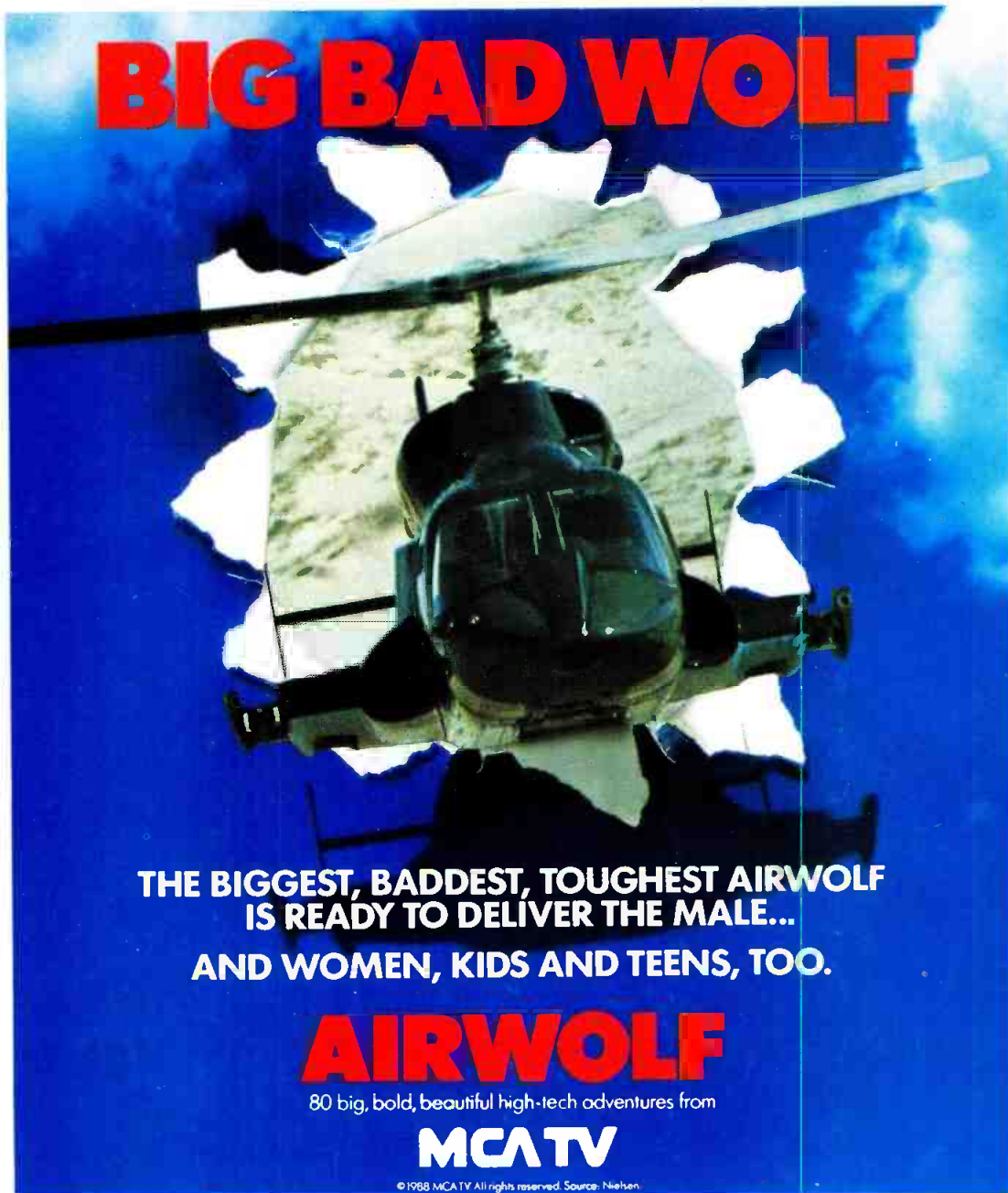


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 14

**BIG BAD WOLF**



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# Broadcasting **Mar 14**

**Super Tuesday not big broadcasting buy...page 27**

**TNT ready to ignite...page 30**

**WGA strikes; SAG, AFTRA ready to follow...page 32**

**FCC expects to decide syndex in Spring...page 33**

**ADS OF MARCH** □ Rep firms and broadcasters disappointed with lack of political advertising spending this election season. **PAGE 27.**

**BID FOR LORIMAR** □ Financier Marvin Davis offers Lorimar Telepictures \$17 per share just three days after Lorimar reports beginning preliminary discussions on possible merger with Warner Communications. **PAGE 29.**

**LAUNCH DATE** □ Turner Broadcasting System's board unanimously approves Ted Turner's plan for Turner Network Television. First-year budget is set at \$30 million. **PAGE 30.**

**CHANGING RANK** □ Planned merger of United Cable and United Artists Communications Inc. will create multibillion-dollar communications industry company with third largest cable MSO and biggest theater chain. **PAGE 32.**

**WHITE HOUSE SALUTE** □ President and Nancy Reagan thank media for their efforts in war on drug abuse. **PAGE 43.**

**GOLDEN ANNIVERSARY** □ It began with trans-Atlantic coverage of Germany's invasion of Austria. Fifty

years later, *CBS World News Roundup* is still heard loud and clear. **PAGE 44.**

**AS THE WHEEL TURNS** □ *Wheel of Fortune* host Pat Sajak began his broadcasting career on foreign-language 250 watt Chicago AM. He has now been tapped by CBS to go head to head with Carson in late night. Sajak fills in blanks in this "At Large" interview with BROADCASTING editors. **PAGE 48.**

**...AND TURNS** □ Thirty-nine stations have committed to four more years of *Wheel of Fortune* and *Jeopardy!* since NATPE convention. **PAGE 56.**

**WORDS OF ADVICE** □ According to Keiji Shima of Japan's state broadcasting service, NHK, U.S. networks should focus on new technologies of DBS and HDTV. **PAGE 64.**

**HDTV MOVIE** □ Start of CBS Entertainment's made-for-television movie *Innocent Victims* marks first time American TV network will produce movie in high-definition television video. **PAGE 64.**

**MASS MEDIA MAN** □ FCC's Lex Felker is not out to become "sixth commissioner" as he coordinates commission's inner circle and gets to know Fifth Estate. **PAGE 95.**

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# Closed Circuit

## High in sky

Hughes Aircraft may be getting big satellite business from Japan. At meeting in Los Angeles, Hughes Chairman Bud Wheelon and head of Japan Broadcasting Corp., Keiji Shima, discussed proposal to build backup bird for GE direct broadcast satellite that Japanese state broadcaster, NHK, is planning to launch in 1990.

Hughes would model proposed bird after British DBS system it is now building for launch in 1989-90. Even if Japanese DBS launch is successful, NHK would gain option later next decade of choosing between GE technology for following generation of DBS satellites or switching to Hughes system.

Second topic of Wheelon-Shima meeting was reported Hughes plans to transmit NHK-produced high-definition video of 1988 Olympic ceremonies next fall to Los Angeles via satellite for demonstration of HDTV by DBS. Hughes is exploring NHK's Hi-Vision system as most advanced of several possibilities for HDTV channels on DBS service it hopes to launch in U.S. in 1992, according to company sources.

## Eye on cable EEO

Cable industry's compliance with equal employment opportunity provisions in Cable Act has drawn attention of National Association of Telecommunications Officers and Advisers (association representing municipal regulators of cable). NATOA board, in response to concerns expressed by local regulators, surveyed membership to determine whether EEO requirements are being enforced. Results may surface during NATOA board of directors meeting in Washington this week (March 17 and 18). Directors may also discuss simmering desire among some for more autonomy from parent organization, National League of Cities, and NLC's current telecommunications policy, which NATOA has asked its members to critique.

## Next to scramble

Both National Hockey League and National Basketball Association have been talking with Hughes Television Network about scrambling NHL and NBA feeds as Hughes will do for Major League Baseball in 1988. "It's pretty obvious that, if we have this network in place with baseball," said Hughes President John Tagliaferro, "we certainly would like to find other users for it, and the most logical candidates...are the NBA and NHL." NBA says it is only "watching" MLB's 1988 experiment, but scrambling will be on agenda of NHL 1988 annual summer meeting, Joel Nixon, NHL

vice president of broadcasting, has confided. "We may have other sessions before then" on subject, he said. With seven Canadian teams and remainder in U.S., he said, hockey will face "unique" dilemma of separate "regulatory environments," making deliberations more complex than for other rights-holding entities.

## House room

Public Broadcasting Service has proposed unannounced contribution to Advanced Television Test Center (ATTC). PBS, one of seven founding partners, will attempt to secure favorable lease for ATTC in building housing PBS's Alexandria, Va., headquarters. With test center situated there, PBS would provide access to computers and technical facilities, technical expertise from PBS staff, security system and other services. Further news on plan is expected on March 22 when ATTC board holds its first meeting.

## Moscow-Atlanta detente

Turner Broadcasting System and Soviet television will conduct program exchange that will result in same-night airing of separate three-hour specials on WTBS(TV) Atlanta and Soviet television. Behind-scenes look at local and national Soviet television, along with excerpts from television news and entertainment programming, will appear on WTBS in November. Soviets will visit Cable News Network to gather material on U.S. news and entertainment programming for Soviet version of television exchange.

## Lost cause

Word from inside Group W is that company next week will announce that low-rated *Wil Shriner Show* will not be renewed for next season. Writing on wall began for *Shriner* earlier this season, when many stations began to bury it in late, late night portion of their schedules. Among *Shriner* clearances were NBC O&O's. But Group W is sure to have at least one other daytime talk show for next fall, given renewal of *Hour Magazine* for eighth season. Planned syndication debut next fall of Group W's third one-hour talk-show, *Good Company*, remains to be firmed up.

## Rock collection

DIR Broadcasting, New York-based radio programming unit of Lorimar-Telepictures, will shortly donate some 200 hours of *The King Biscuit Flower Hour*, believed to be first, regularly scheduled, national rock

concert series, to Museum of Broadcasting in New York. Program debuted Feb. 23, 1973. DIR and *King Biscuit*, which presently airs on almost 200 stations, are both celebrating 15th anniversary.

## Foreign trade

With its recent deal to represent Canadian Broadcasting Corp. in U.S., Seltel Inc. is making push to carve out international niche, beginning with English-speaking world, according to Seltel president, Ray Johns. Company set up Seltel International in January 1987 when it won contract with Superchannel, satellite channel owned by British consortium covering western Europe. Johns said one provision of new deal with CBC prevents Seltel from sharing anything but bottom line figures on CBC with Seltel's Canadian parent, Selkirk. Selkirk owns stations that compete against CBC-owned stations. Johns said next English-language broadcasters he hopes to represent will come out of Australia.

## Nay sayers

With FCC moving toward adoption of new syndicated exclusivity rules (see story, "Top of the Week"), National Cable Television Association will intensify lobbying effort at FCC over next two weeks, seeking to discourage FCC from adopting rules or to adopt rules palatable to cable industry. This week, Robert Miron, president of Newhouse Broadcasting and treasurer of NCTA, will make rounds at agency, and NCTA President James Mooney and General Counsel Brenda Fox have meeting set up with FCC Commissioner Patricia Dennis. Following week, John Goddard, president of Viacom Cable and vice chairman of NCTA, is slated to make association's case.

## Cross-media promotion

Several broadcasters are taking local cable operators up on request to air preview of cable programming on Friday, April 1, preceding cable's weekend programming preview that kicks off National Cable Month. They include independents KGCT-TV Tulsa, Okla.; WETO(TV) Greeneville, Tenn., and WLAX(TV) LaCrosse, Wis. Home Shopping Network's 19 owned and affiliated broadcast stations, which reach 37 million homes, will also air full six-hour preview on April 1. Additionally, WFFT-TV Fort Wayne, Ind., plans four-hour preview on April 19.

National Cable Month organizers say more deals are expected. Terms typically involve several-hour preview on Friday night with cable systems acquiring time on cash or barter advertising basis.



# It doesn't take a miracle to receive 5 Angels.

It takes people dedicated to producing shows  
that serve the needs of the community.



**Congratulations to these winners  
of the 1988 Angel Awards!**

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"Is There Life After Cancer?"

**CAL BRADY and CHUCK VELONA, Producers**  
"She Was Always There"

**ROB SHARKEY, Producer**  
"The Babymaker"

**GAIL CHOICE, Producer**  
"Teen Times"

**ROB SHARKEY, Producer**  
"Crimes of Madness"

# Where Things Stand

## A weekly status report on major issues in the Fifth Estate

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

■ **AM-FM allocations.** National Association of Broadcasters decided not to support plan submitted to FCC by New Jersey Class A FM Broadcasters that would allow class A FM stations to double their power limit from 3 kw to 6 kw. NAB will instead send its own plan to allow about 60% of class As to double power to commission either in form of comments to New Jersey petition or as petition for rulemaking. Commission has released rulemaking authorizing FM stations to use directional antennas to permit allocation of stations in what would currently be short-spaced positions. In response to inquiry last August, NAB opposed proposal, saying it would lead to AMization of FM band. However, several FM broadcasters commenting in proceeding took opposite position, contending directional antennas would benefit FM radio and public. However, in releasing rulemaking, commission said it had no plans to change table of FM allotments.

FCC initiated inquiry on extension of domestic AM band by 10 channels from 1605 khz to 1705 khz with target for implementation July 1, 1990. Commission proposed that some new channels could be reserved for national AM radio services.

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

□

■ **AM Stereo.** On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. At same

time, petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected. As part of explanation for their positions, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers in market can receive it and most AM stereo stations transmit it.

Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

□

■ **Antitrafficking.** Broadcasters last year succeeded in beating back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Congressional interest in reinstating FCC's antitrafficking rule has been building, with other legislation offered earlier last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale.

□

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

But motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programming to homes.

Opposing efforts of industries has generated much heated rhetoric in Washington, especially between cable and motion picture industry. Top cable and Hollywood executives

got together in New York several weeks ago to try to resolve differences.

Issue of cable's so-called monopolistic stranglehold on marketplace will come into focus this week on Capitol Hill when Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee (BROADCASTING, Feb. 1), is slated to convene hearing Thursday (March 17). Originally, senator said he would hold two hearings on cable, but canceled one, which had been scheduled for Cincinnati. House Telecommunications Subcommittee has pushed back hearing tentatively scheduled for March 16 until March 30. Subcommittee plans series of oversight hearings on status of cable industry three years after passage of Cable Act. Subcommittee postponed earlier hearing scheduled for Oct. 29, 1987, as result of Wall Street slide and to take time for private briefings on matter.

Also on Hill, Child Protection and Obscenity Enforcement Act of 1988 has been introduced (BROADCASTING, Feb. 15) on behalf of White House. Bill would make utterance of obscene language or distribution of obscene matter by cable television or other subscription services criminal offense.

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

Parameters of local cable regulation are also being redefined by courts. Two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violations of First Amendment rights of cable operators. Supreme Court has refused to review case involving Palo Alto, Calif., on direct appeal by city, but city still has right to seek appeals court review.

□

■ **Children's television.** Capitol Hill is turning congressional spotlight on children's television. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has put children's bill on fast track with hearing this week (March 17) (BROADCASTING, Feb. 22). Markey is co-sponsor of measure that would mandate minimum of seven hours of educational and informational programming per week and limit advertising during children's programs. Companion legislation is pending in Senate but no action appears imminent. Broadcast industry is searching for way to



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from the movie "Dirty Dancing"

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**BLUES**

**ROBERT CRAY BAND**  
**PROFESSOR LONGHAIR**

**LATIN**

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**EDDIE PALMIERI**

**AND IN CLASSICAL,  
FILM, NEW AGE, REGGAE,  
CHILDRENS/SPOKEN WORD,  
POLKA, INSTRUMENTAL...**

**RON CARTER**  
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head off measure, possibly working out compromise at FCC to avoid any congressional action on matter. Moreover, Representative Tom Tauke (R-Iowa) has indicated he will offer bill that would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising ("Closed Circuit," March 7).

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to set 9.5-minute-per-hour advertising limit in children's programs and to require two-year period before simultaneous promotion of program-based products to discourage proliferation of what it calls program-length commercials.

NAB offered 267-station survey showing that advertising time on children's television was currently under proposed 9.5-minute limit. Association of Independent Television Stations said there was no evidence of harm to children from product-related programing and Capcities/ABC said broadcasters should be allowed to make their own decisions about what to broadcast. ACT was also supported by National PTA, National Education Association and American Academy of Pediatrics.

INTV is exploring possibility of seeking anti-trust exemption to permit broadcasters to establish voluntary standards for amount of commercial material in children's programs (BROADCASTING, Jan. 11).

□

**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, Patrick 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' efforts 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 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 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.** *Broadcast-newspaper crossownership*—Rupert Murdoch has agreed to sell financially troubled New York Post for \$37 million to real estate developer Peter Kalikow to comply with FCC rules banning newspaper-broadcast crossownership (Murdoch also owns WNYW-TV New York). But Murdoch is continuing to press suit in U.S. Court of Appeals in Washington, challenging

constitutionality 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.) had attached measure to catch-all spending bill just before its Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Although New York problem has been resolved by sale, Murdoch would still like extension of waiver so he can hang on to *Boston Herald* and WFTX-TV Boston. Court, which heard oral arguments on Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision. 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, saying 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.

*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.

□

**Direct broadcast satellites.** Start-up European DBS bird, West Germany's TV-Sat-1, has been pronounced dead (BROADCASTING, Feb. 22). Series of attempts by satellite operators, German postal and telecommunications agency, to improve TV-Sat-1's worsening diagnosis—since failure to deploy array shortly after TV Sat-1's Nov. 20, 1987, Arianespace launch (BROADCASTING, Nov. 30, 1987)—culmi-

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(06) 925-4452. Telex: 02423928.

□

### Broadcasting Publications Inc.

A Times Mirror Business Publication

Lawrence B. Taishoff, president.

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Founded 1931. *Broadcasting-Television\** introduced

in 1946. *Television\** acquired in 1961. *Cablecasting\**

introduced in 1972. □ Reg U.S. Patent Office. □

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## THE NEXT "WORKHORSE."

Before you take us to task for trying to improve the BII, a design that has become the "workhorse" standard for two-channel audio machines, consider what the new MX-55 offers:

An integral autolocator; a voice editing mode that allows 2X speed playback at normal pitch; a built-in cue speaker; GSPIPO (gapless, seamless, punch-in, punch-out),\* and because you told us you wanted it, *all* adjustments are available through the front panel! These, and many more improvements will help make your job easier, and the results more creative.

And for those of you who still won't forgive us, we're keeping the BII in the line. So either way, you can get exactly what you need from Otari; Technology You Can Trust. Call Otari at (415) 592-8311 for information about the new MX-55.

**OTARI**



nated in final failed attempt on Feb. 24 to shake loose frozen solar array.

TV-Sat1 technical failure leaves two state-owned programmers and two commercial programmers booked on TV-Sat1 without home. Setback also necessitates wait-and-see stance of U.S. operators on high-power DBS, which would use Ku-band spectrum set aside for it. Death of TV-Sat1 is also setback for other European DBS birds with similar, if not identical, design: TV-Sat2, which Germans say will still launch in 1988 or 1989, and France's TDF-1. Two months ago French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988. Also GE Astro-Space, co-bidders with TV-Sat manufacturers MBB-ERNO and Aero-spatiale to build Intelsat VII and Aussat-B satellites, expressed confidence in partners' product. Although team of manufacturers has reduced possible sources of TV-Sat1 solar array error from 30 to 13, cause of failure is still uncertain, according to German Information Office.

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 for concept.

□

■ **Federal Trade Commission.** Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 season may send recommendation to commissioners in March, according to sources in Washington. Investigation included testimony last fall from top network executives, including ABC President Daniel Burke, CBS Sports 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.** FCC's Advanced Television Systems (ATS) Advisory

Committee, concentrating on first set of recommendations for commission—involving spectrum needs—decided last week whether to ask for extension of May 17 deadline for recommendation report (See "Top of the Week"). Those recommendations are to be written by planning subcommittee and then approved by ATS blue ribbon committee before being sent to commission. Concern has been raised that May 17 deadline may be unrealistic.

ATSC'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 this week.

Advanced Television Test Center will be organized by seven partners—National Association of Broadcasters, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations—to provide place to test HDTV and ATV systems for use by Advanced Television Systems Committee and FCC's ATS Advisory Committee. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners.

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■ **Indecency.** Media Central has sent letter to FCC urging agency not to impose sanctions on Media Central or its kzkc-TV Kansas City, Mo., for latter's broadcast last year of "Private Lessons," which contained seduction scenes in which woman's bare breasts and buttocks were shown. Letter came in reply to FCC's Jan. 12 letter asking for explanation of broadcast, which FCC said may have violated its broadcast indecency standard. Arguing against sanctions, Media Central said that standard was vague and overbroad, that broadcast was in violation of station's own standards and that steps to guard against repeat have been taken.

FCC decided last April to crack down on broadcast indecency, adopting standard based on broader definition of indecency than seven dirty words of 1978 Pacifica Supreme Court decision. At same time, FCC sent 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. 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 Amendment FCC enforcement of tougher broadcast

indecency standard. Child Protection and Obscenity Enforcement Act of 1988 has been introduced on behalf of White House that would implement recommendations 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.

□

■ **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.

□

■ **Mergers.** United Artists Communications Inc. and United Cable have agreed to merge into new company, United Artists Entertainment Co., with market value of nearly \$2.5 billion. Merged companies' 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels & Associates' cable interests) will be operated under United Cable name as third largest cable system operator in U.S. Deal, which involves complex cash and stock swap arrangement, is expected to be completed in second half of year. Largest MSO, Tele-Communications Inc., which held 66% of UACI and 24% of United, will hold 52% of outstanding shares in new company. ■ Talks have broken off between Kohlberg Kravis Roberts & Co. and a consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—for sale of Storer's 1.4 million-subscriber cable systems owned by KKR. Companies could not reach agreement on various complex tax, debt structure and pricing problems associated with deal, which would have been largest cable transaction ever, involving total considerations of \$2.8 billion. ■ Continental Cablevision has completed its \$481.7-million acquisition of American Cablesystems cable properties. Also closed earlier this month was Adams Communications' \$126.5 million purchase of Forward Communications' five TV stations from Wesray Capital Corp. ■ March closing is expected for U.S. Cable Television Group's approximately \$225 million acquisition of 135,000-subscriber cable systems of Essex Communications Corp.

□

■ **Must carry.** Capitol Hill has stepped up its role in working toward re-establishment of FCC must-carry rules. In speech before broadcasters two weeks ago, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules although he said any action on item is dependent on broadcasters' willingness to accept codification of the fairness doctrine (BROADCASTING, March 7). Last month, Dingell



**The pieces  
all came together  
at NATPE...**

and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules.

Also good news for broadcasters last week was decision by FCC to ask Solicitor General to join industry appeal of court ruling on must carry. 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. Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello had called for congressional hearings to establish record for must carry, but this is first time since rules were thrown out last December that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and Dingell have restated support for concept and indicated interest in legislative solution. Other must-carry interest on Capitol Hill includes proposal by Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee that would tie cable deregulation to must carry (BROADCASTING, Feb. 15). Rinaldo is seeking industry support for proposal in which cable systems would be granted deregulation (of rates and services) under Cable Act of 1984 if they met carriage requirements contained in cable-broadcast industry compromise agreed to in 1986. But idea has not received strong endorsement from cable, which is leery of re-opening act. Broadcasters who have fought hard to preserve some form of must-carry rules were disappointed with 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 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. 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.

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■ **Public Broadcasting.** Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, will become new American Public Radio president, effective April 1. APR, without full-time president since July 1987, announced choice Feb. 18.

Reauthorization hearings in House Telecommunications Subcommittee (see "Top of the Week") and Senate Communications Subcommittee, March 11 and 15, respectively, will draw battle lines between Congress and Office of Management and Budget. OMB has

recommended appropriations of \$214 million for 1989, 1990 and 1991, which would require rescissions in first two years. 1991 figure falls \$381 million short of CPB request for third year, which included \$200 million for replacement of satellite interconnection system. Senate Public Telecommunications Act of 1988 proposes \$304 million for FY 1991, \$353 million for FY 1992 and \$404 million for FY 1993.

(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 bird in 1991.)

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations. National Public Radio board this month set 1989 member station dues level at \$18.4 million (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 will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

Eddie Fritts, president of National Association of Broadcasters, whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations, met in February with presidents of CPB, PBS, and NAB, lobbying arm of public TV system. Fritts reportedly promised to work with them for permanent funding by some other means and to keep them abreast of must-carry discussions between broadcasters and cable operators.

Two openings remain on CPB board. White House has announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichtenstein, latter controversial for reportedly advocating cuts in CPB funding, await confirmation on Hill.

□

■ **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 with indepen-

dent 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.

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■ **Syndex.** In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programming on distant signals if it appears on local stations. Action is expected within next few months. Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights. Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programming contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex high priority, as well as obtaining same-day network nonduplication regulations.

□

■ **Wireless cable.** Wireless Cable Association, increasingly active trade association representing wireless cable operators, filed comments on Tele-Communications Inc.'s proposed \$46-million purchase of Tempo Enterprises Inc., saying that TCI should provide assurances that Tempo programming and that of other services in which it has interest will be available to wireless cable operators and other potential competitors of cable. Assurances are necessary because of TCI's growing vertical integration with programmers.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programming services to subscribers, is now available in such large markets as New York, Detroit and Cleveland.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband Companies Inc. from offering its service in outer boroughs of New York until other channels now hung up in interference disputes become available and 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.

# The Jeffersons



**A Cornerstone.**



# Datebook

■ indicates new listing

## This week

**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**—*Business of Entertainment Network* March meeting. Colonnade, Boston.

**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-Columbia*. UM campus, Columbia. Information: (314) 882-2880.

**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**—*"The Economics of TV News,"* seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

**March 15**—International Broadcasting Awards presentation, sponsored by *Hollywood Radio and Television Society*. Century Plaza, Los Angeles.

**March 15**—*Television Bureau of Advertising* regional sales conference. Marriott at Dallas-Fort Worth Airport, Dallas. Information: (212) 486-1111.

■ **March 15**—*American Women in Radio and Television, Indiana chapter*, meeting. Marriott, Indianapolis. Information: (317) 848-1084.

■ **March 15**—*Women in Cable, Greater Philadelphia chapter*, luncheon meeting. Adams Mark hotel, Bala Cynwyd, Pa.

**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 16**—*American Women in Radio and Television, Southern California chapter*, meeting, "Making Time Making Money." Le Mondrian hotel, Los Angeles.

■ **March 16**—*"Changing Broadcast Strategies,"* featuring Tony Malar, senior vice president of affiliate relations, CBS Television Network, sponsored by *American Women in Radio and Television, WNY chapter*. Buffalo Hyatt Regency, Buffalo, N.Y.

■ **March 16**—*"Evaluating Creative: The Power of Collective Learning,"* sponsored by *Philadelphia Ad Club*. Franklin Plaza hotel, Philadelphia.

**March 17**—*Television Bureau of Advertising* regional sales conference. Hilton hotel, Atlanta. Information: (212) 486-1111.

**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.

## Also in March

**March 20-24**—*National Computer Graphics Associ-*

*ation* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

■ **March 21**—*"Towards Space-WARC '88 II,"* international policy conference sponsored by *Annenberg Washington Program of Northwestern University*. Hotel Washington, Washington. Information: (202) 393-7100.

**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 22**—*"Ethics in Broadcast Journalism,"* seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

**March 22**—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Drake hotel, Chicago.

**March 22-24**—*"Women in America Today"* and *"Minorities in American Society—Economic, Social and Political Issues,"* two conferences for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**March 23**—*"People Meters: What Are the Effects?"* seminar sponsored by *Center for Communication*. Speakers: John Dimling, Nielsen; Barry Kaplan, AGB; David Poltrack, CBS, and Paul Sankin, Capcities/ABC. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

■ **March 23**—*Federal Communications Bar Association* monthly luncheon. Speaker: Dean Burch, director-general, Intelsat. Washington Marriott, Washington.

**March 23-24**—*Illinois Broadcasters Association* spring convention and Silver Dome awards presenta-

**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*. Adams Mark hotel, St. Louis. Information: (202) 822-2000.

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

## Major Meetings

**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. 22-25**—*Society of Broadcast Engineers* 23rd annual national convention. Convention Center, Denver. Information: (317) 842-0836.

**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. 15-19**—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

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

**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.

■ **Feb. 24-26, 1989**—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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

# Who's The Boss?



## A must buy.



tion. 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**—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Sheraton Premiere, Los Angeles.

**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**—"Writing for Broadcast News," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

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

**March 26**—*American Women in Radio and Television*, San Diego chapter, forum, "Media March on AIDS." Radisson hotel, San Diego.

**March 26**—"Home Video—Getting in on the Action," seminar sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

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

**March 28-30**—*Central Educational Network* annual conference. Hyatt Regency-Princeton, Princeton, N.J. Information: (609) 987-1234.

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

**March 29**—Broadcast business affairs seminar, sponsored by *American Association of Advertising Agencies*. Plaza hotel, New York.

**March 29**—*Broadcast Pioneers Foundation* Mike Award dinner. Plaza hotel, New York. Information: (212) 586-2000.

**March 29**—*Television Bureau of Advertising* regional sales conference. Hyatt Regency, Cincinnati.

**March 29**—"Wearing Another Hat: Counseling Communications Clients on Labor-Related Matters," sponsored by *Federal Communications Bar Association*, *Continuing Legal Education Program*. Washington Marriott, Washington.

**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.

**March 31**—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting, administered by *University of Michigan Department of Communication*. Information: Department of Communication, 2020 Frieze Building, University of Michigan, Ann Arbor, Mich. 48109.

**March 31**—*Television Bureau of Advertising* regional sales conference. Hyatt Regency O'Hare, Chicago.

## April

**April 1**—First Professionalism Awards, sponsored by *American Women in Radio and Television*, *Indiana chapter*, to recognize "outstanding efforts of professionals in television, radio and advertising." Lincoln hotel, Indianapolis.

**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 6**—"Cable/Broadcast Peace," sponsored by *Women in Cable, Rocky Mountain Chapter*. Speaker: Jim Cowie, chairman, National Cable Television Association. Hyatt Regency Tech Center, Greenwood Village, Colo. Information: (303) 740-6432.

## Errata

"Lost cause" item in Feb. 29 "Satellite Footprints" incorrectly identified West German direct broadcast satellite, **TV-Sat1**, which is now **dead in orbit**, as scheduled for launch "more than a year from now." State-owned programers, ARD and ZDF, hope to be distributed via France's TDF-1 beginning next fall until they can move to **TV-Sat2**, second German DBS bird **scheduled for launch more than year from now**.

□

Fall 1987 RADAR 36 story in March 7 issue, described **Transtar Radio Network Two** as measurement of a second commercial position for Transtar from 6:40 p.m. to 11:40 p.m., Monday through Sunday. Starting time should be **6:40 a.m.**

□

Caption on page 182 of Feb. 22 issue on **KLTH(FM) St. Louis** carrying "**The Breeze**" format incorrectly listed the hours the format will air. It is **heard from 6 p.m. to 6 a.m.**

**April 6**—"Multimedia Research Update," sponsored by *Philadelphia Advertising Club*. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

**April 6-9**—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists*, *Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

**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**—*Association of Maximum Service Telecasters* membership meeting. Las Vegas Convention Center, Las Vegas.

**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**—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 11**—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

**April 11**—*National Academy of Television Arts and Sciences* deadline for entries in Community Service Awards. Information: (212) 586-8424.

**April 11-12**—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

**April 12**—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

**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 13**—First Alexander Hamilton/Ohio State Awards luncheon and 52d annual Ohio State Awards banquet ceremony, sponsored by *Ohio State's Institute for Education by Radio-Television*. National Press Club, Washington. Information: (614) 292-0185.

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

**April 14**—*Action for Children's Television's* 20th birthday celebration. Harvard Graduate School of Education, Gutman Library and Conference Center and Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

**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 conference and business meeting. Crowne Plaza Holiday Inn, Rockville, Md. (Washington). Information: (202) 797-8911.

**April 15**—31st annual New York Emmy Awards, sponsored by *New York chapter of National Academy of Television Arts and Sciences*. New York Hilton.

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

**April 16**—11th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcast Arts* and *Central Michigan University*, in cooperation with *Michigan Association of Broadcasters*. Campus of Central Michigan University, Southfield, Mich. Information: Dick Kern, (313) 569-0101.

**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 17-20**—*Broadcast Financial Management Association* annual meeting. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

**April 18**—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

**April 20-22**—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

**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 21-24**—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

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

**April 22-23**—*Kentucky Cable Television Association* general membership meeting. Holidome, Bowling Green, Ky.

**April 22-24**—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

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

**April 23**—Elizabeth P. Campbell lecture series sponsored by *WETA(TV) Arlington, Va.* Speaker: Judy Woodruff, chief Washington correspondent, *MacNeil/Lehrer NewsHour*. WETA studios, Arlington, Va. Information: (703) 998-2713.

**April 25**—"Executives Talk About Strategic Outlook of the Communications Industries," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

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



**227**



**Just around the corner.**

## 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 Internationale* 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 Adver-*

*tisers*. 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*, "annual forum for exchange of program ideas among producers, programmers and others interested in making quality television to serve the public." Annenberg School of Communications, Philadelphia. Information: (215) 351-1200.

# Open Mike

## Strong on stereo

EDITOR: I note with interest the Feb. 8 letter from Shelly Davis regarding reception of WSM(AM) Nashville's stereo broadcast of the *Grand Ole Opry*.

He mentions one perceived drawback regarding the C-Quam system and platform motion. Please note that 270 miles away from Nashville (St. Louis), you are most assuredly listening to sky wave.

Shelly, thanks for pointing out that you do indeed get excellent stereo reception with C-Quam and with sky wave. It is also good to note that you are an FM broadcaster who is listening. There are many more of us who are also listening!

I am happy the folks at WSM have realized the importance of the C-Quam conversion. Why don't the rest of the AM broadcasters get on with progress?—*Peter C. L. Boyce, president, WNVF(FM)-WINN(AM) (stereo) North Vernon, Ind.*

## Half-hour correction

EDITOR: Thank you for including my comments in your Feb. 22 special report, "Taking the pre-NATPE pulse." I appreciated the opportunity to speak out positively regarding the advantages of hours in syndication. There have been far too many articles deprecating their value.

However, the third paragraph of my comments on page 102 was inaccurately recorded. This article states half-hours "are only 87% more efficient in generating ratings"; in fact, they are 87% less efficient than an hour based upon the average cost per rating point for one full hour of programming.—*Patrick J. Kenney, president/chief executive officer, TeleVentures, Los Angeles.*

## Single-channel addenda

EDITOR: We read your Feb. 29 article regarding the Cox and Tribune investment in the Compatible Video Consortium with great interest but wanted to clarify a couple of points regarding the HD-NTSC single-channel system.

First, there is the question of "scanning lines" versus "lines of resolution." It has become fashionable of late to classify various system proposals by the number of scanning lines they employ. The difficulty with this approach is that the number of lines used depends upon just where in the encode/decode chain one chooses to look.

For example, HD-NTSC is a subtle variation of a conventional NTSC signal and therefore could be categorized as being a 525-line process. But only 414 of those 525 lines are "active" in the context of carrying actual image, the rest being used for the vertical interval and digital data. Those 414 active lines are derived from 828 active lines, which in turn are downconverted from a production format such as 1,050 (966 active lines) or 1,125 (1,035 active lines). In other words, it would perhaps make sense to instead classify a transmission system by its performance based on vertical and horizontal resolution as measured in "lines per picture height" (l/ph), which can be accomplished in either a theoretical fashion or by simply viewing the wedges on a test chart. Recent evidence suggests that the HD-NTSC encoding process is capable of remarkable resolution performance and can be varied between about 450 l/ph (in both vertical and horizontal axes) up to a theoretical limit of about 700 l/ph, well inside HDTV territory.

Second, the article mentioned a 14:9 aspect ratio. It has become clear over the past few months that HD-NTSC can accommodate a full 5:3 format by reducing the duration of the NTSC front and back porches, increasing the active line time to nearly 56 microseconds. Dr. William Glenn [of the New York Institute of Technology] has stated that this technique does not appear to cause any adverse effects in contemporary receivers. We don't think there will be a need to go any wider than 5:3 for transmission, though SMPTE has shown the desirability of a 16:9 format for production purposes.

Finally, it needs to be re-emphasized that projects such as ours need funding assistance. Organizations that might be willing to help us with HD-NTSC are urged to get in touch—*Richard J. Iredale, president, The Del Ray Group, Marina del Rey, Calif.*

## About Apel and AM

EDITOR: I read Steven Apel's "Monday Memo" of Feb. 29 with great interest and couldn't disagree more.

I believe that if a wand were waved over the AM dial tomorrow and produced tighter, better programmed music aimed at the "under-45" audience, little would change. Well-researched music, fewer commercials and less talk will not compensate for the fact that the music just plain sounds better on the FM dial. Until technology catches up, the play-

ing field will be too far tilted towards FM to make much of a difference in the future of AM radio.—*Lee S. Simonson, vice president/general manager, WOR(AM) New York.*

□

EDITOR: This letter is to set the record straight regarding the Feb. 29 "Monday Memo" by Steven Apel.

Mr. Apel was not acting as an authorized spokesperson for the Arbitron Ratings Co. The study and the resulting analyses and conclusions were not done in conjunction with our company. They do not represent the expertise or opinion of Arbitron Ratings.—*Nan Myers, press relations specialist, Arbitron Ratings Co., New York.*

**Editor's note:** While Mr. Apel was correctly identified in the "Monday Memo" as a project director in Arbitron's Marketing Research Services Department, it should have been stated that the piece represented his opinion and not that of Arbitron's.

## Comparative comment

EDITOR: I read with great interest the article in your March 7 issue regarding FCC Chairman Dennis Patrick's recent statements concerning cleaning up the comparative renewal process and your excellent editorial.

As you may recall, last July Leibowitz & Spencer petitioned the FCC to open a rule-making proceeding to revise the procedures surrounding comparative renewals. In that petition, not only did we address the issue of "greenmail," but we also suggested three other modifications that we believe are needed to protect existing broadcast licensees from improper comparative challenges. These include repealing the policy that allows a challenger to specify the technical facilities of the licensee without obtaining reasonable assurance of the availability of the licensee's antenna site; requiring a challenger to file with its 301 application all documentation and information supporting its financial certification, and requiring disclosure of all persons having any ownership, whether attributable or not, in the competing application.

We believe that if the commission does not address these matters, the radio licensees coming up for renewal this year for the first time in seven years will be sitting ducks for greenmailers.

I should also note that the National Association of Broadcasters filed a statement in support of the initiation of the rulemaking proceeding requested by us on Aug. 17, 1987.—*Matthew L. Leibowitz, senior partner, Leibowitz & Spencer, Miami.*



# Designing Women



**Not available yet.**



# Monday Memo

A commentary on international communications from John Eger, communications attorney, New York

## The importance of working for a free flow of global information

Throughout the world, the free flow of information seems to be under fire, and the channels of trade in communications goods and services are clogged. Because the communications revolution is most advanced in the United States, it is often our publications, our films, our advertising, our databases, our satellites, our telecommunications systems and our policies that seem under attack.

The attack is increasing. The pace of change has accelerated, and timing has become of the essence.

Just 15 years ago, we were told by economists and social scientists that more than half our workers were employed in something called an information sector, that more than half our gross national product depended on the production, use, storage and transfer of information, and that we needed a national information policy. Five years later, journalists and political scientists were already warning that we were entering an "information war."

Yet it was not until 1984, in preparation for an upcoming meeting on revisions to the General Agreement on Tariffs and Trade (GATT), a group of businessmen reporting on the major problems in the motion picture, television, recorded entertainment, publishing and advertising industries incurred in world markets, concluded that the future of free and fair trade and the free flow of communications goods and services was not encouraging, and it was time to do something about it.

Today, fewer than five years since the report was commissioned, the world marketplace has changed dramatically.

In Italy, France, West Germany and elsewhere in Western Europe, in the People's Republic of China, India, Pakistan, Indonesia, the Eastern Bloc and throughout the world—north and south, east and west—new communications technologies are coming into use. This presents awesome prospects for growth for those in the business of communications. It also creates exciting opportunities for multinational marketers, for the world is opening up to advertiser-supported communications on a vastly expanded scale.

Yet, sadly, old barriers remain and new, more sophisticated ones are emerging. Canada continues to expropriate American television programs at the border, delete the U.S. commercial messages, insert Canadian commercials and relay those programs by cable or satellite to receive-only earth stations throughout Canada. Australia, which has given birth to four of the top 10 media



John M. Eger, a New York-based international communications lawyer, was telecommunications adviser to Presidents Nixon and Ford and headed the White House Office of Telecommunications Policy. Until 1986 he was senior vice president of CBS Worldwide Enterprises and currently serves as chairman of the American Bar Association subcommittee on international broadcasting.

barons of the world, prohibits the use of commercials produced outside Australia on Australian TV.

No more than 20% of programing on Brazilian TV can be imported. Foreign programing is totally banned or heavily censored in some other parts of the Third World.

In Europe where television growth appears to be the greatest, proposals from the European Economic Commission require that every member country transmit a minimum of 60% EEC-produced programing. Under its version of "television without frontiers," a draft law now being considered by member countries, every EEC country would be required to accept the broadcast of every other, but not signals from non-EEC countries including the U.S. Clearly this is a "Fortress Europe" approach to harmonization, and sets an unhealthy precedent for future legislation.

Restrictions on the less traditional forms of information flow are equally widespread. From outright bans on certain kinds of transmission equipment to usurious tariffs imposed by postal, telephone and telegraph companies, nation states potentially control the flow of all forms of voice, data and video communication.

Privacy and security laws requiring registration and prior authorization of the transmission of name-linked data hold the potential for tightly regulating multinationals. If applied literally, these rules would restrict the data collection and transmission of news-gathering organizations such as Reuters, AP, UPI or CBS.

More avant-garde policies come from Colombia and, to a certain extent, Peru, which claim rights to their air space and threaten to tax or tariff any nation that trespasses, or attempts to park a communications satellite there. The list goes on.

All these moves erecting international barriers pose serious problems for those companies directly involved in the communications business and for others who depend on the free flow of communications to do their business.

Some day a majority of nations, bridging the interests of the Third World and the industrial nations of the West, may impose a new, even more restrictive body of international communications law. Overlapping, contradictory national laws passed piecemeal, may also create even more chaos in international communications than exists today.

Our right to compete globally is questioned, our preeminence challenged, our interests thwarted, our influence diminished and, eventually, our leadership lost. The attack, under way for several years, continues. Yet there is still little governmental awareness of the problem and no comprehensive, thoughtful U.S. policy to meet it. American responses have been fragmented and piecemeal at best.

At a time when the leadership in the private and public sectors is reevaluating and redefining what we need to be "economically competitive," perhaps it's time to ask again some basic questions.

First, what is the size and shape of this dilemma for U.S. stakeholders? What importance does this sector of the economy have for U.S. freedoms and free enterprise? What laws and regulations do we impose on ourselves, like the fairness doctrine, that make it difficult to press our case for freedom in international fora? Which taxes or tariffs like those threatened in Florida offer attractive precedents for revenue hungry nation states? And last but not least, what steps should we take to develop a coordinated and cohesive private and public sector response? Perhaps it is time for the President to initiate a special commission on world communications to elevate the discussion and consider such questions in a larger forum. In the meantime, communications industries and others critically dependent upon the free flow of information and information goods and services, together with existing associations, could organize themselves into an alliance, press for a GATT on communications, object to the Canadian treaty which provides loopholes if "cultural" matters are at issue, and push for bilateral negotiations in other parts of the world. In this increasingly global information age, "competitive" America, indeed, a constitutional America, is at risk.



**And it all comes from one place.**



**Columbia Pictures Television**  
A unit of Columbia Pictures Entertainment, Inc.



**92**  
**SOLD IN ~~85~~ MARKETS.**  
**GET WITH IT!**



# **KATE & ALLIE**

Produced by Reeves Entertainment Group  
Distributed by

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**STARTS THIS FALL!**



# Broadcasting Mar 14

Vol. 114 No. 11

TOP OF THE WEEK

## Political TV ad race off to sluggish start

**Broadcasters disappointed by pace of spending up through Super Tuesday; but no dearth of negative commercials**

Super Tuesday was indeed super for Vice President George Bush and for three of the Democratic candidates for that party's nomination. But broadcasters across the 20 states where voters participated in primaries or party caucuses were less than overwhelmed with the political business they had done—and have done thus far this election season. The 30-second spots being ground out to attack an opponent or sing a song of praise for the candidate buying the time have gotten unusual media attention. But, rep companies and broadcasters suggest, there have not been enough of them.

Seltel Inc. President Ray Johns, on the Friday before Super Tuesday—which was shaping up as a national, never mind a regional, primary—sounded a note that was to be echoed often in succeeding days. Political spending, he said, “was not as active as we thought. Right now, it’s somewhat disappointing.” Similarly, said Katz Television Group President Pete Goulazian: “Our expectations were a bit higher than what we’re getting.” Perhaps it was simply a case of expecting too much. Bill Fagan, president of Petry Television, said most stations expected gains of 10% to 15% over billings for the same period in 1987. Instead, he said, increases will equal less than 5%-8%.

The same strain of disappointment ran through the comments of station executives in some of the Super Tuesday states. Richard Daggett, vice president for sales at KPRC-TV

Houston, said political advertising at the station thus far was more than 15% off the initial projection. And in Atlanta, Wayne Spracklin, general sales manager of independent WGNX(TV), said, “We did not have a whole lot.” He cited figures reported by a local business magazine on the television advertising of two Democrats. Senator Albert Gore of Tennessee and Representative Richard Gephardt of Missouri, and of Vice President Bush in advance of Super Tuesday: The spending enriched WXIA-TV (NBC) by \$80,000, WAGA-TV (CBS) by \$60,000, WSB-TV (ABC) by \$46,000 and WGNX by \$9,000. “Everybody expected a lot more,” said Spracklin. “We’re not even 50% of where we thought we’d be.” Peter Schruth, director of sales for WAGA-TV, agreed. Instead of the \$1 million he expected the candidates to spend in advance of Super Tuesday, he said, the total was closer to \$300,000. In light of Super Tuesday, Schruth no longer believes, as he once did, that Atlanta’s television stations will earn \$2.5 million in political advertising money. “That won’t happen,” he said.

The frustration and disappointment of those like Schruth and Spracklin was summed up in the latter’s comment on the candidate falling behind in the race for the Republican nomination. Senator Bob Dole, he said, did not spend “a dime” in Atlanta.

None of this should be taken as a sign television has lost its appeal as a cost-effective way of reaching voters. The candidates, with treasuries nourished by federal matching funds, were spending heavily in the medium. Dole, for instance, has spent more than \$2.5 million thus far in the campaign, which began in earnest in Iowa. Most of that, his director of communications, Larry McCarthy, said, was spent in the South. But Dole, after his crushing defeat on Super Tuesday, pulled what was said to be \$400,000 worth of television advertising from stations in Illinois, where he is to face Bush in a crucial primary test on March 15. But Dole was not abandoning the contest. “We’re reassessing our media strategy for Illinois,” a spokesperson said. Bush’s advantage in funds is evident in the money he is reported to have spent on Super Tuesday contests—up to \$4 million.

On the Democratic side, Gore’s strong showing was accompanied if not generated by heavy television advertising. He had spent what opponents monitoring his activities said were substantial amounts on television in New Hampshire (where he was largely invisible in the flesh) and Wyoming. But it was in the South where he staked his campaign on one roll of the dice. He spent an estimated \$3 million—including \$1 million borrowed from a bank last week—on

his advertising campaign. And he wound up as one of the three leading contenders for the Democratic nomination. Governor Michael Dukakis, whose campaign is the wealthiest by far among the Democrats’, spent about \$2 million on television advertising in Super Tuesday states, and



Bush



Dole



Dukakis



Gore



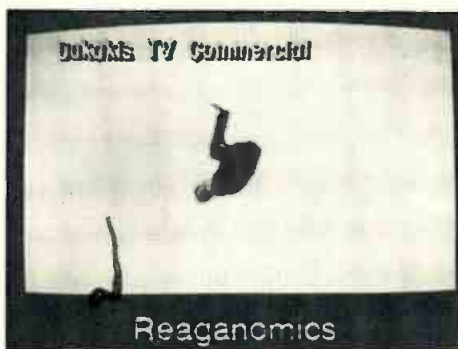
Jackson

still could count \$2 million in his treasury. Gephardt, now struggling, had invested \$700,000 on television advertising heading into Super Tuesday, on which he spent \$1 million. Senator Paul Simon, who sat out Super Tuesday in hopes of rejuvenating his campaign with a strong showing in his native Illinois, is said to have spent \$900,000 on television in a campaign that thus far has not caught fire.

But the candidate whose television advertising story is raising eyebrows is Jesse Jackson. He spent a paltry \$57,000 in six northern states—Iowa, New Hampshire, Maine, Vermont, Minnesota and South Dakota. According to Mike Wallace on the CBS News Super Tuesday special, that breaks down to 94 cents for each voter who wound up in his column. In the five days before Super Tuesday, his television advertising expenditures reached \$100,000. On the big day, he won 386 delegates, according to a CBS count, second only to Dukakis.

Jackson has done more with free media—the coverage of his campaign—than the other candidates. "I may not have the money," he says, "but I have the richest message, and that message is getting through."

Aside from Jackson, then, why has the amount of political spending thus far disappointed broadcasters and rep firms? Actually, overall spending is up—way up—over that recorded at about this point in the 1984



Dukakis ad attacking Gephardt for flipflopping on issues.

campaign. According to Federal Election Commission records, the spending by 12 candidates—President Reagan and 11 Democrats seeking the opportunity to oppose him—amounted to \$37 million. Thus far this year, the total spending of the 14 who began the campaign, including those who have dropped out, is over \$124 million. Media advertising is generally estimated at about 40% of total spending, with 70% of that assigned to television.

Again, why the disappointment among station time salesmen? Several station executives probably were correct in citing the vast reach of the Super Tuesday market. Stations in 20 states (compared to nine in 1984's version of Super Tuesday) and a

hundred or more markets were vying for political dollars. There simply were not that many dollars to go around to all of them or to very many in large amounts. Then, too, there was the candidates' strategy. Seltel's Joe Pedri, manager of the rep firm's Philadelphia office and the company's expert in such matters, said, "Campaigns are focusing on states where they think they can win." Republicans other than Bush, for example, "gave up on Texas and Florida."

Then, too, there are finely honed buying techniques. Cosmos Broadcasting President Jim Sefer notes, for instance, that Dole spent heavily in the Greenville, S.C., market, while ignoring Cosmos's WIS-TV Columbia, S.C., which is southeast of Greenville and covers the central part of the state. Why? The Greenville stations, Sefer pointed out, cover parts of three states—North Carolina and Georgia as well as South Carolina. Thus, tactically, Sefer said, when the candidate's resources are being strained, "Greenville is the obvious choice."

But strategic planning can sometimes take second place to herd instinct. And in the case of Georgia, the leader of the herd signaled the movement into the state too late to help the performance record of the stations' time salesmen. Said WAGA-TV's Schruth: "We were expecting a two-week prior effort. But no one made a move until six days before the primary when George

A K-SAT DISH OWNER  
FOR

**AL GORE**  
PRESIDENT IN '88

K-SAT VIA SATELLITE SPACENET 1-3.6.2 AUDIO

PAID FOR BY  
K-SAT BROADCASTING

## TVRO interests dish out support for Gore

Tennessee Senator Albert Gore's bid for the Democratic presidential nomination has been bolstered by an "invisible army" of backyard dish owners, dealers and distributors ("Closed Circuit," Feb. 7).

The home satellite industry support of Gore is a reward for his long-time support of the industry. As a congressman, Gore was instrumental in amending the Cable Communications Policy Act of 1984 to legitimize the home satellite industry, and, since his election to the Senate, he has pushed for legislation intended to guarantee dish owners access to cable programming at reasonable prices (S. 889).

"Every day we have 25 to 30 calls from satellite dish owners and dealers offering to help," said Roy Neel, a Gore Senate aide who also serves as an adviser to the senator's campaign. At the semiannual home satellite industry trade show co-sponsored by the Satellite Broadcasting and Communications Association in Nashville last fall, a "Gore for President" booth signed up some 600 volunteers. "The level of enthusiasm from the rank and file is still high," Neel said.

An April 10 fund raiser—the "Satellite Television Gala for Gore"—is being planned by a coalition of TVRO industry leaders including Rick Brown and Fred Finn of Brown & Finn, a law

firm representing the K-SAT Army (an organization of dish dealers and owners) and the Home Satellite Television Association (of which Finn is president); SBICA President Chuck Hewitt; Sandy Wirth of Delta Satellite, a dish equipment distributor, and Dave Wolford, a publisher of TVRO trade publications and guides. The same evening, the senator will appear via satellite to dish owners gathered around the country at a series of fund raisers.

"Of course this issue helps his campaign," said Neel. Two days before Super Tuesday, the senator went on the satellite to make a "direct appeal to dish owners to get out and vote."

The industry's allegiance to Gore was exemplified last month in Houston, when Gore needed to talk with campaign staff members in more than 50 cities. Dish owners, Neel said, volunteered satellite downlinks in the various cities, saving the campaign at least \$30,000.

Neel maintains that Gore is not forgetting his obligations to the dish industry. The senator is committed to move S. 889 "this spring," he said. Despite Gore's emergence as one of three contenders for the nomination (see page 27), Neel said the senator will find the time to bring S. 889 up for a vote on the Senate floor.



Bush came into the market in a very concentrated fashion. At that point, the others followed. If Bush had come in Feb. 10, and started spending heavily, the others would have followed."

What seems to be looming unusually large in the consciousness of those covering the campaigns is the character of the ads being aired. Analysts speak of the early predominance of negative commercials. There was, for instance, the Dukakis ad accusing Gephardt of flipflopping on issues ranging from President Reagan's tax policy to his position on the minimum wage: "You know where Dukakis stands. But Gephardt? He's still up in the air." Gephardt promptly responded with an ad not defending his record but attacking Dukakis's campaign for "smearing" former candidate Joe Biden of Delaware "with a negative attack video,"

then "spying on Paul Simon. Now Dukakis is trying to smear Dick Gephardt." Bush and Dole have been at least as sharp in attacking each other in 30-second spots: Bush accusing Dole of "straddling" on the tax issue and Dole attacking Bush for his role in the Iran/contra affair. Representative Jack Kemp seized on the problems in Panama as a means of attacking both Bush and Dole in an ad. But like so much else he tried, it did not help his campaign; on the Thursday after Super Tuesday, he left the race.

Presidential politics has been burning itself into the public awareness only a little more than two months. There are eight more to go before the election in November. That will give creators of the attack ads time to sharpen their skills. (Those spots may not be the noblest expression of political thought, but analysts, like Roger Mudd of *MacNeil/*

*Lehrer NewsHour*, concede their effectiveness.) It may even be sufficient time for the candidates to spend the \$300 million on television advertising that Katz Independent Television has projected. For the broadcasters servicing the account, that would make the 1988 election a success, even before the votes are counted. □

## Marvin Davis bids for Lorimar

**Financier offers \$17 per share shortly after company opens buyout talks with Warner**

Television program producer and distributor Lorimar Telepictures, subject of takeover rumors for months (in part because of the poor performance of its theatrical and home video operations), last week received a \$17-cash-per-share buyout bid by financier Marvin Davis just three days after it reported beginning "preliminary discussions" on a possible merger with Warner Communications.

Some questioned the seriousness of the Davis bid, however, and one source asking not be identified called it an effort to "pump up the stock" so Davis could later pull out and sell his holdings at a profit.

But Davis's bid was believed higher than any so far contemplated by Warner, which began examining the Lorimar books the weekend of March 5, a day or two after Warner chairman and chief executive officer, Steven Ross, reportedly a long-time

# LORIMAR

personal friend of Merv Adelson, approached the Lorimar Telepictures chairman and chief executive officer.

Word of the Davis bid meanwhile was received in a letter seeking a meeting between him and the company, Lorimar said last Thursday. In a subsequent statement, the Culver City, Calif.-based Lorimar said it would "bear Mr. Davis's letter in mind," but declined comment on whether it would meet with him.

Lorimar also said it "has been approached from time to time in the past by various companies in the entertainment industry" about similar merger proposals, and although it did not provide details, there was speculation that additional bidders for the company might yet emerge.

Lorimar stressed in statements, however, that the company has made "no determination...whether any business combination would be in the best interests of its shareholders."

The latest offer, which Lorimar said Davis made "subject to a number of contingencies and negotiations," would cost him some \$760 million for Lorimar's approximately 45 million outstanding common shares,

## Political advertising not a big buy on radio

Political advertising on radio is being characterized by many industry executives as "nonexistent." But some officials note that a slow political advertising pace in the early stages can be expected in a presidential year, particularly on the local level, because candidates first look to television.

"There has been virtually no political advertising on our [Florida] stations," said Bob Weiss, partner in Metroplex Communications, a Cleveland-based radio group that operates three AM and four FM stations in Florida, one of the Super Tuesday primary states. "Political advertising is a very small part of our business," he said.

"It was very slow. We thought there would be more activity," said John Hare, vice president and general manager of WBAP(AM) Fort Worth, a full-service country station serving the Dallas-Fort Worth area. Texas was also a Super Tuesday state.

"There has been very little activity at our three FM stations in Texas and at WBZ(AM) Boston [for the New Hampshire and Massachusetts primaries]," said John Waugaman, senior vice president, marketing and sales, Group W Radio. "I sense that the candidates aren't using a lot of radio this year," he said.

"There is a lot of advertising geared for local elections, but nothing for the presidential campaigns," said Rod Zimmerman, general sales manager for all-news WBBM(AM) Chicago, a city that will be one of the political focal points this Tuesday (March 15) with the Illinois primary. "But that's not unusual. Presidential candidates don't use local radio."

Gary Lawrence, vice president and general manager of news/talk WINZ(AM) Miami, concurred: "Political advertising has been very light. But we didn't expect any windfall political dollars. Most of those radio expenditures go through national spot." But political advertising via national spot radio has been sluggish, at best. "We are not experiencing the spending levels as in previous presidential election years," said Bob McCurdy, vice president and general sales manager, Katz Radio. "However, we believe more money will be placed by candidates as the primaries revert back to a state-to-state basis," he said. "On Super Tuesday, candidates were stretched too thin to do a good [advertising] job in any one market."

Political advertising has been "fairly light," said Les Goldberg, president of Interep, which is composed of six national radio representation companies. One of the longest on-air political radio ad campaigns booked by Interep was a four-week flight for Bush on Iowa stations earlier this year. (Most political radio flights during the primaries run about a week.)

"While we have seen some activity, it hasn't been gangbusters," said Don Gorski, vice president of sales for CBS Radio Representatives. "The real action won't happen until we get closer to the general election," he said. Based on a sampling of rep executives, Bush, Dole and Dukakis appear to be the principal users of national spot radio so far.

Although no one could pinpoint the approximate amount of national spot political advertising that has already been spent this year, that figure is believed to fall in the \$200,000-to-\$400,000 range, which, in the words of several executives, is "minimal." (National spot radio sales for the total year are projected by the Radio Advertising Bureau to reach roughly \$1.4 billion.)

"Political advertising has very little impact on network radio sales," said Peter Moore, Radio Network Association president. Candidates running in the primaries concentrate on specific geographical areas, which are generally bought through national spot business, he said. "Even for the general election, more money is spent on spot."



more than 15% of which are held by company officers and directors. The company also has some \$600 million in debt that a buyer would likely assume.

According to analyst Harold Vogel of Merrill Lynch, Warner is "just looking," and no deal with Lorimar is "imminent." But a joining of the two companies might make sense, he added, because it would allow Warner, which already has a substantial business in producing network TV shows and syndicating off-network fare, to estab-

lish a presence in the first-run TV syndication market, where Lorimar has extensive offerings.

Lorimar could expect to gain the expertise of the Warner movie distribution arm for its films and the strengths of its home video operation, as well as cash for future investments, another source said.

Analyst Richard Simon of Goldman, Sachs said that although the deal "is not written in stone," if Warner did make the move, the company would cut costs sub-

stantially at Lorimar, particularly in the theatrical and home video divisions. Losses in these operations have grown substantially, obscuring the stronger performance of the company's TV syndication business.

Lorimar's stock has risen on heavy trading in the last two weeks. After climbing more than \$1.50 on heavy trading the first week of March to close at \$12.50, the issue shot up to \$15 Monday, then was up another \$0.88 through last Friday, closing at \$15.88. □

## Turner hoping to jolt cable world with TNT

**TBS board gives nod to proposed basic cable service that would draw on company's sports and film libraries, including newly colorized titles; first-year budget set at \$30 million**

The fuse has been lit on TNT.

Last Monday (March 7) the board of Turner Broadcasting System unanimously approved Ted Turner's plan for Turner Network Television—a new basic cable network featuring big-time sports, expensive original programming and a steady stream of motion pictures from TBS's extensive film libraries. The launch date: Monday, Oct. 3.

The following day, Turner was on the stump at a Southern California Cable Association luncheon in Los Angeles to begin the tasks of explaining what TNT is and selling it to the cable industry. And by week's end, TBS's affiliate marketing staffers were making the rounds of cable operators, and its programming executives were exploring programming possibilities.

Although the goal of Turner's network—250 nights a year of original programming/live sports in five years—is revolutionary for the cable industry, its growth will be evolutionary. "It's going to be a tremendous, tremendous challenge," Turner told the California cable operators. "There is not going to be a whole lot [of original programming] to start with. Hopefully, we'll have one program a month to start with and build from there."

The unrestrained enthusiasm of Turner and other TBS officials for TNT—the first mass-appeal cable service to try to make a go of it since The Entertainment Channel's aborted effort—was balanced last week by the skepticism of cable operators, program producers and security analysts, some of whose support will be needed to make TNT go.

The plan to phase in the high-priced programming over several years is a function of a pay-as-you-go budget. Turner said TNT's budget for original program production is \$30 million this year, \$40 million in 1989, \$90 million in 1990 and \$150 million in 1991.

Turner's \$30-million budget for 1988 is based on the service's reaching 17 million subscribers. The six cable operators on TBS's board—Tele-Communications Inc., American Television & Communications, United Artists, United Cable, Warner Cable

and Continental Cablevision—have roughly 16 million subscribers. Those, combined with the subscriber counts of the other cable companies that poured money into Turner last year, would amount to 30 million subscribers.

"I hope that we launch on Oct. 3 with 30 million homes," Turner told the SCCA, "because if we do, WTBS's NBA package will be on TNT."

A 30-million reach figure would also help Turner convince the board to allow him to spend more money on original production. "I think I can get the board to move the budget up a year or two," said Turner, if TNT's subscriber counts are ahead of schedule. That would allow TNT to spend more money, more quickly, on original programming, he said.

Because of TNT's dual revenue stream—subscriber fees and advertising revenue—the programming can aim "for the highest common denominator," said Turner. "This network will be half underwritten by sub-



scriber fees, so we don't have to go to the last little inch in the way of ratings. We can go like HBO does for a satisfaction quotient."

The economics of TNT will give Turner his first dual revenue stream for a nonnews operation. TNT will be free to operators in 1988, but it will charge 15 cents per subscriber per month in 1989, 20 cents in 1990 and 25 cents in 1991. The relatively high cost to the cable operators for a basic service will be offset by double the number of local advertising availabilities they normally receive. TNT's split will be six minutes an hour for TBS and four minutes locally. Those advertising opportunities, said Greg Liptak, group vice president, operations, Jones Intercable, a TNT supporter, "would be very important to us." TNT's subscriber fees represent "a very expensive program product for basic cable," he said.

Another element that helped fuel the go-ahead for TNT, said Turner, was that the network could spend 80% of its budget on

programming, versus the 50% normally associated with a cable network. Turner already has the overhead in place—affiliate marketing and sales staffs, a product library and a satellite transponder (number 14 on Satcom III-R). "Everything will be reinvested in programming," said Turner.

TNT will premiere with a showing of the first half of MGM's "Gone with the Wind," to which Turner has the exclusive rights. (Turner said he turned down a multimillion-dollar offer from HBO for the rights to show the classic next summer.) Part two of "GWTW" will be shown on Tuesday, Oct. 4, followed the next night with an original, \$800,000 special on the making of the movie by the sons of the movie's producer, David Selznick.

"GWTW" made its television premiere on NBC-TV in November 1976, scoring a 47.6/65. CBS-TV then acquired the rights to the film, and during its five airings from 1979 to 1987, the overall ratings dropped, from 26.1/38 in 1979 to 14.2/22 in 1984, rising to 17.6/26 in 1987.)

Also in October, Turner said, TNT will premiere the colorized versions of "David Copperfield" and "Knut Rockne: All American." TNT's first multipart special will debut in November, a 10-hour series, *Story of Hollywood*, a co-production with the BBC. It will be hosted by Burt Reynolds and will run five consecutive nights. "Key Largo" and "Somebody Up There Likes Me" will make their colorized debuts on TNT in November, Turner announced. In December, the colorized version of "The Hunchback of Notre Dame" will premiere, along with an original, first-run project now in negotiation, said Turner.

"We're going to try and have a made-for-TV movie or mini-series every month of the very, very highest quality," said Turner. "I'd like our programming to be a little more prosocial and upbeat" than the networks', he said. "You will not see our productions go for a lot of T&A or gratuitous sex or violence."

Turner said he plans to meet with the major studios and independent program producers on March 29 to discuss programming for TNT.

From the ranks of those who could provide Turner programming, the reaction to TNT has been cautious. "The hardest thing in the world is to develop and produce a hit TV series," said John Pike, Paramount president of network television. "There's a

lot more to it than money. A lot of it is luck, and a lot of it is the talent you have involved and the schedule." And a program budget of \$30 million "is not a lot of money," he added.

"Everyone now is taking a little bit less share of the audience," said Pike, and the success Fox achieved with its Sunday-night lineup took "a long time to do. How much more fractionalization can there be?" asked Pike. Even with TNT's dual revenue stream, which means Turner may not need prime time ratings challenging those of the networks, Pike said "for him to be successful, he's going to have to produce programming that attracts a mass audience."

Rich Frank, president of Disney Studios, said: "Hollywood is going to look very closely at what's coming forward" on TNT. The MGM library "is not going to set the world on fire," said Frank, who added that "there are just loads of questions" about TNT. Echoing Pike's comments on the difficulty of producing successful programming, Frank said of Turner's plans, "[Fox Film Corp. Chairman] Barry Diller is a lot more professional in doing original production and look at the trouble he's having."

Although Turner has gotten the go-ahead from the board, and tentative approval from several other operators, there is an undercurrent running through the industry that TNT is too vaguely defined and too reliant on old movies to warrant the displacement of other cable services in a tight capacity environment and the proposed subscriber fees. What exactly is going to be on the new service besides the MGM library? That question is asked by some cable operators, security analysts and program producers.

Even among the group of cable operators that saw Turner's presentation in New York two weeks ago there was some guarded reaction. "Some of it you like; some of it you don't like," said one. There is the concern that the big events Turner wants to pursue overshadow what will be on TNT day in and day out. As one operator said: "The Master's golf tournament is only one day a year."

An advertising sales manager at a top-20

MSO said that although the concept is "exciting," the "blue sky [of the proposal] needs to be cleared up." His company was awaiting the presentation of its Turner rep. "We just have to wait and see," he said.

John Tinker, media analyst with Morgan Stanley, said that although he was not fully familiar with the channel's program concepts, he did not see what viewer market the channel "can really carve out." If the channel is seeking to be a true network, he added, it will need live programming, which would be an expensive proposition.

Station reps familiar with the Turner library, such as Jim Curtin, associate director, Katz programming, questioned the repeatability of classic films from the MGM library, such as decades-old musicals, and whether viewer demographics might weigh too heavily toward the 45-year-old to 55-plus audiences.

He also suggested that series such as *Gilligan's Island* may have more repeatability value for the new channel and may represent a more efficient way to draw audiences and a better long-term strategy for the channel's programming.

And there also was a concern over exclusivity. Dick Kurlander, vice president and director of programming for Petry Television, said his firm has stressed the exclusivity issue with stations buying exhibition rights to Turner library products. "It's competitive enough without having to duplicate programming," he said. "If we pay for something, we expect it to be exclusive for the period of license."

That, apparently, won't be a problem. Terry McGuirk, TBS vice president, special projects, said Turner has 400 to 500 movies and hundreds of hours of television programs that could be used exclusively on TNT and are not a part of any syndication package. McGuirk said Turner Program Services' syndication packages typically give Turner a six-month exclusive window for some film titles as they are cycled in and out of the syndication marketplace. During those windows, said McGuirk, some product could show up on TNT. "We also have the option of pulling movies out, in the

future, for TNT, and we may do some of that also," he said, but the company won't pull any existing titles already in syndication. "We're not going to break any contracts."

Among the titles in the Turner film library are "Ben Hur," which is part of TPS's Prime One film package that will air in April on 150 broadcast stations, "Gigi," "2001: A Space Odyssey," "Mrs. Miniver," "Mutiny on the Bounty," "Dr. Zhivago," "The Wizard of Oz," "Casablanca," "The Maltese Falcon," "The Adventures of Robin Hood," "Yankee Doodle Dandy," "The Life of Emile Zola," "An American in Paris" and "Philadelphia Story" as well as the recent films "Poltergeist," "Victor/Victoria" and "2010."

TBS has 2,200 films from the MGM library, 750 pre-1950 Warner Bros. pictures and 700 RKO pictures ranging from 1930 to 1956.

Many of TPS's cartoons are in syndication, such as *Tom and Jerry*. Other Turner cartoons and series include *Popeye*, *Daffy Duck*, *Bugs Bunny*, *Gilligan's Island*, *The Courtship of Eddie's Father*, *Daktari*, *Man from U.N.C.L.E.*, *Please Don't Eat the Daisies*, *Then Came Bronson*, *Medical Center* and *CHiPs*.

Will *Gilligan's Island* show up on TNT? McGuirk said he would rule nothing out, but he said "we're going to try and be as creative as possible, especially with TNT." It is "a little too early" to talk about specific movie or series titles that would show up on TNT, he said.

If the NBA winds up on TNT, Turner said that 25 games of the Atlanta Hawks would revert to WTBS, giving operators "50% more games, with no additional cost plus the inventory." The 1990 Goodwill Games would also run on TNT, but McGuirk said the Atlanta Braves would remain on WTBS because of existing rights agreements.

"WTBS," reassured Turner, "is going to be just fine," and won't suffer with TNT's start-up. He told the SCCA that the colorized version of "Casablanca" will premiere on WTBS in November. McGuirk said "WTBS will continue to buy programming from all other libraries as well as use some MGM product." TNT's programming buys, said McGuirk, will be cable only.

Initially TNT will have one feed, on Satcom III-R, transponder 14, replacing space used for CNN backhaul feeds. (TBS will acquire another transponder to handle CNN's backhauls, said McGuirk.)

Turner's affiliate marketing staff began its efforts to sign cable operators last week, and TBS announced its first two affiliates, Prime Cable in Atlanta and the National Cable Television Cooperative, a buying co-op of smaller operators representing more than two million subscribers. One aspect of TNT's per-subscriber pricing is that there are no volume discounts—large and small operators will pay the same rates.

TNT is unusual among cable networks because most launch with far fewer subscribers than TBS's goal of 17 million, said McGuirk. "This thing has such a broad base and strong support that we think it will move with lightning speed within the industry," he said, but he stopped short of predicting it would reach 30 million by October. □



TNT's first offering: "Gone With the Wind"



# United Cable merger with UACI to create third largest cable MSO

**Largest MSO, TCI, will own 52% of new company's common stock**

The plan to merge United Cable and United Artists Communications Inc., announced last week after months of off-and-on negotiations, will create a multibillion-dollar communications industry company with the nation's third largest cable system operation and its biggest theater chain.

The reorganization, scheduled for completion in the second half of the year following stockholder and regulatory approvals, also reflects the continued expansion of Tele-Communications Inc., the cable industry's largest system operator.

TCI already holds 65.5% of UACI and 23.7% of United Cable, and after the merger will have roughly 52% of the new company's approximately 70 million outstanding common shares.

United Cable and UACI will operate as wholly owned subsidiaries of the new company, to be called United Artists Entertainment. United Cable will run the combined 2.3-million-subscriber cable systems, and the 2,050-screen theater and substantial real estate operations will continue to be managed under the United Artists name.

The terms of the agreement, described by UACI President and Chief Executive Officer Stewart Blair last Wednesday, March 9, before a meeting of financial analysts in New York, will provide UACI stockholders with one share of UAE common for each share of UACI.

United Cable shareholders will either get \$35 cash for each share or a share of UAE and a separable right to sell the stock to TCI after three and six years. If sold to TCI, the UAE share would be at 90% of appraised value and could be paid by TCI in either cash or stock.

Because the merger agreement calls for approximately 49% of United stock to be converted into cash, shareholders may be subject to proration to achieve the agreed to cash-stock balance. TCI will exchange its United Cable and UACI holdings for UAE shares only, and will get another two million UAE shares for agreeing to grant the additional rights.

One shareholder with a stake in all three companies, Gordon Crawford of Capital Research in Los Angeles, called the arrangement "a brilliant deal for United Artists. It will create a very exciting company." How satisfactory the deal is for United Cable shareholders, Crawford added, depends on how much stock they are able to get in the new company. He argued that cash for United Cable shares could have been in the low \$40's if its assets were sold one by one to the highest bidder.

According to William Elsner, United Cable senior vice president and chief financial officer, however, the deal will represent a good balance between shareholders seeking cash for their shares and those wanting equi-

ty in the new company.

One reason that stock in the new company may represent added value is that many analysts believe United Cable's cable systems have the potential for substantial cash flow growth. Average charge per subscriber per month, for instance, has room to grow since it is now one of the industry's lowest, at approximately \$13.30 per month as of January.

UACI's Blair also told the analysts he expects United cash flow growth after the completion of major new builds. According to United's Elsner, the company will finish its Baltimore new build, now one-third complete, by the end of 1989, while a new build in East San Fernando, Calif., will also be completed next year.

UAE's cable business will also include the nearly 400,000 subscribers added by UACI's pending acquisition of Daniels & Associates' cable interests for \$190 million last January (most of those subscribers are held in managed partnerships). That acquisition alone would have propelled UACI into the cable MSO top 10 with 1.2 million subscribers.

The new company, with a combined private market value as high as \$3.5 billion-\$4



**UNITED CABLE TELEVISION**

billion, will be chaired by Gene Schneider, currently chairman and chief executive officer of United. Blair will serve as UAE vice chairman and chief executive officer. United's Fred Vierra will be president and chief operating officer of the new company. Elsner has been appointed executive vice president and UACI's Brendan Clouston will be senior vice president and chief financial officer.

Marvin Jones, currently head of UACI's cable properties, will report to Vierra as new president and chief executive officer of the combined cable operations. The board of directors of the new company will combine seven United directors with eight UACI directors, plus two new TCI nominees, for a total of 17.

The two companies had first reached an agreement in principle to merge just before the stock market crashed last October, but quickly suspended discussions following the market collapse and complaints from United shareholders over the inadequacy of the stock swap arrangements.

The talks began again last Jan. 11, and, according to the companies, the shareholder litigation has been settled in principle under the new agreement. Also, TCI and United have amended a 1984 standstill agreement.

TCI can now buy up to 49% of United's outstanding voting securities, although some analysts said the condition was more to ward off other potential bidders for United stock than as an indication of TCI's intent to accumulate more United Cable stock between now and the merger.

Wall Street reaction to the move was positive, with United Cable stock moving up \$2.88 to \$32.63 last Wednesday (March 9), closing last Thursday at \$33, both days on heavy trading. UACI was up \$2.25 days to \$29.75 Wednesday and up again \$1.50 to \$31.25 Thursday. TCI was up 63 cents to \$26.50 Wednesday, closing at \$26.63 Thursday. □

## WGA strikes; SAG, AFTRA are poised to follow

**Writers walk out over syndication residuals and creative control; actors' issues include pay structure for commercials on cable**

The broadcasting industry braced itself for two strikes last week—one by the Writers Guild of America, which took effect last Monday (March 7), and the other by the Screen Actors Guild and the American Federation of Radio and Television Artists against production of TV and radio commercials. The last two unions voted to stop work, effective March 21.

The negotiating committees of both WGA and, on the other side, the Alliance of Motion Picture and Television Producers and the networks met last week, but the talks were recessed Thursday night by a federal mediator (March 10) with no progress reported and no date yet set for future talks. WGA East will picket in New York on Monday (March 14) at the ABC studios of the daytime serial, *All My Children*. A WGA spokesman said that performers from that show will join writers on the picket line. There were also WGA picketers outside CBS studios in Los Angeles and New York on Friday (March 11).

The writers' strike has already taken its toll on two midseason programs announced earlier by CBS—*The Smothers Brothers Comedy Hour* and *The Dictator*, both of which, the network said, were being delayed indefinitely because of the strike. Also last week, the WGA rejected a waiver proposal that would have allowed writers to work on the Academy Awards special that ABC will televise next month (April 11).

The networks all reported that most of the other prime time series for this season won't be affected by the strike—most shows have



Striking Writers Guild members in Los Angeles

been produced or scripted. However, NBC confirmed that three episodes of the *Cosby* Show have yet to be scripted.

NBC has also been forced to go into reruns of *Late Night with David Letterman* and the *Tonight Show*. Letterman has been on vacation and was scheduled to return today, but with the strike, the program will remain in reruns. NBC said it will use *Best of Carson* episodes for the duration of the strike as a substitute for *Tonight*. *Saturday*

*Night Live* was preempted last Saturday by one of the network's periodic *Main Event* wrestling specials. *SNL* reruns may also be used if the strike continues.

All three networks said they had a stockpile of about four weeks' worth of scripts for daytime serials. Game shows are largely unaffected by the strike, and newswriters are covered by a separate contract signed last year.

The big issues in the WGA strike are the

guild's efforts to prevent a rollback of syndication residuals, as well as a demand for more creative control of script development.

Meanwhile, SAG and AFTRA are threatening to strike over several issues, including a demand for a new compensation structure for commercials airing on cable television. Payment would be based on the potential number of cable subscribers exposed to the spots. The existing pact, which expired Feb. 6, paid out about \$400 million to actors in TV commercials (\$340 million) and radio (\$60 million) in 1987. That amounted to a combined increase of about 30% over 1983, said John McGuinn, the lead attorney representing the Association of National Advertisers and the American Association of Advertising Agencies, with which the unions bargain. McGuinn estimated last week that the employers' new contract proposal would add 4% or 5% to that bottom line, annually. He said that it included a proposal, positioned as a compromise on the cable compensation issue, that would add perhaps \$6 million in direct payments for spots airing on cable. Under the old pact, advertisers simply paid \$1,000 in broadcast network "re-use" fees to talent, with no further payment due for cable network use.

The unions, however, rejected as inadequate the direct payment offer, which amounts to a single 13-week session fee for unlimited use on cable. "If we accept the industry's last offer, the fastest growing advertising market on television would have no residual payment structure for performers," a union official said. □

## In anticipation of syndex

All assume it's an idea whose time is about to come (again)

With prodding from the broadcasting and motion picture industries, the FCC is moving toward adoption of some form of syndicated exclusivity rules at either its April or May open meeting. But before it can act, the FCC has to settle questions over particular provisions of the rules. Chief among them: whether the rules should apply to programming contracts signed before the new rules are adopted.

That action is imminent is underscored by the increase in syndex lobbying at the FCC over the past few weeks. Just last Tuesday, National Association of Broadcasters President Eddie Fritts led a contingent of association staffers and members into the offices of FCC officials to urge adoption of the rules.

The consensus among those returning from the lobbying forays is that rules will be adopted, although no one knows what they will look like. When the FCC launched its syndex rulemaking last year, it did not propose a specific set of rules.

The so-called syndex rules are expected to resemble the original rules repealed by the FCC in 1980. The rules would, in essence, enforce local exclusivity clauses in television stations' syndicated programming contracts against cable systems that import distant broadcast signals such as superstations WTBS-TV Atlanta and WGN-TV

Chicago.

If a cable system carries a distant signal with syndicated programming for which a television station in the market holds the exclusive local rights, the FCC could, at the request of the broadcaster, force the system to delete the programming.

Among the question marks at this point are whether geographical limits will be placed on the exclusivity that stations can contract for and, if so, what the limits will be; the procedures stations will have to go through to invoke exclusivity protection, and whether certain cable systems will be exempt from the rules or eligible for waivers.

But looming above all those questions is whether the rules will apply retroactively. Broadcasters, led by the NAB and the Association of Independent Television Stations, have argued in their lobbying sessions with FCC officials that the rules be written so that television stations could enforce exclusivity provisions in all of their programming contracts regardless of when they were written.

But opponents of the rules, most notably Turner Broadcasting System and Tribune Broadcasting Co., owners of WTBS and WGN-TV, respectively, have countered that if new rules are adopted, they should apply only to contracts signed after the rules go into effect.

The debate is well documented in several ex parte letters now a part of the FCC's syndex record.

"Many local broadcasters are currently holders of exclusive program exhibition rights negotiated prior to and subsequent to the repeal of syndicated exclusivity," the INTV said in one of its letters. "As a matter of both equity and efficiency, any new exclusivity rules should be fully applicable to all existing exclusive contracts."

"Because of the time lag built into industry program buying practices, any new rule which was applicable on only a prospective basis would have no material effect for many years," INTV said. "Most stations already own most of the programs they will use well into the 1990's."

The NAB added that "prospective only" application of the new rules "would put broadcasters at a severe disadvantage and would interject significant time delays in exercising rights under the new rules."

TBS said that applying the rule retroactively would cause "severe economic harm" to superstations such as WTBS, which has \$90 million in program contracts written in the absence of syndex. "The value of these contracts to WTBS would be sharply reduced or eliminated by retroactive reimposition of syndicated exclusivity rules."

"If...rules are to be reimposed, given the



consumer disruption that massive blackouts would cause, a five-year phase-out does not seem an unreasonable schedule to follow," TBS said.

Tribune said applying the rules retroactively would "frustrate" the FCC's objective of achieving "contractual parity" by "permitting enforcement of exclusivity provisions obtained in the absence of a functioning marketplace for the purchase and sale of syndex rights."

Although it is now seen as slim, there is a chance the FCC could issue a further notice of rulemaking this spring, in which the agency would invite comment on a specific set of rules. Tribune urged the FCC to take such a tack in its latest *ex parte* letter.

Even if rules are adopted, they may never go into effect. The National Cable Television Association and other opponents of the rules are threatening to challenge any new rules in court. They believe the anticipated rules violate provisions of the Cable Communications Policy Act of 1984. □

**'ALF' lands in L.A.** As talks continued over the sale of Lorimar-Telepictures last week (see page 29), the company's syndication division launched sales of the half-hour NBC comedy, *ALF*, by selling the show in Los Angeles to the Walt Disney Co., which is awaiting FCC approval of its purchase of KHJ-TV in that market. The \$150,000-per-episode price of the show makes it the third most expensive half hour in syndication, after *The Cosby Show* and *Who's the Boss*, at \$225,000 and \$240,000 per episode, respectively. If the FCC does not approve the KHJ-TV purchase, Disney would have sales' rights to the show in the market.

To help with the sale of *ALF* in syndication's priciest market, sources said, Disney got Lorimar to offer it a package of two more Lorimar half hours—*Perfect Strangers* and *Valerie's Family*. Those two shows have not been formally introduced to the marketplace yet; the price paid by Disney for them was not disclosed. *Perfect Strangers* is available beginning fall 1991; *Valerie's Family* is available beginning in 1990.

The apparent "key" to the deal, however, was Lorimar's agreement to Disney's additional request that its payment schedule for the three shows be changed from what a source said is a "traditional" arrangement for off-network properties to one more favorable to Disney. The adjusted payment schedule significantly decreases the "present value" of the \$150,000-per-episode price said the source. Lorimar opened the market at a minimum of \$185,000—Lorimar is guaranteeing 100 episodes of *ALF* in 1990. When none of the Los Angeles stations submitted a bid at that price by Lorimar's March 7 closing date for the market, Lorimar lowered its minimum asking price to \$150,000-per episode.

## Supreme Court asked to hear must carry

### Four petitions request review of circuit court decision, but for different reasons

The fight over the FCC's must-carry rules moved into the Supreme Court last week, with the filing of four petitions urging the high court to review the U.S. Court of Appeals decision that overturned the rules. But the petitions were not of a piece. The National Association of Broadcasters, the Association of Independent Television Stations and the Corporation for Public Broadcasting argued that the District of Columbia circuit had erred in holding that the rules—a revised version of an earlier set that the same court had previously overturned—violated the First Amendment. The fourth petition, by the Office of Communication of the United Church of Christ, also says the lower court erred, but for a different reason—for not finding that the rules contravened the Communications Act. The church contends the rules fail to meet congressional goals.

The NAB and INTV, in presenting a case that has concerned broadcasters as have few other cases—they express the fear that stations will be dropped by cable—attacked what they say is the lower court's implicit assumption that cable operators function as newspaper editors in selecting the services they will provide and that, as a result, the First Amendment standard applicable to cable is the "print model." The NAB said the either broadcasting-or-print-model "dichotomy" is suspect for a number of reasons. Among other things, the NAB said the obligations the rules impose on cable operators are content neutral. "The ideological content of the station's programs is irrelevant."

INTV also said in effect the FCC had been the victim of a whipsawing administered by the lower court in its two must-carry decisions—*Quincy Cable TV Inc.*, last 1985, and *Century Communications Corp.*, in De-

cember. The second involved a watered-down version of the rules the commission had adopted under pressure from Congress and after the cable and broadcasting industries had struck a compromise on the issue. The rules were to be "interim"; they would sunset in five years. And the obligations were less demanding than those in the original set of rules; cable systems were given greater discretion in the signals they would carry. But INTV said that "*Quincy* misled the commission into altering its rationale from one which [the Supreme] Court had consistently approved to the weaker, substitute rationale that was rejected" in *Century*.

The abandoned rationale INTV said would have been stronger involves the Communications Act's provision mandating the maximization of locally oriented, free television service. The substitute rationale was the "amorphous" one of "the governmental interest in maximizing diversity of program choices and in fostering competition among program sources." INTV noted that the commission's long-term vehicle for achieving that goal was the A/B switch, which the commission two years earlier and for 20 years before *Quincy* had "steadfastly adjudged inadequate to assure cable subscribers effective access to local broadcast signals." But the effort to satisfy *Quincy* "backfired." INTV recalled that the *Century* court accepted the commission's "new faith in the switch and held that the commission was unjustified in reinstituting even a limited and temporary must-carry rule."

"The situation today," INTV added, "is one of total regulatory impotence, resulting from a bizarre case of the court of appeals and the commission misdirecting each other."

CPB, which joined in a petition with the Public Broadcasting Service and the National Association of Public Television Stations, also said the appeals court had misapplied First Amendment law in the case, and had

inappropriately substituted its judgment for the commission's. But its principal concern was that the lower court's opinion "jeopardy" local television stations in particular. "The decision, the petition said, ignored the commission's acknowledgement of the 'special governmental interest in insuring viewer access to the services of public television stations.'" And it denies the realization of long-standing congressional and commission goals fundamental to federal regulation of the communications industry.

The UCC had similar concerns. In the rulemaking proceeding leading up to the second set of must-carry rules, UCC had argued that, as long as cable systems used broadcast signals, the commission was obliged to impose carriage requirements in line with what it said were congressional mandates aimed at assuring television service throughout the country: carriage of local signals in sparsely populated areas; signals only of stations in need of carriage where system capacity is limited, and carriage of all local signals where it is not. The appeals court, UCC said, erred in not finding that the commission's new must-carry policy would most likely result in cable systems dropping those stations most in need of carriage, such as new UHF independents.

UCC said the court erred also in failing to reject the commission's finding that cable systems' regulation of broadcast signals does not come within the First Amendment standards applicable to broadcasting. UCC said the rules simply require that, if a cable system chooses to carry broadcast signals, it must not "undermine congressional goals by destroying or crippling large parts of the broadcast service it feeds upon."

The government did not file a brief last week. The solicitor general's office, which normally represents the commission in the Supreme Court, was given a 30-day extension of the filing deadline, to April 9. □



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## Satellite industry up in the air

**Upcoming death of C-band birds, pricing, role of fiber optics, occupy executives at Washington conference**

Uncertainties about transponder capacity and pricing in the early 1990's and beyond—as many first generation U.S. domestic satellites reach the end of their useful lives—dominated discussions among executives representing satellite operators, transmission and resale services, and the TV receive only (TVRO) community aired their views on a variety of industry issues at a Satellite VII conference in Washington earlier this month (BROADCASTING, March 7).

Until the next generation of birds goes into orbit—an era dependent on FCC approval later this year of current applications and on a virtually untested commercial launch industry that itself is dependent on a nervous and underfinanced insurance industry—resellers are focusing on 'unsustainably' low occasional-use rates currently offered by satellite operators. Because of their own long-term transponder leases, the resellers say they cannot compete until the next generation goes up and new contracts are drawn. And described at one point as a creature silently "eating our eggs," fiber optic technology and its potential for encroaching into some satellite transmission service markets cast shadows over much of the proceedings.

Much discussion centered on the transition period between 1991 and 1993 when hundreds of C-band transponders will disap-

pear as one first-generation bird after another becomes inoperable. Most agreed that this capacity reduction, however temporary, will drive prices up, perhaps in a volatile way. The market, they said, may not become predictable or realistic until the next generation of satellites is in orbit with a new batch of C-band transponders. In the meantime, resale and transmission service firm representatives such as Wold Communications President Robert N. Wold remain concerned about satellite operators currently offering occasional-use space at prices running "one half of three years ago." Resellers with full-time transponder leases cannot compete with those rates, said Johnson, vice president, engineering and operations, American Uplinks, which he said "pays a whopping \$200,000 a month on Westar," Johnson said, while potential customers can buy the same space at \$60,000 a month.

The resellers' syndication, video news release and private network customer base will continue to grow, said Wold, whose company now uplinks 100 hours of syndicated programming out of Los Angeles each week. Those sentiments were echoed by others such as Brightstar Communications Vice President Bill Page, who said his company's European business is now dominated as much by entertainment programming and business video as by the sports programming that first opened the European market. Occasional use, totaling 29,000 hours in 1980, he said, stood at 55,778 hours last year.

But, describing the current lease market as "tight" and the retail market as "soft,

wide open and underpriced," Wold sounded perhaps the most pessimistic note on other aspects of the future. If the launch providers experience more failures, he said, "Wall Street and the insurance industry are not going to look favorably" on the industry. Washington attorney Benjamin Griffin, of Pierson, Ball & Dowd, expressed additional concern that a trend toward turnkey launch plans—where an operator buys a bird only after it is in orbit—could also negatively affect insurance industry confidence. The manufacturers, he said, may find themselves following that turnkey precedent set by last month's GE Americom-Martin Marietta deal (BROADCASTING, Feb. 15).

High-definition television "home video will be the Neiman-Marcus Christmas gift of 1989," Wold said. He cautioned conference attendees not to count on builders and operators to reinvest in a new generation of satellites "three years before" HDTV's effects on customer needs are understood. And in apparent reference to last month's announcement that Hughes Communications will buy Western Union's Westar birds (BROADCASTING, Feb. 8), he said the new General Motors (parent of Hughes Communications) and General Electric (parent of GE Americom) dominance among operators stifles competition. "Those with the big pocketbooks," he said, "will control" the industry as a whole. "Who knows who will buy whom next year?"

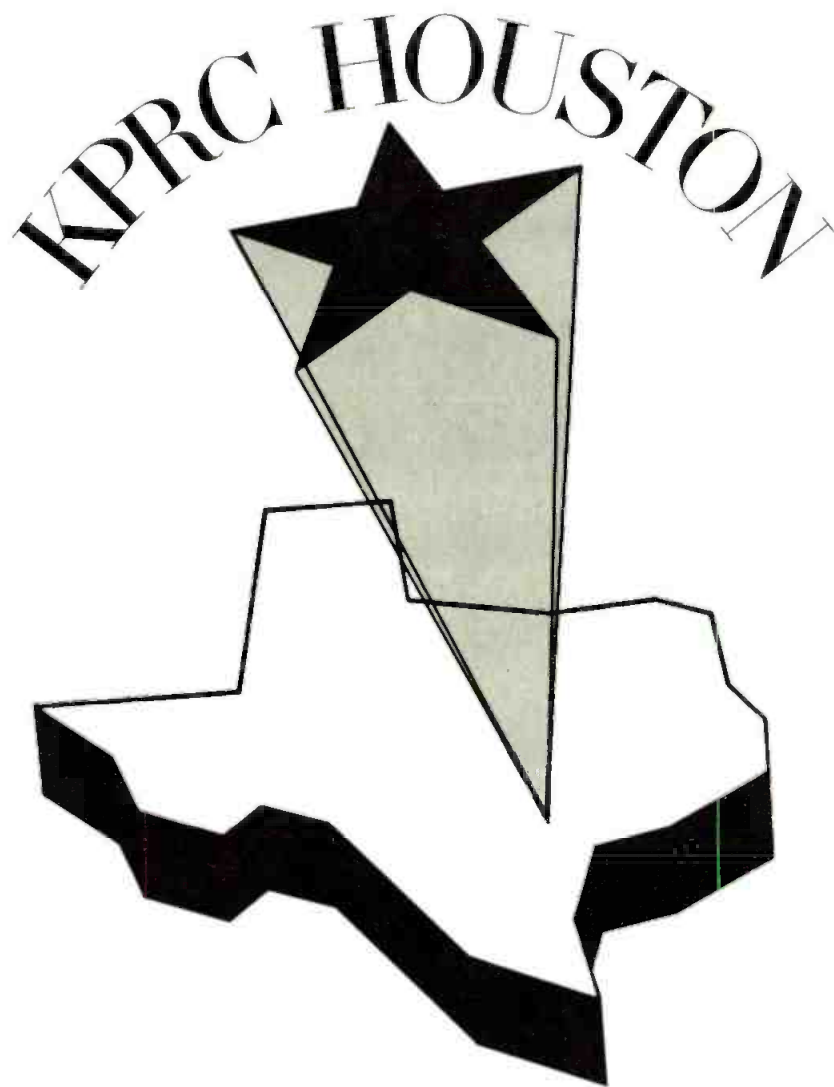
Johnson sounded an equally pessimistic note concerning potential competition for broadcast video business from "secure" (requiring no scrambling) fiber optic networks. "Glass is a lot cheaper than rocket fuel," he said. And according to Johnson, Southern Pacific is laying fiber on the West Coast "at five miles per hour. We have to keep an eye on what portions of the satellite market fiber will replace."

But in a session dedicated to the broadcast market, Washington International Teleport (WIT) President Bruce Kirschenbaum presented economic comparisons to the contrary. Contesting the fiber optic networks' ability to reduce its expensive 45 megabit broadcast quality signal to the more competitive 1.5 megabit "T1" line format, Kirschenbaum said that fiber rates for video transmissions between New York and Los Angeles, between New York and Chicago and in the New York-Washington corridor all were in the neighborhood of three times as high as satellite backhaul rates. Last month's fiber optic network Lightnet-WIT deal (BROADCASTING, Feb. 15), he said, demonstrates that fiber optic technology is indeed replacing coaxial cable and microwave and proving complementary, not competitive, with satellite services. "The satellite industry," he said, "is here to stay." □



**NABOB honorees.** The National Association of Black Owned Broadcasters held its fourth annual Communications Awards dinner in Washington. NABOB recognizes industry and government leaders who have played instrumental roles in advancing the cause of minorities in broadcasting. Pictured above are some of this year's award winners and NABOB officials. L-r: John Oxendine, president of the Broadcast Capital Fund; James L. Winston, NABOB executive director; House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.); James Hutchinson, NABOB chairman; Representative William H. Gray (D-Pa.), chairman of the House Budget Committee; Percy Sutton of Inner City Broadcasting, and NABOB President Sydney L. Small. Other NABOB honorees not pictured: Herbert Wilkins, president of Syndicated Communications, and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.).

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# Senator raises concerns about HBO exclusivity

## Kerry sends letter to pay programmer asking questions about plans for deals with noncable distributors

Senator John Kerry (D-Mass.), apparently still concerned about distribution deals between cable operators and programmers that may discourage competition and inflate subscription fees, has sent Home Box Office a second round of questions on the pay programmer's policies toward "noncable distributors" like SMATV and wireless cable operators and on the impact of vertical integration of cable operators and programmers on competition.

Kerry's new questions were sent to HBO Chairman and Chief Executive Officer Michael Fuchs, who, a Kerry aide said, may receive a phone call from the senator. The aide also said last week that other programmers will be getting similar letters. They include Viacom's Showtime/The Movie Channel and Rainbow Programming Enterprises owned by cable MSO Cablevision Systems.

The letter to HBO went out after Kerry received a four-page letter from Fuchs with responses to the lawmaker's Feb. 11 question about HBO's offer to make cable operators the exclusive "wireline" distributors of HBO's services (HBO, Cinemax and Festival) within their franchises ("Closed Circuit," Feb. 15).

In the March 4 letter, Kerry said he remains "deeply concerned about whether there are impediments to competition in the developing market for satellite-delivered television programming." Referring to Fuch's first letter, Kerry said: "I wish that I could share your confidence that exclusivity will not generate higher consumer prices."

Kerry's second batch of questions: 1) "Whether HBO and other important programming is currently available to noncable distributors and will be available in new contracts; 2) whether programming is sold to noncable distributors and cable overbuilders on discriminatory prices and conditions, and 3) whether competition is threatened by the increasing horizontal and vertical concentration that permits a few MSO's to increasingly control satellite-delivered programming."

Kerry's Feb. 11 letter was prompted by press reports that HBO's "wireline exclusivity" was intended to protect existing cable operators from competition from other cable operators or so-called "overbuilders." Among other things, Kerry wanted details about the offer, its purpose and its effect on competition and consumer prices for cable programming.

In his response, Fuchs said the offer was not intended to provide "overbuild protection" as the reports suggested. It "was devised as a means of protecting our program services in an overbuild environment," he said. "Our concern is that in head-to-head competition, cable operators promote those services that are unique to their own system. We want to assure ourselves that our program services would continue to receive the local marketing and promotional efforts that have historically contributed to our

success."

The implication that the offer is intended primarily to benefit operators is "untrue and, judging from the mixed response of our distributors to date, not so perceived by the industry itself," Fuchs said.

"In fact, a continued lack of affirmative response from our best distributors," Fuchs said, "could well result in our withdrawing the proposal entirely."

## Wireless cable group asks TCI for assurances of programs at fair prices

### Challenge comes in comments to FCC on MSO's proposed \$46-million buy of Tulsa, Okla.-based Tempo

Wireless Cable Association, the budding trade association representing operators of so-called wireless cable systems, has challenged Tele-Communications Inc. to provide assurances that it will make the programming of Tempo Enterprises Inc. and other cable programmers in which it has interests available to wireless cable operators at nondiscriminatory prices.

The challenge was issued in WCA's comments to the FCC on nation's largest MSO's proposed \$46-million purchase of Tempo Enterprises, a Tulsa-based owner of Tempo Television and satellite distributor of Turner Broadcasting System's superstation WTBS(TV) Atlanta. Because Tempo's assets include licenses for three satellite earth stations, the deal is subject to FCC approval.

WCA stopped short of asking the FCC to deny the transfer. But, it said, the FCC "should consider whether there is a way to assure that such vertical integration will not lead to a denial of access to programming for retail competitors of TCI such as wireless cable," it said. "Specifically, TCI should provide assurances that it will sell all its wholly or partly acquired programming to wireless cable firms at nondiscriminatory prices."

James Theroux, president of Metropolitan Cablevision, a wireless cable operator serving Cleveland, and chairman of WCA's regulatory affairs committee, said WCA believes filing a petition to deny would have been a "misuse" of the FCC's license-transfer process. However, he said, the process provides a good forum. "We are looking for public places where we can make our point."

WCA's point is that the market power of cable operators and the vertical integration of operators and programmers are making it difficult for wireless cable operators to obtain rights to cable programming and compete with cable operators.

Kerry's second letter was apparently prompted by Fuch's terse response to a question about HBO's distribution policy toward noncable distributors of cable programming, not directly affected by the wireline exclusivity offer. "Availability of our programming to noncable distributors varies with the particular technology and will remain unchanged as a result of the exclusivity proposal," Fuchs said. □

"Individual cable franchisees are local monopolies," WCA said. "In some instances, cable franchisees demand exclusive contracts by which programmers agree not to make their product available to competitors of cable. In other instances, the cable operators are indulged by programmers who refuse to deal with wireless cable firms. In still other instances, programmers will sell to wireless cable firms only if the firms promise not to distribute the programming in competition with cable. Finally, even when programmers do offer their wares to wireless cable, they typically charge discriminatorily high prices, for no apparent reason other than, probably, a desire to please cable."

"The ultimate weapon for cable operators to preclude retail competition is the acquisition of preferred programming for the purpose of exclusively distributing it through cable," WCA said. "This weapon has been used with increasing frequency. There are approximately 80 different satellite...services..., and more than half of such services are owned in whole or in part by cable." TCI, it said, owns a piece of Turner Broadcasting System (WTBS, CNN and CNN Headline News), Cable Value Network, American Movie Classics, Black Entertainment Television, Event TV, Discovery Channel and Fashion Channel.

"If TCI acquires control of...Tempo..., it might refuse to make WTBS and Tempo programming available to wireless cable at a fair price in those areas where wireless cable is in direct competition with a cable operator (which might or might not be owned by TCI)," WCA said. □

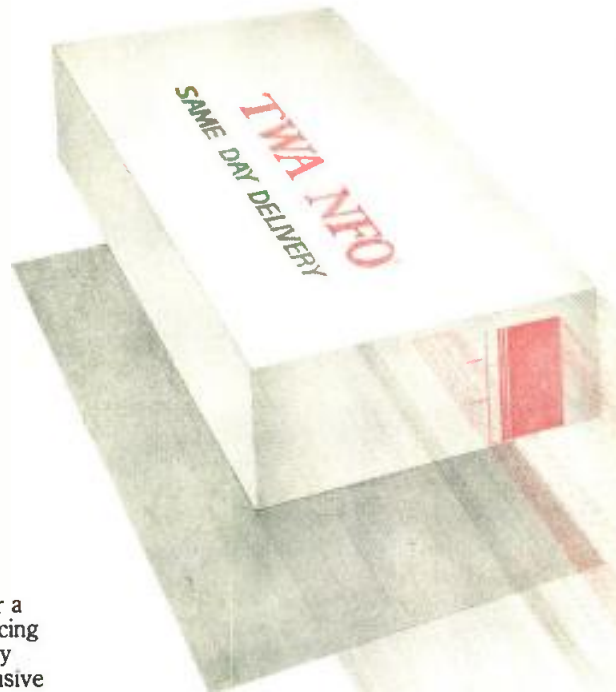
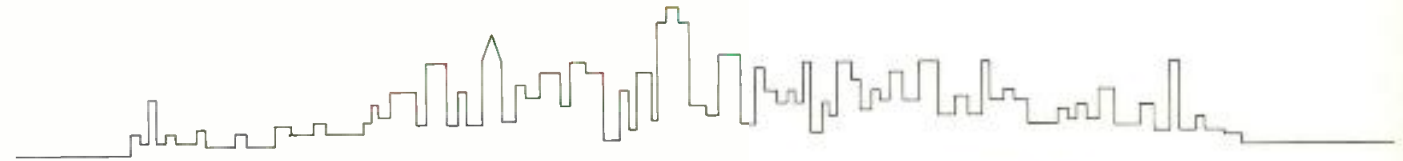
## President and First Lady salute media efforts against drug abuse

Group of print and electronic media executives called to White House to be thanked and asked to carry on antidrug campaigns

Some 30 representatives of the media were invited to the White House last week to receive the thanks of President and Mrs.

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# Satellite Footprints

**Gathering steam.** Luxembourg-based Societe Europeenne des Satellites (SES), owner of Europe's first nongovernment broadcast satellite, Astra 2, has in the past month been given both technological and economical reasons to breathe easier about its plans for Astra 2, scheduled for Arianespace launch next winter. A failure by either Arianespace or ground controllers to launch GTE Spacenet's Spacenet III and France's Telecom 1C launched late last Friday (March 11) would undermine the confidence of the customers on Ariane's currently delayed and unsettled manifest (BROADCASTING, Feb. 22). But thanks to new investors and new programers, as well as recent positive performance tests, SES appears increasingly assured of market success once its 16-channel, GE Astro-Space-built direct broadcast satellite is in orbit.

According to SES, two established independent television companies in Britain have become shareholders, while a third has doubled its stake. Television South West Holdings (TSW), a studio owner and franchise holder for the British southwest, and Ulster Television, television program supplier in Northern Ireland, are investing £ 600,000 and £ 500,000, respectively, said SES. TSW and Ulster also hold shares in Superchannel, an English-language entertainment channel distributed to the same European cable systems Astra hopes to serve in addition to its DBS function. At the same time, said SES, Thames Television has increased its share from 5% to 10%. Due to the demise in orbit of West Germany's first direct broadcast satellite, TV-Sat1 (BROADCASTING, Feb. 29), two commercial programers in that country have also announced their intentions to seek distribution via Astra.

In addition to the good economic news, SES also claims that performance tests conducted earlier this year revealed that Astra transmissions to its primary coverage area—England and Wales, West Germany, Switzerland, the Benelux countries and France—will be more powerful than originally envisioned, meaning good reception with small (23-inch) dishes for more of Astra's customers than SES had been willing to guarantee before.

**Falling in place.** Pan American Satellite (PAS) has put one more piece of its international satellite services plans into place. While it awaits word on its application to provide domestic and international satellite services in the United Kingdom (BROADCASTING, March 7), PAS has signed a "long-term agreement" to provide domestic—and potentially international—transmission services to Television Nacional de Chile (TVN). TVN, said PAS last week, will use a south beam transponder on the PAS 1 (also known as "Simon Bolivar") satellite, scheduled for Arianespace launch later this year. "The agreement," said PAS, "provides for the establishment of an international satellite hub in Santiago, through which both TVN and Pan American Satellite will access PAS 1 for telecommunications and broadcast links between Latin America, North America and Western Europe." PAS has already established the Miami International Gateway.

**Not just the news.** Minneapolis-based satellite news cooperative, Conus Communications, will transmit for preview a one-hour documentary about The Jimmy Swaggart Ministries, *The Evangelist*, tonight (Monday, March 14), produced by wxyz-TV Baton Rouge reporter John Camp. Although the program is offered to every television station in the country, Conus members hold the right of first refusal in their markets. *The Evangelist* will include both new footage and some from Camp's 1983 Peabody award-winning *Give Me That Big Time Religion*. The transmission is somewhat unusual for Conus, known mainly as a provider of news and information spots.

**Superbeams.** According to Gil Korta, Eastern Microwave (EM) national marketing director, EM has contracted with United Video, Tempo Enterprises, Netlink and HBO to distribute its new package of programing, "Skyline Silver," made up of EM's two new superstations, WSBK-TV Boston and KTLA-TV Los Angeles (BROADCASTING Feb. 15), as well as WWOR-TV New York, the last of which EM had already distributed to home dish owners through Tempo Enterprises and United Video. The customer bases of those distributors, said Korta,

do not overlap. HBO currently sells its own service together with CNN as a package to the television receive-only (TVRO) market. There has been "a lot of interest" on the part of cable operators in the two new superstations, he said; "We hope to have some of them signed on by the next copyright period," July 1.

United Video (UV), claiming 25 million subscribers nationally, last week announced the addition of 30,000 cable subscribers to its superstation WPIX-TV New York customer base. UV also offers WGN-TV, KTVT-TV Fort Worth, Prevue Guide, The Electronic Program Guide and Electronic Program Guide Jr., Cable SportsTracker, Cable Sportsline, WFMZ-TV Chicago, KGO-TV Los Angeles, Network Services and SCS Radio Network Services.

United has also announced that SCS Radio Network Services closed contracts worth more than \$5.2 million in 1987, as it sold all of its capacity on Westar V, transponder 7D, and has leased a second Westar V transponder. Eleven customers now use 39 active channels on 7D.

United Video's subsidiary, Superstar, which was formed to serve the backyard dish market and which used to distribute WWOR, will continue to offer WGN-TV, WPIX, KTVT-TV and the CBN Cable Network, said Korta.

**Firm but friendly.** General Instrument's Videocipher division, continuing its highly publicized efforts to stop reportedly rampant counterfeiting of its Videocipher II (VC-II) descrambling equipment, has announced another victory in court. Judge George Gunn of the U.S. District Court in St. Louis issued a preliminary injunction prohibiting Beach Craft Inc., Hannibal, Mo., and its owner, Harry L. Daly Jr., from making or marketing any counterfeit VC-II equipment or software. Local and state police raided Beach Craft late last year (BROADCASTING, Jan. 4).

The investigative and legal elements of General Instrument's campaign have mainly been directed at home satellite equipment dealerships such as Daly's—where, it appears, the bulk of piracy happens. But new Videocipher division sales and marketing vice president, Michael Meltzer, has also initiated a program to create good relations with that same group. Beginning March 21, 1988, Videocipher will offer a \$40 "service trip compensation" for each trip by dealers to service General Instrument receivers-descramblers. The compensation offer covers the one-year warranty on each piece of equipment and will involve a dealer registration and reporting system.

**Over the Intelsat transom.** As further evidence of easing FCC and Intelsat restrictions on transmissions outside the continental U.S. via domestic, non-Intelsat satellites, the FCC has authorized Home Box Office's distribution of its programing from the U.S. to 28 countries and U.S. territories in North and South America. The authorization, said an FCC memorandum, is based on transborder satellite policy allowing international service by domestic satellites when Intelsat service "would be clearly uneconomical." Although the commission approved distribution of "regular" HBO programing to all the 28 countries, it limited the transmission of "special" programing to between the U.S. and Mexico and Canada, citing that restriction in the Intelsat Agreement.

Although the authorization notes that "the receive-only services HBO proposes [also] fall within well-defined transborder satellite policy," it also says in a footnote: "with the exception of service to Jamaica, all services authorized to Latin American-Caribbean locations are receive-only." The exception is a teleport at Montego Bay, Jamaica, capable of transmission as well as reception, but authorized only to receive HBO services.

Private-line business services between the continental United States and the Jamaica teleport "via the domestic satellite system of American Satellite Co." were approved at last April's Intelsat Assembly of Parties meeting. But an appeals court case concerning the teleport was remanded two months ago to the FCC by the U.S. Court of Appeals (D.C. Circuit) "for further consideration." The HBO authorization does not settle that case, said Washington attorney, Benjamin Griffin, of Pearson, Ball & Dowd.

Reagan for their efforts in the war on drug abuse. The President said that the work of the media—in focusing on drug abuse and deglamorizing the use of drugs—“has been particularly important.” But, said Mrs. Reagan, “we still have a long way to go.”

Besides the Reagans, the representatives of the broadcasting, newspaper and film industries were addressed by members of the cabinet, including Attorney General Edwin Meese III, Secretary of Education William Bennett and Secretary of Housing and Urban Development Samuel Pierce.

The media's cooperation, said the President, has been evident in the way they have dealt with the issue. The days of focusing on the government's efforts are gone, he said. Instead, he added, “drug abuse is the subject of major industry initiatives and in-depth specials on the nightly news, daily newspapers, and weekly magazines.” Gone, too, he said, “are the days when drug use was frequently glamorized in movies and television, on radio, and in print. Today, the media are revealing the deadly truth about drugs and why each of us must take a stand.”

He expressed the hope the media will continue the “tough reporting on this story.”

The President also mentioned a number of specific efforts. The Academy of Television Arts and Sciences is actively promoting “an ongoing awareness of the drug abuse problem.” The National Association of Broadcasters is in its fifth year of “on-air initiatives,” which include a variety of major programs against drug and alcohol abuse.” The media-advertising partnership for a drug-free America, “the largest antidrug use advertising campaign ever attempted,” is moving toward \$1.5 billion in volunteered media time and space to “unsell” illegal drugs. The three major television networks, 13 cable networks, 13 radio networks and the nation's newspapers and magazines are donating time and space. In that regard, Reagan mentioned the *Miami Herald* and its more than 175 antidrug-use ads and ABC and its 482 messages, half in prime time, in the past nine months. The *Chicago Sun Times* and WLS-TV Chicago have participated in a “Say No to Drugs” campaign. And the Motion Picture Association of America has produced antidrug messages that are shown in theaters across the country.

Mrs. Reagan also talked of progress in the war on drug abuse, of the establishment of “a strong anti-drug network in this country.” And much of that progress, she said, can be attributed to the willingness of the media “to print and air realistic stories,” and to their assistance “in changing perceptions.” But, she said, “I ask for your help once again, because we still have a long way to go.”

The media executives who attended the briefing included William Abrams, director of programing, ABC; Robert H. Alter, chairman and chief executive officer, Cable television Advertising Bureau; Howard Bell, president, American Advertising Federation; Rory Benson, senior vice president, NAB; Rodney H. Brady, president, Bonneville International Corp.; Eduardo Cabellero, president and chief executive officer, Cabellero Spanish Media; Alvah H. Chapman Jr., chairman and chief executive offi-



cer, Knight-Ridder Inc.; Austin Furst, chief executive officer, Vestron Video; Donald Ledwig, president, Corporation for Public Broadcasting; Jerry Lyman, president, RKO Radio; Lynn Mapes, media director, Media Advertising Partnership for a Drug Free America; Leonard S. Matthews, president, American Association of Advertising Agencies; William Moll, president, Television Bureau of Advertising; Ernest Schultz, president, Radio-Television News Directors Association; Fred W. Smith, president, Donrey Media Group; William L. Stakelin, president and chief executive officer, Radio Advertising Bureau; Nicholas Verbitsky, president, United Stations Radio Network, and Ruth Wooden, president, The Advertising Council Inc.

Also, Herbert W. Baum, president, Campbell Soup, USA; Louis D. Boccardi,

president and general manager, The Associated Press; Richard G. Capen Jr., publisher, *The Miami Herald*; William G. Castagnoli, president, Medicus Intercon; Virgin Fassio, publisher, *Seattle Post-Intelligencer*; Donald Graham, publisher, *The Washington Post*; Richard D. Hall, president, Association of Independent Commercial Producers; Lois Haight Herrington, chairman, White House Conference for a Drug-Free America; Donald F. Hunt, publisher, *Houston Post*; Don Kummerfeld, president, Magazine Publishers of America; Erich Linker, executive vice president, *The New York Times*; Richard F. McLoughlin, president *The Reader's Digest*; Eugene Patterson, chairman and chief executive officer, *St. Petersburg (Fla.) Times*, and Fred A. Stickel, publisher, *The (Portland) Oregonian*. □

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## 'CBS World News Roundup' turns 50

**Radio broadcast started with on-scene coverage of Germans invading Austria**

"This is a special broadcast opening Columbia's shortwave trans-Atlantic program to cover the key cities of Europe." With that description, former CBS newsmen, Robert Trout, launched the first *CBS World News Roundup*, on Sunday evening, March 13, 1938. For the first time, on-the-scene European field correspondents were linked with a central anchor in New York for a daily national broadcast. The major news story of that day: Germany's invasion of Austria. Fifty years later, CBS Radio is paying homage to what it calls "the longest, continuously running news broadcast on network radio" with a series of special broadcasts and events.

"In an age when comprehensive news is compressed into 25-second packages, we are fortunate to have the opportunity to present the news of the world in packages that are sufficiently large so complex issues can be adequately told," said Joe Dembo, vice president, CBS News, radio. "We are determined to make *The Roundup* a broadcast of tomorrow," he said.

Today, the program is fed over the CBS Radio Network each morning, Monday through Saturday, at 8-8:15 NYT., considered to be prime radio programming time. (The initial installments ran for approximately 35 minutes under the stewardship of the late Paul White, then CBS News director.) The weekday version is anchored by CBS News correspondent, Bill Lynch, who took over the reigns from Reid Collins in 1984. (CBS News correspondent, Christopher Glenn, serves as anchor on Saturday mornings.) Collins, who is now a CNN correspondent, had anchored the program for two years. Prior to Collins, former CBS



CBS correspondents Robert Trout (l) and Douglas Edwards reminisce about their years on 'World News Roundup'

News correspondent, Dallas Townsend, logged the most time as the series' anchor, 1956-61, and again in 1963-82. Other past anchors include former CBS News correspondent, Winston Burdett (1951-53), and veteran CBS News correspondent, Douglas Edwards (1946-48), who is retiring April 1 ("In Brief," Feb. 22).

"Back then [when *The Roundup* premiered], I was called the 'Voice of CBS News.' There were no radio correspondents," said Trout, in a retrospective article about the show written for CBS News.

In an interview conducted earlier this year

with CBS's Edwards, Trout noted that all on-the-scene reports from correspondents were aired live in the early days of the broadcast. "We weren't allowed to use tape, which would have made a big difference," said Trout. "We were developing radio news and were pioneers in a way."

The interview segment featuring Edwards and Trout, who is now a special correspondent for ABC News based in Madrid, was part of a special edition of *Newsweek*, the CBS Radio Network's weekly news magazine program, dedicated to *The Roundup*'s 50th anniversary. It was scheduled to air last weekend (March 13-14).

"*The Roundup* has become a showcase for the network. CBS correspondents all around the world want to be on it," said Dembo, adding that the preparation time for the program is "longer than any other broadcast on the network." According to Dembo, the series is also updated each day for West Coast stations at 10 a.m. NYT.

*The Roundup* is currently cleared by 376 CBS affiliates, including stations in nine of the top 10 markets and 23 of the top 25. According to CBS Radio, the series reaches an audience of approximately six million adults, 18 years and older. (CBS based its audience data on the new fall 1987 RADAR 36 report.) Producer of *The Roundup* is Steve Baltin.

CBS is marking the program's 50th year with a reception at the Museum of Broad-

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**Off to good start.** It appears network radio sales are breaking out of 1987 doldrums with January revenues posting an 11.1% increase over January 1987 to \$28,056,217. That's according to the Radio Network Association, which relies on financial data collected each month from different network companies by the accounting firm of Ernst & Whinney. Pacing for February and March "continues strong" with new campaigns from advertisers absent from network radio during 1987 such as Jeep and Dodge, two Chrysler subsidiaries, RNA said. (As in past Olympic/presidential years, monthly figures do not include any political or Olympic revenue).

casting next Monday evening, March 21. On the following night, the Museum will hold a panel discussion on the program that will feature Trout, Edwards, Townsend and Lynch.

## Two record promoters indicted over payola

The first in what could be a series of indictments involving payola—the practice of record promoters offering payment to radio station personnel to play new releases in hopes of boosting record sales—was handed up by a federal grand jury in Los Angeles.

Among those indicted were two independent record promoters: Ralph Tashjian of San Mateo, Calif. (along with his wife Valerie), and William Craig of Scottsdale, Ariz. The indictment against Tashjian charges that, among other things, he made "undisclosed payments from 1980 to 1985 in the form of cash and cocaine" to radio station program directors in Fresno, Calif., and El Paso to get records aired, according to the United States Attorney's Office in Los Angeles. Craig is also charged with making undisclosed payments to station program directors. The Craig indictment alleges he made payments to stations in Kansas City, Mo.; Atlanta; Memphis; Charlotte, N.C.; Jacksonville, Fla., and Cincinnati City, Mo., from 1982 to 1986.

"There is no evidence that the record labels had any knowledge of these practices," said Richard Stavin, special attorney for the Justice Department's Organized Crime Strike Force in Los Angeles.

Also indicted was George Wilson Crowell (known professionally as George Wilson), former vice president and general manager of KIQQ(FM) Los Angeles. The indictment alleges that Crowell received "in excess of \$100,000 in 1984 and 1985 stemming from illegal undisclosed cash payments." Crowell, who left KIQQ in mid-1985, is the first top radio station executive to be cited in this federal payola probe, which began two years ago.

Additionally, the indictments allege that Tashjian and Craig had filed false corporate tax returns and that Craig and Crowell had

not filed individual federal income tax returns—Craig for 1984 and Crowell for 1984-86.

Federal grand jury investigations are con-

tinuing in "approximately" six other cities, said Stavin, who declined to name them. However, New York is believed to be one of them. □

## Riding Gain

### Double trouble

Following a meeting between the National Association of Broadcasters executive committee and representatives of the New Jersey Class A Broadcasters Association, NAB decided not to support the New Jersey group's plan to double the maximum power of class A FM broadcast stations in the U.S. from 3 kw to 6 kw (BROADCASTING, Jan. 18). NAB claims the plan would create unacceptable interference with class B and C stations in many cases, especially in the heavily urbanized Northeastern part of the country.

Last year, a special NAB FM transmission subcommittee formed a plan to upgrade about 60% of class A's to 6 kw but including few stations in the Northeast. According to Michael Rau, vice president and acting head of the science and technology department, NAB is now considering whether to send its plan to the

FCC in the form of comments to the petition filed last year by the New Jersey group or as a separate petition for rulemaking. The New Jersey Class A Broadcasters had no comment in reaction to the NAB decision.

In other action by the NAB executive committee, \$66,000 was appropriated to fund construction of an experimental AM antenna to reduce skywave emissions resulting in interference in distant markets. The test antenna structure will be built north of Washington this summer, according to NAB.

### Getting the gold

KOMO(AM) Seattle, described as a "full-service" adult contemporary station, will receive the Golden Mike Award from the Broadcast Pioneers Foundation, according to the group's executive director, Ed DeGray. "The award is given for

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distinguished contributions to the art of broadcasting, and in recognition of dedicated adherence to quality, integrity and responsibility in programing and management," DeGray said. "We chose KOMO on the basis of its many years [61] of service and community involvement in the Puget Sound area." The award will be presented to both Rich Robertson, the station's vice president, general manager, and John Behnke, president and chief executive officer of Fisher Broadcasting, KOMO's parent, during ceremonies in New York on March 29.

### **Mixed company**

The FCC has proposed a plan to adjust protection from intermediate frequency (IF) interference to provide domestic FM stations flexibility in selecting antenna sites. IF's are center frequencies in FM receivers (10.7 mhz in most consumer radios) that act as signal amplifiers and filters. Interference occurs when the frequencies of two FM stations in the same community assigned to frequencies 10.6 mhz to 10.8 mhz apart mix within receiver, causing two stations to be heard at the same location on the dial. Distance separations for stations, based on FM class, are presently imposed to eliminate the possibility of IF interference. But because of improved quality in modern FM receivers, the FCC is proposing a decrease in the minimum distance in some cases. However, in cases where FM stations on 98.5 mhz are near TV

stations on channel 6, the commission proposes increasing separation.

### **Contributors**

The Radio Advertising Bureau and the National Association of Broadcasters will each contribute \$75,000 to the joint RAB/NAB Radio Futures committee to help cover preparatory costs for the committee's marketing campaign, currently under development by Warwick Advertising, New York. The initial funding was approved by the associations' respective executive committees.

### **Baseball history**

DIR Broadcasting, the New York-based radio programing unit of Lorimar-Telepictures, will launch its second season of *This Date In Baseball History*, hosted by veteran baseball announcer Mel Allen, on April 4. The 90-second, weekday series has been cleared on almost 120 stations.

### **Intent to sell**

TM Communications, a Dallas-based radio station operator that also offers various broadcast sales services, said it has signed a letter of intent to sell its corporate communications (audio-visual) division for \$1 million to James Kirk, TM's senior vice president and creative director. Kirk's primary responsibility has been the

company's corporate communications division.

### **Seed money**

National Public Radio has won one of 65 grants funded by the MacArthur Foundation's \$13-million Program on Peace and International Cooperation, seed money intended to attract other funding. The \$200,000-grant to NPR is intended to support reporting on defense, peace and security issues in NPR's coverage of the 1988 presidential election campaigns.

### **Have a heart**

Using his \$170,000 share of a book advance, Mutual Radio and CNN talk show host, Larry King, has established the Larry King Cardiac Foundation and an annual fund-raising event to help those who need but can't afford the kind of heart surgery King underwent last December. New York Governor Mario Cuomo will serve as honorary chairman of the foundation, heading a list of honorary board members: Norm Pattiz, Mutual Radio chairman; Ted Turner, Turner Broadcasting president; Allen Neuharth, Gannett Co. chairman; Edward Bennett Williams, attorney and Baltimore Orioles owner; Jon Miller, WBAL(AM)-Baltimore Orioles announcer; Matilda Cuomo, New York state first lady; B.D. Colen, author of the upcoming book about King's cardiac ordeals, "It's Great to Be Here"; Angie Dickinson, Duke Zeibert and Herb Cohen, all long-time King friends; Robert Altman, First American Corp. president; Martin Zeigler, King's brother, and King's producers, Pat Piper (Mutual) and Tammy Haddad (CNN).

### **Can we talk?**

NBC Talknet, a nighttime talk programing service launched in 1981, signed three major AM stations during the past month, according to Craig Simon, vice president and general manager of NBC Radio Network and Talknet. The new affiliates are: WHDH(AM) Boston, KQV(AM) Pittsburgh and KTSA(AM) San Antonio, Tex. Talknet now has an affiliation list of 285 stations. Simon also noted that NBC Radio Network had reached 425 affiliates in February, the most affiliates in the network's 62-year history. Both NBC Talknet and NBC Radio Network are operated by Westwood One.

### **Jets to WCBS**

All-news WCBS(AM) New York last week captured the radio broadcast rights for New York Jets football, beginning with the 1988 season. For the past four years, the rights had been held by WABC(AM) there.

This agreement marks the second time WCBS has carried Jets football. Its previous contract covered the 1979-83 seasons. Although a station spokesman declined to give the length of the contract, it is believed to be a five-year deal.

On another WCBS sports front, the station has extended its play-by-play arrangement for St. John's basketball coverage through the 1993-94 season.

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## PAT SAJAK: ON A ROLL

*'Wheel of Fortune' host Pat Sajak is one of the most recognizable faces on television. But behind the makeup and hair spray is an articulate and witty broadcaster with an up-from-250 watts track record in the business and an ambition that extends beyond "giving away furniture." In fact, the next spin of the wheel will put him at the helm of a new late night offering from CBS, which is banking on the strength of Sajak's personality to challenge the quarter-century dominance of another game show alumnus, Johnny Carson. The once and future Sajak are the subjects of this "At Large" interview with BROADCASTING editors.*

**You are beginning to acquire the status of a phenomenon. Maybe you have long since—what with the daytime and syndicated *Wheel of Fortune*—but with the CBS series you may be the most seen person on television in the world.**

Well, there's probably a Chinese game show host somewhere seen by more, considering there are a billion people there. But you may be right. I wish you hadn't brought that up.

**It must tell us that there is a quality about you that this industry and this medium have found compelling.**

I do know that when I look back at successful broadcasters—and that's what I consider myself because I don't sing, dance or act—there do seem to be some common threads that run through most of the guys, and some of those threads seem to be present in my life.

First of all, there's usually a good broadcasting background—often in radio, which seems to be a benefit. Now I don't know whether that was just because of the era in which we all grew up or if it's something you gain from doing radio that leads you down the road.

And even as far as the talk show tradition goes, a lot of game shows seem to have contributed. Johnny [Carson] came out of game shows, Merv [Griffin] came out of game shows. So there must be something there, too—whatever it is—that enables you to do that kind of show well and that seems to carry you through to the next step.

People who watch television seem to enjoy feeling that there is an honest face or someone who is being honest with them and someone they're comfortable with. I'm going to be asking America to invest a lot of time with me, and unless they're comfortable doing it, then forget it. I'm not flashy, and if I were, I probably would have burnt out by now.

But there is a comfort level that I think I have and there's a certain low-key factor that people seem to respond to over a long period of time. A decade or two, I hope.

**You do strike us as a "broadcaster"—not from the "show business" ranks but from radio and TV. What is your background?**

As with a lot of people, I started at small radio stations. I started in Chicago, which sounds impressive, but I started at a 250 watter, WEDC(AM), a foreign-language, shared-time radio station, one of the few. I used to sign them on at midnight and we'd sign off at 6 a.m. They signed on and off during the day—the most frequently played song on the air was the national anthem.

I worked from midnight to 6 a.m. doing a rip-and-read five-minute newscast once an hour on a Spanish radio program. There was a Spanish disk jockey who played Spanish music, with Spanish commercials. He spoke Spanish and no English; I spoke no Spanish and did the news in English.

I knew it was time for me to do the news when I'd hear my name. He'd go something like "Cabasa nosa ensalada Pat Sajak." It was the goofiest job, but it was a job.

**How old were you?**

This was '66, so I would have been 20. And I went from there into the service. I joined the Army and was sent to Vietnam and ended up at AFVN, the American Forces Vietnam Network. In fact, I did the *Good Morning, Vietnam* show. I wasn't as funny as Robin Williams, or I'd be doing stand-up today and not this. But the fellow he portrayed in the movie, Adrian Cronauer, was there in '65. I was there in '68-'69, so I was a couple of people removed from them. But it was much the same. I had to shout: "Good Morning, Vietnam!" and we played rock and roll music. It was probably the best market I'd worked in; we had half a million young American troops there.

I just thought of it as another market; that's how your mind tends to work. But you couldn't be that funny and antiauthoritarian without getting in trouble. So I'm sure they took a few liberties.

**And then what happened?**

I went to Washington where I finished up my Army career at the Pentagon doing some audio-visual work. Then I was discharged and finally ended up working at the Madison hotel in Washington as a desk clerk for about six months.

Eventually I decided I was going to have to sort of rebuild, to get

the career started again; and I had to go to a small market. I had a friend who had a friend who owned a station in a town called Murray, Ky., another 250 watter [WNBS(AM)], and I went there and worked the 7 p.m. to midnight shift as a jock.

I did that up until about 1971, I guess—I was now 25—and I said to myself: "This career is not exactly skyrocketing."

So I packed up the car—the old story—packed the car and went to the nearest big city, which was Nashville, a couple of hours drive.

I was so successful in Nashville that I ended up being a desk clerk at Howard Johnson's for another six months.

During that time I would go to all the radio and TV stations asking them to hire me, please hire me. Finally WSM-TV hired me—they may have just gotten tired of my coming around—as a staff announcer. I did station breaks and that sort of thing. Eventually they let me wander out of the announcer's booth to do a little substitution on a local talk show or a little weather or sports when someone was out, and in time I began doing the weekend weather. Then the weekend weatherman left and I started doing it on a regular basis.

I was there about five years, from '72 to '77. I was a jack of all trades; I filled in, mostly, and even when I left I was still doing booth announcing, so I didn't exactly become a major personality in Nashville. Luckily, KNBC-TV Los Angeles turned up minus a weather person because Kelly Lang, who was doing the weather, went over to anchor the news. They were looking for someone, and they had their head hunters out sitting in hotels and viewing shows, as they do, and one of them saw me, liked what he saw and reported back, and L.A. called—literally called me on the phone and asked me if I would come out to be their weatherman.

**Did you skip a beat when they asked you to do the weather? Did you feel that you could do whatever came along?**

Yes. If it's not performance oriented—that is, as long as I don't have to play a guitar or something—I can do almost anything in broadcasting. I seem to be able to adapt; it didn't bother me at all.

So I was on the air three times a night for five years. And when you're doing local television in Los Angeles, it's a little bit like auditioning every night because all of the producers are at home in their underwear watching the news like everyone else.

One of the people who, happily, liked what I was doing on the air was Merv Griffin. When Chuck Woolery left as host of *Wheel of Fortune* in 1981, Merv called me in and asked me if I'd be interested in doing it. I mean it was that simple. They probably talked to me and one or two others. I went in and they said would I do a tape for them, and I went in and played the game with the staff members playing contestants, and I was hired.

Previously I had done a lot of game show run-throughs. For some reason, there were a lot of producers who thought that might be something I could do, and so I was always being called in to do them. I probably did 20 run-throughs for virtually every major game show producer. Incidentally, I never got hired for any of them. They would always say to me: "You need more energy." And I'd say, "I understand what you're saying, but I just have to do it the way I do things, I can't get quite that geared up. I couldn't yell and scream."

I sort of figured I'd gotten this far on a certain style and I'd try to hold on to it. But Merv, to his great credit, in six years of my doing the show never once said I needed more energy or asked would I try it this way or that way or said not to do this or that.

The irony is that younger guys now will come along and audition for game shows and the producers will say: "Bring it down a bit, you don't need quite so much energy." So if I've accomplished one thing in life, maybe it has been to bring the energy level of game show hosts down just a bit.

But it's a very tricky business. I have great respect for all the guys who do it—and there are really very few; that's why you keep seeing the same ones pop up all the time in new shows. It's not because producers aren't looking for new people; it's a tougher job than most people realize. It's not just a matter of getting the hair sprayed right and smiling. It's a unique kind of job to have, and very few people seem to be able to do it well.

**One reason you're popular is that you relate to the audience. It's as though you're saying: "Ok guys, I realize what I'm doing up here and the kind of money I'm making and how wonderful it is, but you guys**



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LOCAL NEWS	STATION	DMA HH	
		TV RATING	AUDIENCE SHARE
5:00 PM Mon-Fri	WCCO+/CBS KSTP+/ABC KARE/NBC	13	<b>29%</b>
		11	24%
		6	14%
6:00 PM Mon-Fri	WCCO+/CBS KSTP+/ABC KARE/NBC	18	<b>32%</b>
		12	20%
		7	12%
10:00 PM Mon-Sun	WCCO+/CBS KSTP+/ABC KARE/NBC	17	<b>32%</b>
		13	25%
		14	28%

A.C. NIELSEN JANUARY 1988		HH SHARES SAT/SUN 9AM-12 MID		
RANK	MARKET	CBS	ABC	NBC
1	New York	18	21	19
2	Los Angeles	14	18	19
3	Chicago	18	25	17
4	Philadelphia	17	26	18
5	San Francisco	16	18	18
6	Boston	16	18	20
7	Detroit	20	24	25
8	Dallas*	20	20	21
9	Washington, D.C.	24	20	19
10	Houston*	18	24	19
11	Cleveland	24	26	22
<b>12</b>	<b>Minneapolis St. Paul</b>	<b>29</b>	20	19
13	Atlanta	21	23	19
14	Tampa*	27	18	23
15	Seattle*	19	21	21

\*Nov 87 NSI Reports, no Jan 88 book.



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can do the same thing, too." You have fun with it.

Let's face it: Basically, we're giving away furniture and spinning a wheel. It's great, but that's all it is—a half-hour of diversion. I don't mean to denigrate it at all because it has been great to me, but that's my attitude. I'm not making fun of what I'm doing, but I am standing back a little bit saying: "Do you believe all this fuss?"

And I think people who like game shows and who really enjoy them would be watching anyway, because they like the show, and I don't think I offend them with my attitude. As for the people who might not be quite as predisposed to watching them, I may make it a little less painful for them.

**How do you account for the leap from *Wheel* to competing against Johnny Carson in late night? How did that progression evolve? Who had that great idea?**

I understand what you're saying, but it doesn't seem like a great leap to me. Perhaps because I've had my eyes focused on this sort of thing for so long. I was probably 11 when I would jump out of bed at night and sneak downstairs to tune in Jack Paar and think: "Boy, this would be a swell way to make a living." This has always been something I've wanted to do. Show business by its nature is not very linear. I don't know what should precede a talk show, what you should do immediately before you do one. There has to be a jumping-off point somewhere.

**But this is not just a "talk show." We see this as an ascension to a pivotal pulpit in American television.**

Well, it's very heady stuff. And I have to tell you, when you're picked up at the airport and taken down to the big black building in New York City to meet Mr. Tisch and the gang, it's very easy to get overwhelmed by the enormity of it all.

And it is enormous, no doubt about it. You have a major network making a very strong commitment based on one little guy's personality.

It would be very easy to let the enormity weigh you down, and I had to do a little talking to myself, saying: "It is enormous, but let them worry about that; I can't concern myself with the enormous part." It's just got to be the next show I'm doing and I've got to go out and have fun doing that and the rest will take care of itself, and they can deal with their affiliates and they can deal with the bigness of this whole thing and they can deal with the Johnny Carson question. But I can't worry about any of that. Again, I have to try to do what I do best, which is pretty much just goof around on the air.

**Do you know what you're going to do?**

Well, not with great specificity, as he likes to say. I have a couple of philosophies, if you can call them that, about doing talk shows.

I think one of the great mistakes made in previous efforts has been the tendency to go in to plan your show and begin by asking: "What can we do that'll be different? We can't have a desk, Johnny has a desk, we can't do this because so and so did that..."

Well, you know, people have to sit somewhere, and if you're going to talk, you're going to talk, and standing or kneeling is out of the question, so...

My point is that the form is pretty pure, and if you try to fiddle with it too much you end up with some sort of hybrid that doesn't make any sense at all. The way to build a talk show is to pick the face you want out there and pick the personality that you think people will be comfortable with over a long period of time and then try to build a show on that personality. There are some on the air now that were built modularly and then the host was plugged in. The host is not comfortable, the audience is not comfortable, and I don't know why they're surprised that it doesn't work.

**I never think of what Johnny Carson does as a talk show.**

But that's the greatest compliment you can give him because that's what he is doing—he's out there and he's just talking. I guess it looks like a couple of people just getting together and whatnot, kicking things around for a couple of minutes, but then, that's what a talk show is.

We're certainly not going to be issue oriented. I'm just not interested in themes and that sort of thing. I do think it'll probably be more conversational than entertainment.

It is also going to be a 90-minute show, which I think is going to allow us to use conversation a little more. Obviously, the *Tonight* show doesn't need my advice—they've done just fine—but I think the nature of the show changed a little bit when it went to 60 minutes. It may have been for the better, who knows—but in fact it did change. I'm low key enough and relaxed enough that I think the more relaxed pace we can develop in the 90 minutes is going to be better for us.



**Have you thought about the late night form to the extent of saying: "This is what separates it from the rest of the broadcast day?"**

Generally, if we use the words "hot" and "cool," the late night needs to be a cool time. The day is over, and very intense personalities have been tried and found wanting in night time, and not through a lack of talent. I just don't think that style works well over a long period of time. Doing a talk show really goes against a performer's grain. That's why so few people do it well, because performers are trained to be the center of attention and be in the spotlight and have everyone looking at them.

And in talk, the talent has to be shifting the spotlight a little bit to the other person who's there. There's nothing more irritating than watching a host when you can see the wheels turning so he can get the punch line in or think of the next question.

This probably goes back to Paar, who was my influence growing up. Among the things that were done then that I would like to accomplish—things you can do better in 90 minutes than you can in 60—include involving more than one person in a discussion. It's not in the Constitution that

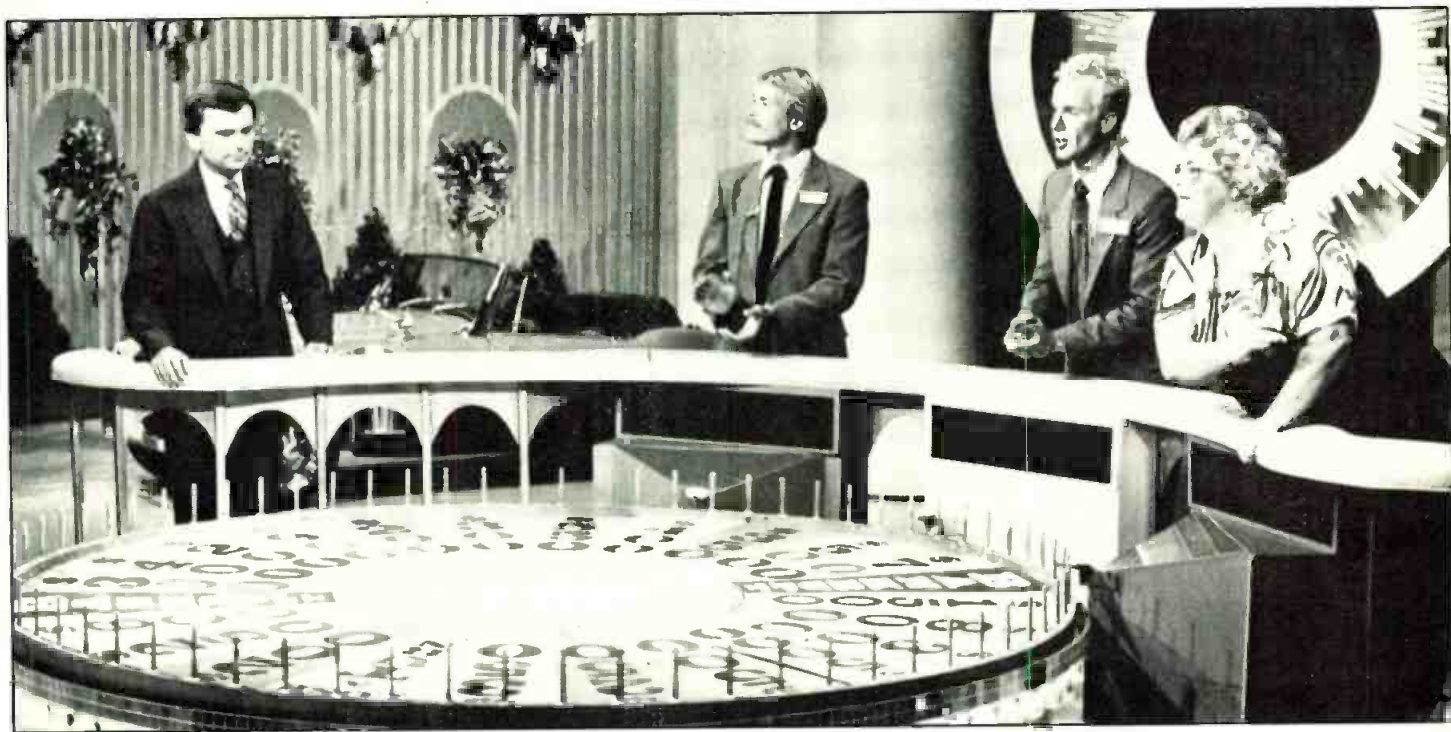
you come out, plug your book, show the cover, then move down and shut up. It doesn't have to be that way. I also think there are a lot of interesting and witty and easy-to-listen-to people out there who are not necessarily the biggest names in show business, or not even in show business at all. Again, I go back to Paar just to draw some examples. He had an extended family of people who were on frequently and whom the public looked forward to seeing, but who were not the biggest names.

Hans Conried, for example, was often on—not the biggest actor that ever was, but he was a witty and urbane and intelligent fellow and was fun to have on. I would like to get back to that extended family feel, and you can only do that by trial and error. You bring people on, you try different segments out. More than any other kind of show, talk has to evolve, and if you go in there saying: 'We're going to do this' and in the next three minutes we're going to do that and then this, and you lock it in concrete, then you're going to be in trouble.

**When were you first approached by CBS?**

Actually it was some time ago. There have been a lot of approaches over the last two seasons for some reason, a lot of approaches about talk shows, most of them for syndication—and I've been talking about this for what seems like eight years, but I think it's more like two with various people—and I just wanted to do the one that felt best, and you know, when you're working on a network, first of all,





Sajak at the wheel

you're not here trying to sell individual stations, you know you're going to have your 180 stations of whatever they're going to end up getting as coverage, number one.

And number two, you can be a little more topical on network, you're able to tape day and date and not do two shows in one day as most of the cables do, and where you have to work in a vacuum, you can't refer to what's happening or what day it is or what season it is. That's a tough way to do it.

But CBS, Michael Brockman from CBS really approached me in a sort of vague way a long time ago, maybe more than a year ago, and said in very general terms, obviously you do long term planning at a network and they were looking down the road. "We think this is the direction we'd like to go in, a strip at night, and if we do it, you're the one we'd like to do it with."

"So this is not time to negotiate or talk—we just want to let you know that we're thinking about you and when the time comes, we'll talk to you about it."

So on that level, it's been going on for a while. We really got down to the serious talk stage within the last six months.

#### What does the show look like in your mind's eye?

I have no idea what it will look like. It will have a place to sit, but I mean I don't know anyone who has watched the *Tonight Show* and said: "Boy, I love that show, that is a great wood grain desk and I like it because the guests are seated on the left." If Johnny did the show on a park bench, it would still do very well.

That's a great question and I wish I had a great answer for you. More than anything, as far as the way the show looks and the show feels, I would like to create an atmosphere that people feel comfortable coming back to—not only on the screen, although that is important, obviously, but in the studio itself—and a place where guests will look forward to coming on and know they'll have a little more time to talk and may not be blindsided by something, and kind of a home they can come to. That's the kind of atmosphere you want.

Beyond that, we're just now rolling up our sleeves and beginning to figure out how the hell we can fill 90 minutes a night. All that's been established so far is that I'm doing the show, that it's 90 minutes and that it'll be on CBS.

I did the Letterman show a few weeks ago, and I was really struck by the camaraderie of the staff. They all believe in what they're doing; they love what they're doing, and no matter what those kids go on to do the rest of their lives, they'll look back at these years as

the best. I would like to have that same kind of feeling.

So we're not rushing in, but we'll be moving with all deliberate speed as time goes on.

#### Do you anticipate that there will be a sense of a generational change between you and Carson?

There is a generation difference, because I am 41 years old. That, I guess, might make a difference. But I certainly don't see this as any changing of the guard kind of thing. All that is going to happen or not happen, and that will take care of itself. If I really thought my marching orders were that I've got to send Johnny Carson running off to the woods crying, "Uncle," well, I'm very happy with *Wheel of Fortune* and I don't need that kind of weight on me.

I keep hearing "Johnny Carson retiring" stories, but I've been hearing those stories for 20 years, so if he's here 10 years from now it would not shock me in the least. So you can't plan it that way, to go in and say: "We're going to get positioned this way because he's going to be leaving." I think that that's a mistake, because who knows?

#### Can you imagine yourself in this new role for another 25 years?

Twenty-five is a lot. You know, I've done *Wheel of Fortune* for six and a half now almost, and that's a long time to do anything. I mean, I'm awestruck by a statistic like Carson's. I don't think that will ever be repeated in television.

People joke about his being there three nights a week or whatever and taking all this time off. Well, I don't blame him. That's a long run. But if you go 25, then there's no reason you can't go 30, so that's why I say I would never bet against Johnny staying.

I remember sitting down and trying to keep certain people apprised of the progress on this thing—like the Kings, who have been very nice to me, and Merv Griffin and NBC, with whom I've been associated for some 16 years since my first television job in Nashville, which was an NBC affiliate. And also the *Tonight Show* people. I tried to let them know what was happening because I have a good relationship with them. Johnny has always been very nice to me.

I remember sitting down just to drop Johnny a note, just to inform him that it looked like a deal was going to be made and I was looking forward to it. And as I sealed the note, I thought this was pretty heady stuff here—I'm sitting down saying, "Hey John, I'll be doing the show now." And I'm still thinking about the 250 watter station with the Spanish guy.



## Renewing syndication's top two

Some 40 stations have re-signed for 'Wheel of Fortune' and 'Jeopardy' since NATPE

The recent controversy generated by King World's desire to renew *Wheel of Fortune* and *Jeopardy* through 1991-92 notwithstanding, 40 stations have committed to four more years of those series. And in many cases the series were already renewed through the 1989-90 season.

The renewals of the top two shows in syndication became an object of concern for three rep firms that made recommendations at the recent NATPE convention (or just before it) that their stations be very careful in making such long-term commitments (BROADCASTING, March 7). Although the rep firms—Katz, HRP and Blair—did not categorically recommend against the renewals, their recommendations caused concern at King World.

According to several station executives who have just renewed the shows, King World made better deals than in the past. As one put it, King World was "extremely reasonable" in its negotiations for the renewals.

Said another: "King World assumed part of the risk" on the renewal this time. King World has been known to be tough in negotiations, often asking large price increases.

Sid Cohen, King World president of domestic distribution, said that "King World's position is always a fair deal. It's got to be good for us and good for them."

But, he said, there are stations that do not share the company's concept of the value of its shows and in such cases it has not had trouble finding another station with which it can agree. At NATPE, Cohen said, King World moved *Wheel* and *Jeopardy* from WKEF(TV) Dayton, Ohio, to WHIO-TV there because of such a price dispute.

Among the 40 stations to commit to four years of the shows, 11 are represented by Katz, four by Blair and four by HRP. Four of the eight stations owned and operated by Capital Cities/ABC have signed four-year renewals. Those stations are represented by ABC Spot Sales.

Katz's warning on the renewals at NATPE, delivered by John Von Soosten, Katz vice president and director of programming, became a *cause celebre* at the show, when word had it that Von Soosten and King World Chairman Roger King got into a fight over the recommendation. According to sources at both companies familiar with the Katz-King World face-off, heated words (read expletives), but no punches, were exchanged.

Last week Von Soosten said that Katz's "cautionary flag" was still up on renewals of the shows through those dates because of what he said has been slippage in the show's



'Wheel of Fortune'



'Jeopardy'

demographic performance. He added that the lack of scheduling flexibility of *Wheel* is another concern. Stations are not allowed to run *Wheel* before 6 p.m. because of a contractual provision by the show's producer, Merv Griffin Enterprises.

Merv Griffin Enterprises' contract with NBC for a daytime version of the show stipulates there be no interference between the daytime and syndicated run. Some NBC stations delay the network version of the show for use in the afternoon.

As for renewals of the King World show by 11 Katz stations, Von Soosten said he was not surprised, since Katz has been a long-time supporter of the show and since it has recommended the renewals in certain cases.

Von Soosten added that he is on good terms with Roger King and that the two will have lunch this Tuesday.

William L. Bolster, vice president and general manager of Multimedia's KSDK(TV) St. Louis, a Katz station, said that "when a

### The 'Wheel'-'Jeopardy' renewal scorecard

DMA Market rank	Station	Market	Affiliation	Rep
3. WLS-TV	Chicago	ABC	ABC National Sales	
4. WPVI-TV	Philadelphia	ABC	ABC National Sales	
5. KRON-TV	San Francisco	NBC	Petry	
6. WNEV-TV	Boston	CBS	Telerep	
7. WDIV(TV)	Detroit	NBC	Petry	
18. KSDK(TV)	St. Louis	NBC	Katz	
20. KTSP-TV	Phoenix	CBS	HRP	
21. KXTV(TV)	Sacramento	CBS	Telerep	
22. WMAR-TV	Baltimore	NBC	Telerep	
24. WTNH-TV	Hartford	ABC	Blair	
25. KCST-TV	San Diego	NBC	Storer Television Sales	
27. WFTV(TV)	Orlando	ABC	Telerep	
28. KCTV(TV)	Kansas City	CBS	MMT	
30. WTMJ-TV	Milwaukee	NBC	MMT	
33. WWL-TV	New Orleans	CBS	Katz	
34. WLOS(TV)	Greenville, S.C.	ABC	HRP	
35. WBNS-TV	Columbus, Ohio	CBS	Blair	
36. WTVB(TV)	Raleigh, N.C.	ABC	ABC National Sales	
37. KWTN(TV)	Oklahoma City	CBS	Telerep	
38. WZZM-TV	Grand Rapids	ABC	Katz	
39. WKBW-TV	Buffalo	ABC	Blair	
42. KTVX(TV)	Salt Lake City	ABC	MMT	
43. KMOL-TV	San Antonio	NBC	MMT	
44. WPRI-TV	Providence	ABC	HRP	
45. WVEC-TV	Norfolk	ABC	Telerep	
48. WLKY-TV	Louisville	ABC	Katz	
49. WHIO-TV	Dayton	CBS	Telerep	
54. WPEC(TV)	West Palm Beach	ABC	Katz	
55. WXEX-TV	Richmond	ABC	Katz	
56. KTBS-TV	Shreveport, La.	ABC	Katz	
62. KFSN-TV	Fresno, Ca.	ABC	ABC Spot Sales	
71. WDBJ(TV)	Roanoke, Va.	CBS	HRP	
83. WAPT(TV)	Jackson, Ms.	CBS	MMT	
96. KVBC(TV)	Las Vegas	NBC	Blair	
116. WWAY(TV)	Wilmington	ABC	MMT	
124. KTVN(TV)	Reno, Nev.	CBS	Katz	
127. KJAC-TV	Beaumont, Tx.	NBC	Katz	
131. KFDD-TV	Wichita Falls, Tx.	NBC	Katz	
169. WXVT(TV)	Greenwood, Ms. [Jeopardy only]	CBS	Seltel	
non-DMA WHAG-TV	Hagerstown, MD.	NBC	Katz	

rep firm gives information like that, they are not running the station in the area of programming or inventory. They are consultants, and any consultants are in the beautiful position of shooting the bullet and running."

Bolster said: "When you're doing a 48-50 share and there's 15% erosion a year,

your're still in moderately good shape."

But Bolster said that he didn't expect such a ratings fall-off. "I'm no genius but I can't see what will take *Wheel* from a 49 share to a 19." He added that KSDK's renewals of the shows will not be at exorbitant prices relative to their expected ratings.

Sy Yanoff, president and general manager of New England Television's WNEV-TV Boston, said WNEV-TV's decision to renew was not difficult, given their strong performance. In August WNEV-TV moved *The CBS Evening News* to 6:30 from 7 p.m. to make room for *Wheel* and *Jeopardy* at 7-8 p.m.

## MSO's buy major stake in Movietime

**Basic service that focuses on entertainment industry expects significant boost in subscribers**

The ranks of cable programming services owned by cable operators grew by one last week, as six multiple system operators joined with Home Box Office and Warner Communications to take a combined 80% stake in Movietime, a basic service that focuses on the entertainment industry.

American Television & Communications and HBO (both owned by Time Inc.), Continental Cablevision, Cox Cable, Newhouse Broadcasting, United Cable, Warner Cable and its parent, Warner Communications, will each make "a substantial capital investment" in Movietime that will translate into owning about 80% of the service. Roughly 19% remains in the hands of Movietime management and the other 1% with the New York investment firm of Mabon Nugent. The overall capital infusion, which was based on a fair market valuation of the company, was said to be in the tens of millions of dollars.

"This capital infusion will allow us to add new luster to our on-air look and make our programming mix a lot richer," said Movietime President Larry Namer. "The most important aspects of the deal are the financial stability the new partners bring to us [and] the immediate potential of a significant subscriber base."

Ajit Dalvi, senior vice president, marketing and programming at Cox Cable, said that for the operators, the key to Movietime is that "it will have the ability to attract the heavy user of video entertainment." That viewer, said Dalvi, is who cable operators target in selling pay services and pay-per-view events. In a sense, Movietime serves as a Barker channel for PPV movies. (ATC, Cox, Continental and Newhouse, along with Telecable, are the five cable companies behind the PPV network, Home Premiere Television.)

Dalvi said Cox would roll out Movietime on its systems in the next 12 months. "The consumer has a tremendous appetite for news related to entertainment," said Dalvi, and Movietime has a format that "is very much in demand."

Movietime has more than four million full-time equivalent subscribers, 4.5 million overall. The combined reach of the MSO's that bought a stake in Movietime is over 11 million subscribers, but the deal does not call for automatic carriage. Namer said he was an opponent of "equity for subscribers," a common practice for fledgling cable programmers. "They don't take you very seriously as a business," said Namer, when only their equity is involved. If a cable operator pours substantial amounts of money into the



service, said Namer, it is more inclined to put more effort into running the business.

The MSO backing helps to assure long-term health of the company and is expected to help bring in more advertisers. Advertisers often ask: "Are you going to be here next month?" said Namer. That has been substantially answered by the MSO commitment.

The cash infusion will allow the service to dramatically expand its programming, said Namer, both in scope and geography. Until now, the service has concentrated on theatrical films and program offerings on basic, pay and pay-per-view.

The overall scope of Movietime will be expanded to include all forms of entertainment, said Namer, including music, Broadway and books, for instance. Namer hopes the service evolves to the point where it is the mecca for all entertainment-related events, and that four or five years from now all entertainment award shows would be on

Movietime.

Primarily Hollywood-based, the service plans to cover entertainment news across the country, doing pieces from New York, Chicago or Atlanta. Namer said Movietime will soon open a production and editing operation in New York that will provide programming to the service.

While the operators bring distribution, HBO and Warner Communications bring other attributes to the table. Until now, Movietime was "a very simple formula," said Namer, with an in-studio host introducing programming pieces. With HBO's expertise, Movietime can "move into big-event programming," he said. Warner Communications, said Namer, "ends the puzzle," because it brings expertise in theatricals and home video.

Last year's budget was \$7 million, said Namer, and that is expected to rise modestly this year. The new board will meet in several weeks to work out a new budget, he said.

Maybe the most interesting aspect of the deal, said Namer, is the combination of parties. Movietime appears to be the only cable service that is owned by three divergent groups often at odds with one another—cable operators, a cable programmer and a Hollywood studio. If that was not enough, NBC, at one time, had shown an interest in taking a position in Movietime. □

## TBS set to unveil its 'Portrait of the Soviet Union'

**Three-part, seven-hour series spanning the people, customs and geography of USSR to air Sunday**

More than three years, 50,000 miles and 140 hours of film later, Turner Broadcasting System is ready to launch its epic *Portrait of the Soviet Union* series over WTBS(TV) Atlanta on Sunday, March 20. The three-part examination of Russian life runs from 9 to 11 p.m. that night, 8 to 11 p.m. on Monday (March 21) and 8 to 10 p.m. on Tuesday.

"Our impressions of the Soviet Union are almost entirely derived from their presence in the news media," said TBS Chairman Ted Turner. "As a result, our images of Soviet life are limited to what we've seen of their capital city. With *Portrait of the Soviet Union*, we're hoping to broaden the viewers' experience of this great country," Turner said.

The idea originated during TBS's production of its *Portrait of America* series and



Namer



initial negotiations with the Soviets began under the Andropov regime. "A lot of effort went into this thing," said Robert Wussler, TBS senior executive vice president, and executive in charge of production. TBS benefitted greatly while in the midst of the project with the gradual opening of Russian society through Mikhail Gorbachev's policy of glasnost. "We were very fortunate to get the access and to get the insight that we were able to," said Wussler.

The timing of the series could not have been better. With glasnost, the INF treaty, the Washington summit in December and a Moscow summit planned for May, interest in the Soviet Union has reached new levels in the United States. The Discovery Channel's week-long series exposing U.S. viewers to Soviet television drew widespread press attention and won Discovery the Golden ACE award, the cable industry's top programming honor.

*Portrait* provides a wide-ranging look at the various peoples that make up the Soviet Union. The first two hours, "Mother Russia" and "Siberia: Ice on Fire," will focus on the original Russians and the people of Siberia. The next three hours, "The End of All the Earth," "The Golden Road" and "The Baltic Style," will examine "warrior mountain people," Georgians, Armenians, Mongol warrior descendants, Lithuanians, Esto-

nians and Latvians. The final two hours, "Swords and Ploughshares" and "Country of the Revolution," profile the people of the Ukraine, Moscow and Leningrad, and wrap up the series with speculation on the future of the country.

The purpose of the series, said executive producer Ira Miskin, "was to do a cultural, sociological and anthropological study of a society that had been closed to us. We got so much more that it takes my breath away that we were able to accomplish what we did."

The series is hosted by Roy Scheider, who spent three weeks in the Soviet Union doing stand-ups and being debriefed by Miskin and series producer John Purdie on their experiences. Among those, said Miskin, "was the worst meal of his life." While in Siberia, the crew was treated to a local delicacy, which Miskin described as a "frozen fish popsicle." The raw fish, when it melted, was "absolutely ghastly," said Miskin, but the experience exemplified the land, food and customs. "The whole style is so different," he said.

The film crew also battled the local police, waiters, the elements and terrain. One scene in the series of a tundra truck pulling a smaller truck from a lake was actually the retrieval of the TBS film truck, which hit a soft spot in a lake and began sinking.

Miskin said the second half of the shoot-

ing schedule was "a completely different experience," as glasnost took hold. Miskin said old guard Soviet personnel he initially worked with were replaced by young, aggressive, English-speaking, and disposed-to-the-West people who really "tried to open up the process." The crew was allowed greater and more uninhibited access to land and the people. The benefits of the "more trustful" environment, said Miskin, allowed the crew to film inside churches and in the land around Chernobyl, to see how the inhabitants handled the nuclear plant disaster.

Advertising for the series is sold out, said Wussler. The budget for the project ran between \$3 million and \$4 million.

TBS plans to rerun the series March 29-31, at midnight each night, and on consecutive Sunday afternoons in April (10th, 17th and 24th) at 1 p.m.

In conjunction with the project, TBS commissioned photographer Michael Reagan to extensively photograph the Soviet Union, and his work will be on display at CNN Center in Atlanta from March 16 through April 16. Reagan spent the summer of 1987 traveling 12,000 miles throughout the Soviet Union, shooting 600 rolls of film. TBS joined corporate sponsors to fund the exhibit that opened in Los Angeles in January, and traveled to Chicago, Detroit and New York before reaching Atlanta. □

## Syndication Marketplace

**GGP Sports** reports that *Road to Seoul*, its series of 18 half-hours previewing the summer Olympic games, has been cleared on 112 stations covering 63% of the country. *Road to Seoul* debuts in April. NBC affiliates claim 102 of the clearances, including WNBC-TV New York, KCNC-TV Denver and WMAR-TV Baltimore. GGP will feed the series on both the traditional C-band as well as Ku-band, because of station demand for the Ku-band feed.

**Columbia Pictures Television** reports it has renewed or added 13 more stations to its lineup for *The Jeffersons*, bringing the total number of stations for that show to 151 markets covering 91% of the country.

**New World Television** reports that *Zorro: the Legend Continues*, the new series of 25 half-hours debuting next fall, is now cleared on 30 stations. Recent clearances include WPHL-TV Philadelphia, KTXA-TV Dallas, WCIX-TV Miami, KPHO-TV Phoenix and KTXH-TV Houston. New World also reports that "New World Two," its package of 18 theatrical movies including "Soul Man," "Beyond Therapy," "Death Before Dishonor" and "Wanted: Dead or Alive," has been cleared on four more stations: WOIO-TV and WHCT-TV, both Cleveland, WIII-TV Cincinnati and KVVU-TV Las Vegas. "New World Two" has now been cleared in 20 markets.

**USTV**, the syndication arm of Hubbard Broadcasting, reports that its new Saturday morning program, *Great Weekend*, has cleared 31 markets covering 30% of the country. The program, produced by George Merlis (who produced *Good Morning America*, and later, the *CBS Morning News*) is being positioned as an adult magazine alternative to children's programming on Saturday morning. Among the stations that have committed to the show are WCVB-TV Boston and KHJ-TV Los Angeles, although the latter deal is for an initial 13-week period, with an option to renew. In the Chicago market, independent WPWR-TV Aurora, Ill., has agreed to test the program for three weeks in March. Last week, Hubbard Broadcasting President Stanley S. Hubbard said he was close to signing 10 other markets to the show, including a station in the New York market. The program is currently being sold for cash, but will be offered on a barter basis, said

Hubbard, if it clears enough stations to appeal to national advertisers. No word from USTV yet on clearances for its other programs available at NATPE, including an hour drama strip from London Weekend Television, *The Professionals*, a weeknightly sports program, *Sportslive*, and a batch of specials.

**ITC Entertainment** reported a slew of sales in the domestic and international television markets, as well as the domestic and international home video markets last week. The sales were the result of activity at the recently concluded NATPE program conference and the American Film Market. Domestically, ITC reports that *TIKO: Pride of the Rockies* is now in 26 markets including WNBC-TV New York, KNBC-TV Los Angeles and WPMR-TV Chicago. ITC also reports its "Volume Seven" film package was recently sold to WLS-TV Chicago and WHIO-TV Dayton, Ohio, to bring the total for the package to 28 markets. Internationally, ITC has sold the made-for-television film, *Poor Little Rich Girl* in 34 television markets including France, Germany, Mexico and Italy. Home video markets for that movie include Italy, Australia, Spain, Israel and Japan. *Beverly Hills Murders* has been sold to 24 international television markets including Canada, Italy, Argentina, Puerto Rico and Australia. Home video markets for that movie include Japan, Italy, Australia, Spain and Israel. Sidney Sheldon's *Windmills of the Gods*, a four-hour mini-series starring Jaclyn Smith and Robert Wagner has been sold to 21 markets internationally, including Italy, Argentina, Puerto Rico, Mexico, Australia and Canada. Home video markets for that movie include Spain, Italy, Australia and Israel.

**Television Program Enterprises Inc.** has commissioned Access Syndication to clear the new game show, *Triple Threat*, in the top 35 markets. Access reported clearing the show in New York (WWOR), Los Angeles (KCBS-TV) and Boston (WNEV-TV). Access also reported 70% clearance for a pilot for the proposed new late night series, *Don King's Only in America*. The company also said that the Gaylord and Chris Craft/United Television station groups have agreed to test a one-hour children's program block consisting of *Slime Time* (Hunt-Jaffe Productions) and *Treasure Mall* (Saban Productions), two proposed new children's game shows. No further details were available at deadline.

# NBC wins week 24

Nielsen		Net	Show	AGB	Nielsen		Net	Show	AGB	
1.	31.4/48	N	Cosby Show	30.7/48	35.	14./21	A	MacGyver	37.	12.9/20
2.	28.1/43	N	Day by Day (Thu.)	26.4/41	36.	13.7/21	A	Hooperman	51.	11.2/17
3.	25.9/39	N	Cheers	24./38	37.	13.7/26	A	Spenser: For Hire	47.	11.6/21
4.	24.5/37	N	Night Court	23.3/37	38.	13.5/22	A	Mr. Belvedere	46.	11.6/19
5.	23.7/34	A	Growing Pains	23.1/34	39.	13.3/21	A	ABC Monday Movie	35.	13.2/21
6.	22./33	A	Who's the Boss?	21.1/32	40.	13.1/22	N	Highwayman	39.	12.8/22
7.	21.5/36	N	Golden Girls	21.9/36	41.	12.8/22	C	Beauty and the Beast	34.	13.6/23
8.	21.1/33	C	Grammy Awards	20./32	42.	12.8/19	N	Highway to Heaven	41.	12.5/19
9.	21./35	C	60 Minutes	19.6/33	43.	12.7/21	A	Thirtysomething	42.	12.2/21
10.	20.5/32	N	ALF	22./34	44.	12.4/20	C	CBS Sunday Movie	28.	14.7/24
11.	20.4/34	N	L.A. Law	18.1/31	45.	12.3/20	A	ABC Sunday Movie	55.	10.6/18
12.	20./30	A	Growing Pains	23.1/34	46.	12.3/23	N	Bob Hope Special	25.	15.1/27
13.	18.7/30	N	NBC Sunday Movie	16.6/27	47.	12.3/22	N	Sonny Spoon Detective	50.	11.2/20
14.	18.6/28	N	Day by Day (Mon.)	19.8/30	48.	12.2/19	C	Tour of Duty	45.	11.7/18
15.	18.4/29	C	CBS Special Movie (Mon.)	17.1/27	49.	12.1/18	C	Simon and Simon	49.	11.4/18
16.	18.3/28	C	Murder, She Wrote	19.1/29	50.	11.8/21	A	20/20	44.	11.7/21
17.	18./28	N	Family Ties	18.7/28	51.	11.6/19	N	NBC Wednesday Movie	52.	11.1/19
18.	17.8/31	N	Amen	18.8/31	52.	11.4/19	N	Crime Story	57.	10.1/18
19.	17.4/26	A	Moonlighting	16.1/25	53.	11.1/19	A	Dynasty	62.	8.9/15
20.	17.3/26	N	Day by Day (Sun.)	16.4/24	54.	11./17	A	Slap Maxwell Story	61.	9.1/14
21.	16.9/25	A	Head of the Class	15./23	55.	11./17	C	Superman's 50th Anni.	56.	10.3/16
22.	16.7/28	C	Knots Landing	15.3/26	56.	11./16	C	Candid Camera 40th Anni.	54.	10.8/16
23.	16.7/26	N	NBC Monday Movie	15.1/24	57.	10.8/18	A	Ohara	58.	9.5/16
24.	16.3/27	C	Dallas	16.3/27	58.	10.3/18	A	Dolly	48.	11.4/19
25.	16.2/26	C	Miss U.S.A. Pageant	17.2/28	59.	10.3/18	C	High Mountain Rangers	53.	11./18
26.	16.1/24	N	Matlock	15.2/23	60.	10.3/17	N	Our House	43.	12.2/21
27.	15.9/27	N	227	14.5/24	61.	9.5/15	A	ABC Thursday Movie	59.	9.2/15
28.	15.4/23	N	Hunter	14.5/22	62.	9.4/16	A	Thorns	65.	7.8/13
29.	15./23	A	Supercarrier*	13.2/20	63.	9.3/15	A	Disney Sunday Movie	63.	8.5/14
30.	14.5/24	N	Miami Vice	14.3/24	64.	8.5/14	C	Willie Nelson Special	60.	9.2/15
31.	14.3/26	C	Falcon Crest	14.4/26	65.	8.2/15	C	West 57th	64.	8.4/15
32.	14.3/25	N	Facts of Life	13.7/23	66.	5.5/8	A	Sledge Hammer!	66.	5.2/8
33.	14.2/24	A	Full House	12.7/21	67.	3.5/6	A	Lyndon Larouche	67.	4.2/7
34.	14.2/24	A	Perfect Strangers	12.8/22						

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## Telecastings

### NBC rearrangement

As expected, NBC announced last week that the half-hour "dramedy," *Days and Nights of Molly Dodd* with Blair Brown, would return to the network's schedule Thursdays at 9:30 p.m. starting March 24. NBC has committed to 13 new episodes. *Night Court* will move to Fridays at 9 p.m. starting March 25, and will be followed by the returning *Beverly Hills Buntz*, which, originally scheduled as a so-called designated hitter (appearing once every four or five weeks), will get a shot as a regularly scheduled show. The network still has nine weeks of an initial 13-week order of the program in the can. *Miami Vice* will take a two-week hiatus and return to the schedule April 8 in the 10-11 p.m. slot currently occupied by the new midseason action drama, *Sonny Spoon*. *Spoon* will leave the schedule April 1 and will reappear in July for 13 weeks of new episodes. An NBC spokesman said last week that NBC Entertainment President Brandon Tartikoff is expected to announce more original summer programming on March 17.

### 'Pyramid' power

Returning by popular demand to the CBS daytime schedule is the game show, *The*

*\$25,000 Pyramid*. The program had a 14-year run on CBS before being canceled last December, when it was replaced by *Black Out*. But, according to Michael Brockman, vice president, daytime, children's, and late night programming, after "thousands of viewer requests to bring back" *Pyramid*, the network went back to the show's producer, Bob Stewart, and asked him to produce the show again. It returns April 4, replacing the show that replaced it, *Black Out*. Dick Clark will return as the host. Clark also hosts and produces the syndicated *American Bandstand*, and also hosts the syndicated *The \$100,000 Pyramid*, a spin-off of the network *Pyramid* program.

### Curtain call

After a five-year hiatus, General Electric is bringing back the *G.E. Theater* to network television. The fully sponsored broadcast was first introduced in 1952 and featured host Ronald Reagan from 1953 to 1962. The new version will be in the form of made-for-TV movies with no host and will rotate among ABC, NBC and CBS. There will be two *G.E. Theater* presentations in 1988, the first on NBC in May (*To Heal A Nation*, about the struggle to build the

Vietnam veterans memorial in Washington), and a second in the fourth quarter.

### Taking AIM at Rather

Reed Irvine, Accuracy in Media (AIM) chairman, reacting to January CBS Evening News confrontation between anchor Dan Rather and Vice President George Bush charged that Rather's "20" interruptions "amounted to editing" not agreed to beforehand by Bush. February *AIM Report* urged a nationwide "impeach Dan Rather" petition drive because of Rather's "ambush" of the vice president.

### AIDS advice

Communication's most powerful medium, television, should be mobilized nationwide in the fight against AIDS. This was the message Carolyn Wean, vice president and general manager of Group W's KPIX(TV) San Francisco, delivered to the Presidential Commission on AIDS on March 2 in Washington. In addition to describing the efforts of KPIX's *AIDS Lifeline* public service campaign, Wean requested that the commission develop a weekly digest to report the latest information on the disease and present a national AIDS information seminar.



## Court case may redefine broadcasting

**Panel hears arguments in DBS case that will determine how subscription services are to be regulated by FCC**

A panel of the U.S. Court of Appeals in Washington heard oral argument last week in a case that could shape the development of subscription broadcast service, including that now provided by satellite and multi-point distribution services. For at issue in the case, which was initiated by the National Association for Better Broadcasting, is the question of what constitutes broadcasting and is, therefore, subject to broadcast regulations. The FCC could be faced with the conundrum of deciding whether to regulate a common carrier or a customer that provides subscription service as a broadcaster—and if so, how.

The FCC last year adopted a rule that in effect read subscription broadcast service out of the definition of broadcasting. It was the commission's response to an appeals court decision in July 1984 overturning an FCC order exempting from statutory broadcast obligations those direct broadcast service operators that do not retain control over the content of their transmissions (BROADCASTING, July 30, 1984). The court had said that when broadcast services are provided over a common carrier's facilities, either the DBS service common carrier or its programmer-customers must be regulated as broadcasters.

Conventional, or terrestrial, pay television is virtually an extinct service. But satellites are now a vehicle for pay programming. And a programmer that uses them in offering

broadcast services, Home Box Office, demonstrated its concern by participating in the case as an intervenor on the FCC's side. On the other hand, Hubbard Broadcasting's United States Satellite Broadcasting, which intends to offer both subscription and non-subscription service by satellite over frequencies reserved for high-power direct broadcast service, filed one of the appeals that led to the 1984 decision with which the commission is wrestling and has participated in the *NABB* case on NABB's side. It contends programmers not subject to broadcast regulation would have an advantage over those that are.

The commission, in its subscription television rule, classified subscription video services as "point-to-multipoint, nonbroadcast video services," rather than as broadcasting. Under the new rule, "broadcasting" does not include "addressed" or "private communications," that is, point-to-multipoint transmissions.

Rather, it encompasses only unaddressed transmissions that are intended for reception by the public at large. The provision of service on a subscription basis, the commission concluded, demonstrates that it is "addressed" and thus not intended for such reception.

But NABB's counsel, David Danner, attacked that rationale in urging the court to overturn the commission's action. "You have to go back to the plain language [of the Communications Act]," he said. And he cited Section 3(o), which defines broadcasting as "the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay

stations." "The test," Danner said, "is if there is intent to provide service to as many people as want it." He also said "the heart of the case" is that it is another in a series of efforts by the commission—the one involving DBS was another—to free services from broadcast regulation.

The commission's counsel, Daniel M. Armstrong, said the statutory language was not "plain." While NABB focuses on whether an "overall service is involved," the commission, he said, reads the act as focusing on whether "the transmission" of the service is intended for the public.

And the commission says subscription services are not. Furthermore, he said, "broadcasting is thought of as a pervasive medium; one has to do more than turn on a set to get pay service." In obtaining subscription service, Armstrong said, an individual "enters into a private contractual relationship."

Those are technical questions. But the implications are potentially far-reaching. Underlying Danner's argument was the contention that the commission's new definition of broadcasting would permit operators of pay services to avoid such obligations as the equal opportunities law. "The FCC is removing the public interest standard and substituting something else—the marketplace," he said. The argument prompted one of the judges on the panel, Kenneth W. Starr, to ask Armstrong whether "the marketplace offered a convenient exit from congressional regulation." "There has not been a mad rush to the subscription television option," Armstrong noted drily.

But what if there was an "acceleration" of movement into subscription television? asked Chief Judge Patricia Wald. Would the commission return to its former interpretation of the act? Armstrong indicated the commission would reassess its decision. "We're operating under a general public interest standard," he said.

But Danner said he was "troubled." He said the case involved not only STV but other services, such as MDS. And Armstrong's comment as to the commission's apparent readiness to review the consequences of its DBS decision, he indicated, was not reassuring. "Once the horse is out of the barn, you can't get it back," Danner said.

Danner was not the only one "troubled." The commission and companies like HBO are also concerned. HBO is the nation's leading distributor of pay television programming, using satellites to deliver its pay programming to cable systems and other distribution systems. But it also distributes programming, in "scrambled form," to individual homes equipped with receive-only

**Nipped in the bud.** Any long-term ambitions by the television, advertising and pharmaceutical industries to modify federal regulations that discourage broadcast advertising of prescription drugs have been soundly squashed on Capitol Hill. A letter from House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and two key Commerce subcommittee chairmen, Henry Waxman (D-Calif.) on health and Ed Markey (D-Mass.) on telecommunications, has put an end to those plans.

A coalition of more than 50 groups representing the broadcast, advertising and pharmaceutical communities was slated to discuss the proposal at a formal meeting several weeks ago. But the session was canceled after network lobbyists approached Dingell and Waxman, and it became clear such an initiative was doomed. The letter reinforces that view, and, as one television lobbyist said: "This puts an end to it."

The congressmen's letter, sent to the three commercial TV networks, expressed fear that commercials for prescription drugs, which now must contain clinical information in detail, would have an adverse impact if allowed to run in shorter form. "First, consumers would 'soon regard prescription drugs as if they were just another consumer product,'" said the letter. "We are deeply troubled by that eventuality. Second, and more important, consumers would respond to drug commercials with either pressure on their physicians or efforts to obtain the advertised drug." Also, the congressmen feel it would lead to higher prices for prescription drugs. "Consumers are already feeling the effects of six years of unprecedented price increases for prescription drugs."

Keeping all this in mind, they suggested "you will agree with us that prescription drugs should never be the subject of television advertising."

earth stations.

What's more, subsidiaries of HBO and General Electric have formed a joint venture to buy a satellite being constructed by GE. The subsidiaries will retain some of the transponders, and the joint venture will well or lease the remaining ones. And reversal by the appeals court—a decision holding that the commission had erred in holding that subscription television service is not broadcasting—would drastically alter the regulatory environment in which pay television services could be provided to consumers.

The third judge on the panel, David Sentelle, touched on that concern when he asked Danner if subjecting political broadcasting rules to operators of nonadvertiser-supported services would not be difficult. Danner said it would not. But Armstrong and HBO's counsel, Jack Goodman, later offered a list of possible horrors resulting from such a ruling.

For the court in the DBS case said either the satellite licensee or the programmer would have to be subjected to broadcast regulation. That would mean equal opportunities obligations, obligations which would extend to hundreds of candidates across the country. But as in the case of broadcasting, only the lowest unit rate could be charged.

And since subscription television services are not advertiser supported, the lowest unit rate would be zero. Petitions to deny programmers' agreements with satellite services might also emerge. The commission's policies barring indecency in programming might also apply.

But where would those obligations be placed? On the programmer? Goodman argues that programmers are not commission licensees. On the common carrier involved? That, presumably, would eliminate its status as a common carrier. The commission would have an easier task in assigning responsibility in the case of those satellite services that prefer not to operate as common carriers but to be able to choose the services they will carry.

The same kind of situation would obtain in connection with companies providing MDS; some are common carriers, some are not. In any case, lengthy proceedings would be involved to arrive at answers.

And avoiding the need to sort out such issues is what the commission hoped to achieve with the rulemaking now under challenge. □

**Separate systems push.** Ambassador Diana Lady Dougan has promised intensified State Department efforts to reduce foreign barriers to service by American separate satellite systems. Dougan, speaking at a Washington conference, said reducing those barriers remains an "uphill fight in a world dominated by PTT monopoly providers." She said State's efforts are channeled through multilateral forums and bilateral meetings, as well as through U.S. embassies to develop grass-roots support for change among end-users of satellite services and government policy makers. Dougan recalled that U.S. success in securing clearance for U.S. transborder service was tied to the fact that "we convinced U.S. industry that they had to involve customers, not just governments." She said demonstration that someone wanted services U.S. companies were offering turned the tide "away from government hostility to active participation." Dougan, who has been U.S. coordinator for International Communications and Information Policy for more than five years, is scheduled to leave that post this week.

## Eased rules on RF devices are opposed

**For different reasons, broadcasters and cable operators oppose FCC's move toward deregulation of nonlicensed RF devices**

Voices from both the broadcast and cable industries last week expressed reservations about a proposal to amend Part 15 of the FCC rules governing the use of nonlicensed radio frequency (RF) devices. Broadcasters warned that proliferation of such devices could lead to an unacceptable increase in interference with licensed broadcast services. Cable claimed the proposed guidelines would inadequately define the standards for cable terminal devices.

The commission proposed relaxation of some of the guidelines in the design and manufacture of such devices and an increase in the types and numbers of devices that would be admitted to the marketplace. Non-licensed RF devices were divided into two categories: unintentional radiators, such as set-top converters used by cable television subscribers, and intentional radiators, such as wireless microphones.

In its comments to the FCC, the National Association of Broadcasters claimed that relaxation of the Part 15 rules would "if not carefully crafted, result in interference to

authorized broadcast services." NAB urged the commission "to exclude future Part 15 devices from operation in the frequency bands used for AM, FM and television broadcasting" and at the same time "tighten the emission limitations proposed" for the devices.

NAB argued that an increase in the numbers and types of RF devices, especially of consumer devices, would mean "enforcement efforts will continually be needed to insure that this does not result in increasing interference to authorized radio services." A more efficient alternative, it argued, would be the elimination of their use in the bands now reserved for broadcasters. Although NAB conceded that this would greatly reduce the available spectrum for use by such devices, "the express public interest justification for maintaining the continued viability of the broadcast services more than outweighs the unspecified 'need' for flexibility in the design, manufacturing and mass-marketing of Part 15 devices."

The Association of Maximum Service Telecasters (AMST) concurred with NAB in its assessment that broadcast interference would be a likely result of the FCC proposals. The two associations also agreed that the commission should not determine the amount of acceptable interference on the basis of consumer complaints received. AMST called that method "wholly inadequate." NAB included with its comments an appendix with the results of a survey it released last June showing how people react to broadcast interference. Of 291 listeners surveyed, 76.1% said they would try to fine tune the station after picking up interference, 60.8% would change to another station, 37.2% would turn the radio off and none said they would contact the FCC.

The National Cable Television Association criticized the proposed rules for being "unnecessarily vague and confusing...By lumping together cable terminal devices and all other TV interface devices, the commission has ignored fundamental operational and technical considerations that distinguish devices used primarily for interconnection with cable systems from other TV interface devices." It suggested the initiation of a separate proceeding to set guidelines for the cable devices. NCTA used the example of A/B switches. The sections dealing with such "transfer switches" in the Part 15 proposal would be "in many respects, inconsistent with the transfer switch requirements in the must-carry proceeding," NCTA said. □

**Trade objections.** Members of the California delegation to the House of Representatives (41 out of 45) last week registered their objections to the U.S.-Canadian trade agreement for failing to address the concerns of the American film, television and home video industries. In a letter to Congressman Dan Rostenkowski (D-Ill.), chairman of the House Ways and Means Committee, the California lawmakers said those industries were excluded at the "insistence" of the Canadians. "Under the guise of protecting its 'culture,' Canada is putting up barriers in its marketplace which, if duplicated in other countries, would seriously injure a California industry that provides this country with over \$1 billion annually in foreign revenues," they wrote.

Under Canadian law, the letter stated, film companies such as Walt Disney are "barred" from opening an office in Canada. "The leaders of the opposition parties in the Parliament have bluntly stated it will be their objective once in power to restrict the U.S. film industry even more," said the congressmen. They asked Rostenkowski to support legislation that would protect the film industry. "The language we seek would not disturb the agreement. It would merely define and clarify the President's discretionary authority to take whatever action is required when the Canadians establish trade barriers."



# Telcos talk about cable possibilities

**U.S. Telephone Association conference hears Representative Nielson say Hill action letting phone companies into CATV unlikely this year, but may see some action next year**

Telephone companies looking to Congress to pave the way for their entry into the cable television business will have to be patient. Hill action on legislation that would lift the statutory ban that prevents telcos from offering cable services within their local exchange areas is not likely this year, according to Congressman Howard Nielson (R-Utah), who last week introduced such a measure. Nielson, however, thinks there is a "possibility of getting it done next year."

Nielson's prediction was made during a government relations seminar sponsored by the U.S. Telephone Association in Washington last week. Nielson was joined on the dais by proponents of his initiative as well as others from the Hill and the FCC. Moderator Jim Graf, Contel vice president for government relations, said the National Cable Television Association was invited to participate on the panel but "declined our offer." Said Graf about NCTA's response: "As Jane Fonda said: 'No pain, no gain.'"

Nielson said it was time the telcos be permitted to offer video services because many cable companies are "skimming the cream" and consequently a lot of areas are not being served. Currently, telephone companies are prohibited from providing cable in their service areas on three fronts: There are FCC rules barring cable-telco cross-ownership; the same prohibition is found in the 1984 Cable Communications Policy Act, and Judge Harold Greene's modified final judgment in the consent decree that led to the breakup of AT&T keeps the Bell Operating Companies out of cable.

As the lowest ranking minority member on the House Telecommunications Subcommittee, Nielson urged the telephone executives to work harder for Hill support on the issue. "We need more guns," he said. The Subcommittee's agenda is full, said Nielson. "We've got product liability and health insurance. We haven't passed anything on telecommunications in months. My guess is we will not do anything substantial on telecommunications," the congressman said.

Just last week Judge Greene issued a ruling that will enable the BOC's to offer some information services (electronic mail, data storage and voice retrieval). But the decision specifically reiterated the need to continue to restrict telcos from providing those information services, such as cable, that are content-related—a decision the cable industry endorsed. "We are pleased that the court has continued to maintain the bright line which prohibits the Bell companies from providing all types of content-based information services. In short, the decision does not change the existing restrictions on the Bell companies' entry into cable and other content-based information services," said a statement released by NCTA.

It is believed that Greene's ruling might

also discourage Congress from tackling the information services issue; at least that's what Larry Irving, senior counsel on the House Telecommunications Subcommittee thinks. Irving said it is unlikely a cable-telco bill will move on its own. It might have been part of a larger measure dealing with information services, but in light of Judge Greene's action, he said, "the prospects for an information services bill have been reduced." He does, however, expect the cable-telco crossownership issue will crop up during the subcommittee's cable oversight hearings.

Still, Irving believes the issue is unfocused. "We get a schizophrenic reading of the marketplace," he said, adding that even the telephone industry is divided on the subject. "I don't have a sense of what the telcos want out of this bill," he said.

The telco executives attending the seminar didn't appear very interested in the issue; only one question was directed toward the panel, and that was whether cable was showing any interest in competing with the phone companies. To this question the panelists indicated they had seen no evidence of cable's desire to offer voice data on a switched basis.

As Graf commented: "This issue is not number one this year. But make no mistake,

this is the future of this industry and the future is coming before us."

Proponents of Nielson's bill also admitted the measure was not ripe for congressional action. Attorney Nick Miller, with Miller, Young & Holbrooke, whose client, Sugarland Telephone Co., has cable ambitions, indicated the momentum for change was not yet there. "When we took this message to the Hill, everyone we visited said there was a lot of good public policy, but that the politics aren't there. They said: 'Come back and talk to us when the politics get hotter,'" Miller said. Miller also represents several municipal cable franchise authorities whom he said have expressed "a real high level of frustration about the way cable has developed." He said the cities were undecided on the cable-telco issue.

Both Miller and Chip Shooshan of Shooshan & Jackson urged the telephone executives to "look down the road" and come to a consensus. They suggested that the telcos reach out to the broadcast, satellite and motion picture industries and "broaden their coalition." The movie industry, said Miller, has no experience with the telcos. "All they hear," he said, "is [NCTA President] Jim Mooney in the background saying: 'If you think we're terrible, wait until you deal with BellSouth.'"

## Commission OK's duopoly waiver

**While broadcasters await action on rulemaking to change rules, FCC allows purchase of AM in Arkansas by licensee of outlet with overlapping signal**

The FCC last week waived its duopoly rule and approved the sale of KJWH(AM) Camden, Ark., from KJWH Inc. to Gary D. Coates, owner of KBJT(AM) Fordyce, Ark. The signals of the two stations overlap. A commission spokesman said the action was routine and said that requests for those kinds of waivers were "not uncommon."

Broadcasters have been awaiting FCC action on a rulemaking proposal it launched at the beginning of last year (BROADCASTING, Jan. 19, 1987) to relax its duopoly rules and one-to-a-market policy. The comment period for the rulemaking closed several months ago, but the FCC has shown little inclination to bring it to a vote.

Under current duopoly rules, a licensee cannot own two radio stations—either AM or FM—whose 1 millivolt-per-meter (mv/m) contours overlap. With the proposed rulemaking, the standard would be relaxed for AM's to 5 mv/m and for FM's to 3.16 mv/m. The one-to-a-market rule prohibits the ownership of radio-television combinations in the same market, except for certain grandfathered situations.

In arguing for his waiver, Coates said the overlap between the stations was insignificant, comprising about 50 square miles in a rural area with a population of only 50. Coates also asserted that the communities of

license, Camden and Fordyce, are in separate radio markets approximately 30 miles apart and said the entire overlap area receives broadcast service from two other stations in Camden.

In granting Coates the waiver, the commission noted that it had waived the duopoly rule in the past when the size of the overlap area and the population involved were similarly slight. Considering that and the fact that the area involved receives service from two other stations, the FCC said waiving the duopoly rule would not result in an undue concentration of ownership.

Changes in the duopoly rules were endorsed by most broadcasters in comments filed last summer (BROADCASTING, June 22, 1987), and many urged the commission to relax the rules for AM's even further, although Shamrock Broadcasting and the National Association of Broadcasters felt the duopoly rules for FM stations should be left alone. Going even further, the National Telecommunications and Information Administration urged that AM-AM station combinations in the same market should be allowed.

The change in the one-to-a-market rule proposed by the commission would allow AM-FM-UHF combinations and AM-VHF combinations. In proposing the rules, the FCC also asked for comments on FM-VHF combinations and whether any changes in the rule should be limited to the top 50 markets. Broadcasters were supportive of the proposal, differing only on the kinds of combinations to be allowed.

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## NHK executive sees the future in HDTV, DBS

**Japanese broadcaster urges U.S. networks to get going on new technologies that will cut into terrestrial TV**

The U.S. commercial broadcast television networks are "too optimistic" about their survival in the face of competition from new technologies, according to Keiji Shima of Japan's state broadcasting service, NHK.

Shima, executive managing director of Japan's largest broadcaster, was in the U.S. to attend the NATPE programmers conference last month in Houston and spoke with BROADCASTING shortly after a meeting later with Capital Cities/ABC's Thomas Murphy in New York.

According to Shima, speaking through a translator, the big three U.S. commercial networks are doing too much to "protect" conventional terrestrial television and "not aggressively moving into the future," which he said belongs to the new technologies of direct broadcast satellites and high-definition television.

He encouraged the media companies "to attack with the aggressiveness they're used to" in the realm of DBS and HDTV, as they did when the American communications industry moved from radio to TV. "The U.S. is a very large [and strong] economy. If it takes the initiative, it will benefit greatly from [that] movement," he said. Shima added, however, that DBS would not replace conventional TV broadcasting in either the U.S. or Japan, but he said broadcasters would have to "coexist for survival... Shares of conventional broadcasters will be reduced because of other media," including cable.

The executive said NHK, which has two terrestrial TV channels and four radio services, has been at the forefront of Japan's DBS service, launching the world's first 24-hour TV broadcast satellite service last July.

One channel on the satellite rebroadcasts NHK's terrestrial services to improve reception in remote or mountainous areas, while the other broadcasts international news programs, including offerings from ABC, CNN and PBS in simultaneous translation, as well as live sports coverage and some entertainment programming.

The current two-channel DBS service is due to move soon from its experimental stages—it now reaches fewer than half a million homes—to a full-fledged service with the launch of the next generation satellite, BS-3, in 1990. Shima forecast that NHK's pay DBS service would reach five million receivers in four years.

Shima also said NHK has been the leading developer of the most advanced HDTV technology, Hi-Vision, which will be used on the Japanese DBS system and is expected



Shima

to be available soon to consumers in the form of HDTV television sets and HDTV home recording devices.

The DBS satellite to be launched in Japan two years from now will broadcast an HDTV service, and HDTV experiments are also planned over the current system, including HDTV transmissions of the opening and closing ceremonies of the 1988 Seoul Olympics in September.

During the interview, Shima expressed disappointment with the lack of interest among U.S. television programmers in Japanese television product, while he said the Japanese television industry is buying U.S. TV shows.

Terrestrial channels in Japan currently import only 3% of their shows, a business worth only about \$6 million. But NHK now says it is planning to buy as much as \$60 million annually in television programs from the U.S., Canada and the nations of Europe as well as develop more co-production projects. The percentage of non-Japanese product on NHK's terrestrial channels will increase to 10% in several years, and to

30% for DBS and terrestrial services combined, he said.

Shima acknowledged, however, that some Japanese programs, particularly in the entertainment area not be suitable for American audiences because of cultural differences. Areas of common interest for U.S. and Japanese viewers included science, nature travelogues and other educational programs, he said.

News shows could also play to both audiences, added Shima, who said NHK already compiles its daily news in an English-language version for U.S. broadcasters, but the effort has received only minor attention here.

To promote NHK-produced programs outside Japan, Shima said the company several years ago formed NHK Enterprises, which is now offering between 50 and 100 NHK programs, mostly documentaries, through eight representative agencies around the world.

At the NATPE programming convention, for instance, NHK Enterprises Senior Executive Vice President Kenji Aoki said the broadcaster was offering its *Silk Road* eight-part documentary series, airing this spring in Japan, as well as the animated series, *The Three Musketeers*, and several samurai dramas.

The company is also planning documentary co-productions, including *The Universe Within* and another in planning with the Soviet Union involving the exploration of the Antarctic. NHK also has a co-production deal with ABC.

Shima is not new to the U.S. He served here as director of NHK's general bureau for America in 1977. He later served in Japan as president of NHK News. He joined the NHK executive board in 1982 and then in 1985 took on NHK's broadcast operations and its new media development and international development efforts. □

## CBS shooting made-for-(HD)TV movie

**Director Peter Levin begins production of 'Innocent Victims' with 1,125/60 system, instead of traditional film**

Following earlier projects by broadcast networks in Canada and Italy, for the first time an American television network will produce a movie in high-definition television video. Shooting began last Tuesday (March 8) on CBS Entertainment's made-for-television movie, *Innocent Victims*. According to the show's director, Peter Levin, it was decided to use HDTV video for the project because "the timing was right—I think [CBS] was in the mood to do it." Support for

the project stemmed not just from CBS's operations and engineering department, but from "in-depth interest in it all the way to [CBS President Laurence] Tisch at the top," Levin said.

*Innocent Victims* is a drama based on the true story of a physician, Dr. James Oleske, and his struggle to treat infants born with AIDS. The movie's 22-day shoot began last week on location in Atlanta. Tim Matheson, former star of "Animal House" will star as Oleske. CBS has not yet decided when to air the show.

A first American production in HDTV could have been done "on any number of

movies," Levin said. But "my brief acquaintance with the camera so far tells me that this is a very wise movie to do it on. It's basically a movie that is shot in very controlled situations—mostly interior shots and no stunts."

This will be the first HDTV production for Levin. However, electronic production is not completely new to him. "I've done years of video before I started shooting film. The technology is slightly different, but the process of video is pretty much the same," he said. A former stage actor, Levin is a 12-year director of television dramas. He has directed episodes of several series including CBS-TV's *Cagney & Lacey*, *Knots Landing* and *Lou Grant*. A 1979 episode of *Lou Grant* gained Levin an Emmy nomination.

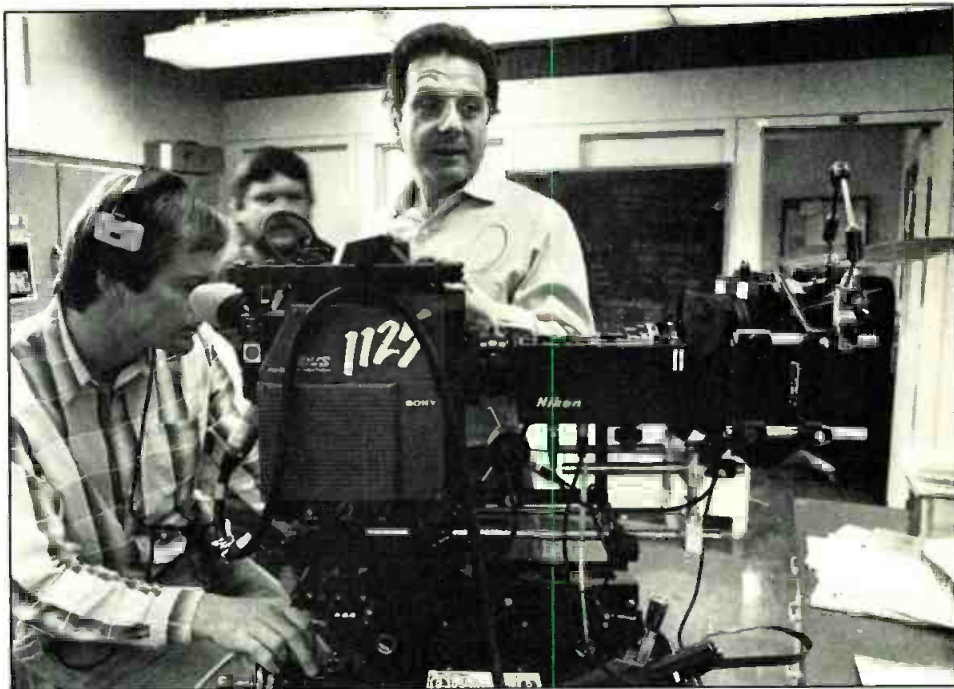
Equipment used in the project has been built according to the specifications of the Japanese-developed 1,125-line/60 hz standard. The Advanced Television Systems Committee adopted that HDTV production standard last January and the Society of Motion Picture and Television Engineers, which documented the standard for ATSC, will also soon officially approve it. It will then be sent by SMPTE to the American National Standards Institute for approval as the American national voluntary standard.

Past dramatic productions in the 1,125/60 format have been completed by television networks in other countries. The Italian network, RAI, made "Julia and Julia," a fantasy starring Kathleen Turner and Sting. It is a cinema release and is currently showing in American theaters. *Chasing Rainbows*, a 13-hour television high-definition mini-series, was produced by the Canadian Broadcasting Corp. in cooperation with Northernlight & Picture Corp., a Scarborough, Ont., production company. It will air on CBC this spring. In the U.S., there has been limited HDTV production so far, with a handful of TV commercials and music videos done by two HDTV studios: Rebo High Definition Studio and 1,125 Productions, both of New York.

Two Sony high-definition cameras will be used in shooting *Innocent Victims*. One camera has been provided by CBS-TV and the other rented from 1,125 Productions along with the production truck and videotape machines. Most scenes, Levin said, will require only one camera. But he will shoot "a lot of stuff with little children, so it will be in my advantage to run two cameras on them." Two lenses, a 7-to-1 zoom and 12-to-1 zoom, will be employed.

Levin was aware of technical differences compared to film shooting that will require special attention. The HDTV video cameras, he said, will need some refinements before they can practically compete with film in movie production. "Right now, it's an invention. It has yet to be put in the hands of moviemakers who will modify it and improve it," he said. Only two lenses can now be attached to the camera. Also, HDTV cameras are less sensitive to light than film cameras. Some extra lighting will be required for interior shots, he said.

The greatest adjustment to switching from film to HDTV video, Levin said, is made by the camera operator. Focusing is the biggest problem. Like the crews that



Levin and crew putting HDTV camera through its paces in Atlanta

shot "Julia and Julia" and *Chasing Rainbows*, he said that his crew was finding it harder to maintain a sharp picture with an HDTV camera. Images that look sharp on an HDTV viewfinder are sometimes slightly out of focus. Levin's camera operators, he said, were debating whether to rely on communication with engineers watching monitors in the production truck to keep scenes in focus. Another option is to have the first assistant cameraman keep track of focus, which is the custom in film production. "We'll do whatever works best there. I think it will be a pragmatic decision," Levin said.

Most of the postproduction will be done at the Montage studio in Los Angeles. The master will be downconverted to 525-line NTSC video there before editing begins. The final on-line editing will be done at 1125 Productions in New York.

The biggest advantage Levin finds in HDTV production is that "it does produce a rich, beautiful picture. The real advantage is that it gives us another point with which to create pictures." A solid plus to electronic production, he said, is the ability "to see what you're getting immediately" by playing back the tape. In film production it is necessary to wait for the footage from the day before to be developed before it can be reviewed. But he cautioned that future moviemakers should not use automatic play-

back as a way to rush through a project. "I think that's a very foolhardy way to go," he said. "It is true tape is faster in postproduction, but as soon as you start saying, 'It's tape so we can shoot faster,' then you're pushing the medium in the wrong direction in my opinion."

Another advantage is that some types of special effects are easier to perform. Levin said he would use blue screen matting for some automobile driving shots in the studio. Because of the bulkiness of the high-definition equipment, he said that such effects are easier to complete than car shots with a mounted camera on a truck. "It creates quite a caravan going down the road, so we've decided to try blue screen to see how it works," he said.

But his general approach to *Innocent Victims*, Levin said, will be "to treat HDTV as if I'm making a movie and if it supports me the way a film camera does, I'll be happy with it." After having viewed clips of high-definition video footage as well as video-produced images transferred to film, he could not say which medium is superior. "When I saw 'Julia and Julia,' I didn't know that I was looking at anything other than film," he said. The two media, he predicted, will co-exist, with some projects more appropriately done on film. "This is really just another tool to tell a story with." □

**Another look at HDTV.** A discussion and demonstration of high-definition television was held by American Television and Communications Corp., Englewood, Colo., at the Hyatt Regency, Denver. The multiple cable systems operator organized the event to develop "an aura of cooperation" among companies involved in television communications in the Denver area, according to ATC spokesman, Jim Duffy. About 60 local broadcasters, cablecasters and consumer electronics dealers attended the demonstration which included taped HDTV program examples provided by Home Box Office. Leading the discussion were Jack Hayes, vice president, affiliate operations in HBO's Denver office (above); Gary Bryson, executive vice president, and Jim Chiddix, senior vice president, both from ATC's engineering and technology department.



# Stock Index

	Closing Mar 9	Closing Mar 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>BROADCASTING</b>						
N (CCB) Capital Cities/ABC.....	345 1/2	348	- 2 1/2	-00.71	23	5,589
N (CBS) CBS.....	164 3/8	166 1/8	- 1 3/4	-01.05	9	3,884
A (CCU) Clear Channel.....	15	14 7/8	1/8	00.84	26	48
O (INFIA) Infinity Broadcast.....	22	19 1/2	2 1/2	12.82	-169	185
O (JCOR) Jacor Commun.....	5 3/4	5 3/8	3/8	06.97	32	
O (LINB) LIN.....	56 5/8	52 5/8	4	07.60	30	3,035
O (MALR) Malrite.....	7 3/8	7 1/4	1/8	01.72	-10	100
O (MALRA) Malrite 'A'.....	7 1/2	7	1/2	07.14	-10	102
O (OBCCC) Olympic Broad.....	4 1/2	4 1/2		00.00		11
O (OSBN) Osborn Commun.....	5	5		00.00	-4	20
O (OCOMA) Outlet Commun.....	15	16	- 1	-06.25		98
A (PR) Price Commun.....	8 1/8	8 1/2	- 3/8	-04.41	-6	69
O (SAGB) Sage Broadcasting.....	5	5 1/2	- 1/2	-09.09	-7	19
O (SCRIP) Scripps Howard.....	81	81		00.00	27	836
O (SUNN) SunGroup Inc.....	1 1/2	1 3/8	1/8	09.09	-2	3
O (TLMD) Telemundo.....	7	6 3/4	1/4	03.70	-1	40
O (TVXG) TVX Broadcast.....	4 1/4	4	1/4	06.25	-2	25
O (UTVI) United Television.....	27	27 1/4	- 1/4	-00.91	45	296

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
N (BLC) A.H. Belo.....	47 1/4	48	- 3/4	-01.56	19	498
O (ASTV) Amer. Comm. & TV.....	3/32	1/8	- 1/32	-25.00		7
N (AFI) American Family.....	15 1/4	14	1 1/4	08.92	13	1,234
O (ACOMA) Assoc. Commun.....	34 1/4	35	- 3/4	-02.14		326
O (BMAC) Bus. Men's Assur.....	35 1/4	31	4 1/4	13.70	49	369
N (CCN) Chris-Craft.....	19 1/2	20 1/8	- 5/8	-03.10	28	412
N (DNB) Dun & Bradstreet.....	53 1/8	50 5/8	2 1/2	04.93	22	8,078
O (DUCO) Durham Corp.....	27 1/2	27 1/2		00.00	16	234
N (GCI) Gannett Co.....	38 1/2	37 5/8	7/8	02.32	21	6,221
N (GY) GenCorp.....	22 3/8	22 3/8		00.00	11	1,499
O (GACC) Great Amer. Comm.....	11 5/8	11	5/8	05.68	11	270
N (JP) Jefferson-Pilot.....	31	30 1/4	3/4	02.47	11	1,245
N (KRI) Knight-Ridder.....	43 3/4	43 3/4		00.00	17	2,510
N (LEE) Lee Enterprises.....	25 7/8	25	7/8	03.50	15	644
N (LC) Liberty.....	40 5/8	39 3/4	7/8	02.20	14	388
N (MHP) McGraw-Hill.....	61 3/4	58 5/8	3 1/8	05.33	20	3,120
A (MEGA) Media General.....	46 1/2	47 3/8	- 7/8	-01.84	68	1,311
N (MDP) Meredith Corp.....	31 1/4	30 3/4	1/2	01.62	16	600
O (MMEDC) Multimedia.....	60 7/8	60 1/4	5/8	01.03	6087	669
A (NYTA) New York Times.....	31 3/4	32	- 1/4	-00.78	17	2,600
N (NWS) News Corp. Ltd.....	18 3/8	17 1/4	1 1/8	06.52	11	2,328
O (PARC) Park Commun.....	27 3/4	26 3/4	1	03.73	24	382
O (PLTZ) Pulitzer Publishing.....	36	31 3/4	4 1/4	13.38	29	377
N (REL) Reliance Group Hold.....	6 1/2	6 3/8	1/8	01.96	7	487
O (RTSY) Reuters Ltd.....	30	29 7/8	1/8	00.41	28	24,908
T (SKHA) Selkirk.....	21	21		00.00	45	170
O (STAUF) Stauffer Commun.....	148	142	6	04.22	24	148
N (TMC) Times Mirror.....	37 3/4	37 1/8	5/8	01.68	15	4,869
O (TMC) TM Communications.....	3/4	3/4		00.00	3	5
O (TPCC) TPC Commun.....	3/16	3/16		00.00		2
N (TRB) Tribune.....	42 3/4	40 1/2	2 1/4	05.55	16	3,368
A (TBSA) Turner Bcstg. 'A'.....	12	11 1/8	7/8	07.86	-1	261
A (TBSB) Turner Bcstg. 'B'.....	10	9	1	11.11	-1	217
A (WPOB) Washington Post.....	227	227		00.00	24	2,915

<b>PROGRAMING</b>						
O (SP) Aaron Spelling Prod.....	5 7/8	5	7/8	17.50	4	107
O (ALLT) All American TV.....	1 3/4	1 3/4		00.00		2
O (BRRS) Barris Indus.....	11 1/2	10 5/8	7/8	08.23	-5	93
N (KO) Coca-Cola.....	38 1/2	38 3/8	1/8	00.32	14	14,453
A (CLR) Color Systems.....	5 1/8	4 1/8	1	24.24	-3	27
N (KPE) Columbia Pic. Ent.....	8 1/2	7 1/4	1 1/4	17.24		82
O (CAVN) CVN Cos.....	13 1/2	10 7/8	2 5/8	24.13	-40	246
A (DEG) De Laurentiis Ent.....	1	1 1/8	- 1/8	-11.11		11
O (dclp) Dick Clark Prod.....	5 1/8	5 1/8		00.00	13	42
N (DIS) Disney.....	63 1/4	62 1/4	1	01.60	22	8,308
N (DJ) Dow Jones & Co.....	33 3/4	34 1/8	- 3/8	-01.09	16	3,267
O (EM) Entertainment Mktg.....	4	4 1/2	- 1/2	-11.11	13	49
O (FNNI) Financial News.....	6 7/8	6 5/8	1/4	03.77	42	80
A (FE) Fries Entertain.....	2 5/8	2 3/8	1/4	10.52	11	13
N (GW) Gulf & Western.....	81 5/8	80 1/4	1 3/8	01.71	18	4,959
O (HRSI) Hal Roach.....	6	4 1/2	1 1/2	33.33	-13	41
A (HHH) Heritage Entertain.....	2 7/8	2 3/4	1/8	04.54	2	13
A (HSN) Home Shopping Net.....	7 1/4	6	1 1/4	20.83	20	622
N (KWP) King World.....	21 3/8	20 1/4	1 1/8	05.55	22	639
O (LAUR) Laurel Entertain.....	1 5/8	1 1/2	1/8	08.33	3	4
A (LT) Lorimar-Telepictures.....	14 3/8	10 7/8	3 1/2	32.18	-10	657
N (MCA) MCA.....	44 3/8	45 5/8	- 1 1/4	-02.73	20	3,372
N (MGM) MGM/UA Commun.....	9 1/4	9	1/4	02.77	-11	462
A (NHI) Nelson Holdings.....	5/8	9/16	1/16	11.11	-6	16

	Closing Mar 9	Closing Mar 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
<b>PROGRAMING</b>						
A (NWE) New World Enter.....	2 3/4	2	3/4	37.50	2	29
O (NNET) Nostalgia Network.....	1 5/8	1 9/16	1/16	04.00	-2	9
N (OPC) Orion Pictures.....	16 1/2	18 1/4	- 1 3/4	-09.58	26	284
O (MOVE) Peregrine Entertain.....	2 7/8	2 3/4	1/8	04.54	-95	6
N (PLA) Playboy Ent.....	16	13 7/8	2 1/8	15.31	-10	150
O (QVCN) QVC Network.....	10	8	2	25.00		65
O (RVCC) Reeves Commun.....	6 1/2	6 3/8	1/8	01.96	650	81
O (RPICA) Republic Pic. 'A'.....	5 3/4	5 1/4	1/2	09.52	63	24
O (RPICB) Republic Pic. 'B'.....	6	6		00.00	42	4
A (RHI) Robert Halmi.....	2	1 3/4	1/4	14.28	8	44
O (SMNI) Sat. Music Net.....	4	3 3/4	1/4	06.66	-100	35
N (WCI) Warner.....	33 1/8	33	1/8	00.37	20	4,143
O (WWTW) Western World TV.....	3/16	3/16		00.00	1	
O (WONE) Westwood One.....	22 1/2	22 1/4	1/4	01.12	30	279

<b>SERVICE</b>						
O (AMEA) A.M.E. Inc.....	11	10 3/4	1/4	02.32	11	57
O (BSIM) Burnup & Sims.....	11 1/2	11 1/2		00.00	25	183
O (CVSI) Compact Video.....	6 1/8	5 1/2	5/8	11.36	-4	40
N (CQ) Comsat.....	28	28 1/2	- 1/2	-01.75	-11	513
N (FCB) Foote Cone & B.....	52 5/8	50 5/8	2	03.95	16	219
O (GREY) Grey Advertising.....	112	107	5	04.67	16	135
O (IDBX) IDB Communications.....	9 3/4	9	3/4	08.33	39	39
N (IPG) Interpublic Group.....	33 1/4	32	1 1/4	03.90	16	738
A (MOV) Movielab.....	6 3/4	6 3/4		00.00		11
O (OGIL) Ogilvy Group.....	28 3/4	27 1/2	1 1/4	04.54	15	397
O (OMCM) Omnicom Group.....	21 1/4	20 5/8	5/8	03.03	-96	521
N (SAA) Saatchi & Saatchi.....	24 1/2	23	1 1/2	06.52	13	3,569
O (TLMT) Telemation.....	1 7/8	2	- 1/8	-06.25	7	8
A (TPO) TEMPO Enterprises.....	8 3/4	8 3/8	3/8	04.47	29	50
A (UNV) Unitel Video.....	10 1/2	9 3/4	3/4	07.69	15	22

<b>CABLE</b>						
A (ATN) Acton Corp.....	15 7/8	17 5/8	- 1 3/4	-09.92	4	18
O (ATCMA) Amer. TV & Comm.....	24 1/8	24 3/8	- 1/4	-01.02	80	2,637
A (CVC) Cablevision Sys. 'A'.....	31 3/4	30 1/8	1 5/8	05.39	-19	667
N (CNT) Centel Corp.....	43 3/4	42 1/4	1 1/2	03.55	17	1,268
O (CCOA) Century Commun.....	17 1/4	17 1/2	- 1/4	-01.42	-61	498
O (CMCSA) Comcast.....	26 1/4	25 7/8	3/8	01.44	-119	1,089
O (ESSAC) Essex Commun.....	18 1/2	18 1/4	1/4	01.36	-42	68
A (FAL) Falcon Cable Systems.....	19	18 1/2	1/2	02.70	-59	121
O (JOIN) Jones Intercable.....	12 3/8	12 1/2	- 1/8	-01.00	38	157
T (MHPQ) Maclean Hunter 'X'.....	22 3/4	22 1/2	1/4	01.11	31	838
O (TCAT) TCA Cable TV.....	29 1/4	28 3/4	1/2	01.73	59	316
O (TCOMA) TeleComm.....	26 1/2	25 3/4	3/4	02.91	43	3,845
N (TL) Time Inc.....	91 1/4	92 1/8	- 7/8	-00.94	14	5,417
O (UACI) United Art. Commun.....	29 3/4	27	2 3/4	10.18	247	1,221
N (UCT) United Cable TV.....	32 5/8	29 3/4	2 7/8	09.66	-543	1,232
N (VIA) Viacom.....	23 1/2	23 1/8	3/8	01.62		1,252
N (WU) Western Union.....	4	4 1/8	- 1/8	-03.03		97

<b>ELECTRONICS/MANUFACTURING</b>						
N (MMM) 3M.....	58 3/8	59 1/4	- 7/8	-01.47	14	13,279
O (AMCI) AM Communications.....	7/16	7/16		00.00		1
N (ARV) Arvin Industries.....	23 5/8	22 3/8	1 1/4	05.58	9	449
O (CCBL) C-Cor Electronics.....	9 1/2	8 3/4	3/4	08.57	20	19
O (CATV) Cable TV Indus.....	2 1/2	2 1/2		00.00	-16	7
A (CEC) Cetec.....	5 1/8	4 7/8	1/4	05.12	39	9
N (CHY) Chyron.....	5 1/8	5 1/4	- 1/8	-02.38	17	52
A (CXC) CMX Corp.....	1	1		00.00	9	8
A (COH) Cohu.....	8 1/4	8 1/8	1/8	01.53	15	15
N (EK) Eastman Kodak.....	42 7/8	44	- 1 1/8	-02.55	11	9,687
N (GRL) Gen. Instrument.....	33 1/8	30 7/8	2 1/4	07.28	-14	1,079
N (GE) General Electric.....	44 1/4	45 1/8	- 7/8	-01.93	16	40,445
O (GETE) Geotek Inc.....	3/4	3/4		00.00	-2	2
N (HRS) Harris Corp.....	29	29 3/4	- 3/4	-02.52	15	851
N (MAI) M/A Com. Inc.....	10 1/8	10 1/2	- 3/8	-03.57	4	326
N (MCDY) Microdyne.....	3 1/4	3 3/8	- 1/8	-03.70	-2	14
N (MOT) Motorola.....	51	48 1/2	2 1/2	05.15	28	6,556
N (OAK) Oak Industries.....	1 5/8	1	1/8	12.50	1	81
A (PPI) Pico Products.....	2 5/8	2 1/2	1/8	05.00	-52	9
N (SFA) Sci-Atlanta.....	15	14	1	07.14	-166	351
N (SNE) Sony Corp.....	41 3/8	39 1/2	1 7/8	04.74	67	9,567
N (TEK) Tektronix.....	28 3/4	25 1/2	3 1/4	12.74	21	934
O (TLCR) Telecraft.....	3 1/4	2 7/8	3/8	13.04	14	5
N (VAR) Varian Assoc.....	29 1/2	28 3/8	1 1/8	03.96	147	640
N (WX) Westinghouse.....	52 1/2	52	1/2	00.96	10	7,503
N (ZE) Zenith.....	18 3/4	17 5/8	1 1/8	06.38	75	476
Standard & Poor's 400.....	312.46	309.60		2.86		00.92

T-Toronto, A-American, N-NYSE, O-OTC. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by

Standard & Poor's or as obtained by Broadcasting's own research.

## NuStar in the cable universe

### Merger of Starnet and Cable Promotion Service creates new cross-channel promotion firm

Starnet and the NuCable-owned Promotion Service, both cable cross-channel promotion services, agreed to merge last week into one service entitled NuStar. Both parent companies will continue to engage in their other advertising-related operations, in addition to being 50-50 partners in NuStar.

The combination is natural for both companies. Starnet's cross-channel technology and service was geared to smaller cable systems, while NuCable's was built with larger operators in mind. Bringing the two together combines the best of both worlds, say the founders, and resolves operators' problems in choosing between them.

The aim of the service is to take advantage of unsold or underutilized advertising avails to promote cable services, said Thom-

as Wheeler, chairman of NuCable Resources (which owned CPS) and former president of the National Cable Television Association, and Wayne Bullock, former Starnet president who will become president of NuStar. NuStar, in addition to cross promotion, will provide operators with other services—the delivery of direct-response advertising and advertising services for national reps. and the sale of national and local spot for cable operations without sales staffs, of which Wheeler estimated there are about 1,000.

Starnet had signed up a number of MSO's before the merger for a May 1 launch for its service. Bullock said NuStar would probably launch in June, after it renegotiates contracts with cable operators. Among those signing up were Tele-Communications Inc., American Television & Communications, Storer, United Artists, Telecable, Daniels, New Channels, Maclean Hunter, Adelphia, Falcon and Cablevision Indus-

## Bottom Line

**Counterplay.** Donald Trump has received clearance to buy up to 24.9% of media company MCA, but Universal City, Calif., firm has adopted antitakeover measures to protect against hostile buyout bids. Trump received Federal Trade Commission approval after Feb. 12 communication with MCA stating ownership of 375,000 of MCA shares (less than 1%) and intent to buy more. MCA board of directors this month amended 'poison pill' plan originally adopted after takeover rumors last year. Amended plan brings preferred share purchase rights into play after acquisitions of 10% or more of MCA common stock, rather than 20%. But rule exempts MCA Chairman Lew Wasserman, who holds some 15% of company shares. Since Trump move, MCA stock has remained at 44%-per-share level through last Tuesday, March 8.

**Court call.** March 29 hearing date has been set for confirmation of Grant Broadcasting Chapter 11 bankruptcy reorganization plan. Modified version of plan's disclosure statement was mailed last month to company's claimants, creditors and stockholders, after court hearing resolved objections raised by Milt Grant and program supplier Orbis Communications. Parties are to accept or reject plan through mail ballot by March 25, with hearing of U.S. Bankruptcy Court for Eastern District of Pennsylvania scheduled four days later at U.S. Courthouse in Philadelphia.

**Setting sale.** The ABC Radio Network and Dow Jones & Co. have completed an arrangement making ABC the exclusive advertising sales agent for Dow Jones's two radio network services: *The Wall Street Journal Report*, designed for AM stations, and *The Dow Jones Report*, targeted for FM music stations. Cementing the deal at Dow Jones's headquarters in New York are William Clabby (I), Dow Jones vice president/information services group, and Aaron Daniels, president, ABC Radio Network.

**Rendering unto Caesar.** Beginning May 2, reorganized PTL Ministry must make first quarterly back taxes payment of \$550,000 to IRS—"interim" figure, said PTL, until bankruptcy judge settles \$70-million difference between what IRS and PTL say is owed. Five years of \$1-million monthly payments to creditors also begins May 2.

**TBS extension.** Turner Broadcasting System said it will extend maturity date for outstanding extendable senior notes from March 15 to June 15. Notes of \$150 million now carry interest rate of 16.5%.

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## Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
Gulf + Western	First	\$1,181,900	8	\$63,100	(9)	\$1.05
News Corp.	Second	\$1,113,577	33	\$126,013	45	\$0.79
Pulitzer	Fourth	\$99,334	7	\$5,703	34	\$0.55
	Year	\$367,349	12	\$15,320	(7)	\$1.46
QVC	Fourth	\$45,625	NM	\$687	NM	\$0.05
	Year	\$112,302	NM	(\$6,156)	NM	(\$0.61)

**G + W** said Paramount's television operations had higher operating income in first quarter as result of revenues from pay cable runs of motion pictures including "Top Gun" and "Indiana Jones and The Temple of Doom," and from licensing of films to French pay TV and higher results from USA Network (which it owns with MCA). Company said it has "strong expectations" for second-half results from television syndication income from *Webster*, *Cheers* and *Family Ties*, and from new theatrical releases. ■ **News Corp.** said substantial profit gains in UK, Australia and Pacific Basin were offset by profit decline in U.S. "reflecting the impact of generally soft advertising conditions on the Fox Television Stations," as well as losses from recently sold *New York Post*. Company, which reported operating profit up 29% over year-ago quarter at \$204 million, also said 20th Century Fox Film's first-half results were below last year's. ■ **Pulitzer** reported broadcasting cash flow was down 6.1% for fourth quarter below year ago, down 1.4% for year. Cash flow for company as whole was flat at \$17 million for year. Net broadcasting operating revenues were down 3% for fourth quarter below year ago at \$26.5 million and flat for year at \$97 million. ■ **Results for TV shopping service QVC Network** were for first full fiscal year. Previous year, company registered net loss of \$8.5 million, or \$1.06 per share. Loss for 1987 fiscal year includes \$1.3 million charge for early repayment of \$6-million loan to eliminate its potential conversion to common stock. QVC said it expects current fiscal year sales to increase by at least 50% to \$170 million or more.

tries, all of which Bullock expects to resign. NuCable's CPS had signed ATC, Centel, Comcast, Cox, Heritage, Jones, Newhouse, Hauser, Paragon and Coaxial Communications in addition to several Viacom net-

works, Showtime, the Movie Channel and Viewer's Choice. Bullock said NuStar will concentrate on remarketing to the operators first and then cable programmers.

NuStar is designed to be beneficial to

both operator and cable networks. Both parties will share in the cost to the point that in total, both groups will be making equivalent contributions to NuStar. "The networks will pay an 'ad' rate card," said Wheeler, that works out to "50% less than what they currently charge" with their own rate cards. Operators will be charged a per-subscriber fee of from one-and-a-half cents to three or four cents per month, said Wheeler, depending on the amount of local avails they contribute and when they sign up for the service. Cable operators can get lower per-sub fees if they sign up within the first six months and turn over up to 10% of their local avails. With that structure, said Wheeler, NuStar provides an intraindustry service "for the good of all parties," both operators and programmers. Programmers, for instance, "can demographically target at very efficient cost," said Bullock, because their promotions will be seen, at lower costs, in a universe that is cable-only to begin with.

NuStar will operate out of Malvern, Pa., with Bullock as president and chief operating officer. Bullock, Wheeler, Arthur Esch, vice chairman of NuCable Satellite Services, and Gerry Lenfest, president of Lenfest Communications, which operates Starnet and CableAdNet, will make up a five-member management committee along with James Cownie, president of Heritage Communications and NCTA chairman.

Both Bullock and Wheeler believe that cross promotion is a key for cable industry growth, and that operators should follow the example of broadcasters who cross-promote, even in lucrative time periods. "We feel the cable industry should allocate a certain amount of avails for promotion," said Bullock, even as local advertising becomes a more important source of local revenue. Cable cross promotion, said Bullock, is a "reinvestment for the future."

In addition to CPS, NuCable Resources businesses include the Cable Ad Channel System and digital network services. Starnet founders will continue to operate its Cable AdNet service. □

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### Rep Report

**KMGL(FM) Oklahoma City:** To Banner Radio from Katz Radio.

□

**WDCQ(AM) Fort Myers, Fla.:** To Banner Radio from Roslin Radio.

□

**KDTH(AM)-KATF(FM) Dubuque, Iowa:** To Eastman Radio from Hillier, Newmark, Wechsler & Howard.

□

**WVAH-TV Charleston-Huntington, W.Va.:** To Seltel from MMT Marketing.

□

**WPGX-TV Panama City, Fla., and KWKT-TV Waco, Tex.:** To Independent Television Sales Inc. No previous reps.

# Changing Hands

**WFLA(AM)-WFLZ(FM) Tampa, Fla.** □ Sold by Sconnix Broadcasting Co. to Jacor Communications Inc. for \$20 million. **Seller** is Gilford, N.H.-based group of six AM's and seven FM's principally owned by Scott R. McQueen, Theodore E. Nixon and Randall T. Odeneal. **Buyer** is publicly owned, Cincinnati-based group of five AM's and seven FM's headed by Terry S. Jacobs, chairman, and Frank E. Wood, president. WFLA is on 970 khz full time with 5 kw. WFLZ is on 97.7 mhz with 100 kw and antenna 925 feet above average terrain. *Broker: Gary Stevens & Co.*

**WHMA-AM-FM Anniston, Ala.** □ Sold by Calhoun Broadcasting Co. to Anniston Radio Inc. for \$3.5 million. **Seller** is owned by Malcolm Street and family, who have no other broadcast interests. **Buyer** is owned by Paul C. Stone and Charles Giddens. Stone owns WIYN(AM) Rome, WPLK(AM)-WZOT(FM) Rockmart and WLOP(AM)-WHMJ(FM) Thomasville, all Georgia. Giddens is broadcast broker with Media Venture Partners, Washington. WHMA(AM) is on 1390 khz with 5 kw day and 1 kw night. WHMA-FM is on 100.5 mhz with 100 kw and antenna 772 feet above average terrain.

**KPEL(AM)-KTDY(FM) Lafayette, La.** □ Sold by Lafayette Radio Inc. to KPEL/KTDY Inc. for \$3.5 million. **Seller** is principally owned by Ronald J. Gomez, who has no other broadcast interests. **Buyer** is owned by Michael B. Mitchell, former general manager of KXKW(AM)-KSMB-FM and KADN-TV, all Lafayette, La. KPEL is on 1420 khz with 1 kw day and 750 w night. KTDY is on 99.9 mhz with 100 kw and antenna 984 feet above average terrain. *Broker: Media Venture Partners.*

**WOTT(AM)-WNCQ(FM) Watertown, N.Y.** □ Sold by R.B.G. Productions Inc. to North Star Broadcasting for \$1,550,000. **Seller** is headed by Jack Birnberg. It has no other broadcast interests. **Buyer** is owned by Jeffrey Shapiro, Bruce Danziger and William Goddard. Shapiro and Goddard own WTSV(AM)-WHDO(FM) Claremont, N.H. Danziger is former investment banker who will be involved in management of station. WOTT is on 1410 khz with 5 kw day and 1 kw night. WNCQ is on 97.5 mhz with 41 kw and antenna 285 feet above average terrain. *Broker: Blackburn & Co.*

**WTIX(AM) New Orleans** □ Sold by Price Communications Corp to United Network Inc. for \$1.3 million. **Seller** is publicly owned, New York-based group of five AM's, four FM's and nine TV's headed by Robert Price. **Buyer** is owned by Charles J. Givens, his wife, Bonnie, and William C. Norton. It has interest in KGU(AM) Honolulu. WTIX is on 690 khz with 10 kw day and 5 kw night.

**KJQN-AM-FM Ogden, Utah** □ Sold by Utah Broadcasting Corp. to Abacus Broadcasting Corporation for \$700,000. **Seller** is principally owned by Sherman G. Sanchez, who has no other broadcast interests. **Buyer** is principally owned by Garrett Haston and his wife, Michelle. It also owns KZIA-AM-FM Albuquerque, N.M. KJQN is on 1490 khz full time with 1 kw. KJQN-FM is on 95.5 mhz with 100 kw and antenna 680 feet above average terrain.

**KBTv(TV) Des Moines, Iowa** □ Sold by Home

Town Broadcasters Inc. to J.L. Lannin and Associates, Inc. for \$658,350. **Seller** is owned by John Menard, who has no other broadcast interests. **Buyer** is owned by James L. Lannin and his wife, Karen. James Lannin is former general manager of WNDs(TV) Derry, N.H. KBTv is unbuilt construction permit on channel 69 with 5,000 kw visual, 500 aural and antenna 1,800 feet above average terrain.

**WTCN(AM) Stillwater, Minn.** □ Sold by Valley Broadcasting Corp to A.B. Communications Inc. for \$350,000. **Seller** is owned by Steven A. Moravec, debtor in possession. It has no other broadcast interests. **Buyer** is owned by Arno W. Mueller and his wife, Beverly. Mueller is former president of Storer Cable Communications Inc. and has no other broadcast interests. WTCN is daytimer on 1220 khz with 5 kw.

## CABLE

**System serving Rogers City, Mich.** □ Sold by Paradigm Communications to Centel Cable Television Co. for estimated \$1.5-\$2.5 million. **Seller** is Stamford, Conn.-based MSO, with systems in five states serving over 10,000 subscribers. It is principally owned by James Kingdale. **Buyer** is cable subsidiary of Centel Corp., publicly traded, Oak Brook, Ill.-based telephone company. Centel Cable serves 525,000 subscribers in seven states. Centel is headed by John P. Frazee, president and

CEO, who will become chairman on April 1. Centel Cable is headed by John Bohmer, president. System passes 2,150 homes with 1,225 subscribers and 42 miles of plant.

**Systems serving Paul's Valley and Wynnewood, both Oklahoma** □ Sold by Valley Cablevision Co. to Multimedia Inc. for estimated \$1.5-\$2.5 million. **Seller** is principally owned by John O'Banion and has no other cable interests. **Buyer** is publicly owned, Greenville, S.C.-based MSO with 308,000 subscribers in four states. It also owns station group of three AM's, four FM's and five TV's, syndicates TV programming and publishes 14 daily and 34 nondaily newspapers. Multimedia Cablevision is headed by Don Sbarra, president. Systems pass 4,604 homes with 2,904 subscribers and 70 miles of plant.

*For other proposed and approved sales, see "For the Record," page 74.*

**Deal done.** Continental Cablevision has closed its \$481.7-million purchase of American Cablesystems. Continental agreed last October to pay \$46.50 per share for all of American's outstanding shares. Purchase gives company more than two million subscribers, making it third largest cable company.

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## Teamwork between companies and ad agencies key to winning campaigns

Lintas's Lamattina, at ANA workshop, says two groups often work counterproductively

In the changing consumer environment of the 1980's, advertisers and their agencies must work together to develop comprehensive and integrated marketing plans for their products, Larry Lamattina, director of marketing services, Lintas:Worldwide, told those attending a workshop sponsored by

the Association of National Advertisers in New York last week.

In too many cases, said Lamattina, separate efforts for media planning, direct marketing and promotion lead to turf battles that can be counter-productive in the marketing of products. He said that both clients and agencies could take steps leading to more focused marketing efforts.

Lamattina criticized agency clients, the advertisers, for often delegating what he termed "key elements of the marketing program...to junior people." Only when senior people get involved, he said, "do we see an openness to new approaches and a willingness to break the rules."

On the agency side, Lamattina said, Lintas has devised a system in which employees working in such activities as merchandising programs, co-op advertising, and promotion

are rewarded on the basis of "total results achieved on each account and not by billings generated in their area of specialization."

Lamattina also addressed what he described as the "living marketing plan." In the past, he said, "planning was an annual process and once the plan was written, it was our goal to execute that plan as faithfully as possible. The plan was considered sacred [and] varying from the plan was, in many cases, looked down upon."

Times have changed, he said. "A plan developed in September can be obsolete in January; the brand's sales position can change; the competitive situation can change, and the media marketplace can change." Thus, marketing plans, and media plans in particular, must have built-in flexibility "that allows for quick reaction and creativity in its execution." □

## Journalism

### Why network news deserves to be preserved

Says Dick Salant: It may be endangered species, but it's worth protecting from counting house

Former CBS News President and NBC Vice Chairman Richard Salant thinks television network news may face an uncertain future, challenged by rival media for audience attention and under the command of new proprietors who lack journalistic tradition.

But in a speech last week as the first William Benton National Lecturer at the University of Chicago, Salant defended the necessity of network news operations, although acknowledging there needs to be improvement. Despite the "virtual disappearance of serious single-issue documentaries and preemptive instant prime time specials to provide summaries and analysis of major news events" and the occasional inclination of network evening producers to run stories that "compete with the reading material at the checkout counter," Salant feels that "on its best days, the evening news is brilliant; on its good days, which are more



Salant

common than its bad days, it is surprisingly informative."

Salant said: "Compared to the *New York Times*, the network evening news is something of a headline service." But, he said,

the "half-hour that a viewer spends on the network evening news probably is a good deal more than the average newspaper reader spends on national and international news." However, Salant has no patience for viewers whose sole "source of information" comes from the television networks. He warned that along with "a lot of people who buy newspapers," those viewers run the risk of becoming "current affairs illiterates."

Network news operations serve a unique journalistic purpose, said Salant: "If the viewer wants to see the next story, he or she has to watch the one then on, even though they may not be interested in it. Viewers are introduced to, and may become interested enough in a story or an issue which, because of the a la carte nature of print, they have skipped in a newspaper. And having thus been introduced to something new, the viewer may follow up by reading about it the next day in the paper."

"On balance," Salant said, "network journalism does serve a societal purpose in a nation whose viability as a form of government depends on the availability of information on the basis of which its citizens can make their judgments and choose and govern their governors."

The erosion of network viewing habits attributed to cable, new technologies, and the "local affiliated stations' decreasing reliance on network news broadcasts to provide national and international news" and the new breed of budget-conscious news bosses are what Salant defined as the critical challenges to the survival of the big three network news shops.

Salant, quoting media owner Rupert Murdoch, pointed out that this new breed of managers may agree "anyone who is not in journalism to make money is a fool."

Salant said that "network television is no longer a growth business. Its spectacular

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\*Paul Kagan's Broadcast Broker Rankings, 1987.

annual increase in profits, which made it easier to tolerate the network news losses, has come to an end, at least for now. In 1986, the ABC Television group lost \$70 million. It is estimated that in each of the first and last quarters of 1987, the CBS Television Network lost \$20 million, and it is reported that the CBS network's 1986 profits had declined 31% from the prior year." At NBC, Salant says the CEO reports NBC News operations "resulted in a loss of more than \$100 million a year."

Salant said this is all happening against a backdrop of falling viewership. The survival of the network news remains doubtful when spiraling costs occur simultaneously with a drop of more than six rating points for the combined three networks over the last seven years. To illustrate his point, Salant reported when he was named CBS News president in 1961, annual costs there were about \$18 million. Now, Salant said, the cost of each of the news divisions was \$300 million.

Salant spent four years as vice chairman at NBC until his retirement in 1983. Before NBC, Salant spent 27 years at CBS, until retiring there in 1979. He was the executive who hired Mike Wallace, Roger Mudd and Dan Rather; he was in command when Walter Cronkite was named anchor of the *CBS Evening News*. Salant is also credited with finally approving *60 Minutes*; the first half-hour nightly news; the first one-hour (morning) news, and extension of *CBS Evening News* into the weekends.

"When I was at CBS News," Salant said, "managers and proprietors of CBS were men whose whole adult life had been devoted to broadcasting. Instinctively, automatically, they assumed a fundamental obligation—not because it may have been imposed by law, but because they felt that they were in a special kind of business which called for a special sense of social responsibility."

"Today, there are new network proprietors. Except for CapCities/ABC," Salant said, "these new proprietors' lines of business did not include broadcasting. Their businesses were jet engines, light bulbs, hotels, tobacco and insurance. There's nothing less holy about those lines of business. The point is that they are different from broadcasting and they don't carry with them that very special emotional investment which pioneer broadcasters and journalists brought to their trade."

Although Salant said he is at a loss to predict the fate of network news in America, he offered the new managers some strong advice.

"I hope that the current proprietors, working closely with the best news minds in their news divisions as well as with other journalists outside their companies, address themselves systematically, conscientiously and prayerfully to the threats to the future of network hard news. The stakes are too high, the dangers too real to permit issues to be decided by outside, nonjournalistic efficiency experts or, internally, only spasmodically in between taking care of the pressing problems of operation."

"Cutting budget and newsgathering staff must be a last resort, not a first reaction," said Salant. "Destroying network hard news is not a way to save it." □

## Cleveland TV station cleared of libel suit

**Station's investigative report on hotel results in law suit filed by owner**

WJW-TV Cleveland had gotten off on a good footing with the new owner of a Howard Johnson hotel and restaurant next door to the station. In May 1985, it had made much of the grand opening of the renovated hotel. But then, WJW-TV investigative reporters began getting word that all might not be well at the hotel. In time, the station ran a number

of stories depicting the hotel, as managed by the owner, William Collins, as having failed to pay contractors who worked on the hotel, as discriminating against blacks in the treatment they were given in the hotel and in the restaurants, and as delinquent in paying property taxes. The stories led to a \$50-million libel suit against the station; Collins sought \$25 million in compensatory damages and \$25 million in punitive damages. The station, then owned by Storer Communications Co. and now a Gillett Co. property, mounted a successful defense.

But it was not an easy win. Cuyahoga County Common Pleas Judge Harry Jaffee rejected a motion that Collins be regarded as a public figure, a status that would have

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**World press progress.** Representatives of major international press associations reported progress in Geneva in efforts to have violations of press freedom made a permanent issue on the agenda of the UN Commission on Human Rights. Washington attorney, Leonard Marks, who is counsel for the World Press Freedom Committee, said five countries had indicated a willingness to co-sponsor a resolution to that effect. He said it was too late for a resolution to be presented to the 44th annual session of the commission—which began on Feb. 1 and ran to March 11—but he said that next year “we may well have more” governments prepared to sponsor it. News organizations appearing before the commission to urge that violations of expression and press freedom be considered violations of basic human rights were the International Press Institute, the International Federation of Newspaper Publishers, the InterAmerican Press Association and the International Federation of Periodical Press.

imposed on him the burden of proving the station broadcast the offending programs with malice—that is, that it knew the stories

were false or broadcast them with reckless disregard as to whether they were false or not. But he was left with the burden of

proving the station had been false and negligent in airing the stories—and, if he were to collect punitive damages, that the station had acted with malice. The trial that ensued was a long one; it began on Jan. 11 and ended with a verdict on Feb. 22, five days after the case went to the eight-person jury.

The trial centered on three allegations in the stories—that the restaurant discriminated against blacks in the hotel and in the restaurants and that it was delinquent in payment of \$40,000 in county taxes. Six of the eight jury members found the station had been negligent in the investigation on which it based its report of discrimination in the treatment of blacks in the hotel. But Collins failed to convince the jury that any of the stories at issue was false. □

## Cablecastings

### Ivy on ESPN

ESPN signed a deal last week to add Ivy League football to its schedule. The basic cable sports service will carry 19 exclusive games over the next three years beginning in the fall of 1988. Previously, Ivy League games were syndicated to Public Broadcasting Service stations. ESPN said it wanted to expand its football coverage and found an opening in its early Saturday afternoon time slot. It is expected the games will begin at 12:30 p.m.

### Five on board

The National Cable Television Association has announced the winners of five board seats up for filling this year. The new board members are David Hamilton, president, Summit Communications, district 5; John Evans, president, Hauser Communications, district 6; David Bohmer, president, Centel, district 7, and Charles Townsend III, president and chief operating officer, Colony Communications, district 9.

G. Bryan Blow, president, Ajo TV Service, was elected to fill the independent/small system director seat on the board. Three at-large system directors, three at-large programmer directors, one associate director and the Independent Operator Board's director will be elected at the association's national convention in Los Angeles, April 30-May 3.

NCTA also announced the top 10 dues-paying system members, which will designate a board representative by the time of convention. They are Tele-Communications Inc., American Television & Communications, Continental, Storer, Cox, Warner, Comcast, United Cable, Viacom and Cablevision Systems.

### On the agenda

Time Inc. President Nick Nicholas, Viacom Chairman Sumner Redstone and Warner

Communications Chairman Steven Ross will participate in the closing luncheon forum at the annual National Cable Television Association convention May 3 in Los Angeles. I. Martin Pompadur of ML Media Partners will moderate the session, “Toward 2001: Cable's Odyssey in the 90's.”

### Cable Month themes

National Cable Month organizers have announced the theme weeks for this year's event: entertainment, April 3-9; sports, April 10-16; news and information, April 17-23, and children, April 24-30. As part of those weeks, Movietime will produce five 30-second spots, one general and the other four tied to the specific theme weeks,

highlighting those sectors of cable programming.

The Cabletelevision Advertising Bureau said it will offer its April cable tune-in kit free to nonsubscribing cable operators, as part of NCM. The kit includes specific basic and pay service promotion materials.

C-SPAN Chairman Brian Lamb, CNN anchor Liz Wickersham and humorist Bobby Rivers will be among the studio hosts of National Cable Month's weekend kickoff, which runs from 6 p.m. Friday, April 1, to 3 a.m. Monday, April 4.

The kickoff will originate from C-SPAN headquarters in Washington. The C-SPAN II transponder—Galaxy III, transponder 14—is being used for the preview. Additional hosts will include C-SPAN's Susan Swain, Weather Channel's Jeannetta



**Bravo for Manhattan.** ATC's Manhattan Cable will begin carrying Bravo, the pay service devoted to international films and performing arts specials, in mid-May. On hand to make the announcement were (l-r) Manhattan Cable TV President Victor LoBasso; film director Martin Scorsese; Bravo President Joshua Sapan; independent director Spike Lee; writer, producer and director Beth B; Rainbow Program Enterprises President Marc Lustgarten, and Jeanett Gault and her husband, American Television & Communications Executive Vice President Jack Gault.

Jones and HBO's Les Read.

Turner Broadcasting System plans to heighten the awareness of NCM with video cross-promotion and print tune-in advertising on CNN, Headline News and WTBS(TV) Atlanta that will display the "Discover the Difference" logo. Promotion of CNN in national magazines will include the NCM logo.

### PPV videoconference

The Cable Television Administration and Marketing Society's pay-per-view committee has announced its second videoconference, on Tuesday, April 19, to discuss order entry and delivery systems. The videoconference will be fed over Satcom III-R, transponder 7, at 2 p.m. and will originate from Centel Cable TV studios in Wheaton, Ill. Among those slated to appear on the 90-minute program are Nancy Anderson, PPV manager, Rogers Cablesystems; Marty Youngman, PPV manager, Cox Cable; David Katz, vice president, financial services, Gill Cable;



**Red Cross helper.** The Weather Channel, through the Jones Intercable cable system in Alexandria, Va., will use its Weather Star technology to inform the American Red Cross about potentially disastrous weather conditions. Weather Star constantly updates local forecasts in more than 700 weather zones across the country. ARC will obtain the data through a leased access channel on the Jones systems. Weather Star technology allows for specific forecasts in trouble spots, which the Red Cross can monitor to plan for disaster relief. Pictured above are George Hutchens (l), American Red Cross vice president, emergency and international operations, and Michael Eckert, Weather Channel president.

The Weather Channel has teamed with US Sprint to provide a 24-hour toll-free telephone hotline for national weather forecasts provided by the channel. The digital fiber optic line began operation on March 1. Weather Channel said it expected its viewers who are business travelers that may not have access to the channel will use the service. The basic cable service will provide 60-second forecasts at least every six hours, it said. The number is 800-877-4700.

David Archer, director of business development, Viacom Cable, and Terry Wolf, director, systems research and development software, United Cable.

Topics to be addressed include customer service representatives, automated response units, automatic number identification and two-way impulse hardware. Cable operators will have an opportunity to question the panelists.

### Reef encounter

The Discovery Channel's *Reef Watch: Live From the Red Sea* will be the first live, four-camera underwater television expedition in history, the service said. The co-production

of the BBC's Natural History Unit will explore the Red Sea habitat in a May 6-8 special that coincides with the 40th anniversary of Israel. It will be hosted and narrated by Michael deGruy.

### More 'World'

CNN will begin running a 30-minute version of its *CNN World Report*, the two-hour Sunday overnight program of news reports provided by foreign news operations, on Sundays at 7 p.m. *World Report* will continue in its midnight time slot, where it has aired more than 600 reports from 71 television organizations. CNN said the Sunday-night show will contain reports not seen on earlier programs.

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# For the Record

As compiled by BROADCASTING March 2 through March 9 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&B—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; 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. One meter equals 3.28 feet.

## Ownership Changes

■ WHMA-AM-FM Anniston, AL (AM: BAL880229HV; 1390 khz; 5 kw-D; 1 kw-N; FM: BAPLH880229HW; 100.5 mhz; 100 kw; HAAT: 772 ft.)—Seeks assignment of license from Calhoun Broadcasting Co. to Anniston Radio Inc. for \$3.5 million. Seller is owned by Malcom Street and family, who have no other broadcast interests. Buyer is owned by Paul C. Stone and Charles Giddens. Stone owns WIYN(AM) Rome, WPLK(AM)-WZOT(FM) Rockmart, and WLOR(AM)-WHMJ(FM) Thomasville, all Georgia. Giddens is broadcast broker with Media Venture Partners.

Washington. Filed Feb. 29.

■ KAYN-FM Nogales, AZ (BALH880229HU; 98.3 mhz; 215 w; HAAT: 228 ft.)—Seeks assignment of license from Graham Broadcasting Co. to Roadrunner Broadcasting for \$250,000. Seller is owned by Norm Graham, who has no other broadcast interests. Buyer is owned by Richard A. Heatley, and his wife, Carole. Heatley also has interest in KJMM(AM) Tucson. Filed Feb. 29.

■ WTAN(AM) Clearwater, FL (BAL880224EA; 1340 khz; 1 kw-U, DA-1; HAAT: )—Seeks assignment of license from Brosig Broadcasting Corp. to Wagenvoort Advertising Group Inc. for \$650,000. Seller is owned by Rod Brosig, who has no other broadcast interests. Buyer is owned by Dave Wagenvoort, Barry Wagenvoort, and Elizabeth Campos. It also owns KLAV(AM) Las Vegas. Barry Wagenvoort has interest in KWAI(AM) Honolulu. Filed Feb. 23.

■ KBTW(TV) Des Moines, IA (CP; ch. 69; 5000 kw-V; 500 kw-A; HAAT: 1800 ft.)—Seeks assignment of license from Home Town Broadcasters Inc. to J.L. Lannin and Associates, Inc. for \$658,350. Seller is owned by John Menard, who has no other broadcast interests. Buyer is owned by James L. Lannin and his wife, Karen. James Lannin is former general manager of WNDZ(TV) Derry, N.H. Filed Feb. 23.

■ KXLQ(AM) Indianola, IA (BTC880222EF; 1490 khz; 500W-D, 1 kw-N)—Seeks assignment of license from Max L. McCord to Dwaine F. Meyer for \$30,000. Seller has no other broadcast interests. Buyer owns KELR-FM Chariton, and KLAL-FM Lamoni, both Iowa, and has interest in KXOF-FM Bloomfield, IA. Filed Feb. 22.

■ WTI(AM) New Orleans (BAL880229EA; 690 khz; 10 kw-D, 5 kw-N; HAAT: )—Seeks assignment of license from Price Communications Corp. to United Network Inc. for \$1.3 million. Seller is publicly owned. New York-based group of five AM's, four FM's and nine TV's headed by Robert Price. Buyer is owned by Charles J. Givens, William C. Norton and Bonnie L. Givens. It has interest in

KGU(AM) Honolulu. Filed Feb. 29.

■ WXOX(AM) Bay City, MI (BAL880224EB; 1250 khz; 1 kw-D)—Seeks assignment of license from Gateway Broadcasting Co. Inc. to Eberline Broadcasting Co. for \$105,000. Seller is owned by Donald K. Mayle, who has no other broadcast interests. Buyer is owned by William C. Eberline, and family, who have no other broadcast interests. Filed Feb. 24.

■ WTCN(AM) Stillwater, MN (BAPL880223EC; 1220 khz; 5 kw-D)—Seeks assignment of license from Valley Broadcasting Corp. to A.B. Communications Inc. for \$350,000. Seller is owned by Steven A. Moravec, debtor in possession. It has no other broadcast interests. Buyer is owned by Arno W. Mueller, and his wife, Beverly. Mueller is former president of Storer Cable Communications Inc. and has no other broadcast interests. Filed Feb. 23.

■ WOTT(AM)-WNCQ(FM) Watertown, NY (BAL880225HQ; 1410 khz; 5 kw-D, 1 kw-N; FM: BALH880225HR; 97.5 mhz; 41 kw; HAAT: 285 ft.)—Seeks assignment of license from R.B.G. Productions Inc. to North Star Broadcasting for \$1.55 million. Seller is headed by Jack Birnberg. It has no other broadcast interests. Buyer is owned by Jeffrey Shapiro, Bruce Danziger and William Goddard. Shapiro and Goddard have WTSV(AM)-WHDQ(FM) Claremont, NH. Danziger is former investment banker who will be involved in management of station. Filed Feb. 25.

■ KEYI-FM San Marcos, TX (BAPLH880226HO; 103.5 mhz; 100 kw; HAAT: 1260 ft.)—Seeks assignment of license from Hicks Communications Partners, L.P. to Degree Communications Associates III for \$15.5 million. Seller is Austin-based group of four AM's and four FM's owned by brothers Steven, William and Thomas Hicks. Buyer is owned by Ken Burkhart, who also has interest in WLNZ-AM-FM St. John's, MI and WINW(AM)-WRQK(FM) Canton, OH. It recently bought WANS-AM-FM Anderson, SC. ("Changing Hands," Feb. 15). Burkhart is chairman of Burkhart/Abrams/Douglas/Elliott & Associates, Atlanta-based radio consultant. Filed Feb. 26.

■ KJQN-AM-FM Ogden, UT (AM: BAL880226ED; 1490 khz; 1 kw-U; FM: BAPLH880226HY; 95.5 mhz; 100 kw; HAAT: 680 ft.)—Seeks assignment of license from Utah Broadcasting Corp. to Abacus Broadcasting Corp. for \$700,000. Seller is principally owned by Sherman G. Sanchez, who has no other broadcast interests. Buyer is principally owned by Garrett Haston, and his wife, Michelle. It also owns KZIA-AM-FM Albuquerque, NM. Filed Feb. 26.

## New Stations

### FM's

■ Brantley, AL (BPH880224MR)—Brantley Broadcast Association seeks 104.3 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 45. Brantley, AL 36009. Principal is owned by Elizabeth H. Mash, Virgle Strickland and Joan K. Reynolds, who have no other broadcast interests. Filed Feb. 24.

■ Centre, AL (880210MN)—Baker Enterprises Inc. seeks 105.9 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 297, Centre, AL 39560. Principal is owned by Jerry Baker and his wife, Linda, who have no other broadcast interests. Filed Feb. 10.

■ Seward, AK (BPED880226MW)—Puffin Public Broadcasting Inc. seeks 88.1 mhz; 0.049 kw; HAAT: -452 m. Address: P.O. Box 396, Seward, AK 99664. Principal is owned by Timothy J. Pollard, Clara Fultz and Warren Huss, who have no other broadcast interests. Filed Feb. 26.

■ Modesto, CA (BPH880229MB)—Modesto Broadcast Group seeks 93.9 mhz; 3 kw (H&V); 100 m. Address: 8802 Oak View Ct., Oakdale, CA 95361. Principal is owned by Mike Sturtevant, Rosa M. Magana and Carol S. Benson, who have no other broadcast interests. Filed Feb. 29.

■ Porterville, CA (BPH880226MK)—Central California Broadcasting seeks 100.5 mhz; 3 kw (H&V); 7 m. Address: P.O. Box 33003, Washington 20033. Principal is owned by Jerold Miller, who has no other broadcast interests. Filed Feb. 26.

■ Santa Barbara, CA (BPH880229MC)—James and Claudia Harden, a Partnership seeks 107.7 mhz; .75 kw (H&V); 537 m. Address: 4132 Birchwood Ave., Seal Beach, CA

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90740. Principal has no other broadcast interests. Filed Feb. 29.

■ Santa Barbara, CA (BPH880226MX)—RC Communication Inc. seeks 107.7 mhz.; 9 kw (H&V); 472 m. Address: P.O. Box 480857, Los Angeles 90048. Principal is owned by Rose Casalan and Randolph Burns, who have no other broadcast interests. Filed Feb. 26.

■ Colorado Springs (880216MQ)—Educational Commission of Colorado Springs Inc. seeks 88.9 mhz.; .01 kw-H and .4 kw-V; 622 m. Address: 1665 Briargate, #202, Colorado Springs 80920. Principal is nonprofit corporation headed by Ronald A. Johnson, Gregory Nyquist and Lauren D. Libby, who have no other broadcast interests. Filed Feb. 16.

■ Pawcatuck, CT (BPH880229NG)—Saltire Communications Inc. seeks 107.7 mhz.; 1.85 kw (H&V); 122 m. Address: Route 1, Box 13, E. Wilburd, Stonington, CT 06378. Principal is owned by Lois K. Girard and her husband, Garrett. It has no other broadcast interests. Filed Feb. 29.

■ Panama City, FL (BPCT880223)—H. James Sharp seeks ch. 62; 5000KW-V; HAAT: 137 m. Address: 7473 Overton Dr., Leesburg, FL 32748. Principal has no other broadcast interests. Filed Feb. 23.

■ Punta Rassa, FL (BPH880224MN)—Martin Intermart Inc. seeks 97.7 mhz.; 3 kw (H&V); 100 m. Address: 522 Park St., P.O. Box 2696, Jacksonville, FL 32203. Principal is owned by James E. Martin and David Cobb. Martin has interest in WXDJ(FM) Homestead, FL and WQSC(FM) Andrews, SC. Filed Feb. 24.

■ Valdosta, GA (BPH880226ML)—Lowndes County Broadcasting Co. seeks 107.7 mhz.; 3 kw (H&V); 73 m. Address: P. O. Box 368, Valdosta, GA 31601. Principal is owned by Vernon Arnold, who has no other broadcast interests. Filed Feb. 26.

■ Hayden, ID (BPH870730MT)—Media West Inc. seeks 94.5 mhz.; 3 kw H&V; 100 m. Address: 2824 E. 32d, #6, Spokane, WA 99223. Principal is owned by George A. Cole and his wife, Susan. George A. Cole is on Board of Directors of Spokane Public Radio Inc., licensee of KPBX(FM) Spokane, WA. Filed Feb. 19.

■ Metropolis, IL (BPH880223MB)—WMOK Inc. seeks 105.5 mhz.; 3 kw H&V; 100 m. Address: RFD 3, Box 720, Metropolis, IL 62960. Principal is owned by Michele M. Kidd and her husband, Gary, who also own WMOK(AM) Metropolis, IL and WKDZ(AM)-WBZD(FM) Cadiz, KY. Filed Feb. 23.

■ Charlestown, IN (BPH880229MD)—Robert M. Mason seeks 104.3 mhz.; 3 kw (H&V); 100 m. Address: 1943 Greenvew, Northbrook, IL 60062. Principal also has interest in applications for new FM in Farmington, Mt. Morris and Dekalb, all Illinois, and Fresno, CA. Filed Feb. 29.

■ Clinton, IN (BPH880229NF)—Doxa Inc. seeks 93.9 mhz.; 1.1 kw (H&V); 165 m. Address: 5th and Harrison Streets, Covington, IN 47932. Principal is owned by Gregg Curtis, Ogle Snider and Joann Murray, who have no other broadcast interests. Filed Feb. 29.

■ Medicine Lodge, KS (880218MB)—Randy E. Henry seeks 95.9 mhz.; 3 kw (H&V); 100 m. Address: P.O. Box 6501, Titusville, FL 32782. Principal has no other broadcast interests. Filed Feb. 18.

■ Williamsburg, KY (880217ND)—Glenas E. Douglas Jr. seeks 104.3 mhz.; .74 kw (H&V); 191 m. Address: 252 Circle Ave., Williamsburg, KY 40769. Principal has no other broadcast interests. Filed Feb. 17.

■ Williamsburg, KY (880212MV)—Whitley County Broadcasting Co. seeks 104.3 mhz.; 2 kw (H&V); 122 m. Address: 522 Main St., Williamsburg, KY 40769. Principal is owned by Paul Estes and his wife, Theresa. It has no other broadcast interests. Filed Feb. 12.

■ Ashland, MO (880219MJ)—Multicom Broadcasting Inc. seeks 106.1 mhz.; 50 kw (H&V); 150 m. Address: Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance and her husband, William, and Ben D. Downs, who have no other broadcast interests. Filed Feb. 19.

■ Ashland, MO (880219ML)—Melvin B. Caldwell seeks 106.1 mhz.; 50 kw (H&V); 150 m. Address: 2606 Roxbury Lane, Fort Smith, AR 72903. Principal has no other broadcast interests. Filed Feb. 19.

■ Ashland, MO (880219MO)—Thomas R. Koenig seeks 106.1 mhz.; 50 kw (H&V); 150 m. Address: Box 413, Ashland, MO 65010. Principal has no other broadcast interests. Filed Feb. 19.

■ Ashland, MO (880219MN)—Kathy J. Withers seeks 106.1 mhz.; 50 kw (H&V); 149 m. Address: One Sleepy Hollow, Mount Vernon, IL 62864. Principal has no other broadcast interests. Filed Feb. 19.

■ Ashland, MO (BPH880219MF)—The Clair Group, a Missouri Ltd. Partnership, seeks 106.1 mhz.; 50 kw H&V; 150 m. Address: P.O. Box 998, Columbia, MO 65205.

Principal is owned by Jerry D. Clair, who also owns KMFC(FM) Centralia, MO. Filed Feb. 19.

■ Ashland, MO (BPH880218MC)—Warren D. Welliver seeks 106.1 mhz.; 50 kw H&V; 150 m. Address: 3430 Woodrail Terrace, Columbia MO 65203. Principal has no other broadcast interests. Filed Feb. 18.

■ Ashland, MO (880219MA)—Ashmo Radio Partnership seeks 106.1 mhz.; 50 kw (H&V); 150 m. Address: 2223 Country Lane, Columbia, MO 65201. Principal is headed by James C. Aldridge, who has no other broadcast interests. Filed Feb. 19.

■ Ashland, MO (BPH880219MD)—Sobocomo Radio Inc. seeks 106.1 mhz.; 50 kw H&V; 150 m. Address: 303 Elm Ave., Takoma Park, MD 20912. Principal is owned by Patricia Mae Watkins and David Richard Taylor, who have no other broadcast interests. Filed Feb. 19.

■ Belmont, NH (BPH880224MP)—Paul B. Perry seeks 93.3 mhz.; 3 kw H&V; 100 m. Address: 55 Oriole Drive, Bedford, NH 03102. Principal has no other broadcast interests. Filed Feb. 24.

■ Dansville, NY (BPH880225MM)—Thomas P. Wamp seeks 93.9 mhz.; 0.720 kw H&V; 202 m. Address: 126 Main St., P.O. Box 6, Dansville, NY 14437. Principal has no other broadcast interests. Filed Feb. 25.

■ Dansville, NY (BPH880225MM)—Paul B. Perry seeks 93.9 mhz.; 0.720 kw H&V; 202 m. Address: 126 Main St., P.O. Box 6, Dansville, NY 14437. Principal has no other broadcast interests. Filed Feb. 25.

■ Lake Luzerne, NY (BPH880219MM)—Lake Luzerne FM Ltd. Partnership seeks 94.7 mhz.; 1.755 kw H&V; 144 m. Address: Route 1, Box 144-A #7, Leonardtown, MD 20650. Principal is headed by Thomas P. Cooper, who has no other broadcast interests. Filed Feb. 19.

■ Lake Luzerne, NY (BPH880219MC)—Rania S. Levan seeks 94.7 mhz.; 0.87 kw H&V; 181 m. Address: 2864 Pine Grove Terrace, #8, Atlanta 30319. Principal has no other broadcast interests. Filed Feb. 19.

■ Lake Luzerne, NY (BPH880219MK)—John Anthony Bulmer seeks 94.7 mhz.; 1.35 kw H&V; 146 m. Address: 20 Liberty Ave., Whitesboro, NY 13492. Principal has no other broadcast interests. Filed Feb. 19.

■ Palmer, NY (BPH880217MU)—Pollot Communications Ltd. seeks 99.7 mhz.; 3 kw H&V; 100 m. Address: 354 E. Foster St., Palmyra, NY 14522. Principal is owned by

James A. Pollot, who has no other broadcast interests. Filed Feb. 17.

■ Palmyra, NY (BPH880217NH)—Palmyra Broadcasting Corp. seeks 99.7 mhz.; 3 kw H&V; 100 m. Address: 1 East Main St., Rochester, NY 14614. Principal is owned by Leonard Relin, Martin B. Hoffman, Herbert N. Stern, Michelle Falcone, Paul T. Rubery, Ruby Lockhart, Richard A. Calabrese, Herbert S. Hoffman and Richard J. Elliot, who have no other broadcast interests. Filed Feb. 17.

■ Murphy, NC (BPH880226MJ)—Cherokee Broadcasting Company Inc. seeks 104.3 mhz.; 1.64 kw H&V; 130 m. Address: P.O. Box 280, Murphy, NC 28906. Principal is owned by Dennis G. Blakemore, Allen M. Blakemore, Elvia M. Blakemore and Max M. Blakemore, who have no other broadcast interests. Filed Feb. 26.

■ Old Fort, NC (880217MI)—McDowell Broadcasting Co. seeks 104.3 mhz.; 3 kw (H&V); 100 m. Address: 888 Little Switzerland Rd., Marion, NC 28752. Principal is owned by Fred T. Boyd, John J. Dobson and Sam Paul Combs, who have no other broadcast interests. Filed Feb. 17.

■ Old Fort, NC (BPH880217MR)—Geyser Broadcasting Co. seeks 104.3 mhz.; 3 kw H&V; -114 m. Address: P.O. Box 1044, Sylva, NC 28779. Principal is owned by James B. Childress, who also owns WRGC(AM) Sylva, WYD-K(AM) Yadkinville and WBRM(AM) Marion, all North Carolina. Filed Feb. 17.

■ Paulding, OH (BPH880217MP)—Steven L. Doak seeks 99.7 mhz.; 3 kw H&V; 100 m. Address: 2886 Ziegler Ave., Cincinnati 45208. Principal has no other broadcast interests. Filed Feb. 17.

■ Paulding, OH (BPH880216MP)—Paulding County Broadcasting seeks 99.7 mhz.; 3 kw H&V; 100 m. Address: P.O. Box 46, Paulding, OH 45879. Principal is owned by Terry D. Buehler, Stanley M. Searing and Larry D. Gorrell, who have no other broadcast interests. Filed Feb. 16.

■ Commerce, OK (BPH880217NE)—Commerce Communications Inc. seeks 99.7 mhz.; 3 kw H&V; 100 m. Address: 310 North Main St., Miami, OK 74354. Principal is owned by Helen L. Chambers, Randy L. Neal and David L. Olds, who have no other broadcast interests. Filed Feb. 17.

■ Boalsburg, PA (BPED880209MU)—Baseline Inc. seeks 92.9 mhz.; .225 kw H&V; 339 m. Address: 174 Hilltop Park, State College, PA 16801. Principal is owned by Doreen A.

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Crandell and Warren S. Keeney, who have no other broadcast interests. Filed Feb. 9.

■ Boalsburg, PA (BPH880219MG)—Nittany Valley Broadcasters Ltd. seeks 92.9 mhz; .73 kw H&V; 194 m. Address: 312 Mary Elizabeth St., Boalsburg, PA 16827. Principal is owned by Barbara G. Pavlechko and Paul J. Levine, who have no other broadcast interests. Filed Feb. 19.

■ Boalsburg, PA (BPH880218MA)—Davies E. Bahr seeks 92.9 mhz; 1.45 kw H&V; 139 m. Address: Box 312, Elks Country Club Rd., Boalsburg, PA 16827. Principal has no other broadcast interests. Filed Feb. 18.

■ Boalsburg, PA (BPH880219MP)—BBK Broadcasting Co. seeks 92.9 mhz; .3 kw H&V; 325 m. Address: 1804 Maryland, Elk Grove Village, IL 60007. Principal has no other broadcast interests. Filed Feb. 19.

■ Boalsburg, PA (BPH880219MQ)—Claravista Inc. seeks 92.9 mhz; 0.263 kw H&V; 339 m. Address: 600 Chestnut Ave., Executive House II, #102, Altoona, PA 16601. Principal is owned by Augusto Raul Delorme and Augusto N. Delorme. Latter has interest in WVAM(AM)-WPRR(FM) Altoona, PA. Filed Feb. 19.

■ Mount Carmel, PA (BPH880217MV)—Roger and Sandra A. Snyder seek 99.7 mhz; 0.74 kw H&V; 200 m. Address: RD #3, Box 411, Bloomsburg, PA 17815. Principal has no other broadcast interests. Filed Feb. 17.

■ Mount Carmel, PA (BPH880217MK)—Laurel Broadcasting Co. seeks 99.7 mhz; 0.77 kw H&V; 197 m. Address: Rock and Sunbury Streets, Shamokin, PA 17872. Principal is owned by Arthur M. Sherman and James P. O'Leary, who have no other broadcast interests. Filed Feb. 17.

■ Mount Carmel, PA (BPH880217MT)—H&P Communications Ltd. seeks 99.7 mhz; 1 kw H&V; 159 m. Address: 325 South Apple St., Mount Carmel, PA 17851. Principal is owned by Blaine Handheran and Eugene Picarella, who have no other broadcast interests. Filed Feb. 17.

■ Mount Carmel, PA (BPH880217NI)—Mt. Carmel Partnership seeks 99.7 mhz; 0.46 kw H&V; 250 m. Address: 1018 Cedar Grove Rd., Wynnewood, PA 19096. Principal is owned by Aram Jerrehian and William S. Gross. Gross has interest in WWAC-TV Atlantic City, NJ. Filed Feb. 17.

■ Tunkhannock, PA (BPH880225MO)—Wyoming County Broadcasting seeks 107.7 mhz; 0.260 kw H&V; 343 m. Address: 40 West Tioga St., Tunkhannock, PA 16657. Principal is owned by Margaret Smith Hunn, Peter Edward Hunn, Catherine Hunn Padilla and Alvin Padilla, who have no other broadcast interests. Filed Feb. 25.

■ Wakefield-Peacedale, RI (BPH880217MS)—Susan R. Beauchamp seeks 99.7 mhz; 3 kw H&V; 100 m. Address: 3000 Valley Forge Circle, Apt. 450, King Of Prussia, PA 19406. Principal has no other broadcast interests. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217NB)—Amerzine Broadcasting L.P. seeks 99.7 mhz; 3 kw H&V; 100 m. Address: 1 Jackson Walkway, Providence, RI 02903. Principal is owned by Frank Graham, who has no other broadcast interests. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217NC)—Southern Rhode Island Broadcasting Inc. seeks 99.7 mhz; 3 kw H&V; 100 m. Address: 24 Salt Pond Rd., Suite B-1, Wakefield, RI 02879. Principal is owned by Ulysses S. Gallman, Mark A. Fruehauf and Steven B. Feldman, who have no other broadcast interests. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217NG)—Wake Partnership seeks 99.7 mhz; 3 kw H&V; 100 m. Address: c/o Morris J. Levin, #590, 1050 17 St. NW, Washington,

20036. Principal is owned by Robertal A. Levin, Morris J. Levin, Robert S. Russell, Eleanor Rand and Marcus Rand, who have no other broadcast interests. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217NJ)—Blount Communications Inc. seeks 99.7 mhz; 1.69 kw H&V; 129 m. Address: 19 Luther Ave., Warwick, RI 02886. Principal is owned by William A. Blount, Deborah C. Blount, Rony Ross and Ruth P. Blount, who also own WARV(AM) Warwick, RI. William A. Blount owns WFIF(AM) Milford, CT. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217NA)—Radio Wakefield Inc. seeks 99.7 mhz; 3 kw H&V; 100 m. Address: 307 Allen Ave., Peacedale, RI 02883. Principal is owned by Carol M. Carson, Eletha D. Franklin and Grace M. Dowdell, who have no other broadcast interests. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217MO)—Holly P. Wood seeks 99.7 mhz; 3 kw H&V; 96 m. Address: 19 Walnut St., Swansea, MA 02777. Principal is owned by Holly P. Wood, Stefanie S. Pabis and Krystyne M. Pabis, who also own WKFD(AM) Wickford, RI. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217MW)—Washington County Communications Inc. seeks 99.7 mhz; 1 kw H&V; 163 m. Address: 23 Upper Terrace Circle, Wakefield, RI 02879. Principal is owned by Carleen Hughes, Rodney C. Adams, John V. Hughes, Walter E. Little and James P. Hughes, who have no other broadcast interests. Filed Feb. 17.

■ Wakefield-Peacedale, RI (BPH880217MQ)—Wakefield Broadcasting Ltd. Partnership seeks 99.7 mhz; 3 kw H&V; 100 m. Address: 250 Sand Hill Cove Rd., Narragansett, RI 02882. Principal is owned by Elton R. Durfee, John R. Levery, Louis J. Minatti and Frederick Ehrsam. It has no other broadcast interests. Filed Feb. 17.

■ St. Matthews, SC (BPED880301MD)—Augusta Radio Fellowship Institute seeks 93.9 mhz; 3 kw H&V; 100 m. Address: 3213 Huxley Dr., Augusta, GA 30909. Principal is owned by Clarence T. Barinowski, Sylvia M. Barinowski and K. Nichols. It has no other broadcast interests. Filed March 1.

■ Canton, SD (BPH880211MT)—Parity Radio Corp. seeks 102.5 mhz; 3 kw H&V; 100 m. Address: 10926 Jollyville Rd., Austin, TX 78759. Principal is owned by Fred Lundgren and Jerome Friemel, who have no other broadcast interests. Filed Feb. 11.

■ Selmer, TN (BPH880225MP)—WDTM Inc. seeks 93.9 mhz; 3 kw H&V; 100 m. Address: Adams St. Extended, Selmer, TN 38375. Principal is owned by David B. Jordan Sr. and Margaret E. Jordan, who also own WDTM(AM) Selmer and WJPJ(AM) Huntington, both Tennessee. It also has interest in WNRG(AM)-WMJD(FM) Grundy, VA. Filed Feb. 25.

■ Brigham City, UT (BP880229AA)—Jerry J. Collins seeks 760 khz; 50 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Principal owns WDCQ(AM) Pine Island Center, FL and KJCC(AM) Carmel Valley, CA. Filed Feb. 29.

■ Danville, VT (BPH880224MQ)—Sky King Inc. seeks 95.7 mhz; 2 kw H&V; 122 m. Address: Rural Route 1, Box 48, South Ryegate, VT 05069. Principal is owned by Bruce M. Lyons and his wife, Susan, who have no other broadcast interests. Filed Feb. 24.

■ Clinchco, VA (880217MZ)—Clinchco Broadcasters seeks 93.1 mhz; 3 kw H&V; 100 m. Address: General Delivery, Payne Gap, KY 41552. Principal is owned by James C. Bright, who has no other broadcast interests. Filed Feb. 17.

■ Clinchco, VA (880216MO)—Dickenson County Broad-

casting Corp. seeks 93.1 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 127, Birchleaf, VA 24220. Principal is owned by Richard W. Edwards and his wife, Rita; Olney W. Edwards; Johnny Farmer, and Betty Fleming. Edwards own WBBI(AM)-WABN(FM) Abingdon, VA. Filed Feb. 16.

■ Elk Mound, WI (BPH880224MS)—Michael A. Phillips seeks 92.9 mhz; 2 kw H&V; 122 m. Address: 8051 Cedar View Drive, Menomonee, WI 54751. Principal has interest in WMME(AM)-WMEQ(FM) Menomonee, WI and KMMO(AM)-KMMO(FM) Marshall, MO. Filed Feb. 24.

■ Elk Mound, WI (BPH880222MU)—Dri-Five Inc. seeks 92.9 mhz; 2 kw H&V; 122 m. Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is owned by Dale A. Ganske and Harold Lardinois. It also owns WISM(AM) Eau Claire, WI. Lardinois also owns WKSH(AM) Pewaukee, WI and WAZF(AM) Yazoo City, MO. Filed Feb. 22.

■ Elk Mound, WI (BPH880225MQ)—Emallee C. Payne seeks 92.9 mhz; 3 kw H&V; 100 m. Address: 1107 Cummings, Eau Claire, WI 54701. Principal has no other broadcast interests. Filed Feb. 25.

■ Seymour, WI (BPH880216MS)—Patricia Eve Devlin seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 2216 Manitowoc Rd., Green Bay, WI 54302. Principal has no other broadcast interests. Filed Feb. 16.

■ Seymour, WI (BPH880217MM)—Kim M. Gulseth seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 1391 North Rd., Green Bay, WI 54313. Principal has no other broadcast interests. Filed Feb. 17.

## Actions

### FM's

■ England, AR (BPH851115NR)—Granted app. of Diamond State Broadcasting Inc. for 96.5 mhz; 3 kw H&V; 148 m. Address: P.O. Box 218, England, AR 72046. Principal is owned by Lowell S. Jumper, his wife, Sheila, and Willie R. Harris. Jumpers have interest in KAKA-AM-FM Dermott, KDEW-AM-FM Dewitt, KCCL-AM-FM Paris and KELC(AM) England, all Arkansas. Harris has interest in KDEW-AM-FM Dewitt, KCCL(AM) Paris and KELC(AM) England, all Arkansas. Action Jan. 29.

■ Avalon, CA (860529ME)—Returned app. of Kiertron, Inc. for 92.7 mhz; .3 kw H&V; 1088 m. Address: P.O. Box 86, Flourentown, PA 19031. Principal is owned by Donald B. Crawford, who has no other broadcast interests. Action Feb. 29.

■ Avalon, CA (860530ME)—Returned app. of Diane M. Clary for 92.7 mhz; .2 kw H&V; 1134 m. Address: 813 Spylglass Lane, Las Vegas 89107. Principal has no other broadcast interests. Action Feb. 29.

■ Statesboro, GA (BPED870309MG)—Granted app. of Bible Baptist Christian School seeks 90.3 mhz; 3 kw H&V; 100 m. Address: 151 Northside Dr. East, Statesboro, GA 30458. Principal is nonprofit corporation headed by W. Max Alderman, Manford Gilbert, Mike Eastridge, Lee Driggers, Richard Dubois, Josiah Thompson and Wendell Waters. Filed March 1.

■ Quincy, IL (BPH850528MC)—Granted app. of Cynthia Escajeda Cart for 103.9 mhz; 3 kw H&V; 328 m. Address: 704 Douglas Ave., Prescott, AZ 86301. Principal has no other broadcast interests. Action Jan. 11.

■ Monticello, KY (BPH880107MC)—Returned app. of Robert L. Bertram seeks 93.1 mhz; 0.65 kw H&V; 195 m. Address: P.O. Box 25, Jamestown, KY 42629. Principal has no other broadcast interests. Action Feb. 18.

■ South Yarmouth, MA (BPH880107MF)—Granted app. of Cape Cod FM Ltd. Partnership seeks 103.9 mhz; 3 kw H&V; 100 m. Address: 1522 Ford Ave., Redondo Beach, CA 90278. Principal is owned by Mark V. Dibeneditto, who has no other broadcast interests. Action Feb. 18.

■ Coos Bay, OR (BPED870105MD)—Granted app. of State of Oregon acting by and through State Board of Higher Education for 88.5 mhz; 2.2 kw H&V; 162 m. Address: P.O. Box 3175, Eugene, OR 97403. Principal is headed by James C. Petersen, Richard F. Hensley, John W. Alltucker, Gene Chao and Robert R. Adams. Action Feb. 23.

■ Murrell's Inlet, SC (BPH870730MO)—Dismissed app. of Coastal Carolina Family Radio Inc. for 94.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1433, Myrtle Beach, SC 29578. Principal is owned by James Rizzuti, Ken Spivey, Robert Moore, Leslie Rizzuti and John R. Turney. It has no other broadcast interests. Action March 1.

■ Charlottesville, VA (BPED870722MA)—Granted app. of Virginia Tech Foundation Inc. for 89.3 mhz; 1.6 kw-V 1.3KW-V; 359 m. Address: 220 Burruss Hall, Blacksburg, VA 24061. Principal is nonprofit corporation headed by Richard M. Bagley, Parke C. Brinkley, T.A. Carter, G. Frank Clement, C.A. Cutchins III and John W. Hancock Jr. Action Feb. 26.

■ Rudolph, WI (BPH880106MC)—Returned app. of GBB Broadcasting seeks 99.9 mhz; 3 kw H&V; 100 m.

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Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is owned by Dale A. Ganske, Bill Bro and John Bortowski. Ganske has interest in WISM-AM Eau Claire, WI. Bortowski has interest in KRAL(AM)-KIQZ-FM Rawlins, WY. Filed Feb. 18.

■ Powell, WY (BPH850712P4)—Granted app. of MCS Broadcast Inc., which seeks 104.1 mhz; 78.01 kw H&V; 1925 m. Address: 1421 Crawford Drive, Billings, MT 59104. Principal is owned by Rex A. Shepperd, Raymond M. McLean and Stephen Edward, who also own KUU-S(AM)-KZLS-FM Billings, MT. Filed Feb. 23.

## Facilities Changes

### AM's

■ Flomaton, AL, WRBK, 1090 khz—Feb. 29—Amendment (870810AH) to change TL to 6 km east of intersection of State Rte. 749 and alternate State Rte. 95, Gonzalez, FL, and decrease power to 5 kw and change from non-DA to DA.

■ Sharon, CT, WKZE, 1020 khz—Feb. 23—Application for CP to increase power to 2.5 kw/1.8 kw (CH).

■ Olyphant, PA, WWAX, 750 khz—Feb. 23—Mod of CP (BP841224AF) to increase power to 1.6 kw.

■ Timmonsville, SC, WLRG, 1180 khz—Feb. 26—Mod of CP (BP851223AE) to make changes in ant. system, increase critical hour power to 10 kw and change TL to: 1 km East of Quinby, SC, and north of Hwy #358, Quinby, SC. 34 14 18N 79 43 17W.

### FM's

■ Decatur, AL, WRSA, 96.9 mhz—Feb. 12—Mod of CP (BPED841227IA) to change HAAT to 308 m. and coordinates to 34 29 23N 86 37 38W.

■ Pacific Grove, CA, KAZU, 90.3 mhz—Feb. 8—Application for CP to change ERP (3.7 kw) and change HAAT to 159 m.

■ Hartford, CT, WQTQ, 89.9 mhz—Feb. 17—Application for CP to change ERP: 0.1 kw H&V.

■ Shafter, CA, KKBB, 97.7 mhz—Feb. 16—Application for CP to change TL; intersec. of Kratzmeyer Ave. and Nord Ave., 12 km SE of Shafter, Kern Co., CA; change HAAT: 100 m. H&V 35 25 10N 119 11 54W.

■ Royal Center, IN, WHZR, 103.7 mhz—Feb. 19—Mod of CP (BPH870529MC) to change TL: 100 m west of 50 East Road, .39 km south of 350 North Road, 40 48 43N 86 21 56W.

■ North Newton, KS, KBCU, 88.1 mhz—Feb. 9—Mod of CP (BPH860227MB) to change TL: 208 E. 27th St., North Newton, KS 38 04 26N 97 20 35W.

■ Kaplan, LA, KMDL, 97.7 mhz—Feb. 5—Application for CP to change (Per MM #86-429) ERP: 42.09 kw H&V; change freq: 97.3 mhz; TL: 5.57 km 185.2 degrees true from Youngsville, LA.

■ Mechanicsville, MD, WQMR, 98.3 mhz—Feb. 19—Mod of CP (BPH850613MC) to change TL: 4.25 km SW of Mechanicsville, MD; change HAAT: 100 m.; change ERP: 3 kw 38 24 49N 76 46 31W.

■ West Yarmouth, MA, WOCB-FM, 94.9 mhz—Feb. 4—Application for CP to change: TL: 278 South Sea Ave.; 41 38 06N 70 14 12W.

■ Zeeland, MI, WXYB, 89.3 mhz—Feb. 23—Mod. of CP to change: TL: 2 mi. NE of Zeeland, MI.

■ Marshall, MN, KKCK, 100.1 mhz—Feb. 3—Application for CP to change ERP to 100 kw (per docket MM-86-516); change HAAT to 292 m; change Freq. to 99.7 mhz; change TL to 1.3 km north of US Rt. 14, 2.7 km west of US Rt. 75, .5 km south of tower, and change antenna support structure height. 44 16 56N 96 19 15W.

■ Eldon, MO, KKNO, 101.9 mhz—Feb. 3—Mod. of CP (BPH861230MH) to change: HAAT: 154 m. H&V; change ERP: 1.279 kw H&V.

■ Marshallfield, MO, KTOZ-FM, 104.9 mhz—Feb. 21—Application for CP to change ERP to 50 kw, HAAT to 150 m, antenna location to .4 mi east of county road KK and 4.7 mi nw of Fordland in Webster County, MO; change Freq. to 104.7 mhz (per MM docket 86-302) and change class to C2.

■ Baldwinsville, NY, WSEN(FM), 92.1 mhz—Feb. 19—Application for CP to change ERP to 25 kw and make changes in antenna system and change to class B1.

■ Danville, PA, WPGM-FM, 96.7 mhz—Feb. 17—Application for CP to change ERP: 0.57 kw H&V.

■ Kane, PA, WIFI, 103.9 mhz—Feb. 2—Application for CP to change TL to 27 North Fraley St., McKean county, Kane, PA, and change HAAT to 88 m, 41 39 34N 78 48 42W.

## Summary of broadcasting as of Feb 29, 1988

Service	On Air	CP's	Total *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
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 auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

■ Anson, TX, KTCE, 98.3 mhz—Feb. 10—Mod of CP (BPH860708MH) to change ERP to 50 kw H&V (per docket 87-95), change frequency to 98.1 mhz and change HAAT to 89 m. H&V. 32 39 47N 99 51 13W.

■ Austin, TX, KHFI-FM, 98.3 mhz—Feb. 19—Mod of CP (BPH870302MH) to change TL: SSW side of Austin, TX, approx. 1.12 km SW of US Rte. 290 Brodie Lane Intersection; change HAAT: 214 m. H&V; 30 13 31N 97 49 29W.

■ Chattanooga, TN, WDYN, 89.7 mhz—Feb. 17—Application for CP to change: ERP: 100 kw H&V.

■ Tullahoma, TN, WKQD-FM, 93.3 mhz—Feb. 8—Application for CP to change: HAAT: 299 m. H&V; change TL: just north of Hwy 64 on Beans Creek Rd., 5 mi. N of Elora, Lincoln Co, TN: 35 05 22N 86 21 27W change antenna supporting structure height.

■ Charlotte Amalie, VI, WTEN, 102.1 mhz—Feb. 24—Mod. of CP (BPH840430IO) to change HAAT: 466.4 meters H&V; change TL: Signal Hill Mountain Estates, Charlotte Amalie, St. Thomas, VI: 18 21 23N 64 56 43W, change ant. supporting structure height.

### TV's

■ Los Angeles, KTLA, channel 5—Feb. 26—Mod of CP (BPCT870508KT) to change ERP vis.: 44.7 kw; HAAT: 976 m.; TL: Mt. Wilson Antenna Farm, Mt. Wilson, CA; Ant.: Dielectric TDUM-3A5; 34 13 36N 118 03 56W.

■ Islamorada, FL, WIEB, channel 18—Feb. 29—Mod of CP to change ERP Vis. 316 KW, HAAT: 327 ft.; Ant: Bogner B6VG (DA).

■ Bowling Green, KY, WKYU-TV, channel 59—Feb. 23—Mod. of CP to change ERP vis.: 400 kw; HAAT: 648 ft.; Ant: Bogner DUI-32SP.

■ Las Vegas, KFBT, channel 33—Feb. 26—Mod of CP (BPCT850725KI) to change ERP vis.: 1294 kw; HAAT: 353 m.; TL: Henderson Comuntain, approx. 2.1 mi SW of Henderson, NV; Ant: SWRM Inc. SM-28-DA.

■ Columbia, SC, WCCT-TV, channel 57—Feb. 22—Application for CP to change ERP vis.: 5000 kw; HAAT: 193 m.; TL: 1/4 mi. w of US Rte 1 on Cushman Drive, near Columbia, Richland Co, SC; Ant.: Andrew ATW30H3-HTT-57; 34 02 39N 80 59 52W.

■ Salt Lake City, KXIV, channel 14—Feb. 9—Mod. of CP (BPCT790822KE) to change ERP vis.: 15 kw; HAAT: -77 m.; Ant.: Andrew ATW8G4-HSS-14 (DA); TL: 136 E South Temple, Salt Lake City; 40 46 09N 111 53 12W.

### Actions

#### AM's

■ Anchorage, KBYR, 700 khz—March 1—Application (BP820304AJ) granted for CP to increase powers to 10 kw; change TL to: 1777 Forest Park Dr., Anchorage, Municipality of Anchorage 61 12 25N 149 55 20W.

■ Carmel, CA, KRML, 1410 khz—March 1—Application (BMP861015AD) granted for MP (BP821022AA, as mod) to change TL to: 0.2 mi. SE of intersec. of Hwy 1 and Carmel River, Carmel River, CA 36 32 07N 121 54 29W.

■ San Jose, CA, KHTT, 1500 khz—Feb. 26—Application (BPFeb. 12AC) granted for CP to modify nighttime standard radiation pattern.

■ Monroe, CT, WMNR, 88.1 mhz—Feb. 24—Application (BPED850709ID) granted license to cover changes.

■ West Palm Beach, FL, WJNO, 1230 khz—Feb. 26—Application (BP860609AX) granted license to change TL to: Pompano Beach, FL 26 15 18N 80 08 49W.

■ Moorhead, MN, KVOX, 1280 khz—Mar. 1—Application (BPH870227ON) granted for CP to change TL: 1.6 km NE of Amenia, ND; change HAAT: 315 m. H&V and make changes in ant. sys: 47 00 43N 97 11 58W.

■ Springfield, MO, KWTO, 560 khz—Feb. 29—Application (BP870528AD) granted for CP to change Ant. system: reduce night power to 4 kw; change TL to US Rte. 65 and County Route EE, near Selmore, MO: 36 56 40N 93 13 17W.

■ Harrisburg, PA, WCMB, 1460 khz—Feb. 25—Application (BP870330AZ) granted for CP to make changes in directional ant. sys. (incl. incr. in height of twr.).

■ Collierville, TN, WCRV, 640 khz—March 1—Application (BP870306AD) granted for CP to increase night power to 0.5 kw, DA-N, and change night TL to: 0.62 mi. E of Pleasant Hill Rd., 0.55 mi. S of intersec. of Holmes Rd., Capleville, TN: 34 59 51N 89 53 25W.

■ Menomonie, WI, WMNE, 870 khz—March 1—Application (BMP870331BF) granted for Mod. of CP to increase day power to 10 kw; reduce night power to 0.6 kw; change TL to: Hwy 25 and Beaver Tr., near Menominie, WI: reduce no. of towers to 4; 44 48 48N 91 55 34W.

### FM's

■ Bay Minette, AL, WLPR, 105.5 mhz—Feb. 16—Application (BPH871002OT) granted for CP to change TL: 0.2 mi. W of Hwy 225, 0.63 mi. SSW of int. of Hwy 225 and Hwy 138, near Bay Minette, AL; change ERP: 1.9 kw



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H&V: HAAT: 125 m. and make changes in ant. sys; 30 49 34N 87 51 52W.

■ Mobile, AL. WKRG-FM. 99.9 mhz—March 2-Application granted for CP to change HAAT: 535 m.

■ Pueblo, CO. KATM-FM. 100.7 mhz—Feb. 26-Application (BMPH8705221B) granted for Mod. of CP (BPH8607251A) to change: TL: Cheyenne Mountain Antenna Farm, Colorado Springs; change ERP: 13.5 kw H&V; change HAAT: 636 m. H&V: 38 44 42N 104 51 39W.

■ St. Petersburg, FL. WKES. 101.5 mhz—Feb. 29-Application (BPED8702181J) granted for CP to change TL: NE 1/4 sec of SW 1/4 of sec 25, T30S. R20E. 9.3 km N of Balm, FL; change HAAT: 414 m. H&V and make changes in ant. sys. 27 50 32N 82 15 46W.

■ Tampa, FL. WFLZ. 93.3 mhz—March 1-Application (BPH8701071H) granted to change TL: NE 1/4 of SW 1/4 of section 25, T 30 S. R 20 E. 9.3 km N of Balm, FL; change ERP: 98.5 kw; change HAAT: 414 m.; 27 50 32N 82 15 46W.

■ Athens, GA. WMSL. 88.9 mhz—March 2-Application (BLED871021KG) granted license to cover (BPE-D831227AF) for new station.

■ Wichita, KS. KLZS-FM. 97.9 mhz—Feb. 23-Application (BMPH870331I m.) granted for Mod. of CP (BPH8511251C) to change: TL: I4613 W 53d North, Colwich, KS; change HAAT: 302.7 m. H&V; 37 46 40N 97 30 37W.

■ Pikeville, KY. WJSO. 90.1 mhz—Feb. 29-Application (BMPED8704141C) granted for Mod. of CP to change: TL: 1.7 mi. SW of Pikeville, KY; change ERP: 3.75 kw H&V; change HAAT: 138.7 m. H&V 37 27 52N 82 32 45W.

■ Traverse City, MI. WLDR. 101.9 mhz—Feb. 25-Application (BPH8703021L) granted for CP to change ERP: 100 kw H&V; HAAT: 134 m. H&V.

■ Cleveland Heights, OH. WRQC. 92.3 mhz—March 2-Application (BPH8711071Z) granted to change TL: Emery Industrial Park, Warrenville Township, OH; change ERP: 40.7 kw; change HAAT: 167 m.; change to directional antenna 41 26 32N 81 29 28W.

■ Woonsocket, RI. WNCK. 106.3 mhz—871229-Application (BPH8508281C) denied for CP to change TL to: .5 mi S. of junction of Smithfield Expwy and Farnum Pike, Woonsocket, RI; change ERP to: 2.47 kw; change HAAT to: 110 m. 41 58 02N 71 31 32W.

■ Saint George, SC. WKQB. 107.5 mhz—Feb. 23-Application (BMPH8709141B) granted for Mod. of CP (BPH8507121K as mod.) to change HAAT: 300 m. H&V and to correct geographic coordinates: 33 05 11N 80 22 33W.

■ Odessa, TX. KKKK. 99.1 mhz—Feb. 25-Application (BPH8703021B) granted for CP to change HAAT: 990 feet H&V.

■ Waco, TX. WACO-FM. 99.9 mhz—March 2-Application (BMPH8710261F) granted to change TL: 1.8 km NNE of Lorena, TX. .31 km W of intersection 35; change HAAT: 339 m.; 31 24 15N 97 12 26W.

■ Windsor, VT. WVPR. 89.5 mhz—March 2-Application (BPED8711131 m.) granted to change ERP: 1.78 kw.

## Actions

### Commission Actions

■ Issues-programs—Revised section 73.527(a)(7) to conform public file rule for commercial and noncommercial educational licensees to require maintaining quarterly list of programs that, in their judgment, represents their stations' most significant treatment of issues of community concern. (MM Docket 86-499 by R&O [FCC 88-52] adopted Feb. 16 by commission.)

■ Amarillo, TX—Issued tax certificate to Marsh Media Ltd., licensee of KVII-TV at Amarillo, for divestiture of its 25% "grandfathered" interest in Total Television of Amarillo, cable TV system. (By MO&O [FCC 88-62] adopted Feb. 22 by commission.)

■ FCC upholds Bureau dismissal of Florida County's request to modify TV rules (Report MM-309, Mass Media Action)—Upheld Mass Media Bureau's dismissal of request by Board of County Commissioners of Monroe County, FL, to modify TV rules. Action by commission Feb. 22 by MO&O (FCC 88-64).

■ FCC adopts recommendation for U.S. proposal to RARC second session for submission to Department of State—Gen. Docket 84-467 (Report DC-1111, action in docket case) FCC has adopted third report in preparation for International Telecommunication Union (ITU) Regional Administrative Radio Conference (RARC) for use of expanded

AM band, 1605-1705 khz in Western Hemisphere. Report, which contains FCC's recommendations for text of final regional agreement (including technical standards), will be submitted to State Department. Once approved, this and other U.S. proposals will be forwarded to ITU in Geneva, Switzerland, for distribution to other administrations in region. Action by commission Feb. 26 by Third Report (FCC-88-82).

■ FCC approves settlement agreement in WLIR-FM Garden City, NY, proceeding—MM dockets 84-36, 84-38 (DC-1113, Action in Docket Case). FCC has approved settlement agreement between Phoenix Media Corp. and Long Island Radio Communications Inc., concerning interim authority to operate WLIR-FM at Garden City, NY. Action by commission Feb. 29 by order (FCC 88-83).

■ Review denied in Little Rock, AR, TV Proceeding—MM Docket 85-361 (Report DC-1115, Action in Docket Case) FCC has denied petition by Capital Communications Corp. for review of review board decision granting application of Leininger-Geddes Partnership for new TV station at Little Rock. Action by commission Feb. 29 by order (FCC 88-84).

■ Nevada FM case remanded to presiding ALJ for further evidentiary hearings—MM dockets 83-1206-07 (Report DC-1112, Action in Docket Case). FCC has remanded to presiding ALJ case involving mutually exclusive applications of Comstock Broadcasters Inc. and Pepper Schultz for FM station on channel 221A (92.1 MHz) at Sparks, NV. Action by commission Feb. 29 by MO&O (FCC 88-85).

■ FCC proposes adjusting domestic intermediate frequency distance separation requirements for FM broadcast stations—MM Docket 86-144 (Report DC-1116, Action in Docket Case). Action by commission March 1, by further NPRM (FCC 88-87).

■ FCC concludes Reuters' private international earth station is not satellite terminal station (Report CC-259, Common Carrier Action)—Granted Reuters U.S. Inc.'s request for declaratory ruling that FCC has statutory authority under Title III of Communications Act to license private noncommon carrier transmit/receive earth stations in International Fixed Satellite Service for use with INTELSAT global satellite system. Action by commission March 1 by declaratory ruling (FCC 88-92).

### Review Board Actions

■ Citronelle, AL—Granted motions by Citronelle FM Group, Citronelle Broadcasting Co. and Lewis M. Anzek to withdraw their petitions to set aside ALJ's approval of settlement agreements dismissing their applications for FM station at Citronelle because of alleged violations by winning applicant, Barbara Kay Turner, of terms of agreements. (MM Docket 86-445 by order [FCC 88R-11] adopted Feb. 19 by review board.)

■ Guadalupe, CA—Granted application of Armando Garcia for FM station on channel 288A (105.5 MHz) at Guadalupe and denied competing application of Eimer Broadcasting Limited. (MM Docket 85-298 by decision [FCC 88R-15] adopted Feb. 24 by review board.)

■ Hatch, NM—Dismissed joint request by Turquesa Enterprises and Christine G. Sanchez for approval of settlement agreement in proceeding for new FM station on channel 266C (101.1 mhz) at Hatch. (MM Docket 87-518 by MO&O [FCC 88R-12] adopted Feb. 19 by review board.)

■ Christiansted, VI—Denied Sugarbird Communications' request to file untimely application for review and dismissed St. Croix Wireless Co.'s request for review in Christiansted FM proceeding. (MM Docket 87-269 by MO&O [FCC 88R-13] adopted Feb. 24 by review board.)

### Staff Action

■ Key West, FL—On request of Key Chain Inc., proposed substituting channel 228C2 (93.5 KHz) for channel 228A at Key West and modifying its license for WKRY(FM) to specify new channel. Comments due April 28, replies May 13. (MM Docket 88-77 by NPRM [DA 88-285] adopted Feb. 11 by chief, Allocations Branch, Mass Media Bureau.)

### ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Brookfield, WI (Donald E. Hilgendorf and Tran Broadcasting Corp. Inc.) FM proceeding—Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for April 18 and hearing for May 18. (By order, Feb. 17, MM Docket 88-17.)

■ Fond Du Lac, WI (Church of Christ Ministry Inc. and Skycom Inc.) TV proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for April 29 and hearing for June 1. (By order, Feb. 24, MM Docket 88-62.)

By ALJ Walter C. Miller on date shown:

■ Indianola, MS—Granted application of Walter Gray

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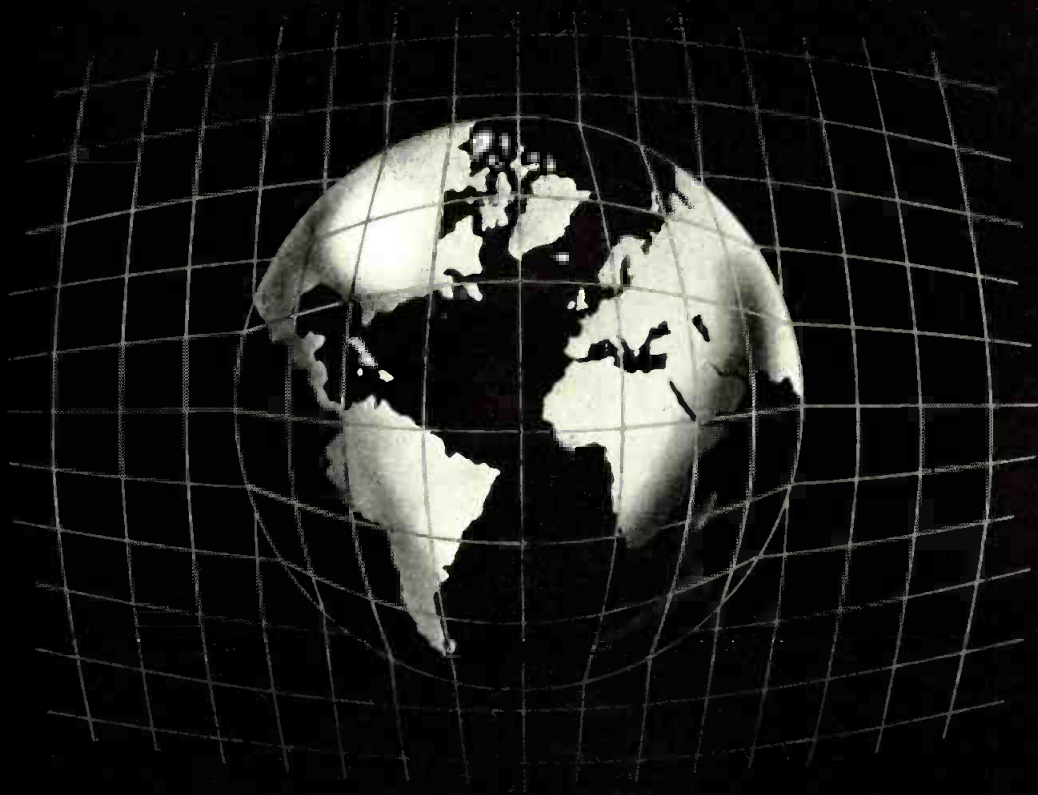
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Gilbert for new FM station on channel 245A (96.9 mhz) at Indianola. (MM Docket 87492 by summary decision (FCC 88D-004) issued Feb. 3 by ALJ Walter C. Miller.)

By Deputy Chief ALJ James F. Tierney on date shown:

■ Mt. Vernon, KY (Cochran-Smith Broadcasting Inc., et al.) FM proceeding—By separate orders, granted motion for summary decision by Rockcastle Broadcasting and resolved air hazard issue in its favor; granted request by Rockcastle and enlarged issues against Cochran-Smith Broadcasting to determine whether Cochran-Smith complied with commission rules with respect to its engineering proposal, and, if not, whether Cochran-Smith possesses requisite qualifications to be commission licensee. (By MO&Os, Feb. 16 and 17, MM Docket 87-497.)

By ALJ Joseph Chachkin on dates shown:

■ Charleston, SC (Sue A. Underwood and Brenda Stroud, General Partnership, et al.) FM proceeding—Granted request by Radio Charleston Partners and dismissed its application with prejudice. (By order, Feb. 23, MM Docket 87-573.)

■ Richmond, VA (Seaboard Broadcasting Co., et al.) FM proceeding—By separate orders, granted motion for partial

summary decision by Richmond Educational Media Foundation Inc. and resolved air hazard issue in its favor; granted request by Seaboard Broadcasting Co. and dismissed its application with prejudice; granted motion by Virginia Communications Limited Partnership and enlarged issues against Future Broadcasting Limited Partnership to determine whether Future currently possesses reasonable assurance that its transmitter/antenna site will be available to whether Future ever possessed reasonable assurance that its originally designated transmitter/antenna site would be available to it, and whether costs and budget proposed by Future to construct and operate its proposed station for three months and were reasonable at time it filed its application, and if not, effects on Future's basic qualifications to be commission licensee; and, whether Future had an adequate basis to certify that it had reasonable assurance of availability of sufficient funds to construct and operate its proposed station for three months without revenue at time it filed its application, and, if not, whether that deficiency constituted misrepresentation to commission. (By orders and by MO&O, Feb. 24, MM Docket 87-352.)

■ Janesville, WI (Blackhawk Broadcasting Corp., et al.) TV proceeding—By separate orders, granted request by channel 47 Limited Partnership and dismissed its application with prejudice; approved settlement agreement between

Blackhawk Corp. and Tri-M Communications, Ltd. and dismissed with prejudice application of Blackhawk Broadcasting. Tri-M's application remains in hearing status pending resolution of air hazard issue. (By order, Feb. 17 and by MO&O, Feb. 23, MM Docket 87-290.)

By ALJ Walter C. Miller on date shown:

■ Indianola, MS—Granted application of Walter Gray Gilbert for new FM station on channel 245A (96.9 mhz) at Indianola. (MM Docket 87492 by summary decision (FCC 88D-004) issued Feb. 3 by ALJ Walter C. Miller.)

By ALJ John M. Frysiaak on dates shown:

■ Warner Robins and Byron, GA (Warner Robins Christian Academy and Georgia Radio Fellowship) FM proceeding—Granted motion for partial summary decision by Georgia Radio Fellowship, Byron, GA, and resolved financial qualifications issue in its favor. (By MO&O, Feb. 18, MM Docket 87-386.)

■ Roswell, NM (PN Radio Co., et al.) FM proceeding—Granted request by Integrated Broadcast Management Inc. and dismissed with prejudice applications of PN Radio Co. and Serious Note Broadcasting for failure to prosecute. (By order, Feb. 11, MM Docket 87-542.)

■ Lajas, PR (Ramon Rodriguez & Associates, et al.) FM proceeding—Granted request by F.M. Minority Broadcasting and enlarged issues against Ramon Rodriguez & Associates to determine whether Ramon Rodriguez misrepresented to FCC by proposing an antenna-transmitter site without having secured its availability and/or having reasonable assurance of its availability; and, in view of evidence adduced, whether Ramon Rodriguez & Associates has requisite qualifications to be commission licensee. (By MO&O, Feb. 17, MM Docket 86-510.)

By ALJ Joseph P. Gonzalez on date shown:

■ Kaneohe, HI (Brenda R. Tanger, et al.) FM proceeding—Approved settlement agreement and dismissed with prejudice applications of Brenda R. Tanger and FM Kaneohe Limited Partnership; conditionally granted application of Kaneohe Radio Inc. for new FM station on channel 282C (104.3 mhz) at Kaneohe; and terminated proceeding. (By MO&O, Feb. 12, MM Docket 87-287.)

By ALJ Edward J. Kuhlmann on dates shown:

■ Rockledge, FL (Hartke Communications Corp., et al.) FM proceeding—Granted requests by Hartke Communications Corp., Rockledge Community Broadcasters Inc., Skinner Broadcasting Inc., T. C. Broadcasting Inc., Space Coast Communications Inc., Leslie H. Green, Buttercup Broadcasting Co., and Brevard Broadcasting Co. and dismissed its applications with prejudice. (By MO&O, Feb. 16, MM Docket 87-556.)

■ Pearl City, HI (Timothy Paul Woodward, et al.) FM proceeding—Granted request by Timothy Paul Woodward and dismissed his applications with prejudice; granted request by Carmen Dwight and enlarged issues against Mamala Bay Broadcasting to determine facts and circumstances about how Mamala Bay selected and certified availability of its designated antenna site; whether Mamala Bay has reasonable assurance of transmitter site; and, in light of evidence adduced from those determinations, whether Mamala Bay possesses requisite qualifications to be commission licensee. (By MO&O, Feb. 18, MM Docket 87-516.)

■ Lafayette, LA (AC Broadcasting Inc., et al.) FM proceeding—Granted motion for summary decision by FM Lafayette Limited Partnership and resolved air hazard issue in its favor. (By MO&O, Feb. 17, MM Docket 87-449.)

By ALJ Edward Lutton on date shown:

■ Fredericksburg, TX (Global Information Technologies Inc., et al.) TV proceeding—By separate orders, granted requests by Telemundo Group Inc. and Fredericksburg Community Television Inc. and dismissed its applications with prejudice; granted motions for summary decisions by TexStar Communications Ltd. and Fredericksburg Channel 2 and resolved air hazard issues in its favor. (By orders, Feb. 16, MM Docket 87-250.)

By ALJ Richard L. Sippel on dates shown:

■ Kittery, ME (Edward P. Ockenden, et al.) FM proceeding—By separate orders, dismissed with prejudice applications of Stuart Moore and Margaret O. Nighswander for failure to prosecute; granted request by Steiner Communications and added issue against Kittery Associates to determine whether antenna site proposed by Kittery is suitable to effectuate its proposal. (By order, Feb. 22 and by MO&O, Feb. 26, MM Docket 87-549.)

■ Pittsburg, TX (Pittsburg Radio and Don H. Barden) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Pittsburg Radio; granted application of Don H. Barden for new FM station on channel 245A (96.9 mhz) at Pittsburg; and terminated proceeding. (By MO&O, Feb. 11, MM Docket 87-577.)

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**Street smart sales manager** for dominant upper Midwest regional combo (100K metro). Strong ratings in excellent market, great facilities, very promotional-oriented. Ideal opportunity for ambitious, no-nonsense, talented sales pro who likes working in an aggressive professional organization. Candidate will be self-starter and have proven track record in all aspects of local sales, preferably in smaller markets, and will know how to manage a sales staff. Previous management experience a plus but not necessary. I want someone with the right instincts and the drive to make them work. Top compensation to right person. Advancement to GM a strong possibility. Box D-139.

**General manager and sales manager** for AM/FM combination. In Eastern Shore area. Salary - benefits - bonuses - incentive opportunities. Immediate openings. Send resumes to: WPAZ, P.O. Box 638, Pottsville, PA 19464. Attention: Bob Eppehimer. No phone calls.

**Sales manager needed at Florida class C country FM.** Must have proven sales ability. Be great teacher, motivator, leader. Growing group offers growth potential. Call Ron Kight 904-785-9549. EOE/MF.

**Sales oriented radio professional** to take over management of newly purchased fulltime AM and FM-CP. Turn-around situation requiring commitment to quality programming and community involvement. Midwest market of 20,000 plus 5,000 student state university. Familiarity with satellite programming helpful. Salary plus bonus for meeting goals. Ownership options after one year. Ground floor opportunity with successful company's first expansion. Complete resume and sales track record to: Dave Winegardner, Box K, Neosho, MO 64850. 417-451-1420. EOE.

**General manager** of public radio station KSKA-FM. Responsible for overall management of station: planning, budgeting, personnel, and all other functions. Bachelor's degree in communications, broadcasting, or related field. Prefer three years of public broadcasting management experience; proven fund raising, grant writing; communications skills; and experience in fiscal and program planning. Salary and benefits competitive. Search Committee, KSKA-FM, 4101 University Drive, Anchorage, AK 99508. EOE.

**Sales manager:** Top 50 Midwest market seeks aggressive sales manager for growing class B FM. Candidate must have excellent sales management skills and ability to motivate sales personnel. Self-starters with creativity and an ability to set and make goals should apply. Excellent benefits and salary/bonus package to right individual. Reply to Box E-19.

### HELP WANTED SALES

**Purdue country:** WKHY-FM is searching for experienced sales executives with sights set on management. Reply to Eric McCart, P.O. Box 7093, Lafayette, IN 47903.

**Account executive/sales manager.** Adult contemporary FM, quality life, university town, submit resume, salary requirements. Robb Cheal, KNVR-FM, 574 Manzanita, Chico, CA 95926. 916-895-1197.

**Midwest powerhouse combination** seeks regional salesperson. Experience, travel, strong presentation, written and verbal skills required. Must sell concept and ARB numbers. Resumes to Kurt Mische, WQHK & WMEE Radio, P.O. Box 6,000, Fort Wayne, IN 46896. EOE.

**Los Angeles area AM station** is looking for an aggressive retail sales person with at least 3 years experience. If you've got what it takes to make it in this market we want to hear from you at K-WINK 670AM, 6633 Fallbrook Avenue, #700, Canoga Park, CA 91307.

**If you have two years experience in sales** then I have an opening in Key West, Florida. If you work as hard as you play we'll get along very well. You'll need to make \$30,000.00. Several competent people have. Call Joe Russo 305-296-7511.

**Account executive:** Experience in agency and direct selling could qualify you for a position in one of the nation's top CHR's. Send resume and cover letter listing your solid sales accomplishments to: Paula Wilmer, Sales Manager, WTIC-FM, One Financial Plaza, Hartford, CT 06103. EOE.

**International sales representative.** United Stations Radio Networks, has an immediate opening for a highly motivated and enthusiastic international sales representative. Primary responsibility will be to work various countries around the world. The ideal candidate should have an international affairs and/or broadcasting background. Good communication and administrative skills are essential, and the ability to understand affiliate requirements and problems. Qualified individuals are invited to send resume in confidence to: United Stations Radio Networks, Arlington Plaza, Suite 200, 2000 North 15th Street, Arlington, VA 22201-9990. Attn: INTL. EOE, M/F.

**Sales manager** for major market A.M. Making money, need your leadership to higher earnings. News/talk format. Call Paul Kelly 901-872-1380.

**Sales manager needed for #1 CHR FM and Pure Gold AM** in Charleston, WV. If you're committed to radio excellence and enjoy the monetary returns for your efforts, send me a note. All replies kept in strict confidence. Jake Russell, VP/GM, WVSR/WTIP, PO Box 3697, Charleston, WV 25336.

**Rapidly growing group broadcasting co.** seeks aggressive, goal oriented sales rep. WEZX, highly rated FM in Scranton/Wilkes Barre, PA. Top 60 market. Salary plus commission, bonus, benefits and lucrative account list. Cover letter and resume to: Tom Owens, WEZX, 149 Penn Ave., Scranton, PA 18503. EEO.

### HELP WANTED ANNOUNCERS

**Growing Florida broadcast group** seeks personalities. PD possible. We want people who communicate and entertain. Tape/resume to Ron Kight, WJST, P.O. Box 880, Panama City, FL 32402. EOE/MF.

**WASH talent search:** Host for "Nightmoods", a unique show blending soft hits, jazz and new age. Our new host will have a personable, smooth and melodic style, an in-depth knowledge of music, and a desire to be the best. Cassettes and resumes to: Lou Patrick, WASH Radio, 5151 Wisconsin, N.W., Washington, DC 20016. An equal opportunity employer.

**WSSP 104,** Orlando's easy listening station, has an opening for afternoons. Quality voice for on-air and production a must. T & R to Allen Wilkerson, 140 North Orlando Avenue, Winter Park, FL 32789. M/F, EOE.

### HELP WANTED TECHNICAL

**Growing broadcast company** seeks chief engineer for AM/FM combo in southeast Missouri. Good salary and benefits with progressive company in scenic country. Send resume and references with salary requirements to Jerry Zimmer, P.O. Box 399, Poplar Bluff, MO 63901.

**Broadcast engineer.** Muskingum College seeks engineer to maintain 1.3 Kw NCE FM station and cable access television studio. Must show evidence of technical expertise and training. One month vacation. Starting date: May 1, 1988 (negotiable). Salary competitive. Letter, resume, three recent references to Jeff Harman, Director of Broadcasting, Muskingum College, New Concord, OH 43762. Deadline April 1, 1988. EOE.

**Chief engineer:** Small group in northern Wisconsin. Directional experience a must. Help build new FM station. Call Don Roberts, President, Roberts Broadcasting, 813-966-2287.

**Chief engineer** for WIZE Radio, Springfield, Ohio. Strong maintenance skills required. Send resume, references, and salary history to Director of Engineering, Great Trails Broadcasting, 717 East David Road, Dayton, OH 45429. EOE.

### HELP WANTED NEWS

**News director wanted** for 50,000 watt FM/1,000 watt AM facility in southern West Virginia with above average compensation and community appreciation. A small community in southern West Virginia needs a creative and energetic person to direct our news department. Benefits include pension and profit sharing, insurance and a great AM/FM facility. Must have minimum one year experience. Let's explore our common goals. You could be the winner! EOE. Reply to Box E-25.

**Anchor/reporter** for Chattanooga's number one country station WUSY. Minimum two years experience. Send T & R and salary requirements to Paul Roberts, Box 8799, Chattanooga, TN 37411. EOE.

**News director.** KRPS, Pittsburg State University's new 100 kw public radio station, is accepting applications for news director. You'll have all-new equipment, a new 1,000' tower and extensively remodeled facilities. Duties include formulating and implementing news/public affairs policy, production and coordination of news/public affairs programming and supervision of news staff. Required qualifications include a bachelor's degree, preferably in journalism or related field; two years' experience in broadcast journalism; good writing and on-air ability. Salary from a base of \$19,000, excellent benefits. Applications close March 18, 1988. Send cover letter, resume, audition tape, and names, addresses and phone numbers of three references to: Frank Baker, KRPS, Wilkinson Alumni Center, Pittsburg State University, Pittsburg, KS 66762. Pittsburg State University is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Top rated country** will need morning drive personality. Prefer small market DJ ready to move up to 18 station group. Tape and resume to Operations Manager, WITL, Lansing, MI 48911.

**Program director:** Position requirements: The candidate must have news and programming leadership experience. A working knowledge and understanding of popular music from the 1940's to 1980 is a must. An understanding and working knowledge of satellite formats and networks is required. Promotions, advertising, and a bottom line approach to programming is recommended. Great people skills are a prerequisite. If you want a challenge, if you want to work for a great company and show what you can do in a very special station in a great market, send resume and cover letter to: Randall L. Rahe, WCOL Radio, 195 E. Broad Street, Columbus, OH 43215. WCOL Radio is an equal opportunity employer.

**WHYY-FM** seeks producer to host weeknight classical music broadcasts, conduct interviews with musicians and to produce concerts and special programs. Requires solid background in classical music and recordings, warm and engaging air sound, proven programming skills and a commitment to building and maintaining a listening audience. Send resume with audition cassette to: Maureen Pilla, WHYY, 150 North Sixth Street, Philadelphia, PA 19106. EOE M/F.

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**Operations manager and/or director of engineering,** 20 plus years of major market experience. Excellent with people, budgets and technology. Will be at NAB. A winner looking for the same. Box D-105.

**Major market pro,** solid sales, sales management experience (including national) seeks medium market GM position. Quality individual, career broadcaster, top references. 305-437-5839.

**Over 40% of radio stations** today loose money. I specialized in revitalizing stations. Experience includes top 5, top 40, and medium markets. Current station has grown from low 6 digit figures to multi million gross with attractive bottom line. If you need a producer, and are totally committed, let's discuss your problems. Will manage or advise and execute. Box D-141.

**I'm worthless** except for the fact that I always make the goal, have been very successful in difficult situations and I love a tough challenge. I'm looking for a new radio challenge. Not cheap but very cost efficient. Entice me with your story. Box E-6.

**Husband and wife combo** seeking opportunity in Southeast. He: sales, programming, engineering. She: sales and programming. Would consider buying. Thomas Quinn, 2037 Anastasia, South Daytona, FL 32019.

**Selling GM** with programming and engineering background. Let's talk. 828 Donnelly Place, Daytona Beach, FL 32014.

**18 years experience** in all facets of radio, including management/programming. Seeking small market country management position on Eastern shore. Reply Box E-17.

**Current medium market G.M.** Strong hands-on track record ratings and bottom line. 10 years in the business, degree. Seeking larger market G.M./O.M. position. Married, stable. Box E-23.

**Experienced, BA degree fr University of Denver**, sold wo properties after 7 years of ownership for substantial profit, financing, sales, 940's, 941's, programing, cost-cutting, I made mine work and I am loyal to whose name is on the license. All this plus Vietnam veteran. 36 years of age, think I have any drive? Affordable, razor sharp, image conscious and no polyester. Box E-21.

**20 years in California radio management.** Includes <MET, KOME, KNEW, KLIV, KDEO. Experience encompasses operations, programming, marketing, research, concept selling, cost control. Know how to hire, train and motivate staff to maximize potential and how to operate for profit. Seeking management position in medium/small market. Excellent personal and business references. Mikel Hunter Herrington 215-667-5972

**Successful GM** looking for career challenge: start-up, turnaround or on track; stand-alone, combo or group manager. Top ten market team leader, innovator. Proven track record. Strong skills: people, motivational, administrative, management, sales, co-op, marketing, promotion, production, programming, ratings, news, talk, sports, computers, automation, on-air. Currently employed; available quickly. Results guaranteed. Box E-38

**Veteran professional broadcast manager** with proven success in sales, marketing, promotion, programming. Seek medium/large market GM position. Northeast or Southeast preferred. Box E-39

#### SITUATIONS WANTED ANNOUNCERS

**Warm, friendly announcer!** Sales, programing, operations background! Seek combo position with adult oriented operation. Box E-2

**Experienced sports director**, eleven years of radio, looking to relocate. Strong background in field reporting and PBP. Wants college sports in medium market. Call Bob B12-273-1384 after 5:30.

**"Breakfast with Burl"**, Savannah, Georgia, and its "Best-Since-Godfrey" host, Burl Womack, are seeking a larger opportunity. 912-925-2618

**Morning drive entertainer.** Funny, but not obnoxious or obscene. Gives great phones, production. Gets top ratings, top commercial rates. Team player wants to work with winning team. Major market full service AC, CHR, AOR or talk. Box E-40.

#### SITUATIONS WANTED TECHNICAL

**CE, with big production voice.** Over 10 years hands-on engineering experience. 15 years morning drive. Seeks CE position with production in a competitive top 100 market. 704-563-8676.

#### SITUATIONS WANTED NEWS

**Young, aggressive reporter** seeking move to mid or lg. size market 3 yrs. exp. broadcasting, 2 news 1 yr. exp. high school sports play by play. Well rounded & intelligent. Call Dane 509-762-2615.

**Are you looking for a PBP/sportscaster?** I've been doing it for 16 years and have won more awards than I can count. I can give you PBP - and more. Medium to large markets only. 303-241-6452.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Highly rated PD** ready to make you number one in your market (or keep you there)! Major market background AC/CHR/AOR, Box E-41.

#### PROGRAMING

**Who says talk radio is dying?** Revitalize your ratings with individualized, innovative programs designed to attract new listeners and accounts. Earwitness Productions. Box 114, Troy, NY 12180 518-449-9571.

#### MISCELLANEOUS

**Radio audience surveys** for smaller markets and suburban markets. Qualitative data available. Affordable. Accurate. Fast. Call A & A Research 406-752-7857

## TELEVISION

#### HELP WANTED MANAGEMENT

**General manager** for small market VHF affiliate in Midwest. Excellent opportunity to join a growing organization. Reply Box D-127.

**General sales manager**, Strong, well established "Sunbelt independent" is seeking a dynamic aggressive person to manage sales department and be responsible for national business. Individual must have independent sales and management experience. Must be strong motivator with creative selling ideas. Salary/commission commensurate with experience. Send resume to Box D-130.

**Sales manager** for small market VHF affiliate. Must be experienced in local & national sales. Excellent opportunity to join a growing organization. Reply Box D-128.

**Business manager** for TV station in small market. Good salary and benefits with opportunity to grow with organization. Reply Box D-129.

**Director, TV station - West Berlin.** The U.S. Information Agency seeks highly experienced, innovative manager for new, joint U.S.-German government-operated television station in West Berlin. Strong background in TV management/broadcasting/production, fluent German, and U.S. citizenship required. Broad responsibilities include staffing, purchase and installation of equipment, program development, and maintaining close working relationship with German government and media figures. Limited Foreign Service appointment for three years, with possibility of extension. Basic salary from \$65,994 to \$73,400 per annum (depending on experience) plus allowances and benefits. Interested applicants should send a completed SF-171, "Application for Federal Employment," to USIA (Attn: Ms. Blanche Twardowski), Room 524, 301 4th St., SW, Washington, DC 20547. USIA is an equal opportunity employer. Deadline for applications is March 21, 1988.

**Promotion director.** Strong Sunbelt independent is looking for a seasoned pro with a highly developed sense of design to take control of on-air look and community image. An ample promotion budget, excellent programing and state-of-the-art equipment await the experienced candidate who's looking for a new challenge with an aggressive station. Send resume and salary requirements to: Box E-11.

**Director of broadcasting.** PBS affiliate KTEH/San Jose seeks highly dedicated, seasoned manager searching for a challenge and the opportunity to influence the future of a fast-growing station in an overlap market. Responsible for all aspects of the broadcast schedule, including selection and scheduling of acquisitions and PBS series; also sets priorities and provides guidance to creative staff producing programs with particular local focus. As part of senior management team, will help determine station's overall direction. 5+ years experience in programing, production, and management a must; also requires experience in preparing and monitoring budgets and in supervising and evaluating creative personnel. Salary: \$39,000-\$50,000, plus paid benefits. Send letter of application and resume to: KTEH Foundation, Box DRB-88, 100 Skyport Dr., San Jose, CA 95115. Deadline: 3/25/88.

**Business manager:** KGSW-TV, a Providence Journal station in Albuquerque, New Mexico, is looking for a business manager. Responsibilities will include all financing and accounting functions with supervisory and managerial duties. Broadcast financial management experience of 5 years. PC background and knowledge preferred. Join an aggressive growing station in the beautiful sunbelt. Send resume and salary requirements to Enck Steffens, General Manager, KGSW-TV, P.O. Box 25200, Albuquerque, NM 87125. EOE, M/F.

**Creative services director:** Network affiliate has outstanding opportunity for person with 3-5 years television experience. Will be responsible for station advertising and promotion, commercial production and public service. Send resume and salary requirements to: Ronald W. Philips, GM, WSTM-TV, 1030 James St., Syracuse, NY 13203.

**Sales/station manager:** Small UHF station in large eastern market seeks individual that understands and welcomes the challenge of non-traditional TV selling. Must also have strong management and people skills with thorough understanding of station operations. Send resume and salary history to Box E-35. EOE, M/F.

#### HELP WANTED SALES

**TV broadcast group** is seeking a highly-motivated vendor support consultant for a major market affiliate. Must have at least three years experience conducting vendor programs with strong presentation skills. Send resume: Judy Somers, 2242 North Great Neck Road, Virginia Beach, VA 23451.

**California's #1 independent TV station** seeks to fill the position of agency marketing specialist. Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing agency accounts. Comprehension of independent television and computer skills helpful. Immediate reply essential. Send complete resume with references to: Personnel Department, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until March 24, 1988. No phone calls, please. EOE, M/F/H

**Local sales manager, top 50.** 3-5 years multiple market broadcast sales experience. Previous management preferred, but not mandatory for self-motivated individual who can direct, build and motivate staff. Duties include supervision of regional accounts in surrounding major markets. Qualified individuals apply to GSM, WHTM-TV, P.O. Box 5860, Harrisburg, PA 17110. WHTM-TV is an equal opportunity employer.

**Local sales manager.** Top 50 Fox/independent seeking a strong aggressive promotion minded leader. Exceptional track record in local TV sales, ratings knowledge, communication skills and leadership a must. Call Rusty Hoyle at 405-478-4300 or send resume to KAUT, 11901 N. Eastern, Oklahoma City, OK 73131

**Sales development manager.** This is a career opportunity to make your mark as part of the management team of a top 20 East-Central affiliate, owned by major broadcast group. Station is seeking innovative, highly motivated, results-oriented individual to direct station's sales development efforts. Knowledge of vendor support, co-op, primary market research essential. Strong sales background required. Previous management experience preferred. Send resume to Box E-31. EOE, M/F.

**National sales manager.** Great young independent in America's fastest growing market is seeking an energetic person with solid experience in independent rep and/or national sales. West Coast preferred, not required. Young company with excellent properties and tremendous future. Resume to: General Sales Manager, KSCH-TV Channel 58, P.O. Box 269058, Sacramento, CA 95826.

#### HELP WANTED TECHNICAL

**EIC for television mobile unit based in Texas.** Strong maintenance background necessary. Send resume and salary requirements to: Tel-Fax, Texas, 3305 Pleasant Valley Ln., Arlington, TX 76015.

**Transmitter supervisor.** Needed to maintain RCA parallel F line transmitters. New plant, 2000 ft. tower, circular polarization. Will also do microwave and ENG maintenance. Minimum 5 years experience. Send resume to: Keith Reynolds, KTVQ-TV, Channel 3, Highway 63 North, Kirksville, MO 63501.

**Maintenance technician:** Knight-Ridder Broadcasting, Providence, has an opening for one engineering maintenance technician. Candidates should have 2+ years experience with the ability to troubleshoot current broadcast equipment to the component level. Send resume and cover letter to WPRI-TV, 25 Catamore Blvd., E. Providence, RI 02914. EOE.

**SNV driver/engineer:** Top-rated NBC affiliate in Sunbelt has ground floor opportunity to start-up SNV operation. General or 1st-class FCC license preferred. Must have (or qualify for) license to drive vehicles over 10,000 pounds. Spotless driving record. Must have excellent systems knowledge and practical, hands-on approach. Competitive salary. Benefits a big plus. Send resume and cover letter to Box E-8. EOE.

**Transmitter maintenance engineer.** Escape the winter blues. Harris BT-110U experience. Must be able to maintain our transmission facilities which include a GE-TT59A back-up transmitter and Harris 9165 controller. A solid knowledge of RF and digital electronics is required. Position requires night hours. Send resume to: Personnel, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. No phone calls. EOE, M/F.

**Radio-TV engineering manager:** University of West Florida seeking a hands-on engineering manager for its instructional television facility. Responsible for the management of engineering personnel and the design, installation, maintenance and operation of all types of professional TV equipment. Bachelor's degree in electrical, electronics or communications engineering or electronics engineering technology one year experience in the maintenance, design, operation and construction of technical broadcasting equipment or high school diploma and five years experience as described above. Vocational/technical training in communications engineering, broadcast station engineering or electronics can substitute at the rate of 720 classroom hours per year for up to two years of the required experience. Salary \$20,504.16-\$34,037.01. Submit resume and UWF application to Personnel, UWF, Pensacola, FL 32514 by March 24, 1988. UWF is an EOE/AA/M/F/V/H institution.

**Assistant chief engineer-Penn State.** WPSX-TV, a university owned public broadcasting station, is seeking a person with a strong technical background to supervise a three studio broadcast operation. This person will be responsible for maintenance of the facility and the technical training of technicians. The facility is located in rural central Pennsylvania. Requires completion of a two year technical school program in electronics, plus four to seven years of effective experience, as well as demonstrated leadership ability and effective communication skills. Must be certified by the Society of Broadcast Engineers as a "Senior Television Engineer" or have the necessary qualifications to become certified. Send letter of application, resume and salary requirements to: Employment Division, Department B-028, 120 South Burrows St., University Park, PA 16801. Application deadline: April 4, 1988. An affirmative action/equal opportunity employer. Women and minorities encouraged to apply.

**Maintenance person** with BVU experience. Work will include general studio and RF maintenance with emphasis on ENG & EFP. Send resume to: Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591 or call 606-255-4404. EOE.

**Maintenance engineer needed** for industrial video repair business. Must be extremely familiar with 3/4" and three tube cameras. Excellent salary and working conditions. MVS, 8025 Anderson Rd., Tampa, FL 33634.



**Assistant television maintenance engineer.** Kent State University invites applications for the above position. Qualifications: an associate degree (2 years) in electronics technology (or equivalent service school) including training in digital and microelectronics systems and three years experience in maintenance of modern television systems including color cameras, U-matic, reel-to-reel and cassette video recorders, monitors and receivers of both broadcast and "small systems" varieties; operation of television equipment is required. Application deadline: March 25, 1988. Position available: May 2, 1988. Submit letter of application, transcripts and three letters of reference to: Tom Olson, Director, Teleproductions, Kent State University, Kent, OH 44242. Equal opportunity/affirmative action employer.

**Transmitter supervisor.** Fast growing ABC affiliate is seeking experienced individual in maintenance and repair of VHF transmitters. Microwave and satellite experience preferred. Send resume/salary requirements to Personnel Manager, WPEC-TV 12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE, M/F.

**Chief engineer:** Major TV broadcaster in the top ten market has an opening for a hands-on chief engineer with strong technical, managerial, interpersonal and planning skills. Minimum 5 years experience required in the installation, maintenance and repair of studio and transmitter equipment and systems. FCC license required. Qualified applicants should direct their resumes to Box E-33. EOE.

**Maintenance engineer:** Major TV broadcaster in top ten market has immediate openings for maintenance engineers with a minimum of 3 years experience in the maintenance, installation and repair of studio and transmitter equipment and systems. Troubleshooting to component level. SBE certification preferred. Qualified applicants should direct their resumes to Box E-34. EOE.

**TV chief engineer.** Rapidly expanding SoCal "U" seeks dynamic individual to lead our team. Must have strong RF and maintenance background and familiar with state-of-the-art production facility. Must be a good organizer, administrator, and planner. Send resume and salary requirements to Station Manager, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

**Editor/director/switcher** needed in Jacksonville, Florida. Do it all for new half-hour program for greyhound racetrack. Handle camera for studio and ENG; live editing and C.G. set-up. All new equipment. Ground floor opportunity. Solid experience with references only need apply. No trainees. Six day work week. Send resume, half inch demo tape to: Carl Metcalf, Director of Media Productions, Orange Park Kennel Club, P.O. Box 54249, Jacksonville, FL 32245-4249. Hurry, we need you now!

**Chief engineer:** Remote VHF and UHF transmitters; troubleshooting and maintenance a must; translator system; microwave installations; satellite equipment. Operate and direct statewide effort. Remotes, leading station in state, NBC affiliate, need hands-on leader. Send resume and salary requirements in confidence to: General Manager, KTWQ-TV, P.O. Box 2720, Casper, WY 82602.

**TV engineer/technician** for operation & maintenance of studio, videotape editing & earth station facilities. Experience necessary. Box E-28.

**Chief engineer:** Growing broadcast group seeks hands-on chief. Emphasis on studio maintenance and supervision. Excellent growth opportunity. Call in confidence Ms. Kollstedt collect 513-351-9112. EOE.

#### HELP WANTED NEWS

**News director:** knowledgeable and experienced with appropriate educational background. Excellent people skills and leadership abilities needed to manage strong news team in 38th market. Send resume, salary requirements to Jack Mazzie, WZZM-TV, P.O. Box Z, Grand Rapids, MI 49501. No phone calls. EOE.

**News director.** WRBL, Columbus, Georgia, is seeking a qualified news director. Applicants with three years of newsroom leadership and strong people skills send resume and salary history to WRBL, P.O. Box 270, Columbus, GA 31994. EOE.

**News director** for aggressive, news oriented, group-owned station in medium Midwest market. Excellent growth potential for the right person. Salary commensurate with experience. EOE. Send resume to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

**weathercaster:** Aggressive ABC affiliate looking for strong on-air weatherperson. AMS preferred; minimum 3 years. Send resume, non-returnable tape, and salary requirements to: News Director, WNWO-TV, 300 S. Byrne, Toledo, OH 43615. Deadline 3/19/88. EOE.

**News editor:** Creative, aggressive, self-motivated editor wanted for CT's #1 news station. Minimum 2 years experience. Must be willing to work nights. No phone calls, please. EOE. Send non-returnable tape and resume to Alison Amron, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06510.

**Reporter needed** at #1 NBC affiliate with strong commitment to hard news. If you love journalism, have outstanding writing and production skills and know how to present your stories in a dynamic style, we want to see your tape and resume. We're not looking for beginners. Send material to: Tom Luljak, News Director, WTMJ-TV, 720 E. Capitol Dr., Milwaukee, WI 53201.

**New station seeks staff:** GSM, sales reps, news director, talent, promotion director, chief engineer. Resumes only. Manager, WAYQ-TV, P.O. Box 9670, Daytona Beach, FL 32020.

**News director/anchor.** CBS affiliate in Alaska seeks experienced individual to lead #1 rated team. Hands-on working type - not a desk job. Solid news judgement and strong electronic journalism skills a must. BS in journalism or related field. Send tape, resume, & salary requirements to News Director, KTVF-TV, 455 Third Ave., Fairbanks, AK 99701. Salary DOE. EEO.

**Weathercaster.** Meteorologist preferred. Career opportunity with dominant, group-owned, small market affiliate in Southeast. Properly equipped to produce a professional weathercast. We need mature, experienced family person ready to make that final move to four seasons market. If you're ready to commit to us, we're ready to commit to you. Send tape, resume, salary requirements in utmost confidence to Box E-26. All replies answered promptly. EEO, M/F.

**Reporter** with live ability needed for independent in market of 650,000. Some anchoring. Send tape and resume to ND, WFMZ-TV, East Rock Rd., Allentown, PA 18103. No calls.

**Co-anchor/6&11pm.** CBS station in Sunbelt needs co-anchor/6-11pm. Experience and broadcast communications degree preferred. Resume and tape to Roy Hardee, News Director, WNCT-TV, P.O. Box 898, Greenville, NC 27835-0898. EOE.

**Broadcast talent:** Entertainment law firm seeking established on-air TV/radio broadcast clientele for representation with new management division. Minimum 3 years experience. Submissions to: Broadcast Management Division, P.O. Box 8257, Northridge, CA 91327.

**Wanted: Aggressive reporter,** who generates stories, and knows how to deliver on air! Experience preferable! Send non-returnable tape and resume to Pete Michenfelder, News Director, WJBF-TV, 1001 Reynolds St., Augusta, GA 30903.

**News producer:** Immediate opening. Some experience. Send tapes and resumes with salary requirements to: J. Freeman, WSBT-TV, 300 West Jefferson Blvd., South Bend, IN 46601. EOE, M/F.

**Assignment editor:** Experience first consideration. Will consider reporter/producer background. Immediate opening. Send resume with salary requirement and other material to: J. Freeman, WSBT-TV, 300 West Jefferson Blvd., South Bend, IN 46601. EOE, M/F.

**Executive producer.** Minimum 7 years experience in a major market managing, writing and producing television newscasts. Strong record of newsroom supervision required. Washington, DC, experience preferred. Please send resumes to Personnel, P.O. Box 6236, Washington, DC 20015.

**Weathercaster** for aggressive medium Midwest group owned network affiliate. Great opportunity to build weather department to suit your needs. Salary commensurate with experience. EOE. Reply to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

**Midwest station seeking** top notch weathercaster and science reporting. The Tornado season is approaching and we need the best. Computer experience a must. Send tape and resume to Bob Totten, KTKA-TV, Box 2229, Topeka, KS 66601.

**Late news producer** wanted for station in the Southwest. Must be aggressive self-starter to lead evening news staff. Good writing, news judgement and people skills a must. Emphasis on new and original news for the late cast. Salary depends on experience. Send resume to Box E-36. EOE.

**Producer:** No stackers or beginners! If you put together concisely-written, well-visualized, fast-paced half hour newscasts with compelling copy and dynamite teases, there may be a place for you on the TV-7 Eyewitness News Team! We have all the toys! If you can contribute to our efforts at 11-pm on weekends, use overnight mail or express to rush non-returnable tape, resume, letter with brief outline of your news production philosophy, salary requirements, personal and professional references to: Harvey Cox, News Director, WSPA-TV, I-85 and I-26, (Box 1717), Spartanburg, SC 29304. No phone calls! EOE.

**Photographers:** We are looking for a few good photojournalists! If you and others describe you in terms like: creative, imaginative, dedicated and professional; then v need to hear from you. Use overnight mail or express rush non-returnable tape, resume, salary requirement personal and professional references to: Harvey Co News Director, WSPA-TV, I-85 and I-26, (Box 1717), Spartanburg, SC 29304. No phone calls! EOE.

**Sports director/anchor** for week day 6 & 10PM newscasts. Minimum 3 years experience. Send resume, tape and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook St., Springfield, IL 62703. EEO.

Blind Box Responses:

#### BOX ???

c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Attention: feature reporters,** video magazine feature producers, former PM Magazine producer/hosts. CSTV want energetic, creative storytellers who can bring to life the stories of corporate America for a new national business program. We need free-lancers who can produce, write and perform on-camera. Please send resumes only (no calls) to: Dave Saint, Producer, CSTV, 3550 North Lake Shore Dr., #100, Chicago, IL 60657.

**Manage TV station's commercial production company** with five fulltime employees. Minimum two years TV commercial production and two years management experience required. Send resume to Al Bramstedt, Jr., KTUU-2 P.O. Box 102880, Anchorage, AK 99510. EOE.

**Producer needed** for #1 station. If you're creative, a good writer and have a proven track record, we want to hear from you. Send tape, resume and writing samples to Terr Simonich, Executive Producer, KLAS-TV, P.O. Box 15047 Las Vegas, NV 89114.

**Videoographer wanted:** Richmond, Virginia, production company looking for someone with at least 3 years experience. Lighting skills and easy-going personality a must. Salary negotiable. Send tape and resume to VVC, 23 Seyler Dr., Petersburg, VA 23805.

**Videoographer/editor.** Affiliate in top 50 market seeks creative shooter with strong promo and commercial background. Great opportunity to join an award-winning production department with new Beta suite, GVG-300 and ADO. Minimum 3 years shooting, editing and producing experience. Send tape and resume to: Production Manager, WWMT-TV, 590 W. Maple, Kalamazoo, MI 49008.

**Promotion manager:** Aggressive medium market network affiliate seeks creative, imaginative and experienced person in areas of on-air, radio, print promotions and advertising. Salary equal to experience. Send resume to Box E-24. EOE.

**Promotion, writer/producer.** Creative individual with strong writing skills. 2-3 years promotion and hands-on television production experience. Resume, tape and salary requirement to Phyllis Farragut, ASTN, 13601 Preston Rd., 501 Carillon East, Dallas, TX 75240.

**KACT-TV,** Aurora Community Television, seeks television production associate. Ability to produce/direct multi-camera studio/remote productions. Two years experience. Salary range \$16,896-\$21,564. Resume postmarked by March 18 to: Personnel Division, City of Aurora, 1470 So. Havana, CO 80012.

**News promotion writer/producer** for fast-growing ABC affiliate. Strong writing, editing and production skills required. Send resume/salary requirements to: Personnel Manager, WPEC-TV-12, P.O. Box 24612, West Palm Beach, FL 33416-4612. EOE, M/F.

**Traffic director needed.** Prior experience. Summit PC system. ABC affiliate. Send resume to: MGR, KOUS-TV, Drawer D, Hardin, MT 59034. EOE.

**Video crew** for upcoming national production, all positions available. Do not send resume, for application materials send SASE to NCC, Box 426, Arlington, TX 76004. We are not an employment service.

**Writer/producer/director.** If you have a strong production background in TV/commercials and industrial/home video programming, we have an opening with our award-winning team of television professionals. State-of-the-art production house and network television station, located in the Rocky Mountain region. Call 406-761-8816.

**Traffic manager** to manage staff of four. Responsible for data entry, quality control, generation of logs and inventory control in conjunction with sales manager. Minimum 3 years BIAS experience, ability to communicate and assimilate information. Must be self starter. Send resumes to: Station Manager, WGBO-TV, 875 N. Michigan Ave., Suite 3141, Chicago, IL 60611. EOE, M/F.

**Assistant promotion manager:** NBC affiliate in 71st ADL looking for creative, hard-working number 2. Strong writing, video editing and field producing skills a must. Good opportunity for creative commercial producer to move up. Send resume/tape to Mark Leslie, Promotion Manager, VLS-TV, P.O. Box 2161, Roanoke, VA 24009. EOE, M/F.

**Promotion manager.** 100+ network affiliate in South seeks creative, organized individual with strong writing and production skills. Heavy emphasis on news. Reply to Box E-42.

#### SITUATIONS WANTED MANAGEMENT

**Broadcast executive** with major market experience looking for "big job" in LA. Background in radio-TV-cable & hopping all at VP/GM level - Herb 213-592-0850.

#### SITUATIONS WANTED SALES

**Seven years medium market experience,** some management. Looking for aggressive, creative, strong negotiator in South-Southwest? Call Jay 217-428-9678.

#### SITUATIONS WANTED TECHNICAL

**Computer graphics artist/technician.** 3-D animation and joint system experience. I'll spec, build, or operate your graphics workstation. Contract, freelance, or permanent. 8 years in broadcasting. Call/write for resume/samples/quote. Box E-7.

**Maintenance engineer** - Experienced in all phases of broadcast engineering: maintenance, production, construction, and remotes. Seeking temporary work for April, May and June. Reasonable rates, references. Ward Lindsey, 609-435-6778.

**Engineering manager,** technically sound, good with people. Goal-oriented with broad range of experience. Create and manage budgets. Experienced in all market sizes. Let's talk at NAB. Box E-29.

#### SITUATIONS WANTED NEWS

**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.

**Election '88 ENG:** Award winning crew for assignments DC/Baltimore or wherever. References, dependable, experienced. Fred Tulman 301-657-4312.

#### PROGRAMMING

**CFM plays the greatest hits** from the 50's, 60's, and 70's. Our new prerecorded programming service is designed specifically for use as the audio source on automated cable TV channels. For a cassette demonstration tape, and complete information to add CFM to your system for under \$375.00, write: CFM Cable Radio, P.O. Box 32, Dayton, OH 45401-0032.

#### MISCELLANEOUS

**Primo People:** seeking newscast producers, executive producers and news directors all market sizes. Send tape and resume to Steve Porricelli or Fred Landau Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Spare time income.** TV commercials. Many needed. Casting info. (t) 805-687-6000 Ext. TV-7833.

**The Hot Sheet...** broadcasting's most comprehensive source for job-listings nationwide! Television, radio, corporate communications. All fields/levels/regions. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

**Let us help you recruit** your next manager (sales, programming, promotion, traffic) professionally, confidentially. Ron Goldner, Omni Executive Search, Inc., 404-394-1200.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Instructor/assistant professor:** Tenure track vacancy. Teach broadcast announcing/performance, radio production, and other course(s) in area of expertise. Master's in broadcasting or related field required, terminal degree necessary for tenure. Evidence of teaching and/or professional experience necessary. Position also requires advisement of student-produced programs. Send letter of application, resume, and three letters of reference by March 31, 1988 to: Dr. Robert Craig, 345 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859. All persons, including members of minority groups, women, the handicapped, disabled veterans, and Vietnam era veterans are encouraged to apply.

**Broadcast production tenure track position.** Rank, salary open. Ph.D. (or candidate); professional and teaching experience; research interests. Application review begins March 14, 1988. Appointment August, 1988. Send letter, CV, references: Dr. Mary Blue, Chair, Search Committee, Department of Communications, Box 104, Loyola University, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

**Faculty opening:** New tenure track position, division of mass communication. Assistant or associate professor of video production, to teach studio and field video production courses at undergraduate and graduate levels, and to help develop a cross-media first level production course in TV-audio-film. Qualifications: significant professional video production experience required; production experience in other media and teaching experience are desirable. A non-production area video specialty desirable, but not required. An appropriate terminal degree is required, but outstanding professional and teaching credentials will be considered. Review of credentials will begin April 15, 1988, and will continue until the position is filled. Address letter of application and associated materials to Dr. Robert L. Hilliard, Chair, Search Committee, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116. We are an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

**Broadcast advertising/sales:** Tenure-track assistant professor position beginning August, 1988. Teach courses in broadcast advertising, sales, and management. Ph.D. and professional experience required. Send resume to Dr. Sam Swan, Head, Department of Broadcasting, 295 Communications Building, University of Tennessee, Knoxville, TN 37996 by April 1, 1988. UTK encourages applications from minorities and women.

#### HELP WANTED SALES

**Jingle sales.** Experienced only please for America's hottest (and one of the oldest) jingle companies. 1-800-368-0033.

**National sales manager.** Seek advertising manager with national spot and rep firm experience to develop and implement national and local advertising programs for cable. National opportunity for aggressive leader - suburban Philadelphia location. Send resume and salary requirements to: Dave McGlade, Cable AdNet, 384 Technology Drive, Malvern, PA 19355.

**Local sales director.** Seek advertising manager with 5 years local sales experience looking for national management and market development. Growth opportunity for aggressive and entrepreneurial individual - suburban Philadelphia location. Send resume and salary requirements to: Dave McGlade, Cable AdNet, 384 Technology Drive, Malvern, PA 19355.

#### HELP WANTED TECHNICAL

**Satellite earth station needs engineer:** fast growing company needs engineer who knows microwave communications equipment inside and out. Must be able to modify and redesign equipment. To be based in Dallas, Texas. Megastar 702-386-2844.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Editor.** Political production facility needs experienced interformat editor. Familiarity with Calaway editor helpful. Will work in new facility with GVG 200, Dubner 10K, and NEC DVE. Pressure oriented environment. Good salary/benefits. Send resume/tape to: Chuck Allen, National Republican Congressional Committee, 320 First Street, SE, Washington, DC 20003.

**Production/facilities manager.** San Francisco Bay area video production/post production facility has immediate opening for experienced, full-time manager. Responsibilities will include assisting in preparation of job quotations, management of scheduling and use of a complete sound stage, post production and remote shoots. Individual selected will be expected to work closely with client producers, full-time staff editor, and small administrative staff. Position reports to company president. Send resume and salary history to Paul Brokes, 101 First Street, Suite 482, Los Altos, CA 94022.

**Direct response/PI manager.** Seek professional with 5 years direct response/per inquiry experience to build and direct division for national network placement - suburban Philadelphia location. Send resume and salary history to: President, 384 Technology Drive, Malvern, PA 19355.

#### SITUATIONS WANTED MANAGEMENT

**BA fr 4 yr major university** known for its mass communications department. I seek a management position with salary and acceptance into master's program. I applied my principles I learned from BA in mass comm. and sold properties I acquired by myself, including investor financing and sold properties for a substantial profit for all. Mid-thirties, Vietnam veteran, 15 years marriage. Reply Box E-22.

#### 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. 805-687-6000 ext. R-7833 for current federal list.

**Attention broadcasters:** We specialize in placing C.E.O. - V.P. - G.M. & G.S.M. only. No fee to you. Call Mr. Ross 213-592-0850.

#### EDUCATIONAL SERVICES

**On-air training:** For working/aspiring TV reporters. Polish anchoring, standups, interviewing, writing, Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops Mar. 26 and Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash—highest prices.** We buy TV transmitters and tower. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Wanted: Used video equipment.** Highest prices paid. Call Ed Mon-Fri. 9-5 CST - 800-621-4354, IL 312-647-8700. Center Video Industrial Co., 5615 W. Howard St., Niles, IL 60648.

#### 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)\*\*Sintonics /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 TIA, 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

**Building an AM/FM radio station?** Our turnkey specialists save you time & money, nationwide! 602-221-6941.

**Equipment financing:** New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

**10KW-AM** - Late model RCA factory manufactured for single phase power. Ready now - single phase custom design, price was \$9000, extra. This can save someone the cost of running 3 phase power world. (109 other AM-FM transmitters). Besco Internacional. 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967/214-630-3600. Telex # 510-1011-588.

**RCA Tfu 36JDAS TV antenna:** Peanut pattern, high gain antenna tuned to channel 38. Never used. Ready for immediate shipment. Must sell quickly. 615-646-4524 or 615-322-3890.

**19" rack mount module cabinets, 6' steel, new.** \$300 plus freight (discount for ten). 405-840-4434.

**BCS = the BroadCast Store:** Sell, Buy, Service, Consign. Over 1200 units in stock. We can save you time and money. 818-845-1999.

**Satellite receiver:** Wegner Communications receiver shelf Rock-N-Hits format. Magical card included. Call Paul Titchenal 701-237-5000.



**Broadcast equipment (used).** Transmitters, STLs, remote, antennas, monitors, consoles, processing, tape equipment, automation, turntables. Continental Communications, Box 78219, St. Louis, MO 63118. 314-664-4497.

**FM and AM transmitters (used):** Most powers. Continental Communications. Box 78219, St. Louis, Missouri 63118. 314-664-4497.

**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.

**Satellite equipment:** Satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installations. Everything from UPS's & HPAs to microwave equipment available. Technichrome 702-386-2844.

**New RCA stereo kits:** UHF TTUE 44 exciters \$5000. "G" line exciters \$5000. Landau Radio Company 615-886-4575.

**Sony: Model VO2850 VCR** (3) \$700 each; model VP2000 (2) \$500 each. Other items available. Curtis 703-521-1089.

**We need 9000 serial number TCR-100** cart machines. We need BVU-800/820 VCRs. Still have Sony, Ampex, RCA and NEC 1" VTRs as low as \$11,000 each. We need RCA TK-28s and 29s. We have several Grass Valley 1600 production switchers. Come see us at NAB. Booth 5117 in the Hilton Center and call now to sell your used equipment at NAB. Media Concepts 919-977-3600.

**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.

## RADIO

### Help Wanted Management

## Help Wanted Technical

### RADIO ENGINEER

Greater Media, Inc., a nationwide company where excellence in radio engineering still lives, seeks applicants for current and future openings at staff and supervisory levels at our major market and suburban stations.

If you want to do it right, we want to hear from you.

Send resumes and salary requirements to VP Administration, Greater Media, Inc., P.O. Box 859, East Brunswick, NJ 08816.



**GREATER MEDIA, INC.**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

### Situations Wanted Management

#### DAVE KENNEDY

Financial executive seeking new opportunity. Has 16 years experience with major, medium and small market stations. Background includes: station acquisitions and sales; equity and debt financings; computer conversions; experience with all phases of accounting; managing a staff of 44 people; and 7 years with CBS. If you need a results oriented, computer literate CFO or Corporate Controller, call me. 512-442-9530.

## Help Wanted Management Continued

### MANAGER OF SATELLITE FACILITIES

Washington-based media organization is seeking an energetic manager of Satellite Facilities. Responsibilities include managing the facilities unit and developing and administering satellite-related facilities projects. Qualified applicant must have BA/BS degree or equivalent experience, with completion of management coursework. Three years in a technical management or supervisory position. Minimum of two years in public radio. Two years experience with satellite transmit and receive earth terminals. Please send resume with salary requirements to:

#### NATIONAL PUBLIC RADIO

Personnel Department  
2025 M Street, N.W.  
Washington, D.C. 20036

EOE/AA

Group owner seeks aggressive, promotion-oriented Corporate AM-FM sales director. Starting pay excellent with overrides. Send resume to GM Radio Division, Box 32488, Charlotte, NC 28232. EOE.

# GENERAL MANAGER - EQUITY

**VERY SUCCESSFUL AM/FM COMBO STATE-OF-THE-ART FACILITY IS PROMOTING CURRENT V.P./G.M.; NEED TO FILL VACATED POSITION. EXCEPTIONAL FINANCIAL PACKAGE. EXCELLENT GROUP OWNED OPPORTUNITY FOR AN EXPERIENCED GM WITH STRONG FINANCIAL, SALES AND PROGRAMING EXPERIENCE. OUTSTANDING LIFESTYLE ENVIRONMENT. 100K PLUS PACKAGE WITH EQUITY. ALL REPLIES IN CONFIDENCE. EQUAL OPPORTUNITY EMPLOYER, M/F.**

**REPLY BOX E-43.**

## Help Wanted Management Continued

### **RADIO —GENERAL MANAGER—**

An opportunity to join AVI MEDIA PARTNERS at their new FM station in Fresno... California's dynamic market of 600,000 people and \$20,000,000+ radio billings. You'll work with a team of the best in the business. **Attractive compensation package including equity.** Please reply by March 30, 1988 with resume and references. (No telephone calls, please.)



**AVI Radio**

Jason Jennings, President

1540 Market, Suite 250, San Francisco, CA 94108

EEO/Affirmative Action Employer

## TELEVISION

### Help Wanted Technical

### **SuperStation WTBS**

#### TELEVISION ENGINEERS

Turner Broadcasting System, Inc., the leading News, Sports and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering. Turner Broadcasting System offers an excellent benefit and compensation program. Send resume to:

Jim Brown, Engineering

Turner Broadcasting System, Inc.

One CNN Center, Box 105366

Atlanta, Georgia 30348-5366

TBS is an equal opportunity employer.

#### TV CHIEF ENGINEER

Rapidly expanding So/Cal 'U' seeks dynamic individual to lead our team. Must have strong RF and maintenance background and familiar with state of the art production facility. Must be a good organizer, administrator, and planner. Send resume and salary requirements to Station Manager, KADY TV, 663 Maulhardt Avenue, Oxnard, CA 93030. We are an equal opportunity affirmative action employer.

#### COMMUNICATIONS ENGINEER

To assist in preparation of FCC applications and conduct field surveys on AM/FM/TV/CATV/microwave facilities. Computer programming, prior radio experience preferred. People oriented. Salary based upon qualifications. Milwaukee area. Submit resume - no phone calls - to

EVANS ASSOCIATES

216 N. GREEN BAY RD., THIENSVILLE, WI 53092

## Help Wanted News

### REPORTER

Weekly European-based PBS newsmagazine seeks experienced journalist. Based in Cologne, West Germany. Two-year contracts available. Good writing skills and story instincts essential: Knowledge of Europe and German language ability helpful. Resume to:

**EUROPEAN JOURNAL**  
Att. Mr. Werner Hadulla  
Managing Director  
Postfach 100650  
D-5000 Köln 1  
West Germany

## Help Wanted Programing Production & Others

### SHOW PRODUCER

KING 5 TELEVISION in Seattle, a national leader in local programming is adding another hit to our local line-up. We're looking for a creative high energy producer to head up new afternoon talk/magazine show. Duties include supervision of production, personnel and budget as well as long-range planning. Minimum 3-5 years TV production experience, including studio and field work. Prefer experience in talk, magazine and news programs and prior managerial experience.

#### HOST

We're looking for that dynamite personality to host our new program. Proven communication skills a must! Ability to perform scripted as well as ad-libbed material. TV or Radio background desired, writing experience a plus.

Send tape and resume for both positions to:

Kristina Moris  
Human Resources Director  
KING 5 Television  
333 Dexter Avenue North  
Seattle, WA 98109

NO PHONE CALLS PLEASE!

King Broadcasting Company is an  
Equal Opportunity Employer  
M/F/H



## Help Wanted Programing Production & Others Continued

### PROMOTION MANAGER

- Top 40 network affiliate seeks a Promotion Manager with marketing experience.
- Prefer degree in marketing, advertising or television.
- Minimum two-three years experience in television station marketing and promotion.
- Knowledge of TV production including editing.
- Send resume, tape, and salary requirements to:

Jo Anne Ganey, Personnel  
WPTF-TV

3012 Highwoods Boulevard  
Raleigh, NC 27604

We are an equal opportunity employer

### TRAFFIC MANAGER

Northeast CBS affiliated station needs a Traffic Manager in its 2-person traffic department. Duties will include overseeing of daily log preparation and all traffic functions. The Flatley Company offers health and dental insurance as well as profit-sharing and educational assistance. Please send resume to: Personnel Department, WNHT-TV 21, P.O. Box 2100, Concord, NH 03301.

## ALLIED FIELDS

### Employment Services

### 10,000 RADIO-TV JOBS

#### *American Radio TV*

Up to 300 openings weekly over 10,000 yearly. The most complete and current job listings published ever by anyone. Disk Jockeys, Newspeople, Programming Engineers, Sales. **Money Back Guarantee** - One week \$7.00 **Special:** Six weeks \$1595. You save over \$20. **AMERICAN RADIO TV JOB MARKET**  
1553 N. EASTERN Dept F  
LAS VEGAS, NEVADA 89101



### ATTENTION ON-AIR TV TALENT

Nationally recognized media consultant evaluating prospects who want to move up. We will refine the skills of selected candidates and present you to larger markets. Send videotape (non-returnable) and resume to: Broadcast Division, 99 High St., Suite 1220, Boston, MA 02110.



## Help Wanted News

### NEEDED IMMEDIATELY PHOTOJOURNALIST AND SOUND FIELD ENGINEER

- Well seasoned photojournalist and technically inclined sound field engineer to work in Midwest region.
  - Must know all the ropes of ENG, and never miss an assignment.
  - Extensive travel, total dedication, well organized, 3 years experience. No mistakes tolerated.
- Send resumes and reels to:

**ORBIS PRODUCTIONS**  
3322 N. LAKEWOOD AVE.  
CHICAGO, IL 60657  
312-883-9584

## Programing



### Lum and Abner Are Back

...piling up profits  
for sponsors and stations.  
15-minute programs from  
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

### FOREIGN PRODUCTION SERVICES

Europe - Middle East - USSR  
Former US TV network producers - correspondents to  
serve your news and programming needs.  
Specialists in on-location  
USSR production.

Information News Features Organization, Ltd.  
93A Linden Gardens, London W2 4EX, England  
(011-44-1) 243-0514.

## Public Notices

### REQUEST FOR PROPOSALS

The Director of Procurement and Contract Administration of the South Florida Water Management District (District), 3301 Gun Club Road, P.O. Box 24680, West Palm Beach, Florida, 33416-4680, will accept proposals for Production of a film or broadcast-quality videotape for wide distribution (primarily television broadcast) of approximately 30 minutes, and two shorter versions (for secondary distribution). The films will illustrate the District's 40 years of history and its mission.

All proposals must conform to the instructions in the Request for Proposals. Interested proposers may obtain a copy of the complete Request for Proposals at the above address or by calling 305-686-8800, Extension 219.

The Director of Procurement and Contract Administration will receive sealed proposals up to the 2:00 P.M. opening time on March 25, 1988.

## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

## Consultants

### UPGRADING A STATION?

#### Contact

**BROADCAST MEDIA LEGAL SERVICES<sup>SM</sup>**  
a service of McCabe & Allen

FOR IMMEDIATE LEGAL ASSISTANCE CALL

**1-800-433-2636**

(In Virginia, call 703-361-6907)

QUALITY, FLAT FEE LEGAL SERVICES

AMEX MC VISA CHOICE

## Business Opportunities

### FOR SALE VIDEO PRODUCTION/ POST PRODUCTION FACILITY SAN FRANCISCO PENINSULA

Full component Betacam 1/2" format system, complet with latest DVE, live switch, 3-D graphics and animation capabilities. Large sound stage with full grid and floor lighting complement. Fully equipped for EFP. New, richly appointed interior. Excellent as a corporate production site. Asking \$1.6 million, liberal terms. Available immediately. Principals only reply to Paul Brookes, 101 First Street, Suite 482, Los Altos, CA 94022.

## Wanted to Buy Stations

### WANTED: STATIONS TO BUY

Lester Kamin has qualified buyers!  
Financial services also available.  
When you're ready to sell, call us.



**Lester Kamin  
& Company**  
MEDIA BROKERS

6100 Corporate Drive • Houston, TX 77036 • (713) 777-2552

MATURE EXECUTIVE DESIRES TO PURCHASE OR LEASE SMALL TO MEDIUM SIZED AM OR AM-FM COMBO STATION IN SMALL TO MEDIUM MARKET. EXTENSIVE CORPORATE MANAGEMENT BACKGROUND IN BOTH BROADCASTING AND FINANCIAL INDUSTRIES. PREFER CONTRACTUAL AGREEMENT WITH MODEST DOWN PAYMENT. EXCELLENT FINANCIAL AND BUSINESS REFERENCES. WRITE 2004 CENTER STREET, WEST DES MOINES, IOWA 50265.

## CLASSIFIED ADVERTISING IS YOUR BEST BUY...

## For Sale Stations

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

**STATION OWNERS**  
FORMER STATION OWNERS

**STATION MANAGERS**  
FORMER STATION MANAGERS

### PROFESSIONALS WANTED

New England Media, Inc., will train and supervise experienced broadcasters to work as Media Brokers and Consultants in the Northeastern United States.

Full-time and part-time positions are open as we expand our services.

EEO EMPLOYER

8 DRISCOLL DR., ST. ALBANS, VT. 05478  
802-524-5963

Nationwide Media Brokers  
**Chapman**  
Associates

### OKLAHOMA

New Class C2, serving county  
of 47,500 population. Asking  
\$550,000 with \$100k down.

**BILL WHITLEY**  
214/788-2525

### SALT LAKE CITY FM \$850,000 TERMS

We've just added Salt Lake City Coverage to our Class C Suburban FM. We'll even throw in a full time 1KW suburban AM and some choice real estate, and a CP for even more FM coverage! Write "Salt Lake Radio", Box E-32.

### RADIO STATIONS FOR SALE

Independent fine arts and big band radio stations together with real property in Chapter 11. Serving Phoenix-Valley of the Sun/Phoenix Metro Market. Present offer before court is a total price of approximately \$6,000,000.00 with approximately \$1,700,000.00 related to the land. March 21, sale date set by Court. Bids should be submitted by March 15, 1988. Contact:

Stanford E. Lerch  
Bankruptcy Counsel  
Harrison & Lerch, P.C.  
1001 N. Central Ave., #900  
Phoenix, Arizona 85004  
602-257-5800

## KANSAS

Regional Radio Proven  
Record AM-FM Combo  
Priced \$1,600,000

*R.E. Meador & Assoc*  
MEDIA BROKERS

P.O. BOX 36  
LEXINGTON, MO 64067 KANSAS CITY, MO.  
816-259-2544 816-455-0001

## BROADCAST MEDIA ASSOCIATES

RENO • 702-789-2700 • SEATTLE • 206-643-2116

NORTHWEST FM/A & AM/IV  
UPGRADE TO C-1 POSSIBLE  
\$450,000 - TERMS

NORTHERN CALIFORNIA  
FM/B & AM/IV  
CASH FLOW & REAL ESTATE  
\$1,000,000 - TERMS

CALIFORNIA MEDIUM MARKET  
FM/A WITH UPGRADE  
AUTHORIZATION  
\$1,050,000 - CASH

CLIFF HUNTER  
206-643-2116

## Nationwide Media Brokers Chapman Associates

**MIDWEST PROFITS**  
Profitable AM/FM in Great  
Plains region. Asking \$1.4  
million with terms available.

**BILL LYTLE**  
816/932-5314

## CENTRAL TEXAS

Medium Market AM/FM Combo  
Positive Cash Flow  
\$4.0 million  
Real Estate Included

**NF&A**

Norman Fischer & Assoc.  
512-476-9457

## \$75,000 DOWN

Northwest FM/AM Combo, college market; Great ratings No payment to seller for 6 months on terms

Steve Feder  
THE MONTCALM CORPORATION  
801 2nd Ave. Suite 1410  
Seattle, WA 98104  
206-622-6236

## THOBEN VANHUSS

Media Brokerage  
and  
Financial Services



Thoben-Van Huss & Associates, Inc.  
One Virginia Avenue, Suite 400, Indianapolis, IN 46204 • (317) 636-1016  
FAX: (317) 637-2209

## FOR SALE

Desert Combo  
Small Market Leader  
Great Potential!  
8 X CF: \$1.8 Million-Terms

## KOZACKO HORTON COMPANY

MEDIA BROKERS/APPRAISERS

### NORTHEAST FM

Serves a very attractive and prosperous medium market. Strong cash flow. Good coverage and an audience leader. Terms available. Asking price \$1.5 million, negotiable

**Contact Keith Horton**

P.O. Box 948  
Elmira, N.Y. 14902  
607-733-7138

Small group in 2 solid markets. Over \$500K cash flow in 1987. Serious buyers only.

Class C in medium market state capitol city. Priced below stick value. Great signal.

AM in single station Texas mkt. Profit history, excellent terms to new owner/operator. \$220K.

Fine facility, ratings dominant, effective management on board, good market, attractive price. Miss. combo at \$1.2M. terms.

John Mitchell or Joe Miot  
MITCHELL & ASSOCIATES  
Box 1065, Shreveport, La. 71163  
318-868-5409 318-869-1301

## Successful AM-FM Wanted



James Martin & Associates  
Suite 1000, 65 E. State St.  
Columbus, Ohio 43215  
Call Jim Martin (614) 889-9747

SOUTHCENTRAL NEBRASKA RADOP STATIONS  
(2) FOR SALE BY OWNERS - WILL FINANCE (SEE  
FEBRUARY 8 ISSUE FOR DETAILS).

LICENSES FOR KUVR-AM AND KKTY-FM CAN BE  
TRANSFERRED TO YOU WITHIN 45 DAYS AFTER  
WE ENTER ESCROW.

MUST RETURN TO CALIFORNIA. THEREFORE,  
MUST SELL NOW. POSITIVE CASH FLOW OVER  
PAST FOUR (4) MONTHS. AVERAGING \$17,802 TOTAL  
SALES PER MONTH.

PURCHASE PRICE IS \$225,000. YOU CAN PAY  
\$170,000 WHEN BOTH LICENSES ARE TRANS-  
FERRED TO YOU. \$22,500 EARNEST MONEY TO  
OPEN ESCROW, APPLICABLE TO THE DOWN PAY-  
MENT. WE WILL CARRY THE \$55,000 UNPAID BAL-  
ANCE AT 10% INTEREST PER ANNUM OVER 36 OR  
60 MONTHS AT A MONTHLY PAYMENT FROM YOU  
OF \$1,775 OR \$1,169, RESPECTIVELY. MONTHLY  
PAYMENTS INCLUDE PRINCIPAL AND INTEREST.

I'M SERIOUS AS A JUDGE! COME VISIT AND  
BRING YOUR \$22,500 EARNEST MONEY WITH  
YOU. NUMEROUS PERSONS RESPONDED TO THE  
FEBRUARY 8 ISSUE AD. TWO HAVE VISITED, AND  
MORE ARE ON THE WAY. I WILL NOTIFY EACH OF  
THEM ABOUT THIS FINANCING OFFER. THEN, IT'S  
"MONEY IN ESCROW WINS BOTH PRIZES: KUVR  
AND KKTY."

CALL OR WRITE: REX RAGAN, VICE PRESIDENT,  
WW BROADCAST, 613 4TH AVENUE, HOLDREGE,  
NEBRASKA 68949. 308-995-4020.

## SOUTH TEXAS TV

Network Affiliate  
\$2.5 million

**NF&A**

Norman Fischer & Assoc.  
512-476-9457

- AM/FM southern Nebraska. \$250,000 Terms.
- TVs, radio and TV CPs, cablesystems
- Call to get on our mailing list

See you at NAB --- Las Vegas Hilton  
By appointment only



Broadcast Communications Division  
**BUSINESS BROKER ASSOCIATES**  
615-756-7635 — 24 Hours

## For Sale

Small market AM in middle Tennessee,  
near metropolitan area. City of license  
and surrounding area are experiencing  
tremendous economic expansion. Price  
to sell at \$200,000 cash. Box E-20.

Blind Box Responses

## BOX ???

c/o Broadcasting Magazine  
1705 DeSales St., NW  
Washington, DC 20036

(No tapes accepted)



Nationwide Media Brokers  
**Chapman**  
Associates

### NEW JERSEY

Excellent AM facility in growth market. Less than 1.5x gross. Asking \$550k w/\$225 down.

**RON HICKMAN**  
201/579-5232

### FOR SALE

FM in Midwest \$ 3.8  
AM/FM in Iowa \$ 600.  
AM/FM in Mich \$ 1.8  
Call 312-368-0943

### EASTERN MISSOURI

Fulltime AM, medium size regional retail center, large university town, profitable, good facility and dial position. Fairly priced at \$295,000 with real estate. Terms to qualified buyers. Box E-27

### CLASS C FM

South Texas  
Medium Growth Market  
Priced 2X Gross Sales

### NF&A

Norman Fischer & Assoc.  
512-476-9457

### CENTRAL TEXAS AM/FM COMBO

Resort Market  
\$1.1 million  
Including Real Estate  
Some Terms Available

### NF&A

Norman Fischer & Assoc.  
512-476-9457

### FOR SALE

Well situated AM/FM combo in a medium Arkansas market. Special financing is available. Modern facilities on five acres. Respond to Box E-37.

### ALABAMA

Single station market AM-FM. Very profitable. Cash flow \$70,000. Gross \$218,000. Relatively new equipment. Priced at \$295,000 with terms. Real estate included. 615-893-7478.

## For Fast Action Use BROADCASTING'S Classified Advertising

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

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**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

# Fates & Fortunes

## Media

Appointments at Gillett Communications, Nashville-based group owner of one AM, one FM and seven TV stations: **Bill Fox**, president and general manager, KCST-TV San Diego, to executive VP for corporate affairs;



Fox



Derrough

**Neil Derrough**, VP for West Coast, to president, Gillett Communications of San Diego and general manager, KCST-TV.

**Ben Tucker**, executive VP and general manager, KMST-TV Monterey, Calif., joins parent company Retlaw Broadcasting Co., Fresno, Calif.-based group owner of six TV stations, in same capacity. He is succeeded by **Richard Drilling**, station manager.

**J. Harold Culver**, director of operations and engineering, WAVE-TV Louisville, Ky., joins KAIT-TV Jonesboro, Ark., as VP and general manager.

Appointments at Turner Broadcasting System Inc., Atlanta: **Terry Segal**, director of research, to VP of research; **Beverly Brown**, group manager, to director of corporate research; **Nancy Canali**, research analyst, to project manager.

**Barbara Beddor**, VP and general manager, KZZU-AM-FM Spokane, Wash., joins KIKX-FM Manitou Springs, Colo., in same capacity.

Appointments at WROR(FM) New York: **Dan Griffin**, VP and general manager, WRKO(AM) New York, adds duties in same capacity at WROR; **Lorna Ozmon**, program director, to station manager.

**Tony Oquendo**, operations manager, WLTN-TV Miami, joins Univision, New York, as general manager of network operations center in Laguna Niguel, Calif.

**Gerry Cornwell**, station manager, KLEW-TV Lewiston, Idaho, joins KIDK-TV Idaho Falls, Idaho, as general manager. He is succeeded by **Stephen Crowe**, account executive, KEPR-TV Pasco, Wash.

**Tom Holiday**, general sales manager, WMXJ(FM) Pompano Beach, Fla., joins WPBR(AM) Palm Beach, Fla., as general manager.

**Navarra Williams**, president of Northeast region, Harte-Hanks Cable, San Antonio, Tex.-based cable television company, joins TKR Cable, Warren, N.J., as regional gener-

al manager of Tri-System.

**Francie Forman**, manager of station relations, ABC Talkradio, New York, named director, station relations, ABC Talk Programming.

**James Goodman**, corporate director of video services, Selkirk Communications Inc., Fort Lauderdale, Fla., joins WBHS-TV Tampa, Fla., as station manager.

**Elizabeth Fortuin**, affiliate relations coordinator, CBS Television Network, New York, joins International Television Network there as associate director of affiliate relations.

**Lee Sussman**, senior accountant, Ryder Student Transportation Services, Ryder System Inc., Miami, joins WCIX-TV there as business manager.

**Dennis Malloy**, instructor, Iowa State University, Ames, Iowa, joins Iowa Public Television, Johnston, Iowa, as director of community relations and development.

**Linda Bezila**, general manager, WORZ(FM) Daytona Beach, Fla., joins KHS-AM-FM Los Angeles as assistant controller.

## Marketing



Macdonald

**Bruce Macdonald**, consultant, BBDO Worldwide, New York, named executive VP.

Appointments at Young & Rubicam, New York: **Donald Davis**, VP, group supervisor in communications services; **Christopher Becker**, VP, management su-

pervisor, and **Steven Brookstein**, VP, named senior VP's; **Howard Buford**, account supervisor, to VP; **John O'Brien**, account executive, to VP, account supervisor; **Helen Nelson**, senior television producer, to VP.

**Susan Irwin**, VP, public relations director, Saatchi & Saatchi DFS Compton, New York, joins McCann-Erickson Worldwide there as senior VP, director of corporate communications.

Appointments at Carmichael Lynch Inc., Minneapolis-based advertising agency: **Frank Haggerty**, VP/associate creative director, to senior VP/creative director; **Rik Meyers**, VP/copywriter, to VP/associate creative director; **Judy Baker**, VP/broadcast producer, to VP creative administrator; **Lisa Meyer**, VP/account supervisor, to senior VP/management supervisor.

**Alan Alexander**, Chicago-based management representative, DDB Needham Worldwide, New York, named senior VP.

**Annette Altmaier Adriance**, **John Fraser III**, and **Jeremy Warshaw** promoted from VP, account supervisors, Saatchi & Saatchi DFS Compton, New York, to senior VP, management supervisors.

**Mark Cummins**, **Tim Lachowski**, **Craig Piechura** and **Cindy Sikorski** promoted from creative group supervisors, W.B. Doner and Co., Detroit, to VP, creative group supervisors.

Appointments at Tracy-Locke Inc., Dallas: associate creative directors, **Ron Clary**, **Craig McCord** and **Galen Greenwood**, named VP's.

**Susan Conroy**, account executive, HDM Dawson Johns & Black, Chicago, joins Ber- man & Associates Inc., Northbrook, Ill., as VP, sales and marketing.

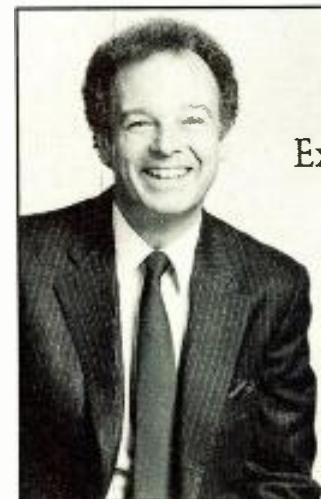
**Mike Wach**, national sales manager, WNEV-TV Boston, named VP of sales.

**Steve Coss**, associate creative director, DMB&B, Chicago, named VP.

**Joseph Collins**, general sales manager, KCBS-TV Los Angeles, joins KCST-TV San Diego in same capacity.

**Karen Phillips**, local-regional sales manager, WRGT-TV Dayton, Ohio, joins WAPT-TV Jackson, Miss., as general sales manager.

**Don Hale**, general manager, KGBT-TV Harlin-



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gen, Tex., joins KCAU-TV Sioux City, Iowa, as general sales manager.

**Pamela Franco**, research director, Buford Television Inc., Tyler, Tex.-based group owner of three TV stations, joins KPRC-TV Houston as director of research and marketing.

**Steve Males**, director of new business development, TKR Cable Co., Warren, N.J., joins Viacom Cablevision of Long Island, Hauppauge, N.Y., as marketing manager.

**D.J. Wilson**, local sales manager, KIRO-TV Seattle, joins WJBK-TV Detroit in same capacity.

Appointments at KSJO(FM) San Jose, Calif.: **Ron Snchez**, retail sales manager, to local sales manager; **Laura Feeley**, account executive, KRQR(FM) San Francisco, to San Francisco sales manager; **Susan Fitzpatrick**, account executive, KAZA(AM) San Jose, to same capacity; **Rodney Whitaker**, account executive, *Metro*, San Jose-based alternative weekly tabloid, to same capacity.

**Clinton Hasse**, on-air personality, KCFM(FM) (now KLTH(FM)) Florissant, Mo., joins WKKX(FM) Jerseyville, Ill., as local sales manager.

**Leslie Anderson**, national sales manager, KTVY(TV) Oklahoma City, named local sales manager.

**Robert (Rob) Thurston**, station manager, sales manager and morning air staffer, WAPP(FM) Berryville, Va., joins WBLB(AM) Pulaski, Va., as sales manager and morning air personality.

**Patty Slingluff**, account executive, WOR(AM) New York, joins WINS(AM) there as sales manager.

**Marcus (Marc) Dunlap**, account executive, WISH-TV Indianapolis, Ind., named national sales manager.

Appointments at Chiat/Day inc. Advertising, Los Angeles: **Ira Ruderman**, manager of sports opportunities, Young & Rubicam, San Francisco, to supervisor of sports buying; **Catrina Wallace**, senior account planner, to San Francisco-based director of account planning.

**Gretchen Gundersen**, production manager, The Communications Group, Minneapolis-based advertising agency, joins Duncan, Nelson, Lambert, A Marketing Group Inc., Bloomington, Minn., in same capacity.

**Greg Munson**, copywriter, McCaffrey & McCall Inc., New York, joins Wenzel & Co. of Pennington, Pennington, N.J.-based advertising, public relations and marketing agency, as senior copywriter.

**Mark Holtzer** and **Bob Lachky**, account supervisors, DDB Needham Worldwide, Chicago, named management representatives.

**Sharon Tettenhorst**, senior account research manager, D'Arcy Masius Benton & Bowles, St. Louis, named associate research director.

**Cheryl McDonnell**, account executive, National Black Network, New York, joins ABC Radio Network there in same capacity.

**Robert Mahlman**, general sales manager, KXTV(TV) Sacramento, Calif., joins Viacom Enterprises, New York, as account executive, Western division.

Appointments at Katz & Powell Radio, New York: **Al Bonomolo**, media buyer, BBD&O, New York, to account executive; **Kate Will**, account executive, Mutual Telesales, Atlanta, to Southeast manager.

**Tanya Evans**, account executive, KBHK-TV San Francisco, joins KDAF(TV) Dallas in same capacity.

**Laura Renshaw**, account executive, Trahan, Burden & Charles, Baltimore-based advertising agency, joins WMAR-TV there in same capacity.

**Gordon Bell**, account executive, WNCX(FM) Cleveland, joins WRIF(FM) Detroit in same capacity.

**Rebecca Thorne**, national sales assistant, WFTS(TV) Tampa, Fla., joins WTNH-TV New Haven, Conn., as account executive.

## Programing

Appointments at Children's Television Workshop, New York: **Joan Cooney**, president, to chairman-chief executive officer; **David Britt**, executive VP, to president-chief operating officer.

**Ronald Lightstone**, senior VP of corporate and legal affairs, Viacom International Inc., New York, joins Aaron Spelling Productions Inc., Los Angeles, as executive VP.



Lightstone



Willensen

**Seth Willensen**, VP of acquisitions and special projects for television and video divisions, Paramount Pictures, Hollywood, joins New Line Cinema, Los Angeles, as senior VP of telecommunications and strategic planning.

Appointments at FNN:TelShop, New York-based cable shopping service of Financial News Network: **William Kisselman**, VP, merchandising, Value Television, New York, to same capacity; **Chuck Smolowitz**, buyer, to manager, direct mail merchandising.

**Glenda Grant**, VP, television development, ITC Productions, New York, named VP of television.

**Mitchell Hayden Oscar**, VP-national advertising sales, Columbia Pictures Television, Burbank, Calif., joins The Saul Group, New York-based syndicator and producer of animated programing, as VP-marketing.

**Robert Rose**, senior manager of affiliate relations, USA Network, New York, joins Children's Television Workshop, New York, as VP of strategic marketing.

**Jack Friedman**, general attorney, Capital Cities/ABC Inc., New York, joins Viacom

International Inc. there as counsel-broadcasting in law department.

Appointments at ESPN, Bristol, Conn.: **Beth Araton**, coordinator, corporate communications, to manager, corporate communications; **Mary Carillo**, writer, *Tennis Magazine*, to commentator for tennis and selected non-tennis events.

**Mindy Gildin**, attorney in antitrust and trade regulation department, Weil, Gotshal & Manges, New York, joins Viacom Enterprises, New York, as director, business affairs.

**Don Brinkley**, co-creator, CBS series, *Trapper John*, joins Walt Disney Co., Los Angeles, as creator and developer of television properties for network, syndication and cable programing.

**David Rimmer**, director of station operations and services, ABC Talkradio, New York, named program director, ABC Talk Programing.

**Alan Maretsky**, owner, AM Services, Los Angeles-based video production company, joins Acama Films there as director of network operations.

**Bill Wolkey**, account executive, Broadcast Programing, Seattle-based producer and marketer of radio formats, named director of client services. He succeeds **Jeff King**, named director of programing.

**Nick Wilkinson**, supervisor, casting, East Coast, ABC Entertainment, New York, named director, casting, West Coast.

**Betsy Brenneman**, freelance producer and consultant, joins KTOO-TV Juneau, Alaska, as television program director.

**Melanie Gerig**, program manager, WXXA-TV Albany, N.Y., joins WTIC-TV Hartford, Conn., in same capacity.

**John Wetherbee**, acting program director, WFYR-FM Chicago, named program director.

**Lee Martin**, program director, WFIL(AM)-WEAZ(FM) Philadelphia, joins WLIF(FM) Baltimore as director of programing.

**Harve Alan**, program director, WCCC-AM-FM Hartford, Conn., joins WAAF(FM) Worcester, Mass., in same capacity.

**Noonie Fugler**, music director, KLRD(FM) Yucaipa, Calif., named program director.

Appointments at Grace & Wild Studios, Hollywood, Calif.: **Mike Satterfield**, senior editor, Action Video, Hollywood, to manager of postproduction services; **Sara Ody**, general manager, Steadi-Film, Nashville, to manager of client services; **Susan McFarland**, director of operations, National Captioning Institute, Hollywood, to scheduling director.

**Gary Herman**, news director, Paramount Picture Corp.'s *Entertainment Tonight*, Hollywood, joins USTV, Minneapolis-based program distributor, as senior producer of *Great Weekend*.

Appointments at WBZ-TV Boston's *Centro*, weekly magazine program featuring issues of interest to Hispanic community: **William Ubinas**, principal, William Blackstone Elementary Community School, Boston, named co-host. He replaces **Pablo Correa**, resigned. **Susana Alvarez**, clinical instructor in pediatrics, Harvard Medical School, Bos-

on, named health reporter; **Miguel Matos**, assistant VP of commercial lending, Newworld Bank, Boston, named education reporter.

**Jersey Joe Horaneck**, producer and on-air personality, WMMR(FM) Philadelphia, joins WWPR(FM) New York as morning show producer and on-air personality.

**Bill Denney**, sports director and sports anchor, KPNX-TV Mesa, Ariz., joins KTAR(AM) Phoenix as host of *Sunday Night Sportsline*.

**David Esch**, production director, WNUA(FM) Chicago, named director, creative services.

Appointments at The Jim Owens Co., Nashville-based television production house: **Steve Anderson**, engineer and director, WKRN-TV Nashville, to director; **Kip Kirby**, on-air reporter, MJJ Broadcasting's *Country Today*, syndicated country music radio program, to staff reporter; **Lynne MacMillan**, coproducer for *Talk of the Town*, WTVF(TV) Nashville, to producer.

**Carol Taylor**, manager, *Waxing Poetics*, musical group, joins WNOR-FM Norfolk, Va., as on-air personality.

**Chet Coppock**, sports director, WMAQ(AM) Chicago, joins WLUP(AM) there as host of *Coppock on Sports*.

**Mark Jason Mirsky**, sales representative, They Shoot Films, New York, joins Myers Films Inc., New York-based commercial production company, as sales representative-associate producer.

**Terri Farrell**, secretary, alumni board of directors, Ramapo College, Mahwah, N.J., joins *Smart Business*, new television program produced by Parashoot Productions, Mahwah-based video communications firm, as project coordinator.

## News and Public Affairs

**Jim Thistle**, director, Boston University School of Journalism, Boston, joins WNEV-TV there as VP of news.

**Heather Allen**, Johannesburg, South Africa-based bureau chief, NBC News, New York, named Burbank, Calif.-based bureau chief with responsibility for 13 Western states, including Alaska and Hawaii, and Mexico. She succeeds **Robert Eaton**, named director, news coverage, 1988 Olympics.

**Guillermo Martinez**, news director, WLTW(TV) Miami, joins Univision, New York, as director of news and public affairs.

**Sally Severeid**, news/public affairs director, WCDX(FM) Mechanicsville, Va., joins WPHR(FM) Cleveland in same capacity.

**Theresa Mitchell**, news director, WCIB(FM) Falmouth, Mass., joins WBSM(AM) New Bedford, Mass., in same position.

**Douglas Levy**, Washington-based news editor and producer, Mutual Broadcasting System/Westwood One Radio Networks, Culver City, Calif., joins The Johns Hopkins Medical Institutions, Baltimore, as director of *Health Newsfeed*, daily radio service.

**Betsy Aaron**, New York-based correspondent, ABC News, New York, joins CBS Inc., there in same capacity.

**Pat George**, fashion editor, ABC's *Good Morning America*, New York, joins CBS's *CBS This Morning* there as lifestyle reporter.

**Scott Klug**, investigative reporter, WJLA-TV Washington, joins WKOW-TV Madison, Wis., as weeknight anchor.

Appointments at Berns Bureau, Washington-based independent radio news service: **Matt Kaye**, correspondent, to assignment editor; **Joel Southern**, part-time reporter, to correspondent.

**Rich Miller**, sports reporter-producer-anchor, WISN-TV Milwaukee, joins KTXL(TV) Sacramento, Calif., as weekend sports anchor.

**Suzanne Sill**, noon and weekend weather forecaster, WSAW-TV Wausau, Wis., joins WTVQ-TV Lexington, Ky., as morning-weekend meteorologist.

Appointments at KRON-TV San Francisco: **Catherine Heenan**, news reporter and substitute anchor, WTMJ-TV Milwaukee, to reporter; **Steve Christofferson**, weekend news production assistant, to news production assistant; **Susan Magnus**, technical director, Computer Animation Laboratory, GmbH, Frankfurt, Germany-based computer graphics production facility, to art director; **Byron Miranda**, assignment editor, KTVU(TV) Oakland, Calif., to assistant assignment editor; **Ellen Seidler**, assignment editor, ABC News, New York, to assistant assignment editor; **Rosemarie Thomas**, production assistant, to junior writer.

**John Greely**, press secretary, former Governor Bill Sheffield, Juneau, Alaska, joins KTOO-TV there as reporter.

**Randy Salerno**, general assignment reporter, WMBD-TV Peoria, Ill., joins WNYT(TV) Albany, N.Y., in same capacity.

Appointments at WOTV(TV) Grand Rapids, Mich.: **Ron Petrovich**, 11 p.m. news producer, to assistant news director; **Jennifer Moss**, news reporter and weekend anchor, WILX-TV Onodaga, Mich., to reporter; **Rodney Ferguson**, news photographer, WLNS-TV Lansing, Mich., to night-side news photographer.

**Peter Ostrow**, associate dean and associate professor of pathology, State University of New York at Buffalo Medical School, Buffalo, N.Y., joins WIVB-TV there as medical reporter.

Appointments at KTVI(TV) St. Louis: **Pam Danner**, newscast producer, KTSP-TV Phoenix, to same capacity; **Steve Schrager**, newscast producer, KFSN-TV Fresno, Calif., to same capacity; **Eric Wertheim**, newscast and production director, KGAN(TV) Cedar Rapids, Iowa, to newscast director; **Doug Story**, newscast and production director, KJRH(TV) Tulsa, Okla., to newscast director; **Mike Walter**, weekend anchor and reporter, WBNS-TV Columbus, Ohio, to general assignment reporter; **Iola Johnson**, anchor, WFAA-TV Dallas, and newscaster, KKDA-FM Dallas, to 5, 6 and 10 p.m. anchor; **Kevin Cokely**, national correspondent, Washington bureau, Storer Communications, to 5, 6, and 10 p.m. anchor; **Stu Klitenic**, sports anchor, WXYZ-TV Detroit, to 5, 6, and 10 p.m. sports anchor; **Miles Muzio**, weather forecaster, KOIN-TV Portland, Ore., to 5, 6 and 10 p.m. weather forecaster.

**Steve Crowley**, broadcast executive for Pennsylvania, Delaware and New Jersey, Associated Press, Washington, named general broadcast executive, central division.

**Loretta Mouzon**, executive news producer, WTHR(TV) Indianapolis, joins *Entertainment Tonight*, Hollywood, as news producer.

**Mark Heaslet**, news writer, KCST-TV San Diego, named associate producer.

**Dan Cohen**, managing editor, 10 p.m. news, WTTG(TV) Washington, joins WRC-TV there as weekend producer.

**Andrew Garcia**, news producer, WISC-TV Madison, Wis., joins KCRA-TV Sacramento, Calif., as weekend news producer.

## Technology



Krisbergh

**Harold Krisbergh**, president, General Instrument's Jerrold division, New York (see "Fates & Fortunes" Feb. 22), named VP of corporation.

**Joe Culp**, recently retired president, Rockwell International Corp.'s telecommunications organization, Dallas, joins Lightnet,

Rockville, Md.-based fiber optics telecommunications company owned by subsidiaries of CSX Corp. and Southern New England Telecommunications (SNET), as president and chief executive officer.

**Larry Kaplan**, general manager, television division, Tektronix, Beaverton, Ore., named VP and general manager of information display group. He is succeeded by **Daniel Castles**, TV signal processing business unit manager.

**Robert Goring**, manufacturing manager, Astatic Corp., Conneaut, Ohio, named VP of manufacturing.

**Richard Post**, director of convention engineering, NBC, New York, named director of network news technical services, operations and technical services.

**Frank Giardina**, chief engineer, WAPI-AM-FM Birmingham, Ala., adds duties as chief engineer-technical director, The Dittman Group, Mobile, Ala.-based group owner of two AM and three FM stations.

**Dave Converse**, assistant chief engineer, KFSN-TV Fresno, Calif., named chief engineer.

**Robert Miller**, U.S. attorney for District of Colorado, joins U S West, Englewood, Colo., as litigation attorney for risk management group.

**Fernando Guillot**, sales manager, Latin America Division, PESA America, New York-based manufacturer of broadcast equipment, joins Panasonic Broadcast Systems Co., Secaucus, N.J., as product manager of video recording products.

Appointments at Grace & Wild, Hollywood, Calif.: **Ron Bailey**, supervising engineer, to chief engineer; **Barry Trammell**, operations



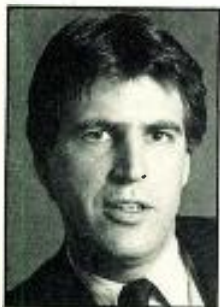
manager, to manager of technical administration.

**Dennis Edson**, manager of sales and distribution division, Chicago region, Thomson Consumer Electronics, Indianapolis, Ind., named general manager-distributor and special products operation. He succeeds **Edward Boschetti**, retired.

**Thomas (Tom) Ransom**, director of sales and marketing, IGM Communications Inc., Bellingham, Wash., joins Harris Broadcast Division, Quincy, Ill., as radio district sales manager for Pacific Northwest.

**Corinne Weber**, executive assistant, SCA Data Systems, Santa Monica, Calif., named sales manager.

## Promotion and PR



Schueler

**Charles Schueler**, speech and policy writer, Mayor Raymond Flynn, Boston, joins Cablevision of Boston as director of public affairs.

**Laurie Larson**, publicist and tour press coordinator, Aristo Music Associates, Nashville, joins The Jim Owens Co.,

Nashville-based television production house, as director of public relations and publicity.

**Marie Lane**, operations manager, Cable Advertising Co., Missoula, Mont., joins KPAX-TV there as manager of promotion and public affairs.

**Courtney Chandler**, producer-writer for news promotion, Turner Broadcasting System Inc., Atlanta, named public relations manager of special projects.

**Janna Petry**, promotion writer and producer, WCMH-TV Columbus, Ohio, named promotion manager.

**Brad Waldo**, director of marketing and promotion, WWL(AM) New Orleans, joins KMBZ(AM)-KMBR(FM) Kansas City, Mo., as promotion director.

**Peter Martin**, creative director, KTTV(TV) Los Angeles, named senior creative director of promotion.

**Jeannine Cattie**, writer-producer, CBS, Broadcast Group advertising and promotion, New York, named executive producer, *Read More About It*, CBS-Library of Congress book project, and community projects manager, CBS educational and community services.

**Alicia Vargas**, community relations-promotion manager, KGO(AM) San Francisco, named creative services-public affairs director.

**Jo Ann Wise**, promotion producer, WTAE-TV Pittsburgh, named executive producer in creative services.

**Eva Moreland**, administrative assistant, programming and operations, The Weather Channel, Atlanta, named public relations communications specialist.

**Denis Thien**, art director, Schwartz Communications Inc., St. Louis, joins KTVI(TV) there in same capacity.

**Diane Lillicrap**, promotion writer and producer, KDNL-TV St. Louis, joins KTVI(TV) there in same capacity.

## Allied Fields

**Dan Rosen**, president, Editel, New York, elected president of New York chapter, International Teleproduction Society/New York.

Appointments at Jones International Securities Ltd., Englewood, Col.-based syndicator of cable television limited partnerships: **David Zonker**, president of operations, to chief executive officer; **Richard Swanson**, president of sales, to vice chairman and president.

**Debra Krayson**, director of product development-marketing services, AGB Television Research, New York, named VP, product marketing and sales support.



Sherr

**Lynn Sherr**, news correspondent, ABC-TV, New York, receives 1988 Wellesley College Alumnae Award in recognition of distinguished and sustained accomplishments in professional or volunteer pursuits.

**Elizabeth Hinds**, director, personnel-headquarters facilities, Capital Cities/ABC Inc., New York, selected as Capital Cities/ABC Black Achiever in Industry for 1988. Awards are presented by Harlem YMCA recognizing achievements by blacks in supervisory, managerial or professional positions.

**Riley Temple**, shareholder, Washington-based law firm of Kadison, Pfaltzer, Woodard, Quinn & Rossi, and **A. Wayne Lalle Jr.**, partner, Washington-based law firm of Lewis, Mitchell & Moore, join Verner, Liipfert, Bernhard, McPherson & Hand, Washington, as partners.

**Skeeter Dodd**, sales manager. The Musicworks, Nashville, resigns to devote more time to Happi Associates, Nashville-based radio consulting firm of which Dodd is co-founder.

Elections at Ohio Cable Television Association, Columbus, Ohio: **Thomas Knippen**, VP and general manager, Centel Cable Television Company of Kentucky, Indiana and Ohio, to president; **Paul Szymanowski**, treasurer, Buckeye Cablevision, Toledo, to VP; **H. E. Lytle**, VP, Continental Cablevision of Ohio, Findlay, to secretary-treasurer, and **Carol Caruso**, legislative affairs representative, nationwide Insurance Companies, Columbus, Ohio, to executive VP.

Appointments to executive committee, Eastern Educational Television Network, Boston-based network of 31 public television licensees: **June Smith**, director of television broadcasting, WSKG(TV) Binghamton, N.Y., to chairman; **Mike Quattrone**, program man-

ager, WHYY-TV Wilmington, Del., to vice chairman; **Susan Howarth**, program manager, WNED-TV Buffalo, N.Y., to secretary.

Appointments at Ohio Educational Broadcasting Network Commission, Columbus **Allan Land**, VP and general manager, WHIZ TV Zanesville, Ohio, to commission chairman; **Charles Vaughan**, president and general manager, WCET(TV) Cincinnati, to vice chairman; **Stephen Grcevic**, announcer WBBW(AM) Youngstown, Ohio, to secretary.

Appointments to board of trustees, noncommercial WMFE-FM-TV Orlando, Fla.: **John Blehrud**, VP and director of marketing, *The Orlando Sentinel*, to chairman of board; **Chris Millotes**, president and owner, Chris's House of Beef, Orlando, to vice chairman.

Appointments to board of directors at noncommercial KQED Inc., San Francisco: **Robert Grreber**, partner, Leon A. Farley Associates, San Francisco-based executive search consultants, to chairman of board; **Henry Breitrose**, professor of communications, Stanford University, to vice chairman; **Adele Corvin**, chairman of American Red Cross of Bay Area, to secretary.

**John Burns**, co-founder, VP and creative director, Television by Design, Atlanta-based designer of logos and news and station graphic packages, resigns.

Appointments at Arbitron Ratings, New York: **Barbara McElroy**, Chicago-based client service representative, Advertiser/Agency Television Sales, to same position in New York office; **Diane Brooks**, account executive, KDFW-TV Dallas, to Dallas-based account executive, Southwestern Television Station Sales.

**Joseph Fuchs**, managing director of media and entertainment research, Kidder, Peabody & Co., New York-based investment banking firm, named research director.

**Allison Deeb**, graduate, George Washington University Graduate School, Washington, joins National Telecommunications and Information Administration Office of Policy Analysis and Development, Washington, as research assistant.

**Durham Caldwell**, program manager, WGGB-TV Springfield, Mass., joins Springfield public schools as manager of public information.

## Deaths

**Richard (Rick) Fulgham**, 47, radio newsman, died March 3 of cancer at M.D. Anderson Tumor Institute in Houston. Fulgham began his news career at KIVY(AM) Crockett, Tex., in early 1960's. During late 1960's he moved to KILT-AM-FM Houston where he rose to position of news director. Fulgham later became newsman and account executive at KODA(FM) there before becoming account executive and news director at KBOX-AM-FM [now KMEZ-AM-FM] Dallas and later KIXK(FM) [now KOAI(FM)] Denton, Tex. Fulgham worked as Austin, Tex.-based consultant for past several years. He is survived by three sons.

## FCC's Lex Felker: Knowing the territory

It is 9 a.m. and FCC Mass Media Bureau Chief Lex Felker has already been on the job for two hours, catching up on reading and preparing for the day's packed schedule. He has set aside an hour—55 minutes to be exact—for a BROADCASTING reporter, but at 10 he is due in Chairman Dennis Patrick's office for a lengthy meeting. After lunch with Michael Rau, the National Association of Broadcasters' vice president, science and technology, he has "get-acquainted" meetings with some communications attorneys and their clients and a staff meeting on some upcoming agenda items. Then it's back to the chairman's office to discuss the progress of the FCC's Advanced Television Systems Advisory Committee and finally a meeting with the committee chairman and former FCC chairman, Richard Wiley.

"I'm still pretty new in the job, and people want to come in and glad-hand you and what not," he says during an interview in his government-issue office, which has been personalized with pictures of his family, framed posters celebrating the Washington Redskins and a baseball signed by the 1958 Washington Senators. "Since I have not had much exposure to the industry I try to meet with as many people as possible."

His emphasis on getting to know the people the FCC regulates is well placed. Although he has spent 16 years at the agency, he is only in his seventh month as head of the Mass Media Bureau—which oversees broadcasting and cable matters—and is for the most part still an unknown quantity to many communications attorneys and industry representatives.

Felker has a tough act to follow. His predecessor, James McKinney, established himself as an independent force at the FCC. McKinney, who now works at the White House, combined a gregarious personality with an ability to get things done, earning the respect and admiration of the industries he oversaw.

Felker is clearly not out to become a "sixth commissioner." He tries to make his mark by shaping the consensus of the inner circle that surrounds Chairman Dennis Patrick. Asked how he feels about succeeding the popular McKinney, Felker laughs and says he would not characterize McKinney's as "a tough act to follow, but as an act to follow."

Felker, who worked briefly in Patrick's office before taking over the Mass Media Bureau last September, shares the chairman's regulatory philosophy that markets are better able than the government to bring order and economies to businesses that spring from the electromagnetic spectrum. Indeed, Felker seems prepared to apply the philosophy to such technically complex is-



ALEX D. FELKER—Chief, Mass Media Bureau, FCC, Washington; b. Oct. 5, 1949, Fukuoka, Japan; B.S., electrical engineering, Virginia Polytechnic Institute, Blacksburg, Va., 1972; MS, electrical engineering, George Washington University, Washington, 1987; Scanwell Laboratories, Springfield, Va., 1968-1972; disk jockey, WJZZ(AM) Christianburg, Va.-www(FM) Blacksburg, Va., 1968-1972; engineer, office of the executive director, FCC, 1972-73; engineer, Common Carrier Bureau, FCC, 1973-74; engineer, Field Operations Bureau, 1974-79; engineer, Office of Plans and Policy, FCC, 1979-1986; deputy chief, policy and rules division, Mass Media Bureau, FCC, 1986-87; engineering assistant to FCC Chairman Dennis Patrick, 1987; present position since September 1987; m. Vonnie Malek, April 27, 1974; children—Andrew, 5; Michelle, 2.

ssues as spectrum allocation and interference protection.

Born into an Air Force family in Japan, Felker moved often while growing up, finally settling in Virginia. He worked his way through Virginia Tech through a cooperative arrangement with an instrument landing systems firm, Scanwell Laboratories. He alternated between going to school and working for Scanwell. While at school, he was also "a radio guy," he says, a disk jockey for a local daytimer and companion Class A FM. "It was great fun," he says. "The station manager gave us an opportunity to program the FM as we liked. We had an oldies format going."

He was all set to go to work for Scanwell upon graduation in 1972, but the company went out of business. He had also been interviewed at the FCC and was offered a job there.

His first few years at the agency were tame stuff—emergency broadcast system planning and processing of point-to-point microwave applications. But things picked up in 1974 when McKinney recruited him to join one of the field bureau units being put

together to crack down on violators of citizen band radio rules. Based in Santa Ana, Calif., he and his fellow agents roamed the Western states "border to border," tracking down overpowered and out-of-band CB stations. Felker is unsure about how much impact they made. "There were zillions of CB installations out there in the early and mid-1970's and only about 20 of us trying to run around and enforce the rules."

As the CB craze started to subside in 1976, Felker was transferred to Norfolk, Va., where he continued to spend a lot of time on the road—this time in one of the FCC's monitoring trucks, checking the signals laid down by television and radio stations in the region.

Felker finally settled down in January 1979, joining an Office of Plans and Policy task force charged with finding regulatory and technical ideas for making UHF television the equal of VHF. After that project ended, he contributed to other OPP initiatives like the creation of the Multichannel Multipoint Distribution Service.

It was during the OPP years that Felker refined the idea of "decentralized radio services." Instead of allocating spectrum to particular services, he says, the idea was to make spectrum available to all and give the "licensee a substantial degree of flexibility in deciding...whether it should be used for broadcast or two-way radio or whatever."

The FCC has put the idea to work at least once, allocating 2 mhz in the 900 mhz band for any kind of mobile radio service—be it cellular radio or telephone in airplanes. But, Felker says, "it's not an idea I've pushed in my present job," although giving licensees additional flexibility in the use of any spectrum set aside for advanced television systems may be considered.

But an idea Felker is pushing (to the dismay of most broadcasters) is allowing licensees to negotiate interference protection. Stations that feel they are subjected to too much interference should be able to work out deals in which interfering stations agree to use a directional antenna, reduce power or even go off the air, he says. "Maybe the FCC would be best served by that type of arrangement."

Felker recognizes that his current position may be no more permanent than Patrick's. But, he says, he has not given much thought to what he will do if the next administration moves Patrick out and the next chairman moves Felker out. He seems as inclined to take another less political (and less prominent) post at the FCC as to test the waters of the private sector.

Felker comes in early and crowds his schedule to make himself accessible to those with business before the agency. But he also makes himself accessible to three other people in his life—his wife and two children. "I try to get out of here so I can have dinner with them. I'm a real big family guy." ■



**James Mooney, president of National Cable Television Association, last week signed deal with Japanese government to conduct tests of high-definition television on American cable systems.** Mooney was in Japan with delegation of NCTA officials to meet with Japanese government, officials of NHK network, Broadcasting Technology Association (standards organization) and Japanese companies involved in HDTV equipment research and manufacturing. Mooney reached agreement last Tuesday (March 8) with Japanese minister of post and telecommunications, Masaaki Nakayama, to exchange equipment and information and organize HDTV testing on U.S. cable systems. At press time, officials at NCTA in Washington did not know which systems would be tested or which cable systems would be used. Further details, NCTA said, would be available after return of delegation March 12.

**FCC took steps last week to ease regulatory details for broadcasters.** First, it shortened period owners must retain applications, ownership reports and supporting documents in public file from two license terms to one. FCC said extension of license terms "inadvertently" extended retention period. In other action, FCC proposed changes in technical rules for TV stations to eliminate: time restrictions for operation of separate audio and video program material; six-month power meter calibration; required omission of color burst signal during black-and-white programs; maximum to minimum radiation limitations for directional antennas; specifications for equipment installation and safety requirements, and conversion of reference table of minutes and seconds to decimal parts of a degree.

**Senate Antitrust Subcommittee hearing on cable competition is likely to produce lively debate** judging from witness list released last week. Among issues Subcommittee Chairman Howard Metzenbaum (D-Ohio) is expected to broach: growing consolidation

of cable system ownership; issue of vertical integration; must carry, and rate increases to consumers. Tentative lineup: Gary Chapman of Freedom Newspapers, Riverside, R.I.; Amos Hostetter, Continental Cablevision; Robert Thomson, TCI; John Siegel, KBHK-TV San Francisco; Milton Maltz, Malrite; Wendell Triplett, WWAT(TV) Chillicothe, Ohio; Thomas Burke, United Satellite Industry Association; James Theroux, Wireless Cable Association, and Mark Foster of Microband. At deadline last Friday, subcommittee was waiting to hear if HBO would send witness.

**Viacom International last week leased its one remaining transponder on Hughes Communications' prime cable satellite, Galaxy III,** to one of its own. Basic cable service **Lifetime** (co-owned by Hearst-ABC-Viacom Entertainment Services) will transmit its Pacific and mountain time zone feeds via Galaxy III while maintaining its GE Americom Satcom III transponder for Eastern and central feeds.

**Richard M. Cohen, CBS News' senior producer for political news** who has been at center of more than one controversy, was reported to be on his way out of that job. *New York Times* said on Friday CBS News president Howard Stringer had told Cohen on Thursday he would be replaced. *Times* attributed information to unnamed sources at CBS News. However, Stringer himself was quoted as saying he had not yet made decision on Cohen's role and was not, therefore, going to discuss matter. CBS News spokesman echoed that remark.

**House Telecommunications Subcommittee's hearing on children's television convenes Thursday** (March 17). Among witnesses slated to testify on legislation that would establish programming quotas and limit amount of advertising during

## From Super Tuesday to Illinois

*The political calendar permits only the briefest of attention spans. So as the media and the public it serves emerge from the attention paid to Super Tuesday and the 20 states that held primaries or caucuses, Illinois clamors for attention for the primaries to be held there on March 15. And the story is not only a major one for local media. The networks are prepared to make the state story a national one.*

*For Illinois could mark the end of the candidacy of Senator Bob Dole, who suffered a major defeat in the Republican primaries on Super Tuesday. And while Jesse Jackson and Senator Paul Simon are the native sons expected to do well in the Democratic primary, the results of that contest could cast new light on the confused Democratic contest, where Governor Michael Dukakis, Senator Albert Gore of Tennessee and Jackson are close to being deadlocked for the lead. Representative Richard Gephardt of Missouri is skipping the contest to focus his resources on Michigan and other states in the North.*

*CBS and NBC are scheduled to go on the air at 11:30 p.m. NYT on March 15 with specials of at least 30 minutes to report and analyze the results. ABC News also plans coverage, but as of last Friday had not yet established firm plans.*

*Meanwhile, the networks were reviewing the manner in which they have been covering candidates. The plethora of Republican and Democratic hopefuls early in the season, combined with the spending cuts with which the news divisions were faced, led them to abandon man-to-man for a so-called zone coverage, in which correspondents focused on thematic or overall stories. With the "winnowing process" at work—the Republicans are down to three candidates, the Democrats to five—the question is whether the networks will revert to man-to-man coverage.*

*ABC has been assigning first-string correspondents to some of the candidates—White House correspondent Sam Donaldson,*

*for instance, was traveling with Dukakis last week; earlier, he had covered Gore. But Hal Bruno, ABC News political director, said he remained in favor of the system in which every campaign is accompanied by an off-air reporter or producer who alerts editors and producers in Washington and New York as to possible stories that would require what Bruno calls "a big foot," a major correspondent. "We're going week to week, making it up as we go along," Bruno said of the ABC coverage. But he seemed comfortable with the present arrangement. "Unless there is a compelling need to change, we'll continue with the present arrangement."*

*At NBC, Joseph Angotti, the executive producer in charge of election coverage, and Lane Venardos, executive producer of CBS News's special events, indicated that those news organizations would also maintain the present system. CBS News, like ABC News, maintains a presence—a crew and off-air reporter but no correspondent—with each campaign. Given the trend, however, particularly the apparently unstoppable Bush surge, it seemed likely that changes will be made in coverage of the Republicans. Angotti, for instance, said NBC "by the end of March" will have established man-to-man coverage. But, he added, "we will continue the thematic kind of coverage we now have." Correspondents Ken Bode and Tom Pettit would continue to do their overall pieces.*

*Meanwhile, the networks were given further proof, if it was needed, that the public is not yet ready to view political specials, no matter how elaborate or sophisticated the coverage. CBS, which went first, with a two-hour special beginning at 8 p.m., did the poorest of the networks in terms of ratings, with a 5.9 rating and 9 share. ABC, which went on the air at 9 p.m. with its two-hour 88 Vote, achieved a 7.2/12. And NBC's one-hour special, which was the last to enter the lists, at 10 p.m., did the best, with an 8.5/16.*

children's shows: John Claster, Claster Television Productions; Robert Hamacher, KAYU-TV Spokane, Wash.; Action for Children's Television President Peggy Charren; Dr. Ellen Wartella of University of Illinois on behalf of Society for Research in Child Development; Gilbert Weil, Association of National Advertisers; Geraldine Laybourne, Nickelodeon; Wallace Jorgenson, Jefferson-Pilot Communications, Charlotte, N.C., and Robert Chase, with the National Education Association.

Week after FCC Chairman Dennis Patrick told group of broadcasters that FCC may attempt to **reform comparative renewal process**, **NAB President Eddie Fritts urged Patrick to follow through**. In March 11 letter. Fritts asked FCC to wrap up "abuse of process" rulemaking that would limit those who file petitions to deny renewal applications to receiving no more than legal expenses pursuant to any agreements to withdraw petitions.

**Robert Halmi Inc. reportedly signed two-year production agreement with Motown Productions last week**, giving Halmi rights of first refusal to acquire all forms of television programming created or produced by Motown's television arm. Halmi expects agreement to add \$6 million to \$10 million in revenue for each year of agreement. Halmi has option on third year, according to arrangement. Hal Roach Studios will acquire distribution rights to product produced under agreement. Roach will also share in financial obligations of arrangement. Motown will share offices with Halmi in Los Angeles and Roach in New York.

**Vision Interfaith Satellite Network**, new ecumenical, ad-supported cable service (BROADCASTING, Nov. 9, 1987), announced it will **launch on July 1** with six million homes. MSO's backing services include ATC, United, Post-Newsweek, Jones and National Cable Television Cooperative. Service will likely be headquartered in Denver, with offices in New York and Nashville. David Ochoa, former cable operator and Methodist church communications executive, will be service's general manager/CEO.

Cable industry sources confirmed last week that **HBO was withdrawing its offer of wireline exclusivity** for HBO's pay services. Proposal drew less than enthusiastic response from cable operators, who balked at terms, among them 25 cents per subscriber per month for entire company.

**CBS Inc. reelected its standing board of directors** at last Wednesday's board meeting ("Closed Circuit," March 7), ending for now speculation about new additions, among them Preston Tisch, brother of CBS CEO Larry Tisch, and with him owner of 24.9% of company.

**Office of Management and Budget** has sent letter to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) **sharply criticizing S. 889**, home satellite bill that would regulate fledgling industry. OMB opposes measure because it believes "action in this area would be premature and would interject the federal government into a market that is still developing."

**Legislation that would lift any antitrust restrictions to enable broadcast industry to arrive at code to govern children's TV was introduced last week by Representative Tom Tauke (R-Iowa)** ("Closed Circuit," March 7). Bill would enable industry to establish voluntary guidelines designed to "promote the educational and informational impact of television broadcast programming designed primarily for children, and to avoid abusive advertising practices during such programming."

**William S. Paley**, CBS founder and chairman, was **released from New York Hospital-Cornell Medical Center March 8** "remarkably improved after one month of very serious illness," said hospital spokesman. Paley underwent emergency gall bladder surgery Feb. 9.



**NAB names May chief lobbyist.** James C. May, the National Association of Broadcasters' new chief lobbyist, has hit the ground running. May, a former executive of Coca-Cola Bottling Co. of New York, made the rounds on Capitol Hill with NAB President Eddie Fritts last Thursday, March 10. (His appointment wasn't announced officially until Friday.) They called on: House Energy and Commerce Committee Chairman John Dingell (D-Mich.); Norman Lent of New York, the ranking Republican on Commerce; Telecommunications Subcommittee Chairman Ed Markey (D-Mass.); Matthew Rinaldo of New Jersey, the ranking Republican on telecommunications; Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.); Carlos Moorhead of California, the ranking Republican on Copyright, and Al Swift (D-Was.), a key member of the Telecommunications Subcommittee.

Pictured above are May (l) with Dingell (center) and Fritts. May, who becomes NAB's executive vice president for government relations, left Coca-Cola in February 1987; he had been that New York bottler's vice president for public affairs since 1984. Since then he's been in Washington on a consulting basis with Susan Davis Companies, a Washington public relations-lobbying firm. May, 42, and his wife, Bonnie, retain a home in West Redding, Conn., but have a temporary residence in Washington and will set up a permanent residence as soon as they sell their Connecticut home.

A former director of government relations for Pepsico in Purchase, N.Y., from 1982 to 1984, May was formerly with the Grocery Manufacturers of America. He was manager of GMA's state public affairs in 1973 and 1974. In 1976, he joined the Ford presidential campaign committee as coordinator for eastern Washington state. May also ran his own public affairs consulting firm in San Francisco in 1977, but returned later that year to GMA where he served as vice president for public affairs until he joined Pepsico in 1982.

May also is a former Republican candidate for Washington's 4th district seat in the House. (His mother, Catherine, was a Republican House member from 1958 until 1970.) He served on President Reagan's transition team for the Department of Agriculture.

Ed Minkel, FCC managing director, sent letter last week to Federal Communications Bar Association President Peter O'Connell that should give some comfort to law firms wondering when and **where FCC will move headquarters** so they can make plans for their own offices accordingly. To consolidate operations now in three buildings and improve facilities, FCC is planning to move into new building after current leases expire in December 1989. Although letter did not provide much information on where FCC might move, it suggested that planned 1990 move date is not "very...solid." "A delay one year or longer is not unlikely," Minkel said. General Services Administration "has authority to extend the leases on our present three buildings until we have new homes...All I can say now is, 'keep your options open,' until we get a better fix from GSA."



## Editorials

## Hoping for explosion

The board of Turner Broadcasting System has given Ted Turner what the board of CBS denied him, a television network. Well, actually, his fourth, but the first designed to go after the big three. The Turner Network Television isn't in the CBS league yet or even in business, but who would have thought, say, 10 years ago that a failing UHF in Atlanta could be turned into a super money machine, and by a character who spent his time sailing?

That's Turner Network Television, by the way, not Turner Television Network. Turner Television Network couldn't be called TNT.

There are skeptics, as there always are when a light goes on in Ted Turner's head. By his own count, not more than 30 million subscribers will be reachable when cable introduces TNT next Oct. 3, about one-third of the homes that can be reached by the broadcast television networks. How many of those 30 million homes can be persuaded to tune regularly to TNT will be determined by TNT programming. Turner will start the service with a presentation of "Gone with the Wind," which has played six times on broadcast television networks to mostly dwindling ratings.

There are also enthusiasts who won't be put off by the disadvantages TNT may face in audience delivery. TNT will have a source of revenue that is unavailable to the broadcast networks with which Turner clearly intends to compete: subscription fees. Although at the outset the fee collection will be modest, about \$50 million in 1989 if Turner gets his 30 million subscribers at 15 cents each per month, it will augment advertising revenue. Turner is budgeting conservatively.

As outlined so far, Turner's program plans are more derivative than original, but they appeal to cable operators, even the hard headed, who want a big-league network that they can call their own. Turner is not to be prematurely counted out, as an Australian sailing team discovered off Newport, R.I., in the summer of 1977.

## Fun and profit

There were some complaints coming out of Houston that the NATPE convention floor was not the best place to transact business—that the hoopla was inconsistent with serious program discussions. Such talk falls on incredulous ears at this magazine, which remembers when syndicators *really* knew how to throw a party.

Back in Chicago during the 50's, for instance, when the National Association of Radio and Television Broadcasters annual convention at the Conrad Hilton hotel was the hottest ticket in the industry, the film companies were consigned to a separate hotel down the street, just to keep the hoopla at arm's length. Indeed, it was this consignment to a sales Siberia that eventually prompted the syndicators to leave the NARTB (or the NAB, as it was subsequently called) and even more eventually still to take up with the National Association of Television Program Executives in what is now called NATPE.

At the early NATPE's, too, the hoopla would have put today's exhibits to shame. Not confined to an exhibit floor, the companies spent months and millions (cumulatively) trying to outdo one another in customer appeal. An ever growing marketplace and the difficulty of accommodating such crowds in hotel corridors led eventually to the present format—although some of the major companies came kicking and screaming, reluctant for several years to accept such egalitarian stands as today's.

Hoopla and hype at NATPE? They should come as no surprise to convention delegates of any generation—the recipe for successful television includes measures of both.

A more telling complaint was that the time, rather than the place, was an impediment to sales. Coming so late in the season, the convention found most dance cards already filled. NATPE is in the process of settling that issue, having wisely decided to poll its membership—ballots are due March 21—about moving the convention back to January. Somehow, an accommodation must be found with the convention of the Association of Independent Television Stations, which has become a junior NATPE in exhibition terms, with the same syndicators involved. Breathing room is required between.

As to the first criticism—as one executive in attendance put it: "It's not just a trade show." We find nothing wrong in the celebration of the glamour and glitz of television at the yearly gathering of the people responsible for it. It would be unreasonable to expect a television programming convention to resemble a gathering of reference librarians. We doubt that a convention stripped of the sights, sounds and colors of the programming bazaar in Houston would do justice to the medium, or suit the personalities of the people who program it...or be nearly as much fun. Television is entertaining. So is NATPE. More power to both.

## The good fight

President and Mrs. Reagan had a word for Fifth and Fourth Estaters last week: "Thanks." That sentiment was expressed at a White House gathering of communications and advertising executives honored for their help in the nationwide campaign against drug abuse. It was matched with a request to keep up the good work in a battle that is as important as it is difficult.

The administration's initial call for help was answered by, among others, the Media-Advertising Partnership for a Drug-Free America, a mammoth cooperative of broadcast, cable and print media, whose commitment in volunteered advertising time and space—not to mention volunteered man and woman hours—is approaching \$1.5 billion, and by separate campaigns from the Ad Council ("Just Say No"), the National Association of Broadcasters and others. Much has been done and, as the Reagans made clear, much, much more is yet to be done.

There is, sadly, no time to rest on the laurels passed out last week. Indeed the work must be expanded and intensified. The public's interest in a drug-free America requires national education on a massive scale, as can be provided by the commercial communications media.



Drawn for BROADCASTING by Jack Schmidt

"It says here we've joined an HMO. I thought we were signing up for HBO."

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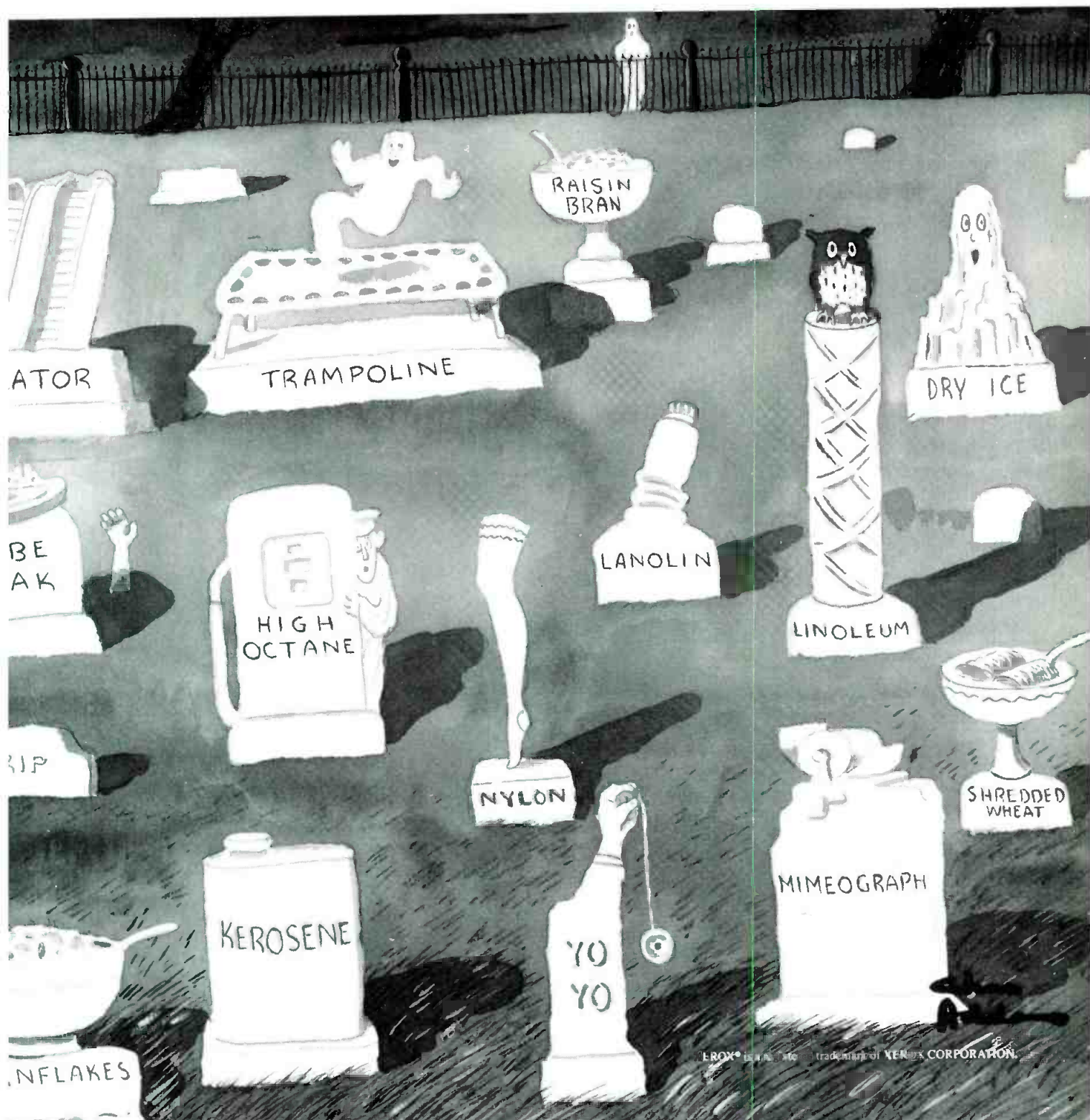
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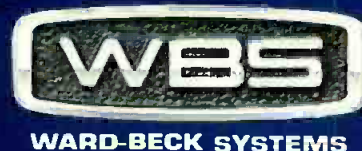
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