is an affirmative action/equal opportunity employer.

HELP WANTED MANAGEMENT

Director of survey research: NAB seeks a Ph.D. in social science or business field to design and conduct effective research solutions to meet marketing and policy objectives. Experience in broadcasting or telecommunications industry and expertise with microcomputer software applications, as well as excellent communication skills are required. Send resume to Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. An EOE, M/F.

HELP WANTED ANNOUNCERS

National-quality voiceover pros needed for phone patch sessions. Cassette demo & rates to: Voiceworks, Box 17115, Greenville, SC 29606.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Cable copyright analyst. Requirements: Ability to analyze cable system royalty payments and Statement of Account filings at the Copyright Office. Working knowledge of FCC and Copyright Office rules and regulations regarding cable system carriage of and payment for distant signals. Superior oral and writing skills. Familiarity with Copyright Office (Licensing Division) public files desirable but not essential. Please send resume, salary requirements, etc. to: M. Kessler, MPAA, 1600 Eye Street, NW, Washington, DC 20006.

Northeast post production company seeks producer/editor with extensive operational experience including DVE, computer editing, CG. Send resume and salary requirements to Box D-65, EOE.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Do you need DC based broadcast equipment representative having 20+ years in government/commercial systems and sales engineering? Write Box D-73.

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 Turbide 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.

Altec Lansing 250 SU console in good condition or for parts. 916—233-3570.

FM antenna (s): Will buy used FM broadcast antenna(s) - any make - any model - call 806—372-4518.

Wanted: used automation system in good condition. Need four reel decks, three carousels, record-delay capability, and cart playbacks, all stereo. 815—942-0022. WUEZ, Randy Ness, Box 270, Morris, IL 60450.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215—884-0888. Telex 910—240-3856.

FM transmitters **Harris FM 25K (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.

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.

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.

Used broadcast & video equipment. We have over 1,200 units in stock. Sell, consign, service, buy. We can save you time and money. BCS=The BroadCast Store 818—845-1999.

RCA TT-50AH channel 10 transmitter. Best offer. FOB Indiana. Maze Broadcast 205—956-2227.

Macom MA-2B 2Ghz portable microwave system. Includes transmitter/receiver heads, plus 10 watt amplifier. Dual frequency. \$8500.00. Maze Broadcast 205—956-2227.

Adda ESP-200C frame store system. 400 frame. Ready for pickup. FOB Alabama. Best offer. Maze Broadcast. 205—956-2227.

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.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317—962-8596. Ask for copper sales.

3 camera system ENG/EFP/studio options. Philips 3-tube Plumbis 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 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.

Just Telecine: RCA TP66's from \$5,500; TP-7B from \$1,000; TP-15B \$3,000; FR35B \$17,500; TK-27B \$3,500; Eastman 285 16mm \$4,900, PD-1 multiplexer \$1,500, Nor-elco FP16TV 16mm \$6,950; FP20TV 35mm \$12,750; We take trades, International Cinema 6750 NE 4th Ct., Miami, FL 33138. 305—756-0699, FAX 758-2036.

Write Call Curtis bargains list. VCR recorders, players, Sony, Panasonic, etc. Box 2387, Arlington, VA 22202. 703—521-1089.

FM antenna: 12 bay RCA FM antenna, 97.6. Also 48 - 20' sections of 3-1/8" transmission line; 55 sections of 6-1/8" transmission line, 50 ohm. Call Hank Kelley 904—223-9229.

Building an AM/FM radio station? Our turnkey specialists save you time & money. nationwide! 602—221-6941.

Used broadcast & video equipment. We have over 1,200 units in stock. Sell, consign, service, buy. We can save you time and money. BCS=The BroadCast Store 818—845-1999.

Grass Valley 100, RCA TK-28 + much more fine equipment. Tape-Video Services 901—324-4490.

Ampex 1" video heads, 1" film camera, vidicons + sats all new. Excellent, fully warranted, best prices. Tape-Video Services 901—324-4490.

RADIO

Help Wanted Management

GM NEEDED FOR THE HOTTEST STATION IN NEW ENGLAND'S HOTTEST MARKET

WXXX-FM - The #1 station in the Champlain Valley (ARB market Burlington, VT) needs a new General Manager - excellent track record a necessity - send resumes to:

Metro-Management
20 University Road #310
Cambridge, MA 02138

No calls please

Help Wanted Management Continued

**GIANT BOOM BOX OR
SUPER ROVING RADIO!
IF IT'S NOT DELIVERING
WHAT YOU THOUGHT IT
WOULD, TAKE OUR
CASH RIGHT NOW. RE-
PLY IN ABSOLUTE CON-
FIDENCE TO JIM SUMP-
TER 513—429-9080/429-
5992.**

Help Wanted Sales

Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box D-38.

Situations Wanted Management

DALE ANDREWS

Veteran professional broadcaster with over 25 years of success in managing, marketing and promotion, programming, sales development; major league sports networking. Background includes Metromedia, ABC and Keymarket. A proven, experienced radio businessman who can be an asset to your company in any market. Now seeking new opportunities. Call: 205—928-1182.

READY TO WORK

27 years in all aspects of station operations; major and minor markets; music and talk formats. I am seeking position as GM, or SM with bottomline involvement in medium market, or future equity situation in small market with a growth oriented owner. I'm a roll up my sleeves, energized, motivated person anxious to get to work on the future. I have the ideas and enthusiasm to make it work for both of us. Let's grow! For detailed resume and list of references please call:

Mikel Hunter (Herrington)
215—667-5972

OPERATIONS/STATION MANAGER

Has major market experience as VP/GM and Operations Manager. Strong programming, promotion, sales and people skills. Seeks opportunity as GM or group position with outstanding company. Currently employed. Box D-51.

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Dept. P.R., Ann Arbor, MI 48106

Consultants

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IS your radio station profitable?
IS your radio station meeting your expectations? Meeting your needs?

IS your management-staff in sync with your bank? With your investors?

IS '88 going to be better than '87?

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If the answer to any of these questions is "NO"----

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For some solid answers, contact:

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Business Development/Broadcasting
5232 Via Nautla, Arlington, Texas 76017
(817) 467-6444

TELEVISION

Help Wanted Sales

BUSINESS MANAGER

Top 30 market independent looking for an experienced Business Manager. Must have college degree, 2 years General Ledger experience through trial balance. Strong supervisory or management experience, good communication skills, personnel & benefit processing a must. Salary commensurate with experience & talent. Send resumes to: Robert Furlong/General Manager WCGV-TV, 5445 North 27th St., Milwaukee, WI 53209. Equal Opportunity Employer.

Broadcast Marketing Rep

Top company serving broadcast industry seeks marketing representative for multiple-state region. Experience in broadcast sales and/or news is required. Position involves extensive travel. Resume, references and salary requirements to Box D-38.

Help Wanted Technical

TELEVISION ENGINEER II

2 years experience in electronic maintenance or equivalency is required. FCC general license. SBE certification and previous experience in television maintenance preferred. Maintain and repair a variety of studio broadcast equipment including video/audio switches, 1 inch, U-matics, Beta, Quad video tape machines, scopes, monitors and computerized editing equipment. Must be able to troubleshoot, test, locate problems and repair equipment by using schematics and test equipment down to component level.

Send resume and application to Elizabeth Young at:

UNIVERSITY OF UTAH

PERSONNEL DEPARTMENT
101 Annex Building EY-4534
Salt Lake City, Utah 84112
Phone: 801-581-6787

Equal Opportunity Employer

Help Wanted Technical Continued

System Design Engineer

Teleproduction system integrator requires additional experienced, motivated individual with a background in television broadcast/post-production engineering and a positive problem-solving attitude. Excellent salary, benefits, tremendous growth position with an aggressive young company. EOE/AA. Box D-48.

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



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 Programing Production, Others Continued

WBZ-TV ASSOCIATE DIRECTOR:

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COPYWRITING FOR THE ELECTRONIC MEDIA: A Practical Guide by Milan D. Meeske & R.C. Norris

The best way to improve your writing skills is to *practice*, and that is the approach of this practical book. As the authors discuss both basics and specifics, keyed to the ways TV and radio operate today, they offer you ample opportunities to hone your writing skills in numerous realistic exercises. Topics covered include broadcast vs. cable copywriting; PSAs, promotional and direct response spots; legal requirements for commercials and contests; getting a job in a small market or a national agency. Glossary and index.

1987, paper, 380 pp **W06636-4 \$29.95**

MODERN RADIO PRODUCTION by Lewis B. O'Donnell, Philip Benoit & Carl Hausman

The latest equipment and how to use it in editing, news production, commercial production and on-air work is presented clearly and concisely in this handy guide. It offers how-to information you can use to create dramatic effects and hard-hitting commercials: pull an airshift, mike a poor speaker, organize a complex production or integrate a variety of techniques necessary for successful news coverage. Numerous illustrations, bibliography, glossary, index.

1986, hard, 258 pp **W05064-6 \$29.95**

AUDIO IN MEDIA, 2nd Edition by Stanley R. Allen

More than just a how-to manual, this book covers all the sound production skills and techniques used in radio, television and film. Allen's definitive, up-to-date second edition combines teaching the proper use of audio equipment with the appropriate techniques and aesthetics, demonstrating the relationship between operations and "sound shaping." The author explains technical and complex concepts, including the latest digital recording theory, in straightforward layman's language. Glossary, bibliography, index.

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RADIO PROGRAMMING: Consultancy and Formatics by Michael Keith

In the competitive and dynamic market of modern radio, almost every aspect of what gets aired must be carefully planned. With the help of many of radio's top programming consultants and directors, the author takes you behind the scenes for a look at how these programming decisions are actually made. **RADIO PROGRAMMING** covers every aspect of programming, from audience targeting to program clock structuring, viewing the subject from the consultant's and station programmer's perspectives within the context of today's major formats. Join the industry's top professionals as they reveal the techniques and insights that can help build a successfully programmed radio station. Bibliography, index.

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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

Hal Edwards, general manager, WBBJ-TV Kson, Tenn., joins WAGT(TV) Augusta, as president and general manager.

nk Price, VP, marketing and promotion, MY-TV Greensboro, N.C., named VP and general manager.

ff Dorf, general manager, WOKV(AM)-TV-FM Jacksonville, Fla., named VP-general manager.

ad Schumacher, general manager, KPMS-TV-FM Seattle, named VP-general manager.

ry Hlavacek, VP and general manager, WTU(TV) Traverse City, Mich., joins CTX(TV) Columbus, Ga., as general manager.

n Bell, general sales manager, KFMK(FM) Boston, named general manager.

m Simmons, general manager, KKPL-AM-TV Spokane, Wash., joins KELO-AM-FM, Cou Falls, KDLO-FM Watertown, and KPLO-TV Reliance, all South Dakota, as general manager.

ch Rapiti, VP and general manager, WDM(AM) Elizabeth, N.J., joins WMHQ(AM) Over-Morristown, N.J., as general manager.

izabeth Fortuin, affiliate relations coordinator, CBS TV, New York, joins International Television Network, New York, as associate director of affiliate relations.

enry Yaggi III, VP and general sales manager, WUSA(TV) Washington, named VP and station manager.

obert Hoffman, general sales manager, WHBF-TV Rock Island, Ill., named station manager.

laine Howard, general sales manager, WUP-TV W's KDKA(AM) Pittsburgh, joins co-owned KYW(AM) Philadelphia as station manager.

William (Bill) Bruun, program director, KZO-AM-FM Omaha, named operations manager.

Joseph Lombardi, assistant program director, WFAS-AM-FM White Plains, N.Y., named operations director.

lary Ann Johnson, assistant business manager, WXII(TV) Winston-Salem, N.C., named business manager.

Appointments at Summit Broadcasting Inc., Atlanta: **Robert Reynolds**, accounting manager, DKM Broadcasting Corp., Atlanta-based group owner of eight AM's and eight M's, recently acquired by Summit, joins Summit's radio division as controller; **Patrick Dixon**, tax manager, Cox Enterprises, Atlanta-based group owner of five AM, six M and eight TV stations, to tax manager.

Marketing

James McGuire, San Francisco-based VP-manager, Blair Television, New York, named Dallas-based sales manager.

Len Graziano, owner, Productivity Inc., Atlanta-based company specializing in sales management and training, joins Katz Television Group, New York, as VP, regional operations.

Kyle Radke, VP-production services, HDM Dawson Johns & Black, Chicago, named VP and director of production services.

Barbara Dean, general sales manager, KBIG(FM) Los Angeles, named VP-sales.

Appointments at WPHL-TV Philadelphia: **Karen Corbin**, creative services manager, WTAF-TV Philadelphia, to programming and marketing manager; **Jan Dickler**, general sales manager, WTAF-TV, to same capacity.

Rosemarie Lieberman, VP, Univision, Los Angeles-based Spanish-language television network, joins WNJU-TV Linden, N.J., as general sales manager.

Appointments at WUSA(TV) Washington: **Stephen Cook**, local sales manager, to general sales manager. He is succeeded by **Paul Treistad**, national sales manager.

Rick Henry, general sales manager, WISN-TV Milwaukee, joins WTAE-TV Pittsburgh in same capacity.

Diane Gower, local sales manager, WBBH-TV Fort Meyers, Fla., named general sales manager.

Bill Ferrell, general sales manager, KOLR(TV) Springfield, Mo., joins WWAY(TV) Wilmington, N.C., in same capacity.

Anthony Richard (Tony) Thompson, general marketing manager, KMPH(TV) Visalia, Calif., joins WHNS(TV) Asheville, N.C., as general marketing manager.

Bob Cleary, national sales manager.

WTTO(TV) Birmingham, Ala., named general sales manager.

James Wareham, national sales manager, WHBF-TV Rock Island, Ill., named general sales manager. He is succeeded by **Ronald Bormaster**, general sales manager, KSNF(TV) Joplin, Mo.

Appointments at WAOK(AM)-WVEE(FM) Atlanta: **Howard Toole**, co-assistant general sales manager, to general sales manager; **Ralph Crossley**, co-assistant general sales manager, to assistant general sales manager.

Appointments at WOOD-AM-FM Grand Rapids, Mich.: **Paul Boscarino**, local sales manager, to general sales manager; **John Carpenter**, national sales manager, to senior account representative; **Mike Marshall**, VP-division management, Katz Radio, New York, to national sales manager.

Marshall Walzer, national sales manager, WDGY(AM)-KEEY-FM Minneapolis, joins WAYL-AM-FM Minneapolis as general sales manager; He is succeeded by **Mick Anselmo**, local sales manager.

Steve Wrath, general manager, KSKS(AM)-KVLTV-FM Tulsa, Okla., joins KKOZ-AM-FM Albuquerque, N.M., as general sales manager.

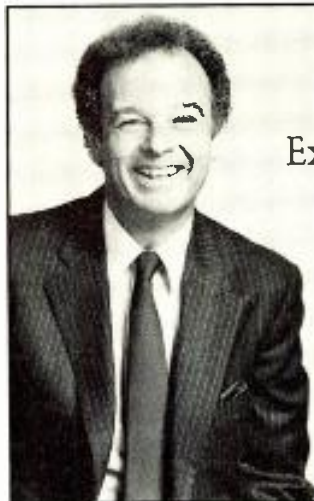
Jack Smith, general sales manager, KZZE(AM)-KISJ-FM Brownwood, Tex., joins KEAN-AM-FM Abilene, Tex., as sales manager.

Bill Ashenden, local sales manager, KKRZ(FM) Portland, Ore., named general sales manager.

Ross Elder, regional manager of advertising, American Cable Systems, Beverly, Mass., joins WJIB(FM) Boston, as general sales manager.

Mark Bayzath, account executive, WGAR-AM-FM Cleveland, joins WPHR(FM) Cleveland as sales manager.

Jenny Sue Rhoades, general sales manager, KQXT(FM) San Antonio, Tex., joins



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Henry Hinton, general manager, WCHL(AM) Chapel Hill, N.C., and VP of parent company, The Village Co., joins WZZU(FM) Burlington-Graham, N.C., as sales manager.

Clint Sly, local sales manager, KEX(AM) Portland, Ore., named general sales manager.

Talbert Gray, station manager, WORL(FM) (now WPRD(FM)) Orlando, Fla., joins WOKB(AM) Winter Garden, Fla., as general sales manager.

James Edsall, sales consultant, WRTP(AM) Chapel Hill-Durham, N.C., named general sales manager.

Appointments at MTV Networks, New York: **Karen Zollman**, account manager, advertising sales, MTV's Nickelodeon and Nick at Nite, named director of advertising sales, New York, Nickelodeon and Nick at Nite. She is succeeded by **Paulette Mann**, coordinating supervisor, Nickelodeon and Nick at Nite; **Laura Kunreuther**, coordinator, direct marketing, to manager, direct marketing.

Susan Arlow, senior producer, Geer, Du-Bois Inc., New York, named director of broadcast production.

Joan Oliver Goldsmith, VP of sales and marketing, Health & Science Communications Inc., Minneapolis, joins American Public Radio, St. Paul, Minn., as director of marketing and public relations.

Richard Singer, account executive, DDB Needham Worldwide Chicago, named account supervisor.

Appointments at KSBW-TV Salinas, Calif.: **Lyn Kidder**, director of retail marketing, KTUL-TV Tulsa, Okla., to director of marketing; **Susan Mello**, sales representative, The Dial Corp., Santa Cruz, Calif., to account executive.

Appointments at Mintz & Hoke Advertising and Public Relations, Avon, Conn.: **Linzi Sorterup**, account executive, Selwyn & Associates, West Hartford, Conn., to manager of client accounting; **Pamela Mignault**, designer of media plans on project basis, to media planner.

Appointments at WWWE(AM) Cleveland: **Donald Blesse** and **Sharon Day**, account executives, to assistant sales managers; **Tom Campbell**, account executive, to sports marketing director.

Leon Rosenthal, co-op sales manager, WCLR(FM) Skokie, Ill., joins WBBM(AM) Chicago as co-op/vendor marketing director.

Appointments at KABC(AM) Los Angeles: **Greg McElroy**, director of sales, Tele-Programs, Los Angeles-based radio syndication company; **Marisusan Trout**, general sales manager, KWIZ-AM-FM Santa Ana, Calif.; **Dina Silverman**, co-op sales manager, KNX(AM) Los Angeles; **Steve Nober**, account executive, KGIL-AM-FM San Fernando, Calif., and **Mike Norris**, graduate, University of Arizona, Tucson, Ariz., named direct-response marketing consultants.

Jeffrey Whitson, senior account executive, WFLY(FM) Albany, N.Y., named local sales manager.

Appointments at WXIA-TV Atlanta: **Phil Isaacs**, account executive, to retail sales manager; **Ben Daniels**, account executive, to regional sales manager.

Barbara Burzillo-Altieri, account executive, Cable Networks Inc., New York-based rep firm, joins Madison Square Garden Network, New York, in same capacity.

Appointments at WBZ(AM) Boston: **Sheila Guerin**, account executive, WXKS-FM Medford, Mass., to same capacity; **Joseph Keefe**, account executive, WBOS(FM) Brookline, Mass., to same capacity.

Gail Healy, programing research analyst, MMT Sales, New York, joins Petry Television/Petry National Television, New York, as program information and research supervisor.

Deborah Wroblewski, research assistant, WDIV(TV) Detroit, named research analyst.

Programing

J. Anthony Young, executive VP and chief financial officer, Lorimar-Telepictures Corp., Culver City, Calif., joins MCA, New York, as Universal City, Calif.-based president of MCA Enterprises International.

Curt Viebranz, executive VP, finance and administration, SAMI-Burke Inc., Cincinnati, joins HBO Video, New York, as president. He succeeds **Frank O'Connell**, former chief executive officer, who leaves to join Reebok International Ltd., Canton, Mass., as president.

Joe Levinsohn, VP, international sales, Republic Pictures Corp., Los Angeles, named senior VP, international sales.

Matthew Ody, director of international sales and operations, WesternWorld, Los Angeles, joins Reeves Entertainment Group, Los Angeles, as VP of international sales.



Levinsohn



Ody



Oliver

Lin Oliver, VP, MCA TV Enterprises, New York, named senior VP, program development.

Carl Menk, president, Hagen-Menk Entertainment, wholly owned subsidiary of All American Television, New York, named senior VP/director of station sales

and marketing at All American.

Mike Moder, VP of production, Viacom Pro-

ductions, Los Angeles, named senior VP production.

Marjorie Kalins, executive producer, Telecom Entertainment, New York, named senior VP.

James Gianopulos, VP of business affairs and legal, video division, Gulf & Western Paramount Pictures Corp., Los Angeles, named senior VP, business affairs international.

Gloria LaMont, director of marketing, New World Television Group, Los Angeles, named VP of marketing.

Jack Smith, VP of research, MGM-UTelecommunications, Culver City, Calif., named VP of marketing.

Lois Sloane, VP of licensing, MGM-U, New York, joins Turner Entertainment Co., Culver City, Calif., as VP of merchandising and licensing.

Andrea Rubin, corporate lawyer, Finke Kumble, Wagner, Heine, Underberg, Maley, Myerson & Casey, Los Angeles, joins WesternWorld, Los Angeles-based television entertainment industry company, counsel and VP for business affairs.

Muriel Fariello, account executive, Tribu Broadcasting Network, New York, joins USA Network, New York, as VP, new business, advertising sales.

Sandra Butler-Jones, VP of broadcast operations, WUSA(TV) Washington, expanded role to include syndicated programing.

Appointments at Showtime/The Movie Channel, New York: **George Robertson**, VP, market strategy, named VP, sales operations and training; **Andrea Simon**, lawyer, Paul, Weiss, Rifkind, Wharton & Garrison, New York, to counsel-entertainment.

Ellen Wander, VP of ancillary distribution, RKO Pictures, New York, joins Turner Home Entertainment, Culver City, Calif., based home video division of Turner Broadcasting system, as VP.

Tola Murphy-Baran, director, market development, Viacom Satellite Networks, New York, named VP, market development and industry relations.

Susan Simons, VP daytime-program executive, Columbia Pictures Television, Burbank, Calif., joins Kelly Entertainment Co., Burbank, Calif., as VP-creative affairs.

Kevin Stein, director of development and administration, West Coast, King Wor Productions, Los Angeles, named VP, development, West Coast.

Mireille Soria, director of dramatic series development, ABC Entertainment, Los Angeles, joins The Steve Tisch Co., Los Angeles, as VP-television.

Eric Taub, VP, program development, WesternWorld, Los Angeles, named VP, programing and sales.

Pamela Hughes, coordinating producer, *Hollywood Closeup*, Hollywood-based nationally syndicated show, joins Cumming Entertainment Corp., Burbank, Calif., as VP, current programing and speci-

jects.

Cowling, executive producer, National Geographic's *Explorer*, Washington, named of production.

ry Levine, VP, current programs, Columbia Pictures Television, Burbank, Calif., joins ABC Entertainment, New York, as actor, dramatic series development.

pointments at CBS Radio Networks, New York: **Nicholas Kiernan**, district director, Northeastern region, to director, long-term programming, affiliate relations department; **Richard Stapleton**, senior editor, CBS Radio Networks, New York, to producer, *Newsmark*, CBS Radio weekly information series.

ida Ekizian, director, sales administration, Devillier-Donagan Enterprises, Washington-based international television program distribution company, named director, international sales.

yllis Sheffield, business manager, WII(TV) Winston-Salem, N.C., named program director.

rolyn Stevens, promotion manager, WTI(TV) Greenville, NC., named program director.

ck Stephenson, on-air personality, WGY(AM)-KEEY-FM St. Paul, Minn., named program director.

sh Merlo, music director and evening air personality, WPST(FM) Trenton, N.J., adds duties as assistant program director.

rman Schoenfeld, manager, retail merchandising, MTV Networks, New York, joins MTV's VH-1, New York, as manager, entertainment relations.

pointments at WBRZ(TV) Baton Rouge: **Barbara Bree Shaab**, program director, to executive producer, *Hotline After Dark*; **Pat Singleton**, weathercaster, adds duties as host, *Hotline After Dark*.

ny Sholders, graduate, Drew University, Madison, N.J., joins WBUD(AM)-WKXW(FM) Trenton, N.J., as production director.

News and Public Affairs

pointments at ABC News's *World News tonight*, New York: **Ed Hersh**, producer for long-form news programming, to senior producer; **Chris Isham**, producer for long-form news programming, to senior producer for investigative unit.

uart Kellogg, consultant, Frank Magid Associates, Marion, Iowa-based communications consulting firm, joins KTVY(TV) Oklahoma City as news director.

arry Smith, news director, WSBT-TV and NSN(FM) South Bend, Ind., joins WHAS-TV Louisville, Ky., in same capacity.

en Walker, assistant news director, KNTV(TV) San Jose, Calif., joins KSFY-TV Sioux Falls, S.D., as news director.

on Mangum, news director, WKRG-TV Mobile, Ala., joins KWTN(TV) Oklahoma City in same capacity.

Chris Burns, reporter and early morning newscaster, KGW(AM) Portland, Ore., named news director. He succeeds **Bill Gallagher**, named program director.

Fran Harris, anchor-news reporter, WJDM(AM) Elizabeth, N.J., joins WMHQ(AM) Dover-Morristown, N.J., as news-public affairs director.

Mary Anne Rhyne, Atlanta-based news editor, Associated Press, New York, named chief of bureau for Connecticut, based in Hartford.

Carolyn Gorman, director of broadcast services for Democrats, United States Senate, Washington, joins H&C Communications, Houston-based group owner of one AM and six TV stations, as chief of Washington news bureau.

Kyle Meenan, 6 and 11 p.m. co-anchor, WMUR-TV Manchester, N.H., joins KTNV-TV Las Vegas as 5:30 and 11 p.m. anchor.

Barney McCoy, general assignment reporter, KCTV(TV) Kansas City, Mo., named weekend co-anchor. He succeeds **Doug McKelway**, who joins WJKS(TV) Jacksonville, Fla., as anchor.

Doug Mayes, 6 p.m. anchor and co-anchor of *Midday With Mayes*, WSOC-TV Charlotte, N.C., retires. He will continue to do special features for WSOC-TV.

Appointments at WJW-TV Cleveland: **Andre Bernier**, staff meteorologist, KARE(TV) Minneapolis, to same capacity; **John O'Day**, news director and co-anchor of morning news, WWWE(AM) Cleveland, to afternoon news assignment editor.

Jay Congdon, newswriter and weekend traffic reporter, WBBM(AM) Chicago, named afternoon traffic reporter.

Dennis Nickell, executive producer of news, WHIO-TV Dayton, Ohio, adds duties as assistant news director.

Technology

Appointments at Century III Teleproductions, Boston: **Richard Parent**, senior VP in charge of postproduction, to senior VP and general manager; **April Baldwin**, director of sales and marketing, to general manager of Century III Audio.



Parent



Baldwin

Richard Williams, Northeast regional sales coordinator, Professional Electronics Division of Mitsubishi Electric Sales America Inc. (MESA), Piscataway, N.J., named Northeast regional sales manager.



Broomell

Steve Broomell, president and major stockholder, Broadcasters Service Co., Casper, Wyo., joins Omega International, Irvine, Calif.-based designer and supplier of broadcast and telecommunications systems, as manager of engineering services.

Kurt Shafer, director of sales and marketing, Christie Electric, Torrance, Calif., joins The Energy Source, Manhattan Beach, Calif.-based specialist in power supplies, battery chargers and rechargeable batteries, in same capacity.

N.H. Bennett, director of government marketing, Diamond Electronics, Lancaster, Ohio, joins Colorado Video Inc., Boulder, Colo., as national sales manager.

Gary Carter, Western regional sales manager, FOR-A Corp. of America, Newton, Mass.-based marketer of video and audio broadcast and postproduction equipment.

Promotion and PR



Yaeger

Lynn Yaeger, VP, business development, government relations and public affairs, Viacom Cable, Pleasanton, Calif., joins Warner Cable Communications, Dublin, Ohio, as senior VP, corporate affairs.

Xerona Clayton, VP of public affairs, WTBS(TV) Atlanta, named assistant corporate VP for urban affairs, Turner Broadcasting System Inc., Atlanta.

Bob Stock, promotions director, KMST(TV) Monterey, Calif., joins KSBW-TV Salinas, Calif., as creative services director.

Julie Follman, promotion director, WYNF(FM) Tampa, Fla., joins WSHE(FM) Fort Lauderdale, Fla., as promotion director.

Elizabeth Saunders Vendely, VP, promotion and creative services, KTTV(TV) Los Angeles, joins KCBS-TV Los Angeles as director of communications.

Lorraine Snebold, audience promotion manager, KDKA-TV Pittsburgh, named creative services director.

Viki Gedrys-Regan, executive producer of programming, WTAE-TV Pittsburgh, named creative services director.

William Taber, on-air promotion coordinator, WUHQ-TV Battle Creek, Mich., joins KETC(TV) St. Louis as development producer-director.

Lynne Conlan, advertising manager, WLVI-TV Cambridge, Mass., named promotion manager.

Cathy Bee, promotion director, WHK(AM)

Cleveland, joins Malrite Radio, Cleveland, as promotion coordinator-radio division.

Terri Turpin-Amato, on-air writer, producer, WDIV(TV) Detroit, named promotion projects manager.

Michele Duckett, assistant news director, KTTV(TV) Los Angeles, joins KSBW-TV Salinas, Calif., as promotion assistant.

Allied Fields

Stuart Rosenberg, VP new business development, Maxwell Trading Co., New York-based service firm engaged in exchanging client's excess merchandise for broadcast time, print space and goods and services, named president.

Jerry Rose, president, WCFC-TV Chicago, named president, National Religious Broadcasters (NRB), Morristown, N.J. He succeeds **Robert Cook**, chancellor, Kings College, Briarcliff Manor, N.Y.



Rose



Creech

Kathryn Creech, VP, marketing, CNR, Greenwich, Conn.-based joint venture of Citibank and Nynex formed to develop electronic information services for consumer market, joins Nielsen Media Research, New York, as VP-communications.

Donald Crossett, administrative director, Schiff Hardin & Waite, Chicago-based law firm, joins IDC Services, provider of variety of financial services to advertising agencies and motion picture industry, based in Chicago, as president, chief executive officer and director.

Appointments at North American National Broadcasters Association (NASNBA), Ottawa: **Donald Wear Jr.**, senior VP and general manager, CBS Broadcast International, named president; **Michael McEwen**, VP, English Radio Networks, Canadian Broadcasting Corp., and **Jorge Kanahuati**, VP for group expansion, Televisa, Mexico City, named VPs.

Robert Grebe, VP-communications, Television Bureau of Advertising, New York, to senior VP.

Louis Whitsett, attorney, legal branch, policy and rules division, mass media bureau, FCC, Washington, named acting chief, legal branch. He succeeds **Stevenson Kaminer**, who was named deputy chief, policy and rules division.

Neil Vander Dussen, president and chief operating officer, Sony Corp. of America, Park Ridge, N.J., and **James Jimirro**, presi-

dent, J2 Communications, Los Angeles-based video software production and distribution company, will be honored by Vision Fund of America for promoting better understanding and awareness of vision problems that plague nearly one million older Americans.

Appointments at Arbitron Radio Advisory Council (ARAC), New York: **Lee Larson**, VP and general manager, KOA(AM)-KOAQ(FM) Denver, to chairman; **Dennis Israel**, president and general manager, WGY(AM) Schenectady, N.Y., to vice-chairman; **Kernie Anderson**, general manager and national sales manager, WBMX-AM-FM Oak Park, Ill.; **David Fuellhart**, general manager, WPOC(FM) Baltimore; **Ed Giller**, president and general manager, WFBG-AM-FM Altoona, Pa.; **George Wolfson**, general manager, WLTW(FM) New York, elected members.

Appointments at National Association of Broadcasters (NAB), Washington: **Edwin Huse**, VP, radio administration, to mid-Atlantic regional manager; **Thomas Hayden**, regional manager, mid-Atlantic territory, to Western regional manager.

John Agoglia, executive VP, NBC Productions and executive VP, business affairs, NBC-TV, New York, named to executive committee of Academy of Television Arts and Sciences (ATAS), Burbank, Calif.

Appointments at Communications Equity Associates, Tampa, Fla.: **Dennis Eckhout**, Washington-based director of research, to assistant VP; **Alice Murray**, accounting manager, to accounting manager-director of administrative services.

Francis Mortensen, accounting manager, The American Hotel & Motel Association, New York, joins Association of National Advertisers Inc., New York, as comptroller.

Deaths

Richard G. (Dick) Evans Sr., 83, FM radio pioneer, died Jan. 14, of heart attack in his home in Wilkes-Barre, Pa. Evans spent time at several stations including WBSM(AM) New Bedford, Mass., before joining WYZZ(FM) Wilkes-Barre in June 1959. He served as president and general manager of station until its sale to Susquehanna Broadcasting of York, Pa., in March 1985. During late 1940's Evans was organizer of National Transit Radio Association, representing FM broadcasting to city buses. In 1985 Evans founded Cable Music Network, Wilkes-Barre-based provider of radio formats, where he served as chief executive officer until his death. Survivors include his wife, Frances E., and two sons.

Robert D. Kennedy, 73, former radio station owner, died Jan. 28 of cancer at his home in Grand Rapids, Minn. After serving in U.S. Navy in World War II, Kennedy began KOZY(AM) Grand Rapids, Minn., along with other investors in 1948. He remained owner of station until its sale to Sorensen Broadcasting of South Dakota in 1979. He is survived by his wife, Dorothy, one son and one daughter.



Emery

David C. Emery, news director, WXII(TV) Winston-Salem, N.C., died Jan. 29 of apparent heart attack at station. Prior to joining WXII in 1981, Emery was news director, WMAR-TV Baltimore, since 1977. He also served as executive news producer,

WFSB(TV) Hartford, Conn., and as assistant news director at WBNS-TV Columbus, Ohio, and at WJW-TV Cleveland. Emery was active in Carolinas UPI Broadcasters Association where he was president-elect. He is survived by his wife, Helen, two daughters and one son.

James (Jim) Hamilton, 74, retired Voice of America broadcaster, died Feb. 2 of congestive heart failure at Doctors Hospital, Prince George's county, Va. Hamilton began his broadcasting career as disk jockey with WIND(AM) Chicago in early 1930's, served in U.S. Navy during World War and later continued his career as broadcaster with NBC radio and television affiliate. Hamilton joined VOA in Washington in 1967 as specialist in English-language broadcasts. Before retiring in 1978 he compiled dictionary containing thousands of foreign names and usages for VOA. Survivors include one son and one daughter.

Lee Goodman, 64, movie, stage, radio and television actor, died Feb. 6 of respiratory failure as complication of tuberculosis at home in Manhattan. Goodman began acting as child in Noel Coward's play *Conversation Piece*. In early 1930's he was regular on radio's *Horn & Hardart's Children's Hour*. After serving in World War II, Goodman worked nightclub circuit as part of come team with James Kirkwood. He hosted radio show on WOR(AM) New York and spent two years in late 1950's appearing on television *The Garry Moore Show*. He also made appearances on *The Loretta Young Show*, *The Adams Family*, and *Mr. Ed*. During 1960's Goodman was also Ralston Purina spokesman known as Man from Checkerboard Square.

Gary F. Waight, 38, owner of GFW Advertising, Pittsburgh, died Jan. 19 of apparent heart attack at his home in Penn Hills, Pa. Waight served as music director, KDKA(AM) Pittsburgh in early 1970's. He also worked at stations in Lakewood, N.J. and Salisbury, Md., before becoming music director at KQV(AM) Pittsburgh in 1971. Waight performed stint in Navy, working in communications until his discharge in 1971. He founded GFW with associate Thomas Wardle in 1980.

James R. Meehan, 59, television antenna specialist, died Jan. 31 of fall while working on tower in Crowley, La. Meehan founded Delta RF Installations, Cazenovia, N.Y., in 1972 after working with General Electric. He was involved in servicing broadcast antennas for clientele which included major networks and hundreds of individual stations. Meehan is survived by his wife, Doris, two daughters and two sons.

James Robbins: putting the community in CATV

James Robbins has never been one to walk away from a tough job. After one tour of active duty in Vietnam, he chose to serve another. Early in his career he was hired by Viacom to overhaul its cable system on Long Island. Later, Cox Cable wooed him away to tackle the bureaucratic and administrative problems associated with getting its cable operations in New York off the ground. All that time in the trenches has served him well. A little over two years ago he was named president of Cox Cable, the nation's fifth largest MSO.

"My career in the cable business has taken me into very tough situations, turnaround situations," says Robbins.

Active in the naval ROTC at the University of Pennsylvania, Robbins spent his first Vietnam tour aboard a destroyer. His second tour brought him in contact with television and journalism. "I wanted to get into broadcasting," says Robbins, but in college "I was too busy with sports and other things." He is assigned as deputy public affairs officer for the mobile riverine force, stationed on the Mekong river. The job entailed dealing with all the major media and the Army's guest generals. "It taught me a lot about the news business," he says.

Returning stateside, Robbins considered two divergent career options: street reporter for KOTV(TV) Tulsa, Okla., or Harvard University's MBA program. He chose Harvard.

But Robbins did not give up on journalism. He worked at WBZ-TV Boston while in school, starting as assistant producer of *New England Today*. Upon graduation, Robbins faced another choice that, to him, was really no choice at all. He was interviewed by a General Foods official, who said: "wouldn't you really like to be the head man for Jell-O, Yonkers, N.Y.?" "That saved me hours of painful interviews," says Robbins, who stayed on at WBZ-TV and four months later became managing editor of the news. Although he liked journalism, Robbins felt he didn't have "the heritage" to make it his career. "I started to explore how I could mix my TV production and news background with my entrepreneurial MBA," he says, and he found that mix in running a small cable system for Adams-Russell. Robbins improved the programming by bringing in two instant signals from New York, increasing the number of subscribers and securing rate increases and franchise renewals.

During that time he met then-Continental chairman H.I. Grousbeck, who hired Robbins to build the company's franchises near Dayton, Ohio. "[Continental] let people have their heads and really let them run the business as if it were their own, and that's been a real key to the Continental success and the success of a number of individuals inside that company," says Robbins.



JAMES OLIVER ROBBINS—president, Cox Cable, Atlanta. b. July 4, 1942, Mount Kisco, N.Y.; BA, American Studies, University of Pennsylvania, 1965; MBA, Harvard University, Cambridge, Mass., 1972; U.S. Navy 1965-67; managing editor, news, WBZ-TV Boston, 1969-72; general manager, Montachusett Cable Television (Adams-Russell), 1972-74; assistant vice president and regional manager, Continental Cablevision, 1974-79; vice president and general manager, Viacom Cablevision of Long Island, and senior vice president of operations, Western region, 1979-83; vice president, Cox Cable of New York, 1983-85; present position since 1985; m. Deborah Clark, Oct. 16, 1971; children—Brooksie, 13; Payson, 11, Hilary, 8.

One thing Robbins learned at Continental that has stuck is the need for "running the business on a decentralized basis. I feel strongly that CATV is *community* antenna television and a lot of people forget the community. It's a very local business."

After Dayton was built, Robbins looked around for some larger-system experience. He was offered the chance to run Viacom's Suffolk county system on Long Island, N.Y., which was near Robbins's home town. It was, to say the least, a challenge. "It was just a disaster," he says. "From the standpoint of an operating entity it had absolutely no discipline at all." Robbins restructured, reorganized and started doing "the kind of job that should have been done for the customers and the community."

Impressed by his work, Viacom wanted to move him west to become a regional manager. Robbins was on the verge of moving when he received a call from Cox, which wanted him to oversee its cable partnership in Staten Island, N.Y., and management contract in Queens. The Cox offer looked good. He wouldn't have to move and he thought he'd have a better chance to advance through the ranks there. Further complicating matters, a deal to sell his house fell through. "I just felt somebody was sending me a message," he says.

Robbins took Cox up on the offer and after a year in New York, he moved to corporate headquarters in Atlanta to oversee Cox's Louisiana and California operations. A year later, the presidency of Cox Cable opened up. Robbins had experience at small and large systems and strong beliefs about how a cable business should be run. That seemed to fit well with how other portions of Cox's company were run, and in September of 1985 he was named to fill the post.

Continental's President Tim Neher describes Robbins as a "strong manager and a good listener with outstanding people skills." Terry McGuirk, vice president, special projects, at Turner Broadcasting System, says Robbins "combines intelligence with pleasantness, which makes for a nice combination." They also know Robbins's abiding interest in golf. A top-flight collegian, Robbins is a founding member of the Junior Hackers, a group of cable executives who organize a few golf outings a year.

Back at headquarters, Robbins faces the challenges associated with a maturing industry, one of which is growth. Although on the lookout for system purchases, Robbins winces at some of today's prices. Those prices encourage the company to look inward, to get "as many customers out of our existing universe as we can," says Robbins. That means extending plant aggressively and being a moderate on rate increases. "The long-term business strategy is better served by getting a lot of customers today," says Robbins, "with as moderate rates as you can and then move those rates little by little as you go forward."

Cox is actively tapping ancillary revenue streams. According to Robbins, local ad sales generated better than \$10 per subscriber in 1987. And the company is expanding its programming interests. It owns pieces of the Discovery Channel and the pay-per-view network, Home Premiere Television.

Robbins believes the industry needs to improve its customer service, protect its entrepreneurial spirit and cool some of its rhetoric. Also, he says, "we need to reach out and re-cement some of our friendships with various entities," including Congress, state government, the movie industry and broadcasters. "Cable can't make decisions in a vacuum."

Robbins's feelings about the community portion of CATV are both professional and personal. Active in local and national chapters of the Juvenile Diabetes Foundation (one of his children has the disease) the Cox Cable president says: "The best thing we can do at corporate is to get out of your hair and let you do what's right with your community. If you can be responsive to your community, you're going to have a whole lot more success in this business than if somebody in New York or Atlanta or Denver is calling shots on decisions they don't have any business making."

Post-Newsweek TV stations reported operating income virtually unchanged for year at \$70 million on revenue up 3% to \$171 million. Fourth-quarter TV revenues declined 1.3% from the effects of now-repealed Florida ad tax on Miami and Jacksonville stations. Jefferson-Pilot Communications's 1987 earnings were off 45% and fourth quarter was loss, following writeoffs on TV programming.

FCC has approved assignment of WUK(TV) Cincinnati from Channel 64 Joint Venture, debtor in possession, to subsidiary of United Cable Television Corp., previous owner of station. FCC granted one-year waiver of one-to-a-market rule for acquisition—United Cable is 12.7% owned by Equitable Life Assurance Society, which owns 12.1% of Multimedia Inc., owner of WLWT(TV) Cincinnati. United Cable had sold station in 1984, retained 10% ownership of station and held promissory note secured by station assets. Unsecured lenders in bankruptcy proceeding suggested United Cable should be "equitable subordinated" to their claims, which United Cable said would take years to settle and would force station off air in interim. Repurchase satisfied creditors and would keep station on air, said United, which, FCC agreed in allowing sale, outweighed minimal multiple-ownership violation.

GE Americom has for first time opened up "several" transponders on Satcom K1 to business video, according to Kurt Thoss, GE Americom VP of commercial services. Business TV network management service, VideoStar, has leased transponder and has already moved Texas Instruments' 50-site network there. GE, in joint venture (Crimson Associates) with HBO, said Thoss, is still "fully committed" to building permanent Ku-band cable bird, Satcom K3. Crimson has completed two-thirds of 3,000 Ku-band earth stations giveaway to cable headends now receiving HBO, HBO Festival and Cinemax from K1, he said. GE had hoped to fill K1 with cable services, moving them to K3 when launched in 1989, but two years after K1 launch, HBO is only cable programmer on bird. Major MSO's have refused earth station giveaway, including TCI and United Cable. That, said Thoss, has discouraged programmers from moving to Ku-band so far. MSO's, he said, fear programmers will broadcast directly to homes and "bypass" cable systems.

Wheel of Fortune producer Merv Griffin Enterprises announced last week that it will add interactive element to that game show beginning next fall allowing viewers to play along at home using apparatus sold by Mattel. Mattel interactive device will sell for \$70-\$80. Through it, viewers will be able to solve "hangman" puzzle in *Wheel* in corner of screen where their own responses to game will be recorded. Interactive element of *Wheel* will also be usable with videocassettes containing numerous puzzles.

Donald Trump may buy 24.9% of MCA, New York real estate magnate told diversified media firm last Friday. Trump said he already owns 375,000 of MCA's approximately 74 million outstanding common shares. MCA, subject of takeover rumors for many months, closed at \$45 per share Friday, up \$5.25 on heavy trading.

Metromedia's John Kluge raised his holdings in film-TV studio Orion Pictures again last Thursday to 26.7%. Kluge had increased share of Orion stock to 25.5% previous day, after Viacom's Sumner Redstone indicated intent to increase his own stake to 36% (see story, page 138).

Cable programs in development, according to cable network executives at industry seminar in New York last week, include children's talk show and soap opera for Viacom's Nickelodeon, and late night talk show for Black Entertainment Television starring actor Robert Townsend.

NBC, United Cable and United Artists have joined consortium funding new interactive television technology. Interactive game technique can be used with broadcast television applying patented combi-

nation of broadcast FM subcarrier and digital data transmission technology. Investment group, also including Canadian firm Videotron, Hong Kong manufacturer General Electronics, Paul Kagan Ventures, will provide \$1.6 million in first-stage financing to developers of system at Interactive Game Networks, Menlo Park, Calif. firm chaired by John Lockton, Jr., former president of Warner-Amex Cable. Joining IGM board will be Thomas Rogers, vice president of planning and business development, and Mark Schneider, United Cable vice president of rate development.

March is shaping up to be busy month for cable. As anticipated, **Senator Howard Metzenbaum** (D-Ohio), chairman of Antitrust Monopolies and Business Rights Subcommittee, has set date for **two hearings on cable.** First one will be held in Cincinnati on March 9 and will examine issue of cable rate increases. Other, slated for March 17 in Washington, will look at competitive issues in cable. Same week, House Telecommunications Subcommittee has tentatively scheduled first of proposed oversight hearings for March 16.

Fox Broadcasting Co. has offered to run future speeches by President Reagan in event three networks turn down White House request for air time. Offer follows refusal by ABC, CBS and NBC to grant live coverage for Reagan's contra support speech two weeks ago. "The President should be given access and I don't think that should be determined based upon an opinion of whether it is a valid address or not," said FBC President Jamie Kellner. If coverage message had been offered to FBC, Kellner said, "we would have done everything we could have to get the Fox lineup of stations to carry the speech." Matter will be discussed at FBC affiliate board of governors meeting during NATPE convention, he said.

Sale of EZ Communications' 15 stations to Noble Broadcast Group reported two week ago, has been called off. Deal, originally reported by EZ to be about \$100 million, was actually about \$165 million which included assumption of about \$50 million debt, said Kellner parties in sale. Said EZ chairman Art Kellar: "There was a proposal of sufficient size and scope to be taken seriously, but we felt there were so many contingencies, alluded to in BROADCASTING's story ["In Brief," Feb. 8], that the deal would have had to go through clockwork. We didn't think we could do it." John Lynch, head of San Diego-based Noble, disagreed: "We worked out an initial agreement based on cash flow," he said. "We shook hands on Feb. 4, and I thought we had an agreement, but over the weekend, they reneged on the deal. I think Art had a classic case of seller's remorse." Lynch added, "I spent four months of my life working on this. I spent about \$250,000 and I chartered a plane for management to go visit all the EZ stations. I am an honorable man, and I believe Art Kellar is an honorable man and honorable men should honor their deals." For Noble, which owns five AM and six FM's, purchase of EZ's four AM's and 11 FM's would have put company over FCC ownership limit of 12 stations in one service. There had been speculation that three stations would be sold back to EZ management, which Lynch confirmed. "That was the most likely thing to do, since we would have been over the limit," he said. Kellar said that those kinds of problems were the reason he called off deal. "The price was a minor factor," said Kellar. "The contingencies were the main reason, particularly spin-offs, and the break-up of a group we spent 20 years building." Kellar reiterated that the deal was only an agreement in principle and was subject to board approval. "It was an offer out of the blue," said Kellar, "and we had to examine the details. I just didn't feel I could recommend it to the board." Lynch, despite failure to consummate this deal, is still enthusiastic about pursuing large acquisition. "We wanted to buy the EZ stations," he said, "but if we can't, we have raised the money and we will buy a major group by the end of the year."

CPB 1991-1993 reauthorization hearings have been tentatively scheduled in House Telecommunications (March 11) and Sen-

fications (March 15) subcommittees, said committee staffs ask. One Washington source said proposals before Senate committee chairman, Senator Daniel Inouye (D-Hawaii), this will begin with figures from last year's transfer tax legislation of \$4 million for 1991, then increasing by \$50 million each year. But Senate staff would not confirm and said Inouye sign off on any figures without personal study.

nt Reagan last week announced his intention to nominate PBS board of directors member Leslee (Honey) Alexander to board of directors. Wife of former Tennessee Governor Lamar Alexander, her public service has included work with various state and state conferences and task forces on children, family mental retardation. She is serving second three-year PBS term to expire in spring. CPB term would expire March 26, there is no block to serving on both boards, as Lloyd Kaiserly does. Confirmation of Alexander and other nominee, Lichenstein, would fill board for first time in more than

Broker Ted Hepburn, Cincinnati and Palm Beach, Fla., WAES(AM)-WROQ(FM) Charlotte, N.C., are on block for asking \$16 million. Stations are owned by CRB Broadcasting New York-based group of five AM's and six FM's owned by Burden, Ed Rogoff and Robert P. Conner.

Central urged FCC last week not to impose sanctions on Media or its KZKC-TV Kansas City, Mo., for latter's May 27 broadcast "Private Lessons," which contains seduction scenes in woman's bare breasts and buttocks are shown (BROADCAST-18). In response to FCC's Jan. 12 letter asking explanation that broadcast may have violated FCC indecency standards Media Central cited three reasons it should be let off the hook. First, the FCC's new interpretation of the indecency standard is overboard and has never been applied to television, would be unfair to impose sanctions on us in light of those standards and the novel nature of this matter. Second, it has been the intent of Media Central to broadcast objectionable material, and, at the time of the broadcast, procedures were in place at KZKC-TV, which were intended to prevent the broadcast of objectionable types of programming. Third, [after the broadcast]...we took action to clarify our procedures to ensure that this would not be a recurrence." Media Central also complained that FCC did not pinpoint scenes that it felt may be in violation of FCC's new standard. "It is contrary to basic concepts of fairness to commission to give us no notice of which scenes we are asked to address in our response and to force us to speculate on the segment of the film that might be considered indecent." Media Central said broadcast violated its "sense of good taste" standard's written standard banning "blatant explicit sex and nudity." Although film was purchased and scheduled by Media Central's corporate staff in Chattanooga, Tenn., it was sent to KZKC-TV for airing. According to internal investigation, it was aired in violation of company policy due to inexperienced

ny Streuli, 43, CBS News producer who was overseeing the network's bureau in Manchester, N. H., leading up to primary election this week, was found dead in his hotel room last Friday night (Feb. 12). Autopsy was scheduled for Saturday, Feb. 13. When i, 18 year CBS News veteran, did not respond to calls to his hotel security entered his room and found him dead in bed. ding to Lane Vernardos, executive producer for special news, CBS News, police summoned found "no sign of anything unusual" in Streuli's room, and he appeared to have died in sleep.

istrict Court last week fined three Minneapolis-area sports radio stations \$20,000 for unauthorized interception and exhibition of Minnesota Twins baseball telecasts in 1987. Such litigation, in

addition to scrambling of 1988 backhaul transmissions, reaffirms Major League Baseball's commitment to halt piracy.

Viacom Enterprises said last Friday (Feb. 12) that **Business This Morning**, half-hour early morning business program debuting Feb. 29, has been cleared in 52 markets covering 61% of the country, including the CBS O&Os. *Business This Morning* is sold on barter basis with three-and-a-half minutes for stations and three minutes for Viacom.

FBI top ten fugitive, David James Roberts, has been captured, with much of credit going to Fox Television's new half-hour series **America's Most Wanted** (see page 120). At large since 1986, Roberts, who had been serving six consecutive life sentences for murder, rape and kidnapping before his escape, was captured after viewer of new show phoned in information which led to investigation resulting in Roberts' apprehension. Roberts was featured on first segment (Sunday, Feb. 7) of Fox's "televised manhunt" program.

Britain's House of Commons is latest bastion to fall to those favoring television coverage of public proceedings. By vote of 318 to 264, with 68 of its 650 members abstaining, Commons opened its proceedings to television for six-month trial.

King World moves into 'acquisition mode.' King World Productions took a major step last week in its effort to move the company beyond its basic business of first-run syndication, with the appointment of Jeffrey E. Epstein, vice president, of the mergers and acquisitions group, First Boston Corp., to the newly created position of chief financial officer. At First Boston, Epstein's specialty in mergers and acquisitions was broadcast and other media properties. Additionally, King World will add another, as yet unnamed, station veteran to its staff this week to head a new broadcasting division.

At First Boston, Epstein, a summa cum laude graduate of Yale with an MBA from Stanford, has advised King World on its tender offer for more than 30 million shares on Jan. 5, in establishing its \$200-million line of credit with the Bank of America and the Bank of New York, and in evaluating acquisition opportunities.

Epstein will make his debut with the company at NATPE. He said that he was particularly drawn to King World for its concentration on research, which gives it what he calls a "rifle-shot approach" to launching a program (see "At Large," page 67).

Epstein leaves First Boston as that Wall Street investment firm undergoes a major shakeup with the resignation of merger and acquisition specialists, Bruce Wasserstein and Joseph Perella. In the wake of the exit of those two Wall Street superstars, First Boston is said to face the defection of many of its prestigious clients. The firm has already lost a number of executives who worked with Wasserstein and Perella.

Epstein said that he was approached by King World before the First Boston shakeup. If he were to stay with the latter, he said, the shakeup would only have helped his prospects for advancement within the firm.

In his new position, Epstein will be responsible for moving King World into the "acquisition mode," according to King World president and chief executive officer, Michael King.



Editorials

Chilly winter

ABC is stoically swallowing \$309 million it put up for television rights to the winter Olympics and \$100 million or so it will pay for production. The question of the moment is not whether ABC will lose money on the games but how much.

There are those around the network who will remember that the 1984 winter games in Sarajevo, Yugoslavia, were something of a disappointment, producing ratings below those forecast. The price was lower then, a piddling \$91.5 million for rights, which was thought of at the time as a bargain. The \$309 million for rights to the winter games now going on in Calgary, Canada, had been negotiated before the 1984 games were played and while the preceding promotion had pumped up all evaluation of Olympic coverage.

In a way, NBC benefitted from the lowered expectations that followed ABC's coverage of the 1984 winter games. The rights for the 1988 summer Olympics had been carrying an asking price in the three-quarters-of-a-billion-dollar range before Sarajevo. By the time the bidding narrowed down to NBC a year and a half later, the price was \$300 million plus a possible sharing of some advertising revenue with South Korea. It will be recalled that the negotiation for the 1988 summer games rights dragged on well into 1985 as the bidders resisted the South Korean demands. Before then it had been the common ploy of Olympic organizers to hold the bidding for broadcast rights four years and just a little more before the events. The just-a-little-more was intended to time the bidding to the peak of advance promotion for the games about to be held.

Maybe reality is raising its sometimes ugly head in the world of sports television.

Or then again, maybe the U.S. hockey team of 1988 will get as hot as the team of 1980, and ABC will have a sudden hit on its hands. What's ABC Sports say all the time? Something about the thrill of victory and the agony of defeat.

Parting shot

On the day that Judge Robert H. Bork left the U.S. Court of Appeals in Washington to write and lecture, an opinion he wrote in a libel case was coincidentally released. It was a fitting farewell statement from a judge who had repeatedly upheld the First Amendment against assaults on freedom of the Fourth and Fifth Estates.

In the opinion reflecting the unanimous judgment of a three-judge panel of the appellate court, a district court's dismissal of a libel suit brought by the right-wing Liberty Lobby against the *Wall Street Journal* was upheld. Judge Bork's concluding remarks, reported in this publication a week ago, deserve repetition here:

"This suit," wrote the departing Bork, "epitomizes one of the most troubling aspects of modern libel litigation: the use of the libel complaint as a weapon to harass. Despite the patent insufficiency of a number of appellant's claims, it has managed to embroil a media defendant in over three years of costly and contentious litigation. The message to this defendant and the press at large is clear: discussion of Liberty Lobby is expensive. However well-documented a story, however unimpeachable a reporter's source, he or she will have to think twice about publishing where litigation, even to a successful motion for summary judgment, can be very expensive if not crippling."

Assuming that opinion withstands higher appeal, as this page

has no doubt it will if Liberty Lobby is witless enough to go on with it, it lights the way for responsible journalists to pursue their work, as the way was lighted by previous Bork opinions.

While on the bench, Bork earlier had criticized a "freshening stream of libel actions, which often seem as much to punish writers and publications as to recover damages for real injuries." He had written that the proliferation of broadcast stations since the Supreme Court's *Red Lion* decision of 1969 raises serious questions about the scarcity rationale on which it was based. He wrote the opinion affirming the FCC's authority to simplify its license renewal forms.

The court, and the media, will miss him.

Needed repair

Last August, the FCC proposed rules setting a limit on the payments that can be exacted from stations by groups agreeing not to file, or to withdraw, petitions to deny station sales or license renewals (BROADCASTING, Aug. 10). The intervening comment period (it ends this Thursday [Feb. 18]) has not provided the FCC with the list of specific abuses that would have helped cement its case, but that does nothing to diminish the history of general complaints about the abuse of commission process that is at the heart of the rulemaking. Besides, as Commissioner James Quello has said, petitioners have a "hell of a lot of power" over broadcasters. The size of the monkeywrench they wield might have something to do with broadcasters' reluctance to name names.

At the time of the rules' initial proposal last August, FCC attorney Mark Solberg explained the commission's rationale. It was, and is, that without a limit on payments, "groups may file or threaten to file a petition not for the proper purpose of bringing factual information about the applicant's qualification to the commission's attention, but instead to extract some financial consideration from the applicant. [For "extract some financial consideration" read "extort."] Applicants may well decide that it is easier to cede to a petitioner's frivolous demand for payment than to oppose the petition."

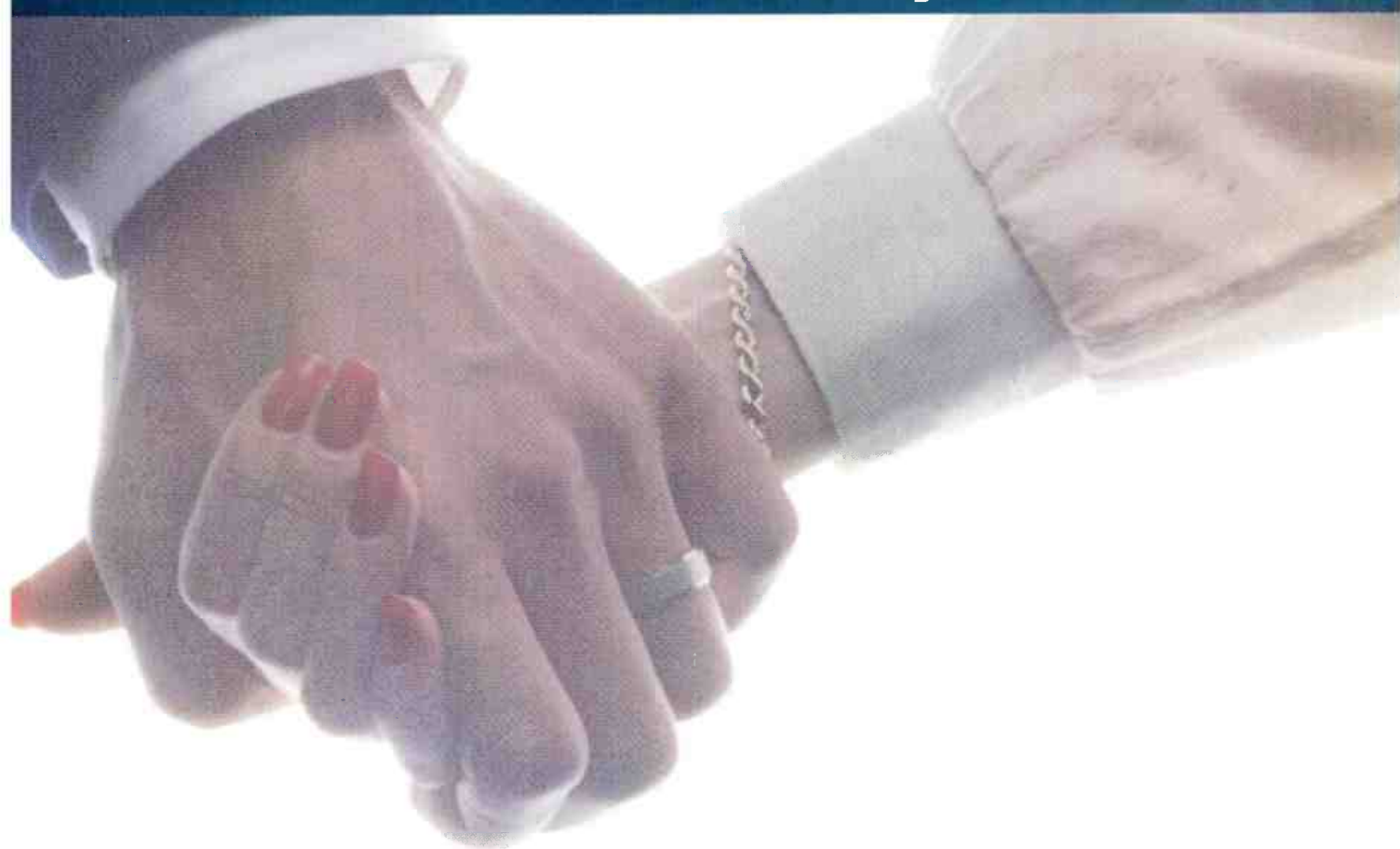
At the time the first comments were submitted to the FCC last November (BROADCASTING, Nov. 2), this page noted that the effort to limit reimbursement payments to prudent and legitimate expenses was, well, prudent and legitimate, providing as it does for the compensation of legitimate petitioners while removing a temptation to unscrupulous ones. Nothing in the interim has altered that assessment. Aren't there broadcasters out there with the case histories and nerve to help the FCC make its case?



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