

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 25



AUL-SAS
ROOM 122
BLDG 1405
MAXWELL

36112

T2364 12K NOV/93

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AL 36112

57th Year 1988

NAB'S FLOOR SHOW
Equipment A to Z
Programming preview:
MIP-TV '88



**WIN, LOSE
OR DRAW
DOES A
FEBRUARY
NUMBER
ON THE
COMPETITION.**

Broadcasting Apr 25

Writers strike: the damage escalates...page 35

'Seeing is believing' at NCTA in LA...page 37

Wrap-up and rundown of NAB's largest exhibit...page 45

LET THE SWEEPS BEGIN □ Although ongoing writers strike has forced cancellation of some scheduled series finales, three commercial broadcast networks are planning more than 50 hours of "special" programming for upcoming May sweeps period. **PAGE 36.**



GOING HOLLYWOOD □ Programing will be major focus of NCTA's annual convention being held in Hollywood's backyard. **PAGE 37.**

ASK AND YOU SHALL RECEIVE □ Request Television announces launch of second pay-per-view service in effort to satisfy growing demand for PPV service and to give consumer "lot of convenience," says Request chairman and CEO, Jeffrey Reiss. **PAGE 38.**

EXTRA INNINGS □ Baseball team owners consider starting all-baseball cable channel. **PAGE 39.**

EVERYTHING'S UP TO DATE IN LAS VEGAS □ NAB's 1988 equipment exhibition sets new records in attendance, square footage and number of exhibiting companies. **BROADCASTING's** roundup of

radio, TV, satellite transmission, production and post-production products offered during show begins on **PAGE 45.** High-definition television had a high profile at NAB convention, with more discussion of medium in meeting rooms and higher visibility of HDTV equipment on exhibit floor. **PAGE 55.**

CANNES DO □ More than 6,000 international TV executives are expected to attend MIP-TV in Cannes, France, this week, including representatives of Hollywood studios, independent producers and broadcast and cable networks. Preview of events and exhibitors begins on **PAGE 58.**

PERCY'S PEOPLEMETERS □ New York-based R.D. Percy plans to take its peplemeter TV rating service national. **PAGE 58E.**

KISS AND TELL □ Former White House spokesman Larry Speakes apologizes for some of his remarks published in "Speaking Out: The Reagan Presidency from Inside the White House." Book review on **PAGE 62.** Former CBS News President Ed Joyce offers vivid picture of CBS News, including provocative portrait of anchor Dan Rather. Book review on **PAGE 68.**

HAPPY SITUATION □ Wilmer, Cutler & Pickering's Timothy Dyk makes it his business to protect broadcasters' First Amendment rights; it's also his pleasure. **PAGE 95.**

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THE HEAVYWEIGHT CHAMPIONS THROUGH

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KING WORLD

IT H 1992

67

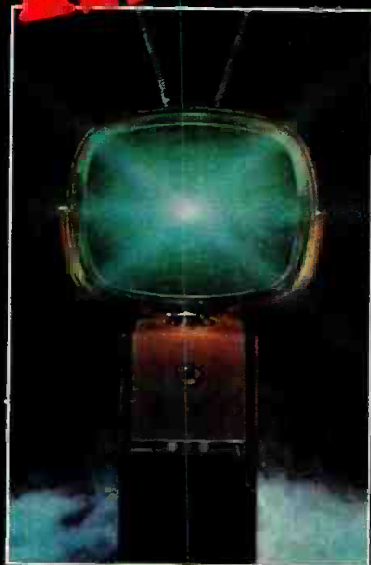
stations planning a knockout future

Renewed through the 1991-1992 season

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
WFAA, Dallas	TeleRep	Belo Corporation	ABC
KHOU, Houston	TeleRep	Belo Corporation	CBS
WEWS, Cleveland	Blair	Scripps Howard	ABC
WAGA, Atlanta	Storer	Gillett Broadcasting	CBS
WTSP, Tampa	HRP	Great American Broadcasting	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
WSMV, Nashville	MMT	Gillett Broadcasting	NBC
WVLT, 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	Talk 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
KCCI, Des Moines	Petry	H & C Communications	CBS
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
WYTV, Youngstown	Seltel	Youngstown Broadcasting Co.	ABC
WAFF, Huntsville	Blair	American Valley Broadcasting	NBC
WIS, Columbia, SC	HRP	Cosmos Broadcasting	NBC
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
KVCB, Las Vegas	Blair	Valley Broadcasting	NBC
WTOG, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVO, Rockford	Adam Young Inc.	Winnebago Television Corp.	NBC
KSBY, Santa Barbara	Blair	Gillett Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	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
WWNY, Watertown	Katz Continental	United Communications	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

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Unshy

National Association of Broadcasters convention, FCC Mass Media Bureau Chief Max Felker said FCC Chairman Dennis Patrick and strong record support some relaxation of duopoly/one-to-a-market rules, but indicated FCC Commissioners Patricia Dennis and James Quello were scouraging move. Two commissioners told BROADCASTING last week they have open minds and are eager to see staff item. However, Dennis said she is wary of any action that dilutes diversity, and Quello said FCC has to be careful not to take action that causes "preemptive strike" by Congress that puts broadcasters in worse regulatory position.

Key witness

John Malone, president and chief executive officer of Tele-Communications Inc., is expected to testify before House Telecommunications Subcommittee at second cable oversight hearing, scheduled for May 11. Malone's appearance is considered significant; TCI, the largest multiple system owner and major investor in variety of cable programming networks, has been at center of concerns about vertical integration within industry.

Inticopier

Prototype for new technology that would inhibit copying of movies by VCR owners will be shown at National Cable Television Association convention by veteran cable operator Richard Loftus, who has sold his Ident Communications Group (see page 5). Technology is in demonstration stage with roll-out at least one year away, but hope is that copyright protection afforded to movie studios would allow Hollywood to shorten window for release of films to pay-per-view services.

Device would be implemented at cable systems, with pricing based on per-transaction fee. Technology could also have DBS applications.

Tryouts

King World will commit to testing "one and possibly two" program ideas that have lured company from producers since views of its "research and development" station group consortium broke just before NATPE (BROADCASTING Feb. 15). "R&D Network" managing director, Jim Jauphinee, vice president of programming at King World, said last week that top priority for station groups involved in

consortium is late night and daytime (9-12 a.m.). R&D Network added King Broadcasting (owner of six stations in Pacific Northwest and Hawaii) to its ranks last week. Other station groups in consortium include Scripps Howard Broadcasting, Midwest Communications, Post-Newsweek Stations and Gillett Group, Inc.

Public HDTV

Representatives of noncommercial KCTS-TV Seattle are in Tokyo negotiating with Japan Broadcasting Corp. (NHK) on possible special to be co-produced in high-definition video. Show would be nature special on life span of salmon to be taped in Northwest. Discussions on project began during HDTV seminar held at KCTS-TV earlier this month. NHK and KCTS-TV are also doing final editing of *Miracle Planet*, co-produced series to be aired on PBS stations next fall. Part of that series was produced in high definition.

Familiar face

Mark Fowler is back. Former FCC chairman, now partner with Washington law firm of Latham & Watkins, said he had "informal discussions" on behalf of clients with some FCC officials and "just said, 'Hi' to others last week, ending year-long exile from agency imposed by federal ethics act. Fowler hopes to extend practice beyond representing firm's common carrier and broadcasting clients at FCC. He said he has become involved in helping to structure and finance business ventures.

More of good thing

Discussions are under way at Fox Broadcasting to determine feasibility of producing hour-long special of Fox's *America's Most Wanted*. Also being discussed is possibility of expanding series to one-hour format on regular basis. Last week, show registered 7.6 rating and 13 share, highest rated show to air on Fox to date. *America's Most Wanted* began airing nationwide over Fox affiliates two weeks ago. Previously it had been seen only on Fox's seven O&Os. Ten "wanted" suspects have been caught after being profiled on show.

Request-3?

Request-2 (see page 37) may not be only new pay-per-view service from parent company, Reiss Media Enterprises. Word in industry is company is also looking to

establish hit movies/late-night entertainment service for hotel-motel market, which company already serves to some extent with Request-1.

Counting pennies

National Association of Broadcasters, in effort to cut back expenses, is implementing new reimbursement policy. Association pays \$100 per diem to members attending board and committee meetings, but under new guidelines, those payments, usually used for hotel accommodations, will be discontinued for "in-town attendees." Also, NAB would invite board or committee members to return all or some of per diem if they can afford it.

Other cost saving being explored is conduct of more meetings via teleconference.

Much on burner

Quantum Media, started last year by former MTV head Robert Pittman with backing of MCA, has eye toward building diversified media company from ground up through wide range of business ventures. Not only did firm offer \$110 million for NBC Radio stations—\$11.5 million short of winning bid—Quantum was also player in last year's sale of ad agency giant, J. Walter Thompson, after quietly amassing 4.9% of JWT stock. There is reported 13-week, prime time series commitment from CBS. Company has two shows going to syndication soon. Feature film deal with Universal Pictures is in works, and Quantum has taken first steps in home video and record markets. Company continues to look for major-market TV station with turnaround potential.

Judgment day

FCC Mass Media Bureau is nearing decision on status of noncommercial KEEF-TV Los Angeles. There have been persistent allegations of mismanagement and misrepresentation on part of Booker Wade, whose presidency of Black Television Network, licensee of KEEF-TV, has been questioned. Commission last year said it had ordered station off air solely because of unauthorized facilities modifications—not because of control dispute between Wade and original BTW board member, Mary Woodfork (BROADCASTING, Dec. 28, 1987). But because Woodfork petitions have challenged Wade's authority, ownership "is one of the questions before us," bureau Deputy Chief Roderick Porter said last week. Porter said too many issues were at stake to predict commission action.

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WGHP, Greensboro • WPTV, W. Palm Beach
KSAS, Wichita • KAIL, Fresno • KGGM,
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WJAC, Johnstown • WETO, Tri-Cities
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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 to allow more than 60% of class As to double power. NAB decided not to support New Jersey plan because of possible interference with class B and C FM's where band is crowded. FCC has released rulemaking authorizing FM's to use directional antennas, permitting allocation of stations in what would currently be short-spaced positions. NAB opposed rulemaking, 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. 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 interfer-

ence standards are adopted. NAB board has called for freeze on additional AM allocations, except where it provides relief from interference from foreign stations, especially Cuban.

Antitrafficking

■ Broadcasters last year turned back congressional efforts to crack down on perceived trafficking in broadcast licenses. Industry gained enough support to sink Senate Commerce Committee Chairman Ernest Hollings's (D-S.C.) proposal to impose 4% transfer fee on broadcast licenses transferred within three years of last sale (BROADCASTING, Dec. 14, 1987). Hollings has revived transfer fee idea and it is subject of Senate Commerce Committee hearing Wednesday (April 27). Legislation was offered last year in House and Senate that would resurrect rules requiring broadcast stations to be owned three years before sale, but no action is anticipated.

Cable Regulation

National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable 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 cable and Hollywood executives are holding meetings to try to resolve differences.

Cable industry is 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 Telcomsubcom hearing in March indicate industry's problems on 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. Second is scheduled for May 11.

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 cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

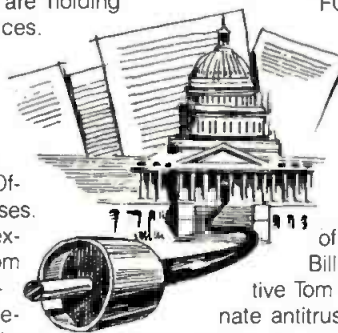
Children's Television

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 require

FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept 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 pending in Senate, but no action is imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Chil-



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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.

dren'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

■ FCC is moving ahead with plans to revamp comparative renewal process. At National Association of Broadcasters convention, FCC Chairman Dennis Patrick called for changes to curb use of process to force broadcasters into lucrative settlements and to establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach

could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

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.

Crossownership

■ **Telco-cable**—Two weeks ago (April 12), FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

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 to 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.

Duopoly/one-to-a-market. FCC officials speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rule-making supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep with Congress, NAB is not pressing for FCC action.

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 session's final hours violated First and Fifth Amendments 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 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. 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 of Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

Direct Broadcast Satellites

■ Latest round of applications filed April 8, FCC brings current total to eight U.S. firms holding or seeking DBS construction permit. Although threat to C-band cable distribution market is cited as major reason for wait-and-

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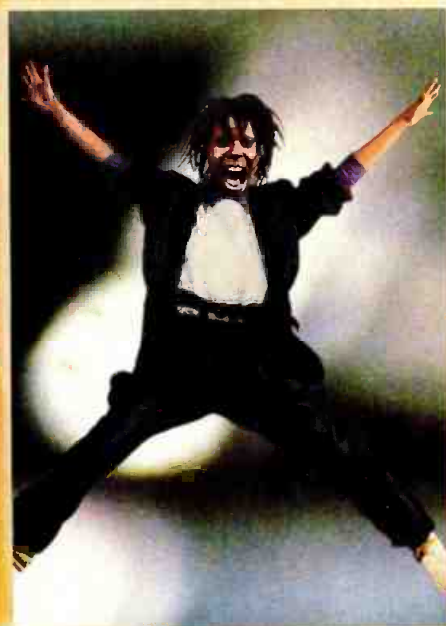
"That's why," says June Conner

with a smile, "when Kyle buys our next transmitter — many years from now — he'll be calling Harris."

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Moving Violations * The Name Of The Rose
Predator * Project X * Revenge Of The Nerds II:
Nerds In Paradise * The Vindicator * Warning Sign



see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by Telecommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension.

TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programming, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programmers and two commercial programmers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year. In January 1988, French government postponed launch of TDF-1, developed in tandem with TV-Sat, from May 1988 until September 1988. European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter.

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.

Federal Trade Commission

It is going to be difficult for Congress to answer FTC's \$67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, \$1.26-million increase over 1988. \$700,000 of increase, said hearing witness FTC Chairman Daniel Oliver, is attributable to staff and salary matters; \$500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released.

High-Definition Television

■ New twists to proposed advanced television transmission systems were on display at NAB convention in Las Vegas (April 9-12). Japan's NHK, developer of Muse system, introduced seven different variations of Muse as possible

evolutionary steps toward system. Three systems will use 6 mhz and will be compatible with NTSC TV sets. Another three will employ 9 mhz with augmentation channel and will also be compatible with NTSC sets. Seventh system, Narrow-Muse, would be transmitted in 6 mhz, but would require converter to be received on NTSC receivers.

NBC announced its proposed second step in development of Advanced Compatible Television (ACTV). ACTV-I, announced last fall, 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 via augmentation channel.

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

Center will provide place for Advanced Television Systems Committee and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from \$700,000 donations each from NAB, NBC, CBS and ABC and from fundraising drives by other partners. Proposal has been submitted to locate facility in PBS headquarters building in Alexandria, Va.

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 dismissed early in April five indecency complaints against two TV stations and three radio stations. But coalition of broadcast groups and citizen groups are pressing ahead in federal appeals court with First Amendment challenge of FCC enforcement of anti-indecency statute.

Meanwhile, FCC staff is trying to decide what action, if any, to take against Media Central's kzkc-tv Kansas City, Mo., for station's May 1987 broadcast of "Private Lessons." FCC sent letter to station last January saying broadcast may have violated its indecency standard and asking for explanation.

FCC's enforcement of stricter indecency

standard has been deliberate. Since standard was adopted in April 1987, it has taken only one additional action—against kzkc-tv.

In response to FCC, Media Central asked FCC not to impose sanctions for airing c "Private Lessons," 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 repeats have been taken.

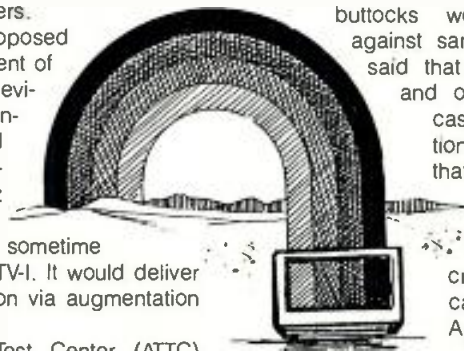
In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1971 *Pacific* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed 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 to children in audience.

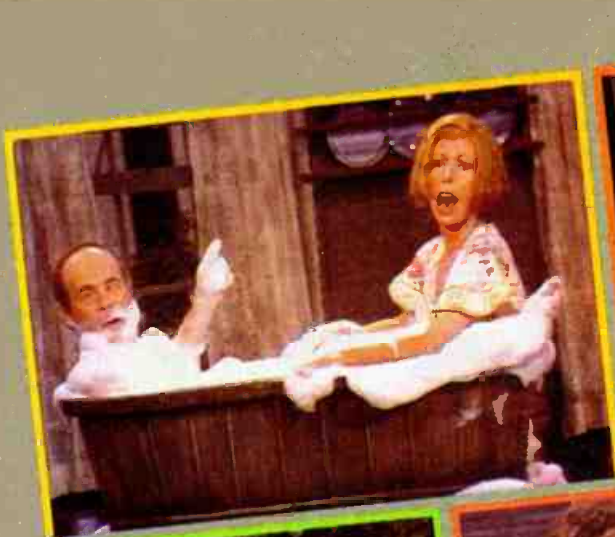
Group of broadcasters joined Action for Children's Television and People for the American Way in petitioning U.S. Court of Appeals in Washington to review, in light of First Amendment, FCC enforcement of tougher broadcast indecency standard.

Child Protection and Obscenity Enforcement Act of 1988 has been introduced or 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

■ Merger talks between Lorimar Telepictures and Warner Communications Inc. have broken off. Lorimar still has on table offer from financier Marvin Davis 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. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company, United Artists Entertainment Co. (UAE). Tele-Communications Inc., which hold 45.9% of United Cable Television and 65.5% of UACI, will have at least 52% in new company. Merger is expected to be completed in second half of year and 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. ¶ U.S. Cable Television Group has closed approximately \$225 million





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#1 W 18-34 ¹	#1 Indie in Time Period ³	#1 Indie in Time Period ³	#1 in Teens ¹	#1 in Time Period ³
10 Rtg.	+104% Tot. W 18-49 ⁴	+120% Tot. W 18-34 ⁴	+400% Share ²	6 Rtg. (+17%) ⁴
24 Share ¹		+80% Tot. W 18-49 ⁴		30 Share (+14%) ⁴

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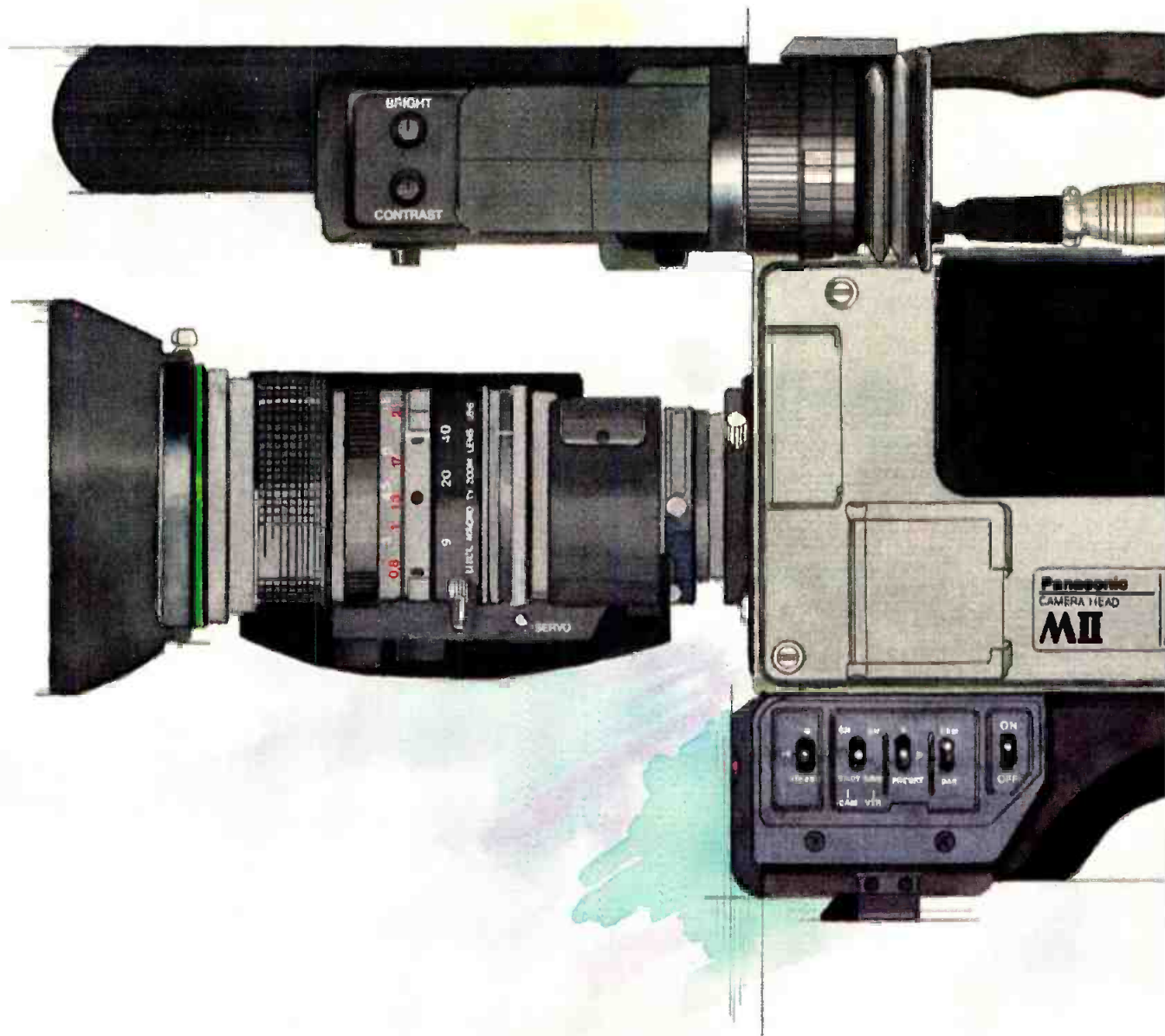
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 3 ARB - Feb., 1988
 4 ARB - Feb., 1988 VS Feb., 1987

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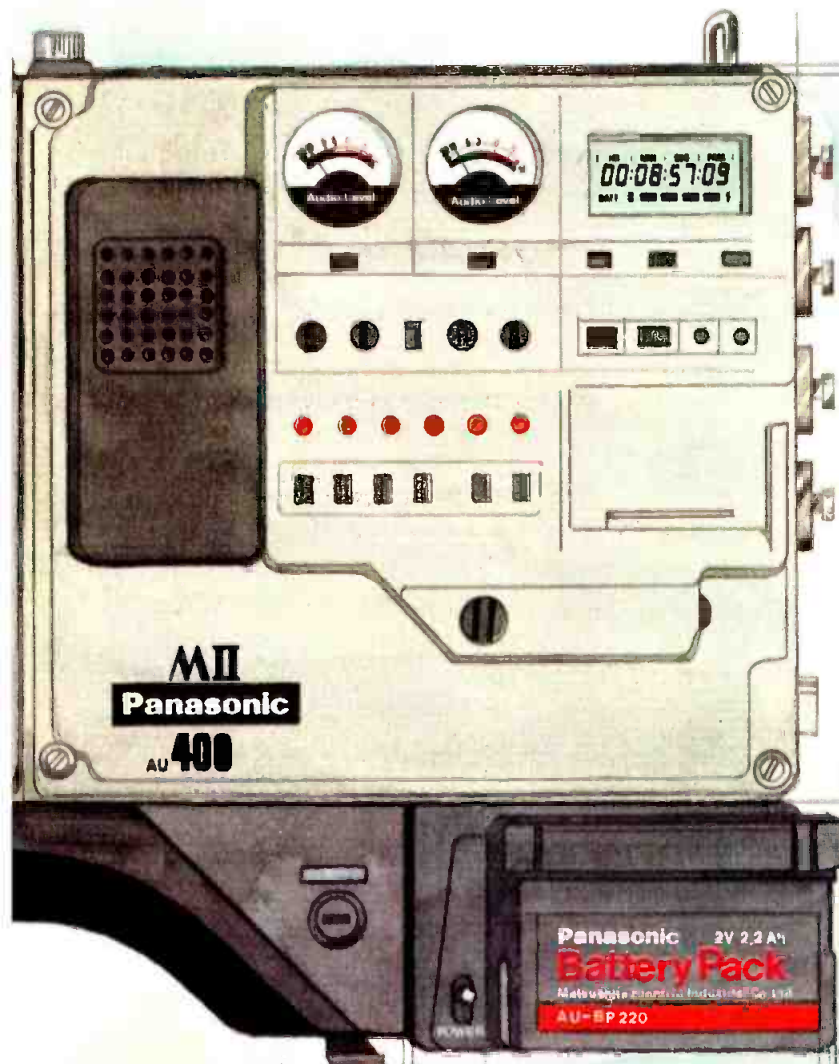
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Southwest: 4500 Amon Carter Blvd.,
Fort Worth, TX 76155; (817) 685-1132.

Western: 6550 Katella Avenue,
Cypress, CA 90630; (714) 895-7209.
Northwest: (408) 866-7974.

acquisition of 135,000-subscriber cable systems of Essex Communications Corp.

Must Carry

■ National Cable Television Association President James Mooney had good news for public television audience in Washington April 11. "If you think it's essential to your welfare," he told them, "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."

Those FCC rules were second version of must-carry rules adopted by FCC, which suffered blow on Dec. 11, 1987, when U.S. Court of Appeals in Washington overturned them on ground they violated First Amendment. That decision was replay of same court's decision overturning original must-carry rules two years ago. Broadcasters suffered second blow when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

FCC, responding to congressional pressure, launched inquiry into local broadcast signal carriage on cable systems in wake of Appeals Court decision. As part of inquiry, FCC is surveying broadcast industry. Last month, Dingell and others asked FCC to collect data on cable carriage of broadcast signals to create record that could justify resurrection of rules. In speech before broadcasters, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) restated his strong support for rules, although he said any action on item is dependent on broadcasters' willingness to accept codification of fairness doctrine (BROADCASTING, March 7).

Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all "cable abuses" that occur following demise of must carry.

Public Broadcasting

■ Senator Ernest Hollings (D-S.C.) was given top award for public broadcaster support at annual public television meeting in Washington last week. Meeting also featured NCTA President James Mooney offering cooperation in resolving issues surrounding carriage and channel placement of public TV stations on cable systems. PBS board April 13 approved \$24.7-million fiscal 1989 budget. NABTS board approved \$1.9-million budget that same day.

Reauthorization hearing April 13 in Senate appropriations subcommittee featured Senator Dale Bumpers (D-Ark.) saying he would not "go along with" OMB recommendations that CPB authorizations be frozen at \$214 million for 1989-91. However, during April 19 House Labor Appropriations Subcommittee CPB hearing, Chairman William Natcher (D-Ky.) said, "It will be right difficult" for House to

appropriate beyond two percent increase ceiling mandated by last December's House budget resolution. CPB is asking increase from \$232 million in 1990 to \$395 million—plus one-time \$200-million appropriation for replacement of satellite—in 1991. Senate and House proposed CPB authorizations of \$304 million for FY 1991 (plus \$200 million for satellite), \$353 million for FY 1992 and \$404 million for FY 1993. National Public Radio and American Public Radio will hold 1988 annual meeting jointly for first time May 18-22 at Adams Mark hotel, St. Louis. Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, is new American Public Radio president. APR had been without full-time president since July 1987.

Representative Ed Markey (D-Mass.), Senators Hollings and Daniel Inouye (D-Hawaii) and National Association of Broadcasters President Eddie Fritts have expressed desire to work for permanent funding for public broadcasters. Two openings remain on CPB board. White House has announced nomination of PBS board member Leslee (Honey) Alexander; she and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding, await Hill confirmation.



Scrambling

■ Legislation pending in Senate that would regulate home satellite marketplace, mandating that cable programmers permit any qualified third party to distribute their services to backyard dish (TVRO) owners is expected to hit Senate floor sometime in May, according to aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. With Gore's decision to withdraw from race for Democratic presidential nomination, senator will be back in Washington full-time and able to devote time to moving bill.

Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose bill. If Senate passes bill, TVRO measure in House could pick up momentum. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has said matter is "front burner" issue for many subcommittee members and indicated discussions are under way on bill's fate (BROADCASTING, April 4).

On other front, House legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners was set for House Copyright Subcommittee vote last week, but because of controversial nature of bill and number of amendments said to be in offing, subcommittee delayed action.

Syndex

■ FCC is moving toward adoption of new syndicated exclusivity 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 (BROADCASTING, March 14). FCC had hoped to take action at April meeting, but the complexity and political nature of issue have pushed date back to May or June.

Principal question still unresolved is whether rules should apply retroactively. Cable and superstation owners are opposed to rules, but say that if FCC is determined to adopt them, they should do so prospectively, allowing impact of rules to be felt gradually. Most broadcasters, led by National Association of Broadcasters and Association of Independent Television Stations, argue that rules should apply retroactively, so that local exclusivity provision contained in rights contracts written since repeal of origin syndex rules in 1980 can be enforced.

NAB and NCTA are expected to engage in discussions on possibility of syndex compromise (BROADCASTING, April 18). Idea that has surfaced would enable cable operator to substitute programming from distant signal for that of local station that has claimed exclusivity. Broadcasters would qualify for syndex as long as they guarantee same series of program carried on local station is made available to cable operator.

Unions

■ Negotiating teams for the Writers Guild of America and the Alliance of Motion Picture and Television Producers—whose strike entered its second month—met with three new works last Monday (April 18), but talks broke off after only 20 minutes. Industry observers suggest that strike will be extended one through delays start of fall season (see "Top of the Week"). WGA has signed two interim agreements, however, one with producers of *Smother's Brothers Comedy Hour*, enabling the mid-season project to complete its run through May 25. Other was with film producer Ivan Reitman Productions.

Victims of strike to date include one high profiled episode of ABC-TV's *Moonlighting* that was to have been shot in 3-D and partly funded by Coca-Cola, which planned to place 3-D commercials in program and distribute 3-D glasses in fast-food chains. Other casualty is CBS's planned midseason, half-hour comedy, *The Dictator*.

Twenty-six-day-old Screen Actors Guild and American Federation of Television and Radio Artists strike against advertising agencies ended Friday, April 15. Unions received new three-year contract providing for residual payment for commercials carried on cable television, strikers' principal grievance. Contract provides 10% increase—to \$366—initial studio appearance fees. Cable residual provision compensates actors for spots that run on broadcast networks and then cable. They receive flat fee of \$366 for each 13-week cycle that commercial runs on cable. Fee will increase to \$385 after 18 months.

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Martin Brandl, Chief Engineer
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Don Hobson, Engineering Manager
KJQY, San Diego, CA
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"I would highly recommend it to anyone—except my competitors!"

Ray Fisher, Program Director
WZIX, Columbus, MS
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"Increased our punch and gave us a fuller sound. It's ultimately clean. In a competitive market, regardless of format, the cleaner sound gets (and keeps) the long-term listener. The added controls give us the advantage of tailoring our sound to the listener."

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Duffy Egan, Chief Engineer
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"Clean and loud."

Barry Mishkind, Chief Engineer
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(Contemporary Hit Radio)

"Clean and natural without being strident. It gives you lots of adjustment capabilities, and will fit almost any format. The manuals are very good as usual."

David Ficker, Chief Engineer
KHOO, Waco, TX
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"Voices sound clean and open, and the music sounds great."

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Matt Conner, Chief Engineer
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Michael Fast, Chief Engineer
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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. (Sold out.) Copacabana, New York. Information: (212) 765-2450.

April 27—*San Diego Communications Council* video-conference 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 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 29**—*Adcraft Club of Detroit* luncheon. Speaker: Robert Klein, host of USA Network's *Robert Klein Time*. Michigan Inn, Southfield, Mich. Information: Lee Wilson, (313) 962-7225.

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 Programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

■ **May 2**—"The Breakup of the Network News Monopoly," forum luncheon sponsored by *Academy of Television Arts and Sciences*. Speaker: Geraldo Rivera of syndicated talk show. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

■ **May 2-3**—*North American National Broadcasters Association* hosts Inter-Union/Intelsat/Signatorie meeting. National Press Club, Washington. Information: (613) 738-6553.

■ **May 3**—*National Association of Minorities in Cable* fifth annual awards breakfast (during NCTA convention). Westin Bonaventure, Los Angeles. Information: (212) 304-3264.

May 3—Press conference and exhibitors workshop: *International Broadcasting Convention* (Sept. 23-27) Metropole hotel, Brighton, England. Information: (0) 240-1871.

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

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

■ **May 4**—*New Jersey Broadcasters Association* sale seminar. Quality Inn, Route 1 South, North Brunswick, N.J.

■ **May 4**—*New York Television Academy* luncheon. Speaker: Que Spalding, president, Playboy Programming Distribution Co. Copacabana, New York. Information: (212) 765-2450.

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 6-8—"Economics and the '88 Elections, conference for journalists co-sponsored by *Foundation for American Communications* and *Gates Foundation*. Cheyenne Mountain Conference Resort, Colorado.

Major Meetings

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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.

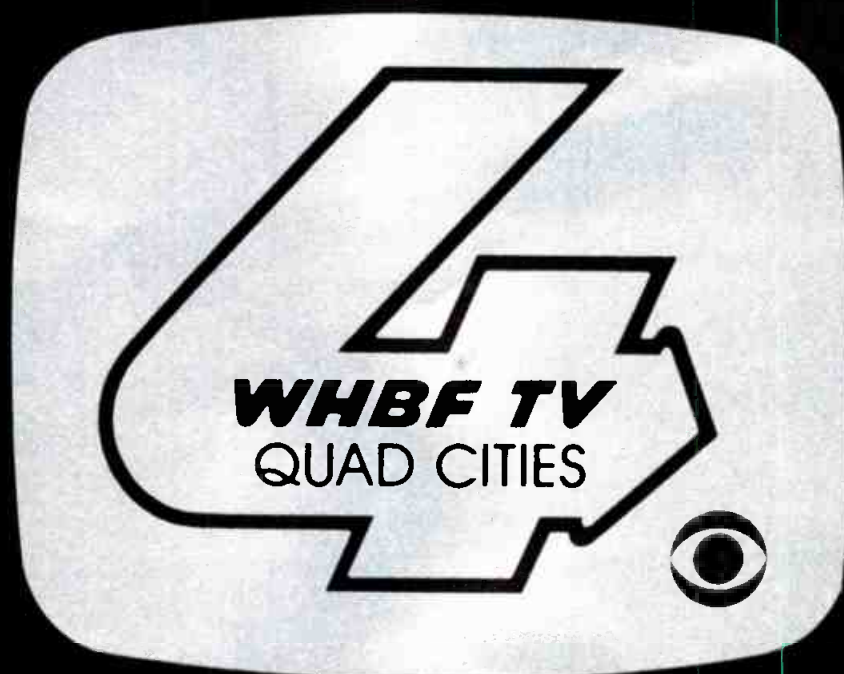
■ **April 9-12, 1989**—*Broadcast Financial Management Association* 29th annual meeting. Loews Anatole, Dallas. Future meeting: April 18-20, 1990, Hyatt Regency, San Francisco.

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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■ **May 9**—*North American National Broadcasters Association* news and current affairs committee meeting. NBC, New York. Information: (613) 738-6553.

■ **May 10**—*North American National Broadcasters Association* sports committee meeting. ABC, New York. Information: (613) 738-6553.

■ **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 11**—*New York Television Academy* luncheon. Speaker: Squire Rushnell. VP-late night and children's television. ABC Entertainment. Copacabana, New York. Information: (212) 765-2450.

■ **May 12**—Entertainment and sports conference, sponsored by *Foundation for Accounting Education*. Among speakers: 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 programming 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.

■ **May 16-19**—*Pacific Mountain Network* annual meeting. Coeur d'Alene, Idaho. Information: Ruth Baxter, (303) 980-1411.

■ **May 17**—"Doing Business with Advertising Agencies," breakfast seminar sponsored by *Producers Council of International Communications Industries Association*. Gangplank restaurant, Washington. Information: (703) 273-7200.

■ **May 18**—*New York Television Academy* luncheon. Speaker: Phil Donahue, host of nationally syndicated *Donahue*. Copacabana. Information: (212) 765-2450.

■ **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 20-22**—"Economics and the News," conference for journalists co-sponsored by *Foundation for American Communications, Gannett Foundation and KARE11*. Scantion Minneapolis Executive Conference Center and hotel. Plymouth, Minn.

■ **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 programming Emmy Awards. Information: (212) 586-8424.

Errata

In the April 18 issue of BROADCASTING **Walter May** was incorrectly identified as being president of Jefferson-Pilot Communications Co. That position is

currently held by Wallace Jorgenson. May is president of **WPKE(AM)** Pikeville, Ky.

April 11 story on **National Public Radio's Performance Today** series incorrectly identified other NPR performance programs as part of series. Regular programs **New Sounds, Marian McPartland's Piano Jazz, Sidran on Record, Music from Europe, Music from Washington** and **Musical Offering** are not segments of *Performance Today* series, but are separate weekly programs, each aired in its own time slot.

March 28 "Satellite Footprints" incorrectly reported that **Space Communications Systems SCS Express** is new Ku-band-delivered satellite radio service. To contrary, said SCS radio network services vice president, Al Stern, SGS believes "broadcasters will not be best served by Ku-band," particularly due to rain fade. SCS Express uses modulation technique to broadcast C-band service to two-meter VSAT terminals designed to receive Ku-band signals.

"Satellite Footprints," April 4, referred incorrectly to **Senate Republican Conference** as Republican National Conference. Also that organization's **first media tour** conducted via NPR satellite services was not March 31, but April 15, when 10-minute interview with Senator Pete Wilson (R-Calif.) was sent by satellite live to 80 AP Radio stations, 30 CNN Radio stations and KFI(AM) Los Angeles.

Open Mike

The real public interest

EDITOR: Does Congress or the FCC have an objective definition of what the "public in-

terest" really is?

During the recent National Association of Broadcasters convention in Las Vegas, I was my privilege to attend a breakfast with many members of the congressional delegation. During this breakfast a heated discussion ensued concerning the whole subject of children's television. It occurred to me during the remarks from our representative that all of them were operating with opinion rather than fact. They claim to "know" what was good and what was bad in children's television and they were all prepared to vote their "knowledge" (opinion). Is this how the "public interest" should be developed in democracy?

I've been in this business for over 40 years, and ever since the first day, I've heard that we have to operate in the "public interest, convenience and necessity." However, no one has ever been able to define what the public interest really is.

Congress has yet to spend one dollar on objective research to determine the public

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interest. The FCC, similarly, has not spent any money surveying the public or even segments of the public to determine what their interests are. However, there is one group involved in this debate which spends millions and millions of dollars annually on a regular basis to determine the public interest. That's the radio and television licensees. And, what have they found out? Well, they have found out that in order to run a successful radio or television station, you must serve the public interest or at least some specialized interest of the public or some special public. This constant, objective, scientific surveying of the public interest not only produces ratings, but it also produces programing responsive to public needs. Need proof? Well, for instance, in the radio industry, you'll find certain markets where the top stations play country music. In other markets, you have to play popular music to win the ratings game. In some markets you'll find Spanish stations dominating the ratings. In still other markets you'll find lots of interest in classical music stations, all-news stations, all talk stations, etc.

None of these formats was developed by the FCC or by a mandate of Congress. They were all developed by commercial radio broadcasters who are sensitive to the public's needs.

Chairman Patrick, in his resounding keynote speech, said: "Let the public's interest determine the public interest." He said: "You and the market know the public interest as you watch the share points fluctuate." By creating the open, competitive, free marketplace, Congress has inadvertently let the

commercial broadcasters actually research, discover and serve the public's interest. Now, the job is to convince Congress that the job has already been accomplished.—*Norman Wain, partner and chief executive officer, Metroplex Communications, Cleveland.*

Stand firm

EDITOR: Virtually all members of the Congress and FCC agree that the current rules which apply to the comparative renewal process are totally unfair and unethical. While admitting that a form of blackmail is the primary evil of the current process, the leaders in Congress appear to be attempting a form of blackmail of their own by suggesting that our only hope for legislative relief is to accept, or even request, reimposition of the so-called fairness doctrine. To even entertain the thought of such submission should be unthinkable. Yet this message seems to have seduced a number of otherwise responsible broadcasters at the National Association of Broadcasters convention just concluded.

For the first time in the history of our industry we now more nearly enjoy the same constitutional rights that our print brethren, and indeed everyone else (including convicts and the insane), have always enjoyed. We should now surrender this birthright in exchange for a mess of pottage? If we do, we can rest assured that no future President or sizable number of congressmen, and surely no future FCC, would ever seriously consider doing anything on our behalf. Not

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Founder and Editor
Sol Taishoff, (1904-1982)
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in our lifetime. Nor should they.

Our response must be delivered clearly and concisely. Broadcasters' First Amendment rights are not negotiable.—*Bev E. Brown, owner and general manager, KGAS (AM) Carthage, Tex.*

Critical of critic

EDITOR: Unbelievable!

Your fawning, obsequious tribute to Tom Shales for being awarded the Pulitzer Prize (April 11) surely wasn't written or edited by anyone who reads Shales's vitriolic diatribes on a regular basis.

He may write with "style and wit" but to claim it is with "taste and intelligence" is ludicrous. His myopic view of the fairness doctrine debate and Mark Fowler's tenure as FCC chairman are prime examples.

To wit:

April 20, 1987: "Fowler insists that broadcasting is the same as print, merely a different publishing technology, and therefore should suffer no more regulation than print does. A child of 4 can perceive the fundamental differences between print and broadcasting, but Fowler never could, or never would."

Aug. 5, 1987: "Yesterday the Federal Communications Commission proved it does know something about obscenity after all. It committed one. The fairness doctrine, which has operated to the salutary and statutory benefit of American broadcasting and its audience for 38 years, was thrown out by the commission in a gesture of colossally arrogant gall."

Nov. 17, 1987: "Those opposed to the fairness doctrine are opposed to fairness, no matter what they may tell you.... The fairness doctrine has never really inhibited broadcasters in their pursuit of revenues or in the dispatch of their duties; why, then, are they fighting it so relentlessly? Because they are drunk on the martini of deregulation and they want more, more, more."

Certainly, Shales has his champions, and you quoted a few from the networks. But your writer didn't ask anyone from CNN what they thought. And no wonder. In his columns Shales is consistently abusive to CNN (Dec. 9, 1987: "...CNN, supposedly an all-news network..."). Even though CNN is recognized by most objective outsiders as an outstanding news gathering operation—and recently won a Peabody for its

efforts—Shales refuses to acknowledge CNN's quality.

Shales biases also tilt unfavorably against local television news (March 22, 1987: "The balance of power is tipping in favor of affiliates over the once-powerful networks and their influence appears not to be healthy.") and any person or position not on the political left (Oct. 9, 1987 in commenting on the Bork hearings: "But who really needs opponents when one has allies like Orin Hatch, recycling the hackneyed she-nanigans he pulled at the Rehnquist hearings?").

One has to wonder about Shales's motivation for his biases, including those groups and people whom he favors—CBS News, for example, where he even has the arrogance to promote programs he appears on (Aug. 4, 1987, in recalling highlights of the Iran/contras hearings: "*Face the Nation*. This CBS News broadcast seemed the most-mentioned TV show at the hearings, thus raising its status still higher.")

What is most contemptuous is his inability to accept any criticism himself (see the December 1987 issue of *Washington Journalism Review*).

That's the succinct irony in all this. A man who can't take criticism himself is awarded the Pulitzer Prize for criticism.—*Lou Prato, assistant professor, Medill School of Journalism, Northwestern University, Washington.*

ACTS acknowledged

EDITOR: The normally thorough BROADCASTING writers continue to overlook the ACTS Network in their coverage of religious cable services. While much emphasis has been given [the proposed] Vision Interfaith Satellite Network, nothing is mentioned of the cable service already accomplishing the VISION goals.

The American Christian Television System, launched by Southern Baptists in June 1984, has shown a 28.6% growth in 1987. That makes it the fastest growing religious network in the nation, reaching 6.3 million subscriber households. ACTS carries programming by Presbyterians, United Methodists, the Episcopal Church of America, Catholics, United Church of Christ, the Reformed Church of America, the Lutheran Church of America, as well as Southern

Baptists. Even with a policy of no solicitation of funds on the air, it is offered free to cable systems.

ACTS's mix of faith and family programming, its integrity and its accountability are only part of the story. Local affiliates in communities where ACTS is carried provide programming that addresses the needs of the area. The third annual ACTS Awards, carried live Friday, April 22 (9 p.m. EDT), of the network, were to highlight the top work by these local groups.

While VISION has fine goals, all of this can be found today on ACTS. I trust the industry, including BROADCASTING, will recognize this outstanding effort, and the achievements already made in religious network services.—*Ronald L. Harris, minister of media, Travis Avenue Baptist Church, Fort Worth.*

Canadian explanation

EDITOR: With the greatest respect to my good friend John Eger, I really cannot allow him to perpetuate any longer the myth that "Canada continues to expropriate American television programs at the border, delete the U.S. commercial messages, insert Canadian commercials and relay those programs by cable or satellite to receive-only earth stations throughout Canada" ("Monda Memo," March 14). It is simply not true.

The only occasions when the commercials in U.S. transmissions are covered with Canadian commercials is when a duly licensed Canadian broadcaster has paid for the rights to carry a live event originated by a U.S. network. CTV, for example, license the Grammy Awards and the American Music Awards and we substitute Canadian commercials as the Canadian rights holder.

When Canadian broadcasters license other U.S. programming, they receive a tape or film print from the distributor. The Canadian commercials are inserted, and the program is scheduled. What can then happen, and this is by regulation of the Canadian Radio Television and Telecommunications Commission, is that, if a Canadian broadcast schedule in simulcast the identical episode of a program, the Canadian cable operator must delete the incoming U.S. signal and replace it with the Canadian one.

The purpose of this regulation is quite simple. The exhibition rights to such programs as *Cosby* and *Magnum, P.I.* are sold to broadcasters in Britain, Australia, Japan, West Germany and so on, as well as to Canada. While the right to broadcast those programs is exclusive to the licensee everywhere else in the world, Canadian broadcasters who license those same shows have to compete with the American-source versions of those programs both over the air and through cable distribution throughout Canada.

It is for this reason that the CRTC allow broadcasters in Canada to request what is known as "simultaneous substitution," to protect to some degree the logic of licensing exclusivity which is enjoyed by broadcasters everywhere outside of Canada, including the U.S.—*Philip Wedge, vice president programming, CTV Television Network Ltd. Toronto.*

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BROKERS WELCOME

A commentary on broadcast license renewal and transfers from Pluria Marshall, chairman, NBMC, Washington

National Black Media Coalition and its 'use' of process

When Dr. Martin Luther King announced that a man who had found nothing to die for was not fit to live, he was right in the midst of conflict and controversy. The civil rights movement under the leadership of Dr. King was an effective, nonviolent effort to get the attention and change the hearts of men from bald-faced racism, an element that single-handedly dehumanized America, to an acceptance of all men (whether black or white) as brothers, one nation, under God.

It was after two weeks of rioting and severe unrest that the Kerner Commission, appointed under the Johnson administration, accused the news media of being part of the problem regarding race relations in America and set forth a mandate to correct past wrongs. Among those recommendations, the Kerner Commission challenged the news media to:

- Reverse the "shockingly backward" effort to seek, hire, and promote black journalists
- Train and promote capable blacks to policy and decision-making positions
- Portray the Negro as a matter of routine and in the context of the total society
- Recognize the significance of the urban story and develop resources to cover it.

For black people in this country, change has never come without controversy or conflict. Progress has never been made without persistence and pain. The National Black Media Coalition is not uncomfortable being on the opposite side of the FCC, the National Association of Broadcasters or broadcasters in general. In fact, our mission, which is to insure the equal participation of black people in the broadcast industry, more often than not runs counter to the positions that many of the power brokers in the industry take. This time, the issue is the abuse of the license renewal and transfer process.

Fifteen years of communications civil rights advocacy has taught me that there is much truth in the principle, "Power corrupts, and absolute power corrupts absolutely." NBMC has fought diligently and unceasingly to balance the scales of power in the broadcast industry, and I would be the first to admit that to completely succeed may never be possible. Nevertheless, an inability to win has never been reason enough to quit.

Eddie Fritts, president of the National Association of Broadcasters, and FCC Chairman Dennis Patrick are concerned about the "abuse of process." NBMC is also concerned about abuse, and we agree that broadcasters who serve their communities in total programming and employment practices should not be penalized, subjected to unfair threats or spend valuable financial resources



Pluria Marshall is chairman of the Washington-based National Black Media Coalition, a civil rights organization concentrating on the media, which he helped found in 1973. He has been chairman since 1975 and his term runs until 1995. In 1969 he founded and was director of Operation Breadbasket, a Houston civil rights community group promoting economic development for blacks.

in unnecessary legal fees on what can be called extortion payments to groups (payment for promises not to file petitions to deny sales or renewals) who do not seek to serve the public interest by their petition to deny a sale or renewal of a license. However, if the real issue is "abuse of process" by civil rights organizations such as NBMC, then I believe that the broadcasting industry should be more concerned about the ongoing abuse and the potential of abuse in its own ranks based on its collective history. History clearly points out that in the absence of a monitoring agent in the broadcast industry, all media would be controlled by, operated by and fully staffed by white men, exclusively.

The media industry, just as every other American institution, has proved that without effective monitoring it will exclude, punish and even persecute any they choose, at will. We, as a people, cannot afford that kind of free hand to run throughout society. The fact is there are still far too many shops where black journalists are fighting for their professional lives to pursue a career in an environment where they are not wanted. Were it not for NBMC's participation in this process, minority ownership would not be where it is today. We as an organization have had a positive influence on the development and preservation of EEO and minority ownership policies at the FCC. Without our direct intervention and assistance, the Gannett Co. would not have purchased Combined Communications. Eugene Jackson would not have acquired WDAS-FM Philadelphia; Ragan Henry would not have acquired WHEC-TV Rochester, N.Y.; Reggie Levong would not have acquired WHAT(AM) Philadelphia. Our efforts have resulted in more than \$9 million being given to further journalism education and more than \$1 million

to minority ownership.

However, even more significant is the fact that the FCC knows that much of its work has been done for it. In recent petition NBMC filed to deny licenses in Virginia, Florida, Arkansas, North Carolina and South Carolina, 19 were filed, but 11 were granted conditional renewals with the toughest language ever used in this context by the FCC.

It appears that the accusers of those who abuse the process have failed to come forth. I am sure that FCC attorney Mark Solberg, Commissioner James Quello and Chairman Dennis Patrick are surprised, if not disappointed, since they must hear the complaint in off-the-record discussions. I am surprised, too. Why don't the accusers make their complaints a matter of public record? Could it be that their record of programming and employment practices would not hold up under the same scrutiny they want applied to NBMC and other civil rights groups that challenge them?

In an age when corporations are accused of buying banquet tables and then walking over the goals of civil rights organizations like NBMC, we say to them and the FCC that abuses of the public trust cannot be settled so easily. In short, NBMC's "use"—not abuse—of the license renewal and transfer process has been a sore spot for broadcasters because it brings direct attention to wrongdoers who would otherwise escape and even abuse EEO laws by misrepresenting themselves.

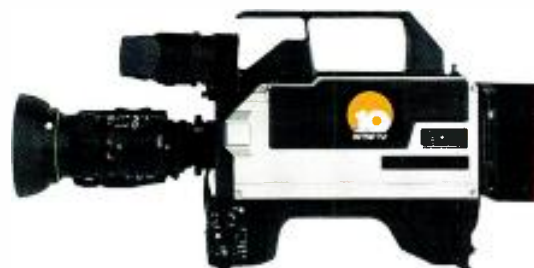
There are those who like what NBMC stands for. The record will clearly show that if broadcasters have had their consciences raised and genuinely want to work to improve their minority employment policies and practices, NBMC makes every effort to work with them.

Our Employment Resource Center has helped many broadcasting companies recruit minority candidates, and a number of major communications companies have chosen to become long-term partners with NBMC to correct past abuse of the public trust.

If there are those who do not like what we do, the solution is simple. Recruit black candidates as aggressively as you do white candidates. Stop looking for excuses not to hire and promote black professionals. Give black professionals an equal chance to learn and grow with the company. Be creative in fostering a healthy working environment getting rid of the plantation attitude that exists at so many stations. Add color to the newsrooms of America.

NBMC will always attempt to carry out its mission with integrity and fairness. We are charged to insure that black people have an equal chance to participate in the total broadcasting industry, and broadcasters can either respect us, or expect us.

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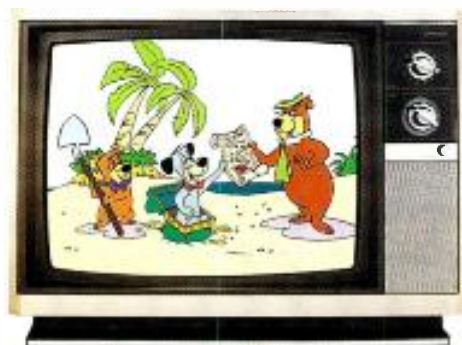
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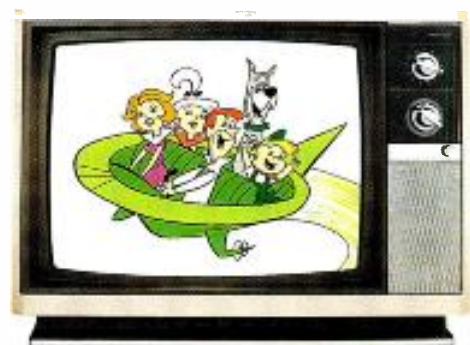
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The logo is presented on a dark, rectangular plaque with a thin, metallic gold border. The word "TAF" is rendered in a large, bold, gold-colored sans-serif font. Below it, the words "Broadcasting Company" are written in a smaller, gold-colored serif font.

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TOP OF THE WEEK

Writers strike: going from bad to worse

o quick end in sight; season-ending episodes affected, start of next season may be delayed as well; able, independents may benefit; networks have to turn to reruns

As the Writers Guild strike goes into its eighth week, television executives were trying publicly and privately last week that the start of the 1988-89 prime time season may have to be postponed. A delay of a month or more would have short-term advantages for the networks—their fourth-quarter profit margins would soar because they would be selling advertising time on repeat programs licensed at a fraction of the cost of original shows. But, on the downside, repeat programs could drive viewers (and some advertisers) to alternative programs on cable and independent television.

It appears that a delayed season could be avoided if the strike is settled in another month. But few believe that is likely, given the refusal of both sides to budge on the most divisive issue in the currently stalled talks between the Writers Guild of America and the Alliance of Motion Picture and Television Producers. The issue is the disbursement of residuals to writers for off-network hours in domestic syndication.

Up to now, writers have received a flat fee of about \$16,000 for the first syndication cycle (six runs) of each one-hour episode they write. The alliance has demanded a new formula that would calculate residuals as a percentage of revenues—2.6% on the first \$400,000 that an episode brings in syndication, and another 1.75% on anything above that. According to Charles Slocum, WGA director of industry analysis, at prevailing rates, writers would suffer a 25% reduction in residuals for off-network hours.

An alliance spokesman denied the new formula would result in a rollback but refused to elaborate. The formula is similar to one accepted by the Directors Guild a year ago. According to Slocum, he has received a report from the agent of one director who recently received his residual payment for the first syndication cycle of an episode of *Simon & Simon* that he directed. The payment, said Slocum, amounted to a "50% rollback," or about \$7,500, compared to the flat \$15,000 the director would have received under the old formula.

Ultimately, that director will receive approximately another \$2,500 in payments for the first syndication cycle of the episode. Thus, in the end, the rollback will be reduced to 30%, but paid out over five years, compared to three years under the expired



Writers walk the picket line in Los Angeles as strike began two months ago.

agreement.

Under the existing formula, writers receive about \$16,000 per episode for the first syndication cycle of an hour show. The residuals are important because in the television business, writers are frequently out of work between assignments on series and depend on the residuals to survive. "A \$4,000 cut means the mortgage doesn't get paid, or the kid's college tuition doesn't get paid," said Slocum.

But producers, particularly those with the greatest stake in one-hour shows (Universal and Lorimar are the two largest one-hour shops in network prime time), insist that writers share the burden in the current soft marketplace for one-hour shows, the theory being that residuals will increase when the market comes back.

So far, the writers, who in the past have struck for as long as six months, seem united. Some observers last week were wondering how united the networks and producers are. Many producers have little, if any, stake in one-hour network programs. Instead they're producing comedies.

But an indication that producer solidarity is holding can be gleaned from the comment of one executive at a major sitcom shop: "I think it's a pretty united front within the AMPTP. In fact, I heard that a meeting took

place last night among dissenters within the Writers Guild. Maybe they'll start a groundswell."

According to an AMPTP survey, the first six weeks of the strike has cost cast and crew, secretaries/office staff and writer-producers over \$15 million. But an WGA spokeswoman questioned the validity of the numbers, saying AMPTP may have included annual layoffs.

It seems clear that a settlement is in the long-term best interests of the networks. Over the past season, the networks lost almost 7% of their combined share of viewers in prime time and it is expected that next season the combined network share will drop below 70% for the first time. Most observers agree a delay in the start of next season would only exacerbate that trend.

Last week, Brandon Stoddard, president of ABC Entertainment, said the network now believes the strike may last long enough to push the start of next season back to "the middle to end of October. It's going to make a mess of next year."

Stoddard and executives at the other networks were reluctant to discuss specific plans for programming in the event of a delayed strike. Precedent suggests there is no question repeat programming will be a part of the mix. Stoddard said ABC had also contemplated an early taping of its mini-series

(but not *War and Remembrance*, the 30-hour *Winds of War* sequel that is scheduled for the first quarter of 1989) and movie arsenals.

The strike, and a delayed season, Stoddard said, may have very serious (and negative) ramifications for the future of the network television business. The networks, he said, will "have to run repeat programming

and viewers will search elsewhere" for fresh programming. He predicted the loss of "a couple of more share points for the networks. It's a very serious problem. The repercussions of this strike will go on for a long time."

At CBS, a plan announced a while back to launch an early new season (Sept. 5) to get a jump on NBC's summer Olympics coverage, which runs from Sept. 15 to Oct. 4, appears to have been scuttled. According to Peter Tortorici, vice president of scheduling and programming at CBS, "If the strike continues for any length of time beyond where we are now, it's going to put that [September 5 launch] in serious jeopardy." Meanwhile, the strike has had some effects on the current season. At CBS, the midseason *Dictator* was declared dead last week by the network, after a several-week delay. But the network's midseason *Smothers Brothers Comedy Hour* got a reprieve, as the producers of the show (Comedic Productions in association with Ken Kragen Productions) succeeded in negotiating the one interim deal agreed to by the WGA involving a television series ("In Brief," April 18). *Smothers Brothers* will complete a nine-episode run ending May 25. The *Smothers Brothers* may back next year with a situation comedy under a separate development deal with CBS.

At ABC, *Moonlighting*, on top of its other well-documented production problems throughout the season, had the strike to contend with. As a result, a planned 3-D finale, sponsored by Coca-Cola, which intended to distribute about 40 million pairs of

3-D glasses, was scotched. It is unclear whether the 3-D episode will be done next season, largely because the future of the program is not certain. ABC also had to wrap up *thirtysomething* one episode early and to kill plans to air a midseason comedy with Roseanne Barr.

At NBC, *Cheers* finished one episode short, and *L.A. Law* and *Cosby* had to wrap early as well.

If there is a delayed season, NBC would appear to be in the best position of the three networks, with more than 200 hours of fresh programming available from the Seoul game and the World Series. But advertising agency executives said that many advertisers will still want programs that reach women, who in large numbers will be watching alternative programs—on other networks, cable and syndication.

The syndication producers contacted last week were suggesting they have a little more breathing room to turn around programs in the event of a long strike. Game shows and reality shows, they suggested could be turned around within a week of the end of a strike.

If the fall season is delayed, William Crossdale, senior vice president, director of network programming, Backer Spielvogel said the networks "will see a greater opportunity for the viewer to find alternatives. But I don't see it going all to cable," he added. "Independents could pick up a chunk" of audience lost by the big three. In the end, the networks are "still the biggest game in town," Crossdale said. "I don't see an mass defection."

Networks prepare for May sweeps battle

While writers strike throws a wrench into some season finales, ABC, CBS and NBC have plenty of specials, movies, mini-series ammunition

With the May sweeps about to begin, the TV networks are armed and ready with mini-series, regular series cliffhangers, broadcast television premieres of theatrical releases and star-studded specials. During this sweeps period, the three networks will program more than 50 hours of "special" programming.

■ Attempting to win back-to-back sweeps periods, ABC leads the way with three mini-series: *Onassis: The Richest Man in the World*, *The Bourne Identity* and *Baby M*. All of the networks' mini-series, the three by ABC, NBC's *Something is Out There* and CBS's *Beryl Markham: A Shadow on the Sun*, will be four-hour, two-part dramas.

The two-month-old writers strike has decreased the networks' firepower by forcing the cancellation of several scheduled series finales. ABC's *Moonlighting* (scheduled to shoot in 3-D) and *thirtysomething* and NBC's *L.A. Law* and *Cheers* were among the casualties.

ABC, which won the February sweeps

(its first victory in four years), largely on the strength of the winter Olympics, airs the *Onassis* mini-series on Sunday, May 1, and Monday, May 2, at 9-11 p.m. Prior to that, one of the mini-series on Sunday night ABC will present *Superstars and their Moms*, a Mother's Day special scheduled at 8-9 p.m. On May 8 and 9, at 9-11, the network will air *The Bourne Identity*, an adaptation of the Robert Ludlum spy novel starring Richard Chamberlain and Jacklyn Smith. On May 11 at 9-10, a Barbara Walters special is scheduled, featuring Paul Hogan, Sylvester Stallone and Patrick Swayze. "Beverly Hills Cop" will make its broadcast television premiere on ABC on May 15 from 9 to 11. On Tuesday, May 17, ABC will present the *Second Annual American Comedy Awards*. *Baby M*, the story of a surrogate mother's fight to keep her baby, will be shown Sunday and Monday nights May 22 and 23, at 9-11. ABC closes out the period with *ABC Presents: A Royal Gala Taped at the London Palladium*, the 90 minute special, airing at 9:30-11, is hosted by John Ritter and David Frost and features Robin Williams, Elton John and Phil Collins performing before members of Britain's royal family.



'Moonlighting'



'thirtysomething'



'LA Law'



'Beverly Hills Cop' on ABC



'Promised a Miracle' on CBS



'Incredible Hulk Returns' on NBC

■ Beginning Sunday, May 1, NBC will present the broadcast television premiere of "Mad Max: Beyond Thunderdome," at 9-11. On the following Sunday, May 8, at 9-11, the network will air the first part of its science fiction mini-series, *Something Is Out There*, starring Joe Cortese and Maryam D'Abo. Part two will be shown on Monday, May 9, at 9-11. On Friday, May 13, NBC will present the theatrical version of "Annie," at 9-11. On May 15 at 9-11, NBC airs *Perry Mason: The Case of the Lady in the Lake*. Bob Hope's birthday/50th anniversary with NBC special airs on May 16 at 8-11. On Sunday, May 22, at 9-11, *The Incredible Hulk Returns* with Bill Bixby and Lou Ferrigno recreating their roles from the popular series. The network has scheduled a made-for-TV movie on Tuesday, May 24, at 9-11, titled *Desperado: Avalanche at Devil's Ridge*, starring Rod Steiger. NBC will also feature three original episodes of *Crime Story* which will be filmed on location in Aca-

pulco, Mexico.

■ CBS kicks off its sweeps programming with the two-hour season- and series-ending episode of *Magnum, P.I.*, airing on May 1 at 9-11. On Sunday, May 8, at 9-11, the network will present *The Caine Mutiny Court Martial*, starring Brad Davis. *Knots Landing* wraps up its season with a cliff-hanger on May 12 at 10-11. On Friday, May 13, the network closes out the season for *Dallas* at 9-10 and *Falcon Crest* at 10-11. Several different versions of the *Dallas* ending were filmed to insure secrecy of the story's outcome. Part one of the CBS mini-series, *Beryl Markham: A Shadow on the Sun*, airs on May 15. The conclusion will be shown on Tuesday, May 17. The mini-series, starring Stephanie Powers and Claire Bloom, traces the life of the British aviatrix. On May 19, CBS presents *Promised a Miracle* starring Judge Reinhold and Rosanna Arquette. Scheduled to air at 9-11, the movie is based on the Larry Parker book, "We Let Our Son Die." On May 23 the network will present the *Miss Universe Pageant* at 9-11. The 37th annual event will be broadcast from Taipei in the Republic of China. Gar-

field's 10th Anniversary Special will air on May 24 at 8-9. From 9 to 11 the same night the network has scheduled *Nightmare at Bitter Creek*, starring Lindsay Wagner. CBS will close out its sweeps programming on Friday, May 27, with a two-hour special, *Irving Berlin's 100th Birthday Celebration*. Taped at Carnegie Hall, the show will feature Ray Charles, Tony Bennett, Frank Sinatra and Walter Cronkite, among others.

There are a number of nights with scheduled head-to-head match-ups that could keep VCR's working overtime. On May 1, CBS's *Magnum, P.I.* finale, part one of ABC's *Onassis* mini-series and *Mad Max: Beyond Thunderdome* on NBC will battle it out. On May 8 and 9, ABC's *The Bourne Identity* and NBC's *Something Is Out There* go head-to-head. May 15 finds part one of the CBS mini-series *Beryl Markham* facing ABC's *Beverly Hills Cop*. And on May 23, the *Miss Universe Pageant* will take on part two of ABC's *Baby M* mini-series. □

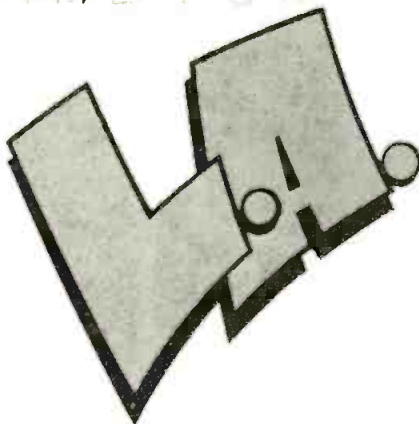
Cable going to L.A. with programming on its mind

That will be a big topic at annual NCTA convention along with regulatory matters, high definition and fiber optics

More and more cable executives believe programming is the key to their future, a fortuitous conjunction of the state of the industry's mind and the site of the National Cable Television Association's annual convention, which begins on Saturday (April 10) in Los Angeles. The show's theme is "Seeing is Believing." It is the first time since 1982 the industry has held the show in Hollywood's neighborhood.

"We're very upbeat about the show," said convention chairman John Goddard, president and chief executive officer of Viacom Cable. Exhibit space is sold out and registration is tracking last year. So far 307 companies have signed up for 162,000 square feet of space, and attendance is expected to top

TIME FOR



13,000. "We try to operate the show on a break-even or slightly profitable basis," said Goddard, who did not project what the final '88 numbers might be.

"We're expecting a good walk-in attendance, particularly from the Hollywood community," said Goddard. That will make programming a natural focus of the convention, he said, and provide opportunities for cable "to work constructively with that community."

In addition to programming, Goddard expects high-definition television and fiber optics to be prime topics of discussion. Business issues will also be addressed, coming into focus with the closing luncheon on Tuesday, May 3, which features Nick Nicholas, president and chief operating officer of Time Inc.; Steven Ross, chairman of Warner Communications, and Sumner Redstone, chairman of Viacom International.

Just as high-definition television domi-

nated technical and policy discussions at the National Association of Broadcasters convention earlier this month, it is high on NCTA's agenda. Both policy sessions and HDTV demonstrations are planned. "HDTV is an extremely complex issue," said Goddard. "On the one hand you have the question of backwards compatibility, which is terribly important to broadcasters," said Goddard. "Cable has a lot of unanswered questions in the transmission of high definition," he said, including composition of the signal and amount of bandwidth used. "All these tests need to be made," said Goddard, before cable can decide which way to go.

In addition to the technical concerns, there are also policy questions. Is the government "going to limit or restrict this marketplace by placing restrictions on the production of TV sets?" asked Goddard, by making them "either backwards compatible or dual compatible with existing TV services.... That's going to be a fair indicator of how fast the competitive challenge will surface."

From an operator's standpoint, Goddard said HDTV is like any other business decision that involves competitive factors. Although the intensity of HDTV discussions has picked up considerably, he said he doesn't particularly feel under the gun. "I realize it's not going to go away, but it's not going to be here tomorrow either."

Goddard, in addition to his convention duties, is vice chairman of the NCTA and is expected to ascend to the chairmanship at this year's show. In a wide-ranging interview with BROADCASTING, Goddard spoke about telco entry into cable, program exclusivity, the return of syndicated exclusivity and First Amendment cases relating to the Cable Act.

"The cable industry is clearly concerned about unfair competition emanating from the phone companies," said Goddard, and calls for telco entry into the cable business are "part of the economic rhetoric of our competitors." But given the relative size of the phone companies (Goddard pointed to the revenues of two Bell operating companies that each surpassed those of the entire cable industry last year), "their past anti-competitive behavior and their ability to cross-subsidize their business operations, which Congress recognized in the Cable Act of 1984," Goddard said, "I don't see it to be a long-term threat." He said NCTA will appeal the FCC's decision allowing GTE to own a cable system in Cerritos, Calif. (BROADCASTING, April 18).

Goddard doesn't believe DBS will be a competitive threat to cable for, among other reasons, "the tremendous requirement for infrastructure for servicing that industry on the ground." The cable industry satisfies that and can deliver many more services to the home than DBS, he said.

On syndicated exclusivity, Goddard indicated he was "receptive to gradual changes in syndex and potentially the compulsory license." But any changes, he said, should be "evolutionary" and such that "the consumer is not disadvantaged or denied a great deal of product at one point in time." God-



Goddard

dard and his cable colleagues have been taking that argument to the FCC in recent months, while the NAB and NCTA continue talks on the issue (BROADCASTING, April 18). "The biggest problem comes from cross-promotion by the networks themselves and guide production problems where our viewers are misled as to what to expect," said Goddard, concerning the problem of blackouts.

On franchise renewals, which operators

will face in increasing numbers in the year ahead, the key "is good local relations," said Goddard. Viacom works on renewals in advance, said Goddard, "to take the emotional context out of the process." And the industry at large will have no significant problems, he maintains, if companies "continue to work on good local government relations."

On using the First Amendment to nullify portions of cable franchise agreements with cities, Goddard said, "Most cable operators don't see that as a productive use of the First Amendment argument." He said: "By and large the vast majority of the industry is very pleased with the Cable Act and the economic benefits that have resulted."

On program exclusivity, Goddard said producers and distributors have the right to sell their product to whomever they wish. Complaints on this issue are coming from "other industries who want to grab hold of this successful investment and use it without having to fund the start-up development costs themselves," he said. Those industries, he said, "are free to develop their own programming services."

"The most important message," said Goddard, as the industry approaches its 37th convention, is how the industry continues to "focus on quality customer service and quality programming. That is driving increased viewership and increased satisfaction." □

Request to add second PPV service

Request Television announced last week it will launch another pay-per-view service, Request-2, on July 1. Jeffrey Reiss, chairman and chief executive officer of Request, said the purpose was two-fold: to satisfy the growing demand for PPV services and to provide cable operators with a second service that will give them staggered start times for movies. "It gives the consumer a lot of convenience," said Reiss. With two different movies at two different start times, buy rates increase, he said, producing more revenue for the cable operator.

Hollywood has always pushed the idea of multichannel PPV as one of the keys to its success. "Studios want more shelf space," which Request-2 will afford, said Reiss.

The cost to start a second service is relatively minimal, said Reiss, since Request already has a large stock of movies for Request-1 and the personnel to run a PPV service. He said securing a transponder and the associated playback facilities will cost over \$1 million.

As a result of the launch, Request will be providing 50% more movies a month, said Reiss. The majority of the movies will come from existing deals, although he said a small percentage will come from new contracts. Reiss said Request is currently concluding multiyear extensions of existing film contracts with its present suppliers. They include Columbia Pictures Television, Lorimar, MGM/UA, New World Pictures, Paramount, 20th Century Fox, Universal, Walt Disney and Warner Bros. Request also carries some special events licensed by Reiss Media Enterprises.

Request-2 will be similar to Request-1, in that it will offer 20 hours of PPV programming and four hours of promotional feeds. In prime time, Request-2 movies will begin at 6, 8 and 10 p.m., while Request-1 start times will be 7, 9 and 11 p.m. Request-2 will remain on Galaxy 1, while Request-1 will be transmitted over an unassigned transponder on Satcom 3-R.

There was positive reaction to the move by MSO's. Gretchen Bunn, director of programming at Daniels & Associates, said the company "was absolutely delighted with the move." There will be "much more choice for the subscriber," she said.

Daniels is a firm believer in multichannel pay-per-view, and although several services provide PPV service, Bunn said "it's much better if you have one arm doing it." The same movies can show up on different competitive PPV services, said Bunn, as they do on pay services. Having the same company providing separate service reduces the possibilities of duplication, she said.

Centel Cable has been the first MSO to sign up for Request-2, and will roll it out to 100,000 of its 200,000 addressable subscribers. Tom Wehling, executive vice president at Centel Cable, said the company was "extremely anxious" for a second channel. Often Centel would preempt a movie for special event programming, he said, which the typical movie buyer may not be interested in. Request-2, said Wehling, will provide "more convenience for customers."

Request-1 is on more than 175 cable systems that serve 2.8 million subscribers in a four-million-subscriber universe. □

Baseball may build cable network

Team owners talking about starting channel devoted solely to games

How about an all-baseball cable channel?

Major League Baseball Commissioner Peter Ueberroth told the Associated Press last week the team owners are toying with the idea of starting such a service as early as 1990. "It would come on with the first game at noon Eastern time and would not go off until 2 a.m. or the last West Coast game ends."

In an interview with BROADCASTING, Bryan Burns, MLB senior vice president, said: "The concept is but one of a number of options that will be available to us.... But it is not something that is a flash in the pan. We have been looking at it for a long time."

The service would be offered to cable operators as an advertiser-supported basic service, Burns said.

MLB is preparing to open negotiations with various broadcasting and cable networks for national television rights for the 1990 season and beyond. Baseball's current five-year contracts with ABC and NBC, together worth around \$1.1 billion to the owners, expire with the last pitch of the 1989 season (BROADCASTING, March 7). Expressing interest in new national packages: ABC, NBC, CBS, ESPN, Fox Broadcasting, Home Box Office, USA Network and Turner Broadcasting System.

If the owners decide to go ahead with their own channel, Burns said, it would not preempt deals with any of the networks. "Nothing precludes anything at this point," he said.

According to Burns, the baseball channel could be stretched to 24 hours a day, 365 days a year. Games could be scheduled so that live action could be televised from noon to 2 a.m., he said. And in the off hours, time could be filled with reruns of the best of the previous day's games.

Burns said he has a "tremendous amount of respect" for ESPN, but it sometimes fills afternoon hours with programming of narrow interest. "I think there are some people in this country who would not mind seeing...last night's 3-2, 14-inning thriller rather than some snow skiing from Denmark."

The off-season would be "tougher," but not impossible, to program, Burns said. "The baseball season is longer than you think," he said. "We can go from March 1 to the end of October pretty easily." During the other four months, he said, the service could offer games of MLB teams on international tours and of professional winter leagues in South and Central America.

Burns said the idea for a cable channel arose from a related two-year-old proposal to offer several games a day via satellite to the two million owners of backyard earth stations. "Our study of that business probably led us to analyze our ability to produce something on a 24-hour basis" for cable, he said.

Through a spokeswoman, William Grimes, president of ESPN, the all-sports network, said he was aware of MLB's "pro-

posal," but declined comment.

John Sie, senior vice president, Telecommunications Inc., expressed skepticism about the viability of such a service, given the glut of baseball now on cable's regional sports channels and on superstations such as WTBS(TV) Atlanta, WGN-TV Chicago and

rights deal than previously thought. "What I have described to the owners, much to their chagrin, is that there's going to be a television 'window' that will open and close in 1988—so it's important that a new TV contract become a front-burner item this year."

Each team now receives \$8 million a year



WWOR-TV New York.

Burns had some reason to think there is interest in an all-baseball service. Two days after Ueberroth's comments were published, he said, "It has had the single biggest media response I have ever dealt with on any issue."

Burns had one other observation: "If this seems bizarre, did we know we were going to have a satellite-delivered newspaper [USA Today] six years ago?"

In an interview in the April 11 issue of *The Sporting News*, Ueberroth indicated that there was more urgency to closing a national

from the current rights contracts with ABC and NBC, he said. Offers for new contracts may range from \$5 million to \$15 million, he said. "The swing is caused by the changing environment of television. It is caused by the fact the networks are all going to have to have some affiliation with cable by the time the next TV contract comes around, or at least two of them will."

Few would be surprised if ABC and ESPN, which is principally owned by ABC, made some sort of joint bid. And Turner Broadcasting System and NBC have talked about working together. □

NBC News makes controversial call

Use of polling information to characterize New York election by Brokaw criticized by Swift

The networks' pledge to Congress not to use exit polls to project results of elections before the polls close can be troublesome to keep. Sometimes it is a matter of semantics. Lawrence Grossman, president of NBC News, suggests that was the case in a disagreement with Representative Al Swift (D-Wash.) over the *Nightly News* broadcast dealing with the New York primary last Tuesday (April 19). But of at least equal interest last week was the background to the controversy. A CBS official, tentatively, and then a *New York Times* reporter, apparently with at least part of a script in hand, alerted Swift on Tuesday, before the broadcast, to the likelihood that NBC would break the pledge. At bottom, was the tension between the pledge and competitive pressures.

Grossman, who has made clear his uneasiness with the pledge—in his address to the National Association of Broadcasters convention two weeks ago, he said it was wrong to keep voters in ignorance of facts available to politicians and journalists—said he told Swift on Wednesday that NBC News had not projected the results, and would not.

However, he said that he understood Swift's concern, and would have "an evaluation" made of the procedures used to insure compliance with the pledge. Swift, in a statement issued on Wednesday morning, had said: "NBC News did not adhere to the spirit of its policy, however one might argue the letter." To make his point, he said that ABC and CBS "did adhere to their policies."

The flare-up involves more than a congressman's concern over what he perceives to be a broken promise. It could jeopardize congressional willingness to keep the Hill's part of the bargain it made with the networks two years ago to enact a uniform poll-closing law.

As pieced together from several sources, the story of the flare-up begins on Tuesday, several hours before the evening news broadcasts. CBS News President Howard Stringer called CBS's Washington vice president, Robert McConnell, to express concern over reports that ABC and NBC might call the election before the polls closed. He told McConnell he was "sitting on expensive data"—the results of polling—and that it would be difficult to honor the no-projection pledge during the 7 p.m. feed if the other networks made projections at 6:30.

McConnell called Swift, who has taken



Congressman Al Swift

the lead in Congress in working for the uniform-poll-closing legislation in return for the networks' no-early-projection pledge, to relay Stringer's concern. Swift promptly called representatives of ABC and NBC, and, he said later, received assurances that those networks would keep the pledge. Then, about 6:15, Swift received a telephone call from a *Times* reporter, Peter J. Boyer, author of the soon-to-be published book, "Who Killed CBS?," who, the congressman said, read a portion of the script he said NBC anchor Tom Brokaw would use leading into coverage of the New York primary. It said that, "based on information" from the Dukakis, Jackson and Gore campaigns and on "conversations with voters and election day polls, it appears Dukakis may well be headed for victory." Boyer wanted a comment.

"I told him I didn't know what Brokaw was going to say, but that if he said what Boyer reported, that brushes against the line" of an improper projection, Swift recalled. Boyer then used the quote in his story, but without the qualification. Swift made it a point to watch the *Nightly News*. What he saw upset him greatly. It was not only the Brokaw lead-in, which, as broadcast, essentially, although not precisely, followed the script as read by Boyer. More troubling to Swift was John Chancellor's commentary. It not only made it clear Jesse Jackson would capture New York City but lose the state to Dukakis, it offered a demographic breakdown of the vote—Jackson was getting about 15% of the white vote and 98% of the black, while 75% of the Jewish voters were supporting Dukakis, 15%, Gore, and 10%, Jackson. By contrast, as Swift would note in his statement on Wednesday, ABC and CBS made it a point to state they would not characterize or project results until the polls had closed.

The angry statement that NBC News "did not adhere to the spirit of its policy, however one might argue the letter of it" was prompted in part by another call from McConnell. If the Swift quote in the *Times* was correct—and NBC had only "brushed against the line"—Swift quotes McConnell as saying, "what were we doing with all that [polling] information?"

The Swift statement also sought to make

clear it is not Congress's role "to tell the network news operations what their policies should be." The statement added: "It is our responsibility—when advocating legislation that would require substantial change in election laws across the country—to judge whether the networks have and are enforcing policies regarding election coverage which would permit the legislation to function as intended." Swift was referring to the uniform poll-closing bill which has twice passed the House and is now under consideration in the Senate. The Senate Rules Committee is to hold hearings on it May 12.

Grossman called Swift on Wednesday after the congressman had expressed his concern to NBC's Washington office. He said he told the congressman "NBC did not project." However, Grossman, who reviews news copy bearing on the election results, said he understands Swift's concern and would reevaluate procedures "to make sure we're clean the next time."

But he restated his view that the pledge presents difficult problems. All of the networks engage in what they call "character-



NBC's Grossman

izations" of voting before polls close, talking of "trends" and of a candidate "doing very well" in a state. Grossman said the situation was "exacerbated" in New York by representatives of the campaigns who were trying to give their respective candidates an edge. Grossman said they were calling news organizations with results of polls they were taking. "We had to put those reports in perspective," Grossman said. That, he added, meant using NBC polls "to validate" the reports.

Still, Grossman said, "Our policy has been and will be that we will not project election results." But he noted that the commitment is based on the hope that a uniform poll-closing law is enacted. And he indicated in his speech at the NAB convention that NBC might reconsider that commitment if that law is not enacted before election day. □

'Nightline' moves to the Middle East

Week of origination from Jerusalem will include three-hour-long 'Town Meeting' of Arabs and Jews; aim is to explain long conflict

To the extent possible, the preparations have been made. Equipment—cameras, monitors, switchers, microwave facilities and the rest—have been flown in from London and New York, along with correspondents and technical personnel, about 40 in all. A control room as sophisticated as ABC News's in Washington has been built in the Jerusalem Theater. Some guests have been booked, and invitations extended to groups—mutually antagonistic—to send members to a session billed as a town meeting. Now, Ted Koppel, producer Rick Kaplan and their colleagues are crossing their fingers as they await the start tonight of the first of five *Nightline* programs on Israel and the political and religious conflicts that rend the area. As he prepared for his, and *Nightline's*,

biggest assignment since the week-long series on South Africa, in 1985, Koppel said: "It will be a triumph or disaster—but it won't be dull."

Nightline is a program normally produced on the fly. By its nature, the subject is rarely picked in advance, which creates problems in booking guests. But transferring the program to the Middle East, where disorder is the order of the day—particularly when Palestinians are seething over the assassination of a top Palestinian Liberation Order leader, and the Israelis have just celebrated the 40th anniversary of the country's birth and Palestinians on the West Bank, and in the Gaza Strip are in the fifth month of an uprising—is not, one might say, a piece of cake. The program, as usual, is being done live, beginning at 6:30 a.m. local time.

Why do it? The question answers itself. "The criticism against television is that when it does two minutes on the evening news on a subject or five minutes on *Night-*

line followed by 15 minutes of discussion, it does not provide the necessary context," said Koppel. The Israelis have been making that criticism repeatedly about foreign, particularly American, television coverage of the troubles on the West Bank and in Gaza. *Nightline in the Holy Land*, which will occupy at least seven hours of ABC time over the five nights, is intended to provide context. And it is being aired after a couple of months of talks between ABC News and the Israeli government.

But proposing a solution is not on the agenda. "We don't know what will come of all this," said Koppel. "But providing context and facts," he added, "should make it possible for the American public to say, 'Now I know where they're coming from.'"

Koppel and eight correspondents have prepared some 25 pieces as background for the interviews and discussions. The pieces include profiles on the region and the people who live there, on the contending Israeli and Palestinian political forces, on Israel's security concerns, on the country as a strategic ally of the U.S. and on Biblical and more recent history of the area, as seen through the eyes of Jews and Arabs. What's more, some 50 "bumpers"—45-second spots featuring interviews with such figures as Henry Kissinger, Vice President George Bush and former Central Intelligence Agency chief William Colby on a variety of issues—will lead into and out of commercials.

But the major effort will come on Tuesday night, when a three-hour "Town Meeting" is planned, one to which 750 Israelis and Palestinians have been invited to discuss the issues with a panel of four Israeli government officials and four Palestinians whom Kaplan described as "community leaders." Interspersed through the three hours will be 15 taped pieces on life in Israel. "I am not aware," said Koppel, "of any earlier effort to put Israeli Jews and Palestinians together on a platform in front of an audience." And Kaplan last week was not offering any guarantees about the program. "It's all in flux," he said.

Complicating the effort will be a determination not to confine the story to the studio. Besides the expected visit to Amman, Koppel will be seen in various locations in the country, and Kaplan may decide to call for interviews with Israelis on, say, a kibbutz. "Whatever he wants, we'll do," said Roger Goodman, the director. Goodman, ABC News's premiere director—he does the network's *Viewpoint* programs and so far this year has directed the coverage of the Super Bowl and the winter Olympics—said he has the microwave equipment and personnel to provide coverage anywhere in the region. The work will be more demanding than that of the week in South Africa, three years ago, since the program did not attempt to travel outside Johannesburg. "But now, the equipment is more portable, and we have more of it," said Goodman. "We have more capability." As for the satellite service, Goodman said the transmission would be nonstop, from the uplink in Jerusalem to either or both of two downlinks in the U.S., one in Andover, Me., the other in Etam, W.Va.



Commissioner Patricia Diaz Dennis

Trying a new policy on for size

FCC Commissioner Patricia Diaz Dennis, speaking before the Broadcast Financial Management Association in New Orleans last Monday, took note of the current tension between the marketplace and public interest standard approaches to broadcast regulation. She adopted a zoological metaphor to suggest an alternative:

"We have a split in this country between those who advocate a zoo environment and those who want a jungle. The zoo fans think that government should shelter, protect and make all vital decisions for the benefit of the public. Those who support the jungle approach think everyone should be completely free and the fittest should survive. Taken to their extreme, many debates in this country about what to do in communications come down to these two basic approaches.

"Let's take, for example, the current debate over children's programing. Some in Congress have proposed new laws to dictate to broadcasters the programs they should and should not air and the quantity of commercials. On the other side, no one is exactly advocating that children should be thrown to the lions, but they think that children and their parents need not be protected from the wild and woolly operation of the jungle.

"Like the realist, I think we will find a way between the two extremes. I'm going to call it a game preserve, where enough of the free-for-all will take place to make it interesting and encourage innovation and technology. But the endangered species will be protected from poachers and sharpshooters.

"Let's face it, in the real world we need a few wardens or a cop on the corner to keep us honest. Yet most of us do not want to live in a stifling zoo atmosphere. We want government off our backs. On the other hand, when we are on our backs we would like a helping hand.

"I wish I could come today and tell you that I have used the game preserve metaphor to develop a unified theory of the proper role of government in broadcasting and communications. However, I am no closer to solving this problem than scientists are to coming up with a unified theory to explain how the universe operates. But just as they continue to think about a construct based on neutral and universally applicable principals, struggle with it and attempt to refine it, so will I."

Padden opts for reregulation

Independent television is reembracing the public interest standard of regulation. Last week, Preston Padden, president of the Association of Independent Television Stations, in a speech before the Seattle Advertising Federation, said the industry must renew its commitment to serve the public interest, as defined by government, or risk losing its "special status" and jeopardizing the "future of free television."

Said Padden: "Broadcasters have not been, are not now and must never become what a recent FCC chairman [Mark Fowler] once called 'a toaster with pictures.'" Broadcasters, he said, have enjoyed "substantial deregulation," and "gained an enhanced level of First Amendment freedom." But Padden warned that pursuing those goals may "undermine our historical role as trustees of the public's airwaves. In cutting away at the flab of excessive government control, we must take care that we don't cut into the meat of the public service obligation that makes us so special. To paraphrase the Honorable John Dingell, chairman of the House Energy and Commerce Committee, we can be special or we can be unregulated, but we can't be both."

If there is not some "objective basis" to assure broadcasters' accountability to the public interest standard, "then our claims of special status run the risk of developing a hollow ring," said the INTV president. Padden believes broadcasters must maintain a special status if they hope to gain congressional support for any legislative initiatives the industry seeks, most notably mandatory cable carriage rules, license renewal reform and fighting off spectrum fees.

The INTV board several weeks ago adopted a new set of public policy priorities. Among them was a call for license renewal stability "in return for fulfillment of reasonable and quantifiable standards of community service programming based on different categories of stations."

Padden underscored the importance of preserving free TV. "Through coaxial cables, high-powered satellites and fiber optic conduits, the technology now exists to require the American public to pay for... the very same programming now provided by free broadcasting."

He said cable television was the moving force behind this trend. And he said that cable

MSO's have been buying into programming services. "The result is that program selection is being driven by the equity interests of the cable monopolists and not by consumer preferences. Already we can see evidence of the anticompetitive implications of these developments," he charged. For example, "popular program events are siphoned from free broadcasting to pay cable television," he said.

Policymakers should insure that consumers, said Padden "are required to pay only for programming which is different from that already available for free. Finally, our law should foster a market structure that assure programming responsive to consumer demand rather than to the equity investments of the owner of the distribution conduit."

FCC hits phone porn

The FCC cracked down on dial-a-porn in a big way last week, declaring two of the sexually oriented telephone services "obscene" and hitting their operators with record \$600,000 fines.

"Today, children can easily access obscene communications," said FCC Chairman Dennis Patrick prior to the unanimous vote at last Thursday's meeting. "Unfortunately, it is often as close as the family telephone. Some so-called dial-a-porn providers are blatantly disregarding the law which requires that access by minors be restricted pursuant to commission regulation. We intend to enforce the law."

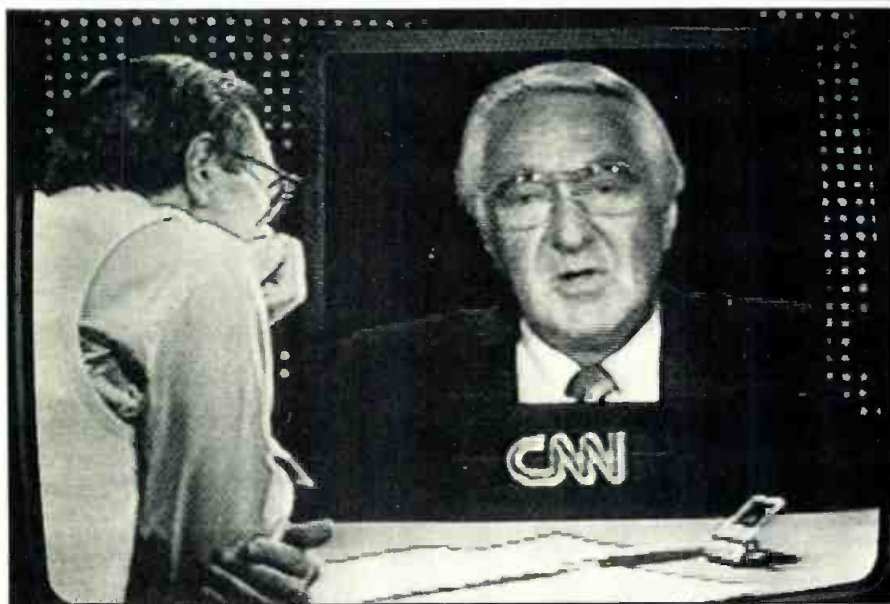
FCC Commissioner James Quello was more succinct. "It was the ultimate in sleaze; I'm for the ultimate in penalty."

The FCC's crackdown on dial-a-porn coincides with the agency's tougher enforcement of prohibitions against the broadcast of indecency. "They are not directly related," Quello said. "But I think there has been a public perception—and in my case even a private one—that there is too much of this going on and we have to stop it."

FCC spokesman John Kamp said as far as he had been able to determine the fines were the largest in the agency's history.

The targets of the FCC action were Audio Enterprises Inc. and Intercambio Inc. The FCC said it received two complaints about the recorded messages Audio Enterprises was making available over an AT&T 900 number. The FCC said one of the complainants stated that her daughter had been molested by a 15-year-old boy and his brother after all three had listened to the messages. In addition, the FCC said, the complainant said her 13-year-old son had sexual intercourse with an underage girl and later explained that the messages had made it sound like fun.

Upon receiving the complaints, the FCC recorded the phone messages several times and then sent warning letters to the two companies asking why they were operating in apparent violation of FCC rules. Both companies responded in January, but neither was able to deter the FCC from taking action.



On the run

An April 20 report on CNN's *Larry King Live* featured a former National Association of Broadcasters government relations vice president (1971-1980), now in hiding from underworld connections and former business associates, some of whom his testimony has helped to indict on racketeering charges. Roy Elson, who will testify in more cases, said he has eschewed federal witness protection, feeling he "could take better care" of himself as he lives in a camper and is always on the move. "I was foolish and became greedy," Elson said of his early 1980's involvement in a Los Angeles-based loan-sharking pyramid scam that led to connections with top Los Angeles mob figures and "a lot of scary experiences." Described by King as "the mob's man in Washington," Elson said anger over being fooled led him to conduct his own "Rambo" investigation, eventually turning over to authorities the tapes he had made of meetings and telephone conversations with those who had drawn him into the scam. "I think I had a very good reputation in Washington...ruined," Elson said from an undisclosed location. "I don't sleep very well," he said, adding that he is "filled with a lot of guilt" over his part in convincing people to invest in the scam. "I had a pretty big ego...was at the top of the mountain, at one time, and ended up in the gutter and the sewer."

From more than 1,000 entries, these are the winners for 1987

JACK R. HOWARD BROADCAST AWARDS

Journalistic Excellence/TV, large market

KXTV, Sacramento, for exposing the Los Angeles youth gangs that were supplying crack to Sacramento youths.

Journalistic Excellence/TV, small market

WBRZ, Baton Rouge, La., for documenting the state's expensive practice of settling lawsuits out of court.

Journalistic Excellence/Radio, large market

WSM, Nashville, for investigating the city's sudden increase in crime.

Journalistic Excellence/Radio, small market

WWVA, Wheeling, W.Va., for analyzing the impact of the area's increasingly older population.

ERNIE PYLE AWARD

Human Interest Writing

Steve Lopez, columnist at The Philadelphia Inquirer, for a simple and direct writing style that celebrated the uncelebrated.

WALKER STONE AWARD

Editorial Writing

Maura Casey, editorial page editor at The (Lawrence, Mass.) Eagle-Tribune, for a campaign to ban furloughs for inmates convicted of first-degree murder.

EDWARD WILLIS SCRIPPS AWARD

Service to the First Amendment

The Kentucky Post, Covington, for writing, reporting, legal efforts and professional leadership in support of free speech and a free press.

ROY W. HOWARD AWARDS

Public Service/Over 100,000 circulation

The Charlotte Observer for revealing Jim Bakker's misuse of PTL ministry funds.

Public Service/Under 100,000 circulation (dual winners)

The Daily Camera, Boulder, Colo., for exposing 17 years of misuse of public funds at the Rocky Flats nuclear weapons plant.

The Albuquerque Tribune for its sensitive portrayal of a child who was burned beyond recognition.

EDWARD J. MEEMAN AWARDS

Environmental Journalism/Over 100,000 circulation

Natalie Fobes, The Seattle Times, for documenting in photography and print the Pacific salmon's struggle for survival.

Environmental Journalism/Under 100,000 circulation

The Charleston (W.Va.) Gazette for defending the environment against the ravages of strip mining and chemical production.

CHARLES E. SCRIPPS AWARDS

Literacy/Newspaper division

The Herald-Leader, Lexington, Ky., for a multi-faceted literacy campaign that included special sections, instructional booklets and a statewide advertising program.

Literacy/Broadcast division

New Jersey Network for daily programming and community projects to promote literacy.

CHARLES SCHULZ AWARD

For College Cartoonists

Michael Thompson for editorial cartoons published in the University of Wisconsin's Milwaukee Post.



**SCRIPPS HOWARD FOUNDATION
NATIONAL JOURNALISM AWARDS**



THE ABOVE STANDARD INDUSTRY STANDARD.

In Canada, Australia and Brazil, C-QUAM® has been named the AM stereo industry standard. When you stop and think about it, it's quite obvious why the Delta C-QUAM® AM Stereo System is the above standard industry standard. Just one look at the engineering that goes into our system and you'll see it's built to last a lifetime.

The ASE-1 Exciter, ASM-1 Modulation Monitor and the all new AMP-1 Tri-Band Processor all work together in perfect harmony to bring you unmatched stereo performance.

Day-in and day-out Delta delivers pure, clean sound and optimal separation from your existing transmitter. And the system's active balanced input/output circuits we've included give excellent frequency response as well as outstanding low distortion. Plus, the Tri-Band Processor complements the performance of the Exciter with impressive modulation peak control.

But how can a system that sounds so good be so tough? It's the Delta difference.

You'll notice little details that make the Delta system fit for the long haul. Things like a ruggedly constructed

chassis. Zero insertion force card edge connectors for longer life. Stable crystal oscillators in both the Exciter and Monitor, as well as extensive quality assurance testing and a dynamic burn-in.

You'll also notice that we used common sense when we designed the Delta system. It's easy to install thanks to the extra RF and logic level outputs we've included. For further flexibility there's a day/night or main/auxiliary audio equalization board available at no extra charge. Factory authorized system installation is also included. And every system is backed by over 25 years of dedication to AM broadcasting and customer satisfaction.



To find out more about the Delta C-QUAM® AM Stereo System and attractive package pricing, give us a call at (703) 354-3350. Or write Delta Electronics, 5730 General Washington Drive, Alexandria, VA 22312.

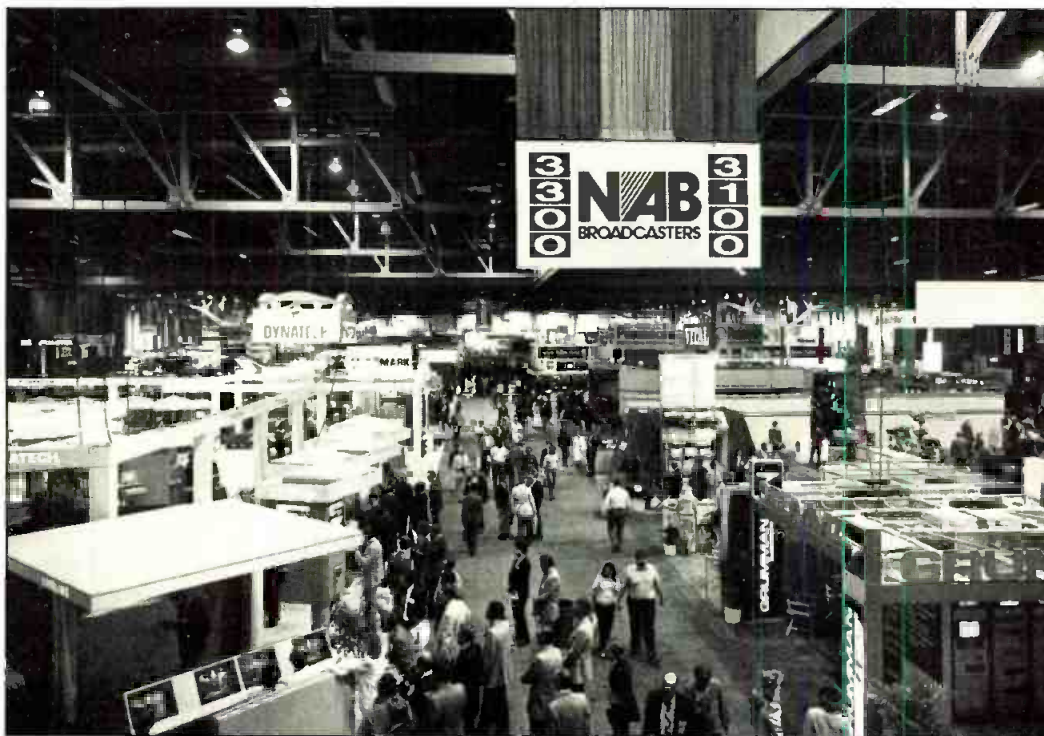
Years from now when you look back on your decision to install a Delta C-QUAM® AM Stereo System, you'll recognize it for what it really is — an above standard decision.

Over 25 Years
of Quality.

DELTA ELECTRONICS



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NAB offers a groaning board of technological fare

There was nothing but good news for the organizers of the 1988 National Association of Broadcasters equipment exhibition immediately after its closing last Tuesday (April 12). All the numbers were sharply up from record marks set at last year's gathering in Dallas. Attendance was 46,871, compared to 40,388 in 1987. Exhibitors numbered 723, compared to 696 last year, and they covered 383,400 square feet of floor space compared to last year's 313,000.

NAB's largest exhibition in history was also the first in recent times to be organized by NAB in-house, rather than through a contractor, and for the first time a point system was used to determine the positioning of exhibitors at three show sites: the Las Vegas Convention Center, the nearby Hilton Center and the outdoor exhibit area between them. The consensus among companies exhibiting and NAB staff seemed to be that all of the arrangements worked out agreeably.

Sony Corp.'s Irwin Ungerleider, chairman of the NAB exhibitor advisory committee, a group made up of companies that regularly have displays at NAB, said, "We feel that the exhibition in 1988 was very, very good. There were no major or even minor problems." Al Fisher of Ampex Corp., a former chairman of the same committee, agreed: "All in all, I think by most measurements you would use, it's been a very good show."

The perspective of NAB's first exhibit director, Rick Dobson, was the same: "I think it's been great.... All of the feedback I have gotten from exhibitors has been positive.... Everything just clicked."

Said Guy Numann, senior vice president of Harris Corp.'s Communications Sector and acting general manager of its Broadcast Division: "There were fewer tire kickers. That was a big change from last year and the past two or three years." Numann would not detail the amount of business on the floor, but, he said the number of leads was "significantly up" this year over last for each of its three businesses, transmitters, microwave and video studio equipment.

One of the biggest complaints during the 1985 NAB, the last held in Las Vegas, was a lack of traffic at the Hilton Center exhibit location. This year those complaints seem to have vanished. Although Odetics, a multivideocassette system manufacturer, would have preferred being in the convention center, activity at its Hilton booth was heavy, according to spokesman Bill Prichard, in part because of NAB moves to increase traffic such as placement of the guest registration at the Hilton. Odetics also promoted its Hilton location heavily, Prichard said.

Barry Honel of Texar Inc., a radio processor manufacturer, said that traffic at his company's display was heavy throughout the exhibition "except for a certain period"—the presidential appearance at the Hilton Pavilion on Sunday morning.

At 17,000 square feet, the distinction of having the largest booth belonged to Sony, which introduced 26 products, its highest number ever, at this year's exhibition. That is why, according to Sony's vice president, marketing, John McPherson, sales were better than at last year's Dallas convention which he said was also "excellent" for Sony. Sales at this year's event were "pretty much up to our expectations," he said. The company had so many products to show, that it rented another 26,000 square feet at the Tropicana hotel to display additional items. Immediately after the close of the show, Sony reported that total sales in its broadcast division totaled approximately \$20 million for the four-day event.

Large exhibits at the convention center were also presented by two other videotape camera and recorder giants, Ampex Corp. and Panasonic, as well as by Dynatech, which had the third largest booth combining its broadcast-related companies: Dynatech NewStar, Colorgraphics Inc. and Utah Scientific.

The following is a rundown of the radio, TV, satellite transmission, production and post production products these and other companies offered at the show.

Videotape

Among the main attractions at the two biggest booths on the floor, Ampex and Sony, were the D-2 composite digital videotape recorders the two companies introduced. Between them they sold about 440 machines—137 of Sony's DVR-10's and more than 300 of Ampex's VPR-300 studio recorders and ACR-225 spot players.

D-2 was developed by Ampex Corp. as a less expensive alternative to the earlier developed D-1, composite digital format which has been adopted by the CCIR (International Radio Consultative Committee). The effort to standardize D-2 in the Society of Motion Picture and Television Engineers, led by Ampex and Sony, is expected to be completed late this year.

Like D-1, D-2 machines will duplicate video images digitally up to 20 generations without measureable degradation. However, because the circuitry for building composite rather than component color is much less expensive, and because current broadcast facilities are equipped with composite gear, D-2 is considered to be a more economic alternative than D-1 for those studios seeking to replace their Type C, one-inch videotape machines.

Sale of D-2 equipment was "exactly what we hoped it would be," said Sony's John McPherson, vice president, marketing. Sony had 30 of its composite digital DVR-10's at its booth where its applications as a broadcast playback, editing and graphics tool were displayed. Those machines were sent directly to customers after the show. Some went to Post Effects, a Chicago postproduction company, which, according to a Sony spokesman, has been officially designated as the first DVR-10 buyer. During the show, a short animation created by Post Effects, "The Digital Diner," was shown at the Sony booth. The DVR-10 sells for about

\$75,000.

Thanks to D-2, the 1988 NAB show was the greatest ever for Ampex. It collected orders for \$30-million worth of D-2 equipment. The biggest Ampex D-2 sale was a \$5-million deal with AME Inc., a Burbank, Calif., postproduction facility. Deliveries of 50 VPR-300 D-2 VTR's to AME will begin



Crowd gathered around D-2 display at Sony booth

in the fourth quarter of this year. Other big contracts included a \$2.5-million deal with Cosmos Broadcasting and a \$3-million order taken from the Canadian Broadcasting Corp. The contract with Cosmos, Greenville, S.C., owner of eight TV stations, includes the purchase of eight ACR-225 D-2 spot players, introduced at last year's NAB, as well as an unspecified number of VPR-300's. The BBC ordered VPR-300's to be evaluated for possible replacement of its one-inch machines. Hitachi-Denchi also displayed a prototype of a D-2 machine, the VG-500, which the company plans to begin delivering in one year.

This NAB took one step closer to the age of TV station automation with continued advancements in large capacity, robotics-based cassette players.

Advanced robotic tape libraries shown on the floor by Sony, Ampex, Panasonic and

Lakart no longer are aimed only at commercial spot playback, or the more recent news segment applications, but now can air programs, spots and other material throughout the program day with capacities of 1,000 cassettes or more and using higher-quality enhanced half-inch or new digital tape formats.

Other, smaller-capacity robotics systems targeted at spot applications were shown by Odetics, Sony and Asaca.

Broadcasters are moving quickly, it appeared at the show, to take advantage of the new offerings. Library system sales announced on the floor included NBC's purchase of 20 Panasonic Marc II systems, valued at \$10 million, the first six of which will go to KNBC-TV Los Angeles by mid-year.

Among the new offerings available this year is the Sony Library Management System, shown in prototype form the last two years. The unit has storage capacity for approximately 1,000 cassettes, can be expanded to hold 4,000, and uses between four and six VTR's, either Beta SP or the company's D-2 digital composite machines, with control of four external VTR's possible. Half-size models are also available.

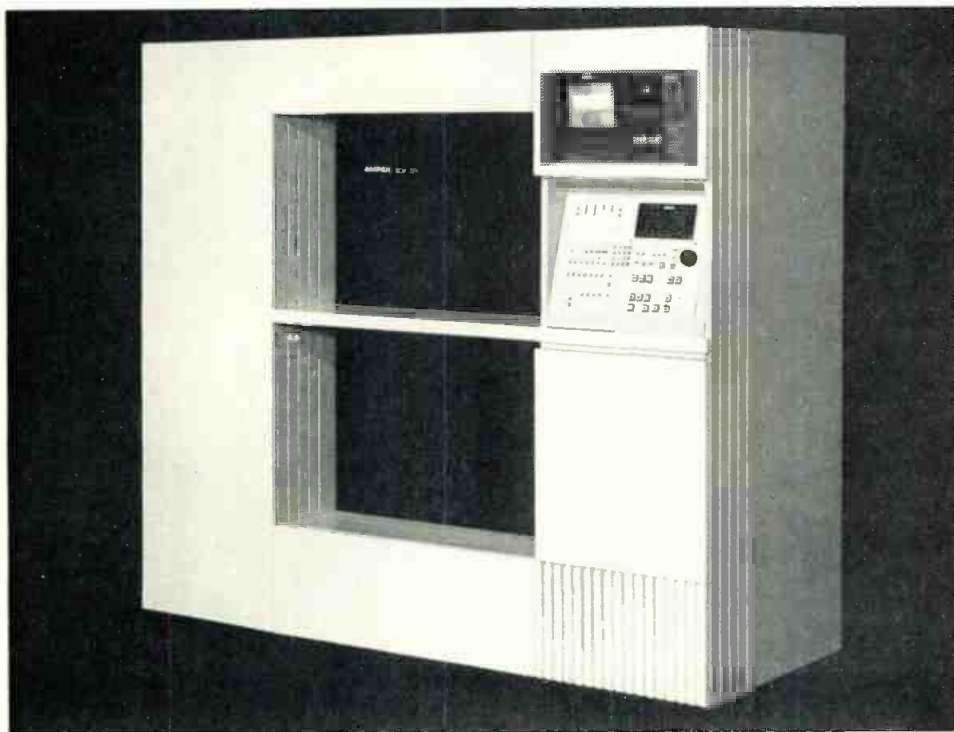
Lakart's new Automated Library System, also shown in prototype last year, features 500, 1000 or 1,500 cassette capacity for various formats and tape lengths. The system uses software based on several years of company development in VTR sequencing applications. Pricing ranges from \$249,000 to \$340,000 depending on the cassette capacity (not including the tape decks).

Odetics, which has a smaller capacity, 280 cassette machine, has added four products to its cart machine line, including a playback-only cart machine and a cart work station for recording carts for the play-only unit, a new Beta SP format version machine and a TCA3000 automated cart system for use with station automation systems, which was on display at the Dynatech booth.

Sony continued to have success in selling D-1 machines to production and postproduction companies. Fourteen of its component digital products were sold. Its DVR-1000 was first shown at NAB two years ago. About 90 D-1 recorders were sold last year and the company says it has delivered 100 and the unit is now backordered.

A new D-1 recorder was shown by BTS Broadcast Television Inc., Salt Lake City, owned jointly by the European Bosch and Philips companies. The DCR-100, the company claims, is the first D-1 VTR to be compatible with D-1 machines made by all other manufacturers because of its use of or track, four audio channels and standard D-1 cassettes.

Matsushita's Panasonic Broadcast Products, marketer of the MII half-inch tape product line, entered the NAB convention in the glow of the announcement of a sale to the Public Broadcasting Service and of good reports from NBC-TV on the progress of its conversion of all its facilities to MII (BROADCASTING, April 11). Additional good news was a \$1.8-million dollar sale of MII equipment to Kelly Broadcasting Co., Sacramento, Calif., owner of two TV stations. At the booth, according to Panasonic



Ampex's ACR-225 cassette system

president, Stan Basara, 48 new or enhanced MII products were shown for the first time, including three new studio VTR's and two playback-only machines.

The new MII machine that Panasonic is promoting most heavily, Basara said, was the AU-660PE VTR with expanded editing capabilities, designed for postproduction facilities and broadcast stations. A nine-bit time base corrector is used to improve signal-to-noise ratio and a standard adaptive comb filter improves vertical resolution. The edit panel can be operated by remote control. At \$39,500, the 660PE costs about one-third less than comparable Type C VTR's, Basara said. It will be available in the next couple of months. Panasonic also introduced the lower-cost AU-X80 studio editing VTR for \$14,000, which will be available in the third quarter of this year. Rounding out the new MII products are the AU-640 studio player/recorder for station applications, the AU-630 studio playback-only machine and the AU-620 player.

Although D-2 is making headlines this year, Basara said that the two big decisions broadcasters are making this year are whether to convert to half-inch or to purchase video cart machines. D-2 "will be great in specific areas as D-1 was," he said. But he was not sure whether D-2 will be the broadcaster's digital format of the future. A small-format digital VTR is currently being developed in Japan by Matsushita, he said, that would hold an MII-sized cassette. "D-2 may not be the way to go because of the size of the tape required," he said. The Society of Motion Picture and Television Engineers recently has a "small format" study group investigating digital possibilities.

Sony Corp. reported that it sold 250 pieces of equipment to various stations in its own half-inch videotape format, Betacam SP. Along with five VTR's introduced earlier, Sony showed a less expensive SP office recorder for the first time, the BVW-22, which sells for \$4,950 and will be available in September.

Ampex, which is a licensed manufacturer of Betacam SP, also announced a new office player, the CVR-22. Ampex also announced that it had entered into an agreement to expand its manufacturing capacity to enable the manufacturing of Betacam SP products for Sony." Sony spokesmen clarified the Ampex release, saying that the agreement calls for Sony to supply Ampex with some components for the Sony BVW-60 play-only machine, and Ampex in return will provide BVW-60 subassemblies to Sony.

Thomson Video Equipment of France, also a marketer of Beta SP, had two new studio players with dynamic tracking—the TTV 3560 and TTV 3570—as well as a portable VTR for field editing with remote control from studio recorders, the TTV 3535. The TTV 3522 is a new Beta SP play-only unit.

A sale was made by Panasonic Industrial Co. from its Super-VHS product line to KOFY-TV San Francisco, which plans to use the equipment for a new morning news program. According to the station, S-VHS equipment was chosen over Beta SP or MII because of the lower cost. KOFY-TV will

receive five S-VHS cameras and gear to equip three editing suites. The contract was for more than \$100,000 with deliveries to begin last week, in time for preparation for the program's debut on May 16. A new Panasonic S-VHS editing VCR at the convention was the AG-7500A. Also shown was the AG-7100A player.

Hitachi also introduced an S-VHS machine, the VG-S1 portable recorder, featuring a built-in time base corrector and playback picture while recording.

A converter for U-Matic to S-VHS and S-VHS to U-Matic, the Celeris, was introduced by the ALTA Group of San Jose, Calif. The system will also interface with ALTA's Centaurus still store and retrieval systems. Celeris will be available in June at \$1,150.

As videotape machines go digital, the videotape must be available at the same time. Ampex and Sony had new D-2 tape products ready to accompany the introductions of their new digital VTR's. D-2 machines accept cassettes in three sizes, small, medium and large. Sony's DVR-10 accepts only small and medium cassettes. Its four lengths of small D-2 cassettes hold six, 12, 22 and 32 minutes of digital video. Six versions of the medium cassette hold up to six; 14, 24, 34, 64 and 94 minutes.

Ampex is offering all three cassette sizes with maximum playing times of 32, 90 and 208 minutes. The magnetic products division of Fuji Photo Film U.S.A. also announced plans for future D-2 tape offerings. Sony, Ampex and TDK all offered D-1 cassettes, which are the same size as D-2. In half-inch offerings, Sony, Ampex, TDK, 3M and Fuji had new lines. TDK and 3M also had MII cassettes.

Cameras

Solid-state cameras were in increasing abundance at this year's NAB, with CCD's (charge-coupled devices) now dominant not only among new portable electronic news-gathering cameras shown, but also moving into higher-end field production and studio applications.

NEC and the Bosch-Philips joint venture BTS were among the manufacturers introducing new CCD cameras said to be competitive in picture quality with midrange studio cameras. Numerous other new CCD cameras, many for ENG-EFP uses, were shown by Sony, Ikegami, Hitachi, Toshiba, Ampex, Thomson and Panasonic.

One new CCD camera being marketed as a studio unit is BTS's new LDK-900, which uses the same frame transfer CCD as the LDK-90 portable camera introduced last year (300 of which have been sold internationally, 75-100 in the U.S.), but with improved resolution and signal-to-noise ratio.

According to BTS's Larry Riddle, national sales manager, the new LDK-900 is being marketed as the CCD equivalent of the company's two-thirds-inch tube LDK-6 camera. Outfitted as a studio unit, with triax base, operator control panel and studio viewfinder, the 900 is priced at \$75,000.

Among the customers for the new BTS CCD cameras is CCR Video, the Hollywood production studio that provides facilities for shows including *Family Ties* and *Night Court*. CCR has ordered four LDK-900's and four LDK-90 in a newly available studio configuration.

NEC also has a CCD camera marketed for upper-end field and studio uses. The EP-3 camera, shown in prototype last year and introduced several months ago in Japan and the U.S., uses a new, higher-resolution hybrid frame interline transfer type CCD, claiming 700 lines of resolution and 62 db signal-to-noise ratio.

The NEC camera, which sells for \$72,000 in triax form or for \$40,000 with camera head alone, has a built-in electronic shutter that allows for seven shutter speeds ranging from one-sixtieth to one-fifteen-hundredth of a second. More than 50 units have been sold to Japanese broadcasters and production houses and another dozen have been delivered to U.S. broadcasters.

Ikegami was among the most aggressive on the CCD front at the show, introducing five CCD units, including the studio HK-355P model with a 700-line resolution frame interline transfer chip developed in cooperation with Japan's state broadcaster, NHK. Also introduced was the HL-55, a two-thirds-inch tube-quality camera using the same chip, as well as several other, lower-cost solid-state units.

Sony, on the other hand, continues to aim its chip cameras at the ENG market, arguing that studio quality CCD's, such as the frame interline chip its own engineers are currently working on, are still some time away. Sony uses a third type of CCD, the interline transfer chip, in its cameras. An enhanced version of the interline chip in the new cameras makes them less susceptible to vertical smear, reduces dark noise for better high contrast shooting and allows the incorporation of an electronic shutter, according to the manufacturer.

Sony's one-piece BVW-200 uses the new chip, but is perhaps most unusual for its light weight (less than 15 pounds with lens, battery and tape) and small size, while retaining the picture quality of the larger two-piece Beta SP BVW-505. The 200 is priced at \$25,000.

Sony, which sold some 6,000 units of its first professional three-chip camera, also introduced a new professional model, the DXC-M7, using the new chip.

Among the other new CCD cameras was Toshiba's \$47,000 SC821 frame interline transfer CCD model, a new model in Hitachi's three-chip FP line and JVC's KY-15U electronic-shuttered CCD model, which is dockable with S-VHS portable VCR's. Panasonic, which is beginning deliveries this year of its broadcast AK-400 CCD camera, introduced WV-200CLE three-CCD model to its professional camera line during the show. Thomson and Ampex also showed CCD cameras.

Camera tube technology was not completely overshadowed during the exhibit. Hitachi, for instance, introduced the SK-970D, the first to use new APD (avalanche photodiode) tubes developed in conjunction with NHK and which the manufacturer



Sony's BVW-200

claims are 10 times more sensitive than conventional Saticon tubes.

Along more experimental lines, Sony was showing privately an experimental its low-light chip camera with a 10 power image intensifier.

Outside of the cameras, one new development created something of a stir on the floor: robotics for studio cameras. Radamec EPO's robotics system, in use by NBC News and just sold to GTG for its *USA Today* show, allows not only for automated pans and height movements, but for movement across the studio floor and talent tracking as well. The unit, which is capable of interfacing with station computers, costs between \$55,000 and \$110,000 depending on its height and tracking capabilities.

Robotic camera technology was also shown by Total Spectrum Manufacturing, which introduced its Autocam. The system includes a touch screen controller and servopedestal with an optional X-Y moving base, as well as automatic tracking options and newsroom computer interfacing options.

Among other new camera support equipment introduced at the convention was a new Sony field triax camera control unit designed for use with the BVP-350 camera and featuring wideband component video transmission, new prompters from Q-TV and developed in conjunction with Dubner Computers Systems and Autocue of London and new monopods and tripods from Karl Heitz.

On the camera lens front, Angenieux has a new auto-focusing zoom lens, Nikon showed a new two-third-inch format lens for CCD cameras, Canon had a new shutter version of its sports zoom lens along with two other new zoom lenses, and Schneider introduced three new zoom lenses.

Videographics

The videographics and digital effects marketplace at the NAB convention produced few surprises. Broadcasters and other video producers saw what they expected to see:

more powerful, more cost-effective systems for generating, animating, manipulating and storing video images.

Virtually every major player in the videographics end of the market highlighted some development designed to distinguish it from others and keep it competitive. There seemed to be more systems capable of performing a wide range of videographics functions, and most systems highlighted their ability to be integrated with other digital equipment.

Dubner Computer System unveiled a new and comprehensive graphics line, the Graphics Factory, which takes the same building-block approach as some of its competitors take. The GS-30 system, which sells for \$55,000, is a sophisticated character generator. The GS-40, which goes for \$75,000, adds paint and frame grab capability. And the GS-50, which goes for \$95,000 but is not quite ready for the market, adds 3-D modeling, animation and rendering. Still store capability is an option at each level. Dubner also introduced a stand-alone DSS-4 still store for \$30,000.

Chyron introduced Superscribe and Scribe Jr. According to Chyron, Superscribe does everything Scribe does and more. The enhancements: on-line font conversion that allows the operator to call up characters, words and messages and change their attributes; multitasking that allows the operator to perform two functions at once, and multiuser operations that allow two operators or an operator and some external computer to perform separate functions with no discernible loss of speed.

Scribe Jr. is billed as a compact version of Scribe, providing many of the capabilities of its predecessor in far less space. Although Scribe Jr. has half the resolution levels of Scribe, Chyron claims it is comparable to, or better than, most character generators on the market.

Quantel, a long-time leader in the graphics and effects marketplace, introduced several new products in an effort to maintain its leadership position.

To support its Harry editing system, Quantel offered new control software, called E-Motion, with three new capabilities:

Serial Control brings up to three VTR's under the direct control of Harry's pen, tablet and menus. Profile gives users complete control over the speed and profile of stretches and dissolves. And Chroma Mix enhances Harry's keying capabilities. E-Motion is included as part of Harry LP—Harry with its disk storage increased to 3,360 NTSC frames or 3,024 PAL/SECAM frames.

Quantel's Encore digital effects system was enhanced by HUD or Head-Up Display, which puts motion and effects commands on screen. Also, HUD allows control through trackerball, joystick or pen and tablet.

For the popular Paintbox paint system, Quantel introduced a "designer work station" that, in addition to ergonomic and esthetic enhancements, offers full compatibility with Harry. Quantel also showed the Carousel solid-state recorder that interfaces with the Paintbox for retouching, animation and rotoscoping work.

Quantel bills its new Cypher Sports as "the ultimate digital character generator." The system is designed primarily for sports and live news production, with 256-level antialiasing, 3D Multitrack motion control for manipulating characters and Autoscore for interfacing with computers containing sports information.

For the sake of system capability, Ampex announced that its AVA-3 videographics system can now be fitted with any combination of inputs and outputs: CCIR-601 digital (4:2:2); analog composite; analog component, luminance and color-difference, and analog component, RGB.

Aurora Systems, an eight-year-old pioneer of the videographics business, featured upgrades for each of its three videographics systems, which range in price from \$15,000 to \$125,000. For the high-end AU/280, Aurora offered an additional 340-megabyte hard disk and new software for color-cycle animation, timeline-based animation editing, texture fill and "picture browse."

The mid-priced AU/220 system now has a "frame grab" for capturing pictures from videotape, camera or other "live" sources. Aurora has also made the system PAL- and SECAM-compatible.

Aurora offered new optional weather graphics software for the AU/75 system that enables the low-end system to retrieve and display data from Accuweather. The software also permits hookup with sports data computers.

Pinnacle Systems Inc. showed enhancements to its series of video work stations. For the 3000 series, it unveiled a new high-resolution paint system that is 250% faster than its predecessor. For the 3000 and 2000 series, Pinnacle offered PRIZM, a digital effects capability permitting such "Z-axis" effects as rotation and perspective. And it enhanced its 1000 series desktop system with a still store capable of holding 5C frames. As now configured, the series 100C can give news editors the same look as an A/B roll system.

Speed was the watchword at the booths of several of the high-end videographics system vendors. Wavefront Technologies demonstrated software-based digital field rendering that, it says, cuts the rendering time

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in half. Wavefront also announced an agreement with Ardent Computer Corp. for running the Wavefront software on the Titan supercomputer.

BTS Broadcast Technology System introduced the Pixelator, a new high-speed graphics processor that, in its most basic configuration, increases the rendering speed of the FGS-4500 videographics system 30 times. The Pixelator's architecture allows an unlimited number of processors to be linked together. Each increases rendering speed 30 times. The Pixelator in the first product in BTS's EPIC computer line, designed specifically for graphics application. BTS plans to market the line to other vendors of graphics systems for medicine and industry.

To speed things up, Symbolics Graphics showed the APROC 110 processor for speeding up the paint function of its multi-function Symbolics graphics system. With the added speed, Symbolics hopes its system will be more competitive with Quantel's Paintbox. Symbolics will also show an HDTV version of its system.

Symbolics also demonstrated its system using upgraded software (Version 4.0) that, among other things, increases texture-mapping speed more than 100%. Version 4.0 also enables users to composite unlimited number of layers, including translucent and transparent objects like glass and smoke.

The software coupled with a new color controller and optional genlock circuit cards will permit users to produce images on NHK's HDTV standard. Sony featured a Symbolics system among the HDTV production equipment at the Tropicana hotel.

3M Broadcasting showed the Specter 3D modeling and animation system, which runs on the Silicon Graphics Iris 3130 or some other comparable computer. The system does it all: 3-D polygon or spline patch-modeling, animation, rendering and paint.

Abekas Video Systems Inc. showed its A72 character generator for the first time at an NAB. The A72 features INSTANT font sizing and the ability to portray full-color logos in single and dual-channel configurations.

In an effort to maintain its large share of the digital effects market, NEC America offered a new hardware-software option for its DVE System 10. The package, NEC says, creates "a whole range of compression effects" through the manipulation of individual lines of video. Like the earlier transition effect option, the compression effects package simulates three-dimensional effects.

Grass Valley offered several new optional Kaleidoscope effects systems: interface with a variety of digital inputs, defocus, full-featured wipe generator and a "shot box," which gives directors of live programming instant access to effects and effects sequences.

Harris's Videosystems division unveiled the HarrisVws video work station with 32-bit processing power for use initially as a still store. The standard Winchester hard-disk drive holds up to 100 frames, but additional drives can be installed to provide up to 2,000 frames of storage capacity. The capacity can also be expanded with optical

disk drives, each of which holds more than 3,000 frames.

HarrisVws complements the Iris II still store, which was upgraded by a Model 422 frame buffer/synchronizer and is now known as Iris II Plus. With the new buffer, the unit can be linked digitally to paint and video effects systems. The new Harris Multi-Access Controller permits the interconnections of up to six Iris II Pluses. With six systems operating together, up to 36 users would have simultaneous access to more than 80,000 stills.

Rank Cintel Inc. showed a component, digital optical dish still store and announced that CBS News in New York had purchased one. The Logica Gallery 2000, which operates in the 4:2:2 digital domain, can support drives containing millions of frames.

In its press releases, Abekas Video Systems showed its A42 Digital Still Store. Abekas claimed that 500 are in use today, 65% of them by television stations.

Amplex added some new standard features to its ESS graphic composition/storage system. They include still-auto sequencing with variable duration and loop capabilities and List-and-List playlist management.

Quanta Corp., Salt Lake City, part of the Dynatech Broadcast Group, introduced the Orion character generator, featuring 16 levels of antialiasing and real time operation for less than \$15,000. It also showed the Delta 1 "text generator" with sub-pixel rolls, hundreds of shadow and edge attributes and frame capture.

Colorgraphics Systems Inc., also part of Dynatech, introduced ArtStar, a paint and animation system based on the 4:2:2 digital studio standard. ArtStar is intended to complement the company's ArtStar 3D Plus system.

Alta Group offered a new video compression system for less than \$10,000 that, it claimed, delivered pictures comparable to systems at twice the price. Features of the Pictoris system include the ability to superimpose the compressed image over live backgrounds, colored borders/mattes, variable cropping and positioning, zooming (in and out) and freeze. Alta also announced that it had begun deliveries of the Centaurus, a \$17,000 still store.

Cubicomp Corp., a well-established player in low-end graphics, entered the high-end market, introducing the V2300 graphics system based on the Silicon Graphics 4D/70 Superworkstation. The cost: \$180,000.

The software that runs on the Silicon

Graphics hardware is the same as the software that drives the Vertigo 2400 and V2600 systems, but the V2300 does not require the Sun Microsystems 3/160 for rendering or video support.

Cubicomp has a 3-D animation system that runs on a microcomputer (Picture maker) and one that runs on a mini (Vertigo V2000). For those with Picturemaker and the RACE high-speed rendering processor Cubicomp is introducing this year a "ray tracing feature," which accurately generate shadows, reflections and refractions. For those with the Vertigo V2000, Cubicomp introduced software upgrade (Version 8.0) which, Cubicomp says, "breaks new ground" in refractive mapping, soft-edge shadows, lighting, environmental control and motion control. And a new accelerator board speeds rendering by 30%.

Digital Arts, which goes head-to-head with Cubicomp in the PC-based market introduced DGS 2.1, the latest version of its 3-D animation system. DGS 2.1 includes enhancements of the modeler, motion scripter and renderer. The San Diego-based firm also showed an ungraded version of the DGS FX special effects package.

Digital F/X Inc., Santa Clara, Calif., is a major newcomer in the market. The firm's DF/X 200 Digital Video Production System combines real-time digital effects, high-resolution character generator and paint into a single integrated unit. The system is being marketed as an alternative to single-function systems like the Quantel Paintbox and the Amplex ADO.

□

Commodore Business Machines exhibited at the NAB for the first time to show that computer graphics do not have to cost a lot of money. With software from JDK Images. Byte by Byte and Associated Computer Service, Commodore turned a \$5,000 Amiga 2000 personal computer into a character generator, a special effects system and a 3-D animation system.

Colorgraphics showed enhancement of its year-old LiveLine 5, which overlays a paint system on a full-featured weathergraphics system. According to Colorgraphics, the system is fully compatible with the weather data systems of Accu-Weather, ESD, WSI and Weather Central.

Accu-Weather, whose databases include continually updated weather images, introduced an advanced version of the Front Door 750, an IBM PC-based system for receiving, displaying and archiving its weather images.

Newcomer WeatherConnect Inc., Chicago, showed the WC-1000 weathergraphics system, which allows the user to edit, enhance and animate graphics while receiving data from weather databases.

WSI Corp. introduced ASTROdata, a PC-based system that retrieves, sorts and stores information from weather databases and permits the user to customize it for airing. ASTROdata complements ASTROgraphics, a bank of continually updated weather graphics and ASTROfax, a data base containing National Weather Service facsimile maps and charts.



Digital's DF/x200

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Radio

With the news that the National Radio Systems Committee's (NRSC) standards will soon be considered by the FCC in a formal rulemaking proceeding, it can be predicted that the market for NRSC filters and other standard-related equipment should be in greater demand from AM broadcasters in coming months.

During an NAB convention technical session, FCC Mass Media Chief Alex Felker said he anticipated recommending the standards to the commission "in the next several months" (BROADCASTING, April 18). Last fall the NAB, a co-sponsor of the NRSC with the Electronic Industries Association, proposed the standards to the FCC for mandatory observance. The aim of the standards is to improve AM transmissions by eliminating adjacent-channel interference. The audio bandwidth of AM programming would be limited to 10 khz. A preemphasis curve in the transmission would be matched by a complementary deemphasis curve in radio receivers. These steps are meant to give radio receiver manufacturers the incentive to make radios with higher fidelity, competitive with FM sound quality. Response on most home receivers today is less than 5 khz.

Most AM equipment companies exhibiting were not introducing new NRSC products, but were doing brisker than usual business in units that were first shown last year. One exception was Inovonics Inc., Santa Cruz, Calif., which introduced an NRSC filter, that, according to the company's Jim Wood, "does a pretty credible job by itself," although he said that a processor should be used with it. Several of the \$520 units, he said, had been sold before their introduction at the show. The NRSC unit is now available.

Circuit Research Labs, Tempe, Ariz., had both AM stereo and mono processing systems built to NRSC specifications. Its SMP-900A AM stereo matrix processor is designed to increase stereo fidelity while maintaining sound quality on mono receivers. If an engineer chooses, a switch allows for non-NRSC compliance, increasing response to 11 khz. The unit sells for \$1,950. Similar capabilities are built into the PMC 400A peak modulation controller for AM mono processing, which sells for \$2,500. CRL also featured three NRSC preemphasis/deemphasis filters at its booth ranging from \$295 to \$495 and a filter board for the SMP-900A for \$235.

Texar Inc., Monroesville, Pa., again showed its Phoenix AM processor with NRSC filter, which has been available since last November. The company claimed that Phoenix is especially useful in improving the performance of older AM transmitters.

The Optimod-AM 9100B processing system with NRSC circuitry was shown by Orban Associates Inc., San Francisco. The system is available in a mono version, which sells for \$4,395, and is convertible into stereo. The stereo version, compatible with either C-Quam or Kahn AM stereo systems, sells for \$5,995.

To test whether a station's output is hold-



Harris DAT deck XD-001

ing to the limits of the NRSC standard, Delta Electronics of Alexandria, Va., has begun taking orders on its SM-1 AM Splat Monitor. A simple dial allows an engineer to track how much co-channel interference exists at different bandwidths. At \$2,150, Delta claims the monitor is designed to be a cheaper way to keep track of an AM signal than other currently marketed signal test equipment. It will be available in 60 days.

Delta also introduced its AMP 1 AM stereo triband processor, which at \$3,500, according to Delta's John Bisset, is about \$2,500 less than comparable processors. The processor can also be used with mono transmitters. Mono stations with older transmitters that are planning to convert to AM stereo within the next few years are prime customers for the unit, he said.

In other AM stereo equipment, Motorola introduced its third generation exciter for its C-Quam system, the model 1400. It features front loading circuits and a partitioned design for easier troubleshooting and maintenance. Also, as a measure to avoid lightning damage, the RF amplifier has been removed from the model 1400. The unit costs about \$1,250 installed and will be available in June or July.

Leonard Kahn, president of Kahn Communications Inc., Westbury, N.Y., and inventor of the Kahn/Hazeltine AM stereo system, announced during the convention that he would file suit against Motorola for infringement of a patent he holds for compatible AM stereo receivers that he claims has been used in the C-Quam system. Kahn said he would bring the suit in federal court on May 31.

At his booth, Kahn showed his POWER-side equipment, which is for optional use with Kahn/Hazeltine stereo equipment. POWER-side is meant to eliminate problems such as selective fading and adjacent and co-channel interference and also to increase coverage of both mono and stereo signals. About 20 POWER-side systems have been installed since they became available eight months ago. The full stereo system with the POWER-side option costs about \$16,000 installed, Kahn said.

The digital audio division of Sony Corp. featured digital audio recorders and consoles for broadcasting and post production. A new product was its DAE-3000 digital audio editor, which is being offered in place

of its earlier version, the DAE-1100A. It takes inputs from up to four DAT players and retains many of the features of the 1100A, such as a search dial, preview capability and automatic editing. It will be available next month.

Four new digital audio products were displayed by Panasonic Industrial Co., two R-DAT machines and two compact disk players. The SV-250 portable R-DAT recorder weighs about 3.2 pounds and has an hour record and playback capability with a rechargeable battery. The SV-3500 studio R-DAT recorder is designed for broadcast production. It takes two-hour digital cassettes and cues with maximum access time to a spot of 40 seconds. Access can be gained to a CD track on the SL-4300 CD player in less than one second. Panasonic's second new CD offering, the SL-4700, has a removable magazine that holds up to six CD's and is designed for use in audio postproduction.

The broadcast division of Harris Corp., Quincy, Ill., announced that it would be distributing the XD-001UH DAT player and recorder in North America. The machine, which is made by Aiwa Co. of Japan, will be sold with the Harris label. The compact machine includes the usual high-speed digital cueing abilities and has an accessible front panel for easier maintenance.

The A730 CD player, which, according to its manufacturer, Studer Revox America Inc., Nashville, is "the only true second-generation professional CD player on the market," was introduced at NAB. The unit's "disk recognition system" holds 100 CD's in its memory, with up to three cues in each.

New from Fidelipac Corp., Moorestown, N.J., was its Vari-Speed remote control for its Dynamax CTR 100 series cart machines. Fidelipac will begin deliveries of the \$495 automation unit in two months.

Broadcast Electronics Inc., Quincy, Ill., showed its new Phase Trak 90 stereo player and recorder cartridge machine, which includes several features not included in the playback-only version of the machine introduced at NAB '87, including a built-in splice finder, LED metering of the left and right channels and four cue circuits. BE also introduced its Mix Trak 90 on-air console, with modular construction.

Two new radio products were shown by Modulation Sciences, Brooklyn, N.Y. Its composite distribution amplifier, now available, sells for \$950. The \$2,000 FM Mod-

finder, is designed to check the modulation of stereo and SCA FM subcarriers. It will be available in a month and a half.

Delta Electronics showed its TCA-Jr. RF Ammeter for the first time. It is meant to be a lower-cost version of its earlier version TCA Ammeter, used for measuring power currents at transmission facilities in order to avoid FCC violations. A key feature, said Delta's John Bisset, is the Jr. version's portability, which allows an engineer or engineering consultant to carry it in a briefcase to test different stations. It will be "most important for [stations with] low power presunrise or postsunset power or very low nighttime powers," Bisset said. Listed at \$195, the TCA-Jr. will be available in two months.

Satellites

The proliferating satellite newsgathering vehicles have demonstrated their value in covering breaking news beyond the reach of microwave-equipped vans. But there are stories beyond the reach of SNV's. In those cases, the solution may be the so-called flyaways, miniature earth stations that can be disassembled, packed into several small cases and shipped by air anywhere in the world.

At the NAB, several manufacturers showed flyaways. Advent Communications Ltd., based outside London, featured its two Mantis flyaways. The 1.5-meter unit fits into four cases; the 1.9-meter into five. The units are expensive, starting at \$160,000. According to Advent's Steve McGuinness, the flyaways can be set up in less than 15 minutes, can operate in driving rain and meet all domestic and international satellite specifications.

Advent has sold several systems in England and Australia. And at the show it made much of its first U.S. sale to Professional Video Services, a Washington-based video and satellite services firm. PVS expects to have the 1.5-meter unit ready for rent by the second week of May.

While Advent's Mantis has the endorsement of PVS; Toshiba's MT-3 has the endorsement of CBS. The MT-3 is a flyaway with 1.8-meter, offset feed antenna that can be packed into 10 cases ranging from 71 to 19 pounds. Toshiba's Makoto Kaijima said the system, which sells for \$250,000, is qualified for domestic and international use and takes two men 30 minutes to set up. Kaijima said the system was built to CBS's specifications, and that the unit shown in Toshiba's outside booth had been used by the network.

Somewhere between the flyaways and the SNV's is Satcom Technologies' new Model 240AT 2.4-meter "uplink trailer system." It is a 2.4-meter earth station on a custom-built trailer. The unit, which costs around \$200,000 in a single-thread configuration, is designed to fit in the cargo hold of overnight air carriers such as UPS. For the show, Satcom showed a 240AT that had been sold to Rasmussen Sports Management. Taped to its side was a \$2,000 UPS bill covering shipment of the RSM unit from Atlanta to

Salt Lake City.

Built out of quarter-inch aluminum plates on two axles with 13-inch wheels, the 240AT is rugged. Indeed, Satcom Technologies has targeted the various branches of the military as potential customers. Radiation Systems, of which Satcom Technologies is a division, is a substantial defense contractor.

Installed in one of the Hubbard Communications trucks was a prototype of Sony's Wayfarer Radiodetermination Satellite System (RDSS). Working with the GEOSTAR satellite service and the federal Loran-C navigation network, an RDSS provides headquarters with continual reports on the location of its company vehicles along with simple messages from the vehicles such as arrival and departure times. The system is intended primarily for the trucking industry, but Sony believes it may be a valuable tool in helping stations keep track of their SNV's. The cost of equipping a truck with keypad, low-power transmitter and antenna is \$3,300.

Most of the SNV manufacturers are coming off a big year and are hoping to repeat in this year as corporation and independent producers pick up any slack in the broadcast end of market. The market is not huge, but the prices are, with the average SNV going for \$250,000.

Hubbard Communications, a market leader, showed four models from its fleet of SNV's, one inside and three outside. Hubcom is focusing most of its marketing energies on the SNG-230, a beefed-up version of

the SNG-220 with 2,100 pounds more capacity or "headroom." At its outside exhibit, Hubcom demonstrated an SNG-230 that had been sold to Group W's KYW-TV Philadelphia. The SNG-230 is built on an Iveco chassis. Also shown outside were two vehicles now belonging to IDB Communications, a SNG-LB or "Low-Boy" on a Ford Econoline chassis and a C-band transportable, in which the dish was mounted on a trailer hitched to the truck. Inside was the SNG-100, a 2.3-meter earth station built on a Mitsubishi truck, that had been sold to KHBS(TV) Fort Smith, Ark., and the Hubcom flyaway. Not shown this year was the company's heaviest truck, the SNG-450.

Centro Corp. introduced Networker II, a roomier version of Networker I. Like its predecessor, Networker II has a 2.3-meter dish and is built on a Ford E-350 chassis, but, instead of six racks placed in an "L" configuration, it has four racks converging the back of the control area. There is more room behind the racks to facilitate installation and servicing. And the generator compartment, air conditioning and power system have been redesigned to allow modular expansion.

Roscor featured its Starfleet 21, a 2.4-meter earth station built on a cutaway Ford Econoline chassis, and the roomier Starfleet 25 that sits on an Iveco chassis. Dalsat showed a SNG-12 unit with 3.7-meter antenna that belongs to Videostar Connections. BAF Communications showed an E435 truck built for Vision Accomplished, a satellite services firm in Santa Monica,

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Calif., and Midwest Communications showed its S-23 Iveco model with 2.6-meter antenna, the S-18 Ford Econoline unit with 1.8-meter dish and the S-1 and S-2 flyaways.

Microspace Communications Corp., a subsidiary of Capitol Broadcasting Co., introduced a new satellite audio delivery service that will give radio networks the ability to deliver programming to radio stations via the GE Americom Satcom K-2 satellite and 30-inch earth stations costing less than \$900 each. Microspace is offering 15 kHz and 7.5 kHz channels in stereo or mono. It also offers digital channels for users that want to improve signal quality.

Sharing the GE Americom booth was Cycle Sat Inc., which offers a system for distributing commercials to television stations via satellite that is, it says, more cost-effective than using the mail. Like Microspace, Cycle Sat uses GE's Satcom K-2 satellite. Throughout the show, Cycle Sat demonstrated the system, including the data decoder/receiver that would be installed in participating stations to automatically trigger tape machines to record commercials over the system.

Transmitters

Solid-state transmitters, increasingly well-established on the radio side of the aisle at NAB, appeared for the first time this year in the high-power television market.

Another new technology, the UHF klystron tube, also made its first appearance at the exhibit, although manufacturers and users appear undecided over how it stacks up against advances in more-proved klystron tube technology.

The first high-power, solid-state TV transmitter to reach the market came from Larcan, which has sold lower-power, solid-state TV transmitters for the past several years. According to Larcan's Lew Page, solid-state's advantages for television include increased reliability over tube-type transmitters (largely because of their more gradual failure rates), easier maintenance, elimination of tuning and the much lower cost of replacing failed modules as compared to tubes.

The new technology, however, will initially be more expensive. Page predicted a 10%-15% hike over tube transmitters. Gene Edwards of Harris, who also agreed solid-state would be far more reliable and with higher picture quality, said the cost would be approximately one-third more.

Larcan, with its new "M" series transmitter shown in a 22 kw configuration using 1 kw modules and priced at \$308,000, sold a 44 kw unit to Providence Journal's KMSB-TV Tucson, Ariz., and has sold more than a dozen in 6 kw configurations as standby transmitters, Page said.

Harris was promising its own line of solid-state VHF units by next year's show and made a private presentation on its approach to the technology at a nearby hotel. Harris's Edwards said the company would have new solid-state transmitters next fall, beginning at the 30 kw level and later ranging from 15 kw to 60 kw.

Both Harris and TVT, the Cambridge, England, transmitter manufacturer purchased by Varian from Philips last year, are also exploring solid-state UHF transmitters, although at relatively low power levels, company representatives said.

Japanese transmitter manufacturer NEC continued talk of introducing its existing solid-state VHF line to the U.S. market, but for the second year did not show the technology on the exhibit floor. It had its 35 kw VHF one-tube transmitter on hand, which uses a solid-state exciter and solid-state aurals.

Solid-state transmission technology has already found a place in the radio exhibits at the show, with Harris showing a 25 kw version of last year's new 10 kw digital solid-state AM transmitter and Continental displaying a new 10 kw AM transmitter, as well as the new solid-state 3.8 kw FM first shown in prototype at last year's NAB.

Both Harris and Continental said they are working on solid-state 50 kw AM units and Harris said it would have a 100 kw AM for the international market.

For UHF broadcasters, the debate grew louder at the show over whether the ultimate in UHF efficiency was represented by the newer and less-proved hybrid klystron tube technology, shown for the first time in a 60 kw unit from Comark and in a 15 kw transmitter from Television Technology Corp., or in advanced klystron tube designs that may still be several years from reaching the market.

Although klystron technology is just now available for broadcasters for the first time, and some critics questioning the tube's longevity, Comark has already found a believer. Georgia Public Telecommunications Commission has bought two 120 kw klystron transmitters and will put the first on the air at the noncommercial broadcaster's facility in Wrens, Ga., next June.

Comark is playing it safe, however, still making available the klystron-based transmitters first introduced in its S series line in 1983. Its fourth order for one of the units was taken earlier this month by NBC affiliate WPCQ-TV Charlotte, N.C., which will buy a 240 kw klystron unit.

Among those showing new UHF klystron transmitters were Townsend, which had a 60 kw model with computer-supervised functions, sequencing and diagnostics. Established klystron models were also being shown by Harris, Marconi, Varian/TVT and Television Technology Corp. Acrodyne also had a new 10 kw tetrode transmitter at the exhibit.

Varian, long a tube supplier to the industry and more recently a player on the transmitter side through its ownership of Continental and TVT, is itself playing each side of the klystron-klystron debate, making both technologies available through separate divisions. Among the klystron advances it showed were prototypes of the multistate depressed collector klystron developed in the last several years through an industry-funded research effort and that promises further efficiency advances over existing klystrons.

Varian also introduced a new transmitter modification kit for UHF integral-cavity

transmitters, and featured results from a test installation at KHIN(TV) Red Oak, Iowa, which achieved an efficiency figure or merit of 83%, compared to the mid-60% range normally achieved. In addition, the company had a new, more efficient 64 kw wide-band external-cavity UHF klystron.

For radio, other new transmission products included Harris's \$5,600 FM exciter, THE-1, with dual RF power ranges of 3-15 watts or 3-55 watts, and new 20 kw and 30 kw FM transmitters. Broadcast Electronics also added two new FM transmitters to its line, a 1 kw and a 20 kw model.

Best of the Rest

Digital video recording, not on tape but on computers, was a new broadcast and post-production alternative offered on the exhibit floor. The center of attention at the NEC America booth was its new VSR 10 solid state video recorder. Two of the units were installed to show how simultaneous function of two machines from one control unit could be performed. The VSR 10's at the NAE booth were controlled by an Apple Macintosh personal computer. One of the two units was dedicated to an NEC DVE System 10 digital editing unit, providing digital graphic effects capability. Effects such as wipes, fades and dissolves can also be created with the digital mix/keyer built into the VSR 10.

Simultaneous with the editing and effects demonstrations on the floor, the second VSR 10 unit could simulate on-air operation of short playback material. The solid state recorder holds up to 68 seconds of memory in four channels. Delayed transmission of live broadcast signals can be achieved through variable delay of inputs and outputs at the recorder. Playback of the continuous loop can begin after a five-second delay. Four composite input ports are provided for multiple camera interfaces.

A similar solid state recording system was shown at the Sony Tropicana hotel display. However, the company was showing the technology as a demonstration only and has not yet decided when or whether to release a product.

Similar digital videodisk systems with the postproduction graphics and animation functions were displayed by Abekas Videc Systems of Redwood City, Calif. Its A60 recorder interfaces with D-1, component digital tape recording and editing equipment. It will conform to the 525-line NTSC system with machines built to hold either 25 or 50 seconds of digital video. In the PAL 625/50 format, it will hold either 30 or 60 seconds. The recorder is controlled by the Abekas Ethernet network system.

Abekas displayed two other disk recorders. Like the A60, the A64 recorder also interfaces with D-1 equipment, but comes with 50-second or 100-second digital videocapacity and additional animation and effects features, such as more advanced matting capability. The new A62 recorder is built to interface with the D-2 composite digital videotape format. A Sony DVR-10 interfacing with the A62 recorder and Abekas's A53-D special effects system were

sed by Post Effects of Chicago to produce the "Digital Diner" animation that was displayed in both the Sony and Abekas booths during the convention. The A62 has features similar to its D-1 counterpart, A64, including 50 or 100 seconds of memory.

New video and audio editors and switchers were to be found in several spots around the exhibit hall, including the two biggest booths, Ampex and Sony. Ampex introduced its ACE 25 editor, which lists at about \$23,000 fully configured; the company claims it is a low-cost way to get several high-end editing capabilities and is easy to operate. It is designed for the Betacam SP tape format and can also interface with MII, U-Matic and Ampex Type C VTR's. The ACE 25 will be available in the next few months.

Sony introduced the BVE-600 A/B roll editor to control up to two component or composite players and one recorder. Its editing capabilities include wiping, fading and the superimposing when connected to an external character generator. The RM-450 editor for two machines was introduced for interface with U-Matic, Betacam and Betamax VTR's. The BVE-600 will be available in August and the RM-450 in May.

The VPE-151 editor introduced by the Brass Valley Group features single board computer design and component digital in-

terface. At \$25,000, the company was also featuring its VPE-141 editor, which was introduced at the SMPTE conference in Los Angeles last year. It was presented as a lower cost component digital unit. GVG also showed its new MASTER-21 master control switcher with 16 video and stereo audio inputs and four stereo audio-only inputs, priced at \$16,950.

At the display set up by Dynatech NewStar, Madison, Wis., for its computer newsroom system, the main attraction was its "Newsroom Systems of the Future...Today" demonstration. The company's new robotic camera interface was shown during regular mock newscasts. Camera shots were preprogrammed into the system for easy control by the director, eliminating the need for a cameraman. Cameras move automatically to adjust to any movement by an anchor. The system also interfaces with Dynatech's automated teleprompter, closed captioning, Betacart and character generator systems.

A new Dynatech NewStar character generator interface allows an operator to extract captions from script files and air them. The company also showed its new Leader election management system, which has already been installed in a number of stations, including eight that were operating during the March Super Tuesday primaries.

One of the oldest computer newsroom

companies is Basys Inc., New York, which was formed in 1978. Basys systems have been installed in more than 160 stations worldwide. Several new interfaces with other company's systems were shown this year at the company's booth. One of them was the earlier announced interface with the Logica 2000 still story library, which is compatible with D-1 equipment. The Nexis online information service, which delivers information gathered from over 200 sources—newspapers, wire services, magazines and broadcast news programs—is now also becoming available to Basys system owners. Other new interfaces announced were with ANGIS (Automated News Graphics Interface System) software which is used with Chyron character generators, and with the touch screen control systems designed by Media Touch Systems Inc., Salem, N.H.

Twentier Systems Inc. of Emeryville, Calif., a year-old computer newsroom company, announced two system sales to stations during the convention. KSTP-TV Minneapolis ordered a 60-terminal system, and WMTW-TV Poland Springs, Me., ordered a smaller Genesis system, which has a maximum of eight terminals. The Twentier system stresses computer control of equipment and personnel management as well as on-air news controls. □

Offering a new (high) definition for television

High-definition television production issues were more prominent in the meeting rooms of the 1988 National Association of Broadcasters convention and the presence of high-definition equipment on the exhibit floor also grew markedly compared to the 1987 gathering (BROADCASTING, April 18).

Since last year's show, 1,125 line/60 hz HDTV equipment has been used to produce a cinema release by the Italian television network, RAI, "Julia and Julia," which reached American theaters in February. A Canadian HDTV-produced mini-series aired last month, and taping was completed a few days before the convention of a CBS made-for-TV movie, scheduled for next season. In anticipation of more HDTV productions to come this year, companies introduced new cameras, editing, graphics, display gear and several other items.

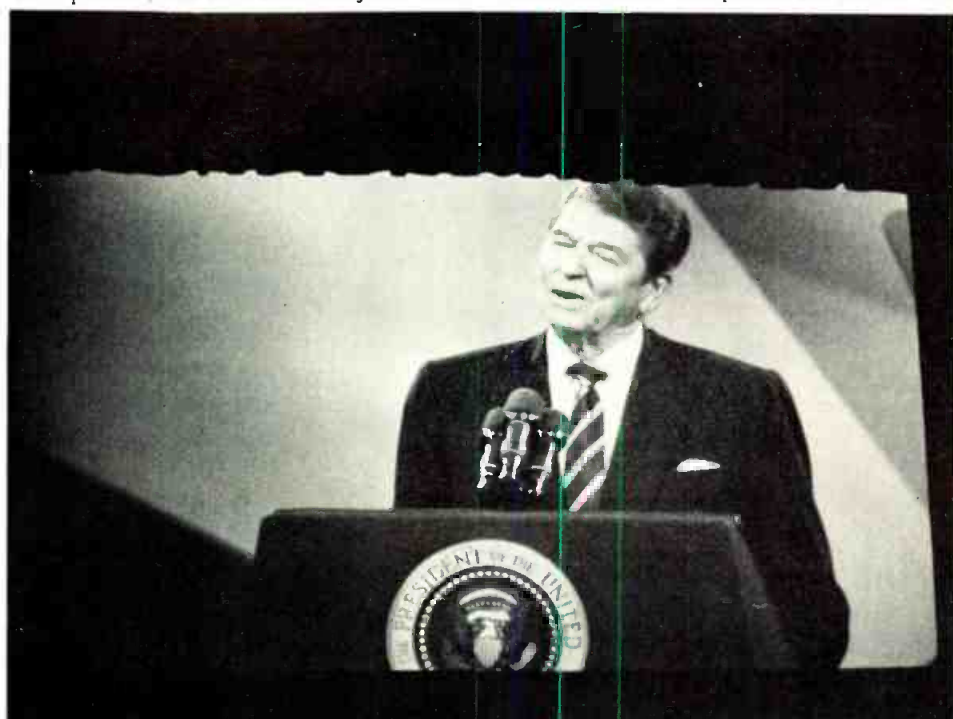
Transmission issues are a burning question in the U.S. and around the world, but the number of productions being made in the Japanese-developed 1,125/60 system suggests that it is the de facto studio standard. At a Sunday, April 10, technical session, Richard Stumpf, vice president, engineering and development, Universal Studios, and chairman of the Society of Motion Picture and Television Engineers working group that documented the 1,125/60 system, said that it should be approved by the American National Standards Institute (ANSI) as the American national standard by the end of this summer. However, due to opposition from Europe, where the Eureka research group is working on 1,225/60 transmission standards for satellite and cable transmis-

sion, he expressed doubt that 1,125/60 will ever become a world standard.

Of all the NAB exhibitors, Sony had the most to show. Leading its seven HDTV equipment debuts was the HDC-300 "second generation" camera. Among its enhancements over earlier Sony HDTV cameras are higher light sensitivity and a wider range of lenses and viewfinders. It is lighter, at 18 pounds, than the earlier Sony HD cam-

era. To go with the new camera, Sony also introduced the HDCC-300 camera control unit and HDCCS-300 camera signal processor. HDCC-300's features include remote focus and iris control and a multiple camera control option. HDCCS-300 includes a built-in digital image enhancer.

A new 38-inch monitor, videodisk player, sync converter and 1,125-line-to-525-line down-converter completed the list of new



Reagan NAB appearance as seen with Eidophor projection system on 40-foot screen

Sony HDTV equipment. An operator of the down-converter, the HDN-2000, has four choices when converting the 16:9 HDTV aspect ratio to NTSC's 4:3. The screen's side panels can be cropped or the 16:9 image can be retained by creating black bars on the top and bottom of an NTSC screen in what is called the "letter box" effect. A portion of the HDTV screen can be magnified on the NTSC screen. The fourth option is to squeeze the picture into 4:3, which would be used when running titles and credits.

NEC also offered a new HDTV-to-NTSC down-converter, as well as an NTSC-to-HDTV up-converter. The latter uses digital technology to double the scanning lines of an NTSC signal and widen it to conform to a 16:9 screen.

An enhanced version of the EC-1125 studio camera, introduced last fall at the Society of Motion Picture and Television Engineers conference in Los Angeles, was shown by Ikegami. The company claims the camera now has better light sensitivity due to the addition of Plumbicon pickup tubes, which were developed by Philips in Europe and are manufactured and delivered to Ikegami in Japan by Matsushita. According to Ikegami USA's director of professional productions development and engineering, Phil Godfrey, one of the \$300,000 cameras has been sold to NBC-TV in New York. The EC-1125 "was built with the cinematographer in mind," to be used like a movie camera, he said.

BTS Broadcast Television Systems Inc., Salt Lake City, showed its new KCH 1000 studio and field camera. The camera's biggest selling point, according to the company, is its ability to conform to different scanning systems, from NTSC to 1,050 lines to the HDTV production standard, without any changes in its hardware.

BTS also introduced two HDTV switchers, the TVS/TAS 2001 audio and video distribution switcher and the BVS/BAS 350 switcher for video and stereo audio. Both switchers are designed to maintain quality distribution in the studio at a wide 30 mhz bandwidth. The TVS/TAS 2001 can be configured to handle up to 200 inputs and over 200 outputs. The smaller BVS/BAS 350 holds a maximum 20 inputs and one output and has optional party line control.

The switcher used in NAB's "Tomorrow's Television" room was provided by Dynair Electronics Inc., San Diego. Its Dynasty series of routing switchers comes in bandwidths of 30 mhz, 40 mhz, 60 mhz and 100 mhz. The Dynasty switcher provided to the HDTV room was a 40-input, 40-output stereo audio unit. Dynair also provided its DA-1580A distribution amplifier, which equalizes signals on fiber optic or coaxial cables in the studio over 100 to 1,000 feet at bandwidths of 30 mhz to 120 mhz. Along with the Grass Valley Group and Artel Inc., Dynair also provided a fiber optic link to the HDTV room. The Dynair link, designed to be integrated with Dynasty switchers, linked the Dynair booth at the exhibition with the "Tomorrow's Television" exhibit.

NEC showed a 16-input HDTV production switcher system. It features a built-in wipe wave form generator, mixer amplifier and chromakey.

Among the graphics and effects companies, Chyron introduced a high-definition version of its Scribe character and graphics generator. According to the company, the unit's applications are identical to its conventional Scribe and Super Scribe systems with roll, crawl, overlays, font availability and several other standard features made to conform to the 1,125/60 production system. A logo compose function is optional. Chyron provided a high-definition Scribe to the NAB's "Tomorrow's Television" room and two to the Sony exhibit at the Tropicana hotel.

The graphics division of Symbolics Inc., Los Angeles, showed its new HDTV paint and 2-D and 3-D animation systems. The company announced that all future paint and animation systems would be capable of producing high-definition images. The HDTV system can be adjusted to output as well in PAL and NTSC. The system, now available, had already been ordered by five production and postproduction companies following the National Computer Graphics Association exhibition in New Orleans in March. But NAB "is where we're making our serious statement on entrance into the HDTV market," said Symbolics' Ron Saks. Like the Chyron system, the Symbolics system was shown at the "Tomorrow's Television" and Sony Tropicana displays. The system is listed at \$178,000.

Asaka/Shibasoku Corp. of Japan introduced its ADS-6000 HDTV still store systems. Images are digitally recorded on a laser disk library system. The standard system will hold up to 1,200 high-definition frames, expandable to 9,600 frames with added disk drives. The system includes a freeze frame function when interfacing with an HDTV camera as well as an HDTV test signal generator. Asaka also had two new HDTV monitors—the CM65A6 with a 26-inch screen and CM22A6 with a 20-inch screen.

High-definition display equipment attracted crowds both inside and outside the exhibit areas. The Eidophor 6177 multi-standard HDTV color projection system designed for projection on to conventional 40-foot movie screens was unveiled at the convention. One of the technical paper meeting rooms was used as an HDTV theater for several hours during each day of the convention, featuring the Eidophor system, which was provided by Eidophor's North American agent, the information display systems division of Science Applications International Corp. (SAIC), Englewood, N.J. The system was a more advanced version of what SAIC showed at an HDTV colloquium in Ottawa last fall. A fiber optic line between the "Tomorrow's Television" and the Eidophor system allowed people attending the HDTV theater to simultaneously view what was being seen in the HDTV room, including President Reagan's speech live on the morning of April 10.

Another display system capable of showing high-definition images was used at the Hilton Pavilion, where several of the important convention events, including the presidential appearance, were held. Visulux of Sunnyvale, Calif., provided two 10-foot-by-14-foot screens for its LASER 1000 display

system to give attendees in the 4,000 capacity hall a better view of what was happening on stage. However, none of the events, including the presidential visit, were fed to the system in HDTV. Frank Gibeau chairman and founder of Visulux, did not know exactly why such a demonstration was not worked out. According to Gibeau, the laser display system can be made to conform to HDTV as well as NTSC and other formats, and screens with any aspect ratio can be constructed for the system.

Visulux, a 30-month-old company, had earlier sold laser display systems for military purposes, including one to the Military Air Command Center in Illinois where a real time, full color map of the world is displayed on a Visulux screen. "This is our first commercial application at NAB," Gibeau said. Future applications, he said, will be for theaters where not only movies but sports and other pay-per-view events could be presented to large audiences. The third part of the Visulux strategy, he said, will be to market the system for business uses, especially production and postproduction facilities.

On the exhibit floor, Ikegami set up an HDTV theater of its own using its projector systems with inputs from its EC-1125 camera. Two 100-inch screens were provided for the demonstration of two new projectors: the TPP700 and wider bandwidth TPP1000 system. A 50-inch rear screen system compatible with NTSC, the TPP-50HLB, was also introduced.

Tektronix introduced its 1730 HD Waveform Monitor, designed to test high-definition signals for pulse response, frequency response, amplitude and cross talk. The monitor performs at 30 mhz bandwidth with two sets of three-channel inputs. It can be adjusted to test NTSC, PAL, and other proposed high-definition signals as well. According to Steve Kerman, director, sales and marketing, the monitor is a second generation device following an earlier version that has been in use in Japan over the past four years. To the best of his knowledge, the Tektronix test monitor is the only one of its kind being sold. "It's a true chicken and egg situation," Kerman said of building equipment for formats such as 1,125/60 before they are widely adopted. A manufacturer must be willing to be a pioneer, he said.

During the recent taping of a CBS made-for-television movie, *Innocent Victims*, in HDTV video, one of the drawbacks, according to its director Peter Levin, was that there were only two lenses available for the camera. Nikon Inc. of Garden City, N.Y., took steps to remedy that problem by introducing four new HDTV lenses at NAB. Two new zoom lenses, the TV-Nikkor R5.5x12.5A HD2 and R7x12A-HD2, weigh 15.4 and 11 pounds, respectively, and two fixed focal length lenses, the TV-Nikkor RF15A-HD2 and RF50A-HD2, weigh 5.2 and 4.1 pounds, respectively.

Rupert Stow, CBS director of production systems analysis, described one of the current HDTV projects now in progress and using much of the exhibited equipment. *Innocent Victims* is a CBS production and the first full-length U.S. made-for-TV program to be done in high-definition video

BS employed production crew members with film backgrounds, and counted on their coming familiar with the video equipment as the shoot progresses. As it turned out, the movie completed shooting on schedule—a few days before the opening of the NAB convention. "One of the special delights of electronic production," Stow said, was the ability to see what had just been taped almost immediately. But there were some drawbacks to HD production, particularly the lack of light sensitivity in present generation HDTV cameras.

The company that invented the 1,125/60 system, the Japanese Broadcasting Corp. (NHK), until last summer was in the ironic position of being behind companies in the U.S., Canada and Italy in the production of howls in HDTV. Sosuke Yasuma, director of NHK's HDTV program production department was hired to change that. Yasuma described the projects NHK has been involved in, including a taping last year of a baseball game in HDTV. The wider, 16:9 aspect ratio allowed batters, runners and more of the game's action to be shown, he said. Among NHK's next projects will be to tape and send by satellite the opening and closing ceremonies at the summer Olympic games in Seoul. He predicted that NHK's work there "will be one of the epoch-making events in HDTV history" and compared it to a similar event during the NAB convention—the taping of the presidential visit.

CC's ATS advisory committee sets operation guidelines for systems subcommittee

After most NAB convention attendees had packed and gone home, there was still HDTV activity in Las Vegas. On the day after the meeting's close (April 13), the systems subcommittee of the FCC's Advanced Television Services advisory committee held its second meeting there to work out the last details of its procedures for testing and evaluating advanced TV transmission systems. A point of contention raised during the first subcommittee meeting, held last January, was again debated, and resulted in a change in some of the group's original plans.

William Schreiber, director of the advanced television research program for the Massachusetts Institute of Technology, Cambridge, Mass., a proponent of two one-channel advanced TV systems developed at MIT, revived a debate he began in January, saying that systems that have not yet reached the prototype hardware stage of development should be given equal consideration in recommendations to the FCC.

Although Schreiber protested two provisions in the formal operating procedures of the subcommittee, those procedures were adopted by the committee during the meeting. Schreiber objected to a clause reading: Only candidate ATV systems which have been reduced to hardware will be evaluated and tested by working party two [the group overseeing terrestrial broadcast testing of proposed systems], and to a second clause that said: "In arriving at the recommended standard(s) by working party four [the group

that will decide which systems will be recommended for review by the FCC], primary emphasis will be placed on systems and features that have been tested."

In his argument against the provisions, Schreiber said that some systems, such as the HD-NTSC one-channel system proposed by the Del Rey Group of Marina Del Rey, Calif., can be adequately evaluated in computer simulations. Second, he said that giving precedence to systems in hardware form would favor one system proponent, the Japanese NHK network. NHK's Muse system has long been in hardware form and is the most refined of all the proponent systems. "Failing to consider all systems has only one possible result—everything comes from Japan, lock, stock and barrel," Schreiber said.

Irwin Dorros, executive vice president, technical services, Bell Communications Research, Livingston, N.J., refuted Schreiber, saying he felt the subcommittee could not "recommend a system for the next 30 years that hasn't been built."

Birney Dayton, vice president, engineering, The Grass Valley Group, Grass Valley, Calif., assured Schreiber that systems in computer simulation and paper form would be considered by working party one on system analysis. (Dayton chairs that group.)

Dorros also said that the language in the operating procedures document would allow working party four, after studying all of the proposed systems, to "synthesize the best of the proponent systems and merge them together." Working party four would then send that new system back to working party one to begin the testing cycle.

Before reaching working party four for reconsideration as a recommended standard, a system proponent would have to become the system's "champion" and develop hardware for it to be tested. After Schreiber said

that such a "feedback loop" provision was not reflected in the subcommittee's procedures, Dorros approved the addition of wording to spell it out.

Another idea that was raised during the meeting and also sprouted out of the feedback loop concept was also approved by the subcommittee: Those wishing to submit components of systems to the committee, rather than full ATV systems, would be welcomed to do so. Those components would be available for study by the various system proponents who could then decide whether to integrate the ideas into their individual systems.

Dorros also announced a timetable for the submission of proposed HDTV systems to the committee. The deadline for letters of intent from proponents to be sent to Dayton's working group one is June 1. Dorros said that he has sent letters to 14 potential proponents inviting them to submit systems to the committee. Those proponents will have until Sept. 1 to submit a complete proposal and description of their systems in writing. Between September and December, working party one will analyze each of the submitted systems, traveling to proponents' labs to review demonstrations of their systems. After that, working party two will begin testing of systems over the air as hardware becomes available for each.

The third meeting of the ATS systems subcommittee was tentatively set for Aug. 10. By that time, Dorros said, subcommittee members will have had a chance to review the first letters from system proponents and the first set of recommendations from the ATS planning subcommittee, which is scheduled to submit its findings to the FCC in mid-June. Many of the provisions of that report will be used as testing and evaluation guidelines for the working parties in the systems subcommittee. □

International HDTV

As the systems subcommittee of the FCC's Advanced Television Services Advisory Committee was meeting at the Las Vegas Convention Center, another HDTV-related meeting was held at the nearby Las Vegas Hilton hotel. On hand were broadcasters from the United States, Japan, Canada, Mexico and eight other countries from the Far East and Latin America that use the NTSC television transmission standard. The meeting was an opportunity "to understand each other's positions better and see where there is disagreement," said Ben Crutchfield, NAB's director of special engineering projects, during a postmeeting press briefing. "There was a lot of learning on both sides."

Much of the meeting was spent discussing how HDTV signals will be best delivered to the public, the subject of a conference between the U.S. and Japan earlier this year (BROADCASTING, Feb. 1). While the Japanese are concentrating on HDTV delivery by satellite and other alternative means, U.S. broadcasters are most interested in over-the-air broadcasting. Yoshiro Nakamura, managing director of engineering for the NHK network, said that enhanced definition television field tests will be done next year to accommodate Japanese terrestrial broadcasters.

Wallace Jorgenson, president, Jefferson-Pilot Communications Co., and chairman of NAB's joint board of directors, presided over the conference. "The first and most important challenge is for our industry to decide on a particular technology or set of technologies to standardize for use by terrestrial advanced television broadcasting," Jorgenson said. However, in the four-point joint statement of agreement between the countries, U.S. broadcasters bowed to the wishes of the Japanese in the wording of the first item, which says that NTSC broadcasters "recognize the growing interest of the broadcasting industry and the public in advanced television systems." American broadcasters had hoped for a more specific reference to terrestrial broadcasting.

MIP-TV convenes at Cannes

American companies keep up contacts and make new ones in expanding foreign market

More than 6,000 international television executives, including some 800 program buyers, are expected to gather in Cannes, France, this week for the television industry's largest overseas television market, MIP-TV.

Among the approximately 320 exhibitors at the April 28-May 3 event will be representatives of key American companies, including Hollywood studios, independent producers and broadcast and cable networks, all anxious to maintain or gain a foothold in a growing international program market that, by at least one estimate, already brings in \$1.5 billion each year to U.S. players.

The rapid expansion of the international program market, observers note, is not just a function of the fundamental changes in broadcasting throughout Europe and elsewhere brought about by greater commercialization and privatization.

Transitions in the U.S. broadcast industry, as well, such as the weakening audience hold of the big three broadcast networks and the emergence of new competition from cable programmers alongside independent stations and home video, are increasingly forcing producers to look to the global marketplace not only for secondary income, but also to help produce and share the cost of new shows.

To debate these new realities, MIP's organizers will for the first time in the event's 25 year history conduct a symposium, "Paying the Bill for Programing: Advertising in the New Television Era," which will examine rising program costs and how advertiser involvement or American practices such as barter and sponsorship may help meet those expenses.

The Friday morning, April 29th, panel will include CBS-TV President Tom Leahy; Young & Rubicam's Paul Isacson; Procter & Gamble media manager, Jim Connell; British independent service Yorkshire TV's Clive Leach, and Bochko Givadinovitch from France's leading channel, TF1. LBS's Phil Howort and journalist Les Brown will moderate the program.

The potential for advertising growth in Europe is also bringing new players into this year's market, including Procter & Gamble, which several months ago announced it would attend MIP for the first time to begin the direct sale of its shows, including popular afternoon soap operas.

Young & Rubicam is also moving quickly to develop the European barter market by packaging and bartering programs globally



The Palais in Cannes

for multinational advertising clients, it was announced last week by Y&R's Isacson.

Among the Hollywood majors on hand at the six-day event will be Paramount and MGM/UA. MGM/UA will have its series *Thirtysomething*, *In the Heat of the Night* and *Dirty Dozen* TV movies, features and cartoons, as well as upcoming series and series pilots.

Warner Brothers of France and Walt Disney/Buena Vista International will be exhibiting, as will New World Pictures, Orion Pictures, Hal Roach Studios, Viacom International and Harmony Gold.

Lorimar is offering a dozen new series, including hours, *Aaron's Way*, *Hot House* and *Wonderworks*, and half-hours, *Full House* and *The Slap Maxwell Story*. Eleven new TV movies are also being released along with mini-series, specials and continuing series.

Worldvision is highlighting its library of Hanna-Barbera programs with a tribute to the company's founders, along with new episodes of *Dallas* and *Highway to Heaven*; soap operas, *All My Children*, *General Hospital* and *One Life to Live*, and the four-hour mini-series *Internal Affairs*.

LBS Telecommunications is marketing *Mysteries of the Pyramids...Live*, Orbis will have *Public People/Private Lives* and David Frost's interview with presidential candidates, along with children's and sports series, and Weintraub Screen Entertainment will have a package of new feature films.

Among other exhibitors, Reeves Entertainment will offer a half-hour daytime strip, *Home*, along with *Life's Most Embarrassing Moments* and a one-hour special now in production, *That's Incredible*; Consolidated Distribution is offering *Gore Vidal's Lincoln* mini-series and *Codenamed Kyril*, a feature produced in conjunction with British independent service HTV.

All-American TV, which has recently expanded its foreign distribution arm, is offering a one-hour tribute to Marilyn Monroe to

air next month on ABC and entitled *Remembering Marilyn*, as well as series including *America's Top 10*, *Hollywood Countdown*, *The Latin Connection* and two TV new services produced by Group W, *The News* feed Network and *The Entertainment Report*.

Broadcast networks ABC, CBS and NBC will all have a presence at the show. Among ABC Distribution's offerings are a four-hour mini-series, *Baby M*, new episodes of *Moonlighting*, and the half-hour *Secrets & Mysteries*. CBS will have its new 12-part series *Reaching for the Skies*, a documentary on air flight produced in conjunction with BBC and Turner Broadcast Service Productions.

ESPN will have a wide range of sport programming, including tennis, football, hockey, golf, boxing and basketball, and sports programming will also be available from Fox/Lorber and International Broadcast Systems.

ITC's offerings include mini-series among others, *Poor Little Rich Girl: The Barbara Hutton Story*, *Beverly Hills Murders* and Sidney Sheldon's *Windmills of the Gods*. Republic Pictures will be offering its series, *Beauty and the Beast*, and the daily half-hour courtroom series, *On Trial*, as well as a series of made-for-TV movies.

Multimedia Entertainment will be distributing a number of new family specials, as well as talk shows, *Donahue* and *Sally Jess Raphael*. Telso's Gilson International will have the new CBS series, *Eisenhower on Lutz*, and *Hill Street Blues'* spin-off series *Beverly Hills Buntz*, along with a 13 half-hour Olympics sports series from Bu GreenSpan.

Animation product will come from Surbow Productions, Coral Pictures Corp., Filmation, IBS, King Features and World Events Productions.

New film packages will come from Vestron Television, which has Oscar-nominee *Dirty Dancing*, and from Fries Distributor which is also offering its new series, *Super*

News and documentary product to be distributed includes Wall Street Journal television programs from IBS, while CS Associates will have public television series, *Frontline* and *Nova*. Devillier-Donagan will be distributing RKO Pictures' six-hour BBC co-production, *Hollywood: The Golden Years*.

In addition, Manson International will have three Howie Mandel comedy specials. Man in the Moon Productions will have vignettes on music, fashion and other subjects, and Spanish-language programming will be available from Protele and Tele-mundo.

Other American companies at the event will be cable networks, Home Box Office, The Disney Channel, USA Network and The Discovery Channel. Broadcasters will include Tribune, Corporation for Public Broadcasting and noncommercial broadcasters WQED(TV) Pittsburgh, Maryland Public Television and WNU-TV Linden, N.J.

At MIP

Following are the principal U.S. exhibitors at MIP:

ABC Distribution 2.20, 4.21

825 Seventh Ave., New York 10019

Baby M; Cap'n O.G. Readmore Meets Little Red Riding Hood; Secrets & Mysteries; Moonlighting; ABC News/ABC Sports; feature films; made-for-TV movies; specials. **Staff:** Herb Granath; John Healy; Archie Purvis; Marvinia Hunter; William Vitale; Armando Nunez Jr.; June Shelley; Sharon Rehme.

Adler Video Marketing 14.27

6849 Old Dominion Dr., #360, McLean, Va. 22101

Forbidden Country*; Seoul... Search for Glory*; Shortcasts*; Motoworld; Guazapa: The Face of War in El Salvador; The War in El Cedro: American Veterans in Nicaragua; Jumpin Jive; Swinging & Rhythm; Acts of Love; The Huberman Festival; Houdini!; Free Climb; Kazantzakis; A Cowhand's Song; Centre Productions; One West Media. **Staff:** Larry Adler; Judith Jones.

American Programs Intl. 9.34

1111 South Robertson Blvd., Los Angeles 90035

New product: Health Matters*; Med-Source*; Health Specials*; Crime on His Hands*; The Happy Valley*; Way Upstream*; America's Music*; Fatal Attraction*; Computer Dreams*. *Features:* The Karloff Collection; Whatever It Takes; The Stand-In; Signal 7; Hockey Night; Amy. *Musical specials:* The Beatles; Mel Torme Special; Mr. Drums—Buddy Rich; Gilbert & Sullivan's Hits; Queen: We Will Rock You. *Specials/variety:* Bogart; The Christmas Story; Computer Graphics Special; Hollywood: The Skelznick Years; Juggling; The Making of Joan Collins; Over the Edge; River of the Red Ape; Special Effects. *Children:* Real Adventures of Sherlock Jones and Proctor Watson. *Documentaries:* Shanghai Shadows/A Chinese Affair; Life & Death; Greatest Headlines of the Century; Para-

mount News. **Staff:** Midge Barnett; James Jackson; Bruce Littlejohn.

A.N.S. International 05.26

ATA Trading Corp. 14.20

505 Eighth Ave., New York, N.Y. 10018

Audio Plus Video Intl. A0.10

240 Pegasus Ave., Northvale, N.J. 07647

British Satellite Broadcasting TBA

The Park Lane Suite, 14 Old Park Lane, London, W1Y 3LH

Staff: Anthony Simonds-Gooding; Andy Birchall; David Garrett; Bob Hunter; Gunnar Rugheimer.

Cascom 5.05

CBS Broadcasting Intl. 02.10, 04.09, 04.16

51 W. 52d St., New York 10019

Reaching for the Skies; The Network Movies/Three; The Oscar Winners; Korea: New Power in the Pacific; Claudio Arrau: Signature Performance Series; Blue Blood; 48 Hours; Alyssa's World; The 1988 World Superbike Championship Series; CBS Spotlight on Sports; Spotlight on college Football; Spotlight on Golf; West 57th; 60 Minutes. **Staff:** Donald Wear Jr.; Rainer Siek; Arthur Kane; David Berman; Maria Komodikis; Greg Phillips; Sonja Mendes; Maura Schwartz; Stephanie Fleisher; Michelle Reiner; Joseph DiCerto; Harvey Rappaport.

Children's Television Workshop 07.13

1 Lincoln Pl., New York 10023

Joel Cohen Prods. & Distribution 20.14

1150 Olympic Blvd., #418, Los Angeles 90064

Peoples' Choice Awards; Talk About Pictures; Power Hits; Musicalifornia; The Legends of Malibu; Surfer Magazine; Road Show. **Staff:** Joel Cohen; Joan Cohen; Michael Cohen; Larry Cohen.

Consolidated Distribution Ltd. 02.30

Consolidated Productions (UK) Ltd.; Consolidated Entertainment (LA)

5 Jubilee Pl., London SW3 3TD

War Story; Gore Vidal's Lincoln; Necessity; Codename Kyril; Once Upon a Texas Train; Breaking Home Ties; Hot Shots; Murder Ordained; Hostile Witness; Anastasia; Vengeance: The Story of Tony Cimo; A Case of Deadly Force; Adventures of Huckleberry Finn; Death by Prescription; Animated Classics (12); First Aid for Parents; Oscar Wilde; Song and Dance; Requiem; Dr. Fischer of Geneva; Q.E.D.; By the Sword Divided; Circuit; To Win at All Costs. **Staff:** Michael Deeley; Sally Busby; Elizabeth Matthews; Stephen Smallwood; Susan Reiner; Chantal Keast; Carl Fenucci; Caroline Hudson.

Coral Pictures Corp. TBA

Death Valley Days; My Little Margie; Coral Cinema I (27); All-Star Telenovellas (8); Hollywood and the Stars; Hey Abbot. *Animated children's series:* Angel; Don Quixote in the Tales of La Mancha; Fables of the Green Forest; Spunky and Tadpole; Captain Future; Clutch Cargo; King Arthur. *Animated features:* Young King Arthur; Man from Buttonwillow; Les

Miserables; Silent Night. **Staff:** Juan Baena.

Coronet International 16.23

108 Wilmet Rd., Deerfield, Ill. 60015

Corporation for Public Broadcasting 12.26, 14.25

1111 16th St., NW, Washington 20036

Staff: Howard Gutin; Susan Rumberg; Rachel Freed.

CS Associates 14.25

211 Summit Ave., Mill Valley, Calif. 94941

*Nova** (17); *Frontline** (13); *An Armenian Journey**; *The Second Voyage of the Mimi** (12); *Voices and Visions** (13); *The Ten Year Lunch**; *Eliot Porter's World**; **Staff:** Charles Schuerhoff; Sylvie Chouler.

Darino Films/The Library of Special Effects 13.30

222 Park Avenue South, New York 10003

Devillier Donegan Enterprises 14.26

1608 New Hampshire Ave., NW, Washington 20009

Storybook Classics (8)*; We Shall Overcome; Discover series: Labour of Love; an Artist's Obsession; Hollywood: The Golden Years; Hollywood Legends*; Wild Dog Dingo; Sharing a Dream; Looking after Yaimini; Margaret Mead and Samoa; American Film Institute short features*. **Staff:** Ron Devillier; Brian Donegan; Linda Ekizian.

Dolmatch Group 09.20

19796 Glen Brae Dr., Saratoga, Calif. 95070

Jawbreakers*; Kringles*; Dogfat*; feature film package*; crisis management business program*; Bullwinkle, Rocky, Underdog Animation; Bill Burrud Wild Life Series; Innovation; Educational Telecourses; News and Business Features; **Staff:** Murray Dolmatch; Sandi Dolmatch.

Entertainment Properties A0.04

575 W. Madison, #3104, Chicago 60606

Against All Hope; The Baron; Blood and Guns; Blood Sabbath; Curse of the Alpha Stone; Diary of a Rebel; Going Steady; Grasshopper; I Wonder Who's Killing Her Now; Kemek; The Kingfisher Caper; Lola; Mad Bomber; Molly and Lawless John; Oval Portrait; Paco; Ride the Whirlwind; Stanley; Suzanne; Sweet Dirty Tony; Treasure of Jamaica Reef; Vengeance is Mine; Yin and Yang of Mr. Go. **Staff:** King Lauter; Harold Lauter.

ESPN 04.17

355 Lexington Ave., New York 10017

Cable sports network with coverage of sporting events; specials; fitness and exercise shows; Lighter Side of Sports; Magic Years in Sports. **Staff:** Andrew Brilliant; Catherine Rasenberger; Jesse Curtis.

Filmation 13.26, 15.25

6464 Canoga Ave., Woodland Hills, Calif. 91367

Bugzburg; Bravo!; Dive to Adventure. **Staff:** Lou Scheimer; Alice Donenfeld; Patricia Ryan; Carmela Spencer.

Fox/Lorber Associates 19.20
432 Park Ave. South, New York 10016

Sports: 1988 World Kickboxing Championship* series; 1988 U.S.A. Pro Ski Tour*; The Action Sports Collection. **Series:** Romance Theatre; Wild, Wild World of Animals; Wilderness Alive; The World We Live In; World War II: Soldier's Diary. **Family:** The Dr. Fad Show*; Tell Me Why*; The Bluffers*; Search for the World's Most Secret Animals*. **Feature:** Fox/Lorber Feature Folio* (12). **Staff:** David Fox; Richard Lorber; Olivia King Canter; Rena Ronson; Tammy Scannavino; David Linde.

Four Star TBA
2813 W. Alameda Ave., Burbank, Calif. 91505-4455

Features: Star Pak (19); Rainbow Outdoor Adventures, I-IV (41); Main Events International, I, II (25); A Christmas Carol; Pinocchio; Renown Pictures (17); Good Vibrations (15); Scream Theatre (6); Galaxy/Odyssey (42); No Restrictions (13); Alpha/Beta/Gamma Chronicles (34); Neptune Journals/Poseidon Files (15); Astor Classic/Astor Sci-Fi (7)/(5). **Series:** The New Liar's Club*; Matchmaker; the Big Valley; Burke's Law; The Rogues; The Dick Powell Theater; The Detectives; Richard Diamond; Zane Grey Theatre; The Smothers Brothers show; Honey West; The Westerners. **Staff:** Lance Thompson; Kristie Smith.

Fries Distribution Co. 05.14
6299 Hollywood Blvd., Los Angeles 90028

Film packages: Fries Frame I, II, III, IV, V*. **Specials:** Born Famous*; It's Howdy Doody Time—A 40-year Celebration. **Series:** Supercarrier*. **Staff:** Charles Fries; Ava Ostern Fries; Larry Friedrichs; Tony Lytle; Louis Wexner.

Genesis International Television 03.07
5743 Corsa Ave., #216, Westlake Village, Calif. 91362

Gilson International 07.18
9200 Sunset Blvd., #1005, Los Angeles 90069

Beverly Hills Buntz*; Doc; The Duck Factory; Hill Street Blues; Last Resort; Mary; Mary Tyler Moore Hour; Newhart; Paris; Phyllis; The Popcorn Kid; Remington Steele; St. Elsewhere; Tony Randall Show; Three for the Road; We've Got Each Other; White Shadow; Betty White Show; WKRP in Cincinnati. **Television movies:** The Boy Who Drank Too Much; Carly's Web; Fighting Back; First You Cry; In Defense of Kids; Independence; Nowhere to Run; Riviera; Something for Joey; Thornwell; Vampire. **Mini-series:** Fresno; Critical List. **Specials:** For the Honor of Their Country*; Carlton, Your Doorman; Eisenhower & Lutz*. **Staff:** Ken Page, Anne Page.

Samuel Goldwyn 2.25
10203 Santa Monica Blvd., Los Angeles, 90067

Two Moon Junction*; Heart of Midnight*; Lady in White*; Consuming Passions*; Mystic Pizza*; Hollywood Shuffle; Rosary Murders. **Staff:** Ann Dubinet; Nancy Lund; Diana Hawkins; Anne Templeton; Howard Cohen; Michael Byrd.

Harmony Gold 8.22/10.21
8831 Sunset Blvd., #300, Los Angeles 90069

Con Hartsock & Co. 03.12
1100 Glendon Ave., #945, Los Angeles 90024

Feature films: The Jerry Lewis Movies (4). **Series:** The Jerry Lewis Show (52); Morgus Presents (39); The Lawless Years (52). **Staff:** Con Hartsock; Merry Hartsock.

Horizon International 16.17
11811 W. Olympic Blvd., Los Angeles 90064

Thomas Horton Associates H4.23
222 Sierra Rd., Ojai, Calif. 93023

Search for Adventure (12); The Adventures of the Little Prince (26); The Cous-tau Specials; America Remembers John F. Kennedy; Love Songs (52). **Staff:** Thomas Horton; Andrew Horton.

Independent Network/Film Ventures International/Telcom International Group 11-25

Nostalgia*; G.L.O.W.; Story Book Series; Movie Madness I; Ninja—Kung Fu Theatre. **Staff:** Irv Holender; Robert Steuer; Mel Giniger; Sy Samuels; Livia Anatola; Rosa Marie Gonzalez; Phylis Ben-Ner; Michael Ricci; Ralph Forman; Irving Ross.

International Broadcast Systems (IBS) 14.14, 16.11
100 Crescent Ct., 16th floor, Dallas 75201

IBS Kug Fu Vol. 1 (15)*; NBA programming—regular-season games, playoffs, championships, specials; Captain Power and the Soldiers of the Future (22); The Wall Street Journal Report; WSJ Television 1987 Year in Review*; Barbie and the Rock Stars*; Once Upon a Time Stephanie. . .*; Long Voyage Back*; Boxing—International fight of the Month (12)*; JFK 25th Anniversary International Retrospective; The Rock Show; The Sultans of Soul; The Jumping Frog of Calaveras County*. **Staff:** Earl Jones; Henry Goldberg; Phil Spector; Michele Ruppel; Elizabeth Robinson; Ken Lameiras; Vincent Turco; June Berkheimer; Ed Reid; Carolyn Lewis; Jan Moore; Dianne McDougal; Tom Frommack; Kim Manifold; Ron Alexander; Alison Bear.

International Creative Exchange 01.18
3575 Cahuenga Blvd. West, #475, Los Angeles 90068

Drama: The Big Story; Colonel March; Decoy; Foreign Intrigue; The Hunter; International Detective; The Invisible Man; Mr. Lucky; Peter Gunn; Police Station; The Star and Story; Wire Service. **Stage plays:** The Merry Wives of Windsor; Romeo and Juliet; The Taming of the Shrew; The Tempest; The Tragedy of Antony and Cleopatra; The Tragedy of King Lear; The Tragedy of King Richard; The Tragedy of Macbeth; The Tragedy of Othello. **Children:** Magnos the Robot; Super Grand Prix; Betsy Lee's Ghost Town Jamboree; The Casebook of Charlotte Holms; Comic Book Kids; Dr. Yesterday's Old Time News; Fantasy Theater; Gepetto's Music Shop; The Good Book; Heavenly Days;

Imagine That; Kid-A-Littles; The Little Kids Dynamite-All-Star Band; The Magic Star Traveller; Memoirs of a Fairy Godmother; Merlin's Cave; Mr. Moon's Magic Circus; The Music Shoppe; My Hero; Slapstick Studio; cartoons. **Adventures:** The Adventures of Robin Hood; Adventures of Sir Lancelot; The Buccaneers; Sword of Freedom; Yancy Derringer. **Variety/music:** America's Music. **Documentaries:** John Fitzgerald Kennedy; Marilyn Monroe; News and Sports Films; Almanac; Battle Line; Biography; Disaster!; Survival. **Americana:** Gene Autry—An American Legend; The Gene Autry Show; Interstate 40; Melody Ranch Theatre; Pickin' at the Paradise; Roy Rogers' Theatre. **Golden Age of Television:** Days of Wine and Roses; The Comedian; A Doll's House; Marty; No Time for Sergeants; Patterns; A Requiem for a Heavyweight; A Wind from the South. **Staff:** Phillip Hermann; James Krug; Olivier de Courson.

International Film Exchange Ltd. H4.20
201 W. 52d St., New York 10019

Italtoons Corp. 10.30
32 W. 40th St., New York 10018

M.A. Kempner 23.11
4699 N. Federal Hwy., #102, Pompano Beach, Fla. 33064

The Exercise Bug; TV Powwww!; Telephone Poll; Escape/600; feature films. **Staff:** Marvin Kempner; Glenn Seger.

King Features Entertainment 03.14, 05.11
235 E. 45th St., New York 10017

Animation/children: Popeye and Son; Blondie and Dagwood; Defenders of the Earth; Adventures of the Galaxy Rangers; All New Popeye; Original Popeye; Animated Flash Gordon; Barney Google and Snuffy Smith; The Beatles; Cool McCool; Beetle Bailey; Krazy Kat; The Romance of Betty Boop; G-Force. **Features:** The Movie Alliance; The Performers; The Performers II; Flash Gordon; Blondie. **Series:** Blondie; Flash Gordon. **Documentaries:** Hearst Report; Perspective on Greatness; Bonaventure Travel Shows; Great Adventure. **Other:** TV Time Capsules; Television Playhouse. **Staff:** Bruce Paisner, William Miller, Samuel Gang, Michael Doury, Len Hill, Gerald Abrams, Melissa Wohl, Kathrine James.

Kodiak Films A0.03

LBS International 03.19
875 Third Ave., New York 10022

Movies: Bonanza: The Next Generation; Vietnam War Story. **Comedy:** Hit Squad*; You Can't Take It with You. **Children:** A Child's Christmas in Wales; Care Bears Family; heathcliff: The Movie; Powermasters: The Movie*. **Documentaries:** Forever James Dean; Smithsonian World; Kennedy: A Celebration of His Life and Times; Creativity with Bill Moyers; America—The Way We Were; A Walk Through the Twentieth Century with Bill Moyers; Scared Straight! Ten Years Later. **Drama:** Horror Trilogy: Night Elevator, Akhbar's Daughter, Attic Suite; Crimes of the Century. **Music:** American Bandstand; The Story of Rock 'N' Roll; Music Machine. **Specials:** Mysteries of the Pyramids-

...Live*. **Staff:** Henry Siegel; Phil Siegel; Phil Howort; Mark Mascarenhas; Fred Gilson.

Lorimar International 05.02, 07.01
10202 W. Washington Blvd., Los Angeles 90232

Series: Aaron's Way*; Hot House*; Full House*; The Slap Maxwell Story*; Nightmare on Elm Street/Freddy's Nightmares*; ALF Animated*; Diamonds*; Wonderworks*; The Barbara Walters Specials*; She's the Sheriff*; The All New Gumby*; ALF; Our House; The Days and Nights of Molly Dodd; Perfect Strangers; Valerie; Falcon Crest; Knots Landing; Thundercats; Silverhawks. **TV Movies:** Baja Oklahoma*; Glitz*; Into the Homeland*; Nightmare on Elm Street*; Long Journey Home*; Celebration Family*; Shattered Innocence*; Sworn to Silence*; Trouble in the City of Angels*; Eight is Enough Reunion*; Lion of Africa*. **Theatrical films/features:** Hard Ticket to Hawaii*; Picasso Trigger*; Water*; P.K. and the Kid*; Laguna Heat*; Swallows Come Back*. **Mini-series:** Race for the Bomb. **Specials:** Miss America Pagant*; Special Olympics Opening Ceremonies*; Jan and Dean in China. **Home video package (50).** **Staff:** Michael Jay Solomon; Jeffrey Schlesinger; Stuart Graber; Alasdair Waddell; Andrew Molasky; Frances Reynolds; Michelle Kearney; Wayne Broun; David Peebler; Donna Hedges; Rosario Ponzio; Lisa Rosenthal; Greg Barbato; Yoko Nakahira; Given.

Majestic Entertainment 19.14
217 W. Alameda Ave., #203, Burbank, Calif. 91502

An Evening at the Improv (52); Donny & Marie Show (80); Live at the Forum concerts (48); Animation Wonderland; Zorro (60); Classic Films (300). **Staff:** Walter Baxter; Scott Hanock.

Man in the Moon Productions 08.18
27 W. 87th St., New York 10024

Vignettes: Today in Music History; Fashion in a Flash; One Across; Intermission; Whodunit?; Music Quiz; World Class Women (also longer profiles); Children's Safety Tips. **Adventure series:** High Adventure; Sports Bloopers I & II; Escape to Ski; Nancy Wilson Live at Carnegie Hall. **Staff:** Geoffrey Minte.

Maryland Public TV 12.26
11767 Bonita Ave., Owings Mills, Md. 21117

Series: Wall Street Week*; MotorWeek*. **Specials:** Camp David*; Mini Dragons*; Mountain People*; SeaPower*; Timeline*. **Staff:** Raymond Ho; Anne Truax Darlington; Michael Styer.

MCEG/Manson International 08.10
11355 W. Olympic Blvd., #500, Los Angeles

A Thousand Cranes; The Man Who Loved the Stars; Contract for Life: The S.A.D.D. Story; An Enemy Among Us; comedy specials with Howie Mandel. **Staff:** Andrea Miller.

Medallion TV Enterprises 5.35, 5.36
8831 Sunset Blvd., #100, Los Angeles 90069

History of Motion Picture Stunts; History of Motion Picture Special Effects; A Tribute to the Original Scarecrow of 'Oz'; Gambling's Invisible Thieves; The Making Of... (39); Medallion Feature Films Library (85); features (12)*. **Staff:** John Ettlinger; Ed O'Brien; Art Jacobs; Greta Ettlinger; Bill Gilbert; Jorge Rossi; Dennis Livson; Eric Conrad; E. Renaude.

MGM/UA Entertainment 07.02, 09.01
10000 W. Washington Blvd., Culver City, Calif. 90232

Series: Thirtysomething; Dirty Dozen; In the Heat of the Night; Let's Party; Stop the Music; We Got It Made; Sea Hunt; Fame; Group One Medical; Baby Boom. **Pilots:** Dream Street; Elysian Fields; Gang of Four; Micronauts; Old Money. **Features:** UA Library (1,000). **Cartoons:** Hello Kitty; The Pink Panther; Pink Panther Specials. **TV movies:** Dirty Dozen IV; Hot Paint; Red River; Inherit the Wind; Moving Target; My Father, My Son; Veil: Secret Wars of the C.I.A.; In the Heat of the Night. **Staff:** Norman Horowitz; Anthony Lynn; Kelly Kalcheim; Doug Schwalbe; Lynden Parry; James Wills; Patrick Gallington; Joanne Asfour; Julia Condor; Gilberte de Turenne; Annabel Bighetti.

Multimedia Entertainment 12.01
11755 Wilshire Blvd., #1680, Los Angeles 90025

Series: The Dom DeLuise Show*; Sweethearts*; Donahue; Sally Jessy Raphael. **Dramas:** All Family Specials (70) including: My Father, The Clown*; Charlie's Christmas Project*; Narc*; Fair Game*; The Legend of Firefly Marsh*; The Horrible Secret; Molly's Pilgrim. **Specials:** The Search for Houdini; Future Flight; Seasonal Differences; Bobby and Sarah; The Game Show Biz. **Other:** The Winning Hand; Phil Donahue Examines the Human Animal; Donahue in the Soviet Union; The Real Patsy Cline. **Staff:** Peter Lund; Bruce Johansen.

NBC International 02.01
30 Rockefeller Pl., New York 10112

New World Television H4.03
1440 S. Sepulveda Blvd., Los Angeles 90025

Newberger & Associates 01.02
17514 Ventura Blvd., #206, Encino, Calif. 91316

Features (50). **Children:** Laurel & Hardy; Barkleys; Bozo; Bozo Live Action Show*; Houndcats; The Three Stooges*. **Documentary:** Bye Bye Jimmy*; Yesteryear*. **Sports:** Auto Racing; This Week in Motor Sports; Boxing; Wrestling. **Series:** Death Valley Days. **Staff:** Arthur Newberger; Ricki Ames; Donna Lynne Leyua.

Orbis Communications 02.28, 04.27
432 Park Ave. South, New York 10016

Public People/Private Lives; The Next President with David Frost; Spiral Zone; War Chronicles; Bob Uecker's Wacky World of Sports; The Wacky World of Sports International Extravaganza; Sports Comedy Around the World; Kid-songs; Comedy Tonight; The Entrepreneurs: An American Adventure; American Treasure: A Smithsonian Journey. **Staff:** Robert Turner; John Ranck.

Orion Pictures International 9.10
1875 Century Park East, Los Angeles 90067

Paramount 12.02/14.01
Box 705, 1 Parliament St., Hamilton, Bermuda HM CX

Peregrine Film Distribution 03.24, 05.23
9229 Sunset Blvd., Los Angeles 90069

James Phillips Distribution 03.02
781 Linda Flora Dr., Los Angeles 90049

Premiere Film Marketing 04.24, 06.23
9744 Wilshire Blvd., #430, Beverly Hills, Calif. 90212

Feature film library (17). **Staff:** Thomas Broadbridge; William Doyle.

Procter & Gamble 02.28, 4.27
(Sharing space with Orbis)
1 P&G Plaza, Box 599, Cincinnati 45201

Another World; As the World Turns; Edge of Night; Guiding Light; Search for Tomorrow; Texas. **Staff:** James Connell; Cindy Schmidt.

Producers Group International 15.17
38 Charles St. East, 2nd floor, Toronto, Ontario M4Y 1T1

Mount Royal; Crossbar; The Life and Times of Edwin Alonzo Boyd; Timing; The New Music; EMU-TV; Four on the Floor; Wok with Yan. Action Boxing; NWA Wrestling; The Race Is On; Checkered Flag; Ice-Motorcycle Racing; St. Nicholas and The Children; Elephant Show (UK only); Forest Rangers; Rapists: Can They Be Stopped?; The Real Stuff; The Last Cause; Travelling Light: The Photojournalism of Dilip Mehta; Father Bill Mackey: Beloved Son of Bhutan; To Be A Clown. **Staff:** Charles Falzon; Gary Howsam; Dennis O'Neill; Ditta Cuzy; Christina Thomas; Jill Keenleyside.

Protele 03.02
9200 Sunset Blvd., #1024, Los Angeles 90069

Wedding of Malice; Den of Wolves; No One But You; Diana Salazar; Amigo and Friends; Classical Performances; Documentaries; Contemporary Music; Debutante; The Pain of Silence; Live a Little; Path to Glory; Rosa Salvaje; Oyuki's Sin; The Shrew. **Staff:** Marcel Vinay; Augusto Marzagao; Belinda Menendez.

Reeves Entertainment Group H4.22
3500 W. Olive Ave., #500, Burbank, Calif. 91505

Series: Home*; That's Incredible; Kate and Allie; People Do the Craziest Things; Under One Roof/Spencer; That's Incredible; Those Amazing Animals; In Search of...; Those Amazing Animals; In Search Of...; Strange But True; The Pop N' Rocker Game; And Baby Makes Five; Personal and Confidential. **Mini-series:** The Chisolms. **Films;** specials (22). **Theatrical features:** The Coming; Manbeast; Myth or Monster; The Outerspace Connection; White Lions. **Staff:** Matthew Ody.

Republic Pictures Corp. 08.11
12636 Beatrice St., Los Angeles 90066
First-run series: Beauty and the Beast; On Trial. **Made-for-TV movies:** Mistress; Indiscrete; Jesse; Promised a Miracle;

When the Time Comes; Eye on the Sparrow; Family Sins. **Off-network series:** Press Your Luck (130); Cosby Show (52); I Spy (82); Bonanza (260); Get Smart (112); High Chaparral (98); Dr. Kildare (58); T.H.E. Cat (26); Car 54, Where Are You? (60); My World and Welcome to It (26). **Other:** Travel Tips (20); Hollywood Stars (17); Champions (152); Favorite Holiday Features; John Wayne Classic Westerns (29); Horror Features (35); Republic Cowboys (162); Roy Rogers' The Great Movie Cowboys (21); Science Fiction Features (28); Loving You; cartoons. **Staff:** Russell Goldsmith; Joe Levinsohn; Steve Beeks.

R.J.S. Marketing Worldwide 6.30
33 Ryder Rd., Ossining, New York 10562
All Star Wrestling; Pro Wrestling This Week; F.L.A.I.R. (women's wrestling). **Staff:** Robert Syers; Deanne Syers; Patrick Schaefer; Rita Spano; Verne Gagne.

Hal Roach Studios Syndication 03.08
1600 N. Fairfax Ave., Los Angeles 90049

Saban Productions 14.22
11724 Ventura Blvd., Studio City, Calif. 91604

Skouras Pictures 23.11
1040 N. Las Palmas Ave., Hollywood, Calif. 90038

Package: (26) Shadow of Death; Dogs in Space; Inxs; Backstage; Blood Simple; On the Edge; Jackals; The Survivalist. **Staff:** Gary Marenzi; Pamela Pickering.

Silverbach-Lazarus Group 14.18, 16.15
9911 W. Pico Blvd., suite PH-M, Los Angeles 90035

Wild Kingdom*; Spirit of Adventure*; Hillary's Adventurers*. **Series:** Abbot and Costello (52); Explore; Faerie Tale Theatre (26); The Littlest Hobo (114); Phenomenal World; Shelley Duval's Tall Tales & Legends. **Children:** Felix the Cat (130); Mighty Hercules (65); Wizard of Oz. **Movie packages:** Classicolor I (12); Hollywood's Best (37). **Made-for-TV Movies:** A Christmas Carol; A Time to Triumph; Brotherhood of Justice; Children in the Crossfire; Child's Cry; Mrs. Delafield Wants to Marry; The Execution of Raymond Graham; Doing Life; Full Circle Again; The Last Days of Patton; Nobody's Child; Right of Way; Six Against the Rock; Stone Pillow; Teddy; Thompson's Last Run. **Specials:** Best Christmas Pageant Ever; Quincy Jones—A Celebration in Seattle; Terror. **Staff:** Alan Silverbach; Herb Lazarus; George Blaug; Nichole Wonica.

SPI Entertainment 5.26
396 Fifth Ave., New York 10018
Feature films; cartoons; how-to tapes; mini-series; documentaries. **Staff:** Loni Farhi; Stacey Sobel; Bob Jones; Talaat Capitan; Marion Oberauner.

Sterling Video Group/Eastman Kodak Co., Kodak Video Programs G3.21
266 N. Farm Dr., Bristol, R.I. 02809
Family-oriented programing, including comedy; children's drama; documentary; sports; travel; movies. **Staff:** Samuel Attenberg; Joan Grow; Jane Hardy.

Sunbow Productions 09.17

130 Fifth Ave., New York 10011
Visionaries* (13); G.I. Joe—The Movie*; The Transformers (98); Jem (65); My Little Pony 'n' Friends (65); G.I. Joe: International Heroes (95); Super Show (16); Inhumanoids (13); My Little Pony I and II; Bigfoot and the Muscle Machines; Robotix; The Glo Friends Save Christmas; The Charmkins; The Secret World of the Very Young; My Little Pony—The Movie; The Transformers—The Movie. **Staff:** Fred Cohen; C.J. Kettler; David Wollos; Ellen Postman.

Telecom 11.25
11150 W. Olympic Blvd., Los Angeles 90064

Telemundo H4.24
G.P.O. Box W, San Juan, P.R. 00936
Telenovelas; musicals; mini-series; game shows; specials. **Staff:** David Murphy; Olga Sanchez; Jose Ramos.

Television Program Enterprises 3.18
875 Third Ave., New York 10022

Telso International 01.08
The Adelphi, John Adam St., London, WC2N 6HP

Drama: Gentlemen & Players*; The Giftie*; Vietnam; Mandela; Wolf to the Slaughter; Willing & Abel. **Documentaries:** Sir John Gielgud*; Tahiti Witness*; War Reporters*. **Family:** Mr. Majeika*; Tugs*; Knights of God; Panic Station. **Entertainment:** That's Love*; La Traviata*. **Staff:** Ann Harris; Nicholas Witkowski; Jo Kavanagh; Jenny Chandler.

Tomwil International 09.22
5315 Wilkinson Ave., N. Hollywood, Calif. 91607-2412

Afghanistan: The Secret War*; Looking Back: Betty White in 'Life with Elizabeth'; Show 'N' Go*; Rendezvous*; A Very Special Arts Story...A Child is Waiting*; World of Champions*; TV Sports World*; Endangered Species: Raising Crane; The Mayans: Apocalypse Then*; American Sports Cavalcade; Being with John F. Kennedy; The Exciting World of Speed & Beauty; Across the Rubicon: A Satirical Look at Contemporary South; Africa: The Best of Aerobicise; Aerobicise; Stretch Out; Sorcerers' Way; Alaska: The Great Land; An Incidental Kill; Urubamba: Sacred River of the Incas; A Dingo in Alaska. **Staff:** James Rokos; Wilda Rokos; Alan Schwartz.

Transcontinental Pictures Industries 05.07
650 N. Bronson Ave., Los Angeles 90004

Vestron Television International H4.18
2029 Century Park East, #200, Los Angeles 90067

And God Created Woman; Anna; China Girl; Crystalstone; Dirty Dancing; Ghoules; Hamburger Hill; Hot Pursuit; Princess Bride. **Action:** Call Me; Hostage; Massive Retaliation; Masters of Martial Arts; Nightforce; Slammer Girls; Space Rage; Vendetta; Warrior Queen. **Drama:** Forever Lulu; Lighthorsemen; Promised Land; Streets of Gold; The Beat. **Comedy:** Campus Man; Magic Sticks; Party Camp; Sex Appeal; You Can't Hurry Love. **Children:** Tubby the Tuba; Wrin-

kles in Need of Cuddles. **Variety:** Beach Boys; Linda Ronstadt: What's New; Shockwave. **Horror:** Crawlspace; Dolls; Dungeonmaster; Ghost Warrior; Reanimator; Slaughter High; Terrorvision; Trancers; Troll; Zone Troopers. **Features:** Farewell to the King*; Love Potion*; Midnight Crossing*; Taffin*; The Tunnel*; The Unholy*. **Staff:** Julian Levin; Edwin Friendly III; Eleanor Powell.

Viacom International 05.18, 07.17
1211 Avenue of Americas, New York 10036

Staff: Raul Lefcovich; Roger Deshayes; Mark Booth; Raymond Burr; Henry Schleiff; Peter Newman; Arthur Kananack; George Faber; David Ellender; Peter Press; Tony Manton; Hiro Kuno; Tom Tannenbaum; Bonnie Hammer; Mary Silverman.

Video Tape Co. 09.28
10545 Burbank Blvd., North Hollywood, Calif. 91261

Videofashion/Video Ordinance 09.38
1 W 37th St., New York 10018

Videospec International 04.22
50 W. 40th Street, New York 10018

Weintraub Screen Entertainment 18.16, 20.13
11111 Santa Monica Blvd., 20th floor, Los Angeles 90025

Film library (1500) with feature films; shorts; TV series. **Staff:** Barney Rosenzweig; Larry Sugar; Richard Milnes; Ted Ambrosini; George Marshall; Victoria Hillard; Saralo MacGregor.

Western World Television 09.24
10490 Santa Monica Blvd., Los Angeles 90025

World Events Productions 03.23
4935 Lindell Blvd., St. Louis 63108

Denver, The Last Dinosaur*; Vytor, The Starfire Champion*; Your Pet and the Vet*; Voltron: Defender of the Universe; Voltron: Defender of the Universe—Fleet of Doom; Saber Rider and the Star Sheriffs. **Staff:** Edward Koplar; Brian Lacey; Peter Keefe; Glenda Gabriel.

Worldvision Enterprises 24.02, 26.01
660 Madison Ave., New York 10021

Ironweed*; The Running Man*; Light of Day*; Monster Squad*; Internal Affairs*; Stones for Ibarra*; Stranger on My Land*; Starting from Scratch*; Streets of San Francisco*; A.F.I. Life Achievement Award/Jack Lemmon*; Home Fires*; Hanna-Barbera's Superstars 10*; General Hospital*; One Life to Live*; All My Children*; Hands of a Stranger*; Highway to Heaven*; Dallas*; Angel in Green*; Kids Like These*; Alvin & the Chipmunks*; Yogi's Treasure Hunt*; The Jetsons*; The Flintstone Kids*; Smurfs*; Sky Commanders; Little Troll Prince*; Roboforce*; A Mouse, A Mystery and Me. The Last Frontier; The Stepford Children; The Day They Came to Arrest the Book; Stone Fox; Shark's Paradise; When the Tough Breaks; Night of Courage; Stranger in My Bed; The High Price of Passion; Sable; Throb; You Again*; The Love Boat; On Wings of Eagles; Doublelake; Key to Rebecca; Sam's Son; A Deadly

Business; My Two Loves; Welcome Home Bobby; Smurfs; The Jetsons; Wildfire; Berenstain Bears; The Flintstones 25th Anniversary; The 13 Ghosts of Scooby Doo; Mr. T; the Flintstone Kids; Alvin & the Chipmunks; Yogi's Treasure Hunt. **Holiday specials:** (29). **Staff:** John Ryan; Bert Cohen; Rita Scarfone; Michael Kiwe; William Peck; Mary Jane Fourniel; Mex Hartmann; Brian Rhys-

Jones; Jane Beckley; Dan Willis; Mie Horasawa; Andrea Migliori; Gerald Gayton.

Worldvision Home Video 24.02, 26.01
660 Madison Ave., New York 10021

Internal Affairs; Stones for Ibarra; Stranger on My Land; Streets of San Francisco; Home Fires; Hanna-Barbera's Super-

stars 10; Hands of a Stranger; Angel in Green; Kids Like These; The Jetsons; The Last Frontier; The Stepford Children; Stone Fox; Shark's Paradise; When the Bough Breaks; Night of Courage; The High Price of Passion; On Wings of Eagles; Doubletake; Key to Rebecca; A Deadly Business; My Two Loves; Welcome Home, Bobby. **Staff:** Tom Devlin; Christel Andre.

Prime time at ABC: Something's happening

Network sees gains in regular series but suffers disappointments; 'Moonlighting' and 'Dolly' may go

In prime time this past season ABC-TV accomplished two objectives that pleased the network's entertainment president, Brandon Stoddard. He saw signs that ABC is developing building blocks for the future. Two hit programs switched time periods and improved the network's performance in those new time periods: *Growing Pains* was moved to Wednesday at 8 p.m., and *Perfect Strangers* was changed to Friday at 8 p.m. Said Stoddard, in a video press conference originating in New York, where the network program chief fielded questions from reporters around the country: "I'm more pleased about that than almost anything else."

Growing Pains moved from Tuesday nights to Wednesdays at 8 p.m., where it averaged a 21.6/33, and was the fifth-ranked show of the season. A year ago in the Wednesday 8 p.m. time period, ABC averaged a 15.7/25. For the night, ABC retained its hold on first, averaging a 15.5/25, compared to a year ago when it averaged a Wednesday night 16.1/26, also a first-place finish. In its new Friday, 8 p.m., time slot, *Perfect Strangers* averaged a 15.3/25, compared to the 13.4/23 the network averaged on Fridays at 8 p.m. a year ago with *Webster*. The network still has a lot of work to do on Fridays where it finished third with an 11.3/20, compared to an 11.3/19 a year ago. Perhaps the one thing ABC did that pleased Stoddard even more, he suggested, was to close the gap between it and CBS in prime time for regular series programs. This season CBS ended with an average 13.3/22 in regular series performance, compared to ABC's 12.8/21, a 0.5 rating difference. In the same category, NBC was well ahead of both with an average 16.2/27. A year ago, CBS finished in second place in regular series performance with a 15.6/25, which was a 1.5 rating points better than ABC's 4.1/23. NBC was well ahead then as well with a 17.6/28.

But Stoddard admitted last week that the list of disappointments for ABC this season was longer than the list of accomplished goals. One of the biggest disappointments was *The Dolly Show*, the variety program on Dolly Parton that fell below the top-50 ranked shows for the season. The network signed a two-year deal with Parton that still is a year to run, although Stoddard said it could be a "tough call" on whether the show would be renewed. (The network, he

said, can opt out of the agreement if it pays a penalty fee. "I had forgotten how difficult they [variety shows] were to do," said Stoddard.

Among the show's problems, he said, were a very weak supporting cast, forcing Parton to carry the show by herself. Each episode, he said, was really a special of its own, and the show never really fell into a series mode. The program also lacked the right balance of comedy.

Stoddard also said *Moonlighting* was a major source of disappointment this season. From day one, the program was behind schedule this season. Producer Glenn Caron was preoccupied with the production of a theatrical film that kept him from the set for a good deal of the season. Bruce Willis had his own film deal and a skiing injury, which kept him off set for a number of weeks, and Cybill Shepherd gave birth to twins, forcing her to miss several months. Coupled with the writers' strike, the episode count was reduced to 13 from a planned 19.

Whether that show returns next season is also a question mark. Stoddard said he hopes it does, but that it depends largely on whether Caron wants to continue producing it or pursue other interests. Last week, Caron was said to be preoccupied with post-production of his film, "Clean and Sober," due out later this year. He was refusing inquiries about the future of *Moonlighting*.

Officially, ABC has not given the renewal go-ahead for any prime time shows for next season yet, although Stoddard said a list of early renewals will be announced, probably this week. But among new shows, Stoddard was full of praise for *Hooperman*, the fourth-ranked new show of the season: *Thirtysomething*, and the midseason *Won-*

der Years, which has attracted both a sizable audience (average 18.2 rating) and critical acclaim. All three of those shows are being considered for early renewal.

Hooperman is from Steven Bochco, who recently signed an exclusive development deal with ABC. A spin-off may come out of *Hooperman* for next season, said Stoddard, although that's not part of the development deal, which probably won't produce any programs before next mid-season.

Hooperman and another program on ABC this season, *The Slap Maxwell Story*, are both in the program category known as "dramedy," which combines dramatic and comedic elements, usually within a half-hour, and without a laugh track. While *Hooperman* appears to be a shoo-in for renewal, the same cannot be said for *Slap*. Reviews of the program have been mixed, and its rating for the season was a subcelestial 12.8/21. The call on that show, Stoddard also said, would be a tough one.

Meanwhile, ABC Entertainment may have some help next season from the news division in prime time. Stoddard said ABC News was working on several prime time projects, although he declined to elaborate. The last contribution ABC News made to prime time (aside from the continuing *20/20*, which is holding up well after a time period switch to Friday at 10 p.m.), was *Our World*, with co-hosts Linda Ellerbee and Ray Gandolf, which lasted one season against NBC's *Cosby*.

Also, at least one new prime time program scheduled for midseason this year has been rescheduled to make its debut in early summer, said Stoddard. It's a comedy from Jay Presson Allen, tentatively entitled *Hot-house* (formerly known as *Clinic*). The net-

More peplemeters. R.D. Percy announced last week it would take its peplemeter television rating service—now operating locally in New York—national. The service will have a 2,000-home sample, about half the sample bases planned by the Nielsen and Arbitron peplemeter services, both of which launched last September. Percy said it hopes to launch its national service by year's end. The Percy peplemeter is different in two major respects from the systems used by Nielsen and Arbitron. First, Percy measures audiences to commercials, not programs. Secondly, according to Percy, it has an infrared passive device in its system that verifies how many viewers are in a room at any given time watching television. Thus, if viewers are not pushing buttons, the system picks that up.

The national service will measure commercial viewing levels of the three major broadcast networks, but no cable networks, a spokesman for the company said. Percy's plans for measuring syndication product are also unclear. Percy has been providing preliminary New York market commercial ratings to clients since last December. The official New York service starts today (April 25). After the national service is up and running, the company said, it will proceed with plans for local service in Los Angeles and Chicago.

work is looking at a few other original program projects for this summer, although the only additional efforts scheduled so far are two musical specials—*David Bowie: Glass Spider Special* (June 3) and *A Matter of Trust: Billy Joel and Russia* (June 3).

Stoddard also reported that the 30-hour mini-series, *War and Remembrance*, will be scheduled in the first quarter of 1989. He said the exact scheduling has not yet been worked out. Although the program will be available for airing in the fourth quarter of this year, Stoddard said the network has decided that NBC's summer Olympics from Seoul, South Korea, will drain most of the available "event" advertising dollars from the marketplace. "It makes more sense economically in the first quarter," he said. □

CBS revamps Saturday morning

Five new programs include animated in-house half-hour

CBS announced its new Saturday morning lineup for next fall, containing five new series, one of them a second animated half-hour show, *The Adventures of Raggedy Ann and Andy*, to be produced in-house. CBS Entertainment produces *CBS Storybreak*, a program of animated adaptations of children's books, with host Bob Keeshan (Captain Kangaroo). That show has been renewed for a fifth season. Five programs are

being canceled from the Saturday slate, CBS said.

Two of the four other new shows are live action programs—*Hey Vern, It's Ernest* (DIC Enterprises/Emshell Productions) and *Flip!*, a magazine show for children and teen-agers (Earl Greenburg Organization in association with Gaylord Productions and Hal Roach Studios). Those will bring to three the number of live action shows on the CBS Saturday morning schedule (the other is *Pee-Wee's Playhouse*, the Emmy-winning series that returns for its third season). A prolonged writers strike could force a delay in the start of *Pee Wee's Playhouse*, as well as *Flip!*. *Hey Verne* is produced with non-union talent in Nashville and should not be affected. The animated shows are covered by the cartoonists union, not the Writers Guild, and should not be affected by the strike.

According to Judy Price, the CBS Entertainment vice president in charge of children's programming, the network is not intentionally shifting toward live action shows for economic reasons. In fact, she said, live action shows are no less expensive to produce than animation programs, and in some cases these shows cost more. The decision to pick up two more for next season, she said, was made on the creative merits of each program.

Hey Verne, It's Ernest is based on the character of a Disney theatrical film released more than a year ago, "Ernest Goes to Camp," that grossed more than \$30 million. *Flip!* was a pilot originally designed for syndication, said Price. But a talent agent encouraged the producers to screen the show

for her.

The new CBS-produced show, *Raggedy Ann and Andy*, said Price, is a kind of spin off from *Storybreak*. One of the episodes of that show, also produced in-house, featured a *Raggedy Ann and Andy* story. That episode became a de facto pilot for the new series, which has been in development for two seasons.

Producing shows in-house is efficient said Price. But she said CBS does not intend to produce more than a couple of Saturday morning shows that way. "It's efficient in terms of being able to eke out another series you couldn't afford otherwise," she said. "But we are going to approach in-house production very cautiously. It's important to have diversity of production" for creative reasons, she said.

The other two new Saturday programs are *Garfield and Friends* (United Media/Mendelson Productions) and *Superman* (Ruby/Spears Enterprises).

Shows being canceled are *Hello Kitty*, *Furry Tale Theater*, *Popeye and Son*, *Denis the Menace*, *Teen Wolf* and *Galaxy High School*.

In addition to *Story Break* and *Pee-Wee* returning shows include *Jim Henson's Muppet Babies* and *Mighty Mouse: The New Adventures*.

The new Saturday schedule, which debuts Sept. 17: 8 a.m., *The Adventures of Raggedy Ann and Andy*; 8:30, *Superman*; 9, *Jim Henson's Muppet Babies*; 10, *Pee Wee's Playhouse*; 10:30, *Garfield and Friends*; 11, *Hey, Vern, It's Ernest!*; 11:30 *Flip!*; Noon, *Mighty Mouse*; 12:30 p.m. *CBS Storybreak*. □

NBC wins last week of season

Nielsen	Net	Show	AGB	Nielsen	Net	Show	AGB
1. 29.4/49	A	Academy Awards	27.8/49	37. 12.0/24	N	Facts of Life	37. 12.2/24
2. 22.2/36	N	Different World	23.2/36	38. 11.8/19	C	Simon and Simon	38. 12.0/20
3. 22.2/38	N	Cosby Show	23.6/40	39. 11.6/21	A	20/20	23. 13.6/25
4. 22.1/36	N	Cheers	21.4/34	40. 11.6/20	N	Sonny Spoon Detective	44. 11.2/20
5. 21.1/35	A	Barbara Walters Special	20.6/33	41. 11.5/19	C	CBS Sunday Movie	31. 12.5/21
6. 18.2/31	A	Who's the Boss?	17.6/30	42. 11.5/22	N	Storyteller	45. 11.1/21
7. 18.0/34	N	Golden Girls	19.8/35	43. 11.2/21	A	Full House	43. 11.3/20
8. 17.9/30	C	Murder, She Wrote	18.9/31	44. 11.2/19	C	48 Hours	35. 12.3/20
9. 17.7/28	A	Wonder Years	17.1/28	45. 11.2/17	C	Jake and the Fatman	46. 11.1/18
10. 17.7/30	N	L.A. Law	15.6/27	46. 11.2/17	N	Year in the Life	50. 10.7/17
11. 17.5/33	C	60 Minutes	19.4/37	47. 11.1/22	A	Perfect Strangers	41. 11.6/22
12. 17.4/28	A	ABC Sunday Movie	15.8/27	48. 10.9/19	A	Mr. Belvedere	36. 12.2/21
13. 17.4/28	N	NBC Sunday Movie	16.3/27	49. 10.8/17	A	Just in Time	54. 10.0/16
14. 17.3/29	N	Matlock	17.1/28	50. 10.4/19	N	Night Court	48. 10.9/19
15. 16.8/28	C	Knots Landing	15.5/27	51. 10.2/16	C	CBS Monday Movie	53. 10.1/15
16. 16.8/30	C	Dallas	16.6/29	52. 9.8/16	C	Smothers Brothers	49. 10.8/18
17. 16.5/26	N	In the Heat of the Night	15.8/26	53. 9.8/17	N	Beverly Hills Buntz	57. 9.4/16
18. 16.4/27	N	Days, Nights of M. Dodd	15.1/25	54. 9.7/16	A	Supercarrier	59. 9.0/15
19. 16.3/31	N	Amen	17.3/31	55. 9.7/15	N	NBC Monday Movie	62. 8.4/13
20. 15.5/25	N	ALF	14.5/23	56. 9.5/17	A	Family Man	47. 11.0/19
21. 14.8/29	N	Hunter	15.1/30	57. 9.5/17	N	Bronx Zoo	61. 8.6/16
22. 14.4/23	A	Moonlighting	11.9/19	58. 9.4/18	N	Highwayman	52. 10.2/18
23. 14.4/26	N	Miami Vice	12.4/23	59. 8.9/18	C	High Mountain Rangers	55. 9.9/19
24. 14.2/26	C	Falcon Crest	13.1/24	60. 8.8/17	A	Spenser: For Hire	63. 8.0/16
25. 13.7/26	C	Ringling Brothers Circus	13.4/24	61. 8.8/15	A	Probe	64. 7.7/13
26. 13.5/24	C	Equalizer	12.0/22	62. 8.6/16	C	Tour of Duty	58. 9.1/16
27. 13.5/22	N	Day by Day	13.6/22	63. 8.6/16	N	Our House	60. 8.9/17
28. 13.4/21	N	Valerie's Family	12.8/20	64. 8.3/14	A	Buck James	66. 7.4/13
29. 13.3/23	A	Thirtysomething	10.7/19	65. 8.1/16	C	West 57th	56. 9.4/19
30. 13.3/23	N	Family Ties	13.7/23	66. 8.0/15	A	Ohara	67. 7.2/13
31. 13.1/21	C	CBS Tuesday Movie	13.0/22	67. 8.0/13	A	Hotel	65. 7.6/12
32. 13.0/21	N	Aaron's Way	12.4/21	68. 7.2/14	A	Disney Sunday Movie	68. 7.0/13
33. 12.9/22	A	Growing Pains	12.7/22	69. 6.2/10	C	Kenny Rogers Special	70. 5.7/9
34. 12.7/20	A	Head of the Class	12.6/20	70. 6.1/12	A	Convers. with Presidents	69. 6.8/13
35. 12.6/20	A	Hooperman	12.3/20	71. 5.4/9	C	My Sister Sam	71. 5.3/9
36. 12.3/21	A	Heartbeat	11.5/21	72. 3.4/6	C	Lyndon LaRouche	72. 4.0/7

Slow start for 'Great Weekend'

Show, programed by some affiliates on Saturday morning to draw grown-ups, is finding going tough

Since its debut Jan. 2, *Great Weekend*, the hour of news and information syndicated by Hubbard Broadcasting-owned USTV to a lineup of 54 stations covering 53% of the country has learned that the adult audience it seeks on Saturday mornings is elusive. *Great Weekend* presents a possibility for stations to counterprogram children-oriented lineups of cartoons that now dominate Saturday morning network schedules.

Using research provided by Frank Magid & Associates indicating adult audiences would watch a program that provided them with news, weather—and most important—consumer information before they begin their weekend shopping, USTV decided to forge ahead with a vehicle to counterprogram the networks. The Magid survey showed that adults would watch television on Saturday mornings only if it provided an alternative to the current children-oriented fare.

Hubbard Broadcasting President Stanley S. Hubbard recounted the reason for the research and then the program: "I woke up one Saturday morning and found there was nothing for me to watch."

Hubbard had at first considered a two-hour Saturday morning show. What emerged, however, was the one-hour version currently on the air, with hosts Dale Harimoto, a former reporter with *Entertainment Tonight* and *P.M. Magazine*, and Bob Goen, a former local news anchor and game show host. Also appearing on air is former NBC news reporter Jack Perkins, offering commentaries. The show is also formatted for weather forecasts delivered by members of a station's staff on a rotating basis.

The show's executive producer is George Merlis, formerly executive producer of *Good Morning America* and *The CBS Morning News*.

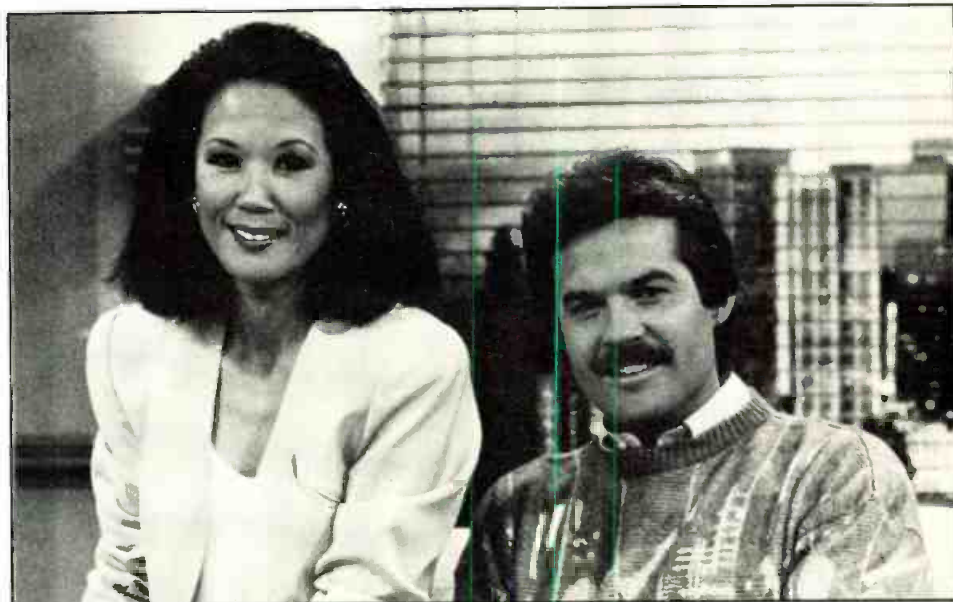
Great Weekend had a 1 rating/6 share Arbitron average and a 2/7 Nielsen average during the February sweeps. USTV said the Nielsen numbers helped stations to a 22% average increase in new adults coming into the time period.

In its Jan. 16 debut on WWOR-TV New York, an independent, the show matched the 2.1/7 Nielsen rating the station had been averaging in the time period. In Arbitron, however, the show scored a 2.7/10, bettering the 1.4/6 the station had been averaging in that service.

Great Weekend will switch from cash sales to barter on April 30.

On Hubbard-owned ABC affiliate KSTP-TV Minneapolis, where it runs at 8-9 a.m. and is repeated at 9-10 a.m., the show increased the station's delivery of adults six times to an average of 35,000 per telecast.

According to several of the 54 stations that now carry the series, the idea of capturing an adult audience on Saturday mornings is attractive because adult demographics of-



Hosts Harimoto and Goen

ten sell at higher cost-per-thousands than do children. Additionally, for affiliates that preempt some network time or play *Great Weekend* as a lead-in to it, the sale of additional time on Saturday comes as a plus since those stations typically get to sell only adjacencies in their network's programming. Affiliates make up the majority of the show's lineup.

Nevertheless, the program has had only a marginal impact on sales for those stations thus far. Lewis Freifeld, president and general manager of ABC affiliate WTNH-TV New Haven, Conn., said that ratings for the program have not been "overwhelming." WTNH-TV plays the program at 7-8 a.m.

"It's a difficult sale," he said, adding that he is currently considering moving the program to a later time period. "We didn't make [*Great Weekend*] a way of life," he added.

Edwin W. Pfeiffer, vice president and general manager of ABC-affiliate KQVR-TV Stockton, Calif., who also said that ratings for the program have been weak, expressed doubts that the program will succeed when programed between children's programs.

"On the basis of our experience," he said, "you're smoking something if you put [*Great Weekend*] in this daypart and you expect ratings."

Pfeiffer said that the station bought the show "originally under the notion that perhaps there should be alternatives." But the task of "breaking the kid's habit" of Saturday viewing has proved tough. "Adults are not even checking out this programming."

Paul Le Camera, vice president of programming at WCVB-TV Boston, an ABC affiliate, echoed those sentiments, but added that the "small audience, but appreciative audience" for the show in Boston still gives him hope that programming for adults on Saturday morning "does appear to be the next frontier" in station schedules. WCVB-TV had a hand in the development of *Great Weekend*.

On the show's rating performance so far, Stanley S. Hubbard said that "where the show doesn't get ratings it hasn't been promoted. Obviously if you're building a franchise for adult audiences you need to promote. Like any show, this will take time to build."

Several stations said they bought the show because they were interested in being part of a franchise in the making.

Mike Corken, vice president and general manager of NBC affiliate WTHR-TV Indianapolis said that "it is not too far off when one of the networks will get into more adults on Saturday. NBC has talked about a seventh day of *Today*. If they don't, someone else will get into a show like that."

One question a syndicated show with *Great Weekend's* aspirations naturally brings up concerns the number of preemptions or delays that it is now causing. Hubbard said that when a network's owned station's don't carry all of its programming, protest can't be expected when affiliates preempt occasionally.

"Stations have been preempting the networks since they went into business. That's the way people run stations." But if the network's are worried about preemptions on Saturday mornings, they weren't saying so.

Tony Malara, senior vice president of distribution at the CBS/Broadcast Group, said "We have a vested interest in a lineup that's as close to 100% as it can be. But nobody at CBS is telling an affiliate that CBS is more important than *Great Weekend*. That [general manager] made that determination."

At ABC, which has more than 20 affiliates in the *Great Weekend* line-up, a spokesman said only: "We're displeased when a station chooses to preempt. Furthermore, when that program is contrary to the audience flow of the daypart, we feel it has the net result of diminishing the entire schedule." □

Syndication Marketplace

The Enterprises division of **MCA TV** cleared *The Morton Downey Jr. Show* in three more markets last week: WPWR-TV Chicago, WPHL-TV Philadelphia and KRON-TV San Francisco. The additions bring to 12 the number of markets that have cleared the controversial Quantum Media Inc. production. The show's host was recently cleared of assault charges in a New Jersey court for an incident during a Dec. 9, 1987, taping of the show in which Downey slapped an audience member during a confrontation. The judge in the Secaucus, N.J., court ruled the slap did not constitute assault.

In other MCA TV Enterprises news, *The Street*, a new half-hour Quantum show, premiered on Tuesday, April 12, to avoid competition from the Academy Awards. On WWOR-TV New York, *The Street* pulled a 4.6 rating/10 share, up from a 3/6 during the February book; on KCOP-TV Los Angeles, it had a 2.9/8 compared to a 3/8; on WSBK-TV Boston it had a 1.8/7 compared to a 3/9; on WDIV(TV) Detroit it had a 5.7/22 compared to a 7/22 in February; on WDLZ(TV) Miami it had a 2.8/6 compared to a 2/3 in February; and on WTXN(TV) it had a 1.1/3 compared to a 1/3 in February.

Plans to carry Watergate burglar G. Gordon Liddy beyond his most recent television role (Vietnam veteran "Captain Real Estate" on *Miami Vice*) are now jelling with **All American Television** ready to give Liddy a firm go even without extensive coverage. All American President George Back said that in a slow sales season, the show's "favorable economics" give it a chance of getting on the air. The Liddy show will feature a set modeled after a Roman coliseum in which the host promises to bring back "Nero's Christians and the lions," with Liddy playing the role of the "lion" in the show's debates. All American has signed 23 stations to carry the series when it debuts next fall.

Fox/Lorber reports that *The Dr. Fad Show* and *The Elvis Collection* have been cleared in more than 50% of the country. *Dr. Fad* clearances include the CBS-owned stations as well as WDIV(TV) Detroit, KFSN-TV Fresno, Calif., and KING-TV Seattle. *The Dr. Fad Show*, a Joanne Roberts Production hosted by Ken Hakuta, was recently approved by the National Education Association.

Worldvision Enterprises has cleared *The Yogi Bear Show* in markets covering 65% of the country and including 19 of the top 20. Worldvision also reports that *The Jetsons* has been cleared in 80



"The Jetsons"

markets for the 1988-89 season and that its first-run sitcom, *Starting From Scratch*, has been cleared on more than 80 stations covering 75% of the country.

The Christian Science Monitor has signed Potomac Telecommunications to provide news production services for its recently announced *Monitor Newsworld*, a nightly half-hour news program premiering Sept. 5. It will be anchored by John Hart in Boston with live reports from London, Tokyo and Washington.

LBS Communications has cleared *Countdown to Tyson-Spinks*, a one-hour HBO Sports Production previewing the heavyweight title fight between champion Mike Tyson and former champion Michael Spinks, on 56 stations covering 30% of the country according to LBS Executive Vice President John Nottingham. Those clearances include KTTV(TV) Los Angeles, KDAF-TV Dallas, WTTG-TV Washington and KRIV-TV Houston. The fight is supposed to take place on June 27 at Trump Plaza in Atlantic City, N.J., but in the wake of a lawsuit against Michael Spinks by HBO, definitive word on whether the fight will go forward remained up in the air last week. HBO's suit follows an unsuccessful attempt by HBO to prevent Spinks from fighting Gerry Cooney in June 1987. HBO says the Spinks-Tyson fight is part of the exclusive \$10-million contract it has with Tyson for the "Unification" series of fights. Nottingham said LBS has been assured by promoter Don King the fight will go on, and he said he considers the current negotiations part of normal pre-fight hype. Stations get the one-hour preview for a two-run window between June 13 and June 26 on a barter basis (eight minutes for stations and five minutes for LBS). *Countdown to Tyson-Spinks* is hosted by HBO boxing analyst Larry Merchant, with former junior middleweight and middleweight champion, Sugar Ray Leonard, and analyst Jim Lampley.

Orbis Communications reports *Private People, Private Lives* has been cleared in 70 markets covering 66% of the country. The Kelly Entertainment production, hosted by Sarah Purcell, has been cleared in 16 of the top 20 markets.

Four Star International says its game show, *The New Liar's Club*, is a firm go for a fall 1988 debut with clearances covering over 50% of the country, including WNBC-TV New York, KNBC(TV) Los Angeles and WMAQ-TV Chicago.

Viacom Enterprises says 106 stations covering 85% of the country have purchased *Business This Morning*, the half-hour, early-morning business program produced by FNN. Those stations include 47 of the top 50 markets including the CBS-owned stations.

Geraldo Rivera's most recent special syndicated by **Tribune Entertainment**, for a Wednesday, April 13, broadcast, had a 15.7/25 Nielsen average rating in 12 overnight markets, making it the highest rated of the five Geraldo specials in overnight ratings. *Murder: Live From Death Row*, featuring an interview with Charles Manson, ranked first in its 8-10 p.m. time period in nine of the 12 cities where it ran. On KTLA(TV) Los Angeles, it did 22.9/39, triple the ratings of KCBS-TV and more than the combined ratings KNBC(TV) and KABC-TV. The lowest Rivera rating in the overnights was on WLVI-TV Boston: 10.1/17.

Home Shopping Network says two more stations have signed to carry the *The Home Shopping Overnight Service* to bring the total number carrying it to 17. The latest stations are WSBK-TV Boston and WGBS-TV Philadelphia. *The Home Shopping Overnight Service* is available for pickup between 12 a.m. and 9 a.m. Cable operators carrying stations that have the service receive a 5% commission.

Hit Video USA announced four new markets for its service:—ABC affiliate WVUE(TV) New Orleans (for use overnight on Saturdays); CBS affiliate WBOC-TV Salisbury, Md. (for use overnight on Fridays); LPTV station W13BH in St. Ignace, Mich. (Saturday afternoons), and KTGM(TV) Tamuning, Guam (for the weekly top 10 countdown show *Countdown USA*). A total of 29 stations carry *Hit Video*.

D.L. Taffner Ltd. reports adding five stations to its lineup for *The Crazy World of Benny Hill* to bring the total number carrying the comedy/variety series to 25. The newest stations are WPBT(TV) Miami KRZB-TV Little Rock, Ark.; KRGV-TV Harlingen, Tex.; WTSB(TV) Albany, Ga., and WOGX(TV) Gainesville, Fla.

Stock Index

	Closing Wed Apr 20	Closing Wed Apr 13		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)		
BROADCASTING									
✓ (CCB) Capital Cities/ABC	332	363	3/4	- 31	3/4	-08.72	20	5,371	
✓ (CBS) CBS	152	7/8	162	- 9	1/8	-05.63	8	3,612	
✓ (CCU) Clear Channel.....	13	5/8	13	3/8	1/4	01.86	20	44	
✓ (INFTA) Infinity Broadcast...	22	3/4	22	1/4	1/2	02.24	-175	191	
✓ (JCOR) Jacor Commun.	5	1/8	5	3/4	- 5/8	-10.86		29	
✓ (LINB) LIN	56	5/8	59	1/4	- 2	5/8	-04.43	30	3,035
✓ (MALR) Malrite.....	7	7	1/4	- 1/4	- 1/4	-03.44	-10	95	
✓ (MALRA) Malrite 'A'.....	7	7	1/2	- 1/2	- 1/2	-06.66	-10	95	
✓ (OBCCC) Olympic Broad.....	4	4				00.00		10	
✓ (OSBN) Osborn Commun....	6	1/2	6		1/2	08.33	-5	33	
✓ (OCOMA) Outlet Commun..	16	1/4	16	1/2	- 1/4	-01.51		106	
✓ (PR) Price Commun.....	8	3/8	8	5/8	- 1/4	-02.89	-6	71	
✓ (SAGB) Sage Broadcasting	4	1/2	5	1/4	- 3/4	-14.28	-6	17	
✓ (SCRPR) Scripps Howard	77	3/4	80	- 2	1/4	-02.81	26	803	
✓ (SUNN) SunGroup Inc.....	1	1/8	1	1/2	- 3/8	-25.00	-1	2	
✓ (TLMD) Telemundo.....	8	7	1/4	3/4		10.34	-1	45	
✓ (TVXG) TVX Broadcast	3	1/2	3	1/2		00.00	-2	20	
✓ (UTVI) United Television	26	1/8	27	-	7/8	-03.24	43	286	
✓ (GMXC)	3/32	1/8	-	1/32	- 25.00	43		286	

BROADCASTING WITH OTHER MAJOR INTERESTS									
(BLC) A.H. Belo.....	55	1/2	55	7/8	-	3/8	-00.67	22	585
(ASTV) Amer. Comm. & TV	3/32		3/32				00.00		7
(AFL) American Family.....	15	3/8	16		-	5/8	-03.90	13	1,244
(ACCMA) Assoc. Commun.....	21	1/2	23		-	1 1/2	-06.52		205
(BMAC) Bus. Men's Assur..	32		34	1/2	-	2 1/2	-07.24	86	335
(CCN) Chris-Craft.....	18	3/4	19	1/4	-	1/2	-02.59	41	408
(DNB) Dun & Bradstreet.....	46	1/4	49	1/4	-	3	-06.09	19	7,032
(DUCO) Durham Corp.....	26	1/4	26	1/4			00.00	15	224
(GCI) Gannett Co.....	31	1/2	34	3/8	-	2 7/8	-08.36	17	5,090
(GY) GenCorp.....	17	3/8	18	1/4	-	7/8	-04.79	9	1,164
(GACC) Great Amer. Comm..	11	1/2	11	5/8	-	1/8	-01.07	11	267
(JP) Jefferson-Pilot.....	30	5/8	33		-	2 3/8	-07.19	10	1,230
(KRI) Knight-Ridder.....	40	3/4	41	1/2	-	3/4	-01.80	16	2,338
(LEE) Lee Enterprises.....	28		27	3/4		1/4	00.90	17	697
(LC) Liberty.....	45	1/4	45			1/4	00.55	16	432
(MHP) McGraw-Hill.....	53	3/8	56		-	2 5/8	-04.68	17	2,697
(MEGA) Media General.....	43	5/8	46	1/8	-	2 1/2	-05.42	64	1,230
(MDP) Meredith Corp.....	26	3/4	28	3/8	-	1 5/8	-05.72	14	513
(MMEDC) Multimedia.....	66	1/2	66	1/2			00.00	6650	731
(NYTA) New York Times.....	29	1/4	31	7/8	-	2 5/8	-08.23	16	2,396
(NWS) News Corp. Ltd.....	21	3/8	21	3/8			00.00	13	2,709
(PARC) Park Commun.....	29	1/4	29			1/4	00.86	25	403
(PLTZ) Pulitzer Publishing...	31		33	1/4	-	2 1/4	-06.76	25	324
(REL) Reliance Group Hold..	5	3/4	6	7/8	-	1 1/8	-16.36	6	431
(RTRSY) Reuters Ltd.....	28	1/2	29	7/8	-	1 3/8	-04.60	26	23,663
(SKHA) Selkirk.....	18	1/4	20		-	1 3/4	-08.75	39	148
(STAUF) Stauffer Commun.	150		122			28	22.95	24	150
(TMC) Times Mirror.....	30	1/2	35	1/4	-	4 3/4	-13.47	12	3,934
(TMC) TM Communications	3/4		7/8		-	1/8	-14.28	3	5
(TPCC) TPC Commun.....	3/16		3/16				00.00		2
(TRB) Tribune.....	38	3/4	40	5/8	-	1 7/8	-04.61	14	3,053
(TBSA) Turner Bcstg. 'A'	14	3/8	14	7/8	-	1/2	-03.36	-2	313
(TBSB) Turner Bcstg. 'B'	14	1/2	14	7/8	-	3/8	-02.52	-2	315
(WPOB) Washington Post ...	214	1/2	221		-	6 1/2	-02.94	23	2,755

PROGRAMING									
) (SP) Aaron Spelling Prod....	6	1/8	6	1/8		00.00	5	112	
) (ALLT) Ali American TV.....	1	1/2	1	3/4	- 1/4	- 14.28		1	
) (BRRS) Barris Indus	9	3/4	10	3/4	- 1	- 09.30	-4	76	
) (KO) Coca-Cola.....	37		40		- 3	- 07.50	15	13,890	
) (CLR) Color Systems.....	5	7/8	5	7/8		00.00	-3	31	
) (KPE) Columbia Pic. Ent.	7	7/8	8	3/8	- 1/2	- 05.97		864	
) (CAVN) CVN Cos.....	14	3/4	15	3/4	- 1	- 06.34	12	256	
) (DEG) De Laurentis Ent.	15/16		1		- 1/16	- 06.25		10	
) (dcpi) dick clark prod.....	4	3/4	4	7/8	- 1/8	- 02.56	12	39	
) (DIS) Disney.....	55	1/2	56	5/8	- 1	1/8	- 01.98	19	7,290
) (DJ) Dow Jones & Co.....	31	1/4	31	1/2	- 1/4	- 00.79	15	3,025	
) (EM) Entertainment Mktg.....	3	7/8	3	7/8		00.00	12	47	
) (FNNI) Financial News.....	7	3/4	5	3/4	- 2	- 34.78	48	91	
) (FE) Fries Entertain.....	2		2	1/8	- 1/8	- 05.88	8	10	
) (GW) Gulf + Western.....	75	1/2	79	3/4	- 4	1/4	- 05.32	17	4,587
) (HRIGV) Hal Roach	4	1/4	4	1/2	- 1/4	- 05.55	-9	29	
) (HHH) Heritage Entertain....	2	1/2	2	3/4	- 1/4	- 09.09	2	11	
) (HSN) Home Shopping Net....	5	1/2	4	7/8		5/8	12.82	15	472
) (KWP) King World.....	18	5/8	21		- 2	3/8	- 11.30	19	557
) (LAUR) Laurel Entertain.....	1	5/8	1	3/4	- 1/8	- 07.14	3	4	
) (LT) Lorimar-Telepictures...	11	3/4	12	1/2	- 3/4	- 06.00	-8	537	
) (MCA) MCA.....	44	1/2	46		- 1	1/2	- 03.26	20	3,381
) (MGM) MGM/UA Commun. ...	14	3/8	14		3/8	02.67	-18	719	
) (NHI) Nelson Holdings.....	9/16		5/8		- 1/16	- 10.00	-5	15	

	Closing Wed Apr 20	Closing Wed Apr 13		Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)		
PROGRAMING									
A (NWE) New World Enter.....	2	1/8	2	1/4	- 1/8	-05.55	1	22	
O (NNET) Nostalgia Network...	1	1/8	1	1/8		00.00	-1	6	
N (OPC) Orion Pictures.....	16	1/2	17	1/4	- 3/4	-04.34	26	284	
O (MOVE) Peregrine Entertain.	2		2	1/2	- 1/2	-20.00	-66	4	
N (PLA) Playboy Ent.....	14	5/8	14	7/8	- 1/4	-01.68	-9	137	
O (QVCN) QVC Network.....	8	3/4	9	5/8	- 7/8	-09.09		57	
O (RVCC) Reeves Commun.....	5	5/8	6		- 3/8	-06.25	562	70	
O (RPCA) Republic Pic. 'A'....	5	3/4	6	1/8	- 3/8	-06.12	63	24	
O (RPCB) Republic Pic. 'B'....	5		5			00.00	35	3	
O (SMNI) Sat. Music Net.....	3	7/8	4		- 1/8	-03.12	-96	34	
N (WCI) Warner.....	31	3/4	33	3/8	- 1	5/8	-04.86	19	3,971
O (WWTW) Western World TV...		1/8		1/8		00.00		0	
O (WONE) Westwood One.....	23	1/2	22	7/8	5/8	02.73	31	291	

SERVICE									
O (AMEA) A.M.E. Inc.....	11	1/4	11		1/4	02.27	11	55	
O (AGRP) Andrews Group	5	3/4	5	7/8	-	1/8	- 02.12	-2	37
O (BSIM) Burnip & Sims	12	1/8	12	1/4	-	1/8	- 01.02	26	193
N (CQ) Comsat	29	1/8	29	1/8			00.00	-11	534
N (FCB) Foote Cone & B.	24	1/4	25	1/8	-	7/8	- 03.48	7	101
O (GREY) Grey Advertising....	108		111		- 3		- 02.70	16	130
O (IDBX) IDB Communications	9		8	3/4	-	1/4	02.85	36	36
N (IPG) Interpublic Group	31	7/8	33	3/8	-	1 1/2	- 04.49	15	708
O (OGIL) Ogilvy Group	27	3/4	28	1/2	-	3/4	- 02.63	14	383
O (OMCM) Omnicom Group	20	3/8	20	7/8	-	1/2	- 02.39	-92	499
N (SAA) Saatchi & Saatchi	22		22	5/8	-	5/8	- 02.76	11	3,205
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	8	3/4	9	3/8	-	5/8	- 06.66	13	19

CABLE										
A (ATN) Acton Corp.....	14	3/4	14	5/8		1/8	00.85	2		17
O (ATCMA) Amer. TV & Comm.	25	1/8	26	7/8	- 1	3/4	-06.51	55	2,733	
A (CVC) Cablevision Sys. 'A'.	31	1/2	33	5/8	- 2	1/8	-06.31	-10	662	
N (CNT) Centel Corp.....	47	3/8	46	1/2		7/8	01.88	13	2,060	
O (CCCOA) Century Commun.	18	3/4	18			3/4	04.16	-66	542	
O (CMCSA) Comcast.....	15	1/2	17	3/4	- 2	1/4	-12.67	-70	692	
A (FAL) Falcon Cable Systems	18	3/8	18	5/8	-	1/4	-01.34	-57	117	
O (JOIN) Jones Intercable.....	12	3/4	12	5/8		1/8	00.99	39	162	
T (MHRQ) Maclean Hunter 'X'	23		23	5/8	-	5/8	-02.64	31	847	
O (TCAT) TCA Cable TV.....	28	1/2	29	1/4	-	3/4	-02.56	58	308	
O (TCOMA) Tele-Commun.....	24	3/4	26	7/8	- 2	1/8	-07.90	40	3,591	
N (TL) Time Inc.....	85		90	5/8	- 5	5/8	-06.20	13	5,046	
O (UACI) United Art. Commun.	29	1/4	29	3/4	-	1/2	-01.68	243	1,201	
N (UCT) United Cable TV.....	33	5/8	34	1/4	-	5/8	-01.82	-560	1,270	
N (VIA) Viacom.....	22	1/2	23	7/8	- 1	3/8	-05.75		1,199	
N (WU) Western Union.....	3	1/4	3	1/2	-	1/4	-07.14		79	

ELECTRONICS/MANUFACTURING									
N (MMM) 3M.....	58	7/8	62		- 3	1/8	- 05.04	14	13,393
O (AMCI) AM Communications			11/32				08.72		1
N (ARV) Arvin Industries.....	21	3/4	23	1/4	- 1	1/2	- 06.45	9	414
O (CCBL) C-Cor Electronics...	8		7	7/8	1/8	01.58	13	16	
O (CATV) Cable TV Indus.....	3	1/2	3	3/4	-	1/4	- 06.66	-23	10
A (CEC) Cetec.....	9	5/8	10	1/4	-	5/8	- 06.09	28	17
N (CHY) Chyron.....	4	3/4	4	7/8	-	1/8	- 02.56	16	48
A (CXC) CMX Corp.....	1		1	1/8	-	1/8	- 11.11	11	8
A (COH) Cohu.....	10	3/8	8	7/8	-	1	1/2	16.90	10
N (EK) Eastman Kodak.....	40		42	5/8	- 2	5/8	- 06.15	10	9,037
N (GRL) Gen. Instrument.....	30	1/4	33	3/4	- 3	1/2	- 10.37	-13	985
N (GE) General Electric.....	39	1/4	42	7/8	- 3	5/8	- 08.45	14	35,875
O (GETE) Geotek Inc.....		5/8		5/8			00.00	-2	2
N (HRS) Harris Corp.....	29	5/8	31	1/8	- 1	1/2	- 04.81	16	869
N (MAI) M/A Com. Inc.....	9	3/4	10	5/8	-	7/8	- 08.23	4	314
O (MCDY) Microdyne.....	3	7/8	3	3/4		1/8	03.33	-2	17
N (MOT) Motorola.....	46	5/8	48	1/8	- 1	1/2	- 03.11	26	5,994
N (OAK) Oak Industries.....	1	1/8	1	1/8			00.00	1	81
A (PPI) Pico Products.....	2	1/4	2	1/2	-	1/4	- 10.00	-45	7
N (SFA) Sci-Atlanta.....	15		15	1/4	-	1/4	- 01.63	-166	351
N (SNE) Sony Corp.....	44		44	3/4	-	3/4	- 01.67	72	10,174
N (TEK) Tektronix.....	25	1/8	27		- 1	7/8	- 06.94	18	816
O (TLCR) Telecraft.....	2	7/8	3		-	1/8	- 04.16	13	4
N (VAR) Varian Assoc.....	26	3/4	28	1/2	- 1	3/4	- 06.14	133	580
N (WX) Westinghouse.....	50		54	3/4	- 4	3/4	- 08.67	10	7,146
N (ZE) Zenith.....	18	1/4	20		- 1	3/4	- 08.75	73	463
Standard & Poor's 400.....	296.33		316.49		-		18.16	-	05.74

TCI's Draper argues against telcos offering cable service

In speech at Media Institute luncheon, executive says phone entry would decrease, not increase, competition

The cable industry fired another salvo in its battle to keep the telephone company out of its business last week when John Draper, general counsel for Tele-Communications Inc., said phone company competition is not the solution for those who believe the cable industry is an unregulated monopoly. "Recision of the telco crossownership prohibition will not yield the benefits claimed by cable's competitors," said Draper.

He spoke at a Washington luncheon sponsored by the Media Institute, which supports the telephone companies providing video services in their service areas. Draper is a member of the Media Institute's advisory board, but is in disagreement with the think tank on the telco issue.

Draper took issue with various concentration of ownership, vertical integration and noncompetition claims by cable's detractors. To those who say cable has no competition, Draper pointed to an FCC study that said the entertainment/information marketplace was filled with competition, with consumers choosing among cable, UHF and VHF stations, LPTV, SMATV, DBS, home video, and MMDS in video entertainment alone.

On concentration of ownership within the cable industry, he said that when adding in systems in which TCI holds less than a 50% interest, the company's total subscriber count of 8.4 million subscribers is less than 20% of cable households. The top four MSO's account for 35% of all subscribers according to NCTA. In contrast, Draper said the three broadcast networks reach 62% of U.S. households and the top three movie studios take in 46% of the domestic box office, he said.

On investment in program services, Draper said TCI's ownership of program services amounts to a minority percentage, and that some services might have gone under without the support of TCI and other MSO's. TCI "has been in the forefront of encouraging and developing diverse cable programming," said Draper, citing its equity support of Black Entertainment Television, the Discovery Channel, Think Entertainment and Turner Broadcasting System. "Without the so-called 'concentration' in the industry, cable operators still would lack the capital base from which to make investments in diversity," said Draper. "The broadcasters and Hollywood people, after saying for years that cable ought to get its own programming, are now complaining about cable doing just that," he said.

Draper said the present crossownership

prohibition "has not and will not keep telcos from improving telecommunications distribution technology, including fiber optics." He said the stumbling blocks thus far in fiber optics have been technological problems, "not the inability to offer video programming." Allowing telcos in because it would spur the development of fiber is a false assumption, he said. "Increasingly, telcos have admitted that fiber to the home can be cost justified on the basis of plain old telephone service."

Draper also pointed out what is becoming a familiar theme on the part of cable executives—that two Bell operating companies (Nynex and Bell South) had more revenue last year than the entire cable industry. (Continental Cablevision Chairman Amos Hostetter referred to the same figures in testimony at two different Hill hearings in the past six weeks.) Draper said that each of the Baby Bells had revenue of between \$8 bil-

lion and \$12.3 billion last year. TCI had revenue of \$1.7 billion last year, Draper pointed out.

Entry of the telcos would more likely eliminate than increase competition. Cross-subsidization would give telcos "an insurmountable 'competitive' advantage," said Draper. "By pricing cable television service near cost, telcos can simply outlast the independent operator which has no comparable alternative income source and does not enjoy the savings resulting from utilizing the same equipment for other rate-regulated activities," Draper concluded. The recision of the crossownership provision "could eventually lead to the elimination of nontelco cable operators."

"Little can be gained and much can be lost by the American cable viewers and telephone rate payer," said Draper, "from rescinding the telco crossownership prohibition now." □

CPB renews pitch for more funding

Authorization for 1991-93 hangs in balance

President Reagan's "claim that private funds would take up the slack" left by federal funding cuts made earlier this decade "has never happened," Corporation for Public Broadcasting Chairman Howard Gutin told five members of the House Subcommittee on Labor, Health and Human Services and Education last Tuesday—thus continuing CPB's uphill battle to convince Congress to reject the administration's current recommendation to freeze annual CPB funding at \$214 million indefinitely.

During the fourth congressional hearing in two months concerning CPB funding, Gutin, CPB President Donald Ledwig and new CPB treasurer and vice president, Frederick DeMarco, responded to an hour and a half of questioning on CPB priorities, corporate underwriting credits that some say appear to be commercials, rising program production costs, criticism of CPB's alleged underuse of independent producers, satellite system replacement costs and distribution of educational programming.

But as with previous congressional hearings this year, CPB's request for increased funding headed the list. CPB has asked for \$395 million, plus a one-time, \$200-million satellite replacement appropriation, in 1991; \$422 million in 1992, and \$427 million in 1993. Authorization bills in each house, sponsored by Representative Ed Markey (D-Mass.) and Senator Daniel Inouye (D-Hawaii), authorize \$304 million in 1991—a figure exactly between CPB's and OMB's

recommendations—\$354 million in 1991 and \$404 million in 1993. Markey has assured CPB, said Ledwig, that his bill will be introduced on the House floor within the next few weeks.



Ledwig

A fourth set of figures may yet appear. "I will be right difficult to hold the budget resolution figure with this request," said Subcommittee Chairman William Natcher (D-Ky.), referring to last December's 11th hour budget reconciliation which, he said will allow appropriation increases of only 2%. "Are you and your associates willing to work more with us on these figures?" Natcher asked Ledwig. Considering public broadcasting's role in education and public

U.S. fare for UK DBS. The UK direct broadcast satellite service, British Satellite Broadcasting, plans to buy half of the programming for its three channels from U.S. producers, according to company executives.

The DBS service, to be launched late next year on a Hughes satellite, is a \$1.2-billion venture with backing from Australian media financier Alan Bond, Granada, Virgin, publishers Pearson & Reed International and other programmers, electronics manufacturers and investment services. Programming will be received on a one-foot satellite dish costing consumers an estimated \$350.

Productions purchased from U.S. suppliers will include nearly 80% of the films on BSB's pay movie channel, Screen, which has budgeted \$500 million for its first five years of operation, the executives said. Each year, it plans to license 240 new releases, 100 library products and 60 movies-of-the-week or made-for-TV movies.

service, said Ledwig, "trade-offs and co-ordination" can occur among the CPB and the Departments of Labor, Health and Human Services and Education. Whether subcommittee members would consider that suggestion remains unclear.

"We'll do our best to maximize support" of CPB, said Representative John Porter (R-Ill.). And, when told that the administration had refused to comment on its denial of the \$200-million satellite replacement request, Representative Steny Hoyer (D-Md.) said, "I'm going to call OMB and ask about that." But Representative Joseph Early (D-Mass.) took issue with the \$200 million. "It's not a matter of how good a job you're doing, but a matter of priority," he said. The problem of satellite interconnection posed by the imminent death of the present system in 1991, he said, "is not going to be my priority when it comes to libraries, vocational aid and other programs."

The increase of \$160 million between the 1990 and 1991 operating budgets, Ledwig said, would return CPB to funding levels of the late 1970's, before the cuts of the early 1980's. Noting the "leveraging power" of federal dollars, Ledwig said CPB can expect to gain four or five corporate dollars for every dollar the government provides to get a project off the ground and into promising shape. According to CPB figures for 1986, the latest year available, funding for public broadcasting breaks down this way: member-subscribers, 21.6%; state governments, 8.8%; businesses, 15.0%; federal-CPB, 4.0%; state-supported colleges and universities, 10.2%; local governments, 4.3%; foundations, 3.4%; federal government grants and contracts, 2.3%; auction participants, 2.0%; private colleges, 2.3%, and all other sources, 5.9%. "We have never reached the original goal of one federal dollar to every two nonfederal dollars," said Ledwig.

Said Natcher at the close of the meeting: "We may have to mark this bill up in the rayner room." □

Fewer and more powerful birds, smaller dishes, riper market for DBS

In a request for a four-year extension of its direct broadcast satellite construction permit, United States Satellite Broadcasting Co. (owned by Hubbard Broadcasting) argues that domestic U.S. satellite launches have resumed, that DBS is a reality in Japan and nearly so in Europe and that DBS technology is now manifest, including the mass manufacture of easily installed, less than one-meter dishes capable of receiving signals from the more powerful Ku-band satellites now being made. The market is ripe, says USSB, for DBS.

Nine firms, as of the April 8 FCC deadline for the latest round of DBS applications, now hold or are applying for DBS permits. Among the veterans filing anew is Tempo Satellite, 51% owned by Telecommunications Inc. (BROADCASTING, April 18), the nation's largest multiple cable system operator—an indication that another market roadblock is disappearing: given assurances it will not be bypassed by DBS, the cable industry may be ready to participate.

In addition to proposing more powerful birds (all applicants are proposing upgrades in power to 125-180 watts), most applicants are proposing fewer birds to broadcast 16 or 32 channels of programming. Most applicants have an eye toward co-locating two satellites at one orbital slot, each covering halves of the U.S. Continental Communications Corp., on the other hand, is looking to locate one full-CONUS (covering all of the continental U.S.), eight-channel bird at 110 degrees west longitude, then add two half-conus, eight-channel birds at both 61.5 and 148 degrees W.L., for a total of five birds and 24 channels offered nationwide. Several applicants said that with high construction costs, as well as launch and insurance industry uncertainties, they are looking at co-ventures with other licensees for shared in-orbit spares.

How orbital slot assignments will shake out at the FCC may prove problematic. Slots already assigned (all west longitude) include Hughes Communications, 32 channels at 101 degrees; Advanced Communications Corp., the 16 odd-numbered channels at 110 degrees and the 16 odd-numbered channels at 119 degrees (Advanced proposes to co-locate two 16-channel birds either at 101 degrees with Hughes—proposing to beam east on channels where Hughes beams West and vice versa—or at 110 degrees); Hubbard, eight even-numbered channels at 110 degrees and eight even-numbered channels at 148 degrees, and Dominion, 16 even-numbered channels at 119 degrees (like Hubbard, Dominion has filed a request for extension of time beyond next December, when both are due to have their systems operating). The remaining slots, 61.5, 157, 166 and 175 degrees are unassigned. "It's a real estate problem," said one applicant.

Comments on DBS applications have already been filed by GTE Spacenet, asking that the commission revisit the issue of defining DBS and fixed satellite services, and from the Association of Maximum Service Telecasters, asking that the 12.2 ghz to 12.7 ghz spectrum be preserved for terrestrial advanced television transmissions.

Direct Broadcast Satellite Applicants and Construction Permit Holders

	Number of birds (spares)	Channels	Cost (in millions of dollars)	First year to operate
Advanced	2	32	500	1991
Continental	5 (1)	24	640	1995
Direct*	2	16	320	1993
Dominion	1	16	proprietary	1995
Echostar*	2 (1)	16	461	1993
Hughes	2	32	proprietary	1991
Orbital*	2 (1)	16	422	1993
Tempo	2 (1)	32	500	1995 (one of two birds)
USSB	2	16	proprietary	1992

*new applicant; others already hold CP and have filed modification requests and/or requests for extension of time to launch and operate

Speakes suffers second thoughts

Former White House spokesman apologizes for some of the revelations and opinions of Reagan and Washington press corps in his new book

In the wake of the controversy kicked up by his book on his six years as chief White House spokesman, Larry Speakes returned to Washington last week to apologize. He expressed regret for having "wronged President Reagan." And he apologized as well for some of the sharply critical things he had to say about those in his book, including members of the White House press corps. "In some cases, I did overstep the bounds of common sense and, yes, courtesy," he said. "I have needlessly criticized many whose professionalism I respect." Speaking at a *Washington Post* Book & Author luncheon, last Tuesday (April 19), Speakes appeared to be trying to put the controversy behind him.

The furor over "Speaking Out: The Reagan Presidency from Inside the White House" (written with author Robert Pack) has focused principally on the fabricated quotes Speakes said he had attributed to the President without telling him. Regardless of whether the criticism generated was directed "at the sin or the confession"—he said he did not know which it was—he has wronged the President, whom, he added, he admires and respects. "I have provided fodder for those who would aim their cannons of criticism at a President I served loyally for six years. I deeply regret it."

Speakes did not apologize for everything in the book, whose publication has led to his resignation from his job as senior vice president for communications at Merrill Lynch. "I apologize not for the truth in my book—nor the telling of it," he said. "The truth never requires apology." But he added, "I do regret that I may have overstepped the bounds of propriety in some instances. It is for this that I apologize."

The flap over the fake quotes has overshadowed much else in the 321-page book, including the criticism of many with whom Speakes came in contact in his White House job. The skewering of George Will, *Washington Post* and *Newsweek* columnist and a regular on ABC's *This Week with David Brinkley*, impaled not only him but much of the White House press corps: "Will is the most pompous and arrogant among a whole legion of egotists, prima donnas and problem children who report on the White House." Speakes said after his speech that although his comments on the press were "true, they could have been left unsaid."

The admission of three fabrications—all the product of a desire to make his client, the President, look presidential—oddly, passed largely unnoticed in the first batch of reviews. No more.

One fabrication, after the Soviets shot down Korean Air Lines flight 007 in 1983, involved the attribution of remarks spoken by Secretary of State George Shultz to the President. The President, Speakes noted, "had had almost nothing to say during the

national security and congressional leadership meetings." Speakes said the quote transplant "played well, and neither [man] complained." Then there was the quote Speakes made out of whole cloth, with the help of an assistant, Mark Weinberg, when it developed, during the Geneva summit in 1985, that USSR General Secretary Gorbachev was taking the public relations play away from Reagan. Speakes had Weinberg draft some quotes, which Speakes "polished," and then characterized to the press as the President's remarks to Gorbachev after one session: "There is much that divides us, but I believe the world breathes

forthrightness." And he expressed the hope that those who pick it up will read it from cover to cover, not "from the names in the index." Only then, he said, will readers learn he attempted to present "a balanced view."

Perhaps, he says, the storm the book has created will serve a good purpose. "If my book focuses attention on the relationship between the President and the press," he said, "then some good will be wrought." He said the relationship must be seen "more clearly," and improved. He called—as have former White House press secretaries before him—for a restoration of respect between President and press. "Let us take the sting of animosity out of a relationship that by its very nature must be adversarial."

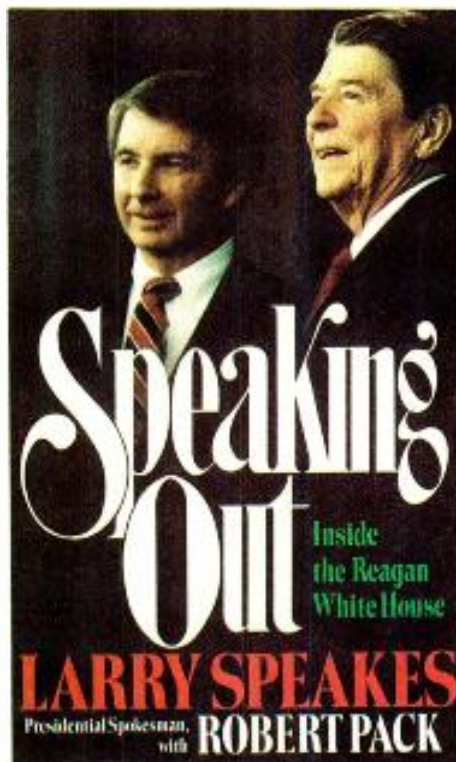
But his immediate concern, he indicated, is his own reputation. He said that in his years in the White House and in writing the book, he had put great store by the truth. "And I stand here today knowing full well my credibility—which I hold more dear than anything else—has been challenged and perhaps tarnished." His goal now, he added, is to see to it that his credibility is restored.

But he may have a difficult time in persuading those in the White House press corps whose egos he has probably bruised to accept him at his word. Will was not the only press target in "Speaking Out." CBS's Lesley Stahl, who covered the White House through most of Speakes's tour there, was, according to Speakes, "the most tenacious, hard-working reporter on the White House beat." But Speakes added, "I always thought she got where she was because she was blond and attractive." He said she seemed to take "a simplistic approach to the news." NBC's Chris Wallace, in Speakes's view, "combined the worst qualities of Sam Donaldson and Lesley Stahl: He was both obnoxious and a bit slow on the uptake." Nor does he think well of Wallace's NBC colleague at the White House, Andrea Mitchell. He described her as "another shouter."

As for ABC's Sam Donaldson—known for his tough and persistent questioning of Presidents—he is one of Speakes's favorites. Speakes said Donaldson is "foremost among White House television reporters—foremost among all reporters, for that matter, with a reputation for being obnoxious." While the notoriety is "well deserved"—his "rules of engagement were, 'Shout first, worry about it later'"—Speakes said, "I found Sam to be the brightest television reporter to cover the White House." What's more, he said, "our analysis consistently showed that Sam and ABC were the fairest and straightest of the networks."

CBS's Bill Plante also comes off well in the book. Plante, said Speakes, was "a good reporter who had excellent contacts. Both of the Reagans liked him, and he and Mike Deaver [then White House deputy chief of staff] were very close."

And then there is ABC's Barbara Walters. Of all the reporters Speakes discussed, she was the only one who seemed to cause him



easier because we are talking together." Speakes confesses to yet another fabrication, one that he said "received extensive play in the press": "Our differences are serious, but so is our commitment to improving understanding."

"In retrospect," Speakes wrote at that point in his book, "it was clearly wrong to take such liberties." But his concern was that the Soviets could have disputed the quotes. "Luckily," he said, they did not. In his remarks last week, he put a different spin on his regret. "It was wrong not because the Russians might find out. Wrong not because the President might disavow it. To attribute to the President words not uttered by the President is wrong, period."

Speakes says his fabrications were done "as an act of loyalty to the President." But, he says, they were "overzealous" and "misguided."

Speakes defends his book as one reflecting his determination "to tell the truth," as one "that tells the truth with honesty and

any anxiety. She is, in his view, "the best personality interviewer, as opposed to hard news interviewer." And although she did not spend much time at the White House, Speakes said he "always treated her with respect" when she was on the scene—"not only because of her skill, but because I felt she was something of a shark.... My respect for her was so great that I readily accepted an offer of a farewell interview with her on ABC's *20/20* when I left the White House, and made it exclusive."

Speakes, in his chapter on the press—it is entitled "Beat the Press"—makes public one of the feuds in which he was engaged at the White House, one involving David Gergen, the White House director of communications and now the editor of *U.S. News and World Report*. Speakes said Gergen had ambitions to fill the job of press secretary, which to this day is occupied, technically, by James Brady, who was seriously wounded in the attempt on President Reagan's life

seven years ago. Speakes said he was determined to "keep Gergen out of Brady's job," and that "guerilla warfare broke out almost at once between Gergen and his staff and me and mine." Speakes, who seems to recall the turf war almost fondly, called it "a classic case of Washington in-fighting." (Gergen is declining comment on the book.)

The President's former spokesman also reveals some of the public relations philosophy and strategy of the Reagan White House. The underlying theory was that the American people get their news from television—and that television needed pictures to tell its story. "We had to think like a television producer," writes Speakes. "And that is a minute and 30 seconds of pictures to tell the story, and a good solid sound bite with some news." Accordingly, when the effort was to promote an education program, the President was presented at a desk talking to students. "Then we would have an educators' forum where the President would make

a newsworthy statement." The White House learned early on, Speakes says, "that the rule was, no pictures, no television piece, no matter how important our story was."

Sophisticated as the Reagan White House was in the use of television (Deaver was the man in charge of image), Speakes says it was not as wise as it thought. The White House, he said, based its television judgments on television size. Accordingly, if ABC's *Good Morning, America* was the top morning show, it had no trouble booking Shultz and the other stars of the Reagan team. In the evening, it was, usually, CBS's *Evening News* that was treated to the stars. And on Sundays, it was ABC's *This Week With David Brinkley*. That approach necessarily left PBS's *MacNeil/Lehrer NewsHour* ranked "third or fourth" in White House priorities. But that was a mistake, says Speakes, "because more movers and shakers watched *MacNeil/Lehrer* than any other news show." □

Satellite Footprints

Sad end. Western Union has announced it is suing former customer IDB Communications, dominant carrier of national radio signals, for \$4.4 million. The suit alleges that IDB reneged on its five-year transponder lease from Westar. Part of the amount is \$430,000 in allegedly unauthorized, unpaid use of Westar III, on which IDB held a lease until last October when IDB moved its signals to Hughes's Galaxy II bird. Customers moved off Westar III when it began drifting from geostationary orbit late last year.

Details of the sale of the entire Westar to Hughes Communications should be complete "a few days from now," said Westar assistant vice president, Fred Knipp. When IDB left Westar, he said, several IDB signals were "much short" of completion of five-year contracts begun at various times. WU had offered to move IDB to Westar IV in 1982, he said.

The facts will show that WU breached the contract when it failed to launch a Westar III replacement, Westar VIS, before Westar II reached the end of its useful life, countered IDB executive vice president, Ed Cheramy. Launch delays forced WU to offer alternatives requiring unacceptably costly ground segment adjustments by customers, he said. The Westar VI launch would have been "invisible," requiring no such costs. IDB last fall offered WU a "modest amount" to avoid legal fees, said Cheramy. When WU then demanded hundreds of thousands, he said, IDB refused. WU then sued for "10 times the original amount...a distressing, depressing" end to a good partnership, Cheramy said.

IDB was a "pretty good customer, allowed to police itself," until spot checks led to investigation of unauthorized transmissions, said Knipp. "We deny it," Cheramy said of unauthorized use.

United they stand. United Video, which already offers superstations WGN-TV Chicago, WPIX-TV New York and KTVT-TV Fort Worth in its lineup of cable services, has gained from Eastern Microwave the rights to market one of its superstations—KTLA-TV Los Angeles—launched two months ago (BROADCASTING, Feb. 15). Although United Video will be the exclusive marketer of the superstation to cable, UV executive vice president, Roy Bliss, said, "Frankly, we don't really expect the cable side to drive the service. Our primary reason for forming the partnership with EMI is to be able to offer KTLA to the TVRO market."

Stepping up. Los Angeles-based regional cable movie and sports channel, Z Channel, has left terrestrial distribution of its programming behind, signing with IDB Communications to begin distributing to cable outlets via satellite. The move will not only reduce transmission costs, said Z Channel director of administration, Mike Roberge,

but also increase distribution to include prospective systems not reached by microwave. The move may also increase distribution of the Los Angeles Angels' home games. Both Z Channel and KTLA-TV Los Angeles, launched as a superstation by Eastern Microwave, are Angels' rights holders.

Government go-ahead. Following State Department approval, the FCC has authorized Hughes Communications to provide Turner Broadcasting System's Cable News Network programming to Colombia and the Turks and Caicos Islands. Colombia was added to the list of countries consulted under Article XIV(d) for U.S.-Latin American-Caribbean transborder services last October, and, according to the commission, TBS has certified that it holds the CNN copyright in Colombia.

Super-radio. KMNY(AM) Pomona, Calif., 24-hour all business-finance radio, has obtained a continuous audio satellite channel uplink service from National Public Radio. "Radio stations throughout North America now have access to 'round the clock' programming that specializes in money-related news and information," said KMNY vice president, Vera Gold. The signal is transmitted via Westar IV, transponder 2-D. The station celebrated its format's first anniversary April 15. NPR—which has also developed the Sound Connection Network, interconnecting recording studios in Chicago, New York, Los Angeles and Boston for voiceover recording in advertisements—yesterday, April 24, was to provide studio and satellite services to another commercial broadcaster, Stoner Broadcasting System, an Annapolis, Md.-based owner of six AM and nine FM stations. Stoner produced a live, two-way Soviet-U.S. call-in show, *Worldtalk*, distributed via Satcom IR to 75 U.S. stations.

Have Ku-truck, will travel. California-based satellite transmission services firm, B&P The Spaceconnection, has moved into new headquarters at 2340 North Hollywood Way, Burbank, Calif. 91515. Spaceconnection President and CEO Robert Patterson is also president of the Satellite Consortium Inc. The consortium is a national uplink association founded by Spaceconnection, Fairfield, N.J.-based Crescomm Transmission Services Inc., Detroit-based Northcom Teleport and Mobile, Ala.-based MI and RF Scientific Transportables Inc. Since its incorporation last Aug. 27, said Patterson, the Satellite Consortium has performed more than 400 transportable uplink services for the broadcast networks, network affiliates, independent stations, cable programmers (including Viacom, Home Box Office and the Turner Broadcasting System) and businesses conducting teleconferences. He said consortium members have uplinked preseason Major League Baseball games and will uplink other special events.

CHR still king in New York, Los Angeles

Urban contemporary, MOR lead in Chicago, according to Arbitron winter radio ratings

Contemporary-hit radio finished in first place in New York and Los Angeles once again in Arbitron's winter 1988 report, released last week. In Chicago, urban contemporary and MOR were again on top with WGCI-FM there duplicating its fall 1987 performance in tying long-time market MOR powerhouse WGN(AM). The Arbitron winter 1988 book reflects local listener surveys in metro shares of the audience 12 years of age and older covering Jan. 7 through March 30, Monday through Sunday, 6 a.m.-midnight.

■ Contemporary-hit WHTZ(FM) led New York in the winter book as it did in the fall, with a 6.2 share. In the fall book, the Malrite station had a 6 share.

Close behind was a combined 6.1 rating for the easy-listening simulcast of WPAT-FM and WPAT(AM). The FM station contributed a 4.7 rating to that number, which, counted on a stand-alone basis, would place it third in the market. WPAT(AM) had 1.4. Third place went to all-news WINS(AM), which posted a 4.9 rating, down slightly from the 5.0 it posted in the fall.

Three stations tied for fourth place with a 4.6 share—Emmis Broadcasting's WQHT(FM), a CHR/dance station, up from a 3.7 in the fall book; light contemporary WLTW-FM, down slightly from a 4.7 in the fall, and urban contemporary WBLS(FM), up from a 4.1 in the fall book.

Oldies WCBS-FM went from 3.6 in the fall book to 4.3 to place seventh. It was followed by urban contemporary WWPR-FM, which had a 4.1 down from a 4.7 in the fall

Westwood buys WYNY(FM) for \$39 million

Westwood One Inc., the Los Angeles radio programmer that recently purchased NBC Radio Networks—bought WYNY(FM) New York last week from Emmis Broadcasting—which recently bought the station from NBC Inc.—for \$39 million, plus other consideration. The purchase gives Westwood One its first station. The company's chairman, Norman Pattiz, said it is also looking for an AM in New York and AM-FM properties in Los Angeles and Chicago. "Those markets account for nearly 40% of the advertising dollars spent," said Pattiz. "We need to own outlets for our programming in those markets." Westwood One has a history of vertical integration, buying a record pressing plant, a satellite earth station and mobile studios to support its various programming enterprises.

Pattiz said the company had recently raised \$45 million through a public stock offering. That, paired with outstanding reserves, gives the company roughly \$70 million in capital for more radio acquisitions, which he said could be leveraged for \$250 million or \$300 million. He stressed that Westwood One is interested in broadcasting, not investment. "We're not interested in flipping stations," he said. "We need stations we can buy and start operating and making money. We don't want our profits eaten up by debt service." Pattiz said the company was not on a buying spree and would be looking for bargains. "This was such a sweet deal we had to take it," he said, "but we're looking for stations that cost less than a number beginning with 4." Pattiz said he thinks many major-market stations will be put on the block in the coming months, pointing to this sale and the possible spin-off of Legacy properties to avoid a crossownership problem in Los Angeles following owner Bob Sillerman's purchase of Metropolitan Broadcasting.

Emmis president, Jeff Smulyan, said "the package offered by Westwood One made a great deal of sense to both companies." In the deal, Westwood bought the station's call letters and country format, but WYNY would switch dial positions with Emmis's CHR formatted WQHT(FM), moving WYNY to 103.5 mhz and WQHT to 97.1 mhz.

book; urban contemporary WRKS-FM which had a 4, down from a 4.6 in the fall; talk WOR(AM), down from a 4.5 in the fall to a 3.9.

Two 10th place stations followed with a 3.5: AOR WNEW-FM (up from a 3.3) and classic rocker WXRK(FM) (up from 2.8).

■ The winter ratings in Los Angeles once again showed the preeminence of contemporary-hit/dance, as the same top five stations led market shares for the third consecutive book. On top were contemporary-hit/dance KPWR(FM), which scored 7.1 (down from 7.5 in the fall book) and contemporary-hit KIIS-FM, which had 6.6 (down

from 6.9 in the fall book). KIIS(AM), which simulcasts the same signal, had .2 (down from .3 in the fall book) to give the two stations a combined 6.8 rating, versus 7.2 in the fall.

In third place, talk KABC(AM) was up from 5.5 in the fall to 5.8.

Light contemporary KOST(FM) placed fourth with 5.3, up from 4.5 in the fall book; easy-listening KJOI(FM) was fifth with 4.3, up from 3.9; album rocker KLOS(FM) was sixth with 3.6, down from 3.8; progressive rocker KROQ(FM) was seventh with 3.4, up from 3.7; light contemporary KBIG(FM) and all-news KFWB(AM) and oldies KRTH-FM were tied for eighth with 3.3 (KBIG(FM) was down from 4, and KFWB(AM) was down from 4.2 and KRTH was down from a 3.7); Spanish-programing KTNQ(AM), classic rocker KLSX(FM) and all-news KNX(AM) tied for ninth with 3 (KTNQ(AM) had 3 last fall, KLSX(FM) scored 3.6 and KNX(AM) 3.2), and Spanish-programing KLVE(FM) had 2.8, up from 2.5.

KTWV(FM), "the Wave," finished with a 2.4 share, up from 2.3 in the fall book.

■ In Chicago, urban contemporary WGCI-FM and MOR WGN(AM) tied for first place with a 9.2 share. Those two stations also tied for first place in the fall when each had a 12-plus metro share of 8.

When combining WGCI-FM's share with the .5 share of simulcast WGCI(AM), the 9.7 WGCI share actually led the market. □

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'Performance Today' sets the stage for NPR's future

In October, NPR programming will be divided into morning and evening news and performance programming

National Public Radio's two-hour weekday series, *Performance Today*, reached 100 affiliates with the addition last week of WWQC(FM) Quincy, Ill., and its producers are confident the audience for the show will continue to increase. "We're the big experiment that works," said executive producer, Wes Horner, who has guided the program since its launch one year and three months ago. That experiment, according to NPR's arts and performance programming director, Dean Boals, may prove seminal in the future of NPR.

Next October, NPR's plan to divide its program offerings into morning news, evening news and performance packages (the "unbundling" of NPR's former schedule) will go into effect. As that time approaches, the *Performance Today* format—which Horner describes as "based on news traditions"—may serve as the model for all NPR performance programming.

On weekdays, *Performance Today* is broadcast live from 8 a.m. to 10 a.m., then repeated from 10 a.m. to noon and noon to 2 p.m. Two hours of long-form symphonic music follow *PT*, and five varied, once-a-week hours of music types, including big band and modern music, air from 4 p.m. to 5 p.m. Nine other weekly performance programs, such as *Our Front Porch*, *New Sounds* and *Music From Washington*, are broadcast on weekends (see program grid).

"We have every reason to believe we'll be in good shape" after unbundling goes into effect, Boals told BROADCASTING last week. His confidence, he said, is due to the marriage of program production strategy and an audience-building thrust begun at NPR three years ago. That marriage has resulted in "intense" meetings with all NPR producers beginning last September. Sixty producers, most from individual stations, contribute to *Performance Today*, which is "very important to our mission" to support the success of the stations, said Boals.

Additionally, Boal's office is telephoning every member station to clarify unbundling and to ascertain probable carriage in an unbundled environment, and asking for input from station management on how to further a number-one priority: making each program as "station-friendly" as possible. The intense dialogue, Boal hopes, will also help NPR decide how to fill all the white spaces in the performance schedule.

The keys to the station-friendliness of a program, Boal said, are flexibility and compatibility with station wants and needs. In practice, this means formatting so that a station program manager has the option to use all, most or only part of a program, cutting away for top-of-the-hour news or station identification, or in some cases, airing only half or a quarter of the broadcast.

Performance Today, said Boal and Horner, allows just those options.

Produced by Horner, Noah Andre Tru-

deau and music producer Martin Goldsmith, and hosted by Kathryn Loomans, *PT* blends short-form music performances with news-style reports on music, theater, dance, sculpture and other arts. Since segments within the two hours rarely top 20 minutes, and since the producers keep an eye toward making each half-hour stand alone, the stations are free to cut away at many junctures, bridging the gap, said Horner, between news and the long music format.

According to Horner, who was an independent film producer and a radio producer at WGBH(FM) Boston before joining NPR, the format was "no shot in the dark. It is a long-held dream come true to have a daily program that can respond to news on the same day but is also about the arts." Recorded and transmitted live to affiliates from 8 a.m. to 10 a.m. (NYT) Monday through Friday, *PT* last Monday was able to report the death of sculptor Louise Nevelson the morning following her Sunday, April 17, death. Before that day's program had ended, the producers were seeking a source for a segment on Nevelson's life to air later in the week. At times, *PT* shares stories with NPR's evening news show, *All Things Considered*. Part of the dream come true, says Horner, is that *PT* proves that "music performance and other arts have news value."

Even in the context of long-format programs, such as complete symphonies aired on Music from Europe or the St. Louis Symphony, said Boal, a by-product of flexibility will be a unique NPR style and identi-

ty. Those programs, often carried for their live event value, will likely see less talk during intermissions, he said.

Performance Today is also an "experiment" in that it is the only NPR program totally funded by sources outside the stations. Grants from the National Endowment for the Arts, the National Endowment for the Humanities and major corporate funder, Chrysler, keep the program going.

In this sense, *PT*'s producers have perhaps already experienced the unbundled environment. Under the bundled system, critics had charged, any single program was isolated from the pressure of low carriage, since all programming was funded by a single membership fee pool. Performance programs, said the critics, were being "subsidized" by stations only using the news, and vice versa. Under complete unbundling, no longer isolated from the pressure of maintaining large enough audiences to justify its continued existence, a program would be forced to sink or swim. *Performance Today*, said Horner, must already justify its existence on a regular basis. "I wish I could feel isolated from affiliation numbers," he said, "if I had time out from raising funds for the program." Audience numbers matter to everyone, he said—the stations, the foundations, the corporations and the producers.

What unbundling will do to the affiliation numbers for *PT* and other performance programs remains in question. In June, the Corporation for Public Broadcasting will certify each station's ability to pay, based on



Radio raconteurs. CBS Radio personalities Brent Musburger and Bruce (Cousin Brucie) Morrow and CBS News correspondent Charles Osgood were the principal speakers at a CBS Radio Networks affiliates dinner at the National Association of Broadcasters convention in Las Vegas. Affiliates representing some 250 stations were in attendance. Osgood, CBS's poet laureate, recited one of his signature poems for the occasion and introduced a report he anchored marking the 50th anniversary of the *The CBS World News Roundup*. Pictured (l-r): Musburger; John Martin, vice president of affiliate relations, CBS Radio Networks; Frank Murphy, vice president of programming, CBS Radio Networks; Bob Kipperman, vice president and general manager, CBS Radio Networks; Osgood; Bob Hosking, president, CBS Radio; Morrow, and Joe Dembo, vice president, CBS News, Radio.

its level of nonfederal funding, throwing yet another factor into the equation NPR will use to determine the price of each unbundled package. In the meantime, said Boal, the answer is to maintain dialogue with the stations and to design flexibility into each format.

The difference between NPR and the other major public radio programming distributor, American Public Radio, Boal said, "is where we're going. We both want the best product. We [at NPR] want to put it into the concept, the format most friendly to the station. The race for affiliates and listeners," he said, "is not just with APR but with the whole industry. Into what niche we fit has a lot to do with style."

APR apparently shares Boal's industry-wide perspective. The two program distributors continue to "hammer out details" for the annual Public Radio Conference, for the first time to be held jointly in St. Louis, May 18-22. APR has traditionally held its own annual meeting, separate from the NPR-sponsored PRC. "It should come as no surprise to anyone who has been around the public radio system for a few years that the details of [APR's] involvement took a lot of frank discussion with NPR," APR senior vice president, network operations, Bruce Theriault, said in last week's regular *Update* newsletter mailed to APR affiliates. "It took cooperation, trust and a spirit of 'we'll make it work' to bring our two organizations together under the same big tent," he said. "Increasingly, the unity in the public radio system benefits all of us." □

Reshuffling

Lee Abrams, who teamed with Kent Burkhardt in 1973 to form one of the radio industry's leading program consultancies, Burkhardt/Abrams & Associates (since renamed Burkhardt/Abrams/Douglas/Elliott & Associates), which, among other things, helped shape the early era of album-oriented-rock radio, will be leave that association Aug. 1.

"I felt I wasn't growing in the current environment, so now it's time to do something about it," said Abrams, who is an associate of the company. "Our relationship has been strong, but there comes a time to chase other dreams." One of those dreams includes a new satellite-delivered radio programming venture targeted to the 12-24-year-old age group. Abrams declined to give specifics. "An announcement on this new venture will be forthcoming in about a month," he said.

In addition to radio, Abrams, 36, works as an independent contract consultant for Disney Development, focusing on theme park projects, and as a music consultant for two record labels: Cinema, which features progressive rock; and Voyager, a classic rock label. Abrams also holds equity in those labels.

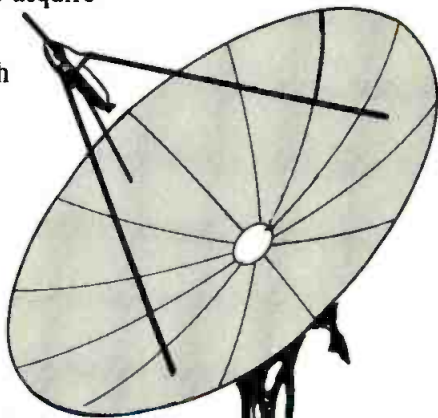
Said Burkhardt: "We will still keep a very close business relationship with Lee regarding certain new, but unnamed planned projects. And we will continue to

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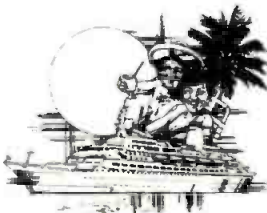
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ork together on many existing contracts, including those with MTV, the Satellite Music Network/Wave network and several radio stations to which Lee is co-contracted with us." Bob Elliot, an associate with the firm, resigned from the company earlier in the month.

Concurrent with those two personnel moves, Burkhart said the company will go through yet another name change and, effective May 1, will be retitled Burkhart/Douglas & Associates. The Douglas in the title is Dwight Douglas, company president.

Burkhart also said he has hired program consultant Gary Burns, formerly president of Gary Burns & Associates, San Antonio, Tex., as a consultant with the company, and Matt Farber, operations director for

contemporary hit WAPR(FM) Atlanta, as an associate.

Additionally, psychologist Dr. Perry W. Buffington, according to Douglas, will play a "major role" in the restructuring of the firm by working with client stations in sales motivation and the recruitment and development of talent.

Radio day

The Association of National Advertisers and the Radio Advertising Bureau have laid the groundwork for their upcoming "Radio Workshop" day at New York's Waldorf-Astoria hotel, which, according to RAB, will open with a "Socratic Dialogue," a hypothetical marketing situation,

moderated by former CBS News President Fred Friendly. "This particular event will place 12 of the leading names in marketing, advertising and media into real-life situations," an RAB spokesman said. As of late last week, the list of participants was not complete.

Speakers on the agenda include Jim Van Cleave, director of advertising for Procter & Gamble; Phil Guarascio, advertising executive for General Motors, and Larry Light, chief executive officer, Ted Bates International, who will deliver the keynote address. The luncheon speaker will be CBS News correspondent Charles Kuralt.

The ANA/RAB annual seminar, which is expected to attract some 600 advertising and radio executives, is set for June 22.

Journalism

The cabling of campaign coverage

National Press Club audience hears of strides made by C-SPAN and CNN cable news services

Cable television—in the form of Cable News Network and C-SPAN—has become a major element in the coverage of presidential politics. The two cable networks are providing more—and more in-depth—coverage, while the traditional over-the-air networks are providing less, and much of that pegged too often to polls. That, at least, seemed to be one of the principal messages delivered last week at a panel discussion at the National Press Club that was, as it happens, sponsored by the National Cable Television Association and the National Academy of Cable Programming in celebration of National Cable Month.

Bob Beckel, a political consultant whose last major assignment was the management of Walter Mondale's successful campaign for the Democratic presidential nomination in 1984 and who frequently appears on television as a political analyst, said C-SPAN and CNN provide a service as a competitive pur to the major networks. Since 50% of the homes are wired, he said, the cable networks cannot be overlooked. And the presidential campaign coverage of the majors, he said, "has deteriorated to a series of news bites, a series of polls, no serious analysis and very little view of the candidate."

He said C-SPAN pieces he had seen on Vice President Bush and Massachusetts Governor Michael Dukakis told him "more about them as candidates for President by letting the cameras roll and watching them interact with voters than anything I get on the networks. Anything."

He was not challenged by anyone on the panel—"The New Television Mix and the Political Process"—whose other members included William Headline, vice president



L-r: Beckel, Monroe, Rollins, Bailey, Headline, Lamb

and Washington bureau chief of CNN, and Brian Lamb, chairman and chief executive of C-SPAN. The other panelists were Edward Rollins, a political consultant who managed President Reagan's reelection campaign four years ago and, until it was abandoned last month, the 1988 presidential campaign of Representative Jack Kemp (R-N.Y.), and Douglas Bailey, another political consultant who is also executive publisher of *Presidential Campaign HOTLINE*, a daily collection of news clips on the campaign. NCTA officials said a number of correspondents for the commercial and non-commercial television networks were invited to participate but declined because of their involvement in coverage of the New York primary.

The panel's moderator, however, was a former NBC News correspondent and host of *Meet the Press*, Bill Monroe. He is now editor of the *Washington Monthly*.

Headline appeared confident that the all-news, eight-year-old CNN is now a significant player among the national news organizations. "It's a major change from the past," he said. Indeed, he sees the major networks transferring to CNN and C-SPAN the responsibility for heavy coverage. He said that, on most days, ABC, CBS and NBC

were covering candidates with only a producer and crew. On one day last week, he said, "CNN was the only one of the four networks to have assigned a reporter, producer and crew to travel with each of the remaining four candidates." Headline quoted a member of the Bush campaign as telling him that CNN had become the "pre-eminent network" in presidential campaign coverage. "So," he said, "there has been a dramatic change" in the relative impact of broadcast and cable journalism.

That analysis received some support from Bailey. He said the thoroughness of the service provided by C-SPAN and CNN brings out what is often criticized in network coverage of presidential campaigns—the emphasis on the "horse race" aspect. Bailey noted that CNN does a half-hour *Inside Politics* program nightly and that C-SPAN "is always there for people who want to get in-depth coverage," and provides a service for "political junkies" who want to know all the details of a campaign. As a result, he said, the major networks "feel free to do more horse-race." He also offered as "a guess" that C-SPAN is not driven at all, and CNN "not as much" as the major networks, by concern for advertising dollars. That concern, and the desire it generates for "enter-

taining" programing, he said, works against including political campaign stories in the networks' schedules.

Rollins also said the major networks were suffering from the lack of a correspondent accompanying crews covering each of the candidates. There is no one to question the candidate, to challenge him, he said. Experienced correspondents may review tape in New York, he said. "But this game changes every cycle. Iowa is no longer relevant. The first- and second-place finishers there are no longer in the race. So unless the producer and correspondent go out every day, they won't know what's going on."

C-SPAN's impact, as described by Lamb, represents something new. Lamb noted that some of the people who have been in the campaign for their party's nomination are familiar to C-SPAN viewers, even if not to the rank and file of voters across the country—Senator Albert Gore (D-Tenn.), who suspended his campaign last week, for instance. He was a well-known commodity to the political types among C-SPAN viewers sufficiently interested in detail to follow C-SPAN's coverage of the House during the eight years Gore served there. He was elected to the Senate in 1984.

But there is an even greater change Lamb said C-SPAN has wrought—indeed, he called it a "revolution," as he held up a wireless microphone. "In the last year and a half," he said, "we had this hooked to a candidate 150 times." The most interesting coverage, he said, was obtained when a candidate, with a wireless mike pinned to his jacket, would walk through a crowd followed by a camera. It was when he was equipped with such a mike, and was followed by a C-SPAN camera in a kitchen in Claremont, N.H., that Senator Joseph Biden (D-Del.) gave that hyped account of his academic record that helped grease his exit from the Democratic contest.

Apart from the changes in fortunes of the off-air and cable networks, panelists were critical of what Beckel called an "overabundance" of polling. He and Rollins said the polling results were not affected by specific events or commercials in the 1984 campaign. And Beckel said, "We're not getting reporting on data. The data is driving the reporting." He also said much of the polling is a waste of time, like that seeking to answer the question of who would make a good vice president. And Rollins, like other consultants warning of reliance on polls as forecasters of events, said that polls are only "a snapshot of the day."

The discussion also generated the kind of criticism of stations taking advantage of satellite technology to attempt coverage of campaigns from a national perspective that has been heard before during the 1987-88 campaign. Bailey said the technical capability available to stations to cover a national race is new, as is the willingness to make the effort. But he said, "They don't have the political editors or the political correspondents to do the story. The person assigned to cover the local economy or to cover a big fire is assigned to cover the national political story. It's not appropriate to expect such a reporter to have the knowledge." And when such reporters attempt to cover the "horse-

race," he said, "it makes no sense to those of us who have spent a couple of decades in the political business."

On one subject there was general agreement—the dramatic difference satellite technology has made in campaigning and in reporting on the campaigns. Rollins noted that stations have not only the downlinks but the time to take five-minute interviews with candidates who are campaigning in a distant city and welcome the opportunity to present "an unfiltered message." Headline said CNN could not provide the coverage it offers without the low-cost satellite service. "This [cable] industry could not have developed as it has without satellites," said Lamb.

But Bailey also saw a negative effect of the new technology. "The more opportunity a candidate has to reach the public by [TV]—via satellite or any other means—keeps him from the people. And an important part of politics is missing." Bailey acknowledged that, "as a practical matter, the only time a candidate goes out to meet the public is when there are TV cameras to

cover them."

It was not only presidential politics that the panelists addressed. In response to question from the audience, Beckel said the cable industry "will absolutely revolutionize the ability of local candidates to get on the air. I have never seen a better opportunity for a state legislator candidate to buy cable time in a highly targeted way, and at a low price." What's more, he said, the candidate will have an opportunity to appear on the cable system. "Cable television," he said, "will singlehandedly revolutionize local politics from here on out."

But if Beckel saw an opportunity for cable television to revolutionize local politics, he also saw cable as having an obligation to the public. It should deal in issues, he said. There are those who contend voters are not interested in issues. "That," he said, "is a lame excuse... Who says you have to agree with conventional wisdom? Sometimes you have to force feed the public. It may do them some good. If they want Bugs Bunny, tough luck. Feed it to them."

BOOK REVIEW

Joyce's portrait of CBS News

Former news division president talks about trials and tribulations of his tenure at Black Rock

The wrenching changes at CBS News in the past three years have provoked a spate of books in recent months, but one of the most revelatory looks into the workings of pre-Tisch CBS is former CBS News President Ed Joyce's book, "Prime Times, Bad Times: A Personal Drama of Network Television" (Doubleday, \$19.95).

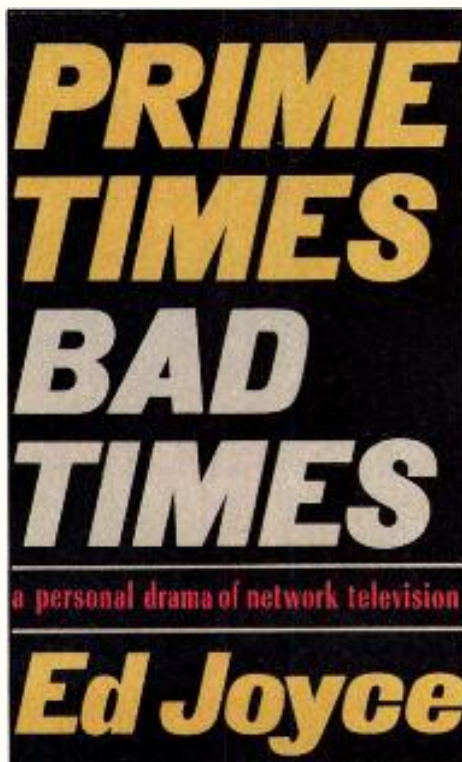
Joyce's inside view of CBS News is as remarkable for its detail in reconstructing day-to-day conversations in the executive suites of CBS as for the disclosures it brings

to light.

Joyce, who was executive vice president of CBS News from 1981 to 1983 under Va Gordon Sauter, and CBS News president from 1983 until he was forced to resign three years ago (BROADCASTING, Dec. 5, 1985), chronicles the upheaval that marked CBS during his tenure: the changing of the old guard at CBS News from Cronkite to Rather, the abysmal performance of *CBS Morning News*, the Westmoreland libel suit, Ted Turner's unsuccessful takeover attempt, Laurence Tisch's successful takeover bid and budget cuts and layoffs—and portray himself as a defender of journalistic integrity in the face of ever increasing demands to cut costs.

While the book provides a vivid picture of CBS News operations, its most provocative points center on the main players at the news division. In particular, Dan Rather is painted in especially lurid colors. Joyce presents Rather as a man with a tremendous and fragile ego, who is "constantly inventing himself" for the purpose of "trying to impress everybody he meets." Joyce gives many examples of the power Rather wielded at CBS and the lengths to which executive would go to accommodate him—from finding a job for a Rather confidant to worshipping over Rather's frequent colds. He quotes Sauter at the beginning of his tenure as president: Rather "is incredibly fragile, but he's the franchise. The only way we'll be able to make the changes we need to make if Rather remains supportive."

Joyce says that Rather was particularly obsessed with the idea of getting out of Walter Cronkite's shadow. During the 1980 election, Rather made it clear that he would not share the anchor position with Cronkite. Describing himself as "a loyal foot soldier" for Cronkite for many years, he said: "I can't lose that ground." The compromise with Cronkite in Washington doing inte-



views and Rather in New York as anchor—seemed to be a solution, but “each time the control room got ready to switch to Washington for one of Cronkite’s interviews, Rather instead turned to one of his colleagues in the election set,” writes Joyce. “It was as if he were being asked to switch to the ghost of Christmas past.” In the end, “Rather left the Broadcast Center feeling elated and victorious. Cronkite left the Washington office feeling bitter and humiliated,” says Joyce.

Joyce also holds Rather responsible for Joyce’s leaving CBS News. He says in the book that while Rather was proclaiming his support for Joyce, he was actually leading the campaign to oust him from the presidency of CBS News. In the final days of his presidency, Joyce says he attempted to clear the air with Rather and quotes Rather as saying: “Ed, if you have a problem, it’s not with Dan Rather.” But Joyce had had a conversation with Sauter the day before in which Sauter told him: “Rather thinks you’ve got to go...I don’t believe you can function in this job if you don’t have Rather.”

Joyce is lavish in his description of Van Sauter’s skill in dealing with the press. “I never saw Paganini play the violin, I never saw Babe Ruth at Yankee Stadium, but I did get to watch Van Sauter handle the press and he was a marvel.” Joyce describes how Sauter used the press to shape policy at CBS News. A carefully placed leak would give a signal of the moves Sauter was planning and allow him to gauge the reaction without actually putting himself in jeopardy, says Joyce.

Gene Jankowski, president of the CBS/Broadcast Group, is described as an executive more concerned with profits and remaining in favor with the chairman than with quality broadcasting. Speaking about cost-cutting at the news division, Joyce said it the time: “Gene’s beginning to act like CBS News is his personal Moby Dick in a sea of red ink,” and quotes Sauter saying, “Gene was feeling pressure to impress [former CBS Chairman Tom] Wyman with the strength and solidity of the broadcast group under his leadership. If Wyman had told Wall Street that [it] was turnaround time, then Gene would be determined to present him with figures which reflected that optimism.” Joyce gives the impression that Jankowski was the prime mover behind the budget cuts that caused hundreds of layoffs at CBS News, but managed to keep himself out of the fray by insulating himself from the cuts.

Don Hewitt, executive producer of *60 Minutes*, is also roundly criticized by Joyce: In that 63-year-old body there lives a 14-year-old adolescent.” Hewitt is described as a man of profound mood swings who mercilessly attacked the new CBS News program, *Test 57th*, and later apologized for his scathing criticism and jealousy of Andrew Ack, the show’s producer. Hewitt was also on a planned buyout of the news division by a group of CBS News executives, including Rather. Although the plan was quickly put to rest, it gave Joyce the first clue that Rather was pushing for his ouster.

Howard Stringer, who was given his first job at CBS by Joyce, is one executive who

receives Joyce’s praise. Stringer is portrayed as an extremely competent producer and able executive, who shared Joyce’s concern that the news division was being compromised by excessive and unfair cuts.

The *CBS Morning News* and its many failures come under fire, but spared is Phyllis George, for whom Joyce retained respect while leading the fight to remove her from the show. George’s gaffes have become the stuff of legend, and Joyce describes his horrified reaction to the Dotson-Webb interview in which George invited the woman who had falsely accused a man of raping her and sending him to prison, to hug him on the air. It was, he says, the point at which he decided George had to go. Despite daily

press criticism and cries from affiliates, Joyce says he had to fight with Sauter—who originally suggested George for the show—to remove her.

Joyce paints himself as fighting the good fight for CBS News in the face of strong pressure to cut costs, but during his time at CBS he was described as inaccessible and “remote” and was held responsible for the low morale in the division. Indeed, during the mass layoffs his nickname in the halls of CBS was “the velvet shiv.” However, Joyce raises a strong argument, backed with copious notes, that he was merely following corporate orders. He contends that he did everything he could to soften the blow for many employees. □

Business

BFM panel looks at broadcaster’s place in regulatory universe

Representatives of INTV, NAB, RTNDA, others weigh First Amendment rights and public service responsibilities

Broadcasters should not be ready to bargain away their status as “special trustees of the public airwaves,” protected by rules such as must carry, in order to avoid the responsibilities, like the fairness doctrine, that trusteeship may bring, said Association of Independent Television Stations President Preston Padden, speaking on a panel at the Broadcast Financial Management Association conference in New Orleans last week. Also on the panel were Jeff Bauman, National Association of Broadcasters general counsel; Mike Schooler, deputy general counsel of the National Cable Television Association; Phil Corvo, president of the National Association of Television Programming Executives; Bob Brunner, chairman of the Radio-Television News Directors Association, and Bob Brady, vice president of finance for the Television Bureau of Advertising. Moderating were Erwin Krasnow, of the Washington law firm of Verner, Lipfert, Bernhard, McPherson & Hand, and BROADCASTING managing editor, Don West.

Padden said there was a “historic tension

in Washington” between those who would like to “set broadcasters free,” with complete First Amendment freedom and deference to the marketplace—which would have the benefits for broadcasters of repeal of the fairness doctrine—and the Democrats on the Hill who “want to continue the historic tradition of broadcasters being special trustees having special responsibilities to serve the public.” Padden said that INTV believes “the public interest, the public and the industry is better served by the traditional public trustee concept.”

Bauman said there was a grass-roots movement to get the issue of deregulation versus protection out in the open. He said that while the issue started with television’s concerns over the demise of must carry and HDTV spectrum allocation, it has now become important to all broadcasters. Bauman said Congress would be willing to listen to broadcasters’ concerns, but, he said: “You ain’t going to get nothing until you resolve the fairness doctrine issue.” Bauman said that many broadcasters still want full deregulation, but there is a growing movement that realizes that if they want help from the Hill, they are going to have to “look for a deal.” Bauman agreed with Padden that



L-r: Krasnow, Baumann, Schooler, Corvo, Padden, Brunner, Brady, West

broadcasters. would have to make a choice and, using Padden's phrase, "if broadcasters want to be special, then they will have to pay for that privilege, either with a codification of programming or a spectrum fee." Bauman said broadcasters were now beginning that dialogue with the Hill.

The discussion triggered a vigorous response from Brunner, who said that RTNDA has stood firmly against the fairness doctrine since its inception. "We do not think the 'unfairness' doctrine should be regarded as a bargaining chip against taxes or some other form of regulation," said Brunner. "It is our right to broadcast what we believe to be the news and information that people want to see and hear without being fettered by government regulation." Brunner said RTNDA would be satisfied with nothing less than the total abolition of the fairness doctrine. He called what he characterized as last-minute efforts of Congress to tax broadcasters "nothing more than small-time politicians trying to punish enemies and reward friends."

Schooler admitted to some amusement over broadcasters' First Amendment concerns when the issue of syndicated exclusivity was brought up. Schooler wondered how broadcasters would react to the restrictions cable has had to face on its programming. He said cable had already struck the bargain Padden and Bauman spoke of and has agreed to must carry and "all sorts of franchise restrictions, in return for some sort of a political peace in Washington, with broadcasters and with Hollywood." Schooler said that NCTA's concern over syndex was both that it does not help the free market and that the public has grown to like the choices the absence of syndex has given them. "There is no public interest factor in syndex," said Schooler. "It only denies consumers the programming they want to see." He said the FCC has determined that there is no harm to local stations from distant signals, and he said he believes the commission's view reflects a free-market approach. Looking to Padden, he said that if INTV disavowed the public interest in that free-market approach, "I'm not sure where the public interest is in syndicated exclusivity."

That answer drew a spirited response from the panel's NAB and NCTA representatives. Bauman asked if Schooler wanted the panel to feel sorry for the cable industry and its First Amendment battles. "You cut the deal with Congress," said Bauman, "and you had must carry then. You made the deal based on a business judgment and I think our argument all along has been based on the public interest." Schooler responded that some of broadcasters' concerns on First Amendment restrictions were questionable also, and asked if concerns over comparative renewal were not overblown. He said that cable could compromise and was willing to discuss alternatives to the complete blacking out of distant signals that syndicated exclusivity would bring. Padden, whom one panelist called "Mr. Syndex," said that cable has had a history of duplicity in using the First Amendment when it suited it. He said that when the issue of must carry was raised, cable was concerned, but when the issue of cable overbuilds was raised those

concerns vanished. As for syndex, Padden said: "The problem is you are selling people programs in which you have not bothered to purchase any rights."

The panelists also spoke about HDTV and DBS and were asked what the status of those industries might be in five years. All the panelists indicated they did not believe the DBS industry will have flourished by then, but they expected continued growth. As for HDTV, the panelists were more optimistic and felt it was on the fast track. However, Bauman warned that broadcasters shouldn't move too quickly and adopt a standard that would not be compatible and would give away spectrum space. Padden also added

that the FCC should not decline to set standard and allow market forces to decide as it has done with AM stereo.

TVB's Brady was asked about prediction for the advertising markets and Corvo was asked about the upcoming year in program sales. Brady noted the increases in most areas last year and predicted that the largest gains in 1988 would be local, up about 12% to 14% and spot and network sales, which he predicted would be up 10% to 12%. Corvo said there was a new factor at work in the program marketplace. Stations were now buying syndicated programming in multi-year blocks. This, he said, lessened the time available for other programs. [

Law & Regulation

President asked to take strategic initiative in PR wars with USSR

Advisory commission suggests putting higher priority on public relations

The U.S. Advisory Commission on Public Diplomacy has called on the President to marshal the government's public relations resources as he has the diplomatic in preparation for his summit meeting next month in Moscow. "Image is not more important than policy," said Edwin J. Feulner Jr., chairman of the commission and president of the Heritage Foundation, in a message accompanying a report to the President and Congress. "But when image significantly affects the substance of policy, it must be given a higher priority than policy makers have given to it in the past."

The report, and comments of members of the commission in releasing it to reporters at a breakfast meeting, indicate that the commission, at least, thinks the Soviet Union under Gorbachev is as formidable an opponent in the public relations field as it is in the diplomatic. "We had it so easy for so long," in the public relations contest with the Soviets, said Tom C. Korologos, vice chairman of the commission and president of Timmons and Co., a Washington lobbying firm, at the breakfast. "Now the Soviets have learned. It won't be so easy now." The report noted with apparent concern not only Gorbachev's "media skills," but also those of his wife, Raisa.

The report, "Public Diplomacy: Lessons from the Washington Summit," contains recommendations based in part on the experience gained from President Reagan's meeting with General Secretary Mikhail Gorbachev in Washington in December. One of the principal recommendations is that the U.S. submit an early request for an appearance by the President on Soviet and Warsaw Pact television immediately preceding the summit. Tom Brokaw's prime time interview with Gorbachev on NBC, the re-

port says, "provides the basis for reciprocal access by the President to Soviet television audiences."

The report also says that reciprocity should be the basis for U.S. insistence that the Soviets extend "full professional courtesies" to journalists covering the summit. The report notes that the U.S. accredited 7,000 media representatives—3,000 of them from abroad—at the Washington summit, and accorded Soviet and other journalists "full cooperation." The report recommends that the U.S. seek a signed agreement with the Soviet Union on the access issue in advance of the summit as a means of deterring "blatant efforts to deny Western press access to newsmakers. Feulner told reporters at the briefing that "the whole access question was being discussed" in the three days of talks under way last week between representatives of U.S. and Soviet media.

Other recommendations call for early guidance from the White House and State Department for press spokesmen and public affairs officers on U.S. policy goals, briefings by spokesmen and senior officials for the world press in Moscow before the summit begins (to help frame the issues) and fuller consideration of foreign public opinion and recent Soviet attention to Western style public relations in the policy directive that establish U.S. summit goals. The recommendations are driven by the concern, expressed in Feulner's message, that "how summits are perceived fundamentally shapes these outcomes and becomes a substantial part of the process."

The advisory commission is a bipartisan six-member body appointed by the President and confirmed by the Senate that oversees the U.S. Information Agency and advises the President and the secretary of state on the U.S.'s public diplomacy program. And among the things some of its membe

had in mind as they thought ahead to Moscow and how the U.S. should prepare in light of the Washington summit were, evidently, the joint briefings that had been conducted, in a warm and friendly manner, by White House spokesman Marlin Fitzwater and Gennadiy Gerasimov, chief spokesman for the Ministry of Foreign Affairs.

To some commission members, at least this raised the issue of "moral equivalence"—of U.S. and Soviet positions on even controversial issues being seen as occupying the same moral ground. Feulner said the American people "are sophisticated—they like to see us talk to the Soviets, and they don't see equivalence."

Still, he said that Fitzwater "ought to be better briefed" and that other officials should be available for briefing the media. Did that mean Fitzwater was not adequately prepared? Feulner said he hoped "Fitzwater and everyone else involved are relieved of routine duties so they can get ready." And Priscilla L. Buckley, another of the commissioners present, said she thought the joint briefings were "a net loss—they showed how smart the Russians can be." Buckley is a senior editor of *National Review*. □

INTV, TBS spar over interpretation of FCC's 1972 syndex rules

TBS's Bert Carp says INTV memo opposing grandfathering of existing contracts is technically in target yet still misses mark by not noting transitional relief

Independent television's drive to restore some form of syndicated exclusivity rules at the FCC has triggered another round of debate. At issue is a memorandum filed April 15 by the Association of Independent Television Stations that includes a footnote arguing against grandfathering existing contracts under any new syndex rules on the

grounds that the rules adopted by the FCC in 1972 "explicitly applied to contracts already in existence on the effective date of the rules." Turner Broadcasting System, which operates superstation WTBS(TV) Atlanta and opposes reinstitution of syndex says INTV is "literally correct." But TBS's vice president for government affairs, Bert Carp, stressed in a letter to FCC Chairman Dennis Patrick that "they fail to disclose that the commission did adopt a transition provision in 1972." As a result those syndex rules, "applied only to distant signal carriage added later [after imposition of the rules] by cable systems," according to Carp. "If INTV is indirectly proposing adoption of a transition rule along the 1972 model in this proceeding, we would certainly be interested in considering such a proposal, although I doubt that this is what they have in mind," he wrote.

INTV's letter was prompted by an earlier memorandum to the commission (dated March 22) from Cole, Raywid & Braverman on behalf of its cable clients that said the agency's notice of proposed rulemaking is "inadequate" under the "Administrative Procedure Act," to serve as the basis for new rules and that the FCC should hold open the proceeding for further notice. INTV says the FCC acted appropriately and that CR&B's "eleventh-hour listing of a panoply of issues is dispositive of their knowledge that such issues are squarely presented by the commission's proposal to reinstitute syndicated program exclusivity rules."

But it is the footnote that has drawn TBS's attention. "I am astonished because the 1972 example, which INTV has been the first to raise in this proceeding, argues so powerfully for transition relief along the lines we have advocated to you, and against INTV's own position that no transition relief is warranted," Carp's letter said. He made a final pitch for a transition provision. He said the "precedent called to our attention by INTV, together with the case which we and others have put forward on our own behalf, should persuade the commission that (if syndicated exclusivity rules are to be adopted) substantial transition relief is warranted for those who have relied on the commission's rules."

New ad limits in children's TV? No big deal

Little change seen if commercial time in children's programming is limited by Congress

The passage of proposed legislation restricting the number of commercial minutes in children's television programming would make little change in commercial policies at two of the big three TV networks (CBS and NBC), and for the most part would not affect the syndication business, according to industry representatives.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is in the midst of negotiations with broadcast lobby-

MVP.



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Randall E. Jeffery
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Charles E. Giddens
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Hard sell. Washington Journalism Center panel on "The Future of Television in a Changing Society," that would have featured consultant Jack Bowen of McHugh-Hoffman; Paul Duke, *Washington Weekend Review*; FCC Commissioner James Quello; James Mooney, president of National Cable Television Association; John Abel, executive vice president of operations for National Association of Broadcasters, and George Gerbner, dean, Annenberg School of Communications, scheduled for last Tuesday in Washington was canceled due to lack of interest. According to WJC spokeswoman there were four registrants. (At least eight participants are needed to hold a program, the WJC said.)

PBS supporter. Senator Dale Bumpers (D-Ark.) expressed support for increased CPB funding during Senate Appropriations Subcommittee. Expressing concern about public TV underwriting credits becoming "commercials," Bumpers said: "I can tell you we sure as hell aren't going to go along with the President on that cut," referring to three-year freeze at 1987 funding levels recommended by OMB. PBS board has approved new underwriting guidelines (BROADCASTING, April 18).

ists (BROADCASTING, April 4) over a bill that would reimpose advertising guidelines (possibly 10 minutes per hour on weekends and 12 minutes per hour on weekdays) similar to those that were in the National Association of Broadcasters code before it ran afoul of antitrust law. Basically, the networks, independent stations and syndicators are still living within those guidelines.

Said Alice Henderson, vice president of communications and information, CBS/Broadcast Group: "We don't believe this legislation is necessary. It would appear that the recommendations in the bill are in line with what we do already." NBC's internal guidelines are also within the proposed guidelines.

ABC's current ad guidelines, however, exceed those proposed in the Markey guidelines. On weekends that network carries 11

Continues on page 73

Changing Hands

WGAL(FM) Cleveland; WIRE(AM)-WXTZ(FM) Indianapolis; WEJZ(FM) Jacksonville, Fla., and KBEZ(FM) Tulsa, Okla. □ Sold by WIN Communications Inc. to M.L. Media Partners, L.P. for approximately \$45 million. **Seller** is Cleveland-based group of one AM and four FM's owned by Walter Tiburski and Anthony Ocepek. It has no other broadcast interests. Tiburski and Ocepek have management agreement to operate buyer's radio division after closing. **Buyer** is publicly owned, New York-based company headed by former ABC executives, Martin Pompadur and Elton Rule. It owns WEBE(FM) Fairfield, Conn.; KATC(TV) Lafayette, La., and WREX(TV) Rockford, Ill., and cable systems serving over 200,000 subscribers in California and Puerto Rico. WGAL is on 104.1 mhz with 11 kw and antenna 1,060 feet above average terrain. WIRE is on 1430 khz full time with 5 kw. Wxtz is on 103.3 mhz with 18 kw and antenna 850 feet above average terrain. WEJZ is on 96.1 mhz with 100 kw and antenna 830 feet above average terrain. KBEZ is on 92.9 mhz with 100 kw and antenna 710 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WYNY(FM) New York □ Sold by Emmis Broadcasting Corp. to Westwood One Inc. for \$39 million, plus other considerations for total of approximately \$42 million (see story, "Top of the Week.") WYNY is on 97.1 mhz with 100 kw and antenna 1,300 feet above average terrain.

KSMG(FM) San Antonio, Tex. □ Sold by Ameri-

can Media Inc. to Rusk Corp. for \$8 million. **Seller** is group of four AM's and five FM's principally owned by Alan Beck and Art Kern and headquartered in San Francisco and Pat-chogue, N.Y. **Buyer** is Houston-based group of one AM and two FM's headed by J.H. Jones, president. KSMG is on 105.3 mhz with 100 kw and antenna 1,249.7 feet above average terrain. **Broker: Media Venture Partners.**

WRSC(AM)-WQWK(FM) State College, Pa. □ Sold by Eastern Broadcasting Corp. to Metro-Management Inc. for \$7,750,000. **Seller** is Washington-based group of five AM's and six FM's principally owned by Roger Neuhoof and family. **Buyer** is owned by Richard Borel and Lewis Lloyd, who also own WXXX(FM) Burlington, Vt. WRSC is daytime on 1390 khz with 2.5 kw. WQWK is on 96.7 mhz with 3.2 kw and antenna 170 feet above average terrain. **Broker: Gammon & Ninowski, Media Investments Inc.**

WKJN(FM) Hammond (Baton Rouge), La. □ Sold by Sterling Communications Corp. to Southern Communications Corp. for \$6 million. **Seller** is Columbia, Md.-based group of two AM's and three FM's principally owned by W. Lawrence Patrick, president. **Buyer** is owned by Lewis Campbell and Donald Nelson, who also own WIBR(AM) Baton Rouge. WKJN is on 103.3 mhz with 100 kw and antenna 1,045 feet above average terrain. **Broker: Blackburn & Co.**

WAKN(AM)-WNEZ(FM). Aiken, S.C. □ Sold by Aiken Radio Inc. to CSRA Broadcasters Inc. for \$3 million. **Seller** is owned by Charles Hubbard, who has no other broadcast interests. **Buyer** is owned by Bradley Beasley, Carolyn S. Raper and Bill Watson. Beasley is son and Raper is daughter of George Beasley, owner of Beasley Broadcasting, Goldsboro, N.C.-based group of nine AM's and 12 FM's. Watson is Goldsboro, N.C.-based attorney. WAKN is daytime on 990 khz with 1 kw. WNEZ is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: R.A. Marshall & Co.**

KKQX(FM) Widefield (Colorado Springs), Colo. □ Sold by Louis Allen to Henry Tippie Communications Inc. for \$1,250,000. **Seller** has no other broadcast interests. **Buyer** is owned by Henry Tippie, who also owns KNCFM Sinton and KVLV(FM) Edinburg, both Texas. KKQX is on 106.3 mhz with 3 kw and antenna 1,998 feet above average terrain. **Broker: Chapman Associates.**

WNOX(AM) Knoxville, Tenn. □ Sold by REBS Knoxville, Inc., debtor, to Dick Broadcasting Co. for \$450,000. **Seller** is Brentwood, Tenn.-based group of two AM's and one FM principally owned by Rick James and John Roberts. **Buyer** is owned by James A. Dick, Robert H. Denton, David Henderlight and Jeannette D. Hundley. It also owns WIVK-AM-FM Knoxville. WNOX is on 990 khz full time with 10 kw.

WJNS-FM Yazoo City, Miss. □ Sold by Gateway Broadcasting Co. to St. Pe Broadcasting Inc. for \$312,500. **Seller** is owned by Joel Netherland, who has no other broadcast interests. **Buyer** is owned by Edward St. Pe, investor from Baton Rouge, with no other broadcast interests. WJNS-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. **Broker: Chapman Associates.**

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minutes per hour; on weekdays, when ABC airs one of its occasional *Afterschool Specials*, there are 12 minutes and 20 seconds of advertising in the one-hour shows. An ABC spokesman said that with its broad audience appeal, that program is not considered to be "children's programming."

According to Katz Communications, roughly one-third of the half-hour cartoons in syndication are cut for six-and-a-half minutes of advertising, or 13 minutes per hour, one minute in excess of the proposed guidelines. The remaining two-thirds of the half-hour shows are cut for six minutes (12 minutes per hour).

But because stations are having difficulty selling their advertising in children's programming, living with advertising limits might not be onerous, regardless of the limit, a Katz spokesman said. If the marketplace were to improve, however, the restrictions could become bothersome.

Katz said that syndicated shows on weekends could run into trouble with the Markey bill, since those shows are typically cut for 12 minutes per hour.

Chuck Senet, associate counsel for the Tribune Co., said that "generally speaking," the Tribune stations currently "are within the guidelines" with 11 to 12 minutes of commercials per hour. "Occasionally there are seven minutes and sometimes 13."

The proposed regulations are "not the end of the earth," said Shaun Sheehan, Washington vice president, Tribune Broadcasting. "We're willing to work with the commission," he said.

Some said that cutting the advertising load in syndicated children's programming could actually be beneficial to stations, since it would reduce the clutter that is partly blamed for the loss of audience shares. "We're asking for trouble" as an industry, said Dick Kurlander, vice president of programming at Petry Television, "if we don't cut down on advertising. Cable is becoming increasingly attractive," he said.

Jerry Dominus, CBS vice president of sales, said that if the legislation "comes to pass, it will diminish the amount of non-network inventory and presumably will be beneficial" to the networks. And "theoretically, it could help on the per-unit" cost of time in children's programming as that time becomes relatively more scarce, he said.

That sentiment was echoed on the syndication side by Karl Kuechenmeister, executive vice president of advertising sales at Lorimar Syndication (producer of *Thundercats*, *Silverhawks* and other children's shows). The legislation would "decrease the supply, but not the demand. That would drive prices up," he said.

Still, there are some in the industry who have reservations about legislation. Dan Cosgrove, vice president for media sales at Group W Productions (*He-Man*, *Masters of the Universe* and *She-Ra*, *Princess of Power*), warned that legislation could have a downside. "There's also the problem with not enough advertising," Cosgrove said. Removing one 30-second spot from an animated show could "very well be the difference" between making a profit or not.

Syndicators often keep two minutes of the six-and-a-half minutes in an animated pro-

gram for themselves in the first, second and third quarters of the year. But in the fourth quarter, when demand is highest, they take an extra spot.

"Something's got to give" if the proposed restrictions become law, Cosgrove said.

"The economic situation now is marginal to begin with," he added, referring to the ratings fall-off among animated shows in the past two seasons.

"This might cause fewer programs to be distributed," Cosgrove said.



Choice chosen

The Cherry Hill, N.J., city council passed a resolution granting Irving Kahn's Choice Cable a 10-year franchise to construct a cable system in the area where the New York Times Co. is the present operator. Kahn plans to eventually build a fiber optic plant in the town.

HSN lawsuit

Home Shopping Networks has filed a lawsuit against Drexel Burnham Lambert and some of the firm's executives, including Michael Milken, alleging they helped drive down HSN's stock price during a "reset" time period for a European debt offering. HSN alleges that Drexel "secretly funnelled the securities to its 'junk bond network' " in the U.S. "to manipulate the price of HSN's stock downward during

the reset period."

Under terms of the initial \$100-million, 5½% Eurodollar convertible subordinated debentures due April 22, 2002, the price was to be reset on April 22 at the lower of two prices: the \$25.80 per share conversion price or 120% of the average price of HSN's stock for the 30 tradings between March 10 and April 21. HSN's stock was trading at 8 on March 10 but dropped to 4½ on April 14. HSN Chairman Roy Speer said that the price drop represents a "decrease of approximately 40% of HSN's entire market capitalization."

HSN further alleges that Drexel stands to "reap a huge windfall profit" when the convertible debentures are sold after the reset period when HSN's stock price rises.

HSN claimed that Drexel essentially talked HSN into agreeing to the reset provision because "we believed that we could develop a more stable equity market

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for HSN stock in Europe and we expected the debt to be converted into equity by the European investors," said Speer.

HSN is seeking to have the reset provision declared "null and void" and be awarded unspecified monetary damages.

Drexel said in a statement that "it sounds like HSN is unhappy with the market performance of its securities, over which we have no control. We and our counsel will, of course, review the matter."

Future Goodwill

Turner Broadcasting System plans a two-continent, seven-city, international satellite news conference on May 2 to announce the signing of the 1994 and 1998 Goodwill Games agreements. Robert Wussler, senior vice president of TBS, will be in Moscow with Soviet officials for the official signing.

TBS Chairman Ted Turner will be joined by athletes Edwin Moses and Jackie Joyner-Kersey in Los Angeles, during the National Cable Television Association convention. Other sites hooked into the news conference will be Seattle, site of the 1990 games, with Bob Walsh, president of the Seattle Organizing Committee; New York, with Robert Helmick, president of the U.S. Olympic Committee; Mexico City, with Ted Turner IV, special projects manager for TBS Productions; Atlanta, with TBS on-air host Don Harrison, and Cannes, France, where the MIP-TV convention will be in progress, with Russ Barry, president of Turner Program Services, and several European athletes and officials.

The news conference will begin at 8:30 a.m. (Pacific time) on Monday, May 2. TBS will transmit the news conference, which any news organization may downlink, over Westar 4, transponder 6.

Turner also announced last week that superstation WBS(TV) Atlanta had reached 50% of U.S. households, or 44.3 million homes, based on February Nielsen figures. TBS's CNN hit the 50% mark in January.

Number please

Jones Intercable is reporting success with its Cable Telemarketing Center, a telemarketing phone bank that cable operators can use for nonsubscriber acquisitions, upgrades and retention

campaigns in their local systems.

Cable operators furnish the center with information on present and potential subscribers. CTC callers contact residents within the cable system's franchise from CTC headquarters in Englewood, Colo., detailing that system's offerings. Taking that burden off the hands of the system's own sales representatives leaves them free to deal with other problems, Jones said.

The center employs 35 telemarketing representatives. MSOs are charged fees on a per-hour basis. Jodie Rees, national



Telemarketing center

telemarketing manager, said much of calling is related to upgrades or tier collapses. Telemarketers make several attempts to reach customers, a process made easier by automated call technology. Specific system problems the telemarketers encounter are referred back to the system.

Among the clients for the service have been Rifkin & Associates, Cablevision of Austin and the national division of American Television & Communications. Lee Braun, director of sales, said CTC contacted former Jones subscribers in Augusta, Ga., and signed up 1,347 for basic service and 747 for pay services. Six months later, 87% of those signed were still paying customers, said Braun.

Penetrating numbers

Nielsen has reported that VCR penetration hit 58% in February 1988, while pay cable penetration reached 28%. Earlier Nielsen reported that basic cable penetration had reached 51% in February.

The top 10 markets in VCR penetration are Anchorage; Fairbanks, Alaska; Las

Vegas; San Francisco-Oakland; Los Angeles; San Diego; Reno; Baltimore; Rockford, Ill., and Sacramento-Stockton, Calif., with penetrations ranging from 78% to 66%.

In pay cable, the top 10 are Laredo, Tex.; Victoria, Tex.; Honolulu; Norfolk-Portsmouth-Newport News, Va.; New Orleans; Biloxi-Gulfport, Miss.; San Angelo, Tex.; Jacksonville, Fla.; Hartford-New Haven, Conn., and San Antonio, Tex., with penetrations ranging from 53% to 38%.

Changing 'Channel'

Movie Channel executives will unveil plans to revitalize the pay service at the National Cable Television Association convention in Los Angeles beginning Saturday, April 30. The plans involve a total repackaging of the service.

The Movie Channel, which lost 300,000 subscribers last year, plans greater focus on its prime product—theatrical movies—and a more targeted approach to its prime demographic, young adults. In addition to its revamped and rescheduled movie lineup, the service's interstitial programming will provide current information on "movies in theaters, reviews, field reports" and home video releases. Plans also call for an expansion of *VCR Theater*, in which viewers are encouraged to tape movies. That will include replays of prime time movies and entire festivals for the VCR owner. The service will also unveil a new logo and on-air graphics.

The new schedule breaks down as follows: on weekdays—*The Breakfast Movie* at 6 a.m.; *TMC Classic* at 8 a.m.; *Dramarama* at 10 a.m.; *The Big Movie* at noon; *Action Adventure* at 2 p.m.; *The Afternoon Movie* at 4 p.m. and the *TV Dinner Movie* at 6 (5:30 on Friday). Monday through Thursday from 8 p.m. to 2 a.m. the *Prime Time Movies* will run. The *VCR Theater* will run from 2 to 6 a.m.

On Friday evening, the Movie Channel will feature the *TGIF Movie* at 5:30, followed by *Friday Night Attraction* and *TMC Attraction*, before the VCR segment. *Saturday* (and) *Sunday at the Multiplex* are scheduled for weekend mornings and afternoons. Saturday night movies will include *The Early Show* at 7 p.m., *TMC Top Attraction* at 9 and *Joe Bob's Drive-in Theater* at 11, to be followed by the VCR overnight. Sunday night will feature *TMC Top Attraction* at 7 p.m., *Sunday Star Movie* at 9 p.m. and *Critics Choice* at 11 p.m., to be followed by the VCR overnight segment.

Movie Channel executives were declining comment on the changes, which are scheduled to take effect on May 1, until a convention press conference.

□

Also at NCTA, Black Entertainment Television plans to announce a subscriber rate increase for next year (systems currently pay three cents per subscriber per month). BET President Robert Johnson also plans to discuss BET's \$10-million production studio, which will be operational by next January, and a number

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of programming items. They include plans for a live late-night talk show, a black soap opera, children's programming, dramas, concerts and a morning talk show. BET currently reaches 18 million homes.

Model making

Browne, Bortz & Coddington and United Cable have developed a "service value model" that allows cable systems to ascribe a revenue figure to any program service they carry. United Cable applied the model to all of its systems, and the research firm plans to begin marketing it to the industry in the next few weeks.

The model identifies all revenue that can be ascribed to a given service, adds to that a dollar figure that is calculated from subjective criteria and subtracts costs associated with the service to arrive at the "service value factor," said BBC senior associate Lee Clayton.

The methodology begins by breaking down the revenue a system receives from each service that is carried. Revenue could include, for instance, the subscription costs for pay services, advertising revenue from basic services and the system's receipts from home shopping services.

Among the elements in the BBC formula, assigning a dollar figure to the subjective criteria was "the most difficult to tackle," said Clayton. A service such as C-SPAN, for instance, does not bring in direct revenue for cable operators, yet its value is considered important. For the BBC-United study, system managers ranked services by ratings and by the intensity of viewer interest as detected by viewer satisfaction data to arrive at a single usage figure on a preset scale. In addition, the manager of each United system paired each service on the system against every other service to attain a ranking of importance based on such factors as subscribing to cable because of better reception, the lift potential from adding a particular service or to gauge small but loyal viewership to a particular service. System managers rated the importance of every pair, comparing ESPN to MTV, for example, then ESPN to CNN, and so on, until every possible combination was evaluated. Out of that research came a pecking order that subjectively rated the value of the services. If there were 30 services and basic service was \$15 a month, said Clayton, each service was assigned a portion of the \$15 in proportion to where it landed in the pecking order.

Dollar figures for usage and the subjective criteria were added to the direct revenue number. Subtracted from that total were costs that would be ascribed to the services—copyright costs in the case of broadcast signals, microwave or equipment costs and license fees paid to basic cable programmers. BBC is breaking down the final "net" revenue numbers into a per-subscriber-per-month form, said Clayton.

Chuck Correll, manager of marketing research for United Cable, said the company was "very happy" with the results, but wasn't making figures public. He said

its most immediate application will come when Turner Network Television is launched, as United systems determine which services to fold together or delete in order to add TNT. "It's one of the most objective and positive tools we've ever had," said Correll.

Clayton said several MSOs have called about the methodology, and in systems where channel capacity is tight, operators may want more quantifiable information on what they should add or delete. One of the advantages of the formula, Clayton said, is that "it can be modified to fit any system's needs." BBC plans a mailing to cable operators soon and will be discussing the service value factor at the NCTA convention.

PPV on THE

Turner Home Entertainment has announced its first pay-per-view offering, a professional wrestling event on Sunday, July 10, at 7 p.m. from the Baltimore Civic Center. *The Great American Bash 1988—The Price for Freedom* will be a production of Crockett Promotions and the National Wrestling Alliance. The two-and-a-half-hour special is being distributed by Home Premiere Television, Request Television and Turner Network Sales.

Discovery doubles

The Discovery Channel passed the 30-

million subscriber mark in March, nearly double the 16.5 million it had reached in March 1987. Discovery said roughly 25% of its subscriber base comes from the MSOs that own pieces of the channel—Tele-Communications Inc., United Cable, Cox and Newhouse.

Hotel programing deal

Telecast Inc. has bought Simulnet East Associates and Trident Communications, hotel programming services, for \$16 million. The deal involves an exchange of Telecast stock and awaits approval by the various shareholders and directors of the companies involved.

After the purchase, Telecast will serve 49,000 free-to-the-guest rooms, 37,000 pay-per-view rooms and 7,500 SMATV subscribers. Carl Ranno, chairman and chief executive officer of Telecast, said the acquisition will make the company the third largest in the industry with a market value for its rooms and apartment subscribers of \$45 million.

Several cable properties that Richard Loftus, president of Trident, owns will not be a part of the deal. Loftus is on the board of the National Cable Television Association, but isn't planning to run for election for reasons unrelated to the transaction. He plans to remain active in cable as, among other capacities, fund raiser for the National Museum of Cable Television in State College, Pa.

March, 1988

SOLD

NORTH AMERICAN COMMUNICATIONS CORPORATION

serving approximately 56,000 basic and 20,000 pay t.v. subscribers in 85 franchises in Minnesota and Wisconsin has been sold to

STAR MIDWEST, INC.

a subsidiary of Star Cablevision of Fond du Lac, Wisconsin

The undersigned represented the seller in this transaction. This notice appears as a matter of record only.

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1133 20th Street, N.W., Suite 260, Washington, DC 20036 202/778-1400
1235 Westlakes Drive, Suite 140, Berwyn, PA 19312 215/251-0650



COMMUNICATIONS
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ASSOCIATES

Syracuse, N.Y.; Omaha; St. Louis, and Miami over the next five months.

The winners are...

Trygve Myhren, chairman and chief executive officer of American Television & Communications, and Lucille Larkin, president of Larkin & Co., will receive the Distinguished Vanguard Award for Leadership from the National Cable Television Association at its annual convention, which begins on Saturday (April 30) in Los Angeles. The Vanguard awards are given to those "whose leadership and foresight have placed the cable industry in the vanguard of new communications technologies."

NCTA's Young Leadership Award will go to Timothy Neher, president and chief operating officer of Continental Cablevision. The Programers Award will go to Michael Fuchs, chairman and chief executive officer of HBO.

The Associates Award will be presented to Abe Sonnenschein, AML manager for Hughes Aircraft microwave products division. David Large, former senior vice president of Gill Industries, will receive the Science and Technology Award.

John Billock, senior vice president of marketing at HBO, will receive the Marketing Award. The association will present three President's Awards. They will go to Robert Clasen, president and chief executive officer of Comcast Cable; Richard Loftus, president, Trident

Communications Group, and Robert Russo, senior vice president of corporate communications, Daniels & Associates.

NCTA's State/Regional Association Award will go to the Florida Cable Television Association, for its work in uniform franchising legislation and its role in organizing the Sunshine Network, a program service.

All the awards will be presented at a dinner-dance on May 3 at the Bonaventure hotel.

Disney distribution

The Disney Channel announced that Spectradyn will distribute the service to Marriott hotels and resorts as part of a new five-year agreement. Spectradyn, which serves 450,000 hotel rooms, plans to roll out the Disney Channel to Marriott's 180 hotels next month.

Disney plans two subscriber acquisition campaigns in the next two months. New subscribers signing up between May 6 and

May 31 will be offered a \$15 cash rebate, as part of an insert that will be distributed in 45 million newspapers on Sunday, May 8. The coupon plus proof of installation must be returned to Disney by July 18 to receive the rebate. In addition, the service will provide basic subscribers with a free weekend preview on June 4 and 5.

Disney also announced that comedian Harry Anderson will host *New Vaudevillians III*, which will be taped in southern California early this summer and will premiere on the channel in August. It is the third in a series of specials by Disney on vaudeville performers.

Laughing matter

HBO's comedy specials will go abroad, with a *Live from London* special on Saturday, April 30, from 10 p.m. to 11 p.m. The special will star Ben Elton, Spitting Image, Rowan Atkinson, Dawn French and Jennifer Saunders. The special will be offered on a same day, tape-delayed basis.

For the Record

As compiled by BROADCASTING April 13 through April 20 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.

METRO-MANAGEMENT, INC.

(Richard Borel & Lewis Lloyd)

has contracted to acquire the assets of

WRSC-AM & WQWK-FM

State College, Pennsylvania

from

EASTERN BROADCASTING CORP.

for \$7,750,000 Cash

Our Associate, Jack Satterfield,
initiated the transaction and represented the Seller.



GAMMON & NINOWSKI

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Member: National Association of Media Brokers (NAMB), NAB, INTV

Washington: Ronald J. Ninowski, James A. Gammon, Donald R. Bussell (202) 862-2020.
Denver: Al Perry (303) 239-6670. Philadelphia: Jack F. Satterfield (215) 525-8767.

Ownership Changes

■ KABK(FM) Augusta, AR (BALH880329HY; 97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dixie Broadcasting Inc. to Prescott-McGuire Broadcasting Inc. for \$330,000. Seller is owned by Pete Cole, president. It has no other broadcast interests. Buyer is owned by Sherwin E. Prescott and Keith D. McGuire, who have no other broadcast interests. Filed March 29.

■ KURA-FM Ouray, CO (BALH880407GL; 104.9 mhz; 3 kw; HAAT: 848 ft.)—Seeks assignment of license from Ouray Broadcasting Co. Inc. to The 29th Broadcasting Co. for \$94,250. Seller is owned by Kristi Westfall. It has no other broadcast interests. Buyer is owned by John J. Verstraete, Debra J. Verstraete and Benn Titleman, who have no other broadcast interests. Filed April 7.

■ WOKO(AM)-WGNA(FM) Albany, NY (WOKO: BAL880401HL; 1460 khz; 5 kw-U; WGNA: BALH880401HM; 99.5 mhz; 8.8 kw; HAAT: 980 ft.)—Seeks assignment of license from Team One Radio Inc. to New Barnstable Broadcasting Inc. for \$6,750,000. Seller is owned by Michael F. Hanson, who also owns WNLK(AM)-WLYQ(FM) Norwalk, Conn. Buyer is Waltham, MA-based group of two AM's and six FM's owned by Albert J. Kaneb. Filed April 4.

■ WNOX(AM) Knoxville, TN (BAL880401EA; 990 khz; 10 kw-U)—Seeks assignment of license from REBS Knoxville Inc., debtor to Dick Broadcasting Co. for \$450,000. Seller is Brentwood, TN-based group of two AM's and one

FM principally owned by Rick James and John Roberts. Buyer is owned by James A. Dick; Robert H. Denton; David Henderlight; Arthur Dick, and Jeannette D. Hundley. It also owns WIVK-AM-FM Knoxville, TN. Filed April 1.

New Stations

- Beebe, AR (BPH880318MO)—Ronnie E. and Mildred J. Price seek 101.5 mhz; 3 kw H&V; 100 m. Address: 602 Davis Dr., Rte. 1, Searcy, AR 72143. Principal is owned by Ronnie E. Price and his wife, Mildred. Filed March 18.
- Eudora, AR (BPH880407MG)—Eudora Broadcasters Inc. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 865, Lake Providence, LA 71254. Principal is owned by Paul L. Coates and Thomas Marshall. It has no other broadcast interests. Filed April 7.
- Hamburg, AR (BPH880328MF)—Phillip W. O'Bryan seeks 91.5 mhz; 2 kw H&V; 100 m. Address: 1005 Eagle Ridge Dr., Birmingham, AL 35242. Principal has no other broadcast interests. Filed March 28.
- Guilford, CT (BPED880331MB)—Fine Arts Radio Inc. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: c/o Friedman, Mellitz & Newman, 1 Eliot Place, Fairfield, CT 06430. Principal is owned by Kurt A. Anderson; Carol A. Babina; John Babina, and Arthur D. Friedman. It has no other broadcast interests. Filed March 31.
- Edgewater, FL (BPH880406MI)—Dehoro Radio Ltd. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 136 Heritage Circle, Ormond Beach, FL 32074. Principal is owned by Anthony Dehoro Weleh; Reid Hughes; Richard V. Moore, and Mary Jane Henderson. Weleh has interest in WRDZ-AM) Daytona Beach, FL. Filed April 6.
- Edgewater, FL (BPH880406MB)—Yolanda M. Juarez Naismith seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 1030 Volusia Ave., #290, Daytona Beach, FL 32014. Principal has no other broadcast interests. Filed April 6.
- Pensacola, FL (BPH880324NZ)—The Boyd Partnership seeks 98.7 mhz; 50 kw; 150 m. Address: 201 Sabine Road, Pensacola Beach, FL 32561. Principal is owned by Laurel W. Boyd and Sandra B. Preer. Filed March 24.
- Pensacola, FL (BPH880324OB)—Emerald Coast FM Partnership seeks 98.7 mhz; 50 kw; 150 m. Address: 4300 Hwy 87, Gulf Breeze, FL 32561. Principal is owned by Norman E. Coleman; Alma Jean Coleman; John N. Blackwelder; Billy Bolton; Ronnie Bryant; C.H. Casper; John T. Coley III, and Darryl T. Daniel. Filed March 24.
- Pensacola, FL (BPH880324MK)—Vernon C. Floyd seeks 98.7 mhz; 50 kw; 150 m. Address: Route 11, Box 2712, Hattiesburg, MS 39401. Principal has no other broadcast interests. Filed March 24.
- Pensacola, FL (BPH880324NC)—Mr. Robert G. Kerrigan seeks 98.7 mhz; 50 kw; 150 m. Address: P.O. Box 12009, Pensacola, FL 32589. Principal has no other broadcast interests. Filed March 24.
- Pensacola, FL (BPH880324MY)—Gaynell L. Fordham seeks 98.7 mhz; 50 kw; 150 m. Address: 105 North "S" Street, Pensacola, FL 32505. Principal has no other broadcast interests. Filed March 24.
- Pensacola, FL (BPH880324NB)—Media Trendsetters for Women seeks 98.7 mhz; 50 kw; 150 m. Address: 1707 N. Spring St., Pensacola, FL 32501. Principal is owned by Joyce Reese, Lynne McCorvey and Sandra Averhart, who have no other broadcast interests. Filed March 24.
- Pensacola, FL (BPH880324MI)—Shekinah Shanea Enterprises Ltd. Partnership seeks 98.7 mhz; 50 kw; 150 m. Address: 2420 Gulf Beach Hwy, Pensacola, FL 32507. Principal is owned by Cheryl Miller; William M. Yandell III, and Wirt A. Yerger III. Filed March 24.
- Pensacola, FL (BPH880324MD)—Bill Henry Broadcasting Inc. seeks 98.7 mhz; 50 kw; 150 m. Address: 2855 Hikes Lane, Louisville, KY 40218. Principal is owned by William B. Tanner; James J. Nathan; Norman Azoon, and Charles A. Seruggs. It also has interest in applications for new FM's in Holmes Beach, FL, Germantown, TN, and Punta Rasa, FL. Filed March 24.
- Pensacola, FL (BPH880324MS)—Pensacola Minority Broadcast Associates seeks 98.7 mhz; 50 kw; 150 m. Address: 502 Helveston St., Mobile, AL 36617. Principal is owned by Tom Hill, Dorothy Jo Stanley and Norman Figures. Filed March 24.
- Pensacola, FL (BPH880323MJ)—Pensacola Radio Partners seeks 98.7 mhz; 50 kw; 150 m. Address: 5778 Grande Lagoon Blvd., Pensacola, FL 32507. Principal is owned by Martin McGreevy and his wife, Barbara. It has no other broadcast interests. Filed March 23.

- Pensacola, FL (BPH880324MB)—Gulf Coast FM General Partnership seeks 98.7 mhz; 50 kw; 150 m. Address: 1280 Finley Dr., Pensacola, FL 32514. Principal is owned by Carmen T. Agüero-Stein; William Dwayne Ward, and William Daniel Wester. Filed March 24.
- Pensacola, FL (BPH880324MC)—Pensy Radio Inc. seeks 98.7 mhz; 50 kw; 150 m. Address: 3195 Ponce deLeon Blvd., Coral Gables, FL 33134. Principal is owned by Russell Oasis and Bonita Demetrius Griffin. Oasis has interest in WXDJ(AM) Homestead, FL. Filed March 24.
- Pensacola, FL (BPH880324NS)—Chicago Broadcasting Inc. seeks 98.7 mhz; 50 kw; 150 m. Address: 1135 E. Sibley, Dolton, IL 60419. Principal is owned by Allen Wheeler; Robert L. Weaver; Quintette McDuffie, and Joe Distasio, who have interest in KCHB(AM) Jacksonville, AR. Filed March 24.
- Tallahassee, FL (BPH880325MD)—J.L.J.B. Wireless Inc. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 7741 N. Briarcrest Rd., Tallahassee, FL 32312. Principal is owned by Yvette M. Larche; Joseph W. Larche; James W. Jennings; Betsy H. Jennings; Charles S. Johnson, and Sondra R. Burnett. Filed March 25.
- Warner Robins, GA (BPED880329MA)—Warner Robins Christian Academy seeks 88.9 mhz; 100 kw H&V; 122 m. Address: P.O. Box 7589, Warner Robins, GA 31095. Principal is nonprofit corporation headed by Rev. Robert A. Woosley; Patrick Habeck; Richard Earl; Sam Staples; Edward McGalliard, and Wayne Hall. Filed March 29.
- Chicago (BPED880324MA)—St. Xavier College seeks 88.3 mhz; 0.26 kw H&V; 24m. Address: 3700 W. 103rd St., Chicago 60655. Principal is educational institution headed by Joan Bransfield; Jeremy Buckman; Cathleen Cahill, and Barry Carroll. Filed March 24.
- Decatur, IL (BPH880405MA)—Decatur Christian Radio Inc. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 204, Decatur, IL 62523. Principal is owned by M. McGlasson, who has no other broadcast interests. Filed April 5.
- Buffalo, KY (BPH880406MA)—Larue County Broadcasting seeks 101.5 mhz. Address: P.O. Box 177, Hodgenville, KY 40248. Principal is owned by Keith Reising, who also owns WTRF(AM) Greensburg, IN and WXAM(AM) Buffalo, KY. Filed April 6.
- Edmonton, KY (BPH880324MZ)—Vickie K. Hatcher seeks 99.1 mhz; 3 kw H&V; 100 m. Address: 270 Yellow Buekeye Rd., Glasgow, KY 42141. Principal has no other broadcast interests. Filed March 24.
- Buchanan, MI (BPH880324MT)—Dunes Broadcasting Inc. seeks 99.1 mhz; 3 kw H&V; 100m. Address: 728 Superior St., South Haven, MI 49090. Principal is owned by Arlene M. Anderson, who has no other broadcast interests. Filed March 24.
- Buchanan, MI (BPH880323MM)—Marion R. Williams seeks 99.1 mhz; 3 kw H&V; 100 m. Address: 7606 Harold Ave., Gary, IN 46403. Principal has no other broadcast interests. Filed March 23.
- Two Harbors, MN (BPH880406MC)—Twin Ports Broadcasting Inc. seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 5001 W. 80th St., #901, Minneapolis 55437. Principal is owned by Dennis Carpenter and Sheldon Johnson, who have no other broadcast interests. Filed April 6.
- State College, MS (BPH880323MA)—Golden Triangle Media Partners seeks 104.3 mhz; 3 kw H&V; 100 m. Address: P.O. Box 8892, Columbus, MS 39705. Principal is owned by G. Michael Comfort and Larry G. Fuss. Filed March 23.
- Water Valley, MS (BPH880404MA)—Sharing the Word

- of God Ministries Inc. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. Box 716, Bruce, MS 38915. Principal is owned by Hudie C. Holifield; Andrea M. Coleman, and Nadene Holifield, who also own WVLY(AM) Water Valley, MS. Filed April 4.
- Springfield, MO (BPED880317MH)—Brightness Ministries Inc. seeks 88.3 mhz; 100 kw H&V; 75m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith and family. Filed March 17.
- Great Falls, MT (BPED880316ML)—Brightness Ministries Inc. seeks 90.9 mhz; 100 kw H&V; 145 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith and family. Filed March 16.
- Homer, NY (BPH880406MG)—John Eves seeks 101.5 mhz; 1.58 kw H&V; 134 m. Address: 141 Beverly Rd., Syracuse, NY 13207. Principal has no other broadcast interests. Filed April 6.
- Homer, NY (BPH880407MA)—Uptate Communications Ltd. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 557 Sabal Lake Dr., #113, Longwood, FL 32779. Principal is owned by Eric Rubberg, who has no other broadcast interests. Filed April 7.
- Kill Devil Hills, NC (BPH880406MF)—Kill Devil Hills Communications L.P. seeks 104.1 mhz; 100 kw H&V; 122 m. Address: P.O. Box 1221, Nags Head, NC 27959. Principal is owned by Joseph G. Ratcliff; Danny L. Daniels, and Teresa L. Chastain, who have no other broadcast interests. Filed April 6.
- Kill Devil Hills, NC (BPH880407MB)—Coastal Radio L.P. seeks 104.1 mhz; 100 kw H&V; 300 m. Address: P.O. Box 3306, Kill Devil Hills, NC 27948. Principal is owned by Vilma Oldham, who has no other broadcast interests. Filed April 7.
- Kill Devil Hills, NC (BPH880406MD)—Great Scott Broadcasting seeks 104.1 mhz; 100 kw H&V; 139 m. Address: P.O. Box 638, Pottstown, PA 19464. Principal is Pottstown, PA-based group of 6 AM's and 4 FM's owned by Fay Scott and family. Filed April 6.
- Lima, OH (BPH880407MD)—Swan Creek Communications seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 3107 Woodville Rd., Toledo, OH 43619. Principal is owned by Jerry Toth and Thomas Gardull, who have no other broadcast interests. Filed April 7.
- Lima, OH (BPH880407ME)—Dimitri Bankston seeks 93.1 mhz; 3 kw H&V; 100 m. Address: 1587 Norval, Lima, OH 45804. Principal has no other broadcast interests. Filed April 7.
- Lima, OH (BPH880407MF)—American Christian Radio Services Inc. seeks 93.1 mhz; 3 kw H&V; 100 m. Address: Infirmary Rd (Rte 6, Box 253), Wapakoneta, OH 45895. Principal is owned by Dwight Wisener; his wife, June, and Jeffrey Ryan. It has no other broadcast interests. Filed April 7.
- Kershaw, SC (BPH880328MG)—Kershaw Business Investments seeks 106.1 mhz. Address: 106 S. Hampton St., P.O. Box #1, Kershaw, SC 29067. Principal is owned by Pauline Bailey; Ralph Jones, and Steve Williams. It has no other broadcast interests. Filed March 28.
- Williston, SC (BPH880328ME)—Bay Communications Inc. seeks 94.7 mhz; 1.31 kw H&V; 153 m. Address: Box 291, Yarmouth Rd., (US Rte 1), Freeport, ME 04032. Principal is owned by Robert J. Cole; Eileen P. Cole, and Paul R. Copeland. It also owns WCME(FM) Boothbay Harbor, ME. Filed March 28.
- Jackson, TN (BPH880406ME)—Peggy A. Huffman

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seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 53 Oakmont. Jackson, TN 38305. Principal has no other broadcast interests. Filed April 6.

■ Jackson, TN (BPH880405MB)—Threest Broadcasting Inc. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: 210 Gordon St., Jackson, TN 38301. Principal is owned by Fred A. Threest; Alfred L. Roberson III; Beulah Hannis, and Kim Threest. It also owns WJAK(AM) Jackson, TN. Roberson also owns WSTN(AM) Somerville, TN. Filed April 5.

■ Surgoinville, TN (BPH880328MA)—BBL&M Broadcasters seeks 104.3 mhz; 3 kw H&V; 100m. Address: P.O. Box 33003, Washington 20033. Principal is owned by Marc Berman; Scott Bacherman; Kathleen Lynch, and Jerrold Miller. It has no other broadcast interests. Filed March 28.

■ Laredo, TX (BPH880325MA)—W&R Enterprises Inc. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1260, Laredo, TX 78042. Principal is owned by Abe S. Wilson and Ermilo Richer Jr. It has no other broadcast interests. Filed March 25.

■ Laredo, TX (BPH880324OC)—Lomar Spanish Broadcasting seeks 106.1 mhz; 3 kw H&V; 100m. Address: 115 West Ave., D. Robstown, TX 78380. Principal is owned by Humberto L. Lopez; Minerva R. Lopez; Carlos Lopez, and Martin Martinez. It also owns KMIQ(FM) Robstown, TX. Filed March 24.

■ Laredo, TX (BPH880324OF)—Paul Garza Jr. seeks 106.1 mhz; 3 kw H&V; 100m. Address: 1601 Matamoros, P.O. Box 902, Laredo, TX 78042. Principal has no other broadcast interests. Filed March 24.

■ Laredo, TX (BPH880324NH)—San Juana Elvira Tellez seeks 106.1 mhz; 3 kw H&V; 100m. Address: 13 Bedford Dr., Laredo, TX 78041. Principal has no other broadcast interests. Filed March 24.

■ Laredo, TX (BPH880324MX)—Shiloh Broadcasting Partnership seeks 106.1 mhz; 3 kw H&V; 100m. Address: 8698 Northridge, Laredo, TX 78041. Principal is owned by Antonio G. Limon, who has no other broadcast interests. Filed March 24.

■ Exmore, VA (BPH880324MP)—Seashore Broadcasting Co. seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 3301 Colley Ave., Norfolk, VA 23508. Principal is owned by Roy R. Markert II; John W. Harris; James L. Burns, and Albert Grimes. It has no other broadcast interests. Filed March 24.

■ Gloucester, VA (BPH880324MO)—Robinson Communications L.P. seeks 99.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 634, Main St., Gloucester, VA 23061. Principal is owned by Thomas W. Robinson and William L. Fure who have no other broadcast interests. Filed March 24.

■ Gloucester, VA (BPH880324NY)—J.C. Broadcasting seeks 99.1 mhz; 3 kw H&V; 100 m. Address: 4105 Legation St. NW, Washington 20015. Principal has no other broadcast interests. Filed March 24.

■ Gloucester, VA (BPH880324MF)—Gloucester-Mathews Community Broadcasting Inc. seeks 99.1 mhz; 3 kw H&V; 100 m. Address: 2914 N. 27th St., Arlington, VA 22207. Principal is owned by Walter W. Wurfel and Sara J. Fitzgerald. Filed March 24.

■ Vinton, VA (BPH880406MH)—Carol Sue Spraker seeks 101.5 mhz; 0.628 kw H&V; 215 m. Address: 857 Olney Rd., Vinton, VA 24719. Principal has no other broadcast interests. Filed April 6.

■ Parkersburg, WV (BPED880324MG)—Brightness Ministries Inc. seeks 89.3 mhz; 10 kw H&V; 52m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Principal is headed by John W. Smith and family. Filed March 24.

Action

■ Wilmington, NC (BP860728AE)—Granted app. of David Anthony York for 1120 khz; 1 kw-D. Address: 2613 Craig Ave., Concord, NC 28025. Principal has no other broadcast interests. Filed April 7.

Facilities Changes

AM's

■ Spanish Fort, AL, WAFK, 760 khz—April 7-Mod. of CP to change city of lic. to Saraland, AL; change TL: Baker Rd, Saraland, AL, and make changes in ant. sys.

■ Orange, CA, KSRT, 830 khz—April 6-Mod. of CP to make changes in ant. sys.; change TL: Oak Flat, 5 mi. SW of Corona, Orange Co., CA: 33 49 43N 117 38 22W.

FM's

■ Riverside, CA, KUCR, 88.1 mhz—April 6-Application

for CP to change ERP: 0.75 kw H&V; change HAAT: 89 m. H&V; change freq: 88.2; change TL: 1 km N of San Bernardino, 0.5 km W of Hwy 18; 34 11 52N 117 17 09W.

■ Holliston, MA, WHHB, 91.5 mhz—April 5-Application for CP to change ERP: 0.018 kw H&V; change HAAT: 57 m. H&V; change freq.: 99.9 mhz; change TL: beside town tank on Mt. Hollis, 260 meters NE of Hollis St.; 42 12 16N 71 25 53W.

Actions

FM's

■ Los Altos, CA, KHQT, 97.7 mhz—April 8-Application (BPH871191Q) granted for CP to change TL: Rural, 3.7 km SW of Monta Vista on hill above cement plant; change ERP: 1.65 kw H&V; change HAAT: 132 m. H&V: 37 18 27N 122 05 36W (auxiliary purposes only).

■ Fort Wayne, IN, WAJI, 95.1 mhz—April 6-Application (BPH870611ID) dismissed for CP to change TL: 3232 Hillegas Rd., Ft. Wayne, IN: 41 06 13N 85 11 28W.

■ Girard, KS, KFRB, 101.1 mhz—April 7-Application (BMPH880127IC) granted for Mod. of CP (BPH851216MR) to change TL: on County Rd, 0.9 km W of KS Rte. 7, 3 km SSW Crawford County CH, Girard, KS; change HAAT: 99.09 m. H&V: 37 29 02N 94 51 08W.

■ Ellisville, MS, WBSJ, 102.3 mhz—April 8-Application (BPH870330IC) granted for CP to change freq.: 102.5 mhz (Per Docket #87-268); change TL: site of FAA Tower #76-SO-2194-OE; FCC #13980-1B-17; 1-1/2 mi. NW of Shady Grove, MS; change ERP: 50 kw H&V; change HAAT: 115 m. H&V: 31 46 05N 89 10 12W.

■ Richfield, UT, KKWZ, 93.7 mhz—April 7-Application (BPH870225IC) granted for CP to change TL: Cove Mt. Electronic Antenna Farm, Richfield, UT; change ERP: 99 kw H&V; HAAT: 501 m. H&V and make changes in ant. sys.: 38 38 01N 112 03 32W.

Allocations

Applications

■ Ariton, AL, and Bonifay, FL—At request of Patsy Nance Marsh and Rickey Earl Nance, proposed amending FM table by allotting channel 249A (97.7 mhz) to Ariton, AL, as its first local service; and at request of Mary Lake Communications Inc. proposed amending FM table by substituting channel 249C1 (97.7 mhz) for channel 249A at Bonifay, FL, and modifying license of WTBB(FM) to specify operation on C1 channel. Comments are due June 10, replies June 27. (MM Docket 88-148 by NPRM [DA 88-506] adopted March 4 by deputy chief, Policy and Rules Division, Mass Media Bureau.)

■ Osceola, AK—On request of Pollack Broadcasting Co., licensee of KWLM(FM), channel 251C2 (98.1 mhz), Osceola, substitution of channel 251C for channel 251C2 and modification of its license accordingly (MM Docket 88-146, March 23).

■ McFarland and Cartago, CA—At request of Caballero Spanish Media Inc., proposed amending FM table by substituting channel 275B1 (102.9 mhz) for channel 275A at McFarland, and modifying license of KXFM(FM) to specify operation on B1 channel; to accomplish its proposal, Caballero seeks substitution of channel 273A (102.5 mhz) for channel 275A at Cartago. Comments are due June 10, replies June 27. (MM Docket 88-153 by NPRM [DA 88-508] adopted March 18 by deputy chief, Policy and Rules Division.)

■ Larned, KS—On request of Thomas L. Higgins, allocation of channel 295A (106.9 mhz) as second FM service (MM Docket 88-144, March 24).

■ Cloquet and Grand Marais, MN—On request of WKLK Inc., licensee of WKLK-FM Cloquet, substitution of channel 263Ca (100.5 mhz) for channel 265A (100.9 mhz) at Cloquet and modification of its licensee accordingly; deletion of channel 253C (100.5 mhz) from Grand Marais to accommodate change (MM Docket 88-143, March 24).

■ Grifton, NC—At request of MC Radio Partnership, proposed amending FM table by substituting channel 258C2 (99.5 mhz) for channel 257A (99.3 mhz) at Grifton, and

modifying construction permit of MC Radio to specify operation on C2 channel. Comments are due June 10, replies June 27. (MM Docket 88-154 by NPRM [DA 88-509] adopted March 18 by deputy chief, Policy and Rules Division.)

■ Summerville, SC—On request of Millennium Communications of Charleston Inc., licensee of WWWZ-FM, substitution of channel 227C2 (93.3 mhz) for channel 228A (93.5 mhz) and modification of its license accordingly (MM Docket 88-145, March 21).

Actions

■ Lehigh Acres, FL—Effective May 31, amended FM table to substitute channel 296C2 (104.1 mhz) for channel 296A at Lehigh Acres; modified license of WOOL-M to reflect change. (MM Docket 87-435, by R&O [DA 88-500] adopted April 5 by deputy chief, Policy and Rules Division.)

■ Sioux Rapids, IA—Effective June 1, amended FM table by allocating channel 275C2 (102.9 mhz) to Sioux Rapids as its first local FM service. Filing window opens June 2, closes July 2. (MM Docket 87-418 by R&O [DA 88-472] adopted March 28 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Boothbay Harbor, ME—Effective May 31, amended FM table to substitute channel 244B1 (96.7 mhz) for channel 244A and modification of license of WCME(FM) accordingly. (MM Docket 87-285, by R&O [DA 88-475] adopted March 28 by deputy chief, Policy and Rules Division.)

■ Bad Axe, MI—Effective May 31, amended FM table to substitute channel 271C2 (102.2 mhz) for channel 221A (92.1 mhz) and modify license of WLEW(FM), accordingly. (MM Docket 87-187, by R&O [DA 88-481] adopted March 25 by deputy chief, Policy and Rules Division.)

■ Marathon, FL—Effective June 3, amended FM table by substituting channel 232C2 (94.3 mhz) for channel 232A at Marathon, and modifying license of WMUM(FM) to specify operation on C2 channel. (MM Docket 86-477 by R&C [DA 88517] adopted March 30 by deputy chief, Policy and Rules Division.)

Actions

■ Lower Classification of FM Allotment—Proposed downgrading FM allotment to lower class by permitting applicant to file only application without having to first file petition for rulemaking, as required by current rules. Comments are due June 6, replies June 21. (MM Docket 88-118 by NPRM [FCC 88-103] adopted March 11 by commission.)

■ Neptune Beach and Green Cove Springs, FL—Affirmed action by Mass Media Bureau returning rulemaking proposal filed by Willis and Sons Inc. to reallocate channel 224A (92.7 mhz) from Green Cove Springs to Neptune Beach, FL, and to modify license of WSVE(FM) to specify Neptune Beach. (By MO&O [FCC 88-106] adopted March 11 by commission.)

■ Noncommercial Educational FM Translators—Amended rule limiting FM translators to over-air signal delivery to permit noncommercial educational FM translators assigned to channels reserved for noncommercial use (channels 200-220) and owned and operated by primary stations to use alternative signal delivery technologies, including, but not limited to, satellite and microwave links. Former rule restricted such translators to rebroadcast of signals received directly over-air from their primary station. (MM Docket 86-112 by R&O [FCC 88-125] adopted March 24 by commission.)

■ Noncommercial Educational FM Translators—Proposed amending FM translator rules to authorize all noncommercial educational FM stations to deliver signals to translators through alternative technologies, regardless of whether translators are owned and operated by primary station or by third parties. Comments are due June 6, replies June 21. (MM Docket 86-112 by NPRM [FCC 88-126] adopted March 24 by commission.)

■ FCC upholds Review Board grant of FM station to Margaret Garza at Bakersfield, CA—MM Dockets 84970-71 (Report DC-1151, Action in Docket Case) commissioner has upheld its Review Board's grant of FM station or channel 296A (107.1 mhz) to Margaret Garza at Bakersfield, CA, over objections of competing applicant, Kerr

Communications Co. Action by commission April 15, by order (FCC 88-141).

■ Commission upholds Review Board decision in Middletown, MD. FM Proceeding—MM Dockets 83-985-987 (Report DC-1153, Action in Docket Case) commission has upheld Review Board decision granting application of Barbara D. Marmet for new FM station on channel 276A (103.1 mhz) at Middletown, MD, thus denying Dragon Communications Inc. and Jerome Thomas Lamprecht review of that decision. Action by commission April 15, by MO&O (FCC 88-143).

■ FCC reinstates Sabine's application for new FM station at Gulf Breeze, FL—MM Docket 87-119 (Report DC-1152, Action in Docket Case) commission has reinstated application of Sabine Broadcasting for new FM station at Gulf Breeze, FL, and directed Mass Media Bureau to process Sabine's application under standards applied to applications filed before March 14, 1985. Action by commission April 15, by MO&O (FCC 88-144).

Staff Actions

■ Indio, CA—Designated for hearing mutually exclusive applications of Radio Indio Corp. and Iy Stevens Broadcasting Limited for new FM station on channel 272A (102.3 mhz) at Indio. (MM Docket 88-150, by order [DA 88-443] adopted March 30 by chief, Audio Services Division.)

■ Merced, CA—Designated for hearing mutually exclusive applications of Media Investment Corp. and Wade Axell for new TV station on channel 51 at Merced. (MM Docket 88-162, by order [DA 88-441] adopted March 30 by chief, Video Services Division.)

■ Greenfield, CA—Designated for hearing 10 mutually exclusive applications for new FM station on channel 300B (107.9 mhz) at Greenfield. (MM Docket 88-142, by order [DA 88-437] adopted March 28 by chief, Audio Services Division, Mass Media Bureau.)

■ Bayboro, NC—Designated for hearing four mutually exclusive applications for new FM station on channel 250A (97.7 mhz) at Bayboro, and dismissed fifth application. (MM Docket 88-151, by order [DA 88-442] adopted March 30 by chief, Audio Services Division.)

■ St. Louis—Designated for hearing, application for renewal of license of KMOV(TV), ch. 4, licensed to Viacom Broadcasting of Missouri Inc., and mutually exclusive application of Mark L. Wodlinger for new commercial television station to operate on ch. 4 at St. Louis. (MM Docket 88-170 by order [DA 88-464] adopted April 1 by chief, Video Services Division, Mass Media Bureau.)

■ Minot, ND—Designated for hearing, mutually exclusive applications of Faith Broadcasting Inc. and Daryl M. Kasper for new FM station on channel 295A (106.9 mhz) at Minot. (MM Docket 88-171 by order [DA 88-477] adopted April 5 by chief, Audio Services Division, Mass Media Bureau.)

■ Jellico, TN—Designated for hearing, mutually exclusive applications of Janice Faye Surber and Fate Lamont McAnally for new FM station on channel 274A (102.7 mhz) at Jellico. (MM Docket 88-172 by order [DA 88-476] adopted April 5 by chief, Audio Services Division.)

■ Atlanta, TX—Affirmed R&O substituting channel 259C2 (99.7 mhz) for channel 257A (99.3 mhz) at Atlanta, and modifying license of KPNV(FM) to specify operation on C2 channel, over objections of James A. Reeder. (MM Docket 86-87 by MO&O [DA 88-495] adopted March 16 by chief, Policy and Rules Division.)

■ Livingston, TX—Affirmed R&O substituting channel 222C2 (92.3 mhz) for channel 221A (92.1 mhz) at Livingston, and modifying license of KETX-FM to specify operation on C2 channel, over objections of Voice in Wilderness Broadcasting Inc. (MM Docket 86-268 by MO&O [DA 88-494] adopted March 16 by chief, Policy and Rules Division.)

■ Standard Computer Algorithm—Denied request by Association of Federal Communications Consulting Engineers for extension of time to file comments concerning designation of standard computer algorithm for propagation prediction in FM and TV broadcast services. (MM Docket 88-56 by order [DA 88-547] adopted April 15 by chief, Mass Media Bureau.)

Review Board Actions

■ Tolleson, AZ (Doylean Forney et al.) TV proceeding—Scheduled oral argument for May 6 at 9:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ Edward Luton (FCC 87D-40, released Nov. 18, 1987) granting application of Aztec Broadcasting Corp. for new JHF television station on channel 51Z at Tolleson, and

denying competing applications of Doylean Forney: Tolleson Broadcasting Corp.; Tolleson-Gomez Communications Inc.; Alden Television Inc.; Hector Garcia Salvatierra, Limited Partnership; Estrella Communications Limited Partnership; Maricopa Media Inc.; T.V. Broadcasting Inc., and Li-Com Limited Partnership. Each party has 12 minutes for argument. Parties whose applications were denied may reserve part of their time for rebuttal. (By letter, April 4, MM Docket 85-182.)

ALJ Actions

By chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Oro Valley, AZ (Pueblo Radio Broadcasting Service, et al.) FM proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for June 16 and hearing for July 19. (By order, April 12, MM Docket 88-137.)

■ Grass Valley, CA (Wade Axell et al.) FM proceeding—Designated ALJ Edward Luton to preside on proceeding. Scheduled prehearing conference for June 10 and hearing for July 12. (By order, April 12, MM Docket 88-120.)

■ Marquette, MI (Turner Broadcasting & Communications System et al.) TV proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for June 13 and hearing for July 13. (By order, April 12, MM Docket 88-133.)

■ Vicksburg, MS (Leonard James Giaccone et al.) FM proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for June 9 and hearing for July 11. (By order, April 12, MM Docket 88-116.)

■ Wauseon, OH (Ernest C. Miller et al.) FM proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for June 9 and hearing for July 11. (By order, April 12, MM Docket 88-117.)

■ Youngstown, OH (Family Stations Inc. and Christian Communications Inc.) ED-FM proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for June 8 and hearing for July 8. (By order, April 12, MM Docket 88-115.)

■ Celina, TN (Celina Broadcasting et al.) FM proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for June 24 and hearing for Aug. 8. (By order, April 12, MM Docket 88-121.)

■ East Ridge, TN (Roy Davis et al.) FM proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for July 13 and hearing for Sept. 26. (By order, April 12, MM Docket 88-122.)

■ Loudon, TN (Loudon Broadcasters Inc. et al.) FM proceeding—Dismissed with prejudice application of James A. Graves Jr. for failure to prosecute. (By order, April 7, MM Docket 88-54.)

■ Bridgewater, VA (Dean-Thomas Communications et al.) FM proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for June 14 and hearing for July 8. (By order, April 12, MM Docket 88-133.)

■ Danville, VA (Froggy Bottom Television et al.) TV proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for June 14 and hearing for July 14. (By order, April 12, MM Docket 88-134.)

By Deputy chief ALJ James F. Tierney on dates shown:

■ Danville, IL (George E. Gunter) TV proceeding—Granted request by George E. Gunter and dismissed with prejudice his application for new TV station at Danville; and terminated proceeding. (By order, April 11, MM Docket 84-288.)

■ Paradise, NV (Pollack Broadcasting Co. et al.) TV proceeding—Granted request by Pollack Broadcasting to amend its application by substituting Rose Development Company Inc. d/b/a Rose Communications; approved settlement agreement and dismissed with prejudice applications of Nevada 39 Inc.; Wynn Communications Inc.; Nevada Broadcasting Group, and Goldhill Broadcasting Inc.; granted amended application of Rose Communications for new UHF television station on ch. 39 at Paradise; and terminated proceeding. (By MO&O, April 4, MM Docket 86-394.)

By ALJ Joseph Chachkin on dates shown:

■ Fresno, CA (Carta Corp. et al.) FM proceeding—By separate orders: granted requests by Wayne P. Becker and Dennis R. Brostrom and dismissed their applications with prejudice; dismissed with prejudice applications of California Broadcasting Co. Inc., Valley FM Broadcasters, Paul Bowman and Co. Inc. and 3M Broadcasting for failure to prosecute. (By orders, April 5 and April 7, MM Docket 88-21.)

■ Berea, KY (Richard L. Plessinger Sr. et al.) FM proceeding—Granted request by Richard L. Plessinger and dismissed his application with prejudice. (By order, April 6, MM Docket 88-88.)

■ Cashtown, PA (Jesus is Lord Ministries International et al.) AM proceeding—Granted motions for summary decisions by Solvay Radio, Solvay, NY, and Family Stations Inc., Nicholson, PA, and resolved air hazard issues in their favor; approved settlement agreement and dismissed with prejudice applications of Lighthouse Broadcasting Co., Dalton, MA; Greater Virginia Broadcaster, Stafford, VA; Upstate Broadcasters, Fayetteville, NY, and Central Pennsylvania Broadcasters, Shickshinny, PA; granted following applications: Jesus is Lord Ministries International for new AM station at Cashtown, PA; Lighthouse Broadcasting Co., for new AM station at Falmouth, VA; Solvay Radio for new AM station at Solvay, NY, and Family Stations Inc. for new AM station at Nicholson, PA, and terminated proceeding. (By MO&O, April 6, MM Docket 86-432.)

■ Richmond, VA (Weyburn Broadcasting Limited Partnership et al.) FM proceeding—By separate orders: granted request by Bertram Broadcasting Group and enlarged issues against Greater Richmond Radio Ltd. to determine whether Greater Richmond made misrepresentations to or lacked candor with commission when certifying its financial qualifications, and, if so, effect thereof on its qualifications to be commission licensee; and, in light of evidence adduced, whether Greater Richmond is financially qualified to be commission licensee; by judge's own motion, added issue against Virginia Communications Limited Partnership to determine whether Virginia Communications abused commission's processes by withholding information pertaining to its motion to enlarge issues against Future Broadcast Limited Partnership, and, if so, effect of such conduct on its qualifications to be commission licensee. (By MO&Os, April 8 and April 11, MM Docket 87-352.)

By ALJ John M. Frysiak on date shown:

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proceeding—Granted request by Seashore Broadcasting Co. and dismissed its application with prejudice. (By order, April 11, MM Docket 87-236.)

By ALJ Joseph P. Gonzalez on dates shown:

- Shepherdsville, KY (Douglas Gaines Harding et al.) FM proceeding—By separate orders: memorialized dismissal of application of Julie N. Frew for failure to prosecute; granted request by Bullitt Broadcasting Inc. and dismissed its application with prejudice. (By orders, April 5 and April 13, MM Docket 88-4.)
- Jacksonville, TX (George Edward Gunter) FM proceed-

ing—Granted request by George Edward Gunter and dismissed with prejudice his application for new FM station at Jacksonville; and terminated proceeding. (By order, April 11, MM Docket 83-1305.)

- Victoria, TX (Turner Broadcasting and Communications) TV proceeding—Granted motion for summary decision by Mass Media Bureau and resolved adversely, financial qualifications issues designated against Turner Broadcasting and Communications; denied Turner Broadcasting's application for new commercial television station on ch. 31 at Victoria; and terminated proceeding. (By summary decision, FCC 88D-14, April 8, MM Docket 86-504.)

By ALJ Edward J. Kuhlmann on date shown:

- Tomah, WI (General Broadcasting Corp. et al.) FM proceeding—Dismissed with prejudice applications of Greater Tomah Area Broadcasting, Midwest Broadcast Associates and Lancer Broadcasting Co., for failure to prosecute. (By order, April 11, MM Docket 88-7.)

By ALJ Edward Luton on dates shown:

- Salinas, CA (Salinas Broadcasting LP, California Limited Partnership, et al.) FM proceeding—Granted motion for summary decision by B.F.J. Timm and resolved air hazard issue in its favor. (By order, April 4, MM Docket 87-338.)
- Las Vegas (Nevada Number One Radio Co. et al.) FM proceeding—By separate orders, dismissed with prejudice application of Accretion Broadcasting for failure to prosecute; granted request by Walter-Wilson Broadcasters Limited Partnership and dismissed with prejudice applications of Irene Escalante, Mark Morris, Costa Costa Communications, and Blackjack Broadcasting for failure to prosecute. (By orders, April 1, MM Docket 87-462.)

By ALJ Walter C. Miller on dates shown:

- Clovis, CA (San Joaquin Television Improvement Corp. and North Star Communications Ltd.) TV proceeding—Approved settlement agreement and dismissed with prejudice application of North Star Communications; conditionally granted application of San Joaquin Television Improvement Corp. for new UHF television station on channel 43 at San Joaquin; and terminated proceeding. (By MO&O, April 5, BC Dockets 82-552-53.)
- Montecito, CA (LNJ Communications et al.) FM proceeding—Granted, in part, request by Shawn Phalen to enlarge issues against LNJ Communications to determine whether Laurie Bentson's father, N. L. Bentson, is undisclosed party-in-interest in LNJ's application, and, if so, effect on LNJ's basic qualification to be commission licensee; and, whether Laurie Bentson misrepresented or lacked candor when she affirmatively certified her financial qualifications, and, if so, what effect such misrepresentation and/or lack of candor has on LNJ's basic qualifications to be commission licensee. (By MO&O, April 1, MM Docket 87-456.)
- Webster, NY (Karen E. Younginger et al.) FM proceeding—By separate orders, granted request by Joseph C. Motto and dismissed his application with prejudice; dismissed with prejudice applications of Karen E. Younginger, Webster Communications, CCI-FM, Ltd., Bay Area Communications, and Webster Broadcasting Inc. for failure to prosecute. (By order, April 4, and by MO&O, April 7, MM Docket 88-83.)
- Rutland, VT (Rockledge Community Broadcasters Inc. et al.) FM proceeding—Approved settlement agreement among Rockledge Community Broadcasters, Rutland Community Broadcasting Inc., and Edward G. Pickett and Carol L. Pickett, A General Partnership, and dismissed with prejudice application of Rockledge Community Broadcasters. (By MO&O, April 7, MM Docket 88-10.)
- Warren, VT (Mountain Media Inc. and Radio Vermont Inc.) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Radio Vermont. (By MO&O, April 7, MM Docket 88-38.)

By ALJ Richard L. Sippel on dates shown:

- Bradenton, FL (Renee Marie Kramer et al.) TV proceeding—Granted request by McDaniel Broadcasting Partners and added issues against Florida Manatee TV Broadcast Associates to determine whether Florida Manatee is financially qualified; to determine whether Florida Manatee engaged in misrepresentations or was otherwise lacking in candor in certifying its financial qualifications; and, to determine in light of evidence adduced, whether Florida Manatee possesses basic qualifications to be commission licensee. (By MO&O, April 13, MM Docket 87-532.)
- Reno, NV (Dennis L. Martin et al.) FM proceeding—Approved settlement agreement and dismissed with prejudice applications of Dennis L. Martin and Reno FM Service Partners Limited; granted application of Susan Lundborg for new FM station on channel 225C (92.9 mhz) at Reno; and terminated proceeding. (By MO&O, April 5, MM Docket 87-316.)
- Corning, NY (Coyle Communications Ltd. and Rural New York Broadcasting) TV proceeding—Granted motion for summary decision by Rural New York Broadcasting on a resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice application of Coyle Communications; granted application of Rural New York Broadcasting for new UHF television station on ch. 4 at Corning; and terminated proceeding. (By summary decision, FCCD-13, March 31, MM Docket 88-61.)

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General manager or sales manager. Our in the Southwest, Midwest or Southeast. E.O.E. Please forward your current resume to Box G-60.

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.

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.

The Museum of Broadcasting seeks enthusiastic professional with management skills for associate radio curator position. Knowledge of historical and contemporary radio programming essential. Knowledge or radio industry preferred. Excellent opportunity. \$25,000 salary with excellent benefits. Send resume immediately to A. Halper, Museum of Broadcasting, 1 East 53rd Street, New York, NY 10022. No phone calls.

Sales oriented GM for station in growing group in West. Small/medium market turnaround success in western market preferred. Resume with references to Box G-96.

Sales management: Upper Midwest FM with six person sales team is looking for a "Get It Done" general sales manager. The person we select will possess a mixture of skills and traits that include: 1. Working with management in setting and achieving goals. 2. Developing sales people through coaching, training, and example. 3. Ambition, aggression, and a very competitive attitude, a person who makes things happen. 4. A winner's drive to meet and exceed personal, station, and community goals by effectively working with management and becoming this company's most valued employee. If you are this person, we are an equal opportunity employer that offers top compensation and an equal opportunity employer that offers top compensation and an excellent benefits package. Send cover letter, detailed resume, salary history and requirements to Box G-84. Responses will be kept strictly confidential.

Growing group needs strong, experienced, successful general managers for excellent stations in A rated southern markets. Please send resume to Box G-86.

General manager: Northern California class B FM offers great opportunity to imaginative leader with proven sales ability. Box G-116.

Honolulu AM needs experienced and qualified general manager to head existing AM and help construct FM. Must have prior experience in Hawaii, and must have enthusiasm, sales ability, be profit motivated, and understand budgets and financials. Salary, commission, profit sharing, incentives. Send resume to Box 12469, Dallas, TX 75225.

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.

Midwest Broadcast Group looking to expand sales operation. We're looking for aggressive, professional sales people with strong verbal and presentation skills to join our team. Excellent income and benefits. EOE. Box G-92.

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.

Sales manager at top AM-FM in Traverse City. Send confidential reply to Ross Biederman, WTCM, Box 472, Traverse City, MI 49685.

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.

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.

Account executive: Eastern Connecticut shoreline's leading AM/FM combo needs marketing professional with agency and direct selling experience. Substantial list available. Growing group. Send letter and resume to: Andy Russell, Sales Manager, WNLC/WTYD, P.O. Box 1031, New London, CT 06320 EOE.

CRMC, who can develop, lead productive sales staff (4-10). Great California suburban market. Compensation open. Box G-117.

Sales manager: Expanding operation needs experienced GSM. New California 10,000 watts 660 kHz AM stereo best signal on Central Coast. Sign on in June. Applicant must have 10 years experience with local, regional and national sales. Also need account execs with five years experience. Send resume to KGDP, Box 6066, Suite 406, Santa Maria, CA 93456.

Account executive: WGMX/WNLK Stamford-Norwalk, Connecticut. Rapidly growing AM-FM combo in dynamic suburban market has an immediate opening for an experienced, aggressive account executive with 1-2 years media sales experience. Excellent list. Earn over \$45,000 in first year. Call Don Lacerenza or Howard Klarman at 203-838-5566. EOE.

Exceptional opportunity selling New Hampshire's hottest stations, WFEA/WZLD. Established list for experienced sales pro. Live and work in a great environment, and reach your fullest potential. Call Pete Leonard at 603-669-5777. Sunshine Group Broadcasting, an equal opportunity employer.

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.

Wanted: Dependable announcer. References & some experience. Call Mgr. only. 314-586-8577. Production. Confidential, please.

If you are talented, unusual, creative, fun-loving and a little bit whacko...come to the Gulf Coast to work and play at a hot rock station on the rise to be #1 in the market. You get paid for having fun and putting on a great show. We all get talked about in the market. Send resume to Box G-106. EOE.

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. 813-966-2287.

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 Hooper Avenue, Baltimore, MD 21211. No phone calls please. EOE.

Radio engineer: Part-time radio engineer wanted for N.Y.C. FM station. Send resume to Box G-98.

Minnesota combo seeks chief engineer. Must know directionals, satellites, SCAs, automation. Excellent group/benefits. Send resume and salary requirements. Don't bother if you're a slob. EOE. Box G-110.

HELP WANTED NEWS

How good are you? If you: can do a multi hour drive time all news anchor shift; know how to run a complex board; sound dynamic, vibrant and personable; have strong news judgement and reflexes; reply to: Box G-35. EOE.

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.

I'm the chief executive officer of a class C FM 100,000 watt stereo director station and a sparkling little 1,000 watt AM station in a good market. Better than that, one of the nicest places to live in the country. I am looking for someone to be my assistant. The person I am seeking must be a know-how broadcaster. The person will be able to write effective copy for any client, service all types of advertising accounts, go out and sell a promotion, take care of the internal operation of the station, pull an announcing shift in case regular announcer gets snakebit on day off, schedule announcers, and be a program consultant to me. There may be other things I will think of in passing. This is opportunity. If you hear it knocking, don't mess around! Get in touch with me with complete information now. We'll keep it confidential to protect your present situation. Box G-108.

SITUATIONS WANTED MANAGEMENT

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 Hassan, 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.

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.

Major market pro, local/GSM/national experience, seeks metro-medium GM or large market SM opportunity. Excellent references. 305-437-5839.

Financial professional. Seeks entrepreneurial opportunity with group owner. Have been involved in analyzing scores of radio and television acquisitions for industry's top firms. Box G-115.

I find good people and lead them to create great radio stations. Medium and major market G.M. and former owner. Experienced with start-ups, turnarounds and improvement of already successful facilities. Put my wealth of experience and skill to work for you. Box G-105.

Experienced general manager: 10 years broadcast management. Sales oriented. Seeking company with growth plans. Box G-100.

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.

"Outrageous" Top 40, or dance team available for morning drive. Prefer East Coast. Box G-88.

Announcer looking for boardshift and production, possibly leading into more responsibilities. Bill, 308-534-1211.

Excellent play by play announcer seeking return to major market or interesting medium market. Major college and pro experience in football, basketball, baseball & soccer. 812-424-6020. 38K plus.

Sports play-by-play position is wanted. 5 years sales experience. Will relocate anywhere. Combo sports-selling position can be accomplished. Call Bill at 803-223-4755.

"Lite" music format. Professional available, smooth delivery and seasoned voice. Prefer East Coast. Box G-87.

SITUATIONS WANTED NEWS

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 sportscaster wants to re-locate to your Midwest or Western collegiate market. Excellent PBP, award winner. Call Bob at 712-274-7332.

B.A.P. awards for best PBP. Your coverage can sound like more than just another game. 303-241-6452.

News and talk: News veteran with background of all news, and hundreds of network feeds and features. Experienced talk host with authors, newsmakers, performers. Seeking news and or talk assignment in attractive location to make home. 803-723-1559.

Experienced news and sports man seeking sports, news, or combo position. Enthusiastic; hard working; exciting PBP 5 sports. Bill 404-229-1347.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Crossover PD - From his start in the "Neighborhood of Make Believe", Jerry "DJ" Strothers continues to be an innovator in the world of promotion & production. Currently having fun as CNN Newshound. Pittsburgh 412-244-8872.

TELEVISION

HELP WANTED MANAGEMENT

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 6327, 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.

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.

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

Traffic manager-For Midwest independent station. Three years management, including Columbine experience required. Competitive salary Reply in confidence to Box G-12.

Sales manager-Midwest independent desires experienced professional with proven track record to lead and direct a staff of eight. Excellent growth opportunities. Reply in confidence to Box G-113. EOE.

HELP WANTED SALES

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, Lew Bern, NC 28560. 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.

Account executive/sales. State-of-the-art independent television station WMSN. Great opportunity, attractive commission, compensation package. Active list. Sales experience preferred. Must be hard worker. Send resume to SM, WMSN, 7847 Big Sky Dr., Madison, WI 53719.

Augusta, Georgia based CBS affiliate seeks quality account executive. Experienced, hard-working and detail-oriented individual with excellent people skills needed. Please send resume to Greg Brissette, WRDW-TV, Drawer 212, Augusta, GA 30913-1212. EOE.

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.

Earth station operators: Experienced in video, technical background helpful. Send resume to: Neal Hall, 5703 D General Washington Dr., Alexandria, VA 22312.

KUAT AM FM TV, licensed by The University of Arizona is looking for a broadcast engineer. Responsibilities include maintaining a variety of broadcast electronic equipment for the three stations. Minimum qualifications: Associates degree in radio and television or related field and two years broadcast engineering experience in equipment repair and maintenance. Pay minimum \$10.25/hour. Send request for application to University of Arizona Employment Office, 1717 E. Speedway Blvd., Tucson, AZ 85719, or call 602-621-3668. Application closing date is May 13, 1988. Applications must be received by closing date. Equal opportunity/affirmative action employer.

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.

HELP WANTED NEWS

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.

Morning-noon anchors, general assignment reporters for medium market Sunbelt station. Resumes: Box G-51.

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 769, Charlottesville, VA 22902. EOE.

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.

KARK-TV, Little Rock's news leader is losing popular co-anchor. Excellent salary and benefits for the right person. Send non-returnable tape and resume to Bob Steel, News Director, P.O. Box 748, Little Rock, AR 72203. No beginners. No phone calls. EOE.

KARK-TV, Little Rock's news leader, is seeking a reporter/anchor to join our weekend team. We need a solid field reporter who also possesses on-air presence. If you have two years experience and are ready for the challenge of a competitive 50's market, send non-returnable tape and resume to Bob Steel, News Director, P.O. Box 748, Little Rock, AR 72203. No phone calls. EOE.

Executive producer: Aggressive network affiliate in Southern coastal city is seeking a sharp executive producer to oversee daily operations. Should possess excellent writing and production skills as well as the ability to help motivate and direct a talented staff. Send resume and references to Michael Sullivan, News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F.

Immediate opening for a general assignment reporter. Person must be energetic, self-starter, to work with small newsteam in top 25 market. Some experience preferred. Send non-returnable tape/resume to Jim Parisi, N.D., WTWS TV-26, P.O. Box 991, New London, CT 06320. EOE.

Anchor: Experienced weekend or small market? Medium market Midwest affiliate looking for co-anchor to complement our male. EOE. Box G-101.

Northeast television station is looking for a first-rate producer for a five PM news segment with news-driven interviews and features. The person we seek has newscast-producing experience, but also knows how to produce exciting and provocative talk segments. If you have a strong journalism background, understand television, have eclectic tastes, know how to manage and lead, are very organized, and are looking for an exciting challenge with a top notch television station, please send letter and resume to Box G-91.

National Veterans Television Network needs reporter to cover veteran related stories across the country. Paid on-per-story basis plus travel expenses. Military veterans, women, and minorities encouraged to apply. Resume and 5-10 minute demo tape to: Ray Keeton, Producer, NVTN, 7505 Sussex Drive, Florence, KY 40142. 606-283-1885.

Reporter - We are looking for the best. If you are a strong writer, aggressive, independently motivated and streetwise, you should apply for this reporter position. Send tape and resume to Billie Gavitt, KWTW-9, P.O. Box 14159, Oklahoma City, OK 73113. M/F. EOE.

Producer for 10 PM news Monday through Friday. 2-3 years experience required. Send tape, resume and salary requirements to John Vigeland, Executive Producer, WICS-TV, 2680 E. Cook St., Springfield, IL 62703. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

If your first love is photography, and you've got a killer reel, we want to see it. Top 20 network affiliate needs an experienced photographer with an eye for outstanding station promotion. We are looking for a high degree of lighting skill, top notch editing and some knowledge of ADO. Some film experience helpful, but not required. Send your resume and reel to: Ginny Morris, KSTP-TV, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

Promotion director. Bright, creative manager wanted to create and execute promotion strategy for aggressive Midwest affiliate of major group. Enthusiasm, creativity, and people-management skills a must. If you're the #2 person in your department and want to be #1, send resume and references to Box G-85. EOE.

Senior editor. Growing facility in Pittsburgh seeks person with 3-5 years experience in 1" editing. Must have ADO experience. Send resume to Box G-97.

Promotion director in top ABC affiliate needed. Excellent opportunity for an assistant promotion manager in a larger market who wants to move into the top management position. Must be knowledgeable of the basics of advertising, research and television marketing. Ability to write, create, produce and/or direct the production of television, radio, print, advertising and promotion. If you are a promotion manager who enjoys a challenge and desires to work with station management who appreciates and supports promotion, apply now. Excellent salary and benefits. Send resume to: Barbara Wigham - WPTA-TV, P.O. Box 2121, Fort Wayne, IN 46801. EOE.

Director - 60's market network affiliate needs an energetic, enthusiastic and experienced director for weekend newscasts and local commercial accounts. If you have a reel of news and commercial production you're proud of...I want to see it. Send tape, resume and salary requirements to: Michael E. Smith, Production Supervisor, WHO-TV, 1801 Grand Ave., Des Moines, IA 50308.

On-site publicist needed for major syndicated talk show. Minimum two-years of television publicity experience with some station background required. Excellent writing, communication skills and press contacts a must. Send resumes to: Burt Dubrow, Executive Producer, Sally Jessy Raphael, WTNH-TV, 8 Elm Street, New Haven, CT 06510.

So, you think you've got it good now... Here's a rare opportunity to be director of client services for the best television station in the country. If you're an experienced manager who still uses your writing, producing, and directing skills, read on. Our technical resources: 2 channel ADO; 2 (count 'em) 2 Grass Vally 300s; Quantel Paintbox; a fully equipped EFP van; 1" edit suite; Chyron 4 and Scribe. All combined with an experienced, award winning team who's tops in the business. It gets even better. Read on... All this in sunny river city, Jacksonville, Florida, working for the market's traditional #1, WJXT. Best of all, we're a Post-Newsweek station - you're guaranteed unique challenges and lots of fun. So, if you know your HMI's as well as your adjectives, your storyboards as well as your spreadsheets, if your people, budget, and client management skills are second to none, let's hear from you! Resume and tape to: Ann Pace, VP/Program and Promotion Manager, WJXT, PO Box 5270, Jacksonville, FL 32207. EOE.

Vice president for programing. Responsible for all division of programing activities. Directs and evaluates seven major departments including news and public affairs; cultural affairs; science and nature programing; minority affairs; field production; scheduling, on-air promotion and THE SCENE; and traffic. Insuring that programing is meeting the needs of the public. Salary range \$39,051 - \$55,798 depending on experience. Minimum training and experience are BA & seven years experience in programing or equivalent, including two years in a supervisory capacity. Send request for application to the Personnel Department, South Carolina Educational Television Network, 2712 Millwood Avenue, Columbia, SC 29205. Deadline for accepting applications will be May 15, 1988. No phone calls, please. Equal opportunity employer.

Video promotion manager, WHA-TV, Madison, Wisc. Requirements: BA degree; minimum three years full-time promotion/commercial production experience at broadcast facility or agency; ability to write, edit and produce creatively and on deadline; & familiarity with electronic graphic design; two years management experience with excellent human relations skills; & familiarity with production budgeting preferred. Salary: \$24,500 minimum. Contact Pratima Sharma by 4/28/88 at 608-263-2114 for special application. Deadline for receipt of completed application is 5/12/88. Women and minorities encouraged to apply. EOE.

SITUATIONS WANTED MANAGEMENT

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.

Experienced network news editor, camera, and sound tech. looking for management position in British Columbia or the Pacific Northwest. Well rounded 15 year career in news and TV production. Did all for 5 years in local 70's market station, assistant production manager and director for news and commercial production. Let's talk. Box G-90.

SITUATIONS WANTED TECHNICAL

Entry level position in MC. Experienced radio & television transmitter engineer looking for television opportunity. Will relocate! Stan Amster 818-985-0038 (m).

Engineering/operations manager. Currently at #1 station in #1 market. Looking for next challenge. Box G-93.

SITUATIONS WANTED NEWS

Vigorous, versatile newsman/performer hungry for move into TV news. Unique background: radio, newspaper and live performing experience. Syracuse TVR M.S. Ready yesterday. 215-842-1706.

Black/female, anchor/reporter, experienced, aggressive, enterprising, attractive, articulate, natural delivery. Serious and dedicated. Call 616-375-4632.

Meteorologist! Looking for someone in tune with today's audience? Look no further! Attractive male; recent college grad.; lots of positive energy. Call Jason 318-396-7330.

Award-winning news producer, 6 years experience in 50's market, looking for a new challenge. Versatile, creative, good judgement, people person. Box G-114.

Experienced hard-working reporter/producer with background as lawyer. Currently working in top 10 market. Seeking reporting job. Medium/major markets. Box G-111.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director - from his start in the "Neighborhood of make believe". Jerry "DJ" Strothers continues to be an innovator in the world of promotion & production. Currently having fun as CNN newshound. Pittsburgh 412-224-TV72 / 244-9521.

Director/producer: Currently doing evening and late in top 15 market. 11 years experience. Proven pro with extensive track record. Looking for that special new challenge. Box G-109.

Director: Currently directing national series and news program. music specialist seeks position directing cultural, music, public affairs programs. 4 years experience. Dedicated to quality - have reel to prove it. Box G-99.

MISCELLANEOUS

Primo People: The news director's best friend. We can deliver the best in screened and available talent and we can do it immediately. Call Steve Porricelli or Fred Landau 203-637-3653, Box 116, Old Greenwich, CT 06870-0116.

Attention sportscasters! Forthcoming availabilities nationwide. Anchor/reporter/talk/play-by-play. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34682-1476. 813-786-3603.

Be on TV. Many needed for commercials. Casting info. (1) 805-687-6000 Ext. TV-7833.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate assistantship in radio/television/film (stipend plus tuition waiver). Also five undergraduate degree options. Contact: Dr. William Rabin, Department of Communication Arts, Northeast Louisiana University, Monroe, LA 71209, 318-342-2144. EOE/AA.

Liberal arts university has faculty position open for full-time radio/TV news instructor, campus radio adviser. Two years professional experience; M.A. essential. Send letter, resume, undergrad/graduate transcripts ASAP to Dr. Ed Carpenter, Division of Language and Literature, Northeast Missouri State University, Kirksville, MO, 63501.

SUNY College at Cortland. Tenure track. Ph.D. communication or related field. Teach media programing and management, production, advertising, history, and mass communication theory. Contributions to human communication theory sequence expected. College teaching, professional experience desirable. Research and/or creative video essential. Salary highly competitive. Assistant or associate professor rank. Starts September 1, 1988. Cover letter, current resume, transcripts, three current letters of recommendation by June 1, 1988, or until filled, to Dr. Thomas O. Mwanika, Chair, Communication Studies, SUNY Cortland, Cortland, NY 13045. AA/EOE.

HELP WANTED SALES

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

Videotape editor. Full service post-production company seeks full time post editor for CMX 3600, ADO, A-62, VPR-3, on-line and off line. Computer graphics experience helpful. Resume to: Scene Three, 1813 Eighth Avenue South, Nashville, TN 37203; Attn: Joe Askins. 615-385-2820.

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

FCC General Radiotelephone license cassette recorder instruction. July schedule includes seminars in Boston Washington, New York. Our twentieth year. Bob Johnson Telecommunications. 213-379-4461.

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 25K (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)* Harris FM10HK (1974), RCA BTF10D9 (1968)**Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000D (1968)Transcom Corp. 215-884-0888. Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820L (1978)**Gates BC-50C (1966)**Harris MW1A (1983), Harris BC-1H1,CSI TIA, Gates BC-1T, Gates BC-1** Transcor Corp. 215-884-0888. Telex 910-240-3856

50KWAM **Gates BC-50C (1966) on air w/many spares. i 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 c 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 - a manufacturers - all spares. AM - 1Kw thru 50Kw/FM 1K thru 40Kw. World leader in broadcast transmitters. Besc International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-226-8967. 214-630-3600.

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.

Kline tower: Overall height is 645 feet with two platform. Tower will be dismantled by June 30th. Excellent condition. Ready for sale. WBRC-TV 205-322-6666.

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. Use for 3 months with no problems. Dave at 214-455-1400

SMC 3060 automation system, complete in good working order. 4 Revox A77, 3 Carousel 350's, 3 RSC-50 random access controllers, control-switcher, 1 721 double play, time announcer, power supply, 1 record deck, Englis logging encoder and printer, 4 racks, spare parts. Install station! \$9500 or best. 916-842-4158. Gary Hawke.

Blank tape, half price! Perfect for editing, dubbing, studio, recording commercials, resumes, student project training, copying, etc. Field mini KCS-20 minute cassette: \$6.49. Elcon evaluated 3/4 videocassettes guarantee broadcast quality. To order call Carpel Video Inc. 301-845-8888, or call toll free, 800-238-4300.

Satellite equipment: satellite earth stations for sale. Both C & Ku band. Fully redundant electronics. Top of the line equipment. Can sell as is or turnkey installation. Everything from UPS's & HPAs to microwave equipment available. Technichrome 702-386-2844.

Remote production truck - 3 cameras with CCU's, 3-3/4" decks, A-B computer editing, Crosspoint SEG, 2 TBC's, 3M C.G., all color monitoring, WFM/VSM, routing switcher, Ramsa audio board, RTS intercom, fully operational and ready to work. 916-721-1612.

Plate transformers for RCA 25AL and General Electric 4TT50A1. Wilkinson Electronics solid state rectifier plug in stacks, 7. Replaces 673 tubes. 215-878-9700, ext 261.

Used videotape 2 in. Scotch 420-2x4950-R150B, \$27.50 ea. 1 in. Scotch and Ampex reels, \$19.50 ea., in stock; 417-887-1970.

Never uncrated, 2KW UHF transmitter. Suitable low or full power. 3,000 title music library 1" and 3/4". 512-480-0084, 213-393-3416.

TELEVISION

Help Wanted Management

PROMOTION MANAGER

WNHT TV21

Concord, New Hampshire

The Nation's Newest CBS Affiliate Seeks Promotion Manager With Heavy News Marketing Experience

- Live in America's "Best Place to Live" (*Money Magazine*)
- Environment for growth, success and excellence.
- Highly regarded New England company.

Send tapes, resumes and salary requirements to:

Rick Herrmann
Creative Services Dir.,
Flatley Media Division
c/o WSYT

1000 James St.
Syracuse, NY 13203

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This space could be working for you for a very low cost... and it reaches a most responsive audience.

Help Wanted Management Continued

Assistant Sales Operations Manager

Energetic manager will supervise traffic operations of CBS affiliate in Boston, MA. A minimum of 5 years' proven traffic experience in a major market coupled with the ability to communicate effectively with sales management are essential. A working knowledge of BIAS and Minipak traffic system is essential.

Send salary history and resume to:

Mr. Joseph Chaplinski,
WNEV-TV, Inc.,
Government Center,
Boston, MA 02114.



WNEV

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Help Wanted Sales

TV COMMERCIALS SALES

We're a well established producer of syndicated TV commercials. Due to the increasing demand for our product, we need to add several capable sales representatives immediately. We're looking for persons with the following qualifications: Experienced in 1 on 1 selling to retailers... experienced and able to travel extensively.

We sell what is undoubtedly the finest package of syndicated TV commercials available. If you live in Texas or California, and would like to learn about our unique sales organization, we want to talk to you. Write and include resumé or

Call collect (203) 435-2551.

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From Communications Press—

Cable Programming Resource Directory 1987

A Guide to Community TV
Production Facilities and
Programming Sources & Outlets

More than 1,000 Community Programming Centers

The CPRD lists cable systems, access studios, schools, local governments and other organizations managing local cable channels—local origination, P-E-G and leased access. Provides detailed information about type and amount of programming produced and acquired, as well as budget, staff, equipment and other data.

For Independent Producers

The CPRD lists contacts at local cable channels who buy or borrow noncommercial programming, and program buyers at more than 50 national cable programming services—basic, pay and pay-per-view.

For Local Cable Programmers

The CPRD lists contacts at associations, government agencies and clearinghouses from across the U.S. and around the world that lend or rent PSAs, Video News Releases and longer-length video programming covering a wide range of topics and issues.

This unique guide to the field of local cable programming will plug you in to a national network of producers and programmers. Order yours today!

Only \$34.95, prepaid.

Next edition: 1989

Broadcasting Book Division
1705 DeSales Street, N.W.
Washington, D.C. 20036

Please send _____ copy(ies) of the CABLE PROGRAMMING RESOURCE DIRECTORY 1987. I enclose \$34.95 per copy.

Name _____

Address _____

City _____ St. _____ Zip _____

Help Wanted Technical

Chief Engineer GW Television

George Washington University, a private, nonsectarian institution, located in Washington, D.C., is seeking a Chief Engineer to direct the technical operations of GW Television. Successful candidate will supervise engineering for multi-camera production, ITFS and satellite distribution, and oversee equipment specification, installation and maintenance.

We are looking for a hands-on leader to manage expansion efforts. You'll be working with a group of dedicated professionals using state-of-the-art equipment in the rapidly developing field of education broadcasting.

As Chief Engineer, you report directly to the assistant vice president for GW TV. We offer an industry-competitive salary and a generous benefits package, including tuition benefits for yourself, spouse and dependent children.

To apply, send a resume with cover letter and three professional references to:



GW Television
George Washington
University
621 Gelman
Washington, D.C. 20052

GEORGE
WASHINGTON
UNIVERSITY

GW is an equal opportunity/
affirmative action employer.

Help Wanted News

REPORTER

Weekly European-based PBS newsmagazine seeks experienced journalist. Based in Cologne, West Germany. Two-year contracts available. Good writing skills and story instincts essential. Knowledge of Europe and foreign language ability helpful. Resume to:

EUROPEAN JOURNAL
Att. Mr. Werner Hadulla
Managing Director
Postfach 100650
D-5000 Köln 1
West Germany

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.

Help Wanted Programing Production & Others

Are you a wizard who can pull creative promotion out of your little black bag? Then pay no attention to the other ads behind the curtain. There's no place like this CBS affiliate for an **ENTERTAINMENT PROMOTION PRODUCER/WRITER** who can write, edit and produce whirlwind generic and topical promotion and work magic with some special projects. If you have a college degree and two years of experience (dog named Toto is optional), send your resume and tape over the rainbow (no phone calls please) to: Phil Pikely, WBNS-10TV, 770 Twin Rivers Drive, Columbus, Ohio, 43215. EOE



POTOMAC COMMUNICATIONS

THE LEADING WASHINGTON-BASED NEWS, PRODUCTION & PROGRAMMING COMPANY IS LOOKING FOR THE NEXT GENERATION OF BROADCAST TECHNICIANS

We are looking for news and production photographer/editors who have the ability to produce, direct, technical direct, and operate audio boards, satellite uplinks, communications and IFB equipment.

If you have photography/editing experience in a small to medium market, are aggressive and a quick learner we'll train you to do the rest.

We are currently building a staff and facility that will lead this company and this industry into the 1990's. If you're up to the challenge send a tape and resume to:

Will Dishong
V.P. Operations & Technical Services
Potomac Communications
Suite 411
444 N. Capitol St. NW
Washington, DC 20001

Director of Creative Services needed for ABC affiliate in Columbus, Ohio, (34th television market.) This manager will direct station in-house advertising agency and answer directly to General Manager. Applicants must have 3-5 years broadcast advertising management and a proven track record in media placement, production techniques and total station promotion.

Send resume, tape and writing samples to:
General Manager, WSYX
P.O. Box 718
Columbus, Ohio 43216-0718
NO PHONE CALLS PLEASE!
An AnchorMedia Station

GRAPHIC DESIGN DIRECTOR

NBC affiliate, top 35 market, needs creative artist to direct, implement all phases including on-air, print, outdoor. Strong management/leadership ability. Four-person department. A/A-3, Vidifont V, ADO 2000, Liveline V. Experience necessary; NO BEGINNERS. Send samples/tape/resume to: Linda Nix, WDSU, 520 Royal St., New Orleans, LA 70130. No calls. EOE.

Help Wanted Programing Production & Others Continued

PRODUCTION PHOTOGRAPHER/EDITOR

Top ten market seeks experienced photographer/Post Production Editor. Must be experienced in betacam field/studio production and multi source, computerized post production editing including DVE and audio mixing. Excellent lighting skills a must. Assignments will include a mix of promotion, commercials and program production in new facility.

Minimum of three years large market experience in shooting and editing required. Resume, references and tape with examples of photography and post production work.

Replies in writing only, no phone calls, please.
to:

WILLIAM COSMAS
EXECUTIVE PRODUCER
WJLA-TV
4461 CONNECTICUT AVE., N.W.
WASHINGTON, D.C. 20008



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wanted to organize regional awards shows on/near college campuses. Must be experienced. Send resume, and other materials to PO Box 69-1271, Los Angeles, CA 90069.

Situations Wanted Management

EXPERIENCED BROADCAST MANAGER

With 25 years experience in television and radio, available for tough management assignments, from permanent positions to interim management during sale/transition periods. Excellent track record, turnaround specialist. Total confidentiality assured. SEND CHALLENGES TO BOX G-74.

RADIO

Help Wanted News

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

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Help Wanted News Continued

READY TO TALK?

We believe there is a new generation of talk show hosts waiting to be discovered. We think we'll find them in D.J.'s who have tired of tight music formats, or maybe we'll find them in frustrated Newscasters who prefer to dig up their own stories instead of following the press corps around all day. If you think your personality is ready to stand on its own and deliver strong 25-54 numbers, then send us reasons why, along with some tape. We're an aggressive major market news/talk radio station looking for a **NEW BREED OF TALK HOSTS**. Hurry EOE. Send materials to Harris Communications Corporation, 789 Darby Road, Havertown, PA 19087.

NEWS DIRECTOR

Major Market All-News station seeks highly organized, flexible and assertive individual. Must have 10 years experience in broadcast journalism including a base in hands-on management. Prior experience as anchor, reporter or producer helpful. College degree preferred. Send resume w/ salary requirements to Box G-45.

Equal Opportunity Employer

Situations Wanted Management

EXPERIENCED GM/GSM seeks opportunity with urban contemporary FM. Successful track record in turnaround situations, exceptional skills in budgeting, cost control, strong in strategic management and concept selling, enthusiastic motivator and trainer. Currently employed with major market urban AM. Excellent references from major market group owner. 18 years broadcast veteran with 9 years as GM/GSM. Box G-94.

VICE PRESIDENT/GENERAL MANAGER MAJOR MARKET

Currently employed manager looking for his next challenge in a major market. Highly dedicated professional (industry name) with a great background of success in all areas of radio management. I am looking for a situation that will provide me both stability and long term growth. I provide employees with a winning atmosphere and my excellent people skills and personality enable me to attract the best and most talented people for my staff. If you can meet my needs and you have a major market property that needs a winning manager please reply to

BOX G-108

I promise total confidentiality with all replies

Situations Wanted Management Continued

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.

Situations Wanted Sales

Looking for a results-oriented National Sales Manager?

I'm your man! Background includes Manager Network Clearances for Mutual, Sales Manager & General Manager major market radio station, developer of computerized reach/frequency models in use throughout USA & Europe. Box G-89.

Situations Wanted Announcers

Looking for TV or Radio Talk Show Pos., Anchor or Health Related Show in Top 50 mkt. Ted Smith, 97 Rte. 202, Suffern, N.Y. 10901. 914-356-7060, 914-357-9425. Video & Audio Aircks. Avail.

Help Wanted Management

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.

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Are you that rare executive who can geometrically grow an organization to excellence? Are you aware of the power in building close relationships with your staff? Do you enjoy helping others grow? Do you always need to win and are you a risk taker? Do you have the courage to stand up for what you believe in?

If you can answer yes to all these questions, a unique opportunity awaits you. We are a Top 50 southeast combo and we offer unlimited income potential, a chance to express your creativity, an innovative environment focused on excellence and one of America's best places to live and raise a family. Send your resume and detailed sales management history to

BOX G-103
EOE

Help Wanted Programing Production & Others

**Program Director Needed.
Major Market News/Talk.
Reply: Box 1663
Phoenix, AZ 85003**

ALLIED FIELDS Help Wanted Management

The Corporation for Public Broadcasting, a private non-profit corporation, is seeking:

SENIOR VICE PRESIDENT

Reporting to the President, this Corporate Officer will be responsible for the initiation, development, management, and systematic evaluation of the departments, policies, activities, and staff providing leadership, service and funding to national, regional, and local public radio and television organizations and stations. Incumbent will represent CPB policies and activities nationally and internationally, advising the Board, President and CEO, officers and senior staff on the interests and needs of U.S. public broadcasting. Will participate with other officers and department heads in promoting the goals and objectives of CPB through effective coordination of all CPB activities. Requirements include: Bachelors degree in Liberal Arts, Communications, Telecommunications, Business Administration or related areas; minimum of seven years senior broadcast management experience; proven fiscal, personnel, planning, programmatic abilities; and effective oral and written communication skills. Desired qualifications: Relevant graduate degree; public radio and television senior management experience; demonstrated ability in policy analysis and development; experience working with regional national public broadcasting organizations, state and federal agencies, broadcast technologies, and international public telecommunications policy issues. Excellent salary and benefits. Resumes must be received by close of business May 20, 1988.

VICE PRESIDENT, GOVERNMENT RELATIONS

To advise management on matters relating to government relations and legislative activity; and to act as liaison with Congress and the Executive Branch concerning CPB's authorization and appropriation. Requires: graduate degree in public policy administration/government affairs, law degree, or undergraduate degree and significant demonstrated senior management experience in public policy/legislative and/or government affairs; minimum five years experience with legislative activities in U.S. Senate or House of Representatives, and/or government affairs/ public policy development, implementation or administration. Extensive knowledge of rules/ procedures of Congress, their respective committees, the appropriation and authorization processes; ability to represent CPB in written and oral presentations at the highest level; experience in preparation of congressional testimony; and ability to identify issues and formulate policy recommendations. Understanding of public broadcasting; and significant legislative accomplishments. Excellent salary and benefits. Please send resume with salary requirements by close of business May 20, 1988.



The Corporation for Public Broadcasting
1111 16th Street, NW
Washington, DC 20036
Attention: Marcia Grossman, Personnel Manager
AA/EOE

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UHF Transmitter
FOR SALE
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AM! AM! AM! AM! AM!**

If your numbers are slipping, we can help! Talk to:

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Now available to consult your station on a market exclusive basis. His last success? Making WABC America's Most Listened-To Talk Station!

Exclusive representation of Mr. Mason:

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Computer systems for radio traffic. Includes IBM-PS/2 computer and DARTS software for logs, billing, co-op copy and more. Lease for under \$250 per month. The best system available! Now in use in over 700 stations.

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Campus Box 1070, One Brookings Drive,
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East Texas FM with C2 upgrade. Buyer builds.
\$500K. Some terms.

Arkansas combo in good small-medium market. Seller will negotiate. Good terms.

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John Mitchell or Joe Miot
MITCHELL & ASSOCIATES
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FLORIDA FULLTIME

Fulltime AM in desirable mkt.
Pos. cash flow showing growth.
Asking \$660,000 with terms.

GEORGE REED
904/730-2522

Nationwide Media Brokers Chapman Associates

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200k community, mountain top antenna site. Operating profit.
New equipment. \$1.8M-terms.

DAVID LaFRANCE
818/893-3199

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
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INVESTORS WANTED FOR NEW FM BROADCAST FACILITY. ACTIVE PARTICIPATION AS WELL AS INVESTMENT IS WELCOME. STATION IS LOCATED IN CHAMPAIGN-URBANA IL., HOME OF THE UNIVERSITY OF IL. MARKET IS EXPERIENCING BOOMING GROWTH WITH 1 BILLION IN RETAIL SALES. REPLY TO JAY MARTIN, PO BOX 1627, CHAMPAIGN, IL 61820.

MIDWEST

CLASS A FM 1M CASH
LESS THAN 2X GROSS
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PRINCIPALS ONLY. BOX G-102

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to own and manage a
PHOENIX AM
\$100,000 Minimum Investment
Box G-104

AM	BIRMINGHAM MKT	\$25 DN	\$100.00
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AM/FM	SOUTH FLORIDA		\$1,500.000
AM/FM	FLA. EAST COAST		\$895.000
AM/FM	FLA. WEST COAST		\$2,300.000
FULL-POWER UHF TV	SEAST		\$3,125.000

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(ORL.) 407-365-7832

TV Station for Sale
UHF independent Central Kentucky
\$4.73 M, 600,000 watts
Dick Johnson
VRBB 502-458-2661

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BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders. All orders must be in writing.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, and a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio or Allied Fields; Help Wanted or Situations Wanted; Management, Sales News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: \$4.00 per issue. All other classifications: \$7.00 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, writing samples, or other oversized materials; such materials are returned to sender.

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1705 DeSales St., N.W., Washington, DC 20036.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc. count as one word each. Phone number with area code or zip code count as one word each.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Fates & Fortunes

Media



Sturm

John Sturm, director, government affairs, CBS Inc., Washington, named VP, government affairs.

Warren Mobley Jr., senior VP and general manager, QCTV, Edmonton, Alberta, joins Paragon Communications, Denver, as president of Northeast division.

Appointments at Continental Cablevision Inc., Boston: **Nancy Hawthorne Agne**, VP and treasurer, to senior VP and treasurer; **Frederick (Ted) Livingston**, VP of marketing, to senior VP of marketing; **Robert Sachs**, VP of corporate development, to senior VP for corporate and legal affairs; **Curtis Wolff**, assistant VP and director of investor relations, American Cablesystems Corp., Beverly, Mass.-based operator of 18 cable systems, to assistant treasurer; **John Chmielecki**, assistant VP and assistant corporate controller, American Cablesystems Corp., to assistant corporate controller.

Appointments at Warner Cable Communications Inc., Dublin, Ohio: **Jeffrey Schwall**, senior VP and corporate controller, to senior VP of finance; **Norman Ruedinger**, Wisconsin-based general manager, Jones Intercable, Englewood, Colo., to manager of Oshkosh, Wis., area group of cable systems.

Patricia Foley, director, management information systems, NewCity Communications, Bridgeport, Conn.-based owner of six AM and nine FM stations, named VP, management information systems.

David Salinger, director of marketing, Knight-Ridder's WPRI-TV Providence, R.I., named director, broadcast services, Knight-Ridder, Miami.

Gayle Brammer, VP and general sales man-

ager, KRIV(TV) Houston, joins KDAF(TV) Dallas as VP, general manager.

Vincent Barresi, VP and general manager, KTXH(TV) Houston, joins WTSP-TV St. Petersburg, Fla., in same capacity.

Larry Keenan, advertising consultant, Cable Ad Net, Malvern, Pa., joins WBAK-TV Terre Haute, Ind., as general manager.

Gary Powers, general sales manager, KJAC-TV Port Arthur, Tex., joins WAPT(TV) Jackson, Miss., as VP and general manager.

Sharon Hamovitz, general sales manager, WLNA(AM)-WHUD(FM) Peekskill, N.Y., joins WROW-AM-FM Albany, N.Y., as general manager.

Steven Petrone, station manager, WLNA(AM)-WHUD(FM) Peekskill, N.Y., named general manager.

Don Peterson, general manager, KBEQ(FM) Kansas City, Mo., joins WSTF(FM) Cocoa Beach, Fla., as VP and general manager.

Appointments at WMBR(FM) Cambridge, Mass.: **Dan Barbash**, program director, to general manager; **Matt Belson**, chief engineer, to station manager.

Andrew Wilder, general manager, WREF(AM) Ridgefield, Conn., joins WKZE(AM) Sharon, Conn., in same capacity.

Deborah Folga, account executive, WTAQ(AM) Chicago, named general manager.

Jane Cohen, VP for station affairs, WJLA-TV Washington, named VP, operations.

Patricia Allen, traffic supervisor, WDIV(TV) Detroit, named operations manager.

Bob Bolton, operations manager, WIZD-FM Atmore, Ala., joins KOKA(AM)-KVKI(FM) Shreveport, La., as operations manager, program director.

Cindy Walk, program director, WYST(AM) Baltimore, named operations coordinator at WYST-AM-FM.

Len Rothberg, operations manager, WBLI(FM) Patchogue, N.Y., named VP, operations.

Appointments at Adams-Russell Inc., subsidiary of Cablevision Systems Corp., Woodbury, N.Y.: **Mary Ann Koziola**, office manager, Port Chester and Lynbrook, N.Y., systems, to system manager of Port Chester, N.Y., system; **Brian Gasser**, chief technician, to system manager of Yorktown Heights, N.Y., system.

Karen Foley, director, ABC Direction Network, New York, named director of ABC Information Network there.

Elizabeth McNey Yates, associate, investment banking, partnership finance department, Merrill Lynch & Co. Inc., New York, joins Elton Rule and I. Martin Pompadur, New York, in their media operations, which include ML Media Partners, ML Media Opportunity Partners and U.S. Cable Television Group, as assistant to chairman and president.

Oliver Bass, account executive, WCAW(AM) Charleston, W.Va., joins West Virginia Public Radio there as manager of corporate underwriting.

Appointments at Summit Communications, Atlanta-based owner of cable systems as well as eight AM and eight FM stations: **Sarah Pattison**, senior accountant, Deloitte Haskins & Sells, Atlanta, to financial reporting manager; **Susan Seaman**, corporate controller, Atlanta Belting Co. there, to accounting manager.

Lynn Whisenhunt, director of plant operations, United Cable Television, Los Angeles, joins Palmer CableVision, Naples, Fla., as plant operations manager.

Laura Tracy, administrative sales assistant, WJQY(FM) Fort Lauderdale, Fla., named assistant traffic director.

Marketing

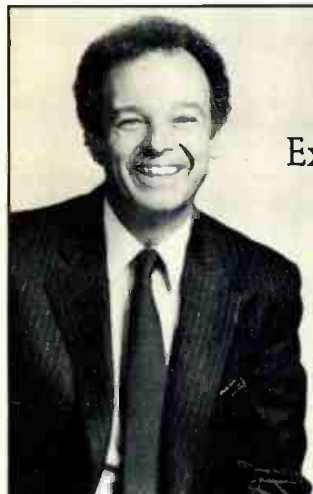
Appointments at Petry Inc., New York: **Harry Stecker**, senior VP, marketing, to executive VP, director of client services; **William Wiehe**, VP, director of sales, Petry National, to VP, Petry Marketing Group.

Appointments to executive VP at Saatchi & Saatchi DFS Compton, New York: **Peggy Green**, director of broadcast buying; **Jack Irving**, VP, associate media director; **Carol Karasick**, senior VP.

Padam Dhakad, chief financial officer and senior VP, Cargill Wilson & Acree-Tracy Locke, Atlanta, joins Abramson Associates Inc., Washington, in same capacity.

Appointments at William Esty Co., New York: **Stephani Cook**, director of retail marketing, Television Bureau of Advertising, New York, to senior VP, director of new business development; **Jim Scalfone**, creative director, Doyle Dane Bernbach, New York, to senior VP, executive art director.

Chuck McConnell, executive VP, general



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manager, Bozell, Jacobs, Kenyon & Eckhardt/Poppe Tyson, Boston, joins Lord, Geller, Federico, Einstein, New York, as senior VP, account director.

Lewis Wechsler, senior VP, director of network television, Wells, Rich, Greene Inc., New York, joins Jordan, McGrath, Case & Taylor Inc., advertising agency there, as senior VP and director of programing.



Wechsler



Moseley

Chris Moseley, VP, account management, Muller Jordan Weiss, New York-based advertising and promotion company, named senior VP, management supervisor.

Appointments at Media General Broadcast Services, New York-based buyer of spot radio and TV time: **Donna West**, VP and director of radio operations, to senior VP/director of media; **Andrew Picone**, associate media group director, Wells, Rich, Greene Inc., New York, to media planning director.

Greg Sullentrup, VP, associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named VP, creative director.

Appointments at DDB Needham Worldwide Chicago: **Philip Morrow**, associate director of local planning, to VP, director of local media; **David Southern**, account supervisor, to VP; **Karlyn Armstrong** and **Nancy Evelyn**, local broadcast buyers, to local broadcast supervisors.

Appointments to VP at McCann-Erickson, New York: **Donna Goldberg**, media group head; **David Katz**, account executive; **Stephen Ohler**, associate creative director; **Richard Ginsberg**, account director; **Julie Hug**, account supervisor; **Nancy Schroeder**, director of broadcast business affairs; **Fred Siegel**, associate creative director.

Appointments at W.B. Doner & Co., Detroit: **David Foxon**, account director, LH-S Brompton, London-based advertising subsidiary of Lowe Howard-Spink & Bell PLC, to London-based VP, general manager; **Glen Schorr**, account executive, to senior account executive; **Jane Warshaw**, New York-based freelance copywriter, to copywriter.

Elissa Goldman, VP, director of spot broadcast services, Scali, McCabe, Sloves Inc., New York, named VP, director of broadcast services.

Appointments at Katz Communications, New York: **Henry Gonzalez**, Dallas-based manager, Katz American Television, to divisional VP there; **Keith Green**, New York-based manager, Katz American Television, to divisional VP there; **Christine Bizinski**, administrative assistant, CBS Inc., New York, to same capacity at Katz Television Group; **Kathi Iasevoli**, personnel

assistant, to administrative assistant.

Samantha Baltzer, general sales manager, WBLI(FM) Patchogue, N.Y., named VP, sales.

Steve Wells, salesperson, Infinity Broadcasting, Philadelphia, joins WABG-TV Greenwood, Miss., as general sales manager.

Tom O'Brien, Michigan and Ohio regional manager, Hillier, Newmark, Wechsler & Howard, New York, joins WWJ(AM)-WJOL(FM) Detroit as general sales manager.

Don Turner, general sales manager, KJYO(FM) Oklahoma City, joins KOMA(AM)-KRXX(FM) there in same capacity.

Mitch Ambler, account executive, CKLW-AM-FM Windsor, Ont., joins WJST(FM) Port St. Joe, Fla., as general sales manager.

Appointments at Tribune Company, Chicago: **Kelly Seaton**, general sales manager, WGN(AM) Chicago, named director of sales for subsidiary, Tribune Radio Group; **Robert Sparr**, local sales manager, WGN(AM), to director of sales, WGN/Tribune Radio Network; **Mike Hillstrom**, national sales manager, WGN(AM), to general sales manager at WGN(AM).

Mark Schneider, VP, D'Arcy, Masius, Benton & Bowles, New York, joins Cablevision Systems Corp., Woodbury, N.Y., as creative director of advertising sales operations.

Dick Hammer, acting director of advertising sales, CBN Cable Network, Virginia Beach, Va., named director of advertising sales, based in New York.

Appointments at WTX(TV) Columbus, Ga.: **Ron Grimes**, account executive, WLTX(TV) Columbus, Ga., to local sales manager; **Lydia Makin**, sales secretary, to local-national sales assistant.

Appointments at WCGV-TV Milwaukee: **Nancy Stephens**, local account executive, to national sales manager; **John Glenzer**, account executive, KTTY(TV) Anchorage, to local account executive.

Paula Bennett, national sales manager, WLNA(AM)-WHUD(FM) Peekskill, N.Y., adds duties as national sales manager at WROW, AM-FM Albany, N.Y.

Appointments at WJQY(FM) Fort Lauderdale, Fla.: **Jeanne Baker**, **Pamella Varnon** and **Todd Melamed**, account executives, to division sales managers; **Patrice Maenza**, Hollywood, Fla.-based sales assistant, MMT Television Sales, New York, to account executive; **Barbara Salvin**, regional sales manager, WTM(FM) Miami, to account executive.

Teresa Turner, account executive, McMann & Tate Advertising, Traverse City, Mich., joins WEVV(TV) Evansville, Ind., as sales and marketing specialist.

Frank Palumbo, director of sales research and marketing, WJKS(TV) Jacksonville, Fla., joins WSPA-TV Spartanburg, S.C., as director of sales research.

Laura Greenbaum, account executive, *Kansas City Star*, joins KCFX(FM) Harrisonville, Mo., as sales representative.

Carol Baricovich, supervisor, consumer group accounts, Cochrane, Chase, Livingston & Co., Newport Beach, Calif., named

account supervisor.

Jimmie Giles, professional football player, Philadelphia Eagles, joins WTVT(TV) Tampa, Fla., as coordinator of special projects in marketing and sales.

Appointments at BBDO Chicago: **Janet Maycock**, copywriter, W.B. Doner & Co., Southfield, Mich., to same capacity; **Scott Taradash**, graduate, Michigan State University, East Lansing, to audio-visual coordinator.

Appointments at MMT Sales Inc., New York: **Jerry Mazza**, Houston-based account executive, to same capacity in New York; **Ray Dowdle**, Detroit-based account executive, to same capacity in Chicago; **Jill Reh-fuss**, local salesperson, KFVE(TV) Honolulu, to account executive.

Mimi Pardes, senior media buyer and client coordinator, Grey Advertising, New York, joins TeleRep there as account executive.

Barbara Potasky, buying supervisor, Young & Rubicam, New York, joins Seltel Inc. there as account executive.

Katie Corbett, account executive, Major Market Radio, Chicago, joins CBS Radio Representatives there in same capacity.

Karen Macrane, broadcast supervisor, Bozell, Jacobs/Kenyon & Eckhardt, Chicago, joins Hillier, Newmark, Wechsler & Howard there as account executive.

Jane Lovsness, account executive, KTIV(TV) Sioux City, Iowa, and **Adam King**, account executive, KXLI(TV) St. Cloud, Minn., join KITN(TV) Minneapolis, in same capacity.

Dawn Blair-Taylor, director of sales operations, WWPR(FM) New York, named account executive.

Edward Globe, account executive, WNIC(FM) Detroit, joins WRIF(FM) there in same capacity.

Jenny Pedro, Midwestern states editor of *American Salon Magazine*, Edgell Communications, Brookpark, Ohio, joins WPHR(FM) Cleveland as account executive.

Kathy Ward, director of creative services, WSYX(TV) Columbus, Ohio, resigns to pursue freelance career in advertising and graphic design.

Programing

Gil Faccio, senior VP, affiliate relations, USA Network, New York, joins Financial News Network there in same capacity.



Faccio



Stearns

Neil Stearns, senior VP, program develop-

ment. Taft Entertainment Co., Los Angeles, joins dick clark productions, Burbank, Calif., as senior VP, creative affairs.

Paul Bendat, manager of planning and development, Channel 10, Perth, Australia, joins Network Media (America) Inc., New York, as chief operating officer and chief executive officer of its subsidiaries, Syndicast Services and Network Media Sales.

Robert Stengel, VP of programing, Continental Cablevision, Boston, named senior VP of programing.

Arthur Hasson, manager, Eastern division, Orion Television Syndication, Los Angeles, named New York-based VP, Northeast division.

Francisco (Paco) Padilla, Los Angeles-based VP for Latin America, MCA TV International, Universal City, Calif., retires. **Wanderley Fucciolo**, Sao Paulo-based VP, will assume responsibility for those markets previously assigned to Padilla.

Appointments at International Broadcast Systems Ltd., Dallas-based syndicated programmer: **June Berkheimer**, assistant to chair-



Berkheimer



Robinson

man, to VP, network relations; **Elizabeth Robinson**, video acquisition-licensing manager, to VP, programing; **Ken Lameiras**, general sales manager, to VP sales-Asia and Pacific; **Vincent Turco**, sales manager-Europe, to VP, sales-Europe.

Bob Jones, program director, KYW-TV Philadelphia, joins TELE-Quest Interactive Television, Littleton, Colo.-based producer of game shows, as VP of sales and development.

Bill Terry, program director, WBLI(FM) Patchogue, N.Y., named VP, programing.

Suzanne Sharp, director of corporate travel and location services, Columbia Pictures Entertainment Inc., Burbank, Calif., joins Turner Broadcasting System Inc., Atlanta, as VP of TBS travel, housing and hospitality for 1990 Goodwill Games.

Neil Olshansky, producer and production manager, Cerutti Productions, New York, joins Michael Krauss Productions Inc. there as executive in charge of production.

Deborah Service, manager of television development, ITC Productions, New York, named director of television development.

Appointments at USA Network, New York: **Patricia Durkin Beard**, associate producer, to producer, *In a Minute*, series of 60-second vignettes for and about children; **John Hornaday**, associate producer, to producer and writer, *USA Kid's Club*; **Kerry Ellen Meehan**, freelance associate producer and master control production coordinator, and **Ronnie Niederman**, freelance associate pro-

ducer of *USA's Cartoon Express*, to associate producers, entertainment.

Appointments at HTC Production Group Inc., Pittsburgh-based subsidiary of Health Television Corp. and primary programing supplier to YOU TV: **Scott Andrews**, facility manager, YPC Communications, Sewickley, Pa., to producer; **Tami Rippy**, assistant producer, WTAE-TV Pittsburgh, to associate producer; **Cindy Good**, assistant systems administrator, Michael Baker Corp., Beaverton, Pa., to reference center manager; **Thomas Rutledge**, associate producer-production manager, *Kennedy Center Tonight*, WQED(TV) Pittsburgh, to manager of studio production; **Fredric Golding**, freelance producer and writer, to producer; **Joanne Peacock**, production assistant, *Mister Rogers' Neighborhood*, PBS, Alexandria, Va., to associate producer; **David DeWitt**, production assistant, WNPB-TV Morgantown, W.Va., **Mary Beth Cavaliere**, field service representative, International Clinical Labs, Syosett, N.Y., **Susan Freeman**, production assistant, Creative Video Inc., Pittsburgh, to production assistants; **Mary Anne Karausky**, account supervisor, Kahn & Associates, Pittsburgh, to staff writer; **Bernadette Prettiman**, administrative assistant, Value of the Person Consultants, Pittsburgh, to corporate relations manager; **Cathy Davisson**, medical staff coordinator/PR marketing assistant, Woodruff Community Hospital, Long Beach, Calif., to reporter; **Tracey Swackhamer**, video photographer-editor, KGET(TV) Bakersfield, Calif., to photographer-editor; **Lynn Ellenson Lawrence**, producer-writer, *2 On The Town*, KCBS-TV Los Angeles, to producer at YOU TV, Los Angeles.

Appointments at Wall Street Journal Television, New York: **Jamie Alter**, associate producer, *Business Update*, Cable News Network, Atlanta, to associate producer; **Dan Grinberg**, production assistant, *Strictly Business*, NBC Television Stations Division, New York, to production assistant.

Janice Ginsberg, director, artist relations, United Stations, New York, joins DIR Broadcasting Inc., New York, as director of talent acquisition.

Dean Woodring, VP, general manager, KTZZ-TV Seattle, joins KIRO Inc. there as corporate sales manager.

Bob Davis, corporate manager of research, Midwest Communications, Minneapolis-based owner of one AM, one FM and five TV stations, joins WWSW-AM-FM Pittsburgh as program director.

Blender Gavlick, operations manager, WMBR(FM) Cambridge, Mass., named program director.

Appointments at WMHK(FM) Columbia, S.C.: **Bob Dobbs**, station manager, KBBX(AM)-KCGL(FM) Centerville, Utah, to syndication coordinator, production director and midday announcer; **L.O. (Rusty) Rabon**, afternoon drive announcer, adds duties as music director; **Mitchel Martinez**, pastor, Spanish Baptist Church, Columbia, to overnight announcer.

Steve Christian, manager, WWMY(FM) Eden, N.C., joins WZZU(FM) Burlington-Graham, N.C., as program director.

Diane Bonilla, executive producer, KFYL(AM) Phoenix, joins KTAR(AM) there as director of talk programing.

Joseph Leonard, production manager, WKFT(TV) Fayetteville, N.C., joins WLOS(TV) Asheville, N.C., in same capacity.

Mary Alice Van Gemert, sales promotion director, WKOW-TV Madison, Wis., joins WISC-TV there as manager, programing and affiliate relations.

Jeff Fischgrund, VP of development for movies, Reeves Entertainment Group, Burbank, Calif., joins Group W Productions, Los Angeles, as independent producer.

Alice McGee, publicist, *The Oprah Winfrey Show*, and VP of press and public relations, Harpo Inc., Winfrey's Chicago-based production company, joins WLS-TV Chicago as producer for *The Oprah Winfrey Show*.

John Greenhow, Philadelphia-based freelancer for companies that make 35mm filmed television commercials, joins South Dakota Public Television Network, Vermillion, S.D., as cultural affairs producer.

Appointments at USA Network, New York: **Harriet Cohen**, benefits and compensation administrator, to benefits and compensation manager; **Lisa Fuhrman**, employment administrator, to employment manager.

Joe Theismann, color analyst, CBS Sports, New York, joins ESPN, Bristol, Conn., as NFL analyst.

Hollywood Hamilton and **George Brothers**, weeknight on-air personalities, KHS-FM Los Angeles, add duties as hosts, *Flip*, teen-age entertainment series produced by CBS Television.

Jan Snider, reporter, story producer and substitute host, *Crook and Chase* and *This Week in Country Music*, The Nashville Network (TNN), Nashville, named co-host and producer, *American Magazine*.

Barry Kaye, afternoon drive personality, KHFI-FM Austin, Tex., joins KBTS-FM Ki-teen, Tex., in same capacity.

Keith Hernandez, professional baseball player, New York Mets, joins WWPR(FM) New York as morning personality.

Diane Raymond, program operations manager, WWDB(FM) Philadelphia, named midday host.

Steve Michaels, broadcaster-producer, Voice of America, Washington, joins WNAV(AM) Annapolis, Md., as midday announcer.

Tom Carroll, morning drive-time talk show host, WENE(AM) Endicott, N.Y., joins KTMS(AM) Santa Barbara, Calif., as afternoon drive-time talk show host.

Jenkins Shannon, research analyst, NYLA Marketing, Los Angeles, joins Movietime cable network there as research coordinator.

Appointments at ESPN, Bristol, Conn.: **Michael Paul**, senior accountant, Deloitte Haskins & Sells, New Haven, Conn., to same capacity; **Dave Beckman**, account executive, Capital Cities/ABC Inc., New York; **Michael Guariglia**, account executive, CBS Inc., New York, and **Shari Kaidanow**, assistant media director, Grey Advertising, New

York, named account executives.

Robert Roos, account executive, Blair Television, Chicago, joins Harmony Gold, Los Angeles, as Midwest account executive.

News and Public Affairs

Irwin Weiner, VP of financial and talent affairs, ABC News, New York, named senior VP, finance.

Donald Doehler Jr. (on-air name, Don Harlan), news director, WBRG(AM) Lynchburg, Va., joins WKZZ(FM) there in same capacity.

Jim Belles, afternoon anchor and editor, WWWE(AM) Cleveland, joins WERE(AM) there as news director.

Dana Baran, administrative coordinator, Cablevision Of Bayonne, Bayonne, N.J.-based subsidiary of Cablevision Systems Corp., Woodbury, N.Y., named public affairs coordinator.

Appointments at WSVN(TV) Miami: **Jim Berry**, sports anchor, WJLA-TV Washington, to sports director; **Jay Solomon**, news director, KMOL-TV San Antonio, Tex., to managing editor; **Michael Dreaden**, executive producer, WNEV-TV Boston, to same capacity; **Linda Kaplan**, medical doctor in private practice, to medical editor; **Jackie Bales**, reporter, WTSP-TV St. Petersburg, Fla., to Broward County reporter.

John McChesney, senior editor of foreign news, National Public Radio, Washington, resigns. He will remain with NPR as editorial consultant.

Appointments at WDAF-TV Kansas City, Mo.: **Dana Wirth**, anchor, KFVS-TV Cape Girardeau, Mo., to same capacity; **Anne Miller**, producer and anchor of 5 and 10 p.m. weathercasts, KTKA-TV Topeka, Kan., to weathercaster.

Mark Webster, news director-morning anchor, WBBF(AM) Rochester, N.Y., joins WEBR(AM) Buffalo, N.Y., as afternoon anchor-reporter.

Andrea Joyce, weekend sports anchor and reporter, WFAA-TV Dallas, joins Madison Square Garden Network, New York, as on-air reporter and host of *MSG SportsDesk*, which will debut on Oct. 8.

Betsy Rott, news producer, KATU(TV) Portland, Ore., joins Movietime cable network, Los Angeles, as news producer.

Roland Waddell, national account manager, *USA Today*, Gannett Co., Rosslyn, Va., joins Metro Traffic Control Inc., Houston, as Washington-based marketing director.

Doug Miles, sports reporter-producer-anchor, WBAU-AM-FM Garden City, N.Y., joins The Sun Radio Network, Tampa, Fla., as sports producer-correspondent.

Cheryl Gray, news writer, WXYZ(TV) Detroit, joins WVIT(TV) New Britain, Conn., as reporter.

David Winter, general assignment reporter and weekend bureau chief, KCEN-TV Temple, Tex., joins WAND(TV) Decatur, Ill., as reporter.

Linda Hoffstein, reporter-anchor, WANE-TV

Fort Wayne, Ind., joins WGME-TV Portland, Me., as Lewiston-Auburn bureau reporter.

Roxanne Butler, general assignment reporter, WCTV(TV) Thomasville, Ga., joins WANE-TV Fort Wayne, Ind., as news reporter.

Alan Griffith, afternoon news producer, WBZ(AM) Boston, named morning news editor.

Appointments at KIRO-TV Seattle: **Anne Robbins**, receptionist, to news consumer researcher; **John White**, production assistant, WABC-TV New York, to news weekend assignment editor.

Roger Herr, photographer-editor, WSOC-TV Charlotte, N.C., joins WSB-TV Atlanta as photographer-editor in local programing.

Roger Strom, director of marketing-promotion, America's Value Network, Eau Claire, Wis., joins WCCO(AM) Minneapolis as business specialist.

Technology

Craig Tanner, business manager, high-definition video systems, Sony Communications Products Co., Teaneck, N.J., joins CBS Operations and Engineering, New York, as VP, planning, engineering and development.

Appointments at ABC-TV, New York: **Joseph DiGiovanna**, VP, television operations, East Coast, Broadcast Operations and Engineering, to VP and general man-

ager, broadcast operations, East Coast; **Preston Davis**, director of electronic news gathering (E.N.G.) and studio/field operations, to VP, television operations, broadcast operations and engineering, East Coast; **Chuck Walker**, manager of news operations, KTRK-TV Houston, to director of ABSAT, ABC News' satellite gathering service.

Jugtar Basi, director, product sales and business development, Technology Concepts Inc. (Bell Atlantic Co.), Sudbury, Mass., joins Artel Communications Corp., Hudson, Mass., as VP, business development.

Joseph Krupka, director of operations, U.S. Videotel Inc., Houston-based marketer of information services and videotex technology, named VP, operations.

Dale Haygood, production coordinator, Lightning Master Corp., Brooksville, Fla.-based manufacturer of static dissipator products designed to reduce possibility of lightning strikes on towers, buildings and other objects, named VP-manufacturing.

Appointments at MultiComm Telecommunications Corp., Arlington, Va.: **J. Walter Johnson**, senior VP and member of board of directors, now-defunct Satellite Business Network, San Francisco, to VP, sales, and director of microsat development; **Philip Leitzinger**, controller, to VP of finance and business administration.

Richard Bluth, director of operations, Complete Post Conversion Center, Hollywood, joins WesternWorld TeleFilm, North Holly-



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wood-based technical video services division of WesternWorld, as VP and general manager.

Brian Kelly, producer, WMBR(FM) Cambridge, Mass., named chief engineer.

John Baich, studio technician, WJRT-TV Flint, Mich., joins WDIV(TV) Detroit as news technical manager.

James Jenkins, director of operations. Associated Press, Washington, joins Independent Network Systems Inc., New York, as assistant VP and director of operations.

Mike Halleck, sales engineer, Crouse-Kimzey, Fort Worth, joins Studer Revox America. Nashville, as Arlington, Tex.-based Southwest regional manager.

Carol O'Connor, assistant manager/treasury operations, Agfa-Gevaert Inc., Ridgely Park, N.J., named corporate cash manager.

Marc Newman, special projects coordinator, Visnews International, New York, joins Medialink, New York, as network coordinator.

Promotion and PR

Nancy Bicknell Larkin, VP of corporate communications and training, American Cablesystems, Beverly, Mass.-based operator of 18 cable systems, joins Continental Cablevision, Boston, as VP of corporate communications.

Kimberly Wells, director of corporate entertainment and director of television division, Rogers and Cowan Inc., Los Angeles, named VP.

Appointments at Mangus/Catanzano Inc., Pittsburgh-based public relations, marketing, communications and business development counseling firm: **Anthony Florence** and **W. Michael Traphagan**, principals, to

partners; **Daryl Clemmens** and **Sally Hamady**, senior associates, to principals.

Linda White, news and public affairs director, WMHK(FM) Columbia, S.C., named promotion and public relations director.

Thomas Pellack, promotions producer, Madison Square Garden Network, New York, joins ESPN, Bristol, Conn., in same capacity.

Susan Roth, account supervisor. The Lippin Group, Los Angeles, joins Bender, Goldman & Helper there as manager. TV publicity.

Mate Klakovich, creative director, KCOP(TV) Los Angeles, joins KTTV(TV) there in same capacity.

Pete Daniels, coordinator, national promotion, Warner Amex Satellite Entertainment Co., predecessor of MTV: Music Television, named manager, record retailing and promotion at MTV and VH-1/Video Hits One.

Linda Eissler, designer, copywriter and account supervisor, Eisenberg Inc., Dallas, joins North Texas Public Broadcasting, Dallas-based licensee of KERA-FM-TV Dallas and KDTN(TV) Denton, Tex., as creative director.

Gail Stewart, creative staff, WINZ(AM)-WZTA(FM) Miami, joins WJQY(FM) Fort Lauderdale, Fla., as director of creative services.

Marnie Blount-Gowan, creative services director, WSTM-TV Syracuse, N.Y., resigns to open Bobcat Productions, creative services company based in Syracuse.

Laurie Fried, production coordinator, Harpo Inc., Chicago-based production company for Oprah Winfrey, named publicist, *The Oprah Winfrey Show*. She will also serve as personal publicist for Oprah Winfrey.

Danny Fain, news director, WMBR(FM) Cambridge, Mass., named funding coordinator.

Allied Fields

Ronald Bond, deputy director, Bureau of Economics, Federal Trade Commission, Washington, awarded Presidential Rank Award as Meritorious Executive by President Ronald Reagan.

Joseph Boyd, chairman of executive committee, Harris Corp., Quincy, Ill., named 1988 recipient of Electronic Industries Association's Medal of Honor.



deCastro

Jim deCastro, president, WLUP-AM-FM Chicago, elected chairman of Major Market Radio's client Advisory Board, New York.

Michael Moskowitz, producer, Scali, McCabe & Sloves Inc., New York-based advertising agency, joins Elias Associates

Inc., commercial scoring company there, as VP, senior music producer.

Michael Verneti, manager of federal relations, Pacific Telesis Group, government relations office, Washington, joins Telocator Network of America, Washington-based trade association representing mobile telecommunications industry, as VP of public relations.

Elected to board of directors, South Florida Radio Broadcasters Association, Davie, Fla.: **R.W. (Skip) Schmidt**, VP and general manager, WJQY(FM) Fort Lauderdale, to president; **Ray Perry**, sales manager, WQAM(AM) Miami-WKQS(FM) Boca Raton, to VP; **Harry Callahan**, general sales manager, WAXY(FM) Fort Lauderdale, to secretary; **Saul Rosenthal**, general sales manager, WHQT(FM) Coral Gables, to treasurer.

Pat McCrummen, director of research, Vaughn Broadcasting Group, Minneapolis, joins Direct Connect Research, Albuquerque, N.M., as director of research and operations.

Jack O'Brien, VP of programing services, DMR Broadcast Consultants, Portland, Me., resigns to form Jack O'Brien Broadcast Services, Portland-based consultancy.

Debra Hearst Lucken, assistant field director, Frank N. Magid Associates Inc., Marion, Iowa, named personnel manager.

Deaths

Haruo Shikanai, 42, chairman of Fuji Sankei Communications Group, died April 16 of liver and kidney failure in Tokyo. Shikanai joined Nippon Broadcasting in 1970. He became VP of radio company and managing director of Sankei Shimbun in 1977. Shikanai assumed post of president of Fuji Television in 1980 and in 1985 succeeded his father as president of Sankei Shimbun and Nippon Broadcasting. He is survived by his wife, Mitsuko, and four children.



Max boardroom. The Association of Maximum Service Telecasters (MST), Washington, elected members to its board of directors during its annual meeting April 9 in Las Vegas. Pictured from left to right are retiring chairman of MST, Fred Paxton, president, WPSD-TV Paducah, Ky.; Tom E. Paro, retiring president of MST; Margita E. White, newly elected president of MST, and newly elected chairman of MST, Joel Chaseman, chairman and chief executive officer of Post-Newsweek Stations Inc., Washington.

Tim Dyk: putting 'First' things first

Timothy Dyk is one of that happy breed of lawyers whose job to a large extent involves protecting, indeed advancing, what they regard as a noble cause. In his case, it is broadcasters' First Amendment rights. For almost 20 years, Dyk, a partner in the Washington law firm of Wilmer, Cutler & Pickering, has been in the forefront of efforts to overturn the fairness doctrine—in fact, to enable broadcast journalists generally to operate with the same rights as those enjoyed by the print press—and, most recently, to challenge the policy the FCC has laid down to protect the airwaves against what it says (or might say) is indecent. In all, it's been a productive couple of decades.

Dyk has been described as "brilliant" and "tenacious in protecting broadcasters' First Amendment rights." Those are the comments of a lawyer who has opposed Dyk in court. Henry Geller, a former FCC general counsel who heads the Washington Center for Public Policy Research and is one of the leading public interest lawyers (and whose quarrel with Dyk is that although Dyk has done well to protect the First Amendment rights of speakers, he has not done as well by the listeners and viewers). Dyk and Floyd Abrams, of the New York law firm of Cahill Gordon & Reindel, and long regarded as one of the stars of the First Amendment bar, are, said Geller, "the two pillars of the First Amendment in the electronic field."

Dyk, like Abrams, does not take a Melvin Belli approach to the law, or, as best one can determine, to anything else in life. He is cool and cerebral, but also intense.

For Dyk, the application of the First Amendment poses no problem, whether the medium involved is print or electronic and the public interest is cited as rationale for content regulation. "The First Amendment is a simple issue for me," he says. "It has one purpose: to protect the press from government regulation. You can't trust government to regulate the press...in a way that doesn't serve its own interests." He noted that examples of that kind of regulation cropped up during the Nixon and Kennedy administrations. Then he said, "I've been in the fortunate position that the First Amendment position I'm espousing in broadcasting happens to coincide with my own conscience. That's a happy situation."

Dyk's practice is not limited to First Amendment cases, however. He is, for instance, the lead lawyer for RKO General in its effort to hold on to its 14 radio and television licenses in the face of charges—and a holding by an administrative law judge—that it is unfit to be a licensee. He is also representing CBS in its defense against challenges to its license for WBBM-TV Chicago. But there is even more to the mix that is Timothy Dyk than the representation of major broadcast or other corporate clients



TIMOTHY BELCHER DYK—partner, Wilmer, Cutler & Pickering; b. Feb. 14, 1937, Boston; AB, cum laude, Harvard College, 1958; LLB magna cum laude, Harvard Law School, 1961; law clerk to Supreme Court Justices Stanley Reed and Harold Burton, 1961-1963; law clerk to Chief Justice Earl Warren, 1962-1963; special assistant to assistant attorney general, Tax Division, Department of Justice, 1963-64; associate, Wilmer, Cutler & Pickering, 1964-69; present position since 1969; m. Sally Katzen, Oct. 31, 1981; children, Deidre, 24, and Caitlin, 21, by former marriage, and A. B. (Abraham Benjamin), 6.

served by Wilmer, Cutler & Pickering, one of the largest firms (with over 180 lawyers) in Washington. He has practiced significant pro bono public law.

Dyk was interested in public service when he arrived in Washington in 1961, a freshly minted graduate of Harvard Law School. And for two years, he clerked—first for now retired Supreme Court Justices Stanley Reed and Harold Burton while they were sitting on the U.S. Court of Appeals in Washington, then for then-Chief Justice Earl Warren, before a short tour at the Department of Justice. When he shopped for a law firm, Dyk says, he was interested in one that encouraged its people to do public service, and to take time off to work for the government, if the opportunity arose. Wilmer, Cutler & Pickering, Dyk says, encourages that kind of activity.

Dyk has not yet left the firm for government service. ("We haven't had enough Democratic presidents," he says.) But as a director of the Migrant Legal Action Program over the past 15 years, he has represented migrant farm workers on Maryland's eastern shore in disputes with their employers over wages and working conditions. And as a director of Norman Lear's People for the American Way, Dyk played a key role in two major cases involving the First Amendment—though its establishment of religion clause, not the one relating to free press. In a Louisiana case, he represented those seeking to overturn a state law requiring schools that taught the theory of evolution to give equal attention to creationism. Last June, the Supreme Court declared the law uncon-

stitutional.

But those activities are a kind of sidebar. Dyk, at 51, can point to some 60 FCC and First Amendment court cases in which he has been involved. He has argued many of them, some of which have represented high and low points in what Dyk sees as the long march to broadcasters' full First Amendment rights.

Perhaps the lowest point came in the late 1960's when, as a young lawyer, Dyk participated in the effort to have the personal attack rule stemming from the fairness doctrine declared unconstitutional. The Supreme Court, in the unanimous *Red Lion* decision, in 1969, found otherwise. But there have been bright spots, too. In 1976, the U.S. Court of Appeals in Washington, in a case Dyk argued, affirmed the commission's then-new interpretation of the equal-time law that allowed broadcasters to cover political debates without leaving themselves vulnerable to equal-time demands from candidates who were not invited. And last year, in a case that both Dyk and Abrams argued, the U.S. Court of Appeals in Washington directed the FCC to consider whether the fairness doctrine violates the Constitution. The commission did, and repealed the doctrine.

Nor is that all. Much of Dyk's work in behalf of broadcasters' rights do not involve the FCC. He has represented CBS, successfully, against charges of contempt of court for refusing to turn over to a district judge outtakes of a *60 Minutes* segment that had been demanded by the defendants in a trial under way in the judge's court.

And in the preliminary House hearings on the Iran/contra case, Dyk represented the four networks in opposing, in court, the efforts of Oliver North and John Poindexter to invoke a House rule permitting witnesses to bar cameras. Those efforts collapsed.

The years at the law firm would appear to have provided Dyk with a full life (including a wife; he is married to one of his partners, Sally Katzen). But his agenda remains full. He is orchestrating an appeal by 17 disparate parties of the FCC's new standard for regulating indecency. They say the new standard is so vague as to chill speech protected by the First Amendment. Dyk is also the principal attorney in one of the two friend-of-the-court briefs being prepared to support the commission's action last August repealing the fairness doctrine, an action being challenged by a number of citizen groups in the *Syracuse Council* case.

With that as background, how does Dyk see the road ahead? "In terms of broadcasters' First Amendment rights," he says, "I'm an optimist. The time has come when there will be a significant reconsideration of the approach taken in *Red Lion*." He is no gambler; he will not try to predict the case that will provide the vehicle. But chances are, Dyk will be involved, and enjoying his work.

FCC is expected to make preliminary determination this Thursday (April 28) on whether or under what terms RKO General will be able to hang on to its broadcast licenses for KHJ-TV Los Angeles and 13 other stations. Following public oral arguments on RKO's appeal to full commission of Administrative Law Judge Edward J. Kuhlmann's August finding that RKO was unfit to be licensee, three commissioner plans to close doors to public, discuss case and direct staff to write opinion reflecting their collective judgment on case. RKO stations have been hung up in FCC litigation since 1965. RKO is hoping FCC gives it enough latitude so that it can reach settlements with challenging applicants and, in some cases, third parties and get out of broadcast business with large part of value of stations.

□

Last Thursday, April 21, **Rupert Murdoch** announced that he was not ready to leave the status of his **WFXR-TV Boston** to FCC and **would sell**, "despite the important ruling of the D.C. Court of Appeals overturning the Kennedy-Hollings amendment." (Senators Kennedy [D-Mass.] and Hollings [D-S.C.] had introduced amendment to the budget bill prohibiting FCC from granting extensions of cross-ownership waivers, which many felt was directed at Murdoch, who had waivers to own TV stations and newspapers in Boston and New York [BROADCASTING, Jan. 11]. Murdoch sold money-losing New York Post in March.) Murdoch said: "There remains great uncertainty as to the FCC's position regarding waiver extensions in these circumstances. Accordingly, we have appointed Allen & Co. to sell WFXR." Stanley S. Shuman, executive VP of Allen & Co., said station would not be sold at direct auction, but indicated it could be sold in "modified auction," where bidders are invited. Fox bought station almost

Explaining indecency stand

The FCC asked the U.S. Court of Appeals in Washington last week to reject an appeal of the agency's get-tough enforcement policy against the broadcast of "indecent" programming. A coalition of broadcast organizations and citizen groups challenged the policy earlier this year, arguing that it violated broadcasters' First Amendment rights.

In April 1987, the FCC said that it would begin enforcement of the anti-indecency statute using the broad definition of indecency affirmed by the Supreme Court in Pacifica in 1978.

In a 50-page brief submitted last week, the FCC said that in promulgating the new policy, it "adequately explained why the enforcement of the indecency prohibition... should thereafter apply the generic definition of indecency, rather than simply focusing exclusively on the seven specific words at issue in the Pacifica case."

The only issue before the court is whether the FCC has "lawfully and reasonably" applied the Pacifica ruling, said the FCC. "While petitioners purport not to ask this court to overrule Pacifica, when their misguided attempt to limit Pacifica to its facts is put aside and their remaining arguments are examined, it is apparent that they are... attempting to relitigate the principles established in Pacifica. Their arguments should be rejected."

The FCC said it acted "lawfully and reasonably" in turning down petitioners' claims that "serious merit" should be a complete defense to a charge of broadcasting indecent material.

The FCC also argued it properly refused to adopt proposals that the FCC defer to broadcasters' decision on whether programming is actionably indecent and that the FCC decline to take action against broadcasters unless it has already issued a "specific ruling" covering the programming in question. "Neither proposal was required by the statute or case precedent, and the commission reasonably concluded that neither would further the purpose of the statute."

TVRO bill support wavering

The fate of a House bill (H.R. 2848) that would create a compulsory license for the satellite distribution of broadcast signals—superstations—to backyard dish owners (TVRO) is hanging in the balance. A coalition of satellite carriers, superstations and TVRO interests have been the primary force backing the initiative, but that union appears to be dissolving. The parties are torn over a number of amendments proposed by the various elements within the coalition, and the rift is threatening the bill's prospects for passage.

The House Copyright Subcommittee is slated to act on the measure this Wednesday. As of late last week, the industry groups had yet to iron out their differences. "It's the friends of this bill that are hurting its chances, not the enemies," said Bert Carp with Turner Broadcasting System, parent of superstation WTBS-TV Atlanta.

A markup proposed last Wednesday on the bill was postponed at the request of Republican members who wanted more time to study the bill.

Keeping the bill together, as one House aide noted, is going to be a "real juggling act." Among the points of contention is a proposal by the National Rural Telecommunications Cooperative (a satellite program packager and an arm of the National Rural Electric Cooperative Association) and the K-SAT Army, an association of dish dealers and owners, that would require satellite carriers to charge TVRO owners fees comparable to what they charge cable systems. This so-called pricing discrimination language has drawn fire from the carriers.

two years ago for about \$28 million. Analysts estimated the station would sell for \$30 million-\$35 million.

□

Time Inc.'s first quarter net income was up 43% over last year at \$66 million, or \$1.13 per share, on \$1.07 billion in revenue. Company reported last week that **Home Box Office** operating income of \$39 million was up 8% due to subscriber increases and home video releases, while operating profits at 82%-owned cable subsidiary, **American Television & Communications**, were up 24% at \$42 million. In other first quarter results: **MCA** net income was off 7% to \$27 million over year-ago period on record revenue of \$611 million, with nearly \$7 million in operating losses at TV station WWOR-TV New York; **Times Mirror** broadcast TV operating profit was off 29% to \$8.5 million, while cable TV operating profit was up 79% to nearly \$9 million; **Multimedia** operating profit was up 22% to \$29 million on revenue of \$100 million, with gains reported in entertainment, broadcasting and cable divisions, and **Knight-Ridder** reported first quarter net income up 18% to \$34 million, with higher broadcast revenue.

□

Fox Broadcasting Co. offered all 116 affiliates one-hour news special on New York City primary on Tuesday, April 19, last week. Called *D-Day for the Democrats*. Program was first news special for Fox station lineup since production on October stock market crash. WNYW-TV New York handled production of special with Jim Ryan as anchor.

□

ABC News and NBC News both announced deals last week to provide their programming overseas. ABC signed licensing deal with satellite service, Anglovision, that will deliver news to European hotel rooms. NBC, former Anglovision participant, will join with France's TF1 and Italian private channel Reteitalia, to produce *Globe TV: A Ticket to the World*, magazine show with 26 half-hour weekly episodes planned for 1989.

□

FCC has denied three petitions for reconsideration of its policy allowing swaps of educational and commercial TV stations in same band (UHF for UHF and VHF for VHF) and proscribing UHF for VHF swaps. Commission terminated proceeding.

Association of Independent Television Stations has rebutted interpretation by Turner Broadcasting System of 1972 institution of syndicated exclusivity rules by FCC. Bert Carp, TBS vice president for government affairs, had stated in letter to commission that transition rules were included when syndex was first passed (see page 71), and thus precedent has been set for transition period. INTV says those transition rules were part of proceeding that permitted distant signal importation in first place. In addition, effect of transition rules was negligible, INTV said, since there were few distant signals in operation. "The fact that the 1972 rules also grandfathered the few distant signals previously authorized by the commission—which were so negligible as to be almost nonexistent—is irrelevant to the present debate in an environment where cable distant signal importation is ubiquitous," said INTV.

□

FCC changed its rules last week concerning minimum power requirements for Class A FM stations. Commission released order last September "that allowed most classes of FM station to operate below the minimum power requirement in the rules provided that their reference distance exceeded a certain value, which in most cases was the class contour distance of the next lower class," according to Mass Media Bureau's Jay Jackson. However, because they are lowest-power class, Class A stations could not choose to go under their limit of 100 w. Commission acted on petition filed by engineering consultant Eric Hilding last November, asking that Class A stations seeking new antenna sites at higher elevations be allowed to reduce their power below minimum in order to maintain size of their coverage areas.

□

IRS has revoked tax-exempt status of PTL ministry, Associated Press reported last Friday, action that could add \$55 million back-taxes bill to ministry's \$60-million debt to creditors. PTL trustee David Clark had hoped IRS claim could be "negotiated down" to less than \$18 million (BROADCASTING, Feb. 8), but whole PTL reorganization plan—dependent on coming up with \$5.3 million by May 16—could now be moot if viewer contributions cease due to tax-exempt revocation. PTL did not return phone calls last Friday.



Signed up. Turner Network Television received a major affiliate boost last week with the announcement that Tele-Communications Inc. had signed a carriage agreement. Shown above are (l-r): Turner Broadcasting System chairman, Ted Turner, TCI president and chief executive officer, John Malone, and TBS vice president, special projects, Terry McGuirk. TCI, a major backer of TNT, will commit 75% of its 3.5-million-plus subscriber base to the launch of the service on Oct. 3. In addition, TCI-affiliated companies, Western Telecommunications (267,000 subscribers), Cencom Cable (220,000 subscribers) and Lentest Group (102,000 subscribers), have committed to TNT carriage. Other signings last week included all the subscribers of Media General of Fairfax, Va. (153,000), Nor Tel Cable Associates (28,000), and the majority of Enstar Communications' 70,000 subscribers. TNT now has roughly six million homes signed, with that figure expected to top 10 million when present commitments are fully rolled out.

East and West talk information

U.S. private sector and government officials last Friday concluded two-and-a-half days of unprecedented talks with Soviet news and media representatives in Washington on ways to improve the flow of information between the two countries. The two sides did not have major agreements to announce, but spokesmen for both sides—U.S. Information Agency director Charles Z. Wick and Valentin Falin, chairman of Novosti—welcomed the talks as an important step in the improvement of that flow.

The American delegation included representatives of the U.S. government and the broadcasting industry, publishing, periodicals, newspapers and film. The Soviet delegation consisted of 165 senior officials, whose number and rank impressed the Americans. Wick, whose suggestion to Soviet General Secretary Mikhail Gorbachev and other Soviet officials at the Washington summit, led to last week's talks, said the fact of such "a high-level delegation...clearly demonstrates the seriousness with which they approached these talks," and added: "For this we are most grateful."

One proposal adopted by the print panel that attracted interest among American broadcast as well as print journalists was to urge the two governments "to take reciprocal steps to reduce travel restrictions on journalists. A report on the meeting said the panel felt that the concept of "closed cities" should be relaxed and other restrictions on coverage eased.

And one proposal made by Wick at the Iceland summit in October 1986 for an exchange of U.S. and Soviet programming on an AM frequency in each other's country was repeated. Wick has said some American broadcasters were prepared to carry the Soviet programming; one of them, Jack Clements, chairman of Mutual Broadcasting System, was a member of the U.S. delegation. But Ivars Kezbers, deputy chairman of Gosteleradio, cited as an obstacle to an agreement the need for the Soviets to deal separately with the variety of U.S. "private radio corporations."

He said he had proposed to the U.S., as an alternative, that the Voice of America and Radio Moscow cooperate in exchanging programming and services. VOA Director Richard Carlson said later that Kezbers had offered some proposals, such as setting up a hotline between the two radio services—to enable each side to complain about the other's broadcasts—and engaging in joint programming, but had not discussed an exchange of programming and services. Carlson said the Smith-Mundt Act prohibiting VOA to broadcast in the U.S. and the lack of VOA facilities in the U.S. would bar implementation of the joint programming and exchange of programming ideas. Instead of a hotline, Carlson said he and Kezbers exchanged their home and office telephone numbers.

Scheduled to testify at Senate Communications Subcommittee hearing April 27 on bill that would impose fee on transfer of broadcast licenses with funds going to support public television: NAB President Eddie Fritts; Al Sikes, head of National Telecommunications and Information Administration; Fred Friendly, Columbia University; Henry Geller, Washington Center for Public Policy Research; Chuck Kadlec, Frazier, Gross Kadlec; Red Burns, Tisch School of Arts and member of Carnegie Commission II, and former FCC Chairman E. William Henry now with Ginsburg, Feldman & Bress. Bill (S. 1935) has undergone some revision and staff draft is circulating that includes changes. Among the alterations is deletion of language that would have revived fairness doctrine and would have added 1% fee for any seller violating fairness. Fee of 2% would be levied on sale of broadcast license or construction permit and 4% fee would apply to licenses transferred within three years of last sale.

Editorials

What's in a name

Appearing in several places in this issue of BROADCASTING are exceptionally explicit expressions of the conflicting views developing among broadcasters these days about the reregulation of radio and television.

This week's "Open Mike" department, beginning on page 28, contains two letters reflecting the views of those broadcasters who celebrate and responsibly exercise such independence as has been granted them by the deregulatory FCC of recent years. Norman Wain, partner and chief executive officer of the successful radio group, Metroplex Communications, is disturbed by talk of a revival of government standards to define the public interest that broadcasters are supposed to serve. Bev E. Brown, who owns WGAS(AM) Carthage, Tex., deplores the determination of congressional leaders to condition much-needed reform of the comparative license renewal process on a restoration of the wholly unneeded and constitutionally defective fairness doctrine.

Wain makes the telling point that the federal bureaucracy is ready to set program standards of its own while ignoring how the public itself defines the public interest. Yet broadcasters succeed or fail by seeking to serve the public interests that are perpetually expressed by public vote as measured by the best research that it costs broadcasters a lot of money to buy, the audience rating services. "Congress," writes Wain, "has inadvertently let the commercial broadcasters actually research, discover and serve the public's interest. Now the job is to convince Congress that the job has already been accomplished."

As to the holding of renewal relief hostage to reimposition of the fairness doctrine, Bev Brown has this to say: "For the first time in the history of our industry we now more nearly enjoy the same constitutional rights that our print brethren and indeed everyone else (including convicts and the insane) have always enjoyed. We should now surrender this birthright in exchange for a mess of pottage?"

Good question, and Preston Padden's answer differs from Bev Brown's. In two forums last week, reported in these pages, Padden, president of the Association of Independent Television Stations, asked Congress to restore broadcasting's "special status" as a regulated medium answerable to the government for its programming decisions. He quoted, with approval, the stated policy of John Dingell (D-Mich.), chairman of the House Commerce Committee, to accord broadcasters protection from a rough-house marketplace through requirements of cable carriage and renewal relief in exchange for their agreement to act as "public trustees" according to government formula, fairness doctrine and all.

This page sides with Wain and Brown. If Padden is speaking for his members and obtains the reregulation that he invites, the Association of Independent Television Stations will have to excise "Independent" from its name.

Wrong track

In August 1987, when the FCC ruled the fairness doctrine unconstitutional, critics in Congress who had thus been foiled in their attempts to set the doctrine in stone used such characterizations as "lickspittles" and "toadies" to take out their frustrations on the FCC commissioners involved. Combinations of reregulatory threats and invective followed, further straining the relation-

ship between the Hill and 1919 M Street.

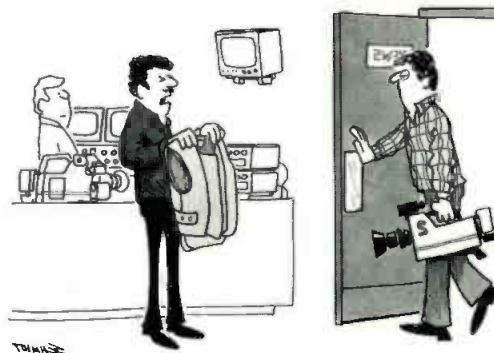
Evidence of that continuing strain could be found at the National Association of Broadcasters convention in Las Vegas, where staffers from both House and Senate brought some words from headquarters. For one, Mark MacCarthy, chief communications aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), stood in for his boss—among the doctrine's staunchest advocates—in upbraiding the FCC for thinking that because it is an independent agency "that means they are independent of Congress. In fact," continued MacCarthy, "what that means is that they are supposed to be independent of the executive branch... 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 crisis in the relationship between the Congress and the FCC."

If so, it is a crisis of the Hill's own making, rooted as it is in a misunderstanding of the relationship between the legislature and an independent regulatory agency.

The FCC does not serve at the pleasure of Congress. To remain impartial in its "quasi-judicial" adjudicatory role, the FCC should, and must, insulate itself from the undue influence of any outside parties, including—if not especially—Congress (it was such influence by senators in a matter before the Federal Trade Commission in 1966 that prompted an appeals court to vacate an order in the *Pillsbury* case).

In its adjudicatory ruling in the *Meredith* case that the fairness doctrine was an abridgement of the Fifth Estate's First Amendment rights, the FCC was not a slave turning on its congressional master but an independent agency that had no choice but to follow the directive of a federal appeals court that had specifically asked it to resolve a constitutional issue. The court did so, in fact, after the FCC had initially tried to defer to the will of Congress by continuing to enforce the doctrine even though it had serious doubts as to its constitutionality. When the appeals court ruled that the doctrine was not a creature of Congress, but was the FCC's to do with as it saw fit, the commission was directed to, in effect, put its money where its mouth was. It could hardly have done otherwise without abdicating its adjudicatory responsibility.

MacCarthy indicts the FCC for, in effect, using its own judgment in deciding a case and for acting independently in its role as an independent agency. Guilty on both counts.



Drawn for BROADCASTING by Jack Schmidt

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"L.A.'s Best Hotels..."



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—Washington Times

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By Jim Carmen

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—Performing Arts

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