

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 18

BIG BAD WOLF



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IS READY TO DELIVER THE MALE...
AND WOMEN, KIDS AND TEENS, TOO.

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57th Year 1988
47,000 PACK LAS VEGAS FOR
NAB'S BIGGEST
Reagan wows 'em
Patrick strikes note
of conciliation
HDTV's the star

Q: What's the
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STATION	REP	OWNER	AFFILIATE
WLS, Chicago	Cap Cities/ABC	Cap Cities/ABC	ABC
WPVI, Philadelphia	Cap Cities/ABC	Cap Cities/ABC	ABC
KRON, San Francisco	Petry	Chronicle Broadcasting	NBC
WNEV, Boston	TeleRep	New England Television	CBS
WDIV, Detroit	Petry	Post-Newsweek	NBC
WEWS, Cleveland	Blair	Scripps Howard	ABC
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTSP, Phoenix	HRP	Great American Broadcasting	CBS
KXTV, Sacramento	TeleRep	Belo Corporation	CBS
WMAR, Baltimore	TeleRep	Gillett Broadcasting	NBC
WTNH, Hartford	Blair	Cook Inlet Comm.	ABC
KCST, San Diego	Gillett Sales	Gillett Broadcasting	NBC
WFTV, Orlando	TeleRep	Cox Broadcasting	ABC
KCTV, Kansas City	MMT	Meredith Corporation	CBS
WCPO, Cincinnati	Blair	Scripps Howard	CBS
WTMJ, Milwaukee	MMT	Journal Communications	NBC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVD, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTV, Oklahoma City	TeleRep	Griffin Television	CBS
WZZM, Grand Rapids	Katz	Price Communications	ABC
WKBW, Buffalo	Blair	Queen City Broadcasting	ABC
WMC, Memphis	Blair	Scripps Howard	NBC
KTVX, Salt Lake City	MMT	United Television	ABC
KMOL, San Antonio	MMT	United Television	NBC
WPRI, Providence	HRP	Knight-Ridder	ABC
WVEC, Norfolk	TeleRep	Belo Broadcasting	ABC
WLKY, Louisville	Katz	Pulitzer Broadcasting	ABC
WHIO, Dayton	TeleRep	Miami Valley Broadcasting	CBS
WGHP, Greensboro-Highpoint	TeleRep	Taft Broadcasting	ABC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXEX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWWL, Cedar Rapids	Blair	American Family Broadcasting	NBC
KWQC, Quad Cities	Blair	Palmer Communications	NBC
KYTV, Springfield, MO	Blair	Schurz Communications	NBC
WAPT, Jackson, MS	MMT	Price Communications	CBS
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
KVBC, Las Vegas	Blair	Valley Broadcasting	NBC
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVQ, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
KTVN, Reno	Katz	Sarkes Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
KESQ, Palm Springs	Katz/Continental	EGF Broadcast Corp.	ABC
WXVT, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

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People know what to expect from The World Tomorrow. And they know we don't expect anything back.

On The World Tomorrow we've never solicited contributions. Neither have we used television to try to make converts. Or take sides politically. And we never will.

What we do on The World Tomorrow is provide an understanding of today's most

relevant issues by taking a look at what the Bible has to say about them.

An intelligent look at what's happening in the world today is what makes The World Tomorrow one of the top rated religious programs in the United States.

THE WORLD TOMORROW

The World Tomorrow is a syndicated weekly television program produced by the Worldwide Church of God and represented worldwide by BBDO.

Broadcasting Apr 18

47,000 flock to NAB's biggest...page 44

HDTV's the main attraction...page 47

Patrick, NAB make peace in Las Vegas...page 46

MR. PRESIDENT, MR. BROADCASTER □ Ronald Reagan adds dramatic high point to NAB convention, reminding broadcasters of his commitment to repeal of fairness doctrine and appealing for help in obtaining Senate action on his FCC nominees. Below, President, who began his radio career over 50 years ago, receives NAB's first Ronald Reagan Broadcasting Award from NAB's Wallace Jorgenson and Eddie Fritts. **PAGE 43.**



GEE...NO, CERRITOS □ Over objections of NCTA and California Cable TV Association, FCC grants waiver for telephone company, GTE, to build cable system in Cerritos, Calif. **PAGE 50.**

NAB 88 □ Representatives of FCC and Congress face off on deregulation, **PAGE 52.** Two key FCC officials say commission unlikely to change duopoly rule, **PAGE 56.** Congressional panel asks for evidence that lack of must carry and importation of signals harm broadcasters, **PAGE 58.** NAB honors former FCC Chairman Mark Fowler with Distinguished Service Award, **PAGE 60.** Congressional and FCC staffers

spar over fairness doctrine, **PAGE 61.** Economists optimistic about broadcasting industry, **PAGE 70.** Shifting international TV market is focus of NAB management panel, **PAGE 74.** NBC News's Larry Grossman argues for TV as "instrument of truth," **PAGE 75.** Future may be with DBS and fiber optics, say panelists, **PAGE 76.** FMX draws its share of interest at NAB, **PAGE 80.** New radio ratings diary may raise response rates, **PAGE 82.**

CABLE-FRIENDLY □ CAB conference finds evidence that for advertisers, cable is increasingly place to turn. **PAGE 87.**

FOX NEWS □ Fox Broadcasting Co. takes step into network news business. **PAGE 91.**

IDENTITY CRISIS □ Public TV's programing identity dominates concerns voiced at PBS/NAPTS annual meeting held this year in Arlington, Va. **PAGE 96.**

UBIQUITOUS RUSH □ In addition to keeping him in perpetual motion, Warner Rush's traveling work style has proved successful. Under him, Major Market Radio has broadened its station client base, more than doubled its staff and increased its gross billings almost four-fold. **PAGE 127.**

DONE DEAL □ NBC-Disney deal marks first time broadcast network has produced series programming for exclusive cable run before its network airing. **PAGE 129.**

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Closed Circuit

HDTV via DBS

Hughes Aircraft Chairman Bud Wheelon plans to reciprocate recent visit to Los Angeles by Japan Broadcasting Corp. (NHK) head Keiji Shima with trip of his own to Tokyo, where source said he will meet this week with NHK's top executive. Wheelon and Shima met several weeks ago to discuss proposal to build Hughes backup direct broadcast satellite for NHK DBS service scheduled for launch on GE satellite around 1990 ("Closed Circuit," March 14). Also subject of earlier talks was NHK's high-definition television system, both for use in experimental satellite broadcast of Olympics in States next fall and as contender for Hughes's own U.S. DBS project.

FM buyers

Westwood One, Westinghouse Broadcasting and Spanish Broadcasting System, radio group, are vying for one of Emmis Broadcasting's New York FM properties. Emmis owns and operates WFAN(AM)-WQHT(FM) New York and recently acquired WNBC(AM)-WYNY(FM) there as part of five-station NBC purchase (BROADCASTING, Feb. 22), forcing it to spin off one AM and one FM due to FCC's multiple-ownership rule. Sources said if agreement is struck, as could occur this week, acquiring party would likely purchase urban/contemporary hit WQHT at price in \$40 million-\$45 million range.

Detente

It may have been coincidence that three top ranking executives of Tele-Communications Inc. (John Sie, senior vice president; John Malone, president and chief executive officer, and Bob Thomson, vice president, government relations) at three separate forums (National Association of Broadcasters, Cabletelevision Advertising Bureau and National Federation of Local Cable Programers) last week were discussing greater local broadcaster-cable operator cooperation. Although TCI has been in forefront of some of problems between two industries, spokesman at company said there is re-emphasis on value of local broadcaster, for programing, promotion and marketing.

Further indication of attempt to smooth relations is that company is cautiously moving toward universal on-channel carriage of broadcast stations where it is technically possible. In future, when services may be added or shifted, TCI, with

consultation of affected parties, plans to carry stations on their FCC-assigned frequencies. Sensitivity to broadcasters' channel identities is coupled with TCI's desire to have sanctioned defense, through FCC's allocation tables, against UHF broadcasters seeking VHF channel position.

NAB politics

New lineup for National Association of Broadcasters executive committee is taking shape (board votes in June) with decision last week by George Hyde of WQBA-AM-FM Coral Way (Miami), Fla., to run for radio vice chairman instead of chairman, paving way for Lowry Mays of Clear Channel Communications, San Antonio, Tex., to run for chairman. (If Mays becomes chairman, he would be next in line for joint board chairman in 1989.) So far, there are no challengers. On television side, both Chairman Ben McKeel of Nationwide Communications, Columbus, Ohio, and Vice Chairman Margo Cobb of WLBZ-TV Bangor, Me., are seeking uncontested second terms.

High on high definition

High-definition television is presenting higher profile on Capitol Hill, due to strong interest expressed by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.). Markey will hold hearings (at least two) before summer on status of new technology. It is also likely that subcommittee will sponsor in fall major demonstration of advanced television systems for congressmen.

Cost cutter

Following last week's annual meeting, public television is reviewing alternatives to flying hundreds of station, PBS, NABTS and CPB executives to single location each year. Teleconferencing, already used by PBS for consultation with stations on budget proposals and other system subjects, is among proposed alternatives in evaluation just sent out to member stations. Biennial meeting schedule, said PBS, is also among options.

Search is on

Committee screening candidates to succeed Robert Mulholland as president of Television Information Office is scheduled to submit report with list of finalists at May 16 TIO board meeting. Committee has not

interviewed candidates, but number of names have been raised, including King Broadcasting's George Willoughby, and McCann-Erickson's Jack Otter. Inside TIO, Lynne Grasz, manager, station services, has made bid to succeed her boss, who leaves for Northwestern University this summer. Names of ABC's James Duffy and NBC's Bud Rukeyser, who is leaving NBC in few weeks, have also been mentioned. But both said last week they have no interest in job.

Heaven can wait

Planned meeting between officials of CBN and Vision Interfaith Satellite Network didn't come off at Cabletelevision Advertising Bureau convention but is expected at National Cable Television Association convention later this month. Joint-venture productions between established and start-up religious services are expected to be part of talks.

In wake of Jim Bakker and Jimmy Swaggart scandals, cable operators have been wrestling with disposition of religious programing. Some operators have discussed placing all cable religious programing on one channel. CBN's religious fare is unlikely to find home on Vision in latter's present form, because of new service's restrictions on on-air fund raising, but other programing opportunities may surface.

Monkey wrench

Proposed three-way sale of two FM properties in Bloomington, Ind., approved by FCC on Jan. 20 remains to be consummated, apparently because of one party's fear it will run into comparative renewal challenge next year. Under proposed deal, Indiana Communications Inc. would sell WWSB to Bloomington-based Sarkes Tarzian Inc. for \$3.5 Million. Tarzian would then spin off its WRTS to New Barnstable through Indiana Radio Inc. for \$5,250,000. But Professor Herbert Terry of department of telecommunications, Indiana University, has expressed concern about New Barnstable's possible interest in focusing service on larger Indianapolis market, rather than Bloomington, its community of license. He says he has backing of local political and business leaders and that if WRTS shifts its orientation, they would consider filing competing application when station's license comes up for renewal, in August 1989. One question such threat poses is how much renewal expectancy New Barnstable would accumulate after owning station for about 18 months. Parties have obtained extension until April 25 to close sales.



*New York Loves
Sweethearts*

Farrell Meisel, Director of Programming, WWOR-TV, New York

WWOR-TV, New York joins the growing list of "Sweethearts" stations. "Sweethearts", Television's first comedy-game-talk show is sweeping the country. If you have a taste for success, take a look at "Sweethearts". It's a winner.

Premiering this Fall on:

NEW YORK	WWOR	GREENVILLE	WLOS	LAS VEGAS	KLAS
BOSTON	WCVB	COLUMBUS	WCMH	WACO	KCEN
DETROIT	WXYZ	HARRISBURG	WGAL	COL. SPRINGS	KKTV
DALLAS	KDFI	LOUISVILLE	WAVE	FT. MYERS	WBBH
ATLANTA	WAGA	DAYTON	WDTN	RENO	KTVN
TAMPA	WTSP	GREENSBORO	WGHP	WICHITA FALLS	KFDX
SEATTLE	KIRO	JACKSONVILLE	WJXT	MACON	WMAZ
MINNEAPOLIS	WCCO	MOBILE	WALA	PANAMA CITY	WMBB
MIAMI	WPLG	WICHITA	KAKE	OLKAHOMA CITY	KOCO
PITTSBURGH	KDKA	ALBUQUERQUE	KOB	GRAND RAPIDS	WZZM
ST. LOUIS	KSDK	ROCHESTER	WOKR	GREEN BAY	WLUK
DENVER	KCNC	ROANOKE	WSET	MADISON	WMTV
SACRAMENTO	KCRA	CHAMPAIGN	WAND	WEST PALM	WPTV
PORTLAND	KGW	CEDAR RAPIDS	KCRG	PEORIA	WEEK
SAN DIEGO	KGTV	TUCSON	KOLD	DAVENPORT	KWQC
MILWAUKEE	WITI	SPRINGFIELD	KSPR		

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SWEETHEARTS is a Richard Reid Production in association with Createl Ltd. and Multimedia Entertainment, distributed by Multimedia Entertainment.

Where Things Stand

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■ Solid box indicates item has changed since last issue.

AM-FM Allocations

FCC launched inquiry March 24 into FM translator service—FM translators rebroadcast signals to areas where terrain, distance or obstructions weaken original signal—and in meantime froze applications for new translators. National Association of Broadcasters, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A FM stations to double power from 3 kw to 6 kw. Plan is contained in comments opposing proposal of New Jersey Class A FM Broadcasters that would allow more than 60% of class A's to double power. NAB decided not to support New Jersey plan because of possible interference with class B and C FM's in parts of U.S. where band is crowded. FCC has released rulemaking authorizing FM stations to use directional antennas, allowing for 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 AM-ization of FM band. However, several FM broadcasters commenting disagreed, contending directional antennas would benefit FM radio and public. 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 steps 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 1987, 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 such cases where those allocations would provide relief from interference from foreign stations, especially Cuban.

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.

In explanation of recommendation, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers 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 said that although 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 im-

properly 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 said that new integrated circuits in radios to be released this year will solidify C-Quam and

stereo in general in AM marketplace.

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.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been pushing for stricter regulation of cable until there is more competition in delivering cable programming to homes.

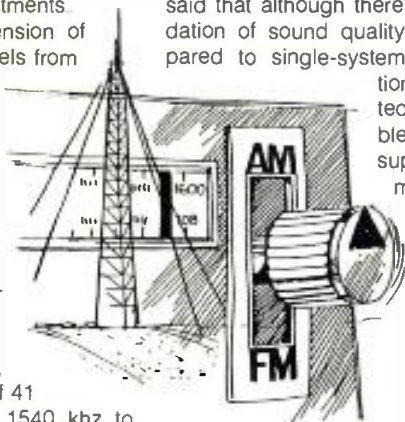
Opposing industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But top cable and Hollywood executives are holding series of meetings to try to resolve differences.

Developments within cable industry are coming under increased congressional scrutiny. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has asked Government Accounting Office to study cable rate increases. Comments from lawmakers expressed during Telecommunications Subcommittee hearing in March indicate industry's problems on Capitol Hill may go beyond battle with home satellite industry (BROADCASTING, April 4). It was first of three oversight hearings subcommittee plans to hold on status of cable industry three years after passage of Cable Act.

Allegations that cable industry has been anticompetitive were subject of congressional hearing last month by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as cable's growing anticompetitive behavior.

FCC has adopted new rules defining 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 reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access chan-





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.

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STAR TREK

THE NEXT GENERATION



STAR TREK: THE NEXT GENERATION IS STILL #1

"Star Trek: The Next Generation" continues to reign as the #1 first-run syndicated series on television: #1 with men across the board; #1 with women 18-34; #1 with teens, season-to-date.

And while it continues to beat every weekly series in these demos, "Star Trek: The Next Generation" is also outdelivering every strip program, including "Wheel" and "Jeopardy." "STAR TREK: THE NEXT GENERATION." THIS SEASON'S NEW HIT SERIES.



Source: NSS Pocketpiece, season coverage through Feb. '88 Survey.
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BY THE NUMBERS

Summary of broadcasting and cable

B R O A D C A S T I N G			
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

C A B L E	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

nels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's television bill. He is proposing legislation limiting commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programming. Bill would, however, require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept some commercial time limits, but balk at programming standard as part of renewal.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising.

Children's television legislation is also pend-

ing in Senate, but no action appears imminent.

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 limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programming is currently under proposed 9.5 minute limit.

Comparative Renewal Reform

■ Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

In speech before National Association of Broadcasters convention in Las Vegas on Tuesday, April 12, Patrick called for overhaul of comparative renewal process to eliminate

"abuses," as well as articulation of criteria for license renewal expectancy.

In interview with BROADCASTING before convention, NAB President Eddie Fritts said that rather than continue its push for elimination of entire comparative license renewal process, NAB might settle for clean up of abuse of process. "If you remove payoffs," said Fritts, "you remove comparative renewal as issue...You get challenges based on genuine interests as opposed to payoffs."

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past. Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting five other television stations.

Crossownership

■ **Telco-cable**—Last week (April 12), FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif (see "Top of the Week"). Cable groups, including NCTA, had objected to decision and plan to fight ruling.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such cross-ownership 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) introduced legislation to eliminate statutory ban. Although he doesn't expect measure to go anywhere this year, Nielson said it could make headway in next Congress.

Even if FCC and Congress drop cross-ownership 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, including cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in final hours of its last session violated First and Fifth Amendments of Constitution by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to

"We've doubled our power with no increase in power costs"



Thomas A. Oakley, President
WSJV Television, Inc.
South Bend/Elkhart, Indiana



"With our new Harris 120 kilowatt external cavity UHF transmitter, we've doubled our power without increasing our power costs," says Thomas A. Oakley, president of WSJV-TV, South Bend/Elkhart, Indiana.

"Not only have we expanded our broadcast area, but we're providing a much stronger signal to our fringe viewers. And, by feeding a stronger signal to the cable systems, we expect to pick up an additional 50,000 television households," Oakley adds.

WSJV also likes other Harris UX features — such on-air exclusives as enhanced protection for klystrons, highly efficient "shell and tube" cooling and extensive front panel status information designed to take the guesswork out of maintenance. Harris' 24-hour technical service is another plus.

"We see Harris as the industry leader in transmitters," says Don Fuller, WSJV's general manager, "and, of course, 'Made in America' is important, because we know we can count

on Harris for fast service or parts support if we need it."

When you're ready to boost your power without boosting your costs, Harris is ready with its complete line of external cavity UHF TV transmitters, available in 60, 120, 180 and 240 kilowatt models. For the full story, call today TOLL FREE: 1-800-4-HARRIS, extension 3010.

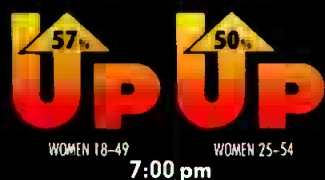


HARRIS

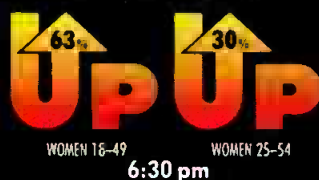
E.T.

Entertainment Tonight Feb. '88 vs. Feb. '87 Time Period Shares.

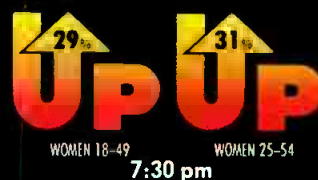
LOS ANGELES/KNBC*



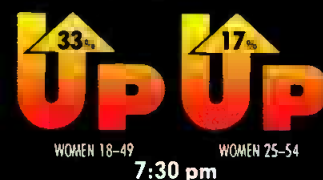
CHICAGO/WBBM*



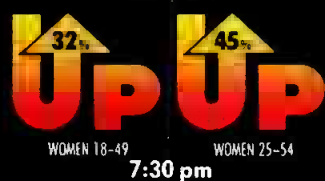
PHILADELPHIA/WCAU



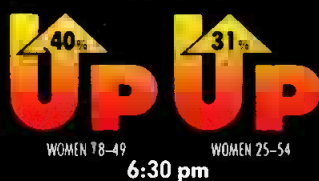
DETROIT/WXYZ*



TAMPA/WTVT



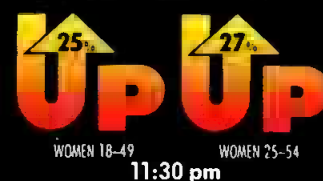
ST. LOUIS/KTVI



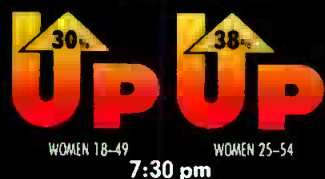
INDIANAPOLIS/WRTV



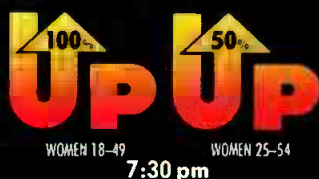
HARTFORD/WFSB*



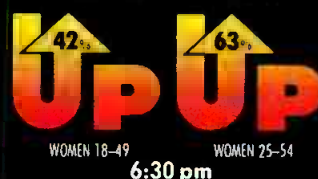
CHARLOTTE/WSOC*



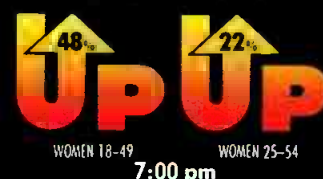
GRAND RAPIDS/WUHQ*



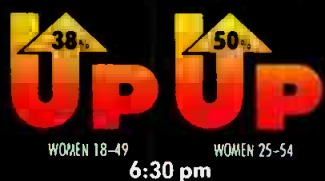
SAN ANTONIO/KENS*



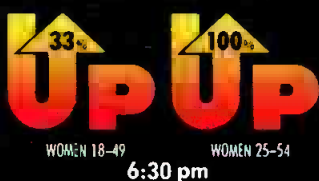
NORFOLK/WAVY*



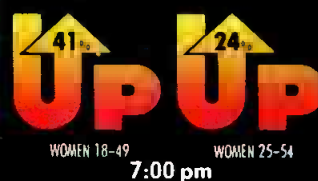
PADUCAH/WSIL*



SPRINGFIELD/KSPR



LAS VEGAS/KLAS*



FARGO/WDAY*



SALINAS-MONTEREY/KMST*



SANTA BARBARA/KEYT



BOISE/KIVI*



CHICO/KRCR*

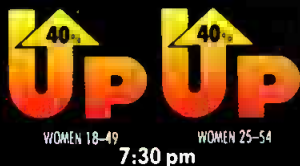


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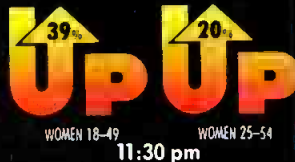
DALLAS/WFAA



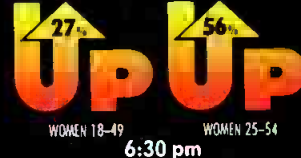
WASHINGTON, D.C./WJLA



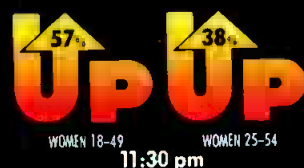
CLEVELAND/WEWS*



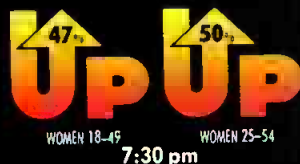
MINNEAPOLIS/KARE*



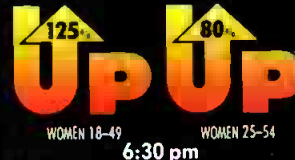
SAN DIEGO/KFMB



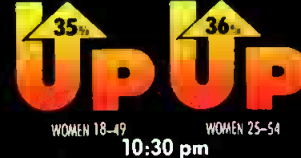
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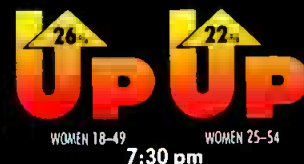
MILWAUKEE/WITI*



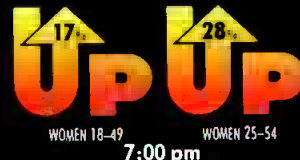
NASHVILLE/WTVM



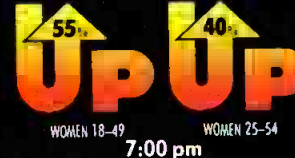
PROVIDENCE/WJAR



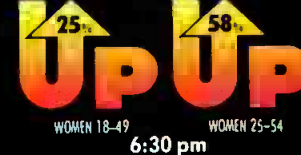
JACKSONVILLE/WTUV



TOLEDO/WTVG*



OMAHA/WOWT*



Eight years young and still trending up in key women demos. That's not just a success story, it's a phenomenon. That's why more and more stations are signing up, picking up or moving up "Entertainment Tonight" to access.

Just ask WABC in New York, WBBM in Chicago. KFMB in San Diego. KYW in Philadelphia. KGO in San Francisco and WFSB in Hartford. Plus WRTV in Indianapolis and KCRA in Sacramento. And keep watching the trades. As current trends continue, we'll bring you another "Update" after the May sweeps.

ENTERTAINMENT[®]

T O N I G H T



NSI, (ARB) % increase Feb. '87 to Feb. '88, (partial listing).
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real estate developer Peter Kalikow for \$37 million so that Murdoch could keep WNYW-TV New York. But Murdoch now has opportunity to retain *Boston Herald* and WFTX-TV Boston. Court did not, however, rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership 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 Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Court, which heard oral arguments 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.

Direct Broadcast Satellites

Following death of start-up DBS bird, West Germany's TV-Sat1 (BROADCASTING, Feb. 22), U.S. operators continue wait-and-see stance on high-power DBS, which would use Ku-band spectrum set aside for it. Although threat to cable distribution market is cited as major stumbling block, presidents of two major U.S. satellite operators, Hughes Communications and GE Americom, have expressed qualified optimism about near-future establishment of direct-to-home delivery of entertainment programming in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

For time being, European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter. TV-Sat1 technical failure leaves two state-owned programmers and two commercial programmers booked on TV-Sat1 without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for launch within next year. Two months ago, French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988.

Low-power variety of satellite broadcasting resulting from scrambling of cable programming on C-band satellites 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 approximately two 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.

High-Definition Television

NBC has unveiled latest twist on Advanced Compatible Television (ACTV) system development. ACTV I would transmit enhanced-definition signals over 6 mhz channel. New ACTV-II would be implemented sometime after establishment of ACTV I. It would deliver full high-definition television through use of augmentation channel.

Advanced Television Test Center (ATTC) has held first meeting with representatives of seven partners in project—NAB, ABC, NBC, CBS, Public Broadcasting Service, Association of Maximum Service Telecasters and Association of Independent Television Stations. Joel Chaseman of Post-Newsweek Stations, representing AMST, was elected ATTC chairman.

Center is being created 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. Proposal has been submitted to locate facility in same building with PBS headquarters in Alexandria, Va.

FCC's Advanced Television Systems (ATS) Advisory Committee's first set of recommendations to commission—involving spectrum needs—will be submitted about month later than original May 17 deadline. Second meeting of ATS blue ribbon panel was tentatively set for early June to review and approve report before submission.

Report, to be prepared mainly by planning subcommittee, will set testing guidelines for HDTV systems and present propagation scenarios for different types of transmission systems using various amounts of spectrum.

Advanced Television Systems Committee and Society of Motion Picture and Television Engineers have approved HDTV production standard setting parameters at 1,125 scanning lines, 60 hertz field and 16:9 aspect ratio. It has been sent to American National Standards Institute for approval as American national voluntary standard.

Indecency

■ FCC two weeks ago dismissed five indecency complaints against two TV stations and three radio stations.

But Apparently not satisfied with Media Central's explanation of why KZKC-TV Kansas City, Mo., broadcast "Private Lessons," which may have violated FCC indecency standards, FCC is continuing investigation into matter. It has sent inquiry to at least one former employee of station asking for more information.

Media Central sent letter explaining broad-

cast and urging FCC not to impose sanctions for May 1987 broadcast of film, which contained seduction scenes in which woman's bare breasts and buttocks were shown. 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. Act would clear way for states or cities to regulate distribution of indecent programming via cable or STV.

Mergers

■ Mergers. U.S. Cable Television Group has closed approximately \$225 million acquisition of 135,000-subscriber cable systems of Essex Communications Corp. ¶ Merger talks between Lorimar Telepictures and Warner Communications Inc. have broken off. Financier Marvin Davis is at same time pressuring company to discuss possible \$17-per-share bid. ¶ Cablevision Systems is reported to be considering bid for Storer Cable properties. Earlier talks between owner of 1.4 million-subscriber systems, Kohlberg Kravis Roberts & Co., and consortium of cable operators—ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture)—had broken off when companies could not agree on complex tax, debt structure and pricing problems associated with deal. That transaction would have been largest cable deal ever, involving total considerations of \$2.8 billion. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). Tele-Communications Inc., which holds 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger, expected to be completed in second half of year, will create third largest cable system operator in U.S., with 2.3 million-subscriber cable systems (including UACI's recent purchase of Daniels' cable interests) to be operated under United Cable name. ¶ Deals closed in March include Continental Cablevision's \$481.7-million acquisition of American Cablesystems cable properties and Adams Communications \$126.5 million purchase of Forward Communications five TV stations from Wesray Capital Corp.

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Evergreen programming doesn't rely on today's fads for tomorrow's ratings. That's why we'll continue to provide enduring shows like *Rocky and His Friends*, *Bullwinkle*, *Underdog*, *Dudley Do-Right*, *Bewitched*, *I Dream of Jeannie* and *Abbott and Costello*.



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Datebook

■ indicates new listing

This week

April 17-20—*Broadcast Financial Management Association* 28th annual conference. 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 19—Pay-per-view videoconference, sponsored by *Cable Television Administration and Marketing Society's* pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 19—"The Future of Television in a Changing Society," sponsored by *The Washington Journalism Center*. Speakers include Edward Fritts, president, National Association of Broadcasters; James Mooney, president, National Cable Television Association; James Quello, FCC; George Gerbner, dean of Annenberg School of Communications. Watergate hotel, Washington. Information: (202) 331-7977.

April 19—*New York Women in Cable and Turner Broadcasting* meeting. Speaker: Shelly Duvall, chairwoman, Think Entertainment. Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

April 19—*Women in Cable, Greater Philadelphia chapter*, meeting. Adams Mark hotel, Bala Cynwyd, Pa. Information: (215) 293-8681.

April 20—"The New Television Mix and the Political Process," luncheon panel sponsored by *National Cable Television Association and National Academy of Cable Programming*, in celebration of National Cable Month. Panel: David Gergen (moderator), editor, *U.S.*

News & World Report; Robert Beckel, manager, 1984 Mondale campaign; Ed Rollins, manager, 1984 Reagan campaign; Bill Headline, VP-Washington bureau chief, CNN, and Brian Lamb, chairman and CEO, C-SPAN. National Press Club, Washington. Information: (202) 342-7723.

April 20—Symposium on Minorities and Women in Television, co-sponsored by *Caucus for Producers, Writers and Directors and Los Angeles County Commission on Human Relations*. Los Angeles Midtown Hilton. Information: (213) 652-0222.

April 21—*Advertising Club of Greater Boston* annual ad club sports panel luncheon. 57 Restaurant, Boston.

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—*Academy of Television Arts and Sciences* forum luncheon, "Television: From Both Sides of the Table." Speaker: Fred Silverman, president, Fred Silverman Co. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

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) 247-3377.

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

April 22-23—*National Association of Telecommuni-*

cations Officers and Advisors regional telecommunications conference. Sheraton Oaks hotel, Novi, Mich. Information: Catharine Rice, (202) 626-3250.

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.

Also in April

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 26-27—*Ohio Association of Broadcasters* spring convention. Westin hotel, Cincinnati.

April 27—*New York Television Academy* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 765-2450.

April 27—*San Diego Communications Council* videoconference with FCC Chairman Dennis Patrick. Reuben H. Fleet Space Theater, Balboa Park, San Diego. Information: (619) 265-6933.

April 28—Sixth annual Lowell Thomas Award presentation, for "excellence in broadcast journalism," presented by *Marist College*, to Harry Reasoner, correspondent and co-editor of CBS's *60 Minutes*. Helmsley Palace, New York. Information: (914) 471-3240.

April 28-30—*Texas Associated Press Broadcasters*

Major Meetings

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

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

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

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

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

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

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

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

June 16-18—*NBC-TV* annual affiliates meeting.

Hyatt Regency, Maui, Hawaii.

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

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

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

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

Sept. 22-25—*Society of Broadcast Engineers* third annual national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364. Future conventions: Oct. 5-8, 1989, Kansas City, and Oct. 11-14, 1990, St. Louis.

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. 24-27, 1989—*NATPE International* 26th annual convention. George Brown Convention Center, Houston.

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.

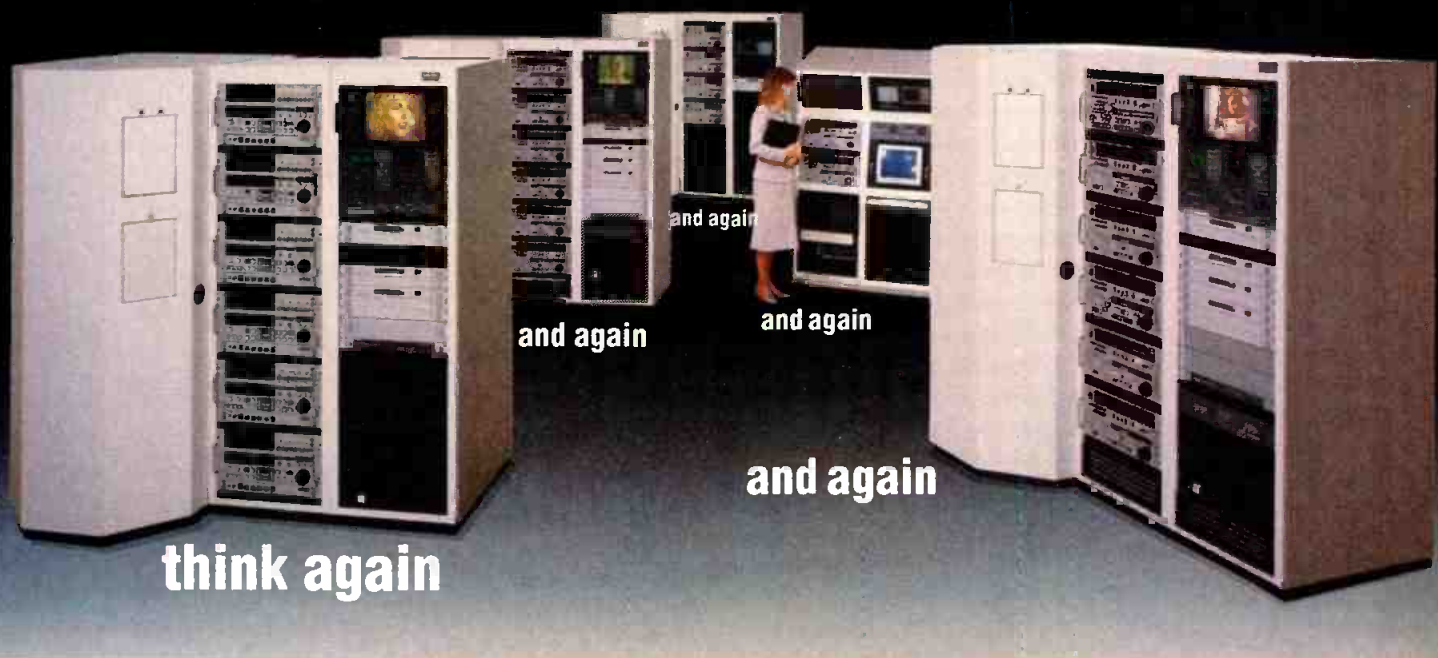
Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

Feb. 22-24, 1989—Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio, Tex.

April 29-May 2, 1989—*National Association of Broadcasters* 67th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: 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.

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

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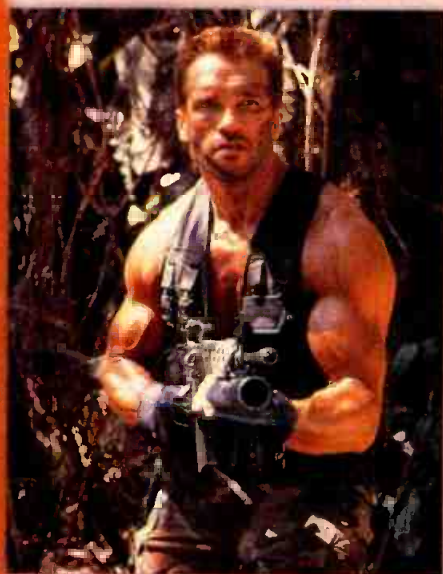
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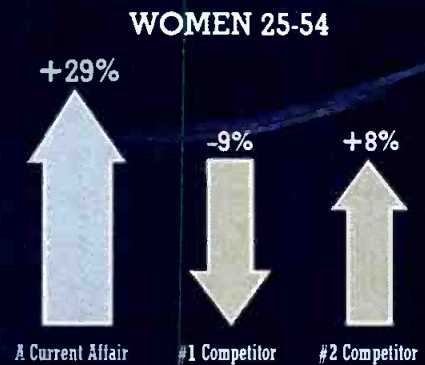
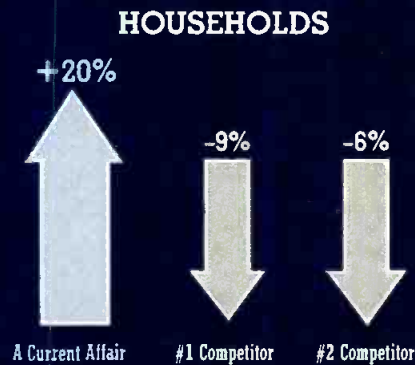
Aliens ★ **Big Trouble In Little China** ★ **Black Widow**
Cocoon ★ **Enemy Mine** ★ **The Fly** ★ **Highlander**
The Jewel Of The Nile ★ **Jumpin' Jack Flash** ★ **Lucas**
The Manhattan Project ★ **Mannequin** ★ **Mischief**
Moving Violations ★ **The Name Of The Rose**
Predator ★ **Project X** ★ **Revenge Of The Nerds II:**
Nerds In Paradise ★ **The Vindicator** ★ **Warning Sign**



A Current Affair steals

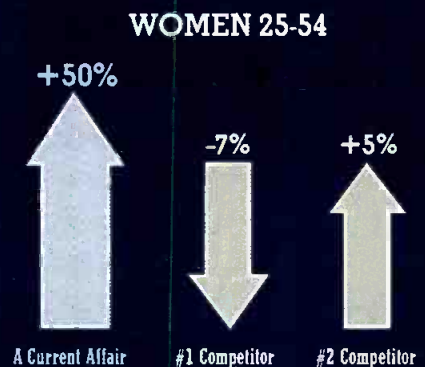
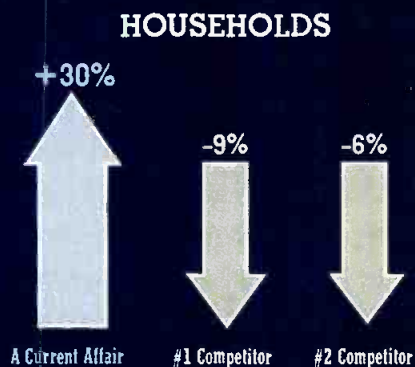
A CURRENT AFFAIR POSTS DRAMATIC GAINS IN WHILE TOP COMPETITION DROPS!

Average % Share Incr./Decr. 2/88 vs. 11/87 (Post 11/87 Sign-



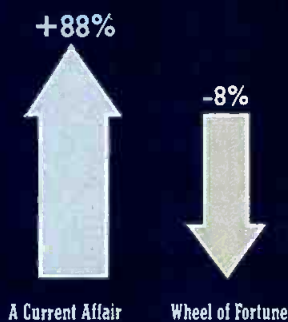
A CURRENT AFFAIR SCORES HIGHEST WHERE IN PRIME ACCESS!

Average % Share Incr./Decr. 2/88 vs. 11/87

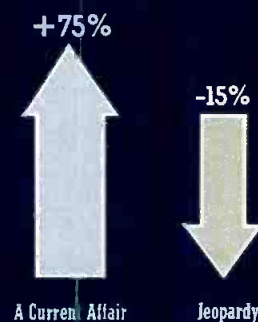


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A CURRENT AFFAIR vs. WHEEL Average % Share Incr./Decr. 2/88 vs. 11/87



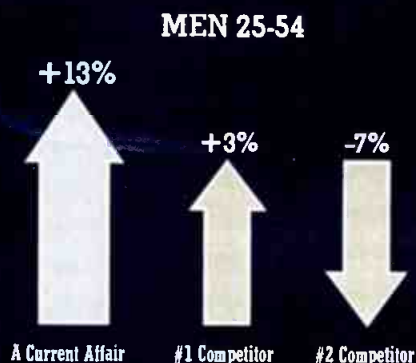
A CURRENT AFFAIR vs. JEOPARDY Average % Share Incr./Decr. 2/88 vs. 11/87



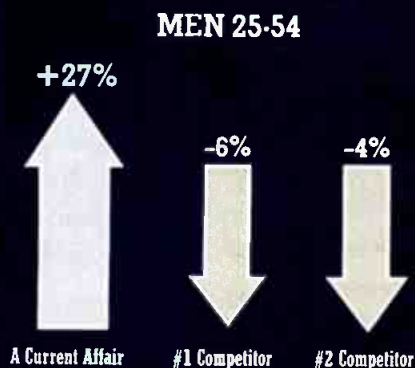
audiences.

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FACT: In every head-to-head situation against Wheel or Jeopardy, A Current Affair scored share gains over November—while Wheel and Jeopardy suffered share losses!

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MAURY
POVICH



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Source: NSI/Casandra 2/86. Subject to the limitations of the methodologies employed.

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Duluth/WDIO
Ft. Myers/WEVU
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Harrisburg/WHTM
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Las Vegas/KLAS
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Association annual convention. Hilton hotel. Odessa, Tex.

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

April 29—National Association of Telecommunications Officers and Advisors regional telecommunications conference. Marriott. Torrance, Calif. Information: Susan Herman, (213) 485-2866.

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

May

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

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

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

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

May 1-8—International Public Television Screening Conference, Input '88, sponsored by Philadelphia Input '88 Alliance, "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.

May 2—Deadline for entries in News and Documentary Programing Emmy Awards, sponsored by Nation-

al Academy of Television Arts and Sciences. Information: (212) 586-8424.

May 3—Press conference and exhibitors workshop of International Broadcasting Convention (Sept. 23-27). Metropole hotel, Brighton, England. Information: (01) 240-1871.

May 3-4—Discussion of role of journalists in reporting medical ethics, sponsored by Case Western Reserve University, Cleveland. Information: Robert Daniels, (216) 368-3635.

May 4—Broadcast Pioneers George Foster Peabody Awards luncheon. Plaza hotel, New York. Information: (212) 586-2000.

May 5-7—New Mexico Broadcasters Association annual convention. Doubletree hotel/convention center. Albuquerque, N.M.

May 6—32d annual Tom Phillips UPI New England Broadcasting Awards banquet. Cambridge Marriott, Cambridge, Mass. Information: Maureen Rooney, (617) 542-4708.

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

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

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

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

May 12—Entertainment and sports conference, sponsored by Foundation for Accounting Education. Among speakers: include Sumner Redstone, chairman, Viacom, Nikko Essex House, New York. Information: Nancy Fagan, (212) 697-7162.

May 13-14—National Association of Telecommunications Officers and Advisors regional telecommunications conference. Stouffer Harbor Place, Baltimore. Information: Catharine Rice, (202) 626-3250.

May 13-15—Federal Communications Bar Association annual seminar. Hotel Hershey, Hershey, Pa. Information: (202) 457-8654.

May 14-15—National Academy of Television Arts and Sciences chapter presidents programing meeting. Marriott hotel, Nashville, Tenn. Information: (212) 586-8424.

May 16—Action for Children's Television's 20th birthday celebration. Speakers include Congressmen Ed Markey (D-Mass.) and Al Swift (D-Wash.). Host: Comedian Jay Leno, Tavern on the Green, New York. Information: (617) 876-6620.

May 16-17—"Media Mergers and Acquisitions Technical Conference," sponsored by Executive Enterprises Inc. Los Angeles Hyatt. Information: (800) 831-8333.

Errata

In Arbitron market-by-market sweeps chart April 4, ABC household figure (in thousands) for Minot-Bismarck-Dickinson, N.D., should have been 12.

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

May 18-19—Direct Marketing Day in New York. New York Hilton, New York. Information: (212) 362-6642.

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

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

May 19—American Women in Radio and Television, Washington chapter, presentation of Esther Van Wagener Tufty Award to local woman broadcaster. Sheraton Washington hotel, Washington. Information: Betsy White, (703) 276-1261.

May 20—Women in Communications, D.C. chapter, annual Matrix luncheon. Capital Hilton, Washington. Information: (202) 525-2226.

May 20-22—Radio Advertising Bureau radio sales university. Washington. Information: (212) 254-4800.

May 21—Michigan Associated Press Broadcast Association annual meeting and seminars held in conjunction with Michigan Association of Broadcasters and region eight of Radio-Television News Directors Association. Clarion hotel, Lansing, Mich. Information: Carol Riha, (313) 259-0650 or Karole White, (517) 694-4977.

May 21-22—National Academy of Television Arts and Sciences screening and judging of entries in news and documentary programing Emmy Awards. Information: (212) 586-8424.

May 24—Pennsylvania Association of Broadcasters Gold Medal dinner. Vista hotel, Pittsburgh.

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

May 26—"AM Only Day," seminar sponsored by Georgia Association of Broadcasters. Macon College, Macon, Ga. Information: (404) 993-2200.

May 29-June 1—Canadian Cable Television Association national convention. World Trade and Convention Center, Halifax, Nova Scotia. Information: (613) 232-2631.

June

June 1—"Broadcasting/Cable Interface II," sponsored

Continues on page 108.

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Translator talk

EDITOR: It would appear to me that some arguments against the present FM translator rules (BROADCASTING, March 28) are not very valid. If indeed a translator programmer does not have to contribute to or be responsive to local community needs, this is to the local broadcaster's advantage. This gives a local broadcaster an edge over outside signals for this very reason.

I have yet to see any market rating reports that show any substantial influence, or any

at all, by FM translators. In my own market, I have a couple of translators importing signals from as far away as Albuquerque, N.M. Yet there's no measurable listenership or economic impact from these signals. I would see little for these translator stations to gain by altering their programing to appeal to another distant market. In fact, such stations that change their programing for "outside appeal" may suffer greater economic harm in their local markets than what they would gain from a distant market.

If an FM translator carrying outside sig-

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nals has such a great impact on a market, the translator is either filling a big programming void or the local broadcaster isn't doing his or her job at serving the local market, or both.

Meanwhile, let's not forget that there are scores of small communities outside the primary service areas of FM stations that would benefit from a distant signal—any signal—especially in the terrain of the Rocky Mountain West.

The present rules are fine as they stand. (By the way, I have no translators.)—*Daniel E. Kelley, general manager-program director, KISZ(FM) Cortez, Colo.*

□

EDITOR: There is a minor error in the March 28 story, "Stirring up a storm over FM translators." You state that "translators can be owned by the originating station only if they serve areas within the station's contours."

Actually, a translator will be licensed to the primary station outside its 1 mv/m contour if it does not extend the service into the 1 mv/m contour of another FM station not licensed to the same city as the primary station (FCC rules part 74.1232 [d]).

This is important to many communities in the West where the population may be several thousand or less and the community does not receive any FM signal of 1 mv/m or more.—*Terry Cowan, general manager, KNLR(FM) Bend, Ore.*

Overly pessimistic

EDITOR: The story in your March 21 edition—particularly the headline—concerning my remarks at a Center for Communications seminar for journalism students missed the point. Your editorial the following week compounded the error.

The news divisions of the three networks do, indeed, face major economic challenges over the coming decade. But I certainly would not—and did not—characterize their future as "gloomy," nor would I suggest that they should become "money machines." If the network news divisions meet these challenges with realism and imagination, they can have strong and viable futures. NBC News, from my perspective, definitely is on

its way to accomplishing exactly that.—*John S. Rose, McKinsey & Co., New York.*

Public interest reexamination

EDITOR: The interview with Representative Edward Markey and the related editorial in the April 4 issue of BROADCASTING raise troubling questions about the present day meaning of the public interest standard which was enunciated in the 1934 Communications Act and in numerous FCC and court decisions. Do the FCC deregulation actions in such areas as crossownership, trafficking, must carry and the fairness doctrine denote that the commission now considers the overriding criterion in determining public interest to be the economic interest of the broadcasters? Perhaps this is the time for Congress to revisit the public interest standard by initiating a broad-ranging legislative inquiry in which not only the broadcasters but the public at large as well will be afforded the opportunity to provide input.—*Reuben Lozner, Chevy Chase, Md.*

NATPE's value

EDITOR: NATPE bashing continues in the March 7 issue of BROADCASTING. Under a picture of the "Gorgeous Ladies of Wrestling" and a headline that reads "Under the big top in Houston," Program Director Fernando Granado of KFSN-TV Fresno, Calif., says: "We did renew *Wheel* and *Oprah* so the convention wasn't a total waste of our time." May I be so bold as to suggest that renewing *Wheel* and *Oprah* probably will be the most important thing that Mr. Granado does this year as program director of KFSN-TV.

He goes on to say: "It would be a waste of my time and the company's money to return" to this convention next year. That rates with the most ridiculous statements ever uttered. Where can station management meet face to face with the movers and shakers of the syndicated program market and see all of the latest program releases for the cost of an airplane ticket, a hotel room and registration? It's the best money a station can spend. How many times do Roger and Michael King, Lucie Salhany, Don Men-

chell et al. go to Fresno, Calif.?

Face the facts: NATPE over the years has brought a sense of purpose and direction to the station/syndicator relationship that should be commended not condemned.—*A.R. Van Cantfort, program manager, WSB-TV Atlanta, and former NATPE president.*

Searching for substance

EDITOR: I'd like to comment on your lead story of March 14: "Political TV ad race off to a sluggish start."

It all started a month before the Iowa caucus when "the media" tried to make us believe that this was going to be a crucial race—it wasn't. Then came three weeks of hype for a New Hampshire nonevent. And then a month's worth of teasers and promos on Super Tuesday and how exciting it was going to be. The advertising agencies were leery.

But the public wasn't buying colorless candidates with nonissue campaigns. TV networks have reduced the election to Henny Youngman one-liners, and the results speak for themselves: On Super Tuesday, ABC had a 7.2 rating for its nighttime round-up; CBS had a 5.7, and NBC had a 8.5. As Lincoln said: "You can't fool all of the people all of the time." And advertisers stayed away too.

And now most of the candidates are out of the race and the networks and other media are going to delude us into believing the conventions and the elections are really going to be exciting and we will get six months of super hype that will make Super Bowl Sunday appear as a sandlot pickup game.

Let's face it. The American TV audience just won't buy a lackluster, nonevent featuring colorless contestants. What the election needs is some real substance—some real issues and answers.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

Foreign fan

EDITOR: Charles Giddens is opposed to the idea of increasing the present legal limits (20%) of foreign ownership in American broadcasting properties. If I were he, I would have kept that opinion to myself and not written his March 21 letter, since it just showed exactly the opposite. In a more-than-one-column-long series of well-polished considerations, there wasn't one single really tangible reason that could support his opinion. I think that the bottom line is that Mr. Giddens is concerned that foreign capital in broadcasting may prove itself to be superior than American capital (as we frequently see happen, from electronics to cars), and would like to keep the potential competition blocked.

If you were so sure that the American broadcasting system is the "best on earth" Mr. Giddens, why should you be worried about consumers getting a possible alternative? As a matter of fact, the American broadcasting system may be the best on earth only from the side of the broadcasters who find themselves in the same position that American car manufacturers would find

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themselves in if they could block off foreign car imports (oh, I'm sure they would love it). But on the side of the consumers, it's not at all the "best system on earth," to the point of having been christened a "vast wasteland." Stations in every corner of this country look and sound exactly alike, with formulas and formats predictable to the extreme, generating nothing else but a vicious circle of sound-processed boredom.

I'm wondering if Mr. Giddens has ever traveled through Europe with a transistor radio for some time. The superiority in creativity, unpredictability, innovation, openness to new ideas and commitment to the public would have hit him in the face like a hot wet towel. Maybe he did, and that's why he is so concerned.—*D. Pieri, freelance international broadcast consultant, San Diego*

Don't knock Knox

EDITOR: Your March 21 issue carried a story on page 65 about Senator Bob Dole and a "glitch" that interrupted his live telecast from Knox College in Galesburg, Ill.

The next to last paragraph of your story quotes a Dole spokesperson quoting "an electrical engineering consultant" to the effect that the power failure was caused "by old wiring" at Knox.

Undoubtedly, some of our wiring is old, but this would hardly account for the "glitch." First, as you mentioned, the audio continued when the picture broke up. Sec-

ond, nothing else electrical failed or even flickered, despite the fact that the national press corps for both Senator Dole and Vice President Bush were on the Knox campus at the same time, drawing extraordinary amounts of power from the Knox electrical system.

The only thing that went wrong, in fact, was the loss of the Dole picture, as you described in your story. Chances are, the "glitch grinch" that stole the Dole video signal was someone or something connected to the technical crew or equipment. It might also have something to do with the fact that only 18 hours elapsed between the Dole campaign decision to come to Knox College and air time for the live telecast. We are sorry that something went wrong with the signal but it doesn't do any good to blame the college when the facts don't point in that direction.

When Mr. Lincoln and Mr. Douglas debated the issue of slavery in 1858 on the steps of Knox's Old Main, historians report that the debaters' words were repeated to those in the rear of the crowd by people farther forward who were better able to hear the remarks of the unamplified senatorial contestants. Often, those who relayed the words of the Railsplitter and the Little Giant condensed and reinterpreted the message to keep up with the flow of the debate. It would seem that it is just as difficult in 1988 as it was in 1858 to "get it first, get it fast, and get it right."—*Richard D. Nirenberg, director of public relations, Knox College, Galesburg, Ill.*

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With single coat finishes, the color is exposed to the atmosphere, so sun, water, wind and dirt can cause deterioration. With base coat/clear coat paint, the color is not exposed to the atmosphere, so the desirable characteristics of the finish last longer.

Base coat/clear coat finishes require less maintenance, but they, like all paints, are susceptible to abrasives, which will scratch the finish or give it a hazy appearance, reducing both its gloss and imaging (mirror-like) qualities.

Wash any base coat/clear coat finish with gentle, non-abrasive cleaners, rinsing away all loose dirt with plenty of water before sponging on the soapy solution.

Rinse the cloth or sponge or change it frequently to avoid scratching the finish with dirt or

grit. If you use a commercial tar or bug remover, read the instructions carefully, then try it out on an inconspicuous area first.

If you use a commercial car wash, look for one that uses a soft scrub system. A few car wash systems employ harsh brushes, which may scratch the clear coat finish.

Base coat/clear coat paint need not be polished as often as a lacquer or enamel to remove the grime and effects of weathering. When you do polish it (once or twice a year), use a mild cleaning wax, not an abrasive. Polish gently, by hand.

Avoid mechanical polishing or sanding of the surface.

Don't use a scrub brush on the paint or on the wheels, if they're aluminum mag wheels with clear coat paint on them.

You can help maintain the finish on your car by parking and driving wisely. Try not to park under trees, where bird droppings or sap, which contain compounds that can injure the finish, may fall onto your car. Try to park upwind from industrial areas. If you get cement dust or fly ash on your car from any fire or smokestack, rinse it off immediately.

When you drive, go easy on the gas pedal to keep stones from flying up and chipping the paint during quick starts. When traveling on dirt or gravel roads, put some extra distance between you and the car ahead to avoid running into stones thrown into the air by that car's tires.

If you get a scratch or chip in the finish, and it's a deep one, you should probably seek expert repair advice on how to keep it looking good and to avoid exposing bare metal to the elements. If the scratch is small, auto supply stores and GM dealers offer two-step touch-up paints to repair the underlying color coat and the clear coat finish.

General Motors has made this better finish standard for all colors on most models of cars and trucks. Consult your owner's manual or ask your dealer whether your car has base coat/clear coat paint.

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Monday Memo

A commentary on radio programming from Robert Meyrowitz, DIR Broadcasting, New York

Getting down to show business

Radio is entertainment, but where are the big stars, the big programs and the big events? Program directors at radio stations seem to have forgotten they are in show business. Every time I hear a radio station say "less talk, more music," it makes me think what a paucity of talent there must be at that station. The "less talk, more music" ideal would be to eliminate air personalities entirely, not play any commercials and just play records, in which case, it would probably cost about \$70 a week to run a radio station.

Given today's desire by radio stations of virtually every format to play the hits, you would need roughly 40 new records a week and 20 old records a week. This formula would seem easy enough for everybody to have a hit radio station. With the use of a small computer and the ability to run a calculator, an effective system could be worked out. This seems to be the goal of more and more radio stations in America. And yet, this flies in the face of the entire history of radio.

When we think of successful radio and legends of radio, we think of Larry Lujack of WLS(AM) in Chicago, of Wolfman Jack in California, Murray the K from WMCA(AM) in New York and, of course, Alan Freed in New York, who made WINS(AM) some of the most famous call letters in the country. These stars of radio and many many more like them were the ones who defined radio in the 1950's and 60's. Scott Muni, Kid Leo, Allison Steele, John DiBella and Charles Laquidara are just some of the names that made AOR the great success that it is today.

Currently, the success of CHR radio is due to such personalities as Rick Dees and John Lander. And one of the most successful personalities right now in music radio is a man who plays absolutely no music. Howard Stern has proved that people tune into and are loyal to personalities. A star like Bruce Morrow is an asset to any radio station. You wouldn't tell a Bruce Morrow or a Howard Stern what we need is "less talk, more music."

Radio has entered a new era. The price of stations has skyrocketed. The cost of radio time must rise commensurate with the prices being paid. "Less talk, more music" is not the way for radio as an industry to grow and is not the way for radio to keep up as a financial investment.

In this new and aggressive financial climate, program directors and general managers who are going to succeed are those that are going to be bold. They must create ways of expanding radio as an entertainment medium, as part of show business. Stations should be openly bidding, not only against



Robert B. Meyrowitz is president of DIR Broadcasting, New York, which he founded in 1973 with his partner, Peter Kauff. DIR was an early syndicator of live radio rock concerts and specials. In addition to programming for radio, he has also served as producer of several HBO/Cinemax specials.

their competitive radio stations, but against other media for the best possible talent, program suppliers and major events.

Radio stations can no longer sell themselves to advertisers and advertising agencies as the cheap medium. MTV and other cable channels can now beat them at this game. Events and the promotions that events allow all media to do must take a more prominent place at the radio station level. Everyone is aware that carrying Dodgers baseball is a crucial part of KABC(AM's) livelihood, but how many radio stations have aggressively attempted to become part of a Super Bowl broadcast, so that they might send their listeners to a Super Bowl game, and radio listeners would want to go to a Super Bowl game? How many stations have tried to become part of an Olympic broadcast, a Grateful Dead concert or the U.S. Open? It really doesn't matter whether a radio station is playing music, all news or talk, its listeners would want to attend events. They want to feel part of what is happening.

Instead of being concerned about the four commercial units they would have to give up for a Beatles show, stations should be focusing on the promotions, the tie-ins and the revenue they can create through such a program.

Radio can look at the success television has achieved and the huge revenue television has gained by focusing on local personalities, big talent names and marketing and promotion of successful national shows to see the potential it too can achieve.

"Less talk, more music" may cost less money to do, but it will never generate major revenues, major excitement or major impact. It may bring short-term ratings success, and ratings, of course, transform into dollars, but ratings tend to be cyclical. And when the "less talk, more music" station hits

a low in its ratings cycle, the program director is left with absolutely nothing to turn to. His sales department has nothing to talk about on the streets, nothing to talk about to a client, nothing to brag about in the trades and, in fact, the entire sales staff must just sit around and wait for a new program director.

In the worst times for his station, William B. Williams was always a salable commodity in the New York City market. Gary Owens brought instant recognition and credibility to KFI(AM) in Los Angeles. These personalities can be used not only for their on-air expertise, but also in ads, on sales calls, community functions and so on to raise a station's credibility and recognition far beyond what the station's ratings may be for the latest book.

While national radio shows and personalities such as Larry King and Casey Kasem are an important part of a radio station's program and are definite ratings getters for stations, how much use is actually made of these programs at the local level? These shows, which are exclusive to a station in its market, should be looked upon as as much a part of the station's personality as its morning team. Ads should be taken out in the local newspaper to promote a Larry King as part of the station's lineup. Sales pitches should be built around the popularity of a Casey Kasem.

Program directors, as part of their creative input to their stations, should be actively working with program suppliers to develop and create new programs that will further heighten the station's visibility within its own marketplace, and create success in the ratings. The single most important part of a radio station developing a personality and an identity with its own market is the local on-air personalities. Whether it is a newsman who can talk about the city's streets and people of his market, a music personality who can wake up his market on a talk personality who can help them through the night, these are the men and women with whom a generation of people will identify. These are people who will overcome the latest trends, ratings and technology changes. These people always have and always will be the foundation of any great radio station.

In this modern era of \$80-million radio stations these three elements, event programming, national programs and local personalities, are the areas that the great program directors of the 1980's and '90s must pursue. They are the way for radio stations to generate the big interest and big dollars from the advertising community to justify the large sums of money being paid for the station licenses. They are the way for radio to rise once again to a major place of prominence in the entertainment industry.

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TOP OF THE WEEK

The President steals the show

Reagan's remarks in Las Vegas include reminder of his commitment to repeal of fairness doctrine and plea for help in urging Congress to act on FCC nominees

Ronald and Nancy Reagan and their entourage—staff, Secret Service and White House press corps—descended on Las Vegas last week to lend the note of glamour and electricity to the National Association of Broadcasters convention available only from a presidential visit. The Reagans' stopover, on Sunday, on their return to Washington from their ranch in California, was clearly the dramatic high point of the NAB's 66th annual convention.

Delegates and their spouses began forming in line to enter the Pavilion of the Las Vegas Hilton before 8 a.m., some three hours before the President was to speak. The 4,500 seats in the hall were filled, and another 1,000 watched in a room equipped with a high-definition television screen. Still more saw it on a huge screen set up in the hotel parking lot.

The President, whose speech dealt primarily with foreign policy and his upcoming Moscow summit, looked out over the audience, noted that they were in the entertainment center of Las Vegas (indeed, he had been preceded on the program by "Mr. Las Vegas," Wayne Newton), and quipped, "All of you have one thing on your mind—foreign policy."

But he had more than that on his mind. In the second paragraph of his speech, he noted that, as one who does not like "big government," he had vetoed legislation that would have codified the fairness doctrine. "I think you'll agree," he said, "there's no reason to substitute the judgment of Washington bureaucrats for that of professional broadcasters," one of the few applause lines in the speech.

But one more followed, at the end of a passage that came as a surprise—an appeal for broadcasters' help in obtaining Senate action on his two nominations to the FCC that have been languishing in the Senate Commerce Committee for months.

"I nominated Bradley Holmes to the FCC last fall and Susan Wing this past December. Until these nominations are confirmed by the Senate, the FCC can't operate effectively—yet for all these months, the Senate has failed even to hold confirmation hearings, much less bring the nominations to a vote," Reagan said. "So let me just ask



The first Ronald Reagan Broadcasting Award for "a lifetime of achievement and leadership through the effective use of the broadcast media" was presented to the President following his address. Reagan, who began his radio career over 50 years ago, said the gold and brass microphone "is the shape of the first microphone I ever faced."



you: Isn't it high time the Senate took action?" A burst of applause seemed to indicate agreement.

The passage boosted the morale of the two nominees. Holmes, chief of the FCC's Policy and Rules Division, told broadcasters at a Monday television management session he was "quite encouraged and personally pleased" by the President's comments. "I am pleased he felt that this is a strong enough issue that in a major foreign policy address he would mention it. I would like to see the committee move forward on this." The three sitting commissioners "could use the help and assistance of me and Susan Wing." The lack of a full complement of commissioners has hampered the agency's operation, he said. "The commission is suffering from work overload. The commission was never envisioned to be limited to three people."

Wing, a communications attorney who is a partner in the Washington firm of Hogan & Hartson, said she hopes Congress "responds to the President's interest and acts quickly to hold hearings and then votes on me and Brad."

The two senators controlling action on the confirmation process have yet to indicate a readiness to act. Senator Ernest Hollings (D-

S.C.), chairman of the Commerce Committee, has said his only commitment regarding the two nominees "is to vote against them" (BROADCASTING, March 21). He was leaving the question of a hearing to Senator Daniel Inouye (D-Hawaii), chairman of the Senate Communications Subcommittee. Inouye has reviewed the nominees' written responses to questions he put to them and has interviewed them separately. Last week, he had no comment on the President's remarks. An aide noted, however, that efforts to move the nominations were hindered by strained FCC-Senate relations as well as by the normal problems involved in confirming nominations in the final months of an administration. The aide noted, however, there has been considerable lobbying for and against the nominees.

The Holmes/Wing passage in Reagan's speech was not the only one touching on the lives and occupations of his listeners. Reagan noted that it had been only six decades since Warren Harding became the first President to speak over "that new-fangled piece of equipment, the radio." Now, he noted, his remarks were being recorded on HDTV, which, he said he was told, represents "an advance as dramatic as that from black and white to color—a new and powerful manifestation of the broadcasting industry."

The demonstration of what he called "technological creativity" underlay another major element of his speech: a challenge to Soviet leader Mikhail Gorbachev, whom he is to meet next month in Moscow, to tear down the "grim, invisible wall of oppression" that "the Communist world has erected against the free flow of

information and ideas."

Reagan noted that he and Gorbachev have addressed each other's people on television, and that, he said, "was helpful." But, he added, "I challenge Mr. Gorbachev to open the Soviet Union more fully to Western media." He said Western newspapers and journals should be allowed to circulate freely in the Soviet Union. And "Soviet airwaves," he added, "should be opened to Western broadcasts." He also said the Soviets should open their country to books—and as a "specific first step," he suggested the works of Russian author Aleksandr Solzhenitsyn, the bitter critic of the Soviet system who is now living in the U.S.

Reagan was the sixth President in succession since President Eisenhower to address the NAB convention. But there was probably none other with whom the broadcasters had a closer rapport. As NAB President Eddie Fritts noted in his introduction, Reagan began his career as a sportscaster on WHO(AM) Des Moines in the early 1930's and has been the first President "to insure that the pursuit of the First Amendment be applicable to broadcasters" and to work "at the deregulation of our industry." Fritts said the Reagan administration had taken the FCC "out of the day-to-day business of broadcasting and committed itself to letting the marketplace decide what best fits the public interest."

The President's visit was brief, about an hour. But before his speech, he shook hands—and posed for pictures with—members of the NAB executive committee, leaving some of them feeling, as one put it later, "eight feet off the ground." □



Members of the NAB executive committee were given a photo opportunity with President and Mrs. Reagan. Pictured l-r: TV vice chairman Margo Cobb of WLBZ-TV Bangor, Me.; radio board unification member Bill Clark, Shamrock Broadcasting, San Francisco; Wallace Jorgenson, joint board chairman from Jefferson-Pilot Broadcasting, Charlotte, N.C.; Robert McConnell, CBS vice president and network representative on the board; Mrs. Reagan; the President; radio chairman, Jerry Lyman, RKO Radio, New York; NAB President Eddie Fritts; TV chairman, Ben McKeel of Nationwide Communications, Columbus, Ohio; Ted Snider, immediate past joint board chairman, Snider Corp., Little Rock, Ark., and radio vice chairman, Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.

NAB's Las Vegas convention a sure bet

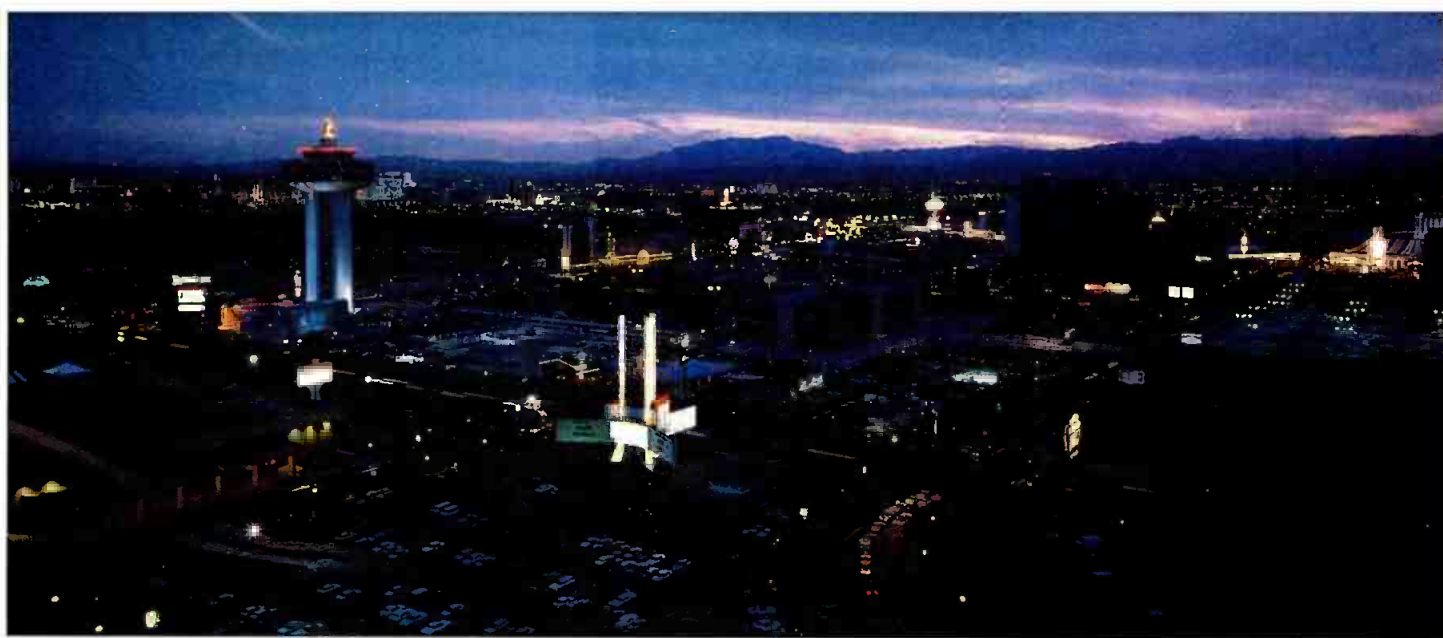
This year's National Association of Broadcasters convention was anything but business as usual. Attendance was at an all-time high (more than 46,800, up 15% from 1987), and the exhibit floor was bustling—Sony, the largest exhibitor on the floor, estimated it had sales of \$15 million-\$20 million at the show. There was an appearance by President Reagan (see page 43), who extolled the virtues of a free marketplace, a theme broadcasters cheered (although NAB leadership appears to be having second thoughts about deregulation [BROADCASTING, April 11]). And perhaps even more noteworthy was the industry's preoccupation with high-definition television (page 47), a technology that may revolutionize the medium. Reagan's speech was taped in an HDTV format (page 74).

The mood was upbeat if not euphoric, considering the marketplace uncertainties the industry faces from competition from cable and other video alternatives. The economic forecast, according to one convention panel, was not especially bullish, but neither was it pessimistic (page 70).

And Congress is taking a hard look at broadcast regulation. The industry's stand on the fairness doctrine emerged as a hot topic on just about every government relations panel held during the convention (pages 61, 63, 68, 69). Most of the lawmakers on the panels were advising NAB to relinquish its opposition to the doctrine to pave the way for consideration of legislation (either a permanent set of must-carry rules or reform of the comparative license renewal process).

Broadcasters are split over fairness. Some were telling lawmakers they would trade fairness "in a minute," while others argued against giving away broadcasters' First Amendment rights (page 68). The issue, however, is "not ours to trade. It is out of our hands," said NAB President Eddie Fritts, referring to President Reagan's pledge to veto any legislation resurrecting the doctrine.

Despite the association's disenchantment with deregulation, it did, however, give former FCC Chairman Mark Fowler its highest honor (page 60), the Distinguished Service Award. Fowler was the



chief architect behind deregulation at the commission over the past decade. In a taped introduction to Fowler by broadcast consultant Ward L. Quaal, the industry's struggle with fairness was highlighted. "But how ironic, how wonderfully ironic, that it took a government official—the nation's chief censor, mind you—to make the strongest case for our freedom. How he's made us think. Don't worry about winning over Washington. Think instead about winning over audiences, audiences that have more and more choices, and still more choices around the bend. To anyone who would listen, he insisted, let broadcasters be broadcasters," said Quaal. He called Fowler a "freedom fighter" who has "taken his licks from Congress, from critics in the press, even sometimes from a few in this industry." Said Quaal: "They might have preferred more compromise from the man. What we got instead was courage." The tape was scheduled to run prior to presentation of the award but because of technical problems it aired at the closing luncheon.

NAB's ambivalence on fairness is reflective of the industry's attitude toward deregulation in general. As one broadcaster put it, "There is a feeling that the deregulatory/free-market days are probably coming to an end and that reregulation will be a dominant theme for a number of industries in the future." NAB is reevaluating the political landscape. There is a sense that the marketplace policy of the Reagan era may have gone too far in fostering competition and has endangered broadcasters' claim to "special status." It is that status that some in the industry believe will help fend off attempts to tax broadcasters' use of the spectrum as well as aid television in its quest for must carry.

Several congressmen warned against using that defense (page 69) and said there is no reason broadcasting should be treated differently from other industries. There was also talk among some lawmakers about beefing up broadcasters' public service obligations (page 64), especially in children's programming.

The industry did not always receive high marks for meeting its public interest responsibilities. Representative Tom Tauke (R-Iowa) told broadcasters (page 63) that "members see a decline of service,

particularly in radio, and an upswing on the part of cable."

As for cable and its relations with broadcasting, Fritts noted that there was "a lot of talk about cable being a monopoly." Tension between the two media surfaced during a panel featuring John Sie of Tele-Communications Inc., the largest cable operator, and Stanley S. Hubbard of Hubbard Broadcasting and long-time compulsory license opponent (page 76). Hubbard called cable a "subsidized monopoly." NAB and the National Cable Television Association, however, have been looking for a common ground, and Fritts met with his television board to discuss those developments (see "In Brief").

Fritts made the case against spectrum fees in his remarks at the opening of the convention. "This approach ignores the fact that...by programming public service, public and community affairs, and news...broadcasters already pay for their use of the spectrum," he said. The association is releasing a "white paper" on spectrum use that, he said, "shows just how special our system is."

Moreover, a move is afoot among television broadcasters to emphasize through a special campaign the importance of "free over-the-air television." NAB and the Association of Independent Television Stations hope to inform the public about the "special contribution of free over-the-air television," according to Milton Maltz of Malrite Broadcasting who heads this joint initiative. Representatives of NAB, INTV, the networks and station groups met during the convention to discuss the project. INTV is believed to be the driving force behind it.

Not all of the news from a regulatory perspective was downbeat. Over the four-day show, the FCC and NAB had come to what Fritts described as a "better understanding." Relations between the two have been rocky, particularly over the commission's policy on FM translators and comparative renewal. But FCC Chairman Dennis Patrick's conciliatory approach to amending the comparative licensing process, without provoking Congress, helped to rebuild feelings of good will. (Patrick held a series of meetings with NAB's TV and radio executive committee members during the convention.)

The association feared the FCC would, in changing the basic formula of the comparative process, remove a defense now available to challenged broadcasters who may rely on their programming record. NAB is also concerned that Congress will explode if the FCC goes to a two-step process.

And NAB is not particularly eager for the FCC to act on a rulemaking proposing relaxation of the agency's duopoly/one-to-a-market rules for fear of congressional retribution. FCC officials, at the show, indicated they have a strong record that supports liberalizing the rules (page 56), but like the NAB, it also is reluctant to anger Capitol Hill. But if the FCC made up with the NAB, it remained at odds with the Hill. Congressional distrust of the agency was well documented at the convention. At an ABA forum prior to the convention, Larry Irving, senior counsel to the House Telecommunications Subcommittee, was quoted as saying that "there are no relations" between the Hill and FCC (page 52). There was also a lively exchange between FCC General Counsel Diane Killory and Hill aides over the fairness doctrine (page 61). Patrick's speech at the close of the show was viewed as a "step in the right direction,"



L to r: FCC Chairman Patrick, Congressman Mickey Leland (D-Tex.) and Telecommunication Subcommittee's Irving.

said Irving (see below).

The tension between the Hill and the FCC has caught broadcasters in the middle. As NAB Joint Board Chairman Wallace Jorgenson of Jefferson Pilot Broadcasting put it, "It's a real gun fight between the FCC and Congress. Broadcasters have to keep their heads down."

As for the business of broadcasting, radio was buzzing with excitement over the record price of some \$300 million paid for the Metropolitan Broadcasting Group by Sillerman Magee Communications Management Corp., headed by Legacy Broadcasting principal

Bob Sillerman (BROADCASTING, April 11). Sillerman formed Sillerman Acquisitions Corp. to purchase the group. There was also a big push to encourage radio broadcasters to implement FMX, a noise reduction system designed to improve reception of FM stereo (page 80).

For television, developments within the ever-changing programming marketplace unfolded during one panel discussion (page 72). And it was revealed that the market for U.S. TV programs has become a \$1.5-billion-a-year business (page 74).

Complete convention coverage begins on page 52.



Patrick says all the right things

FCC chairman tells NAB he wants to work for change in comparative renewal process that will not result in Congress codifying its own rules on subject

FCC Chairman Dennis Patrick's mission at the National Association of Broadcasters convention in Las Vegas last week was a daunting one: to state his strongly held views on reforming the commission's comparative renewal process in terms that would not alarm the NAB leadership or anger those on Capitol Hill who oversee the commission. His call for "some sensible middle ground"—for eliminating the abuses he sees as having grown up around the process and for "a clearly articulated standard" that, if met, would assure a broadcaster of "a reasonable expectation of renewal"—appeared to have met the challenge. But the road ahead is not yet clear.

Patrick's speech, on the final day of the convention, covered a number of broadcast-related issues confronting the commission, including at least one on which tensions exist between the commission and the NAB—that involving FM translators. Patrick sought to ease concerns on that one, too. But it is "the comparative renewal process [that] tops our list of concerns," he said. "A substantial consensus clearly exists at the commission, on the Hill and in the industry that there is a pressing need for reform." And, he said, "I am sure some

sensible middle ground can be found to curb abuse and retain assurance of performance in the public interest, while respecting broadcasters' programming decisions."

The concern was that Patrick would call for a system under which broadcasters would be virtually assured of renewal, something akin to a two-step process that would bar applications for a frequency until the incumbent was found to be unqualified. The NAB feared that such an approach—although broadcasters might consider it desirable in the abstract—would cause Congress to take the issue away from the commission by writing a comparative renewal procedure of its own into law. NAB President Eddie Fritts told BROADCASTING two weeks ago he would settle for elimination of "abuse of process." That, he said, would eliminate "comparative renewal as an issue" (BROADCASTING, April 11).

Following the speech, Fritts expressed relief. "The speech struck the right note," he said. "It gave the broadcasters the assurance they wanted. It was not so strident as to cause Congress to overreact and try to do the job themselves." And the chief counsel of the House Telecommunications Subcommittee, Larry Irving, who has been harshly critical of the commission (see page 52), indicated Fritts was correct in his view of Congress's likely reaction. "It sounds like [Patrick is considering] a deliberate and thoughtful process," he said. "It looks like there will be no rush to judgment." He said

his boss, Representative Edward Markey (D-Mass.), chairman of the subcommittee, feels that abuse of process is the key "to curing problems with the process."

What may be particularly significant, considering the strained relations between the FCC and Congress, was Irving's comment that the speech may represent "an effort to bridge the differences" between those two institutions. "It's appreciated," he said.

Patrick prepared the final draft of his speech after he had been fully and extensively briefed on NAB and Hill concerns. That was evident in the speech's conciliatory tone. But the speech merely stated principles. Problems and controversy could arise over the manner in which the commission attempts to implement them.

Patrick did come down hard on the "major opportunities for abuse" he said the present process makes possible. He said that while petitions to deny serve a useful, statutory role when they identify problems, "they are nothing short of extortion" when filed in a "bad faith attempt to extract money or concessions unrelated to any legitimate public interest concerns." Similarly, "sham applications that manipulate comparative criteria to maximize a paper preference while disguising the real party in interest are another by-product of our existing, flawed system." So, he added, are "comparative applications filed not in expectation of service to the public, but in expectation of a settlement, a buyout."

But Patrick also made it clear he was concerned about the stability of the broadcasting business. He said the commission had never adopted a policy statement regarding the renewal process and, "by default," had applied to it the procedures and standards used in the processing of new applications. "By articulating a policy now we could substitute a clearly thought-out procedure for an approach that, to this point, has been ad hoc," he said, adding: "The renewal procedure should give station owners who perform acceptably a reasonable expectation of renewal pursuant to a clearly articulated standard. Continuity benefits not only you, but the public you serve."

Patrick offered only one clue as to the kind of standard he would favor in judging renewal applications, and that was in the form of an ad lib inserted after his reference to the establishment of a renewal standard: "a standard that will respect your programming judgment." That could cause problems on Capitol Hill, where members of Senate and House have expressed the view that broadcasters' programming should be reviewed at license renewal time. Fritts himself is uneasy about the prospect of eliminating programming from the process. He says the broadcasters now rely on their programming record as a defense against challenges at renewal time.

What's more, some of those who heard the speech noted that the reference to a renewal expectancy linked to a clear standard leaves the commission the opportunity to provide broadcasters with something like the security that would be theirs in a two-step comparative renewal process. If criteria were clearly spelled out, renewal applicants who met them would be assured of renewal. And if that kind of assurance did not discourage potential challengers, the other elements of Patrick's comparative renewal package probably would.

To reduce "the time and resources wasted in the comparative renewal process," Patrick would establish procedures for screening out "abusive petitions to deny and comparative applications filed merely to extort money." He would explore methods of insuring "the bona fides of comparative applicants." Those applicants, he said, should "have the necessary financial, ownership and technical qualifications." He would also "move aggressively against those who set up 'sham' of ownership structures to take advantage various comparative preferences."

Those and other ideas are expected to be incorporated in a broad-ranging notice of inquiry or notice of proposed rulemaking now being drafted. And as one commission official said, the notice would propose assuring "the strongest possible good marks to broadcasters who had demonstrated service in the public interest."

Patrick's approach to the comparative renewal process was not the only sign the chairman was not seeking confrontation. In citing the commission's repeal of the fairness doctrine as part of an effort to afford broadcasters equality with the print press, he said he knows there are those who believe the decision was "ill-advised," then added: "There is no one in this room more familiar

with the price we've paid for that decision—in damaged relations with various members of Congress, which I sincerely regret; in hampered efforts to resolve other important issues before us. But I believe that history will judge our decision correct and affirm once again that the value of free expression—especially within the dominant medium of our time—is worth the price paid."

Then there was the reference to NAB's concern that the commission might be headed toward a change in policy that would permit the transformation of FM translators into low-power radio stations. "As a result of the dialogue between the NAB and the commission," Patrick said, "we have come to appreciate the translator abuses made possible by the current regulatory regime and the competitive inequities that may result from any expanded use of translators."

What's more, he said, he has not changed his view of the "limited, but important, mission for the translator service," that of "a secondary service" used to fill in holes in service contours and to bring radio service to unserved and underserved areas.

Patrick's interest in conciliation was reflected also in his call for a continuation of the dialogue he said he had had during the convention with members of Congress and the industry, and in his renewal of an offer to meet with the chairmen of the commission's oversight committees. The issue, he said, "is not whether we can or should trade this for that, or compromise that principle for this concession, or try to go back to a mirage of a safer world. The issue is: How do we solve the problems that confront us...? How do we maximize the public's interest?" □

ALL EYES ON HDTV AT THE NAB CONVENTION

They could easily have been overlooked amid all the high-tech hardware in the National Association of Broadcasters showcase of advanced television (ATV) systems—the centerpiece of the association's engineering conference in Las Vegas last week. But the two Sanyo high-definition videodisk players may have been the most significant pieces of gear in the darkened hall. More than anything else, it is the fear that Japanese manufacturers such as Sanyo will begin selling HD home video equipment in the U.S. within the next two years, and give home video a competitive edge, that is prodding cable operators and broadcasters to figure out how they too can deliver high-definition pictures. The players, the closest thing to a home HD player yet shown in this country, embodied that fear.

Participating in one of several engineering and management sessions on ATV, Knight-Ridder Broadcasting President Dan Gold said HD video equipment from Japan is "on the boat" and broadcasters have a stake in making sure that when it arrives they can offer a "fully competitive service" and maintain "the level playing field."

Fresh from a fact-finding trip to Japan, Edward Horowitz, senior vice president, technology and operations, Home Box Office, told broadcasters that HD videocassette recorders and television sets from Japan will hit the U.S. market in the early 1990's. And cable is "scared to death" that the equipment will be in retail stores before it is prepared to deliver a comparable high-definition service, he said.

"When is HBO going to be in the HDTV business? I'd say when the first TV set hits the market that's accompanied by a VCR

that's capable of delivering a picture that looks better in the home than [what] most broadcast facilities... generate at the transmitter...."

Michael Sherlock, head of operations and technical services for NBC, and a proponent of the NBC-General Electric ACTV system, argued that broadcasters must implement ATV quickly to keep pace with their competitors. "We're fooling ourselves if we think Hollywood and the videocassette and cable industries aren't going to take advantage" of new developments in high definition, said Sherlock. "We could be put out of business, or at least severely hurt, while we deliberate over the long term" on how to respond to HDTV's competitive advances.

"The question is: How can we address the competition now, while we grow into whatever is needed as we go over the long term?" Sherlock added. "The broadcasters' best defense is a good offense: Designate a system that is immediately implementable."

Other than the pictures, little is clear about ATV's future in the U.S. Although the NHK system with its 1,125 lines and 16-to-9 aspect ratio is well on its way to establishing itself as the HDTV production standard in the U.S., its bandwidth is far too great to be broadcast or transmitted over cable systems. The Japanese have developed the so-called Muse, a compressed version of their production standard that can be passed in 9 mhz of spectrum and is at least theoretically adaptable to cable. Several ATV transmission schemes are vying to become the standard for broadcasting or cablecasting HDTV or some lesser-quality "enhanced definition" or improved NTSC variations.

Evaluating transmission systems involves



Computer simulation of NBC's new ACTV-II

complex and interrelated spectrum and compatibility questions. Will the ATV signal fit into a conventional 6 mhz television channel or will an expanded or additional channel be needed? Will the signal be compatible with conventional NTSC television sets?

Because of the spectrum issues, the FCC finds itself in the middle of all the ATV activity. It has set up an advisory committee of industry executives to study ATV, and, although it will not commit to setting an ATV standard for broadcasting, it has indicated a willingness to juggle the UHF and VHF spectrum to accommodate the new service. What's more, it has put on the back burner a proposal to shift to mobile radio television spectrum that may be needed for ATV.

Nothing like "Tomorrow's Television," NAB's showcase of the latest in ATV developments, has been seen before—at least not in this country. Thirty-three companies provided hardware for the exhibition, while eight supplied programming.

There was a sampling of NHK-based HDTV production equipment: cameras, monitors and videographics and digital effects systems. Also on display from the NHK HDTV family: the two Sanyo videodisk players and prototypes of consumer projection and direct-view television sets. In two "Livingroom of the Future" sections, large direct-view HDTV and NTSC sets were placed side by side, giving visitors a chance to compare.

In addition, four of the proponents of ATV transmission systems—NHK, New York Institute of Technology, The Del Rey Group and Faroudja Laboratories Inc.—demonstrated their technologies. A fifth, NBC, chose to demonstrate its system (in computer simulation) at the nearby Riviera hotel, but it had a booth in the NAB hall to disperse information and invitations to the Riviera.

NHK has previously shown "full" Muse, a system for compressing the wide NHK HDTV signal with some picture degradation to a manageable 9 mhz so it can be transmit-

ted via satellite, cable or an expanded broadcast television channel. (Conventional broadcast channels are just 6 mhz wide.)

Although Muse is a fully developed system, it suffers, at least in the minds of most broadcasters, from not being compatible with conventional television channels or conventional NTSC television sets. The Muse signal must pass through a downconverter before it can be displayed on conventional sets.

In response to demand for compatible systems and to build a bridge to the time when full Muse can be broadcast, NHK demonstrated at the NAB six new Muse variations—three 9 mhz or Muse-9 systems and three 6 mhz or Muse-6 systems. The Muse-9 signals do not fit in broadcast channels, but they are compatible with NTSC sets. The Muse-6 signals lack the resolution of their Muse-9 counterparts, but they are compatible with the channels and sets.

NHK also introduced Narrow-Muse, a 6 mhz system that fits in a broadcast channel and offers greater resolution than either the Muse-6 or Muse-9 systems. But, like "full" Muse, it requires a downconverter for display on conventional sets.

The NTSC-compatible Muse systems deal with the difference in aspect ratios between HDTV (16:9) and NTSC (4:3) in two ways. Two of the Muse-6 and two of the Muse-9 systems compress the picture for NTSC sets, displaying a 16:9 picture with black strips across the top and bottom of the screen. One of the Muse-6 and one of the Muse-9 systems simply crop the sides to fill the NTSC screen.

The seven new systems were demonstrated through computer simulation. But NHK representatives at the show said that NHK is prepared to produce within six months or so a working system of whichever one U.S. broadcasters feel is the best way.

The Sanyo videodisk players were far from consumer products. Because Muse was used to compress the HDTV signals onto the disk, the signals from the players had to pass through a Muse decoder about

the size of a large microwave oven before they could be displayed on the HDTV set. But NAB Chief Scientist Tom Keller said the decoders are being reduced to a few circuit boards so they can be fit within the players.

At the Riviera, NBC showed computer simulations of ACTV (Advanced Compatible Television) I and ACTV II systems. Introduced last fall, ACTV I promises to deliver "enhanced definition," widescreen pictures to HDTV sets and fully compatible, if unimproved, pictures to NTSC sets. Introduced at the convention, ACTV II is meant to augment ACTV I, elevating the resolution of ACTV I to true HDTV. NBC figures ACTV II could be implemented through a separate channel after ACTV I.

According to NBC, its two-step approach to HDTV is the way to go. Even if the FCC were willing, it argues, it would take at least a decade to complete studies and clear up legal and regulatory obstacles to allocate additional spectrum for HDTV broadcasting. ACTV I can be implemented relatively quickly at relatively small expense to broadcasters and consumers. And when additional spectrum is ready, ACTV II, compatible with ACTV I and NTSC, can be brought into play.

The concept of both ACTV systems is, according to Jim Tietjen of the Sarnoff Research Institute, one of the co-developers of the systems. "The first truly practical way to deliver advanced television to the home—quite simply the solution that makes the most sense."

NBC hopes to have an ACTV I system ready for testing by the various standards-setting groups by the end of the year.

New York Institute of Technology, under the direction of William Glenn, showed a prototype of its two-channel HDTV transmission system. Like NBC's system, NYIT's system comprises an NTSC-compatible first channel and an augmentation channel that, when combined with the first, produces HDTV.

The NYIT system is the first two-channel approach to be demonstrated beyond the computer-simulation stage. A complete system should be ready for testing by the end of the year. Although not displayed at the HDTV room, Glenn said, a home receiver with the circuitry to receive the two channels and reproduce HDTV is nearing completion.

NYIT's studies now center not only on how to get the spectrum for its two-channel system, Glenn said, but also on ways to decrease co-channel and adjacent-channel interference on systems that require more than 6 mhz. He hopes in the next few months to begin spectrum analyses based on those techniques "to see if it's really there. I think it probably is," Glenn said.

A group of broadcasters "are interested in providing funds" to help further the research and development of the NYIT system, Glenn said. But because of NYIT's nonprofit status, Glenn said, lawyers have to work out procedures for accepting the contributions.

The Del Rey Group, Marina Del Rey,

Calif., developer of the one-channel NTSC-compatible ATV system was present at the "Tomorrow's Television" room following an infusion of funds from Cox Enterprises and Tribune Broadcasting. The two group broadcasters invested \$300,000 in the Del Rey system while forming a limited partnership called Compatible Video Consortium (CVC). Other companies were invited to join CVC at the time. "I'm very encouraged by the response we have gotten at this show from both domestic and foreign sources," Iredale said. With the money from CVC, Iredale hopes to have a computer simulation of the system in time for the fall conference of the Society of Motion Picture and Television Engineers.

Faroudja Laboratories Inc., Sunnyvale, Calif., showed what it called SuperNTSC, a one-channel enhanced definition system with a 4:3 aspect ratio. The signal is compatible with NTSC sets, but to take advantage of the full resolution inherent in the system requires a "line-doubling" NTSC set equipped with a SuperNTSC decoder. Joe Roizen, a consultant to Faroudja, said NTSC line-doubling sets will hit the market later this year.

There are at least two other ATV transmission systems not to be found in Las Vegas last week. Philips Laboratories has developed a NTSC-compatible, two-channel system employing a progressive scanning scheme.

The MIT proposals would also call for two steps to a transmission standard. The first system would result in a letter box effect on conventional HDTV sets, like some of the Muse-6 and Muse-9 proposals, while the second step would be an incompatible system, needing a black box to be received on NTSC sets, like Narrow-Muse. Both systems would require 6 mhz.

As things now stand, most system opponents are arrayed against NHK and its Japanese manufacturing allies. If the Japanese are not slowed, the standards battle will be over before it gets started.

At a panel of system proponents, William Screiber of MIT, which has developed two transmission systems, said that acceptance of NHK's Muse could injure American broadcasters. "In deciding what if any federal action is called for, spectrum conservation has the greatest mention," he said. "It is truly important. But even more important are economic effects. Consumers will make the heaviest investment. Whether the receivers are made here in the United States or off-shore, impacts domestic industry and the trade balance."

Joseph Flaherty, CBS/Broadcast Group vice president-general manager, engineering and development, who was included on the panel as an expert on the Muse system, asked broadcasters not to accept the "old rules." Those who say that the public will accept terrestrial EDTV pictures should remember that they will have to compete with true HDTV delivered by satellite, cable and VCR's, he said.

Whether American consumers will be content with enhanced definition systems depends on how big television screens get, said Horowitz. The trend is toward bigger

TCl makes a high-power DBS play

A unit of Tele-Communications Inc., the nation's largest cable operator, has asked the FCC for permission to build and launch by 1996 two direct broadcast satellites that would be capable of beaming 32 channels of programming to homes throughout the continental U.S.

According to the inch-thick application, it will cost around \$500 million to get the two birds up and operating.

Tempo Satellite Inc., the actual DBS applicant, is 51% owned by Tempo Acquisition Co., which is, in turn, wholly owned by TCI. The MSO formed Tempo Acquisition to merge and assume control of Tempo Enterprises, the Tulsa, Okla.-based cable programmer (Tempo Television) and superstation distributor (WTBS-TV Atlanta). The merger is set to close upon FCC approval. But, even if it never happens, TCI will retain its 51% interest in the DBS applicant.

The application said "the capabilities and resources which Tempo... and TCI possess provide Tempo with a unique ability... to provide a bridge between the cable industry, C-band direct satellite programming services and the uncabled and nonsubscribing television households in the U.S."

TCI spokesman Bob Thomson downplayed the significance of the application. Tempo has been a DBS permittee before, he said. The application is Tempo Chairman Edward Taylor's "way of keeping himself and his company involved in competition for these new DBS facilities.... You should not make that much out of this particular application."

TCI has had some first-hand experience with satellite broadcasting. In March 1985, it toyed with the idea of acquiring United Satellite Communications Inc., a medium-power operator which eventually went out of business. And, for all practical purposes, it is today in the C-band satellite broadcasting business. Through its Netlink subsidiary, TCI is marketing a 13-channel basic package of cable programming and several pay services to owners of backyard earth stations. By aggregating the home satellite distribution rights of TCI cable systems and other affiliated systems, Netlink will have the right to offer its programming services anywhere in the country by this summer. Thomson said he believes the rights cover Ku-band as well as C-band signals.

and bigger screens, and as the screens get bigger, the difference between EDTV and HDTV will become more obvious, he said.

Broadcasters should not settle on a one-channel system until they have evaluated all the options, Flaherty said. If broadcasters decide today to stick with one channel, he said, they are taking a big gamble. "You're in the perfect city to do that in, because you're pushing all of the chips to the center of the table and you're going to roll the dice once. If you're wrong, you're out of business."

Keller said he considered it "highly possible" that broadcasters will enter the HDTV world in a two-step, evolutionary fashion, such as is now being suggested by NBC and NHK in their latest proposals. But, regardless of how they come to it, they must act now at the FCC to be sure that eventual HDTV broadcasting is possible.

The FCC, which has final say in spectrum matters, expects to issue a second notice of inquiry on advanced TV issues next summer, following the initial report of its industry advisory committee in June, FCC Mass Media Bureau Chief Lex Felker said.

The notice may draw at least a few "tentative" conclusions regarding the complex spectrum issues involved in the proceeding, Felker said. But, he said, he was "not optimistic" the FCC would make any final spectrum decisions soon. "I can't understate the severity of the spectrum restraints, at least in major markets, to provide additional capacity to broadcasters," Felker commented during the panel. "There are real trade-offs in

the amount of spectrum, the degree of quality, the amount of energy and the amount of coverage in allocations."

While the commission wants to give all broadcasters the opportunity to participate in advanced TV services, Felker said, if extra bandwidth is needed, there may not be enough to go around. The FCC, which last year froze allocations of new TV stations, would soon like to relax or reopen the application process, he said. "We don't want to hold spectrum hostage any longer than necessary." The advisory committee's chairman, former FCC Chairman Richard Wiley, of Wiley, Rein & Fielding, will consider adoption of an interim report when the committee meets June 3.

In the report, Wiley said, the group hopes to outline a spectrum allocation plan. It is then "up to [system] proponents to make further progress on their systems, then engage in actual testing," he said.

Some broadcasters would like HDTV and ATV in all its manifestations to go away. And, if some studies released at the NAB are on the mark, they just may. Those studies indicate that consumers may not be willing to pay a hefty premium to watch HDTV.

But most broadcasters feel talk of HDTV failing in the market is wishful thinking. Said John McCrory, president of Times Mirror Broadcasting: "This technological transition is like no other in the history of broadcasting.... If we do not get to HDTV in a timely fashion, we may not get there at all." □

NBC wins prime time ratings race

ABC comes in second and CBS third according to Nielsen peplemeters; AGB has CBS second, ABC third

As expected, NBC delivered the biggest prime time audience for the third season in a row. The 1987-88 season ended yesterday (April 17th), and with all but last week's numbers in, it appeared NBC would finish with a 16.1 rating and 26 share. ABC will finish in second, probably with a 13.8/22. Although the numbers through the first 29 weeks of the season show the network with a 13.7/22, ABC was expected to add one-tenth of a point because of the strong performance of its Academy Awards telecast, which had its best outing since 1984, with a 29.4/41. For the first time, CBS has finished third in the regular prime time season, with a 13.5/22.

Those results are based on numbers from Nielsen's peplemeter system (NPM), in place for the first season as the system of record for national television program ratings. AGB, which this year launched a competing rating service in the U.S., showed a different result. NBC came in first, according to AGB, with a 16.2/27. But CBS came in second, according to the Nielsen challenger, with a 13.9/23, while ABC finished third by AGB's count with a 13.2/22.

At this point, no one is sure why the discrepancies exist in the tallies of the two rating services. For now it is somewhat irrelevant, with the Nielsen service used as the measurement of record by both the networks and the advertising agencies.

Meanwhile, the three-network audience erosion trend continued, according to the Nielsen numbers. All three networks were off their season averages from a year ago. The three-network prime time rating totalled 61.2, down 9% compared to a year ago, and down 12% from two years ago. The three-network share averaged 70.8, off 6.4% from a year ago and 8% from two years ago. The level of homes using television in prime time averaged 61.2%, down 3% from last year, and 4% from two years ago.

NPM numbers also showed substantial viewing gains for cable networks and independent TV stations. HBO's prime time viewing was up 5% to an average 8.4 rating. ESPN was up sharply, with its new National Football League coverage, averaging a 2.6 rating, up 84%. Superstation WTBS(TV) Atlanta was up 17% in prime time, with an average 2.8, while USA Network was up 31%, with a 1.7. Lifetime and The Nashville Network have also showed substantial gains. The one major cable network bucking the trend was CBN Cable, which dropped 40% in prime time to a 0.6 rating.

Viewing of network affiliates in households around the country fell 9% this season, while independents showed an average 16.6% gain in viewing levels. Cable-originated networks showed gains of almost 29%, and viewing of superstations was up about 25%.

In cable homes, the decline in prime time



NBC's number one-ranked 'The Cosby Show'

network affiliate viewership is even more apparent—with a combined average rating of only 66%, compared to 72% for all U.S. television homes. And in pay-cable homes the combined rating for network affiliates averaged a 63, down three rating points from a year ago.

Network officials concede that the erosion continues, although they have charged that NPM exaggerates network audience declines this season. As a result, the networks and the National Association of Broadcasters have asked Nielsen to submit its new system to a comprehensive, and independent, validation study, which Nielsen has agreed to do (BROADCASTING, March 21).

Among the three major broadcast networks, NBC was first in regularly scheduled programs, averaging a 16.2 rating (down 6%). CBS was second in the same category, averaging a 13.6 (down 7%), while ABC was third with a 12.9 (down 10%). In regular series programs (which exclude the movie time slots), NBC was first with a 16.2/27, followed by CBS, 13.3/22, and ABC, 12.8/21. A year ago in regular series programs, NBC led with a 17.6/28, followed by CBS with a 15.6/25, and ABC, 14.1/23. Thus, while ABC won the season largely as the result of special sports events, it still narrowed considerably the gap between it and CBS in regular series programs.

FCC grants telco waiver to build cable system in Cerritos

NCTA vows to fight decision, which it says violates intent of Cable Act

The FCC's Common Carrier Bureau last week granted a waiver to General Telephone Co. to own and subcontract the building and operation of a cable television system to serve the city of Cerritos, Calif. Over the objections of the National Cable Television Association and the California Cable Television Association, the bureau granted GTE's application, contingent upon a provision that it would not cross-subsidize the cable system with funds from its telephone operation in southern California.

Both NCTA and CCTA blasted the bureau's decision, and there were indications NCTA would pull out all the stops to fight it. The bureau "has flatly violated Congress's intent in the Cable Act to establish very narrow grounds for a waiver of the cable-telephone crossownership rules," said NCTA President James Mooney. Mooney said the conclusion that cable service could not exist in Cerritos "without financing from the telephone company is preposterous on its face."

To Michael Morris, CCTA's vice president of congressional and regulatory affairs, the FCC's conclusion that GTE was the city's only hope for cable service was "absolutely astounding." Morris said the area surrounding Cerritos is served by cable operators and that the only reason established companies stayed away from Cerritos initially was that the city's requirements were judged too onerous (BROADCASTING, Jan. 4). At the beginning of the process several companies

responded to the city's request for proposal. "This is clearly not an area where cable service will not be provided unless the phone company is involved," Morris said.

Apollo Cablevision was one of three cable operators to offer service to Cerritos. The city decided that only one proposal (one of three proposals Apollo put forth) would meet its RFP—a joint venture where Apollo's parent, T.L. Robak Construction Co., would build the system, which would in turn be owned by GTE. GTE would sublease half the channel space to Apollo, for cable services, and use other channels for tests involving voice, video and data. Robak will build for Apollo, at a cost of \$7.5 million, a 170-mile, 78-channel, 550 mhz system.

The cable associations claimed the lease-back arrangement violated the FCC's cross-ownership rules and opened the door for cross-subsidization. It said GTE's agreement to advance Robak \$750,000, plus other deferred payment arrangements among the parties, constituted cross-subsidization, and thus violated the FCC's crossownership rules that Congress codified into the Cable Act.

One fear the cable industry has is that the decision could lead to a new round of franchising wars, where cities, at renewal time, could make "bells and whistles" requests, and turn to a telephone company as the only possible provider of those services. "The problem is that it gives the cities a lever," said Frank Lloyd, an attorney with Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. As to the case itself, "this is a result-oriented decision," said Lloyd.

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Congressional, FCC panelists 'Face Off on Deregulation'

"Congressional-FCC relations is the ultimate oxymoron," said Larry Irving, majority staff counsel of the House Telecommunications Subcommittee. "There are no relations."

The comment helped set the mood for a panel on the FCC and Congress at a legal forum presented by the ABA Forum on Communications Law and the National Association of Broadcasters as a warm-up on Friday, April 8, for the NAB convention in Las Vegas.

And the panel itself—"Face-Off on Deregulation"—served as a reminder of the reality with which the commission must deal as it approaches broadcasting and cable television issues: The Congress does not approve of its deregulatory philosophy and is bitter over its repeal of the fairness doctrine.

The issue that now concerns Irving's

boss, Representative Edward Markey (D-Mass.), chairman of the Telecommunications Subcommittee, Irving said, is that FCC Chairman Dennis Patrick will lead the commission on an "ideologically" driven effort to "get rid of the comparative renewal process as he did the fairness doctrine."

Can Congress cooperate with the commission? asked Richard E. Wiley, a former chairman of the FCC who served as moderator of the panel, by way of introducing the topic. "Chairman Markey has said, 'Let's let the wounds heal,'" Irving said, quoting from an interview in *BROADCASTING* April 4. But he said Markey's earlier hopes for peaceful relations were jolted when the commission repealed the fairness doctrine last August. Then Irving said, "The nadir will be reached on the day Patrick gets rid of comparative renewal."

Irving said Markey would not quarrel with efforts to cure "abuses" of the comparative renewal process—presumably, a refer-

ence to charges that competing applications have been filed against incumbents simply for the purpose of making a financial settlement. But comparative renewal, Irving said, is one of those "litmus test" issues about which the Congress cares deeply.

Underscoring Irving's warning that the commission is not a free agent were the remarks of Representative Larry Smith (D-Fla.), who addressed the lawyers during a luncheon break. Smith, a member of the Judiciary and Foreign Affairs Committees, said that the conflict between the commission and Congress assures that, in the final nine months of the Reagan administration, "you will see greater congressional scrutiny of FCC deliberations than previously." And Congress, he said, "will try to insure that the FCC takes no irreversible action ... whether it be in broadcasting or telecommunications."

Smith's appearance was in itself a reminder of the conflict between the commission

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Engineering achiever. Jules Cohen (l), a Washington-based engineering consultant, was honored with the NAB's Engineering Achievement Award. In presenting the award at the convention last week, Michael Rau, vice president, and head of NAB's Science and Technology Department, praised Cohen as one who "refuses to compromise on technical matters." Cohen, who retired earlier this year as president of Jules Cohen & Associates after a 42-year career, accepted the award during NAB's engineering luncheon.

Terrestrial TV broadcasters, Cohen said, were late to realize the threat of competition from other media that might convert to an advanced television service before them. However, the recent "surge of effort" by groups such as the Advanced Television Systems Committee and the FCC's advisory committee on advanced television, NAB, the Association of Maximum Service Telecasters and others, he said, "is encouraging and I feel confident that broadcasters will meet the challenge."

"Don't sell AM short," Cohen advised engineers attending. With widespread implementation of the National Radio Systems Committee standards on AM improvement targeting the car radio audience, which tends to more commonly experience FM multipath interference, Cohen said that AM could rebound. "The absence of multipath can make AM the preferred medium if the quality of the sound and the content are pleasing to the ear," he said.

About a fourth of the work done by the International Radio Consultative Committee in Geneva deals with broadcasting issues and standards setting, according to Richard Kirby, another engineering luncheon speaker. Among its concerns now are subjective evaluation of TV pictures and the related topic of HDTV. The ongoing effort by the United States, Canada and Japan to establish the 1,125/60 studio HDTV system as a worldwide standard will resume in May 1989 when an extraordinary meeting of CCIR's study group 11 takes place. The 1,125/60 system is opposed in Europe by manufacturers preferring a 1,225/50 system, which is under development there. Also under discussion at CCIR, Kirby said, is fiber optic standardization at up to 600 megabits per second. "Many papers stress future delivery of HDTV [by fiber] to homes," he said.

and Congress. He was a last-minute substitute for Bradley Holmes, the chief of the commission's Policy and Rules Division—whose nomination to fill one of the two vacancies on the commission has been bottled up in the Senate Commerce Committee for months. Given the uncertainty of his status, Holmes decided against addressing the lawyers.

None of that appears to be news to the FCC. "The commission learned a lot from the fairness doctrine issue," said Sherrie Marshall, director of the FCC's Office of Legislative Affairs, another member of the panel. "That's one reason I was hired, to improve relations. We want to extend the

olive branch."

Marshall said the commission has briefed members of Congress on issues on which it is working, including restoration of the syndicated exclusivity rule and high-definition television, and is "interested in talking to Congress" about comparative renewal. But such efforts at cooperation do not mean there won't be disagreements, she said, "Sometimes, there are philosophical differences." Indeed, she noted there are sometimes differences within Congress. "But we want open lines of communication, so if there are differences, we can reach a compromise."

Neither Marshall nor Alex Felker, chief of

the commission's Mass Media Bureau, who appeared on another panel, laid out a detailed sketch of Patrick's, let alone the commission's, intentions regarding the issue. But both indicated the chairman—who was to speak at NAB five days later—was interested in addressing the "abuses" issue and perhaps reducing oversight of the programming of an incumbent involved in a comparative renewal proceeding. "We won't do something that will get us a rider [on a bill in Congress] saying we can't do it," said Marshall. "It will not be overly radical."

However, Markey is not the commission's only problem on the issue. References to reducing the attention paid to programming do not sit well with key members of the Senate. Antoinette D. Cooke, counsel to the Senate Commerce Committee, said members of the committee have "concerns about the comparative renewal criteria that would be employed." She said cutting programming would leave incumbents vulnerable to competing applicants' programming promises.

Nor is comparative renewal the only source of tension between the commission and the House Telecommunications Subcommittee. Children's television is another. The commission, under orders from the U.S. Court of Appeals in Washington, is reviewing its decision to repeal commercial guidelines. But Markey's subcommittee is considering legislation (H.R. 3966) that would express Congress's views on the issue. And Cook said that if the House acts on the issue, the Senate will follow suit: "No one can vote against children's television."

Markey's "bottom line" on the bill the subcommittee is considering, said Irving, is restoration of the guidelines the commission adopted in 1974 and then eliminated 10 years later. He indicated Markey would not insist on another element of the bill, one that would require broadcasters to air an hour of children's programming daily. But Markey is determined to include language that would link broadcasters' license renewal to provision of programming aimed at children. Marshall said that whether the commission, in its deliberations on the issue, "goes as far as the the House would like" is a question. She said the commission would prefer "to see if the marketplace was not working" as a regulator. In any event, she said the commission "may be overtaken by events in the House."

Congress itself may be overtaken by events before it can act on the bill. Representative Smith, in his remarks, expressed doubt that broadcasters would see the resolution of any issues of concern to them before "late 1989, at the earliest." He noted that the Reagan administration is in its final year and that Congress would recess twice during the summer, for the Democratic and Republican national conventions, before leaving Washington for the fall campaign. Then, next year, Smith said, the Congress will wait to assess the new administration's attitudes toward "regulation and deregulation."

Wiley touched on yet another issue on which the commission and the Markey subcommittee have had differences when he

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introduced the subject of minority preferences. Congress, Irving noted, forced the commission to retain the preferences given women and minorities in comparative hearings—preferences the commission was moving to jettison. And now, he disclosed, the subcommittee may soon have in hand the information needed to satisfy the courts as to the constitutionality of the preferences policy.

The commission, citing the congressional directive in a money bill directing it to abandon studies related to the issue, shut down a study it was making of the relationship between minority and women's ownership and the diversity of program service—the key to the constitutional issue. "We took the commission's computer tapes and gave them to the Congressional Research Service," Irving said. "It will do the report. And," he said, "we're optimistic that the survey results will show the nexus between minority ownership and diversity."

Among the thoughts with which the lawyers attending the forum were left was the likelihood—at least the real possibility—their clients will be the target of a new revenue raising scheme of the next Congress. Asked by Wiley "the real reason" behind Senator Ernest Hollings's (D-S.C.) proposal to impose a 2% fee on transfers of broadcast stations—to raise revenue, slow down the volatility of station sales or provide funds for public broadcasting—Cook said it was aimed, simply, at raising revenue to help reduce the budget deficit. Marshall noted that the FCC chairman was "skeptical" of what he feels is, in reality, a tax. The commission, she noted, prefers a spectrum auction plan for raising revenue.

What, asked Wiley, about proposals to require broadcasters to pay a spectrum fee for total deregulation? Irving recalled that the one thing on which the former telecommunications subcommittee chairman and current senator, Tim Wirth, agreed with former FCC Chairman Mark Fowler was the spectrum fee proposal. But no one else supported it. "It's not doable in the near future," said Irving.

But something will be, in the view of Paul C. Smith, the Telecommunications Subcommittee's minority staff director. "There's a need for revenue," he said. "Every committee is assigned certain amounts of money to be raised and where. I don't think it will be an auction or a spectrum fee. But next year, Congress will have to work hard and fast on the issue."

The tensions involving broadcast and cable television policies are not limited to the commission and Congress. The NAB has its share with the commission as well, as indicated during another of the panels at the legal forum.

NAB's senior vice president and general counsel, Henry L. (Jeff) Baumann, expressed broadcasters' concern, for instance, over the FM translator issue—and what the NAB regards as the commission's failure to deal with it. The NAB complains that translators are now doing far more than simply extending the signal of a station into areas where it was blocked by the terrain or filling in unserved areas—the services for which

they were originally intended. They are, he said, proliferating through well-served areas and competing with local stations, without bearing obligations of local service.

The NAB two years ago petitioned the commission to initiate a rulemaking aimed at writing rules that would effectively bar FM translators from well-served areas—and from selling advertising. Instead, he noted, the commission issued a notice of inquiry on the subject—and, causing the NAB particular pain, sought comments also on six petitions for rulemaking aimed at converting translators into what Baumann says would be "low-power radio—translators that could obtain signals from any source, including satellites, and would be subject to no limit on local advertising." Chairman Patrick, who says the NAB is "overreacting," refers to the proposed service as "expanded local origination."

But Baumann expressed thanks for a couple of commission actions. He said the decision to put a freeze on grants of commercial FM translator permits pending the conclusion of the rulemaking was "a step in the right direction." So, he said, was the decision to order the Mass Media and Field Operations Bureaus to investigate charges of abuses on the part of translator operators, including violations of the 30-second limit on local origination.

Baumann also expressed concern about a commission idea looking to broadcasters buying and selling rights to invade each other's service areas. Baumann said that it has a number of "theoretical advantages." But as a practical matter, he said, it would be "a disaster." If any issue is important to broadcasters, he said, "it's spectrum integrity."

The Mass Media Bureau chief, Felker, on the other hand, contended that the present commission system of allocating spectrum through an assignment policy has resulted in considerable interference. "So," he said, "it's not clear that a different approach—perhaps a spectrum market approach—would not lead to an improvement. I take issue that the profit motive would undermine the system." He noted that "the NAB and broadcasters think that the profit motive works in programming."

"But the technical area is different," said Baumann. "Putting the spectrum in the hands of businessmen is wrong...If you buy and sell the spectrum, the public will

suffer."

So the NAB and the Congress, not always allies, both have found reason to fault the commission.

FCC unlikely to change duopoly rule; Felker and Holmes answer questions on petition to deny problem, ATV standards and syndicated exclusivity

Two key FCC officials told broadcasters at an NAB panel session that the record in the FCC's duopoly/one-to-a-market rulemaking seems to support relaxation of the rules, but opposition from inside and outside the agency makes such an action unlikely.

"The record in this...proceeding is a particularly good one," said Lex Felker, chief of the Mass Media Bureau. "There is a lot of data to support the proposition that there may be some substantial efficiencies [in bringing service to the public] in at least some relaxation of the rules."

But for "any number of reasons," Felker said, it is unlikely the FCC is going to consider changes in the rules at this time. "It's not unfair to say that support at this time for some relaxation...is not overwhelming at least outside...[Chairman Dennis Patrick's] office."

Brad Holmes, chief of the policy and rules division of the Mass Media Bureau and a nominee to fill one of the two vacant seats on the commission, said the record "cries out for some change...." But before action can be taken, others "on the Hill" and elsewhere have to be convinced. "There needs to be continuing discussions with...[them] to indicate to them that, perhaps, the record in this case does demonstrate that there should be relaxation."

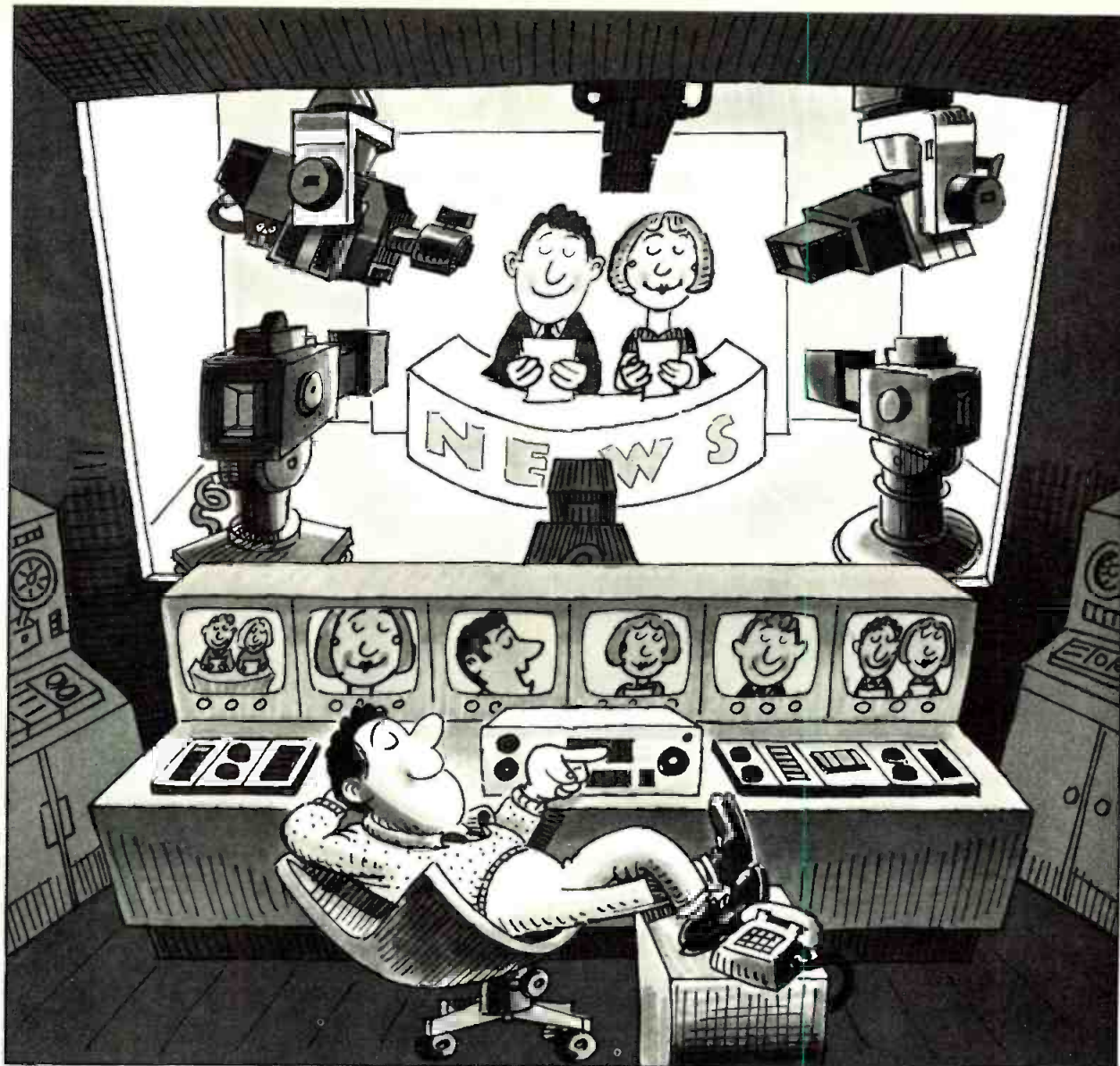
Following the session, Felker would not say who at the commission was opposing action on the rulemaking.

Other FCC proceedings raised during the TV management session involve stemming abuses of the petition-to-deny process, spectrum and standards issues surrounding advanced television (ATV) systems, reimposition of syndicated exclusivity rules and an inquiry into the carriage of local broadcast signals on cable systems in the absence of must-carry rules.

The panel also featured the FCC's Roy Stewart, John Kamp, and John Haring and National Telecommunications and Informa-



L-R: Stewart, Kamp, Schott, Haring, Felker and Holmes



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ion Administration's Charles Schott.

According to Holmes, the FCC is considering issuing "some sort of document" making clear that the FCC "very strongly" objects to individuals or groups who file petitions to deny station license renewals or sales to exact money from the licensees. Under the proposed policy, the FCC would also impose fines against those found to have filed such petitions, he said.

The FCC has yet to act because it is still trying to figure out a way to stop groups from abusing the process by threatening to file petitions, Holmes said. It is difficult to come up with evidence of a threat, he said.

Felker said one way of lessening the abuse-of-process problem may be to speed up action on petitions to deny. "If the FCC were able to act very quickly," he said, "then the margin that a petitioner...was working against to cash in on the process could be reduced substantially."

Such an approach, he said, would allow the FCC to deal with the problem "more efficiently without damaging in any real way the public interest benefits that are envisioned in the...petitions to deny."

Stewart reminded broadcasters of their role in avoiding abusive petitions. "You have a lot to say about whether you are going to have to pay somebody to drop a petition or competing application," he said. "The only advice I have for you is to operate your station in such a manner that it does not make you vulnerable."

Because choosing a standard for the terrestrial broadcast of ATV or high-definition television is closely tied to how much spectrum will be available, the FCC will make some preliminary decisions on how much spectrum to make available to television stations "reasonably quickly," Felker said. "It doesn't seem to make sense to continue to consider options that...aren't going to be able to fit in the spectrum that we can make available to broadcasting."

NTIA's Schott criticized the FCC for its lack of urgency and for failing to heed NTIA's call last December to make it clear that it will adopt a system as the national standard by 1991. Such an action is needed to help focus U.S. resources on development of an HDTV system before the market is preempted by the Japanese, he said.

Felker objected to Schott's suggestion that the FCC was dragging its feet. "It's not outside the realm of possibility that we would make a final decision in three to four years," he said. "It's conceivable that we could make some decision prior to that."

"Merely because we have not established a drop dead date doesn't mean we are not committed to the project," he said. And, he added, there is a danger in moving too fast. The FCC could foreclose "promising technologies before they get to a point where they can be adequately assessed.... I'm not prepared to recommend a drop dead date, but we will continue to keep people's feet to the fire."

Felker did not comment on whether the FCC would be willing to adopt a system as a standard.

Felker and Haring acknowledged that the

FCC effort to draft new syndicated exclusivity rules was getting bogged down. Felker said that the FCC has received 10 or 12 ex parte communications on syndex in the last two weeks. One of the outstanding questions at this point is whether the rules should apply to existing programming contracts, he said. "We are trying to be consistent and careful," he said. "The chairman puts a lot of importance on getting this right."

Haring said Congress is being kept posted on the progress of the syndex rulemaking. "We have really taken pains to try to keep our cohorts in Congress apprised of what we are about in this proceeding.... This will not be a surprise to Congress, which isn't to say there might not be some fireworks."

As Haring put it, the syndex rules would bring "symmetry" to the television marketplace, allowing television stations to enforce exclusivity provisions in their programming contracts by blocking programming for which they have exclusive rights from being imported on distant signals by local cable systems. Cable programmers "can acquire and enforce exclusivity," he said, "but broadcasters, because of the compulsory license [that permits importation of distant signals] cannot." In twice throwing out the FCC's must-carry rules, Felker said, the U.S. Court of Appeals has made clear that any new carriage obligations for cable will require "empirical evidence" of a substantial

government interest to justify them.

To gather any such evidence, Felker said the FCC has "opened an inquiry to try to get a body count on the harm to broadcasters and, more importantly, to viewers if it so exists." The inquiry includes a survey of broadcasters and cable operators aimed at finding out what has happen to broadcast carriage of cable systems in the absence of must-carry rules.

Felker said he hopes to send out the questionnaires within a month. The drafting of the questions is nearly completed, he said, but the Office of Management and Budget must approve the project before the questionnaires can be sent out. "The present thinking is to make...[responding] voluntary, but that, for sure, is not decided," he said.

In a brief discussion on compulsory license, Schott said legislation that would make the compulsory license available only to cable systems that carry all local broadcast signals is attracting a lot of attention on Capitol Hill.

When Schott could not recall who introduced the bill, Haring quipped, "I think it was Senator Preston Padden who had something to do with that proposal." (Padden is president of the Association of Independent Television Stations. House Telecommunications Subcommittee member John Bryant [D-Tex.] is author of the bill.)

Panel asks for evidence of harm of must-carryless marketplace

If Congress is to bring back must-carry requirements for cable or amend the copyright laws to limit cable's importation of distant broadcast signals, it is going to need more evidence that the lack of must carry and the importation of signals harm broadcasters, according to congressmen at an NAB panel session.

But even if it gathers sufficient evidence, they said, Congress will probably not have the time or inclination to move forward on either front before the 100th Congress adjourns late this year.

House Copyright Subcommittee Chairman Mike Synar (D-Okla.) said, however, there may soon be action on a bill to extend the scope of compulsory copyright license so that owners of backyard earth stations, like cable systems, can receive distant signals while compensating copyright holders for the privilege.

Subcommittee Chairman Robert Kastemeier (D-Wis.) would like to mark up the bill (H.R. 2848) within the next two weeks, Synar said.

According to Synar, provisions of the bill are far from settled. He and the cable industry are at odds over whether the bill should require satellite distributors to sell the dis-



Representatives Berman, George Crockett, Dewine, Fish, Synar and moderator Pope.

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tant signals to dish owners at the same price they sell them to cable systems. Because of the inclusion of the nondiscriminatory pricing provision, the cable industry "is now opposing the bill," he said.

House Copyright Subcommittee member Howard Berman (D-Calif.) told broadcasters at the Sunday session he believed Congress could pass a must-carry law that would pass constitutional muster. Broadcasters made a "very good case" for such a law at hearings before the Senate Antitrust Subcommittee last month.

But Congress needs to know the "extent to which stations have been dropped" since a federal appeals court struck down the FCC's carriage rules as a violation of cable operators' First Amendment rights, he said. Congress needs to know whether it is a "conceptual problem...or a real problem."

"We need more horror stories or documentation" of signals being dropped, added Representative Mike Dewine (R-Ohio). Information about "where you have been cut out and what impact it has had" is lacking, he said.

Synar said an FCC study into the elimination of must carry is "very important" to Congress's deliberations. At the request of key members of Congress, the FCC launched last month an inquiry into broadcasting in the post-must-carry world.

But Representative Hamilton Fish (R-N.Y.) said that even if the must-carry study is completed by Sept. 1, as Congress has requested, it is unlikely there will be enough time for Congress to absorb it and act this year. Congress hopes to adjourn in early October, he said.

Synar agreed. "We really have run out of time," he said, noting that congressmen will be focusing on appropriation bills and the Democratic and Republican conventions in the upcoming months.

Invited to speak from the floor by session moderator Leavitt Pope, WPIX-TV New York, Preston Padden, president of the Association of Independent Television Stations, said INTV will try to sate Congress's appetite for information. At the House Telecommunications Subcommittee's next cable oversight hearing, slated for May 11, he said, the association will present "a substantial amount of information about so-called horror stories."

But, at the same time, Padden questioned why such information was needed. He said if the "grim reaper" is at the door, you do not have to wait until he enters your room to become concerned.

Fish reminded the broadcasters that they will have to work out a deal with cable so that cable works for, not against, passage of must-carry legislation. "I don't think that will be very difficult. You've already worked it out once," he said, referring to the compromise that led to the FCC rules that were struck down by an appeals court in December 1987.

Synar and Berman felt that the broadcasters not only have to make a case for must carry, but also for limitation on the compulsory license and the importation of distant signals.

Although broadcasters claim that the distant signals are undercutting the viability of television stations, Synar said, "I'm not convinced yet that this problem exists. You all haven't made the case yet."

"Common sense tells us that you are being hurt," Dewine said. But, "we have not seen the documentation to back up the common sense."

Although he believes the compulsory license should be reexamined, Dewine said, the House Copyright Subcommittee has neither the votes nor inclination to do so. To reform the license, he said, the broadcasting and cable industries will have to work out a compromise.

With the exception of the home satellite bill, Synar said he too believes the subcommittee is disinclined to act on the compulsory license, at least not until the FCC acts on its proposal to reimpose the syndicated exclusivity rules.

New syndex rules, which the FCC is expected to drop some time this spring, would minimize the impact of superstations on local stations. Under the rules, cable systems would have to delete superstation programs for which television stations in the market have exclusive local rights, if the stations choose to enforce them.

Reacting to the congressmen, Tom Meek, a cable relations executive at WOFL-TV Orlando, Fla., said the importation of distant signals has "a definite negative impact on the growth of local independent television."

In Orlando, two distant signals—WTBS-TV Atlanta and WGN-TV Chicago—are turning up in ratings books with a combined share of between three and six. There have been "tremendous audience swings" to the superstations, he said.

Although WOFL-TV is thriving, he said, "I know we are seeing less competition on a local basis" because of the superstations, he said. Financial institutions are no longer willing to provide money for UHF start ups, he added.

Former FCC Chairman Fowler gets Distinguished Service Award

Broadcasters paid homage last week to Mark S. Fowler, former FCC chairman and mastermind behind much of the deregulation radio and television have experienced over the past decade. Fowler received the National Association of Broadcasters' "Distinguished Service Award," during the opening session of the convention, April 9.

His remarks for the most part were light-hearted. However, the former FCC deregulator turned communications attorney (he is with Latham & Watkins in Washington), shared some thoughts about the current state of the industry. "Broadcasting, despite all the hoopla about new technologies, remains America's favorite pastime," he said. "You're not facing the sunset of its years. Oh, no. It's going forth into the next decade with the strongest, freest and most responsive system devised by humankind to communicate."

As for the freedom, Fowler praised FCC Chairman Dennis Patrick and the commissioners for "their bold move last summer to declare the fairness doctrine unconstitutional. The FCC's had hell to pay from the politicians in Congress." Broadcasters, he noted, have had eight months of editorial freedom. "I don't know how long this experiment in democracy will last. But these are great days for freedom of the press, aren't they?" said Fowler.

He called broadcasters "optimists by profession." Said Fowler: "We expect television sets to get brighter, bigger, and cheaper. Somehow they do. We expect programs to take us to new corners of the human mind or return us to old favorites, and they do. We expect to master the unexpected—a transmitting tower gets thrown to the ground in a hurricane or a political hurricane calls for on-the-spot reporting. And you take care of it."



Fowler (l), Fritts and the DSA

**After eight months, Hill, FCC
tension over fairness doctrine
is still high; children's
TV legislation on fast track**

Congressional and FCC staffers sparred over the fairness doctrine last week at a convention breakfast. It has been some eight months since the FCC eliminated the doctrine and President Reagan vetoed a bill that would have codified fairness, but despite the lapse of time, tension between the two entities is still high.

House legislation that would regulate children's television was another key topic discussed during the breakfast.

According to Antionette Cook with the Senate Commerce Committee, Congress expected the FCC to repeal the doctrine. What has strained the relationship, however, was the way the FCC did it, "not what they did," said Cook. Congress, she explained, directed the agency to conduct a study to determine if there was a "less intrusive means" of enforcing the doctrine. It was understood, she said, that the FCC would conclude the report before acting on fairness. The commission finished the report and decided fairness on the same day.

"There is a strong feeling of a breach of an understanding and a commitment that the commission had made to Congress on this issue," said Cook. She said it would take "quite a while to repair the relationship" between the FCC and Congress.

But FCC General Counsel Diane Killory said the procedural issue is a "red herring. I think we are beyond that. I think we are into the merits. The fact is that the only commitment made by the commission was that we would do them together," said Killory.

"The level of distrust is illustrated by the fact that months after the decision we're quibbling over who said what to whom back in August or back in April," said Mark MacCarthy, chief aide on communications matters to House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

There is more to fairness than other legislative issues, explained MacCarthy. "In the perception of my boss and Senator Hollings [Commerce Committee Chairman Ernest Hollings (D-S.C.)], it is the fundamental public interest responsibility of broadcasters. It no longer exists. Without it, my boss and other members of Congress do not think there is anything left to the public interest standard."

MacCarthy said an even more important factor has contributed to the "souring of the relationship" between the two. The FCC, he noted, is an independent agency. But, "unfortunately this FCC appears to think that means they are independent of Congress. In fact what that means is they are supposed to be independent of the executive branch. They are not supposed to be a part of the administration." There was an "overwhelming congressional response" in favor of the doctrine, he said. "To have the commission say that we don't believe the congressional judgment is a proper one and we're going to substitute our judgment instead creates a

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crisis in the relationship between the Congress and FCC."

Regina Kenney, Republican counsel with the Senate Communications Subcommittee, however, pointed out that passage of the bill restoring the fairness doctrine was not unanimous. She noted, for example, that Senator Packwood (R-Ore.) was vehemently opposed to it. "I just wanted to highlight that it wasn't a clear message that went to the FCC," Kenney said.

And the doctrine was not codified, Killory added, referring to President Reagan's veto. "When something does become codified the commission does enforce it," she said.

But Killory's remarks exemplified the crux of the problem, according to MacCarthy. "The policy of this FCC is that if it is not in statute they do not have to respond to the Congress," Killory, however, had the last word: "It is not just the FCC here. We tried to defer to congressional wishes when it was in our report language," she said. "The court said you may not do that unless it is codified. You can not defer to congressional wishes. You must decide the issue on your own regardless of how politically awkward that may be."

As for children's legislation, MacCarthy indicated action on the measure could occur within two weeks by the House Telecommunications Subcommittee and "shortly after that" by the parent Commerce Committee. Dingell, he noted, although not a co-sponsor of the bill, hopes it will move. "This is clearly a very serious effort," MacCarthy said.

Larry Irving, senior counsel to the subcommittee, reaffirmed that the bill is on a fast track. Broadcast lobbyists and Subcommittee Chairman Ed Markey (D-Mass.) are negotiating on the proposed legislation. "I can't tell you what's going to be in the bill. Because no one knows. Chairman Markey has not signed off on any particular markup vehicle," Markey, said Irving, prefers to "defer to the industry. But he thinks that what is happening in children's television right now is wrong and has to be addressed. When the industry doesn't self-regulate, said Irving, Markey turns to the expert agency. "Unfortunately, we've had several reasons to distrust the motives of this commission on a variety of issues and the chairman just doesn't believe they're going to make a good-faith effort on children's television despite protestations to the contrary," said Irving.

At the heart of those discussions is a provision that would require the FCC to review children's programs for educational and informational content as part of the license renewal process. NAB and the networks have registered their concerns with the proposal. But, according to Irving, something along those lines is going to be in the bill.

"Before Congress can help you, we've got to determine that you do have specific and special public interest responsibilities. If you don't, it is very hard for us to draft a law that will reinstate must carry. If you don't, it makes it very difficult to tell the

land-mobile people you can't have that spectrum; we're saving it for those people with clear public interest responsibilities," said Irving.

But broadcasters attending the session weren't pleased with Irving's comments. Said Hal Protter, WTV-TV Milwaukee, "Why, except for political reasons, is this a major issue?" He added: "We're going to force feed them [children], whether they like it or not."

FCC and NAB see eye to eye on some issues, including comparative renewal and FM translators, but are apart on must carry, indecency

It was the FCC versus the National Association of Broadcasters last week as FCC Commissioners James Quello and Patricia Diaz Dennis faced off with NAB executive committee members on the closing day of the convention. Joining Dennis and Quello on the dais was Al Sikes, head of the National Telecommunications and Information Administration.

The session might have been more heated (there was little debate and no questions from the audience), but as the convention wrapped up, it was clear that the NAB and FCC were in sync, especially when it came to the commission's policy on FM translator service and the new course it is taking on reform of the comparative renewal process.

Both Quello and Dennis expressed their support for FCC Chairman Dennis Patrick's announced initiative on comparative renewal (he spoke at a luncheon prior to their appearance [see "Top of the Week"]). Patrick plans to clean up the process and put an end to abuses. NAB officials had been pressuring the chairman to stay away from two-step licensing process because they fear retaliation from the Hill.

Quello said he was "encouraged" by the chairman's remarks and was anxious to "get moving on it." He also endorsed the idea of resurrecting the financial qualification requirements that existed until early in the Fowler administration. The requirements would force the new applicant to prove it has the financial qualification to operate a

station.

Dennis is also supportive of Patrick's initiative. She urged broadcasters to supply the commission with evidence of abuses. "The commission can't act without a record," she said.

While there was no friction between the FCC commissioners and NAB officials, there were some items of disagreement. The FCC's action on indecency drew criticism. "The commission's decision did not help us any," said joint board chairman, Wallace Jorgenson, of Jefferson-Pilot Broadcasting, Charlotte, N.C. NAB has complained that the commission decision is too vague. "Broadcasters are walking in a mine field without knowing where the mines are," he said.

Both Quello and Dennis defended the agency. Indeed, Dennis explained the commission's rationale for dismissing several indecency complaints two weeks ago, hoping it would provide some guidance on the issue (BROADCASTING, April 11). "Remember," Quello said, "the more specific we get, the more we infringe on First Amendment rights."

The agency's action on must carry was another item troubling the broadcasters. "Free, over-the-air broadcasters have a core obligation to serve our communities," said TV board vice chairman, Margo Cobb of WLBZ-TV Bangor, Me. Unless broadcasters have access to viewers, she continued, they won't be able to meet that responsibility. Cobb referred to cable as an "unregulated gatekeeper" and said government must choose between cable and broadcasters as to which will make the ultimate decision on station carriage.

Dennis defended the FCC's action on must carry. "We did not have a factual record to substantiate material harm to broadcasters. We need to have a factual record," she said, adding that the commission is collecting data to assess what impact the loss of must carry has had on television stations.

"But my God," said Cobb, "how many more stations have to go bankrupt before this survey is done?"

Quello believes that without must carry there is a potential for "abuse of power" on cable's part. He didn't go so far as to say the



Government vs. private industry. L-R: Quello, Dennis, Sikes, moderator Jeff Bauman of the NAB, Lyman, Cobbs and Jorgenson.

loss of the rule has caused station bankruptcies. However, he believes it has "aggravated" the situation. Quello said he favors a House bill offered by John Bryant (D-Tex.) that would condition cable's compulsory license on whether or not a system was carrying local signals.

The commissioner also seemed to have modified his view that the FCC took a "dive" on must carry. "I couldn't say we took a dive. We just used the wrong rationale," said Quello.

The panelists were in step on the fairness doctrine. NAB, said Jerry Lyman, president of RKO Radio and chairman of the radio board, backs the FCC's action. Lyman thinks the "vast majority of Congress" doesn't understand the doctrine and confuses it with equal time. "I don't think they understand that broadcasters, by and large, are fair. I think most broadcasters support elimination," he said.

Jorgenson said there was considerable discussion at the convention on whether NAB should make a trade on fairness. "This is not a negotiable item," said Jorgenson, who pointed out that President Reagan has vowed to veto any fairness legislation. Sikes concurred with that assessment. The President, Sikes told the group, "feels strongly about it." Broadcasters, Sikes added, "should remain resolute."

Sikes also addressed the issue of high-definition television. "We've got a clear national interest at stake," he said. "It is important for TV broadcasters" to not go the way of AM radio, he said. The NTIA chief also ranked AM improvement as a important goal. It is not a short-term item, he said, "it is going to take time."

Broadcast/cable panel focuses on fairness doctrine

It was billed as a panel on broadcaster/cable issues, but as in other sessions convened in Las Vegas last week, the industry's stand on the fairness doctrine was a key focus of the discussion. At issue was whether broadcasters should accept reimposition of the doctrine as a trade-off for must carry or other legislative initiatives the industry might pursue.

As for cable, the comments from lawmakers (all members of the House Energy and Commerce Committee) were mixed. Representative Tom Luken (D-Ohio) said he thought cable is a "deregulated monopoly." There is a growing recognition on the Hill, said Luken, that the 1984 Cable Act was one managed by cable as a "fast hand."

Representative Tom Tauke (R-Iowa) suggested that Congress "probably miscalculated in the Cable Act. We thought there would be more competition. Where there is no competition, I think perhaps competition is needed."

Asked to rate cable's service to the public (on a scale of one to 10) as compared to broadcasting's, Tauke's response was not especially good news for the former. Cable, he said, was a two and broadcasting a nine

Misunderstanding? The 302-102 vote in the House of Representatives last year to write the fairness doctrine into law may not have accurately reflected the House view on the doctrine. According to Representative Larry Smith (D-Fla.), many members did not have a clear idea of what it involves—or rather, does not.

"Members thought that equal time was involved," Smith said. "People still do." As Smith recalled, during his appearance at the ABA-National Association of Broadcasters joint legal forum in Las Vegas (see page 52) "members were afraid they wouldn't be able to get on a station to respond to an attack."

Smith voted for codification. But he said he is "not committed" to the doctrine. He said he was not "uncomfortable" with the FCC's repeal of the doctrine—at least as it affects urban areas. In rural areas, with fewer stations, he indicated the absence of the doctrine might cause a problem.

"in terms of public service." But, Tauke added, "members see a decline of service, particularly in radio, and an upswing on the part of cable; you ought to be aware of that."

Representative Dan Schaefer (R-Colo.) noted that cable operators carry town meetings on their systems, while broadcasters don't.

Moderator William Duhamel, an NAB TV director from Duhamel Broadcasting Enterprises, Rapid City, S.D., asked the congressmen if they feel it is time to revisit the Cable Act. Representative John Bryant (D-Tex.), who said he was the "point man in opposition to the act" when it moved through the House, would be "happy to revisit it." But, said the Texas lawmaker, "I don't see any raging appetite to reopen the issue." Members, he said, are more worried about must carry and channel shifting.

Representative Carlos Moorhead (R-Calif.) said it would be "a mistake to put cable back where it was before." The session was well-attended, an indication of the interest in cable issues. There were complaints from broadcasters attending the session about channel shifting. Tauke said problems arise when cable "is the conduit and controller of content."

If broadcasters want action on these matters, they need to build stronger relations with Capitol Hill, according to Representative Jack Fields (R-Tex.). "I can count on one hand the number of times network affiliates have come by to talk about issues. The independents come by on a regular basis," Fields said.

On fairness, the congressmen were divided. Tauke said the doctrine is being used as a "stick." He hoped the industry does not respond "to that stick." If broadcasters "compromise on principle, you've lost all the battles down the road," said Tauke.

But Luken suggested the industry might want to yield on the issue. He said fairness had become a "cause celeb."

Les Arries, WIVB-TV Buffalo, N.Y., responded to the congressmen: "There is no way we feel we would get a fair trade. If we back away from fairness, we sure as hell are not going to give up for nothing. We don't want EEO and children's and everything else with it to get must carry."

Said Bryant: "I think the NAB should get off this fairness business." The congressman said he has often been approached by broadcasters following a heated debate on fairness who say, "We don't give a hoot about fairness." □

McLaughlin Group rates broadcasting and presidential selection process

John McLaughlin took his Group to Las Vegas last week for a special performance—the word is used advisedly—of the weekly syndicated show, at the National Association of Broadcasters convention.

The five members of the group, who are known for expressing opinion (usually loudly, to override the comments of colleagues) were in good form in a show that ran for some 70 minutes, in making it clear they were not awed by the presidential candidates.

McLaughlin, for instance, in mocking what is seen as Vice President George Bush's preppy persona, said Bush's idea "of soul food is quiche." And syndicated columnist Robert Novak did what he could to enhance the reputation of Massachusetts Governor Michael Dukakis by saying Dukakis's idea of "a hot time is staying home and rearranging his sock drawer."

The Group, which was invited to discuss as well broadcasting's role in the election campaign, did not spare the electronic journalists either. Syndicated columnist Pat Buchanan, for instance, said broadcasters try to be "fair and comprehensive, and they have been, to the point where we are bored to death."

Perhaps more to the point were the comments of syndicated columnists Jack Germond and Morton Kondracke of the *New Republic*, contending that the Rev. Jesse Jackson had been getting what Kondracke described as "a free ride" from the press in its failure to recall activities from his past that might reflect adversely on him today. Among other things, Kondracke cited Jackson's appearance on the *Today* show 20 years ago, when he stated, inaccurately, in Kondracke's view, that he had cradled the mortally wounded Martin Luther King Jr. in his arms after King was shot in Memphis.

The satellite-powered emergence of station, as opposed to network, correspondents on the campaign trail has "changed the dynamic" of campaign coverage and improved it, in Germond's view, but not in Novak's. He noted that following Dukakis's win in Wisconsin, he was interviewed, by satellite by as many as 45 stations in New York. But the brief interviews were not, according to Novak, interviews. "They were free TV commercials. He was not interrupted; he was not challenged. It was a substitute for



The "McLaughlin Group" travelled from Washington to Las Vegas to analyze politics and toss zingers at politicians. L-r: Novak, Kondracke, McLaughlin, Germond and Buchanan.

paid commercials."

Kondracke suggested that stations could invest more profitably in correspondents who stay at home and do in-depth reporting than in correspondents who stand on the White House lawn and "do what everybody else does. And if they are going to interview Dukakis," he said, "they should study up on the issues and grill him." The best thing television does, he said, is scrutinize.

The session offered not only the comments of the group members, but videotaped comments of some candidates, past and present, projected on large screens in the cavernous meeting room in the Las Vegas Hilton, where the group held forth as part of the opening session. Most of the candidates were generally kind in their assessment of the press coverage of their campaigns. A possible exception was Jackson, who said journalists should not "prejudice their positions with an editorial angle." When a reporter says "Jesse Jackson can't win," he said, "that's not analysis, that's a conclusion."

In answer to a question as to whether the media are going too far in pursuing information on candidates' private lives, Senator Albert Gore (D-Tenn.) said that "unless there are some unusual circumstances, a candidate's character should be examined through the normal prism of how the candidate deals with issues." And Bruce Babbitt of Arizona, who has since dropped out of the race, was one of those candidates who had a good word for the many debates that were the lot of candidates in 1988. "They perform a real service to voters," he said. "And they're helpful to me." He was not, he said, running "a high-budget campaign."

One candidate whose views were not heard was Bush. And the explanation, in a

voice-over during the projection of a picture of the Vice President drew a laugh from the audience: "The NAB made numerous attempts to get comments from Vice President Bush on these issues. He declined to be interviewed."

One of the features of the *McLaughlin Group* program involves a rapid-fire questioning by McLaughlin of the group. Last

week, it was the members' estimate of broadcasters' performance—on a scale of 1 to 10, with 10 being "absolute perfection"—in the execution of their responsibility toward democracy in campaigns and elections." The members are evidently hard to please. Buchanan gave broadcasting a 5; Novak, a 5 ("a gentleman's C"); Germond, a 7, Kondracke, a 6½, and McLaughlin, a 6.

Legislators rate broadcasters' public interest records

Broadcasters' public interest responsibility from the perspective of Congress was the focus of an invitation-only breakfast during the convention. Judging from the remarks made by lawmakers there that standard appears headed for a serious review on Capitol Hill.

Broadcasters were also advised by several members not to count on using the industry's public service obligations as a defense against efforts to impose a spectrum fee. "You do a lot for the public. But you cannot use that as the only argument against spectrum fees," said Representative Howard Nielson (R-Utah). Rather, he feels the industry should find other arguments against spectrum fees in addition to citing its service to the public.

Representative Norman Lent of New York, the ranking Republican on the Energy and Commerce Committee, also offered that view but went even further in his advice to the industry. "You can either choose to be regulated or unregulated. You're either special or you compete in an open marketplace. You cannot be both," he said. It is a familiar message to broadcasters, who heard House Commerce Committee Chairman John Din-

gell (D-Mich.) say the same thing earlier this year.

For the most part, members attending the breakfast tended to feel there was room for improvement on the airwaves. Congresswoman Cardiss Collins (D-Ill.), feels not enough is being done in children's programming. She wants the quality of children's TV "raised and more of it." What is on the air now, she said, is "horrible...you see a lot of strange things." Unless there is "dramatic" change on that front, Collins said she would be compelled to support children's television legislation.

Representative Terry Bruce (D-Ill.), author of a bill that would regulate children's programming, said he thinks the "public interest got lost somewhere along the way." Representative Bob Carr (D-Mich.) told the audience he finds the public interest concept "hard to put your arms around." He suggested finding "some kind of syntax that would allow us to talk about what we mean." As for children's television, Carr said, television is faced with an "impossible burden," of having to be a babysitter. In fact, he would like to see broadcasters do programming on the difficulties of parenting.

Asked by moderator Bill Clark of Shamrock Broadcasting, why Congress appears unimpressed by what broadcasters do, Re-

presentative Michael Oxley (R-Ohio) had this to say: "Local broadcasters by and large do a pretty good job." However, he continued, it is the networks' performance that has colored the congressional outlook toward the industry. Their actions, he said, can be harmful, and he cited the networks' decision not to air President Reagan's speech on contra aid. Moreover, Oxley felt broadcasters ought to be doing more to inform the public about the dangers of drug abuse: "How better to serve the public than by making the dangers of drugs more apparent."

Asked whether Congress would consider treating radio and television separately, Oxley said there was little interest in that approach. The public, he said, "sees broadcasting in an overall sense. I think it would be unfair to treat the various entities of broadcasting in a different way."

To Hal Rogers (R-Ky.), the issue is not whether broadcasters are serving their community but a question of whether Congress "wants to honor the First Amendment." Rogers said he believes that if Congress could find a way around the First Amendment it would also regulate newspapers.

Mickey Leland (D-Tex.) thinks broadcasters are doing "a lot, but not enough," when it comes to serving their communities. Leland expressed concern about minority participation in the industry. "Broadcasters have the responsibility to bring its membership into contemporary times," he said.

In response to some of the lawmakers' comments, Norman Wain of Metroplex Communications, Cleveland, said that if "we didn't operate in the public interest we'd be out of business." Furthermore, Wain said, radio and television spend millions of dollars in research to find out what the public interest is.

Broadcasters told to get tough in fight for carriage and position

The FCC's second version of the cable must-carry rules fared no better in the courts than did the first, although broadcasters entertain some faint hope the Supreme Court will grant review. And there is little likelihood Congress will come to broadcasters' rescue with legislation in the remaining months of the present session. So what can broadcasters do to guard against their signal being dropped by the local system or their channel position on the system being switched? Stations can woo cable systems. Or they can pay them. Sometimes, a station can still get tough, even in this age of cable deregulation.

Those options were laid out for broadcasters at a session entitled "Cable Carriage and Channel Position—Cry No More Tears." Although broadcasters have treated the setback in court on must-carry as something akin to disaster, the turnout at the session was surprisingly sparse.

But those who were there heard Thomas Meek, community affairs director, of WOFL(TV) (ch. 35) Orlando, call for peaceful relations with cable systems. He serves as the cable relations director of a station in a



Lawyers offer advice on how to keep programming on cable channels in the absence of must-carry rules. L-r: Meek, Hartenberger, Shepard and Berg.

market that is 60% cabled. And he sees his job as learning about the systems and promoting the station's programs. He advertises in cable publications and attends the state cable association's conventions. "Cable people say broadcasters treat them as stepchildren," he said. "We don't take that approach."

Meek has done a study he says offers the kind of evidence members of Congress request when broadcasters ask for legislation reinstating the must-carry requirements. The study showed that the shift of WOFL's signal from the VHF band on five systems resulted in a 16% drop in audience. Meek said the study should be done "on a national basis."

If a station cannot persuade a cable system to take its programs simply because they would help improve the system's bottom line, then it can try paying for carriage. Julian L. Shepard of the Washington law firm of Heron, Burchette, Ruckert & Rothwell talked of either negotiating for an ordinary channel or leasing a channel if the system has at least 36 channels and is, therefore, required by the Cable Act to make channels available for leasing. Shepard recommended leasing, if that option is available, because, he said, the Cable Act would allow the station to sue in federal court if the cable system's rates are "unreasonable."

Werner Hartenberger, of the Washington firm of Dow, Lohnes & Albertson, said "the essence of carriage is removing obstacles" to it. He suggested broadcasters do the research to determine if copyright payments are required; a station that is local or "significantly viewed" is a free ride. And if costs are required, he said, the broadcaster should determine precisely how much. Sometimes, he said, a station can help a cable operator by promoting the system on the air.

But Michael D. Berg, of Miller, Young & Holbrooke, another Washington firm, said a station should attempt "to create leverage to get itself carried." He acknowledged that the law does not provide much leverage, but, he said, "Stations shouldn't take no for an an-

swer."

He said broadcasters concerned about losing access to a system could take their case to the local government, which is the franchising authority and has the power to deny renewal of a franchise. He noted that stations "give public officials air time." What's more, he said the public is sometimes disenchanted with cable service. So broadcasters, he said, "have a well of consumer dissatisfaction to draw on if necessary."

Nor is that all. Berg said the antitrust laws are available to broadcasters who feel they are the victim of anticompetitive action on the part of a cable system. He cited the hypothetical case of a cable system dropping a station's signal and replacing it with cable programming sponsored by advertisers who had been advertising on the station.

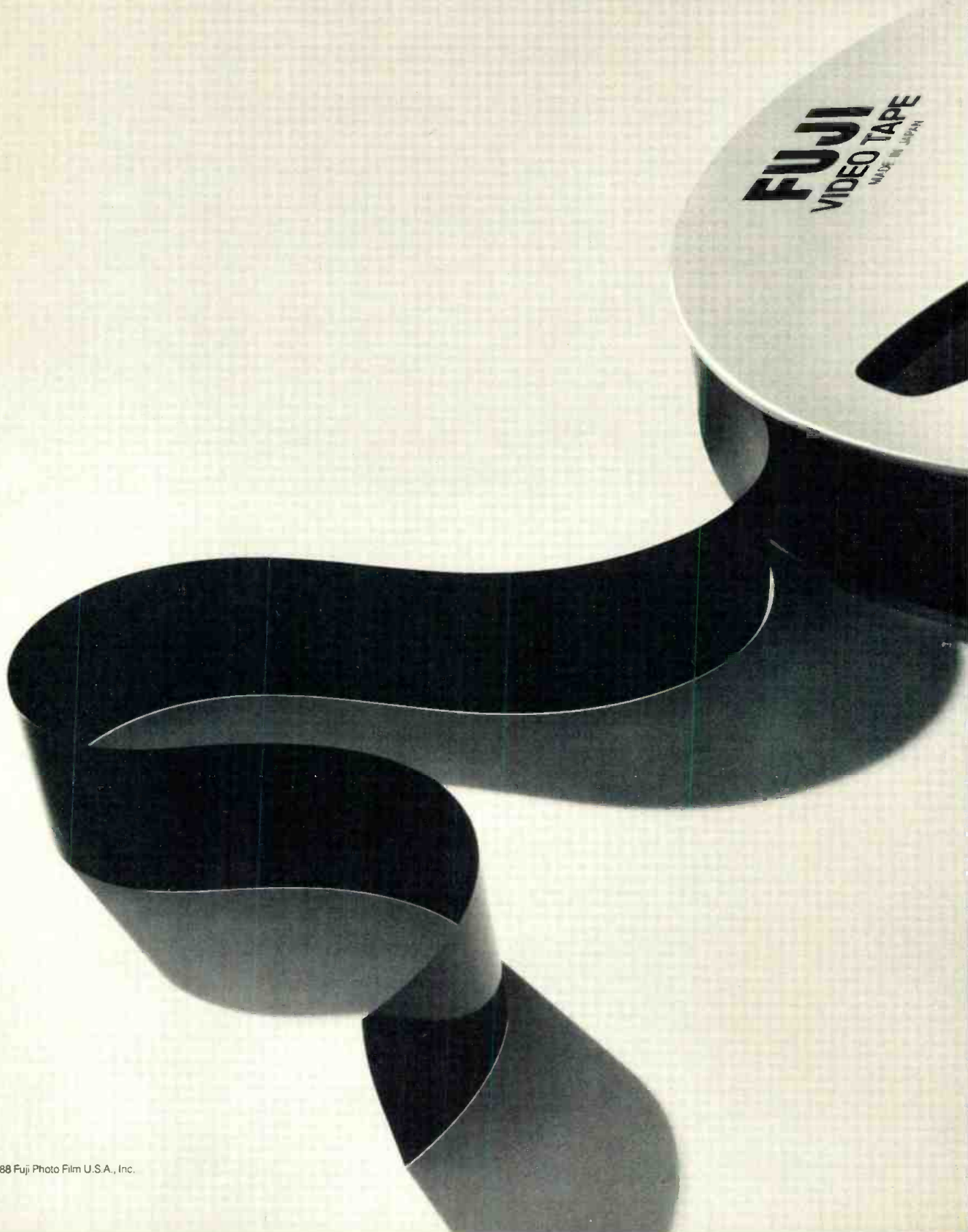
Broadcasters and cablecasters talk cooperation and competition

Representatives of the cable industry made a strong pitch to broadcasters last week for more cooperation between the two groups. Appearing on an NAB panel last week were Ken Bagwell of Storer Cable Communications and Jack Clifford of the Providence Journal Co. (he heads both the cable and broadcast divisions). Both urged broadcasters to work with cable. They said finding a common ground would benefit both media. They also said that with or without must-carry rules, their systems will carry local signals.

"We think broadcasters are our friends. With or without must carry we consider broadcasting (signals) our core business," said Bagwell.

"Our policy is to be very friendly to broadcasters," said Clifford, who went to Colony from the broadcasting industry. Clifford also said his systems will carry local signals and "if possible carry all signals on channel." Both cited examples of how broadcasters and cable operators can cooperate. "We have become major advertisers," said Bagwell, whose Storer system in Louis-

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ville, Ky., is a regular advertiser on local stations there.

Clifford also discussed the issue from his perspective as a broadcaster. "We seek out cable people and put them on our staff to start building a relationship with cable operators." And the group's stations, he said, have learned to "market the value" of their programs to cable. "Every broadcaster should take a look at cable as an extension of their service," he said.

Cable operators' drive to establish good will with broadcasters met with some grumbling. One broadcaster from WCFC-TV Chicago, a Christian station, complained that his station's carriage on cable has declined dramatically (from 70 systems to around 30). He said he did not share the panelists' "optimism." His signal was dropped, he said, because "they said we had duplicative programming. And that they would rather carry off the bird than a local station."

Clifford noted that some of his television stations had a similar situation but were able to "overcome that."

William Viands of KDNL-TV St. Louis, said broadcasters have to develop a "one-on-one" relationship with cable operators. He's also found cable to be a good source for advertising revenue. For example, he said, KDNL-TV (a Fox Television affiliate) had devoted two nights of its air time to a cable promotion that not only was profitable for the station but resulted, he said, in more than 1,000 new subscribers and many upgrades for the cable system. "KDNL-TV is St. Louis's most cable-friendly station. It's paid off. We are on 112 cable systems...there are only about four or five we're not on," he said.

Paul McCarthy, consultant with Broadcast-Cable Associates, sees the dialogue between cable and broadcasters "opening up." He believes the "real barrier to carriage is channel capacity and copyright." He suggested broadcasters work with cable operators to eliminate the copyright liability for distant signals. Indeed, Clifford and Bagwell believe the carriage debate will disappear as more and more cable systems rebuild and increase their channel capacity.

These efforts to create good will between the two industries could, however, suffer a blow if the FCC reinstitutes a syndicated exclusivity rule (syndex), feared some of the panelists. "It is going to rupture relationships," Clifford said. He felt it would have a "negative impact on the viewing public." Bagwell predicted the public would "raise hell with Congress" on the issue.

Viands, on the other hand, said syndex is important to broadcasters, who have been paying for exclusive programming in their markets when superstations are beaming in the same programs. Benjamin Ivins with NAB's legal department, shared that view. Exclusivity, commented Ivins, has been reported to be the "lifeline" of cable. But, he said, somehow cable doesn't "apply that to local broadcasters."

Congressmen warn broadcasters that compromise with Congress over fairness doctrine is necessary if they hope to move other legislation; opinions mixed on radio-only renewal bill

Broadcasters had better get their "house in order" and make peace with Capitol Hill over the fairness doctrine if they have any legislative ambitions. That was the sentiment expressed by House and Senate members appearing on one NAB panel.

"You're not going to get any legislation through until you make peace with Hollings and Inouye" (Commerce Committee Chairman Ernest Holling [D-S.C.] and Communications Subcommittee Chairman Daniel Inouye [D-Hawaii]), said Senator J. James Exon (D-Neb.). "You've got them ticked off," he said, referring to the industry's opposition to legislation that would have codified the fairness doctrine.

Indeed, the lawmakers suggested the industry should start thinking about whether fairness is a "tradeable item." But based on comments from attendees, the industry is far from a consensus on the issue.

The panel was convened to discuss the prospects for passage of a radio-only com-

parative license renewal bill. But much of the debate wound up focusing on the fairness doctrine.

"A decision has to be made by the broadcast community on whether they want to go along with fairness," commented Representative Matthew Rinaldo (R-N.J.). Rinaldo said he told the NAB's joint board of directors last January that it was unlikely Congress would move on any broadcast legislation this year because of a short legislative calendar.

As the discussion ensued, broadcasters began offering their views on fairness. Rinaldo asked for a show of hands from those broadcasters affected by the doctrine. In response, a broadcaster rose and asked how many of the congressmen "know the difference between fairness and equal time." Representative Billy Tauzin (D-La.) replied: "The fact is, the chairmen of the Senate and House Commerce Committees both understand it well. They're livid about it."

Senator John Breaux (D-La.) wanted to know which is more of a problem for broadcasters, comparative renewal or fairness. "That is the potential trade-off," he told the group.

"I don't care what happens to [fairness]. It is not that important at all when it comes to the price of comparative renewal," said one radio broadcaster.

Representative Jim Bates (D-Calif.) said he supported the doctrine and would not favor reform of the licensing process without it. "You need simple performance standards," he said, adding that he might offer a fairness-comparative renewal bill, "just to get this thing going."

But there were other broadcasters who resisted the idea of a trade. "We are talking about trading away a constitutional right for something we are supposed to have anyway. If we trade this away for license renewal relief what are you going to trade next? We should have relief from license renewal. But let's not trade it for a mess of porridge," said Bev Brown of KGAS(AM) Carthage, Tex.

"Not all broadcasters feel that way," commented another participant. "I'd trade fairness in a minute." But as another broadcast-



Discussing a radio-only license renewal bill are (l-r): Tauzin, Rinaldo, Dowdy, Coats, Bates, Exon, Breaux and moderator Jerry Lyman of RKO Radio.

er said later, "I cringe when I think we'd give away the First Amendment for something out of our pocketbook. Let's not make fairness a bargaining chip."

Representative Dan Coats (R-Ind.) said that if Congress imposed the doctrine on newspapers, "they wouldn't stand for it."

As for a radio-only bill, the response was mixed. "I think radio should be separate," said Wayne Dowdy (D-Miss.). "Most members of Congress don't have the fear of radio as they do television," he said. Coats predicted the idea wouldn't "fly" unless radio has television's support. Bates said he thought radio could be separated from television. But, he added: "I don't think you can separate fairness out."

"I support you in comparative renewal," said Exon. "I wish you could be more forthcoming on fairness," he added.

"I believe a strong case can be made for radio-only," Rinaldo said. And Breau predicted that unless broadcasters tackle the problems of license renewal, "challenges will be more and more frequent."

Obligations to policies, rules related to fairness doctrine questioned

The FCC's action last August in repealing the fairness doctrine may have been welcomed by broadcasters. But they seem to regard the action as a classic case of one shoe dropping. When will the other one—involving a number of policies and rules related to fairness—drop? And what are broadcasters' obligations until it does? Those questions arose at a panel on The Law of Political Broadcasting.

Milton Gross, chief of the FCC's fairness/political programming branch, said the commission's failure to address such issues as ballot-issue fairness and the Zapple doctrine, which requires broadcasters to treat supporters of major-party candidates evenhandedly in time made available, leaves their status "debatable."

But not to the lawyers on the panel. Irving Gastfreund of the Washington law firm of Kaye, Scholer, Fierman, Hays & Handler said, "If the commission hasn't addressed the issue, the safest thing is to assume it still applies." "We're flying by the seat of our pants," said William Green of the Washington firm of Pierson, Ball & Dowd. "You hope the commission will rule in your favor if it comes to an issue."

Gross sought to reassure the panelists, saying "in this interim stage, whatever decision a broadcaster makes, the commission will not penalize him. It will say what it will do in the future. So there's no danger of punishment." But that did not reassure the panelists. Said James Popham of New Orleans-based Hardy & Popham: "The problem with that is that the station may become involved in a test case." "If they guess wrong," said Gastfreund, "they get legal fees and they may find they have an obligation to air [a large number of spots at no cost]."

Gastfreund was concerned about the Cullman doctrine in connection with ballot-issue fairness. Cullman requires a broadcaster who has sold time to one side in a ballot-



Addressing rules governing political broadcasting (l to r): Bookshester, Gross, Green, Gastfreund and Popham.

issue dispute to afford free time for the airing of contrasting views if it cannot sell time for that purpose.

The status of the Zapple doctrine was raised by a question from the floor regarding the plug actress Olympia Dukakis gave her cousin, Massachusetts Governor Michael Dukakis, in his bid for the Democratic presidential nomination. The plug had come as she was accepting the Oscar for best supporting actress during the Academy Awards ceremony aired on ABC Monday night.

Gross said repeal of the fairness doctrine had left Zapple "up in the air because it's a hybrid; it falls between the fairness doctrine and the equal-time law." But as for the Dukakis plug, the doctrine would not have applied in any case, Gross said, since the Academy Awards was an on-the-spot coverage of a news event, one of the categories of program exempt from the equal-time law.

At one point, in the midst of questions reflecting uncertainty about the fairness-related issues still on the books, Gross was asked if the FCC would act to end the uncertainty. "I have no idea," he said.

The FCC is not the only federal agency leaving broadcasters in some doubt as to their obligations. The Federal Election Commission is another. Steve Bookshester, the NAB's First Amendment specialist, who served as moderator of the panel, noted that the FEC had ruled that corporate licensees whose stations give time to a political candidate violate the ban on corporate gifts to candidates. Subsequently, the FEC reconsidered and then deadlocked on the issue. "So," said Bookshester, "it's up to you to decide whether to take the risk. You're left to your own devices."

With political activity heating up four months into the 1988 election year, the lawyers on the panel reported hearing of candidates' consultants or advertising agencies attempting to pressure broadcasters on interpretations of political broadcasting laws.

"I'm getting calls from clients getting hit with calls from consultants and agencies, and in many cases, the information is 180 degrees wrong," said Gastfreund. Sometimes, said Green, the consultants or agencies "will refer to sources at the FCC they don't identify." Gastfreund said, "If you're subject to pressure, and someone refers to the FCC, call your lawyer."

Panel eyes broadcasters' tax liability

In warding off congressional attempts to tax broadcasters' use of the spectrum or the transfer of radio and television licenses, the industry should not base its defense on the argument that broadcasters are serving the public interest and should be treated differently from other businesses. House and Senate members offered that advice during one NAB panel aimed at examining the potential dangers facing the industry as Capitol Hill continues to look for additional revenues to help offset the federal deficit.

"You cannot expect Congress to give you that as a trade-off. What you do as a public service is a given," said Representative Tom Bliley (R-Va). Instead, he suggested, broadcasters fight against fees and special taxes as "bad economics and bad policy." Broadcasters, he noted, provide a public service, "but I do not think you should be taxed any differently than any other business."

Bliley does not think there is any "sentiment" in the House for a spectrum fee, but warned, however, that "nothing is safe. You've got to be prepared as long as the deficit is there."

Like Bliley, others on the panel felt there was no immediate threat of a spectrum fee. But as Senator Charles Grassley (R-Iowa) explained, when Congress is in the midst of legislating a major budget compromise... "it is hard to tell what might end up in it." A bill is pending in the Senate to impose a tax on the transfer of broadcast properties. The measure was introduced by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), and although NAB was able to defeat the proposal last year, the senator is poised to move again.

There are other initiatives that could affect broadcasters' bottom lines. Efforts to reduce or eliminate deductions for advertising expenses also might resurface on Capitol Hill.

Most of the panel's discussion centered on the issue of broadcaster service to the public. Indeed, moderator Lowry Mays of Clear Channel Communications of San Antonio, Tex., challenged Representative Barney Frank (D-Mass.), who said he did not "agree with the notion that you pay your share through public service." Frank voiced



Debating broadcasters' public service obligations were (l-r): Smith, Frank, Dorgan, Brown, Billey, Barton, Grassley and Mays.

doubts as to whether broadcasters are "primarily" concerned about public service. "I think your public service obligation," the congressman said, "is an exaggeration."

Rather, he believes broadcasters' chief interest is in making money. There is nothing wrong, he continued, with making money. "I think you ought to. But I don't think you ought to pretend you're doing this as a charitable function."

He said some stations don't devote much time to public affairs programming. A station in his district, he said, airs its public affairs programming early Sunday mornings when few are listening. Mays said he had heard "that suggested before." But said Frank: "It is not a suggestion. It is a fact."

Broadcasters, said Mays, serve the public because "it is good business." Frank said he agreed with that point. But, he added, "I just don't think you deserve a special reward."

Mays said he didn't think Frank understood that broadcasters serve the public because they want to be "a part of the community." Mays also said he felt there is "a lot of mistrust" on the part of Congress toward his industry. As Mays was making his point, someone in the audience shouted, "Who cares, Mr. Moderator? Let's listen to the panel and let the people speak."

Frank said that broadcasters are asking for regulation if they invoke the public service argument. He warned the industry that such a tack would invite Congress to "legislate [on] what that public service is."

Representative Larry Smith (D-Fla.) also cautioned the audience. "Be careful not to [use] consumer satisfaction and high ratings as a measure of public service. Rock music 24 hours a day is not a great community service in a lot of people's minds," he said.

Representative Joe Barton (R-Tex.) said he thought broadcasters "do a good job" serving their communities. "I don't think anybody needs to be apologetic." Barton warned the group that the concept of user fees was "not going to go away."

But Congressman Byron Dorgan (D-N.D.) was more encouraging. He thinks there is little interest in moving on the issue of advertising deductions. "I don't see it as a potential issue." The disallowance of advertising expenses for certain products such as alcohol and tobacco is a "dangerous proposal," said Representative Hank Brown, because "it is a tax on ideas."

Despite some predictions of recession, economists are optimistic about broadcasting business

If the last few years could be called a "Brie and Perrier" economy, broadcasters may be in for "meat and potatoes" in the next few. That prediction came from Gregg Hoelscher, vice president and economist for Chase Manhattan Bank, New York, during an NAB session on the economy and its effect on broadcasting.

The panelists agreed the economy and broadcasting are in for less growth in the next few years. "We expect the GNP to grow at about 2½% this year, compared to 4% growth last year," said Hoelscher. He said, there is "no recession on the horizon."

Barry Kaplan of Goldman Sachs, New York, was more pessimistic, predicting

GNP will be up only about 1%. And he sees a recession, what he called a "growth recession."

Bob Coen of McCann-Erickson, New York, told the audience that a recession is not always bad news for broadcasting. "In 1980 when we had a recession, we had one of the biggest increases in advertising growth relative to economic growth that we have had in the history of the industry." He explained: "Things associated with recessions—high interest rates—may cause airlines, hotels and resorts to do anything they can to fill the seats and the rooms" and advertise in an effort to do so.

Kaplan agreed. "We can have a recession if we have a ramping up of inflation. It will help the business... Broadcasting is pricing-driven. You make more money by selling the unit you have at a higher price."

Moderator Adam Smith of *Adam Smith's Money World* on PBS asked the panelists for their outlook for network sales. Coen said he sees an "increasingly dim environment." Quoting Tom Murphy, chairman of Capital Cities/ABC, Coen said, "The good news is our daytime ratings are fine. The bad news is there's just no business."

The panelists also talked about cable television. Said Steve Rattner of Morgan Stanley & Co., New York: "The impact of cable is really inescapable. If you look at the ratings, basic cable has roughly doubled its share of audience over the last three or four years, almost totally at the expense of the networks."

Kaplan agreed. "We're big bulls on cable. We think there's nothing out there that is going to change the roll it's on." Coen, however, took a longer view. "I think it's going to be longer than a year or two. It will



Cobb kudos. NAB President Eddie Fritts (l) congratulates Senator Ted Stevens (R-Alaska), this year's recipient of the NAB's Grover C. Cobb Award. The award recognizes broadcasters or public servants "who demonstrate unusual dedication to preserving our system of government and the institution of free broadcasting, and to improving the industry's relationship with the federal government."

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Making economic predictions are (l-r): Kaplan, Rattner, Coen, Hoelscher and Smith.

be decades before dominant station shares are really whittled away by cable."

But despite their remarks, the panel closed with optimism for broadcasting. "You can't call a business where people are making over 60% operating cash flow margins a bad business," said Kaplan. And said Rattner: "There are three very smart guys running the networks now. For all the strides cable has made, the three networks still represent the most powerful and effective mechanism for delivering programming." □

NAB TV

The TV programming equation has changed, with shifting emphasis on networks, syndication and cable

That the television programming marketplace is awash with change was a given to the four panelists who addressed that subject at last week's NAB convention. They differed only in their interpretations of how to deal with it.

On the broadcast side, the strongest suggestion was that affiliates ought to rally to the side of their networks to insure their mutual future. The idea was expressed first by Jim Dowdle, head of Tribune Broadcasting, who remarked that "the slippage of the networks should bring them closer to their affiliates, not farther apart. If the networks die, there is no doubt we will become a cable-originated programming business."

Dowdle's point of view was seconded by James Lynagh, president of Multimedia Broadcasting, who rose from the audience to say that "stations will have to reexamine

their relationships with the networks. We might as well ask the networks to program more rather than less."

Those declarations of mutual interest among broadcasters were perhaps the most vivid recognition of the shift in programming power from conventional television to cable. But it was evident elsewhere, as well. Paramount's Mel Harris said the wired medium was shifting its emphasis from building to programming and appeared about to increase dramatically the percentage of revenues devoted to the latter. If, for example, cable were to spend 20%-30% of its revenues on programs, that would be more than the networks spend now. He referred to the so-called "cable superfund" as one vehicle for the creative acceleration.

"That kind of bidding presents a tremendous opportunity," echoed Scott Stone of Lorimar, who said that company was looking to cable systems as an avenue to launch new programming.

Mark Lustgarten of Cablevision, the cable MSO, said that ratings had never driven

that medium, as they do broadcasting. "Our first priority is perception—how the viewer perceives programming." In the next three to five years cable's programming investment will grow at the rate of \$1 billion a year, he said, and all shows in the programming marketplace will be available to the medium.

Dowdle remarked that Tribune—which spends 55% to 60% of its expense dollars on programming, had itself entered the programming production and distribution marketplace in an attempt to "control our own destiny." Stone said Lorimar has adopted the concept of "middlecasting" as a means of controlling costs. By that he means starting out by determining the financial parameters and working back to the design of the program. It's changing the entire mentality of production people, he said.

Amplifying the cost dilemma, Harris said that 10 years or so ago there were but two markets, network and syndication, and between them a program reached 70% of the market. Now most shows reach only 25% of the market through network and another

NAB study ranks syndicators and shows

In introducing the program marketplace panel last week, Post-Newsweek's Joel Chaseman announced new NAB research detailing broadcaster's views of the syndication field. Among the key findings:

- Over half the managers surveyed (102) believe the quality of syndicated product has increased during the past few years.

- Three-fifths believe there are too many syndicated talk shows available, while one-third believe the number is about right.

- The managers believe it takes nine months for a new talk show to reach its peak audience.

- Two-thirds of managers believe that game shows have peaked.

- Three-fourths believe the prime time access rule is still a good rule.

- Asked to rank syndication companies for professionalism,

the managers responded: Paramount 30%, MCA 18%, Buena Vista 8%, King World 7%, Viacom 5%, Warner Brothers 4%, Columbia 3%, Lorimar 3%, 20th Century Fox 3%, Group W 3%, Orion 3%, Multimedia 2%, Orbis 2%, WorldVision 2%, other 8%.

- Asked to rank the syndication company of the future, the managers responded: Buena Vista 17%, King World 17%, Lorimar 12%, Paramount 12%, MCA 7%, Viacom 7%, Turner 4%, Access 3%, Grant Tinker Gannett 3%, LBS 3%, other 9%.

- Asked to predict the highest rated syndicated program of the 1988-89 season, the managers responded: *Wheel of Fortune* 77%, *Jeopardy!* 67%, *Oprah* 60%, *The Cosby Show* 59%, *Win, Lose or Draw* 24%, *Star Trek: The Next Generation* 18%, *Family Ties* 15%, *Phil Donohue* 14%, *New Family Feud* 13%, *USA Today* 13%, *Cheers* 11%, *Who's the Boss?* 8%, *M*A*S*H* 7%, *Double Dare* 4%, *Mama's Family* 4%, *War of the Worlds* 4%, *World Federation Wrestling* 4%, other 13%.



Pondering programming are (l-r) Chaseman, Stone, Lustgarten, Harris and Dowdle

10% through syndication.

Dowdle noted that, unlike cable, there are very few consortiums among broadcasters. "For the longevity of our business that has got to happen," he said. Stone added that consortiums increase the money available and protect broadcasters from being shut out of the program bidding.

(Moderator Joel Chaseman of the Post-Newsweek Stations, reflecting on the unity shown by the Japanese in developing HDTV, said that "broadcasting has always been a baronial or tribal business. We didn't have consortiums because everybody wanted to run them.")

Harris said that the '90's would see people playing both sides of the game: programmer and entrepreneur—a development that would replace the traditional: "I'm in art, you're in commerce." It will make possible a lot more players having a significant impact, he said.

Concluded Lustgarten: There will continue to be an increase of channels in the home; there will be more narrowcasting with niche programs aimed at ever smaller parts of the audience.

Putting the election coverage process under a microscope

A half-dozen of the breed who make their living in the intersection of the media and politics assembled on a platform at the NAB convention to offer a quick sketch of that neighborhood, four months into the presidential election year of 1988.

And with professional presidential candidate interviewer David Frost asking the questions, the sketch on which they collaborated contained a number of differences from that of 1984. And not all of them for the good.

For openers, several of those participating on the panel—"The Public, the Press and the Political Candidates"—cited the unusually early start of the campaign—John Sears, one-time adviser to Ronald Reagan and frequent participant on NBC News programs, recalled aspects of the contest emerging as far back as 1985. In part, at least, the early start was a consequence of the circumstance that, for the first time since 1960, the incumbent President was barred

by the Constitution from seeking reelection. And while Tim Russert, NBC News vice president and a former adviser to New York Governor Mario Cuomo, said NBC, at least, was replacing what has been called "here-they-come, there-they-go" coverage with more substantive, thoughtful reporting, Sears viewed the coverage differently. He said substantive issues had been ignored and that the coverage, instead of being exciting, had been "boring."

Yet, aspects of the campaign were nothing less than dramatic, as several of the panelists pointed out. Gary Hart, far and away the Democratic front runner last year, was forced out of the race because of the Donna Rice affair. Running that event a close second in terms of drama was Senator Joseph Biden's withdrawal after revelations that he had plagiarized some of his speeches. "The rules of the game in 1987 and 1988 had changed dramatically," said Tom Donlin, who has served President Jimmy Carter and Vice President Walter Mondale and is now a consultant to CBS News.

Indeed, the rule of momentum had been repealed. Donlin noted that Representative Richard Gephardt's victory in Iowa's Democratic caucuses—the first electoral test of the 1988 season—did not, in Donlin's phrase, "beget" victories in subsequent contests, as might have been expected. Similarly, the Rev. Jesse Jackson's major win in the Michigan caucuses did not provide the impetus for a victory in Wisconsin. William Carrick, who had served in Gephardt's campaign, offered first-hand testimony to the effect that momentum was overrated in 1988 as an instrument of victory. "We ran a classic campaign, but it didn't work. There was no momentum," he said. "The primaries and caucuses were isolated one from the other."

Then, too, there was the proliferation of coverage. Not only were the upstart networks, such as C-SPAN and CNN, substantial players in the coverage, anchors and correspondents from stations around the country were also swarming after the candidates, trying to cover the campaigns from a national rather than a local viewpoint—and, with several exceptions, in the view of some on the panel, failing to impress. "Some local correspondents following Gephardt asked him: 'Did you commit adultery?'" Carrick said. "They didn't have anything else to

say." In his view, the satellite technology making it possible for stations to send correspondents on the campaign trail "is far more advanced than the coverage."

Richard Reeves, political reporter, syndicated columnist and author, was harsher in his appraisal of the locals on the trail. "The difference between a Ken Bode [of NBC News] and 54 local anchors is that the one guy knows what he's doing and the 54 have not the vaguest idea—at least this year." He did not rule out improvement in the future. But for this year, at least, he gave it as his guess that "candidates like the blow-dried guys throwing up softballs."

The sheer volume of people involved in the coverage is changing things in other ways, too, according to Bob Squier, political consultant to Democratic candidates (though none of those now seeking the presidential nomination). With a crowd of cameramen aiming cameras at the candidate as he arrives for an event, Squier said, "it is impossible for the candidate to have an exchange with what's going on out there." What's more, there is what Squier sees as a changing relationship between affiliates and their networks. "With the locals doing national news," he said, "you turn on the network news for a recap."

Then there were the scores of debates. They were seen as representing a change in the dynamic of the campaigns and the coverage they drew. Reeves, for one, viewed them as a plus. "Over the course of the debates," he said, "the seven unknowns worked out what the campaign was about." The close examination of candidates' personal life by the media was another of the developments making the 1987-88 campaign different from the one four years earlier. Russert, in that connection, noted that there appear to be some failings the public will overlook—Senator Al Gore's confession of smoking marijuana, for instance, and Jesse Jackson's and Pat Robertson's fathering children out of wedlock—but not others, like the behavior that drove Hart from the race.

Oddly, none of the panelists cited the emergence of a black man, Jackson, as a candidate to be taken with utmost seriousness as one of the changes in the political scene. But they seemed in general agreement that Jackson is the best campaigner around. Carrick said Jackson "treats television as a visual medium." Jackson, he said, will touch a child in a way that makes a good picture. Throughout the months of campaigning, he added, "you had powerful images" of Jackson. And Squier said of the candidate, "You have somebody made for television; he talks in sound bites."

One element of the campaign coverage that has not changed but that the panelists wish had is the attention paid to the polls. To hear the panelists tell it, most of the coverage, at least, is, in Russert's word, "outrageous." The press, he said, is reporting on something whose meaning is lost on it. "It's just a snapshot." Poll stories, he said, should not be released until reviewed by a professional. "Nothing is more destructive than these stories." Reeves said that while elec-

tions "are real, polls are pseudo events." An "upset," he said, "is a synonym for 'What we told you before was wrong.'"

There are still other perils in dealing with polls. "We had accurate polls," said Squier, referring to some unnamed campaign or campaigns, "but we lied to the press."

One panelist who appears to feel the system worked better in the old days, before the emergence of television as a force in the political process and the spread of primaries is Sears. "No one today undergoes the scrutiny of 20 years ago," when candidates were obliged to call on what Sears called "war lords," the men of power whose support was essential to a candidate. Because of their power, they could insist on answers to questions. "Today," said Sears, "we have men running for President and nobody can get a serious answer from them."

Asked by Frost what changes he would like to see in the conduct of presidential campaigns, Sears said, a reduction in the number of primaries to achieve greater balance between primaries and the politicians. Then, he said, those who knew the candidates "would have some control over who's nominated."

Sears probably has about as much chance of realizing his wish as Reeves does his. He would like to see candidates given free time for their advertising ("the public airwaves should be free.") Nor is that all. If antitrust problems could be avoided, he would have the networks agree to commit five minutes a night to campaign coverage. On some nights now, he said, there is no such coverage.

Those wishes may not be realized. But, if past is prologue, the changes that a public, press and political candidates panel at the NAB convention of 1992 will discuss may be almost as radical.

Programing the world: shifting tides of international TV production

The selling of U.S. TV programs abroad has become a \$1.5 billion-a-year business, according to one estimate

But in nations buying American shows.

Presidential portrait in HDTV. Sunday, April 10, was a historic day for broadcasting. For the first time, according to NAB, a President of the United States was taped in the 1,125/60 high-definition television format. And, thanks to a fiber optic link, hundreds who were not present for President Ronald Reagan's speech at the Las Vegas Hilton Pavillion were able to view it on screens at the nearby convention center.

During the speech, Reagan referred to the occasion, saying: "These remarks represent a historic moment for both the Presidency and American broadcasting. It was back in 1923 that Warren Harding became the first President to speak over that newfangled piece of equipment, the radio. In 1946, Harry Truman became the first President to speak by way of television, followed by Dwight Eisenhower, who in 1955 became the first President to be seen in color television. Today, just six short decades after Warren Harding first spoke over the radio, these remarks of mine are being recorded on HDTV...a new and powerful manifestation of the broadcast industry." Such advances as HDTV, satellite transmission and other technologies, Reagan predicted, promise "to transform world affairs as well."

Two HDTV cameras, directed by David Niles, owner of 1125 Produc-



Exchanging views on politics are (l-r): Frost, Russert, Sears, Donlin, Carrick, Aquier and Reeves

particularly in Europe, increased concern about U.S. inroads has fostered a collective strengthening of native production that hopes to remain competitive on Europe's shores and become a factor in the world TV marketplace.

That rapidly shifting international TV market was the subject of an NAB management panel Tuesday morning, April 12.

At the panel, Arthur Kananack, president of Viacom Enterprises, noted the world TV market has "grown considerably over the last 10 years for American companies, contributing to the export business approximately \$1.5 billion per year in TV business alone."

Helping to explain the expansion was panelist Patrick Cox, former managing director of Rupert Murdoch's satellite service, Sky Channel, and now a top executive for the Robert Maxwell media conglomerate, which has holdings in France's leading TV network, TF-1.

Since 1980, the European market, which he said represents the single largest audience

block outside the U.S., has "seen a breakdown of the basic public monopoly structure which has dominated all of European television since World War Two."

The influence of the privatization movement beginning in Italy during the 1970's and the development of satellite-to-cable television both were both catalysts stimulating commercial TV in Europe, he added.

With the commercialization of TV in countries France, the need for programs attracting larger audiences has increased as well, Cox said. His channel's budget for popular non-French programming bought from outside the country (mostly from the U.S.), for instance, has grown from \$30 million in 1986 to \$130 million last year.

The demand for comparatively inexpensive syndicated U.S. product, however, may be leading to an economic backlash, the panelists concurred.

According to Cox, some in the European media will seek Common Market legislation to protect their markets long enough to build enough of their own production capacity to

tions, New York, recorded the event. The fiber optic link and microwave transmissions, provided with equipment from Artel Communications Corp., Hudson, Mass., and the Grass Valley Group, Grass Valley Calif., were controlled in the NAB's "Tomorrow's Television," special HDTV demonstration at the Las Vegas Convention Center. According to John Turner, of Turner Engineering Co., who organized the HDTV room with NAB's Ben Crutchfield, "Everything performed flawlessly...The fiber link was transparent."

From the control site, a fiber optic feed was sent to one of the meeting rooms at the convention center where an Eidophor HDTV projection system displayed the presidential appearance on a 40-foot wide-screen (above). The system was provided by the information display systems division of Science Applications International Corp.

Some video noise, however, was perceptible on the Eidophor screen during the speech, because, according to Turner, of "a pioneering systems problem." The bandwidth of the Eidophor screen was wider than the bandwidth of the HDTV signal that was sent to it. Defects present, even in the advanced 1,125/60 signal, then appeared on the screen. "Too much bandwidth is just as bad as too little," Turner said.

sell shows throughout Europe as well as the U.S.

Potential investors in European media, Cox pointed out, may also find the scope of equity investments in European media will remain strictly limited by Common Market regulations, although some newer, high-risk media, such as satellite channels, may allow greater non-European participation.

Restrictive trends aside, most of the panelists appeared to agree that tremendous growth remained ahead for Europe's media. Advertising revenues in nations like France and West Germany, long limited by restrictive practices, could triple in the next two to three years, Cox argued.

American companies should be ready to participate in such growth opportunities, argued panel moderator Don Wear of CBS Broadcast International.

"Our horizons as broadcasters have to be as broad as possible," Wear said. Particularly for creative ventures, such as program co-production, "international collaboration can sometimes produce very interesting answers to the dilemmas we [U.S. broadcasters] face."

Examples of such an approach were provided by panelist Sheldon Cooper, president of Tribune Entertainment.

Cooper said his company's involvement in international co-production came out of the needs of Tribune's television stations to help control the cost of programing. Co-production, the company found, provides economies through the spreading of risk and sharing of production costs.

Advertisers also may have much to gain from European media growth, according to panelist Les Margulis, senior vice president at ad agency BBDO. In addition to increased advertising through the growth in channels and media denationalization, Margulis said, agencies are hoping to move into the role of program supplier by building an international barter TV business.

The growth of barter TV sales in Europe would be a positive factor for program supplier Kananack of Viacom, who said his company would welcome the growth of a barter market. But Cox pointed out that European governments, pressured by newspaper and magazine publishers which were worried about the potential loss of advertising, have and will likely continue to constrict television advertising in form and amount.

Margulis and other panelists believe, however, that television's commercialization will expand the advertising pie for all media, even though the press may have a smaller share overall.

As to the long-talked-of but little realized trend toward global advertising, Coca-Cola marketing executive Richard Halpern said global themes, which would allow advertisers to cut across numerous cultures with their advertising, remain elusive "Each country has to be treated in its own right," he said, adding "One of the key problems is language. We keep pretending people speak English. Most people in Europe don't speak the language."

Grossman argues for freedom of free press and TV as instrument of truth

The president of NBC News took his text from two current events last week, using TV's coverage of the 1988 presidential race and of the Israeli-Palestinian dispute to make his case for an unfettered—as opposed to a circumscribed—journalistic medium. "Television does not invent what is happening," Lawrence Grossman told an NAB television luncheon audience. "It makes reality difficult to ignore and impossible to deny. In that sense, television is an instrument of truth."

Some are so concerned about television's coverage that they would restrict or ban it altogether, Grossman said. In the political process television is damned for taking control away from the party organizations and making it possible for candidates to reach out directly to voters. "Television has made it possible for the maverick, the loner who is outside the political mainstream, to become a meaningful presidential contender," Grossman said. "Hardly anyone except an incumbent runs for President as a party regular anymore."

But just as there are advantages to the new political reality, so also are there disadvantages, he said. "Negative advertising escalates the level of ugliness in public dia-

logue. The focus on character and personality has largely replaced the focus on issues." Among other suggestions for curbing television's role in the process Grossman cited *New York Times* columnist Tom Wick-er's urging that there be less coverage of the Iowa and New Hampshire contests so that such small states will not sway the outcome of the race for the nominations.

But Grossman argued that the results of contests following the first two "contradict the myth that television generates an emotional tidal wave that can sweep a candidate into the White House." Nor would he go along with those who criticize the broadcast of vote projections at the end of the race. "It strikes me as both arrogant and paradoxical to insist that the people must be kept in ignorance on election day for their own protection. As 'TRB' wrote recently in the *New Republic*: 'How would it look if Dan Rather said on the evening news; 'I've known since 2:30 that one of the candidates is a dead duck. Tune in at 9 p.m. and I'll tell you which one.''"

Grossman reminded his audience that NBC had agreed not to broadcast projections before the polls closed, but indicated the network might reconsider that decision if there is no action on the uniform poll closing bill before election day.

What he called "that mischievous idea—



NBC News's Larry Grossman

that important information should be withheld from people for their own good," is also behind television's difficulties in covering the Israeli-Palestinian conflict. Israeli President Chaim Herzog called foreign television crews "the main weapon" of the Arabs, Grossman said, adding that Herzog praised British Prime Minister Thatcher's banning cameras from the Falklands and President Reagan's initial ban of cameras from Grenada. Israel subsequently has restricted cameras, "not because banning the press is necessary to protect Israel's internal security," Grossman said, "but because the Israeli government wants to do the impossible: to hide what is actually happening from the rest of the world."

Moreover, he said: "The theory that riots would not take place if television cameras are banned has been disproved time after time and is being disproved again in sealed-off areas in the occupied territories even as I speak. There were no cameras present during the shooting of the Israeli teen-agers."

"Most often, the presence of cameras tends to moderate the worst behavior of both rioters and police. People do not generally behave in savage and cruel ways while their actions are being observed and recorded. The worst behavior usually happens out of sight," he said.

Grossman remarked that this tension between press and state leads to a fundamental question: "In covering a crisis should the press be expected to operate in the national interest? My answer is no. The press is not in business to promote the national interest. The press is not qualified and has no standing to decide what the national interest is. Even the government's view of what is in the national interest is often mistaken and distorted by its concern for its own self-preservation. That is why in times of crisis, truth is usually the first casualty."

Grossman was careful, however, to distinguish between the national interest and national security. As to the latter, the NBC chief said it should always be accorded great care and restraint by the press. "We have a

fundamental obligation to preserve essential state secrets even if they should happen to fall into our hands," he said.

In conclusion, Grossman said that "the job of the press is not to worry about the consequences of its coverage, but to tell the truth. Freedom of the press is really nothing more than our protection against sweeping key problems under the rug. As much as those of us in the press would like to be popular and loved, it is more important that we be accurate and fair—and let the chips fall where they may."

Evaluating the TV station market

Television stations remain an excellent investment, even though the business is unlikely to experience as much growth in the next five years as it has during the previous decade, according to panelists at an NAB management session last Monday, April 11.

David Croll, managing partner of Boston venture capital firm TA Associates said during the program: "These are very great businesses. TV may not look as good as cable, but it's still a super business."

Croll added, however, that he sees certain "negative fundamentals" in television. The real prices of TV stations have come down as the cost of money has dropped, he argued, but the cash flow multiples used to gauge the value of properties have remained relatively flat. "The reality of buyers' perception is it is a slower growth business," said Croll.

Potential radio station buyers were also cautioned at a separate panel Tuesday afternoon not to be overly optimistic about their own projections for the medium. Susan Ness of American Security Bank told the radio executives when seeking funds for station acquisitions, "be realistic about your projections," allowing for the worst-case as well as more aggressive growth scenarios.

For TV station owners, one set of factors Monday's panelists agreed may further hurt

station values were threats of regulatory action against broadcasters. John Fiorini of Washington law firm Heron, Burchette, Ruckert and Rothwell said that among the possible changes would be the reimposition of a holding period for broadcast properties before resale and the adoption of a transfer tax (subject of congressional hearings later this month), which could take at least 2% and as much as 5% out of station deals.

Also considered "very bad news" for broadcasters, according to Tom Cookerly, president of station group Allbritton Corp., are the increasing number of license challenges.

With these and other factors possibly hurting station values, panelist Rick Michaels of Communications Equity Associates suggested TV broadcasting may see some new sellers emerging in the near term. Among them, he suggested, may be large corporations taking a second look at the medium's performance since their entry and seeking other ways of deploying assets.

Michaels also said family-owned businesses may become sellers soon, in part because the federal tax rate is "the lowest it's been since World War II."

During the hour-long session, Milt Maltz, chief executive of station group Malrite, complained of independent stations' mixed reputations as investments. "We've been paint-brushed with the bad reputations of some operators, some of which should not have gone on the air."

He added: "There are two tiers of independents, those who make money and those who don't."

Also on the panel, which was moderated by station and cable system owner I. Martin Pompadur, was William Suter, managing director at Merrill Lynch. Radio panelists on Tuesday's program, moderated by Washington attorney Erwin Krasnow of Verner, Liipfert, Bernhard, McPherson & Hand, were Robin Martin of group broadcaster Deer River Group, Washington, and Ronald Wooding of Wooding and Associates, Chicago.

Tale of the tape. Composite digital, or D-2, videotape recorders will replace TV stations' one-inch Type C VTRs, believe 45% of broadcasters responding to a survey compiled by Sheer & Chaskelson Research and released at last week's NAB convention.

A smaller number, 23%, said the D-1 component digital VTR technology would replace one-inch, the current studio tape standard. Another 17% said analog component formats would be the replacement.

The survey, based on responses from 600 stations, also found that 25% of stations plan to buy half-inch Beta video format equipment by 1991, 11% would buy MII half-inch by that time, 13% would buy digital composite and another 13% digital component. The largest percentage, 26%, planned one-inch purchases during the period.

The half-inch market was overwhelmingly Betacam with 82% of the field, according to the researchers. In a separate broadcast equipment survey released last week by Teltech Data Inc. and *Television Digest*, the rival format MII had just a 10.4% share of the total U.S. half-inch VTR market, but increased its share last year, capturing 31.3% of 1987 sales.

Other findings in the Sheer & Chaskelson survey included: 41% of stations reported bigger equipment budgets in 1987 than 1986, 40% said they expected studio quality CCD cameras by 1990 (fewer than did in a similar 1987 survey), and 32% believe solid-state transmitters would not perform satisfactorily until 1993 or beyond.

More than half the respondents, 55%, said they believed high-definition television would not overtake NTSC until 1996 or beyond, although 18% said the shift to high definition would occur by 1995.

DBS, fiber and cable may be the future big three, say panelists

Today it is broadcasting and cable. But, tomorrow it could be direct broadcast satellites and fiber optics, according to three executives on an NAB convention panel.

Stanley S. Hubbard, president of Hubbard Broadcasting, a pioneering group broadcaster and founder of United States Satellite Broadcasting, a would-be DBS operator, said broadcasters should embrace DBS so they will be able to compete with cable and fiber systems. Cable, fiber and DBS will deliver programming to national audiences "more efficiently" than network-affiliated television stations will, Hubbard said. "Reading the future, our company has chosen to provide some leadership to get DBS going because I don't, frankly, want to see free over-the-air television disappear..." As Hubbard now envisions it, at



Talking about the future (l-r): Bortz, Sie, Hubbard and Kahn

least part of a DBS service would be advertiser-supported and, thus, "free" to viewers.

Irving Kahn, of Choice Cable Corp., which wants to compete with cable by overbuilding with fiber, said the future is in fiber because of its much larger capacity and its ability to deliver better picture quality.

Fiber can also deliver lucrative services other than television, Kahn said. "The guy that gets that piece of fiber into the house owns the house."

John Sie, senior vice president, Tele-Communications Inc., the nation's largest cable operator, said TCI will use whatever distribution technology makes the most economic sense. Cable operators are retailers of program services to the consumer. They are not committed to delivering the services via coaxial cable, he said.

According to Hubbard, DBS will be "a very major player" in television's future. The medium has had a number of problems, including the loss of the space shuttle Challenger two years ago, which has made launching satellites riskier and more expensive.

"The biggest single problem is that there is no [home reception] equipment available," he said. Potential American manufacturers refused to target the market, he said.

However, the Japanese are filling the earth station void, Hubbard said. Flat-plate antennas, 13-inches square, can now be purchased in retail stores in Japan for receiving satellite programming.

DBS can compete head-to-head with cable and home video, Hubbard said. "We are

still in a marketplace in which price is important and when DBS starts to proliferate, it will be able to do things cable does at lesser cost to consumers."

With DBS, he said, consumers will buy and maintain the home satellite equipment and DBS operators will not have to share revenues with "middlemen." "If you eliminate one player in the distribution chain...you automatically find yourself in a situation where you can lower the price and still have greater profits and programming."

DBS's free, advertising-supported service will be good enough to induce consumers to purchase and install reception equipment, Hubbard said. To supplement the basic service, DBS will offer pay or subscription services.

And, according to Hubbard's market research, such a two-tier service has "great appeal" to people as long as the required earth stations are no larger than two feet across.

The research also shows that 25% of all cable subscribers will "go out and buy a DBS dish because these are people who want more programming...and they don't like paying a monthly fee...for basic service."

DBS can do something no other medium can, Hubbard said. Because of its ability to aggregate audiences from every corner of the country, he said, DBS could offer profitably, narrow-interest programming or, as he called it, "mini-mass programming."

A DBS system (either 16 channels with 120 watts per channel or eight channels with 240 watts per channel) can be launched to

serve the entire country for around \$250 million. "When you stop to think, you can buy a whole 16-channel DBS system in place for less than what you would pay for television stations in Tampa-St. Petersburg, Fla., or Miami; it becomes very intriguing."

To be successful, a 16-channel DBS system needs only one million or one-and-a-half million homes tuning in, Hubbard said. With those kinds of numbers, he said, "you are making money."

DBS is also the ideal medium for broadcasting high-definition television. Hubbard said. "I think it is going to happen and I think it is going to happen in the next few years."

Sie said he hoped the network affiliates in the audience were listening to Hubbard. "What Stanley is suggesting is to get you out of business. You are the middleman in the broadcast sense."

Hubbard said he was not trying to harm broadcasters, but to help them by making sure they had an opportunity to compete in the multichannel television arena.

DBS's principal problem is servicing customers, said Sie, who, unlike Hubbard, feels it would be the DBS operator's job to install and maintain the home reception gear.

The prime market for DBS service is the some four or five million homes in the low-density outskirts of cable franchises, Sie said. But servicing them becomes a "horrendous" task, he said.

For cable operators that can service homes near their cable franchises and have

billing operations and programing, Sie said, "DBS probably makes a lot of sense."

But trying to compete on a "standalone basis" as USSB is proposing to do is "pretty risky," he said.

Fiber is more than "entertainment," Kahn said. "On studies that we have made, by just doing mundane things like reading your gas and light meters we can generate the equivalent net revenue that we can from two pay TV channels," he said. "There are 15 or 20 different sources of revenue now available and they will proliferate to many more."

Hubbard took a shot at cable's compulsory copyright license, which allows cable systems to carry local and distant signals at rates that broadcasters feel are much too low. When DBS makes its debut, he said, I doubt that we will have the unfair advantage that our cable brethren have had.... Without the compulsory license, cable would exist only to rebroadcast local broadcast signals, he said.

When Hubbard later called cable a "subsidized monopoly," Sie replied with a laugh, "I will take subsidy any day I can get it." Hubbard responded: "You have, and all the broadcasters in this room are paying for it."

In response to a question from session moderator Paul Bortz, of Browne, Bortz & Coddington, Sie acknowledged that viewership of cable programing lags behind that of broadcast programing. But much of the gap is due to cable's failure to promote adequately the programing it has. "If we learn how to cross-promote, we could dramatically increase cable's share," he said.

In addition, he said, "we will continue to fund programing." Turner Network Television, USA Cable and superstation WTBS(TV) Atlanta "will have budgets big enough to do network type programing," he said.

"And we will continue to do the segmented programing" such as C-SPAN, he said. "It may not have the same high ratings, but it has very high satisfaction."

Kahn said cable may be vulnerable in the future when alternate delivery systems arrive on the scene because cable operators don't understand competition. "They have grown in an environment of a monopoly either by accident or coincidence," he said.

Today's cable operators are like the movie theater owners of the 1930's, he said. The theater owners controlled distribution and were able to dictate terms to motion picture studios. But times changed and the owners "got lazy," he said. "The same exhibitor who was the real king... in 10 years became the janitor."

NBC gears up for its 85 hours of prime time Olympic coverage

As broadcast remotes go, it is the biggest of the year. NBC's coverage of the 1988 summer Olympics, for two weeks next September, will see hundreds of technicians and millions of dollars in equipment spread over some two dozen venues and ready to produce 180 hours of televised events, three-fourths of them live.

The technical planning NBC put into the games was described in an NAB technical paper by NBC engineering executive Charles Spicer.

For equipment planning, according to Spicer, NBC had to accept a state of "automatic overkill" because so many of the games' events occur, and must be covered, simultaneously.

Using a combination of its own mobile TV trucks and a fleet of rented vehicles and temporary staff, along with facilities at the games' international broadcast center, the company will put into action a wide range of gear including Grass Valley switchers and digital effects systems, Quantel Paintboxes, digital disk editing systems from Quantel and Abekas and audio consoles from Solid State Logic, Ward-Beck and Graham-Patten, as well as picture monitors by the dozen, all tied together by a 20-rack 3M routing switcher.

Among the more unusual technologies in use will be a Grass Valley digital component switcher, component edit rooms and fiber optic links between the mobile units and broadcast center, said Spicer.

NBC, already using half-inch MII format videotape recorders throughout its domestic facilities, will find uses for some 117 MII decks in Seoul, with 79 in its series of edit rooms alone. The company also expects to use about 7,500 half-inch cassettes for its Olympics coverage, not counting those needed for NBC News programs produced there.

To make it all pay off, NBC's Spicer said the network hopes its 85 hours of prime time Olympic programing next fall will achieve a 21.2 rating and 36 audience share, with 30 hours in late night hitting a 9.1 rating, 39 share.

Changing times for television advertising and for TVB

The Television Bureau of Advertising announced a plan to develop national spot revenue, a restructuring of its staff and released a draft of an industry survey on TVB. The organization detailed these plans during an hour-long session, followed by a press conference, at the NAB convention last week.

According to TVB President William Moll, the moves are in response to "the turmoil and transition in television today... It's a different world out there and it's a little scary. We're forced to look at everything in new ways... As the industry changes, so must we change."

The national spot development plan

Moll said that although TVB has said the future is in local advertising, national spot revenues are now "too big to ignore: \$6.8 billion in 1987, roughly 50% of total station revenue. Our estimate for 1988 is \$7.6 billion."

Moll said that two weeks ago in New York, the rep community approved the sales plan and agreed to more than double its "financial commitment to TVB."

The plan: 1. Hire a new senior vice president/national sales. (The choice was Jim Joyella, who has been with CBS for 19 years, most recently as vice president/business development for CBS-TV. He was introduced at the convention.) 2. Evaluate the effectiveness of current national sales efforts. 3. Evaluate the effectiveness of the "key accounts" strategy and make changes. 4. Beef up national sales efforts by immediately adding sales personnel in Los Angeles,



Two for TVB: Moll and Jim Babb, TVB board chairman

followed by additions in Dallas and Atlanta. (TVB now has staff in New York, Detroit and Chicago.) 5. Create a development plan to help produce new sources of national spot revenues for television. 6. Develop sales executives with proven track records. 7. Coordinate TVB activities with rep departments already engaged in new business development to gain the most effective results. 8. Aggressively communicate TVB's national sales success to its members and to the TV and advertising industries.

TVB reorganization

TVB announced new appointments as part of a reorganization. They are: executive vice president and general manager, responsible for oversight of finance, communications and creative services—Dick Severance, who has headed national sales for TVB; senior vice president-development, responsible for membership development—Diane Healey Linen, who has been with Communications Equity Associates as senior vice president, television; senior vice president-national sales—Jim Joyella; senior vice president-retail development—Wallace Westphal, VP-local sales, TVB; vice president-local sales, top 30 markets—John Krubski, who has been with M&M Syndications in New York as vice president for advertiser sales; vice president-local sales, all other markets—Pat Ryan, who has been with TVB as marketing manager for mid-Atlantic stations; and senior vice president-training and education—Barbara Zeiger, who has been TVB vice president-member services.

The Butterfield study

A TVB-commissioned study, conducted by The Butterfield Communications Group, asked what TV group heads, general managers, general sales managers, reps, syndicators and ad agency principals want from TVB. The first draft, according to TVB, shows members need more help from TVB in developing local and national spot business; more station sales force development through training and education; cleaner, clearer and more concise sales material and research, and increased information exchange among members. The study also revealed: 1, concern about fragmentation of advertising dollars and audience erosion; 2, agreement that the current business environment is tougher and that hardware, people,

programming, audience measurement and research are costing more; 3, demands on station resources have added pressure on stations, which need an "aggressive, responsive and effective TVB."

Researchers bring some of the high flying high-definition TV claims down to earth

While thousands of NAB conventiongoers were ogling HDTV exhibits and hundreds of others were gathered in panel sessions worrying about how to keep up with this new technology, three researchers addressed their own audience with another view: HDTV might not turn out to be a sure thing in the eyes of the audience.

The most bearish position was presented by W. Russell Neuman of the Massachusetts Institute of Technology's Media Laboratory. Those who think "HDTV will knock your socks off are fundamentally wrong," he said. While MIT's research—sponsored by the Center for Advanced Television Study (CATS), a consortium of broadcasters and equipment manufacturers—concluded that HDTV was indeed superior to NTSC, that superiority was neither overwhelming nor constant. In tests conducted in a Danvers, Mass., shopping mall, "the mass audience...found the difference to be a subtle one, highly dependent on the distance from the screen, the nature of the programming and other conditions of viewing," Neuman said. Not only that, but under some conditions viewers preferred NTSC to HDTV, he said.

Among his interim conclusions of the study is that "HDTV is not the same kind of revolutionary shift in technology as experienced in the transition to color" but "is perhaps more akin to the difference between monophonic and stereo sound.... If pushed too hard, too fast and at too high a premium, HDTV could follow a path closer to quadraphonic sound than stereo sound," his report said.

Robert Maxwell of HBO seemed to occupy the panel's middle of the road, although his research, too, concluded that "a cautious approach [to HDTV] will be the most prudent." When tested under simultaneous viewing conditions (side by side) HDTV wins, he reported, while under alternative viewing (one after the other) it's a draw. HDTV was found to rank higher with males,

with younger audiences and when the viewer is close to the set.

The most optimistic research results were reported by Paul Hearty of Canada's Department of Communications, who conducted tests among 8,000 respondents in five cities. Do viewers see a difference in HDTV? Yes, he reported, in all categories tested: sharpness, depth and brightness, among other technical characteristics. More than that, viewers appreciated the differences—that is, they indicated a willingness to pay for them.

All tests used the Japanese Muse HDTV system. All panelists agreed that the surface had hardly been scratched in researching HDTV's possibilities, and noted that the greatest value of their pioneering may lie in helping design the research that follows.

Reps rate the business, share their concerns about network competition

A big chunk of the remaining television rep business was represented on one panel at the NAB convention when Jack Oken of MM Sales, Tim McAuliff of Blair TV and Peter Goulazian of the Katz TV Group gathered—with moderator Bob Kalthoff of Beam Communications—to discuss the changing state of their art.

The issue that drew the most passionate response: the possibility that the three major network companies might be readmitted into the competition by the FCC. Goulazian said it was no less serious than determining "whether we survive as a company." He expressed hope that the affiliate boards would express their own opposition to any change in the present regulations, and urged the audience to do so as well.

Kalthoff opened the session by asking for comment on the assertion that the rep business is soft today, with fewer reps handling more stations. Oken was the first to respond, saying the business "isn't really soft—the growth is just not great." There will be double-digit increases in spot this year, he said, and later quoted Al Masini of TeleRep as saying his company's earnings were in the neighborhood of a well-run TV station (45%-50%). "We're no longer in the go-go 70's," Oken said, "we're now in the so-so 80's."

McAuliff noted that local has outshone national in recent years and that the number of major agency mergers has slowed spot. Moreover, buying service money has distributed still other revenues into the local column. "It's a harder business today but we're better at it," he said.

Goulazian said the business lacks predictability, with revenues "well nigh impossible to predict." In 1987, he said, there were no fewer than 106 TV stations changing reps. "But I can't think that consolidations [of rep firms] will continue much longer. There is a delicate balance today. There are just enough firms to rep the market as it is."

Responding to a question from the floor about possible raises in rep commissions, Goulazian said: "You are crunched already, as we are. The pressure for us to discuss and review commission rates is never ending,

Sounding off. Representative Larry Smith (D-Fla.), who is also chairman of the International Narcotics Task Force, criticized broadcasters for failing, in his view, to do an adequate job of educating the public to the dangers of drugs. "The PSAs they run are good but there are far too few," he said.

Smith expressed his concern in remarks on Friday (April 8) to a legal forum co-sponsored by the ABA Forum on Communications Law and the National Association of Broadcasters, in advance of the NAB convention.

"We have a problem in this country," he said. "Besides drugs flowing in, there is a glorification of drugs. People who take drugs are not criticized." There should be more PSAs on television and radio "showing the seamy side" of drug-taking, Smith said.

"You as broadcasters have the power to make a difference." The motion picture medium and television and radio, he said, constitute "the most potent weapon we have. I hope broadcasters would think of that."



but most feel the pressure has abated somewhat."

Will reps handle more than one station in a market? No, said Oken. Not in the short term, said McAuliff, but down the road it may happen.

The Blair TV executive appeared to speak for his colleagues in closing. "It's a good business to be in," he said, "but not a good one to get into."

Television reps investigate the future of their business (l-r): Oken, McAuliff, Govlazian with moderator Kolthoff.

NAB RADIO

FMX proponents demonstrate noise reduction system

Broadcast Technology Partners, a consortium formed to develop FMX, a noise reduction system designed to improve reception of FM stereo, made a big push for its system at the NAB convention last week.

But two key broadcast equipment manufacturers that have developed FMX transmission gear continued to express uncertainty about the viability of the system.

John Delantoni, general manager, Orban Associates, said the San Francisco-based company is conducting field tests of the system and monitoring the experiences of pioneer FMX stations to make sure the system is fully compatible with existing FM radios.

"We are listening to what's happening out there because there is no way to predict statistically what the impact [of FMX] might be in odd multipath environments... whether it increases multipath distortions in a significant number of situations," he said.

"We don't want to put something in the marketplace that isn't perfectly acceptable," he said.

Delantoni said a decision on whether Orban will reenter the market is in the offing. "We will have a firm idea of our direction in a couple of weeks."

The story was much the same at Circuit Research Laboratories. "The jury is still out," said Charles Adams, assistant engineering manager, CRL. "We would like to see it fly right before we produce it."

Adams said CRL would also like to see some demand. "If no one asks us to build FMX equipment, we aren't going to."

FMX was developed several years ago by Emil Torick and Tom Keller when Torick

was an engineer at the CBS Technology Center and Keller was vice president, science and technology, at NAB. Torick is now president of BTP, a partnership of Torick, Keller, CBS, NAB and a group of investors formed to complete the development and marketing of FMX. Keller is now chief scientist of NAB.

CBS funded the initial development of the system, bringing it two years ago to a point where Torick and Keller thought it was ready for the market. But, as it turned out, FMX was far from ready. Stations that broadcast the FMX signals found that it aggravated multipath effects in conventional FM stereo reception. Orban, CRL and others withdrew their FMX gear from the market. And efforts at the CBS Tech Center to correct the compatibility problem were disrupted when CBS shut down the center.

After several months of uncertainty, BTP came together to support FMX. And, at last year's NAB convention, Torick announced that the system had been revamped and the compatibility problem solved.

FMX is a companding noise-reduction system, requiring a compressor at the transmitter and a decoder-expander in the receiver.

In a presentation at the NAB engineering conference, Torick said broadcasters can expect FMX "to provide quieter stereo within the present reception area and an expanded stereo reception area for a given signal-to-noise ratio. In strong signal areas multipath noise and distortion levels in automobile receivers should be close to those of monophonic reception. In weak signal areas, where conventional auto radios normally would be fully blended to monophonic reception, FMX radios will continue to provide good stereo separation," he said.

At last week's convention, Torick and the other BTP executives were upbeat, claiming that all the pieces necessary for a swift roll-out of the system were falling into place.

Much of their optimism stemmed from CBS's decision, announced two weeks before the show, to install FMX at all 11 of its FM stations. Once the last of the stations is on line early this summer, some 80 million homes will be able to receive an FMX signal.

Torick said a potential audience that size will encourage consumer electronics manufacturers to begin incorporating FMX decoders into radios. According to Torick, nine stations are already on the air in FMX and several station groups other than CBS are close to signing on. "We are shooting for 100 stations by the end of the year. We think that is a reasonable goal," he said.

Another source of optimism was the advent of semiconductors, necessary for the mass production of FMX radios. According to Tom Rucktenwald, vice president, engineering, BTP, Sanyo should be able to make production quantities of chips available this summer. Although auto manufacturers will not be able to incorporate the improvement in radios before 1990 or 1991 because of the long lead time they require, he said, some makers of home tuners and receivers and after-market car radios may be taking orders at the Winter Consumer Electronics Show in Las Vegas in January 1989.

Rucktenwald said that the Sanyo chips were delayed a few months because the company needed to correct "a couple of things." Although BTP showed several receivers with the Sanyo chip, it was not demonstrating any of them.

The principal beneficiary of FMX at this



point may be Inovonics Inc., the only source of FMX compressors. According to President Jim Wood, Inovonics will be supplying \$1,800 compressors to the 11 CBS stations. Wood said he is satisfied that the system works. "In our tests, no other problems have come up."

The future of FMX now depends on how the receiver manufacturers "respond to the call." If they jump aboard, every FM stations will follow, even heavily processed rock stations that benefit minimally from the noise reduction. "They will want to be state of the art and have all the bells and whistles."

BTP was able to demonstrate FMX at the convention, using FMX signals from two Las Vegas FM stations (noncommercial KNPR and soft-rock-formatted KRLV) and radios with FMX decoders built from discrete electronics components. One was an NAD high-end FM stereo tuner, which is available to consumers for around \$500; the others were retrofitted with Clarion auto radio/cassette players.

In addition to demonstrating the system at BTP's booth near the engineering conference rooms, BTP showed what the system could do in a mobile environment, inviting broadcasters to listen to FMX in a van equipped with one of the Clarion radios.

Following his ride, Bill Ruck, engineering manager, KFOG-FM San Francisco was impressed by what he had heard. Multipath effects were quieted, he said, and while the noise reduction did not "knock me over,...it was a definite improvement."

Ruck said he would recommend KFOG-FM's adopting the system. "I can't see any

reason why a broadcaster would not implement it."

Other than the two Las Vegas stations (and KNPR's translator), there are, according to BTP, seven other stations broadcasting in FMX: WDET-FM Detroit; WDHA-FM Dover, N.J.; WODS(FM) Boston, and WDRC-FM Hartford; WEZN(FM) Bridgeport, WJAZ(FM) Stamford and WPKT(FM) Middlefield, all Connecticut.

Rucktenwald believes broadcasters have nothing to lose and a lot to gain from implementing FMX. "It's not a panacea," he said. "It does not cure multipath. It does make stereo better."

Throwing out the lifeline to AM

It seems to be generally accepted throughout the radio industry: AM is in trouble. Many are trying to help it, among them the FCC, the National Radio Systems Committee (NRSC) and several companies manufacturing AM signal processing equipment. That effort was to be witnessed both on the exhibit floor and in the meeting rooms for the technical sessions at the convention.

Most of the talk was about making the fidelity of AM competitive with FM through steps such as implementation of the NRSC standards calling for a limit of 10 khz bandwidth for an AM channel and for a preemphasis curve in transmission with a complementary deemphasis to be built into the circuitry of AM radios. Because AM stations in many parts of the country are crowded together on the dial, the response range on current AM radios is less than 5

khz. in order to eliminate adjacent-channel interference.

AM stereo was an issue as well. On the exhibit floor, Motorola Inc., which developed the C-Quam AM stereo transmission system, was showing a new stereo exciter. But more attention was paid to two new prototype radios, which are to be produced by Motorola. An in-home radio is designed to adjust its bandwidth according to the adjacent-channel interference on a particular station. The second is a miniature radio set to one frequency for individual station promotions.

Kahn Communications president, Leonard Kahn, developer of the rival single-sideband AM stereo system, was featuring the POWER-SIDE option to his system—a technique for improving selective fading and other transmission problems. According to Kahn, stereo is not an imperative to saving AM stations, but he did say that poor AM could hurt broadcasters and restated his belief in the superiority of the Kahn system.

Single-frequency radios for station promotions will also be made in the Kahn system. Both radios will be manufactured by Target Tuning Inc., Moonachie, N.J. It will be the first Kahn-system consumer radio to be produced and retailed since Sony discontinued marketing of a multisystem receiver in 1986. According to Target's president, Daniel Flohr, plans are to begin monthly production of several thousand of the radios, priced at \$11 to \$13.50 per unit, by July. Motorola said that it hoped both the home and portable receivers based on its IC would be marketed before Christmas.

It is hoped that the NRSC standards will

lead to wider-band radios, up to 10 khz, in order to more closely approach the sound quality of FM.

On the exhibit floor, there was much confidence that broadcasters are getting ready to make the investment in NRSC conversion equipment. Most of the NRSC equipment there was introduced during last year's NAB show. At Circuit Research Labs, "business has been extremely good," according to sales manager, Bob Richards, who pointed to the survey done by CRL last year that showed overwhelming support by respondents to the NRSC standards. He said that CRL has done about 500 total NRSC conversions.

Energy-Onix, which has shipped about 100 of its NRSC-conforming AM Protectors-Enhancers since its introduction during last year's NAB received "a lot of interest" during this year's show, according to Evan Pezirtzoglou, vice president, engineering. He said from the interest in NRSC he was hearing it seemed that AM broadcasters "are motivated to go into that little expense now."

Barry Honel of Texar Inc., said that the sales of Texar's NRSC audio processors, called Phoenix, were "not as encouraging as I thought [they] would be." But he sensed that now "the mood is up... People are ready to spend the money." About 150 of the Phoenix units have been sold so far, he said. Texar has been shipping them since November.

From the broadcaster's perspective, chief engineers from two adjacent-channel AM stations in the Washington area reported the results of NRSC tests they had conducted jointly. Before the two stations installed the NRSC gear, overlapping coverage areas between them produced interference, according to Richard Mertz, chief engineer, WINX(AM) Rockville, Md. According to Tom McGinley, chief engineer of the second adjacent channel station, WPGC(AM) Morning-side, Md., who took part in NRSC meetings when the standards were "being hammered out," he concluded "that field testing of these two local stations would be appropriate—to take a close look at the real world of NRSC."

During the tests, the two stations first determined the areas of interference between their two signals. They then tested the levels of distortion under three conditions: 1) while both stations had NRSC filters active, 2) while one station was active with NRSC and the other wasn't, and 3) when NRSC was used in conjunction with AM stereo transmission. The engineers indicated that the tests were successful, with noticeable improvement of reception in areas of worst interference.

John Marino of NewCity Communications, Bridgeport, Conn., who has also been active in the NRSC, gave a technical paper on the "second NRSC standard" on radio frequency (RF) interference, released during NAB's Radio '87. Although NAB has petitioned the FCC to make the first set of NRSC standards mandatory, Marino said that the RF standards do not need a federal mandate. "This standard is meant to be more

of a recommended practice for AM stations," Marino said. "It is a goal that a broadcaster can strive for if he is really concerned with reducing adjacent channel interference. The committee feels that most properly maintained facilities will easily fall into the standard." The voluntary measure is meant to be an extra step to see that RF emissions do not seep outside the 10 khz-channel limitation of the first NRSC standard.

As of March 28, NAB estimated, 686 AM stations in the U.S. and Canada have installed NRSC filters. Although manufacturers have expressed confidence that AM broadcasters are backing the standard, some broadcasters remain skeptical.

During an AM improvement technical session, some audience members suggested that radio manufacturers are more to blame than broadcasters for AM's low quality audio compared to FM. In response, Eb Tingley of the Electronics Industries Association, Washington, and consultant Harrison Klein of Hammett & Edison, San Francisco, responded that NAB and EIA formed the NRSC (which they co-sponsor) as an effort for both industries to improve their products.

Klein was at the technical sessions to give an update on the work Hammett & Edison is doing on AM improvement studies, commissioned by NAB. The report, which will be ready for submission with NAB's comments to the FCC in comments due in June, will center on remedies for atmospheric and man-made noise, field strength measurements and adjacent-channel protection ratios. It will also suggest new methods for calculating skywave transmission.

Klein called for support of NAB's efforts and urged participation in the FCC proceeding. "It is clear that the standards have been so wrong for so long that the problems are not going to be easy to solve... It's up to the entire AM broadcasting industry to make a lot of noise in this proceeding."

New radio ratings diary turns in greater response rate in test

One of two seven-day radio ratings diaries tested last spring by Arbitron may raise response rates by 5.5%, according to an analysis presented by the rating service during a diary design session featuring NAB's Committee on Local Radio Audience Measurement (COLRAM), co-sponsor of the test. Both diaries were designed to improve response rates of the current daypart diary (which hover around 40%), by being more appealing to diary keepers.

One version, called the "time-format," contains the same words identifying the dayparts and the same dividing lines as the current diary, but with bolder graphics, more concise, easier to read instructions and an additional "away-from-home" listening column, dubbed "at work." The second test diary, referred to as the "soft-format" version, has the same graphic look and language as the first, but it eliminates all daypart dividing lines in the entry columns.

"With the soft-format diary, the actual dayparts are self-defined by the diary keeper," said Jim Peacock, Arbitron director of research.

Each diary was developed with input from NAB's COLRAM diary design sub-committee, and each was tested with a sample of approximately 13,000 people in 20 markets. The results, according to Peacock, were compared with the rating service's standard daypart radio diary in the same markets, a "control group" which represented another 26,000 persons.

The COLRAM/Arbitron test showed both diaries received better response rates than the current one. However, the soft-format version registered the higher gain. It was 2.2 response rate percentage points higher than the standard daypart diary—42.1% as compared to 39.9%, or an overall percentage increase of 5.5%. The time-format diary was up 1.3 response rate percentage points or an overall percentage gain of 3.2%.

"For audience estimates, both diaries yielded higher persons-using-radio (PUR) levels than the standard diary [nearly a full rating point for Monday-Sunday, 6 a.m.-midnight], said Peacock. "Virtually all of that increase was away-from-home, other place listening [the sum of the at-work and other place columns in the test diaries]," he said. "The most significant change we found was an increase in away-from-home, other-place listening [the sum of at-work and other-place columns in the test diaries]," said Peacock. "This shows that the test diaries appear to be picking up some away-from-home listening that was not captured previously." He noted that average-quarter-hour PUR levels were higher during 9 a.m. to 4 p.m.

Additionally, both diaries contained more days of listening and more entries. "Some of the extra entries are additional stations," Peacock said.

Other test findings: Both diaries showed an increase in average-quarter-hour PUR listening levels for the overnight, midnight-6 a.m. time period, and both had "significant" PUR increases for men 18-plus and men 18-24.

Which formats would benefit from the soft-format redesign? According to the test results, album rock and, to a lesser extent, easy listening are the likely benefactors.

"The greatest [ratings] increases for these formats occurred in the daytime, especially during the midday time period," Peacock said. Nine other formats examined from the test diaries, according to Peacock, indicated no statistically significant changes in overall ratings (+0.2 to -0.1) and no consistent increases or decreases across the 20 metro areas samples.

"Arbitron believes the soft-format version of the test diary met its objectives and is therefore an improved method of radio audience measurement," Peacock said. "But before we make a final decision, we want to review the results with other groups including the Radio Advertising Bureau Goals Committee [a meeting between the two parties is scheduled for today, (April 18)] and

the Arbitron Radio Advisory Council," Peacock said. He continued: "We hope to make a final decision on the new soft-format design by the end of April. If so, we can implement it for the fall 1988 rating period."

Other panel members included David Kennedy of Susquehanna Broadcasting, chairman of the COLRAM diary design subcommittee and session moderator, along with two other subcommittee members: Jerry Lee of WFIL(AM)-WEAZ(FM) Philadelphia and Bob Galen of the Radio Advertising Bureau. Also on the panel were David Lapovsky of Arbitron and Rick Ducey of NAB.

Radio "summit" features heads of U.S., Soviet and British services

The National Association of Broadcasters pulled off what may have been a historic event in its convention in Las Vegas last week. It had rounded up for one of its panels—one dealing with international radio—the leaders of the world's three leading international broadcast services. There they were, sitting side by side, waiting to be introduced by William Haratunian, the former Voice of America official who serves the NAB as a consultant on international broadcasting and who scored what is believed to be the unprecedented hat trick in rounding up John Tusa, managing director for external broadcasting of the British Broadcasting Corp.; Richard Carlson, director of the VOA, and Ivars Kezbers, deputy chairman of the Soviet Union's State Committee for Television and Radio. The three services' programming is heard by what the speakers said are some 400 million people around the world. Adding a dash of private enterprise to the panel was David Morse, president of the Christian Science Monitor Syndicate, whose enterprises now include international shortwave radio.

Placing the top officials of the British, American and Soviet services in juxtaposition with one another offered some interesting contrasts:

Tusa made much of the 56-year-old BBC's commitment to being "credible, unbiased, accurate and independent." And, he added, "We can't seem to be in the government's pocket." And he indicated the BBC's sensitivity to complaints of inaccuracy by rebutting in detail Soviet charges that the BBC had exaggerated the number of deaths resulting from civil disturbances in Armenia. He cited BBC sources and noted the BBC continued to report the official version of deaths as well as its own.

Carlson also stressed the mandate of the VOA charter to be accurate, fair and comprehensive. But he was not about to leave room in the club of credible journalists for the Soviets. He said the VOA focuses on countries "where freedom of expression is limited," then referred specifically to the USSR and Peoples Republic of China, as well as Afghanistan. He noted that while the Soviet Union has stopped jamming VOA and BBC broadcasts to the Soviet Union, it continues what he called its illegal jamming of VOA and Radio Free Europe/Radio Liberty broadcasts to Afghanistan. RL/RFE broadcasts are also jammed in Europe. "Glasnost," General Secretary Mikhail Gorbachev's policy of openness, "is welcome," said Carlson. "But a government that loosens the screws can tighten them again," he said.

Nor did that complete Carlson's bill of particulars against the Soviet Union. Despite talk of "glasnost" and "perestroika," restructuring of society, he said, the Soviet media continue on a course of "disinformation" against the U.S. He said the Soviet media are attempting to create the impression, worldwide, that the U.S. created the AIDS virus and that it has developed a kind

of "ethnic weapon" that would be effective "only against dark-skinned people."

Then Carlson added: "As long as the Soviet Union continues to use news to fight ideological battles, the USSR will have trouble with credibility, and 30 million people will continue to tune in to VOA, and millions more to the BBC and RFE/RL." Carlson brought with him, for use if challenged, a half-inch-thick report the U.S. Information Agency has compiled on Soviet acts of alleged disinformation.

Still, in introducing Kezbers, who was making his first visit to the U.S., Haratunian said the official's presence was an indication of a major shift in Soviet policy. It is evidence, Haratunian said, "of a changing dynamic in Soviet society and in relations between the U.S. and USSR."

Kezbers, himself—who spoke in Russian; his speech was translated into English by a colleague—appeared to be trying to ease the strains to which Carlson had called attention. To achieve "a new civilization on radio waves," he said, "we need to work together on a code of radio journalism based not on the wish to shout each other but on the wish to hear each other, and not only at the individual level but at the national one, too." But it was evident the two sides will have trouble overcoming problems in communication.

Kezbers said perestroika is affecting Soviet broadcasting, making it "more open and more democratic." He said the state broadcasting system has offered its microphones to spokesmen for a variety of organizations, from the head of the Russian Orthodox church to Senator Sam Nunn (D-Ga.), chairman of the Senate Armed Services Committee. But he brushed off the jamming charge, saying jamming is not the state broadcasting system's operation and that, in any case, it was selective: hitting only RFE/RL, services that have long been irritants to the



Examining international radio (l-r): Carlson, Haratunian, Kezbers, Tusa and Morse.

Soviet leadership.

It was the response to the disinformation charge—or one element of it—that caused even more wonderment in the audience. The charge that the U.S. was responsible for the AIDS epidemic, he suggested, grew out of the freedom he said the 1,600 employees in the internal broadcast service enjoy. The charge was “a mistake,” he acknowledged. “But the person [responsible] said, ‘We have a democratic society, and I can say my opinion.’”

Kezbers also indicated the kind of VOA programing the government found offensive. He said the VOA on Nov. 7, the anniversary of the Russian revolution, broadcast a feature declaring that 70 years earlier, Lenin and Trotsky had overthrown the democratic government of Alexander Kerensky and created the Soviet Union—and that their actions have inspired totalitarian regimes to this day. “You will not find Radio Moscow insulting the fathers of the American nation in this way,” Kezbers said, “even though those fathers did not act very democratically in taking away the land of the Indians.”

Kezbers also seemed to be calling on Carlson to ease his criticism of the Soviets. He quoted Gorbachev on his visit to the U.S. as saying that the people of the U.S. and USSR are beginning to understand that relations between the two countries must be improved, then added, “If you and I, Mr. Carlson, fail to grasp the essence of the mood prevailing among the American and Soviet people...we may find ourselves among those who are sometimes described as being ‘out of step.’”

The Monitor’s Morse used the platform to promote the international shortwave service the Monitor is introducing that adds to the extensive list of news operations for which it is already known—from daily and weekly newspapers with domestic and international circulations to domestic radio and television programing to a news service. The new service, which marks a return to shortwave operations that the Monitor discontinued in 1954, will consist of a 500 kw transmitter in Maine, two 500 kw transmitters in South Carolina and two 100 kw transmitters on Saipan, in the Pacific. Construction of the facilities is expected to be completed next year.

The Monitor, Morse said, is in the global shortwave business because of what it sees as its purpose—providing “unbiased, objective news for the global community.” But

there is another reason, too—business. Morse said many people around the world rely on shortwave as a “vital, if not their major, source of news.” And those who do, research indicates, are “predominantly urban, under 40 years of age, relatively well educated and well paid—the business sector, academics, journalists, expatriates and politicians.” And corporations, Morse said, want to reach such decision makers.

So while governments dominate the field of international shortwave broadcasting, the Monitor, like a still-small but growing number of American entrepreneurs, hopes to demonstrate that the old technology can work for advertisers on a worldwide basis, as AM and FM work for them at home. □

Fiber optics for regional networks, more compact disk and cellular telephone use seen in radio's future

Most network radio programing today is delivered by satellite, but by 1990 some regional networks may be the first to adopt fiber optics as a preferred means of distribution. That’s according to John Abel, executive vice president of NAB, who along with Rick Ducey, senior vice president of NAB’s Research and Planning Department, conducted a comprehensive session on radio’s outlook.

“We believe that as metropolitan regions move into fiber optics for voice, video and data communications, regional networks may find distribution by fiber to be more cost-effective than using satellites,” Abel said. (Some major radio networks, such as ABC, use fiber optics to transmit broadcasts from their Washington studios to New York before they are delivered by satellite to affiliates.) “More and more long distance telephone traffic is now being routed through fiber optic trunk lines,” said Abel, adding that there is no way of knowing how much radio traffic would migrate from satellite to fiber optics.

What changes lie ahead for satellite communications? “There are going to be dramatic changes in receiving antennas for satellite signals,” according to Abel. “We think flat satellite antennas are going to be the wave of the future,” he said. Abel noted that a flat receiving dish will soon be marketed by Matsushita and Comsat and is about 15 inches by 15 inches. “They will be sold in the U.S. [beginning in late 1988 or early 1989] for as low as \$300 to \$400,” said

Abel.

On another technological front, Abel said that based on data from an NAB radio technology survey, compact disk use at radio stations has more than doubled—from 17% last year at this time to 33.5%. That growth primarily occurred at FM stations. However, according to Abel, there is “relatively low” use of the compact disk player by stations. “The average station equipped with CD players devotes about one-fifth of its total air time to playing CD’s,” the NAB executive said.

Digital audio, which includes digital signal processing of fiber optic systems and compact disk technology, was cited by more than 1,000 engineers in the survey as the one component that will have the greatest impact on radio in the next five years.

Regarding AM radio, Abel said one of the band’s “continuing challenges” is the level of interference in the AM portion of the RF spectrum. Abel urged attendees to adopt the National Radio Systems Committee standard that will increase interference-free AM coverage. “The cost to convert to the NRSC standard is minimal. For most stations it will cost less than \$400,” said Abel. “The NAB believes so strongly in the NRSC standard that we have asked the FCC to make it mandatory.”

Abel also said there has been a slight upswing in the number of stations programing in AM stereo. The figure has climbed from 4.3% in 1984 to 10% in both 1985 and 1986, and to 15% in 1987.

There is at least one new “operational technology” that is quickly capturing the imagination of radio stations: cellular telephones, according to Abel. “The most common uses of cellular telephones by stations are for remote feeds and news. Other applications include traffic reports, sports and weather,” said Abel.

He added: “There is now a technology being developed by the Jet Propulsion Laboratory for NASA which will permit long-distance cellular telephone communications by using satellites to expand the range of a ‘cell,’” he said. (One of the limitations of cellular telephone technology is that only certain metropolitan areas have local terrestrial cellular systems in operation.) “This satellite-fed cellular technology, if successful, would enable broadcasters to call in fast-breaking news via cellular telephones from anywhere in the U.S.,” Abel said. According to an NAB study, nearly one-fourth (23.6%) of all radio stations are using cellular telephones, up from 16% in 1986.

Looking at target demographics for radio programing, NAB’s Rick Ducey noted that the NAB’s 1987 Radio Programing Survey shows a trend toward attracting more adult audiences. Ducey said that in 1987, 74% of FM stations identified 35-44 year olds as one of their primary target groups—up from 69% in 1985. “AM stations are also targeting older audiences,” said Ducey. “In 1985, 24% of the stations surveyed indicated that the 65-plus segment was a target. By 1987, this figure increased to 29,” he said. “This is an encouraging trend because it shows that broadcasters are making strategic changes;

It's on the way. Mass Media Bureau Chief Lex Felker gave proponents of the NRSC standard what they wanted last week: a commitment that the FCC would move on the NAB's petition to make the voluntary standard a mandatory one. “I would anticipate that I'll be recommending that the commission initiate a formal rulemaking proposal in the next several months,” Felker told broadcast engineers at a Tuesday (April 12) panel session. “It is certainly consistent with some of the concepts and ideas that are on the table” in the inquiry into AM interference standards and how they can be changed to improve the AM service, Felker said.

Immediately following the panel, Michael Rau, NAB vice president, science and technology, who had criticized the FCC two weeks earlier for not doing enough for AM, was heartened by Felker's announcement. “It's a positive sign that we can look forward to codifying the NRSC standard in the FCC rules,” Rau said.

that is, as a result of changing demographics," said Ducey.

What are the changing demographic trends? Of all age groups, people 65 and older will grow the fastest in the coming years, said Abel. "And by the year 2000, households headed by 35-54 year olds will constitute nearly 45% of all U.S. households," he said. "The aging of the baby-boomers is clearly the dominant population trend."

But, said Abel, while the 65-plus group does not spend as much as the 35-54 year olds, "it is a misconception that the elderly spend little and are unattractive to retailers." He continued: "This group is no more likely to be poor than younger consumers and many are interested in maintaining their earlier lifestyles."

Abel noted that the population is also becoming more ethnic. "One growing segment is the Hispanic community," he said. That segment rose from 6.4% of the population in 1980 to 7.2% in 1985. "By 1990, it is expected to reach 9.7%," Abel said.

Stakelin delivers radio sales pep talk

Radio's future starts with today's station operators, said Bill Stakelin, Radio Advertising Bureau president & CEO, during the RAB general radio session April 11. "Radio

is more than just sales. It's serving the community as well as the consumer," he said. "You must pass along to future generations [of radio sales executives] the 'passion' of this business," Stakelin said. "They must know what we are and the importance of what we do."

Stakelin said radio sales people are never taught the "inherent strengths" of radio. "They always start [their pitch] on how radio can best fit in the media mix. It can be a primary, effective and workable medium," said Stakelin.

Stakelin highlighted what he sees as the three major factors that are altering the radio sales business in the late 1980's: changes in the management of the media; media fragmentation; and regionization and localization of advertising accounts. "What does this do to the advertiser? It gives them many more options, which puts pressure on us to properly position the medium," Stakelin said.

The RAB executive said the association has just issued a new basic radio sales training course for all RAB members. "We set this as a high priority two years ago," he said. "And by authorization of the RAB board, the materials will now be made available to all NAB members. This [sales course] should become the industry standard."

Stakelin unveiled two new RAB pro-radio spots in the association's new "Radio

Gets Results" campaign, which is produced by the Bridgeport, Conn.-based American Comedy Network. The pro-radio spots feature retail radio success stories as told by dealers.

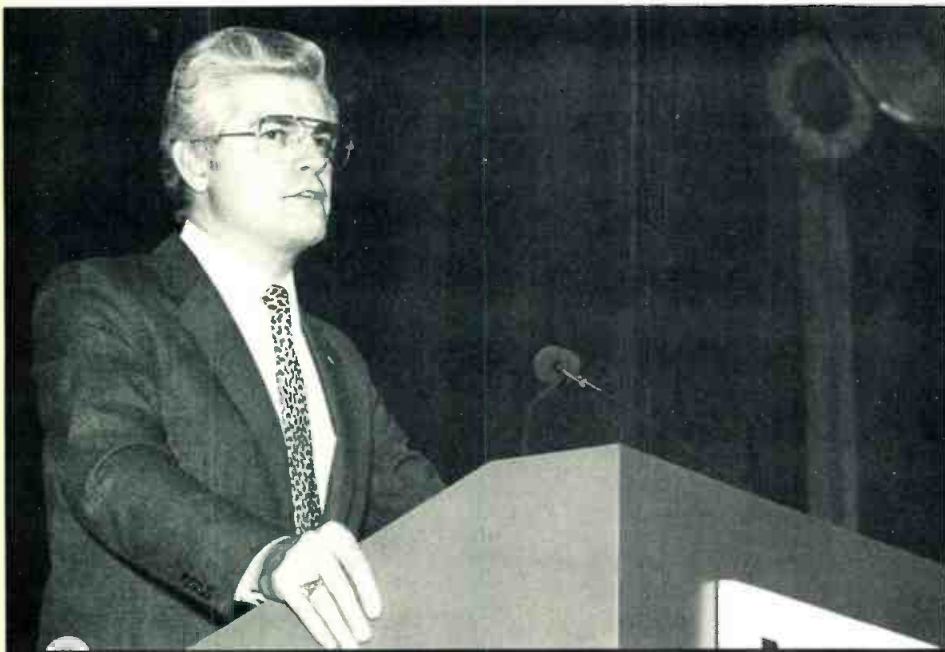
Taking another look at NAB-NRBA unification

How is the industry being served two years after the unification of the National Radio Broadcasters Association (NRBA) and the NAB? Has there been more cooperation between the Radio Advertising Bureau (RAB) and NAB during that time?

Those two questions formed the basis of a sparsely attended panel, entitled "United We Grow: The State of the Radio Industry," that featured Bill Clark, president of the radio division for Shamrock Broadcasting and an NAB radio executive committee member; Bernie Mann, president of Mann Media, who is the former president of NRBA and a current NAB board member; Bob Fox, president of KVEN Broadcasting, Ventura, Calif., who is the NAB radio board vice chairman; Jerry Lyman, president of RKO Radio and NAB radio board chairman; Bev Brown, owner and general manager of KGAS(AM) Carthage, Tex., who is immediate past NAB board chairman; and Steve



Broadcast Music Inc. President and Chief Executive Officer Frances W. Preston (center) is joined by (l-r) FCC Chairman Dennis Patrick, CBS Television Network President Gene Jankowski, BMI Board Chairman Joseph Carriere and FCC Commissioner Patricia Diaz Dennis. Some 200 people attended the BMI cocktail party for FCC commissioners and BMI and National Association of Broadcasters board members.



Lyman

Berger, vice president of radio for Nationwide Communications who sits on the RAB board.

"The unification process is yesterday's news. The real news is what we can accomplish in the future. The sky is the limit as far as the future is concerned," said Clark.

However, Mann, who along with Clark, played an integral role in the unification process between the two groups, questioned whether the current flurry of television issues—must carry and high-definition television, for example—is steering NAB's attention away from radio.

"Quite frankly, I'm concerned about whether or not radio is being handled [by NAB] to the best interest of our industry," Mann said. "If the job is not being done to the satisfaction of 10,000 radio stations, another radio-only association will likely pop up," he said.

Added Clark: "I don't have any illusions that we don't have to do a better job in educating Congress on the interests of radio." Clark later told BROADCASTING that there needs to be a "greater effort" by NAB constituents in communicating their concerns to the NAB board and executive committee.

"The attendance in this room is indicative of one of our major problems: a lot of broadcasters are not involved in the issues affecting the radio industry," said Fox. "The

commission can't respond [to proposed rule-makings] if they don't hear directly from the broadcaster," he said. Fox added: "It's our responsibility to represent ourselves."

Lyman noted his proposed radio-only legislation as a possible solution to C regulatory matters concerning the medium. "But we have to be unified. We will be asking the radio industry as a whole to accomplish this [radio-only legislative] effort on the Hill," he said.

"Radio has fragmented in so many ways, I sincerely hope it doesn't fragment itself again when it comes to vital industry issues," said Brown. "We need to go forward with the unification," he said.

According to Brown, one result of the unification process was the formation of an NAB Radio marketing task force. It later combined with one formed last year by the RAB to promote radio to the general public, said Brown. That joint group has been named the Radio Futures Committee.

Nationwide's Berger stressed that RAB and NAB each have "specific missions," but noted that they cooperate when it can "substantially" benefit the industry. In response to a recurring call by some industry executives who believe the two associations should merge, Berger answered with a resounding no. "A merger would dilute the issues being tackled by the respective associations," he said.

NAB to help raise money to fund music license negotiations

The NAB is establishing a task force to be headed by Group W Radio President Dick Harris, a newly elected NAB board member, to help establish a \$1-million war chest for the next round of music licensing negotiations, slated to begin in late 1989.

That announcement was made by Don Thurston, president of Berkshire Broadcasting, North Adams, Mass., and interim chairman of the All-Industry Radio Music License Committee, during the NAB Radio Leadership luncheon April 11. "The next series of negotiations will cost the industry a half-million dollars," said Thurston, who asked stations to contribute funds to the committee. ASCAP and BMI are well financed for the negotiations, he said. The radio industry deserves equal competence at the bargaining table, he stressed. "Music is important to radio and radio is important to music."

The Harris NAB task force represents a new era of cooperation between the association and the committee, which has been seeking NAB's help in funding for the past year.

Jerry Lyman, NAB radio board chairman and president of RKO Radio, oversaw the induction of two radio veterans into NAB's Broadcasting Hall of Fame: William B. Williams, long-time on-air personality at WNEW(AM) New York and 30-year host of the station's *Make Believe Ballroom* broadcast, who died in 1986, and Roy Acuff, country singer who is celebrating his 50th year of Grand Ole Opry broadcasts. Impressionist Rich Little, a former disk-jockey in Ottawa, performed for the luncheon attendees. The lunch, whose theme was "Celebrating 65 Years of Great Radio Advertising," was sponsored by McGavren-Guild Radio.



Hall of Famer Acuff (l) and Fritts

Computer age. "Instant" focus group research using minicomputers has arrived in radio, according to Jhan Hiber, vice president of research, Malrite Research, which is a unit of Malrite Communications, both Cleveland.

Focus group computer sessions track the respondent's "moment-to-moment" reaction and print it out in the form of a graph. The technology has been in place for a few years, said Hiber. It is used by television, advertisers and politicians, he noted.

The applications, said Hiber, range from gauging air checks to storyboards for ad campaigns to jingle packages to music selections. The computerized approach breaks down some barriers found in traditional focus group sessions such as soliciting responses from people who aren't articulate, said Hiber. The Malrite research executive said his company uses a system distributed by Program Evaluation & Analysis Computer (PEAC), Toronto. Malrite is the U.S. distributor of the system.

Cable TV: an advertising medium coming of age

Annual CAB conference finds growing evidence that advertisers are taking the medium seriously

"It's not the air of hysteria like it used to be," said Farrell Reynolds, president of Turner Broadcasting Sales, in describing this year's Cabletelevision Advertising Bureau convention at one of its panel sessions. At times past, cable programmers would practically grab advertisers by the collar to ask why they weren't using cable. Nor is there "the air of skepticism" in the advertising community, said Reynolds, as was the case in CAB's early days. "It's a much more pleasant environment," he said at the seventh annual CAB conference, at New York's Waldorf-Astoria hotel last week.

The new word is that for advertisers, cable is increasingly the place to turn. Attendance was up substantially, from last year's 1,100 (also in New York) to more than 1,400. CAB President Robert Alter said he was "very pleased by the caliber of the people who agreed to participate and the quality of the attendees." If there was any doubt of the viability of cable advertising, said Alter, it was answered last week. "Cable is opening all kinds of opportunities for television," he said.

"The goal of this gathering," said Alter in opening session remarks, "is to generate the information and ideas needed to help both the cable and advertising industries better understand the dynamic changes at work reshaping television.... While ratings will always be the strongest currency in the television marketplace," Alter said, "the challenge is to process and analyze audience data in a more precise relationship to marketing goals."

At various points in its evolution, said Joseph Ostrow, executive vice president, corporate media director, Foote, Cone & Belding, cable was defined as a new electronic medium, as narrowcasting, as the "X%" solution to combat network erosion, as the flexible television format, as "radio with pictures" and as "price leverage" against the broadcast networks. "Cable is each and every one of these attributes," said Ostrow. "It possesses all of these characteristics and then some."

"In my view, cable has the unique capability of talking out of both sides of its mouth, because it possesses the ability to be both general and highly targeted, in terms of audiences and programing environments," said Ostrow. "Cable is more a frequency than a reach medium," he said. "This is a key attribute that is often an important performance factor in media plans. It is clearly better to reach a smaller number of pros-



L-r: Malone, Biondi, Grimes and Ostrow

pects with adequate message repetition and achieve desired results, than to reach a larger number of prospects with little effect, due to inadequate frequency of message exposure."

Ostrow said cable's growth "has been very good, whether one looks at average ratings, total audience, homes wired, revenues or subscribers." The challenge, he said, "is to be certain that it stays fresh and available for appropriate change as soon as possible. If cable becomes simply another television form that emulates the established networks or local stations, it will have significantly diminished its full potential and opportunities for growth."

Ostrow said advertisers and agencies shouldn't be intimidated by more choices in the media mix. "If theirs is purposeful segmentation," he said in referring to cable, planning the buy "is a handleable problem." Ostrow also encouraged clients to get into programing, and consider it as a capital investment. Markets in the U.S. and overseas can be exploited, he said.

The key to cable's future fortunes, said John Malone, president of Tele-Communications Inc., is programing, and the industry's efforts to increase viewing and drive in advertisers. He said the industry is looking at launching new services, and he put in a plug for Turner Network Television. TNT could match the production budgets at any of the networks if at 50 million subscribers it charged cable operators 50 cents per subscriber per month (\$300 million a year) and it brought in \$700 million to \$800 million in advertising, he said. Operators could offset the 50-cent charge by selling local advertising, he explained. The economics are "pretty straightforward," he said.

Malone said fractionalization is a fact of life today in this country, and consumers are

responding to cable's choices. "Americans want choice and variety and they're willing to pay for it," he said. "The dogs like the dog food," he told the advertising crowd.

In answer to questions, Malone said the cable industry was a neophyte in "programing, promotion and advertising," but the industry "will come up the learning curve." He pointed to TCI's program guide and experiments in cross-channel promotions as examples of how the industry is looking for better ways to promote itself.

Malone also spoke about joint broadcaster-cable business opportunities at the local level. He welcomed the news of the Fox Television station promotion (see "In Brief") with cable systems, and he said there was "a lot of potential in HDTV between broadcasting and cable." There are also advertising and programing possibilities, he said, that both sides could explore. Relations between the two industries, he predicted, "will grow more incestuous as time goes on."

Frank Biondi, president of Viacom International, said that programing changes in the past few years will be nothing "compared to the next three to five years." He said the status of the FCC's syndication and financial interest rules is "the biggest question mark on the horizon for producers." The various pressures on the broadcast networks, said Biondi, "is positive for cable." Already cable has a corner on the off-network hour market and first-run cable offerings are showing up in syndication, he said. Viacom's *Double Dare* in syndication is doing twice the rating it did on Nickelodeon and in its new time period on Nickelodeon, ratings of new *Double Dare* episodes are up, he said. Biondi speculated that shows will go back and forth between broadcast and cable in the future, and not necessarily follow traditional patterns. With the rise of

first-run syndication, programing is truly becoming "an open-air market," he said, especially when foreign sales and co-productions are factored in. Biondi also speculated that a viable window could open up for movies between their theater, pay-per-view, home video and pay television runs and their airing on the broadcast networks.

In his remarks, ESPN President Bill Grime switched the theme of the convention from "America is Cable Ready," to "Cable is Advertising Ready." He said the basic cable networks spent an estimated \$550 million on programing in 1987 and received 18% of the viewing audience, but only 9% of the advertising revenue. If the figures were comparable, and cable could spend another \$550 million on programing, "what might our hare of viewing be?" he asked.

ESPN estimated it would receive a 9 rating for its NFL games, when in fact it turned out to be 10.6, Grimes said. And ESPN's America's Cup coverage—four yacht races that aired between midnight and 3 a.m.—averaged a 3.3, "pretty good for a sport not even covered by broadcast network television," Grimes concluded. And to prove the value of cable advertising, Grimes said in the eight years since Anheuser Busch has advertised on ESPN, "with two commercials per hour day after day, their share of the \$16-billion beer market has increased from 26% to 40%."

The list of cable success stories spilled over into other sessions at the convention. Larry Cole, senior vice president at Ogilvy & Mather, said he used cable for Seagram's wine cooler because it provided "a 25% to 50% advantage over network television," a selective and positive programing environment and a targeted reach. The company bought time in prime, sports and late night, and tailored individual commercials for the various cable networks—MTV, WTBS(TV) Atlanta, USA—that it bought. A commercial with Seagram spokesman Bruce Willis singing the blues ran on MTV while a commercial with a takeoff on "Casablanca" ran during that movie's run on WTBS. In addition to those buys, it ran advertising on the Weather Channel during its boat and beach reports to reach active young people and on BET to reach the black market. As a bonus, viewing to cable is higher during the spring and summer months when cooler buys are up, Cole said. Cable provided selectivity, efficiency, compensation for network under-delivery, concentration in heavy-use homes and greater tie-ins with the programing, said Cole. "All in all," said Cole, "it was the right medium with the right audience at the right time."

Kathryn Hayes, director of advertising services, Warner-Lambert, said when Schick decided to introduce two new products in 1988 it bought a 52-week sponsorship on the Saturday and Sunday sports shows on CNN, to target men 25-49. CNN's viewership index for that product was 119, said Hayes, meaning that CNN viewers were 19% more likely to buy that product than noncable homes. Part of its Roloids buy was on the *Motoworld* sports show on The Nashville Network. The male heavy sports viewer was its target for that buy, she said.

Hayes said the maker of Clorets wanted to



CAB honors. Ted Turner (l), chairman of Turner Broadcasting System, was given the CAB's highest honor last week, the Chairman's Award for "outstanding overall contribution to the growth of cable television as an advertising medium." Making the presentation was CAB President Robert Alter (r). CAB bestowed eight President's Awards, which went to John Bird, J.B. CableAds; David Bender, USA Network; Liza Field, Rogers Cablesystems; Pete Gatseos, American Television & Communications; Whitney Goit II, Arts & Entertainment; David Kantor, Cox Cable; Doug McCormick, Lifetime; Farrell Reynolds, TBS, and Frank Woodbeck, Post-Newsweek Cable. Receiving the Carl Weinstein Sales Achievement Award was Barrett Harrison, president of the Cable Media Corp.

shift its target from the 35-plus demographics to adults, 18-34. Even though the viewership index was low, at 98, the company bought time on Nick at Nite, to target the younger audience. The buy was also made during the summer when cable viewing is up, she said. And for its cough and allergy products, Warner-Lambert bought time on the Weather Channel during flu and pollen season. In fact, through the Weather Channel and the Centers for Disease Control, Warner-Lambert can quickly locate pockets of flu or high pollen outbreaks and get commercials on the local media in those markets within two days, Hayes said.

AT&T's Douglas Ritter, corporate broadcast manager, has found cable's targeted approach useful for AT&T products. It sponsors a science and technology vignette on CNN, said Ritter, which "advances the image of AT&T as being in the forefront of new technology serving the communications field." AT&T used a number of cable networks, including the Silent Network, to air infomercials about its special services division, which caters to the hearing-impaired. In the month the cable buy was added, calls into the center via a toll-free number jumped from 41,000 to 57,000. AT&T also conducts a 900-number fan vote for the most valuable player in the Continental Basketball Association on ESPN, sponsors a business travel segment on the Weather Channel and is in the midst of a "Reach Out America" direct-response campaign on a number of networks, the results of which will be known in a few months.

Not only can targeted commercials find a

home on cable, so too can client-supplied programing. The longest running program in that form is *Mazda Sportslook*, now in its eighth year, and its fifth on ESPN, said Sherman McQueen, senior vice president, managing director, FCB/Telecom, which created the program. The interview program "is the thinking man's sports show," he said, and "does the right job in a cost-effective way." From that beginning the company now has 11 hours running weekly on a broad spectrum of basic networks, including the *Zenith Monday Matchup*, which runs on ESPN at 8:30, one-half hour before ABC's Monday night NFL contest. McQueen said Zenith came to FCB several years ago, needing an advertising vehicle for its highest selling season, the final few months before Christmas. That time frame coincided with the NFL season, said McQueen, and the rest is history.

Using 15% of a media budget on cable "is not an overuse of cable," said Thomas Lux, media director of the Gillette Co. He said Gillette's spending on cable might reach \$10 million in 1988 on 18 networks, up from the several hundred thousand dollars it spent on three networks in 1984. "Cable is a natural fit for the demographic we're interested in," said Lux. Gillette has bought time on Lifetime for its grooming products, WTBS for Right Guard (in conjunction with its Fan of the Year contests) and the Weather Channel, for specific program segments.

He said CNN offered Gillette a daypart it normally didn't use, and since the efficiencies were so good, Gillette took money out of network to make the buy, which had the effect of doubling its CNN budget.

TBS's Reynolds picked up on the theme of looking at underutilized dayparts. He challenged advertisers, for instance, "to take a look at cable on a seven-day basis. Weekend television, he said, may not match prime time in viewing, but it provides a 50% greater reach than daytime. Why not make weekend the second buy after prime time, instead of daytime? Reynolds asked. He also posed the question of buying network, syndication and cable, before buying spot, instead of buying network, syndication, spot, then cable. "Something you may want to think about," he said.

The broadcast television network production schedule has dropped from 39 weeks to 21, and the number of national viewing choices has increased 300%, said Reynolds. The ratings fluctuation has followed, he said. "The customer has become more mobile," he told advertisers and agencies, which means "you've got to be more mobile."

Cable promotion promoted at CAB

HBO president Michael Fuchs has been quoted as saying: "People watch what we tell them to watch." Many cable industry leaders concede that promotion is one area where cable television has faltered for many years, but they say more effort and imagination has been invested in that area of activity lately.

The packed session on cable program promotion at last week's CAB conference in New York may be one indication of the

heightened interest in the industry's efforts in that specialty.

Those attending heard Telecable regional marketing manager George Rosehart highlight two of that company's recent promotional efforts. The first was a campaign heralding the introduction last fall by ESPN of once-a-week National Football League telecasts. To heighten viewer awareness of the telecasts, Telecable produced game-specific print and radio ads, and ran a "free fall kick-off" campaign offering viewers one free month of cable TV. "We saw it as a unique opportunity," said Rosehart, to upgrade basic subscribers to a satellite tier (on which most of the Telecable systems carry ESPN).

While it's not clear how much the promotional campaign had to do with it, said Rosehart, Telecable's 1987 fourth quarter was "one of our best quarters ever" for increased penetration, upgrades and local advertising. Satellite tier upgrades rose from about 56% to over 60% companywide, he said, while overall penetration increased by about 2.5%.

First-year local NFL sales, said Rosehart, amounted to about \$1.2 million, "or \$225,000 more than the games cost us." He said the company had already booked \$1.1 million in local NFL business for next season.

Telecable's Springfield, Mo., system is also conducting a 10-month cross-promotional test with the local CBS affiliate, KOLR(TV), said Rosehart. The broadcast outlet, he said, is the dominant news station (getting a 50 share in some cases) and has agreed to let Telecable's Springfield system carry one-hour delayed feeds of its noon, 6 p.m. and 10 p.m. newscasts on cable. In return, the station is paid a fee and promotes its newscast to cable viewers, while the system uses the majority of the advertising time to promote cable programs.

According to a recent survey done by the Cable Advertising Bureau, almost 70% of responding cable operators said the use of tune-in advertising was helpful in lifting subscriber levels. Jim Schumaker, director

of communications, CAB, said the survey found "there is no sure fire way to promote." But, he said, the top five tune-in advertising vehicles appear to be: 1) newspaper listings; 2) newspaper display ads; 3) cross-channel promotion; 4) *TV Guide*, and 5) cable guides. "Print advertising is the prevalent form" of advertising used by cable operators to promote on-air programs, said Schumaker. He noted that in CAB's monthly advertising kits, 120 print ads address upcoming programs.

Ron Harris, vice president, promotion and advertising, Turner Broadcasting Systems, said TBS ties its advertising sales efforts to tune-in promotion. "It exposes potential clients to opportunities to advertise on the cable system," said Harris. "He sees what the environment is; he sees what the message is. It lets them see there is value there." □

More MSO's want into rep business

National Cable Advertising sells 30% interest to Continental, Cox, Warner; seeks two more investors

Continental Cablevision, Cox Cable and Warner Cable each took a 10% stake in the cable rep firm, National Cable Advertising, last week, indicating a growing interest by the industry in expanding its advertising and marketing potential. NCA is negotiating to bring in two more partners at the same level, which would result in five MSO's owning 50% of the company. NCA, headed by President Robert Williams, will own the other 50% and continue to manage the company.

NCA plans to expand from the national rep business into other areas. Williams said the cable industry "has a lot of hidden as-



Williams

sets" and that the MSO participation in NCA signals a focus on advertising "at the highest levels."

For instance, cable operators have gathered extensive information about their subscribers—demographics, likes and dislikes—through their everyday business. NCA will seek to use that information, targeting potential advertisers and agencies with a range of options, including television, direct mail and direct response.

Williams said that advertising will move "more and more toward segmented marketing in the 1990's." Since cable already gathers large amounts of information, NCA will try to determine "how to apply that knowledge," said Williams. The cable industry can use that data to better sell local and regional advertising, said Williams. With the demographic information at its disposal, cable will be able to combine "the power of television with the effectiveness of print," Williams said.

For instance, an automobile advertiser may sponsor a particular sports show and target specific homes with a direct mail piece that invites the occupants for a test drive. This sort of geopsychographic information by ZIP codes presents a highly targeted opportunity for advertisers in (cable) homes, which are usually more upscale than average and have more income at their disposal, said Williams.

The move by Continental, Cox and Warner follows Cablevision Systems' purchase of the rep firm, Cable Networks Inc., last year. Williams said that purchase spurred cable companies to evaluate "where they were going" with advertising and marketing. Williams said he approached those companies that would help advance NCA's market position. The three MSO's have operations in several large media markets and will allow for the expansion of new office in Atlanta, Chicago and Los Angeles. Currently, NCA has offices in Boston and New York.

Figures were not released on the equity stake the companies are taking, but Williams said it was substantial. NCA took in upward of \$7 million in revenue last year and should hit \$10 million this year, said Williams. His five-year projections calculate sales reaching \$40 million to \$50 million. The MSO's also have an option to purchase, in aggregate, an additional 35% of the company over a six-year period. It's expected that a representative of each MSO will have a seat on the board, which will still be controlled by Williams and NCA. □

Sales talk. Capital Cities/ABC executives (Thomas Murphy, chairman and chief executive officer, CapCities/ABC Inc.; Daniel Burke, president of CapCities/ABC Inc., and John Sias, president, ABC Network Group, met in a session closed to the press with 150 members of the Wall Street community two weeks ago and characterized sales in the second-quarter scatter market as "rather sluggish." One analyst in attendance said the executives thought this year's scatter was weak because the heavy spending up front and in the winter Olympic games (on ABC in February) left fewer advertiser dollars available for the current quarter. The company executives also confirmed that ABC lost \$65 million on the winter games, the figure cited in the recently released 1987 annual report.

The executives also said ABC looks forward to 1990, when CapCities/ABC's agreement with the U.S. Department of Justice to produce no more than four hours of regularly-scheduled prime time entertainment programming expires. However, the executives stopped short of detailing specific plans in that area.

Some analysts came away from the meeting with the impression that the company's owned station group, usually a top performer in the industry, was headed toward another banner year. "Murphy described the owned stations as performing 'quite satisfactorily' so far this year," said one analyst. "In CapCitiesese that means the results are very strong on the station side," he said. Those stations were helped in the first quarter by the Olympics and the Super Bowl both being on ABC.

The CapCities officials did not offer any earnings projections for the company for 1988. Some analysts have predicted earnings for the company this year will be in the mid-\$22-to-\$23-per-share range, up from \$16.46 per share in 1987.

Stock Index

Closing Closing
Wed Wed
Apr 13 Apr 6
Net Percent P/E
Change Change Ratio (000,000)
Market
Capital-
ization

BROADCASTING

N (CCB) Capital Cities/ABC	363	3/4	351	12	3/4	03.63	25	5,884
N (CBS) CBS	162		160 1/4	1	3/4	01.09	9	3,828
A (CCU) Clear Channel	13	3/8	13 5/8	-	1/4	-01.83	23	43
O (INFTA) Infinity Broadcast	22	1/4	21 5/8	5/8		02.89	-171	187
O (JCOR) Jacor Commun.	5	3/4	5 1/2	1/4		04.54		32
O (LINB) LIN	59	1/4	56 1/4	3		05.33	31	3,176
O (MALR) Malrite	7	1/4	7 1/2	-	1/4	-03.33	-10	98
O (MALRA) Malrite 'A'	7	1/2	7	1/2		07.14	-10	102
O (OBCCC) Olympic Broad.	4		4			00.00		10
O (OSBN) Osborn Commun.	6		6			00.00	-5	24
O (OCOMA) Outlet Commun.	16	1/2	16 1/4	1/4		01.53		108
A (PR) Price Commun.	8	5/8	8 1/4	3/8		04.54	-6	73
O (SAGB) Sage Broadcasting	5	1/4	5 1/4			00.00	-7	20
O (SCRPP) Scripps Howard	80		80			00.00	27	826
O (SUNN) SunGroup Inc.	1	1/2	1 1/2			00.00	-2	3
O (TLMD) Telemundo	7	1/4	7 1/4			00.00	-1	41
O (TVXG) TVX Broadcast	3	1/2	3 3/4	-	1/4	-06.66	-2	20
O (UTVI) United Television	27		25 1/2	1 1/2		05.88	45	296
O (GMXC)		1/8	1/8			00.00	45	296

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo	55	7/8	56	-	1/8	-00.22	22	589
O (ASTV) Amer. Comm. & TV		3/32	3/32			00.00		7
N (AFL) American Family	16		16			00.00	14	1,294
O (ACCMA) Assoc. Commun. *	23		33	-	10	-30.30		219
O (BMAC) Bus. Men's Assur.	34	1/2	35 1/2	-	1	-02.81	48	361
N (CCN) Chris-Craft	19	1/4	17 3/4	1 1/2		08.45	27	407
N (DNB) Dun & Bradstreet	49	1/4	48 1/8	1 1/8		02.33	20	7,489
O (DUCO) Durham Corp.	26	1/4	26 3/4	-	1/2	-01.86	15	224
N (GCI) Gannett Co.	34	3/8	35 1/8	-	3/4	-02.13	18	5,554
N (GY) GenCorp	18	1/4	19 1/8	-	7/8	-04.57	9	1,223
O (GACC) Great Amer. Comm.	11	5/8	11 5/8			00.00	11	270
N (JP) Jefferson-Pilot	33		33 7/8	-	7/8	-02.58	11	1,326
N (KRI) Knight-Ridder	41	1/2	40	1 1/2		03.75	16	2,381
N (LEE) Lee Enterprises	27	3/4	26 1/2	1 1/4		04.71	16	690
N (LC) Liberty	45		44 1/2	1/2		01.12	16	430
N (MHP) McGraw-Hill	56		56 3/8	-	3/8	-00.66	18	2,829
A (MEGA) Media General	46	1/8	43 5/8	2 1/2		05.73	67	1,300
N (MDP) Meredith Corp.	28	3/8	28 1/8	1/4		00.88	15	544
O (MMEDC) Multimedia	66	1/2	64	2 1/2		03.90	6650	731
A (NYTA) New York Times	31	7/8	30 1/2	1 3/8		04.50	17	2,611
N (NWS) News Corp. Ltd.	21	3/8	20 3/8	1		04.90	13	2,709
O (PARC) Park Commun.	29		28 1/2	1/2		01.75	25	400
O (PLTZ) Pulitzer Publishing	33	1/4	33 3/4	-	1/2	-01.48	26	348
N (RLR) Reliance Group Hold.	6	7/8	6 1/2	3/8		05.76	7	515
O (RTSRY) Reuters Ltd.	29	7/8	29 1/4	5/8		02.13	28	24,805
T (SKHA) Seikirk	20		20			00.00	43	162
O (STAUF) Stauffer Commun.	122		147	-	25	-17.00	20	122
N (TMC) Times Mirror	35	1/4	33 1/2	1 3/4		05.22	14	4,547
O (TMCI) TM Communications		7/8	5/8	1/4		40.00	4	6
O (TPCC) TPC Commun.		3/16	3/16			00.00		2
N (TRB) Tribune	40	5/8	38 7/8	1 3/4		04.50	15	3,201
A (TBSA) Turner Bcstg. 'A'	14	7/8	14 7/8			00.00	-2	323
A (TBSB) Turner Bcstg. 'B'	14	7/8	14 5/8	1/4		01.70	-2	323
A (WPOB) Washington Post	221		216 1/4	4 3/4		02.19	23	2,838

PROGRAMING

O (SP) Aaron Spelling Prod.	6	1/8	5 5/8	1/2		08.88	5	112
O (ALLT) All American TV	1	3/4	1 3/4			00.00		2
O (BRRS) Barris Indus.	10	3/4	10 3/8	3/8		03.61	-5	87
N (KO) Coca-Cola	40		39	1		02.56	14	15,016
A (CLR) Color Systems	5	7/8	7 3/8	-	1 1/2	-20.33	-3	31
N (KPE) Columbia Pic. Ent.	8	3/8	8 5/8	-	1/4	-02.89		81
O (CAVN) CVN Cos.	15	3/4	14 3/4	1		06.77	-47	287
A (DEG) De Laurentis Ent.	1		15 1/16	1/16		06.66		11
O (dcpl) Dick Clark Prod.	4	7/8	5 1/8	-	1/4	-04.87	12	40
N (DIS) Disney	56	5/8	58 1/2	-	1 7/8	-03.20	19	7,438
N (DJ) Dow Jones & Co.	31	1/2	32 1/4	-	3/4	-02.32	15	3,049
O (EM) Entertainment Mktg.	3	7/8	3 1/2	3/8		10.71	12	47
O (FNNI) Financial News	5	3/4	5 5/8	1/8		02.22	35	67
A (FE) Fries Entertain.	2	1/8	2 3/8	-	1/4	-10.52	9	11
N (GW) Gulf & Western	79	3/4	78 1/8	1 5/8		02.08	18	4,845
O (HRIGV) Hal Roach	4	1/2	6	-	1 1/2	-25.00	-10	31
A (HHH) Heritage Entertain.	2	3/4	2 5/8	1/8		04.76	2	12
A (HSN) Home Shopping Net.	4	7/8	5 1/2	-	5/8	-11.36	13	418
N (KWP) King World	21		19 5/8	1 3/8		07.00	21	628
O (LAUR) Laurel Entertain.	1	3/4	1 5/8	1/8		07.69	3	4
A (LT) Lorimar-Telepictures	12	1/2	14 1/8	-	1 5/8	-11.50	-9	571
N (MCA) MCA	46		44 3/4	1 1/4		02.79	21	3,495
N (MGM) MGM/UA Commun.	14		13 3/4	1/4		01.81	-17	700
A (NHI) Nelson Holdings		5/8	1/2	1/8		25.00	-6	16

Closing Closing
Wed Wed
Apr 13 Apr 6
Net Percent P/E
Change Change Ratio (000,000)
Market
Capital-
ization

PROGRAMING

A (NWE) New World Enter.	2	1/4	2 3/4	-	1/2	-18.18	1	24
O (NNET) Nostalgia Network	1	1/8	1 15/16	-	13/16	-41.93	-1	6
N (OPC) Orion Pictures	17	1/4	16 1/4	1		06.15	27	297
O (MOVE) Peregrine Entertain.	2	1/2	2 1/2			00.00	-83	5
N (PLA) Playboy Ent.	14	7/8	15	-	1/8	-00.83	-10	139
O (QVCN) QVC Network	9	5/8	10	-	3/8	-03.75		63
O (RVCC) Reeves Commun.	6		6 1/4	-	1/4	-04.00	600	75
O (RPICA) Republic Pic. 'A'	6	1/8	5 3/4	3/8		06.52	68	25
O (RPCB) Republic Pic. 'B'	5		5			00.00	35	3
O (SMNI) Sat. Music Net.	4		4			00.00	-100	35
N (WCI) Warner	33	3/8	31 1/4	2 1/8		06.80	20	4,174
O (WWTW) Western World TV.		1/8	1/8			00.00		0
O (WONE) Westwood One	22	7/8	22 1/4	5/8		02.80	30	283

SERVICE

O (AMEA) A.M.E. Inc.	11		10	1		10.00	11	57
O (AGRP) Andrews Group	5	7/8	6	-	1/8	-02.08	-4	38
O (BSIM) Burnup & Sims	12	1/4	11 3/4	1/2		04.25	26	195
N (CQ) Comsat	29	1/8	29 1/8			00.00	-12	534
N (FCB) Foote Cone & B.	25	1/8	24 1/2	5/8		02.55	7	104
O (GREY) Grey Advertising	111		104	7		06.73	16	134
O (IDBX) IDB Communications	8	3/4	9 1/2	-	3/4	-07.89	35	35
N (IPG) Interpublic Group	33	3/8	32 1/2	7/8		02.69	16	741
O (OGL) Ogilvy Group	28	1/2	28	1/2		01.78	15	393
O (OMCM) Omnicom Group	20	7/8	20	7/8		04.37	-94	511
N (SAA) Saatchi & Saatchi	22	5/8	22 1/2	1/8		00.55	12	3,296
O (TLMT) Telemation	1	7/8	1 7/8			00.00	7	8
A (TPO) TEMPO Enterprises	9	1/4	9 1/4			00.00	30	53
A (UNV) Unitel Video	9	3/8	9 3/4	-	3/8	-03.84	13	20

CABLE

A (ATN) Acton Corp.	14	5/8	14 7/8	-	1/4	-01.68	4	17
O (ATCMA) Amer. TV & Comm.	26	7/8	25 1/2	1 3/8		05.39	89	2,937
A (CVC) Cablevision Sys. 'A'	33	5/8	33 1/2	1/8		00.37	-20	707
N (CNT) Centel Corp.	46	1/2	47 7/8	-	1 3/8	-02.87	18	1,348
O (CCCOA) Century Commun.	18		17 1/4	3/4		04.34	-64	520
O (CMCSA) Comcast	17	3/4	25 3/4	-	8	-31.06	-80	736
A (FAL) Falcon Cable Systems	18	5/8	18 1/4	3/8		02.05	-58	119
O (JOIN) Jones Intericable	12	5/8	11 3/4	7/8		07.44	39	160
T (MHRQ) Maclean Hunter 'X'	23	5/8	23 1/4	3/8		01.61	32	870
O (TCAT) TCA Cable TV	29	1/4	29 1/2	-	1/4	-00.84	59	316
O (TCOMA) Tele-Commun.	26	7/8	26 5/8	1/4		00.93	44	3,899
N (TL) Time Inc.	90	5/8	87	3 5/8		04.16	14	5,380
O (UACI) United Art. Commun.	29	3/4	29 1/4	1/2		01.70	247	1,221
N (UCT) United Cable TV	34	1/4	33 1/2	3/4		02.23	-570	1,294
N (VIA) Viacom	23	7/8	22 1/4	1 5/8		07.30	1,272	
N (WU) Western Union	3	1/2	3 3/8	1/8		03.70		85

ELECTRONICS/MANUFACTURING

N (MMM) 3M	62		60 7/8	1 1/8		01.84	15	14,104
O (AMCI) AM Communications	11	32	3/8	-	1/32	-08.33		1
N (ARV) Arvin Industries	23	1/4	21 1/4	2		09.41	9	442
O (CCBL) C-Cor Electronics	7	7/8	7 1/4	5/8		08.62	16	16
O (CATV) Cable TV Indus.	3	3/4	3 1/2	1/4		07.14	-25	11
A (CEC) Cetec	10	1/4	10	1/4		02.50	78	18
N (CHY) Chyron	4	7/8	4 7/8			00.00	16	49
A (CXC) CMX Corp.	1	1/8	1	1/8		12.50	10	10
A (COH) Cohu	8	7/8	9 1/8	-	1/4	-02.73	17	16
N (EK) Eastman Kodak	42	5/8	42 3/8	1/4		00.58	10	9,630
N (GRL) Gen. Instrument	33	3/4	32 1/8	1 5/8		05.05	-14	1,099
N (GE) General Electric	42	7/8	41 3/4	1 1/8		02.69	16	39,188
O (GETE) Geotek Inc.		5/8	5/8			00.00	-2	2
N (HRS) Harris Corp.	31	1/8	31 1/8			00.00	16	913
N (MAI) M/A Com. Inc.	10	5/8	10 3/4	-	1/8	-01.16	5	343
O (MCDY) Microdyne	3	3/4	3 1/8	5/8		20.00	-2	16
N (MOT) Motorola	48	1/8	46 1/4	1 7/8		04.05	26	6,187
N (OAK) Oak Industries	1	1/8	1	1/8		12.50	1	81
A (PPI) Pico Products	2	1/2	2 3/8	1/8		05.26	-50	8
N (SFA) Sci-Atlanta	15	1/4	14 7/8	3/8		02.52	-169	357
N (SNE) Sony Corp.	44	3/4	42 3/4	2		04.67	73	10,347
N (TEK) Tektronix	27		27 1/2	-	1/2	-01.81	20	877
O (TLCR) Telecrafter	3		3			00.00	13	4
N (VAR) Varian Assoc.	28	1/2	27	1 1/2		05.55	142	618
N (WX) Westinghouse	54	3/4	52 1/2	2 1/4		04.28	11	7,824
N (ZE) Zenith	20		19 7/8	1/8		00.62	80	508
Standard & Poor's 400	316.49		308.71			7.78		02.52

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 &

Fox to offer affiliates prime time news briefs

Coverage of political conventions, election night planned; new entertainment shows in works

In what amounts to its first foray into the network news business, Fox Broadcasting Company will offer its affiliates a nightly two-minute national news brief in prime time, beginning June 6. The news brief will be produced by the Fox Television station group, and will originate at the group's flagship station, WNYW-TV New York.

That word comes from Robert Kreek, executive vice president at Fox Inc., who oversees the activities of the station group. Last week Kreek also told BROADCASTING that a team of 18 news staffers pooled from the station group's five local news operations would provide coverage of this summer's national political conventions. Four daily reports will be made available to FBC affiliates. Election night coverage, as well as news coverage of other special events, such as the Olympics, is also being explored.

Kreek also reported several entertainment projects in development at the station group, which will air on the Fox-owned stations and perhaps later go into syndication or be made available to FBC affiliates. They include *Over Seventeen Not Admitted*, a childrens' "opinion" program being produced at Fox-owned WFLD-TV Chicago, and the return of *Wonderama*, the childrens' studio program that was produced locally in New York by Metromedia before leaving the air 20 years ago.

The Fox group's development efforts in the news and entertainment forms, said Kreek, reflects the company's position that local TV stations must come up with programming that is more original and "locally driven" than in the past. For independent stations, he added, those two program objectives "are their salvation. Gone are the days of cartoons and *The Brady Bunch*," he said.

The prime time news break will be fed just prior to 9 p.m. (NYT), Monday-Friday, and will have 90 seconds of headline news and a 30-second national spot. An anchor for the news break has not yet been named.

Kreek cautioned that while the news break may be interpreted as Fox's first national news effort, a full-scale national newscast from Fox will not happen in the near term. The latter, he said, "is quite a bit down the road," given the ambitious goals FBC has set for itself on the entertainment programming side.

Kreek said the idea for the news break came from FBC affiliates, most of which do not have news operations of their own, but which wanted "this kind of coverage."

Fox has rented skybooths at both the

Democratic (Atlanta, July 18-21) and Republican (New Orleans, Aug. 15-18) convention sites. It will provide three prime-time cut-ins each night of both conventions. The first two breaks, at 8 p.m. and 9 p.m., will be two minutes with a 30-second spot attached, while a third break just prior to 11 p.m. will not have a commercial insert.

The Fox convention news team will also do a nightly three-to-five-minute summary of convention activity designed specifically for the owned stations' 10 p.m. news pro-



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grams. Also each night, a one- or two-minute piece focusing on one or two stories coming out of the conventions will be produced for the owned stations and made available to FBC affiliates as well.

Meanwhile, the station group is trying to duplicate the success it has had recently in developing programs tailored initially for the owned stations, such as *A Current Affair*, and *America's Most Wanted*. The former is now in syndication and the latter was picked up by FBC.

WFLD-TV Chicago, which Kreek described as the Fox group's strongest station in terms of program development, is producing *Over Seventeen Not Admitted*, which will debut on all the Fox-owned stations April 23. The half-hour program features five children who offer opinions on everything from french fries to fashion to the latest movie or record. It is tailored for weekend afternoon play and may go into

syndication, if it does well on the Fox stations, said Kreek.

WFLD is also working on the *Wonderama* project, which will be on the air before the end of the year, Kreek said. Whether the program would originate in Chicago or some other Fox market has not yet been determined. WFLD's Donna Harris, vice president, promotion, has spearheaded the *Wonderama* project, along with Fox's Domestic Syndication division, which believes the program has great potential in that market.

In its original incarnation, *Wonderama* was based in a TV studio with a host and a childrens' audience which would play games and compete for prizes. In its updated form, Kreek wants the program to have the appearance of a more comfortable setting, as if it were "taking place in the family den or eat-in kitchen."

Plans are also in the works to bring a puppet show now on WNYW-TV New York, entitled *D.J. Kat* (Sundays 9 p.m.) to the other Fox-owned stations (BROADCASTING, March 28). That show was created by Gary Davey several years ago, when he was running Rupert Murdoch's Skychannel. The program debuted on WNYW last fall, and Davey, a long-time Murdoch associate and current program consultant to Fox, is working on a 90-minute version of the show, which the owned stations will have the option of carrying. The program will begin airing on the group in June. □

Gumbel to anchor as solo in Seoul

Iron-man role assigned for 80 hours of live prime time; others take on other dayparts

NBC *Today* co-host Bryant Gumbel will be the sole anchor of the network's 80 hours of live prime time summer Olympics coverage from Seoul, South Korea, next fall. The games run from Sept. 17-Oct. 2, and the

Truth is stranger... Following his profile on Fox's *America's Most Wanted*, another fugitive was arrested last week, bringing to six the number of criminals that have been caught after being brought to the public's attention by the show.

The most recently captured fugitive was Carl Dunstrum, 28, wanted for the killing of five suspected drug dealers in a Washington, D.C. suburb. Dunstrum was found hiding in the basement of a Brooklyn apartment house on Saturday, April 9. A .45-caliber handgun was discovered in the house at the time of his arrest. Dunstrum was suspected of involvement in drug trafficking by Jamican gangs known as "posses." He was profiled by *America's Most Wanted* on March 13.

In its Sunday, April 10, debut over FBC's line-up of 118 stations, *America's Most Wanted* pulled in a 4.8 rating and an 8 share according to Nielsen.

network's coverage begins Sept. 15 with a two-hour prime time preview that will be hosted by Gumbel and Dick Enberg, who will serve as venue host during the games, as well as play-by-play announcer for the gymnastics competition. The network's coverage, expected to total 179 hours, will wrap up Oct. 4. NBC predicts that perhaps 180 million viewers may tune in to some part of its Olympic prime time coverage.

Gumbel will anchor from two sites, alter-



Gumbel

nately: the Olympic stadium, where the opening and closing ceremonies will be held, and Olympic Park, site of several sports venues.

In addition to prime time coverage (7:30 p.m.-midnight), NBC will air games in late night (12:30-2:30 a.m.), weekday mornings (7-10 a.m.), weekday afternoons (4-5 p.m.), weekend afternoons (4-7 p.m.) and Sunday mornings (8 a.m.-noon). Anchors of the coverage in those dayparts are Bob Costas (late night); Jane Pauley, Jimmy Cefalo and Gayle Gardner (weekday morning); Ahmad Rashad (weekday afternoon); Gayle Gardner (weekend afternoon), and Jimmy Cefalo and Maria Shriver (Sunday morning).

NBC also announced play-by-play and analyst assignments for 13 Olympic sports the network will be covering. By sport, they are as follows:

- **Basketball:** Tom Hammond (play-by-play), Al McGuire (men's analyst) and Nancy Lieberman (women's analyst).
- **Boxing:** Marv Albert (play-by-play) and Ferdie Pacheco (analyst).
- **Canoeing/kayaking, rowing:** Bucky Waters (play-by-play) and Eric Evans (analyst).
- **Cycling:** Gary Gerould (play-by-play) and Brian Drebber (analyst).
- **Diving:** Charlie Jones and Greg Lewis (play-by-play) and Steve McFarland (analyst).
- **Gymnastics:** Dick Enberg (play-by-play), analyst to be announced.
- **Soccer:** Seamus Malin (play-by-play), analyst to be announced.
- **Swimming:** Don Criqui (play-by-play), analyst to be announced.
- **Tennis:** Bud Collins (play-by-play) and Joanne Russell (analyst).
- **Track and field:** Charlie Jones (play-by-play) and Frank Shorter (analyst).
- **Volleyball:** Bob Trumpy (play-by-play), analyst to be announced.
- **Water polo:** Jim Kruse (analyst), play-by-play to be announced.
- **Wrestling:** Russ Hellickson (play-by-play), Jeff Blatnick (analyst). □

ABC, PBS increase attention to illiteracy

Networks' joint PLUS campaign of programming, community and business involvement will now include new emphasis on the young

Capital Cities/ABC and the Public Broadcasting Service has extended their commitment to fight illiteracy, expanding their jointly sponsored Project Literacy U.S. (PLUS) to include America's youth. Called Youth/PLUS, the new effort continues a campaign launched in December 1985 that has included creating community outreach activities, developing TV and radio programs on the subject and PLUS task forces involving politicians, business and labor representatives, educators and volunteers in a problem designed to help more than 20 million functionally illiterate American adults.

This new phase of the PLUS campaign extends to June 1989, broadening the focus on adult illiteracy to emphasize a theme of "literacy and youth." According to James Duffy, CapCities/ABC president of communications: "Research now shows conclusively that illiteracy—weak basic skills—is a key variable in all the major problems that hamper the development of young people." Focusing on the problems of the young is a way to "stop adding to the pool of illiterates," he said.

Hence, PLUS programming "will examine the interconnected web of problems" related to illiteracy among the young, such as school dropouts, substance abuse, teen-age pregnancy, delinquency and unemployment. "But we will also affirm and celebrate youth and promote positive action, such as increased mentoring of young people, increased community and parental involvement in the schools, and increased reading and writing among children," Duffy said.

As with the original PLUS campaign, TV and radio shows will be among the vehicles used to get the message out. Television and radio documentaries dealing with the importance of early childhood development of

literacy skills are planned by public broadcasting. National Public Radio's *Horizon* series will broadcast "Literacy and the Ballot Box" May 1 and "The Training Dilemma" July 1. A PBS documentary, being produced by noncommercial WQED(TV) Pittsburgh, will air next October and will be accompanied by community outreach activities connected to the Youth/PLUS theme.

Among the TV programs planned by ABC are a prime time special, *A Star-Spangled Celebration of Youth*, to originate from St. Louis on July 3 (9-11 p.m., NYT); a repeat of the TV movie, *Bluffing It*, with Dennis Weaver on June 5; an ABC News report on "at-risk youth" and one called *The Great American Read-In*; a series of promotional events beginning in April to encourage reading among children, called "The Summer of the Readasaurus," and a new PSA series to begin next September honoring public service activities aiding young people, called "The Unsung Americans."

In addition ABC aired an ABC News special with Peter Jennings on April 10 called *Drugs: Plague Upon the Land*, and ABC's radio networks are planning a five-part Youth/PLUS news series. Stories related to illiteracy will also be done on *Nightline*; *Good Morning, America*, and other ABC News programs. ABC affiliates and public television stations will also participate.

Lloyd Kaiser, president of noncommercial WQED(TV) Pittsburgh, said there were "growing signs that a national literacy movement is underway across the nation." He cited a Department of Education survey showing an increase of almost 500,000 people in Adult Basic Education courses and a doubling of state appropriations for literacy in the two years since PLUS began.

During the announcement of Youth/PLUS in Washington, Barbara Bush, wife of the Vice President, took time out from campaigning for her husband to praise the PLUS campaign and offer her continued support. PLUS "has done a job and a half for America," she said. □

'Nightline' in Israel. ABC News's *Nightline* will originate live from Jerusalem April 25-29, with its coverage of current problems facing the region extending the program "an hour or longer," ABC said last week. Among the topics to be included in the broadcasts are water and land rights; Palestinian desires and Israeli fears; Israeli leadership; PLO influence and intimidation; a biblical history of the area; a historical perspective of the region before and after 1947; Israeli defense, and media reporting and criticism.

Short interviews with prominent Americans, Israelis and Arabs also will be interspersed throughout the series, including segments with Vice President George Bush, Alexander Haig, Bill Moyers, Henry Kissinger and New York Mayor Ed Koch.

Additionally, *Nightline* host, Ted Koppel, will moderate a "town meeting" beginning at 11:30 p.m. (NYT) on either April 26 or April 27. It is expected to last about three hours with more than 600 Palestinians and Israeli citizens engaging in a dialogue with a panel of ranking government officials and Palestinian representatives about the conflicts of the area, ABC said.

The last time *Nightline* did a similar series was in March 1985 when the program originated from Johannesburg, South Africa.

CBS, NBC share first in prime time

CBS and NBC tied for first in week 29 of the prime time race with both averaging a 14 rating and 24 share. ABC finished almost three rating points behind with an average 11.2/19. With one week left to go in the official season, the standings were: NBC, 16.1/26; ABC, 13.7/22, and CBS, 13.5/22. (For a season-ending wrap-up, see "Top of the Week.")

Week 29, the first full week of daylight saving time, saw the combined three-network evening news rating drop by two points (with a one point drop in share) to a 27.5/58, with ABC leading the way with a 9.7/20. CBS was second with a 9.3/20, and NBC trailed, as it has for the past two months, with an 8.5/18.

In prime time, CBS was helped to a Monday-night victory with the National Collegiate Athletic Association Basketball Tournament final game, which averaged an 18.8/30. ABC, normally the strongest on Tuesday nights, lost its edge with repeats of *Who's the Boss*, *Moonlighting* and *Thirtysomething*. NBC won the night with a *Matlock* rerun, followed by original episodes of the midseason *In the Heat of the Night*, and *Crime Story*. ABC's midseason *Wonder Years* finished a strong second to the second half of *Matlock* at 8:30 p.m., with a 17.1/28.

ABC took Wednesday, leading off with a *Growing Pains* rerun in its

new time spot at 8 p.m. CBS's midseason *Smothers Brothers Comedy Hour* finished last at 8-9 p.m. with a 10.5/18, behind NBC's midseason *Aaron's Way* (14.1/24) and ABC's *Growing Pains* (16.6/29) and a *Head of the Class* repeat (16/27). At 9:30, ABC's midseason *Just in Time*, was third behind the second half of CBS's *Jake and the Fat Man*, which won the time period, and *A Year in the Life* on NBC. At 10, NBC's *Bronx Zoo*, which started the season as once-a-month "designated hitter," and is now in the time period for a short regular weekly flight, was last with 9.4/17, well behind ABC's midseason *Heartbeat* (12.3/22) and CBS's *Equalizer* (14.1/25).

NBC won easily on Thursday, as CBS did on Friday, both with regularly scheduled programing. NBC also won easily with its comedy lineup on Saturday.

On Sunday, ABC's midseason *Supercarrier* finished last in its time period at 7-8, with a 7/13, behind *Our House* on NBC (8.5/16) and CBS's 60 Minutes, (18.5/34). NBC's midseason comedy *Day by Day* was second in its time period (8:30) with a 15.1/23, against *Murder, She Wrote* on CBS, which won the time period (22.3/34), and the second half-hour of the ABC Sunday Night Movie ("From Russia with Love"), which averaged a 9.1/14.

Nielsen	□	Net	□	Show	□	AGB	Nielsen	□	Net	□	Show	□	AGB
1.	23.2/40	N		Cosby Show	2.	21.4/38	36.	12.7/23	C		Beauty and the Beast	37.	12.1/22
2.	21.6/34	C		Murder, She Wrote	1.	21.8/35	37.	12.6/21	A		McGyver	36.	12.2/21
3.	20.7/35	N		My Two Dads	5.	18.9/32	38.	12.4/20	A		Just in Time*	47.	10.7/18
4.	20.2/33	N		Cheers	6.	18.9/31	39.	12.4/20	N		Year in the Life	26.	13.7/23
5.	20.0/31	N		NBC Sunday Movie	11.	17.3/28	40.	12.3/22	A		Heartbeat	46.	10.9/20
6.	19.1/35	N		Golden Girls	3.	21.0/36	41.	12.2/21	N		Crime Story	41.	12.1/22
7.	18.8/30	C		NCAA Championship	8.	17.8/29	42.	12.1/21	C		Cagney and Lacey	44.	11.8/21
8.	18.5/34	C		60 Minutes	4.	19.1/35	43.	11.9/21	A		Full House	49.	10.2/18
9.	18.4/29	C		CBS Sunday Movie	9.	17.8/30	44.	11.9/22	A		20/20	33.	12.7/23
10.	17.2/30	A		Who's the Boss?	10.	17.8/31	45.	11.5/22	A		Perfect Strangers	51.	9.8/18
11.	17.1/28	A		Wonder Years	12.	17.3/28	46.	11.4/22	N		Mama's Boy Special	43.	11.9/21
12.	16.7/28	C		Knots Landing	17.	15.5/28	47.	11.3/23	N		227	42.	11.9/23
13.	16.7/31	N		Amen	7.	17.9/31	48.	10.7/19	N		Miami Vice	59.	8.9/16
14.	16.6/29	A		Growing Pains	18.	15.2/25	49.	10.7/19	N		Night Court	38.	12.1/21
15.	16.5/26	N		In the Heat of the Night	13.	16.6/26	50.	10.5/17	A		Plague Upon the Land	61.	8.4/14
16.	16.2/28	C		Dallas	15.	15.6/27	51.	10.5/18	C		Smothers Brothers Hour	45.	11.4/19
17.	16.1/27	N		Matlock	14.	16.6/28	52.	10.4/18	A		Mr. Belvedere	65.	7.8/13
18.	16.0/27	A		Head of the Class	20.	14.7/24	53.	10.0/20	A		Spenser: For Hire	55.	9.3/18
19.	15.0/23	N		Day by Day	25.	14.2/22	54.	10.0/16	C		CBS Special Movie	56.	9.2/15
20.	14.9/25	C		Designing Women	21.	14.6/24	55.	9.6/15	A		ABC Sunday Movie	53.	9.5/15
21.	14.8/24	C		Jake and the Fatman	30.	13.3/22	56.	9.5/17	C		Tour of Duty	66.	7.7/13
22.	14.6/24	A		Hooperman	29.	13.4/22	57.	9.4/17	N		Bronx Zoo	60.	8.7/16
23.	14.6/24	N		Days, Nights of M. Dodd	23.	14.4/24	58.	9.2/16	C		48 Hours	52.	9.7/17
24.	14.5/22	A		ABC Monday Movie	34.	12.5/20	59.	9.1/18	A		Dolly	48.	10.5/20
25.	14.3/23	N		Family Ties	22.	14.4/24	60.	9.0/16	A		Family Man	62.	8.4/14
26.	14.2/24	N		L.A. Law	31.	13.1/24	61.	9.0/16	N		Beverly Hills Buntz	58.	9.0/15
27.	14.1/25	C		Equalizer	35.	12.4/23	62.	8.9/17	C		High Mountain Rangers	63.	8.2/15
28.	14.1/24	N		Aaron's Way	16.	15.5/25	63.	8.8/15	A		Buck James	68.	6.8/12
29.	13.9/22	A		Moonlighting	28.	13.6/22	64.	8.5/16	N		Cur House	50.	9.8/19
30.	13.8/27	N		Hunter	24.	14.3/27	65.	8.2/16	C		West 57th	64.	8.1/15
31.	13.7/24	C		Kate and Allie	19.	15.1/26	66.	8.0/15	N		Highwayman	57.	9.1/17
32.	13.7/22	C		Simon and Simon	39.	12.1/20	67.	7.3/13	A		Probe	67.	7.4/13
33.	13.1/24	C		Falcon Crest	31.	13.1/24	68.	7.1/12	A		Hotel	70.	6.4/11
34.	13.0/21	N		NBC Monday Movie	27.	13.7/22	69.	7.0/13	A		Ohara	54.	9.3/16
35.	12.7/22	A		Thirtysomething	40.	12.1/22	70.	7.0/13	A		Supercarrier	69.	6.6/13

* Indicates premiere episode

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Peabody Awards pick the best

Twenty-seven television and radio programs and three individuals were awarded 1987 Peabody Awards for excellence in broadcasting.

Programs airing on PBS led the list with seven awards, and additionally, Kevin Brownlow and David Gill won individual awards for their film archives research and restoration work, seen on PBS. NBC and CBS won two awards each, with NBC winning for *L.A. Law* and *LBJ: The Early Years* and CBS winning for *Foxfire* and *Pack of Lies*. HBO also won two awards, for its *Mandela* and *America Undercover: Drunk and Deadly*. CNN was awarded a Peabody for its live coverage of breaking stories, especially its coverage of the October stock market crash. Paramount won for *Star Trek: The Next Generation*, with the board citing thought-provoking entertainment that signals a new commitment to quality in first-run syndication.

For radio, ABC was given an award for its first-hand reporting of the Persian Gulf crisis, and Mutual Broadcasting was awarded a Peabody for its investigative documentary on fund raising events. This year's winners, culled from more than 800 entries, will be presented with the awards on May 4 at the Plaza hotel, New York. The broadcasting winners follow:

Television

■ MacNeil/Lehrer Newshour □ *Japan Series*.

■ WCVB-TV Boston □ *Inside Bridgewater*. Cable News Network □ Live coverage of breaking news: October 1987 stock market crash.

■ Hallmark Hall of Fame and CBS □ *Foxfire* and *Pack of Lies*.

■ Louis Rudolph Films and Brice Productions in association with Fries Entertainment and NBC □ *LBJ: The Early Years*.

■ Titus Productions in association with Polyhouse Inc. and Home Box Office □ *Mandela*.

■ KOED(TV) San Francisco in association with El Teatro Campesino □ *Corridos! Tales of Passion and Revolution*.

■ WNET(TV) New York □ *NATURE: A Season in the Sun*.

■ WNET(TV) New York in association with PBS □ *Shoah*.

■ WGBH-TV Boston and KCET(TV) Los Angeles □ *NOVA: Spy Machines*.

■ Long Bow Group Inc., New York, in association with PBS □ *Small Happiness: Women of a Chinese Village*.

■ Blackside Inc., Boston □ *Eyes on the Prize: America's Civil Rights Years*.

■ Kevin Brownlow and David Gill □ Body of work including: *Hollywood*, *Unknown Chaplin*, and *Buster Keaton: A Hard Act to Fol-*

low.

■ Paramount Pictures Corp. □ *Star Trek: The Next Generation*, *The Big Good-Bye*.

■ The Center for New American Studies, New York □ *American Tongues*.

■ WCPO-TV Cincinnati □ *Drake Hospital Investigation*.

■ KNBC-TV Los Angeles □ *Some Place Like Home*.

■ WRC-TV Washington, D.C. □ *Deadly Mistakes*.

■ 20th Century Fox Television in association with NBC □ *L.A. Law*.

■ CKVU-TV Vancouver, B.C. □ *AIDS and You*.

■ WXXI-TV Rochester, N.Y. □ *Safe Haven*.

■ Niemack Productions Inc. in association with Home Box Office □ *America Undercover: Drunk and Deadly*.

■ WSMV-TV Nashville □ *4 the Family*.

Radio

■ ABC Radio News, New York □ *Earnest Will: Americans in the Gulf*.

■ WSM(AM) Nashville □ *Of Violence and Victims*.

■ KPAL(AM) North Little Rock, Ark. □ Overall full-time children's programming.

■ Mutual Broadcasting System □ *Charities That Give and Take*.

■ National Public Radio □ *Weekend Edition: Ryan Martin*.

■ Karl Haas □ *Adventures in Good Music*.

Syndication Marketplace

GTG Marketing and Multimedia Entertainment have named their new joint venture for the sales of barter advertising, Spectrum. Joe Cifarelli, formerly vice president, media sales at Multimedia, will head the joint venture as executive vice president.

Genesis Entertainment has changed *The Best of the National Geographic Specials* from barter to cash in its third season. So far 55 stations covering 65% of the country have cleared the show. There are 96 one-hour episodes of the series (including 10 new episodes) and a two-hour special, *Great Moments of National Geographic* celebrating the centennial of the National Geographic Society. Stations taking the third season include CP6.25KTVU(TV) San Francisco and WQTV(TV) Boston. Genesis has also renewed *The Judge* for a third season in syndication. There are 101 stations that currently air the series, including 40 renewals. They include WGBS-TV New York; KHJ-TV Los Angeles; WMAQ-TV Chicago; KYW-TV Philadelphia, and KPX(TV) San Francisco. Sales are on a cash-plus-barter basis with five-and-a-half minutes for stations and one minute for Genesis. There are 26 weeks of first-run episodes and 26 weeks of repeats.

Group W Productions has added eight more stations to its line-up for *AIDS Lifeline*, bringing to 55 the number carrying the public service and program package. Those stations cover almost 56% of the country. The recent additions are WPWR-TV Chicago; WHMM(TV) Washington; WTOG(TV) Tampa, Fla.; KUBD-TV Denver; KUTV(TV) Salt Lake City; WFRV-TV Green Bay, Wis.; WOSH-TV Portland, Ore.; KOAA-TV Pueblo, Co., and WGBB-TV Springfield, Mass.

LBS Communications said that an animated strip based on Warner Bros. "Police Academy" movies is now a firm go with clearances covering 30% of the country, including the Chris-Craft and TVX station groups. *Police Academy—the Animated Series* premieres in the fall of

1989 and is being distributed on a barter basis. Paul Maalansky, producer of the "Police Academy" movies, will act as producer of the animated series.

An array of pop music stars including Dire Straits, Whitney Houston and Simple Minds will pay tribute to Nelson Mandela on June 11, 1988, at Wembley Stadium in London. *The Nelson Mandela 70th Birthday Tribute* is being syndicated internationally by **Radio Vision International**. The concert is designed to call attention to the campaign for Mandela's release from prison in South Africa where he has been held for more than 25 years. Half of the proceeds from the concert will go to children's projects in South Africa including Save the Children, Christian Aid and Oxfam; the other half will go the Anti-Apartheid Movement.

Victory Television has taken on national distribution of *The Computer Show*, a half-hour magazine that looks at the latest developments in the computer business. The show has been distributed by its producer, Ocean Communications, for the last three years and is carried by 12 stations. Among them: WNYC-TV New York, KSCI(TV) San Bernardino, Calif., KTSF(TV) San Francisco, WHLL(TV) Boston, and WFTY(TV) Washington. Victory will distribute the show on a barter basis.

Baruch Television Group reports that more than 153 stations cleared *Everything You Wanted to Know About Taxes, But Were Afraid to Ask*, a pretax-deadline special sponsored by the IRS and offered to stations for free. Stations carrying the special in its March 1-April 15 window also received 10 one-minute *Tax Tips* inserts to use at their discretion.

Barry & Enright Productions and Paloma Communications have formed a joint venture to co-produce and distribute program-

ing with the dominant program supplier in Mexico, Teleray S.A. Teleray currently produces comedies, novellas and music variety programs including the *A Que Kiko* (the first offering by Barry & Enright/Paloma). Teleray will retain the Mexican rights to programming produced through the joint venture and all parties will split worldwide distribution revenues.

Fries Entertainment Inc. reported it will produce a special for syndication featuring the "Bogkins," a new line of toys introduced by Mattel. The special will be released on broadcast television and home video next fall.

Pilot for Linda Ellerbee's proposed late night series that will be syndicated by **King Features Entertainment** will be completed by the end of April. With the working title *And So It Goes* (the same as her book), the show will feature Ellerbee speaking over news footage that King Features has acquired from various news services. There will also be segments described as "videosynchrosies" that feature footage shot by personalities with portable camcorders. King Features President Bruce Paisner said the company's sales force will call on stations as soon as the pilot is complete. The pilot was shot in New York at Times Squares Studios and will be sold on a cash-plus-barter basis.

The Christian Science Monitor announced the launch of *Monitor Newsworld*, a nightly half-hour premiering in September. John Hart, an NBC anchor for 13 years, will host the program which will include



live hookups with *Monitor* correspondents in Washington, London and Tokyo. In Washington, Hodding Carter will serve as special correspondent. *Monitor* personnel from the paper's 22 bureaus will also contribute to the program. It will be distributed on a barter basis.

World Events Productions has cleared its first-run animated weekly series, *Denver the Last Dinosaur*, in 75 markets covering 65% of the country. World Events vice president Peter Keefe said that clearances for the show have been without any "business deals" (cash compensation or the promise of national spot or toy company advertising dollars). World Events distributes the series on a barter basis with four minutes for stations and two-and-a-half minutes for World Events. Keefe said that most of the clearances are Sunday mornings. Along with Fox Television Stations, the series has been cleared on WXIA-TV Atlanta and WTAJ-TV Philadelphia. There are 13 episodes of the series available for four runs.

Peregrine Film Distributuion says that its new half-hour *Improv Tonight* has been cleared on 25 stations, covering 35% of the country, including four of the top 10 markets (KNBC-TV Los Angeles; KVVH-TV San Francisco; WXYZ-TV Detroit, and WDCB-TV Washington). Sales of the 130 half-hours began less than two months ago. Budd Friedman, owner of the *Improv* club in Los Angeles will introduce three comedians in each half-hour episode of the show. *Improv Tonight* will be similar to the one-hour version of the show that airs nightly on cable's Arts & Entertainment network under the title *Evening at the Improv*. The syndicated series is distributed on a barter basis with four minutes for stations and two-and-a-half minutes for Peregrine.

Republic Pictures Domestic Television reported five additional clearances (on WFGX-TV Fort Walton, Fla.; WLKT-TV Lexington, Ky.; KCBATV Monterey, Calif.; KJTV-TV Lubbock, Tex., and WPGX-TV Panama City,

Fla.) for its John Wayne film package. The 16-movie package has sold in 45 of the top 50 markets and contains "The Quiet Man," "Sands of Iwo Jima" and "The Fighting Kentuckian."

Acama Films said that 80% of the country has been cleared for Movie Greats Network, a 130-film package. Nineteen of the top 20 markets will carry the films in theme week packages to be distributed by Acama throughout the year. The barter packages will premier in April with 35 network affiliates and 45 independent stations signed up. An additional 20 markets are still pending. Each of the five-film strips will be delivered to stations via Sky Link Satellite Communications one week prior to its airing. Acama will also provide promotional support and advertising built in to the program.

Devillier-Donagan Enterprises will be the worldwide distributor of an RKO Pictures-BBC co-production, *Hollywood: The Golden Years*. The six-hour series will air on the Arts & Entertainment cable channel in the U.S., followed by syndication in 1989. The Washington-based distribution and production company also has an exclusive agreement to distribute *The Divided Union*, a five-part documentary series on the U.S. Civil War co-produced by A&E and the UK's Channel Four.

The World Wrestling Federation will air its live events in France through an agreement with the French pay TV channel, Canal Plus, which will be the exclusive promoter and exhibitor for WWF beginning in September 1988.

Tina Yothers, who stars as the younger daughter in NBC's *Family Ties*, launched a singing career on that show and will take her act this summer to the USSR. Yothers will perform concerts in Moscow and Leningrad that will be produced as a two-hour special called *Tina Yothers' Russian Tour for Peace*. The program will air in November on the New York-based **International Television Network**, which claims about 50 broadcasting affiliates, mostly low power stations, with some UHF stations, reaching about 16 million homes, and cable systems serving more than six million homes. The special will be offered in domestic syndication for the 1989 season on a straight cash basis.

Blair Entertainment reports that *Divorce Court* is a firm go for its fifth season in syndication with renewals in eight of the top 10 markets. The show's producer, Atlantic/Kushner-Locke, says that the series will feature more surprise endings this year and will also include more five-part episodes, guest star appearances, recurring characters, and a greater emphasis on the legal process next season. The top-ranked stations renewing the series include WCBSTV New York; KHJ-TV Los Angeles; WMAQ-TV Chicago; WTAJ-TV Philadelphia; WJBK-TV Detroit; KXAS-TV Dallas, and WUSA-TV Washington. *Divorce Court* is sold on a cash-plus-barter basis with five-and-a-half minutes for stations and one minute for Blair.

Samuel Goldwyn Television reports that *Body by Jake*, the first-run strip featuring boby builder, Jake Steinfeld, has now been cleared by stations covering 58% of the country. Since NATPE, major clearances for the series include three Group W stations—KYW-TV Philadelphia; WBZ-TV Boston, and WJZ-TV Baltimore—along with WTTG-TV Washington; WAGA-TV Atlanta, and WISN-TV Milwaukee. *Body by Jake* is offered on a barter basis with four minutes for stations and three minutes for Goldwyn. It premieres next fall. Goldwyn has also reported more than 20 sales for *November Gold 2*, a package of more than 20 "adventure" films including "A Prayer for the Dying," "Hello Mary Lou: Prom Night II" and "April Morning." Markets purchasing the package include WTAJ-TV Philadelphia; KTVT-TV Dallas; WDCB-TV Washington, and KHTV-TV Houston.

Viacom Enterprises reports that stations in all of the top 50 markets have now cleared *Double Dare*. A total of 122 stations covering 90% of the country have purchased the show.

All-American Television will represent **Fox/Lorber Associates** in national sales of advertising time in the weekly *Dr. Fad Show*, the half-hour children's show hosted by dad marketing expert Ken Hakuta. *The Dr. Fad Show* is being produced by WCBSTV New York in association with Joanne Roberts Productions.

Wright goes back to the programing drawing board

NBC chief pitches trial suspension of financial interest restraints on TV networks for joint ventures and in-house productions in prime time

Suspending the FCC's current financial interest and syndication rules was one of the suggestions that Robert Wright, president and chief executive officer of NBC, offered to the capacity crowd at a luncheon of the Hollywood Radio and Television Society on Tuesday, April 12. Wright also proposed dividing prime-time hours in half, "11 hours for each network, supplied under the present rules, and the remaining hours available to joint venture arrangements individual producers and studios might care to make. In other words," said Wright, "we would mutually act to share costs and risks in a manner acceptable to both sides. I suspect many producers would find that attractive."

Speaking to the group largely made up of producers and distributors, Wright said: "It makes no sense for the networks to pay a huge amount of money to 'rent' a show for two plays, often to ratings that don't make back the investment, and it makes no sense for you to license those shows to the networks and then go into the hole every week unless the ancillary rights fees look promising."

Wright suggested the proposals would diminish the financial risk of producers, who rely on syndication fees to put their prime time network shows in the black. Wright also said the proposals would allow the networks some back-end participation, where none currently exists, and facilitate more joint venture programing, such as the *Sonny Spoon* series. NBC Productions came up with the idea for *Sonny Spoon*, wrote several scripts and is producing the show in conjunction with Stephen Cannell Studios. "We're looking for ways to satisfy the economic and creative interests of all parties involved," said Wright.

None of the prime time series projects that NBC Productions developed for last season made the fall lineup, according to Wright. "We went outside for every new series we needed, because in the judgment of Brandon [Tartikoff] and his people, the shows we licensed had more potential than the ones we produced," said Wright.

Since the 1950's when NBC's production division was begun, Wright said, "only three prime time series that it has produced have reached syndication: *Bonanza*, *Little House on the Prairie* and *Punky Brewster*, two of which had horses in them."

"We would like to see NBC Productions become an active producing arm," he said, "one among many out here. The reason is simple," Wright said. "We want distinctive and successful programs on NBC, and we

think it might be useful to establish NBC as yet another place that can offer a creative home to people of talent."

Wright also noted that the consent decrees



Wright

(due to expire in 1990) that limit the networks to four hours a week of prime time in-house productions, have not been a deterrent to more network program productions. "NBC has never taken full advantage of those allowances, nor, I believe, has ABC or CBS," he said. "Putting on weaker programs simply because we happen to produce them would be the way to bankruptcy," Wright said.

An NBC official told BROADCASTING that the network was not planning to submit any of Wright's proposals formally to the FCC. The disinclination of NBC to go before the commission was taken as a sign by some industry observers that Wright made the suggestions to get reactions, either private or public, from the production community.

Jack Valenti, president of the Motion Picture Association of America, rejected Wright's synfin suspension proposal out of hand, in favor of a more permanent solution. "We are still ready to discuss the issue with the three networks if ever they show any desire to negotiate," said Valenti. "So far there is no sign."

Last week individual producers were non-committal toward Wright's proposals. Barry Diller, chairman and chief executive officer of Fox Broadcasting Co., declined to comment on Wright's specific proposals but he did agree with the NBC president and CEO that the two sides ought to be able to sit down and work out a marketplace compromise.

Officials at both CBS and ABC supported the premise of Wright's speech, that abolition of the FCC's financial interest and syndication rules is needed.

Wright also discussed the emergence of cable as a dominant distribution place. "In dollars and cents, cable is now the wealthiest medium," he said. Despite the fact that cable is "fast establishing itself as a home for off-network and first-run product, the network business is still the major funding source for television production," Wright said. □

Public TV faces full agenda

Cable carriage, independent producers and public TV's 'fuzzy' identity dominate annual meeting; Representative Bryant pushes must-carry legislation; Senator Hollings wins CPB's highest honor

Amid the workshops on fund raising, station development, educational and public service missions, high-definition television, satellite interconnection needs and lobbying strategies—throughout celebrations of public television's accomplishments over the past year, and between speeches by U.S. congressmen and other guests—the identity of public television and its programing dominated the concerns voiced by a majority of those attending last week's annual public television meeting in Arlington, Va.

The meeting is hosted by PTV's lobbying arm, the National Association of Public Television Stations, and its program distri-

bution arm, the Public Broadcasting Service.

Despite PBS Programing Senior Vice President Suzanne Weil's assurances that next fall's schedule would prove that PTV's "flirting with commercial programing" is over, many attendees, including another PBS executive, said PTV's programing identity "may be fuzzier than ever." And discussions of virtually every topic—from programing to HDTV to multiple-station markets and cable TV system carriage—began and ended with a focus on perceptions of the uniqueness of PTV.

Guest speakers from the cable industry provided some perspective on that issue and some promise for mutual action on currently contentious issues between cable and PTV.

Cable comes to public broadcasting

Since the U.S. Court of Appeals in Washington one month later threw out the FCC's must-carry rules as a violation of cable oper-

ators' First Amendment rights (BROADCASTING, Dec. 14, 1987), PTV concern over cable carriage has grown.

Appearances by National Cable Television Association President James Mooney and Heritage Communications Executive Vice President Rod Thole, who is also chairman of the Cable Television Administration and Marketing Society, provided perhaps the most provocative moments during the three-day meeting.

"Cable's whole premise is that television ought to be a cornucopia of video services and not just ABC, NBC and CBS followed by endless reruns on the indies," Mooney told PTV executives. "We need you, and I think you need us, if public attitudes toward television are going to be changed and we're both to broaden our audiences."

Mooney's address stressed common interests and difficulties—regulation and commercial broadcasters—and included at least two initially startling and well received offers. Activity in Congress came first. "If you think it's essential to your welfare that Congress have a crack at overcoming the constitutional difficulties, and put on the statute books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations, we'll cooperate in helping you do it." After the resounding attendee applause subsided, Mooney also offered internal action. "If NAPTS will appoint one of its staff to be a liaison on channel positioning problems, I'll do the same at NCTA, and perhaps between the two of our organizations we can work out some of these problems before they get to be federal cases."

NAPTS President David Brugger described the liaison idea as "good. The only way I know how to work is human relations. If you have problems, get together and work them out. That is why one of the first things I did [at NAPTS] was to invite Jim Mooney" to the annual meeting, he said. He had obtained a transcript of Mooney's speech and planned to look through it "carefully." Was he confident that the two organizations could come to an agreement? "Yes," he said. "It's only a matter of time."

However, one element of Mooney's address drew skeptical responses from attendees questioned over the next two days. Asserting that "the must-carry debate has really been about 'what's a local signal,'" Mooney said: "If you can live with the FCC's most recent rules in those respects, so can we." Since in practice those rules (BROADCASTING, March 30, 1987) require that cable systems carry only one public station per market, said a number of attendees, the stations in danger of losing carriage on local cable systems—second and third stations in a market—would gain no reassurance from any agreement between PTV and NCTA on that rule version.

Indeed Mooney, after his speech, told BROADCASTING that the definition of 'local' and the existence of multiple station markets are intertwined. "We've had situations in the past," he said, "where a system has had to carry two, three, in some cases four, NBC affiliates. The difficulty is in defining what is local but also what is duplicative."

Cable systems "will almost always carry

one public station," said Jim Heck, general manager of the University of South Florida's WUSF-TV Tampa, second in size and age to Tampa's other noncommercial station, WEDU-TV. Adopting the latest must-carry rules "could be devastating to a station like ours." Heck's station, having a university licensee, fits the description provided by PBS director of elementary and secondary education services, Chet Tomczyk: "The second and third stations [in single markets] are all the ones providing educational programming."

WUSF-TV, said Heck, has little trouble remaining nonduplicative of WEDU. There



Mooney

are "lots of programming sources" outside PBS, including independent producers and the Southern Educational Communications Association. Tampa's major (Jones Interchangeable-owned) cable system, he said, has been "very cooperative," including its efforts to open two channels to local school-library educational cooperative instructional programming.

The problems with must carry lie in the



Thole

future, Heck said, as program services proliferate and cable lineups fill. "Corporate decisions, including channel lineups, are being made higher in MSO's," he said, "and although it may be that assurances can't be made across the board now, we have to fear that in the future, MSO's will make one-station decisions...that will knock stations like ours out of lineups" without noting how little program duplication there might be.

Said PBS President Bruce Christensen: "I think [Mooney] was telling us that if we want to press for new must-carry rules, we

should be aware of what happened in the past. The question that didn't get asked," he said, "was: 'What about a must-carry rule for public broadcasting only?' " Can cable and PTV go to Congress together with such a proposal, Christensen asked. "It has been proven again and again that the government-public interest is served by public broadcasting." Commercial broadcasters, not cable, he said, would likely be the major stumbling block to such a plan, since "they will want a piece of any must-carry action we facilitate."

According to one Washington PTV insider, Mooney's motives may have been manifold. The NCTA president, the source said, was speaking to commercial broadcasters as well, and the speech was a "preemptive strike" meant to discourage criticism of vertical integration—the cable industry's investment in programming. Arts & Entertainment, Black Entertainment Network and Nickelodeon, Mooney had said, are "the kind of programming nobody else was willing to stay in the red for years while these things came alive. I defend the process [MSO investment] through which they were financed."

The "preemptive strike" also referred directly to pending legislation linking must carry and compulsory licenses—allowing cable carrying local stations to cablecast distant signals without being charged a copyright fee. "I don't think the court is going to be fooled," said Mooney, "if new rules...show up again as [an] addendum to something else like compulsory license."

Representative John Bryant (D-Tex.), sponsor of the Cable Subscriber Protection Act of 1988, expressed a contrary view, appearing at the meeting in place of Congressman Ed Markey (D-Mass.), who had canceled a week before. "Yes, [the bill] would preclude" the courts overturning must-carry, he said, "because it does not make must-carry mandatory." Describing his proposed legislation as "quid pro quo," Bryant said, "If you want compulsory license, you have to comply with must carry." The bill incorporates the same version of must carry referred to by Mooney; it would also allow franchising cities or counties the right to take lineup choices into their own hands—a provision that "I don't think [will raise] any constitutional issues," Bryant said. "We're in a situation where cable operators control the fate of local broadcasters," a situation that he said "cannot continue to exist." Mooney, he said, "knows what we're doing and must be giving it some thought."

Heritage's Thole, speaker at a first-day workshop titled "Marketing and Cable Carriage: a New Perspective for the Multichannel Era," reminded listeners that this month the FCC will survey broadcasters and cable operators "to determine what has happened to carriage of local broadcast signals on cable systems" since the appeals court decision. "I expect that data to reveal," he said, "that the fears of broadcasters over must carry are more fictional than factual. Cable operators understand that not having local broadcast stations on our systems makes little marketing, technological or consumer satisfaction sense. Not granting carriage to local stations...does nothing to enhance ca-

ble's value to the subscriber."

Nevertheless, he noted, "viewing in cable homes versus noncable homes is significantly different...people who are willing to pay for cable television [have] opted for additional choices, beyond broadcast television." By the time a Heritage cable system lines up local broadcasters, information channels, superstations, primary basic services, subscription pay services, pay-per-view services, local access channels, local origination programming and speciality services such as weather, religious programming or home shopping—all in that order of priority—Thole said, most systems are fully loaded, with "many other satellite services...still available for carriage."

Shifts of public stations to "disadvantageous" channels has also been a point of PTV and other broadcaster criticism of cable. Thole said Heritage typically positions broadcasters "on channel." "We recognize broadcasters have spent much time and money in building awareness of the channel designation...Subscribers will have a much easier time keeping station identity and finding your station if we carry you on channel," he said.

Thole's theme was programming. "The best way for public television to preserve a primary position in our channel lineup," he said, "and perhaps more important, to preserve your standing with cable viewers, is to...dare to be different. As you become more like your commercial counterparts, your image becomes blurred, and your service potential diminished. On our cable lineup, you become lost."

Duplication is apparently not an issue involving only PBS programming. The proliferation of programming directly competitive—sometimes threatening duplication of PBS programming—also concerns PTV. Numerous attendees pointed to Nickelodeon, The Discovery Channel, Bravo and The Learning Channel as relatively new distributors of the kind of children's, cultural, educational and informative entertainment programming that has been identified with PBS for more than a decade. Brugger quoted Learning Channel President Robert Shuman as having said, "Public broadcasting gave us the opportunity to do what we're doing because PBS stations pushed away from local education...only a third of public stations broadcast any instructional program-

ing."

"He's wrong," said Brugger. "But...we have to change the perception...counter the stampede of marketplace pushers who think that public service can be sold for profit." Figures collected for 1985-86, said NAPTS, show that 177 of 179 licensees—98%—were carrying elementary, secondary or post-secondary education programming.

"Also be certain," continued Thole, "that the program localism you can execute so well is not abandoned for exclusively mass appeal national programming." He encouraged attendees to "forget the 'birthright' mentality to carriage that some in your industry espouse. The cable television business and public television are both in an intensely competitive environment." But, he said, "if you have something unique to bring to the channel lineup, I assure you public television will always have a place on cable TV."

How large that place will be and what PTV representatives in Washington can or will do to insure its continued existence remain of primary concern to public broadcasters. "You could get paranoid at the benign neglect" of the smaller noncommercial stations practiced by PBS, NAPTS and CPB, said one executive of a small PTV station.

Identity, programming and innovation

Criticism of commercial television provided the locus of lighter moments during the Sunday, April 10, through Tuesday, April 12, gathering. Senator Ernest Hollings (D-S.C.), upon receiving the Corporation for Public Broadcasting's 1988 Ralph Lowell Award for outstanding contributions to PTV, referred to attendees of the concurrent National Association of Broadcasters annual meeting as "that crowd out there in Las Vegas now congratulating themselves." *MacNeil/Lehrer NewsHour* commentator Roger Mudd said broadcast network news had taken over America's electoral process. He praised PTV as "America's last best hope for getting politics back into its hands." And Mooney said during his Monday luncheon address: "I happen not to agree with H.L. Mencken's crack that 'nobody ever lost money insulting the intelligence of the American public.' I think ABC and CBS are both losing money doing that right now."

But neither competitor-bashing nor self-



Christensen

congratulation superseded self-evaluation as the meeting's dominant theme. PTV has passed through identities as the 'upper class channel,' the 'culture channel,' the 'British channel' and the 'noncommercial channel,' said *Time* magazine associate editor, William A. Henry III, the meeting's final guest speaker. "Your survival and the public interest coincide" where PTV is the 'community channel,' he said, adding that, whatever its identity, PTV should opt for using the "qualitative measure...being different," not the "quantitative measure," viewership numbers, to gauge its success.

Being different was a priority in many minds. "We're replicating ourselves," KCET(TV) Los Angeles President William Kobin said during a first-day programming workshop. "I don't think we're looking very hard for new formats. It is absolutely essential to our survival to have that unique niche," he said. "We're in trouble...and [CPB] needs to make innovation a stated priority." WCBB(TV) Augusta, Me.'s Rob Gardiner, who has returned to PTV after a decade's hiatus, said, "almost every program we bought at the last Station Program Cooperative was on 10 years ago. It's scary." The stations themselves, said WGTE-TV Toledo, Ohio, Station Manager Shirley Timonere, which control their schedules and produce their own programming, ought to have "innovation in their mission statements."

Asked initially about must carry, Charles Allen, general manager of Arizona State University's KAET(TV) Phoenix, also found himself addressing program identity, painting perhaps the most dire scenario for the future of "second stations." Over the next year, he said, \$10 million to \$12 million will be spent on PBS programming "that a third to half of the stations won't be able to afford, and that's how the multiple stations per market problem will be solved"—stations unable to fill national programming gaps with their own innovative programs will not survive.

"We invent things to stay different and nonduplicative" of competing stations—both commercial and noncommercial—often airing live-origination programs "that you might have to watch tonight," said Allen. KAET this year ran five-and-a-half weeks of live coverage of the impeachment trial of Arizona Governor Evan Mecham, garnering "incredible" outpouring of public



L-r: CPB Chairman Howard Gutin; Senator Hollings; CPB President Donald Ledwig



Mudd

support, he said. The station, he said, "counts on people getting bored with the sameness of TV in general."

Independent producers shop

Independent producer Christine Choy stunned her audience of local and national public television executives with a combination of statements made during a PTV annual meeting workshop last Tuesday. Passage, she said, of Representative Ed Markey's pending CPB reauthorization bill—which includes a definition of independent producers that precludes budget or editorial control by a station or consortium executive producer—"will create more outlets for independents.... There are now many, many programming distribution outlets besides PBS who are proving more willing to take risks than PBS."

In the context of a discussion about the proposed creation of a National Independent Producers Service (NIPS)—a "mini-PBS" that would share a "substantial" portion of federal funding of CPB (BROADCASTING, March 21)—Choy's words aroused panic in at least some of her listeners. "What I heard," from her, said fellow panelist and WTTW(TV) Chicago President and General Manager William McCarter, "was a call for a national endowment for independent producers." PBS's Suzanne Weil, during a subsequent question and answer period, asked Choy, "Are you saying you would like to use CPB funds to produce your programs, then shop them around to HBO—our favorite charity—and others?"

"Yes...no," answered Choy, who later insisted PBS would have rights of first refusal of any NIPS programming, "except perhaps we can offer [programs] to HBO or others for free."

Attendees confused about Choy's intent were nonetheless unanimous in their assessment that more dialogue has to occur between PTV and the independents. And there was agreement on possible solutions short of congressional action.

Often, said an independent producer, Michael Camerini, a station will provide encouragement and even tangible help during the production process, but say no once the piece is finished. His call for a "cleaner mechanism" to provide the initial \$5,000 to \$10,000 needed to promote and make videotape transfers of a piece met with agreement from other panelists representing the sta-

tions. "Programs that get made should be aired," said KCET Los Angeles vice president of national programming, Phylis Geller, referring as well to fears that, without station participation and approval in the program funding process, many NIPS programs would never air on PBS. While stressing access, McCarter also advocated the "quick, honest answer" from stations to producers.

A misperception central to the independents issue, said Weil, is that PBS is public access TV, a forum for first efforts. "It is not," she said. "We are broadcasters first—everything else second. Come to us with quality, and we'll break our necks getting it done. No one is being frozen out because they are independents."

Ward Chamberlin, president of WETA-TV Washington, said his station does "nothing but use independents." "We have only two producers on staff overseeing \$25-million worth of productions," he said. The independents, he said, "have all gone crazy."

On the other hand, the independents—who often point to Blackside Productions' six-year wait for *Eyes on the Prize* funding—might have enjoyed one of the three jokes President Reagan told attendees at a Tuesday White House reception about a Russian who had just placed his order for a car and was told to come back in 10 years to

pick it up. "Morning or afternoon?" asked the one who had placed the order. "What difference does it make?" asked the other. "What difference? The plumber is coming in the morning."

The boards of both NAPTS and PBS met last Wednesday morning and each approved fiscal 1989 budgets. At PBS the original \$24,236,000 "general assessment base budget"—what the stations pay to operate PBS—added to \$487,200 new initiatives, came to \$24,723,200. Despite expressions of concern that new underwriting guidelines might discourage potential or current underwriters (BROADCASTING, March 28)—several directors named *NewsHour* underwriter AT&T as a specific, crucial concern—PBS also adopted guidelines with only two abstentions and zero no votes.

NAPTS, described late last month by PBS board member Lloyd Kaiser as a "mom and pop" organization in need of upgrade, adopted a considerably smaller budget of \$1.9 million. It hopes to use its new computer database to help fulfill its public television advocacy mission, embodied in a mission statement also adopted last Wednesday. As PTV lobbyist, NAPTS sees itself as charged with enabling "continued growth and development of a strong and financially sound noncommercial television service," by helping each station to do so. □

NCTA 88: 'Seeing is Believing'

That's theme of annual gathering in Los Angeles at end of this month; association expects record attendance

Individual and exhibitor registration for this year's National Cable Television Association convention is likely to match and perhaps pass last year's figures, according to NCTA officials. To date, 8,000 have preregistered for the April 30-May 2 show in Los Angeles. Given the Hollywood production community location, NCTA is expecting total attendance to hit 13,000.

Already 158,000 square feet of exhibit space have been reserved, and more is expected. Last year 162,000 square feet was booked. Overall, 294 companies have signed up for space, although they include some companies with suites in local hotels. Additionally, several companies have consolidated programming services or products in one booth, but are counted separately.

This is the first time since 1981 that the national show has been in Los Angeles. NCTA officials said a shuttle bus system will run every five minutes between downtown hotels and the convention center during peak times. A large "headend lounge" is being set aside at the convention center, so attendees have a place to relax without going back to their hotels.

The theme of this year's show is "Seeing is Believing." Barbara York, with NCTA's department of industry affairs, said convention planners sought to emphasize cable programming and financial/business issues at this year's show. The kickoff opening session on Sunday afternoon (May 1) will fea-

ture a roundtable discussion with Ralph Baruch, chairman of the National Academy of Cable Programming; Frank Biondi Jr., president and chief executive officer of Viacom; Michael Fuchs, chairman and chief executive officer of Home Box Office; Bruce Christensen, president of the Public Broadcasting Service, and James Cownie, outgoing NCTA chairman and president of Heritage Communications. Moderating the session will be ABC News correspondent Jeff Greenfield.

The convention's closing luncheon session will feature leading businessmen addressing "Cable's Odyssey in the 90's." I. Martin Pompadur, partner in ML Media Partners, will moderate the session that will include Time Inc. President and Chief Operating Officer Nick Nicholas Jr., Warner Communications Chairman Steven Ross and Viacom Chairman Sumner Redstone.

Dan Dobson, show manager, said NCTA "is very pleased" with exhibitor registration to date. Dobson said NHK, Mitsubishi and RCA's Sarnoff Labs will be demonstrating their respective high-definition television systems. Dobson said RCA plans to construct an enclosed theater for a detailed demonstration of HDTV to 30 to 40 people at a time.

Corning Glass Works, a first-time exhibitor, joins Mitsubishi and Graycor Laser Systems in exhibiting fiber optic technology.

Two telephone companies, Pac Bell and GTE, will exhibit at the show, as will several broadcasters. The National Association of Public Television Stations is making its initial appearance at the show, signaling inten-

tions to improve relations between the two industries. Fox Television also will exhibit for the first time, signifying the growing relationship between cable programmers and potential syndicators. Showtime made a deal with Fox for syndication rights to *It's Garry Shandling's Show*, which debuted on the network earlier this year.

Another first-time exhibitor will be the World Wrestling Federation, which plans to construct a ring in the exhibit hall and showcase wrestling demonstrations.

In addition to the 37 management and technical sessions, the Wall Street firm of Donaldson, Lufkin & Jenrette will hold a series of security analysts meetings. A list of cable companies participating will be announced later.

To date six congressmen have been scheduled for sessions. An undetermined number of representatives and senators will meet with cable operators behind closed doors on Saturday afternoon. FCC Chairman Dennis Patrick is scheduled to address the NCTA board behind closed doors on Wednesday, May 4.

Representatives Mike DeWine (R-Ohio), Hamilton Fish (R-N.Y.), Robert Kastemeier (D-Wis.) and Mike Synar (D-Okla.) will be on a Sunday panel on cable and copyright. Concurrent with that session will be one featuring Senators Howell Heflin (D-Ala.) and Alan Simpson (R-Wyo.) discussing the 1984 cable act.

Among featured programming panels will be a Monday session on programming busi-

ness strategies, with Robert Harris, president, MCA Television; Michael Lambert, executive vice president, 20th Century Fox; Gerald Hogan, president, Turner Entertainment; Thomas Burchill, president and chief executive officer, Lifetime; John Sie, senior vice president, Tele-Communications, and Geraldine Laybourne, senior vice president, Nickelodeon.

Daniels & Associates President Phillip Hogue will moderate a session on "Taking Stock: Cable on Wall Street," with Luis Rinaldini, general partner, Lazard Freres & Co.; Steven Rattner, vice president, Morgan Stanley; Nancy Peretsman, director, Salomon Brothers, and Robert Johnson, senior vice president, Donaldson, Lufkin & Jenrette.

Telephone company issues will be high on the list of public policy sessions. One will look at state telco deregulation, the other at national issues. The latter, moderated by Trygve Myhren, chairman, ATC, will feature FCC Commissioner Patricia Diaz Dennis; James Gray, president, Warner Cable; Mark MacCarthy, staff member, House Energy and Commerce Committee; Gina Kenny, staff member, Senate Commerce Committee, and Philip Verveer, an attorney with the Washington law firm of Willkie Farr Gallagher.

High-definition television and fiber optics will dominate the technology sessions. A Monday morning session on fiber optics will feature William Brinkerhoff, a project engineer at Ohio Bell; Larry Nelson, executive

vice president, General Instrument Corp.; David Pangrac, director of field engineering and support, ATC; Perry Rogan, senior CATV project engineer, ATC, and Herman Gysel, vice president of engineering, Synchronous Communications.

There will be several sessions on HDTV, one on transmission design considerations, another will give a technical and regulatory overview and a third will be a transmission systems forum. An overall primer session, moderated by Richard Roberts, president, Telecable, will feature Allen Ecker, vice president, Scientific-Atlanta; James Chidix, senior vice president, ATC; Edward Horowitz, senior vice president, Home Box Office and Charles Dolan, chairman and chief executive officer, Cablevision Systems Corp.

Other technical sessions will explore impulse ordering technologies, wireless signal distribution and customer service.

The cost of attending this year for members has increased from \$360 to \$380, but that covers a ticket to the closing lunch and the system ACE awards celebration, which were not included in last year's price. The registration fee for the convention for nonmembers is \$600. NCTA member exhibitors are paying \$12 per square foot on the exhibit floor, while nonmembers are paying \$20.

The industry's system ACE awards will be presented to cable systems on Tuesday night, May 2, and will be hosted by comedian Harry Anderson and ESPN anchor Roy Firestone. □

Satellite Footprints

Try, try again. Less than two months after announcing the premature death in orbit of TV-Sat1, West Germany's first direct broadcast satellite (BROADCASTING, Feb. 29), that country's postal and telecommunications under secretary of state, Arnold Dohmen, has signed with Arianespace to launch TV-Sat2 in the spring of 1989. According to Arianespace, the new order brings its manifest to 42 satellites, most to be launched in pairs.

Out of harm's way. Centel Videopath, which began uplinking services in Chicago in February, has expanded its teleport, adding



two 9.2-meter C-band antennas to its original complement of four other C-band antennas and one Ku-band antenna, thanks to what vice president and general manager, Jane Meagher, described as "a growing demand from our broadcast and television customers." The new antennas stand on a ledge 80 feet below ground level in a limestone quarry, protected from terrestrial interference while re-

maining open to full arc exposure.

Comments to the contrary. The FCC has received its second round of comments on a tentative plan to create a discrete segment of the orbital arc (87 to 93 degrees west longitude) to accommodate high-power fixed Ku-band satellites such as GE Americom's proposed 60-watt Satcom K-3 and K-4 birds (BROADCASTING, Jan. 11). Twenty firms filed comments last month unanimously rejecting two elements of the proposal: moving a bird already in orbit and reducing the required space between birds in the segment from two degrees to one-and-a-half (BROADCASTING, March 21).

As things presently stand, Americom's construction permit modification request at the FCC—to increase the power of K-3 and K-4 to 60 watts—hinges on creation of the segment, which is the commission's proposed solution to probable interference in the signals fed by less powerful adjacent birds already in orbit, if the more powerful birds were introduced into the fixed space arc as it stands.

The latest comments came from GE Americom and cable programmer Home Box Office, Americom's partner in Crimson Satellite Associates, a venture aimed at making K-3 and K-4 the first Ku-band primary cable programmer satellites. Describing the objections of the 20 petitioners as "self-serving," HBO argued that SBS-4 users had "distorted...alleged costs of relocating" that bird. HBO additionally pointed to "widespread support" for the arc segmentation solution to the introductions of higher power birds and argued that "the service envisioned by HBO and GE Americom would not be feasible in the portions of the arc specified in alternative" proposals to create two segments "on the eastern and western fringes" of the arc. Both HBO and Americom argued that the larger public interest requires the SBS-4 move, and both also agreed with the previous petitioners on one point: less than two-degrees spacing between birds "will cause irreversible technical interference and will eradicate the very benefits [smaller, less expensive dishes on the ground] of high power, high density satellites."

TCI asks locals for advice on public access

Thomson, Weiswasser address conference on broadcast and cable local access and First Amendment issues

Robert Thomson, vice president of government relations for Tele-Communications Inc., told a National Federation of Local Cable Programers gathering in Washington last week that it should begin approaching corporate cable executives on ways to utilize the public access channels on cable systems. "To a large extent our business interests may be converging," said Thomson. "It's time to start approaching executives on a business footing" about local programming. "We could use some advice at the highest levels," said Thomson.

Thomson said cable companies and local access groups need to work together to program those channels and make them useful for the cable company and the community. He said the cable industry, through its trade groups—the National Cable Television Association, the Cable Television Administration and Marketing Society and the Cabletelevision Advertising Bureau—could work on joint promotions and regional public access programming workshops. Thomson also asked for help on high school sports to insure adequate coverage of events, since many of the local groups know their school boards better than the local cable company. And he said access programers could help get local broadcasters "more meaningfully involved in public access." Cable companies need help in medium-to-small towns, he said. "Give us some ideas," he added.

Although the relationship between cable companies and access groups has not always been close, Thomson said, "our two industries are part of the same industry." He acknowledged the differences, such as TCI's appeal of a district court ruling in favor of the city in a local programming dispute. (Thomson said the company's grounds for action stemmed from due process and notification concerns, more so than the actual franchise requirements). He said: "There are more things to keep us together than to divide us."

Indeed, Thomson asked for the NFLCP's support for the cable industry's stands on various regulatory issues. "Cable would welcome friends at this point in Washington," he said, adding that cable can offer viewers and access groups something DBS or MMDS cannot—dedicated public access channels with a strong local flavor. Cable's carriage of local broadcast signals, he said, shows its dedication to local programming.

Thomson was joined at lunch by Steven Weiswasser, senior vice president and general counsel of Capital Cities/ABC Inc., who addressed the issues of the fairness doctrine, indecency and high-definition television, which related to some of the main themes of the NFLCP conference—First Amendment and public access issues.

Weiswasser reviewed various court and government agency decisions that he said served to make broadcasters second-class citizens compared to newspapers. Weiswasser said the FCC's indecency decision was a "serious deviation from First Amendment principles" and could force "broadcasters to face license-threatening challenges." The decision could lead to a "lowest common denominator approach" to programming, which Weiswasser said would serve no one.

Weiswasser, in referring to the fairness doctrine, said that "any good broadcasters ought to accept that responsibility." He said the equal time and lowest unit advertising rates rules were "far more intrusive than the fairness doctrine." But at the same time, it is "not easy for broadcasters to accept that doctrine," he said, because it's a reminder that government power can chill the media.

Weiswasser, in striking a populist chord, said that HDTV must be available to the entire population. The prospect that HDTV would only be available to DBS or cable homes "doesn't serve the public interest," he said. If HDTV bypassed broadcast television, it would make broadcasters, who have already lost on must carry, second-class citizens and risk making their stations obsolete, he said. That, he said, "is an area of deep concern to all of us."

Pluria Marshall, chairman of the National Black Media Coalition, asked Thomson

when TCI was going to put money into programming directed at women and minorities, such as the broadcast network offerings *Cosby* and *Frank's Place*. Thomson replied that TCI had poured money into Black Entertainment Television for several years and that TCI had an excellent EEO employment record.

Marshall, in another NFLCP session, directed comments at the broadcast industry. He said broadcasters are heading into "very treacherous water" as station licenses are being challenged in the comparative renewal process. He speculated that broadcasters "might welcome a petition to deny [rather than] face a competing application," as is the case with KMOV-TV St. Louis and WBBM-TV Chicago, because the cost to the station might be less onerous.

Marshall said that NBMC has "gotten much more selective in the last seven or eight years" in petition to deny cases. But he told the public access group that FM stations might be ripe for challenging on grounds of "quality of service." He particularly pointed to dissemination of news and information, which he said has been relegated to snippets twice a day and Sunday morning.

For those who wish to challenge a station's license or file a petition to deny, Marshall advised the group to do their homework. Gather information from the inside, he said, from employees and listeners to build a case. □



Univision expansion

Univision has signed its first three VHF affiliates in the Spanish-language network's 27-year history. According to Univision, the additions give the network 83% penetration of U.S. Hispanic households, or a total of 4,351,000 households. Univision says that its lineup also reaches 317,500 Mexican households. The latest additions are XEW-TV San Diego/Tijuana (ch. 2); XHBC-TV Yuma/Mexicali (ch. 3), and XHAB-TV McAllen-Brownsville/Matamoros (ch. 7). Univision's station list includes 31 over-the-air broadcast stations and 435 cable affiliates.

For the children

As part of Group W's "For Kids Sake Day" (April 16), a number of the stations carrying the public service/programming campaign have turned over a large share of their time to programs advocating family-oriented activities and reading. Group W's KDKA-TV, for example, preempted its schedule of CBS shows from 7 a.m. to 6 p.m. for "For Kids Sake Day." During the station's "Let's Read a Story" portion of the day, 15-minute stories were read. At the conclusion of the stories, a slide appeared on the screen for another 15 minutes with the recommendation that families do

something special together. Instead of commercials, the station carried only For Kid's Sake public service spots and "discount event" spots.

Scientific video

A new service offering science-related video footage is now available to television journalists through The Scientists' Institute for Public Information (SIPI). The Videotape Referral Service will match reporters with the appropriate footage for stories related to science and medicine. "Television reporters and producers have told us repeatedly that many times a story on science or medicine will not be broadcast for lack of video footage," stated SIPI vice president, Diane Jukofsky. A call to SIPI's toll-free number, 800-223-1730 (212-661-9110 in New York state) will now remedy that situation.

Understanding AIDS

The Foundation for Global Broadcasting said that it will produce a two-hour live television program (with a radio simulcast) on AIDS called *A Time for Understanding*. FGB expects an audience of 1.5 billion people in more than 100 countries. The show is set to be broadcast on Dec. 1, in conjunction with the World Health Organization's World AIDS Day.

TV network salaries outlined in parent proxies

The parent companies of all three television networks are holding annual shareholder meetings in the next month. NBC parent General Electric Corp., will hold its meeting in Waukesha, Wis., (where the company's medical equipment unit is based) on April 27. The CBS Inc. meeting convenes in New York on May 11 and Capital Cities/ABC Inc. gathers in Chicago on May 19.

According to the proxy statement issued by CBS announcing its shareholder meeting, Laurence Tisch, president and chief executive officer, earned about \$1.2 million in salary and bonuses in 1987. Tisch was paid \$726,923 in salary and earned another \$453,750 in bonuses. CBS/Broadcast Group President Gene Jankowski, was not far behind, earning slightly more than \$1 million in salary and bonuses. Jankowski's salary totaled \$515,100 and he earned another \$485,543 in bonuses. Walter Yetnikoff, who continues to head CBS Records, purchased by Sony Corp. in January, was paid \$540,462 in salary by CBS in 1987, and another \$457,635 in bonuses.

At Capcities/ABC, company chairman

Thomas Murphy earned \$700,000 in salary and another \$101,258 in deferred compensation under a profit sharing plan. Company President Daniel Burke earned \$675,000 in salary and \$97,565 in deferred compensation. John Sias, executive vice president of the parent company, and president of ABC Television Network Group, earned \$622,425 in salary and \$89,439 in deferred compensation. Michael Mallardi, senior vice president, Capcities/ABC and president of the company's broadcast group, earned \$601,600 in salary and \$7,000 in deferred compensation and Ronald Doerfler, the company's chief financial officer earned \$593,750 in salary and \$85,562 in deferred compensation.

General Electric's proxy statement did not disclose the salaries of any of the hands-on

managers at NBC. However, John F. Welch, chairman of both GE and NBC, earned \$2,056,887 in cash compensation.

Among shareholder proposals this year is a resubmission by Accuracy in Media, which is proposing CBS employ an ombudsman "whose function will be to represent the interest of the viewers in obtaining accurate information, fairly presented in news and public affairs programs aired by CBS." An AIM statement supporting the proposal charged that CBS News has failed to acknowledge errors it has made in the course of reporting ongoing stories. CBS, in its proxy, recommended shareholders vote against the proposal, arguing that "the proposed duties of the recommended ombudsman are currently performed, and CBS believes effectively, by CBS news officials." □

Changing Hands

KTWV-FM Los Angeles; WWBA(FM) St. Petersburg, Fla.; WOMC(FM) Detroit; WNEW-AM-FM New York; WMMR(FM) Philadelphia, and

KRLD(AM) Dallas □ Sold by Metropolitan Broadcasting Corp. to Sillerman-Magee Communications Management for approximately \$300 million (see BROADCASTING, April 11). KTWV-FM is on 94.7 mhz with 58 kw and antenna 2,835 feet above average terrain. WWBA(FM) is on 107.3 mhz with 100 kw and antenna 620 feet above average terrain. WOMC is on 104.3 mhz with 190 kw and antenna 416 feet above average terrain. WNEW(AM) is on 1130 khz full time with 50 kw. WNEW-FM is on 102.7 mhz with 7.8 kw and antenna 1,220 feet above average terrain. WMMR(FM) is on 93.3 mhz with 29 kw and antenna 670 feet above average terrain. KRLD(AM) is on 1080 khz full time with 50 kw.

WKYS(FM) Washington □ Sold by NBC to Albimar Communications for \$46.75 million (see BROADCASTING, April 11). WKYS is on 93.9 mhz with 50 kw and antenna 485 feet above average terrain.

WCZY-FM Detroit; WGIV(AM) Charlotte and WPEG(FM) Concord, both North Carolina; KSKY(AM) Balch Springs, Tex. (Dallas), and WBMX-FM Oak Park, Ill. □ Controlling interest sold by Dorton Broadcasting Co. to Ardman Broadcasting for approximately \$30-\$35 million. Seller is Bloomfield Hills, Mich.-based group of three AM's and three FM's principally owned by Betty Pazdernik and Paul (Dick) Purtan. It is headed by Joe Dorton, president. It is separately selling its remaining WNYR(AM)-WEZO(FM) Rochester, N.Y. (see below). Buyer is Washington-based group of seven AM's and eight FM's headed by Myer Feldman, president. WCZY-FM is on 95.5 mhz with 100 kw and antenna 428 feet above average terrain. WGIV is on 1600 khz full time with 1 kw. WPEG is on 97.9 mhz with 50 kw and antenna 500 feet above average terrain. Ksky is on 660 khz with 10 kw day and 500 w night. WBMX-FM is on 102.7 mhz with 6 kw and antenna 1,170 feet above average terrain. Broker: Cecil L. Richards & Co.

MARCH SALES*

WIVY (FM) Jacksonville, FL	\$8,130,000
WOKO/WGNA (FM) Albany, NY	\$6,750,000
KFGO (AM/FM) Fargo, ND	\$6,100,000
KGFT (FM) Carpinteria, CA	\$1,700,000
WMME (AM/FM) Augusta, ME	\$1,400,000
WJMA/WVJZ (FM) Orange, VA	\$ 850,000

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WNYR(AM)-WEZO(FM) Rochester, N.Y. □ Sold by Dorton Broadcasting of Rochester Inc. to Atlantic Ventures Corp. for \$7,315,000. **Seller** is subsidiary of Dorton Broadcasting which is selling controlling interest in all remaining stations (see above). **Buyer** is owned by Steven B. Dodge, Eric B. Schultz, Joseph L. Winn, and Michael B. Milson, who are all former officers of American Cable Systems, which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. WNYR is on 990 khz with 1 kw day and 250 w night. WEZO(FM) is on 101.3 mhz with 27 kw and antenna 640 feet above average terrain.

KNZS(AM) Capitola and KMBY-FM Seaside, both California □ Sold by KMFO Radio Inc. to John B. Frankhouser Jr. for \$2,850,000. **Seller** is principally owned by Norman Stone, Christopher Murray and Chester Tart, who have no other broadcast interests. **Buyer** has interest in KEND(AM)-KLLI(FM) Lubbock, Tex., and KAMA(AM)-KAMZ(FM) El Paso. KNZS is on 1540 khz full time with 10 kw. KMBY-FM is on 107.1 mhz with 910 w and antenna 570 feet above average terrain.

KWOA-AM-FM Worthington, Minn. □ Sold by Worthington Broadcasting Co. to Donald L. and Janet M. Rabbitt for \$1,488,000. **Seller** is owned by Josephine C. Olsen and James J. Wychor, who have no other broadcast interests. Wychor will join buyers. **Buyers** are Donald L. Rabbitt and his wife, Janet, former owners of WFOH-FM Fond du Lac, Wis., and Wychor. KWOA is daytimer on 730 khz with 1 kw. KWOA-FM is on 95.1 mhz with 100 kw and antenna 650 feet above average terrain. **Broker: John-son Communications.**

KLAX-TV Alexandria, La. □ Sold by Thomas C. McBride, trustee to Pollack/Belz Communications Co. for \$1,100,000. **Seller** is owned by Cypress Communications, which has no other broadcast interests. **Buyer** is owned by William H. Pollack, his brother, David, and brother-in-law, Martin S. Belz. Pollacks also own KOSE(AM)-KWLN(FM) Osceola, Ark., and with their parents, Sydney and Marilyn, also own WDXR(AM) Paducah, Ky. Belz is real estate developer with no other broadcast interests. KLAX-TV is ABC affiliate on channel 31 with 1,619.8 kw visual, 161.98 kw aural and antenna 203.8 feet above average terrain.

KIQY(FM) Lebanon, Ore. □ Sold by Stereo Broadcasting Corp. to Spotlight Media Corp. for \$485,500. **Seller** is principally owned by Colene Ingraham. It has no other broadcast interests. **Buyer** is owned by Michael C. Gelfand and Richard Maciorowski. It also has interest in KKTU(TV) Flagstaff, Ariz. KIQY is on 103.7 mhz with 53 kw and antenna 380 feet above average terrain.

KCKX(AM) Stayton, Ore., and KWKI-FM Big Spring, Tex. □ Sold by Michael Hankins, receiver to Big Spring Radio Inc. for \$440,000. **Seller** is owned by Azelco Inc., which has no other broadcast interests. **Buyer** is owned by Connie J. Thigpen, Marvin Lewis and Berkley L. Fraser, who also own KVIV(AM) El Paso. KCKX is daytimer on 1460 khz with 1 kw. KWKI-FM is on 95.3 mhz with 1.8 kw and antenna 300 feet above average terrain.

KWMC(AM) Del Rio, Tex. □ Sold by Val Verde Broadcasting Inc. to Faz Broadcasting Inc. for \$375,000. **Seller** is owned by Don Funkhouser and his wife, Jeanne, who have no other broadcast interests. **Buyer** is owned by Martha G. Faz and her brother, Carlos G. Faz, local investors with no other broadcast inter-

ests. Kwmc is on 1490 khz full time with 1 kw.

WHPI(AM) Herrin, Ill. □ Sold by Greentree Broadcasting Co. to Egyptian Broadcasting Co. for \$325,000. **Seller** is owned by Charlie Peters, who also owns KTFI(AM) Twin Falls, Idaho. **Buyer** is owned by Robert A. Ferrari, his

brother, R. Keith Ferrari, John S. Brewster, Wrophas Meeks, and Orville M. Hudgens. They are former owners of station. WHPI is on 1340 khz full time with 1 kw.

For other proposed and approved sales, see "For the Record," page 109.

BottomLine

Broker slate. National Association of Media Brokers, at annual meeting during NAB convention, re-elected Robert O. Mahlman, of The Mahlman Co., president for second term. Also elected were, Dick Kozacko, of Kozacko-Horton Co., for vice president, Bill Cate, of Chapman Associates, for secretary and Jim Blackburn, for fourth term as treasurer. NAMB represents 42 independent media brokerage firms.

□ **Swap story.** Shareholders of Hal Roach Studios and Robert Halmi Inc. have approved stock-swap merger of two companies in deal valued at approximately \$115 million. Approval was given in meetings last Wednesday, April 6, to merger approved by directors last fall (BROADCASTING, Nov. 2, 1987). Swap calls for Roach stockholders to exchange shares on one-for-one basis for shares in new company, HRI Group Inc., while holders of Halmi stock will exchange on two-and-a-half-for-one basis. Diversified Australian entertainment firm, Quintex, with 35% share in Roach, has right to purchase up to 51% of HRI Group in open market, private transactions or by tender offer. Quintex will also supply \$70 million or more in credit to new company through U.S. subsidiary.

□ **Funding fever.** GE Capital Corporate Finance Group has provided \$283 million in debt financing to Adams Television Corp. for recapitalization purposes and for \$124.6-million acquisition of four TV stations from Forward Communications Corp. completed last month. Financing was arranged in conjunction with Adams's investment banker, C.F. Capital Corp. GE Capital has also provided \$235 million in debt financing to Star Midwest for acquisition of cable operator North American Communications Corp., and to refinance borrowings for acquisition of cable TV systems during last quarter of 1987.

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On Radio

TM sells stations to Shaughnessy

Company's group head buys one AM, three FM's for \$7.1 million

TM Communications, the Dallas-based, publicly held broadcast programming and marketing company that also operates a four-station radio group, has reached an agreement to sell its radio station division to Pat Shaughnessy, TM president and chief executive officer, for \$7.1 million. The four stations—KHAT-AM-FM Lincoln, Neb.; KBUL(FM) Carson City, Nev. (Reno), and WAVH(FM) Mobile, Ala.—will form the nucleus of a new station group to be headed by Shaughnessy, called Marathon Communications.

Shaughnessy, who has stepped down as president of TM, a position he has held since November 1979, made the announcement April 11 at a press briefing at the National Association of Broadcasters convention in Las Vegas. Shaughnessy said he will continue to operate the TM broadcasting subsidiary until the acquisition is closed. Shaughnessy's new company will also be headquartered in Dallas.

The \$7.1-million acquisition includes the assumption of \$5.5 million of debt, the assumption of the stations' accounts receivables and payables, plus the transfer of 1,500,000 shares of TM stock primarily owned by Shaughnessy back to the company. The transaction, which had been in the negotiating stages for about three months, will effectively eliminate all debt from TM's ledger.

Shaughnessy said he would own about 60% of the company's stock with California businessman Don Ulrich holding the majority of the remaining shares. Ulrich will be an officer of the company, said Shaughnessy.

Also joining Shaughnessy's new company as vice president will be Annie Bendalin, current secretary/treasurer of TM.

"Running and operating stations is what I always wanted to do," said Shaughnessy, who expects to make his next acquisition early next year. Shaughnessy, who executed a management buyout of TM from Shamrock Broadcasting in 1984, said he would like to reach the full complement of 12 AM and 12 FM stations.

Taking over as TM president is Don Turner, the company's senior vice president and chief financial officer. "We will now be concentrating on what has been and what is important to TM for the past 25 years: the jingle business and music and sales libraries," Turner said. (TM had also been a large distributor of taped music formats, but that division was sold to Wagontrain Enterprises, Albuquerque, N.M., in 1986.)

Assuming the position of TM chairman and chief executive officer is Jim Taylor, TM's largest shareholder and board member.

"This [the radio group sale] is a very positive move for the company. It will relieve the company of its long-term debt and give TM control of a large block of stock which can be used for future acquisitions...developing and marketing new products for the broadcasting and the training/film industries," Taylor said.

Taylor noted that TM lost \$1.2 million in revenues in 1987, primarily from station acquisitions and operations (TM acquired its

Rep Report

WKDM(AM) New York: To Katz Hispanic Radio Sales from Major Market Radio.

WWWE(AM)-WDOK(FM) Cleveland: To Eastman Radio from McGavren Guild.

WKQB(FM)-WQIZ(AM) St. George, S.C. (Charleston): To Eastman Radio from Republic Radio.

KALI(AM) San Gabriel, Calif. (Los Angeles): To Katz Radio and Katz Hispanic Radio Sales from Major Market.

KPXR(FM) Anchorage: To Katz Radio from Shelly Katz.

WCLZ-AM-FM Brunswick, Me. (Portland): To Christal Radio from Roslin Radio.

WHOM(FM) Mt. Washington, N.H. (Portsmouth): To Republic Radio from Roslin Radio and Kettell-Carter.

KSJO(FM) Manteca, Calif. (Sacramento/Stockton): To Banner Radio from Hillier, Newmark, Wechsler & Howard.

WPLP(AM) Pinellas Park, Fla. (Tampa): To Hillier, Newmark, Wechsler & Howard from Katz Radio.

KYEA(FM) West Monroe, La.: To Durpetti & Associates from Masla Radio.

WAVH(FM) Mobile, Ala.: To Durpetti & Associates from Eastman Radio.

KHAT-AM-FM Lincoln, Neb.: To Durpetti & Associates from Banner Radio.

four stations between April 1986 and May 1987). The prior year, TM had a profit of \$1.6 million, he said.

The radio station group is the second unit sold by TM this year. It also divested its

corporate communications (audio/visual presentations) subsidiary to TM executive Jim Kirk for \$1 million.

KHAT(AM) is 5 kw daytimer on 1530 khz. KHAT-FM is on 106.3 mhz with 2.9 kw and

antenna 145 feet above average terrain. KBUL(FM) is on 98.1 mhz with 75.9 kw and antenna 2,273 feet above average terrain. WAVH(FM) is on 96.1 mhz with 100 kw and antenna 1,141 feet above average terrain. □

Riding Gain

AC top choice

According to a Major Market Radio-commissioned report conducted by Coleman Research, the adult contemporary format emerged as the top choice among media buyers (60%) involved in radio buying with contemporary hit finishing a distant second (14%). Those formats were followed by easy listening, country, album-rock, classical music, oldies/classic hits and urban contemporary. (Survey participants were only given a choice of the above eight formats.) In the 18-34 demographic contemporary hit led (42%), followed by adult contemporary, album-rock and country.

The Major Market/Coleman Research study also examined the perception of the formats by the respondents. "The findings confirm that media buyers have biases that affect their judgment regarding formats," the study concluded. One example of format bias is with country music. The study showed country being viewed by buyers as a "good environment for commercials" and as "above average" in its promotional opportunities. But buyers also see the format as "below average" in image and in attracting an upscale audience.

The study was based on interviews with 100 media buyers associated with agencies in 10 cities. "Each buyer indicated his or her format preferences and then answered a series of questions regarding that format," Major Market Radio said.

Satisfaction with radio

Of the electronic media (radio and TV) and print, radio registered the "highest satisfaction rating" among 1,523 adults 18 years of age and older who were asked about available sources of information and entertainment, according to a Radio Advertising Bureau-commissioned study conducted by Arbitron Ratings.

On a scale of one to five, the overall satisfaction rating for radio among all adults in the survey was 3.63, compared to television at 3.44, newspapers at 3.38, and magazines at 3.28. Radio's satisfaction rating also topped the other media for those adults with an annual income of at least \$45,000 who fall into the category of manager/administrator/professional, and

who are college graduates.

Data for the study was gathered in November. "In the process of conducting the survey interviews, the order of the media was rotated to insure a blind test," said Bob Galen, RAB senior vice president for research. "The question on satisfaction was asked first before respondents could identify the purpose of the overall study," he said.

The study also collected information on radio set ownership, which RAB plans to release shortly.

Sticking with Spanish

The Spanish-language format has the longest time-spent-listening averages of all major radio formats, according to a new study circulated by Eastman Radio. Spanish averages two hours and 13 minutes of listening each day, followed by easy listening with one hour, 33 minutes per day, the Eastman study said.

Urban contemporary and country stations also attract long-term listeners. Urban has an average tune-in of one hour, 30 minutes per day, and country registers 81 minutes per day.

Other findings show news/talk at 74.9 minutes; classical, 74.7 minutes; album-oriented-rock, 72.8 minutes; MOR/nostalgia, 71.8 minutes; adult contemporary, 70.4 minutes; oldies, 65 minutes; contemporary hit, 63.9 minutes, and all-news, 54.8 minutes per day.

The Eastman report is based upon fall 1987 Arbitron data for stations in the top 50 markets.

Format merger

Broadcast Programing, a Seattle-based radio format syndicator, has purchased the radio format division of Radio Arts, Los Angeles, from Larry Vanderveen, who has owned the company for 13 years.

Broadcast Programing is owned by Lester M. Smith, who is chairman of Kaye-Smith Enterprises which owns KXL-AM-FM Portland, Ore., and KJRB(AM)-KEZE(FM) Spokane, Wash. Last year Broadcast Programing purchased the radio format division of San Diego-based Peters Productions. With the addition of Radio Arts, Broadcast Programing offers 20 "fully developed" formats.

Signing on

Images Communication Arts, a Jericho, N.Y.-based radio program supplier, will add a daily college football drive-time series to its football features schedule this fall. The new five-minute series will be titled, *The Southwest Football Conference Report*. It will run for 18 weeks, from Aug. 29 through Dec. 30, on some 100 stations in Texas and on another 30 outlets in Arkansas, according to Images. The company currently packages three professional football series.

Gaylord Radio Services, a division of Opryland, USA, will simulcast The Nashville Network's *Viewer's Choice Awards* on April 26 at 8 p.m. NYT. TNN viewers have been asked to select winners in eight categories.

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NACP's next splash

The National Academy of Cable Programming, which to a large extent coordinated the cable industry's National Cable Month efforts, announced another major promotion splash last week—next year's Ace Awards will be cablecast simultaneously on seven basic cable networks. Participating in the 10th annual awards show on Jan. 15, 1989, will be Black Entertainment Television, CBN Cable, the Discovery Channel, Lifetime, Nick at Nite, superstation WTBS-TV Atlanta and the USA Network.

"We had to make a statement," said Robert Johnson, BET president and chairman of the academy's roadblocking committee, "to demonstrate to consumers and advertisers our overwhelming commitment to the Ace Awards." The networks will jointly fund the production, said Johnson, and the group has a three-year commitment from the committee for future carriage, although different networks may be included in the mix. Showtime did not pick up its option to carry the awards, Johnson said.

In addition to the programming announcement, Bristol-Myers said it had taken a sponsorship in the awards program, which Lifetime President Thomas Burchill characterized as "a substantial investment." The three-year accord, he said, would hopefully "set the tone" for other advertisers to sponsor the special. An NACP spokesman said Bristol-Myers will purchase approximately 25% of the ad time in the two-and-a-half-hour program.

Changing positions

Wisconsin CATV, the American Television & Communications cable system in Eau Claire, Wis., has decided against making changes that would have included moving WKBT-TV La Crosse, Wis., a VHF station, to a UHF channel (BROADCASTING, April 4). "Trying to keep everyone happy with changes and additions in a television lineup is like working a Rubik cube in which you can clearly see how interdependent change is, but it takes a lot of turns and twists to bring all the cubes into place," said ATC area manager, Jan George, in

announcing the decision.

WKBT, a CBS affiliate, had objected to being moved to the upper end of the dial while WCCO-TV Minneapolis, also a CBS affiliate, remained on a VHF channel. The system will go ahead with plans to add American Movie Classics, the Weather Channel and the Financial News Network and move some of the other cable-related services. WKBT will remain on ch. 3.

Waldheim special on HBO

HBO said last week that its showcase presentation *Waldheim—A Commission of Inquiry*, will debut on Sunday, June 5. The two-and-one-half-hour special will be seen at the same time on Great Britain's Channel 4.

The basis of the special will be drawn from testimony before a commission of inquiry that was recruited by HBO and Thames Television, the co-producers. HBO and Thames will be filming the nine days of hearings, slated to begin later this month. In all, 35 witnesses are slated to testify. Lawyers from both sides will oversee the editing process. News correspondent Morton Dean will introduce HBO's presentation and provide background information.

Kickoff

ESPN has announced its National Football League regular season schedule for 1988, which will begin with Super Bowl champion Washington vs. Houston on Oct. 30.

ESPN, the only NFL cable rights holder, is in the second year of a three-year contract. The rest of the schedule is: Los Angeles Raiders vs. San Diego on Nov. 6, Minnesota vs. Dallas on Nov. 13, New England vs. Miami on Nov. 20, New York Giants vs. New Orleans on Nov. 27, Pittsburgh vs. Houston on Dec. 4, Denver vs. Seattle on Dec. 11, and San Francisco vs. Los Angeles Rams on Dec. 18.

ESPN's four preseason games will be New Orleans vs. Minnesota on Aug. 7, Philadelphia vs. Pittsburgh on Aug. 14, Minnesota vs. the Phoenix Cardinals on Aug. 21 and Indianapolis vs. Denver on Thursday, Aug. 25, at 8 p.m. With the exception of the last preseason game, all games will be on Sundays at 8 p.m. ESPN will also carry the Pro Bowl, on Jan. 29 from Honolulu.

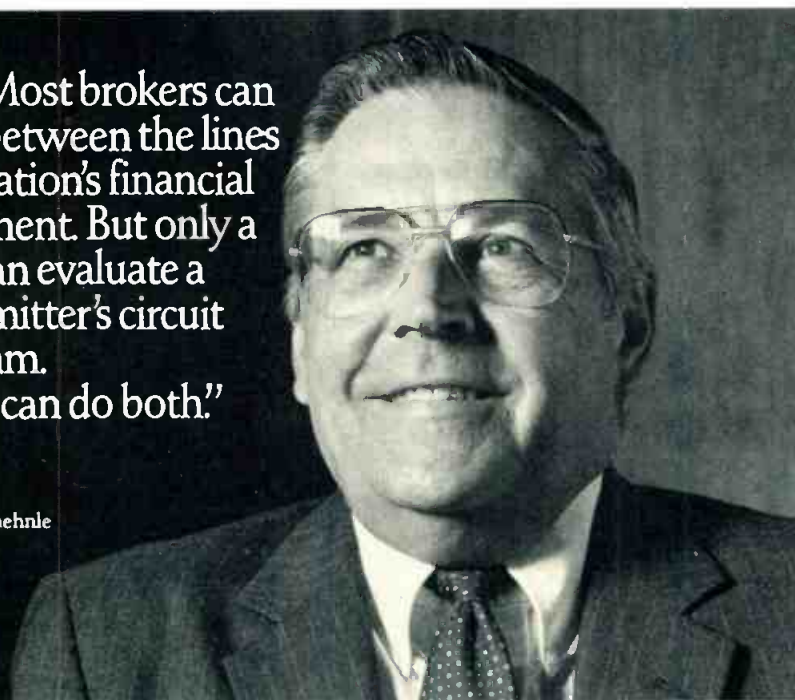
Wireless overbuild

The Springfield, Ore., utility board has received a consultant's report outlining how it could overbuild the existing cable operator in town, Tele-Communications Inc. The report said a wireless cable overbuild

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would be feasible if it has access to popular cable programming, the signal it delivers is clear and its financial backing is adequate.

Spurred by complaints of poor service and rate increases, voters passed a referendum allowing the city to pursue building an alternative cable system. The board contracted with Eco Northwest to do a feasibility study on wireless cable, which was delivered two weeks ago. In addition to quality programming, signal and finances, the report said a wireless system's chances for survival are improved by the reach it could achieve beyond the Springfield market. TCI serves 12,000 of the 19,000 households it passes.

The report estimated that 83,000 homes within 19 miles of the transmitter could receive a wireless signal, including the city of Eugene. That figure includes 24,000 households beyond the reach of any cable system.

The board is reviewing the study but has not made a decision on whether to go forward with a wireless build. The report anticipates that TCI would likely reduce prices and adjust program offerings if a wireless cable system were introduced.

TNT gets the Muppets

Ted Turner and Jim Henson concluded a four-year agreement last week giving Turner Broadcasting System the exclusive rights to *The Muppet Show* for use on Turner Network Television and superstation WTBS-TV Atlanta. The deal covers the series' 120 episodes, which ran in syndication between 1976 and 1981, and calls for Henson and TBS to collaborate "on several new television projects."

TBS plans to air *Muppet* episodes as part of the launch of TNT in October. The series has won three Emmy's and a Peabody Award for excellence in television programming.

Underage voters

Manhattan Cable and Paragon Cable, which do not normally carry Nickelodeon's evening programming, plan to extend airing Nickelodeon on April 18 to carry the service's first Kids' Choice Awards. Viewers under 17 vote for their favorite stars, television shows, sports teams and songs in the awards program, which will be available to another 350,000 cable viewers in New York.

Elsewhere, the two cable operators announced a Rebuild Cable Fair on June 8 and 9 at Madison Square Garden's Felt Forum. The fair will have more than 30 cable programming services participating and kicks off the companies' five-year, \$150-million rebuilds in Manhattan.

New animated product

Ralph Bakshi, animator behind theatricals "Fritz the Cat" and "Wizards" and the CBS's Saturday morning cartoon, *Mighty Mouse: the New Adventures*, has signed a two-year deal with Viacom Enterprises to develop, create and produce both animated and live-action product primarily for cable television. The agreement gives Viacom worldwide television distribution and home video rights in addition to all

licensing and merchandising rights.

Free Disney preview

The Disney Channel, which celebrates its fifth anniversary today (April 18), will hold a free weekend preview on June 4 and 5, which will include a live concert performance by Garrison Keillor. In addition, Disney continues to colorize old Shirley Temple films, one of which will be seen during the preview.

Disney also announced that it has begun production of *The Devil in Vienna*, starring Ed Asner and Jane Alexander. The drama is set in German-occupied Vienna, and is being shot in Budapest, Hungary. It premieres next fall.

Premiering this summer will be *Ollie Hopnoodle's Haven of Bliss*, a comedy about a Midwestern family's vacation. Shooting for the co-production among Disney, noncommercial WGBH-TV Boston and PBS's *American Playhouse* will take place in Massachusetts and Texas.

Caribbean channels

Satellite Broadcasting Networks said its PrimeTime 24 service—the signals of three network affiliates—has been sold to nine cable systems in the Caribbean reaching 160,000 subscribers. Cable systems in Puerto Rico, including the 114,000-subscriber San Juan system (a joint venture of Century Communications and ML Media Partners), and the Virgin Islands have picked up wxia-TV Atlanta (NBC), WBBM-TV Chicago (CBS) and WABC-TV New York (ABC).

"Datebook" continues from page 32.

by BROADCASTING magazine and Federal Communications Bar Association. Speakers include Representative John Dingell (D-Mich.); FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), and Robert Wright, president of NBC. Westin hotel, Washington. Information: (202) 659-2340.

June 1—International Radio and Television Society annual meeting and presentation of Broadcaster of the Year Award to Oprah Winfrey, talk show host. Waldorf-Astoria, New York. Information: (212) 867-6650.

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

June 3-5—Radio Advertising Bureau radio sales university. Dallas.

June 4-7—International summer Consumer Electronics Show, sponsored by Electronic Industries Association. McCormick Place, Chicago. Information: (202) 457-8700.

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

June 5-11—Ninth Banff Television Festival. Banff, Alberta. Information: (403) 762-3060.

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

June 7-9—Television Bureau of Advertising/Sterling Institute managing sales performance for local sales managers. Hyatt Regency, Denver.

June 8-9—"Media Mergers and Acquisitions Conference," sponsored by Executive Enterprises Inc. Parker Meridian, New York.

June 8-11—American Women in Radio and Television 37th annual convention. Theme: "The Turning Point." Keynote speaker: Sally Jessy Raphael, talk show host. Westin William Penn, Pittsburgh.

June 8-12—Broadcast Promotion and Marketing Executives/Broadcast Designers' Association 32d annual seminar. Bonaventure hotel, Los Angeles.

June 9—"Independent Film and TV Production," conference sponsored by International Business Communications Ltd. BAFTA, 195 Piccadilly, London. Information: Christopher Wyle, (01) 236-4080.

June 10-11—Fifth annual BROADCASTING-Taishoff Seminar, sponsored by Sigma Delta Chi Foundation. Speakers include Bill Plante, White House correspondent, CBS News, and Steve Friedman, executive producer, USA Today: The Television Show. WCVB-TV Boston. Information: (312) 922-7424.

June 10-11—National Academy of Television Arts and Sciences board of trustees meeting. Vista hotel, New York.

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

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

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

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

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

June 15—"Public Relations: Behind the Washington

Scene," session sponsored by American Women in Radio and Television, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

June 16—Creative Awards gala with presentation of "Billy Awards" for excellence in advertising, sponsored by Philadelphia Ad Club. Franklin Plaza hotel, Philadelphia.

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

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

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

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

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

June 23-25—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 25-28—International Teleproduction Conference and Exhibition, sponsored by International Teleproduction Society and NATPE. Los Angeles Convention Center. Information: (212) 629-3266.

June 30—15th annual Daytime Emmy Awards telecast on CBS-TV, co-sponsored by National Academy of Television Arts and Sciences and Academy of Television Arts and Sciences. Waldorf-Astoria, New York.

For the Record

As compiled by BROADCASTING April 6 through April 13 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; Freq.—frequency; 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

■ **KNZS(AM)** Capitola and KMBY-FM Seaside, both California (BALH880330EA; 1540 khz; 10 kw-U; FM: BALH880330EB; 107.1 mhz; 910 w; HAAT: 570 ft.)—Seeks assignment of license from KMFO Radio Inc. to John B. Frankhouser Jr. for \$2,850,000. Seller is principally owned by Norman Stone; Christopher Murray, and Chester Tart, who have no other broadcast interests. Buyer has interest in KEND(AM)-KLLI(FM) Lubbock, TX, and KAMA(AM)-KAMZ(FM) El Paso, TX. Filed March 30.

■ **WKRP(AM)** Dallas, GA (BALH880328EB; 1500 khz; 1 kw-D)—Seeks assignment of license from WKRP Inc. to Carden Communications Co. for \$135,000. Seller is owned by West Georgia College Foundation, educational institution in Carrollton, Ga. It has retained rights to call letters. Buyer is owned by Paul F. Carden; his wife, Mary, and mother, Myrle. Carden is retired judge from Canton, GA, with no other broadcast interests. Filed March 28.

■ **WHPI(AM)** Herrin, IL (BALH880325EA; 1340 khz; 1 kw-U; HAAT: 1340 ft.)—Seeks assignment of license from Greentree Broadcasting Co. to Egyptian Broadcasting Co. for \$325,000. Seller is owned by Charlie Peters, who also owns KTFI(AM) Twin Falls, ID. Buyer is owned by Robert A. Ferrari; his brother, R. Keith Ferrari; John S. Brewster; Wrophas Meeks, and Orville M. Hudgens. They are former owners of station. Filed March 25.

■ **KLAX-TV** Alexandria, LA (ch. 31; 1619.8 kw-V, 161.98 kw-A; HAAT: 203.8 ft.)—Seeks assignment of license from Thomas C. McBride, Trustee to Pollack/Belz Communications Co. for \$1.1 million. Seller is owned by Cypress Communications. It has no other broadcast interests. Buyer is owned by William H. Pollack; his brother, David, and brother-in-law, Martin S. Belz. Pollacks also own KOSE(AM)-KWLN(FM) Osceola, AR, and with their parents, Sydney and Marilyn, also own WDXR(AM) Paducah, KY. Belz is real estate developer with no other broadcast interests. Filed March 29.

■ **WMME-AM-FM** Augusta, ME (BALH880401HJ; 1400KHZ; 1 kw-U; FM: BALH880401HK; 92.3Mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Target Communications to Tri-Group Inc. for \$1.4 million. Seller is subsidiary of Augusta, Me.-based group of four AM's and nine FM's, headed by Marshall Magee. Buyer is owned by Frederick Hessick and family, Washington-based investors with no other broadcast interests. Filed April 1.

■ **WVCA(FM)** Gloucester, MA (BALH880331HC; 104.9 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Simon Geller to Douglas H. Tanger for \$1 million. Seller is owned by Simon Geller, who has no other broadcast interests. Buyer has interest in WQRS-FM Detroit and owns WCLZ-AM-FM Brunswick, ME. Filed March 31.

■ **WCWL(FM)** Lenox, MA (BALH880318HZ; 91.3 mhz; 5 kw-D, 1 kw-N, DA-1; HAAT: 1100 ft.)—Seeks assignment of license from Keymarket Communications of Pennsylvania Inc. to Maranatha Ministries Foundation Inc. for \$175,000. Seller is North Augusta, SC-based group of two AM's and eight FM's principally owned by Paul Rothfuss and Kerby Confer. Buyer is owned by John K. Mathis; Willie L. Mathis, and Muriel Mooney, who have no other broadcast

interests. Filed March 1.

■ **WFMA(FM)** Mio, MI (BTCH880328HB; 103.9 mhz; 3 kw; HAAT: 330 ft.)—Seeks assignment of license from David C. Schaberg to Mio Radio Ltd. for \$3,000. Seller has no other broadcast interests. Buyer is owned by James J. Mccluskey, who has interest in WAAQ-FM Big Rapids, MI. Filed March 28.

■ **KWOA-AM-FM** Worthington, MN (AM: BALH880329EB; 730 khz; 1 kw-D; FM: BALH880329EC; 95.1 mhz; 100 kw; HAAT: 650 ft.)—Seeks assignment of license from Worthington Broadcasting Co. to Donald L. and Janet M. Rabbitt for \$1,488,000. Seller is owned by Josephine C. Olsen, and James J. Wychor. It has no other broadcast interests. Wychor will retain interest in station. Buyer is owned by Donald L. Rabbitt and his wife, Janet, former owners of WFON-FM Fond du Lac, Wis., and Wychor. Filed March 29.

■ **WLGW** Lancaster, NH (BALH880329EH; 1490 khz; 1 kw-U)—Seeks assignment of license from Peter S. Morton to Michael W. Beattie for \$80,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed March 29.

■ **KYYN(AM)** Poteau, OK (BALH880401EH; 1280 khz; 1 kw-D)—Seeks assignment of license from KYYN Limited to Leroy Billy for \$45,000. Seller is principally owned by Don Manuel. It has no other broadcast interests. Buyer has no other broadcast interests. Filed April 1.

■ **KMYB-FM** Pawhuska, OK (BAPH880401HN; 104.9 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from McKee Broadcasting to Davel Broadcast Group Inc. for \$1,200. Seller has no other broadcast interests. Buyer is owned by E. Wright Davis and William A. Odell, who have no other broadcast interests. Filed April 1.

■ **KIQY(FM)** Lebanon, OR (BALH880325HF; 103.7 mhz; 53 kw; HAAT: 380 ft.)—Seeks assignment of license from Stereo Broadcasting Corp to Spotlight Media Corp. for \$485,500. Seller is principally owned by Colene Ingraham.

It has no other broadcast interests. Buyer is owned by Michael C. Gelfand and Richard Maciorowski. It also has interest in KKTm(TV) Flagstaff, AZ. Filed March 25.

■ **WNYR(AM)-WEZO-FM** Rochester, NY (AM: BALH880329GZ; 990 khz; 1 kw-D, 250W-N; HAAT: FM: BALH880329HA; 101.3 mhz; 27 kw; HAAT: 640 ft.)—Seeks assignment of license from Dorton Broadcasting of Rochester Inc. to Atlantic Ventures Corp. for \$7,315,000. Seller is Bloomfield Hills, MI-based group of three AM's and three FM's principally owned by Betty Pazdernik and Paul (Dick) Puritan. It is headed by Joe Dorton, president. Buyer is owned by Steven B. Dodge; Eric B. Schultz; Joseph L. Winn, and Michael B. Milson, who are all former officers of American Cable Systems, which merged with Continental Cablevision last year, and James T. Herron, former radio consultant based in Chicago. Filed March 29.

■ **KCKX(AM)** Stayton, OR and KWKI-FM Big Spring, TX (AM: BALH880328ED; 1460 khz; 1 kw-D; FM: BALH880329EG; 95.3 mhz; 1.8 kw; HAAT: 300 ft.)—Seeks assignment of license from Michael Hankins, receiver to Big Spring Radio Inc. for \$440,000. Seller is owned by Azelco Inc., which has no other broadcast interests. Buyer is owned by Connie J. Thigpen; Marvin Lewis, and Berkeley L. Fraser, who also own KVIV(AM) El Paso, TX. Filed March 29.

■ **WIPR-AM-FM-TV** San Juan, PR (AM: BALH880321KE; 940 khz; 10 kw-D; FM: BALH880321KF; 91.3 mhz; 125 kw; HAAT: 4049 ft.; TV: BALET880321KG; 6: 53.7 kw-V, 5.37 kw-A; HAAT: 2860 ft.)—Seeks assignment of license from Puerto Rico Telephone Authority to Puerto Rico Public Broadcasting Corp. for no consideration. Seller is public utility with no other broadcast interests. Buyer is nonprofit corporation headed by Pedro A. Galarza; Elias L. Soba; D. Fernando; E. Agra; Awilda Aponte; Carmen Junco; D. Gladys Crescion, and Jose A. Rey. It has no other broadcast interests. Filed March 21.

■ **KWMC(AM)** Del Rio, TX (BALH880329EE; 1490 khz;

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Roger Morpew

has acquired

KPAG/KRQS Pagosa Springs, CO

for

\$250,000

from

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Chapman Associates is pleased to
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1 kw-U; HAAT:—Seeks assignment of license from Val Verde Broadcasting Inc. to Faz Broadcasting Inc. for \$375,000. Seller is owned by Don Funkhouser and his wife, Jeanne, who have no other broadcast interests. Buyer is owned by Martha G. Faz, and her brother, Carlos G. Faz, local investors with no other broadcast interests. Filed March 29.

■ KADE(FM) Weatherford, TX (BALED880318GE: 89.5 mhz; 368W; HAAT: 205 ft.)—Seeks assignment of license from Criswell Center For Biblical Studies to KADE Radio Inc. for \$55,000. Seller is nonprofit corporation headed by Paige Patterson. Buyer is nonprofit corporation headed by Robert N. Robinson II; Earl King; Dorothy Taylor, and Robert G. Erkins. Filed March 18.

■ KEYY(AM) Provo, UT (BAL880328EA: 1450 khz; 1 kw-D; 250W-N; HAAT:—Seeks assignment of license from Touch Outreach Ministries Inc. to Biblical Ministries Worldwide for \$182,079. Seller is headed by Larson Bennett. Buyer is owned by Riprobert E. Jeffcott; Don Pfleger; Elwood H. Chipchase; Harold J. Kregel; Carroll Howe, and Frank Almas, who have no other broadcast interests. Filed March 28.

New Stations

FM's

■ Pensacola, FL (BPH880324OJ)—ADX Communications of Pensacola seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: P.O. Box 39454, San Antonio, TX 78218. Principal is owned by David E. Hoxeng, who has no other broadcast interests. Filed March 24.

■ Pensacola, FL (BPH880324OK)—White Sands Broadcasting Co. seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: 1718 Split Ridge Trail, Knoxville, TN 37922. Principal is owned by Gloria J. Hunter and Samuel C. Trent, who have no other broadcast interests. Filed March 24.

■ Pensacola, FL (BPH880324NW)—PNS Limited Partners seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: 6701 N. Pensacola Blvd., Pensacola, FL 325095. Principal is owned by Mrs. Thorunn H. Faddis; Willard L. Demory, and Daniel J. Murphy, who have no other broadcast inter-

ests. Filed March 24.

■ Pensacola, FL (BPH880324NU)—Miracle Radio Inc. seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: P.O. Box 8127, Pensacola, FL 32505. Principal is owned by Gerald D. Schroeder and his wife, Gaile, who also own WPFA(AM) Pensacola, FL. Filed March 24.

■ Pensacola, FL (BPH880324NM)—Great Scott Broadcasting seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is group of six AM's and four FM's principally owned by Faye Scott and family. Filed March 24.

■ Pensacola, FL (BPH880324NO)—George S. Flinn Jr. seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: 188 S. Bellevue, Suite 222, Memphis 38104. Principal has no other broadcast interests. Filed March 24.

■ Pensacola, FL (BPH880324NP)—Allen/Johnson Pensacola Ltd. seeks 98.7 mhz; 50 kw H&V; HAAT: 150 m. Address: 545 Conifer St., Melbourne, FL 32904. Principal is owned by Kelly A. Allen and Mary Johnson, who have no other broadcast interests. Filed March 24.

■ Irvine, KY (BPH880324ME)—Kentucky River Broadcasting Co. seeks 106.1 mhz; 0.67 kw H&V; HAAT: 199 m. Address: P.O. Box 281, Irvine, KY 40336. Principal is owned by Marshall E. Sidebottom and Kelly T. Wallingford, who have no other broadcast interests. Filed March 24.

■ Irvine, KY (BPH880322MA)—Engineer Broadcasting seeks 106.1 mhz; 0.72 kw H&V; HAAT: 203 m. Address: P.O. Box 270, Irvine, KY 40336. Principal is owned by Thomas D. Riddell; Herman C. Crouch, and Kathy Stone, who have no other broadcast interests. Filed March 22.

■ Charleston, MO (BPH880324OG)—Dianne Anderson seeks 106.1 mhz; 3 kw H&V; HAAT: 100 m. Address: 107 Dudley, Sikeston, MO 63801. Principal has no other broadcast interests. Filed March 24.

■ Charleston, MO (BPH880323MN)—South Missouri Broadcasting Co. seeks 106.1 mhz; 1.48 kw H&V; HAAT: 27 m. Address: 201 E. Commercial, P.O. Box 432, Charleston, MO 63834. Principal is owned by James L. Byrd III, who also has interest in co-located KCHR(AM). Filed March 23.

■ Carlsbad, NM (BPH880323MK)—Carlsbad Communications Partners seeks 106.1 mhz; 50 kw H&V; HAAT: 150 m. Address: 20 E. Wheeling St., Baltimore 21230. Principal is owned by Pamela R. Jones and Michael J. Wilhelm,

who have no other broadcast interests. Filed March 23.

■ Carlsbad, NM (BPH880321MM)—Diana Clem seeks 106.1 mhz; 50 kw H&V; HAAT: 150 m. Address: 838 South Canyon, Carlsbad, NM 88220. Principal has no other broadcast interests. Filed March 21.

■ Kershaw, SC (BPH880322MB)—Palmetto Broadcasting System Inc. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 28, 101 S. Woodland Dr., Lancaster, SC 29720. Principal is owned by B.L. Phillips Jr., who also owns WAGL(AM) Lancaster, SC. Filed March 22.

■ Kershaw, SC (BPH880324OI)—Steven C. Stewart seeks 106.1 mhz; 3 kw H&V; HAAT: 100 m. Address: 424 Clark St., Apt. B-6, Cheraw, SC 29520. Principal has no other broadcast interests. Filed March 24.

■ Kershaw, SC (BPH880324NK)—Jeffrey C. Sigmon seeks 106.1 mhz; 3 kw H&V; HAAT: 100 m. Address: State Rd., 23 York, SC 29745. Principal has no other broadcast interests. Filed March 24.

TV's

■ Pullman, WA (BPCT880405)—P-N-P Broadcasting Inc. seeks ch. 24; 100 kw-V; HAAT: 296 m. Address: 9235 NE 175th, Bothell, WA 98011. Principal is owned by Duane J. Polich and Joe C. Henry, who also own KPNP(AM) Pullman, WA. Polich also has interest in KLCK(AM) Goldendale, WA. Filed April 5.

■ Secaucus, NJ (BPCT880321KM)—Whitely Communications seeks ch. 9. Address: 19 North Ridge St., Rye Brook, NY 10573. Principal is owned by William L. Whitely, who has no other broadcast interests. Filed March 28.

Actions

AM's

■ Scottsdale, AZ (BP870929AR)—Returned app. of Cactus Broadcasting Co. for 1100 khz; 50 kw-D; 1 kw-N. Address: One South Executive Park, Suite 403, Charlotte, NC 28287. Principal is owned by Michael B. Ginter, who owns WQCC(AM) Charlotte, NC; has interest in KGOL(AM) Humble, TX; WLQV(AM) Detroit; WTPP(AM) Natick, MA, and new AM's in Atlantic Beach, SC and Gladstone, MO. He also owns W29AC (LPTV) Charlotte, NC. Filed April 4.

■ Holly Hill, FL (BP871104AA)—Returned app. of Thomas H. Moffit, for 1180 khz; 7.5 kw-D; 250 w-N. Address: 304 Crane Cove Longwood, FL 32750. Principal has no other broadcast interests. Filed April 4.

■ L'Anse, MI (BP870327AB)—Granted app. of Aaron James Coffey for 1340 khz. Address: 2 Castro St., #6 San Francisco, CA 94114. Principal has no other broadcast interests. Filed April 5.

■ Atlantic Beach, NC (BP871029AC)—Returned app. of Atlantic Beach Radio for 1200 khz; 5 kw-D; 1 kw-N. Address: P.O. Box 889, Blacksburg, VA 24060. Principal is owned by Vernon H. Baker, who has interest in WBZI(AM)-WLGY(FM) Xenia, OH; WSGH(AM) Lewisville, NC, and WKGM(AM) Smithfield, VA. He is also director of WPAR(FM) Claremont, NC. Filed April 5.

■ Junction City, OR (BP871027AG)—Returned app. of Jerry J. Collins for 650 khz; 10 kw-D; 1 kw-N. Address: 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Principal owns WDCQ(AM) Pine Island Center, FL. Filed April 5.

■ Claude, TX (BP870303AH)—Granted app. of Marlene V. Borman for 1180 khz. Address: 6720 Lakeview Dr., Carmichael, CA 95608. Principal has no other broadcast interests. Filed April 5.

■ Las Vegas (BP860724AD)—Granted app. of Las Vegas Broadcasters for 1060 khz. Address: 4610 Briarwood Drive, Sacramento, CA 95821. Principal is owned by James E. Auel, who has no other broadcast interests. Filed April 5.

■ Dakota City, NE (BP870721AF)—Dismissed app. of Donald A. Swanson for 1250 khz. Address: Box 102-A, Rte. 2, Sioux City, IA 51106. Principal has no other broadcast interests. Filed April 6.

FM's

■ China Lake, CA (BPH870313NW)—Granted app. of Sound Enterprises for 102.7 mhz; 3 kw H&V; HAAT: -20 m. Address: P.O. Box 2004, Ridgecrest, CA 93555. Principal is owned by John J. Perrige and Mark J. Allen, who have no other broadcast interests. Filed April 4.

■ Grand Junction, CO (BPH850712QB)—Dismissed app. of Monument Broadcasters for 104.3 mhz; 100 kw H&V; HAAT: 1385 m. Address: 2688 Malibu Drive, Grand Junction, Co. 81506. Principal is owned by James G. Spehar and his wife, Bonnie, who have no other broadcast interests. Filed April 5.

■ Mansfield, OH (BPED870629MB)—Granted app. of Ohio State University for 91.7 mhz; 0.75 kw H&V; 137 m. Address: 2400 Olentangy River Rd., Columbus, OH 43210. Principal is educational institution headed by Dale K.

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Ouzts. It also owns WOSU-AM-FM Columbus, OH. Filed April 4.

■ Mansfield, OH (BPED870106MH)—Dismissed app. of Public Broadcasting Foundation of Northwest Ohio for 91.7 mhz; 0.957 kw H&V; 137 m. Address: 1316 N. Huron, St., Toledo, OH 43604. Principal has no other broadcast interests. Filed April 4.

■ Goodlettsville, TN (861217MR)—Returned app. of Ridden Partnership for 97.1 mhz; 50 kw-H; HAAT: 492 m. Address: 340 Cognewaugh Rd., Cos Cob, CT 06807. Principal is owned by Vincent T. Ridikas and Leo Denslow, who have no other broadcast interests. Filed April 1.

■ Goodlettsville, TN (861217MY)—Returned app. of PN Radio Co. for 97.1 mhz; 50 kw-H; HAAT: 492 m. Address: 157 W. 571, ST. #902, New York 10019. Principal is headed by William Walker. Filed April 1.

■ Goodlettsville, TN (861217NI)—Returned app. of James Taylor Broadcasting of Tennessee for 97.1 mhz; 50 kw-H; HAAT: 492 m. Address: 35102 Center Ridge Rd., North Ridgeville, OH 44035. Principal is owned by James Taylor; Vetre E. Smith, and A. Wray Fitch. Taylor owns WJTB(AM) North Ridgeville, OH. Filed April 1.

■ Goodlettsville, TN (861217NE)—Dismissed app. of Phyllis A. Austin for 97.1 mhz; 50 kw H&V; HAAT: 500 m. Address: 215 British Woods Dr., Nashville 37217. Principal has no other broadcast interests. Filed April 5.

Facilities Changes

AM's

■ Los Angeles, KTNQ, 1020 khz—Apr. 4-Application for CP to make changes in ant sys; modify day and night pattern.

■ Santa Barbara, CA, KKS, 990 khz—Apr. 4-Mod of CP to make changes in ant sys.

■ San Diego, KLZZ, 600 khz—Mar. 30-Mod of CP (BPH820524AX, as mod) to make changes: HAAT: 439 m. H&V; change ERP: 5.1 kw H&V.

■ Grand Junction, CO, KQIL, 1340 khz—March 28-Application for CP to change Freq: 880 khz; change city of lic to Grand Junction, CO; increase power to 4.5 kw night; 10 kw day and make changes in ant. sys.

■ Sullivan, IN, WNDI, 1550 khz—March 25-Application for CP to make changes in ant. sys.; reduce power and change TL to: 1.3 mi. W of Sullivan on Washington Street; 39 05 36N 87 26 38W.

■ Gretna, LA, KAIG, 750 khz—Apr. 1-Mod of CP to make changes in ant sys & change TL to: W of McArthur Avenue, Gretna, LA; 29 53 15N 94 05 03W.

■ Vivian, LA, KNCB, 1320 khz—March 25-Application for CP to correct geographic coordinates and change TL to: on State Hwy #1, 500 ft. N of city limits of Vivian, LA; 32 54 07N 93 58 58W.

■ Pipestone, MN, KLOH, 1050 khz—March 29-Mod of CP (BPH870327AJ) to increase night power to 500 w and make changes in ant. sys.

■ Bethel Park, PA, WGPI, 890 khz—Apr. 1-Mod of CP to change TL to: County Line Rd. near Cannonsburg, PA; 40 19 25N 80 08 47W.

■ Huron, SD, KOKK, 1210 khz—March 28-Mod of CP (BPH820305BA) to make changes in ant. sys. and reduce daytime power.

■ Fieldale, VA, WRAZ, 1160 khz—Apr. 1-Mod of CP to change day and night ant systems & change TL to: 2.3 km E of Fieldale, E of State Rte 683, Fieldale, VA; 36 42 32N 79 57 54W.

FM's

■ Los Osos-Baywood Park, CA, KLZZ, 101.3 mhz—March 30-Mod of CP (BPH820524AX as mod) to change HAAT: 439 m. H&V; change ERP: 5.1 kw H&V.

■ Redding, CA, KRFR, 89.7 mhz—March 29-Application for CP to change ERP: 0.18 kw H&V; change HAAT: 481 m. H&V.

■ Oxford, OH, WOXY, 97.7 mhz—March 30-Application for CP to change HAAT: 98 m. H&V.

■ Lubbock, TX, KCEI, 90.1 mhz—March 28-Mod of CP (BPH8406261E) to change 1.5 kw H&V; HAAT: 134.1 m. H&V.

■ Orange, TX, KIOC, 106.1 mhz—March 30-Application for CP to change TL: 2.35 mi. N (330 degree) of Bevil Oaks, TX; change HAAT: 413 m. H&V; 30 11 54N 94 17

46W.

■ Brigham City, UT, KHSB, 100.7 mhz—March 28-Mod of CP (BPH850712Z m.) to change TL: 6.9 km SE of Penrose Box Elder, UT; change HAAT: 405 m. H&V: 41 35 49N 112 14 58W.

■ Suffolk, VA, WSKX, 106.9 mhz—March 25-Mod of CP (BPH851018IK, as mod) to change TL: On Hwy 168 at Virginia-North Carolina state line; change HAAT: 365.76 m. H&V: 36 32 51N 76 11 04W.

TV's

■ Cedar Rapids, IA, KOCR, ch. 28—March 29-Mod of CP (BPCT830314KL) to change ERP vis.: 2316 kw; TL: 605 Boyson Rd., NE, Cedar Rapids, Linn Co., IA; ant.: SWR/SM-30DA; 42 02 43N 91 38 51W.

■ Fort Worth, KFW, ch. 52—March 28-Mod of CP (BPCT850108KN) to change ERP vis.: 2619 kw; HAAT: 328 m.; ant.: Bogner BUH-32 Pattern A.

Actions

AM's

■ McFarland, CA, KXEM, 1590 khz—Apr. 7-Applica-

tion (BP871130AD) returned for CP to change city of license to Bakersfield, CA; change FREQ to 750KHZ; change hrs of oper to untd by adding night service with 1 kw; change TL to: 2.82 km E of Bakersfield County Club on N side of CA Hwy 178, Bakersfield, CA & make changes in ant sys: 35 23 55N 118 54 00W.

■ Colorado Springs, KWYD, 1580 khz—April 1-Application (BMP870522AE) granted for Mod of CP to increase power to 10 kw; change TL to: 0.2 mi. S of County Rd. 0.2 mi. W of Hwy 85-87, near Security, CO; 38 43 11N 104 43 16W.

■ Escanaba, MI, WCHT, 600 khz—April 4-Application (BP871103AD) returned for CP to change city of lic to Gladstone, change freq to 750 khz; reduce power to 400 w; change TL to: 1 km N of Hwy 414 on Co Hwy 527, 4 km SE of Village of Flat Rock, Delta Co., MI; Township of Wells, MI, and make changes in ant. sys.: 45 48 21N 87 08 20W.

■ Philadelphia, WTEL, 860 khz—April 1-Application (BP870616AF) granted for CP to increase night power to 0.5 kw; change TL to: 0.56 km WSW of intersec. of Rte 63 and Rte 232, Lower Moreland Township, PA (nighttime only) and make changes in ant. system (new ant. construction night only); 40 07 05N 75 04 27W RE: In contravention of US/Canadian Agreement.

■ Henderson, TN, WHHM, 1580 khz—April 1-Applica-

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tion (BP870331CG) granted for CP to increase power to 1000 w. day.

FM's

■ Ocala, FL. WMFQ. 92.7 mhz—April 4-Application (BPH871211F) granted for CP to change Freq.: 92.9 MHz (per docket #86-138); change TL: 4 km NW of Bellevue; 0.8 km SE of SR 467 & Redding Lane intersection. Marion Co. FL; change ERP: 50 kw H&V; change HAAT: 145 m. H&V; change to class C2: 29 04 45N 82 05 35W.

■ Santa Maria, CA. KXFM. 99.1 mhz—April 1-Application (BMPH871109I) granted for Mod of CP (BPH860806E) to change TL: on Tepusquet Peak 22KM, 102 degree SE of Santa Maria. Santa Barbara Co. CA; change ERP: 1.8 kw H&V; change HAAT: 581 m. H&V: 34 54 37N 120 11 08W.

■ Mitchell, SD. KMIT. 105.9 mhz—April 1-Application (BPH870227NF) granted for CP to change TL: 0.15 mi. S of I-90 on Hwy 37, Prosper Township. SD; change ERP: 100 kw H&V; change HAAT: 137.5 m. H&V: 43 41 25N 98 00 27W.

TV

■ Greenville, SC. WNTV. ch. 29—March 31-Application (BPET880106KE) granted for CP to change ERP vis.: 5000 kw; HAAT: 1287 ft.

■ Rosenberg, TX. KXLN-TV. ch. 45—Apr. 7-Application (BMPCT880314KE) granted for Mod of CP (BPCT5147) to change ERP vis.: 2173 kw; ANT: Bogner BUH-24.

Allocations

■ Fort Mohave, AZ—At request of Ft. Mohave Broadcasting, proposed amending FM table by allotting Channel 296C2 (107.1 mhz) to Fort Mohave as its first local broadcast service. Comments due May 31, replies June 15. (MM Docket 88-132 by NPRM [DA 88-404] adopted March 4 by Deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ East Hemet, CA—Denied a request for an extension of time to file comments in proceeding concerning a proposal to delete Channel 225A (92.9 mhz) at East Hemet. (MM Docket 88-65 by Order [DA 88-501] adopted April 8 by chief, Policy and Rules Division, Mass Media Bureau.)

■ Lompoc and Orcutt, CA—Effective May 23, amended FM table by substituting Channel 262B1 (100.3 mhz) for Channel 265A (100.9 mhz) and Channel 281B1 (104.1 mhz) for Channel 224A (92.7 mhz) at Lompoc and modifying licenses of KRQK-FM (Channel 265A) and KBOX(FM) (Channel 224A) to specify operations on Channels 262B1 and 281B1, respectively; and allotted Channel 239B1 (95.7 mhz) to Orcutt as its first local FM service. Filing window for Orcutt opens May 24 and closes June 23. (MM Docket 86-384 by R&O [DA 88-446] adopted March 4 by Deputy

chief, Audio Services Division.)

■ Seaside, CA—Effective May 31, amended FM table by allotting Channel 278A (103.5 mhz) to Seaside as its second local FM service. Window period open from June 1 to July 1. (MM Docket 87-115 by R&O [DA 88-471] adopted March 23 by Deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Grand Junction, CO—Effective May 23, amended TV table of Allotments by allotting VHF Channel 11 + Grand Junction; dismissed a counterproposal by W. Russell Wirs, Jr. to allocate VHF Channel 13 to Grand Junction. (MM Docket 86-148 by R&O [DA 88-463] adopted March 15 by Deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Mason City and Iowa City, IA—At request of B-Y Communications Inc., proposed amending FM table by substituting Channel 230C1 (93.9 mhz) for Channel 228A (93.5 mhz) at Mason City and modifying license of KNIQ to specify higher powered channel; and substituting Channel 231C1 (94.1 mhz) for Channel 230C1 at Iowa City and modifying license of KRNA accordingly. Comments due May 31; replies June 15. (MM Docket 88-131 by NPRM [DA 88-403] adopted March 4 by Deputy chief, Policy and Rules Division.)

■ Bogue Chitto and Utica, MS—Effective May 31, amended FM table by allotting Channel 225A (92.9 mhz) to Utica as its first FM broadcast service. Window period open from June 1 to July 1. (MM Docket 86-430 by R&O [DA 88-469] adopted March 24 by Deputy chief, Policy and Rules Division.)

■ Webb City, MO—Effective May 31, amended FM table by substituting Channel 230C2 (93.9 mhz) for Channel 232A (94.3 mhz) at Webb City and modifying license of KIKQ to specify operation on higher class channel. (MM Docket 87-323 by R&O [DA 88-474] adopted March 28 by Deputy chief, Policy and Rules Division.)

■ Outlook, MT—Effective May 31, amended FM table by allotting Channel 289C (105.7 mhz) to Outlook. Window period open from June 1 to July 1. (MM Docket 87-59 by R&O [DA 88-473] adopted March 28 by Deputy chief, Policy and Rules Division.)

■ Las Cruces and Deming, NM—Dismissed as moot Academy of Crosses' request for partial reconsideration of action deleting noncommercial educational Channel 209A (89.7 mhz) from Las Cruces and substituting Channel 218A (91.5 mhz.) (MM Docket 86-475 by MO&O [DA 88-466] adopted March 23 by Deputy chief, Policy and Rules Division.)

■ Old Forge, NY—At request of Ross Broadcasting Company, proposed amending FM table by allotting Channel 231A (94.1 mhz) to Old Forge as its second local FM service. Comments due May 31; replies June 15. (MM Docket 88-130 by NPRM [DA 88-402] adopted March 7 by Deputy chief, Policy and Rules Division.)

■ Marlboro, VT—Effective May 31, amended FM table by allotting Channel 268A (101.5 mhz) to Marlboro as its first local FM service. Window period open from June 1 to July 1. (MM Docket 87-129 by R&O [DA 88-470] adopted March 24 by Deputy chief, Policy and Rules Division.)

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Actions

Commission Actions

■ Katy, TX—Remanded to Review Board for further consideration case involving three mutually exclusive applications for new television station on Channel 51 at Katy, TX. (MM Dockets 84-1033-35 by MO&O [DA 134] adopted April 1 by commission.)

■ Television Rules—Upheld Mass Media Bureau's dismissal of a request by Board of County commissioners of Monroe County, FL, to modify TV rules. (By MO&O [FCC 88-64] adopted Feb. 22 by commission.)

■ Record Retention Periods—Reduced period that broadcast licensees must keep applications, ownership reports and various supporting documents comprising in public file to one license term or until grant of first renewal application, whichever is later. (MM Docket 87-100 by R&O [FCC 88-98] adopted March 8 by commission.)

■ Vancouver, WA—Upheld a staff action denying Greater Portland Broadcasting Corp.'s request to institute an early renewal proceeding against Columbia River Television Inc.,

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licensee of KPDX(TV) (Channel 29 at Vancouver. By Letter [FCC 88-112] adopted March 14 by commission.)

■ FCC reaffirms and orders resumption of processing of AM applications for 14 foreign clear channels—MM Docket 84-281 (Report 1147, Action in Docket Case)—Commission has reaffirmed rules establishing new full-time AM stations on foreign (Canadian, Mexican or Bahamian) Class I-A channels, and directed staff to resume processing of applications for AM stations on 14 foreign clear channels that had been suspended pending completion of this proceeding. Action by commission April 6 by Second R&O (FCC 88-135.)

■ Fairness Doctrine—Reaffirmed report on fairness doctrine alternatives and denied Henry Geller and Donna Lampert's petition for reconsideration. (MM Docket 87-26 by MO&O [FCC 88-130] adopted March 24 by commission.)

■ Fairness Doctrine—Reaffirmed Aug. 4, 1987, decision to end enforcement of fairness doctrine, thus denying Freedom of Expression Foundation and Henry Geller and Donna Lampert reconsideration. (By MO&O [FCC 88-131] adopted March 20 by commission.)

Staff Actions

■ Oro Valley, AR—Designated for hearing applications of Pueblo Radio Broadcasting Service; Sanchez Communications Inc.; Homero S. Pacheco; William N. Freeman; Hal S. Widsten; Classic Media Inc.; Buena Suerte Broadcasting Corp.; and O-V Communications for a new FM station on Channel 248A (97.5 mhz) at Oro Valley. (MM Docket 88-137 by Order [DA 88-380] adopted March 11 by chief, Audio Services Division, Mass Media Bureau.)

■ Grass Valley, CA—Designated for hearing applications of Wade Axell; Eric R. Hilding; and Bernadita Paulino San Nicolas-Obenauf for a new FM station on Channel 257A (99.3 mhz) at Grass Valley. (MM Docket 88-120 by Order [DA 88-381] adopted March 11 by chief, Audio Services Division.)

■ Silver Springs, FL—Designated for hearing 12 applications for a new FM station on Channel 238A (95.5 mhz) at Silver Springs. (MM Docket 88-119 by Order [DA 88-354] adopted March 11 by chief, Audio Services Division.)

■ Marquette, MI—Designated for hearing applications of Turner Broadcasting & Communications System; Marquette Television Associates; Skyward Television, Ltd.; and Upper Peninsula Telecasting Corp. for a new commercial TV station on Channel 19 at Marquette. (MM Docket 88-133 by Order [DA 88-342] adopted Feb. 29 by chief, Video Services Division.)

■ Vicksburg, MS—Designated for hearing applications of Leonard James Giaccone; H & I Broadcasting, Ltd.; Bobby Bishop; Clearwater Company; Julie N. Frew; Vicksburg FM Group Limited Partnership; Radio Vicksburg, Ltd.; and Vicksburg Broadcasting Foundation for a new FM station on Channel 266A (101.1 mhz) at Vicksburg. (MM Docket 88-116 by Order [DA 88-324] adopted March 8 by chief, Audio Services Division.)

■ Wauseon, OH—Designated for hearing applications of Ernest C. Miller; Charles J. Saltzman; Wauseon Radio; David Edward Knisely; and Fulton Broadcasters for a new FM station on Channel 245A (96.9 mhz) at Wauseon. (MM Docket 88-117 by NPRM [DA 88-325] adopted March 8 by chief, Audio Services Division.)

■ Youngstown, OH—Designated for hearing applications of Family Stations Inc. and Christian Communications Inc. for a new noncommercial FM station on Channel 219A (91.7 mhz) at Youngstown. (MM Docket 88-115 by Order [DA 88-326] adopted March 7 by chief, Audio Services Division.)

■ Celina, TN—Designated for hearing applications of Celina Broadcasting; Clay County Broadcasting, and Gary L. Wells for a new FM station on Channel 229A (93.7 mhz) at Celina. (MM Docket 88-121 by Order [DA 88-322] adopted March 7 by chief, Audio Services Division.)

■ East Ridge, TN—Designated for hearing applications of Roy Davis; John H. Totten, Sr. and Jennie L. Totten; Michael J. Bennis; Highland Broadcasting Partnership; Virginia Ann Sattler; Rebecca Radio of East Ridge; and East Ridge FM Limited Partnership for a new FM station on Channel 300A (107.9 mhz) at East Ridge. (MM Docket 88-122 by Order [DA 88-353] adopted March 11 by chief, Audio Services Division.)

■ Bridgewater, VA—Designated for hearing applications of Dean-Thomas Communications; Mountain Tower; Ronald L. Wilson; Robert A. Jones; College Town Radio Limited

Partnership; Bridgewater Broadcasters; and Kirkley Paige Beal; and dismissed applications of Judith L. Randolph and Genesis Communications Inc. for a new FM station on Channel 286A (105.1 mhz) at Bridgewater. (MM Docket 88-113 by Order [DA 88-321] adopted March 8 by chief, Audio Services Division.)

■ Danville, VA—Designated for hearing applications of Froggy Bottom Television; Freeman Borntrager; and AW Broadcasting for a new TV station on Channel 44 at Danville. (MM Docket 88-134 by Order [DA 88-431] adopted March 17 by chief, Video Services Division.)

Review Board Action

■ Denver—Granted joint request for approval of agreement filed by Lomas De Oro Broadcasting Corporation and Denver Community Communications (DCC) and dismissed DCC's application for a new TV station at Denver. (MM Docket 86-180 by Order [FCC 88R-21] adopted March 24 by Review Board.)

ALJ Action

■ Cordele, GA—Found Silver Star qualified to remain licensee of WJMJ and WFAV-FM at Cordele, but ordered Silver Star to forfeit \$20,000 for its willful and repeated violations of Communications Act by transferring de facto control of stations; abusing FCC's distress sale policy; and abusing FCC's hearing process. (MM Docket 86-155 by ID [FCC 88D-10] adopted March 25 by ALJ Edward Luton.)

Call Letters

New AM

KEOZ Border Broadcasters Inc., Del Mar Hills, TX

New FM

KCKU Jessamine County Communications Ltd., Nicholasville, KY

Existing AM's

WKLV WTRL Biscayne Broadcasting Co., Bradenton, FL

KBMS KAAR Christopher H. Bennett Broadcasting Co., of Wash. Inc., Vancouver, WA

Existing FM's

KKYY KWLTV Sandusky Radio of Southern Calif. Inc., San Diego, CA

WPPR WRBN-FM Televiewers Inc., Warner Robins, GA

WBOQ WVCA-FM Douglas H. Tanger, Gloucester, MA

WPKM WDCS WDCS-FM Inc., Scarborough, ME

WDFX WDTX WDTX Inc., Detroit, MI

KOFI-FM KOFI KOFI Inc., Kalispell, MT

Existing TV

KBSP-TV KHSP-TV Blackstar Communications of Ore. Inc., Salem, OR

Grants

Call Sought by

New FM's

KWHZ M. Keith Allgood, Ferndale, CA

KJYE Maranatha Broadcasting Co., Grand Junction, CO

WHAN Hope FM Limited Partnership, Sparta, GA

WOTR Bible Baptist Christian School, States-

boro, GA
Guderian Broadcasting Inc., Wahpeton, ND
KZOX KLTN Radio Inc., Macon, MO
WVTU Virginia Tech Foundation Inc., Charlottesville, VA
WBES West Virginia Rural Radio Co., Dunbar, WV

New TV

WFXI Local Television Associates Inc., Morehead City, NC

Existing AM's

KSBS-FM KASN-FM Samoa Technologies Inc., Pago Pago, AS

KAYR KLSB L.K.R. Communications Inc., Van Buren, AR

KKXX KEWQ Butte Broadcasting Co., Paradise, CA

WAJD WDVH Gillen Broadcasting Corp., Gainesville, FL

WWNZ WKIS Guy Gannett Publishing Co., Orlando, FL

WFTD WECA Roswell Street Baptist Church Fndtn, Marietta, GA

WAUR WBYG Nelson Broadcasting Co., Sandwich, IL

KQDS KBXT Great Duluth Broadcasting Co., Duluth, MN

WLAU WKYL WKYL Broadcasting Inc., Laurel, MS

KDBM KDLN Beaverhead Madison Broadcasting Inc., Dillon, MT

WHBK WMMH Jewel Hill Broadcasting Co., Marshall, NC

WRRE WJSE Radio Redentor Inc., Ceiba, PR

WTNZ WNOX REBS Knoxville Inc., Knoxville, TN

KKZR KRBE KRBE Co., Houston, TX

WRVC WAMX Fifth Avenue Broadcasting Co., Huntington, WV

Existing FM's

KKXX-FM KAMM Grapevine Radio Inc., Delano, CA

KTHT KGNU KOSO Inc., dba KOSO Broadcasting, Fresno, CA

KUPI-FM KQPI-FM Communications Investment Corp., Idaho Falls, ID

WRVC-FM WAMX-FM Fifth Avenue Broadcasting Co., Ashland, KY

WQSS WMFT Megunticook Gramophone and Radio Inc., Camden, ME

WNTX WXJY Quality Broadcasting Inc., Nantucket, MA

KQDS-FM KQDS Great Duluth Broadcasting Co., Duluth, MN

WLTO WFGI Running Rhodes Inc., Harbor Springs, MI

KDBM-FM KDLN-FM Beaverhead Madison Broadcasting Inc., Dillon, MT

WKJE WELQ Maranatha Broadcasting Co., Hertford, NC

KFOM KSUW Sulphur Educational Broadcasting Fndtn, Sulphur, OK

WIMX WHIT-FM Hudson Group Ltd. Partnership of Penn., Harrisburg, PA

WLMI WIFI Laurel Media Inc., Kane, PA

WHTK WOEC Barnacle Broadcasting Ltd., Port Royal, SC

KLXS-FM KNEY Sorenson Broadcasting Corp., Pierre, SD

WTNZ-FM WTNZ REBS Knoxville Inc., Knoxville, TN

KAMY KCEI Caprock Educational Broadcasting Foundation, Grand Prairie, TX

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Group broadcaster seeks successful bottom-line oriented general manager for major market AM/FM WestCoast radio properly Proven experience in budget management, expense control, sales, programming, and stability in employment record important. Submit a letter giving complete career, salary history and current references to: Box G-16.

Manager & staff, WKDI 840 AM, Denton, MD Write Edward Baker, Box 889, Blacksburg, VA 24063.

Immediate opening for a hands-on general manager in medium size midsouth market at AM-FM combination facility - excellent pay and benefits for performer. Prefer an experienced broadcaster who wants to be an important part of a small, good group operation. Box G-42.

An established young Midwest company with potential FM powerhouse has C.P. for big stick, with plans to expand to group operation. Seeks investors/management help. EOE. Box G-39.

Small market group operator is expanding. Need to find managers first. Equity possible. Send resume, references to Manager, Box 5086, Sheridan, WY 82801.

Sales manager: The inland Northwest is a great place to live, work, and play. You could manage its top rated station's sales staff. Newsradio/EZ combination has dominated 700,000+ market for years. Send resume and cover letter to Tom Agnew, KXLY Radio, W 500 Boone, Spokane, WA 99201 EEO.

Firebreathing G.S.M. for high rated class C CHR in top 100 market. Do good, make G.M. Resume to: K/E Stephens, KTUX, Shreveport, LA 71109.

General manager or sales manager. Our group is looking for that unique person who can sell radio on the street, as well as manage and motivate others. In return, we offer an exceptional opportunity for personal and financial growth, including equity in one of our properties in the Southwest, Midwest or Southeast. EOE. Please forward your current resume to Box G-60.

Director broadcast operations. Class A FM in resort area, #1 adult station in competitive market, seeks experienced manager responsible for news, production, programming, editorials, engineering and monthly public affairs program. Requirements include: documented success in news and production; excellent planning, organizing, prioritizing, communicating, budgeting, teaching and interpersonal relationship skills, a self-starter with attention to detail, a sense of urgency and the ability to make decisions and create and execute a business plan with minimum supervision; someone who will quickly establish relationships with local sources of news and take a leadership role in community affairs. Integrity is a must. If you have the highest quality on-air standards, work smart as well as hard, and would like to work with a professional broadcaster, who shares the profits with the employees, write Box G-67. First year's salary \$30,000 EOE M/F Our managers know of this ad

General manager. Seek well-rounded, seasoned, medium market sales manager ready to take on small market GM challenge EOE. Resume to: Mary Stewart, Box 17964, Raleigh, NC 27619.

Sales manager/station manager for exceptional AM/FM combo located in beautiful and historical Saratoga Springs, NY. The ideal candidate must have a strong background in administration, leadership, development, organization, planning, promotion, sales and people management and the ability to motivate a dedicated staff of talented individuals. The position initially involves sales management with the opportunity for advancement to station management at an appropriate point in the future. Send resume, salary requirements and references to Howard Ginsberg, Partner/General Manager, WKAJ/WQQY, West Avenue, Saratoga Springs, NY 12866. 518-584-1610. EOE.

Sales manager: need 3-5 years experience in sales and handling small sales staff. \$30,000 plus. Send resumes to: Lea Firestone, Box 968, Emporia, KS 66801.

General manager for top rated adult contemporary FM in very attractive medium sized New England market. If you have a strong retail sales background with proven ability in sales development, this is a great opportunity. Respond to Box G-70.

Assistant manager for development and promotion.

Experienced fund raising professional wanted for Philadelphia's only 24 hour jazz station, WRTI-Jazz 90, the public radio voice of Temple University. A minimum of three years' fundraising experience necessary, preferably in the non-profit sector. BA required, master's preferred. Strong idea person needed who can execute projects as well. Will supervise two full-time and one part-time staff, employed as membership coordinator (FT), sales associate (FT) and program guide editor (PT). Must be able to work with large numbers of volunteers and students in a pressure packed environment. Will be responsible for supervising an area now producing in excess of \$300,000 annually that should be producing close to one million within five years. This is an exciting opportunity for a seasoned high producer to join a dynamic professional broadcast team of eight in the country's fifth market. Women and minorities are encouraged to apply. Salary in the upper 20's to low 30's with generous university benefits. Send letter of application with three professional references and resume to: Wayne Lamb, Temple University, 201 University Services Building, Broad and Oxford, Philadelphia, PA 19122. Temple University is an equal opportunity employer. Applications received by May 1, 1988, will be screened and initial interviews arranged at the Public Radio Conference. Deadline for applications is June 1, 1988. Position will be filled by July 15, 1988, with start date August 15, 1988.

General sales manager wanted. If you know Christian radio and can sell spots, we need you. Build your own sales force and manage it. Full time Midwestern Christian contemporary. Send complete resume and salary needs. Box G-71.

HELP WANTED SALES

Rapidly growing NYC talk station needs quality salesperson, with strong retail background. Excellent opportunity to make serious \$\$\$. Must be aggressive, hard-working, with strong, conceptual orientation. Call Kate 212-586-5700.

Adult contemporary in prosperous Midwest community looking for an aggressive street salesperson. Previous experience necessary in radio sales to join our highly successful sales staff. Unique opportunity to expand your professional knowledge of radio and earn top dollars for your efforts. Send resume, salary history and cover letter to Box G-58.

Can you sell major league sports? Paul Harvey? Local features? 51 years of serving our community makes us a respected radio leader. We need individuals who can effectively represent us in a progressive pleasant Wisconsin setting. Send letter and resume in confidence. Tom Chapman, GSM, WSAU/WIFC, Box 5595, Wausau, WI 54402-5595. EOE.

Northern California 100,000 watt #1 rated FM station 40 plus shares seeks aggressive, self motivated, experienced sales person with management potential. Direct selling knowledge and creative skills. Salary, commission, bonus and incentives. #1 in all day parts. Send resume including track record, salary history immediately to: Carlos Casarez, KXGO, P.O. Box 1131, Arcata, CA 95521. 707-826-9393. EOE/MF.

Account executive: Great opportunity for May graduates at WKKD AM/FM Aurora-Naperville, Illinois. Sell radio in Chicago's hottest suburbs with unlimited earning potential. Many benefits...contact Bill Baker 312-898-6668. EOE.

WZLI FM, booming north Georgia/suburban Atlanta seeking professional, hard working, career oriented account executives. Excellent opportunity, training and growth. Are you an overachiever, ambitious, the best? Call or write David Dorin, WZLI, Box 106, Toccoa, GA 30577. 404-886-2191. EOE.

In market 176, our local salesperson #3 was in the high 30's last year working part-time. Her list is now available for an experienced A/E. We'll guarantee 30 - you do the rest. Ray Carroll, WLAD/WDAQ, Danbury, CT. 203-744-4800.

GSM - WGTAM/FM, Portland, Maine. Determined individual with sales management experience and finely tuned people skills to motivate, train, and build sales team. Station is highly promotional, contemporary hits, building numbers: immediate billing comes from development of local retail. In this growth stage, we need you to develop your own sales, while working diligently with sales staff. Salary, over-ride, and benefits are negotiable, with an opportunity for equity. O & O by single broadcaster with track record of success, who wants to expand: needs good people to do it. Call today, Tom Talbott, 207-775-6321 EOE.

Sales manager: Hot Pennsylvania CHR FM! Must be highly qualified individual to organize and hire sales staff. Experienced only with strong credentials in sales/management. Salary and perks commensurate with responsibilities. EOE. Box G-72.

HELP WANTED ANNOUNCERS

Easy listening pro for Bonneville's ultra format in a university town. Call Patrick Wilson, WQMZ-FM, Charlottesville, VA 804-977-3030. EOE.

Full time announcers for 100,000 watt FM C & W in northern Michigan. Some experience required. Send resume and tape to GM, 334 North State Street, St. Ignace, MI 49781.

Morning drive person for upper Midwest top rated 5000 w. AM farm station. Send resume to Box G-63.

HELP WANTED TECHNICAL

Chief engineer: Small group of four stations in northern Wisconsin and upper peninsula. Directional experience a must. Help build new FM station. Hands on. Call Don Roberts, President, Roberts Broadcasting, 813-966-2237.

Vacation relief (full time) and part time positions with attractive wages available at WBAL-AM in Baltimore. Experienced board operators with a good sense of program flow, send a resume to Robert A. Van Buhler, WBAL, 3800 Hoper Avenue, Baltimore, MD 21211. No phone calls please. EOE.

HELP WANTED NEWS

News director: Powerful signal FM serving capitol city of Madison, WI -- Great management and "on air" opportunity -- resume and tape to WILV-FM, 2306 W. Badger Road, Madison, WI 53713.

Leading stations in the Berkshires seek an experienced anchor/reporter. Strong delivery, crisp writing essential. Rush T&R to Tom Higgins, WUPE/WUHN, Box 1265, Pittsfield, MA 01202. EOE/MF.

Multi-media news director: See our display ad

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director sought for So. Calif. hybrid CHR. Must have leadership/mgmt. skills, on-air experience and be promotions oriented. Consulted by Jerry Clifton. Resume and tape to Gen. Mgr., KGGI FM, Box 1290, San Bernardino, CA 92402 EOE. M/F

SITUATIONS WANTED MANAGEMENT

Outstanding GSM with excellent references, documented record of performance and programming experience seeks opportunity as a GM. Box E-80.

Veteran pro will leave paradise for GM opportunity, medium - metro market. Solid sales/GSM experience. Excellent references. 305-437-5839.

Professional revenue producer with 17 years sales/SM/GM experience can recruit, train, manage, motivate sales staff plus build unusual income sources. Turnarounds, start-ups welcome. Let's make money. Mike Hassar, 505-296-8112.

Experienced medium market general manager seeks new challenge. Over 15 years in radio, 10 years in management. Family man, under 40, energetic and ambitious with a great track record in sales, programming and people. Available June 1st. Box G-62.

Temporary assignment wanted on site while you or I find a permanent general manager. Any location. Thirty years radio management experience, including group V.P. Excellent references 919-392-5017.

20 years experience - General manager, sales, programming in Atlanta, Montgomery, Columbus, Macon, Savannah, Little Rock. FM construction - upgrades. Currently G.M. - prefer southern rated market as G.M. or group V.P. programming - operations. Would consider right smaller market. 912-273-4657.

Seeking position as general manager in medium market. Over 25 years experience in radio and TV. Former station owner, general manager and general sales manager. Professional approach. Very sales oriented, can build sales team, train and motivate plus other aspects of station operation...most important bottom line. No frills...no fancy stuff. Presently employed. Write Box G-79.

SITUATIONS WANTED ANNOUNCERS

Major market news not my style. Looking to ROCK at a smaller station. Just looking to have some fun. Tony 312—359-8666.

Seeking entry level DJ position. Broadcasting school graduate. Looking for full or part-time position in New England but will consider elsewhere. Contact Charles Urnie, P.O. Box 3055, Waterbury, CT 06705.

Versatile disc jockey with 4 years experience. Experience in news, sports, production. Broadcasting graduate. Dave, 303—278-0106.

Female radio personality. Some name value. Musically-knowledgeable, appealing speaking voice. Particularly suited easy night-time listening. Audition tape available. Box G-73.

SITUATIONS WANTED SALES

My wife and I want positions with same station. Have worked well together before. I do sales, on-air, copy, production. Have managed. Can write news. Wife wants bookkeeping, reception. Call Gary & Vel: 402—564-8132. Need some moving assistance. Insurance.

SITUATIONS WANTED NEWS

Savvy ND, strong on localization, actualities, field-reporting. Prefer western states, Florida. Can do talk shows too! 501—228-0267.

Let's make our sports department #1... by far! How? We'll out-hustle, work smarter and be more creative than everyone else...and have fun doing it. Veteran sports anchor/producer, 32, 10 years experience, ready to take station to the top. Call Walt Fowler 516—431-8786.

Experienced news and sports man seeking sports, news, or combo position. Enthusiastic; hard working; exciting PBP 5 sports. Bill 404—229-1347.

Experienced broadcast journalist with college degree anxious to move up to medium market station. Good voice and writing skills. Prefer Northeast. Call Dave at 814—238-5434.

MISCELLANEOUS

Collection - pop music researcher's archives. 100,000 singles - all chart hits 1940 thru 1984 plus sleeves & charts. Contact V. Field 609—499-3644 or 5-4 Tollgate, Florence, NJ 08518. Asking \$300,000.

TELEVISION

HELP WANTED MANAGEMENT

Commercial manager with sales know-how and administrative ability for VHF in south Texas. EOE. Box G-18.

Sales manager for new and growing independent TV station. Must have strong independent TV sales background. Management experience preferred. Send resume or call Joe Mazza, General Manager, WMCC-TV, RR2, Box 97A, Noblesville, IN 46060. 317—552-0804. EOE, M/F.

Promotion manager for WRAL-TV, Raleigh, NC, to manage an eight person department that is responsible for producing and placing all TV, radio and print station promotion. The person must have creative writing and producing skills, be knowledgeable about all media and have management experience. Two years of promotion management experience is preferred. Send resume to: Corporate Department of Human Resources, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, NC 27605.

General sales manager needed for WDHN-TV in Dothan, AL. Excellent opportunity with a great, fast growing television group. Must be a people person with experience in local and national sales and sales training. Send resume and salary requirements to Aubrey Wood, P.O. Box 6237, Dothan, AL 36302. EOE.

National sales manager. Experienced national sales manager. Must have a minimum of 2 years either national rep or national sales management in independent television. Top 50 Sunbelt market. EOE. Resume to Box G-64.

Seattle sales manager - One of nation's leading independent seeks individual with proven experience as a sales manager who can lead and motivate a sales staff. Send resume to Personnel Dept., KSTW-TV, PO Box 11411, Tacoma, WA 98411. EOE.

General manager. Medium Midwest market, group owned. Experience and department performance record with letter and resume to Box G-75. M/F, EOE.

Program manager: An outstanding opportunity is now available for an experienced independent station program manager. If you have proven success with an independent TV station and are looking for advancement, write to General Manager, WDRB-TV, Independence Square, Louisville, KY 40203 (no phone calls). EOE.

Financial analyst. McGraw-Hill Broadcasting Company seeking bright, aggressive financial analyst to develop and maintain financial models for broadcasting operations including revenue and expense, forecasts and operations analysis. Coordinates and develops monthly/quarterly estimates, annual budget and medium range plan. MBA/CPA preferred. Working knowledge of PC's (Symphony/Lotus), financial analysis and report writing required. Send resumes, including salary requirements to: Michael G. McGlynn, McGraw-Hill, Inc., 1221 Avenue of the Americas, 3rd Floor, New York, NY 10020, Equal opportunity employer M/F.

General sales manager. Fox Television, KRIV, Houston is seeking a qualified general sales manager with a minimum of 3 years professional sales management experience. Applicant must have extensive broadcast sales management background with proven abilities as a sales leader, motivator and strong knowledge of retail development, traffic systems, inventory control and conceptual promotional planning and implementation. Please send resume and salary requirements to: KRIV-TV, P.O. Box 22810, Houston, Texas 77227, Attn: General Manager. No phone calls. EOE.

HELP WANTED SALES

Cable television advertising sales. Career opportunity now available in Palm Springs market. Seeking aggressive professional with experience in cable, TV or radio ad sales. Send resume to: Rick Thacker, Palmer CableVision, P.O. Box 368, Palm Desert, CA 92261. 619—340-1312.

Regional account executive: WCTI-TV, eastern North Carolina's #1 station seeks an experienced, highly-motivated individual to handle an established list of agency accounts. Must have an exceptional track record with a minimum of two years TV sales experience. Send resume: Sandra Woodlief, Local Sales Manager, P.O. Box 2325, New Bern, NC 28560. EOE.

WFSB-TV, a Post Newsweek station and CBS affiliate is seeking a regional sales manager to establish and manage a sales office in the New Haven-Metro area. This position will be responsible for handling several accounts in the Boston and New York area and for coordinating the activities of several sales people and directly supervising New Haven sales office staff. Monthly reports to GS/MSM will be required. Respond to Chester Elton or Warren Anderson to 3 Constitution Plaza, Hartford, CT 06115. EOE.

Aggressive rapidly expanding television company with stations located in the East and Midwest is looking for an energetic, bright sales person. If you like hard work and the rewards that come from it, you can expect to earn \$40-60,000 annually. Citadel Communications, c/o WYNY-TV, 100 Market Square, Burlington, VT 05401, Attn: Brad Worthen. EOE.

Local television account executive - Aggressive, articulate, persistent, possess working knowledge of ratings. Call Dave Murphy at 904—725-4700 or send resume to Sales Manager, WNFT-TV, P.O. Box 17547, Jacksonville, FL 32216. Equal opportunity employer.

HELP WANTED TECHNICAL

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.

Experienced chief for small market Rky Mtn NBC affiliate. 8 years minimum experience with management/hands-on skills. Good salary and benefits. Resume to Station Manager, KIFI-TV, Box 2148, Idaho Falls, ID 83403. EOE.

VT editor: Prefer experience with Ampex VPR3's and ACE Micro. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Maintenance technician: Installation and repair of studio and transmitter equipment. Some design, planning, and training responsibilities. Rotating shift including nights and weekends. Requires associate's degree in electrical technology or equivalent formal training, plus experience in electronic repair/troubleshooting. FCC license or SBE certification. Send resume: Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

Chief engineer: New York UHF broadcaster has an immediate 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 G-37. EOE.

Maintenance engineer: New York UHF broadcaster has immediate opening for maintenance engineers with a minimum of 3 years experience in the maintenance, installation and repair of studio transmitter equipment and systems. Troubleshooting to the component level. SBE certification preferred. Qualified applicants should direct their resumes to Box G-38. EOE.

Major East Coast production facility seeks hands-on chief who can bring new ideas and methods to our already strong staff. Experience with ADO, Paintbox, Chyron and GVG switchers required. Experience with Ampex, and Sony VTRs, Mirage, and Bosch Film to Tape a plus. Great benefits program and salary. Reply Box G-44, or call 215—925-5113.

Earth station operators: Experienced in video, technical background helpful. Send resume to: Neal Hall, 5703 D General Washington Dr., Alexandria, VA 22312.

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 related field, one year experience in the maintenance, design, operation or construction of technical broadcasting equipment or high school diploma and five years experience as described above. \$20,504.16 - \$34,037.01 salary negotiable. Submit resume and UWF application to Personnel, UWF, Pensacola, FL 32514 by April 28, 1988. UWF is an EOE/AA, M/F/V/H institution.

Vertigo technical director. California Video Center, a division of N.I.W.S. Productions, Inc., a Lorimar Telepictures Company, is searching for a technical director/programmer for our 3D computer animation systems. Our ideal candidate must have experience with Unix, Wavefront, Vertigo or other comparable animation systems and two years computer animation experience in the film video industry. Interested applicants should forward a copy of their resume, including salary history to: California Video Center, 5432 West 102nd St., Los Angeles, CA 90045, Attn: Personnel.

HELP WANTED NEWS

Chief photographer needed for top rated ABC affiliate in progressive 89th market. Ideal candidate: mature, self-starter, works well with staff/management, solid organizational skills. Minimum two years management/supervision of sizable ENG staff. Creative shooter/editor, NPPA video workshop grad., able to train, critique, lead others. Send tape of most creative work, resume with salary history, philosophy, references to Cliff Windham, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801.

News editor with solid writing and editing skills, sound news judgement and supervisory ability. EOE. Box G-20.

Associate news producer: If you enjoy the challenge of live ENG and SNG and have the organization to put it together, send tapes and resumes: News Director, WJTV, P.O. Box 8887, Jackson, MS 39204.

Central Illinois CBS affiliate has immediate opening for weekend and midday weathercaster. Send tapes to News Director, WCIA-TV, Box 777, Champaign, IL 61820. EOE.

Three openings in mid-sized, upper-Midwest television news department: 1) Aggressive assignment editor who thinks like a producer and can motivate people. 2) Co-anchor for early and late weeknight newscasts. Writing, editing and reporting skills required. 3) Sports journalist to anchor early and late shows and head-up three person team. Salaries negotiable. Resumes and references to Box G-43.

Executive news producer: WTOL-TV is looking for an executive news producer. We're the number one, CBS affiliate, with state-of-the-art equipment including a computerized newsroom and Beta. We need someone to work with producers and reporters and oversee daily coverage. Successful candidates will have minimum five years television news experience, including producing experience. Large market experience preferred but not required. Send tape, resume, news philosophy, and salary requirements to Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE, M/F.

Newscast producer: Experienced journalist, crisp and imaginative writer, creative producer. Send resume, references and writing sample, and non-returnable tape of newscast (preferably with rundown) to Jeff Ebner, Executive Producer, WTSP-TV, (Tampa/St. Petersburg) P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Feature reporter/anchor: If you have a love and talent for feature reporting, and also a subscription to Sports Illustrated, you may be the right person for us. We are seeking a strong feature reporter to fill a major role on our news team, reporting and anchoring our coverage of sports and recreation. Send resume, tape and references to: Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No beginners or phone calls, please. EOE, M/F.

TV news director. Sunbelt small market affiliate needs a news manager with the right stuff! Group-owned station has news expansion plans requiring an experienced, hands-on leader at the helm. If you have television news credentials surpassed only by your desire to run your own news department, let us know. Send resume and salary requirements to Box G-59. EOE.

Assistant sports director in growing Midwest medium market. Group-owned, aggressive news operation. EOE. Send tape and resume to Doug Padgett, General Manager, KODE-TV, P.O. Box 46, Joplin, MO 64802.

Morning-noon anchors, general assignment reporters for medium market Sunbelt station. Resumes: Box G-51.

Meteorologist with strong forecasting and delivery skills needed for our television/radio weather center staff. Please send resume and video audition tape to Tom Luljak, News Director, WTMJ, Inc., 720 E. Capitol Dr., Milwaukee, WI 53201.

Weekend anchor/reporter. Strong Midwest medium market needs aggressive reporter with proven skills for key position. The successful candidate will be a self-starting anchor/reporter with solid growth potential. Only the experienced need apply. Box G-66. EOE.

Assignment editor: Small market, Southeast; aggressive number 2 person to run the show. 29 person department. Reply Box G-65.

Evening anchor. Aggressive small market news team seeks seasoned reporter with solid producing skills and camera charisma to join top male anchor for 6 & 11 casts. No beginners. No phone calls. Letter, videotape, resume and salary hopes to: ND, WVR-TV, P.O. Box 796, Charlottesville, VA 22902. EOE.

Weathercaster for nightly broadcasts and to administer weather department for this number one, market leading ABC affiliate. Don't let the market size fool you. Functional and very professional weathercenter recently built for your use. Equipment includes an SNG vehicle just purchased; displayed at NAB. Excellent salary and benefits. Must have at least three years on-air experience. Tape and resume to Craig Cannon, ND, KHBS-TV, 2415 North Albert Pike, Ft. Smith, AR 72914. EOE (Women encouraged to apply).

Weathercaster: M/F, take a leadership role for aggressive group owned Midwest affiliate. Experience required. Tape and resume, Ken Walker, KSFY, Suite 100, Sioux Falls, SD 57102. EOE.

Top 20 market in Midwest looking for feature reporter. Creativity a must. Successful applicant must have at least three years television feature reporting experience. Strong writing and production skills essential. Equal opportunity employer. Reply to Box G-77.

Anchor/reporter for Midwest network affiliate to co-anchor early news. Strong writing and production skills a must. No beginners. Resume to Box G-69.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WBBM-TV, CBS in Chicago, is looking for a multi-talented graphic arts director to work with our design director to continually improve the on and off-air look of our television station. B.A. or equivalent required, minimum of five years design experience, proficiency in print and broadcast media. If you are a crack designer, an innovator and can motivate and encourage staff and station associates, send letter of interest and resume (we will call for tapes; please do not call us) to: Barbara Mosak, Design Director, WBBM-TV, 630 North McClurg Ct., Chicago, IL 60611. EOE.

Editor. Florida NBC affiliate seeking on-line video tape editor with minimum 3 years experience and proven track record. Experience with GVG 300 and Sony 5000 editor helpful. Excellent salary and benefits package. Send resume/tape to: Personnel Dept., WXFL-TV, 905 E. Jackson St., Tampa, FL 33602. EOE. M/F.

Producer/director. Network affiliate seeking versatile producer/director. Looking for that person who loves to put together the ultimate commercial, produce a news open to end all news opens and who can also direct/switch a tight newscast. Our equipment includes NEC System 10, Grass Valley 1600, Chyron 4200, and Sony 900 Edit System. Applicants must have two years experience in news and commercial production. Send resume and salary requirements to: Rich Irwin, Production Supervisor, KTUL Television, P.O. Box 8, Tulsa, OK 74101. EOE.

Design oriented production person. Knowledge of ADO, A62, CMX, A/C, Century, Paintbox and Scribe helpful. An excellent opportunity for a motivated individual looking for a challenge. Send a resume to Box G-50.

Director/producer: Strong, creative, quality minded person needed to direct number one news show and other live studio and multi-camera location television productions for a Midwest network affiliate/production facility. Minimum two years experience a must. Send resume and salary requirements to Box G-53. EOE.

Wanted: Hot shot director/producer to work in a TV station/production house toy store. This is major market stuff in the comfortable Midwest. Perfect job for the director who likes live news but is exploding with unfulfilled creativity. If your work is average, do not apply. Send proof of performance (no tapes) and salary history to Box G-54. EOE.

Editor/technical director. Pennsylvania's largest film and television production facility. To edit commercials, industrials and broadcast switching. Mirage, DVE MK-II and CMX-340X and Interfilm. Send resume, demo and salary history to: Karen Brooks, E.J. Stewart, 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

Computer animator. Teleproduction facility on East Coast hiring an experienced computer animator with high level technical and artistic expertise. Must be familiar with Dubner CBG and Electronic Paint. If you're ready to roll up your sleeves and get involved, send resume, demo and salary history to: Karen Brooks, E.J. Stewart, 525 Mildred Ave., Primos, PA 19018. 215-626-6500.

Producer: Two half-hour shows per weekday. Looking for a strong writer with good news judgement, organization, and motivation skills. No reporting. Send resume, writing samples, and news philosophy to Doug Maughan, KMVT-TV, 1100 Blue Lakes Blvd., N., Twin Falls, ID 83301.

Experienced professional videographer needed for a radio/television specialist position at WUFT, expanding PBS affiliate. Also requires proven editing skills. Directing/producing experience helpful. Expected hiring salary \$18,500 plus excellent benefits. BA in communications and one year experience required. Alternate qualifications are available. Send letter of application, resume, references, no tapes, by April 29, 1988, to: Central Employment Center, 4th Floor Stadium, University of Florida, Gainesville, FL 32611. Requests must refer to position identification number 21937 to guarantee consideration.

LESEA Broadcasting Corporation, A Christian broadcaster with television stations in South Bend, Indianapolis, Tulsa, Honolulu and construction permits for Denver as well as Kenosha, Wisconsin, currently has openings in operations, traffic, engineering, production and sales. Send your confidential resume to: Peter Sumrall, GM, LESEA Broadcasting, P.O. Box 12, South Bend, IN 46624.

Computer graphics artist: KLAS, CBS affiliate in Las Vegas, is looking for an art director. Responsibilities include station and client projects and daily news graphics. Experience in computer graphics and production required. An art background and Artstar 3D/Liveline V/Midifont experience preferred. Must be able to deal with clients and edit room experience is helpful. Please send resume and tape to: Lem Lewis, General Manager, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114.

Idaho CBS affiliate now accepting applications for directing position. This is not a job for beginners. Will direct newscasts, along with some production and board work. Send salary requirements with resume. EOE. Box G-76.

Continuity director/producer. Writes television copy for commercial production. Helps produce local commercials by working directly with sales reps, clients, and production personnel. Production background helpful. Excellent people skills a must! Contact Rick Thedwall, Program Director, KWOC-TV, 805 Brady St., Davenport, IA 52808.

Crew chief: C-SPAN, the public affairs network on Capitol Hill, is seeking a crew chief for master control to work 11 PM - 7:30 AM. Duties will include ensuring quality transmission and technical/operational functioning of equipment. Qualifications include a college degree, knowledge of various master control and studio equipment, experience in studio production and master control operation in a supervisory capacity. 10% shift differential included. Send resume with cover letter and salary requirements to: Personnel, 444 N. Capitol Street, N.W., Suite 412, Washington, DC 20001.

Promotion writer/producer. Creative individual to produce news/promotion promotion. Strong writing, EFP, editing and directing skills required. No beginners. Send resume and tape to: Promotions Manager, KCRG-TV, 2nd Ave. at 5th St., S.E., Cedar Rapids, IA 52401.

Promotion executive with strong marketing background needed for West Coast affiliate station. Three years experience in television station promotion required. Send tape, resume, salary requirements to Charles Stauffer, Gen. Mgr., KCOY-TV, 12, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

Computer graphics artist. CBS affiliate/top ten market seeks a qualified artist with hands-on experience in news-oriented computer graphics. Will operate Aurora 280/3-D system. Quality conceptualization and execution a must. Send resume/tape to: Design Director, KHOU-TV, 1945 Allen Parkway, Houston, TX 77019. EOE.

Series producer. Top 20 Midwest affiliate seeks experienced producer for series. Prefer newscast/projects producers or reporters who can handle high-tech production with style. Reply with resume, references and brief writing samples to Box G-78. Equal opportunity employer.

Promotion manager to join management team at medium market CBS affiliate. Will work directly with promotion-minded GM. Experience in television, radio, print promotions and advertising important. Creativity and judgement essential. Compensation commensurate with experience. Resume to Dennis West, General Manager, WIFR-TV, P.O. Box 123, Rockford, IL 61105. 815-987-5300. M/F. EOE.

Commercial production editor needed for growing California station. Editor produces local commercials from raw footage through finished product. Must have at least 2 years experience; timecode experience; background in quad, 1 inch and Beta formats; operate ADO 1000. Must deal well with clients. Submit resume including salary requirements to Box G-83.

SITUATIONS WANTED MANAGEMENT

Communications attorney with FCC and Labor Relations experience eagerly seeking position in television or cable. Interested in legal business affairs or related area. People oriented. Willing to work hard to learn business, share available knowledge and contacts, travel, relocate. 301-890-9616.

General sales manager-professional/innovative/aggressive/goal-oriented/motivated by challenge--extensive experience with group-owned operations in local sales/sales management and on-job experience with national at both station/rep level with both affiliates & independents--knowledge of retail development/media research/traffic systems/inventory control. Reply Box G-80.

SITUATIONS WANTED TECHNICAL

16 years experience in all facets of radio/TV engineering including management and supervision. Strong on RF. Desire position anywhere in US or Canada. Salary negotiable. Presently employed with good references. Phone Jerry 315-487-2393.

Entry level position in MC. Experienced radio & television transmitter engineer looking for television opportunity. Will relocate! Stan Amster 818-985-0038 (m).

SITUATIONS WANTED NEWS

Business reporter: Strong on camera executive appearance, solid broadcasting/business background, major market experience. Call Dale Jackson 714-999-9359.

Chief meteorologist: 12 years experience. AMS seal. Currently top 30 market. Radio also. Community oriented. Need new challenge in weather-conscious area. Immediate availability. Box G-82.

Television! Great newsmen with journalism degree and commercial experience. Can edit, produce and assign. Entry level fine. Call Ernie 919-425-1027.

Vigorous, versatile newsmen/performer hungry for move into TV news. Unique background: radio, newspaper and live performing experience. Syracuse TVR M.S. Ready yesterday. 215-842-1706.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

International producer/director seeks collaborations with U.S. television stations to co-produce global programs for national and worldwide distribution. Castellari, 425 East 51st Street, Suite 7E, New York, NY 10022.

MISCELLANEOUS

Primo People wants you. If you are a general assignment reporter who has some anchoring experience, send your tape and resume to Steve Porricelli or Fred Landau to Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantship in radio/television/film (stipend plus tuition waiver). Also five undergraduate degree options. Contact: Dr. William Rambin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209. 318-342-2144. EOE/AA.

Canada - July/August. TV instructors/departement head for top sports & arts centre for kids 9-17. Able to develop an exciting TV/video broadcasting programme on beautiful lake setting 150 mi. N. of Toronto. Technical knowledge and experience essential! Send resume at once, 251 Davenport Rd., Toronto, Ontario, M5R 1J9, and call 212-466-1314.

Canada - July/August. Radio broadcasting instructors: required for top sports & arts centre for kids 9-17 in beautiful lake setting 2-1/2 hrs. N. of Toronto. Experienced, dynamic people to run radio production programme. Send resume at once, 251 Davenport Rd., Toronto, Ontario, M5R 1J9, and call 212-466-1314.

Broadcasting/speech generalist. Boston area college. Fulltime position beginning Fall, 1988. Teach speech courses, public broadcasting, broadcast law, ethics in broadcasting, broadcast writing, comparative systems, theory. Advising and curriculum development. Ph.D. required. Rank and salary negotiable within contractual limits. Resumes to Professor George Wharton, Curry College, Milton, MA 02186.

Broadcasting: Ohio Northern University seeks head of broadcasting program/teacher with a strong commitment to a liberal arts approach. M.A. required, Ph.D. preferred. Candidate must have interest, capability, and experience in radio and television broadcasting program and manage university academic broadcasting services in addition to appropriate teaching instruction. Public relations background will be given strong consideration. Combined Department of Communication Arts with seven full-time faculty. Date of appointment: September 1, 1988. Salary: negotiable. Tenure-track position. Rank: Instructor/assistant professor. Send letter of interest, resume, and references by May 9, 1988, to Nils Riess, Chairman, Ohio Northern University, Department of Communication Arts, Ohio Northern University, Ada, Ohio 45810. EOE/AEE.

HELP WANTED MANAGEMENT

Chief operating officer/general manager: Major Northeast teleproduction facility. Polished manager needed to fill newly created position. Will oversee daily operations including studio facilities, interformat editing, mobile units and creative services. Ideal candidate will have 10+ years experience in client relations, sales/marketing, film and video production, television technology and general management. Will report directly to chairman of the board. We will offer a competitive salary and incentives to someone who will balance quality customer service with the bottom line results. EOE. Send resume with salary history to Box G-47.

HELP WANTED SALES

Wanted: Salesperson to sell satellite uplink services both data and video. Must be experienced with good contacts. Based in Dallas, Chicago or LA for rapidly growing company with both Intelsat and domestic services. 800 DATA-LIN.

Sales reps...Val-Pak, the leading co-op direct mail company has top paying commission sales positions available in many cities nationwide. Radio, TV or print sales experience preferred. All replies confidential. For brochure call Ivan Rich 1-800-237-6266 (in Florida 1-800-832-4265).

HELP WANTED TECHNICAL

Video engineer: The department of communication at Miami University (Ohio) seeks a competent video engineer to be chief engineer of the mass communication area of the department of communication. This person must be experienced in the maintenance and repair of such video equipment as monitors, VCRs, editors and cameras. Person must be capable of supervising another engineer on the staff. Experience in an educational environment would be a plus. However, this is not essential. Good salary. Excellent benefits. Applications will be accepted until a suitable person is found for the position. Send resume along with the names of three references who might be contacted to: Dr. Susan Reilly, Department of Communication, Miami University, Oxford, Ohio 45056. Miami University is an equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Media specialist/administrative assistant in audiovisual center. Responsible for producing, directing, shooting and editing 3/4" videotape; multi-image production assistant; distribution and maintenance of audiovisual equipment. Reports to the director of audiovisual center. Qualifications: B.A. degree in radio/TV, communication or related professional experience. Training and/or experience in technical audio and video set-ups. Strong organizational and managerial skills coupled with strong public relations and writing skills. Knowledge of light maintenance and repair on a variety of instructional-type equipment. Salary: \$15,000 plus excellent fringe benefits; twelve month appointment. Available April 1, 1988. Send resume and three names of reference to Dr. Myra Macon, Director of Library Services, W.B. Roberts Library, Delta State University, Cleveland, MS 38733 by May 1, 1988. EOE, M/F.

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.

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 workshop Apr. 23. 212-921-0774. Eckhart Special Productions, Inc.

MISCELLANEOUS

Be on TV. Many needed for commercials. Casting info. 1-805-687-6000 ext. TV-7833.

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-best prices. We buy TV transmitters, towers, and transmission line. Bill Kitchen, Quality Media. 303-665-3767

1" videotape. Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)** Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000DS (1968)Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820E (1978)**Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1h1, CSI TIA, Gates BC-1T, Gates BC-1** Transcom Corp. 215-884-0888, Telex 910-240-3856

50KWAM **Gates BC-50C (1966) on air w/many spares, in STEREO.* Transcom Corp. 215-884-0888, Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw, also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery, from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

Over 100 AM-FM transmitters in stock. All powers - all manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1Kw thru 40Kw. World leader in broadcast transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967, 214-630-3600.

BCS=the BroadCast Store - You've seen the ad! Come meet the people! Las Vegas NAB April 9-12 Booth 6116. Buy, consign, sell, service. Sony BVH-2500, \$44,000; Ampex VPR-2 w/TBC, \$18,500; Hitachi HR-300, \$22,000; 4.5 antenna dishes w/uninterruptable power supply, \$6,500. We can save you time and money 818-845-1999.

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, MO 63118. 314-664-4497.

For sale: RCA TTU60B transmitter with TTUE44 exciter-tuned to Ch. 22. Call GM 912-925-0022.

Quantel OPE-5000SP OVE - \$15,000; Quantel DLS-6030 DVE - \$35,000; Quantel DPB-7000 Digital Paint Box - \$85,000; Vital VIX-114-2A Video Production Switcher - \$5,000; CDL-480 Video Production Switcher - \$15,000; Ikegami HK-357A Cameras w/lenses, viewfinders, etc. - \$60,000/each; Ikegami HK-312 Cameras w/lenses, viewfinders, etc. - \$30,000/each; Telecine Film Chain complete package - \$10,000. All prices are negotiable. Contact: Anton Duke or Cathy Brunetti 212-757-8919.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each; KCS-20 minutes \$6.49; KCA-60 minutes, \$10.99; 1"-60 minutes \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300; in Maryland, call 301-845-8888.

C.P. cavity type broadcast panel antenna. Multi-system application. Omni or directional pattern. 88 to 108 MHz. High power. Excellent axial ratios. Radomes. Al Warms 1-216-659-4440.

Copper! #8 & #10 ground radials; 2,3,4,6,8" strap; fly screen; ground screen. 317-962-8596. Ask for copper sales.

NAB is over. Time to buy or sell used equipment. We have a lot of new listings. We still need TK-47s, BVU-800s, BVH-2000s, Chyron-4s, BVW-40s, TK-28s & 29s. Call now. Media Concepts 919-977-3600.

Kline tower: Overall height is 645 feet with two platforms. Tower will be dismantled by June 30th. Excellent condition. Ready for sale. WBRC-TV 205-322-6666.

Never uncraated. 2KW VHF transmitter. Suitable low or full power. 3,000 title music video library 1" and 3/4". 512-480-0084, 213-393-3416.

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.

MSP automation for SMN or Transtar. Almost new. Used for 3 months with no problems. Dave at 214-455-1400.

RADIO

Situations Wanted Management

General Manager

Strong, creative, people oriented manager wants to turnaround your Midwest FM. If you're committed, I'll give you a winner. Reply in confidence. Box G-61.

Help Wanted News

MULTIMEDIA NEWS DIRECTOR

- Does your talent place you in the top 1% of news directors?
- Are you a leader? Do you have the courage to make things happen?
- Do you yearn for independence in your work and a chance to fully express yourself in a company that appreciates your potential?
- Is organization and follow-thru your strength?
- Do you get the facts that other reporters miss and can you make those facts interesting and compelling?
- Do you get satisfaction from helping news people develop and achieve personal success?
- Can you market a story to jump off the page?

If so, your talent can help us grow! Scantland Communications wants to build on our success at WDFI Radio, NEWSLIFE and OUTLOOK newspapers. We are a community-oriented corporation and winner of numerous national awards who needs your talent to direct our multimedia news department in its growth and expansion in the years to come. You will play a key role in management's inner circle of strategy and decision-making, helping shape our direction.

Responsibilities include writing, editing, on-air work and directing all aspects of news people recruitment, training, development and retention plus basic product development. Multi-media experience necessary, plus art and/or design knowledge preferred.

WE OFFER:

- Excellent earning potential.
- Stock ownership to recognize results.
- Life in a family community, 40 minutes from a fast growing metro, but without the hassles.
- A chance to join a company with integrity, a sense of purpose and absolutely unlimited growth potential.

CALL: George Scantland, Chairman
Evenings & Weekends, (614)389-4310
Weekdays 8:00 a.m.-6:30 p.m.
(614)387-9343
Scantland Communications Corporation
P.O. Box 10,000, Marion, Ohio 43302 E.O.E.

RADIO NEWS ANCHORS

The Christian Broadcasting Network (CBN) is launching the CBN Radio Network. Excitement is high and excellence is our motto. We have openings for three news anchors. Candidates should have five years on-air broadcasting experience, undergraduate degree, be organized, a good writer and a team player who will deliver a professional product. If you agree with the mission of CBN then send an audio tape and resume to:

CBN Employment
Box PS
CBN Center
Virginia Beach, VA 23463

GROUP MANAGER

For Boston based growth oriented group broadcaster with 5 top rated combos. Significant career move for professional currently managing top station in medium to large market or group manager moving up. Proven sales success vital. Excellent compensation with opportunity to share in growth.

Resumes to: David Roth, Roth Communications, 830 Main St., Melrose, MA 02176.

GENERAL MANAGER, WSSR-FM, Sangamon State University, Springfield, Illinois. 50,000 watt NPR/APR station broadcasting news and public affairs, classical, jazz and folk; operates Illinois Public Broadcasting Council/ NPR regional uplink.

RESPONSIBILITIES: Responsible for overall station management, including programming, budgeting, engineering, community and university relations.

QUALIFICATIONS: Demonstrated leadership and organizational skills; strong record in broadcast management; bachelor's degree required; graduate degree, college teaching and public radio experience preferred.

SALARY: Competitive.

SANGAMON STATE UNIVERSITY is a state university located in the state capital, chartered in 1969, and offering 44 programs at the bachelor's and master's degree levels, with 160 full-time faculty and 4,000 students.

Send letter of application, resume and names of three references to Brad Swanson, Chairperson, WSSR Search Committee, Sangamon State University, Springfield, IL 62794-9243. Review of candidates will begin May 15, 1988. SSU is an equal opportunity employer and encourages applications from minorities, women, handicapped and other "protected classes."

RADIO GROUP PRESIDENT

Major markets. Must have strong credentials in programming, sales, and management as a hands on operator. Salary & perks commensurate with responsibilities. An EOE. Box E-82.

TELEVISION

Help Wanted Management

TOP EDITORIAL POSITION AVAILABLE

with leading TV/Radio/Teleproduction magazine for technical and engineering management. Applicant should be engineer or technically-oriented person, with strong writing/editorial skills. Send resume, qualifications and brief writing samples to: Box E-86

BOOKS FOR BROADCASTERS/CABLECASTERS

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Help Wanted Management Continued

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GEORGE
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NBC affiliate in 40th market looking for innovative, highly motivated, quality-oriented promotion expert to supervise all on-air promotion. Three-four years experience with very strong writing, producing and editing skills required. Radio and print experience desirable. Send resume, tape, and writing samples to: Personnel, KUTV, P.O. Box 30901, Salt Lake City, UT 84130. No phone calls please! Closing date: March 28, 1988.

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WKBD is an equal opportunity employer.

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Managing Director
Postfach 100650
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A Midwestern based, NYSE listed corporation is seeking an Operations Manager for its newly purchased high-tech subsidiary. This individual will manage the development and operation of centralized information and video distribution operation to provide flawless, quality service to simultaneous users, and will report to the Vice President of Operations.

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WRITE OR CALL FOR FREE LIST OF AVAILABLE FM CHANNELS. INCLUDING "FIRST COME, FIRST SERVE" FM'S. ALSO, LOW-COST FM AND TV APPLICATIONS. CONTEMPORARY COMMUNICATIONS, P.O. BOX 4010, OPELIKA, AL 36803. 205-749-3340.

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Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted: Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch.

For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media

R. Geoffrey Vargo, president and general manager, WJLI(FM) Fort Wayne, Ind., named president-radio group, at parent company, Sarkes Tarzian Inc., Bloomington, Ind.-based group owner of one AM, two FM, and two TV stations. He is succeeded by **Candace Wendling**, general sales manager, WJLI.



Vargo



Jensen

James Jensen, executive VP, Liggett Broadcast Group, Williamston, Mich.-based owner of two AM and six FM stations, named president.

Appointments at CBS Television Network, New York: **Arnold Becker**, VP, national television research, to Los Angeles-based VP, television research: **Charles (Buzz) Moschetto**, VP, CBS television stations research, to VP, television research: **Michael Eisenberg**, director, national television research, to VP, television audience measurement, national television research: **Mary Summerfield**, senior VP and treasurer, Worldwide Media Group Inc., now-defunct consulting firm based in New York, to director, development, affiliate relations.

Appointments to board of directors, Public Broadcasting Service, Washington: **Ruben Cardenas**, chairman of board, RGV Educational Broadcasting Inc.; **George Gruenwald**, member of community advisory board, San Diego State University; **Louise (Weetie) Phillips**, secretary of board of trustees, Memphis Community Television Foundation; **Thomas Hedley Reynolds**, trustee and past chairman of board, Colby-Bates-Bowdoin Public Television; **Noel Smith**, station manager, KNCT(TV) Belton, Tex.

A.B. (Bill) Hartman, VP, general manager, WBZ(AM) Boston, named VP, sales development at parent company, Group W Radio, New York. He is succeeded by **John Irwin**, general manager, WLVI(FM) Statesville, N.C.

Howard Gan, general counsel, Malarkey-Taylor Associates, Washington-based telecommunications and management firm specializing in cable TV, joins Falcon Cable TV, Los Angeles, as VP of corporate development and government affairs.

Mel Grossman, general sales manager, WTHR(TV) Indianapolis, joins WOGX(TV) Ocala, Fla., as VP, general manager.

William Schreck Jr., acting general manager, WMSN-TV Madison, Wis., named general manager.

Tom Kirby, VP, KARE(TV) Minneapolis, joins KOCO-TV Oklahoma City as VP and general manager. He succeeds **Al Parsons**, resigned.

James Sumpter Jr., executive VP-general manager, Malkin Broadcasting, Dayton, Ohio, joins KMGR-AM-FM Salt Lake City as general manager.

Jack Alix, president and general manager, WJXQ(FM) Jackson, Mich., joins WTIP(AM)-WVSR(FM) Charleston, W. Va., as VP, general manager. He succeeds **Jake Russell**, who moves to corporate consultant for owner, Ardman Broadcasting of West Virginia.

Appointments at Daniels & Associates Inc., Denver-based manager of cable television systems: **Anne Hoag**, graduate, MBA program at University of Illinois, Chicago, to general manager, North Augusta Cablevision, North Augusta, S.C.; **Jim Foody**, general manager, East Suburban Cablevision, Houston, to same capacity at Gainesville Cablevision, Gainesville, Ga.

Appointments at Storer Communications, Miami-based subsidiary of SCI Holdings: **George Simon**, regional director of training and development for mid-South region, to Montgomery, Ala.-based VP of human resources; **William Whelan**, executive VP, communications division, to executive VP of operations; **Kenneth Mosher**, VP, treasurer and chief financial officer, to executive VP and chief financial officer; **Kenneth Danielson**, VP and assistant treasurer, to VP and treasurer. Last three positions are with SCI as well as Storer.

Dan Willoth, controller, Capcities/ABC-owned WMAL(AM)-WRQX(FM) Washington, joins ABC Radio Network, New York, as VP, finance.

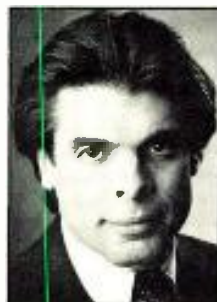
Michael Zimmer, VP of operations, Adams-Russell, Waltham, Mass.-based subsidiary of Cablevision Systems Corp., Woodbury, N.Y., named general manager of Westchester, N.Y., systems.

Appointments at Silver King Broadcasting Co., Newark, N.J.: **Ella Connors**, production manager, WWHT(TV) (now WHSE(TV)) Newark, N.J., named VP-station manager, WHSE(TV) Newark, and WHSH(TV) Smithtown, N.Y.; **Gerald Kerwin**, program director, WQHS(TV) Cleveland, named VP-station manager there; **Jodie Tribble**, controller, Schindler Broadcasting, Houston, joins Silver King's KHSH(TV) Alvin, Tex., as VP-station manager.

Marketing

Richard Cohen, corporate research director,

and **Frank Sampogna**, account group head, Wells, Rich, Green, New York, named executive VP's.



Cohen



Sampogna



Kaczmar



Visich

Appointments at BBDO Chicago: **Karen Kaczmar**, senior VP-human resources, and **Dennis Visich**, executive VP-senior management representative, named directors; **Mark William (Bill) Pope**, senior art director, and **Kim Richardson**, art director, to executive art directors; **Carlos Segura**, art director, to print design supervisor.

Appointments at Lintas:Campbell-Ewald, Warren, Mich.: **Al Schacherer** and **Denise Sidlow**, executive producers; **Robert Solano**, associate creative director, and **Kathy Speck**, copy supervisor, named senior VP's; **Kim Dent**, art director; **Sharon Bieda**, senior financial analyst, profit planning; **Debra Osborne**, assistant director, human resources; **Rick Phillips**, assistant secretary of corporation; **Susan Chisholm**, media group supervisor; **Pamela Devine**, local market specialist group supervisor; **Helen Giles**, out-of-home media supervisor; **James Plagens**, media planning group supervisor; **Bud Shields**, newspaper buying group supervisor, and **Bruce Weber**, media group supervisor, named VP's.

Gordon Lawrence and **Robert Wolf**, senior VP's, Earle Palmer Brown & Spiro, Philadelphia, named management supervisors.

Dean Friedman, VP, management supervisor, W.B. Doner & Co., Detroit, named senior VP, management supervisor.

Frank Keith, director of audiovisual services, Grey Advertising, New York, named VP.

Appointments at superstation WTBS(TV) Atlanta: **Sue Danaher**, account executive, to Los Angeles-based VP-Western regional sales manager: **Karen Grinthal**, national

sales manager, MCA Radio Network, Universal City, Calif., and **Jan Renner**, sales service executive, to New York-based account executives.

Appointments at WJLA-TV Washington: **Bob Casazza**, director of advertising and promotion, to VP, marketing; **Jeanne Oates**, VP and general manager, WWBA(FM) St. Petersburg, Fla., to director of sales.

John Richardson, VP, associate creative director, Noble Communications Co., Springfield, Mo., moves to Noble Liller Neal, Atlanta-based subsidiary, in same capacity.

Appointments at KXTV(TV) Sacramento, Calif.: **Byron Elton**, national sales manager, KUSA-TV Denver, to general sales manager; **Mark Osborn**, research analyst, ABC/Capcities, New York, to account executive.

Appointments at WYST-AM-FM Baltimore: **William Hooper**, local sales manager, to general sales manager; **Mary Speakes**, associate producer, WBAL-TV Baltimore, to account executive.

Jim McCarthy, local sales manager and account executive, KJQY(FM) San Diego, joins KWLT(FM) there as general sales manager.

Kurt Mische, national-regional sales manager, WQHK(AM)-WMEE(FM) Fort Wayne, Ind., joins WCOA(AM)-WJLQ(FM) Pensacola, Fla., as general sales manager. He is succeeded by **Kevin Meek**, local sales manager.

Bruce Delahorne, account supervisor, DDB Needham Worldwide, New York, named Chicago-based account supervisor.

Appointments at CBS Radio Representatives, New York: **Vicki Parr**, Detroit-based sales manager, to same capacity in Chicago; **James Szilagyi**, account executive, to Detroit-based sales manager; **Ann Seraydarian**, account executive, Masla Radio, Detroit, to same capacity there.

Jay Keay, VP, satellite network and syndication sales, Christal Radio, New York, joins Horizon Communications there, national sales representative for Clayton Webster Corp., radio producer, as sales manager.

Paula Burke, director of sales, Determan Marketing, Chicago, named production manager.

Ross Howard, account executive, WTTO(TV) Birmingham, Ala., named local sales manager.

Jim Lewis, promotion director, KATV(TV) Little Rock, Ark., named local sales manager.

Parrish Woodlief, local sales account executive, WCTI(TV) Greenville, N.C., named local sales manager.

Appointments at WAPI-AM-FM Birmingham, Ala.: **Cathy Fingerman**, AM local sales manager, to same capacity at FM station; **Steve Price**, account executive, WAPI-FM, to local sales manager, WAPI(AM).

Sharon Elkins, national sales coordinator, WFOX(FM) Gainesville, Ga., named national sales director.

Appointments at WUPW(TV) Toledo, Ohio: **Gregg Darah**, local account executive, to regional sales manager; **Sheila Oliver**, corporate sales manager, Hilton Hotel, Toledo,

and **Brian Davis**, sales representative, Dun & Bradstreet, Toledo, to account executives.

Joseph Colucci, account executive, WCAX-TV Burlington, Vt., named assistant sales manager.

Programing

Robert Blay, president, Nova Video Services, Chicago, joins Odyssey International Ltd., Hollywood, as executive VP.

Appointments at Turner Entertainment Networks, Atlanta: **William Merriam**, director of production and operations and production manager, WTBS(TV) Atlanta, to executive VP-operations; **Robert Levi**, VP and general manager, WTBS(TV), to executive VP at TBS.

Christina Thomas, VP of sales and development, D.L. Taffner/Ltd., New York, joins Producers Group International/U.S., New York, as senior VP.



Thomas



Hechtkopf

Jared Hechtkopf, director of market development, Citicorp, New York, joins Home Shopping Network Inc., St. Petersburg, Fla., as senior VP of marketing and president of Home Shopping Club division.

Danielle Korn, VP, director of business affairs, Saatchi & Saatchi DFS Compton, New York, joins Elias associates Inc., New York-based commercial music production company, as senior VP, client services.

Carl Goldman, director of sales-specials, Transtar Radio Network, Colorado Springs, Colo., named VP and general manager of special programing division.

Phoebe Kaylor, director of creative affairs, Lorimar Studios, Culver City, Calif., joins Telecom Entertainment Inc., New York, as VP, creative affairs.

Al Alonzo, program director, WSOL(AM) San German, P.R., joins KMAP(AM) St. Paul, Minn., as VP-programmer.

J.L. Armstrong, business affairs executive, Universal Television, Universal City, Calif., named director of business affairs.

Lee Douglas, president and general manager, KHIT(FM) (now KNUA(FM)) Bremerton, Wash., joins Transtar Radio Network, Colorado Springs, Colo., as director of affiliate relations.

Wayne Campbell, marketing director, Film House Inc., Nashville-based film production and broadcast marketing service company, named executive director of marketing.

Lowell Mate, manager, current series pro-

grams, ABC Entertainment, New York, named director, current series programs.

Valerie Casey Grady, marketing director, MTV Networks Inc., New York, joins The Discovery Channel, Landover, Md., as director of marketing.

Dorothy Bailey, postproduction supervisor, NBC Productions, New York, named Los Angeles-based director, postproduction.

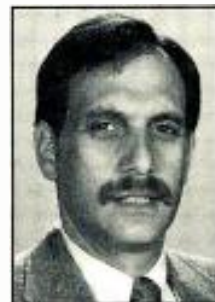
Robert Boden, program executive, CBS Entertainment, Los Angeles, joins Barry & Enright Productions, Century City, Calif., as director of game show development.

Appointments at Tri-Comm Productions Inc., Hilton Head Island, S.C.-based video production company: **Gina Foreman**, freelance marketing consultant, to director of marketing; **Jonathan Dugas**, Virginia Beach, Va.-based freelance videographer, to production assistant.

Appointments at ESPN, Bristol, Conn.: **Mike Aresco**, counsel, to assistant general counsel; **David Pahl**, senior associate, Paul, Rifkind, Wharton & Garrison, New York, to assistant general counsel; **David Brown**, graduate, William A. Simon Graduate School of Business, University of Rochester, Rochester, N.Y., to program analyst; **Barry Black**, director, employee relations, to director, human resources and organizational development; **Catherine Rasenberger**, account executive, to director, international sales.

Craig Cohen, account executive for time banking, Orbis Communications, New York, named account executive.

News and Public Affairs



Bergson

Roger Bergson, news director, KXTV(TV) Sacramento, Calif., joins WXII(TV) Winston-Salem, N.C., in same capacity.

Appointments at WMHK(FM) Columbia, S.C.: **Jim Mills**, assistant news director, to news and public affairs director; **Suzanne Kolomaznik**, overnight announcer, to morning news anchor.

Ed Bell, news director, WHDH(AM) Boston, joins WNEV-TV there as managing editor.

Khalim Piankhi, senior producer, WHMM(TV) Washington, joins WUSA(TV) there as manager, community affairs.

Don Dare, general assignment reporter and substitute anchor, WSVN(TV) Miami, joins WCIX(TV) there as Broward County news bureau chief and reporter for 10 p.m. news.

Kirstie Wilde, anchor, KNBC-TV Los Angeles, joins KTTV(TV) there as 10 p.m. co-anchor.

Appointments at WJLA-TV Washington: **Meredithe Buel**, state capital reporter and weekend anchor, WBAL-TV Baltimore, to weekend news anchor and general assignment reporter; **Jerry Brown**, weekend weather-

caster, WCVB-TV Boston, to weeknight weathercaster.

Angela Cain, general assignment reporter, WRTV-TV Indianapolis, named weekend co-anchor.

Steve Riordan, graduate, Fordham University, New York, joins KHBC-TV Hilo, Hawaii, as weekend anchor-general assignment reporter.

Marc Middleton, weekend sports anchor, WESH-TV Daytona, Fla., named weeknight sports anchor.

Art Holliday, weekend sports anchor-reporter, KSDK-TV St. Louis, named 5 p.m. sports anchor. He is succeeded by **Drew Smith**, sports director and sports anchor, WICS-TV Springfield, Ill.

Ken Adelson, sports director, WLOS-TV Asheville, N.C., joins WVIT-TV New Britain, Conn., as weekend sports anchor.

James Jordan, news-sports photographer, WNEM-TV Bay City, Mich., joins WJRT-TV Flint, Mich., as sports reporter.

Nathan Roberts, lead news anchor, KOB-TV Albuquerque, N.M., joins WTTG-TV Washington, as weekend sportscaster-reporter.

Alby Oxenreiter, weekend sports anchor and sports reporter, WNEP-TV Scranton, Pa., joins WTAE-TV Pittsburgh, as weekend sportscaster and weekday sports reporter.

Appointments at WICD-TV Champaign, Ill.: **Melissa Vaughn**, reporter-weathercaster, WMGC-TV Binghamton, N.Y., to reporter-weekend weathercaster; **Terese Thomas**, weekend anchor, WTWO-TV Terre Haute, Ind., to general assignment reporter; **John Eisenhour**, news photographer, WEIU-TV Charleston, Ill., to same capacity; **Sally Davis**, production staffer, and **Bill Shaner**, graduate, Illinois State College, Normal, Ill., to news photographers.

Lynne Joiner, freelance journalist and documentary filmmaker, joins KRON-TV San Francisco as general assignment reporter.

Brad Sattin, graduate, Elizabethtown College, Elizabethtown, Pa., joins WLYH-TV Lancaster, Pa., as reporter.

Keith Weinman, business editor-morning news anchor, KOA(AM) Denver, joins KMGH-TV there as business reporter.

Sheila Saints, anchor-producer, WNS-TV Wilmington, Del., cable channel, joins WTOG-TV Savannah, Ga., as general assignment reporter.

Mark Frawley, broadcast executive for D.C., Maryland, Virginia and West Virginia, Associated Press, Washington, named to same capacity for Pennsylvania, Delaware and New Jersey.

Leesa Kelly, writer-associate producer for 10 p.m. newscast, WTTG-TV Washington, named producer of weekend newscasts.

Appointments at KIRO-TV Seattle: **Donna Harui**, 11 p.m. producer, to 6:30 p.m. producer; **Mark Clark**, 6:30 producer, to 11 p.m. producer.

Randall Yip, 5 p.m. producer, KLAS-TV Las Vegas, joins KFSN-TV Fresno, Calif., as producer.

Appointments at WHEC-TV Rochester, N.Y.: **Jeffrey Forthman**, photographer, WROC-TV Rochester, to full-time photographer-editor; **Renee Sotille**, production assistant, WXXI-TV Rochester, to part-time photographer-editor; **Rebecca Johnson**, 11 p.m. producer and co-anchor, WETM-TV Elmira, N.Y., to part-time reporter.

Appointments at WOWT-TV Omaha: **Sue Baggerly**, reporter, WOWT state bureau, Lincoln, Neb., to assistant assignment editor; **Gary Johnson**, reporter, KOLN-TV Lincoln, to same capacity; **Merlyn Klaus**, weekend sports anchor, to sports producer.

Technology

Raymond Rask, VP, MultiComm Telecommunications Corp., Arlington, Va.-based company focusing on data delivery via FM subcarriers, named chief operating officer. He succeeds **Bruce Goodman**, resigned.

Curt Howard, president, Telescript Industries Corp., Van Nuys, Calif.-based equipment manufacturer, resigns.

Crawford (Mac) McGill, VP, technical operations, East Coast, NBC, New York, named VP, operations and technical services, West Coast. He succeeds **Joseph Ulasewicz**, who will retire in July.

Shane Dickey, director of engineering, Silicon Graphics Computer Systems, Mountain View, Calif., joins Digital F/X Inc., Santa Clara, Calif., as VP of engineering.

Appointments at Microwave Filter Company Inc., East Syracuse, N.Y.-based producer of electronic filters for, among other things, cable and broadcast television and satellite communications: **Robert Portmess**, manager of manufacturing, to VP of manufacturing; **Jay LaBarge**, marketing manager, to VP of marketing.

Marty Blanchard, marketing analyst, magnetic tape division, Ampex Corp., Redwood City, Calif., named senior market research and planning analyst.

Appointments at WMHT-TV Schenectady, N.Y.: **Kenneth Britton**, engineering manager, to chief engineer; **Derk Jan van Rijsewijk**, electronics technician, to assistant chief engineer; **Bill Winans**, electronics technician, to control room supervisor.

Ted Lester, Atlanta-based sales engineer, Sony Broadcast Products, Teaneck, N.J., joins WDTN-TV Dayton, Ohio, as chief engineer.

Don Duncan, chief engineer, KCRA-TV Sacramento, Calif., named director of engineering at parent company, Kelly Broadcasting Co., Sacramento-based owner of KCRA-TV and KCPQ-TV Tacoma, Wash.

Appointments at Acrian Inc., San Jose, Calif.: **Matias Pardo**, VP of operations, Linear Monolithics Inc., Westlake, Calif., to general manager of GaAs Semiconductor Division; **William Christie**, West Coast sales-marketing manager, Litton Electron Devices, San Jose, to Western regional sales manager.

Reuben Gant, corporate relations manager, United Video, Tulsa, Okla., named manager of corporate accounts for video services.



May Day. Walter May (!), president, WPKE(AM) Pikeville, Ky., received National Association of Broadcasters award for his "pioneering work in helping to establish NAB's engineering laboratory." He was presented with a plaque by NAB president and CEO Edward Fritts at the April 12 joint radio and television luncheon at the NAB convention in Las Vegas. May was Radio Board chairman from 1978 to 1979. He is currently president of Jefferson-Pilot Communications Co.

Spence Burton, graduate, California State Polytechnic University, San Luis Obispo, Calif., joins Alpha Audio, Minnetonka, Minn., as technical manager.

Ronald Lease, manager, facilities and sub-carrier operations, TVSC Pittsburgh, joins TPC Communications Inc./Channel One Ltd., Sewickley, Pa., as manager, operations and engineering.

John William (Bill) Park, VP of marketing and sales, Quanta Corp., Salt Lake City-based equipment manufacturer, joins DSC, Gainesville, Fla., as national sales manager.

Stan Durey, manager of marketing and development, First Data Resources, Omaha, joins General Instruments's Jerrold Subscriber Systems Division, Hatboro, Penn., as director of customer support programs.

Appointments at Wold Communications Inc., Los Angeles: **James Christe**, manager of satellite news services, sales group, named manager of traffic and facilities in operations; **Mark Anderson**, manager of program operations, ABC Entertainment, New York, to manager of network control.

Fred Elkins, senior design technician, Sony Corp.'s Pro-Audio Division, Fort Lauderdale, Fla., joins RAM Broadcast Systems Inc., Palatine, Ill.-based equipment manufacturer, as manager of research and development.

Jeffrey Ross, inside sales administrator, professional electronics division, Mitsubishi Electric Sales America Inc., Piscataway, N.J., named Western regional sales manager.

Promotion and PR

Jeanne Kosek, assistant promotion manager, KARE-TV Minneapolis, Minn., named advertising and promotion manager.

Jim Ladas, senior producer, Cablesystems

Advertising, Quincy, Mass., joins WNEV-TV Boston as promotion producer.

Thursa Thomas, program manager, WJLA-TV Washington, named VP, communications.



Thomas



Storms



Simon

Susan Storms, director of creative services, WHN(AM) New York, joins ABC Radio Networks, New York, as director-publicity and public relations.

J. Mathy Simon, manager, advertising and promotion, Orion Television Syndication, Los Angeles,

named director, advertising, publicity and promotion.

Catherine Gordon, director of event marketing, Siebel-Mohr Inc., New York, joins Starstream Communications Group Inc. as senior director of promotion.

Eric McLamb, VP of communications, Hauser Communications Inc., Rockville, Md., joins The Discovery Channel, Landover, Md., as director of communications.

Daniel Scanlan, morning anchor and reporter, WJKS(TV) Jacksonville, Fla., joins Caraway Kemp Communications, Jacksonville-based advertising, marketing and public relations agency, as director of public relations.

Tina Ann Stove, community support manager, development department, noncommercial WHYY-FM-TV Wilmington, Del., named public information associate.

Philip Zaleon, graphics director-news, WSYX(TV) Columbus, Ohio, joins WXFL(TV) Tampa, Fla., as director of art and graphics.

Allied Fields

Steve Thaxton, advertising and promotion director, KARE(TV) Minneapolis, joins Frank Magid Associates, Marion Iowa, as head of marketing consultation division.

Richard Fielding, lawyer who most recently traded stock index futures and options at New York Futures Exchange, joins Federal Trade Commission, Washington, as director of newly created Office of Consumer and Competition Advocacy.

Appointments at newly combined firm of Broadcast Investment Analysis Inc. and Frazier, Gross & Kadlec Inc., Washington:

Thomas Buono, president, BIA, adds duties as chief executive officer of combined firms; **Charles Kadlec**, president, FG&K, adds duties as executive VP for business development for combined firms.

Carmen Martinez, public service director, WLTW(TV) Miami, and **Paul Kaniewski**, on-air promotion manager, WTVJ(TV) Miami, form Ideas In Media Group, Miami-based media services company specializing in production of television and radio commercials and programs in English and Spanish.

Erwin (Nick) Nicholson, former executive producer of daytime drama, *Edge of Night*, named coordinator, 1988 Daytime Emmy Awards, National Academy of Television Arts and Sciences, New York.

Appointments at X*PRESS Information Services Ltd., Denver: **Gary Clark**, Western regional manager, L.B. Foster Co., Denver, to manager-national accounts; **Elizabeth Blick**, manager, office operations, Ash & Co., Castle Rock, Colo., to product manager; **Charlene Hill**, sales training instructor, NBI Inc., Boulder, Colo., to director of software marketing programs; **Sue Gunn**, managing editor, named director of communications, X*PRESS information stream.

Henry Cauthen, president, South Carolina Educational Television, Columbia, was recognized as "Outstanding Public Television Manager" by Public Broadcasting Service and National Association of Public Television Stations at Washington banquet on April 11.

Harvey Gersin, co-principal and executive VP, Reymer & Gersin Associates Inc., Southfield, Mich.-based broadcast research and consulting firm, resigns. He will continue providing marketing and consulting services to company.

Frederick Bliss, senior associate, Frazier Gross & Kadlec, Washington, joins Kane Reece Associates Inc., Metro Park, N.J.-based financial and management consulting group, as principal.

Julie Guerrero, VP and director of local broadcast, DDB Needham Worldwide Inc., Chicago, joins CPM Inc. there as manager of broadcast operations.

Deaths

Woody Kling, 62, television writer and producer, died April 10 of lung cancer at UCLA Medical Center in Los Angeles. Kling's broadcasting career spanned four decades and included two Emmy Awards. He co-wrote well-known theme song, "We're the Men from Texaco," as well as many other numbers for Milton Berle's *Texaco Star Theater* on NBC-TV. Kling wrote and helped produce Jackie Gleason variety show as well as Carol Burnett show for which he won Emmy Award in 1972 and 1973. He was co-executive producer of Norman Lear's *All in the Family* and he created and produced *Casper, the Friendly Ghost*, animated feature for King Features. Kling is survived by his wife, Mary, and one son.

Henry S. White, 80, television and film executive, died March 31 of heart attack at

New York University Hospital in New York. After serving in World War II, White helped to found World Video, television production company based in New York that won Peabody Award for television drama. During 1950's he held executive positions at CBS and Screen Gems Inc. In 1960 White became VP and general manager at WNTA-TV (now WNET(TV) Newark, N.J. White joined Sagittarius Productions, producer of made-for-television movies, as president in 1967. He subsequently won Golden Palm Award at Cannes Film Festival in 1972 as executive producer of film, *Joe Hill*. White is survived by three daughters.



Dargan

Thomas R. Dargan, 63, senior VP of broadcasting, KATU(TV) Portland, Ore., died April 12 of cancer at Hospice House in Portland. Dargan began his broadcasting career at KING-TV Seattle in news and special events area. He later became program director at KGW-TV Portland. While there, he created and produced with Portland physician Lendon Smith *The Children's Doctor*, national program on ABC. In 1969, after spending two years as general manager at KING-TV, Dargan joined Fisher Broadcasting as VP and station manager at KATU(TV). He served as president of Oregon Association of Broadcasters and received their Oregon Broadcaster of Year award in 1984. During his career, Dargan also worked on various documentaries, several of which were nominated for Emmy Awards. He is survived by his wife, Margaret, one daughter and one son.

William A. Morris, 55, advertising executive, died April 9 of cancer at St. Luke's Hospital in New York. Morris held variety of positions with Blair Television, New York, and served for three years as president of Quantiplex, Blair subsidiary. He also held sales executive positions with CBS Television, Westinghouse Broadcasting, RKO General and Compton Advertising. He is survived by his wife, Donna, two sons and one daughter.

Gerald Francis Harvey, 39, cable programming executive, died April 9 at his Westwood, Calif., home. According to Los Angeles police statement, Harvey shot his wife and then took his own life. At time of his death, Harvey was VP of programming at Z Channel, Los Angeles-based pay cable television service. He joined Z Channel in 1980.

Dora Cox Bill, 77, founder and past president of rep firm, died March 29 of heart attack at Bryan, Tex., hospital. Bill founded Dora-Clayton Agency Inc., Decatur, Ga.-based radio and TV rep firm, in 1947. In 1970 firm was bought by Dan Haight with Bill staying on as consultant up until few years ago. She was past national president of American Women in Radio and Television and was retired public information officer for U.S. Department of Health, Education and Welfare in Washington. Bill is survived by her husband, Russell, and one daughter.

Major Market Radio's ever-traveling man

The call came at 9:30 a.m. on a Monday morning: "Warner can't meet with you today," the voice said. "He suddenly decided to fly to Detroit last night. We need to reschedule your appointment." The following Thursday afternoon, Major Market Radio President Warner Rush stayed put just long enough for an interview at the company's Park Avenue offices. Then it was on to a 14-way conference call at 4:30 and a flight to Miami two hours later. An extraordinarily hectic half-day in the life of Warner Rush? "Just business as usual," says Les Goldberg, president of Interep, MMR's parent company. "His foot is on the gas pedal 24 hours a day."

In this age of rep company consolidation and revolving managers, the ubiquitous Rush holds the distinction of being in the post of national radio rep president longer than any of his counterparts at a major rep, having assumed that post in 1979. At that time, recalls Rush, Gene Autry, chairman of Golden West Broadcasters, which then owned Major Market Radio, had decided to change the direction of the company from a "very selective" in-house rep organization representing MOR stations, to a full-service, multiformat rep company. "We decided to play real radio rep and went out and signed AOR and Spanish-language stations." Interep purchased MMR from Golden West in 1982.

Under Rush, 53, the company has both broadened its station client base from 14 markets to 64 and more than doubled its staff from 25 to 60. Since 1979, MMR's gross billings have jumped from \$22 million to \$80 million.

Rush's tenure in radio advertising was preceded by a turn at the mike as part-time then full-time announcer at WCRV(AM) Washington, N.J., in 1957. "When I saw the salespeople making twice as much money as I was, I knew I was on the wrong side of the fence," he says. Rush moved to the other side as general sales manager of WGRQ(AM) Kingston, N.Y. But it was not long before the native of Morristown, N.J., a suburb of New York City, set his sights on the top. "Small-market radio was fun up to a point," he says, "but I wanted to work in the Big Apple. I applied at WINS(AM), which was rocking at the time [the station aired top 40 in the early 1960's] and was hired as an account executive."

Rush worked at WINS from 1962 through 1964 before jumping to WNBC(AM) there in the same capacity. But the following year he got the station job that would have the most influence on his career. "WHN(AM) New York approached me with a job offer and the promise of a management position," Rush says. "I jumped at it." Rush went to WHN as account executive in 1965 and, less than a



JAMES WARNER RUSH—president, Major Market Radio, New York; b. Sept. 29, 1934, Morristown, N.J.; BA, English, Lafayette University, Easton, Pa., 1958; announcer and salesman, WCRV(AM) Washington, N.J., 1957-60; general sales manager, WGHQ(AM) Kingston, N.Y., 1960-62; account executive, WINS(AM) New York, 1962-64; account executive, WNBC(AM) New York, 1964-65; account executive, WHN(AM) New York, 1965-66; national sales manager, WHN, 1966-67; general sales manager, WHN, 1967-73; executive vice president and general sales manager, Major Market Radio, New York, 1973-79; present position since 1979; m. Nancy Mauser, Jan. 27, 1957; children—Julia, 30; Jamie, 25; Jennifer, 24; Jessica, 13.

year later, became national sales manager. "We became very successful with the [MOR] format," he says. Rush became the station's general sales manager in 1967.

WHN's national representation firm was then MMR (the station is now WFAN(AM), represented by Eastman Radio). "A job opening became available on the rep side and I took it. It looked like a great challenge." In 1973, Rush joined MMR as executive vice president and general sales manager. The company had only recently come under the complete control of Golden West, having previously been co-owned by Golden West and Storer and, before that, by Golden West and Westinghouse.

Rush's challenge was about to begin with the reformation of MMR under Golden West. "We recognized," he says "that with FM penetration and deregulation, we were barking up the wrong tree." That led Autry to redirect the goals of the company, explains Rush, who was then elevated from the executive vice president's spot to the presidency.

According to Rush, MMR's mission is twofold. "We want to maximize business opportunities for our stations while creating an environment in which the broadcaster feels good about the rep," he says. "That's why we do our 'fly-in' meetings. It started in 1979 in Kansas City, Mo., with the idea of bringing broadcasters together for sharing

ideas," Rush says. The MMR meeting is gradually becoming an industrywide event, with the last gathering, which occurred in La Costa, Calif., in February, attracting such noted speakers as former Secretary of State Henry Kissinger. Attendance has grown from 60 in 1979 to 307 this year.

Rush, not content with the languishing spot sales that confronted him in 1986, decided to do something about it. In September of that year, during the NAB Radio convention in New Orleans, he helped form a national spot radio task force, charged with promoting spot selling to advertisers and agencies.

While spot sales in 1986 were flat, sales in 1987 were down. "Nineteen eighty-seven was the worst year in national spot radio in the past 14 years," says Rush. "And that was a function of an industry that was not paid attention to by the people in it," he says. "We don't want to go through another year like 1987 again. It cost us dearly."

Rush says today's radio rep industry continues to "hurt itself." The rep industry right now (primarily Katz, Interep, Eastman and CBS) is exchanging checks, says Rush, referring to the practice of reps pitching one another's client stations and then buying their contracts out. "This is insane," he says. "There has to be something written into the government guidelines, so we [the major rep companies] can work together."

One such possibility, says Rush, is a joint venture with another rep company in selling a particular format, such as Hispanic. "Instead of Katz and Interep killing each other over that area," he says "and, at the same time, going up against Lotus and Caballero [two Hispanic rep companies], maybe there could be one Hispanic department funded by the participating firms."

In addition to placing a high premium on securing national radio accounts, Rush is a staunch believer in maintaining his station client base. But Rush's "here today, off to see a client tomorrow" work style is apparently not a chore. "I love to fly commercially all over the country," says Rush.

The MMR president says that his company is part of Interep's new "radio store" sales approach. "We decided that if advertisers walked into a rep firm, they should be able to put together any sales package they wish," says Rush. Interep, which operates six rep companies including MMR, has appointed the firms' respective presidents to head committees to assist advertisers and agencies in such areas as barter, network, syndication and sales promotion, Rush says.

"This approach will entice younger people into the business and will give some of the people doing it for years a chance to realize there's more to radio selling than just pitching advertisers on a cost-per-point basis," says Rush, getting up from his chair to check with an assistant on the timing of his conference call.

Lorimar Telepicture ended preliminary merger talks with Warner Communications last week, leaving doubts on Wall Street as to whether the TV studio can fund its aggressive film production plans, or instead must exit that business or otherwise restructure. Discussions apparently stalled on value of Warner's bid, reportedly in \$12-\$13 range. Some analysts speculated deal may have also been stymied by financier Marvin Davis's unsolicited and unsubstantiated \$17-per-share offer, which effectively set price floor. Lorimar stock, which had climbed to more than \$15 after Warner talks began in early March, fell \$1.50 to \$12.625 last Tuesday, April 13, after negotiations ended, with Warner stock up 87.5 cents to \$32.50. Lorimar closed at \$11.75 last Friday. Studio has strong TV production and syndication business but is now feeling pressure to drop motion picture and home video efforts that accounted for substantial write-offs in last fiscal year. Lorimar has restructured film operation, however, and is scheduling number of films for release later this year and next, in part using cash gained from divestiture of TV station operation, advertising and publishing business. Company, which has been trying to raise up to \$100 million from new bank line, must seek further infusion to back expanded film production efforts, as well as to continue new TV series development, analysts said.

TVX Broadcast Group board of directors approved recapitalization plan in principle last week, independent TV station group owner said. Company has been trying to refinance \$248-million bridge loan from investment bank Salomon Bros. that was used to purchase five Taft Broadcast TV stations. Plan, proposed by Salomon, will be studied by special committee of board and voted on at annual shareholder meeting in July. Recapitalization calls for private placement of \$210 million in notes to retire

In search of a syndex solution

There is a possibility the cable industry is interested in finding a workable solution on syndicated exclusivity with broadcasters, according to reports out of last week's NAB convention in Las Vegas. The FCC is moving toward adoption of new syndicated exclusivity (syndex) rules that would require cable systems to delete syndicated programming on superstations or other distant signals for which local television stations have exclusive local rights. NAB President Eddie Fritts told BROADCASTING he was given the "authorization" from his television board to "see what kind of deal we can put together" with the National Cable Television Association.

According to a source, Fritts and NCTA President James P. Mooney are expected to discuss ways to solve the problem of blackouts. Among the possible solutions that might crop up is a concept that would enable a cable operator to substitute programming from the distant signal with that of the local station that has claimed exclusivity. Broadcasters would qualify for syndex as long as they guarantee the same series of programs are made available to the cable operator. It is an idea said to have been discussed by Hollywood and cable executives currently in the midst of negotiations (BROADCASTING, April 11). According to an NCTA source: "This concept of program substitution is coming off in the press as much more developed and farther along than it is. In reality, it is only one of a variety of ideas being explored in the search for a solution to this extremely complex issue."

The idea might not receive such a warm reception from the Association of Independent Television Stations. Said INTV President Preston Padden: "Nobody has approached us with specific proposals. If the proposal is to require stations to prepare integrated tapes of programming and commercial material several days in advance and deliver them to all of the cable systems in the zone of exclusivity, it could only have been proposed by someone who has never worked at a TV station. It would be a logistical nightmare."

Records division sale boots CBS first quarter

Driven largely by the sale of its records division to Sony Corp. in January, CBS net income for the first period rose almost 18-fold to \$911.3 million (\$35.34 per share), despite a 5% drop in sales, to \$696.3 million, for the same period. The company said the \$2-billion sale accounted for \$886.6 million of CBS's first-quarter net income. Income from continuing operations was also up sharply—to \$44.7 million from \$7.8 million a year ago. The company stressed that the gain was "principally due to interest income, largely as a result of the cash generated from asset dispositions." The company earned \$51.7 million in interest income, including \$14 million on the sale of U.S. Treasury securities. Also helping the company's bottom line in the first quarter was a reduction in corporate expenses, which were down 25%, to \$8 million, as the result of staff reductions.

CBS/Broadcast Group sales were off 5% to \$696.2 million for the quarter, and profits were down 29%, to \$15.6 million, in the same period. A company official confirmed that the CBS Television Network lost approximately \$10 million for the quarter, meaning that all of the profits for the group for the quarter came from the owned stations division. CBS finished in third place for the 1987-88 prime time season (which ends today; see story, "Top of the Week"). But the company said the profit decline for the Broadcast Group was due to inflation a year ago caused by coverage of the Super Bowl and the NCAA basketball tournament. (ABC carried the Super Bowl this year, and the basketball tournament, carried by CBS, fell in the second quarter this year).

indebtedness and exchange with Salomon of \$135 million of new issue of redeemable preferred stock convertible into common stock at \$5.75 per share for remaining \$58 million of indebtedness, \$52 million of outstanding preferred stock and approximately \$25 million of additional cash.

Three network affiliates in Great Falls, Mont.—KFBB-TV (ABC), KRTV-TV (CBS) and KTGF-TV (NBC)—are teaming up with Tele-Communications Inc. to build \$300,000-microwave distribution system to deliver their signals to TCI cable systems on so-called "high-line" area north and east of city. In addition to three network signals, signal of state's only public station, KUSM-TV Billings, will also be included in microwave distribution to communities between Chinook and Glasgow. Montana Senator John Melcher (D) said agreement was "an example of real cooperation" between broadcasters and cable operators and Representative Ron Marlenee (R) said he was "pleased to see a voluntary agreement made by private businesses without resorting to legislation." TCI owns most of systems in that area of state and had removed Great Falls stations from its systems because of poor quality of signals over existing translator and microwave system. TCI, as interim step, replaced those affiliates with Netlink network affiliate signals from Denver. Although signal dropping caused some friction, two sides—urged on by Washington—began discussions to solve problem, which resulted in last week's announcement. Three broadcasters will each contribute 20% to building 400-mile microwave system. TCI will pay remaining 40% (picking up tab for KUSM) and contribute some already existing microwave equipment worth \$200,000. System is expected to be completed by fall. Number of affected homes is less than 10,000, which parties said necessitated sharing of costs to improve service.

Fox Broadcasting Co., in effort to widen its U.S. reach to 99% of country, is pitching cable industry on joint promotion, marketing and carriage possibilities. Aim of effort, which will officially kick off at National Cable Television Association convention in May, is to have local cable systems take Fox programming into markets

without Fox affiliate, and to promote Fox programming in markets where Fox affiliate is being carried. As inducement, Fox is offering certain cooperative promotion incentives for participating cable systems. "Our records show that about one-third of the cable systems in our non-affiliated markets are importing the Fox affiliate [from an adjacent market] and we're looking for ways to maximize or extend that," said Andrew Fessel, Fox VP of research. For systems not carrying Fox programming, Fox is pitching cooperative promotion agreements or help in increasing station's ratings to levels that would prevent systems from having to pay distant signal copyright fees. For systems already carrying affiliate, cooperative agreement could include cross-promotion tradeout advertising between system and Fox affiliate. Fox is also preparing cable bill stuffers and updated channel converter cards.

Twenty-six-day strike involving Screen Actors Guild and American Federation of Television and Radio Artists against advertising agencies ended on Friday, April 15, with unions receiving new, three-year contract that includes provisions for residual payment for commercials carried on cable, strikers' principal grievance. On Saturday, April 9, negotiating committee for SAG/AFTRA approved temporary settlement and submitted proposal for vote to joint boards in Los Angeles and New York. Los Angeles board voted to approve settlement on Tuesday, April 12; New York board followed suit on Thursday, April 14. Contract provides for 10% increase—to \$366—for initial studio appearance fees. Radio performers receive increase of 13.5% for various studio fees. Cable residual provision provides for television commercial actors to receive compensation from spots that move from network television to cable. Actors will receive flat fee of \$366 for each 13-week cycle that commercial runs on cable. After 18 months, fee will increase to \$385. Union had hoped to get residual agreement based on number of cable subscribers in cable system. "Although we didn't get the residual fee based on subscriber numbers," said Pam Fair, AFTRA spokeswoman, "we're pleased to have worked out the 13-week cycle payment program."

Florida court has put end to Outlet Communications' antitrust suit against Wheel of Fortune syndicator, King World Productions, on grounds that Outlet presented insufficient evidence to back up its claims. Prior to last week's decision, court had already dismissed racketeering charges against King World. Breach of contract allegation by Outlet was withdrawn prior to verdict. Outlet filed the suit in November 1985. April 14 directed verdict by Federal District Court concerned much-publicized allegations that King World had attempted to "block book" *Wheel of Fortune* with two other programs to Outlet's then-owned WCPO-TV Orlando, Fla. (The station has since been sold to First Media Corp. for \$180 million to help finance a leveraged buyout of Outlet Communications from the Rockefeller Group by its management and Wesray Capital Corp.)

Classical music KFAC(AM) Los Angeles was put on block last week by Classic Communications. Station is expected to bring in excess of \$8 million. Handling transaction is Gary Stevens & Co., New York.

Sony Corp. and Ampex Corp., which both introduced new D-2 composite digital VTR's at NAB Convention, **combined for sales of approximately 440 D-2 units.** Ampex reported that "digital recorder orders exceeded 300 units worth an estimated \$30 million." Company was offering two D-2 machines—VPR-300 studio recorder and ACR-225 automated cart system recorder. Sony sold 137 of its DVR-10 digital studio players. Hitachi-Denshi also displayed prototype model of D-2 machine, but was not taking orders. Company plans to begin delivering its VG-500 studio D-2 recorder in one year.

Walter Cronkite's on-air presence for CBS appears to be over. But former anchor and managing editor of *CBS Evening News* said last week he is reviewing "stack" of offers of television

projects from various companies, but declined to say whether either ABC or NBC has approached him. Cronkite is free to do programs for companies other than CBS as of Nov. 4, when his current seven-year contract expires, and has considered starting his own production company. He last appeared on air in prize-winning documentary, *Children of Apartheid*, on Dec. 5, 1987.

Striking Writers Guild will meet with three networks and Alliance of Motion Picture and Television Producers today (April 18) at Alliance headquarters in Sherman Oaks, Calif. Session will be moderated by federal mediation commissioner. Two sides haven't talked formally since March 10. Meanwhile WGA confirmed it ratified two independent agreements last week, while refusing to ratify several others.

John B. Jacob, 61, communications lawyer, died April 11 of heart attack at Augusta, Ga., vacation home he had rented for Masters Golf Tournament. Jacob was partner in Washington-based law firm of Cordon & Jacob (now Cordon & Kelly) from 1969 until he retired in 1984. He specialized in FCC cases. Prior to that he served at Dow Lohnes & Albertson, also in Washington. Jacob is survived by his wife, Margaret Fritsche, one son and one daughter.

NBC-Disney deal done

The much-discussed program production agreement between NBC and the Disney Channel came to fruition last week, with the announcement that NBC Productions will produce 80 episodes of a half-hour comedy, Good Morning, Miss Bliss, for the pay cable network. The deal marks the first time a broadcast network has produced series programming for an exclusive cable run before its network airing.

Disney will have the exclusive rights for two years to carry the series, beginning in September. In September 1990, NBC will gain the exclusive rights, and is expected to air the series on Saturday morning or in a summer daytime slot.

Good Morning, Miss Bliss first appeared on NBC as a special on July 11, 1987, winning its time period. Discussions between Disney and NBC have been going on for several months, with the news first surfacing earlier this year that a production agreement was near (BROADCASTING, Jan. 11). The cost of producing each episode is estimated to be about \$300,000.

Disney plans to insert the weekly program into its prime time schedule, probably early in the week. Disney has the rights to two runs of the program, and the option to pick up additional runs during its contract.

That each programmer has the exclusive rights during the program's run seemed to please both sides. "The advantage of this agreement," said Disney Channel President John Cooke, "is that we have the exclusive first-run rights to this series before any episode airs on a commercial broadcast network." Cable operators were troubled by the short window between runs of It's Garry Shandling's Show on Showtime and Fox Television, and that had been a major concern when news of the Disney deal first surfaced. But the terms of the agreement seemed to satisfy those concerns. "They can't help but love this," said Cooke, and his comments were echoed by Robert Clasen, president of Comcast Cable. "It sounds like a good deal," he said, "for Disney, the cable industry, NBC and the consumer."

The deal reduces the financial exposure of both parties—"more programming at less cost," said Cooke. Brandon Tartikoff, NBC Productions president, said: "We see many long-range advantages for NBC, one being the fact that this type of production will bring a whole new ensemble of creative talent into the NBC Entertainment spectrum."

Editorials

Defused

Something curious happened on the way to the shootout.

According to preliminary indications, there was to have been FCC Chairman Dennis Patrick on one side, standing by principle and the First Amendment, vowing to unregulate broadcasting whether the medium wanted it or not, and National Association of Broadcasters President Eddie Fritts on the other, pleading that the FCC or Congress reregulate broadcasting into a protective cocoon of specialness. Neither protagonist made it to the middle of the street at the NAB convention last week.

Patrick was a principal agent in the turnaround. In appearance after appearance—backstage and on—he made it clear to the industry's leadership that he and his people were reasonable and willing to talk, and that the industry didn't have to turn to Congress to get its way. The chairman was careful not to abandon either initiatives or principle, but he did communicate a flexibility for which he had hitherto not been famous.

But Patrick was not alone in changing the dynamic. A number of broadcasters who continue to believe in the First Amendment and free enterprise made themselves heard in NAB councils last week. One prominent among them remarked as the convention closed: "The reconciliation with the FCC made it possible for those who stand on principle to stiffen their resolve against regulation." Also credited in that context: the videotaped remarks by veteran broadcaster Ward Quaal, urging his fellow broadcasters to stand firm for freedom.

Whether the Patrick FCC can keep to the course of harmony must await succeeding events. Both sides can expect to achieve more progress in a steady wind than in a typhoon.

The hots for HDTV

Serious readers of this issue of BROADCASTING will find a lot of words about high-definition television, few of them particularly comforting to broadcasters. There seems to be general agreement that some form of HDTV or "advanced television," which is not quite as good, is inevitable. But will it be distributed over all elements of the present television system or be available to some but not to others? If the latter, who is to be left out?

Right now the nonbroadcast members of the electronic media are in the best positions to make reasonably early use of the Japanese Muse system, which is true HDTV and the only advanced system of any type to be demonstrated in operation. Muse needs more spectrum space than that contained in the broadcasters' single channels and cannot be received, even in degraded form, on existing television sets. Any television station wanting to broadcast Muse would need a channel and a half for that, not to mention still another channel to transmit its existing service.

The wider spectrum space is already available to cable and to the direct-to-home satellite broadcasting services that are suddenly attracting new interest. The Japanese intend to introduce a DBS system carrying Muse in the next two years. At the Muse receiving end, videocassette recorders with HDTV capacity are said to be nearing the loading dock in Japan for use with the Muse television receivers that are to come from there.

The Japanese activity is aggravating the ulcers that already afflict U.S. government officials who have responsibilities for foreign trade. If it could, the National Telecommunications and Information Administration would get out the whip and chair to drive U.S. electronic interests into the labs for to-the-death combat in HDTV development. The threat of Muse loomed no smaller last week when the latest figures on trade deficits sent the

New York Stock Exchange into the fifth worst dive of its history.

Not surprisingly, NBC is attracting attention with its promise of an advanced and compatible television system (ACTV-I) that can be passed in existing television channels and received on existing television sets (although in no better quality than that now on the tube). NBC also announced at the National Association of Broadcasters convention an ACTV-II that would require more than a single channel of television space but could be received (with present TV quality) on sets now in use. ACTV-II, says NBC, would be the equal of Muse. "Compatibility" is a word likely to be heard more often in HDTV discussions among broadcasters, even though the first piece of hardware is yet to be built for any of the compatible systems, including those being developed by other experimenters in HDTV.

At the NAB convention there were reports of studies that suggest some consumers are left cold to lukewarm when exposed to HDTV. Yet HDTV is clearly developing a life of its own and merits serious attention. The Advanced Television Test Center that a partnership of major television broadcasting organizations has agreed to form takes on new urgency. The center awaits the selection of a managing director to get started on the job of evaluating rival systems of advanced television. It must be thorough and objective, but it mustn't wait too long to start. It could be overtaken by events arranged by others.

Mixed signals

The FCC has dismissed five indecency complaints for lack of evidence or because the evidence was not what the FCC knows as indecency when it sees or hears it. The dismissals will serve some useful purpose if they send a message that the commission did not declare open season on broadcast outlets when it decided to pursue more vigorously whatever violates its collective sense of decency. That still leaves unanswered the question of what would tighten the high collars at 1919 M St., where the FCC's energies are being expended in content regulation for which it has neither the time nor the expertise.

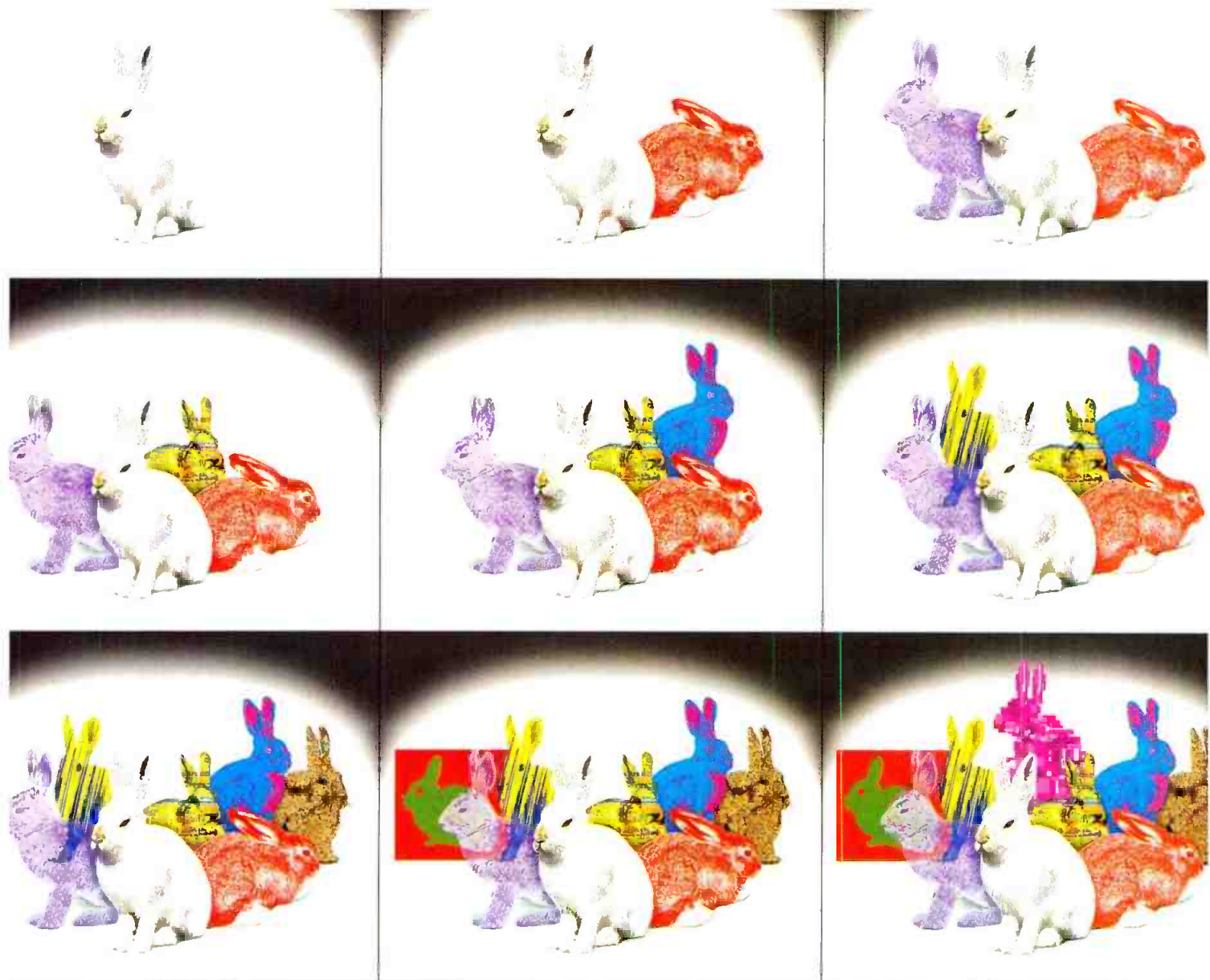
The FCC's stepped-up enforcement of an unclear standard has left nervous broadcasters to guess what will pass muster. And with their licenses and livelihoods on the line, many are likely to err toward the conservative in their program selection. The chill is felt not only by the subjects of complaints, but by all broadcasters forced to predict the predilections in Washington.

FCC General Counsel Diane Killory said the dismissals "demonstrate that we are not approaching this issue with a broad brush." Unfortunately, broad or narrow, the brush is still in the wrong hands.



Drawn for BROADCASTING by Jack Schmidt

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