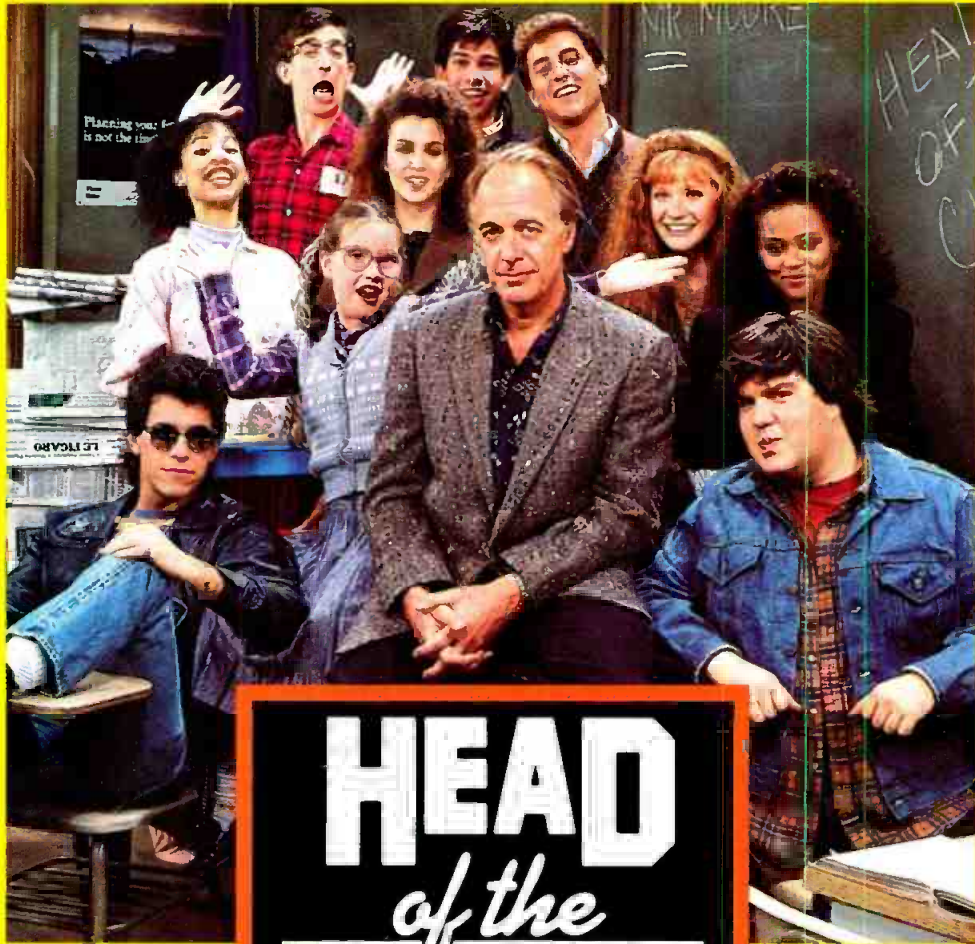


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 30



HEAD *of the* CLASS



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

AL 36112

MAXWELL
BLOOM 1405
300M 122
AUL-SAS

36112

12364 12K NOV/90

57th Year 1988

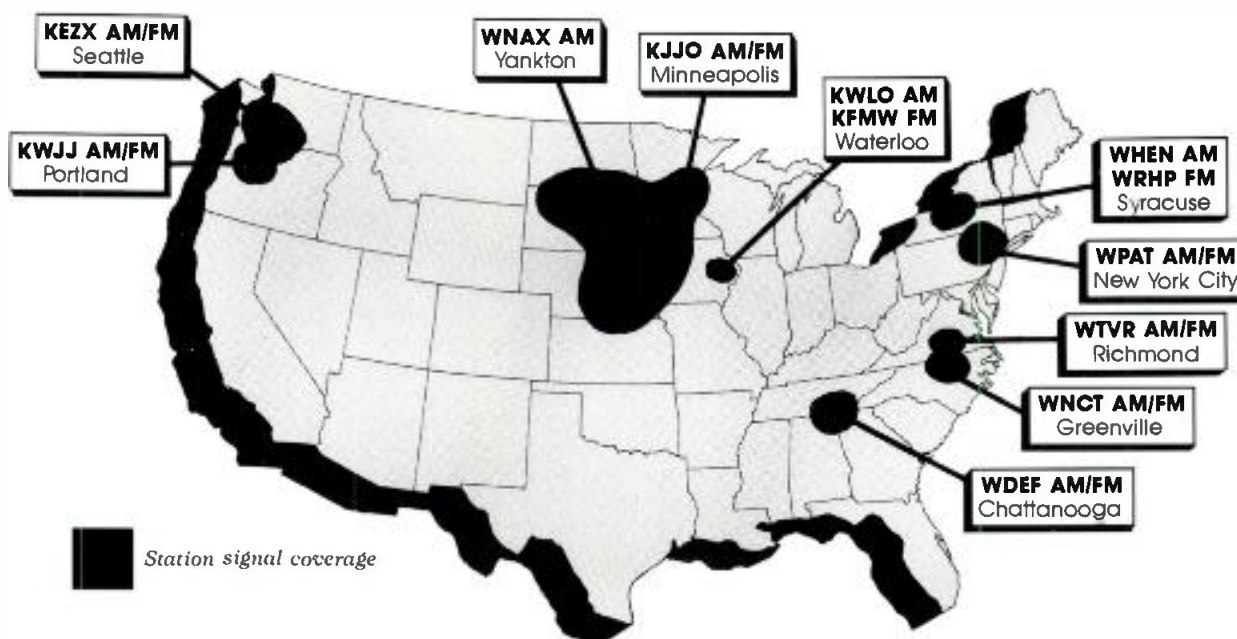
TOP 100 COMPANIES
Fall schedules set
for the networks

THE KATZ RADIO GROUP

*Is pleased to announce that it now represents
all 19 radio stations in the*

PARK COMMUNICATIONS RADIO GROUP

The Park Radio Group, 14th largest in the country based on Duncan's American Radio, reaches a potential 41,385,872 listeners. . . 17 percent of the American radio audience.



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REPUBLIC RADIO

WPAT AM/FM
New York City
KATZ RADIO

KEZX AM/FM
Seattle, Washington
REPUBLIC RADIO

WHEN/WRHP
Syracuse, New York
BANNER RADIO

KJJO AM/FM
Minneapolis-St. Paul, Minnesota
REPUBLIC RADIO

WNAX
(233 counties in parts of 7 states)
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The best.

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CHRISTAL RADIO

WNCT AM/FM
Greenville, N. Carolina
KATZ RADIO

KWLO/KFMW
Waterloo, Iowa
CHRISTAL RADIO

WDEF AM/FM
Chattanooga, Tennessee
KATZ RADIO

Top 100 post revenue and profit margin gains...page 27

PRODUCER FOR THE '80's □ Steven Bochco, co-creator and executive producer of *Hill Street Blues* and *L.A. Law*, many agree, has done much to influence network television. **PAGE 79.**

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TWO GREAT M

1.



THS OF MAN.

2.

OFF-NETWORK COMEDIES WILL ALWAYS OUTPERFORM FIRST-RUN COMEDIES IN STRIPPING.

If it weren't for the brilliant foresight of a few entrepreneurs in 1492, present day mankind might still be afraid of falling off the earth's edge.

Today, an equally invalid bias held by some television executives keeps them from reaching new opportunities, too. The myth is that when stripped, an off-network comedy will automatically beat a first-run comedy.

Well, just as Columbus proved the nay-sayers wrong back then, Lorimar is set to do the same today. Witness our first-run comedies "Mama's Family," "It's a Living," and



A Joe Hamilton Production



A Witt/Thomas Production

"She's the Sheriff." Every one of them has all the ingredients for stripping success. Credible ratings. Saleable demos. Highly recognizable stars. Network budgets. And consistently

well-written episodes that will hold up under the stress of the five-day-a-week microscope of syndication.

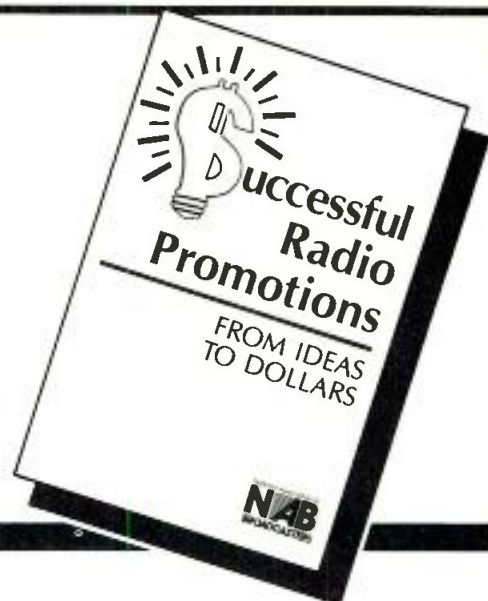
So the next time you need a comedy for stripping, take a good

close look at Lorimar's armada of first-run hits. You'll discover an exciting new world of profits!

LORIMAR
SYNDICATION
LORIMAR TELEPICTURES COMPANY

Now you can find out how other radio stations have generated additional revenue through successful promotions with the National Association of Broadcasters new publication:

Successful Radio Promotions: FROM IDEAS TO DOLLARS



Written for NAB by Bill Moyes of The Research Group (author of *Megarate\$: How to Get Top Dollar for Your Spots* and host of the *Megarate\$* videotape), this book features interviews with 52 general managers and general sales managers of radio stations who have achieved considerable success over the last few years as sales promoters.

Over 70 Performance-Rated Promotions To Choose From

Successful Radio Promotions describes proven promotion campaigns in detail so you can put them to use for your own station without having to re-invent the wheel. Each promotion is rated on a scale of "1" to "10" in these key areas:

- The response of the clients when presented with the opportunity to get involved with the promotion.
- How good the promotion was for the client's business.
- How well the promotion generated revenue for the radio station.
- How difficult the promotion was to execute.

New & Unique Promotional Ideas For All Station Formats

Successful Radio Promotions includes ideas for stations of all sizes, markets, and formats. The

promotions can be mixed and matched, switched from one category to another or applied from one time of year to another. All promotions have proven successful for the station managers and sales managers interviewed.

Here's A Small Sample of the Types of Promotions Covered

1. Clients Event/Incentives
 - Action Auction
 - \$10,000 Free Advertising
2. Contests
 - The Hidden Car Keys
 - The Dining Experience
3. First-Quarter Promotions
 - Super Sports Club
 - The Almanac
4. Holiday/Seasonal Promotions
 - Station Birthday Celebration
 - Salute to Summer
5. Listener Events
 - For Businesswomen Only
 - The Listener Appreciation Concert
6. Merchandising
 - The Millionaire
 - Parking Tickets
7. New Twists on Old Ideas
 - Client Trips
 - Haunted House
8. On-Air Promotions/Station Services
 - Cellular Phone Spotter Hotline
 - Radiothon
9. Print Dollars
 - Tabloids
 - Radio Airmail

10. Sports Promotions
 - 100,000 Touchdown
 - Football Parties
11. Store Traffic Builders
 - The Great Dollars Drop
 - Scan and Win

In all, there are over 70 promotions to choose from.

Put Successful Radio Promotions to Work For Your Station

Promotions are one of radio's distinct selling propositions. They are what make your station stand out from your competitors. They can be fun, exciting and profitable. *Successful Radio Promotions* features promotions that are adaptable to almost every station. Order your copy of this new book today.

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To order your copy of *Successful Radio Promotions* send check payable to NAB Services along with your name, company name, street address, city, state, zip and telephone number to:

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Dept. 120
1771 N Street, N.W.
Washington, DC 20036



Or, call toll-free 1-800-368-5644 (9am-5pm ET), in the Washington, D.C. area, 1-202-429-5376, and charge your order to MasterCard, VISA or American Express.

Many in the act

At least 22 responses have been received so far by systems subcommittee of FCC's Advanced Television Services (ATS) Advisory Committee to its call for proposed advanced television transmission systems. Deadline for letters of intent to participate in ATS committee's tests is Wednesday (June 1). Most of 15 companies that received invitations from systems subcommittee to submit systems have responded, according to Daniel Collins, technical assistant to Irwin Dorros, executive vice president, Bell Communications Research, and chairman of systems subcommittee.

Many companies are not proposing full systems but components to be considered by committee and other companies for integration into proposed systems. Complete list of proponents is tentatively to be released soon after June 1. However, because some have complained that deadline was not well publicized, invitation may be extended two weeks.

Tiff in Moscow

Word out of Moscow is that competition among networks is stiffer than usual. Although members of previous pools have worked together in reasonable harmony when elaborate planning was needed and cooperation helpful, network news executives in Moscow are reported to be more interested in "putting one over on the other guy." As ABC News's Mike Duffy, senior producer for pool, put it, "The tension level is high." That might explain sharp remark of NBC's Joe Angotti, apparently responding to CBS hyping its pictures inside Kremlin (see page 23) as first taken there by Western cameras in "more than 20 years." Angotti, at meeting of pool members last week, reminded colleagues that anchor Tom Brokaw interviewed Mikhail Gorbachev in Kremlin in advance of Washington summit last year.

Squeeze

Less-than-buoyant syndication marketplace, intense competition in theatrical film business and home-video slowdown have affected cash position of some "independents," causing them to seek expanded bank credit or merger partners. Some believe that cash appetite if business is behind continuing merger discussions of "major" studio, MGM/UA Communications. Company chairman, Lee Rich, insisted to BROADCASTING that company has no liquidity problems, and in fact, S&P and Moody's have not downgraded company's rating.

Recent MGM/UA filing with Securities

and Exchange Commission said company required expanded bank credit, and one well-known security analyst said company would otherwise run out of cash by July. Best guess in financial community is that bank agreement is near to expand credit from \$200 million to \$300 million, including more banks, but perhaps at cost of putting up programming library as collateral (previous loan "facility" was unsecured).

Egg

Last week's presentation by Warwick Advertising of proposed radio public awareness campaign sponsored by National Association of Broadcasters and Radio Advertising Bureau did not go over well. NAB-RAB Radio Futures Committee is overseeing project, and committee met in Washington last week to review campaign before Warwick makes pitch to NAB radio board June 23. NAB is being asked to contribute \$300,000 to campaign. Several NAB radio directors in town for new board member orientation meeting saw presentation and expressed disappointment. Warwick was told to fine tune presentation.

Budget TV

Former NBC president, Fred Silverman, who plans to move into more "live on tape" productions such as "low-cost strip programming" shows for basic cable channels, is currently moving ahead despite writers' strike. Development of what he calls "radio with pictures" marks return to Silverman's roots, he said, calling to mind experience as head of daytime programming at CBS. Silverman, whose company produces series, including *Matlock*, *In the Heat of the Night*, *Jake and the Fatman*, and *Perry Mason* television movies, said *Late Night with David Letterman* is one of his models for planned series. Another example is development of first-run syndication series starring KNBC(TV) Los Angeles consumer reporter David Horowitz that would appear as half-hour on weekdays and hour on weekends in fall 1989.

In Moscow to stay

IDB Communications, Culver City, Calif.-based satellite services firm, has reached agreement in principle with Ministry of Posts and Telecommunications in Soviet Union to establish permanent 4.6 meter Ku-band earth station in Moscow. Soon-to-be-announced facility will supply direct digital link between Soviet Union and U.S. for broadcast and transmission services, ranging from digital audio to compressed

video to high-speed data. IDB has supplied radio and television networks—as well as individual stations—with satellite and telecommunications equipment for covering this week's U.S./Soviet Summit in Moscow.

Casualty

Four-year-old black television talk show, *Essence*, has been canceled and will end weekly run next September, according to show's syndicator, Raymond Horn. Cancellation coincides with, but was apparently not linked to, departure from production company, Essence Television, of show's producer, Gene Davis, who has joined new entertainment division of ethnic advertising-PR agency, Uniworld Group (see "Fates & Fortunes"). Horn said Essence TV will stay in program business but pulled principal show because of little growth in audience, station and sales performance. Approximately 70 stations carrying show, mostly on Sunday mornings, were informed of cancellation last week, Horn said.

CTAM on move

Growing consolidation in cable industry is not hurting Cable Television Administrative and Marketing Society. Membership has grown 20% in past year, and members renew at rate of nearly 95%. Reflecting growth is new business on association's agenda: expansion of regional chapters, targeting Boston and Atlanta this year and Florida and Texas, among others, later; extension of salary compensation surveys, presently being done for MSOs, to programmers.

Industry's interest in pay-per-view is reflected in CTAM's plans to ask Nielsen to include information on pay-per-view in association's quarterly database results, which provide information on subscriptions and disconnects. Organization's PPV committee, which has been one of CTAM's busiest, is putting together third how-to primer on PPV, to be teleconferenced in fall.

Fallback

Although LBS's new version of *Family Feud* has yet to prove itself in marketplace (it debuts in fall), company is already banking on second-season renewal and has started talks with show's producer, Mark Goodson Productions, about development of companion game show for fall 1989. Nothing firm yet, and executives note *Feud's* performance next season is not absolutely predictable. But even if *Feud* does not return for year two, if companion show were readied, it could go it alone in 1989.

Q: You hold the Monday night record for the largest share of Adults 18–49 and 25–54 of any show airing on NBC in the last decade. Are there any other records you'd like to break?



ALF: Yea!

Randy Newman's
recording of
"Short People."



ALF

alien productions

LORIMAR
SYNDICATION

100 Half-Hours Available Fall '90

Where Things Stand

■ Solid box indicates item has changed since last issue.

AM-FM Allocations

In April, FCC changed its rules to allow class A FM stations moving to elevated antenna sites to reduce power below 100w minimum to preserve coverage areas.

National Association of Broadcasters has submitted plan to FCC to allow 60% of class A stations to double power from 3 kw to 6 kw. Plan is part of comments opposing proposal of New Jersey class A FM Broadcasters to allow almost all class As to double power. NAB opposes 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 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 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. NAB, alleging widespread abuses in translator market, petitioned FCC for changes in rules; others pressed for expansion of service to allow for local origination.

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

FCC amended its rules last November to allow approximately 800 AM stations on regional channels and 940 khz and 1540 khz to operate at night with 500 watts. Earlier, commission had authorized 21 of 41 AM's on foreign clear channel 1540 khz to operate at night. Actions are part of steps to allow nighttime service near lowest post-sunset power for 1,600-1,800 of country's 1,900 daytime-only AM stations. According to commission, further actions will be taken to clear several hundred more AM's to operate at night. In July 1987, NAB filed comments at FCC supporting authorizations but saying FCC should authorize new nighttime service on interim basis until comprehensive review of AM interference standards in separate proceeding is completed. Others said FCC should defer action until review is completed and new interference standards are adopted. NAB board has called for freeze on additional AM allocations, except where they relieve interference from foreign stations, especially Cuban.

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AM Stereo

On Jan. 14, FCC rejected recommendation of National Telecommunications and Information Administration that Motorola's C-Quam AM stereo system's pilot tone be protected from possible interference. Petitions to adopt single AM stereo system and to mandate multisystem radios were also rejected.

In explanation of recommendation, Chairman Dennis Patrick and Commissioner James Quello said that C-Quam is already close to being de facto standard because 100% of receivers can receive it and most AM stereo stations transmit it.

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

Cable Regulation

National Cable Television Association is trying

to maintain status quo in cable regulation, much of which is based on Cable 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.

House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected in June) served as forum for discussion of cable's growing market power (BROADCASTING, May 16). Other than criticism from Hollywood and broadcaster witnesses, lawmakers seemed unpersuaded by arguments calling for reregulation. Cable industry has been under increased congressional scrutiny. At first hearing in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases.

Allegations that cable industry has been anticompetitive were subject of March hearing 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. Metzenbaum staffer, said Senator would survey cable competitors to gain input before taking next move (BROADCASTING, May 2).

Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain, according to latest reports (BROADCASTING, May 16).

FCC has adopted new rules that more narrowly define 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 adopted—22 to 2—children's television bill, and parent Commerce Committee was set to pass measure late last week (see "Top of the Week"). Bill is product of negotiations be-

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in 1946 Television* acquired in 1961 Cablecasting*
introduced in 1972 □ Reg U.S. Patent Office □
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tween Subcommittee Chairman Ed Markey and National Association of Broadcasters and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Bill has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programming and provisions aimed at curbing so-called program-length commercials. NAB says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 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

■ With syndicated exclusivity behind it (see below), FCC is reportedly preparing to tackle

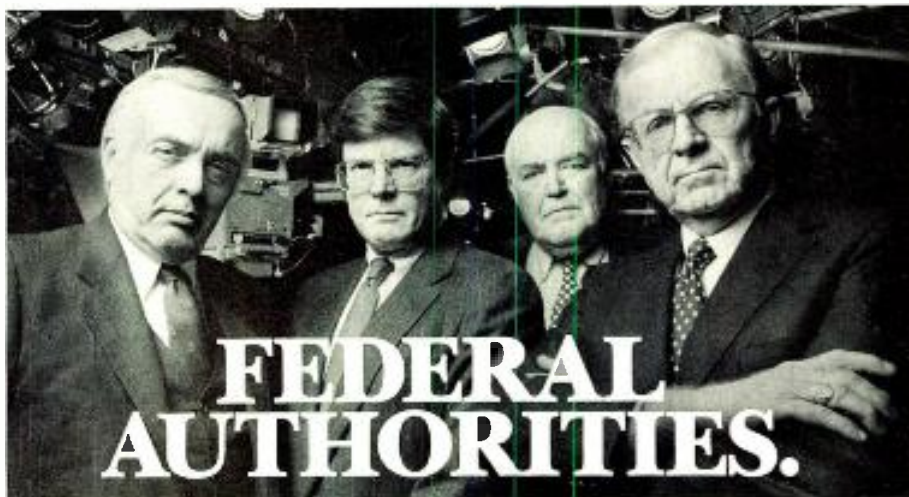
reform of much maligned comparative renewal process. It is looking to clean up what are widely seen as abuses of process and to rewrite some of the comparative criteria. FCC Chairman Dennis Patrick has called for changes to curb use of process to force broadcasters into lucrative settlements and establish "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 renewal process.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.



THE McLAUGHLIN

GROUP Robert Novak, Morton Kondracke, Jack Germond. And, of course, John McLaughlin.

They're award-winning journalists on the Washington scene. Every week on "The McLaughlin Group" they deliver riveting commentary on issues and people of national importance.

So if you're interested in where the trends are headed, tune in to this feisty political talk show. These authorities take the issues seriously, not themselves.

Made possible by a grant from GE.



Check your local listing
for station and time.

We bring good things to life.

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	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
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.

Crossownership

Telco-cable—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership 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. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership 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. 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 peace 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 pro-

hibiting 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. Ruling gave Murdoch opportunity to retain *Boston Herald* and WFX(TV) Boston, but Murdoch announced that he would sell station.

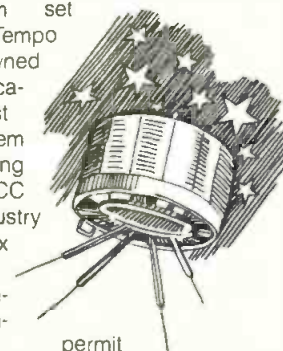
Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-news-paper crossownership ban.

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 on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

Direct Broadcast Satellites

■ Latest round of applications filed April 8 at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits (BROADCASTING, April 25). Although threat to C-band cable distribution market is cited as major reason for wait-and-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. Dominion Video, granted 1986 construction permit for 16 DBS channels, last week announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

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 (although French government postponed launch of TDF-1 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 HBO scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number approximately two million. Number of TVRO homes subscribing to cable programming has grown as more cable programmers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programmers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

High-Definition TV

Draft of first interim report to commission involving spectrum needs and outlines for future terrestrial transmission system testing has been sent to parent "blue ribbon" panel by steering committee of FCC's Advanced Television Services (ATS) Advisory Committee. Report concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Blue ribbon panel is expected to approve report for submission to June 3 FCC meeting.

Advanced Television Test Center (ATTC), project co-sponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is seeking executive director to oversee engineering and management aspects of facility. Search committee has submitted three names to ATTC board and interviews continue with more candidates. Center will provide place for Advanced Television Systems Committee (ATSC) 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 fund-raising drives by other partners. New executive director will decide where to locate facility and when testing will begin.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Expected to start later this year with annual operating budget of \$7.5 million, Cable Labs has identified HDTV as one of its initial priorities.

Low-Power TV

■ Using ping-pong-ball lottery, FCC was set to pick "tentative" LPTV permittees last Friday (May 27) for some four dozen markets with mutually exclusive applications. Those applications were among 1,635 filed in June 1987. Next filing window for low-power applications at FCC is June 15-24. There is \$375 filing fee per application, and FCC has imposed limit of five applications per entity. Applications are to

be delivered FCC's Pittsburgh office.

Members of Community Broadcasters Association will travel to Washington May 18 to meet with members of Congress and FCC. Contingent, which includes John Kompas, director of CBA, will be in Washington to discuss role of LPTV and what Kompas characterizes as its "second-class status" in broadcasting community. One of trip's purposes, according to Kompas, "is to gain recognition for community service-type programming that LPTV provides that full-power stations have ignored."

Progress of CBAs programming co-op, headed by Joe Loughlin (former general manager of WGN-TV Chicago), has been slow. Loughlin is in process of lining up 15-20 stations to participate.

Mergers

■ Final results to have been announced at end of last week were expected to confirm failure of Burt Sugarman-proposed slate for three seats on board of Media General. Vote was taken at company's annual shareholder meeting, May 20. Sugarman, who owns 10.1% of company's Class A shares, has made informal \$70-per-share bid for Richmond, Va.-based publisher, group owner and cable operator. ¶ Proxy battle for Centel Corp. will culminate at annual meeting rescheduled for June 28. One issue at meeting is whether Chicago-based telco and MSO will eliminate cumulative voting for directors. Change is enabled by recent change in law of Kansas, where company is incorporated. At same meeting shareholders will choose between company-nominated directors and alternative slate of three directors proposed by cellular operator, Metro Mobile, and investor, Asher Edelman, who are urging sale of company's assets. Company and Edelman group recently reached agreement to end all litigation. ¶ Rogers Cablesystems International has retained Morgan Stanley & Co. to sell all U.S. cable systems, which serve 525,000 subscribers. ¶ Cablevision Industries has announced intent to acquire most of systems composing Wometco Cable Co. for roughly \$725 million, consisting of assuming more than \$700 million in Wometco's debt and preferred stock obligations and issuing stock for difference. Seller, Robert M. Bass Group, will likely first spin off its 140,000-subscriber Atlanta cable system, before transferring the Wometco stock and cable systems serving 311,000 basic subscribers to Liberty, N.Y.-based Cablevision Industries in what is proposed as tax-free transaction. ¶ Warner Communications Inc. agreement to acquire Lorimar Telepictures was made definitive last week and approved by both companies' boards of directors. Agreement calls for tax-free stock merger of roughly 2.4 Lorimar shares for each common share of Warner. Clause permits Lorimar to cancel agreement if, during "specified period before the closing" average price of Warner stock falls below \$36.14 per share, or Lorimar receives higher offer. If Lorimar accepts third-party offer, Warner has option to purchase 18.5% of newly issued Lorimar stock at \$15 per share. Merger is still subject to approval by Lorimar shareholders, two of whom filed suit last week charging that directors failed to consider other

offers and obtain best price for shares. Marvin Davis has resubmitted request asking Lorimar's board for inside look before deciding whether to make all-cash bid for Culver City, Calif.-based programming company. ¶ United Cable in March agreed to merge with United Artists Communications Inc. into new company. United Artists Entertainment Co. Telecommunications Inc., which holds 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's cable interests). Merger is subject to approval by shareholders of both companies; United Cable is expected to send out proxy statements in five to six weeks.

Must Carry

FCC, responding to congressional pressure, sent survey to cable systems and broadcasters to gauge effect dropping must-carry rules has had on broadcast industry. Responses to survey, which has come under fire from both industries, are due June 6.

In April, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and others asked FCC to collect data on rules. Dingell supports rules, although action on item, he says, is dependent on broadcasters' willingness to accept codification of fairness doctrine.

National Cable Television Association President James Mooney had good news for public television audience in Washington in April. He told them cable industry would help them "put on books rules similar to those promulgated by the FCC last year to require cable systems to carry the signals of local public stations."

Those 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. Decision was replay of same court's decision two years ago in overturning original must-carry rules. Broadcasters suffered further setback when Solicitor General declined FCC's request that his office join broadcasters who were urging Supreme Court to review appeals court's decision.

Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry.

Public Broadcasting

CPB President Don Ledwig and Chairman Howard Gutin held press conference last Thursday to express dismay with proposed amendments to Senate version of 1991-1993 CPB reauthorization bill. Bill, because it would codify percentage of appropriations going to stations (70%), Program Fund (23%) and CPB (7%), they said, would leave CPB with "no discretion to carry out our mandate" and "call into question who will answer to Congress." Public TV lobbying arm, NAPT, swiftly adopted resolution supporting amendment lan-

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guage.

CPB board, one week before Senate amendments surfaced, had approved package of resolutions at May 16-17 meeting that, in future budgets, will "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programming as single criterion for each budget decision. Board also resolved to extend use of all appropriate programming for educational purposes and approved radio program fund top priority of creating "major new services and series" at NPR.

NPR and APR annual meetings at public radio conference May 18-22 in St. Louis focused on new "Audience '88" study. Consensus already began to emerge around vision of individual stations targeting particular segments of core and fringe listeners identified in study.

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps. PBS and NAPTS for first time ever joined other exhibitors at NCTA April 30-May 3 convention in Los Angeles, and PBS President Bruce Christensen

took part in opening session panel. April public TV meeting in Washington featured NCTA President James Mooney offering cooperation.

CPB Program Fund director since 1982, Ron Hull, will leave post effective July 18 to become station manager of KUON-TV Lincoln, Neb., where he began career in 1955, and associate general manager, Nebraska Educational TV Network.

PBS board April 13 approved \$24.7-million fiscal 1989 budget. NAPTS board approved \$1.9-million budget that same day.

Series of congressional hearings on 1991-1993 CPB reauthorization have been held this spring. Process now awaits markup of proposed House and Senate authorizations of \$304 million for FY 1991 (plus \$200 million for replacement of satellite), \$353 million for FY 1992 and \$404 million for FY 1993. CPB is asking increase from \$232 million in 1990 to \$395 million—plus one-time \$200-million appropriation for replacement of satellite—in 1991. Administration has recommended freeze at 1988 level, \$214 million.

Scrambling

■ Legislation pending in Senate to 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 (this month), according to Roy Neel, aide to Senator Al Gore (D-Tenn.), S. 889's chief sponsor. Gore is seeking time agreement to bring up bill next week when Senate returns from its recess. However, if that fails he will probably add measure as rider to another bill.

During National Cable Television Association convention earlier this month, Senate Republican Whip Alan Simpson of Wyoming

said there are no plans by Senate leaders to bring S. 889 up for vote this year (BROADCASTING, May 2).

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).

Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programming against cable systems.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programming on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programmers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programming on signals duplicates that on local television stations. Under syndex rules, stations could force cable systems to delete duplicative programming.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programming, but said benefits outweigh costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and system with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision (see "Top of the Week"). They say syndex will restore equity within marketplace and that consumers will benefit. "Diversity again will be the watchword in programming, with viewers having a greater choice than ever before," said Eddie Fritts, president of National Association of Broadcasters.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPXI-TV New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same. NCTA President Jim Mooney said decision was "scheme designed to allow the Hollywood cartel to flex its muscle."

Unions

■ Chief negotiator for Writers Guild of America, Brian Walton, and chief negotiator for Alliance of Motion Picture and Television Producers, Nick Counter, met with federal mediator on Monday, May 23. According to guild spokeswoman, 8½-hour meeting yielded no significant progress. Another meeting was scheduled for Wednesday, May 25. On Thursday, May 26, members of guild convened to ratify independent contracts.

■ indicates new listing

This week

May 29-June 1—*Canadian Cable Television Association* national convention. World Trade and Convention Center, Halifax, Nova Scotia. Information: (613) 232-631.

May 31—*North American National Broadcasters Association* technical committee. ABC, New York. Information: (613) 738-6553.

May 31—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

June 1—"Broadcasting/Cable Interface II," sponsored by *BROADCASTING* magazine and *Federal Communications Bar Association*. Speakers include Representative John Dingell (D-Mich.); FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), and Robert Wright, president of NBC. Westin hotel, Washington. Information: (202) 659-2340.

June 1—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year Award to Oprah Winfrey, talk show host. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1—*International Radio and Television Society* newsmaker luncheon. Speaker: Oprah Winfrey of syndicated *Oprah Winfrey Show*. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1-9—13th *Prix Jeunesse International*, contest or "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp.* and *Second German Television Channel, ZDF*. Information: (089) 59-20-2058.

June 2—*New York Television Academy* luncheon. Speaker: Sally Jessy Raphael, nationally syndicated talk show host. Copacabana, New York. Information: (212) 765-2450.

June 2-5—*Investigative Reporters and Editors* national conference. Hyatt Regency, Minneapolis. Information: (314) 882-2042.

June 3-5—*Radio Advertising Bureau* radio sales university. Dallas.

June 3-5—*Chesapeake Associated Press Broadcasters* meeting. Speaker: Merv Block, network news writer. Dunes Manor hotel, Ocean City, Md. Information: Merrie Street, (301) 366-1555.

June 4—*Academy of Television Arts and Sciences* preview of 1988-89 season programing. Directors Guild of America Theater, Los Angeles. Information: (818) 763-2975.

June 4-7—*International summer Consumer Electronics Show*, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

Also in June

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

June 5-11—*Ninth Banff Television Festival*. Banff, Alberta. Information: (403) 762-3060.

June 6—*North American National Broadcasters Association* executive council. Canadian Broadcasting Corp., Toronto.

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

June 7—"The Overseas Market for Communications Equipment: The Issues of Trade, Marketing and Regulation Between Europe and North America," seminar sponsored by *Columbia Business School's Center for Telecommunications and Information Studies*. Columbia Business School, Uris Hall, Hepburn Room, New York. Information: Sherry Collins, (212) 280-2747.

June 7—Ninth annual *Pinnacle Awards*, sponsored by *American Women in Radio and Television*. New York chapter. Marriott Marquis hotel, New York. Information: (212) 752-7510.

June 7-8—*Museum of Broadcasting* seminars (each day at 5:30-7 p.m.) featuring Garrison Keillor, formerly with public radio show *Prairie Home Companion*. MOB, New York. Information: (212) 752-4690.

June 7-9—*Television Bureau of Advertising/Sterling Institute* managing sales performance for local sales managers. Hyatt Regency, Denver.

June 8—40th anniversary celebration of Milton Berle's first appearance as host of *Texaco Star Theater*, sponsored by *Museum of Broadcasting, Los Angeles County Museum of Art and Academy of Television Arts and Sciences*. Bing Theater, Los Angeles County Museum of Art.

June 8—*New York Television Academy* luncheon. Speaker: Robert Pittman, president-chief executive officer, Quantum Media Inc. Copacabana, New York. Information: (212) 765-2450.

June 8-9—"Media Mergers and Acquisitions Conference," sponsored by *Executive Enterprises Inc.* Parker Meridien, New York.

June 8-11—*American Women in Radio and Television* 37th annual convention. Theme: "The Turning Point." Speakers include: Sally Jessy Raphael, talk show host, and James Quello, FCC commissioner. Westin William Penn, Pittsburgh.

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

June 9—"Independent Film and TV Production," conference sponsored by *International Business Communications Ltd.* BAFTA, 195 Piccadilly, London. Information: Christopher Wyle, (01) 236-4080.

June 9-11—*South Dakota Broadcasters Association* annual convention. Ramkota Inn Convention Center, Pierre, S.D.

June 10-11—Fifth annual *BROADCASTING-Taishoff* Seminar, sponsored by *Sigma Delta Chi Foundation*. Speakers include Bill Plante, White House correspondent, CBS News, and Steve Friedman, executive producer, *USA Today: The Television Show*. WCVB-TV Boston. Information: (312) 922-7424.

June 10-11—*National Academy of Television Arts and Sciences* board of trustees meeting. Vista hotel, New York.

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

June 10-12—"The Economics of Urban Poverty and Welfare," conference for journalists co-sponsored by *Foundation for American Communications, Ford Foundation and Chicago Tribune* in association with *Illinois Press Association*. Indian Lakes Resort, Bloomington, Ill. For information: (213) 851-7372.

June 11—"The Business of Reporting Business," sponsored by *Society of Professional Journalists* and *Robert G. Merrick School of Business*. University of Baltimore Law Center, Baltimore. Information: (301) 625-3256.

June 11-14—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 14—"The World According to Broadcasting," brown bag lunch sponsored by *Telecommunications Law Committee of Federal Bar Association*, featuring *Broadcasting* magazine's Don West, managing editor; Harry Jessell, assistant manager editor; Len Zeidenberg, chief correspondent; Kim McAvoy and Matt Stump, associate editors. FCC, eighth floor, Washington.

June 14—"Sports on Cable...What's the Score?" meeting of *Southern California Cable Association*. Panelists: Herb Granath, ABC Video Enterprises; Tony

Accone, Prime Ticket; Joe Cohen, Z-Channel; Don Ellis, TBS Goodwill Games, and Don Ohlmeyer, Ohlmeyer Communications. Pacifica hotel, Los Angeles.

June 14—*Los Angeles Advertising Club* breakfast meeting and creativity seminar. Speaker: Writer Ray Bradbury of USA Network's *Ray Bradbury's Theater*. Information: Gladys Yonick, (213) 382-1228.

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

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

June 16—*Institute of Electrical and Electronics Engineers, New York Section, Broadcast Technology and Vehicular Technology chapters* meeting, "Professional certifications programs: an overview." New York City Technical College, Kiltgord Auditorium, Brooklyn, N.Y. Information: Mike Hayden, (212) 246-2350.

June 16—*Philadelphia Advertising Club* creative awards gala with inauguration of Philadelphia Advertising Club Hall of Fame. Franklin Plaza hotel, Philadelphia. Information: (215) 874-8990.

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

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

June 16-19—*Cable-Tec Expo '88*, annual training and cable television hardware conference, sponsored by *Society of Cable Television Engineers*. San Francisco Hilton and Towers. Information: (215) 363-6888.

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

June 18—"Western Water Crisis," seminar sponsored by *Associated Press Television-Radio Association of California-Nevada*. Peppermill Casino-Hotel, Reno. Information: Rachel Ambrose, (213) 746-1200.

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

June 19-22—*National Broadcast Editorial Association* convention. Luncheon speaker: Massachusetts Governor Michael Dukakis, presidential candidate. Ritz Carlton hotel, Boston. Information: (301) 468-3959.

June 19-22—*Canadian Satellite User Conference*, sponsored by *Telesat Canada*. Ottawa Congress Center, Ottawa. Information: (613) 748-8731.

June 19-24—*National Association of Broadcasters* radio management development seminar. University of Notre Dame, South Bend, Ind. Information: Joy Dunlap, (202) 429-5405.

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

June 21—*Women in Cable, Rocky Mountain chapter*, meeting, "High-definition television." Denver. Information: Suzanne Stokes, (303) 740-6432.

June 22—21st annual *Radio Workshop*, sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Waldorf-Astoria, New York.

June 23—"Tribute to Shelley Duvall," hosted by Kidsnet, computerized clearinghouse for children's television and radio. Charles Sumner School, Washington. Information: (202) 291-1400.

June 23-25—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Williamsburg Lodge, Williamsburg, Va. Information: (301) 995-0844.

June 25-28—*International Teleproduction Conference and Exhibition*, sponsored by *International Telepro-*

duction Society and NATPE. Los Angeles Convention Center. Information: (212) 629-3266.

■ **June 26**—Nontelevised portion of 15th annual Daytime Emmy Awards (primarily for creative arts categories). sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Registry hotel, Universal City, Calif. Information: (818) 763-2975.

June 29—*New York Television Academy* drop-in luncheon. Speaker: Bruce Christensen, president, Public Broadcasting Service. Copacabana, New York.

■ **June 29**—15th annual Daytime Emmy Awards telecast (on CBS-TV). sponsored by *Academy of Television Arts and Sciences* and *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (818) 763-2975 or (212) 586-8424.

June 30—15th annual Daytime Emmy Awards telecast on CBS-TV, co-sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Waldorf-Astoria, New York.

July

July 8-12—*Television Programming Conference*. Hyatt Regency Downtown. Lexington, Ky. Information: (904) 432-8396.

July 10—Deadline for applications for 1988 Radio Broadcasters' Award, "designed to acknowledge the role radio plays in educating teens and adolescents on sexuality issues." sponsored by *Center for Population Options*. Information: (818) 766-4200.

July 10-13—*New York State Broadcasters Association's* 27th executive conference. Concord Resort hotel, Kiamesha Lake, N.Y. Information: (518) 434-6100.

■ **July 10-15**—*National Association of Broadcasters* TV management development seminar. University of Notre Dame, South Bend, Ind. Information: Carolyn Wilkins, (202) 429-5366.

July 11-14—*New England Cable Television Association* convention and exhibition. Tara Hyannis hotel, Cape Cod, Mass. Information: (617) 843-3418.

July 12-14—*Television Bureau of Advertising/Sterling Institute* national sales manager's program. Hyatt Regency, Chicago.

July 13—Telecast of Sports Emmy Awards of *National Academy of Television Arts and Sciences*, from Hotel Sheraton-Center, New York. Information: (212) 586-8424.

■ **July 13**—*New York Television Academy* meeting. Speaker: Austin Furst Jr., chairman and chief executive officer, Vestron Inc. Copacabana, New York. Information: (212) 765-2450.

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

July 14-15—*Broadcast Financial Management Association* board meeting. Hyatt Regency O'Hare, Rosemont, Ill.

July 14-16—*National Federation of Local Cable Programmers* 11th annual national convention, including presentation of 1988 Hometown USA Video Festival. Hyatt Regency, Tampa, Fla. Information: (916) 456-1757.

July 19—*Seattle Advertising Federation* luncheon meeting. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Westin hotel, Seattle. Information: (206) 623-8307.

July 19-20—*Wisconsin Broadcasters Association* summer convention. Olympa Resort, Oconomowoc, Wis.

July 19-21—*Florida Cable Television Association* annual convention. Amelia Island Plantation Resort, Amelia Island, Fla.

July 21-23—*Montana Cable Television Association* annual meeting and convention. Fairmont Hot Springs Resort near Anaconda, Mont.

July 23-30—TV meteorologist short course, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

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

July 25—Synditel, presentation of first-run television programming, at beginning of network press tours for television critics (July 25-Aug. 11). Registry hotel, Universal City, Calif. Information: (213) 653-3900.

■ **July 25**—*Joint North American National Broadcasters Association/European Broadcasting Union* steering committee for third radio news and current

affairs conference. Washington Sheraton hotel, Washington.

■ **July 28**—Announcement of nominations for prime time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Registry hotel, Universal City, Calif. Information: (818) 763-2975.

■ **July 28-30**—*Cabletelevision Advertising Bureau* sales manager school. Lincoln hotel and University Conference Center, Indianapolis. Information: (212) 751-7770.

July 30—*Florida Associated Press Broadcasters* 40th annual meeting and awards luncheon. Hotel Sofitel, Miami.

July 30-Aug. 6—TV meteorologist short course, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

August

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

Aug. 5-9—*Georgia Association of Broadcasters* summer convention. Callaway Gardens, Ga. Information: (404) 993-2200.

Aug. 6-13—TV weathercaster workshop, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

Aug. 19-20—*Utah Broadcasters Association* annual convention. Cliff Lodge at Snowbird resort, Utah. Information: (801) 328-8400.

Aug. 24-28—13th annual National Association of Black Journalists newsmakers convention. Adam's Mark hotel, St. Louis. Information: (703) 648-1270.

Aug. 25-27—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **Aug. 27**—Nontelevised portion of the 40th annual prime time Emmy Awards, primarily for creative arts categories. Shrine Civic Auditorium, Los Angeles. Information: (818) 763-2975.

■ **Aug. 28**—40th annual prime time Emmy Awards telecast (by Fox Broadcasting Corp.), sponsored by *Academy of Television Arts and Sciences*. Pasadena

Major Meetings

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 11-14—*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. Future conference: Aug. 20-23, 1989, Marriott, Chicago.

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 Broad-*

casters 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 2-5, 1989—*Radio Advertising Bureau's* Managing Sales Conference. Loews Anatole, Dallas.

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 9-11, 1989**—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York.

■ **April 21-26, 1989**—25th annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Cannes, France.

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.

May 21-24, 1989—*National Cable Television Association* annual convention. Dallas Convention Center, Dallas.

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

Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

Aug. 30—Presentation of Community Service Programming and Public Service Announcements Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Marriott hotel, New York. Information: (212) 586-8424.

September

Sept. 5-7—*Satellite Broadcasting and Communication Association* trade show. Opryland hotel, Nashville. Information: (703) 549-6990.

Sept. 6-9—*Fourth Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 8—Presentation of news and documentary programming Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Monday Memo

A commentary on television programming from Gary Worth, president, WesternWorld, Santa Monica, Calif.

The ice cream parlor approach to TV programming

Suppose you go to an ice cream store and the only flavor available is vanilla. But you don't want vanilla, you want chocolate mocha supreme. The counterperson is sympathetic, but just the same, you don't get chocolate mocha supreme. You get vanilla—and this explanation: It seems most people like vanilla at least well enough that they'll settle for it if what they really want isn't available. So, the explanation goes, why should the ice cream store stock a variety of different flavors when most people will accept the vanilla anyway. You did, right?

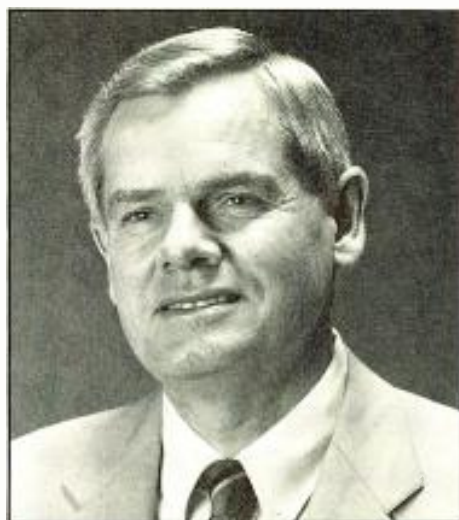
And now suppose what we're really talking about isn't an ice cream store but a television station, and the station doesn't carry the kind of programming you would really like to watch. So what do you do? You settle for the vanilla, for the mass-appeal programs that may not be your first viewing choice but that are still preferable to turning off the TV.

Some may call it the least common denominator approach to programming, but I call it the zero sum approach because, in the end, nobody wins. Not the stations, not the advertisers, not the program distributors, and not the viewers.

Over the years, our commercial broadcast television industry has survived—even thrived—by serving up the vanilla. In every market, each station typically serves up the same daily mix of sitcoms, movies, police dramas, lawyer dramas, game shows and news. Today more than ever before, from channel to channel and from daypart to daypart, the independents look like affiliates, the affiliates look like independents, and they all look like vanilla.

But for how much longer can we expect our commercial television industry to survive—much less thrive—now that every station in every market is competing for the same programming, the same viewers and the same advertising dollars?

Already the answer is becoming painfully obvious to many stations and program distributors. Stations need to be able to secure competitive programming at affordable prices. But with every station in a market trying to secure the same "hot" shows, the demand for this scarce product has created prices many stations cannot afford. Consequently, some stations are finding themselves priced out of the "A" product com-



Gary J. Worth is president and chief executive officer of WesternWorld, a Santa Monica, Calif.-based television company involved in production, syndication, home video and satellite program delivery. Previously, Worth served as president of Wold Communications and as executive vice president and co-chief operating officer of the Mutual Broadcasting System.

pletely, while others are spending so many of their programming dollars on just one or two "A" shows that they find they also must run *Gilligan's Island* yet one more time, to compensate for their spending spree.

Stations are not the only warriors suffering wounds on this new battlefield. Standing right alongside them are many program distributors whose product, though of high quality, isn't the mass appeal product most stations and advertisers demand. Consequently, these non-vanilla distributors are finding fewer buyers. Some have already closed up shop. Those that remain find they have fewer dollars to invest in the acquisition and production of the high caliber product that has been their hallmark over the years. Quite clearly, before long this out-of-the-mainstream product will cease to find its way onto over-the-air commercial TV in the United States.

Before this happens—before our commercial broadcast television industry drives out all those stations that can't afford *Cosby* and drives away those viewers who want the option to watch broadcast programs that don't look like all the rest—station managers might be well advised to take a lesson

from the cable industry and examine the concept of "commercial narrowcasting."

What "commercial narrowcasting" offers stations is an opportunity to differentiate themselves from the rest of the pack, to carve out a niche that will provide them a clear-cut identity in their local market. Instead of programming the same mix of shows their competitors are programming throughout the day, stations that opt instead for commercial narrowcasting can select a programming niche that will set them apart.

Each station can decide for itself what it believes would be the most commercially successful niche. The choices are many: movies, sitcoms, children's news/talk/information, nostalgia, sports, nature/adventure/wildlife, foreign language, etc. Whatever its selection, a station will then become known—among viewers and advertisers alike—for providing that kind of programming and for delivering that kind of audience.

When every station in every market stops competing head-on for the same programs offered by a mere handful of distributors, the program distribution marketplace will become a healthier and more equitable one in which to do business.

By going after a large variety of programs, stations will not only drive down the prohibitive cost of programs but also create new demand for product from a broader segment of the production and distribution community. Producers and distributors offering high quality but out-of-the-mainstream product will find a market for their programs. And by keeping more producers and distributors in business, stations will insure the supply-side competition they require to guarantee that program prices remain affordable.

Another good reason for stations to switch to commercial narrowcasting is the demise of the FCC's must-carry rule. Without must carry, stations are no longer guaranteed carriage on their local broadcast stations via cable. Commercial narrowcasting can help insure that a station remains on the cable system and thus retains its audience share. A station that no longer looks like all the rest, that gives its audience a true viewing alternative, also gives the local cable system a good reason to carry it.

While an ice cream store may be able to survive for a little while by serving only vanilla, over the long haul it will fail. There are just too many customers out there whose taste buds demand something different—like chocolate mocha supreme.



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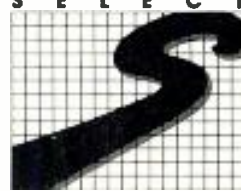
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TOP OF THE WEEK

The race is on: ABC, CBS announce their fall schedules

Three networks have now posted their fall rosters, which are heavy on comedies; among shows cast aside: 'Kate & Allie,' 'Cagney & Lacey' and 'Frank's Place'

CBS and ABC announced their new-season prime time schedules last week, a week after NBC announced its new schedule (BROADCASTING, May 23), and one thing's certain—there will be no shortage of comedies on the network slates next fall, assuming, of course, striking writers settle their differences with producers. CBS will double its comedy output from four surviving comedies last year to eight new and returning ones for the start of next season. ABC will also start the new season with eight half-hour comedies, and a one-hour comedy—*A Fine Romance*—and two "dramadies," *Wonder Years* and *Hooperman*. NBC will go with 14 new and returning comedies.

CBS will be relying on the marquee value of stars such as Dick Van Dyke and Mary Tyler Moore, both returning to CBS with new shows, as well as a spin-off of the box-office movie hit of 1987, "Dirty Dancing," as a half-hour comedy. CBS Entertainment President Kim LeMasters said his strategy for next fall was to broaden the networks' prime time appeal, with a special effort to reach younger adult viewers, and beef up the first hour of the time period almost across the board.

ABC is taking steps to strengthen its hold on Tuesday nights, with a new comedy from Carsey Werner, *Roseanne*. The show is scheduled to lead out of *Who's the Boss?* at 8:30 p.m. *Who's the Boss?* launched the network's midseason *Wonder Years* to hit status this spring. *Wonder Years* has been renewed and moves to Wednesday at 9 p.m.

ABC has also reprogrammed much of Sunday night, bringing back a variation of *That's Incredible* called *Incredible Sunday*, as well as all of Thursday and Saturday nights. ABC had the strongest midseason development last year, and will return four midseason series—*Wonder Years*, *China Beach*, *Just the Ten of Us* and *Heartbeat*.

□

More comedies, name strength and programs skewed to a younger audience are the ingredients for CBS's fall schedule. LeMasters announced the new lineup at a press conference May 26. The new lineup includes five-and-a-half hours of new programming, three one-hour dramas and five half-hour comedies. The schedule, said Le-

Masters, would address three major objectives: improving the "critical" 8-9 p.m. period, increasing the network's half-hour comedies and broadening CBS's appeal.

"CBS's worst kept secret," said LeMasters, "is the problem at 8 p.m." CBS has responded by reworking four nights: Monday, Tuesday, Wednesday and Saturday.

CBS's crop of half-hour comedies are *Close to Home*, *Dirty Dancing*, *Mary Tyler Moore*, *Murphy Brown* and *The Van Dyke Show*. Returning from last season are *Newhart*, *Designing Women*, *Coming of Age* and *Kate & Allie*. *Kate & Allie* is not on the schedule but is expected to be used as a midseason replacement.

Younger viewers have been sought aggressively with the new schedule. CBS hopes that newcomers *TV 101*, *Dirty Dancing*, *Close to Home* and *Paradise*, all with young adult themes, will attract a younger audience the network readily concedes it has failed to draw.

Some noticeable absences from this year's schedule: *Frank's Place*, *Cagney & Lacey*, *Jake and the Fat Man* and *Simon &*

Simon. The decision on the critically acclaimed *Frank's Place* was, said LeMasters, "one of the hardest I've ever had to make." *Frank's Place*, like *Kate & Allie*, has a commitment from the network for episodes next year and will also be used as a midseason replacement. The future is somewhat more tenuous for *Jake and the Fat Man* and *Simon & Simon*. LeMasters said that CBS has had discussions with both of the shows' producers, but that no decision has been made. *Cagney & Lacey*, said LeMasters, "was very close to making the schedule, but the show suffered the slings and arrows of Monday night programming, and the network didn't want the show to suffer further decline."

CBS News division offerings *60 Minutes*, *48 Hours* and *West 57th* all will return.

Monday night is the most heavily remade night. *Newhart*, moving from 9-9:30, will lead in at 8, followed at 8:30 by *Coming of Age*. At 9, *Murphy Brown*, a half-hour comedy starring Candice Bergen as a television news reporter, debuts. Following *Brown*, the network returns *Designing Women*,

TV networks' fall fashionings

NBC has ordered five new one-hour programs and three half-hour comedies for the new season, for a total of eight shows and six-and-a-half hours of new prime time programming. ABC and CBS each ordered five-and-a-half new hours of prime time programming for their schedules. CBS ordered three new hour dramas and five new half-hour comedies. ABC has ordered six new prime time shows, including four new hour dramas, one comedy and a one-hour reality-based program for the start of the new 1988-89 fall season. Thus, under the first draft of the 1988-89 fall season, the three networks will offer viewers 22 new prime time programs totaling 17½ hours. At the start of last season, the total was also 22 new programs, but they spanned 18 hours.

Not returning to the NBC starting lineup next season are Michael Landon's *Highway to Heaven* and Columbia Pictures Television's *My Two Dads*, although 13 new hours of *Highway* and 16 more episodes of *Dads* have been ordered for midseason use. Also available for midseason is a new anthology show from Henson associates, *The Jim Henson Hour*. Also, if *Molly Dodd's* ratings improve this summer, NBC may order additional episodes.

CBS is also holding on to several shows that won't start next fall for midseason use: *Kate and Allie* (22 more episodes have been ordered), *Frank's Place* (13 episodes have been ordered), *Jake and the Fatman* and *Simon & Simon*.

In addition to the new shows on its lineup, ABC has options on four other new series for midseason: *Coach*, with Craig T. Nelson, a half-hour comedy from Universal; *Have Faith*, an ensemble comedy about five Catholic priests from Steven Bochco's Adams Productions in association with 20th Century Fox; *Studio 5B*, an hour series from Lorimar Telepictures about the goings on at a morning network TV program, and *The Robert Guillaume Show*, a half-hour comedy starring the actor as a divorced marriage counselor.



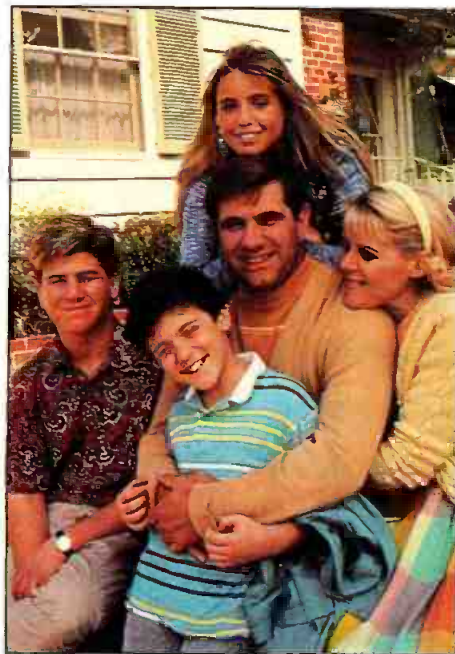
'Knightwatch' (ABC)



'A Fine Romance' (ABC)



'Roseanne' (ABC)



'Wonder Years' (ABC)

moved from last season's 8:30-9 slot. *Almost Grown*, about 30 years in the relationship of a New Jersey couple as reflected in the music of the times, premieres at 10-11 p.m.

Tuesday night, a thorn in the network's side last season, remains a movie night from 9 to 11. From 8 to 9, *TV 101* premieres, featuring Sam Robards as a young journalism teacher who returns to his high school to create a student-run closed circuit TV show.

CBS brings back two familiar faces on Wednesday night, Dick Van Dyke in the *Van Dyke Show* and Mary Tyler Moore in an as-yet untitled show. The *Van Dyke Show*, leads off the evening at 8-8:30, with Van Dyke and his real-life son, Barry, as a father and son running a struggling theater company. At 8:30-9, Mary Tyler Moore returns to CBS as Annie Block, a divorced woman who marries a recently widowed structural engineer, combining their families. *The Equalizer*, airing at 9-10, moves back an hour from last season's 10-11 p.m. slot. Closing out the night at 10-11 p.m. is *Wiseguy*, which moves from last season's Monday, 10-11 p.m. slot.

Thursday night, the network launches one new show, *Paradise*, at 9-10 p.m., featuring

Monday

	ABC	CBS	NBC
8:00		Newhart (MTM)**	ALF (Alien Prods.)
8:30	MacGyver (Winkler-Rich/Paramount)	Coming of Age (Universal Television)**	The Hogan Family (TAL/Lorimar)
9:00		Murphy Brown (Shukovsky/Warner)*	
9:30		Designing Women (Mozark/Columbia)**	
10:00	Monday Night Football (ABC Sports)		Monday Night at the Movies
10:30		Almost Grown (Universal/Atlantis)*	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Who's the Boss? (Columbia)		
8:30	Roseanne* (Carsey-Werner)	TV 101 (GTG Enter.)*	Matlock (Viacom)
9:00			
9:30	Moonlighting (Picture Maker/ABC Circle)		In the Heat of the Night (Silverman/Jadda/MGM/UA)
10:00		CBS Tuesday Movie	
10:30	Thirty-something (Bedford-Falls/MGM)		Midnight Caller (Lorimar)*
11:00			

Wednesday

	ABC	CBS	NBC
8:00	Growing Pains (Warner)	The Van Dyke Show (GTG)*	Unsolved Mysteries (Cosgrove-Meurer)*
8:30	Head of the Class (Elias/Warner Bros.)	Mary Tyler Moore (still untitled) (MTM)*	
9:00	The Wonder Years** (Mariens-Black/N.Wid)		Night Court (Starly Night/Warner)**
9:30	Hooperman** (Adam Prods./Fox)	The Equalizer (Universal)**	Baby Boom (Finnegan-Pinchuk)*
10:00			
10:30	China Beach (Sacret/Warner)	Wiseguy (Cannell)**	Tattingers (Paltrow Group, NYLA/MTM)*
11:00			



'Almost Grown' (CBS)



Mary Tyler Moore (untitled) (CBS)



'The Van Dyke Show' (CBS)



'Dirty Dancing' (CBS)

Fall's first draft

(One asterisk signifies a new show and two asterisks signify a change of time period. One returning show has a new name—NBC's *Valerie's Family* has become *The Hogan Family*.)

Sunday

	ABC	CBS	NBC
7	Incredible Sunday* (Reeves)	60 Minutes (CBS News)	The Magical World of Disney (Disney)*
8	A Fine Romance* (IndieProd/Phoenix/New World)	Murder, She Wrote (Universal)	Family Ties (UBU/Paramount) Day by Day (UBU/Paramount)
9	Sunday Night Movie	Sunday Movie	Sunday Night at the Movies

Lee Horsley as an 1890's gunfighter who becomes the guardian of his sister's four children. Returning at 8 to 9 p.m. is *48 Hours*, with *Knots Landing* airing at 10-11 p.m.

The CBS Friday night schedule is unchanged, with *Beauty and the Beast*, one of the few successes from last season, returning at 8-9 p.m., followed by the established *Dallas* at 9-10 p.m. and *Falcon Crest* at 10-11 p.m.

CBS's Saturday night leads off with *Dirty Dancing*. The comedy, airing at 8-8:30, is set in the mid-sixties and is about two young adults from different backgrounds who work together at a summer resort. Another new comedy, *Close to Home*, premieres in the 8:30-9 p.m. position. The series follows a father/daughter relationship through the daughter's teen-age years. *Tour of Duty* returns in its 9-10 p.m. slot, followed by *West 57th* at 10-11 p.m.

The Sunday night lineup remains intact from last season, as two CBS stalwarts return. *60 Minutes* returns in the 7-8 p.m. time period, followed by *Murder, She Wrote* at 8-9 p.m. and the *CBS Sunday Movie* at 9-11 p.m.

Providing three of CBS's new shows, the most of any single producer, is GTG Entertainment, headed by former NBC chairman, Grant Tinker. GTG is producing *Close to Home*, *The Van Dyke Show* and *TV 101*. A member of the Tisch family is also providing programming to the network. Steve Tisch

Thursday

	ABC	CBS	NBC
8:00			The Cosby Show (Carsey-Werner)
8:30	Knightwatch* (MGM)	48 Hours (CBS News)	A Different World (Carsey-Werner)
9:00			Cheers (C-B-C/Paramount)
9:30	Dynasty* (Shapiro/Spelling)	Paradise (Roundelay/Lorimar)*	Dear John (Paramount)*
10:00			
10:30	Heartbeat** (Shapiro/Spelling)	Knots Landing (Roundelay/MF/Lorimar)	L.A. Law (20th Cen. Fox)
11:00			

Friday

	ABC	CBS	NBC
8:00	Perfect Strangers (Miller-Lorimar)		Sonny Spoon (Stephen J. Cannell/NBC Prods.)**
8:30	Full House (Miller-Boyett/Lorimar)	Beauty and the Beast (Witt-Thomas/Republic)	
9:00	Mr. Belvedere (Fox)		Something is Out There (Columbia Pictures Television)*
9:30	Just the Ten of Us** (Warner)	Dallas (Lorimar)	
10:00			
10:30	20/20 (ABC News)	Falcon Crest (Amanda/MF/Lorimar)	Miami Vice (Mann/Universal)**
11:00			

Saturday

	ABC	CBS	NBC
8:00		Dirty Dancing (Vestron/Steve Tisch)*	227 (Embassy)**
8:30	Murphy's Law* (New World)	Close to Home (GTG)*	Amen (Carson)**
9:00			Golden Girls (Witt-Thomas-Harris/Disney)
9:30		Tour of Duty (Zev Braun/New World)	Empty Nest (Witt-Thomas-Harris/Disney)*
10:00	Saturday Mystery Movie* (Universal)		
10:30		West 57th (CBS News)	Hunter (Stephen J. Cannell)
11:00			

of The Steve Tisch Co., which is co-producer of *Dirty Dancing*, is the nephew of Laurence Tisch. CBS president.

□

At ABC, the network will counterprogram Sundays at 7 p.m. with *Incredible Sunday*, from the same team, headed by Woody Fraser for Reeves Entertainment, that produced *That's Incredible!* from 1980 to 1984. ABC's *Disney Hour* is moving to NBC in a different form. At 8 p.m., the canceled *Supercarrier* is being replaced by *A Fine Romance* from IndieProd (in association with Phoenix Productions and New World), described as a "homage to the screwball comedies of the 40's." Rounding out the night is a movie from 9 to 11.

Monday remains the same with the returning *MacGyver* and *Monday Night Football*.

On Tuesday, after *Who's the Boss?* and *Roseanne*, *Moonlighting* will return at 9 p.m. Speaking to advertisers in New York

last week, ABC Entertainment President Brandon Stoddard talked of the continuing inability of *Moonlighting* producer Glenn Caron to supply the normal 22 episodes per season. "I don't think the problem will be eliminated," said Stoddard, although he expects the output next season to be a little better than the 13 episodes of last season. At 10 p.m. on Tuesday, *thirtysomething* returns to the schedule.

Wednesday remains largely intact, starting off with *Growing Pains* at 8 p.m. and *Head of the Class* at 8:30. *Wonder Years* moves to a new time at 9 p.m., and *Hooperman* moves back a half-hour to 9:30 p.m. *China Beach* will stay at 10 p.m.

Thursday will kick off with a new crime drama at 8 p.m., *Knightwatch*, from MGM. That will be followed by *Dynasty* at 9 p.m., which is moving from Wednesday. *Heartbeat* also moves from Wednesday to Thursday, at 10 p.m. Canceled are *Probe*, *Hotel*, and *Buck James*. Last season, ABC programmed Thursday with *Sledge Hammer*, *The*

Charmings and a movie. All are gone.

ABC's Friday will lead off with the returning *Perfect Strangers* and *Full House*. At 9 p.m., *Mr. Belevvedere* returns, followed by *Just the Ten of Us* at 9:30 p.m., which had a midseason trial on Tuesday at 8:30 p.m. *20/20* returns at 10 p.m.

Saturday marks the return of *Columbo*, with Peter Falk reprising his role as the rumpled detective. The series will be part of the new *ABC Saturday Mystery Movie*, which will feature three rotating series that air each week at 9-11 p.m. William Link, the executive producer of the original *Columbo* series, which aired on NBC in the 1970's, will return to serve as executive producer of all three series within *Mystery Movie* for Universal. Burt Reynolds and Lou Gossett Jr. will star in the other two rotating series.

Leading into the new mystery wheel will be the new *Murphy's Law* from New World, starring George Segal as an unconventional insurance investigator. □

NBC sweeps May sweeps in record style

Network wins by biggest lead ever; tops in regular, made-for, specials and mini-series

In a performance reminiscent of the glory days of CBS Television, NBC took the May sweeps with the largest margin in a sweeps period in modern TV times, dominating regular programming, made-for-TV movies, specials and mini-series, as well as demographic categories for women and men under 54.

The network has won 12 of the last 13 sweeps periods, losing for the first time in nearly three years to ABC last February when that network covered the 1988 winter Olympics.

NBC won the May race with a 14.9 rating/26 share, 24% ahead of its nearest rival, CBS, which registered a 12 rating/21 share, according to an NBC analysis of Nielsen's NTI peoplemeter ratings for the April 28-May 24 sweeps period.

In the race for second, however, third-place ABC was able to close the gap behind CBS, picking up 4% in ratings over last year's May sweeps with an 11.7/20, while CBS dropped 4%. NBC gained 5% over last May's sweeps ratings.

ABC also maintained its demographic advantage over CBS in all under-54 categories, although CBS remained first in the 55-and-older category, followed by NBC, then ABC, according to ABC.

NBC won the regular program category handily with a 15.1/26, a 26% margin over CBS's 12/21. ABC came in a close third with an 11.9/20. NBC took first place on Monday, Thursday and Saturday nights, with CBS taking Friday and Sunday and ABC Tuesday and Wednesday.

According to ABC, its regular program ratings for the sweeps period were up 10%, while NBC's were up 3% and CBS's were down 12%.

Good news for all three networks was that



NBC's 'Different World,' the number-one series of the May sweeps

the downward trend for three-network ratings was reversed in May when the combined Nielsen rating was up 2% to 38.6, with a 67 share, compared to May 1987's

37.9 rating/68 share.

The three-network ratings had been down 5% from the year before in February's sweeps, and November 1987's ratings had been off 10% from November 1986.

Of importance to network affiliates looking for strong prime time performance to enhance their late local news audience was NBC's strong margin over both CBS and ABC during the local news lead-in period.

NBC won the Monday-to-Friday, 10:30 p.m.-11 p.m., period with a 15 rating/26 share, a 15% margin over CBS's 13.1/23, and 19% ahead of ABC's 12.6/22. It won the period Monday-to-Sunday with an even wider margin over second-place CBS.

Among the top 30 shows, NBC's *Cosby* spin-off, *A Different World*, won first place with a 22 rating/38 share, compared to *Cosby*'s 21.9/40.

The remainder of the top five slots also went to NBC, with *Cheers* tying *Cosby* on a ratings basis with a 21.9/36. *Night Court* was fourth with a 20.5/33, followed by *Golden Girls* (20/37).

CBS's top-ranked show, in sixth place with a 18.2/31, was *Murder, She Wrote*, followed by *NBC Sunday Movie* (17.8/28), NBC's *Amen* (17.7/33) and CBS's *60 Minutes* (17.6/35). Tied for 10th place with 17.2 ratings were NBC's *Monday Movie* and *L.A. Law* and ABC's *Who's the Boss?*.

Slipping out of the top 30 were NBC's *Family Ties*, which in last May's sweeps had registered first in its Thursday time slot, and ABC's *Moonlighting*. CBS's *Dallas* slipped from sixth last May into a tie for 18th with a 16.2/28, while last year's fifth-place *Growing Pains* on ABC fell into a tie for 21st with a 14.9/27.

In the made-for-TV movie category, CBS's special, long-form *Magnum P.I.* overwhelmed the competition with a 32/48. But NBC's overall average of 18.1/29 was well ahead of CBS's 14.9/24 and ABC's 14.7/23 (with just one entry, *A Whisper*

May sweeps Top 10 regular programs

Rank		Net.	Rating/Share
1.	Different World	N	22.0 38
2.	Cosby	N	21.9 40
3.	Cheers	N	21.9 36
4.	Night Court	N	20.5 33
5.	Golden Girls	N	20.0 37
6.	Murder, She Wrote	C	18.2 31
7.	NBC Sunday Movie	N	17.8 28
8.	Amen	N	17.7 33
9.	60 Minutes	C	17.6 35
10.	Who's The Boss?	A	17.2 31
	L.A. Law	N	17.2 29
	NBC Monday Movie	N	17.2 27

Based on NBC Research analysis of NTI People Meter Ratings for May 1988 sweeps (April 28-May 25).

Kills).

NBC took four of the top five made-for-slots with *Perry Mason* (22.6/35), *Incredible Hulk* (20.2/33), *Taking of Flight 847* (19.7/31) and *Desperado* (15.4/26).

ABC's *Barbara Walters* May special led the specials category with a 20/32, although again NBC's average 14.7/25 remained

ahead of CBS's 12.8/21 and ABC's 12.7/21. NBC had second- and third-place specials, with *Bob Hope* (19/31) and *Unsolved Mysteries* (17/28), followed by ABC's *American Comedy Awards* (16.8/28) and CBS's leading entry, *Miss Universe Pageant* (15.6/24).

NBC's mini-series *Something Is Out*

There, led the pack of five during the month, beating ABC's *Bourne Identity* head-to-head with a 19.2/30, compared to the latter's 18.5/30. ABC's *Baby M* finished third with a 16.3/26, and its *Onassis* was fourth with a 13/20. CBS's mini-series, *Shadow on the Sun*, lagged well behind with a 9.1/15. □

Live from Moscow: the Reagan-Gorbachev summit

Fifth Estate begins coverage of historic meeting, citing cooperation of Soviet hosts; major news not expected, but journalists hope they are ready for surprises

America was being inundated last week with the history, culture, military preparedness and politics of the Soviet Union, as the four major television networks geared up for the fourth summit meeting between President Ronald Reagan and General Secretary Mikhail Gorbachev. This week, with the summit under way, the networks' attention has become even more intense. There was to be heavy live coverage yesterday (Sunday) morning, when the President arrived in Moscow. The morning shows were to begin broadcasting out of Moscow today (May 30), and the ABC, CBS, NBC and CNN anchors are operating out of booths built on terraces of the Rossiya hotel, overlooking Red Square and the Kremlin.

Major news is not expected. But the fact of a summit itself still ignites the imagination of journalists, even a summit that is the fourth between the American President and the Soviet leader. Adding point to the interest is the fact that the first American President to visit the Soviet Union in 14 years is Ronald Reagan, who early in his Presidency denounced the country as the "evil empire."

And although Joe Angotti, NBC vice president for elections and special broadcasts, was probably reflecting the views of most of his colleagues in Moscow when he described the summit principally as "a ceremonial thing," he and others in Moscow are sensitive to what he said is its "potential for surprises." The networks—ABC, CBS, and NBC with between 65 and 75 people each, and CNN, with 55—hope they are prepared for anything. So do the crews sent over by *Conus* and *The MacNeill/Lehrer NewsHour*.

One of the big substories out of the summit is the unprecedented spirit of cooperation the network executives say their Soviet hosts are demonstrating. Said Angotti: "There is an eagerness to help, and less fear and suspicion about what we're doing" than was the case in 1984, when the *Today* show broadcast from Moscow for a week. Of the six satellite paths out of Moscow, for instance, three employ earth stations supplied by Los Angeles-based IDB Communications Group Inc. that are independent of Soviet control. IDB is also providing compressed video return feeds, which make it possible for the broadcast journalists in Moscow to view the pictures being transmitted to the U.S. All told, eight satellites of the International Telecommunications Satellite Organization are being used to transmit



Jennings on balcony of Rossiya hotel; Kremlin, Cathedral of St. Basil in background

television pictures from Moscow to earth stations around the world. Alone among the American outfits, CNN is using both a Soviet uplink and a transponder on a Soviet Intersputnik satellite, for relay to CNN headquarters in Atlanta.

But that does not mean things have gone smoothly. ABC News's Mike Duffy, senior producer of the network pool, expressed exasperation last week with the apparent inability of the Soviets to keep promises—as in lighting the Kremlin at night for television pictures, for instance. "They promised us lights a month ago, but each night, the lighting was postponed." Apparently, there was a jurisdictional dispute between the Kremlin and city officials. Finally, last Wednesday, the lights were turned on—but in what Duffy described as a "slapdash fashion." ABC had to supplement the lighting with its own equipment.

Last week, Duffy was waiting delivery on a Soviet promise to permit ABC, CBS, NBC and CNN correspondents to enter the Kremlin to do stand-uppers in Cathedral Square, outside the Kremlin palace, on Sunday, when the President was to arrive. Duffy said the Soviets had promised "easy access to the Kremlin." But as of last Friday, he was waiting for delivery on the promise and did not appear confident the Soviets—whose concern about security is considerable—would acquiesce. However, ABC News's Walter Rodgers, pressing his luck, tried for access for a live piece for *Good Morning, America* from inside the Kremlin on Friday (May 27), and got it.

Still, as Tom Bettag, executive producer of *The CBS Evening News with Dan Rather*,



Rather, Kuralt inside Kremlin

said, "The Soviets are so into *glasnost* there is access to things never seen before. We want to take advantage of that." CBS, for instance, has been broadcasting pictures from inside the Kremlin of religious and art objects rarely seen in the West.

Charles Kuralt, of CBS's *Sunday Morning* and *On the Road* (or Trans-Siberian Express, last week), is co-anchoring with Rather the "Inside the Kremlin" pieces, which are illustrated with pictures that Bettag said make the Kremlin—an Alcatraz on the outside—look "like Versailles on the inside." The pictures were taken by a crew from Tokyo Broadcasting System. Bettag said TBS had talked to the Soviets for three years before getting permission. TBS and CBS have had a close relationship for 30 years, during which time the organizations have frequently exchanged material.

The story is not limited to television, of course. Besides the commercial and non-commercial radio networks represented in Moscow, the Voice of America has sent a crew—including three reporters from the USSR division—to cover the summit, as have a couple of U.S. stations. WJR-TV Detroit's J.P. McCarthy, who has been host of the top morning show in the Detroit market for years, is doing his 6-to-9 a.m. (2-to-5 p.m. Moscow time) program from Moscow all week, while WEEI(AM) Boston has dispatched John Rodman, vice president for news and programming, and reporter Andrea Carneiro. They covered the Washington summit for the station last December.

The Moscow portion of the story will end on Thursday, as far as the television networks are concerned. The President flies to London that day for a stopover to brief Prime Minister Margaret Thatcher on his talks with Gorbachev. The network journalists will be broadcasting right behind him. □

CBS wins '92 winter Olympics for \$243 million

Network outbids ABC; has not carried games since 1960; price is under ABC tab for this year's games

CBS returned the Olympics to their place of origin on television last week with a winning bid of \$243 million for the next winter games, scheduled for Feb. 8-23, 1992, in Albertville, France. The CBS buy includes 16 nights of prime time programming, with a total of more than 100 hours of programing; it also includes radio rights.

CBS was the first TV network to carry the Olympics, in 1960, when it broadcast the winter games from Squaw Valley, Calif., and the summer games from Rome. Walter Cronkite anchored the Squaw Valley games, which featured Jim McKay, Dick Button, Bud Palmer and Chris Shenkel as announcers. CBS paid \$50,000 for the winter games that year and \$350,000 for the summer games. Although it will be 32 years between CBS's Olympics coverage, the network has bid on games during that period.

The minimum bid for the 1992 summer games in Barcelona, Spain, is expected to be about \$300 million. Bidding will likely be held soon after the conclusion of the 1988 summer Olympics in Seoul, South Korea.

CBS's winning bid topped an NBC offer of \$175 million plus a percentage of network revenue over \$325 million. ABC, which has carried 10 of the last 12 games, dropped out of the bidding on Sunday, May 22, two days before the May 24 bidding process, objecting to the International Olympic Committee's method of auctioning the games. The sale of the 1988 Calgary winter games involved six rounds before ABC finally topped NBC's offer with a price of \$309 million. The IOC began the bidding for this year's games at \$200 million.

ABC did, however, make a joint bid of \$500 million for both the 1992 winter and summer games. The chairman of IOC broadcast negotiations, Dick Pound, called the ABC decision to withdraw from the bidding for the winter games "incomprehensible." Pound said that the IOC "didn't want to set an impossibly high" minimum bid since it knew that ABC's price for the Calgary games was "aberrational."

In contrast to the six rounds of bidding that led to ABC's \$309-million buy of the Calgary winter games, the sale of the Albertville games took only one round and about an hour.

The CBS price for the Albertville games marks the first decrease in winter Olympics rights. In 1984, the games in Sarajevo went for \$91.5 million; the 1980 Lake Placid games went for \$15.5 million, and the 1976 Innsbruck games cost \$10 million; all were carried by ABC.

CBS President and Chief Executive Officer Laurence Tisch said that he was "delighted" that CBS won the games with its "very realistic bid," adding that CBS should achieve "modest profitability." Even in the event that CBS should only break even, Tisch said that he would still be "delighted."

"I've stated many times that it is my goal



L to r: Pound, Pilson; Michel Barnier, co-president, Albertville Olympic Committee (AOC); Un Yong Sim, member, IOC broadcast committee; Jean Claude Killy, co-president, AOC; Jean Albert Corrand, executive director, AOC

to get back to the number-one position" in ratings, said Tisch. The acquisition of the Albertville games is part of an "all-out assault" by CBS on the events and programing needed to return it to first place, Tisch said.

Among the benefits CBS will accrue from the buy, according to CBS Sports President Neal Pilson, would be a boost in prime time ratings, the removal of the problem of programing against the games and the natural promotional opportunity CBS would acquire for the rest of its schedule.

That CBS was very interested in the games was known, as was its interest in defraying part of the cost of the games by spinning off a package of events to a cable service (BROADCASTING, May 23). In light of the \$65-million loss incurred by ABC in its broadcast of the Calgary games, many were surprised at the CBS price last week.

Pilson was the CBS executive most responsible for putting together the bid. CBS/Broadcast Group President Gene Jankowski said that based on Pilson's track record of making a profit on the sports rights he has negotiated, Jankowski had confidence that the Albertville Olympics would also make money.

As for whether the six-hour time difference between Albertville and the East Coast will depress ratings of the games, CBS research for the bid showed viewers do not watch "high-profile events" such as figure skating or downhill skiing simply to find out the gold medal winner. Instead, the research shows viewers watch to see the beauty of the particular sport, making the delayed broadcast of those events less of a worry. The delay will become a problem for CBS when it comes to competitive sports such as hockey, the research showed. Forty percent of ABC's broadcast of the Calgary games was tape-delayed.

Asked whether CBS should have considered a profit-sharing provision as did NBC in its bid, Tisch said: "I don't like the

Pandora's box" that such a profit-sharing agreement opens up. NBC purchased the 1988 summer games in Seoul on a profit-sharing basis.

Tisch said that based on CBS predictions of profitability, the difference between NBC's proposed payment and CBS's was not much. Even if the CBS bid works out to more than NBC's, Tisch said, "we can risk \$10 million-\$15 million" given CBS's "very strong financial position."

Pilson said last week that although he has discussed such a package with cable channels, he "came to the conclusion that [CBS] did not need to negotiate" a price for the games with a cable deal in place. If it can create such a package, something Pilson said could prove difficult given the winter games' schedule, CBS will decide whether to sell it to a cable service within the next six to eight months. "The door is open" on a cable package, he said.

Bob Wussler, senior executive vice president at Turner Broadcasting System, said last week that TBS continues to be interested in acquiring part of the Olympic package, but said there had been "no discussions" as of last week with CBS.

With the six-hour time difference between Albertville and New York, all of the prime time broadcast of the games will be tape delayed. Pilson said that CBS would explore opening its morning schedule to carry afternoon events live.

CBS also expects to be an active player for the Barcelona games. The network said it could achieve economies in the production of the Barcelona games since it would have some of the necessary equipment and facilities at the ready to move from Albertville.

CBS executives said last week the network would be very interested in acquiring the 1994 winter games, which will be sold in 1990. As of 1994 the winter and summer games will be separated by two years, rather than running in the same year. □



Wing



Holmes

Chances bleak for Wing, Holmes

Hollings opposition looks to defeat nominations

The FCC may remain a three-member agency until a new administration arrives in Washington next year. Based on comments made by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) to reporters last week, FCC nominees Susan Wing and Bradley Holmes are not likely to be confirmed.

Furthermore, last week a letter from Hollings to Commerce member Pete Wilson (R-Calif.) was "discouraging" about the prospects for any proceeding on the two, according to Wilson's office. Wilson wrote Hollings calling for a vote on Holmes's nomination.

Nor are the prospects considered good that the White House will exercise its option to name them to the commission through a recess appointment, according to those close to the matter.

Hollings, who chairs the Appropriations Committee's subcommittee with jurisdiction over the FCC, also revealed he is seriously considering including various broadcast policy provisions in the FCC's fiscal 1989 appropriations bill, including reimposition of the agency's antitrafficking rule, prohibitions of relaxation of broadcast-crossownership rules and, possibly, must-carry language. Additionally, Hollings would extend current legislative restrictions on the agency to prevent it from tampering with its distress-sale and tax certificate policies and its

preferences for women and minorities. The ban on VHF-UHF station swaps would also continue.

Wing, a Washington communications attorney with Hogan & Hartson, and Holmes, head of the FCC Mass Media Bureau's policy and rules division, were nominated to fill the two Republican vacancies last year, and it has been uncertain when, and even if, they would be confirmed. In March Hollings said he would vote against both Wing and Holmes (BROADCASTING, March 21, 1988).

Last week the senator told BROADCASTING that no action was scheduled on the nominations. However, he said the matter was in the hands of Senator Daniel Inouye (D-Hawaii), who chairs the Communications Subcommittee. Inouye could not be reached for comment. Hollings later told reporters he did not think the nominations would move this year.

A deal between the White House and Senate to bring up Wing while bypassing Holmes was believed to be in the works several weeks ago, but the White House last week insisted there was no deal. According to a White House source, Chief of Staff Howard Baker called Hollings several times to urge consideration of both nominations. But, the source added, "we'll take whatever we can get." The source also said there was interest in moving Wing because she is named to a term that would expire at the end of June, while Holmes's appointment would not expire for another year. □

Dissent in public broadcasting: who controls purse strings?

Senate proposes amendments that would reroute CPB Program Fund dollars to stations; CPB charges 'breach of faith' by PBS, NAPTS, which support proposal

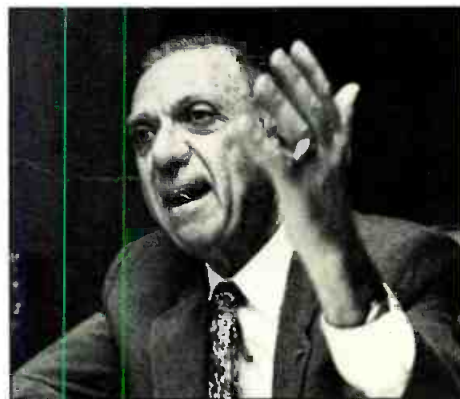
The executive committee of the Corporation for Public Broadcasting's board of directors—in what PBS President Bruce Christensen described as a "wounded reaction"—last Wednesday (May 25) adopted a resolution urging the withdrawal of proposed amendments to the 1991-93 CPB reauthorization bill. The amendments, not yet presented in written form, would rechannel directly to noncommercial TV and radio stations much of the federal funds spent by CPB on national programming, the Senate Communications Subcommittee staff confirmed.

The rechannelled funds would still be earmarked for national programming, but each station, rather than CPB's Program Fund process, would decide which national programs to support. According to CPB, if the amendments were in effect during fiscal year 1989 (they wouldn't be until 1991), the approximately \$34-million Program Fund budget would be reduced to about \$7 million.

"The subcommittee initiated this," said the subcommittee's Antoinette Cook in response to CPB Chairman Howard Gutin's statement that the amendments must have been the result of influence outside the Senate. The ideas in the amendments "were not handed to us," she said, but are the result of



Ledwig



Gutin

the analysis of information—much of it provided by CPB—about the structure of the system. The staff's job is to initiate, she said, "but we cannot just go over Senator Inouye; it was he who got the ball rolling by asking, 'Hey, what is going on with public broadcasting?'" Daniel Inouye (D-Hawaii) is chairman of the subcommittee.

An unusually demonstrative CPB president, Donald Ledwig, at a press conference he and Gutin held May 26, questioned the likelihood that the stations would "reaggregate" the national programming funds properly without CPB leadership. Noting that the current Station Program Cooperative, through which public TV stations decide which national programs to support, "has no minority programs in its pool for fall 1990," a CPB statement on the amendments' rami-

fications argues that the "stations could well use these funds to purchase programs like *Leave It To Beaver*." The amendments "could speed up the 'creeping commercialization' of public television programming that Congress recently criticized," the statement said, adding that, in radio, "major programs, particularly for underserved audiences, could be eliminated by marketplace forces."

In a major difference of opinion, the executive committees of both PBS and public TV's lobbying arm, the National Association of Public Television Stations (NAPTS), last week adopted resolutions expressing "general support of the amendments." Responding to CPB's charge that support of the amendments by public broadcasters constitutes a "breach of faith," PBS's

Christensen noted that the idea of passing more money on to the stations had been voiced by many people inside and outside the system, before and after public broadcasting's 20th anniversary celebrations last fall.

"I am surprised that [CPB] is so exercised about this and did not seem to see it would be on the minds of the subcommittee. I certainly don't see it as a breach of faith," Christensen said. "CPB deserves credit for leadership," he said, "but leadership doesn't always determine what ends up on the air." Without station support, the PBS president said, CPB would have stopped funding the programs for which it now takes credit.

NPR President Douglas Bennet also called CPB's "breach of faith" charges "inappropriate [and] unfounded. Since the NPR business plan [through which most radio money goes directly to the stations already] was adopted," he said, "public radio has proved its ability and desire to reaggregate the federal contribution to provide an informational and cultural service to a cross section of the American people. The proposed legislation simply codifies the way public radio has operated for the past two years."

Gutin's statement that the measures could be "a blatant act of television child neglect," was "imprudent and inaccurate," said Christensen, noting that the stations have invested \$10 million in children's programming in fiscal year 1988.

In addition to expressing the belief that the same level of support in minority, children's or public affairs programming might disappear, Ledwig was also adamant in his assertion that the proposal would create a CPB with "total responsibility without commensurate authority. Who will answer to Congress for the way the money is spent?" he asked. But Christensen pointed out that "CPB has already been answering to Congress" for 75% of federal funds currently given to the [public TV] stations in the form of unrestricted Community Service Grants (CSG's).

Currently, on the radio side, 71% of funds go directly to stations in the form of Community Service Grants (CSG's), which the stations can spend as they wish; another 22% also goes directly to stations, as National Program Production and Acquisition Grants (NPPAG's), which must be spent on national programming; CPB decides how to spend the final 7% on radio. The amendments would change the radio percentages by one percent—70% to CSG's, 23% to NPPAG's and 7% to CPB.

The radio stations have not always received the lion's share. Before a CPB loan helped NPR out of its near bankruptcy earlier this decade, much of the funds went to NPR. The current "business plan," put in place to begin fiscal 1987, was the joint solution to what NPR's Bennet called a crisis in part due to funds being too centralized. "We definitely think the business plan is working," said Bennet. "We're very pleased with what's happening in radio" under the system as it stands. The amendments would codify the business plan with

only the 1% change.

But, according to CPB, the radio business plan is still untested. Under the amendments, Ledwig said, if, for example, the stations proved unwilling to support a program important to public broadcasting's mandate, CPB would not be able to assure the program's survival.

The changes on the TV side, modeled on the radio business plan, Cook said, would be more significant. "A lot of careful thought went into the radio plan, and it's working," she said. Currently the TV split is 75% to CSG's and 25% to CPB's Program Fund and other projects. The amendments, said Cook, would make the split 75% to CSG's, 20% to NPPAG's and 5% to CPB.

CPB's share, Cook said, would still be more than it currently spends on new programs. Part of the desired results would be an increased focus at CPB on new programs, she said, adding that the stations' commitment to funding ongoing programs is already established. In FY 1989, said PBS, of the \$34 million in CPB national TV program production funding, \$27.85 million is allocated to programs for which "stations presently aggregate an additional

\$33.55 million through existing mechanisms."

Aside from having less money to spend, CPB would be steered toward only new programming by two other elements of the proposal. CPB could not fund any program beyond four years, and the programs would have to meet one or more of these criteria: serve unserved or underserved audiences, involve creative risks, have difficulty obtaining other funds or involve innovative formats.

The proposal additionally would put an end to CPB's practice of signing contracts with producers and instead provide funds through grants, as do "the National Endowment for the Arts and other federal agencies," said Cook. CPB's administrative expenses would be capped at 4% of the previous year's budget, and interest income obtained from CPB's appropriation would also have to be allocated to the stations. Finally, the amendments would also cap CPB's system support budget at 6%, a higher figure, said Cook, than has ever been spent.

Markup of the bill, said Cook, would "probably occur in late June." □

Projects to cost NAB extra \$1 million; board to vote on raising dues

The National Association of Broadcasters is facing some major financial hurdles with more than \$1 million in unbudgeted projects this year. It hopes to cover those expenses without draining its budgetary reserves. Most of the costs are from the \$700,000 NAB has committed toward the establishment of an Advanced Television Test Center, \$300,000 for its share in a pro-radio public awareness campaign and \$150,000 for an AM improvement project. As a result, the association is considering raising dues to make ends meet, but no final decisions will occur until the NAB's joint board of directors convenes June 21-24.

According to NAB President Eddie Fritts, the board will reevaluate the dues structure, which has been in place for more than four years. He said the radio and television membership committees have been exploring several options. For radio, dues are based on voluntary guidelines and categories of revenue. NAB might reduce the categories and increase the minimum dues radio stations pay, he said.

Fees for television members are based on market size, but discounts are provided for different classes of stations. One proposal calls for reducing the amount of discounts. These reductions, however, would be gradually phased in, Fritts said, resulting in revenue increases of between 3% and 5%. If the board approves the proposed changes, the new dues would not take effect until January 1989 for television and April 1989 for radio.

Fritts said that NAB is willing, at some point, to finance the projects through its budget surplus. However, NAB does not want to deplete that source. At an NAB executive committee press briefing last week, Joint Board Chairman Wallace Jorgenson of Jefferson-Pilot Communications emphasized the importance of the new undertakings: "We have no other choice but to get HDTV up and running, and radio needs help." Jorgenson said NAB might also explore an industrywide fundraising initiative to help support the projects.

The awareness campaign for radio is part of an overall \$1.1-million proposal by the so-called Radio Futures Committee formed by NAB and the Radio Advertising Bureau. It is being organized by Warwick Advertising, New York, which made a presentation last week in Washington.

As for AM improvement, NAB Radio Chairman Jerry Lyman of RKO Radio said The Research Group, headed by Bill Moyes, was working on a strategic study to identify the public's attitude toward AM radio, to determine "why people are not listening." The results will be presented at NAB's Radio '88 Convention in Washington in September. Another facet of the study includes funding a design for a new "super" radio receiver that would incorporate all of the latest consumer radio advancements.

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

A.M.E. Inc. □ Aaron Spelling Productions □ American Cablesystems □ American Family □ Arvin Industries □ A.H. Belo □ Burnup & Sims □ Business Men's Assurance □ C-TEC Corp. □ Cablevision Systems □ Capital Cities/ABC □ CBS □ Centel Corp. □ Century Communications □ Chris-Craft □ Columbia Pictures Entertainment □ Comcast □ Comsat □ CVN Cos. □ Disney □ Dow Jones & Co. □ Dun & Bradstreet □ Durham Corp. □ Eastman Kodak □ Financial News Network □ Foote Cone & Belding □ Gannett Co. □ GenCorp □ General Electric □ General Instrument □ Great American Communications Corp. □ Grey Advertising □ Gulf+Western □ Harris Corp. □ Home Shopping Network □ Infinity Broadcasting □ Interpublic Group □ Intel Corp. □ Jacor Communications □ Jefferson-Pilot □ King World □ Knight-Ridder □ Lee Enterprises □ Liberty Corp. □ LIN □ Lorimar Telepictures □ M/A-Com Inc. □ Maclean Hunter □ Malrite □ Mark IV Industries □ MCA □ McGraw-Hill □ Media General □ Meredith Corp. □ MGM/UA Communications □ Michigan Energy Resources □ 3M □ Motorola □ Multimedia □ New World Entertainment □ New York Times □ News Corp. □ Oak Industries □ Ogilvy Group □ Omnicom Group □ Orion Pictures □ Outlet Communications □ Park Communications □ Playboy Entertainment □ Price Communications □ Pulitzer Publishing □ QVC Network □ Reeves Communications □ Reuters □ Rogers Communications □ Saatchi & Saatchi □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Stauffer Communications □ TCA Cable TV □ Tektronix □ Tele-Communications Inc. □ Telemundo □ Time Inc. □ Times Mirror □ Tribune □ Turner Broadcasting □ TVX Broadcast Group □ United Cable TV □ United Television □ Varian Associates □ Viacom □ Warner Communications □ Washington Post □ Western Tele-Communications □ Western Union □ Westinghouse □ Westwood One □ Zenith

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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
WJLA, Washington, D.C.	Petry	Allbritton Comm.	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
KOMO, Seattle	Katz American	Fisher Broadcasting	ABC
WCCO, Minneapolis	TeleRep	Midwest Communications	CBS
WPXI, Pittsburgh	TeleRep	Cox Broadcasting	NBC
KSDK, St. Louis	Katz	Multimedia	NBC
KTNB, Phoenix	HRP	Great American Broadcasting	CBS
KNTV, 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
KOIN, Portland	HRP	Lee Enterprises	CBS
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
WSOC, Charlotte	TeleRep	Cox Enterprises	ABC
WWL, New Orleans	Katz	Loyola University of the South	CBS
WLOS, Greenville/Spartanburg	HRP	Anchor Media	ABC
WBNS, Columbus	Blair	Dispatch Printing	CBS
WTVR, Raleigh	Cap Cities/ABC	Cap Cities/ABC	ABC
KWTU, 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-High Point	TeleRep	Taft Broadcasting	ABC
WSAZ, Charleston-Huntington	Katz American	Lee Enterprises	NBC
WPEC, West Palm Beach	Katz	Photo Electronics	ABC
WXIX, Richmond	Katz	Nationwide Communications	ABC
KTBS, Shreveport	Katz	KTBS, Inc.	ABC
WALA, Mobile-Pensacola	HRP	Knight-Ridder	NBC
KWCH, Wichita	TeleRep	Kansas Broadcasting System	CBS
KFSN, Fresno	Cap Cities/ABC	Cap Cities/ABC	ABC
WTOI, Toledo	MMT	Cosmos Broadcasting	CBS
WFRV, Green Bay	TeleRep	Midwest Communications	ABC
WDBJ, Roanoke	HRP	Schurz Communications	CBS
KFVS, Paducah	Katz Continental	American Family Broadcasting	CBS
KWXL, 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
WFIE, Evansville	HRP	Cosmos Broadcasting	NBC
WAFB, Baton Rouge	Katz Continental	WAFB Television, Inc.	CBS
KOLN, Lincoln	MMT	Busse Broadcasting	CBS
WCTL, Greenville-New Bern	Petry	Diversified Comm.	ABC
KVCB, Las Vegas	Blair	Valley Broadcasting	NBC
KSFY, Sioux Falls	Katz Continental	News/Press & Gazette	ABC
WTOG, Savannah	Katz Continental	American Family Broadcasting	CBS
WAKA, Montgomery	Katz	Alabama Telecasters	CBS
WTVQ, Rockford	Adam Young Inc.	Winneshago Television Corp.	NBC
KSBW, Monterey-Salinas	Blair	Gillett Broadcasting	NBC
KSBY, Santa Barbara	Blair	Gillett Broadcasting	NBC
WWAY, Wilmington	MMT	Price Communications	ABC
WTVM, Columbus, GA	Blair	Pegasus Broadcasting	ABC
KSNF, Joplin	Katz Continental	Price Communications	NBC
KTVN, Reno	Katz	Sarkis Tarzian	CBS
KJAC, Beaumont	Katz	Price Communications	NBC
KFDX, Wichita Falls	Katz	Price Communications	NBC
WTVB, Columbus-Tupelo	Katz Continental	WTWN, Inc.	NBC
WSEE, Erie	MMT	Keystone Broadcasting	CBS
KFSM, Ft. Smith	Katz Continental	NY Times Broadcasting	CBS
KESQ, Palm Springs	Katz Continental	EGF Broadcast Corp.	ABC
WXTV, Greenwood/Greenville	Seltel	Big River Broadcasting	CBS
KYEL, Yuma	Katz Continental	Beam Communications	NBC
WVNY, Watertown	Katz Continental	United Communications	CBS
WHAG, Hagerstown	Katz	Great Trails Broadcasting	NBC

Company	Revenues (000)		% Change
	1987	1986	
1 General Electric	\$40,515,000	\$36,728,000	10.31
2 Eastman Kodak	13,305,000	11,550,000	15.12
3 Westinghouse	10,679,000	10,731,000	-0.48
4 3M	9,429,000	8,602,000	9.61
5 Motorola	6,707,000	5,888,000	13.91
6 Gulf + Western	4,681,100	3,781,100	23.80
7 Capital Cities/ABC	4,440,346	4,124,374	7.66
8 Time Inc.	4,193,000	3,762,000	11.46
9 News Corp. Ltd.	3,941,660	3,162,213	24.65
10 Warner Communications	3,403,563	2,848,000	19.51
11 Dun & Bradstreet	3,359,164	3,113,351	7.90
12 Times Mirror	3,154,571	2,948,136	7.00
13 Gannett Co.	3,079,447	2,801,497	9.92
14 Disney	2,950,500	2,390,200	23.44
15 CBS	2,762,000	2,808,000	-1.64
16 MCA	2,589,623	2,438,394	6.20
17 Zenith	2,363,000	1,892,000	24.89
18 Tribune	2,159,982	2,029,813	6.41
19 Harris Corp.	2,116,239	2,089,065	1.30
20 Knight-Ridder	2,072,648	1,910,650	8.48
21 American Family	1,876,000	1,401,463	33.86
22 McGraw-Hill	1,751,230	1,576,834	11.06
23 Tele-Communications	1,709,400	645,700	164.74
24 New York Times	1,689,598	1,564,663	7.98
25 Reuters Ltd.	1,638,400	1,173,500	39.62
26 GenCorp	1,619,000	1,537,000	5.34
27 Centel Corp.	1,475,797	1,369,912	7.73
28 Tektronix	1,388,853	1,352,409	2.70
29 Arvin Industries	1,373,147	995,620	37.92
30 Washington Post	1,315,422	1,215,064	8.26
31 Dow Jones & Co.	1,314,443	1,134,867	15.82
32 ITEL Corporation	1,274,000	288,700	341.29
33 Saatchi & Saatchi	1,206,400	652,100	85.00
34 Jefferson-Pilot	1,175,814	1,040,132	13.04
35 General Instrument	1,155,460	787,862	46.66
36 Maclean Hunter	1,125,000	973,900	15.51
37 Columbia Pictures Ent.	1,065,987	1,354,989	-21.33
38 Varian Assoc.	1,032,900	893,400	15.61
39 Viacom	1,010,748	919,154	9.96
40 Interpublic Group	970,710	814,427	19.19
41 Lorimar Telepictures	857,260	525,747	63.06
42 Omnicom Group	811,367	753,527	7.68
43 Western Union	801,851	889,192	-9.82
44 Ogilvy Group	738,508	560,132	31.84
45 Media General	715,311	634,627	12.71
46 Home Shopping Network	692,187	365,025	89.63
47 Turner Broadcasting	652,419	556,917	17.15
48 Meredith Corp.	624,673	578,353	8.01
49 Sci-Atlanta	513,944	479,633	7.15
50 Rogers Communications	464,300	411,000	12.97

TRONIC COMMUNICATIONS

1987	Earnings (000)	1986	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
\$2,915,000	\$2,492,000		16.97	7.20	3.20	17.11	7.81	2
1,178,000	374,000		214.97	8.85	3.52	11.58	1.00	55
738,900	670,800		10.15	6.92	5.03	9.91	5.62	13
918,000	779,000		17.84	9.74	4.02	14.68	2.00	42
308,000	194,000		58.76	4.59	2.39	19.51	3.00	38
356,100	267,400		33.17	7.61	5.76	7.01	21.76	7
279,078	181,943		53.39	6.28	16.46	18.51	77.33	1
250,000	376,000		-33.51	5.96	4.18	22.10	40.19	4
654,461	197,984		230.56	16.60	3.94	9.94	12.92	17
328,142	137,400		138.82	9.64	1.87	17.11	11.37	22
392,999	339,990		15.59	11.70	2.58	18.61	5.00	47
266,491	408,085		-34.70	8.45	2.06	14.26	11.09	26
319,395	276,404		15.55	10.37	1.98	14.96	11.59	25
455,300	302,400		50.56	15.43	3.33	16.97	10.09	29
136,000	74,200		83.29	4.92	17.74	8.53	98.00	3
137,254	150,904		-9.04	5.30	1.82	21.43	42.48	6
(19,100)	(10,000)		NM	-0.81	(0.78)	NM	5.00	59
141,537	292,870		-51.67	6.56	1.80	19.24	22.47	18
88,160	68,592		28.53	4.17	1.87	12.33	4.73	64
155,163	140,039		10.80	7.49	2.65	15.47	5.04	62
93,300	100,697		-7.35	4.97	1.16	12.18	2.40	86
164,794	154,009		7.00	9.41	3.27	15.94	5.12	70
5,600	72,300		-92.25	0.33	0.04	44.75	71.67	5
160,333	132,227		21.26	9.49	1.96	13.07	5.87	65
205,700	151,700		35.60	12.56	2.12	17.43	7.00	60
475,000	130,000		265.39	29.34	9.87	1.75	12.04	40
155,976	107,876		44.59	10.57	3.59	12.67	8.82	56
25,667	55,131		-53.44	1.85	0.70	837.50	12.50	45
47,588	41,207		15.49	3.47	2.41	7.57	4.00	84
132,434	100,173		32.20	10.07	10.30	14.39	13.03	46
203,018	183,362		10.72	15.44	2.10	14.05	0.90	113
8,300	55,700		-85.10	0.65	(0.41)	44.48	21.59	31
73,300	35,100		108.83	6.08	0.72	9.59	45.00	15
147,696	123,113		19.97	12.56	3.72	13.21	10.50	58
66,220	(80,377)		NM	5.73	1.88	NM	66.11	9
84,800	69,300		22.37	7.54	1.09	9.75	6.10	78
50,656	101,957		-50.32	4.75	0.67	117.86	55.00	14
(4,100)	(8,700)		NM	-0.40	(0.18)	NM	46.90	19
100,932	45,325		122.68	9.99	(7.18)	NM	100.00	8
49,297	41,051		20.09	5.08	2.25	13.89	45.00	21
(145,294)	4,059		-3679.55	-16.95	(3.16)	NM	74.91	11
34,767	(4,077)		952.76	4.28	1.41	13.92	45.00	24
88,059	(531,205)		116.58	10.98	2.58	NM	5.00	89
29,757	26,995		10.23	4.03	2.02	12.87	71.00	16
42,921	17,107		150.90	6.00	1.50	25.83	27.06	41
18,284	29,049		-34.65	2.74	0.22	23.86	100.00	10
(131,208)	(187,314)		NM	NM	(5.48)	NM	93.62	12
46,079	31,091		48.21	7.38	1.99	10.99	20.02	57
28,399	(7,427)		NM	5.53	1.21	10.23	72.38	23
(23,200)	11,900		-294.96	-5.00	(1.43)	NM	100.00	20

TOP 100 COMPANIES IN ELECTRONICS

Company	Revenues (000)		% Change
	1987	1986	
51 Business Men's Assurance	455,358	423,437	7.54
52 M/A Com. Inc.	437,309	454,853	-3.86
53 MGM/UA Communications	427,574	355,355	20.32
54 Orion Pictures	426,948	327,638	30.31
55 Multimedia	410,753	371,799	10.48
56 Mark IV Industries	402,992	291,529	38.23
57 New World Entertainment	384,315	188,923	103.42
58 A.H. Belo	381,776	397,233	-3.89
59 Liberty Corp.	377,998	318,443	18.70
60 Pulitzer Publishing	367,349	329,115	11.62
61 Foote Cone & B.	343,714	326,398	5.30
62 Communications Satellite	333,651	304,917	9.42
63 Grey Advertising	320,630	265,480	20.77
64 Comcast	309,250	130,854	136.33
65 Durham Corp.	299,570	258,235	16.01
66 Cablevision Systems	299,537	150,839	98.58
67 King World	257,412	174,263	47.72
68 CVN Cos.	253,797	144,401	75.76
69 Lee Enterprises	241,870	223,368	8.28
70 Chris-Craft	241,344	223,992	7.75
71 United Cable TV	241,103	209,181	15.26
72 LIN	236,750	195,340	21.20
73 Scripps Howard	234,146	210,548	11.21
74 Burnup & Sims	201,469	197,021	2.26
75 Oak Industries	182,210	151,745	20.08
76 Selkirk	179,805	171,911	4.59
77 Playboy Enterprises	163,687	167,120	-2.05
78 Century Communications	150,865	72,673	107.59
79 Aaron Spelling Productions	149,962	197,197	-23.95
80 Park Communications	149,427	136,938	9.12
81 C Tec Corp.	133,767	118,721	12.67
82 TVX Broadcast Group	133,373	22,950	481.15
83 Michigan Energy Resources	127,393	140,792	-9.52
84 Stauffer Communications	124,782	118,158	5.61
85 Great American Communications	119,788	35,580	236.67
86 QVC Network	112,302	2,189	**
87 Western Tele-Communications	101,702	47,842	112.58
88 Malrite	97,330	88,473	10.01
89 United Television	96,502	89,142	8.26
90 Price Communications	95,635	87,180	9.70
91 Westwood One	87,214	59,297	47.08
92 Telemundo	84,056	36,425	130.76 *
93 Infinity Broadcasting	74,060	46,077	60.73
94 Reeves Communications	72,891	64,543	12.93
95 American Cablesystems	70,199	45,979	52.68
96 Outlet Communications	63,126	59,852	5.47
97 TCA Cable TV	60,937	48,269	26.24
98 Financial News Network	46,938	23,758	97.56
99 Jacor Communications	43,972	23,566	86.59
100 A.M.E. Inc.	39,774	28,607	39.04

Notes: * Pro-forma, six months ended June 30, 1987. ** For the period June 13, 1986 to Jan. 31, 1987.

TRONIC COMMUNICATIONS

1987	Earnings (000)	1986	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
66,122	(16,445)		NM	14.52	6.38	93.24	7.72	94
(50,693)	26,915		-288.34	-11.59	(1.45)	NM	5.00	105
(88,098)	17,861		-593.24	-20.60	(1.74)	NM	14.27	80
12,159	9,833		23.66	2.85	0.66	12.05	46.70	39
12,489	(4,661)		NM	3.04	1.03	61.41	54.65	36
17,041	10,210		66.90	4.23	1.53	6.67	43.50	44
(18,456)	10,709		NM	-4.80	(1.72)	5.55	83.43	27
22,315	20,268		10.10	5.85	2.08	11.17	43.36	49
28,120	34,730		-19.03	7.44	2.95	15.84	27.52	63
15,320	16,443		-6.83	4.17	1.46	20.03	26.50	66
17,076	13,727		24.40	4.97	2.01	13.31	43.50	53
(47,273)	58,948		-180.19	-14.17	(2.58)	NM	17.00	83
10,339	9,109		13.50	3.22	7.22	14.72	52.00	48
(9,381)	1,004		-1034.36	-3.03	(0.15)	NM	92.75	30
18,287	22,740		-19.58	6.10	2.16	22.44	4.33	112
(75,960)	(18,543)		NM	-25.36	(3.61)	NM	100.00	28
45,742	23,635		93.54	17.77	1.53	10.54	100.00	32
11,619	(10,016)		NM	4.58	0.59	10.50	100.00	33
35,207	43,818		-19.65	14.56	1.39	18.70	26.36	79
10,554	14,747		-28.43	4.37	0.46	43.61	89.77	37
(12,289)	2,601		-572.47	-5.10	(0.32)	NM	100.00	34
87,431	66,240		31.99	36.93	1.56	37.18	65.98	50
22,848	5,477		317.16	9.76	1.24	68.14	100.00	35
6,354	(2,525)		NM	3.15	0.41	29.62	21.60	88
8,226	60,243		-86.34	4.51	0.11	12.50	20.91	91
12,420	16,580		-25.09	6.91	1.16	17.03	100.00	43
13,220	(11,525)		NM	8.08	1.41	15.83	18.01	101
(8,716)	2,457		-454.74	-5.78	(0.36)	NM	100.00	51
22,619	22,514		0.47	15.08	1.23	4.51	100.00	52
17,071	14,923		14.40	11.42	1.24	22.98	48.52	75
12,350	9,245		33.59	9.23	2.24	15.07	13.41	107
(48,003)	(6,112)		685.42	-36.00	(8.40)	NM	100.00	54
4,091	3,808		7.43	3.21	1.52	15.30	7.40	116
2,961	20,374		-85.47	2.37	2.96	47.64	20.77	103
5,704	77,595		-92.65	4.76	0.34	11.38	79.06	69
9,009	13,607		-33.79	8.86	1.09	14.91	32.09	97
(6,156)	(8,466)		NM	-15.02	(0.61)	NM	100.00	88
(6,398)	(8,979)		NM	-6.57	(0.46)	NM	100.00	67
6,679	8,194		-18.49	6.92	-0.61	44.67	100.00	68
(12,262)	(24,594)		-50.15	-12.82	(1.05)	NM	75.56	76
8,919	7,286		22.41	10.23	0.73	27.40	100.00	71
(46,384)			-123.02	-55.18	(6.06)	NM	100.00	72
2,945	(2,893)		-201.807	3.98	0.32	64.06	100.00	73
4,183	2,027		106.36	5.74	0.33	30.00	100.00	74
(13,249)	(3,806)		248.11	-18.87	(1.30)	NM	100.00	77
(16,925)	(25,345)		NM	-26.81		NM	100.00	80
5,070	5,547		-8.60	8.32	0.46	58.82	100.00	82
5,017	2,842		76.49	10.69	0.40	28.70	100.00	85
(3,345)	2		NM	-7.61	(.36)	NM	100.00	87
4,613	2,099		119.77	11.60	0.96	8.95	100.00	90

Solid year for Fifth Estate fortunes: Top 100 weather volatile '87

The leading companies of the Fifth Estate managed to post increases in both revenues and profit margins in 1987, no small feat given last year's economy and roller-coaster stock market.

Collectively, the Top 100 Companies in Electronic Communications generated more than \$172.5 billion in revenue during 1987, an increase of nearly 14% over the previous year's \$151.6 billion, according to BROADCASTING's ninth annual survey. And to help

matters along, profit margins increased as well, moving up from an average 6.10% of revenues in 1986, to an average 7.16% in 1987. This 7% slice is from a larger pie as well. Total earnings for the Top 100 amounted to \$12.4 billion, up 33% from 1986's \$9.3 billion.

BROADCASTING's Top 100 survey uses two separate indices to rank the industry: annual revenues (pages 30-33), including earnings, profit margins and per-share information for each company,

Fifth Estate firms ranked by ECI

The following firms are listed in descending order according to their revenues from Fifth Estate interests (BROADCASTING's Electronic Communications Index).

ECI rank		ECI revenues	Rev. rank	ECI rank		ECI revenues	Rev. rank
1	Capital Cities/ABC	\$3,433,720,561	7	62	Knight-Ridder	104,462,459	20
2	General Electric	3,164,222,500	1	63	Liberty Corp.	104,025,049	59
3	CBS	2,706,760,000	15	64	Harris Corp.	100,098,104	19
4	Time Inc.	1,685,167,700	8	65	New York Times	99,179,402	24
5	Tele-Communications	1,225,127,980	23	66	Pulitzer Publishing	97,348,485	60
6	MCA	1,100,072,850	16	67	Maitre	97,330,000	88
7	Gulf + Western	1,018,607,360	6	68	United Television	96,502,000	89
8	Viacom	1,010,748,000	39	69	Great American Commun.	94,704,392	85
9	General Instrument	763,875,606	35	70	McGraw-Hill	89,663,976	22
10	Home Shopping Network	692,187,000	46	71	Westwood One	87,214,000	91
11	Lorimar-Telepictures	642,174,466	41	72	Telemundo	84,056,000	92
12	Turner Broadcasting	610,795,667	47	73	Infinity Broadcasting	74,060,000	93
13	Westinghouse	600,160,800	3	74	Reeves Communications	72,891,000	94
14	Columbia Pictures Ent.	586,293,850	37	75	Park Communications	72,502,980	80
15	Saatchi & Saatchi	542,880,000	33	76	Price Communications	72,262,518	90
16	Ogilvy Group	524,341,680	44	77	American Cablesystems	70,199,000	95
17	News Corp. Ltd.	509,262,472	9	78	Maclean Hunter	68,625,000	36
18	Tribune	485,348,955	18	79	Lee Enterprises	63,757,932	69
19	Varian Assoc.	484,430,100	38	80	Outlet Communications	63,126,000	96
20	Rogers Communications	464,300,000	50	81	MGM/UA Communications	61,015,809	53
21	Interpublic Group	436,820,500	40	82	TCA Cable TV	60,937,000	97
22	Warner Communications	386,985,113	10	83	Comsat	56,721,670	62
23	Sci-Atlanta	371,993,667	49	84	Arvin Industries	54,926,880	29
24	Omnicom Group	365,115,150	42	85	Financial News Network	46,938,649	98
25	Gannett Co.	356,908,907	13	86	American Family	45,024,000	21
26	Times Mirror	349,842,923	12	87	Jacor Commun.	43,972,000	99
27	New World Entertainment	320,634,004	57	88	Burnup & Sims	43,517,304	74
28	Cablevision Systems	299,537,000	66	89	Western Union	40,093,550	43
29	Disney	297,706,450	14	90	A.M.E. Inc.	39,774,000	100
30	Comcast	286,829,375	64	91	Oak Industries	38,100,111	75
31	Itel Corporation	275,057,600	32	92	Cable TV Industries	37,967,000	101
32	King World	257,412,000	67	93	Fries Entertainment	37,707,000	102
33	CVN Cos.	253,797,000	68	94	Business Men's Assurance	35,154,637	51
34	United Cable TV	241,103,000	71	95	Pico Products	34,475,681	103
35	Scripps Howard	234,146,000	73	96	Jones Intercable	33,668,000	105
36	Multimedia	224,476,514	55	97	Western Tele-Communications	32,636,171	87
37	Chris-Craft	216,654,508	70	98	Clear Channel	32,461,744	106
38	Motorola	201,210,000	5	99	Barris Industries	30,640,000	107
39	Orion Pictures	199,385,716	54	100	Unitel Video	29,490,000	109
40	GenCorp	194,928,600	26	101	Playboy Enterprises	29,480,028	77
41	Media General	193,563,156	45	102	dick clark productions	28,883,000	110
42	3M	188,580,000	4	103	Stauffer Communications	25,917,221	84
43	Selkirk	179,805,000	76	104	Cetec	22,623,220	104
44	Mark IV Industries	175,302,520	56	105	M/A Com. Inc.	21,865,450	52
45	Tektronix	173,607,625	28	106	Falcon Cable Systems	20,333,000	112
46	Washington Post	171,400,486	30	107	C Tec Corp.	17,938,154	81
47	Dun & Bradstreet	167,958,200	11	108	Republic Pictures	17,843,582	111
48	Grey Advertising	166,728,600	63	109	Essex Communications	16,439,097	113
49	A.H. Belo	165,538,073	58	110	Cohu	14,930,849	108
50	LIN	156,208,650	72	111	Satellite Music Network	14,918,984	114
51	Century Communications	150,865,000	78	112	Durham Corp.	12,971,381	65
52	Spelling Productions	149,962,000	79	113	Dow Jones & Co.	11,830,987	31
53	Foote Cone & Belding	149,515,416	61	114	Telemation	11,295,183	115
54	TVX Broadcast Group	133,373,000	82	115	Olympic Broadcast	11,005,000	116
55	Eastman Kodak	133,050,000	2	116	Michigan Energy Resources	9,427,082	83
56	Centel Corp.	130,165,295	27	117	Sage Broadcasting	9,378,000	117
57	Meredith Corp.	125,060,534	48	118	SunGroup Inc.	7,374,983	119
58	Jefferson-Pilot	123,461,470	34	119	Ail American TV	5,500,000	120
59	Zenith	118,150,000	17	120	TPC Communications	3,970,000	121
60	Reuters Ltd.	114,688,000	25	121	Nostalgia Network	1,445,396	122
61	QVC Network	112,302,000	86	122	Associated Communications	1,221,696	118

and BROADCASTING's Electronic Communications Index of the percentage of revenue contributed by Fifth Estate interests.

To evaluate each Top 100 candidate on an equal footing, revenue figures are used that most closely approximate a company's fiscal results for calendar year 1987.

There was one casualty this year due to this criterion. Sony Corp. changed its fiscal yearend from October to March, and produced a one-time, five-month fiscal period stretching from October 1986 to March 1987. This made any direct comparison between years impossible. Sony reported revenues for the nine months ended Dec. 31, 1987, of \$8.7 billion, which would put it in fifth place, just after 3M Corp., which posted \$9.4 billion in revenues. (Sony's earnings for the fiscal year were \$230.7 million.)

The second measure—the ECI—is the percentage of revenue from sales or services to the radio, TV, cable and satellite industries.

For 1987, the Top 100's ECI revenues came in at a total of \$33.47 billion, or about 19.4% of overall revenues. (Based on past reporting of Sony's ECI percentage, the company brought in about \$678.6 million dollars, or about 7.8%.)

Changes in the top-ranked companies on the revenue chart reflect the disappearance of several companies from the industry. Allied-Signal ranked second in the 1987 survey. It has since sold its audio-visual segments. Coca-Cola has left the Top 100 list after selling its film and television holdings in a deal that created new Top 100 resident Columbia Pictures Entertainment, the product of a merger between Columbia and Tri-Star Pictures. Anixter Brothers has been removed from the list, due to the purchase of the company by IteI Corp., which ranks 32d.

In the current Top 100 survey there are 43 companies with an ECI of 100%. The remaining 79 clustered around six areas: Twenty companies had an ECI between 50% and 100%; 11 companies between 40% and 50%; 11 between 20% and 30%, 14 between 10% and 20%, and 22 between 1% and 10%.

While General Electric ranks first in total revenues, it is Capital Cities/ABC that wins the topmost position on the ECI chart (see

page 34) with \$3.43 billion in revenues from the electronic communications industry.

General Electric has an ECI of 7.81% of its \$40.52 billion in revenues, for \$3.16 billion in ECI dollars.

Third place on the ECI chart goes to CBS, with \$2.76 billion, an estimated 98% of its revenues.

The yearly fluctuations in ECI percentage reported by a company are helpful in tracking company changes or diversifications.

As go revenues, so goes the ECI, and while the number-one position on the Top 100 revenue chart has been held by General Electric since 1980, the top slot in terms of ECI dollars has been shared by NBC's former parent company, RCA, and by ABC (now included in Capital Cities/ABC Inc.). (RCA ranked first from 1982 to 1984. ABC took over for 1985 and 1986, while CapCities has owned the slot for the 1987 and 1988 surveys.)

According to the Top 100 chart, there were 10 companies that switched over from recording profits in 1986 to losses in 1987. At the same time, there were also 10 companies that took the reverse tactic, rebounding from 1986 losses to a profitable year. There were 10 companies that reported losses for both 1987 and 1986.

Among the newcomers to the Top 100 survey:

- QVC Network (86) reported net sales for its first full year of business of \$112.3 million, which was steadily built during the course of the year, adding about \$10 million-\$12 million in net sales each quarter.

- Great American Communications—formerly Taft Broadcasting until it was acquired last October for about \$1.5 billion—comes on at 88th position with nearly \$120 million in revenue.

- Western Tele-Communications comes on the list at 87th, with \$101.7 million in revenues.

- Telemundo is 91st with revenue of \$84 million.

- Coming in at the 100th position is newcomer A.M.E. Inc., a \$39-million postproduction service company.

By Anthony T. Sanders

Programming

Network plans to beat summer program doldrums

Strike crimps plans for more original summer fare; networks look to specials, new episodes of canceled shows and news division offerings unaffected by strike

Although the writers' strike has scuttled plans by the networks to air fewer reruns than usual this summer, ABC, NBC and CBS will still be able to offer some fresh programming in the form of original episodes of canceled series, specials and documentaries, the last the domain of news writers, who are not affected by the strike.

CBS will launch two new series during the summer, *Blue Skies* and *First Impression*. On Monday, June 13, at 8-9 p.m., the network premieres *Blue Skies*, a CBS in-house production starring Tom Wopat and Season Hubley. The one-hour drama follows a newly married couple and their three children from previous marriages. CBS has eight episodes ready for airing. *First Impression*, which has not been given a launch date, deals with stand-up comedians. The network also has original episodes of *My Sister Sam*, and 13 episodes of *The Cavanaughs*. During the summer months, CBS will be

airing original episodes of *60 Minutes*, *West 57th* and *48 Hours*. On Thursday, June 23, the network preempts *48 Hours* to present a special from CBS News, *Try To Remember*. Hosted by Charles Kuralt, the hour-long documentary takes a look back at events from the week of August 10-17, 1969, and how those events changed people's lives.

ABC will anchor its summer programming with a number of concert specials and a Fourth of July extravaganza. On June 3, at

9-10 p.m., ABC will air a David Bowie concert from the recent Glass Spider tour. On June 15, from 9:30-11 p.m., the network presents *A Matter of Trust*, taped footage of Billy Joel's concert tour in the Soviet Union. On June 26, ABC airs two hours (9-11 p.m.) of Atlantic Record's 40th anniversary party, which took place on Saturday, May 14. The event brought numerous musical talents together, including a reunion of Led Zeppelin. On July 4, ABC will air a two-hour special commemorating the United States' 212th anniversary. For the summer, the network will air movies on Thursday nights.

NBC will offer seven original episodes of *The Days and Nights of Molly Dodd* during the summer, a final test for the Jay Tarses production which was not given a fall commitment, but could come back for mid-season 1988-89 if it performs well from June to August. The network will also launch George Schlatter's *Funny People*, a comedy/variety show. (The show premieres on July 27; George Schlatter Productions has a commitment from the network for six episodes.) NBC will also bring back episodes of *Sara*, a sitcom that failed in 1985 but stands to perform better the second



NBC's 'Molly Dodd'

How did one man get 20 million
Americans to *almost* look
forward to Monday mornings?



KNIGHT.

Knight-Ridder, which recorded its twelfth consecutive year of earnings per share growth in 1987, is a worldwide



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By unmasking mysteries about making more money. Sharing secrets of the competition. Revealing valuable lessons of financial successes and failures. And reporting local business stories with a passion for performance.

And doing it week after week, in *Business Monday*.

Business Monday was Larry Birger's obsession. To create a special section in Monday's newspaper that focused on hometown, regional business news and personal money matters.

Business Monday was launched in July, 1980 by Knight-Ridder's *Miami Herald*. Edited then and now by Larry Birger.

John Morton, one of Wall Street's leading analysts said, "Larry Birger changed the American newspaper business."

He did it with stories that offer rare insights into the intriguing dynamics of doing business in America. *Business Monday* covers careers, marketplaces, innovations and inventions. It explores the drive of the entrepreneur. While it captures the essence and the allure of making money.

Similar sections are now published in 24 other Knight-Ridder newspapers. We're flattered that hundreds of other papers across the country have successfully borrowed the concept.

Business Monday has brought millions of readers into the business pages and created a monied environment that is a magnet for advertisers.

Being open to a breakthrough idea such as *Business Monday*, and having the financial commitment to make it happen, is just another way Knight-Ridder keeps its eyes open to the possible.



KNIGHT-RIDDER

communications company with eight television stations, cable systems, business information services and 30 daily newspapers.

A *Current Affair*, airing on Fox Television's WNYW(TV) New York, became the first locally-produced show ever to finish second in prime access during the May ratings sweeps, according to a station representative.

The half-hour nationally syndicated magazine show also beat *Wheel of Fortune* on WBS-TV in a sweep week for the first time and helped boost Fox Television's WNYW(TV) to the number one spot in week three of Arbitron's May sweeps with its two-part airing of a home videotape of New York "preppy murderer" Robert Chambers.

The May 16-17 Chambers broadcasts scored Arbitron ratings of 19.1/34 and 21.1/32, respectively (Nielsen reported 20.9/34 and 19.3/32).

During the overall sweeps period, the show increased the time period's ratings over last year by 38% with a 10.8/19, according to Nielsen, and 73% with 10.7/19, according to Arbitron. Even factoring out the two-part Chambers broadcasts, the show would still have finished second, according to station calculations.

A *Current Affair*, now in 78 markets covering 65% of the country, also provided a rating gain for ABC-owned KGO-TV San Francisco, which won both nights of the Chambers broadcast on Arbitron with 12.5/22 and 10.5/20 (Nielsen reported 11.7/20 and 9.1/16). Fox-owned WTTG(TV) Washington also beat that market's ABC and CBS affiliate late news in the Nielsen ratings with the Chambers shows, while Arbitron ranked Fox's KDAF(TV) Dallas as high as second in an eight-station market, and Fox's WFXT(TV) Boston gained its highest rating ever with a Nielsen 6.1

on airing the two-part program.

Laurel Entertainment said that *Monsters*, which is distributed by Tribune Entertainment, is a firm go for the fall. The first-run, syndicated series has cleared more than 98 markets (including 23 of the top 25; San Francisco and Tampa, Fla., are outstanding), representing 81% of the country. Tribune is distributing the series on an advertiser-supported basis through TeleTrib, which is a joint venture of Tribune and TeleRep.

Laurel Entertainment also announced that Richard Smith has been signed as special makeup effects consultant for the series. Smith, who founded the makeup department at NBC-TV in 1945, won an Academy Award for his work in the theatrical film "Amadeus," and an Emmy in 1967 for work on *Mark Twain Tonight*. (Laurel Entertainment also produces *Tales From the Darkside*, which is in its fourth year of first-run syndication.)

K-network will syndicate *The Senior Report with Doris Winkler*. K-network will send demos to the top 100 markets, and the show has six commitments from stations that have viewed the show on KCOP-TV Los Angeles, where it has run for the past year. The half-hour strip will be sold for cash.

World Wide Bingo Inc. has produced 65 episodes of *\$10,000 Bingo!* and the show is a firm go for the fall. The show is currently cleared in five broadcast markets and on five cable systems. The half-hour strip is being sold on a cash basis.

time around due to the recent success of a couple of the show's stars, Bronson Pinchot and Geena Davis.

Although the writers strike has diluted the networks' plans, one station manager at a CBS affiliate remained upbeat about CBS's summer schedule: "The summer schedule as it stands now looks better than if they [CBS] just ran reruns, especially when you consider that what was running in the winter wasn't very successful."

Lorimar's 'ALF' continues to sell well in syndication

Asking price has been lowered in some cities, but dollars commanded still top

Lorimar Telepictures, entering the fourth month of its syndication campaign for off-network sitcom *ALF*, has now sold the show in seven cities, adding top-50 markets Phoenix; Columbus, Ohio; Greenville, S.C., and Salt Lake City.

The syndicator is still trying to close sales in five other markets in which it has been negotiating—New York, San Francisco, Atlanta, Pittsburgh and Hartford. In New York, the company last month dropped its minimum asking price of \$150,000 per episode to \$100,000 after no stations bid at the higher amount.

Its most substantial sale to date came last March in Los Angeles, where the program was sold to Disney for its pending station acquisition, KHJ-TV. Lorimar also lowered

the asking price there from \$185,000 to \$150,000 per episode or less, although the amount paid is still believed to be the highest ever gotten for a half-hour syndicated program in the market after *The Cosby Show* and *Who's the Boss*.

Lorimar's Dick Robertson defended the marketing of the top-10 NBC series, 100 episodes of which are being sold for stripping beginning in the fall of 1990. Robertson argued that while Lorimar has had to lower expectations for the show in several cities, *ALF* is still achieving the second- or third- highest take for an off-network sitcom in each of the markets sold so far, and has achieved or exceeded its asking price with four of the seven stations signed.

Robertson added that the syndicator has now begun sales efforts in an additional five or six markets, although he declined to name them.

In Phoenix, Scripps Howard's KNXV-TV, a Fox affiliate, reportedly paid just under \$40,000 per episode for the sitcom, less than the initial \$55,000 asking price, but, according to Lorimar, one of the highest prices ever paid for an off-network comedy in the market after *Who's the Boss* and *The Cosby Show*.

CBS affiliate WBNS-TV Columbus, Ohio, in the 33d market, met the asking price of \$15,000 per episode, according to Lorimar, the first network affiliate to do so since the marketing campaign began.

Salt Lake City's independent KSTU(TV) exceeded Lorimar's minimum for the show, which sources placed at \$12,000 per episode. According to Robertson, the price paid matches that achieved by *Boss*, although a source at a competing stations said on a weekly basis *ALF* came in at \$7,000-\$9,000 per week, well behind *Cosby*, at \$18,000 per week, and *Boss*, at \$11,000-

12,000 per week.

The other stations sold included Greenville, N.C., NBC affiliate WYFF-TV; Las Vegas Fox station KVVU-TV, and Fargo, N.D., Fox station KVVU-TV. In Canada, CHCH-TV, Hamilton, Ontario, which already airs the first-run version of the show, has acquired *ALF* for stripping in 1990 as well.

Jankowski's network survival guide: attempting 'the miraculous'

The success rate of TV pilots is one out of five, said Gene Jankowski, president, CBS/Broadcast Group last week, and although the odds sound "brutal, the fact is that television succeeds much more often than do books, plays, songs or movies, which is a tribute to the talents to be found in this community." Jankowski was in Hollywood on Tuesday, May 24, speaking at a luncheon hosted by the Hollywood Radio and Television Society.

The one-out-of-five success rate for pilots, said Jankowski, "is not an arbitrary formula, but rather a close reflection of the failure rate built into a business that attempts the miraculous—which is to say the act of creation."

This year, according to Jankowski, the networks will have spent more than \$150 million for almost 100 pilots. The process, he said, employed "at least 90 directors, 140 writers and, of course, far more performers and supporting staff than that." The pilot

from the service they provide. There is no artificial basis for a network's survival. It is not there by statute, by reasons of arbitrary rights or exclusivity; it is there because it works." □

Continues on page 42

Broadcasting May 30 1988

THE CABLE NETWORK PROGRAMING UNIVERSE

BASIC SERVICES

Network Subscribers Ownership	ESPN 47,000,000 Capcities/ABC (80%), RJR Nabisco (20%)	CNN 45,750,000 Turner Broadcasting (Ted Turner 67.7%, TCI 7%, Time Inc. [ATC] 5%) ¹	WTBS 44,708,000 Turner Broadcasting (Ted Turner 67.7%, TCI 7%, Time Inc. [ATC] 5%) ¹	USA Network 44,400,000 MCA (50%), Paramount (50%)	Nashville Net. 40,400,000 Gaylord Broadcasting
MTV 40,300,000 MTV Networks Inc. (Viacom)	CBN 40,047,200 Christian Broadcasting Network	Nickelodeon 39,000,000 MTV Networks Inc. (Viacom)	Lifetime 39,000,000 Capcities/ABC (33%), Viacom (33%), Hearst (33%)	C-SPAN 37,750,000 Cable operator supported	Nick at Nite 34,600,000 MTV Networks Inc. (Viacom)
Weather Ch. 34,300,000 Landmark Communications	Headline News 31,320,000 Turner Broadcasting (Ted Turner 67.7%, TCI 7%, Time Inc. [ATC] 5%) ¹	Discovery Ch. 31,200,000 TCI ² (28%), Cox Cable (14%), Group W (14%), Newhouse (14%), management, New York Life Co., Allen & Co. (30%)	FNN 30,000,000 Infotech (43%)	A&E 30,000,000 Capcities/ABC (33%), NBC (33%), Hearst (33%)	VH-1 25,700,000 MTV Networks Inc. (Viacom)
WGN-TV³ 24,653,463 Tribune Broadcasting	Score 19,800,000 Infotech (43%)	CVN⁴ 19,000,000 CVN Cos. (TCI [15%], ATC [5%], Warner Comm. [5%])	BET 18,500,000 Bob Johnson (51%), TCI ⁵ (33%), HBO (16%)	HSN I 15,088,786 Home Shopping Networks Inc.	C-SPAN II 14,650,000 Cable operator supported
WWOR-TV 12,197,185 MCA	Learning Ch. 12,000,000 Appalachian Community Service Network (40%), FNN (32%) Infotech (8%), officers and employees (20%) (when stock options are exercised by April 30, 1989)	QVC Network 11,800,000 QVC Network (65%), Comcast (14%), cable operators (21%)	Telshop 11,000,000 Infotech (43%)	Fashion Ch. 10,500,000 Charlie Gee (32%), 65 cable operators (25%), TCI ² (18%)	Silent Network 10,300,000 Silent Network Inc.
Inspirational Network 10,000,000 PTL Club (pending bankruptcy proceedings)	WPIX(TV)³ 9,678,474 Tribune Broadcasting	Eternal Word TV 9,200,000 Eternal Word Television	Travel Channel 8,800,000 TWA Airlines (89%), cable operators (11%)	Trinity 8,500,000 Trinity Broadcasting Network	Tempo TV 8,000,000 NBC (pending owner)

Country Music Network 7,500,000 Jim Guercio (principal owner)	Acts 6,459,689 Friends of Acts (pending owner)	HSN II 5,350,933 Home Shopping Networks Inc.	Movietime 5,000,000 HBO, Warner Cable, Warner Comm., ATC, Cox Cable, United Cable, Newhouse (10.625% each), Mabon, Nugent & Co., and SRK Management (15%)	KTLA(TV)³ 4,929,355 Tribune Broadcasting	Shop TV 3,600,000 JC Penney (63%), STN Ltd. (37%)
KTVT(TV)³ 3,588,270 Gaylord Broadcasting	Nostalgia 3,300,000 Nostalgia Network (Cooke Cablevision [8%])	Mind Extension University 1,400,000 Jones International (parent of Jones Intercable)	Family TV Net. 1,100,000 FamilyNet	America's Shopping Ch. 1,000,000 America's Shopping Channel (private individuals 70%, Cox Cable 30%)	Galavision 1,000,000 Univisa

PAY SERVICES

HBO 15,900,000 Time Inc.	Am. Movie Classics 11,000,000 Rainbow Program Enterprises (Cablevision Systems) 50%, TCI 50%	Showtime 6,000,000 Viacom	Cinemax 5,100,000 Time Inc.	Disney 3,810,000 Walt Disney Co.	Movie Channel 2,500,000 Viacom
Bravo 1,000,000 RPE (Cablevision Systems)	Playboy 490,000 Playboy Enterprises	Festival 30,000 Time Inc.			

PAY-PER-VIEW SERVICES

Viewer's Choice I and II 3,500,000 Viacom	Request TV 2,800,000 Reiss Media Enterprises	Home Premiere Television 1,200,000 ATC, Cox, TeleCable, Continental, Newhouse 20% each	Cable Video Store 170,000 General Instrument	Zap Movies 60,000 Telstar	(PPV figures are addressable home count)
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¹Reflects the combined voting power of shareholders after the proposed merger of United Artists and United Cable, both of which will be principally owned by TCI.

²TCI percentage includes United Cable investment.

³United Video superstation figures for WGN-TV Chicago, WPIX(TV) New York, KTLA(TV) Los Angeles and KTVT(TV) Fort Worth, Tex., include local DMA cable

households, plus figures for TVRO and SMATV nationwide.

⁴CVN—Several other cable operators have smaller ownership stakes, including Adam Corp., Cablevision, Colony, Continental, Cooke, Daniels & Associates, Newhouse, Rogers, Sammons, Times Mirror, Viacom and Warner.

⁵TCI percentage includes Taft investment.

room. I'm sure we'll add TNT." Recent surveys also showed an interest in Arts & Entertainment, which the system at one time carried but no longer does. "People want that back," Hembree said, indicating it too may be added.

As for Vision, which TCI is backing corporately, Hembree said the composite nature of the channel was long overdue. "Everybody wants their own channel," said Hembree, but "you can't give everybody their own channel." TCI carries ACTS, a Baptist-oriented religious service, on some of its Texas systems, and Hembree plans on rolling out Vision when it materializes. In Beaumont, TCI is rebuilding the plant from 36 channels to a capability of up to 64 channels, said Hembree, giving it ample room for new services.

In Memphis, ATC's Deyo said the system "looked heavily at channel sharing." The public school system and the public library each had its own channel, he said. The system made an agreement with the two groups for the carriage of Arts & Entertainment with the library channel and Discovery with the school channel. The local programming appears roughly six hours during the day, and the cable services run in the evenings and on weekends. "It worked out fine," said Deyo.

The system has also added AMC as a part-time channel. Sharing channels is an alternative, but "the real problem" with that, said Deyo, "is that everybody wants prime time." Movietime could go on on a part-time basis as part of the barker channel for the system's pay-per-view service, Deyo believes.

The system is now looking at combining the Weather Channel and a local weather radar channel, which has been very popular, said Deyo, to make room for another service, likely TNT. The system may employ a split screen effect to get both weather services on one channel.

The system carries The Inspirational Network, but its corporate parent is backing the Vision Interfaith Satellite Network. Deyo said it was possible the two religious services might share a channel.

David Oman, vice president, Heritage Communications, said the company will be rolling out TNT in most places by the end of the year. Exactly how has yet to be determined. Some of its Iowa systems are being rebuilt and will have the capacity by year's end. "We'll be in better shape than we were a year or two ago," Oman said, but not everywhere. "Something may have to get bumped," he said, and what that will be "won't be decided in May. We need to review the popularity among the different services" before making decisions.

But shifts in the home shopping universe might help matters. "What you may see in some instances is consolidation of some of the home shopping networks," said Oman, both nationally and locally. Systems with three may go to two, and those with two may go to one, he speculated.

Many MSO's are now looking at drawing direct correlations between new services and the systems' bottom lines. United Cable

had Browne, Bortz & Coddington develop a "service value model" for system managers to ascribe a revenue figure to any program service carried. The formula takes into account both subjective and objective factors to arrive at guidelines for services.

Other MSO's are following the same route, although through less formal means. Dan Sweeney, director of marketing at Cooke Cablevision, said the company will look at services primarily "on the potential of ad sales...and the potential of satisfying a need in the community. It's a matter of finding the financial payback," indicating that TNT holds promise. Cooke is "looking strongly at the ad sales potential" for TNT in major markets.

Likewise, the business payback of shopping channels appeals to Cooke. The company's First Carolina systems (100,000 subscribers) are carrying HSN, while other Cooke systems carry CVN in 300,000 homes. CVN, said Sweeney, "is a very strong service at our company." Cooke also has some carriage of the Fashion and Travel channels. But the company is asking itself "Does it make sense to have more than one shopping service?" said Sweeney.

With Jack Kent Cooke's personal investment in the Nostalgia Channel, Sweeney said the company is dropping AMC in favor of The Nostalgia Channel, and it is adding Nostalgia on its newly acquired systems.

Wayne Watson, general manager of United's Boise, Idaho system, said the system plans to use the BBC study "as a strong element in our decision base." It is looking for a home for TNT and is examining "combining programming services that make sense." The system will "probably" substitute Vision for the Inspirational Network when the latter comes on line, he said.

□

The challenge facing programmers is to find ways to up their odds of getting carriage. Ownership or equity backing helps. Now that Movietime is partially owned by six MSO's, its carriage is expected to increase, possibly from around five million to over 10 million through those MSO's alone. But even that would be several years away.

Advertiser Television plans to launch its

Eisner to keynote. NATPE International announced that Michael Eisner, chairman and chief executive officer, The Walt Disney Co., will deliver the keynote address at next year's NATPE convention, set for Houston, Jan. 24-27. Disney's Buena Vista Television has come on strong in the syndication market in the last couple years with the successful launch of *Win, Lose or Draw* and *Duck Tales*, which are both returning for a second season in the fall. The company also distributes *Siskel and Ebert* and will try to launch WABC-TV New York's *Live with Regis and Kathy Lee* nationally. Offerings for fall 1989 include *Chip N Dale's Rescue Rangers* and, off-network, *Golden Girls*. On network television, Disney is moving its *Disney Hour* to NBC from ABC.

infomercial network the same day as TNT on Oct. 3. As an incentive to cable operators, ATV is offering to pick up the operator's carriage fee for TNT for a period of time.

But incentives alone do not insure carriage. You TV, a health and fitness service, was on the satellite for about four weeks earlier this year. It began pitching operators last September at the Eastern Cable Show, and by December it was offering the first year of programming free to operators, plus 15 cents per subscriber in promotional and marketing support at launch. But operator interest was practically nonexistent. Some cable operators felt You TV wasn't differentiated enough from Lifetime or the Cable Health Network, which eventually was folded into Lifetime. Cooke's Sweeney repeated an often heard refrain by operators with You, that it "is competing directly with Lifetime."

The service did eventually sign ATC and Cox Cable, but not for immediate channel carriage. You went on the bird in late March, but was forced off several weeks later due to a shortage of cash. At the moment, it has retained the services of Paul Kagan Associates to raise money for the venture, in hopes of a partial re-launch later this year. It had talks with MSO's at the NCTA convention on carriage and ownership interest, but nothing came to fruition.

"There are niches out there," said C. Dean Thomas, senior vice president with You. "We're trying to get a minimum of an eight-hour block. If we can clear that much we feel we've got a shot at it and we'll grow from there...The strong programming will emerge," said Thomas. "All we're asking for is a chance to play in the ballpark."

Show Business Today (SBT), a Home Shopping Network service devoted to news and information about entertainment, plans to launch in January. It appears that it will compete head-to-head with Movietime and its ownership by MSO's (ATC, Cox, Continental, United, Newhouse and Warner). It's unlikely those MSO's will have much cause to carry SBT, say those cable executives.

But to HSN Chairman Roy Speer, the lack of MSO ownership is a benefit. "The biggest thing we bring to the party is that we're independent," he said in announcing the new service earlier this month. The company plans to address the carriage issue in the next few months, but Speer was confident that SBT would be widely carried because the service could "very well capture the interest of the nation." There is a question of Movietime being undercapitalized, said Speer, and having "the ability to get all this done." Speer relished HSN's independence with SBT, saying "we'll never let anybody own us."

But clearly, ownership has its benefits. Following TNT, Vision and SBT, the next big demand for operators' shelf space will come from NBC, and its plans for Tempo. NBC may sell operators equity in the sports service it plans for Tempo, but not in the financial service. Once the network fleshes out its plans, they, too, will pitch cable operators for carriage. And the process of trying to squeeze more into less will begin all over again. □

Stock Index

Closing Closing
Wed Wed
May 18 May 11
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

BROADCASTING

N (CCB) Capital Cities/ABC	304	5/8	312	1/2	-	7	7/8	-02.52	18	4,928
N (CBS) CBS	151	3/8	148			3	3/8	02.28	8	3,576
A (CCU) Clear Channel.....	12	3/8	12	3/8				00.00	22	48
O (INFTA) Infinity Broadcast... ..	20	1/2	21	3/4	-	1	1/4	-05.74	64	170
O (JCOR) Jacor Commun.	5	1/4	5				1/4	05.00	-11	51
O (LINB) LIN	58		57	5/8			3/8	00.65	37	2,996
O (MALR) Malrite	7	3/4	8		-		1/4	-03.12	-16	105
O (MALRA) Malrite 'A'	7	1/4	7	3/4	-		1/2	-06.45	-10	98
O (OBCCC) Olympic Broad.	3	3/4	3	3/4				00.00		9
O (OSBN) Osborn Commun.	6		6	1/4	-		1/4	-04.00	-5	30
O (OCOMA) Outlet Commun.	18	1/4	17	1/2			3/4	04.28	-6	119
A (PR) Price Commun.	9	1/4	9	1/2	-		1/4	-02.63	-7	89
O (SAGB) Sage Broadcasting ..	4	3/4	4	3/4				00.00	-7	18
O (SCRIP) Scripps Howard	84	1/2	83			1	1/2	01.80	68	872
O (SUNN) SunGroup Inc.	1	3/8	1	3/8				00.00	-1	3
O (TLMD) Telemundo	7	1/2	7	1/4			1/4	03.44	-1	57
O (TVXG) TVX Broadcast	2	1/2	2	1/2				00.00		14
O (UTVI) United Television	27	1/4	27	1/2	-		1/4	-00.90	44	298

BROADCASTING WITH OTHER MAJOR INTERESTS

N (BLC) A.H. Belo.....*	27	1/4	56	3/4	-	29	1/2	-51.98	11	287
O (ASTV) Amer. Comm. & TV	1/16			3/32	-	1/32		-33.33		4
N (AFL) American Family.....	14	1/8	13	7/8		1/4		01.80	12	1,143
O (ACCMA) Assoc. Commun.	20	1/2	21	1/4	-	3/4		-03.52		195
O (BMAC) Bus. Men's Assur.	34	1/2	34	3/4	-	1/4		-00.71	93	361
N (CCN) Chris-Craft	19	5/8	18	1/2	1	1/8		06.08	43	427
N (DNB) Dun & Bradstreet.....	48		46	1/4	1	3/4		03.78	18	7,296
O (DUCO) Durham Corp.	26	1/4	26	1/4				00.00	22	221
N (GCI) Gannett Co.....	29	5/8	29	3/8		1/4		00.85	14	4,796
N (GY) GenCorp	17	3/4	18		-	1/4		-01.38	1	563
O (GMXC) GMX Commun.								00.00	1	563
O (GACC) Great Amer. Comm.	11	3/8	11	5/8	-	1/4		-02.15	11	299
N (JP) Jefferson-Pilot	30	3/8	28	3/4	1	5/8		05.65	13	1,199
N (KRI) Knight-Ridder	41		40	1/2	1/2	01.23		15	2,332	
N (LEE) Lee Enterprises.....	26		27		-	1		-03.70	18	645
N (LC) Liberty	41	1/2	42	1/2	-	1		-02.35	15	385
N (MHP) McGraw-Hill	52	1/8	49	1/4	2	7/8		05.83	15	2,513
A (MEGA) Media General	38	3/4	42	1/4	-	3	1/2	-08.28	25	1,092
N (MDP) Meredith Corp.	26	3/8	26			3/8		01.44	10	506
O (MMEDC) Multimedia.....	63	1/4	64	1/2	-	1	1/4	-01.93	61	695
A (NYTA) New York Times.....	25	5/8	26	3/8	-	3/4		-02.84	13	2,101
N (NWS) News Corp. Ltd.	18		18	3/4	-	3/4		-04.00	9	4,796
O (PARC) Park Commun.	28	1/2	28	7/8	-	3/8		-01.29	22	393
O (PLTZ) Pulitzer Publishing...	29	1/4	29	1/2	-	1/4		-00.84	20	306
N (REL) Reliance Group Hold.	5	1/2	5	3/8		1/8		02.32	6	412
O (RTSY) Reuters Ltd.	25	5/8	25	1/2		1/8		00.49	17	21,276
T (SKHA) Selkirk	19	3/4	19	1/4	1/2	02.59		17	160	
O (STAUF) Stauffer Commun.	141		146		-	5		-03.42	47	141
N (TMC) Times Mirror	29	3/8	29	5/8	-	1/4		-00.84	14	3,801
O (TMCI) TM Communications .	11/16			3/4	-	1/16		-08.33	3	5
O (TPCC) TPC Commun.	3/16			1/8	1/16	50.00				2
N (TRB) Tribune	34	5/8	35	1/4	-	5/8		-01.77	19	2,641
A (TBSA) Turner Bcstg. 'A'	14	1/4	14	3/4	-	1/2		-03.38	-2	620
A (TBSB) Turner Bcstg. 'B'	14	1/2	14	3/8		1/8		00.86	-2	315
A (WPOB) Washington Post ...	209		217	3/4	-	8	3/4	-04.01	14	2,684

PROGRAMING

O (SP) Aaron Spelling Prod.	5	1/2	5	1/4		1/4	04.76	4	101
O (ALLT) All American TV	1	7/8	2		-	1/8	-06.25		2
O (BRRS) Barris Indus.	9	7/8	10		-	1/8	-01.25	-4	77
N (KO) Coca-Cola	35	7/8	35	1/2		3/8	01.05	14	13,467
A (CLR) Color Systems	4	3/4	4	3/8		3/8	08.57	-3	25
N (KPE) Columbia Pic. Ent.	8	1/4	8	1/8		1/8	01.53	117	905
O (CAVN) CVN Cos.	12	1/2	12	7/8	-	3/8	-02.91	10	217
A (DEG) De Laurentis Ent.		13/16		15/16	-	1/8	-13.33		9
O (dcp) dick clark prod.	5		4	7/8		1/8	02.56	12	41
N (DIS) Disney	56		56	1/2	-	1/2	-00.88	16	7,424
N (DJ) Dow Jones & Co.	29	1/2	29	3/4	-	1/4	-00.84	14	2,840
O (EM) Entertainment Mktg.	3	1/4	3	3/8	-	1/8	-03.70	10	39
O (FNNI) Financial News	5	7/8	6	1/4	-	3/8	-06.00	26	70
A (FE) Fries Entertain.	1	7/8	2		-	1/8	-06.25	8	9
N (GW) Gulf + Western	40		37	7/8	2	1/8	05.61	7	2,404
O (HRIG) Hal Roach	3	7/8	4	1/4	-	3/8	-08.82	-9	27
A (HHH) Heritage Entertain.	2	1/2	2	3/8		1/8	05.26	2	11
A (HSN) Home Shopping Net.	5	1/4	5	1/8		1/8	02.43	23	457
N (KWP) King World	16	1/8	16	3/8	-	1/4	-01.52	10	465
O (LAUR) Laurel Entertain.	1	3/4	1	5/8		1/8	07.69	3	4
A (LT) Lorimar-Telepictures	11	3/4	11	7/8	-	1/8	-01.05	-3	544
N (MCA) MCA	39		39	1/2	-	1/2	-01.26	21	2,835
N (MGM) MGM/UA Commun.	16	3/4	16			3/4	04.68	-9	839
A (NHI) Nelson Holdings		9/16		1/2		1/16	12.50	-5	15

Closing Closing
Wed Wed
May 25 May 18
Net Percent P/E
Change Change Ratio (000,000)
Market
Capitali-
zation

PROGRAMING

A (NWE) New World Enter.....	2		2				00.00	5	21
O (NNET) Nostalgia Network...		7/8	1	1/4	-	3/8	-30.00	1	4
N (OPC) Orion Pictures	13	1/2	15	1/2	-	2	-12.90	12	233
O (MOVE) Peregrine Entertain.	1	5/8	1	3/4	-	1/8	-07.14	54	3
N (PLA) Playboy Ent.....	14	1/4	14	1/8		1/8	00.88	15	134
O (QVCN) QVC Network	10	1/8	10	1/8			00.00	-21	102
O (RVCC) Reeves Commun.....	6		5	7/8		1/8	02.12	30	76
O (RPICA) Republic Pic. 'A'	6	1/8	5	7/8		1/4	04.25	68	25
O (RPICB) Republic Pic. 'B'	5	1/4	5	1/4			00.00	37	4
O (SMNI) Sat. Music Net.	3	5/8	4		-	3/8	-09.37	-90	32
N (WCI) Warner.....	32		31	3/8		5/8	01.99	17	4,036
O (WWTVE) Western World TV.							00.00		0
O (WONE) Westwood One.....	20		20				00.00	27	288

SERVICE

O (AMEA) A.M.E. Inc.....	8	1/2	9	1/2	-	1	-10.52	8	41	
O (AGRP) Andrews Group	4	7/8	5	5/8	-	3/4	-13.33	-1	32	
O (BSIM) Burnup & Sims	13	5/8	13	1/8		1/2	03.80	29	217	
N (CQ) Comsat	27	7/8	28		-	1/8	-00.44	-10	511	
N (FCB) Foote Cone & B.	26	3/4	26	3/8		3/8	01.42	13	222	
O (GREY) Grey Advertising.....	109	3/8	112		-	2	5/8	-02.34	14	133
O (IDBX) IDB Communications ..	8	1/2	9	1/2	-	1	-10.52	34	34	
N (IPG) Interpublic Group	31	1/4	30	5/8		5/8	02.04	13	701	
O (OGL) Ogilvy Group	26		26	1/4	-	1/4	-00.95	12	370	
O (OMCM) Omnicom Group	19	5/8	19	3/4	-	1/8	-00.63	13	482	
N (SAA) Saatchi & Saatchi	20	5/8	21	1/8	-	1/2	-02.36	9	3,005	
O (TLMT) Telemation	1	7/8	1	7/8			00.00	7	8	
A (TPO) TEMPO Enterprises...	8	1/8	8	3/4	-	5/8	-07.14	27	46	
A (UNV) Unitel Video	7	7/8	7	7/8			00.00	11	17	

CABLE

A (ATN) Acton Corp.....	13	5/8	13	3/4	-	1/8	-00.90	2	16	
O (ATCMA) Amer. TV & Comm.	23	3/4	22	3/4		1	04.39	52	2,583	
A (CVC) Cablevision Sys. 'A' ..	30	1/4	31		-	3/4	-02.41	-10	636	
N (CNT) Centel Corp.....	45	1/2	44	5/8		7/8	01.96	12	1,978	
O (CCCCA) Century Commun.	17	1/4	18	1/8	-	7/8	-04.82	-61	499	
O (CMCSA) Comcast	14	1/8	13	7/8		1/4	01.80	-64	631	
A (FAL) Falcon Cable Systems ..	18	3/4	18	1/4		1/2	02.73	-58	119	
O (JOIN) Jones Intercable	11	1/4	11	7/8	-	5/8	-05.26	35	143	
T (MHPQ) Maclean Hunter 'X' ..	10	5/8	11		-	3/8	-03.40	29	783	
O (TCAT) TCA Cable TV	30		30	1/2	-	1/2	-01.63	58	362	
O (TCOMA) Tele-Comm.	22	3/8	23	1/4	-	7/8	-03.76	44	3,386	
N (TL) Time Inc.	92	3/8	89	3/8		3	03.35	22	5,398	
O (UACI) United Art. Commun.	27	3/4	28		-	1/4	-00.89	231	1,139	
N (UCT) United Cable TV	32	7/8	33		-	1/8	-00.37	-173	1,225	
N (VIA) Viacom	21	1/2	22	7/8	-	1	3/8	-06.01	-2	1,147
N (WU) Western Union	3		2	7/8		1/8	04.34		95	

ELECTRONICS/MANUFACTURING

N (MMM) 3M.....	59		58	1/4		3/4	01.28	14	13,421
O (AMCI) AMI Communications		5/16		11/32	-	1/32	- 09.09		1
N (ARV) Arvin Industries	18	1/4	19	1/4	-	1	- 05.19	7	347
O (CCBL) C-Cor Electronics ...	8	1/4	8	1/2	-	1/4	- 02.94	13	16
O (CATV) Cable TV Indus.....	3		3	1/8	-	1/8	- 04.00	-20	9
A (CEC) Cetec	10	1/2	10	1/2			00.00	30	19
N (CHY) Chyron.....	4	1/4	4	3/8	-	1/8	- 02.85	15	43
A (CXK) CMX Corp.	1			15/16		1/16	06.66	11	8
A (COH) Cohu	10	7/8	10	3/8		1/2	04.81	10	19
N (EK) Eastman Kodak	40	3/4	41	1/8	-	3/8	- 00.91	11	13,810
N (GRL) Gen. Instrument	34		31	1/2		2 1/2	07.93	-24	1,136
N (GE) General Electric	39	7/8	39	3/8		1/2	01.26	17	36,499
O (GETE) Geotell Inc.		3/4		3/4			00.00	-2	2
N (HRS) Harris Corp.	27	5/8	27	7/8	-	1/4	- 00.89	12	1,130
N (MAI) M/A Com. Inc.....	9	5/8	9	1/2		1/8	01.31	-6	260
O (MCDV) Microdyne	4		4	5/8	-	5/8	- 13.51	-2	17
N (MOT) Motorola	46	5/8	46	5/8			00.00	19	6,028
N (OAK) Oak Industries.....	1	1/4	1	1/4			00.00	12	94
A (PPI) Pico Products.....	2	1/4	1	7/8		3/8	20.00	-45	7
N (SFA) Sci-Atlanta	12	3/8	13	1/4	-	7/8	- 06.60	10	290
N (SNE) Sony Corp.....			43		-	1	- 02.32	68	9,711
N (TEK) Tektronix	25	1/8	24	7/8		1/4	01.00	837	696
O (TLCR) Telecraft	3	5/8	3	1/2		1/8	03.57	16	5
N (VAR) Varian Assoc.....	26	1/2	26	5/8	-	1/8	- 00.46	-139	578
N (WX) Westinghouse	50	3/4	50	3/4			00.00	9	7,285
N (ZE) Zenith	22	1/8	20	1/4		1 7/8	09.25	-28	573
Standard & Poor's 400	293.57		291.76				1.81		00.62

Sluggish sales for network radio's second quarter

Some executives see reflection of overall broadcast advertising economy, with traditional radio advertisers spending less on medium

It was once network radio's potentially biggest period for revenue growth. But business for the second quarter has apparently hit a roadblock. Network officials last week characterized sales as "lackluster" with total ad dollars for the quarter expected to show little or no gain over 1987's second-quarter finish of \$96,541,000. In fact, just-released billing figures for April, according to the Radio Network Association, which receives monthly data from the accounting firm of Ernst & Whinney, show network sales off by 1.5% from April 1987 to \$29,522,000.

The general sales forecast for May and June is flat to slightly up compared to the same period a year ago. So far for the year, January through April, network radio expenditures were down by 0.9%.

There appears to be no clear-cut explanations for the slowdown. Network executives do not directly link the sluggish sales pace to the absence of any one major account or

product category. Rather, they view the trend as a general reflection of today's overall broadcast advertising economy with traditional radio advertisers spending less on the medium as a whole. At least one executive sees network radio advertising budgets be-

youth-oriented programming. However, some officials are cautioning that the continuing Writers Guild strike against television could stymie radio network buying patterns because it may cause uncertainty in the soon-to-break network television upfront season, a priority for many major advertisers.

"The second quarter is just about wrapped up [in sales bookings] and the industry will probably not see more than a slight percentage gain," said Steve Youlios, vice president of sales for the CBS Radio Networks. "However, what is beginning to heat up is the youth market for the third quarter, especially for July and August," Youlios said.

What about adult-oriented, third-quarter network business? "At this point, the adult [demographic] side could continue to be flat," Youlios said. The CBS executive is predicting third-quarter sales for the industry to finish 3% to 5% ahead.

Major network radio advertisers are aligning their budgets with their television spending, according to Lou Severine, vice president of sales for the ABC Radio Networks, the largest network radio company (in terms of annual billings), which also handles the advertising sales efforts for the Satellite Music Network.

"Our scatter sales are now falling mostly in the fourth and first quarters because advertisers are trying to coincide their network radio buys more with their network television [scatter] schedules," Severine said. "Network radio is their backup frequency buy," he said. "We are not getting the second-quarter and third-quarter explosion of dollars that we once did years ago," said Severine, saying that the second quarter will likely not witness any sales growth.

However, Severine was quick to add that, as of last week, third-quarter business is "looking stronger" than anticipated. "Although ABC is about flat for second quarter, our sales are running about 7% ahead for the third quarter," he said. "But it's not the type of summertime-only accounts we have seen in the past such as sun tan lotions and acne products," Severine said. "They are different product lines."

Youlios concurred: "Although there has been some attrition of traditional summer advertisers, they have been replaced by other product categories and specific advertisers."

Neither Severine nor Youlios specified actual brand names. However, Youlios said that a large amount of third-quarter network business will stem from three categories—candy, soft drinks/beverages and Hollywood movie studios.

ABC's Severine also noted that many advertisers are now spreading their annual ad budgets equally throughout 52 weeks. "Fifty percent of ABC's buys are for 52



Youlios



Severine



Moore

coming more closely tied to year-round television buying habits.

If there is any immediate hint of a silver lining for the networks, it could very well be the third quarter. Business is projected to be up several percentage points, especially for

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MRN

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weeks," Severine said.

"More advertisers in outer regions are becoming aware of network radio than in the past," observed Radio Network Association president Peter Moore. (Nick Verbitsky, president of the United Stations Radio Networks, which also oversees advertising time sales for the Transtar Radio Networks, serves as the 1988 RNA chairman.)

Those "outer" regions include markets that fall under the network regional sales centers of Detroit, which was up 57% in network sales placement for January through April to \$8,426,000 (in April alone, Detroit was up 185%); and Chicago, network radio's largest regional center next to New York, was up 9% to \$29.9 million.

According to Moore, there is "extensive placement" of Dodge and Buick campaigns going through Detroit. (Much of the automotive advertising business is now placed through agencies in New York.) And, said Moore, there have been some new Detroit accounts added to the 1988 client roster such as Red Roof Inns, a motel chain. Red Roof launched its "first extensive network radio campaign" in April, Moore said. Out of Chicago, Moore named the burgeoning Mo-

1988 year-to-date network radio spending				
Month	1987	1988	Monthly % of change	YTD % of change
January	\$25,250,000	\$28,056,000	+11.1	—
February	\$25,304,000	\$25,284,000	-0.1%	+5.5
March	\$30,589,000	\$27,264,000	-10.8	-0.7
April	\$29,980,000	\$29,522,000	-1.5	-0.9%

NOTE: Network sales figures for 1988 are collected each month from different network companies by the accounting firm of Ernst & Whinney. As in past Olympics years, figures do not include network radio advertising dollars spent on coverage of the 1988 winter Olympics. ABC Radio had exclusive rights to the games.

tel 6 chain as one of the "strong" network accounts this year.

Looking at year-to-date (January through April) sales performance for network radio's other two sales centers, New York was off 7.6% to \$65,378,000 and Los Angeles was down 15.7% to \$6,407,000.

"The biggest drop-off in accounts appears to be in the import car market," said Moore,

noting that Nissan, placed out of Los Angeles, and Subaru, placed out of New York, were network radio advertisers last year, but have, thus far, not committed to the medium this year.

The outlook isn't all gloom for the import arena, however. Moore said Volkswagen will launch its "first ever" network campaign this July. □

Public radio's dilemma: what to do about the 80% who ignore it now

Audiences and programs: the who, how and what of public radio's future debated at annual meeting

Preliminary reports on a one-year study, "Audience '88," provided the axis of most of the activities during this year's Public Radio Conference, held May 18-22 in St. Louis. With the unbundling of National Public Radio programming a fait accompli (BROADCASTING, Dec. 14, 1987), attendees focused discussion on questions of audience and programing, leaving most of the divisive issues of past PRC's at least temporarily on hold.

The majority of noncommercial radio listeners, Audience '88 showed, hold college degrees and professional or managerial positions, live in \$30,000-or-above-per-year-income households, highly value information and have "inner-directed, societally conscious" personalities. The study, funded by the Corporation for Public Broadcasting, also said that more than 80% of the U.S. population does not tune in to public radio. Co-conductors of the database "gold mine" study, Audience Research Analysis, Liebold & Associates and Thomas & Clifford, said "going after" nonlisteners "would require significantly different programing" and the need to "revisit [public radio's] mission itself."

"Twenty percent of beer drinkers drink 80% of the beer," said Audience Research President David Giovannoni, attempting to make clear his view that public radio need not please everyone to succeed. Even though most attendees appeared to agree that attempts to gain substantial portions of

the unreached 80% of listeners would prove troublesome—if not impossible—virtually all parties agreed that noncommercial stations, in the words of National Federation of Community Broadcasters President Lynn Chadwick, "have to better serve more people."

To expand the audience, Giovannoni and company suggested there is "ample opportunity to extend the amount of time that light fringe" listeners devote to public radio, which would require development of new programs that broaden but maintain public radio's appeal.

The how: 'license to diversity'

Discussions of how to serve more of which type listeners generated a variety of suggestions.

Chadwick noted that one in five Americans do not even receive a public radio signal. Also, she said, many stations continue to operate without CPB money and cannot improve their services because of CPB qualification requirements that include a minimum of five, full-time staff members, 18 hours a day on the air and \$150,000 cash. Some of those unqualified stations, she said, have operated as noncommercial, community stations for as many as 10 years but are locked out of the system financially. Up to 1,000 existing noncommercial stations, she said, lack the downlinks necessary for satellite interconnection with national programmers. Lowering CPB qualifications would bring national programing to much of the 20% of the markets not reached, she said, but there is a "strong disincentive"

among already qualified stations to spread CPB's limited community service grant (CSG) money among a larger pool of stations.

As a beginning alternative, Chadwick proposed to a May 19 general session—titled "Making Good on the Promise"—that each of the 301 stations receiving an annual CSG donate \$1,000 to a fund to purchase satellite downlinks for stations not currently interconnected. "We need several stations in each market," said Chadwick, "because radio works on target audiences. Going after that 80% [currently not listening] can be accomplished by smaller stations, each with its own target audience."

More narrowly targeting segments of NPR's current "core," "fringe" and "light fringe" audiences—which the study purports to identify—emerged as the most talked about theoretical method of serving more listeners "better."

Calling the May 17 adoption of missions and goals resolutions by the CPB board "the opening volley" in a strategy to make program production and acquisition the top priority in public broadcasting (BROADCASTING, May 23), CPB President Donald Ledwig told the general session: "In another 10 years, public radio will move away from one typical kind of programing and, with few exceptions...will increasingly specialize, particularly in markets with multiple, competing stations."

And NPR President Doug Bennet, who the week before the conference had called Audience '88 "a license to diversity" (BROADCASTING, May 16), said that public radio listeners "are not primarily classical music listeners or jazz listeners...waiting

for us to develop an optimum audience formula which will best suit most of their proclivities most of the time. No group in American society," he told NPR's annual membership meeting, "is more ready for new information and ideas, new approaches and cultural exposures.

"If it is true that audience follows pro-

graming," said Bennet, "it is time for us to use the same skills and creative energy that built our core audience to develop our second core from those unserved and underserved audiences from around the country. It's up to us to invent the programing and find the political force to address these broader needs...."

"This may be naive," said NPR Chairman

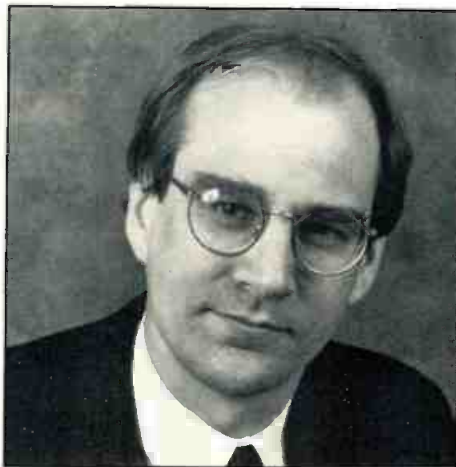
Jack Mitchell, "but I believe stations can even work together in a single market to raise funds and promote."

Stephen Salyer, who became president of American Public Radio just over a month ago (BROADCASTING, April 4), echoed the same conclusion about the audience study. "Stations may find it more and more in their

whether a limited number of 'mini-networks'—involving stations with quite similar goals and market characteristics—could help guide and implement appropriate joint undertakings"—a "middle ground," Salyer told BROADCASTING, "between mass media and pure target. And," he added, with the help of Audience '88, "we will be able to



Bennet



Salyer



Friesen

self-interest to concentrate their program investments on meeting very specific audience or daypart objectives," he told his first APR affiliates meeting. "Producers may find that success depends increasingly on discovering and producing for clearly defined 'communities of interests'."

One possible approach from APR's vantage, Salyer said, could be "to explore

talk with underwriters about the specifics of whom a program reaches."

Three public radio stations licensed in Philadelphia may already have created the model for other markets. According to Mark Fuerst, general manager of WXPB(FM), with WHYY-FM offering a classical format and carrying the major NPR and APR programs, and with WRTI(FM) offering an all-jazz music format, WXPB looked around, "perceived a need and an audience in the community" for something different and recently began offering an international music format, much of it African and Caribbean. Anna Kosof, general manager, WBGO(FM) Newark, N.J., quoted radio consultant Tom Thometz as saying: "Maybe public radio has to accept that 'We have this party, and you can come if you want, leave if you want.' We did the opposite" in the New York market, she said, "and went to their party, starting with the perception that community needed jazz."

The consensus appeared to be that public radio will need to look for a variety of parties, whether as host or invitee, and the various programmers, administrators and stations will have to cooperate, if they are to survive into the next century.

The what: more new programs, shared risk and cooperation

For APR, NPR, CPB and stations, what to present to those target audiences remains the real business of the short and long hauls. Salyer and APR programming vice president, Eric Friesen, during more than one PRC session suggested the need "to mount significant collective projects," to assure the future of "a fragile, infant industry, not one so mature it can settle for gains at the margin. There should be low tolerance," said Salyer, "for waste or duplication of effort."

In a tangible gesture of APR's willingness to cooperate with NPR "in the spirit of nonduplication," Salyer said that, despite Friesen's year-old proposal to provide top-of-the-hour APR news, if NPR intends to

NAB lobbyist urges public radio stations to oppose transfer tax

Commercial broadcasters' "tempers are starting to fray" over continued noncommercial broadcasters' support of a proposed station-transfer fee to fund a public broadcasting trust fund, NAB vice president and congressional liaison, Dan Phythyon, told a Public Radio Conference "Creeping Commercialism" workshop. The fee controversy "might permanently fracture" relations between commercial and non-commercial broadcasters, he said. "We're not trying to issue threats, but to describe a situation."

The "fat cat image" of commercial licensees, fed by an "inordinate amount of transfers" by a minority of NAB members, is misleading, he said. "More than half of commercial AM's are losing money." Where commercial money comes from or where it goes, he added, does not justify the tax, particularly because the proposed fee is tantamount to taking "money out of our pocket and [putting it] into the pocket of a competitor."

Phythyon also reported increased complaints about commercialism in public broadcasters' underwriting credits. "Spurred by the transfer tax, there is discontent...leading to looking at and asking, 'What is this public broadcasting about?'—including, 'What is "enhanced" underwriting?'" The perception is that public broadcasters are competing for the same advertisers, he said. NPR lobbyist, Mary Lou Joseph, concurred that public broadcasters are "pushing the outer edges of the envelope on underwriting. Whether it's two, 10 or 100 stations" airing commercial credits, she said, "the perception in Congress is that it's being done. The whole system can pay the price" if Congress restricts current allowances to seek public funds or calls into question the stations' rights to noncommercial spectrum, she said.

United Airlines advertising director, William Alenson, on the same panel said: "I want to communicate that United is the best airline for business fliers; to do that, I need fewer restrictions" in underwriting guidelines. An NPR Member Station Underwriting Survey summary, also released at the conference, reported that 47% of 171 responding stations have no written policies governing underwriting, and most stations permit credits that include mention of products or services and slogans.

provide such a service, "there is no reason for APR to move forward."

Cooperation among the elements of the system, said Friesen, ought even to include an effort to create some semblance of "a nationally coordinated clock to help stations schedule programs from all sources in all time zones."

No matter how much NPR-APR coordination materializes down the road, higher program production costs are already a problem for the system at large. The APR affiliates meeting heard several complaints about the high cost of *Good Evening*—a newcomer currently carried by just over 100 affiliates at the same cost as its predecessor, *Prairie Home Companion*, an established success. The annual cost of producing *Good Evening*—between \$1.2 million and \$1.3 million—is higher than the cost to produce *Prairie*, said Friesen. APR provided early-carriage incentive discounts, but before the show's launch nearly five months ago, the decision was made to project costs for the first 18 months and compute rates from that total, said APR vice president, Bruce Theriault. Those rates, APR admitted, may rise when the discounts expire in July.

With NPR programming now "unbundled" into optional news and performance packages, and no longer available at one fee for all, costs will go up there as well. The year-and-a-half-old *Performance Today*, airing each weekday morning for two hours, has so far had no specific fee attached to it. Major funding from the Chrysler Corp. and the National Endowment for the Arts has essentially seeded the show as a format experiment at no direct cost to the stations. But at NPR's May 22 board meeting, when the board adopted a \$29.16-million 1989 budget and \$18.4-million system dues level, it was announced that stations would begin paying a specific fee for *Performance Today* next fall. The fee would average \$1,700 and be no higher than \$2,500, based upon CPB's nonfederal funding level formula.

NPR news service vice president, Adam Powell, also pointed to finances as the major issue left to work out before an hourly news plan is submitted by July, when the NPR board has required its completion. "The \$5,000 to \$6,000 flat fee per year charged by our commercial counterparts," he said, creates a "less than ideal situation, particularly for smaller market stations."

"Stations, producers and funders need incentives to participate in partnerships," said Salyer. To encourage "the pooling of resources and risks," he said, APR will offer such incentives, beginning on the local level with a project through which stations would receive APR grants for format innovation. The aim of that project, the details of which are to be worked out in June, will not be to create future APR programs but to foster a willingness to take risks throughout the system. The failure of a program like *Kids America*, said Friesen, was not a creative failure but a "lack of consensus in the system that it was a priority," and subsequent unwillingness to risk short-run losses.

Asked why APR essentially kept the *Prairie* format itself when it launched *Good Evening*, Friesen said that, although the show represents little format innovation, *Prairie*

Public praise. Senator Daniel Inouye (D-Hawaii), pictured right, is National Public Radio's 1988 Edward E. Elson Award winner for the most outstanding contributions to public broadcasting. Recognized by NPR President Doug Bennet during the Public Radio Conference as the principal sponsor of currently pending CPB reauthorization legislation and as a key advocate of last fall's attempt to legislate establishment of a public broadcasting trust fund, the 26-year Senate veteran Inouye was unable to attend. The May 20 awards luncheon in St. Louis also saw CPB present its annual Edward R. Murrow Award to 16-year NPR programming and news veteran, Joe N. Gwathmey, who last fall left NPR—reportedly under pressure from leadership there—to become general manager of two noncommercial FM stations in San Antonio, Tex.

Among winners of NPR programming awards were KUSF(FM) Santa Cruz, Calif., best live local performance; Minnesota Public Radio, best local talk and best regularly scheduled newscast; WBUR(FM) Boston, best children's; WILL -



(AM) Urbana, Ill., best community service; Alaska Public Radio, best cultural; KJZZ(FM) Phoenix, best spot news; WUWF(FM) Pensacola, Fla., best local station break; KCRW(FM) Santa Monica, Calif., best performance; Pacifica Foundation, Los Angeles, best public affairs documentary, and NPR, best public affairs special report.

had earned its crucial Saturday evening time slot as a variety show, and a departure from the variety format might have lost APR and producer Minnesota's Public Radio the national forum it had worked so hard to earn. Friesen and Salyer said they will also review all APR programming over the next year. By the next PRC (May 1989 in San Francisco),

they said, APR offerings could see a shake-out of marginally successful programs.

As for the cost to stations for both NPR and APR programming, the stations may have more to spend at their discretion, if an amendment to CPB's pending reauthorization bill passes in Congress (see "Top of the Week").

ABC sues Premiere Radio Networks over soap opera satire

Premiere general counsel calls suit baseless and unsupportable under federal copyright, trademark law

Capcities/ABC has filed suit in U.S. District Court for the Southern District of New York against the one-and-a-half-year-old Premiere Radio Networks, Los Angeles, alleging copyright infringement by Premiere's short-form feature, *The Cla'ence Update of ABC's All My Children*, described as a daily, Monday-through-Friday, 90-second satirical look at the ABC-TV soap opera, *All My Children*. Brad Sanders, the series' host, was also named in the suit.

"ABC has known about the program for some time," said Steve Lehman, Premiere Radio Networks president. Lehman characterized Capcities/ABC's suit as a "frivolous attempt" to obtain the comedy feature for the ABC Radio Network. "The show is no more a copyright infringement than the *Soap Opera Digest* or Siskel & Ebert's reviews of movies," said Lehman, adding that the company is "in the process" of formally responding to the suit.

"The allegations contained in ABC's suit against Premiere are baseless, without merit, and completely unsupportable under federal copyright and trademark law," said Harold Wrobel, in-house general counsel for

Premiere, in a prepared statement. Wrobel is working in conjunction with the New York law firm of Milgrim, Thomajan & Lee. Capcities/ABC declined to comment.

The Cla'ence Update of ABC's All My Children is carried by stations in 175 markets, including outlets in eight of the top 10 markets. Among the show's affiliates are WHTZ(FM) New York, KROQ(FM) Los Angeles, WGCI-FM Chicago, WEGX(FM) Philadelphia and KMEL(FM) San Francisco. The program has been in existence for nearly three years, initially airing on a handful of stations including WGCI-FM. Lehman began distributing the show nationally in late 1986.

In addition to *The Cla'ence Update*, Premier Radio Networks produces and distributes the following programs: *The Plain Rap Countdown*, a weekly, customized countdown series offered in contemporary hit, urban and adult contemporary versions; *Live From The 60's With The 'Real' Don Steele*, a three-hour weekly show hosted by the KRLA(AM) Los Angeles personality; *The Original National Lampoon Radio Hour*; *National Lampoon's True Facts*, a 90-second, daily comedy feature, and *On The Phone With Tyrone*, a 90-second, daily comedy feature targeted for urban contemporary stations. □

Getting Moscow on the line

Noncommercial FM and Radio Moscow co-production allows Americans to question Soviet panel each month

Noncommercial KPBS-FM San Diego has teamed up with an unusual overseas partner—Radio Moscow—to co-produce a new monthly, one-hour call-in program, *Calling Moscow*. Airing at 3 p.m. (Pacific time) the last Friday of each month, KPBS-FM relies on a series of three satellites, Soviet cooperation and American listeners (20% to 25% of whom hear the show via Soviet shortwave broadcasts into North America) calling the station to ask a panel of Soviet guests in Moscow for their views on a specific topic each program.

The most recent edition of *Calling Moscow* was to air May 28—two days before the Soviet-American summit—and was to address "Soviet-American Relations: Today and Tomorrow." Listeners were to question Radio Moscow commentator Vladimir Pozner and Dr. Rodomir Bogdanov and Dr. Sergey Pleshanov, both of the Soviet Institute for U.S.-Canadian Studies.

"There is a risk of a propaganda line surfacing," said Tom McManus, KPBS-FM station manager for the past 20 years, who has announced his retirement from the station. "But I don't think it will. Either I'm being extraordinarily gullible, or [Moscow Radio and Soviet host, Pavel Kuznetsov] really are genuine in their desire to open communications. I haven't heard [the Soviets] spouting the party line. Kuznetsov has been drawing his guests out if they give pat answers." The only complaint from the Soviet side, he said, "is that we haven't pushed them hard enough."

The May edition has been the only exception to a focus on life-style-oriented, not political, topics. The experience of Soviet women was the subject of the March 25 launch of the program, and the April 29 program focused on teen-agers. Editions in June, July and August will cover glasnost's effect on the arts, education and Soviet popular culture, respectively.

"We don't want to get involved in politics," said McManus, who is also executive producer of the program. "There are a lot of

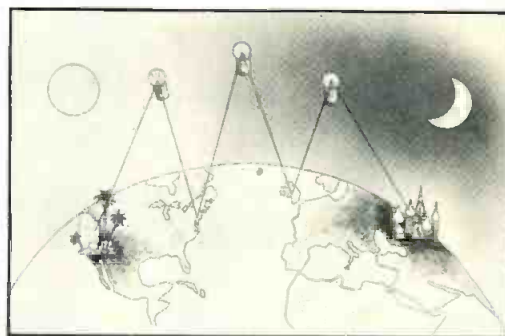


Waldo

other forums for that," he said. And, according to McManus, those others "haven't paid enough attention to real life in the Soviet Union." By plumbing that area, he said, Americans may come to see more clearly "that Soviets do laundry too."

Most correspondence between KPBS-FM and Radio Moscow has been by telex, McManus said. "We have suggested types of guests, and they have been coming through so far," he said. If the program succeeds, the idea of adding Soviet callers "is something we would explore," he said. But because of time limitations and the need for more Russian-English translators, that idea sounds at present "like another show."

The program, hosted by Doug Waldo, has so far been carried by 22 confirmed stations,



according to KPBS-FM. Because it is offered free of charge to the entire public radio system, not every user is reporting. McManus estimated that eight to a dozen other stations may have aired it. "We'll never know," he said. Although National Public Radio is taking up the cost of distributing the program via satellite in the U.S., the producers have yet to find funding for production costs and the \$2,700 it takes to move the signals between the U.S. and Soviet Union.

"We're still working on...some well-known foundations" as possible supporters, said McManus. It may be a year before KPBS-FM decides whether *Calling Moscow* is a success or failure, said McManus. In any case, he said, "We can't carry the program [financially] forever." □

Arbitron introduces new radio diary

In an effort to bolster response rates, Arbitron will implement a new, seven-day radio ratings diary, known as the "soft format" diary, for the fall 1988 survey period, company officials said last week. Based on test results, Arbitron believes the new diary design will be more appealing to diarykeepers than the present form.

The soft-format version contains the same words identifying the dayparts as the current diary, but with no daypart dividing lines in the entry columns. The actual time frame for each daypart will be defined by the diary keeper.

Other elements found in the soft-format diary: heavier paper stock, bolder graphics,

shorter instructions and an additional "away from home" listening column, called "at work," for further clarifying listening location. (The standard daypart diary contains "at home," "in a car," and "other place" columns.)

The soft-format version was one of two new radio diary prototypes introduced at the National Association of Broadcasters convention in Las Vegas last month (BROADCASTING, April 18). According to Arbitron, each of the two diaries—the other, called the "time format," is similar in design to the soft format, but with dividing lines between dayparts—was tested last spring by some 13,000 people in 20 markets. Findings were compared with those of Arbitron's standard daypart diary in those markets, representing another 26,000 people. The soft format at the time registered a 2.2 percentage point gain in response rate, 42.1% compared to 39.9% for the daypart diary. The time format registered a 1.3% increase.

Among the other test results was an increase in "away from home" listening. "At work" entries outnumbered the "other" location entries by three to one in the test diaries, indicating that most listening away from the home and car is in the workplace," Arbitron said. Also, both diaries showed an increase in overall listening levels for the midnight-6 a.m. period.

Arbitron's fall 1988 survey period begins Sept. 22 and runs through Dec. 13. Listening in 135 markets is measured during that time. □

Down spot. National spot radio expenditures for April dipped 1.9% from April 1987 to \$70,694,200. That's according to just-released data from Radio Expenditure Reports, which collects financial information each month from leading rep companies. For year-to-date (January through April), spot billings are at \$254,308,700, 2.8% ahead of the same period a year ago.

Local spot doing well. Local radio sales, which account for some 75% of the approximately \$7.3-billion radio advertising pie, were generally up in most major- and medium-sized markets in 1987, according to the National Association of Broadcasters' and Radio Advertising Bureau's jointly published "Radio Market Trends" book. The report contains local revenue data for 82 markets of varying sizes.

The top 10 markets in 1987 showed a double-digit percentage increase in local advertising over 1986 (up 10.4%), while markets 11-30 (excluding five markets that are not listed in the survey) registered a 5.4% increase.

The data in the book, which is available through the NAB Station Services department, is from accounting firms that conduct local market radio revenue surveys throughout the country. They include both Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols & Carter.

CRS report counts minutes of networks' war coverage

CBS TV crew is kept away as Russians begin Afghan pullout; congressional study traces amount of time CBS, NBC, ABC gave to Afghanistan story

CBS News's enterprise in its coverage of the war in Afghanistan has produced an abundance of material for the *CBS Evening News with Dan Rather*, much of it seen from the point of view of the Afghan guerrillas, or Mujahideen. But sometimes there appears to be a price, as when the network found itself lacking the necessary permission to have a camera crew and correspondent on the ground when the Soviets began their historic troop withdrawal from Afghanistan on May 15.

CBS News foreign editor Don DeCesare said the Soviets had not flatly barred a CBS presence from what was a major ceremony, in Kabul. But he said the network's request for permission to cover the first stage of the withdrawal—a request made at five locations around the world, including Moscow and Kabul, three months before the anticipated withdrawal began—met with “gobble-dygook” and, he said, “asides, such as, ‘Your case is not helped by what you’ve been doing.’” ABC and NBC had crews on the ground. Their coverage of the war has been largely restricted to material obtained by crews and correspondents during visits cleared through Kabul.

CBS News was not left without coverage of the first-stage withdrawal. “We had tons of coverage of the pullout as a result of partnerships with friends who were on the scene,” said DeCesare. He mentioned British, German and Bulgarian sources, even Soviet. But, he said, “we wanted our own crew and correspondent on the scene.”

Word of CBS News's troubles with the Soviets surfaced at the same time as a Congressional Research Service report on the coverage of the war in Afghanistan was seen on the ABC, CBS and NBC evening news programs. The report, released in February and detailing the coverage in 1986 and January through August 1987, was an update of a report CRS produced in 1986 that dealt with the coverage presented on the network evening news programs during the first six years of the war, from 1980 through 1985. The reports were requested by Senator Gordon Humphrey (R-N.H.), chairman of the bipartisan, Senate-House Congressional Task Force on Afghanistan.

A spokesman for Humphrey said the senator had not been satisfied with the amount of coverage of the war. “He wanted to see the reasons for the kind of coverage provided,” the spokesman said. With both reports in hand, the senator, according to the spokesman, still “was not satisfied”—until

the start of the Soviet withdrawal, when the networks and media generally began providing extensive coverage.

The CRS report, however, shows that in 1986, the networks' evening news programs devoted more air time to stories on the war than they had in any year since 1980, the first year of the Soviet Union's military occupation of Afghanistan. And the monthly data available to CRS for the first eight months of 1987 indicated the networks were presenting roughly the same amount of Afghanistan coverage in each of those months as they did in 1986.

DeCesare, for one, would dispute any suggestion that CBS was not taking the war seriously. “Our people go in with the rebels all the time,” he said. “We have spent a lot of energy developing sources of information from the rebel side. We take this seriously; we would like to present both sides.”

The CRS report, written, like the first one, by Denis Steven Rutkus, said CBS had made a policy decision to treat the military struggle as a continuing story meriting prominent, periodic coverage on the evening news.

The CRS report covering the first six years of the war identified several factors as influencing the extent of the television networks' coverage—the networks' restricted access to Afghanistan, the slackening news value of the conflict over months and years, the competition from other stories for the limited amount of air time available, network preferences for filmed stories and seasonal changes in Afghanistan's weather. The report quoted network executives as defending as appropriate the extent of their coverage of the war—although all said they would have had more coverage had they been able to report from the scene on a regular basis.

But beginning in 1986, several developments called new attention to the war—among them, the disclosure in March of that year that the U.S. would begin supplying the guerrillas with shoulder-held, surface-to-air Stinger missiles for use against Soviet helicopters and fixed-wing aircraft and heightened Soviet diplomatic activity aimed at arranging a withdrawal of Soviet troops

from the country. Another new development was the decision by the Soviet Union and the government of Afghanistan to relax their policy of denying visas to Western journalists seeking to visit Afghanistan. So, for the first time since 1980, journalists for ABC, CBS and NBC were permitted to travel in Soviet-controlled areas of Afghanistan, if only on carefully supervised tours.

And the time devoted to the story on the evening news—as recorded by Vanderbilt University's Television News Archive, in Nashville, in its *Television News Index and Abstracts*—picked up. The 55.2 minutes of time the *CBS Evening News* devoted to stories on Afghanistan in 1986 was the highest annual total by a network since 1980, when each of the three networks spent at least 200 minutes on the subject. ABC's *World News Tonight with Peter Jennings* offered a total of 19.7 minutes of news focusing on the war, and *The NBC Nightly News with Tom Brokaw*, 28.8 minutes. CBS increased its Afghanistan news in the first eight months of 1987, from an average monthly rate of 4.6 to 5.1 minutes. ABC's monthly average also increased, slightly, from 1.6 to 2.2 minutes, while NBC's fell off, from 2.4 minutes to one.

The CRS report discloses an unintended link between the task force Humphrey heads and some of the war coverage aired by CBS. A proposal that emerged from hearings held by the task force developed into a \$500,000 appropriation, passed by Congress in 1985, “to promote the development of an independent media service by the Afghan people and to provide for the training of Afghans in media-related fields.” The purpose of the hearings was to find ways to bring international opinion to bear on the Soviets in Afghanistan. One of the Afghans who received camera training under the program—it was conducted by Boston University under contract to the U.S. Information Agency—was a young Afghan named Mohammed Salam. Footage he shot of a guerilla attack on a Soviet convoy wound up as a key portion of a two-part report on the *Evening News* last August.

CBS News executives said they had used the material inadvertently, according to the CRS report. They were quoted as saying that if they had known the footage had been produced as a result of a U.S. government-funded program, they might have felt proscribed by CBS rules from using it. But in a later interview with the author of the CRS report, DeCesare said the network would not rule out all use of Mujahideen-supplied material in the future. If the footage were “truly extraordinary and unduplicable,” he is quoted as saying, CBS would “have to consider” its suitability for use. □

Gumbel replacements. Radio talk show host Tom Synder (who once had a late-night show on NBC), *MacNeill/Lehrer NewsHour* anchor Jim Lehrer and NBC Sports' Bob Costas will fill in as *Today* show co-host for Bryant Gumbel when he is in Seoul, South Korea, anchoring the summer Olympic games next September, NBC said.

Discussing the standard question of HDTV

Annenberg panelists differ over which medium will best deliver advanced television to consumers

In addition to the activities of the FCC's Advanced Television Services (ATS) Committee, there is further evidence that most of the attention to high-definition television in Washington has shifted from production to distribution and display issues, not just for broadcasters, but for all video media.

A year and a half ago the Annenberg Washington Program, sponsored by Northwestern University, held a two-day meeting of government officials and experts on HDTV (BROADCASTING, Dec. 22, 1986). A majority of the discussion there centered on the chances of the Japanese-developed 1,125/60 studio format becoming a world standard. Early HDTV producers, such as David Niles of 1125 Productions and representatives of the Canadian Broadcasting Corp. and the Italian network RAI, discussed HDTV plans that have since been executed.

The Annenberg Program revisited HDTV on May 19 and 20. Kalmann Schaefer, president of K. Schaefer & Associates, Washington, and senior fellow of the Annenberg Washington Program, told attendees that the goal of the conferences was "to come to a consensus on where this technology is...and what ultimately is the benefit to the silent majority, the consumers."

Following the gathering, Schaefer told BROADCASTING that there were few points of agreement. One consensus, however, was that "while it may not be totally clear what the precise demand by the consumer is, it is inevitable that HDTV is going to become a reality," he said.

The future of 1,125/60 as a world standard was still a point of discussion, but the major questions at this conference were: "Will broadcasters be able to transmit HDTV?" and "Are other media more appropriate for the delivery of 1,125/60 quality?" Three former FCC chairmen and advocates

from the broadcasting, cable, satellite and fiber optic industries were among those who attempted to answer those questions.

One of the former FCC chairmen, Richard Wiley, partner in the Washington law firm of Wiley, Rein & Fielding and chairman of the ATS advisory committee, appeared to discuss the details of the committee's first interim report. Two days before the Annenberg gathering, that report, with an executive summary written by Wiley, was mailed to members of the ATS blue ribbon and steering committees (BROADCASTING, May 23).

Wiley said that the summary in its present, unapproved form reflects his interpretations and those of ATS Planning Subcommittee Chairman Joseph Flaherty, vice president and general manager, engineering, CBS, of the findings of the planning subcommittee's six working parties. The main finding is that full HDTV for broadcasters should be the FCC's ultimate goal, "if broadcasting is truly going to be competitive in the 90's and beyond." An evolution toward HDTV through an NTSC-compatible system is perhaps the best scenario, he said. "I think whatever should be done, should be on a phasing situation and I think that's the way the marketplace will work anyway."

A somewhat different opinion was stated by another ex-FCC chairman, Mark Fowler, senior communications counsel, Latham & Watkins, Washington. Like many other issues he faced while at the FCC, Fowler argued that "the marketplace solution" should be applied to HDTV. "Government should not decide these questions of format. The industry, acting as surrogates for consumers, should and will make these decisions," he said. "On policy grounds, it's important that broadcasters do have the ability to offer HDTV that consumers will want, if possible. But we should not forget that alternative technologies will be able to deliver virtually any HDTV format...without any government help."

One outcome, Fowler said, will be con-

sumers' indifference to HDTV, just as other technologies that "were assumed to be consumer hits," such as videotex and interactive cable, were ignored. "All the more reason to let marketplace forces make the choices. Instead of reading pleadings, perhaps the agency should be performing marketing studies," he said.

A few marketing studies on HDTV have been completed. Last year, HBO Inc. was a co-sponsor with CBC of a study conducted at shopping malls in five U.S. and Canadian cities. Paul Heimbach, HBO vice president, engineering, said that they found that "consumers really want better television pictures" and that they are willing to pay more for them. Survey respondents said that they would pay \$300 to \$400 extra, substantially less than the first HDTV sets are expected to cost.

But HBO's 20 million subscribers "tend to be videophiles"—the trend setters who are the first to buy new TV technologies, Heimbach said. Therefore, when the first Japanese-made HDTV receivers accompanied by VCR's in the Muse transmission format reach the U.S. in the 1990's, the company hopes to have a high-definition program service. "From HBO's perspective, we see competition for consumer time coming not from broadcasters, but from these prerecorded materials," Heimbach said.

Another market survey was cited by John Richards, a representative of the Land-Mobile Communications Council (LMCC). The study done by the Massachusetts Institute of Technology (MIT) "confirms my own personal experience," Richards said. It showed that although consumers showed a preference for HDTV over NTSC, there was not an overwhelming preference. Therefore, he argued that the FCC should lift its present freeze on UHF-TV spectrum allocations for land-mobile services. Picture quality, Richards said, does not drive people to watch television. "You can give me improved-NTSC *Cheers*, *Saturday Night Live* and UHF-TV land-mobile sharing. You can keep



Annenberg Washington Program high-definition television conferees (l-r): Schaefer; Allan Cooper, Motion Picture Association of America; Baumann; Heimbach; Hubbard; Fox; Indra Paul, Bell Communications Research Labs; Rogers, and Richards.

our Laverne & Shirley and Jake and the Rat Man in HDTV."

In his remarks, Fowler agreed that FCC adoption of an augmentation channel TV system requiring extra spectrum for all TV stations "might result in the wasting of spectrum which might otherwise have been utilized by land-mobile users and others."

The National Association of Broadcasters' Henry Baumann, executive vice president, legal affairs, responded to Richards by pointing out that in their report, the authors of the MIT survey admitted that it was not conclusive. One flaw was that in some cases 18-inch HDTV sets were used in the comparisons with NTSC. "We all know that there is virtually little difference at all between NTSC and HDTV when you use small screens," he said. As for allocation of UHF-TV spectrum for HDTV over land-mobile being a waste, Baumann referred to studies done by the FCC and by consultant Dale Hatfield that show "gross inefficiency and misuse of spectrum by land-mobile users."

Not enough is known to make any decisions based on consumer reaction, according to Tom Rogers, vice president, corporate planning for NBC. From his own point of view, he said that HDTV is not as big a jump as from black-and-white to color, but is not insignificant. The key to consumer acceptance may be the way it is sold to the public. "That is what I think is a critical issue here, because there is a lot of reason to believe, given the experience of CD's and TV stereo, that the right marketing pitch can very much alter the marketplace," Rogers said.

For terrestrial broadcasting and the alternative media, NBC is backing the advanced compatible television (ACTV) systems developed by the Sarnoff Research Institute. The network is proposing that ACTV-I, a one-channel, enhanced-television (EDTV) system, be implemented in the near future with the full HDTV-quality ACTV-II, an augmentation channel system, installed years later after legal and regulatory obstacles to obtaining extra spectrum are overcome. But Rogers suggested that after introduction of ACTV-I there may not be any consumer demand for upgrading to HDTV.

Rogers also said that as the broadcasters evolve to HDTV, it might make economic sense for cable and other alternative media to convert to the same EDTV system before advancing to full HDTV. "Open architecture" receivers, capable of picking up more than one transmission system, may prove too costly for consumers, he said. The TV industry should not "lose sight of the strong possibility of having a unified advanced television standard that's valuable for all media." However, he said that he was not advocating an FCC mandate setting a unified standard.

Brenda Fox, vice president and general counsel, National Cable Television Association, repeated that organization's long-held position that the FCC should adopt no rule limiting cable to the same format as broadcasters. "We don't want to be saddled with something that works best for another medium," she said. Wiley said that his ATS summary report finds that "there should be no attempt to retard" the advancement of

alternative media. The report also finds that open architecture sets might be viable.

Fox did not agree with Heimbach's belief that VCR's will be the first outlet of high-definition programming. "There's going to be a problem with the VCR stores loading up with a lot of software when there may be only a couple of television sets available in the marketplace capable of displaying that product...I would bank on cable," she said. But before that is possible, cable will have transmission problems of its own to resolve. Wideband transmissions, such as the Muse system, will require upgrades of cable systems.

Consultant Dale Hatfield, who serves as chairman of the ATS planning subcommittee's working party on spectrum analysis, said that the spectrum issue for broadcasters may involve trading off some of the things they now have. The four biggest trade-offs, he said, are: "the coverage range desired by

each station, the quality of the signal within the coverage range, the amount of spectrum bandwidth utilized by each station and the cost and complexity of the system chosen."

As a broadcaster, Stanley S. Hubbard, president of Hubbard Broadcasting, said that those trade-offs should perhaps not be made. "When I try to look at the future ...I'm trying to look at it as clearly and effectively as I can. Those comments do not come in the context of what is best for my broadcast company because what's going to happen in the future may not be the best for my broadcast company," Hubbard, who is also president of Conus Communications and the United States Satellite Broadcasting Co., said that DBS is the most likely HDTV medium. "I have to agree with Mark Fowler when he says that it may be mission impossible" to provide full HDTV to broadcasters, he said. "I'm placing my bet on satellite delivery of programs." □

Fine tuning HDTV

Major broadcasters, cable operators create labs to study advanced TV

Both the broadcasters and cablecasters have been working in recent weeks to establish labs that will be involved in high-definition transmission. Formation of the Cable Television Laboratories Inc. (Cable Labs), announced soon after the National Cable Television Association convention (BROADCASTING, May 9), is proceeding on schedule. Meanwhile, the broadcasters' Advanced Television Test Center (ATTC) appears to be experiencing some delays.

Four major multiple cable television system operators announced the founding of Cable Labs: Tele-Communications Inc., American Television & Communications, Continental Cablevision and Comcast Cable. They are now working to recruit additional MSO's into the consortium by a Sept. 30 cutoff date. "Lots of other companies have verbally agreed" to join, but have not yet been named in public, according to Wendell Bailey, vice president, science and technology, NCTA. An 18-member board will be elected by the founding members after Sept. 30. Cable Labs is to operate on a \$7.5-million budget for the first year. Dues for each MSO will be two cents per subscriber per month, effective July 1. Each company is making a three-year commitment to Cable Labs.

Formation of ATTC was announced last February by seven partners: ABC, CBS, NBC, the National Association of Broadcasters, the Public Broadcasting Service, the Association of Independent Television Stations and the Association of Maximum Service Telecasters. Its purpose is to test proposed advanced television transmission systems for the FCC's Advanced Television Services (ATS) Advisory Committee and the Advanced Television Systems Committee (ATSC). During the first ATTC board of directors meeting (BROADCASTING, March 28), the search for an executive director was made the top priority before decisions on where to locate the center and how much of

its testing will be done in-house and how much will be contracted to outside labs.

Unlike ATTC, Cable Labs is meant to be a long-term research and development facility, Bailey said. "This is not an HDTV thing. It so happens that HDTV is the hot topic, but that is not the reason for forming this." Besides HDTV, its first priorities will be fiber optic cable research and "anything else that applies to our use of future technologies," he said. Its headquarters will not include scientists and equipment, but will be a clearinghouse of information on cable technology. The actual research will be done by outside labs.

But some high-definition systems testing may be done through Cable Labs. Last March, NCTA signed an agreement with the Japanese government to test Japanese-developed HDTV transmission equipment on U.S. cable TV systems. "I think that they'll be mostly an NCTA testing procedure," Bailey said. "But I wouldn't rule out that [the Cable Labs] would take over some of or the bulk of that project." Start-up of those tests is tentatively planned for fall, soon after the Olympic games in Seoul. Japan's NHK network is planning to produce and transmit some of the Olympic events in HDTV and "that takes up most of the equipment that is available in the world to do these tests," he said.

When ATTC was formed, NCTA declined an invitation to join. At that time, Bailey said the majority of broadcasting companies on ATTC and the fact that NCTA was planning the formation of a cable R&D lab were the two main reasons for rejecting the offer ("Closed Circuit," Feb. 29). However, Bailey did not rule out the possibility of joining ATTC in the future, and ATTC has since publicly repeated its offer to NCTA and other cable companies on several occasions.

After the announcement of Cable Labs' formation, Bailey said that NCTA representation at ATTC is still a possibility. "The decision whether to join ATTC or not, while it is not directly related to this lab, the fact that we will be doing work and some of it

will involve the questions that will be raised at ATTC, that will have some bearing on our thinking," he said.

The headquarters site and other decisions on the operation of the Cable Labs will be made following the appointment of an executive director. An executive search firm was hired soon after the NCTA convention and is believed to have narrowed the field to fewer than 10 candidates.

Organization of ATTC has been slowed by difficulties in finding an executive director. "The ideal candidate," according to John Abel, executive vice president, National Association of Broadcasters, and head of the executive director search com-

mittee, "would be someone who has good management skills, has been in a supervisory position of some kind, and has an engineering background." Such candidates have been hard to find, he said. However, the search committee has narrowed the field to two candidates and announcement of the appointment may be made this week, according to Joel Chaseman, ATTC chairman and chairman and chief executive officer, Post-Newsweek Stations.

The difficulty in finding an ATTC executive director has threatened to stall terrestrial propagation tests now being done by the ATSC's T3S4 specialist group. The tests on dual-channel and wideband transmissions,

which have been supported through money and personnel donated by NAB, are to be transferred to ATTC. T3S4 passed a resolution asking ATTC to take over the tests after NAB indicated that it was running out of funds for the project (BROADCASTING, May 23).

The resolution has been referred to the ATTC board's engineering and operations committees, Chaseman said. "What we're going to try to do is be as cooperative as we know how. One way or another, we certainly don't want to see these propagation tests halted or interrupted... But it will take a little maneuvering since we don't have staff," he said. □

In Sync

AM action

AM issues dominated a meeting of the technical and allocations subgroup of the FCC's Radio Advisory Committee. On the agenda were an FCC proceeding that is exploring the expansion of the AM band and reports commissioned by the National Association of Broadcasters on AM technical characteristics and psychoacoustics and RF splatter measurement in the AM band.

A final draft of NAB's report on AM Technical Assignment Criteria, prepared by Harrison J. Klein of the consulting engineering company of Hammett & Edison, San Francisco, was distributed to attendees. Klein centered on four issues in the report: atmospheric and man-made noise, field strength, adjacent channel protection ratios and skywave interference. Among the main conclusions of the report was that atmospheric and man-made noise conditions in different parts of the country vary widely and that "no single protected contour is appropriate for all circumstances." The report also found that "existing protection ratios are entirely inadequate to prevent adjacent-channel interference, even with today's narrowband receivers." Klein recommends new protection ratios based on improved parameters, such as the National Radio Systems Committee's audio standard.

The Klein report and a psychoacoustic report that NAB has hired the Chicago firm of B. Angell Associates to complete will be part of NAB's comments to the FCC on AM radio improvement, due June 17. The psychoacoustic study was initiated to determine the level of audio quality listeners desire and expect from AM stations. A final draft of that report should be released early in June, according to Barry Umansky, NAB deputy general counsel.

Representatives of Delta Electronics, Alexandria, Va., demonstrated their new splatter monitor, which was introduced at the NAB convention in April. The monitor is designed to test the effectiveness of NRSC

filters in removing co-channel and adjacent-channel RF (radio frequency) interference of AM stations. The biggest advantage of the splatter monitor, its backers claim, is its price of \$2,150, compared to the approximately \$20,000 it costs to buy a spectrum analyzer. The first monitors are now under production and should be delivered within the next two months, according to Delta.

During the meeting, there was some question as to why the splatter monitor is needed if a station has already installed an NRSC filter. According to Delta's John Bisset, "many of the newer transmitters have internal 'safety' clippers, which some stations use to get a louder signal. Since this clipper is located after the NRSC filter, the filter has no means of removing the splatter created by the safety clipper."

Region 2 of the CCIR will meet later this month in Rio de Janeiro on the issue of international AM band expansion to 1700 khz. Priority for use of channels is a controversy among countries in South America, Umansky said. "That doesn't seem to be as much of a controversy here in the northern hemisphere where Canada, Mexico and the United States traditionally have worked fairly well together." NAB's position on AM band expansion in the U.S., Umansky said, "holds an opportunity for existing AM daytimers...to have a full-time opportunity." Consultant Wally Johnson will represent U.S. broadcasters at the Rio de Janeiro meeting.

On line

After years of dormancy, videotex services may be getting ready to take hold in homes with personal computers. Two companies have announced plans to begin test marketing systems. Videotex services provide data and some graphic information in electronic "pages" over telephones lines connected to a personal computer. Along with news, weather and sports information to be provided by the service, the software allows for interactive applications, such as

home shopping, banking and travel reservations.

Prodigy Interactive Service, a videotex system offered by Trintex, White Plains, N.Y., will become available on June 1 in the Atlanta, San Francisco and Hartford, Conn., markets. To coincide with the introduction of the service, Trintex, a three-year-old partnership of Sears, Roebuck & Co. and IBM, will change its name to Prodigy Services Co.

The company is introducing Prodigy at a monthly rate of \$9.95, with no charges for start-up and time of usage. The system is compatible with IBM, AT&T, Tandy and other PC's. Apple II compatibility will be offered later this year and Macintosh next year. Prodigy plans to begin national distribution within two years.

NYNEX Corp., White Plains, N.Y., will introduce a videotex system in September for a trial run in Burlington, Vt. NYNEX developed the "public network gateway" system in cooperation with New England Telephone, which serves the Burlington area. Telephone customers there will be able to use electronic mail, home shopping and travel reservation services. Burlington was chosen because of high penetration of PC's, about one-third of area homes.

Plans are to expand the service to the Boston and New York areas by the end of the year.

Graphic detail

The National Computer Graphics Association has announced a call for papers to be submitted at the organization's technical conference, to be held in Philadelphia in April 1989. NCGA is planning 120 sessions covering new applications of computer graphics and solutions to several current user problems. Those interested should send a 500-word summary of their papers to NCGA by Aug. 15. The association is located at 2622 Merrilee Drive, Suite 200, Fairfax, Va., 22031. For more information: 1-800-225-6242.

Showtime's new film deal

Showtime/The Movie Channel has purchased the pay cable and satellite rights to 50 films to be released prior to Jan. 1, 1993, from Carolco Pictures Inc. for \$100 million-\$150 million over five years. Among the films in the package are "Rambo III," starring Sylvester Stallone, and "Red Heat," starring Arnold Schwarzenegger. "Rambo III" debuted on 2,200 movie screens on May 25, and "Red Heat" will debut on 1,500 screens in mid-June. Both films are distributed to movie theaters by Tri-Star Pictures.

Study touts cable

A Browne, Bortz & Coddington study funded by Daniels & Associates estimates that cable television will contribute \$32 billion to U.S. gross national product in 1988.

The study estimated that cable employment amounted to 490,000 jobs, which reflected a slower expansion rate than economic output and employee income during the past two years. The cause for the drop, according to the report, was price inflation and improvements in worker productivity.

The BBC report is an update of a 1986 study commissioned by Daniels. The current report estimated that the cable industry created 1% of the country's job growth over the past two years, and that the \$32 billion GNP figure for this year was a 28% increase over 1986.

A continuing proliferation of programming choices was one of the chief attributes of cable; three out of four subscribers have access to 30 or more channels, and 15% can see 54 or more. Viewing of cable services has jumped to almost 40% of all viewing, the study said, while viewing of network affiliates declined 12% over the past five years.

Cable has been particularly beneficial to rural areas in giving viewers more programming options. And, Daniels said, "the programming of broadcast networks and their local affiliates has gotten a lot better because competition from cable has forced them to improve."

The report concludes that the cable industry will have operating revenues of \$12.8 billion this year, with operating cash flow of \$5.1 billion.

Urban planning

The National Cable Television Association and the National Association of Minorities in Cable will sponsor "Urban Markets: Directions for the 90's" on Sept. 28-29 in New York. The two-day seminar's keynote speaker will be Amos Hostetter, chairman

and chief executive officer of Continental Cablevision.

Panel sessions will include "Urban Programming: Meeting the Needs of Diverse Audiences," "Urban Marketing: How Can Research Improve Your Results" and "Community and Government Affairs: Techniques for Successful Relationships."

Appeal turned down

The U.S. Court of Appeals in Washington has rejected a challenge of the FCC's approval of an application by Pacific Bell to construct a cable television system in Palo Alto, Calif., for Cable Communications Cooperative. Century Federal Inc., a possible competitor of CCC's in providing cable service, had filed a petition for review. Century's principal argument was that CCC is an affiliate of Pacific and that, as a result, Pacific's construction of a cable system violates the commission's ban on telephone-cable crossownership.

Century said the schedule of payments to which CCC agreed placed it in the role of debtor. And that, under FCC regulations, it added, indicated Pacific was in a position of control. The court, however, said the payments are for communications services and, therefore, fall within the exception to

those regulations. The court acknowledged that the commission did not explicitly state that in its opinion, but said it implied it. The court also turned down the argument that Pacific failed to supply adequate financial justification for the project, and dismissed as "frivolous" the contention that the commission proceedings were tainted by ex parte contacts.

Pirates on top

The Tele-Communications Inc. cable system in Pittsburgh conducted a telephone coincidental survey that showed its Thursday, May 12, showing of a Pirates-Dodgers game outperformed all but the NBC affiliate in its cable universe.

KBL Entertainment Network scored an 8.6/18.9 for the game, second only to WPXI-TV Pittsburgh's 9.7/21.5 from 7 to 9 p.m. on Thursday, May 12. The CBS affiliate (KDKA-TV) scored a 5.0 and the ABC affiliate (WTAE-TV), 2.9 in the survey. Also scoring above a 2 rating were HBO (2.6) and independent WPGH-TV (3.8).

A unit of AGB Television Research conducted the study, reaching 329 of 1,000 homes called. Three TCI systems and an Adelphia system which combined, serve

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nearly 200,000 homes, were surveyed. AGB found that 45.3% of the homes were using television during that time period.

New signings

Shop Television said it has signed Comcast's Los Angeles subsidiary to carry the home shopping service, adding 80,000 subscribers to the network.

□

The Silent Network said it added 25 cable systems in the first quarter of the year, bringing its subscriber count to 10.3 million. Among the signings were the North Coast system in Cleveland; the Jones system in Tampa, Fla.; the Cox system in Oklahoma City, and the Southwestern Cable TV system in San Diego.

The network also reported it has acquired a television studio in Hollywood, to be used for the production of the programs the network distributes to broadcast and noncommercial television

and videocassettes.

'Cleopatra' come-back

Rogers Cablesystems has signed to carry Turner Network Television, said Turner Broadcasting System. Rogers has committed 500,000 of its 525,000 subscriber base to TNT at launch.

TBS announced last week that it will air the original uncut theatrical version of "Cleopatra" 25 years after its premiere. The Elizabeth Taylor, Richard Burton and Rex Harrison classic will air tonight (May 30) from 8:05 p.m. to 1:05 a.m.

Nostalgic changes

The Nostalgia Channel plans to reformat its program schedule into two, 12-hour blocks in June. Phil Palmer, director of programming, said the change caters to the viewing habits of the service's prime demographic—45-plus.

The new lineup will feature series at

regularly scheduled time periods. *The Adventures of Jim Bowie* will be seen weekdays at 3:30 a.m. and 3:30 p.m.; *Boston Blackie* will be seen weekends at 8 a.m. and 8 p.m.; *Dr. Christian* will be seen weekends at 8:30 a.m. and 8:30 p.m.; *Mr. District Attorney* weekdays at 8 a.m. and 8 p.m.; *Public Defender* weekdays at 8:30 a.m. and 8:30 p.m., and *Waterfront* weekdays at 3 a.m. and 3 p.m.

Palmer said the new schedule will also allow the channel to increase the number of movies shown each month. Nostalgia has the rights to films from MGM/UA, Samuel Goldwyn Jr., Hal Roach and Weiss Global.

Revving up

Two auto races will make their pay-per-view debuts in October on Viewer's Choice. The AC Spark Plug at Pocono (Pa.) and the Oakwood 500 from Charlotte, N.C., will be available to PPV subscribers for \$12.95. The events will be produced by Special Events Television Network.

The Media

NATAS panel looks at TV and presidential campaigns

Views from various angles, including former VP candidate Ferraro and White House press secretary Speakes, give perspective on TV's political clout

Television follows presidential campaigns in various ways: televised debates, news coverage and political advertisements, all of which were discussed by a high-powered panel at the New York Hilton hotel last week. Sponsored by the National Academy of Television Arts and Sciences, the panel addressed the question: "Does television elect the president?" Featured were Larry Speakes, former White House press secretary; Philip Dusenberry, chairman and chief creative officer, BBD&O Worldwide Inc.; Geraldine Ferraro, former vice presidential candidate; John Deardourff, chairman of media consultants Bailey, Deardourff & Associates Inc., and pollster Louis Harris.

Speakes said: "TV news is clearly struggling as to how to cover the campaigns. In the recent primaries they have swooped down at the end...The coverage is too compact."

Another characteristic of television news coverage of the presidential campaigns, said Deardourff, is that reporters were more interested in asking why than in reporting what happened: "The political reporters who mostly appear on air are very little interested in what is actually said...They are mostly



Pictured l-r: ABC News correspondent Sander Vanocur, Deardourff, Dusenberry, Harris and Speakes

doing analysis...not reporting," Deardourff said.

The only way for a candidate to get his or her message across, said the McLean, Va.-based media consultant, was through a debate or, in an even more controlled forum, through advertising.

Several panelists suggested that it is through debates that television has the greatest influence on the election outcome. Ferraro said that after the 1960 Nixon-Kennedy debate, the Kennedy campaign's polls indicated that those who watched the debate on television said Kennedy had won, whereas those who heard it on radio said Nixon won. Using a more recent example, Ferraro said she thought President Reagan turned the 1984 election around in the second debate

against her running mate, Walter Mondale.

And Deardourff credited Ferraro with having "held [Vice President George] Bush to at least a draw," and added that there was "no other way for Ferraro to emerge as a national figure." The former candidate herself elaborated that newscasts were always using clips that showed her as "...tough and feisty...I had a high negative rating...and was portrayed as beating up on the President." She said that during her debate with Bush, it was decided that she would, "...deal with the issues and not respond to Bush. My negatives [ratings] went down," Ferraro said.

The debates serve not only to influence voters, said Harris, but also to influence the candidates themselves. The chairman of

Debatable situation. The Commission on Presidential Debates has selected four possible sites for general election debates that it will sponsor next fall. The cities are Annapolis, Md., Sept. 14; Wake Forest University, Winston-Salem, N.C., Sept. 25; Omaha, Oct. 11, and Pittsburgh, Oct. 27. Edward M. Fouhy, former executive producer of NBC News and currently a fellow at Harvard University's Institute of Politics, will serve as executive producer of the debates.

Co-chairmen of the commission, Paul G. Kirk Jr., chairman of the Democratic National Committee, and Frank J. Farenkopf Jr., chairman of the Republican National Committee, said: "While commitments have not yet been received from all the presidential candidates to debate under the auspices of our commission, we believe the commission, with its strong backing from the two major parties, is best situated to attract the candidates...as debate sponsor." Major advertisers in the debates include AT&T, Philip Morris and Prudential.

The Commission on Presidential Debates is a bipartisan, nonprofit organization based in Washington. It was formed on Feb. 18, 1987, by Kirk and Farenkopf to sponsor presidential and vice presidential debates.

Louis Harris and Associates said that former Secretary of State William Rogers told him that during the debate with Kennedy, "...there was a chemical reaction between the two candidates and after that debate Nixon himself felt beaten and Kennedy had confidence." That "chemical reaction" is the most important view that television watchers will get in an election, said the pollster.

Yet TV does not elect the president, said Harris. "Themes and issues stand along with the personalities," he said, suggesting that because of the Reagan years people may overemphasize the role of TV. "In recent decades, we have mostly had non-TV presidents," said Harris, identifying as such "LBJ, Nixon, Ford and Carter."

The current election, Harris said, will be a return to a "non-TV president. Neither Dukakis nor Bush can be described as a mesmerizing personality," he said.

Dusenberry suggested that television is the most important influence on voters. "When voters cast their ballots, I think people are making choices largely on the basis of impressions they have gotten on TV," he said. "The medium has immediacy, power, persuasion and emotional wallop," said the member of the "Tuesday" group that created some well-known ads for the Republican campaign.

Deardourff defended political ads, noting that especially in presidential elections, they are, "only one of a number of images. Important information can be conveyed in 30 seconds or less." The media consultant asked rhetorically, "how long would it take to describe my position on abortion?" He proceeded to do so in less than 15 seconds.

As for negative ads, Ferraro said they have impact. She said the Gephardt campaign attributed poor performance on Super-Tuesday to the "flip-flop" ads purporting to show his lack of commitment. And she cited Dole's famous post-New Hampshire appearance, when he accused the Bush campaign of lying about his record.

Deardourff said that the first negative political television commercials were used by Adlai Stevenson in 1956. "When Eisenhower was known to be ill there was one that showed a close-up of a shifty-eyed Nixon. The only words were, 'Are you nervous about Nixon...President Nixon?'" To that illustration Ferraro quipped partisanly that the add was obviously ahead of its time. □

Rush back in

Herman Rush, former chairman of Coca-Cola Telecommunications Inc. has announced the formation of Rush Entertainment Group. REG will be producing and distributing television programs as well as developing original programming for the home video market. The first two projects will be *Professor Pelican* and *the Bible Ex-*



plorers and *The Young Astronauts*.

The Young Astronauts is a 24-volume series of home videocassettes geared to interest children and teen-agers in space exploration. The collection is being produced in cooperation with the Young Astronaut Council in Washington, whose board includes Senators John Glenn and Jake Garn, Representative William Nelson, television journalist Hugh Downs, businessman T. Wendell Butler and columnist Jack Anderson.

Prior to his stint at Coca-Cola, Rush was the president of Columbia Pictures Television Group, which he founded in 1985. Joining Rush in forming REG are Peter Sealey, Paul Coss and Ted Field. Sealey, who will serve as the president and chief executive officer of the home video division, was previously the president of Coca-Cola Telecommunications. Paul Coss, vice president of creative affairs for REG, held a similar position at Coca-Cola Telecommunications. Field, who will also serve as vice president in the creative department, was the director of children's programs for the CBS Television Network in 1979, and co-edited and wrote 10 episodes of *ALF* this past season. □

SOLD!

WNFI-FM, Palatka/Daytona Beach, FL, Norman Drubner, Chairman has been sold by Drubner Broadcasting and Daytona Group for \$10,500,000 to Heritage Broadcast Group, Jim Cullen, Chairman and Adam G. Polacek, President.

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Satellite Footprints

Bird buy. Dominion Video signed a deal last Wednesday (May 25) to purchase one GE Astro-Space 3000 series satellite, with an option to buy a second, Dominion President Robert Johnson said. Johnson declined comment on the cost of the satellites, adding that the option on the second bird expires in July 1988. The two satellites, equipped with three 230-watt transponders each, had been repurchased from Comsat when that firm withdrew from direct broadcast satellite competition. GE Astro could not be reached for comment. Dominion, owners of a construction permit to operate the 16 even-numbered channels at 119 degrees in the DBS orbital arc, had already made a deal in January to buy one GE Astro 5000 bird, which can carry 10 to 16 230-watt transponders, said Johnson. Dominion hopes to fly all three DBS birds at 119—planning to have China's untested Great Wall launching service send up the first 3000 bird as early as next spring

(Dominion is scheduled to meet with Great Wall this week). Transmission of eight channels to each half of the continental U.S. is also in the plans. Johnson described Dominion's business plan as "a magazine concept for TV." Dominion, he said, has identified three target audiences for "narrowcast service." Speculators, he added, "would have to be extremely naive to assume one can get more than eight programs when there are only 32 slices of that pie."

New competition. A new satellite video distribution service, Hubbard Broadcasting's Satellite Network Systems, has begun operation. The service now delivers syndicated programs for Fox Broadcasting and other clients on Ku-band. Plans are for SNS to later introduce Business Television Network, a video communications network aimed at large- and medium-sized companies.

Changing Hands

WEEK-TV Peoria, Ill. □ Sold by Price Communications Corp. to Granite Broadcasting Corp. for \$33 million (tax certificate involved). **Seller** is New York-based group of five AM's, four FM's and nine TV's principally owned by Robert Price. It recently sold WWAY(TV) Wilmington, N.C. ("Changing Hands," May 16), and KOMA-AM(KRXX)(FM) Oklahoma City ("Changing Hands," May 23). **Buyer** is new corporation principally owned by W. Don Cornwell (black),

former investment banker with Goldman-Sachs; Stewart Beck, New York attorney; his father, Martin Beck, principal in Beck-Ross Communications, Rockville Centre, N.Y.-based group of three FM's, and James Greenwald, chairman of Katz Communications. WEEK-TV is NBC affiliate on channel 25 with 2,410 kw visual, 239 kw aural and antenna 680 feet above average terrain. **Broker:** Sandler Associates.

Wtvo(TV) Rockford, Ill. □ Sold by Winnebago Television Corp. to Young Broadcasting Inc. for \$18 million. **Seller** is Chicago-based group of two TV's owned by Elmer Balaban. **Buyer** is New York-based group of three TV's headed by Vincent Young, chairman. It is subsidiary of Adam Young station representative firm. Wtvo is NBC affiliate on channel 17 with 759 kw visual, 79.4 kw aural and antenna 674 feet above average terrain.

KIXI(AM)-KMGI(FM) Seattle □ Sold by StarGroup Communications to Noble Broadcast Group for \$15.9 million. **Seller** is owned by C.T. Robinson and William C. Moyes, who also own KMGK(FM) Minneapolis and Transtar Radio Network. **Buyer** is San Diego-based group of five AM's and six FM's headed by John Lynch. It recently purchased WHME(FM) Toledo, Ohio; KMJQ(FM) Houston, and KMJM(FM) St. Louis ("Changing Hands," May 9). KIXI is on 880 khz with 50 kw day and 10 kw night. KMGI is on 107.7 mhz with 100 kw and antenna 1,194 feet above average terrain. **Broker:** Americom.

KIAB-TV Garland, Tex. □ Sold by I Am Broadcasting Television Inc. to Univision Station Group Inc. for \$5.2 million. **Seller** is principally owned by Elizabeth R. Vaughan, who has no other broadcast interests. **Buyer** is Secaucus, N.J.-based group of six TV's headed by William Stiles. It purchased KLUZ-TV Albuquerque, N.M., two weeks ago ("Changing Hands," May 23). KIAB is independent on channel 23 with 5,000 kw visual, 100 kw aural and antenna 1141.8 feet above average terrain.

KLOK(AM) San Jose, Calif. □ Sold by KLOK Radio Ltd. to Bahia Radio Inc. for \$5.2 million. **Seller** is owned by Davis-Weaver Broadcasting, San Jose-based group of two AM's and one FM owned by Phillip C. Davis and Bill Weaver. **Buyer** is owned by Daniel L. Villanueva, James L. Villanueva and Judith L. Villanueva. It also owns KBRG-FM Fremont, and has interest in KSRT(AM) Orange, both California. KLOK is on 1170 khz with 50 kw day and 5 kw night. **Broker:** Chapman Associates.

KTVH(TV) Helena, Mont. □ Sold by KTVH Inc. to Radeck Broadcasting Inc. for \$2.5 million. **Seller** is owned by Donald E. Bradley, Lyle Courtage and Albert P. Lundborg, who have no other broadcast interests. **Buyer** is owned

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by John A. Radeck, former president and general manager of WJWS(TV) Jacksonville, Fla., and has no other broadcast interests. KTVH is NBC affiliate on ch. 12 with 102.5 kw visual, 10.5 kw aural and antenna 2,250 feet above average terrain. *Broker: Katil & Co.*
KLMS(AM)-KFMO(FM) Lincoln, Neb. □ Sold by

Woodward Communications Inc. to Midwest Communications of Nebraska Inc. for \$2.2 million. **Seller** is Dubuque, Iowa-based group of three AM's and three FM's headed by William R. Williamson. **Buyer** is owned by Duey E. Wright, who also owns WRIG(AM)-WDEZ(FM) Wausau and WGEE(AM)-WIXX(FM) Green Bay,

both Wisconsin; KIOA(AM)-KDWZ(FM) Des Moines, Iowa, and WKQO(AM)-WTBX(FM) Hibbing, Minn. KLMS is on 1480 khz with 5 kw day and 1 kw night. KFMO is on 101.9 mhz with 100 kw and antenna 180 feet above average terrain. *For other proposed and approved sales see "For the Record," page 62.*

Business

LBS to begin developing network shows form co-ventures

Barter syndicator will also enter cash syndication field under new executive VP, Joseph Tirinato

LBS Communications, the New York-based syndicator known primarily as a distributor of first-run barter programs, is expanding into a number of different areas. According to Joseph Tirinato, newly named executive vice president, programing and development, LBS Entertainment, the company is now actively developing programs for network television and is seeking to form a co-venture alliance with one or more major station groups to produce and test new programs for the syndication marketplace. LBS also plans on entering the cash syndication sales area.

Tirinato will be heading those efforts for LBS, as well as station group program sales and development of programs for cable and the international marketplace. Talks are ongoing with the Disney Channel about the development of children's programing for that cable service. LBS is also talking with Shelly Duvall's Think Entertainment about developing other shows for cable, according to Tirinato.

As head of program development, Tirinato will have three current LBS vice presidents reporting to him: Debbie Hirschinger and Richard Goldsmith, both based in Los Angeles, and John Bigelow, based in New York. Tirinato, former syndication sales chief for both MGM/UA and Southbrook Television, will relocate to the West Coast from New York effective June 8. He will report to LBS Entertainment president Paul Siegel.

Tirinato will work closely with Phil Howort, president, LBS Telecommunications, who is in charge of the company's international efforts, in developing programing for that market. Howort continues reporting to LBS Communications chairman and president, Henry Siegel, in New York. In the group sales arena, he will work with Jon Nottingham, executive vice president in charge of LBS's station clearance unit.

LBS will also take advantage of Tirinato's experience in advertising sales (he sold network time for ABC for ten years, and after that, as head of the MGM/UA and Southbrook syndication units, sold barter advertising). He will work with Michael Weiden, who runs LBS's barter sales division, to bring in new advertisers. (Both Weiden and Nottingham will continue to report to Henry

Siegel.)

As for network development, the company is currently working to develop prime time specials for the networks. LBS has had some success in developing prime time specials in syndication, which the networks acknowledge take a sizable chunk out of their ad dollar coffers due to one-time-only preemptions by affiliates that clear such specials. Last fall, LBS distributed to stations for prime time *Return to the Titanic...Live*, which was the second highest rated syndicated prime time special ever, averaging a 25.7 rating, according to the Nielsen Station Index.

Tirinato declined to discuss specific projects, but said discussions were currently ongoing with the networks. Also in discussion is a project for a domestic cable network that may be distributed internationally

as a theatrical release. Tirinato will also be developing series projects for networks in the future, and may also explore some theatrical film projects, which LBS sees as a potential opportunity down the road.

As for cash sales, LBS will acquire the distribution rights for theatrical films to be packaged for sale on that basis, said Tirinato. The company may also acquire other programs for distribution on a cash basis.

For the last several months, Tirinato considered several offers to join other companies. He said he joined LBS because he believes the company "is a leader in the business," and because he's been given a wide array of challenging responsibilities. The company, he said, essentially has an "open door policy" on program development for all television, video and theatrical film distribution outlets. □

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First-quarter television network revenue 1988 versus 1987

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programming							
First quarter '87	\$3,978	\$0	\$0	\$0	\$927	\$0	\$4,905
First quarter '88	4,188	0	0	0	1,706	0	5,894
% increase (decrease)	5.28	0	0	0	84.03	0	20.16
All other gross revenue from time sales*							
First quarter '87	964,027	71,669	276,866	24,978	342,815	174,222	1,874,577*
First quarter '88	936,716	84,056	299,378	22,900	669,762	197,133	2,209,945*
% increase (decrease)	(2.83)	17.28	0.85	(8.32)	95.37	13.15	17.89
Total gross revenue from time sales							
First quarter '87	968,005	71,669	296,866	24,978	343,742	174,222	1,879,482
First quarter '88	940,904	84,056	299,378	22,900	671,468	197,133	2,215,839
% increase (decrease)	(2.80)	17.28	0.85	(8.32)	95.34	13.15	17.90
Less advertising agency commissions							
First quarter '87	144,740	10,551	44,265	3,590	51,448	26,271	280,865
First quarter '88	140,881	12,588	44,485	3,401	100,099	29,448	330,902
% increase (decrease)	(2.67)	19.31	0.50	(5.26)	94.56	12.09	17.82
Total net revenue from time sales							
First quarter '87	823,265	61,118	252,601	21,388	292,294	147,951	1,598,617
First quarter '88	800,023	71,468	254,893	19,499	571,369	167,685	1,884,937**
% increase (decrease)	(2.82)	16.93	0.91	(8.83)	95.48	13.34	17.91

*Includes \$11,025,000 in color insertion revenue reported by three networks for 1987 first quarter and \$20,053,000 for 1988 first quarter.

**Includes political parties/candidates revenue of \$458,000.

In the first quarter of 1988, revenue for the three television networks was up more than 17%, to \$1,884,937,000, according to unaudited reports submitted by ABC, CBS and NBC to Arthur Young

& Co.

The Television Bureau of Advertising, which reported a similar increase in its estimate of three-network revenue, said that only two of the networks showed

gains. TVB estimated that ABC had a 62% first-quarter increase, much of that representing Olympics and Super Bowl advertising. TVB said that NBC had a 7% gain, while CBS reported a 7% revenue decline.

The impact of special events and other programming changes affected the gains and declines reported in various dayparts. Not surprisingly, sports revenue, net of advertising commissions, jumped 95%, to \$571.4 million. News also gained 13% to \$167.7 million, reflecting both good advertising demand for that daypart and the inclusion in the first quarter of *West 57th* and *48 Hours*, plus various ABC News specials. Also showing good increases were late night, up 17% to \$71.5 million.

The inventory gains of news and sports came largely from prime time, which registered a 3% decline. One network executive speculated that absent the inventory changes, three-network prime time revenue would have been flat, or up just slightly. Daytime revenue was up 1%, while children's revenue declined 9%, indicating perhaps the loss of revenue caused by lower peplemeter ratings and resulting makegoods to advertisers.

First-quarter national—regional spot TV advertising was up 10%, to \$1.5 billion, estimated TVB, while local TV advertising increased 7% to the same amount.

Syndication revenues jumped 21%, said TVB, to \$167.3 million.

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Cablevision buying Wometco cable systems

Bass selling franchises with 311,000 subscribers for about \$725 million

Cablevision Industries signed a letter of intent last week to purchase a substantial portion of the Wometco cable systems from the Robert M. Bass Group in a deal valued at roughly \$725 million (BROADCASTING, May 23).

The Bass Group led a buyout of Wometco in October 1986, paying \$625 million for the systems' 370,000 subscribers.

Cablevision will purchase the Wometco properties in North Carolina, South Carolina, Louisiana, West Virginia, Oklahoma and Georgia. Most of the 311,000 subscribers are located in the Carolinas and in Louisiana.

Rocco Commisso, executive vice president and chief financial officer of Cablevision, said the southern concentration of the Wometco properties fits well with Cablevision's systems in Florida, Virginia and Tennessee. Cablevision also has substantial operations in New York, Massachusetts and California.

The deal's structure calls for Cablevision to assume Bass's debt and preferred stock obligations in Wometco of more than \$700 million, and issue its own stock for the difference.

Bass intends to spin off its Wometco properties surrounding Atlanta (140,000 subscribers) before transferring the stock in the Cablevision-Wometco deal. Bass will continue to run those Atlanta properties after the spin-off, along with the system in which it has an 80% ownership interest in the city of Atlanta (150,000 subscribers). Prime Cable owns the other 20%.

The Bass Group also owns 50% of the Taft Cable Partners joint venture with Tele-Communications Inc., which serves 200,000 subscribers. TCI is negotiating to buy out the Bass Group's share of that venture, through TCI or one of its affiliated companies.

Cablevision is one of the largest privately owned cable companies in the country, serving 530,000 subscribers. Alan Gerry founded the company in 1956 and is its president and chief executive officer. The company has grown steadily through the 1980's, through both system purchases and new franchises. It is constructing a system in Philadelphia that will pass 160,000 homes, and last year it purchased a system in Los Angeles that added 60,000 subscribers to its total. With the Wometco purchase, the company will be well on its way to reaching its goal of serving one million subscribers, said Gerry.

Morgan Stanley & Co. and Shearson Lehman Brothers had been retained by Bass to sell the properties. □

Fifth Estate Earnings Reports

Company	Period	Revenue (000)	% change	Earnings (000)	% change	EPS
A.H. Belo	First	\$87,300	—	\$896	(59)	\$0.09
Business Men's Assurance	First	\$8,586	22	(\$1,067)	NM	NM
Centel Cable Television	First	\$36,666	19	\$1,806	NM	\$0.07
Cetec	First	\$8,120	5	\$125	33	\$0.07
Comcast	First	\$98,238	39	(\$1,796)	NM	(\$0.03)
Cosmos Broadcasting	First	\$23,798	5	\$3,915	5	NM
Dun & Bradstreet	First	\$882,142	7	\$114,029	15	\$0.75
Harris	Third	\$542,652	—	\$24,705	13	\$0.62
Interpublic Group	First	\$242,787	20	\$6,655	21	\$0.31
Jefferson Pilot Comm.	First	\$33,914	4	\$3,199	62	NM
Jones Spacelink	Third	\$19,094	41	\$7,512	883	\$0.13
Multimedia	First	\$99,981	11	\$1,108	NM	\$0.09
Scientific Atlanta	Third	\$128,521	6	\$7,803	34	\$0.33
3M	First	\$2,602,000	18	\$277,000	30	\$1.22
Tele-Communications Inc.	First	\$494,200	31	(\$7,300)	NM	(\$0.05)
Time	First	\$1,065,000	13	\$66,000	43	\$1.13

Operating income at **A.H. Belo** fell 24% to \$8.4 million, a decline partly attributed to "substantially higher broadcast programing costs...and weak advertising demand." Excluding disposed radio stations, revenue for broadcasting segment was flat at \$36.6 million. Company said: "Retail advertiser activity continued soft throughout the region, and political spending was less than anticipated. These factors were generally offset by significantly improved ratings for syndicated programing and the positive effects of the Super Bowl and the winter Olympics at the company's ABC affiliates, WFAA-TV Dallas and WVEC-TV Norfolk, Va." ■ Results for **Business Men's Assurance** are for television operations only. Division reported loss of \$2.4 million in prior year's first quarter. ■ **Centel Cable** had net loss in prior year's first quarter of \$262,000. Chicago-based MSO said average monthly per-sub revenue grew \$2.14 in past year, to \$23.14. Subscriber base grew 14,000 during first quarter, to 536,000. Pay-per-view revenue for first quarter was \$617,000, up from \$139,000 one year ago. Advertising revenue rose 90% to \$871,000. Operating cash flow jumped 29% to \$14.2 million. ■ **Comcast Corp.** had net loss in prior year's first quarter of \$5 million. In just-completed quarter, company had operating cash flow of \$38.7 million, up 54%. ■ **Cosmos Broadcasting** is a consolidated subsidiary of Liberty Corp. Broadcasting "operating cash flow before taxes" was \$6.9 million, up 1%. ■ Operating income for **Dun & Bradstreet** grew 15% to \$181.5 million. Company said revenue of marketing services segment grew 6.5%: "Nielsen marketing research and Nielsen media research both reported strong gains in revenue, while Donnelley Marketing and Nielsen Clearing House reported lower first-quarter revenue." ■ **Jefferson-Pilot Communications** is wholly owned subsidiary of Jefferson-Pilot Corp. Company said: "Profitability was better in all of our broadcasting properties with the exception of Atlanta radio." ■ **Multimedia** had net loss in prior year's first quarter of \$1,688,000. Operating profit jumped 22% to \$29.4 million. Company said broadcasting revenue was \$28.8 million, up 12%, while division's operating cash flow grew 21%, to \$10 million. Respective figures for cable division were \$24.6 million, up 12%, and \$11.5 million, up 18%, while entertainment division numbers were \$15.2 million, up 16%, and \$6.7 million, up 9%. ■ In prior year's first quarter **Tele-Communications Inc.** had net income of \$14.8 million. Company said it generated, in just-completed quarter, \$201.4 million in "funds provided by operations before interest expense." ■ **Time** said operating revenue jumped \$73 million to \$310 million, "with \$25 million of the increase stemming from the consolidation of results at HBO Video, which was previously accounted for by the equity method." Operating income for segment grew 8%, to \$39 million.



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Appeals court receives attacks on fairness doctrine repeal

Briefs filed in first round of appeal of FCC decision

The first salvos in the latest court fight over the constitutionality of the fairness doctrine have been fired in briefs urging the U.S. Court of Appeals in Washington to reverse the FCC's action last year repealing the doctrine. The briefs, by supporters of the doctrine, contend the commission lacks the authority to repeal it and distorted the record to produce its justification for repeal—that the doctrine “chills” instead of promoting robust discussion of controversial issues.

The Supreme Court and panels of two appeals courts have held the doctrine to be mandated by statute—to have been incorporated in Section 315 of the Communications Act in 1959—and thus beyond the commission's power to repeal, according to the Syracuse Peace Council, whose fairness complaint triggered the series of events that led to the present controversy. The commission's declaration that the doctrine is unconstitutional on its face “wiped out the bedrock

public trustee basis of the broadcasting scheme”—and that the commission is powerless to do, according to Henry Geller and Donna Lampert of the Washington Center for Public Policy Research.

Those petitioners, along with the Office of Communication of the United Church of Christ, also argue that the commission relied on what they charge, in effect, is a fraudulent record in making its case for repeal. The UCC said the “anecdotal evidence” cited by the commission does not support a finding that the doctrine inhibits broadcasters' coverage of controversial issues; most of the examples drawn from broadcasters' experiences over the past 20 years were contained in a report submitted by the National Association of Broadcasters in connection with the study the commission released in 1985 declaring that the doctrine “chills” speech. The UCC also claims the commission disregarded evidence demonstrating that the doctrine enhances speech—as it was intended to do.

The case grows out of the fairness doc-

trine complaint that the Syracuse Peace Council filed against Meredith Corp.'s WTVH(TV) Syracuse, N.Y., after the station had aired a series of paid commercials promoting the construction of a nuclear power plant in the area. The commission granted the complaint in December 1984—not having been informed that the station several months earlier had broadcast views of anti-nuclear forces. Meredith appealed, rejecting the commission's argument it had not been injured, and transformed the case into a full-scale assault on the constitutionality of the fairness doctrine. The appeals court remanded the case to the commission with instructions either to consider Meredith's claim that the doctrine is unconstitutional, or, in light of the agency's fairness report, to determine whether it may not or should not enforce the doctrine “because it is contrary to the public interest.” The commission decided to confront the issue head-on, and last August declared the doctrine to be unconstitutional (BROADCASTING, Aug. 10).

The commission cited as its authority the decision of another panel of the appeals court, in a 1986 case involving the Telecommunications and Research Action Center, that the fairness doctrine had not been incorporated into Section 315—the equal time law—in 1959, as most lawyers, including those representing the commission, had long held. That question is critical to the issue of repeal.

Critical also is the Supreme Court's *Red Lion* decision in 1969 that the doctrine is constitutional. Backers of the doctrine, for instance, say *Red Lion* affirms the view the doctrine was codified in the 1959 amendment, which liberalized the requirements of the equal-opportunities law. The Geller-Lampert brief notes that the decision held that the amendment “vindicated the FCC's general view that the fairness doctrine inhered in the public interest standard.”

What's more, the backers of the doctrine argue that the basis of the court's *Red Lion* decision—spectrum scarcity—continues to apply, the commission's argument to the contrary notwithstanding. The commission contended the number of voices in the information marketplace is far greater today than it was in 1969. “But,” said the Media Access Project, in another brief, “the danger addressed by *Red Lion* is not scarcity itself, but the consequence of scarcity: restricted entry to the debate because not all receive the benefit of a federal license to broadcast.” MAP also said the proliferation of voices is not as great as the FCC claims. “It has ignored the fact that much of the new broadcast service consists of limited range, rural

Washington Watch

Ex parte review affirmed. FCC upheld Review Board's denial of reconsideration of Stearns County Broadcasting's application for new FM in Albany, Minn., because of violations of ex parte rules. Stearns, which owns KASM(AM) Albany, was sole applicant for FM. ALJ Edward Kuhlman's original decision concluded Stearns was unqualified to be licensee and disqualified it, rejecting president and general manager Barbara Gretsches argument that she was unaware of ex parte rules, and as member of Daytime Broadcasters Association had been urged to write to congressmen about plight of AM daytimers. Kuhlman said that her solicitation of elected officials to help her get FM license could not be construed as legitimate effort to bring plight of daytimers to FCC's attention; in light of earlier warnings to Stearns about ex parte contacts during application for another FM in 1979, Kuhlman did not believe Gretsches contention that she was unaware of rules. Review Board agreed that serious ex parte contacts had occurred, but felt disqualification too harsh and allowed Stearns to refile without prejudice. Stearns felt Review Board decision was also too harsh and appealed that decision to full commission.

□

Justice appeal. Department of Justice filed protective notice of appeal on May 5 of U.S. District Judge Harold Greene's order permitting regional Bell Operating Companies to offer only limited amount of information services. Justice official said notice was filed to protect department's right to appeal. He noted that decision on whether appeal will be filed must take bureaucratic route through assistant attorney general for antitrust to solicitor general. That decision, in addition, will be affected by Greene's response to various motions parties have filed in connection with his order. Department, in several filings with Greene, has recommended lifting of all restrictions on information services. Greene imposed those restrictions—as well as others on how the BOCs may do business—in his modified final judgment, issued in 1984, providing for breakup of AT&T. Complete removal of restrictions on information services would permit BOC's to provide cable television service.

□

Second time around. In response to U.S. Court of Appeals, FCC has reaffirmed and clarified its 1985 ruling that Northwestern Indiana Telephone Co., through close affiliation with Northwest Indiana CATV Inc., had violated FCC telephone-cable crossownership rules.

outlets providing the first or second service to a community, and that many new stations carry no informational programming." MAP also said the commission had erred in including videocassettes in its roundup of the media voices now being heard.

The principal argument in the Geller-Lampert brief is that the commission erred in its belief that it could "make a surgical strike at the fairness doctrine and leave the basic statutory scheme unimpaired." In holding the doctrine to be unconstitutional, the brief said, the commission "wiped out the bedrock public trustee basis of the broadcasting scheme. This the commission cannot do, in light of the clear congressional mandate and a long line of governing Supreme Court decisions."

The brief said the commission's act would permit the renewal of the license of a broadcaster "as a public fiduciary for its community" even if it acted "in the most flagrant racist manner." What's more, the brief noted that the Supreme Court, in a holding in *Red Lion* that a panel of the appeals court has said was controlling, asserted that the constitutional basis for fairness and equal opportunities "is the same." Accordingly, Geller-Lampert said, a ruling affirming the FCC would mean that the equal opportunities law is also unconstitutional on its face.

In arguing that the commission's record does not support the claim that the doctrine "chills" speech, MAP contends that both houses of Congress reached contrary conclusions after reading the same record and that the commission on several previous occasions over the years had concluded that the doctrine was constitutional. "What has changed is not the facts, but the fact finder," MAP said. In its view, the finding of "chilling effect" "rests on an amazingly small and nebulous body of self-servingly generalized statements upon which [the commission] has given an undeserved patina of legitimacy." UCC said the commission "ignored and distorted" the comments of such commentators as the Safe Energy Communications Council that demonstrated the value of the doctrine in promoting debate on controversial issues.

MAP and Geller-Lampert also argued that the commission erred in extending its ruling to the first "prong" of the doctrine—which requires broadcasters to cover controversial issues of public importance. (It is the second that requires broadcasters to present all sides of such issues.) The briefs say that the first prong was not involved in the remand of the *Meredith* case to the commission and that none of the parties commenting on the question posed by the court discussed the constitutionality of the first prong. Furthermore, they say there is no substantive basis for repealing it. Even if the second prong were found to be unconstitutional, said Geller-Lampert, the first would still be needed to accomplish an important public interest goal—"that all broadcasters add to the plethora of voices" providing controversial issue programming.

The briefs were only the first of what may be as many as 20 briefs filed in the case. All told, six rounds of filings are scheduled, the final round on Aug. 26. Oral argument is to be held on Sept. 13. □

Children's TV bill breezes through committee, heads to House

Legislation calling for commercial limits in children's programs passes Energy and Commerce Committee 39-3; full House passage is expected without problem

A children's television bill (H.R. 3966) that would restrict advertising and require broadcasters to serve the "special needs" of children is on a fast track and may go before the full House before the end of next week. It should not encounter any significant resistance and will probably move to the Senate without a hitch.

Last week, the Energy and Commerce Committee by a vote of 39 to 3 passed the bill, which is being backed by consumer groups and has the tacit support of the broadcast industry. The National Association of Broadcasters is not raising any objections, although the organization will not officially endorse the bill. However, NAB says it will exercise the option to fight it if the Senate makes any changes.

Representatives Tom Tauke (R-Iowa), William Dannemeyer (R-Calif.) and Joe Barton (R-Tex.) voted against the measure. Tauke attempted but failed to amend the bill. He feels the bill will not pass constitutional muster and raises serious First Amendment questions. Two weeks ago, the measure was adopted by the Telecommunications Subcommittee with only Representative Thomas Bliley (R-Va.) and Tauke opposing it (BROADCASTING, May 23).

Tauke offered a substitute to the bill that would lift for a two-year period any antitrust restrictions so that the broadcast, cable and motion picture industries could arrive at a voluntary code to govern children's programming. If the industries failed to devise such a code the FCC would be authorized to establish advertising guidelines for children's programming. His amendment failed 4 to 16. He was considering but did not introduce an amendment to insure that the children's bill would not affect any of the television deregulation that has occurred at the agency.

Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), a principal sponsor, and Commerce Committee Chairman John Dingell (D-Mich.) worked to keep the bill free of amendments during the Commerce Committee's markup. Both Dingell and Markey, and Republicans (Norman Lent [R-N.Y.] and Matthew Rinaldo [R-N.J.]), encouraged members not to load up the bill.

Bliley, like Tauke, was troubled by the legislation, but refrained from offering language that would have required the FCC to conduct a study "to determine the adverse effects of obscene, indecent and violent programming on children." Under his proposal the agency would have been authorized to adopt rules "to protect children from exposure to harmful material in television programming."

Another amendment was in the works from Howard Nielson (R-Utah) that would have directed the FCC to conduct an inquiry (and adopt rules if necessary) to determine if advertising limits should apply to cable television as well. A Nielson aide would not say why the congressman backed off. The aide did say Nielson felt that if Congress were applying the limits to broadcasters it was "only fair" to do the same to cable. "No one approached us [about the issue]," the aide said, adding that Nielson began discussing the idea the day before the committee's vote.

The children's bill is based on a compromise reached by Markey and the NAB. It is markedly different from the original children's bill offered by John Bryant (D-Tex.), Terry Bruce (D-Ill.) and Markey. That version would have required broadcasters to air one hour per day of informational and educational programming for children, and it included provisions aimed at eliminating so-called program-length commercials.

Under the new version, advertising would be limited to 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. The limits would not take effect until after Jan. 1, 1990, and by 1993 the FCC would be authorized to review the standards and modify them if necessary.

The bill's findings state that broadcasters, as a part of their obligation to serve the public interest, "would provide programming that serves the special needs of children." Additionally, the FCC during license renewal time, would have to determine whether a licensee has "served the educational and informational needs of children in its overall programming." This section is likely to be diluted further in the committee's report.

A colloquy between Markey and Dan Coats (R-Ind.) clarified the measure's intentions further, with Markey noting that programming geared to general audiences, such as *Cosby*, *Our House*, and *Disney*, could be taken into account by the FCC. Also, broadcasters may use the quarterly issue list they now keep as part of their record-keeping process under the bill. □

Care package. Group W, whose two-year-old *For Kids' Sake* station promotion is now running in 104 markets, last week launched its new public service station campaign, *Time to Care*, promoting community action. It is expected to premier nationally in January 1989. The series of promotional spots, advertiser vignettes and prime time specials began airing last month on Group W TV's Waz-TV Boston, which developed both the new campaign and the earlier *For Kids' Sake*. The new public service package, to be syndicated by Group W TV Sales, includes eight one-hour and half-hour specials, five image promos, two musical image promos, and an animation, music and graphics package.

For the Record

As compiled by BROADCASTING May 18 through May 25 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&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Ownership Changes

■ **WIIS(FM)** Key West, FL (BALH880509HH; 107.1 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Phoenix Radio of Florida Inc. to Drexel Hill Associates of Florida Inc. for \$1,050,000. Seller is headed by Jack Norman, chairman. It also owns KLCL(AM)-KHLA(FM) Lake Charles, LA.; WWRB-AM-FM Nashville; WHBB(AM)-WTUN(FM) Selma, AL, and WKKC(AM)-WWKZ(FM) Tupelo, MS. Buyer is principally owned by Peter Arnow. It also owns WMTR(AM) Morristown and WDHA(AM) Dover, both New Jersey. Filed May 9.

■ **KTFI(AM)** Twin Falls, ID (BAL880509EA; 1270 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Greentree Broadcasting Co. to Veis Communications Inc. for \$250,000. Seller is owned by Charlie Peters, who has no other broadcast interests. Buyer is owned by Marvin E. Veis and family. It also has interest in KCGM(FM) Scobey, MT. Filed May 9.

■ **KLMS(AM)-KFMQ(FM)** Lincoln, NE (BAL880511EC; 1480 khz; 5 kw-D; 1 kw-N; FM: BAPLH880511ED; 101.9 mhz; 100 kw; HAAT: 180 ft.)—Seeks assignment of license from Woodward Communications Inc. to Midwest Communications of Nebraska Inc. for \$2.2 million. Seller is owned by Dubuque, Iowa-based group of three AM's and three FM's headed by William R. Williamson. Buyer is owned by Duey E. Wright, who also owns WRIG(AM)-WDEZ(FM) Wausau, and WGEE(AM)-WIXX-FM Green Bay, both Wisconsin; KIOA(AM)-KDWZ(FM) Des Moines, IA, and WKKQ(AM)-WTBX(FM) Hibbing, MN. Filed May 11.

■ **WGRZ-TV** Buffalo, NY (File: 21; 100 kw-V 20 kw-A; HAAT: 1000 ft.)—Seeks assignment of license from GRZ Acquisition Corp. to Tak/WGRZ Inc. for \$100 million. Seller is owned by TA Associates, Boston-based investment banker, Robert Smith, owner of Birmingham, MI-based group of five TV's and SJL Inc., New York-based group of six TV's owned by George Lilly. Lilly is also buying five TV stations from Gene and Wilda Hatch (see "Changing Hands," April 4). Buyer is subsidiary of STX Communications, Vienna, VA-based group of one FM and four TV's principally owned by Sharad K. Tak. Filed May 9.

■ **WMHE(FM)** Toledo, OH (BALH880505HF; 92.5 mhz; 50 kw; HAAT: 480 ft.)—Seeks assignment of license from Waite Broadcasting Corp. to Noble Broadcast of Toledo Inc. for \$19 million (price includes Muzak franchise estimated to be worth \$2 million). Seller is New York-based group of four AM's, eight FM's and one TV owned by Brownlee Curry, chairman, and Frank Osborn, president. Buyer is San

Diego-based group of five AM's and six FM's headed by John Lynch. Filed May 5.

■ **KRDM-FM** Ardmore, OK (BALH880506HG; 96.5 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Stiles Communications Corp.-Ardmore to Ardmore Communications Inc. for \$200,000. Seller is Plano, TX-based group of one AM and two FM's owned by Jerry Stiles and Jim Johns. Buyer is owned by Ron Ricord and family. Filed May 6.

■ **KSDW-FM** Sulphur, OK (BALH880506HI; 100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from #52 Broadcasting Group Inc. to Murray County Broadcasting Inc. for \$45,000. Seller is owned by John C. Schmitt. Buyer is owned by Raymond B. McGrew, Stanley Booker and Sam F. Houston. Filed May 6.

■ **WKEL(AM)** Myrtle Beach, SC (BAL880510EA; 1460 khz; 1 kw-D, 250W-N)—Seeks assignment of license from Ocean Property Management of Myrtle Beach Inc. to Myrtle Beach Communications Corp. for \$75,000. Seller is owned by Wayne A. Thomas, who has no other broadcast interests. Buyer is principally owned by Gardner H. Altman, Fayetteville, NC-based attorney; it also owns WGAI(AM) Elizabeth City, NC. Filed May 10.

■ **KIAB-TV** Garland, TX (File: 23; 5000 kw-V 100 kw-A; HAAT: 1141.8 ft.)—Seeks assignment of license from I Am Broadcasting Television Inc. to Univision Station Group Inc. for \$5.3 million. Seller is principally owned by Elizabeth R. Vaughan, who has no other broadcast interests. Buyer is Secaucus, NJ-based group of six TV's headed by William Stiles. It purchased KLUZ-TV Albuquerque, NM, last week ("Changing Hands," May 23). Filed May 9.

■ **WXGI(AM)** Richmond, VA (BAL880509EB; 950 khz; 5 kw-D)—Seeks assignment of license from American Home Broadcasting Corp. to WXGI Inc. for \$292,000. Seller is owned by Lloyd Gochehour. Buyer is owned by Jay D. Keatley, and his wife, Louise. Filed May 9.

New Stations

■ **Ford City, CA (BPH880505OP)**—Ford City Broadcasting Co. seeks 102.1 mhz; 3 kw H&V; m. Address: 62 Arlington Ct., Kensington, CA 94707. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed May 5.

■ **Ford City, CA (BPH880504MB)**—Ford City Broadcasting seeks 102.1 mhz; 3 kw H&V; m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is owned by H.L. Charles, who has no other broadcast interests. Filed May 4.

■ **Lindsay, CA (BPH880505OC)**—Lindsay FM Radio seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 2334 27th Ave., San Francisco 94116. Principal is owned by Carlos H. Uribe and Nelly Uribe, who have no other broadcast interests. Filed May 5.

■ **Lindsay, CA (BPH880504ME)**—Lindsay Broadcasting seeks 103.3 mhz; 0.528 kw H&V; 229 m. Address: 12550 Brookhurst St., Ste. A, Garden Grove, CA 92640. Principal is owned by Linda Ware, who has no other broadcast interests. Filed May 4.

■ **Lindsay, CA (BPH880505MX)**—Lindsay Broadcasting Co. seeks 103.3 mhz; 0.42 kw H&V; 242 m. Address: 62 Arlington Ct., Kensington, CA 94707. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed May 5.

■ **Lindsay, CA (BPH880505MP)**—Leo Kesselman seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 200 Glenridge Ave., Los Gatos, CA 95030. Principal owns KKTT(AM) Bernalillo, NM. Filed May 5.

■ **Long Beach, CA (BPE880427MC)**—Perez-FM Long Beach Educational Foundation Inc. seeks 88.1 mhz; 30 kw H&V; 129 m. Address: P.O. Box 90277, Long Beach, CA 90809. Principal is owned by Diane R. Perez, who has no other broadcast interests. Filed April 27.

■ **Oxnard, CA (BPH880505OE)**—B.F.J. Timm seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 1874 Tallahassee, FL 32302. Principal has no other broadcast interests. Filed May 5.

■ **Oxnard, CA (BPH880505OG)**—Raymond W. Clanton seeks 102.1 mhz; 0.2 kw H&V; 376 m. Address: 633

Nationwide Media Brokers
Chapman
Associates

Dan Shadday and Allison Shadday

have acquired

WCKC(AM) Milton, Florida

for

\$125,000

from

LULU Communications, Janet Taylor

Chapman Associates is pleased to
have assisted in this transaction.

Ventura Blvd., Oxnard, CA 93030. Principal has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505ON)—Riklis Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 663 Maulhardt Ave., Oxnard, CA 93030. Principal is owned by Meshulam Riklis and John Huddy. Filed May 5.

■ Oxnard, CA (BPH880505NW)—Vince Lee Broadcasting Ltd. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 5036 Birchwood Rd., Santa Barbara, CA 93111. Principal is owned by Vincent E. Lee and Andrew Reimer, who have no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505NG)—Spanglish Communications Inc. seeks 102.1 mhz; 3 kw H&V; 91 m. Address: 1850 Lookout Drive, Oxnard, CA 93035. Principal is owned by Tila Estrada and Yvonne E. De La Rosa. Estrada has interest in KSTV-TV Ventura, CA. Filed May 5.

■ Oxnard, CA (BPH880505NL)—Peacock Broadcasting seeks 102.1 mhz; 3 kw H&V; 15 m. Address: 320 Kristmont St., Lodi, CA 95240. Principal is owned by Patricia J. Cobsen, who has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505OS)—Channel Islands Sound seeks 102.1 mhz; 3 kw H&V; 136 m. Address: 3946 A Utah St., St. Louis 63116. Principal is owned by Sherry R. Holmes and Brian Costello, who have no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505MJ)—The Pacific FM L.P. seeks 102.1 mhz; 3 kw H&V; 58 m. Address: 23022 Mosey St., Woodland Hills, CA 91364. Principal is owned by Bettina W. Bush and Roanoke Valley Cellular Tel. Co. It has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505OW)—Townsend Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; m. Address: 2740 Peninsula Rd., #227, Channel Islands, CA 93035. Principal is owned by Margaret Ann Townsend, who has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505MM)—Arthur S. Liu seeks 102.1 mhz; 3 kw H&V; 91 m. Address: 449 Broadway, New York 10013. Principal has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505NB)—Kext Broadcasters Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1025 N. Oxnard Blvd., #7, Oxnard, CA 93030. Principal is owned by Mario M. Ramirez and Alfredo L. Pascencia, who have no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505OV)—Sherri Lynn McKinnon seeks 102.1 mhz; 3 kw H&V; 98 m. Address: 822 North Juanita, Redondo Beach, CA 90277. Principal has no other broadcast interests. Filed May 5.

■ Oxnard, CA (BPH880505OO)—Radio Oxnard L.P. seeks 102.1 mhz; 3 kw H&V; 34 m. Address: 815 N. Oxnard Blvd., Oxnard, CA 93030. Principal is owned by Armando J. Lopez, who has no other broadcast interests. Filed May 5.

■ Graceville, FL (BPH880505MB)—Lina M. Parish seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 345, Graceville, FL 32440. Principal has no other broadcast interests. Filed May 5.

■ Graceville, FL (BPH880505NP)—Graceville Panhandle Broadcasting Ltd. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: F-34 Blue Gulf Resort, P.O. Box 1724, Santa Rosa Beach, FL 32459. Principal is owned by Kevin Beamish, Robert G. Allen, Thomas J. McCabe and Linda Tison. Filed May 5.

■ Sylvester, GA (BPH880505OJ)—Cam Broadcasting Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: Rte. 3, Box 199B, Sylvester, CA 31791. Principal is owned by Lyra M. Coxwell, Randall Acree, Frederick L. McLean, Loron H. Coxwell and William T. Coxwell. It has no other broadcast interests. Filed May 5.

■ Lawrenceburg, KY (BPH880503MA)—Finley Willis Jr. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1324 Drydock Rd., Lawrenceburg, KY 40042. Principal has no other broadcast interests. Filed May 3.

■ Blackduck, MN (BPH880426MB)—Roger E. Puskvan seeks 98.3 mhz; 3 kw H&V; 100 m. Address: 3516 Mill St., Bemidji, MN 56601. Principal has no other broadcast interests. Filed April 26.

■ Cape Vincent, NY (BPH880505OD)—Linda J. Ward seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 924 Colbranch Drive, Columbia, SC 29223. Principal has no other broadcast interests. Filed May 5.

■ Cape Vincent, NY (BPH880505MA)—Mars Hill Broadcasting Co. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 4044 Makyes Rd., Syracuse, NY 13215. Principal is owned by Glenn H. Burdick, Clayton R. Roberts, John E. Seeland, William P. Johnson, Adolph H. Huttar, Wesley R. Skinner, Merton R. Spear and Roderick A. Tidd. It also owns WMHR-FM Syracuse and WMHN-FM Webster, both New York. Filed May 5.

■ Phoenix, NY (BPH880504MI)—Class A Communications seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 144, Liverpool, NY 13088. Principal is owned by Joseph J. Flannery and Roy L. Taylor, who have no other broadcast interests. Filed May 4.

■ Phoenix, NY (BPH880505NF)—Three Rivers Radio Co. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 216 Loomis Terrace, Phoenix, NY 13135. Principal is owned by Linda M. Misenko, who has no other broadcast interests. Filed May 5.

■ Phoenix, NY (BPH880505NE)—Tia A. Soliday seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 6481 Newport Rd., Warners, NY 13164. Principal has no other broadcast interests. Filed May 5.

■ Phoenix, NY (BPH880505MK)—Jerrel E. Kautz and Sinan Mimaroglu. A Partnership seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 183 Jane Dr., Syracuse, NY 13219. Principal is owned by Jerrel E. Kautz and Sinan Mimaroglu. Kautz has interest KZMC-FM McCook, NE. Filed May 5.

■ Phoenix, NY (BPH880505MC)—Sylvester Communications L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 2510 E. Fayette St., Syracuse, NY 13224. Principal is owned by Thomas W. Lawhorne, who has no other broadcast interests. Filed May 5.

■ Hamlet, NC (BPH880428MA)—Hamlet Radio Group Inc. seeks 104.3 mhz; 1.5 kw H&V; 133 m. Address: 246 S. Wilmington Hwy, Lot 336, Jacksonville, NC 28540. Principal is owned by William D. Cox, Tina Q. Cox, Robert W. Burns, George Dennon and Johnny Hamer. It has no other broadcast interests. Filed April 28.

■ Hamlet, NC (BPH880428MC)—Henry Lovely Jr. seeks 104.3 mhz; 1.4 kw H&V; 147 m. Address: Route 2, Box 75, Hamlet, NC 28345. Principal has no other broadcast interests. Filed April 28.

■ Hamlet, NC (BPH880428MR)—Wingate College Inc. seeks 104.3 mhz; 3 kw H&V; 100 m. Address: Wingate, NC 28174. Principal is educational institution headed by Paul R. Corts, Paul W. Peasley, Donald B. Haskins, Raymond D. Sowder, Henry B. Gaye, Paul J. Helms, H. Clark Goodwin and J.A. Warren. Filed April 28.

■ Hamlet, NC (BPH880428MT)—Walter Sturdivant Jr. seeks 104.3 mhz; 1.1 kw H&V; 161 m. Address: 904 Buckhorn Rd., Garner, NC 27529. Principal has no other broadcast interests. Filed April 28.

■ Hamlet, NC (BPH880428ML)—Sherrell Jackson seeks 104.3 mhz; 3 kw H&V; 100 m. Address: 420 Airport Rd., Rockingham, NC 28379. Principal has no other broadcast interests. Filed April 28.

■ Kinston, NC (BPH880429MB)—Ashley Lynn Moseley seeks 102.9 mhz; 3 kw H&V; 100 m. Address: 316 Dogwood Lane, Kinston, NC 28501. Principal has no other broadcast interests. Filed April 29.

■ Kinston, NC (BPH880429MC)—Farmers Broadcasting Service Inc. seeks 102.9 mhz; 3 kw H&V; 100 m. Address: 1312 W. Vernon Ave., P.O. Box 3384, Kinston, NC 28501. Principal is owned by William S. Page, Marie S. Page and Jack P. Hankins, who also own WELS(AM) Kinston, NC. Filed April 29.

■ Greer, SC (BPH880505MD)—Greer Communications seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 153 Henson St., Spartanburg, SC 29302. Principal is owned by K. Joseph Sessoms, who also have interest in WASC(AM) Spartanburg, SC. Filed May 5.

■ Greer, SC (BPH880505NX)—Piedmont Broadcasting Co. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: Box 22751, Knoxville, TN 37933. Principal is owned by Colia E. Sullivan and Jacqueline Bauguss. It has no other broadcast interests. Filed May 5.

■ Greer, SC (BPH880503MB)—Greer Broadcasting Co. seeks 103.3 mhz; 3 kw H&V; 100 m. Address: Box 549, Greer, SC 29652. Principal is owned by John A. Salter, who also owns WPJM(AM) Greer, SC. Filed May 3.

■ Greer, SC (BPH880505OF)—Pinacle Communications Group seeks 103.3 mhz; 3 kw H&V; 100 m. Address: 2 Hillington Place, Greer, SC 29651. Principal is owned by Denise Fields, Tamara Thompson-Mickler and Donald Beatty, who have no other broadcast interests. Filed May 5.

■ Watertown, SD (BPH880428MN)—Lake Region Broadcasting Co. seeks 92.9 mhz; 100 kw H&V; 127 m. Address: P.O. Box 1480, Watertown, SD 57201. Principal is owned by Robert E. Fishback and Harvey E. Mills, who also own KSDR(AM) Watertown, SD. Filed April 28.

■ Watertown, SD (BPH880428MW)—Radio Watertown Inc. seeks 92.9 mhz; 100 kw H&V; 299 m. Address: P.O. Box 1654, Watertown, SD 57201. Principal is owned by Larry Baumgard, Mark A. Swendsen and Kristine Baumgard. Swendsen has interest in KJJQ(AM)-KKQQ-FM Volga, SD. Filed April 28.

■ Milbank, SD (BPH880429ME)—Tobin Broadcasting Co. seeks 104.3 mhz; 97.023 kw H&V; 299 m. Address: P.O. Box 1005, Milbank, SD 57252. Principal is owned by Charles J. Tobin, Haryette C. Tobin, Carol Angerhofer and Kathleen Tobin. Charles Tobin owns KMSD(AM) Milbank, SD. Filed April 29.

■ Cleveland, TX (BPH880428MQ)—McDuffie Service Corp. seeks 97.1 mhz; 100 kw H&V; 226 m. Address: 3636 San Jacinto, Houston 77004. Principal is owned by L. Giles Rusk and Ruth R. Rusk. It has no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428MP)—Advent Broadcasters Inc. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: 110 Briar Circle, Porter, TX 77365. Principal is owned by Kaye Arwood, William B. Arwood, Dorothy Sue Adams and Harry Adams. It has no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428MS)—Cleveland Associates seeks 97.1 mhz; 94 kw H&V; 299 m. Address: 2420 Skylake Dr., Columbus, GA 31907. Principal is owned by B. Yvette Horan Maynard, L. Lynn Henley, Brenda C. Walls and William B. McCarter. Henley owns new FM in Macon, MS and has interest in WACQ-AM Tallahassee, AL. Filed April 28.

■ Cleveland, TX (BPH880428MM)—Texas Classical Radio Inc. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: 1010 Lamar, #1300, Houston 77002. Principal is owned by M.S. Stude, David Nichols and Stephe Aechtermacht. Stude has interest in KRTS-FM Seabrook, TX. Filed April 28.

■ Cleveland, TX (BPH880428MO)—Stars the Limit Partnership seeks 97.1 mhz; 100 kw H&V; 300 m. Address: 2770 Fountain View, New Caney, TX 77357. Principal is owned by Phoebe Jones, who has no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428M)—Southeast Texas Communications Inc. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: P.O. Box 810, Conroe, TX 77305. Principal is owned by Rigby Owen Jr., Robert E. Martinez, V. Mary Coker and Lucina Owen. Owen has interest in KIKR(AM) Conroe, TX. Filed April 28.

■ Cleveland, TX (BPH880428MK)—Cleveland Broadcasting Co. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: 62 Arlington Ct., Kensington, CA 94707. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428MH)—Gerald Lofton seeks 97.1 mhz; 30 kw H&V; 448 m. Address: 61 Primrose St., White Plains, NY 10606. Principal has no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428MG)—Sam Houston National Broadcasting Inc. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: 1815-C Southline, Cleveland, TX 77327. Principal is owned by W. Client Wright Jr., Ladd J. Macha, Stephen Van Sadler, Halford J. McClain and Royce Guinn Jr. It has no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428MF)—Multicom Broadcasting Inc. seeks 97.1 mhz; 100 kw H&V; 192 m. Address: P.O. Box 5697, Bryan, TX 77805. Principal is owned by Carolyn G. Vance, William R. Vance and Ben D. Downs, who also own KEE(AM)-KJCS(FM) Nacogdoches, TX. Filed April 28.

■ Cleveland, TX (BPH880428ME)—Shenandoah Broadcasting of Texas Inc. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: 28811 Enchanted Drive, Spring, TX 77381. Principal is owned by Irma Speers, David Fitch and Kim Weller, who have no other broadcast interests. Filed April 28.

■ Cleveland, TX (BPH880428MJ)—San Jacinto Communications Co. seeks 97.1 mhz; 100 kw H&V; 299 m. Address: Rt. 3, Box 348A, Cleveland, TX 77327. Principal is owned by Dale Everitt, Meta G. Thomas and Nydia D. Thomas, who have no other broadcast interests. Filed April 28.

■ Vinton, VA (BPH880428MV)—Tinker Creek Broadcasters Inc. seeks 106.1 mhz; 3 kw H&V; 28 m. Address: 310 Academy St., Salem, VA 24153. Principal is owned by David H. Moran and Jewell C. Arney, who also own WKBA(AM) Vinton, VA. Filed April 28.

■ Vinton, VA (BPH880427MA)—Michael Scott Copeland seeks 106.1 mhz; 3 kw H&V; Address: 6070 Newport Point, Norfolk, VA 23505. Principal has no other broadcast interests. Filed April 27.

■ Vinton, VA (BPH880428MD)—B&T Broadcasting seeks 106.1 mhz; 3 kw H&V; 27 m. Address: Rte. 1, Box 357-B, Daleville, VA 24083. Principal is owned by T. Davis and Betty B. Raines, who have no other broadcast interests. Filed April 28.

■ Vinton, VA (BPH880428MI)—Hoffman Media Inc. of Virginia seeks 106.1 mhz; 3 kw H&V; 12 m. Address: 2461 Eisenhower Ave., Alexandria, VA 22331. Principal is owned by Hubert N. Hoffman, who has no other broadcast

interests. Filed April 28.

■ Vinton, VA (BPH880428MB)—Clarence W. Taylor seeks 106.1 mhz; 3 kw H&V; 100 m. Address: 7328 Back Creek Rd., Boones Mill, VA 24065. Principal has no other broadcast interests. Filed April 28.

■ Virginia Beach, VA (BPH880505NT)—First Century Broadcasting of Virginia Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 4808 Firth Lane, Virginia Beach, VA 23464. Principal is owned by Carol H. Sullivan, Chuck Pollak, Kim Weller and William Dawson. It has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NM)—Virginia Beach FM Radio L.P. seeks 102.1 mhz; 3 kw H&V; 88 m. Address: 3317 Brest Ave., Norfolk, VA 23509. Principal is owned by Fe V. Hardin, who has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NO)—Stacy C. Brody seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 117 78th St., Virginia Beach, VA 23451. Principal has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NH)—The Chesapeake Bay FM Broadcasters L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 101 N. Armstead Ave., #208, Hampton, VA 23669. Principal has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505OB)—Regional Broadcasting L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: P.O. Box 386, Virginia Beach, VA 23458. Principal is owned by Robert Herman, who has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NZ)—Pamela R. Jones seeks 102.1 mhz; 3 kw H&V; 100 m. Address: Chesapeake Media Communications Corp., P.O. Box 452, Suitland, MD 20746. Principal is owned by Samuel H. Johnson and Leah D. Stith, who have no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505OX)—Sandfiddler Spectrum Corp. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: Box 255, Evergreen, Co. 80439. Principal is owned by Peter Segaloff, David M. Drucker, Walter Segaloff and Penny Drucker. It has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NN)—Coast of Virginia Broadcasters L.P. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 324 Kellam Rd., #103, Virginia Beach, VA 23462. Principal is owned by Patrick F. Banks, who has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NS)—VPC Ltd. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 2107 Carterdale Rd., Baltimore 21209. Principal is owned by Victor H. Dates, who has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505MZ)—HS Communications Inc. seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 1011 Salt Meadow Lane, McLean, VA 22101. Principal is owned by Harpal K. Chawla and Manmohan S. Chawla, who have no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505NA)—Roi Ewell seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 7 Renee Court, Hampton, VA 23664. Principal has no other broadcast interests. Filed May 5.

■ Virginia Beach, VA (BPH880505MN)—New Song Communications seeks 102.1 mhz; 3 kw H&V; 100 m. Address: 7503 Rosefield Dr., Norfolk, VA 23513. Principal is owned by Byron C. Sneed, who has no other broadcast interests. Filed May 5.

■ Pocahontas, WV (BPH880429MD)—Roger F. Weigle seeks 98.7 mhz; 1.2 kw H&V; 157 m. Address: 8117 Counselor Rd., Manassas, VA 22111. Principal has no other broadcast interests. Filed April 29.

Actions

■ Pensacola, FL (BPH880324MI)—Returned app. of Shekinah Shamea Enterprises Ltd. Partnership for 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. Action April 21.

■ Somerset, KY (BPH850711QJ)—Granted app. of Ronald H. Livengood for 102.3 mhz; 3 kw H&V; 328 m. Address: P.O. Box 966, Scottsboro, AL 35768. Principal has interest in WKEA-AM-FM Scottsboro, AL. Action May 11.

■ Midland, TX (BPH880421MP)—Returned app. of Ruben Velasquez for 95.1 mhz; 3 kw H&V; 100 m. Address: N. Loop 338, Odessa, TX 79763. Principal has no other broadcast interests. Action May 6.

■ Nephi, UT (BPH870331PR)—Granted app. of Charles D. Hall for 92.7 mhz; 3 kw H&V; 328 m. Address: 2707 South Nevada Ave., Provo, UT 84601. Principal has no other broadcast interests. Action May 11.

Facilities Changes

AM's

■ Lawrenceville, GA, WGNN, 1360 khz—May 5-Application for CP to change freq. to: 610 khz; increase pwr to 1.5 kw; change TL: 420 m at 130 degrees from intersec of Ezzard St. and Papermill Rd., Lawrenceville, Gwinnett Co, GA, and make changes in ant sys; 33 57 11N 83 58 15W.

■ Morganfield, KY, WMSK, 1550 khz—April 6-Application for CP to make changes in ant sys.

FM's

■ Chickasaw, AL, WDLT, 98.3 mhz—May 9-Application for CP to change HAAT: 100 m. H&V; TL: 4307 Old Shell Rd., Mobile Co, AL.

■ Mammoth Springs, AR, KAMS, 95.1 mhz—April 26-Mod of CP (BPH870206IJ) to change TL: 224 meters SW of existing radio tower. 2.76 km at bearing of 265 degrees from Pleasant Hill Church; 36 32 49N 91 25 47W.

■ Sedona, AZ, KQST, 100.1 mhz—April 19-Application for CP to change freq. to 102.9 mhz (Per Docket 87-76); change TL: Atop Mormon Mtn. Electronics Site, 7.35 km NW of Mormon Lake, AZ; change ERP: 100 kw H&V; change HAAT: 435 m. H&V; change to Class C.

■ Crystal River, FL, WTKK, 98.5 mhz—April 29-Mod of CP (BPH860604IC) to increase center of radiation height above ground level (for auxiliary purposes only).

■ Tarpon Springs, FL, WFCE, 88.9 mhz—May 2-Mod of CP (BPED840516IE) to supply measured directional antenna data.

■ Lawrence, KS, KJHK, 90.7 mhz—April 26-Application for CP to change TL: KANU site, Lawrence, KS; change ERP: 1.2 kw H&V; change HAAT: 159.3 m. H&V; 38 57 18N 95 15 57W.

■ Monroe, LA, KJLO, 104.1 mhz—May 5-Mod of CP (BPH860624IF) to change transmitting equipment.

■ West Yarmouth, MA, WOCB-FM, 94.9 mhz—May 6-Application for CP to change HAAT: 120.3 m. (H); TL: Great Western Rd., approx 1.4 km E of Rte 134, Dennis, MA.

■ Meridian, MS, WOKK-FM, 97.1 mhz—May 5-Mod of CP (BPH860228ID) to change HAAT: 317 m. H&V; change transmitting equipment.

■ Manchester, NH, WZID, 95.7 mhz—April 21-Mod of CP (BPH860930JE) to correct existing TL and coordinates: TL: Carriage Rd atop South Mountain, Goffstown, Hillsborough Co, NH; 42 59 02N 71 35 22W.

■ Asheville, NC, WCQS, 88.1 mhz—May 5-Application for CP to change ERP: 1.6 kw H&V; change HAAT: 356 m. H&V; change TL: 6 mi. W of Asheville at end of Starnes Cove Rd, Asheville, Buncombe Co, NC.

■ Williamston, NC, WKKE, 103.7 mhz—Mar. 13-Mod. of CP (BPH851105IC) to show actual measured pattern of directional antenna.

■ Hugo, OK, KITX, 95.3 mhz—April 29-Application for CP to change freq.: 95.5 MHz (per Docket 87-219); change ERP: 50 kw H&V; change HAAT: 150 m. H&V; change to Class C2.

■ Georgetown, SC, WGMB, 97.7 mhz—May 9-Application for CP to change ERP: 50 kw H&V; HAAT: 150 m. H&V; TL: approx 7.8 km SE of Plantersville, Georgetown Co, SC; change from Class A to Class C2 (Per MM Docket 87-202).

■ Waynesboro, VA, WCQR, 90.1 mhz—May 1-Mod of CP (BPED841031IN) to change ERP: 2.5 kw H&V; HAAT: 213 m. H&V; TL: Swannanoa Country Club, approx 3 mi. S of Waynesboro, VA.

■ Gig Harbor, WA, KGHP, 89.9 mhz—April 25-Mod of CP (BPED860106MF) to change TL: on Gig Harbor, Longbranch Rd., 2.7 mi. S of Home, WA; change ERP: 0.876 kw (V) only.

■ Milwaukee, WI, WMWK, 88.1 mhz—May 4-Mod of CP (BPED840217AT) to change ERP: 1kw-V; change HAAT: 101.5 meters V; change TL: 4400 Northport Washington Rd., Milwaukee, WI.

Actions

AM's

■ Bend, OR, KGRL, 940 khz—May 11-Application (BP870518AE) granted for CP to change hrs of op to unlt by adding night service with 10 kw; install DA-2; make changes in ant sys; change TL: NE 1/4 of the SE 1/4 of Sec. 6 Township 18 S Range 13, Ewm, OR; 44 02 32N 121 12 18W.

■ Ogden, UT, KSVN, 730 khz—May 12-Application (BP880107AF) granted for CP to change TL to: 4201 W

4000, South Kanessville, UT; 41 11 17N 112 04 52W.

FM's

■ Baltimore, WWMX, 106.5 mhz—May 11-Application (BMPH870423IB) granted for Mod of CP (BPH860902IH) to ERP: 7.4 kw H&V and change HAAT: 1217 ft. H&V.

■ St. Louis, KMJM, 107.7 mhz—May 10-Application (BPH880307IB) granted for CP to change HAAT: 148 m. H&V (for auxiliary purposes only).

■ Hardeeville, SC, WTGS, 28 khz—May 10-Application (BPCT880120KO) granted for CP to change antenna supporting structure height: 32 02 48N 81 20 27W; HAAT: 457.3 m; TL: 2.5 mi. NNW of intersec of I-95 and SC 204 of Bloomingdale, GA; antenna: Harris/TWS-30C.

Actions

FCC Actions

■ Albany, MN—FCC upholds Review Board's dismissal of Stearns County Broadcasting's application in Albany, MN, FM case for violating ex parte rules. (MM Docket 84-1236 by order [FCC 88-173] adopted May 13 by commission).

■ FCC grants Sabine Broadcasting's withdrawal request for new FM station at Gulf Breeze, FL—MM Docket 87-119 (Report DC-1172, Action in Docket Case.) Action by commission May 17 by MO&O (FCC 88-176).

■ Virginia SCLC denied review of renewal of WTVR-TV Richmond, VA (Report MM-324, Mass Media Action)—FCC has upheld Dec. 9, 1986, ruling by Mass Media Bureau, denying informal objection by Virginia State Unit of Southern Christian Leadership Conference against license renewal application of WTVR-TV, Richmond, VA. Action by commission May 17 by MO&O (FCC 88-177).

■ FCC reinstates program exclusivity rules for broadcasters—Gen. Docket 87-24 (Report DC-1171, Action in Docket Case). Reinstated its syndicated programming exclusivity rule for broadcasters. Action by commission May 18 by R&O (FCC 88-180).

■ FCC approves assignment of licenses of WQXY-AM-FM Baton Rouge, from Encore Communications to Vetter Communications—(Report MM-323, Mass Media Action). Action by commission May 18 by letter [FCC 88-181].

■ FCC approves transfer of control of Southwest Kansas Television Co., KTVCTV (TV) Ensign, KS, to NUCO TV Inc. (Report MM-325, Mass Media Action)—commission has approved transfer of control of Southwest Kansas Television Co. Inc., licensee of KTVCTV (ch. 6, CBS) at Ensign, KS, from Sidney T. Warner, executor of estate of Leigh Warner, deceased, to NUCO TV Inc. Action by commission May 19 by MO&O (FCC 88-184).

Staff Actions

■ Milford, DE—Designated for hearing applications of Milford Ltd. and JCH Broadcasters Corp. for new FM on channel 267A (101.3 mhz) at Milford. (MM Docket 88-239 by order [DA 88-692] adopted May 3 by chief, Audio Services Division, Mass Media Bureau).

■ Des Moines, IA—Designated for hearing 14 mutually exclusive applications for new FM station on channel 298C2 (107.5 mhz) at Des Moines. (MM Docket 88-238 by order [DA 88-693] adopted May 3 by chief, Audio Services Division).

■ Brusly, LA—Designated for hearing applications of Livingston Communications Inc., West Side Communications Inc. and WKIP, Limited Partnership in Commendam for new FM station on channel 242A (96.3 mhz) at Brusly. (MM Docket 88-241 by order [DA 88-690] adopted May 4 by chief, Audio Services Division).

■ Montauk, NY—Designated for hearing applications of Nanette Markunas, C&S Radio Corp. and Jeffrey A. Salkin for new FM station on channel 284A (104.7 mhz) at Montauk. (MM Docket 88-242 by order [DA 88-694] adopted May 4 by chief, Audio Services Division).

■ Lancaster, OH—Designated for hearing applications of John Garber and Associates, General Partnership; Trell Broadcasting Co.; Alspach/Varga Communications Inc., and Phillips Broadcasting Inc. for new FM station on channel 278A (103.5 mhz) at Lancaster. (MM Docket 88-243 by order [DA 88-691] adopted May 4 by chief, Audio Services Division).

■ West Point, VA—Designated for hearing applications of R. Tyler Bland Jr. and West Point Radio Limited Partnership for new FM station on channel 300A (107.9 mhz) at West Point. (MM Docket 88-244 by order [DA 88-696] adopted May 4 by chief, Audio Services Division).

Review Board Actions

■ Northampton, MA (Northampton Media Associates and

Cutter Broadcasting Inc.) FM Proceeding—Scheduled oral argument for June 24 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ Joseph Stimer (FCC 88D-3, released Feb. 8) granting application of Cutter Broadcasting for new FM station on channel 292A (106.3 mhz) at Northampton, and denying competing application of Northampton Media Associates. Each party has 20 minutes for argument. Northampton Media may reserve part of its time for rebuttal. (By letter, May 11) (MM Docket 86-120).

■ Temple, TX (Progressive Communications, et al.) FM Proceeding—Scheduled oral argument for June 17 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to Initial Decision of ALJ John M. Frysiak (FCC 87D-48, released Jan. 28) granting application of Progressive Communications for new FM station at Temple, and denying competing applications of MaryMc Broadcasting Co. and Bell County Broadcasting Co. Each party has 20 minutes for argument. MaryMc Broadcasting and Bell County Broadcasting may reserve part of their time for rebuttal. (By letter, May 11) (MM Docket 84-352).

By chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Morgan Hill, CA (Local Morgan Hill Radio Associates, et al.) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for July 12 and hearing for Aug. 11. (By order, May 10) (MM Docket 88-205).

■ Visalia, CA (Visalia Broadcast Limited Partnership, et al.) FM Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for July 20 and hearing for Aug. 19. (By order, May 18) (MM Docket 88-228).

■ Alea, HI (Tropic-air Ltd., et al.) FM Proceeding—Designated ALJ Edward Lutton to preside in proceeding. Scheduled prehearing conference for July 19 and hearing for Aug. 18. (By order, May 18) (MM Docket 88-210).

■ Dwight, IL (Dwight Broadcasting Co. and Imagery Inc.) FM Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for July 20 and hearing for Aug. 19. (By order, May 18) (MM Docket 88-229).

■ Eureka, IL (AGH Communications Inc. and Woodford County Radio Inc.) FM Proceeding—Designated ALJ Edward Lutton to preside in proceeding. Scheduled prehearing

conference for July 8 and hearing for Aug. 10. (By order, May 6) (MM Docket 88-204).

■ Belle Chase, LA (Mary Faye Gilbert, et al.) FM Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for July 12 and hearing for Aug. 11. (By order, May 10) (MM Docket 88-206).

■ Columbia, LA (Woods Communications Group Inc., et al.) TV Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for June 27 and hearing for July 28. (By order, April 28) (MM Docket 88-183).

■ Mount Pleasant, MI (Great Lakes Radio Corp. and Central Michigan Communications Inc.) FM Proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for July 28 and hearing for Sept. 14. (By order, May 13) (MM Docket 88-207).

■ Spring Arbor and Olivet, MI (Spring Arbor College [WSAE] and Board of Trustees-Olivet College [WOCR]) ED-FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Aug. 23 and hearing for Oct. 5. (By order, May 18) (MM Docket 88-225).

■ Kirksville, MO (Jay Daugherty, David Frantze, Douglas Linder, Stephen Martin, Roger Potter, et al.) FM Proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for July 6 and hearing for Aug. 5. (By order, May 4) (MM Docket 88-182).

■ Cape Vincent, NY (Timothy D. Martz and Cape AL Broadcasting Ltd.) FM Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for July 14 and hearing for Aug. 15. (By order, May 13) (MM Docket 88-209).

■ Poughkeepsie and New Paltz, NY (WMHT Educational Telecommunications Inc. and State University of New York) ED-FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for July 7 and hearing for Aug. 9. (By order, May 6) (MM Docket 88-202).

■ Vestal, NY (Brimark Broadcasting, et al.) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in

proceeding. Scheduled prehearing conference for July 18 and hearing for Aug. 17. (By order, May 13) (MM Docket 88-224).

■ Curwensville, PA (Robin B. Thomas, et al.) FM Proceeding—Designated ALJ Joseph Stimer to preside in proceeding. Scheduled prehearing conference for July 7 and hearing for Aug. 9. (By order, May 6) (MM Docket 88-203).

■ Dallas, PA (Telecommunications Network Inc. and Mountain Broadcasting) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for July 19 and hearing for Aug. 18. (By order, May 18) (MM Docket 88-227).

■ Custer, SD (Robert Wilson, Patricia Phipps and Custer Broadcasting Corp.) FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Aug. 11 and hearing for Nov. 2. (By order, May 10) (MM Docket 88-190).

■ Sioux Falls, SD (Empire Broadcasting Inc., et al.) FM Proceeding—Designated ALJ Joseph Stimer to preside in proceeding. Scheduled prehearing conference for July 18 and hearing for Aug. 17. (By order, May 13) (MM Docket 88-213).

■ Oliver Springs, TN (Charles E. Phillips and Oliver Springs Radio FM Limited Partnership) FM Proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for July 6 and hearing for Aug. 5. (By order, May 6) (MM Docket 88-201).

■ Huntington, TX (Jerry Swink and Huntington Broadcasting Corp.) FM Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for June 27 and hearing for July 28. (By order, April 29) (MM Docket 88-208).

■ South Padre Island, TX (Susan Lundborg and Rio Bravo Ltd.) FM Proceeding—Approved settlement agreement and dismissed with prejudice application of Susan Lundborg; granted amendment to application of Rio Bravo Ltd. substituting Rio Bravo Broadcasters as applicant; granted application of Rio Bravo Broadcasters for new FM station on channel 237A (95.3 mhz) at South Padre Island; and terminated proceeding. (By MO&O, May 3) (MM Docket 87-561).

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pany, et al.) FM Proceeding—Designated Deputy chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for July 15 and hearing for Aug. 16. (By order, May 13) (MM Docket 88-212).

■ Lyndon, VT (Markay Broadcasting Co. Inc. and Vermont Broadcast Associates Inc.) FM Proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for July 21 and hearing for Aug. 22. (By order, May 18) (MM Docket 88-230).

■ Lebanon, VA (W.B. Moore Jr. et al.) FM Proceeding—Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for July 14 and hearing for Aug. 15. (By order, May 13) (MM Docket 88-211).

■ Narrows, VA (Worth M. Miller and Megan H. McWilliams) FM Proceeding—Designated chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Schedule prehearing conference for Aug. 17 and hearing for Oct. 18. (By order, May 18) (MM Docket 88-226).

By Deputy chief ALJ James F. Tierney on dates shown:

■ Nassar, MI (Don H. Barden et al.) FM Proceeding—Approved settlement agreement between Michael Joseph Shumpert and Don H. Barden and dismissed with prejudice application of Don H. Barden. (By MO&O, May 13) (MM Docket 88-97).

■ Wauseon, OH (Ernest C. Miller, et al.) FM Proceeding—Granted requests by Wauseon Radio and Fulton Broadcasters and dismissed their applications with prejudice. (By order, May 17) (MM Docket 88-117).

By ALJ Joseph Chachkin on dates shown:

■ Greenfield, CA (Ying Hau Benms, et al.) FM Proceeding—Granted request by Doubledec Broadcast Group and dismissed its application with prejudice. (By order, May 6) (MM Docket 88-142).

■ Twentynine Palms, CA (Desert 31 Television Inc. and Twentynine Palms Broadcasting Corp.) TV Proceeding—Granted request for summary decision by Desert 31 Television and resolved air hazard issue in its favor. (By order, May 3) (MM Docket 87-448).

■ Enfield, CT (DBC Woodside Associates Limited Partnership, et al.) FM Proceeding—Granted request by Eastco Enfield FM Limited Partnership and dismissed its application with prejudice. (By order, May 2) (MM Docket 87-461).

■ Berea, KY (Berea Broadcasting Co. Inc., et al.) FM Proceeding—Granted requests by Berea Broadcasting and Mary R. McGill and dismissed with prejudice applications of Bradley Scott Park and Wallace Co. for failure to prosecute. (By order, May 3) (MM Docket 88-88).

By ALJ John M. Frysiak on dates shown:

■ Lakeville, MN (Old Eureka Broadcasting Inc., et al.) FM Proceeding—By separate orders, granted requests by Old Eureka Broadcasting and Lakeville Broadcasting Inc. and dismissed their applications with prejudice. (By order, May 13) (MM Docket 88-93).

■ West Carrollton, OH (William M. Piner, et al.) FM Proceeding—Granted motion for summary decision by West Carrollton Broadcasting Co. and resolved air hazard issue in its favor. (By order, April 27) (MM Docket 87-526).

■ Ketchum, OK (Leemay Broadcasting Services Inc., et al.) FM Proceeding—Approved settlement agreement and dismissed with prejudice applications of Gary Scott Lanier and Quinton D. Burge Jr.; granted application of LeeMay Broadcasting Services for new FM station on channel 298C2 (107.5 mhz) at Ketchum and terminated proceeding. (By MO&O, May 3) (MM Docket 88-106).

By ALJ Edward Luton on dates shown:

■ Ringgold, GA (Marshall M. Bandy, et al.) FM Proceeding—By separate orders, granted requests by Lionel F. Pye Jr. and Valeria W. Watts and dismissed their applications with prejudice; granted request by Marshall M. Bandy Jr. and added issue against Ringgold Associates to determine site availability. (By orders, May 11 and by MO&O, May 18) (MM Docket 87-581).

■ Cedar Rapids, IA (Cedar Rapids Broadcasting and Family Broadcasting Co. Inc.) TV Proceeding—Approved settlement agreement merging applications of Cedar Rapids Broadcasting and Family Broadcasting and dismissed with prejudice application of Cedar Rapids Broadcasting; granted request by Family to amend its application; granted merged application of Jefferson Broadcasting Co. Inc. for new UHF television station on channel 48 at Cedar Rapids; and terminated proceeding. (By MO&O, May 18) (MM Docket 87-495).

■ Las Vegas (Nevada Number One Radio Co., et al.) FM Proceeding—Granted request by Allum & Patton Broadcasting Associates and dismissed with prejudice application of LVCM Ltd. for failure to prosecute. (By order, May 17) (MM Docket 87-462).

By ALJ Walter C. Miller on dates shown:

■ Templeton and Lake Isabella, CA (William Zawila and Marlene V. Borman) AM Proceeding—Approved settlement agreement between Zawila and Borman and dismissed with prejudice Borman's application for new AM station at Lake Isabella. (By MO&O, April 28) (MM Docket 88-92).

■ Bridgeport and Wichita Falls, TX (Family Stations Inc. and Criswell Center for Biblical Studies) Ed-FM Proceeding—Approved settlement agreement and granted application of Criswell Center for new noncommercial FM station on channel 213C2 (90.5 mhz) at Wichita Falls. Family Stations' application for new noncommercial FM station at Bridgeport is retained in hearing status pending air hazard clearance for amended facilities. (By MO&O, May 11) (MM Docket 87-585).

■ Rutland, VT (Rutland Community Broadcasting Inc. and Edward G. Pickett and Carole L. Pickett, General Partnership) FM Proceeding—Approved settlement agreement and dismissed with prejudice application of Rutland Community Broadcasting; granted application of Edward G. Pickett and Carole L. Pickett, General Partnership for new FM station on channel 233A (94.5 mhz) at Rutland and terminated proceeding. (By MO&O, May 13) (MM Docket 88-10).

■ Warren, VT (Mountain Media Inc.) FM Proceeding—Granted request by Mass Media Bureau and deleted environmental issue designated against Mountain Media; conditionally granted Mountain Media's application for new FM on channel 241A (96.1 mhz) at Warren; and terminated proceeding. (By summary decision, FCC 88D-15, May 5) (MM Docket 88-38).

By ALJ Richard L. Sippel on dates shown:

■ Oro Valley, AZ (Pueblo Radio Broadcasting Services, et al.) FM Proceeding—Granted request by Homero S. Pacheco and dismissed his application with prejudice. (By order, May 3) (MM Docket 88-137).

■ Bedford, NH (Colonial Communications Inc., et al.) FM Proceeding—Granted request by Michael J. Hughes and dismissed his application with prejudice. (By order, May 11) (MM Docket 88-3).

■ Gaston, NC (George W. Draper Jr. and M&S Broadcasting) FM Proceeding—Approved settlement agreement and dismissed with prejudice application of M&S Broadcasting; granted application of George W. Draper for new FM station on channel 250A (97.9 mhz) at Gaston; and terminated proceeding. (By MO&O, May 9) (MM Docket 87-514).

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See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

Major public broadcasting company in top 15 of group radio broadcasters searching for general manager of top 25 West Coast AM/FM property. Successful candidate will have stable employment history, good sales experience and solid budget and expense control. Submit a letter giving complete career, salary history and current references to: Box H-69.

General manager: Spanish-language AM California Central Coast #31 Hispanic ADI. Min. 3-5 years Hispanic station management experience. Computer experience & Spanish-English fluency required. Prior exper. in all areas of station management and operation. EOE. Resume: Box H-59.

Prefer being in charge of your own destiny rather than working in a bureaucratic environment? Prefer a radio company where personnel growth and organizational development are real and not just neat sounding buzz words? Where high standards and commitment are achieved from the bottom up? We're a rapidly growing radio group that needs exceptionally talented and aggressive sales and general managers. Send your management philosophy and resume to: Box H-96. EOE. M/F.

Major group broadcaster seeks sales manager for highly competitive FM in top 10 market. Successful sales management track record in medium/major market required. Send resume and salary requirements. EOE. Box H-97.

Sales manager. Young group has an immediate opening for strong leader with ability to produce and train others. Good compensation with excellent future. Send resume with salary history to H.F. Matthews, VP/GM, WIGL, P.O. Box 1546, Orangeburg, SC 29116. EOE.

Live and work in paradise. Small market AM-FM covers Granby, Kremmling, Winter Park, Colorado. Needs husband-wife team for sales-oriented manager and office manager. Send resume by express service to: Bill Kitchen, Quality Media, 740 South Pierce Avenue, Louisville, CO 80027. 303-665-3767.

General manager, Eastern New Mexico, small market AM/FM combo. Exceptionally attractive town with strong economic base. Successful applicant must lead street sales and enjoy heavy community involvement. Compensation plan includes equity. EOE. Send resume to Box H-107.

General manager, West Virginia Public Radio system, Charleston, WV. Responsible for all aspects of station operation -- budget administration, supervision of full-time professional staff of 24, compliance with law and EBA policies, community involvement, grant proposals, etc. Requires: MA or MS, or equivalent, five years' experience (two in management) in noncommercial radio or related field, familiarity with all aspects of public radio and knowledge of applicable laws, rules and regulations, experience in working with community-based board, ability to communicate clearly and effectively in writing and orally, to work well with others, and to appear as on-air spokesperson for stations. Letters of application must be postmarked no later than June 17, 1988. Send to Executive Director, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. No phone calls, please. EOE/MF.

General manager, Orlando, Florida, area small market fulltime AM. Exceptionally attractive town in fast growing area. GM must lead sales and promotions and enjoy community participation. Equity included in compensation plan. EOE. Send resume to Box H-108.

Write your own ticket with expanding Southwest radio group. We are looking for aggressive general managers & sales managers who can produce bottom line results. Send resume to Box H-61.

Sales manager. Aggressive leader/instructor with strong local sales background needed for central Jersey AM-FM combo. Management experience preferred. Sales manager leaving to pursue family interest. Send resume and salary requirements to Box H-82. EOE.

General manager for West Coast major market AM/FM. Strong sales, organization and people skills. Send resume, references, letter describing track record and salary history to Box H-124. EOE.

GMs and SMs: Ground floor opportunity with young aggressive group. Openings in Wisconsin, South Carolina and North Dakota. Equity possible. Send resume along with your strategy on winning in small to medium markets to: Tom Love, Eagle Communications, P.O. Box 588, Lufkin, TX 75902. EOE.

Southeast Missouri State University - radio station manager. Department of Mass Communication - Radio/TV option. Responsibilities: Manage campus FM radio station, including transition to National Public Radio (NPR), meet the public, assist with fund-raising, and direct student staff. Qualifications: B.S. degree in radio or broadcasting. Experience in commercial radio with NPR experience preferred. Salary: To be determined plus benefits. Application deadline: June 10, 1988. To apply send letter of application, demonstration tape and three letters of reference to Director of Personnel Services, Southeast Missouri State University, Cape Girardeau, MO 63701. An equal opportunity, M/F, affirmative action employer.

HELP WANTED SALES

Beautiful Finger Lakes college town: Small, but growing broadcast group needs experienced and aggressive account executive for revitalized 5,000 watt AM, award winning news leader. Area's only easy listening music. Do well and become sales manager. Cover letter and resume to Manager, 1470 WTKO, P.O. Box 10, Ithaca, NY 14851.

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 H-95.

NE regional FM looking for experienced AEs and local sales manager. Resume: WYRY, 130 Martell Ct., Keene, NH 03431.

High growth Chicago area market. Requirements: Marketing knowledge, creativity, promotion sales ability, successful radio sales history. CRMC desired. Motivations: winning/money. Must be capable cold caller--ready to hit streets immediately. Salary, commission, fringes, excitement! Resume to: GSM Mark Dahl, WRMN/WJKL, 14 Douglas Avenue, Elgin, IL 60120. EEO/MF.

Eastern Long Island, New York. Sell advertising time in the Hamptons. Unlimited earnings potential. Call Jeff Kimmel, GSM, WBAZ-FM, 516-765-1017. EOE. M/F.

Sales: Collections first four months of 1988 2.5 times last year's performance. If you are ambitious self-starter willing to learn and use professional radio sales practices to build long term sales, call Bill Bundy at 1-800-323-1471. Our goal is to double sales again by year end. Call only if you want to be highly rewarded for outstanding sales production. Top 150 Texas market, 100,000 watt FM, classic hits, CBS, full company benefits. Promotion to management possible.

If you can combine sales with P-B-P, announcing or management ability, write me today: Cliff Somers, KARS AM-FM, Box 860, Belen, NM 87002.

Sales manager: If you can both sell and make your sales staff great sales professionals, and want the excellent quality of life offered in Michigan, plus working for a top quality AM/FM combo - small market leader that offers excellent earnings potential, reply to: Box H-123.

A top south Florida radio station is looking for experienced radio salespeople. Candidates should be aggressive, personable, tenacious and well organized. Call Dick Ferrante now at 305-581-1580 to set up appt. EOE.

HELP WANTED ANNOUNCERS

Good opportunity for the right person to do on-air plus production work at our A/C FM and MOR, news, talk & information AM stations in north-central Illinois. Some nights & weekend work involved. Send tape and resume to Joe Hogan, WLPO/WAJK, PO Box 215, LaSalle, IL 61301.

HELP WANTED TECHNICAL

Experienced announcer/engineer combo. Professional air talent, repair-maintain equipment WKBV/WFMG, Box 1646, Richmond, IN 47375. EOE.

Chief engineer: For growing small market SE combo. Low 20's with growth potential over \$30,000. Resume to Box H-116.

HELP WANTED NEWS

Wanted: Experienced anchor/reporter with management skills for news director's opening in New York's Catskill Mountains. Should have at least two years experience in radio news. Send T & R to Eugene Biabey, G.M., WVOS, PO Box 150, Liberty, NY 12754. EEO, M/F.

News person needed. WSBY/WQHQ Salisbury, Maryland, area's award-winning radio news operation. 3 years experience necessary, news and sports. Excellent benefits. Tape and resumes to Ed Hunt, P.O. Box "U", Salisbury, MD 21801. EOE.

Morning edition host/anchor. Bachelor's degree required in broadcasting or related field. Master's preferred. Three years broadcast news reporting, producing, anchoring experience required, preferably in public broadcasting. Experience training students, desired. A strong on-air presence is mandatory. Must produce/anchor local segments of Morning Edition. Salary: \$20,000. Application deadline June 8. It is University policy to conduct all searches in the open subject to the provisions of existing law. Minorities and women urged to apply. The University of Florida is an equal opportunity/affirmative action employer. Send resumes to: News Anchor Search Committee, 2104 Weimer Hall, Gainesville, Florida 32611.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Traffic director. Full-time position, excellent benefits. Coordinates all office activities, supervises training of students/community volunteers and handles weekly programming, news/sportscasts and coordinates live broadcasts. Bachelor's degree in communications & FCC license required. Min. one year radio broadcast training. Contact: University of Redlands, Personnel Department, 1200 E. Colton Ave., P.O. Box 3080, Redlands, CA 92373-0999. AA/EOE.

SITUATIONS WANTED MANAGEMENT

Small-medium market GM--19 year vet, turn-around experience. References include current employer. Family man prefers South - all offers considered. Box H-93.

V.P. general mgr. with 8 years experience, strong in sales and developing broadcast properties, looking for job where I can settle for life, presently employed, formats, country, rock, talk, Christian. Contact Jim Bunn 404-229-8484.

Experienced people motivator with excellent musical taste has winning formula to discuss with someone. Prefer makeover or underdog. 813-494-2525 mornings for Don Brady.

Financial professional. Entrepreneurial MBA seeks opportunity with group owner. Have analyzed radio and television acquisitions for industry's top firms. Box H-121.

Seasoned radio manager. 15 years experience. Can put the fun back into radio and still show a profit. Want small to medium market. Solid sales experience. Call Dick 801-438-5624.

Experienced selling/programing GM seeks buy-in or work-in opportunity in Sunbelt. Medium or small markets. Looking for opportunity. References available. Currently employed. Box H-126.

SITUATIONS WANTED SALES

I sell radio! Have sold Miami, Atlanta, Tampa, N-Y-C and Salt Lake! Selling GM or GSM. Will relocate. Call Don. 301-742-1345.

SITUATIONS WANTED ANNOUNCERS

Experienced sports personality looking to host call-in sports show and do PBP. Also strong background in reporting and sportscasts. Andrew 516-679-8467.

Dependable, experienced announcer, production, copywriting, sales, or responsible position, team player. Bill 308-534-1211.

DJ who rose in the East wants to settle in the West. College grad. 4 years experience. Mike 213-590-0389.

Announcer, 2 years experience. Love music. Enthusiastic & reliable. Prefer Midwest, but will relocate. Robert 319-652-6640.

SITUATIONS WANTED TECHNICAL

Top flight engineer available to solve any problem, anytime, anywhere! Studio & transmitter construction, equipment repairs, RF problems, audio, automation, F.C.C. matters and applications. No job too big or too small. Assignments accepted by the day, week or project. Best work in the business! Contact Bill Elliot, 413-442-1283.

Chief engineer seeking new challenges. Ten years experience in all phases of AM and FM construction and maintenance. FCC license and SBE certification. Box H-113.

SITUATIONS WANTED NEWS

Eager, enthusiastic, hard-working college grad with experience in sports PBP/color and news reporting/anchoring. Looking for a place to start, willing to relocate. Call Marc Ernay anytime at 201-287-3327.

Can we talk? You bet. San Francisco talk host has the noble notion that a captivating talk show contains an exchange of ideas, views and opinions with lots of guests and a little bit of humor thrown in for good measure. He's looking: are you ready? Steve Rosenberg, 415—751-2461.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Classical broadcaster with exceptional background and capabilities seeks PD position with major fine arts station, public or commercial. Box H-53

Go with a 30 year pro... I have worked all facets in radio. Seeking operations manager (or) program director position in a major/medium market. Team player. Hard working family man. Presently employed. Let's talk today 517—386-7506 Dick O'Brien.

PROGRAMING

Exciting new format!!! Confidentially contact Consultant. Box 2741, Montpelier Station, Laurel, MD 20708 -- "Where the numbers live"

TELEVISION

HELP WANTED MANAGEMENT

General manager for growth-oriented TV/FM combo located in Colorado Rockies. Must have strong TV/radio sales management experience with proven track record. Excellent salary and benefits, with substantial growth potential. Submit resume, salary history and references to: Dan Denike, 9191 Town Centre Dr., Ste. 290, San Diego, CA 92122

National sales manager. WTLV-TV is looking for an experienced national sales manager. Candidates must have a minimum of 2 years of either national rep or national sales management experience. Send resumes to Ken Bauder, General Sales Manager, P.O. Box TV-12, Jacksonville, FL 32231. All applications will be held in strict confidence. No phone calls, please. WTLV is an equal opportunity employer.

Business manager needed for top 50 independent in Sunbelt market. Excellent opportunity with a great fast growing television group. Must be experienced in Lotus applications. Send resume and salary requirements to Box H-110

Promotion and marketing manager: We're a number-one rated, NBC affiliate, looking for a highly creative person to head our sales marketing and on-air promotion effort. The requirements are simple: you must love advertising, you must love writing, you must love television. We must love your reel and samples. And, we'll reward all this affection with a top salary (You also need a college degree. Video editing and shooting knowledge a plus.) We don't want to read about your experience, we want to see your work. So send your tape and writing samples to Mark Mathis, VP/Operations and programming, KWWL-TV, 500 E. 4th St., Waterloo, IA 50703. Member station of the American Family Broadcast Group. EOE

Promotion manager. Top 30 midwestern independent TV station seeks aggressive, innovative ratings-grabber. Must have 5 years experience with on-air, radio and print, with 2 years managerial experience preferred. Highly successful broadcast group. Salary \$40,000/annually. Send resume with references. Box H-112.

Program/operations manager. Search reopened. Greater Dayton Public Television, Inc., a growing, ambitious PBS station with new facilities, operating Channel 16, Dayton (top 50 market) and Channel 14, Oxford (between Dayton and Cincinnati) seeks a qualified professional to join its management team as program/operations manager. Responsibilities include development and coordination of program services, planning broadcast and non-broadcast program schedules, program acquisition, audience evaluation, and traffic supervision. Requirements: Related college degree, excellent interpersonal and organizational skills, detail-oriented. Preferred experience in broadcast programming, audience research, program acquisition and scheduling. Public television background will be helpful. Salary \$30,000+ and benefits. Send letter and resume ASAP to Program Manager Position, Greater Dayton Public Television, 3440 Office Park Dr., Dayton, OH 45439. Previous applicants indicate continued interest by letter. Closing date: June 13, 1988. EOE

Local sales manager. KZKC, Kansas City's newest UHF is looking for a dynamic, high energy street fighter to lead our local sales team. New business development and conceptual selling skills along with the ability to motivate a must. Contact Jay A. Rabin, General Sales Manager - 816—254-6262 EOE

Public affairs director. Minimum two years producing news/documentary/public affairs programs required. Community ascertainment. Public service. Send resume to Program Manager, WISH-TV, Box 7088, Indianapolis, IN 46207. EOE, M/F

Associate director Arkansas ETV Network. Senior management position responsible for day-to-day supervision of a state-wide educational and informational telecommunications system. This is a unique career opportunity for a public broadcaster who wants to make a positive difference in peoples' lives. Applicants should have proven ability to plan and administer public telecommunications programs with knowledge and experience in budgeting, program planning, grant and research program acquisition, television programming, scheduling, traffic and operations. Preferred qualifications include a degree in broadcasting or related field, ten years experience in broadcast television with at least five years in educational/public television programming and production and five years management experience. Send resume by close of business June 10 to: The Arkansas ETV Network, Sesame St. at Donaghey Ave., Conway, AR 72032. Attn: Dir. of Personnel. AA/EOE

HELP WANTED SALES

Account executive for "on fire" Fox affiliate in top 50 market. Career opportunity for experienced, aggressive, marketing oriented person. Resumes to: Box H-42

TV local sales manager. Fox Television, KRIV in Houston, is seeking a qualified local sales manager. Applicant must have proven sales abilities as a leader, motivator and strong inventory control and co-op/vendor support expertise essential. 5 years broadcast local sales experience and 2 years TV sales management experience preferred. Send resume, along with salary requirements, to KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: VP/General Sales Manager.

WBMG-TV, CBS affiliate, seeks experienced, aggressive television salesperson. Account list available. Send resume to Sara Conihnan, WBMG-TV, Box 59496, Birmingham, AL 35259.

TV broadcast group seeking a highly motivated vendor support consultant for a major market affiliate. Must have at least 3 years experience conducting vendor programs with strong presentation skills. Send resume Judy Somers, 2242 North Great Neck Rd., Virginia Beach, VA 23451.

Local sales manager for group owned NBC affiliate. New facility, profit sharing, enthusiastic staff and more. Applicant should possess strong sales track record with ability to train and motivate staff. Send resume to GSM, KDLF-TV, 3600 South Westport Ave., Sioux Falls, SD 57116-0196. EEOC

Aggressive rapidly expanding television company with stations located in the East and Midwest is looking for an energetic, bright sales person. If you like hard work and the rewards that come from it, you can expect to earn \$40-\$60,000 annually. Citadel Communications, c/o WVVN-TV, 100 Market Sq., Burlington, VT 05401. Attn: Brad Worthen. EOE.

General sales manager. Palmer Cable/Vision seeks a dynamic general sales manager to manage our advertising sales interconnect, Naples/Fort Myers. Candidates must have sales management experience in broadcast or cable. Submit resume to Joe Slavin, P.O. Box 368, Palm Desert, CA 92260. Equal opportunity employer. Women and minorities are encouraged to apply.

WRAL-TV, CBS, Raleigh, NC. Opening for account executive with exceptional track record. Well versed in research/marketing resources. References necessary. Written inquiries only. Capital Broadcasting. Equal opportunity employer. Contact David Harbert, Sales Manager, Box 12000, Raleigh, NC 27605.

HELP WANTED TECHNICAL

Engineer for cable ad company, maintain 3/4" studio and field equipment. Travel within 100 miles radius, company vehicle. Salary commensurate with qualifications. Resume: Box 15434, Hattiesburg, MS 39404.

Main't/operating eng.—engineer for mobile TV production truck. Extensive travel—continental US. Experience preferred but not necessary. Call Ken Gardner 317—463-1800.

TV chief engineer. Rapidly expanding SoCal 'U' seeks dynamic individual to lead our team. Must have strong RF and maintenance background and familiar with state-of-the-art production facility. Must be a good organizer, administrator, and planner. Send resume and salary requirements to Peter Leone, General Manager, KADY-TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

Operating technician: Operating various engineering equipment. E.J. Grass Valley 300 switcher, all functions and varieties of video tape, audio, video. Past technical training essential. TV operations experience necessary. Shift work weekdays and weekends. Send resume to: Director of Engineering, WPIX-TV, 11 Television Hill, Pittsburgh, PA 15214

Chief engineer position available at radio/television combo. Candidate must possess both management and hands-on skills. Good salary and benefits with a state-of-the-art operation. Send resume to Box H-117. EOE

Wanted: Chief engineer for progressive Midwestern TV station. Experience with transmitter and studio equipment required. Send resume and salary requirements to: Cherie Harms, KUMV-TV, Box 1287, Williston, ND 58802. EOE.

WNWO-TV is seeking a chief engineer. The position requires UHF transmitter experience and a general class FCC license. SBE certification and studio maintenance experience are preferred. Applicants should have "hands-on" technical ability as well as administrative and budgeting skills. WNWO-TV is an equal opportunity employer. Send resumes, before June 10th, to General Manager, WNWO-TV, 300 South Byrne Rd., Toledo, OH 43615.

Assistant chief engineer. Top 15 market ABC affiliate seeks qualified assistant chief engineer. 5 yrs. experience on broadcast studio equipment. Sony Beta Cart. U-matic and 1", Grass Valley switchers experience with RCA transmitters and MA/cams and Harris microwave helpful. Send resume and salary history to: Ralph Lee, CE, KSTP-TV, 3415 University Ave., MPLS, MN 55414. EOE

TV maintenance engineer with strong background in corrective and preventive maintenance of Sony U-matic and 1" tape machines, Ikegami ENG and studio cameras. Send resume and salary requirement to Chief Engineer, WCIV-TV, Box 10866, Charleston, SC 29411. EOE

Chief engineer: For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Send resume and salary requirements to Michael Khouri, WGTU/WGTQ, 201 East Front St., Traverse City, MI 49684

Chief engineer: Kentucky Educational Television, the nation's largest educational network, has an opening for a chief engineer to provide strong consultancy duties to top management. The position will develop and promulgate engineering and technical policies, evaluate and recommend management systems for the technical operation of the network; and will represent KET at state and national levels. Bachelor's degree in electrical engineering plus a minimum of 5 years experience at high management level in a comparable production or broadcast facility. Salary DOE. Send resume and letter of application to Ray Sullivan, Personnel Administrator, KET, 600 Cooper Dr., Lexington, KY 40502. EOE

Assistant chief engineer. Florida's most successful post-production facility wants "up and coming" for new position. Superb opportunity for young person to move into management as maintenance team leader. Must be sincere and very dedicated. Solid support from hands-on chief engineer. Great equipment and staff. Strong electronic skills required. College degree preferred. Contact Bruce Graham, Chief Engineer, at VTA 305—920-0800

HELP WANTED NEWS

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.

News director—strong network affiliate in 100 plus Midwestern market looking for an aggressive person to lead solid team. Position requires an innovative, quality conscious, competitive individual who desires the freedom to make own decisions. Please send resume and references to Box H-86. EOE.

Creating a new and exciting TV news anchor team (male and female; now! Must be aggressive, bright and cheerful and community-minded. Small to medium market. If you qualify, send us your information along with an air-check to P.O. Box 3036, Memphis, TN 38173. EOE

Aggressive, smart news director needed immediately! Small to medium market. If you can run a quality news department, send us your information to P.O. Box 3036, Memphis, TN 38173. EOE

Reporter: CBS affiliate serving Joplin, Missouri/Pittsburg, Kansas, is searching for an aggressive television journalist. Anchor capability a plus. Send tape, resume and salary history to Larry Young, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE

Talkshow producer. New project at KFMB-TV, San Diego. Send tape and resume to Jim Holtzman, 7677 Engineer Rd., San Diego, CA 92111. EOE

Hate you?—Do the bad guys flinch when you walk into the room? Small station expanding staff to include a second investigative reporter. Need a no-nonsense person ready to make waves, bruise egos and take the heat in one of the hottest spots on the Pacific Rim. No features, no beginners, no mercy. Tape and resume to John Morvant, News Director, Guam Cable TV, 530 West O'Brien Dr., Agaña, Guam 96910

News writer: Individual should have minimum five years television news/writing experience. Some line production background preferable. Send resume to Henry Florsheim, WABC-TV News, 7 Lincoln Sq., New York, NY 10023. No calls, please. An equal opportunity employer.

News director/co-anchor. Aggressive So/Cal independent seeks a leader who can manage a 15 person news department and co-anchor the evening news. Minimum 5 years broadcast experience necessary. Strong on-air and producing skills is essential. Send tape and resume to Peter Leone, General Manager, KADY TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

We need an aggressive, creative producer to do major newscast. Must do good graphics and be more than a stacker. At least 3-4 years producing experience. Send tape with first letter to Jon Janes, News Director, WHO-TV, 1801 Grand, Des Moines, IA 50308.

Co-anchor to join our number one 6PM newscast and anchor our number one 11PM newscast. At least two years experience. Must have solid reporting skills and ability to communicate. Resume and tapes to Don Colson, WABI-TV, 35 Hildreth St., Bangor, ME 04401.

Assignment editor: Experienced TV assignment editor to lead award winning news team at CBS affiliate in Sacramento. Exceptional people and journalistic skills. Must be innovative/organized. Minimum BA communications journalism or equivalent. 5 years news supervisory or related broadcast news experience. Resume and letter of news philosophy/desk operation to Maria Albin, KXTV, 400 Broadway, Sacramento, CA 95818. EOE, M/F. Applicant finalists will be required to furnish evidence of employment authorization and ID.

Experienced weathercaster for Midwest affiliate. Tapes and resumes to Ken Walker, KSFY, Sioux Falls, SD 57102.

Weekend anchor. Number one station in Midwest market looking for person to anchor weekends and report three days a week. Live experience and good writing and organizational skills a must. Send tapes and resumes to Loren Tobia, News Director, KMTV, 10714 Mockingbird Dr., Omaha, NE 68127. EEO

CNN Medical News needs associate producer experienced in medical journalism, field producing, and TV medical production. Not for talent or writers. Contact: Gary Schwitzer, Atlanta, 404—827-1405

Meteorologist/weather presenter. State-of-the-art Midwest affiliate seeking experienced weather presenter for young progressive station. Send resume and tape to Bob Totten, P.O. Box 2229, Topeka, KS 66601.

Assignment editor Ours is moving to a bigger market so we're looking for an energetic aggressive person to guide our talented staff. If you're the best and want to join the best, then call today Billye Gavitt, 405—843-6641. EOE/M-F.

Anchor. We're looking for a strong weekend anchor to complement male anchor and join our team. Successful candidate will also report three days a week. If you're a strong, comfortable communicator, then let's talk. #1 station and still growing. Rush resume, references, recent aircheck and salary requirements to A. R. Sandubrae, Station Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. We will fill position as soon as we find the right person. If it's you, apply today! EOE/M-F

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion director - WAGM-TV is looking for a director to handle on-air promotion. 1 year of television production experience is required. Send tape and resume to Production Manager, WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769. EOE, M/F.

Major market network affiliate seeks an aggressive promotion manager with a proven record of success. Qualified applicants should send their resume and a demo tape to: Vincent F. Baressi, VP & General Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. Equal opportunity employer.

Promotion manager: We're looking for a creative self-starter with television production experience. Individuals must have good writing, producing, and organizational skills. Send resume and tape to: J.D. Walls, KCAU-TV, Sioux City, IA 51101. EEO, M/F.

CMX editor: For KUSA-TV commercial production department. Minimum 3 years CMX experience. Ampex switcher and multi-channel ADO experience needed. Send resume to Tim Dietz, KUSA, 1089 Bannock, Denver, CO 80204. We are Gannett, an equal opportunity employer.

Promotion write/producer: One of America's great stations is looking for a new genius to join its creative team. If your reel is filled with killer promos, and you can produce captivating radio spots, you just may be the one we're looking for. Send along your reel and resume to Rich Brase, KSDK, 1000 Market St., St. Louis, MO 63101. EOE.

Talk show host/producer. NBC affiliate in Louisville looking for host/producer of top-rated early morning program. 5 years experience necessary. No phone call. Send resume and demotape to: Roger Roebuck, WAVE 3, Box 32970, Louisville, KY 40232.

Art director: Ready to make your mark on a television station? NBC affiliate in growing market on Florida's coast seeks hands-on person with flair for on-air design. Background in print, outdoor required. Experience with Artstar 3D and Chyron IV helpful. Send tape and resume to Pame Curtis, WTLV-12, 1070 E. Adams St., Jacksonville, FL 32202 by 6/5. EOE.

Producer: Fast paced product requires a creative touch, must be excellent writer, understand effective use of graphics, ability to convey ideas. We need the best...stackers need not apply! Box H-106

Editor/on-line. Creative, hard-working, on-line editor needed to head progressive commercial post-production operations for local station. A take-charge person experienced with Ampex 4100 switcher, Ace editing/VPR 80's, Harris ESS, Dubnet CG and Ampex ADO. Knowledge of Ampex 3-D Picturemaker a plus. Resume & tape to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE, M/F.

Director of programing/public television/central Florida. Responsible for development and execution of program schedule, acquisition of programing from all sources, daily execution of broadcast schedule, development and design of all local production, and on-air and print promotion. College degree in communications preferred. Seven years TV broadcast experience with four years in management, skill in management and supervision, and some technical knowledge required. Resume to Personnel, WMFE-TV, 11510 E. Colonial Dr., Orlando, FL 32817. EOE.

Traffic/operations coordinator. NY independent television station seeks self-starter for available traffic/operations coordinator position. Requires traffic experience (minimum 1-2 years) to handle agency instructions, booking of spot orders and BIAS computer input. Must possess strong communication skills. We are an EOE. Send resume and salary requirements to: Employment F, Grand Central Station, P.O. Box 1111, NY, NY 10017.

TV artist. State-wide ETV network is seeking a graphic artist for TV and print production art. Experience with computer graphics, typesetting and photo darkroom helpful. Applicants must have advanced training, work experience and portfolio. Salary range \$13,832-\$22,386 DOE. Send a letter of application, three references and salary history to: AETN, P.O. Box 1250, Conway, AR 72032 prior to June 6th. AA/EOE

Program/marketing position available at television station in Rocky Mountain states area. Responsible for maintaining station programing, maximizing advertising revenue potential, responding to community needs and shaping public's image of station. Send resumes to General Manager, P.O. Box 2008, Idaho Falls, IA 83403. EOE.

Commercial director/videographer...Independent New England top 50 seeks an experienced shooter/editor/director to handle local productions and promotions. Technical creativity and eye for "good TV" essential. Resume only to Robert Newman, WNAC-TV (Providence, 33 Pine St., Rehoboth, MA 02769. EOE

Post-production editor needed for new Northeast Ohio production house. CMX experience. Interformat editing preferred. Heavy client contact. Send resume and demo tape to General Manager, Beachwood Studios, 23330 Commerce Parkway, Cleveland, OH 44122.

SITUATIONS WANTED MANAGEMENT

AE, no ratings! \$52,000 a month average. Looking to manage in top three market. Write Box H-66

Business affairs/contracts attorney/executive. Broad corporate experience. Network TV, sports marketing, syndication, licensing, production, sales administration, advertising. Seeks position: consulting assignments. 201—625-2565.

General manager: Highly successful GM specializing in making independent TV stations profitable and salable. Many years experience, with proven track record. Box H-114.

SITUATIONS WANTED ANNOUNCERS

Talk show host. Seasoned pro with exceptional interviewing skills, fresh topics, warm/friendly personality. All inquiries answered. Box H-99

SITUATIONS WANTED TECHNICAL

Technician needs a challenging position in television or radio. Presently employed. 312—345-4700 ext. 8176 ask for Don.

SITUATIONS WANTED NEWS

Meteorologist, grad May, 1988, seeking entry-level on-air position. Top-20 intern experience, some on-camera. Tape available. John Lewis, 314—821-3872

Attractive, knowledgeable, and aggressive female sportscaster with 4 yrs radio/2 yrs TV experience desires position. 404—925-2431.

Top 10 weekend sports anchor looking for weekday position. 10 years anchoring/reporting/PBP experience. Box H-120.

Weathercaster: Bright, entertaining personality with NWA seal. Second year pro ready to move up. Call 303—782-9489.

Experienced radio/TV talent/producer seeks fulltime anchor position in West/Southwest. 602—947-6972. Randy.

Meteorologist: Recent grad seeks fulltime on-air. Experience in 20th and 16th markets. Computer graphics expert. Randy Mann, 1035 Clinton Rd., Sacramento, CA 95825.

News professional, 18+ years as reporter, photographer, assignment editor, producer. Solid experience throughout with some in major market. Seeks newsroom management position in West or Southwest. 818—441-3781.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Experienced top ten market producer/director seeking challenging opportunities in production/management. Box H-98

Entry level in television: Public affairs, promo, news, programing, others. Masters in radio & TV bachelors in journalism (advertising). Mature, hard worker. E. Tabares 619—224-0917.

MISCELLANEOUS

The Hot Sheet—broadcasting's leading publication for job-hunting assistance! Hundreds of weekly listings, plus timely advice on potential openings. All fields/levels/regions. We canvass companies daily to give you search the winning edge! 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.

Audition tapes. The tape makes the difference in getting the job. Former network talent scout will help you assemble a winning video tape. 312—328-3660.

Primo People seeking newscast producers, executive producers and news directors all market sizes. Send tape and resume to Steve Porricelli or Fred Landau, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653

ALLIED FIELDS

HELP WANTED INSTRUCTION

Two faculty openings in leading broadcast news department. Both require minimum three years professional experience, proficiency in and ability to teach broadcast news skills in both radio and television. Individuals we seek will have classroom teaching responsibilities and will function as one of the faculty editors who supervise student staffs in NPR-member radio station or NBC-affiliate television station, both university-owned. Bachelor's degree required, master's preferred. Opportunity to pursue advance degree. Women and minorities encouraged to apply. Contact: Rod Gelatt, Chair, Broadcast News Dept., School of Journalism, University of Missouri, Box 838, Columbia, MO 65205.

TCU journalism/radio-TV-film departments: Renewable non-tenure track lecturer. Requires outstanding teaching capability, master's degree. Prefer 7 years professional experience, 2 at managerial level. Teach such courses as: media writing, copyediting, reporting, broadcast news, production. Supervise student radio station news operations. Advising, normal departmental duties. Salary competitive. Applications accepted until position filled. Begin August 15. Minorities, women encouraged to apply. Chair, Search Committee, Journalism Dept., Box 32930, Texas Christian University, Fort Worth, TX 76129. TCU is an EEO/AA employer.

Senior television producer/director: Washington State University invites nominations and applications for this full-time non-tenure track faculty position in the College of Agriculture and Home Economics. Candidates must have master's degree in instructional technology, broadcasting, mass communications or related field (preference given to experience in instructional television production and demonstrated understanding of cooperative extension video needs). Must show ability to: write scripts and proposals; manage television production and audio-support equipment; facilitate satellite broadcasting, teleconferencing, and production techniques; supervise television production personnel; and work effectively with diverse groups of people. Preference given to applications received by July 1, 1988. Submit letter of application, resume, transcripts, and names, addresses and phone numbers of five (5) references to: J.C. Engibous, Chair, Information Department, College of Agriculture and Home Economics, Washington State University, Pullman, WA 99164-6244. WSU is an EEO/AA educator and employer. Protected group members are encouraged to apply and to identify their status.

Chair, Department of Mass Communications, Winston-Salem State University. Successful candidate must provide strong leadership for the development of a new department; evaluate and refine curriculum; facilitate research and grantsmanship; teach some classes. Candidate should have doctorate in mass communications; demonstrated administrative ability; strong teaching background. Substantial experience in broadcast journalism preferred. Rank and salary competitive. Tenure track position. Twelve-month appointment starting July 1. Send letter of application, curriculum vitae, three letters of reference and official transcripts to: Hazel Harvey, Academic Dean, Winston-Salem State University, Winston-Salem, NC 27110. WSSU is an equal opportunity, affirmative action employer.

Director, School of Journalism and Mass Communication, The University of Oklahoma. The University of Oklahoma seeks a director for its School of Journalism and Mass Communication. The school offers six major sequences at the undergraduate level: radio-television-film, public relations, advertising, news communication, professional writing and teacher certification. The graduate program offers the master of arts degree. The director is responsible for effective, innovative leadership, administration and management of the largest academic unit in the College of Arts and Sciences. The director will build a strong sense of community within the program and will encourage cooperation with journalism/mass communication industries. Applicants with an established record of achievement are sought from both professional and academic fields of journalism and mass communication. Professional applicants should have significant executive level experience, a record of leadership, and demonstrated interest in education. Applicants from journalism/mass communication should have experience in administration, teaching and contemporary professional activity. Salary, rank, tenure, and beginning date are open. Nominations or applications are requested. Applications must include a letter of interest, a resume and three letters of recommendation. Letters of recommendation, like nominations and applications should be sent directly by their authors to: Professor Don E. Kash, Chair, Search Committee, Director of School of Journalism and Mass Communication, The University of Oklahoma, Office, Dean of Arts and Sciences, 601 Elm Avenue, Room 221 Norman, OK 73019. Review of application will begin on August 1, 1988. Applications will continue to be accepted until the position is filled. The University of Oklahoma is an equal opportunity/affirmative action employer.

HELP WANTED MANAGEMENT

Corporate controller—Midwest-based communications company—broadcast, cable, cellular—seeks aggressive self-starter for corporate controller position. Determine policies in accordance with GAAP, insure compliance. Prepare financial statements and analysis of same. Cash management responsibilities, management of all debt and loan covenant compliance, budget preparation and analysis. CPA required. Five years progressively responsible experience. Send resume, cover letter and salary history to Box H-119.

HELP WANTED SALES

Account executive - media. Dynamic major European bank seeking account officer to assume responsibilities for media lending activities. Knowledge of the industry and financial concepts are a must. Prior experience with an appraisal company or the media group of a major bank is a definite advantage. Salary is commensurate with experience. Send resume and salary requirement to Box H-122.

Patrick Creative Group - Nashville - is hiring a network of national sales directors. Are you a GM, GSM, CRMC, or an experienced pro? America's hottest custom music shop is building a national sales network, covering the whole country by region. You will do direct selling of music in a two-three state area to GMS, GSMs, their staffs and clients, and to agencies. You will hire and train your own organization, do training and sales consulting in seminars, and earn six figures if you work the program. You may choose where you wish to live and work. This is the ground-floor opportunity you've been looking for. You must be good at consulting. You must be a self-starter. You must be able to teach, train, motivate, and lead. You must be organized, ethical, and able to work in an unstructured environment. We expect to have half our network hired by the end of June - 100% by July if you're tops in your business and ready to break out - call me right now! Patrick Creative Group, 800-251-2058 Nashville, 312-223-0800 Chicagoland Larry Leafblad, President, Chicagoland Office, 661 North Lake Street, Graylake, IL 60030.

National television equipment sales organization is seeking aggressive, highly motivated and experienced salespersons to fill positions available immediately. Interested individuals must have \$100,000 plus monthly track record. Unlimited earning potential and possible ownership opportunity. Sales Manager, 800-777-3000.

HELP WANTED TECHNICAL

Major Southwest production facility needs maintenance engineer. Must have minimum 4 years experience in broadcast or 1" post-production facility. All replies will be confidential. Send resume to Texas Video & Post, 8964 Kirby, Houston, TX 77054.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Camera person/editor. Professional aesthetic judgement critical for sports, documentary & news assignments. Equipment includes Betacam, BVE-800, 1". Send salary requirements, demo reel & resume to Mobile Video Services, 2139 Wisconsin Ave., NW, Washington, DC 20007.

Sports producer for regionally broadcast football feature program. Experience in sports producing & writing necessary. Send salary requirements & resume to Mobile Video Services, 2139 Wisconsin Ave., NW, Washington, DC 20007.

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

Airlines now hiring. Flight attendants, travel agents, mechanics, customer service. Listings. Salaries to \$105K. Entry level positions. Call 1-805-687-6000 ext. A-7833.

Hiring! Government jobs your area. Many immediate openings without waiting list or test. \$15,000 - \$68,000. Call 602-838-8885, Ext. 8435.

Government jobs. \$16,040 - \$59,230/yr. Now hiring. Your area. 805-687-6000 ext. R-7833 for current Federal list.

EDUCATIONAL SERVICES

On-air training: For working/aspiring TV reporters. Polish anchoring, standups, interviewing writing. Teleprompter. Learn from former ABC Network News correspondent and New York local reporter. Demo tapes. Private coaching. Group workshops June 11 and July 23. 212-921-0774 Eckhart Special Productions, Inc.

CONSULTANTS

LPTV applications! Complete engineering and legal preparations for new and major change low-power television applications. FCC filing window opens June 15th! We provide help in channel and site selection, plus height, pattern, and ERP recommendations. We will take the time and attention to detail necessary to file a letter perfect application on your behalf with the FCC. Coverage maps provided. Reasonable rates, plus prompt and complete service. Maximum of five new applications per customer. No limit on major change applications. Respond today! Kidd Communications, 916-961-6411, 4096 Bridge Street, Suite 4, Fair Oaks, CA 95628.

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.

Wanted: Any Ampex 2, 4 or 24 track audio tape recorders any condition. Also wanted any NEVE or API consoles any configuration any condition. Also wanted Lang and Pultec EQ's and tube mics. Please call Dave Rosen 818-707-9270.

Low power UHF transmitters, 1000 watts, 2kw, and 5kw. used, clean UHF transmitters needed immediately! Cash paid. Call Kidd Communications first before you buy new transmitters for maximum trade in value. 916-961-5433.

Wanted: General Electric 100 watt UHF TV driver, TT-24A or TT-55A/B 814-944-8571 after 1 pm.

FOR SALE EQUIPMENT

AM and FM transmitter, used excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888. Telex 910-240-3856.

FM transmitters **Harris FM 25K (1983), AEL 25KG (1977)** Harris FM-20H3 (1976), RCA BTF20E1S (1983)** Harris FM10HK (1974), RCA BTF10D9 (1968)** Collins 830E (1965)**Sintronics /SF35 (1986) CCA 30000DS (1968) Transcom Corp. 215-884-0888, Telex 910-240-3856.

AM transmitters **Continental 315F (1975), Collins 820E (1978)** Gates BC-50C (1966)** Harris MW1A (1983), Harris BC-1h1.CSI TIA, Gates BC-1T, Gates BC-1** Transcom Corp. 215-884-0888, Telex 910-240-3856.

50KW AM **Gates BC-50C (1966) on air w/many spares, in STEREO * Transcom Corp. 215-884-0888, Telex 910-240-3856.

Silverline UHF TV transmitters. New, best price and performance. 35 Kw, 70 Kw, 140 Kw, 280 Kw. also brand new air cooled 10 Kw klystron transmitter. Bill Kitchen or Dirk Freeman, Television Technology, 303-665-8000.

1000' Kline tower. Standing in Nebraska. Available immediately. Can move anywhere. Call Bill Kitchen, Television Technology 303-665-8000.

FM antennas. CP antennas, excellent price quick delivery from recognized leader in antenna design. Jampro Antennas, Inc. 916-383-1177.

TV antennas. Custom design 60KW peak input power. Quick delivery. Excellent coverage. Recognized in design and manufacturing. Horizontal, elliptical and circular polarized. Jampro Antennas, Inc. 916-383-1177.

Equipment financing: New or used 36-60 months, no down payment, no financials required under \$25,000. Refinance existing equipment. David Hill 214-578-6456.

Used towers: 450 ft Rohn 83 P - \$10,000.00. 220 ft Prod AM - \$3,500.00. 254 ft Truscon self-supporting - \$15,000.00. 430 ft of 3/8" in helix - \$2,000.00. DJ Enterprises 507-895-2285.

Two, Microtime 2020 TBC's with image-X. Mint with many extras. GVG 900 series chroma keyer and sync gens. Best immediate offer 312-803-8443 after 6 PM.

1" Ampex VTR's fully refurbished. Several available for low price - \$16,500.00 - includes Ampex VPR-2B & TBC 2B - 30 day full parts and labor warranty. Call Video Brokers 407-851-4595.

Sony 1" BVH-1100A with TBC-2000 - Low time, fully refurbished - 30 day warranty. \$21,000.00. Call Video Brokers 407-851-4595.

Sony Beta BVW-10, refurbished with warranty - several available as ad was placed. Call Video Brokers 407-851-4595.

Sony Beta Cam/recorder packages BVW-30's (plumbs) like new demo units - save \$\$\$ Call Video Brokers 407-851-4595.

Sony BVH-2000's - Several to choose from - fully refurbished & full warranty. Priced from \$29,000.00. Call Video Brokers, 407-851-4595.

Grass Valley-100 switcher - new condition. Also several large G.V. switchers. Call Video Brokers 407-851-4595.

Sony BVU-800's and 820's: also 5800's and 5850's. Call Video Brokers at 407-851-4595.

GVG 1600-7K - 24 input, 3ME's, DAT, Chroma Key & much more. Currently on line and working just fine. Great price. Call for more info. Video Brokers 407-851-4595.

Technics products, now in stock! SP-15, SP-25, SP-10M152A, and SL-1200 turntables, plus SLP-1200 compact disc player. Prepay for best price. Kidd Communications 916-961-5433.

LPTV CP holders! We have the proven reliable Television Technology transmitters, Bogner slot array antennas, and Scala parabolic antennas, and cablewave low-loss transmission line. Kidd Communications has the knowledge and ability to provide the most efficient transmitting system at excellent prices. Call us today! 916-961-5433.

3/4" and 1" blank videotape. Evaluated tape, broadcast quality guaranteed. Sample prices UCA/KCA-5 minutes, \$4.99 each, KCS-20 minutes \$6.49, KCA-60 minutes, \$10.99, 1"-60 minutes, \$37.99. Elcon evaluated, shrink wrapped, your choice of album or shipper and delivered free. Almost one million sold to professionals. For more info, call 1-800-238-4300, in Maryland, call 301-845-8888.

Digital computer system, PDP 1123 traffic, accounts receivable, general ledger software, printer, modem, 3 terminals. \$9,000.00 WCIB 617-548-3102.

Automation system. Systemation X7. Complete & ready for satellite music, or other source. Includes on-air & production computers, 9 cassette decks, monitors, etc. New \$19,000. Lke new, \$9,000 or best offer 402-564-2866.

Tektronix spectrum analyzer system. Consists of 7603 mainframe, 7L5 & L3 options. Exc. condition. \$9,900.00. Maze Broadcast, 205-956-2227.

Ampex MC-4 master control switcher. 26 AFV inputs. 6 yrs old. Exc. condition. \$14,500.00. Maze Broadcast 205-956-2227.

Grass Valley 1600-G 24X3 production switcher w/options. Full documentation. Exc. maintenance record. \$14,900.00. Maze Broadcast 205-956-2227.

For sale or trade: Scientific Atlanta 7 metre C-band TVRO with 8840A controller and 6602 receiver, second receiver optional. All in perfect condition. Crated and ready for shipment. Asking \$45,000 or trade for 2 Ampex VPR-2Bs or 2 Sony BVH-1100s in good condition. Steve Coulam, Director of Engineering, KDVR-TV-31, 501 Wazee St., Denver, CO 80204, 303-595-3131.

BCS=the BroadCast Store: Broadcast and industrial video and audio, facilities consultation through construction. Welcome to all our new friends from recent trade shows and hello to our old ones. Showroom, 4525 Valerio St., Burbank, CA 91505. 818-845-1999.

For sale: 1983 Ford Econoline 350 E.F.P. van, less than 4,000 miles. With two Honda 4kw generators, dual air conditioning system. Ikegami color monitors, 3 Hitachi SK-91 cameras with base stations, Fuji optics, and 600' cable. Ramsa audio Quanta Q7B CG. Clearcom 4 channel ICM audio/video patching, Tektronix and Hitachi waveform and vectorscope. Ready to roll! Make offer. Steve Coulam, Director of Engineering, KDVR TV-31, 501 Wazee Street, Denver, CO 80204. 303-595-3131.

Microwave van, Wolf Coach w/2 masts, gen. all systems in good working order. Asking 35K. Mobile Video Services, 2139 Wisconsin Ave., NW, Washington, DC 20007.

1 - Television transmitter Plate X Former 2590V @ 5.4 amps (2) Andrew wax switches for 3 1/2 inch line. 314-474-5127.

COMSAT uplink complete, VPR-80s, VPR-2Bs, VPR-20s, HR-100s, HR-200s. Grass Valley 1600-1As, 1600-1Xs, 1600-7K. Vital 114s and squeezezooms under \$10,000. Call now for a complete list. Media Concepts 919-977-3600. Also have M-format and beta. Call now.

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.

RADIO

Help Wanted Management

VICE PRESIDENT RADIO MEMBERSHIP

The National Association of Broadcasters is seeking a senior radio executive with experience in business and/or sales management to manage the resources of NAB's radio membership function. You will be responsible for developing and implementing creative membership programs, supervising NAB's regional managers, and will help bring new groups into membership. If you have the above qualifications, as well as experience in creating unique and successful sales campaigns, please send a resume, with salary requirements to: Mr. David Parnigoni, Sr. Vice President, Radio, NAB, 1771 N St., NW, Washington, DC 20036. An EOE M/F.

FUTURE MANAGERS WANTED

The Ten Eighty Corporation has exceptional Account Executive positions available at one of the industry's premiere radio stations:

WTIC-AM-1080 -- Hartford, Connecticut
96TIC-FM -- Hartford, Connecticut

If you have prior broadcast sales, marketing and/or management experience and would like to work for a broadcast company that promotes from within, please send your resume to:

Jim Simonetti, Sales Manager, WTIC-AM-1080, One Financial Plaza, Hartford, CT 06103.

Paula Wilmer, Sales Manager, WTIC-FM, One Financial Plaza, Hartford, CT 06103.
EOE, M/F

General Sales Manager

Sales manager for growing Connecticut AM. Candidate should be a high performance salesperson seeking a management shot, or successful sales manager seeking to move up in market size. WJBX is turned around and positioned to cross the goal line. Candidates must be aggressive marketers, believe in AM's potential, and be committed to sales training. Send resume to Peter La Rosa, General Manager, WJBX, 1862 State Street Extension, Bridgeport, CT 06605.

Help Wanted Management Continued

Michigan - Soft AC FM Metro 400,000+. If you are capable of selling radio "on the street", and can hire, manage and motivate other salespeople, we offer a position of personal and financial growth. Salary, fringes and percent of sales and profit improvement. Send resume and requirements to Box H-118.

Help Wanted Sales

REGIONAL SALES REP

to sell exciting new DAT programming system and formats to radio stns. via telephone from our No. Calif. hqtrs. Related sales experience required. Send resume, cover letter and salary history/ requirements to:

Concept Productions, 1224 Coloma Way,
Roseville, CA 95661

Help Wanted Programing Production & Others

JOIN A WINNING TEAM

Brand new ownership in small central Florida AM needs dynamic "team oriented" people to help them expand. We've got great plans, but we need you to help us reach our goal. We promise you'll work hard, use your talents and be rewarded as we grow. Here are some of the positions we're looking for:

NEWS DIRECTOR

Able to build excellent local rapport with community. Please send complete resume and sample tapes.

SALES MANAGER

Need aggressive go-getter who can deal with people and agencies. Must be promotion minded and hungry. Submit resume.

ON AIR PERSONALITIES

Limited experience OK if you're creative and love your work. Excellent production skills needed. Exciting format will allow you lots of freedom. Submit sample tapes and resume.

STARETT MEDIA CORP
Box 8580/193 E. Bergen Place
Red Bank, NJ 07701

We are an Equal Opportunity Employer.

TELEVISION

Help Wanted Management

DIRECTOR OF BROADCASTING

New Hampshire Public Television, a three-station network with 551,000 viewing households in portions of four states, seeks innovative broadcaster to be senior manager. Provide leadership for staff of 30 skilled production, programming, public affairs, traffic, graphics, and on-air promotion specialists. Provide direction and oversight of all programming, both acquired and station produced. Emphasis on maximizing resources including fully equipped mobile unit, and developing new product. Minimum qualifications: Master's degree and three years or Bachelor's degree and five years experience in television programming. Strong production, budget, and management credentials necessary. Salary range \$32,220 to \$50,330, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston. Send resume to General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer. Closing date: June 15, 1988.

Help Wanted Management Continued

CONTROLLER

KRON-TV in San Francisco is seeking a Controller to head Accounting department. Qualified candidates will have B.S. degree in Accounting, CPA experience, and at least 5 years' experience managing the Accounting function in private industry. In return, we provide excellent salary and benefits in an exciting, fast-paced industry. Send resume and salary history in confidence to:

VP/Human Resources

KRON-TV

P.O. Box 3412

San Francisco, CA 94119

KRON-TV is an Equal Opportunity Employer.



PROMOTION MANAGER

News Marketing Pro to join New England CBS Affiliate. We will be interviewing at the BPME in Los Angeles. Arrange for an interview by sending resume and salary requirements to Box H-85

GENERAL MANAGER

WSYX-TV, Columbus, Ohio, ABC affiliate seeking experienced general manager to operate this outstanding facility. Individual must be well versed in all aspects of station operation and have strong people skills. Include detailed resume and references in first letter. All applications held in strict confidence. Replies to:

Personnel Department
AnchorMedia
11300 Fourth Street North
Suite 349
St. Petersburg, Florida 33716-2922
An Equal Opportunity Employer

Help Wanted Technical

TV CHIEF ENGINEER

Rapidly expanding So/Cal 'U' seeks dynamic individual to lead our team. Must have strong RF and maintenance background and familiar with state-of-the-art production facility. Must be a good organizer, administrator, and planner. Send resume and salary requirements to Peter Leone, General Manager, KADY TV, 633 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

Help Wanted News

NEWS DIRECTOR/CO-ANCHOR

Aggressive So/Cal independent seeks a leader who can manage a 15 person news department and co-anchor the evening news. Minimum 5 years broadcast experience necessary. Strong on-air and producing skills is essential. Send tape and resume to Peter Leone, General Manager, KADY TV, 663 Maulhardt Ave., Oxnard, CA 93030. We are an equal opportunity/affirmative action employer.

NEWS PRODUCERS

needed for medium and large market client stations. 3 years experience with ENG. SNG background. Send resume, tape, and letter saying what you think makes a good newscast to

JAR
McHugh & Hoffman, Inc.
4009 Chain Bridge Road
Fairfax, VA 22030

Help Wanted Programing Production & Others

Help Wanted Programing Production & Others Continued

The fourth largest market is looking for a top notch associate producer for their morning talk show People Are Talking. Person must book highly promotable names and topics. Need experience in studio production. Creative and lots of ideas a must. Send resumes to KYW-TV Programming Department, Independence Mall East, Philadelphia, PA 19106
KYW-TV is an equal opportunity employer.



Situations Wanted Programing Production & Others

I NEED A JOB

Midwest college graduate seeking entry level production position in Baltimore/Washington D.C. area. Experienced in commercial production, control room operations, producing and directing. 2 years college, one year affiliate experience. Michele, 218-233-5841

ALLIED FIELDS Employment Services

JOB HUNTING?

If you need a job, you need MediaLine. MediaLine gives you instant access to jobs in news, weather, sports, production, promotion, programming, radio news and announcing. Access a daily report by phone or computer for less than 90 cents a day. To get the first word on the best jobs, call

1-800-237-8073



10,000 RADIO AND TV JOBS!

The most complete list of job openings ever published by anyone! Up to the minute, computer printed, and mailed to the privacy of your home. As many as 300 weekly. All formats, all market sizes, all positions! Many jobs for beginners and minorities. One week \$7.00 - SPECIAL SIX WEEKS \$15.95 SAVE \$20.00 MONEY BACK GUARANTEE. AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas, NV 89108

Miscellaneous

CHANNEL YOUR PROBLEM COLLECTIONS INTO PRIME PROFITS!

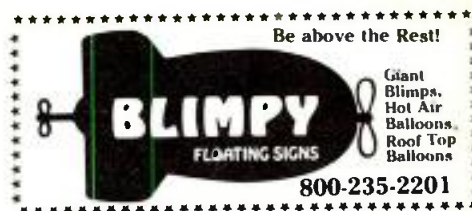
Our collection services are tailored to your industry's requirements.

- Personalized/Professional Service
- Nationwide representation
- Competitive rates
- RESULTS



ALLEN FINANCIAL SERVICES
7100 Hayvenhurst Ave.
Van Nuys, CA 91406.
818-785-5500

Miscellaneous Continued



For Sale Stations

SNOWDEN

Associates

SE / COMBO

Class A FM. 1kw Day AM. City 21,000. Coverage 125,000. Prosperous area. Recession proof. Showplace studios. \$750,000. Terms.

COASTAL CAROLINA

Full 1kw AM. New facilities. Limited competition. Profitable and growing. Absentee owned. Ideal for owner/operator. Good real estate. Asking \$165,000. Some terms.

CHICAGOLAND

Suburban AM. Only station in county of 750,000. Good opportunity to develop ethnic programming. Can be super money maker. Asking \$1,750,000.

CAROLINA COMBO

FM 50kw. Can upgrade to C. 1kw AM. Prosperous rural area. \$950,000.

919-355-0327



CENTRAL INDIANA FM

Class A in mkt. of 120k+. New studio, tower, x-mitter. Pos. cf w/great upside. Asking \$675k.

BERNIE KVALE
312/490-0470

Class C F.M.
Sunbelt-Large Rich S.W. Market
Real estate
1st \$1.5 million Cash
Box H-111

SOUTHERN NEW ENGLAND AM
GROWTH AREA
APPLICATION FOR CLASS C-FM
AVAILABLE w or w/o REAL ESTATE
\$375,000.00
BOX H-115

Design Director

If you know how to make magic with a Quantel Paint Box, have intimate knowledge of post production techniques, plus like to inspire other designers... apply for this job today! (Print experience a plus.)

Send reel and resume to:
Lou Bortone,
Executive Art Director
WBZ-TV 4
1170 Soldiers Field Road
Boston, MA 02134
(No Calls, Please!)

An equal opportunity employer



AUCTION:

Absolute To The Highest Bidder

(Minimum Opening Bid \$500,000.00)

2 - Radio Stations

KFMI-FM/KATA-AM

Eureka/Arcata, California Market

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Fates & Fortunes

Media

Russell Calkins III, senior VP, Heritage Communications Inc., Des Moines, Iowa-based operator of cable television systems, named executive VP. He will continue in his capacity as president and chief executive officer of Heritage subsidiary, Da-Lite Screen Co.

Andrew Governali, director of taxes, ABC Inc., New York, named VP, tax planning and administration.

Arthur Rockwell, VP-corporate relations, Turner Broadcasting System Inc., Atlanta, and Los Angeles-based subsidiary, Turner Entertainment Co., resigns.

Steve Shannon, general manager, WHO(AM)-KLYF(FM) Des Moines, Iowa, and general manager of radio division, Palmer Communications there, elected VP of Palmer Communications.

Robert Ford, general sales manager, WTOK-TV Meridian, Miss., joins WJSU-TV Anniston, Ala., as VP and general manager.

Ray Chumley, general sales manager, WPML(TV) Mobile, Ala., joins WREX-TV Rockford, Ill., as general manager.

Robert Gerig, assistant director-program manager, noncommercial KTSC(TV) Pueblo, Colo., joins noncommercial WSIU-TV Carbondale, Ill., as station manager.

Kenton Morris, director of operations, WGN(AM) Chicago, joins co-owned Tribune Radio Networks there in same capacity.

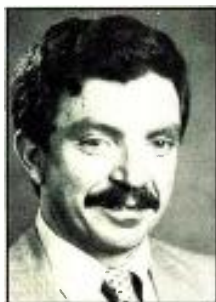
Randy Swanson, VP and business manager, WFLD(TV) Chicago, joins WGBO-TV Joliet, Ill., as business manager.

Marketing

Tom Poulos, Boston-based VP, regional manager, McGovern Guild Radio, New York, named executive VP.



Poulos



Plamondon

Mark Plamondon, senior VP-group director, Weightman Advertising, Philadelphia, named executive VP.

Appointments at Wells, Rich, Greene, New York: **Marie Barnard**, **Jane Carlson** and **John DeFeo**, VP's, management supervisors, to senior VP's, management supervisors; **Char-**

lie Carlson, VP, senior writer, to senior VP; **Michele Buslik**, VP, director of media information services, to senior VP, director of media information services; **Barry Fisher**, VP, manager of network operations, to senior VP, director of national broadcast.

Terri Meyer, VP-associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named VP-creative director; **Robert Binkley**, account supervisor, DMB&B/Chicago, named VP.

Tom Ungar, associate creative director, BBDO Chicago, named VP.

Matt Reiff, local sales manager, KRIV(TV) Houston, named VP, general sales manager.

Kenny Belford, national sales manager, KGMC(TV) Oklahoma City, adds duties as general sales manager.

Lou Morlino, local sales manager, KARE(TV) Minneapolis, joins KOCO-TV Oklahoma City as general sales manager.

Larry Cohen, associate creative director, Tatham-Laird & Kudner Advertising, Chicago, named partner.

Stephen Seplowe, VP and general manager, WROW-AM-FM Albany, N.Y., joins Sage Broadcasting Corp., Stamford, Conn.-based owner of nine AM and eight FM stations, as director of sales and marketing.

Wanda McVeigh, research associate, DDB Needham Worldwide Chicago, named supervisor in department of strategic planning and research.

Appointments at TeleRep, New York: **Anita Watkins**, sales manager of Seattle office, to same position in San Francisco; **Dean Kapneck**, corporate bond broker, Cantor Fitzgerald, to account executive; **Darnell Viperman**, sales assistant, to Boston-based account executive.

Andrew Feldman, general sales manager, KUSI-TV San Diego, joins KTTY(TV) there as sales manager.

Raymond Hexamer, account executive, WHBC-AM-FM Canton, Ohio, named sales

manager.

Barbara Harris, account executive, KSEA(FM) Seattle, named local sales team manager.

Jim Gascoigne, New England sales manager, Roslin Radio Sales, Boston, joins Hillier, Newmark, Wechsler & Howard, New York, as regional manager.

Robert Gluck, local sales manager, WLVI-TV Cambridge, Mass., joins WTIC-TV Hartford, Conn., as general sales manager, succeeded at WLVI-TV by **Robert McCaughey**, account executive, KWGN-TV Denver.

Marc Kalman, VP and manager, Banner Radio, New York, joins WCCO(AM) Minneapolis, as national sales manager.

Paul Mavis, assistant producer, Geer, DuBois Inc., New York, named producer.

Ted Davis, account executive, KIRO Television Sales, Seattle, named senior account executive.

Appointments at HRP Television Station Representatives, New York: **Julio Marengi**, account executive, WNYW(TV) New York, to same capacity; **Tom Hoitsma**, account executive, Seltel, Los Angeles, to same capacity.

Appointments at Katz Radio, New York: **Bob Hastings**, sales manager, KWL(TV) San Diego, to Los Angeles-based account executive; **Laura Kristina Olson**, assistant supervisor, local radio, Young & Rubicam, New York, to New York-based account executive.

Appointments at Banner Radio, New York: **Sharon Kay Sigler**, sales manager, Roslin Radio, Atlanta, to Atlanta-based account executive; **Julie Barrack**, senior account executive, Major Market Radio, Los Angeles, to Los Angeles-based account executive; **Linda Crouse**, spot broadcast supervisor, Bloom Agency, Dallas, to Detroit-based account executive; **Claire Brown**, research assistant, WCBS(AM) New York, to New York-based research analyst.

Jeff Lawton, national sales manager, KCBA(TV) Salinas, Calif., joins Seltel Inc., New York, as San Francisco-based account



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executive.

S. Jenell Trigg, account executive, WMAQ-TV Chicago, and **Terance (Terry) Gaughan**, sales manager, Katz Communications' American Division, New York, join WFLD(TV) Chicago as account executives.

Alison Brown, account executive, Chiat/Day Advertising, New York, and **Joanne Jackson**, senior account executive, Markham/Novell Communications, New York, join Sommers Rosen Inc., Philadelphia, as account executives.

Wayne Myers, account executive, WOIO(TV) Shaker Heights, Ohio, joins WKYC-TV Cleveland in same capacity.

Appointments to account executive, KSBW(TV) Salinas, Calif.: **Sally Altrocchi**, broadcast media buyer, Western International Media Corp., San Francisco; **Theresa Berg**, assistant sales representative, Blair Television, Los Angeles; **Chuck Bolkcom**, general sales manager, KVXO(FM) Spokane, Wash.

B.J. O'Brien, account executive, KOA(AM)-KOAQ(FM) Denver, joins WEGX(FM) Philadelphia in same capacity.

Christy Forquer, sales service supervisor, KTVO(TV) Kirksville, Mo., joins KCCV(AM) Independence, Mo., as account executive.

Programing



Davis

Gene Davis, VP of program planning and director of corporate creative services, Essence Communications Inc., New York, joins Uniworld Entertainment, New York-based programing subsidiary of Uniworld Group Inc., as executive VP.

Appointments at Shadow Traffic Network, Chicago: **John Brown**, Philadelphia-based program director, to VP, programing and operations; **Barry Butler**, traffic manager, to account executive.

Donna Carolan, freelance program developer in association with Walt Disney Productions and CBS Entertainment, joins Joseph Feury Productions, Los Angeles, as VP, creative affairs.

Appointments at Westwood One, New York: **Dick Brennan**, producer, Bruce Williams's nightly program on Talknet, to executive producer of Talknet; **Abbie Kearsse**, on-air personality, WBAB-FM Babylon, N.Y., to music correspondent for The Source, Westwood's contemporary youth network.

Jeffrey Genthner, director of affiliate sales and marketing, SportsChannel New York, named general manager of SportsChannel Florida. He succeeds **Ron Ryan**, who becomes executive VP of National Hockey League's Philadelphia Flyers.

Wilford Bane Jr., head of media production, United Methodist Communications, Nashville, named interim general manager of new interfaith satellite network, VISN.

Wanda McCormick, director of marketing, Manhattan Video Productions, New York, joins Times Square Studios there as director of marketing and production development.

Tom Powell, producer, Radio Today, New York-based program supplier and syndicator, named production manager.

Doug Parker, program manager, WTAJ-TV Altoona, Pa., joins WSYX(TV) Columbus, Ohio, as director of programing and public service.

Tracey Nichol, assistant program manager, WXON(TV) Detroit, named program manager.

Tom Yaroschuk, assistant program producer, *Good Day*, WCVB-TV Boston, joins WNEV-TV there as producer of *Talk Of The Town*.

Jeff Carson, assistant commercial director, KMST(TV) and video director, Media Medicine, both Monterey, Calif., joins KSBW(TV) Salinas, Calif., as creative director.

Allen Bestwick Jr., director of affiliates, Motor Racing Network, Daytona Beach, Fla., joins ABC Radio Network, New York, as manager of entertainment programing.

Carolyn Reynolds returns to Arts & Entertainment Network, New York, as director of performing arts programing after year's sabbatical to write book on incorporating arts in city revitalization.

Rick Copp, story editor, Sunbow Productions, New York, named director of creative affairs.

James Honiotes, fund marketing manager, Jones Intercable limited partnership that operates cable systems in Albuquerque, N.M., Palmdale, Calif., and Tampa, Fla., named director of programing at parent company, Englewood, Colo.

Bob Glasco, program director, KLZI(FM) Phoenix, joins Transtar Radio Network, Los Angeles, as program director of "Special Blend sm.," new radio format service.

Daniel Zifkin, account executive, Blair Television, Chicago, joins MCA TV, New York, as director, advertiser sales, Midwest.



Pamela Iltot (r), former VP of religious and cultural broadcasting at CBS, is presented with National Academy of Television Arts and Sciences' Special Recognition Award by Frank Stanton. Award is in recognition of Iltot's 35 years of outstanding contribution to religious and cultural broadcasting.

Alison Kelly, program coordinator, WLVI-TV Cambridge, Mass., joins WNEV-TV Boston as program coordinator.

Appointments at KOMA(AM) Oklahoma City: **Gary Owen**, morning personality, to program director; **Dave Stanford**, production director, KMGL(FM) Oklahoma City, to evening host.

Lori Janning, program promotion coordinator, WFCT(TV) Fayetteville, N.C., named program manager.

Robert Mrozowski, animation designer-director, R/Greenberg Associates, New York, named head of animation department.

Eugene Lavelle, Western sales manager, Palladium-New Century Television, New York, joins Republic Pictures Corp., Los Angeles, as Southwestern account executive, domestic television distribution.

Blaise Leonardi, VP, Eastern sales manager, and **Frank Leoce**, New York sales manager, Capital Cities/ABC Radio Networks, join Westwood One Inc., New York, as Eastern regional sales managers.

Appointments at Television Program Enterprises' *Lifestyles of The Rich and Famous*, New York: **Joy Dolce**, segment producer, *The Wil Shriner Show*, to Los Angeles-based talent executive; **Suzy Polse**, segment producer, *Hollywood Squares*, to Los Angeles-based segment producer; **Kellianne Wilder**, segment producer, Lifetime Cable Network's *Attitudes*, to New York-based segment producer.

Chris Lentine, programing assistant and producer, WMAL(AM) Washington, to sports coordinator.

Roy Fredriks, part-time producer-director, WABC(AM) New York, named producer of weekday *Bob Grant Show*.

Maria Margaris, executive assistant to general manager, KIRO-TV Seattle, named assistant program director.

Charlie Harrigan, program director and morning show host, KTWO(AM) Casper, Wyo., joins WQXX(FM) Salem, Ohio, as morning show host.

James (Moby) Carney, air personality, KEGL(FM) Fort Worth, joins KLOL(FM) Houston in same capacity.

Scott Cortelyou, morning news anchor, KIMN(AM) Denver, joins KMJ(FM) there as morning air personality.

Appointments at Buena Vista Television, Los Angeles: **Lloyd Komesar**, associate programing director, John Blair Communications Inc., New York, to account executive, Eastern division. He succeeds **Jim Packer**, named director of sales, Eastern division.

News and Public Affairs

Louis Manito, 10 p.m. news producer, KSDK(TV) St. Louis, named executive producer of news.

Cokie Roberts, Capitol Hill correspondent,

National Public Radio, Washington, adds duties as Washington-based special correspondent, ABC News, New York.



Roberts



Smith

Bill Ryan, news director, WFMD(AM) Frederick, Md., joins WNPB-TV Morgantown, W.Va., as senior producer-reporter.

Rolland Smith, co-host, *Morning Program*, CBS Television Network, New York, joins WWOR-TV Secaucus, N.J., as anchor for *The News At Ten*.

Steve Singer, investigative producer, ABC News, New York, joins CBS's *60 Minutes* there as producer.

Appointments at CBS Sports, New York: **Dan Fouts**, quarterback, San Diego Chargers, to expert analyst for NFL broadcasts; **Gary Fencik**, defensive back, Chicago Bears, to commentator for National Football League broadcasts.

Lynn Swann, expert analyst, college football, ABC Sports, New York, named halftime reporter on *Monday Night Football*. He is succeeded by **Dick Vermeil**, pro-football analyst and commentator on *NFL Today*, CBS Sports, New York.

Cynthia Preszler, weathercaster-news anchor, WTOG-TV Savannah, Ga., joins The Weather Channel, Atlanta, as on-camera meteorologist.

Laura Buxton, news anchor, KCST-TV San Diego, joins KGTV-TV there as co-host of *Inside San Diego*.

Matt Lauer, host, *Live On Cityline*, WCAU-TV Philadelphia, joins WNEV-TV Boston as host, *Talk of the Town*.

Toni Navarre, producer for *The Midday News at 12:30*, KRIV-TV Houston, named weather anchor.

James Berger, business financial news reporter, KXOK(AM) St. Louis, named financial news editor.

Mike Crispino, sports director and weekday anchor, WVIT-TV New Britain, Conn., joins WLVI-TV Cambridge, Mass., as sports director and principal sports anchor.

Appointments at News 12 Long Island, Woodbury, N.Y.: **Jonathan Greene**, producer, WGRZ-TV Buffalo, N.Y., to producer for *Weekend Evening Edition* and *Weekend Night Edition*; **Julie Kessler**, reporter, to producer for *Weekend Daytime Edition*; **David Bernstein**, associate producer for *Night Edition*, to associate producer for *Weekend Daytime Edition*; **Myra Frey**, coordinating producer and guest coordinator, ABC News, New York, to guest coordinator; **Art Daley**, production assistant for *Morning Edition* and *Daytime Edition*.

Appointments to news producers at The Newsfeed Network, Philadelphia-based satellite newsgathering service of Group W: **Steve Peresman**, news producer and reporter, WTAJ-TV Altoona, Pa.; **Mark Pokedoff**, producer, *Sports Satellite*, Major League Baseball Productions, New York; **Darlynne Reyes**, TV news desk assistant and assistant assignment editor, KYW-TV Philadelphia.

Darren Gersh, associate producer, Crawford Mason Productions, Washington, joins WJXT-TV Jacksonville, Fla., as news producer.

John Klekamp, reporter, KTVK-TV Phoenix, joins WXYZ-TV Detroit as reporter.

Owen May, anchor and reporter for *New Hampshire Journal*, WENH-TV Durham, N.H., joins WTMJ-TV Milwaukee as general assignment reporter.

Ray Nelson, producer-journalist, Navy Broadcasting Service, Washington, joins KARK-TV Little Rock, Ark., as reporter.

Gabe Caggiano, general assignment reporter, WBBH-TV Fort Myers, Fla., joins WTOG-TV Savannah, Ga., as medical anchor and general assignment reporter.

Rich King, sports director, WBBM(AM) Chicago, joins WBBM-TV there as sports reporter.

Appointments at KSBW-TV Salinas, Calif.: **Steve Doerr**, photographer, KNTV-TV and KMST-TV Monterey, Calif., to same capacity; **Cecil Houston**, photographer, KCBA-TV Salinas, Calif., to same capacity; **Sue Zeisler**,

anchor-reporter, KSOL(FM) San Mateo, Calif., to assistant producer.

Technology



Wheeler

Richard Wheeler, senior VP, Sony Communications Products Co., New York, named president

Edwin Parker, president of data networks division, Contel ASC, Mountain View, Calif., resigns.

Richard Vanderwood, director of government relations, Centel

Corp., Chicago, named VP of government relations.

Bradford Joblin, manager, affiliate services, NBC-TV sales/affiliate services, New York, named director, television network operations and services, NBC-TV.

Robert Weirather, director of advanced development, Broadcast Division, Harris Corp., Quincy, Ill., named director of strategic marketing, broadcast division.

Appointments at C-COR Electronics Inc., State College, Pa.: **Leroy Stump**, regional account executive, ComSonics Inc., Harrisonburg, Va., to Northeast regional account executive. He succeeds **Fred Kummer**, named

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Cohen

Alan Cohen, senior account executive, Stone/Hallinan Public Relations, New York, joins Worldvision Enterprises Inc., New York, as director of publicity.

Lynn McReynolds, director of public affairs, National Cable Television Association (NCTA), Washington,

named director of public affairs and special projects.

Stephanie Lawrence, production coordinator, KESQ-TV Palm Springs, Calif., named promotion-creative services manager.

David Brown, public relations director, Public/Private Ventures, Philadelphia, joins Earle Palmer Brown & Spiro there as senior account executive in public relations department.

Dale Butler, production-promotion manager, WEAR-TV Pensacola, Fla., joins KATV(TV) Little Rock, Ark., as writer-producer for advertising and marketing department.

Allied Fields

William Velez, Eastern regional director of business affairs, American Society of Composers, Authors and Publishers, New York, forms William Velez & Associates, New York-based music rights and royalty management firm focusing on maximizing royalty income for companies and songwriters in film, television, advertising, Latin music and jazz.

Deborah Nicholson, VP, Southern California Cable Television Marketing Council, Los Angeles, named president. She succeeds **George Douglas III**, who resigned to become owner and operator of WLL(AM)-WGOL(FM) Lynchburg, Va.

Appointments to board of directors at Electromagnetic Energy Policy Alliance (EEPA), Washington: **Jay Brandinger**, VP, manufacturing and materials research, David Sarnoff Research Center, to president; **George Wilkening**, AT&T Bell Laboratories, to VP, science and technology; **Donald Walker**, Motorola Inc., to VP, governmental affairs; **James Carter Jr.**, Rockwell International, to treasurer; **John Osepchuk**, Raytheon Co., to secretary.

James Peacock, manager of methods research, Arbitron Ratings Co., New York, named Laurel, Md.-based director of research.

Leonard Feldman, director of affiliate research, ABC Inc., New York, joins Television Bureau of Advertising there as director of survey research.

Pat Welsh, program director, KATF-FM Oklahoma City, joins Pollack Media Group, international broadcast advisory firm based in Pacific Palisades, Calif., as director, programming.

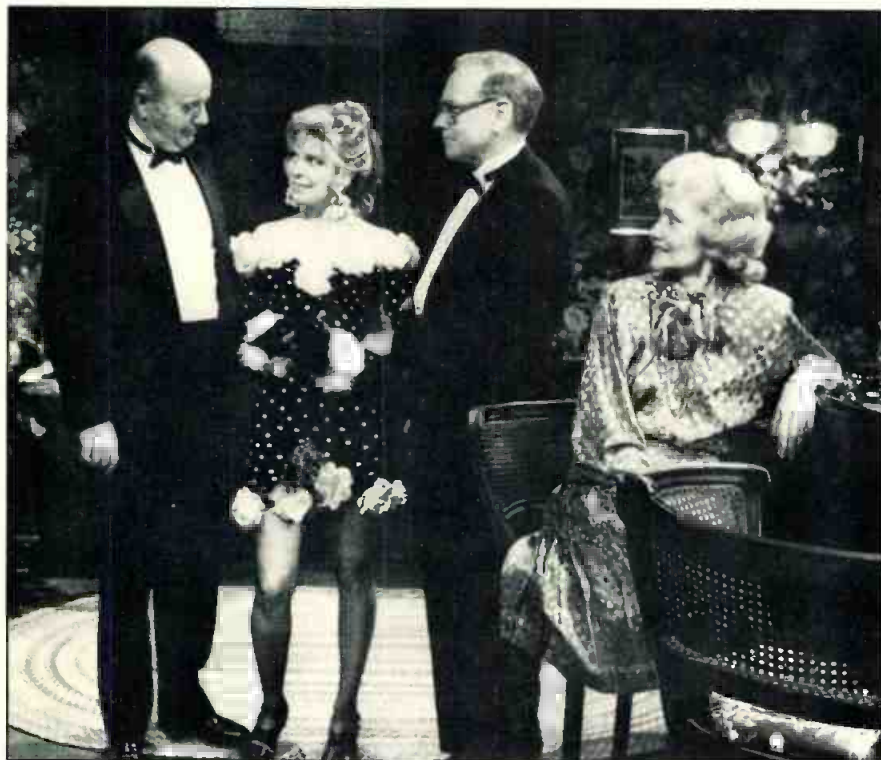
Deaths



Schoenbrun

David Schoenbrun, 73, former CBS correspondent, died May 23 of heart attack at Beth Israel Hospital in New York. Schoenbrun began his broadcasting career in 1941 at Office of War Information where he served as editor of Western European desk and as broadcast-

er in French, Spanish and German. He entered U.S. Army in 1943 and covered invasion of southern France in 1944 and capture of Vienna. Upon his discharge in 1945, Schoenbrun set up Overseas News Agency bureau in Paris and worked as stringer for CBS News. In 1947 he was hired by Edward R. Murrow as Paris bureau chief. Among his achievements were first interview with Charles de Gaulle as President of France and first report of John Foster Dulles's fatal illness. In 1961 he became chief Washington correspondent. Schoenbrun returned to Paris one year later as chief European correspondent. He left CBS in 1964 and devoted his time to writing and lecturing. He is survived by his wife, Dorothy, and one daughter.



Soap stars. ABC's daytime drama *Loving* featured special guests when Thomas Murphy, chairman of the board and CEO of Capital Cities/ABC Inc., and Warren Buffett, chairman of the board and CEO of Berkshire Hathaway Inc., and major CapCities shareholder, appeared on last Friday's episode. Murphy and Buffett, who played a waiter and a bartender, respectively, had no lines and appeared on camera less than one minute. The appearance was suggested by Agnes Nixon, creator and head writer of the drama, during a dinner she attended with Murphy at the winter Olympics. When asked about the experience, Murphy commented, "Everybody needs a second career. There is nothing Warren and I won't do for Capital Cities/ABC and we may start by never appearing again." Above (l-r) are Murphy, Linda Cook as Egypt Jones Masters, Buffett and Nixon.



Butler and his alter ego Yogi Bear



Charles Dawson Butler (known professionally as Daws Butler), 71, voice of numerous animated characters including Hanna-Barbera's Yogi Bear, died May 18 of heart attack at Cedars Sinai Medical Center in Beverly Hills, Calif. In late 1940's Butler worked on Emmy Award-winning children's program *Time for Beany* on KTLA(TV) Los Angeles. He was first voice to be hired by Hanna-Barbera upon formation of studio in 1957. There, he provided voice of 42 cartoon series' regular characters including Huckleberry Hound, Snagglepuss, Quick Draw McGraw, Baba Looney, Augie Doggie, Wally Gator, Elroy Jetson, Mr. Jinks, Lippy the Lion and Snooper and Blabber. He is survived by his wife, Myrtis, and four sons.

20th Century's Bochco: Selling the cerebral

Earlier this month, *Time* magazine had this to say about Steven Bochco, co-creator and executive producer of both *Hill Street Blues* and *L.A. Law*: "No producer of the 1980's has been more influential." It's not surprising that CBS wooed Bochco last fall in hopes of bringing him on as its new entertainment president. After Bochco turned the offer down, he was quoted as saying he "couldn't afford the pay cut," a line he borrowed from an *L.A. Law* script.

He wasn't kidding. Network entertainment presidents don't usually sign on at a minimum of \$10 million over six years. But that's about what ABC will pay Bochco for first dibs on the next seven series he produces for prime time. His association with 20th Century Fox will continue, where he'll produce his shows on the Fox lot, and Fox will distribute the programs in all aftermarkets the ABC shows eventually reach.

If the shows he creates for ABC turn out to be as popular as the current *L.A. Law* on NBC, he stands to earn many millions more on top of what ABC is paying him, from his share of the syndication rights, domestically and abroad.

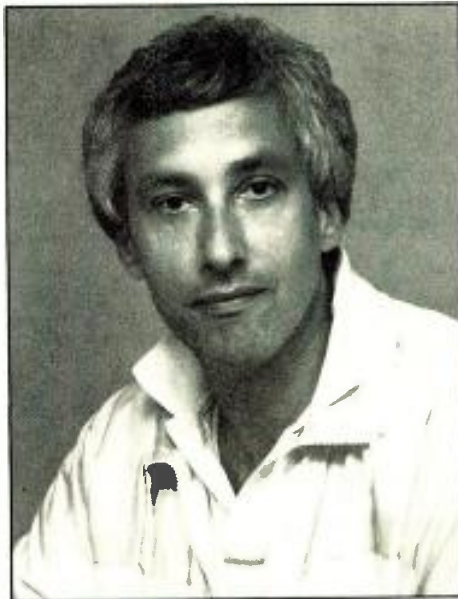
Not bad for a boy from New York who grew up aspiring to be a musician (his father, Rudolf, was a violinist who played with, among others, the NBC Symphony Orchestra) and, later, a playwright. In fact, he received his degree in theater from the Carnegie Institute (now Carnegie Mellon University) in 1966.

It was the summer between his junior and senior years that he was introduced to the world of television production. His then-father-in-law, Louis Blau, a Los Angeles attorney, arranged an internship for Bochco at Universal Television. Bochco had helped his own cause earlier by winning an MCA writing fellowship at whil at school. But Blau had a number of friends at Universal, and as Bochco has recalled, "he made a few phone calls and I had a summer job."

A year later he rejoined Universal as assistant to the head of the story department, a slot that was essentially waiting for him, by prearrangement with Universal, upon graduation. His writing and producing credits at Universal included *Name of the Game*, *Columbo* and *McMillan and Wife*.

From the beginning Bochco was principally a writer, as he remains today, although he has evolved into producer as well. Bochco once told BROADCASTING, "I'm a writer-producer. I've become over the years a good producer, but originally I was just a writer with a fancy title."

Those who know him and his work share with *Time* the assessment that he is the most influential television producer shaping prime time in this decade.



STEVEN RONALD BOCHCO—executive producer, 20th Century Fox, Los Angeles, and co-creator and executive producer, *L.A. Law* (NBC), and executive consultant, *Hooperman* (ABC); b. Dec. 16, 1943, New York. BFA, theater, Carnegie Institute, Pittsburgh, 1966; writer and producer, Universal Television (with writing and/or producing credits for *Name of the Game*, *Columbo*, *McMillan and Wife*, *Griff*, *Delvecchio*, *Richie Brockelman* and *The Invisible Man*), 1966-78; writer and producer, MTM Enterprises (with writing and/or producing credits for *Turnabout*, *Paris*, *Hill Street Blues* and *Bay City Blues*) 1978-85; present position since 1985; m. actress Barbara Bosson, Feb. 14, 1969; children—Melissa, 18, Jess, 13.

"I would say he qualifies for that honor," said independent television producer, and Bochco friend and admirer, Stephen J. Cannell, who worked alongside Bochco as a producer at Universal and is himself no small figure in television with credits including *Barretta*, *The Rockford Files* and *A Team*.

"I think what he did," says Cannell, "was to introduce a cerebral quality into the writing that was not the rule of thumb, let's say, prior to *Hill Street* and *L.A. Law*. He has proved with ratings that the audience profile has changed and that these kinds of shows, if done well, can become very successful and big money makers." Notes Cannell of television, "It's an advertiser-driven medium. If the networks believe they can make money turning cars over they will do it."

Not all Bochco's efforts have been as "cerebral" as *Hill Street*. *Turnabout*, for example, was one of his early attempts for NBC, and a high-concept comedy that provided little aid or comfort to the network during NBC's lengthy stay in third place in

the late 1970's and early 1980's. Bochco wrote the pilot for the series, one of his first projects at MTM, which he joined in 1978 after 12 years with Universal.

Turnabout starred Sharon Gless as Penny Alston, a cosmetic executive who believed her husband's life was better than hers and idly wished they could trade places. Her wish is granted by "an impish statue she had purchased from a gypsy." The series went on to relate the "comic adventures" as Penny and her husband struggled to adjust to living with each other's personalities. MTM shot 13 episodes. NBC pulled it after seven, in March of 1979.

Then there was *Every Stray Dog and Kid*, high drama that was shot down as a pilot. The two examples cited above say something about Steven Bochco—there may be better situation comedy writers, and everything he touches does not turn to gold. They also show that an occasional miss has proved no impediment to future success. Indeed, between *Hill Street Blues* and *L.A. Law*, there was *Bay City Blues*, which lasted four weeks on NBC's 1983-84 schedule.

According to Bochco's friends, one of his personality traits is an ability not to take himself, or his success, too seriously. Said one: "He's not self-absorbed. He was the first one I heard say, 'Come on, we aren't curing brain cancer here.' A lot of people have said it since."

Bochco's critical success is reflected in the list of awards he has won, including eight Emmy's (six for *Hill Street* and two for *L.A. Law*), as well as Golden Globe, Humanitas, Writers Guild of America, Peabody, People's Choice, Image and Edgar Allen Poe awards.

Grant Tinker, for whom Bochco worked when Tinker was running MTM, said last week that by "process of elimination" *Time*'s assessment of Bochco "is a fairly accurate thing to say." And the Bochco legacy may well extend into the 1990's, said Tinker. "I sense no tiring in the guy. He's just as active" now as in his *Hill Street* days. Tinker and others noted Bochco's legendary feistiness with the folks at standards and practices. "He likes to tilt at windmills and the establishment," said Tinker. "But I think he's also getting a little mellower now, although I think he'd be shocked and outraged to hear me say that."

His "feisty" personal style, some say, has been misread as abrasiveness by those who don't know him, and may have contributed to his dismissal from MTM in 1985. MTM said astronomical *Hill Street* budgets were the cause. Bochco has said the dispute was over "personal reasons," and not business. Regardless, three years later, Bochco, with Fox as his production vehicle, continues to create successful television (ABC's *Hooperman*, the latest example, has just been picked up for year two) and to tilt at windmills all the way to the bank.

Action on **home satellite bill** (H.R. 1885) in House is picking up steam. Last week House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) announced June 15 hearing on legislation followed by markup on bill June 29. Measure, offered by subcommittee's Billy Tauzin (D-La.), has strong backing from his Democratic colleagues on subcommittee, who have been asking for action on measure. In Senate, similar measure (S. 889) is pending and bill's author, Al Gore (D-Tenn.), tried last week but failed to get time agreement from Senate leadership for vote on floor when lawmakers return June 6. Gore most likely will resort to offering S. 889 as rider to other legislation. Consideration of backyard dish bill in House has pushed back date for subcommittee's third cable oversight hearing, from June to sometime in July. Subcommittee also plans to hold hearing on high-definition television on June 23.

CBS is in process of reviewing corporate staffing in finance and legal departments. Coopers & Lybrand is said to be evaluating whether work done by finance accounting staff at CBS Entertainment in Los Angeles and at company's owned stations should be taken over by corporate staff in New York. Second consulting firm, Hildebrand & Co., is reviewing staff of legal department. Total number of positions under review is said to number roughly 350. Alice Henderson, vice president, communications and information, CBS/Broadcast Group, said that evaluation is being undertaken because "we have obviously downsized in recent years."

Lawyers for Tempo Television and NBC were expected to work throughout weekend on deal for broadcast network to purchase cable programming operation. Tomorrow (May 31) had been deadline for deal to be struck when initial announcement was made earlier this month at National Cable Television Association convention.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and ranking Republican John Danforth (R-Mo.) introduced legislation last week that would allocate \$75 million per year for next three years to produce and air **anti-drug advertising campaign.** Campaign will be administered by National Telecommunications and Information Administration and run by five-member board. Act **would require broadcasters to charge no more than their lowest unit rate** and provide reasonable access to all

'Golden Girls' ready to go

Off-network syndication rights for NBC's Golden Girls were to be awarded late last Friday, May 27, or soon thereafter to stations in New York, Chicago, Philadelphia and San Francisco.

According to industry sources, syndicator Buena Vista Television set the minimum bidding in New York at \$150,000 per episode, the third highest half-hour price in the market after The Cosby Show's roughly \$350,000 per-episode and \$225,000 fee for Who's the Boss. Minimums of \$90,000 per episode were set in Chicago, Philadelphia and San Francisco, sources said.

At press time late Friday, Buena Vista was reviewing bids made Thursday, May 26, in the four markets. Reportedly among the players were CBS-owned stations in New York, Chicago and Philadelphia and also believed interested in the properties, but not confirmed as bidders, were Group W stations in Philadelphia and San Francisco.

Buena Vista, selling 130 guaranteed episodes of Golden Girls for straight cash, intentionally left the second largest market, Los Angeles, out of initial bidding because of complications from Disney's pending purchase of Los Angeles independent KJW-TV. Some observers argued, however, that holding back on sales in the highly competitive Los Angeles syndication market may depress the property's overall value.

TVX stations probably to be sold

Last Thursday TVX Broadcast Group filed its proposed recapitalization plan which may force the company's only major creditor, New York-based investment bank, Salomon Brothers, to continue to fund TVX by way of loans, additional capital, and purchases/redemption of debt. The plan also makes likely the sale of much of the Virginia Beach, Va.-based group owner.

Part of the new financing includes a \$135-million offering of preferred stock rights which Salomon Brothers is committed to purchasing to the extent the offer is not bought by existing shareholders. The rights preferred stock, which is not likely to pay dividends, costs \$5.75 per share; TVX stock currently trades at \$3 per share.

Salomon will once again try to replace most of its existing credit "facility" to TVX by taking debt issues to market. The New York-based investment bank is committed to purchase any debt securities not sold to outside institutions.

The two new debt issues will be backed by the company's stations. Repayment on one of the two issues, tentatively to be backed by eight TVX stations, is due in two years and if proceeds from the operations and or sale of those stations is insufficient to redeem the debt, outside debtholders could "put" their notes to Salomon who would be obligated to pay out of its pocket.

Success of the recapitalization plan, which was approved by the company's other board members upon the advice of First Boston Corp., depends on SEC and shareholder approval.

time periods to air spots. Danforth said bill would be similar, but on grander scale, to government's anti-smoking campaign of 1970's. Hollings congratulated broadcasters on their efforts to combat drug abuse through PSA's. National Association of Broadcasters President Eddie Fritts said that while attack on drugs was laudable and broadcasters had contributed over \$1 billion to cause already, "this specific proposal for mandated government access to broadcasting facilities was clearly unconstitutional."

FCC was left out of appropriations bill approved last week by House Appropriations Committee.

Omission stemmed from fact authorization bill including funds for agency—\$109 million—has passed House, but not Senate, so has not yet been enacted into law. Report said committee has reserved amount appropriated for agency in 1988—\$99.6 million—to be included in future appropriations bill once authorization becomes law. Bill also includes funds for U.S. Information Agency—\$883,437,000, some \$3 million more than budget request and \$63.4 million more than appropriations provided for in current fiscal year. Those additional funds represent money for program to modernize radio transmission facilities. Worldnet, USIA's international television service, would get \$31 million under bill, about \$10 million less than administration sought, even \$5 million less than appropriated for service in current fiscal year. Bill also includes \$11,175,000 for Radio Marti—officially, Radio Broadcasting to Cuba. This is same as request, but \$1,584,000 less, than amount appropriated for current fiscal year.

Western Union and Hughes Communications have completed details on sale of Westar series satellites.

Western Union expects to file application at FCC for transfer of Westars III, IV and V (all in-orbit) and Westar VI (on-ground) licenses "within days," according to Western Union's Fred Knipp. Hughes will file same Tuesday, May 31, and follow 10 days later with applications for renewal for Westars IV and V, said Hughes video services VP, Jerry Farrell. Neither firm would reveal sale figures. Hughes will try to re-sign Westar customers, including PBS, CNN and Contel-ASC, who "will have to be looking around for new capacity by

he end of this year," said Farrell. But offering Hughes's current cable customers future capacity on Westar VI and other replacements is also consideration. VI—to be launched as early as mid-1990—will replace Westar III, currently seeing limited use since it began to drift out of its geostationary orbit. Hughes Galaxy (I, II and III) and Westar systems, including VI, will give Hughes six 14-transponder C-band birds and one 12-transponder C-band bird, all of them Hughes-built.

Leonard Kahn, president of Kahn Communications Inc., Westbury, N.Y., has filed suit against General Motors for infringement of patents held by Kahn involving his single sideband AM stereo system. According to Kahn, complaint is for GM's installation of C-Quam AM radio receivers in their cars that contain circuitry claimed by Kahn. It was first reported that Kahn planned to file suit against Motorola Inc., developer of C-Quam system, in federal court on May 31 (BROADCASTING, April 25) after he announced his intention to defend patent at National Association of Broadcasters Convention. However, Kahn later told BROADCASTING that he had actually filed against automobile company. Warren Finken, director of patent section in GM's legal department, confirmed that suit had been filed May 4. Neither Finken nor Kahn had further comment on case. Kahn's action follows January FCC meeting during which it reaffirmed its decision not to set stereo standard. Part of reason for action given by two of commissioners—Chairman Dennis Patrick and Commissioner James Quello—was their belief that C-Quam had already become de facto standard since at that time 100% of all AM stereo receivers were made in that format.

House passed lottery advertising bill (H.R. 3146) by voice vote last week, which would clarify current laws concerning broadcasts of lotteries. Presently, broadcasters can only air ads for state-run lotteries. Bill was amended to insure that advertising of gambling by casinos would be prohibited. National Association of Broadcasters President Eddie Fritts says bill will enable broadcasters to air ads for church raffles and bingo or for groups like American Legion holding lotteries. NAB will continue to press for measure's passage in Senate and is in process of finding member to introduce Senate version of bill.

Lorimar Telepictures Corp. has announced an agreement with Shanghai Television Network to provide all non-Chinese programming on exclusive basis to Shanghai network. Under five-year deal, Chinese will choose programming offered by Lorimar, and in turn, Lorimar will be able to sell commercial time in those shows to American and European companies. Network has between 60 million and 80 million viewers and has already chosen several Lorimar products to broadcast. On Oct. 21, 1987, *The Two Mrs. Grenvilles*, Lorimar mini-series, became first non-Chinese program to air over Shanghai network.

Mel Karmazin, executive vice president of **Infinity Broadcasting**, largest radio-only station group in country, was elevated to president and chief executive officer last week. Karmazin has been with firm since 1981. **Gerald Carrus**, Infinity co-founder who held title of president, becomes co-chairman of company alongside co-founder and current chairman, Michael Weiner.

Promoters of heavyweight boxing match between Mike Tyson and Michael Spinks on June 27 have lined up four to five million pay-per-view homes for cablecast. Sports of the Century Inc. has contracted with several MSO's to handle PPV and closed circuit distribution of fight in different areas. United Cable has rights in states including Arizona, Colorado, Idaho, Louisiana, Montana, New Mexico, Oklahoma, Texas and Wyoming. Cablevision Systems has Staten Island, Queens and Brooklyn, in New York, and Nassau and Suffolk counties on Long Island. Warner Cable is handling fight in Ohio and Wisconsin, Telecable in Kentucky, Cox Cable in Norfolk and Hampton Roads, both Virginia, and Prime Cable in Las Vegas. Various operators have rights to fight in upstate New York. In most cases, split is 50-50, promoter said.

Cablevision, for instance, plans to charge \$34.95 for PPV, and \$40 at closed circuit venues to which it will sublicense rights to fight. Promoter targeted cable areas of highest addressable homes and went straight to operators, rather than through national PPV service. SCI said national PPV distribution isn't feasible until 20-million-home base is established.

More than 2,000 members of Writers Guild of America voted last Thursday on independent contracts with television and motion picture producers. At press time, 73 contracts had been approved. Guild spokesman said that although exact number of writers expected to go back to work because of contracts is unavailable at this time, "the number should be in the hundreds." Independent contracts, said Herb Steinberg, spokesman for Alliance of Motion Picture and Television Producers, "have no impact on the issues of the strike itself, and will not affect the ongoing negotiations between the guild and the alliance...We're surprised that the guild would ratify these contracts, allowing such a small percentage of the writers to go back to work; less than 0.7%." Production companies that have signed independent contracts include Carsey-Werner, which produces *The Cosby Show*, Alien Productions, producers of *ALF*, and Carson Productions, which produces *The Tonight Show*.

Tele-Communications Inc. plans to co-sponsor main banquet at conference of nation's black mayors in Philadelphia on June 18. It is second year conference has seen TCI participation, which is designed to insure "lines of communication are good" with major cities, company said. TCI operates systems in Chicago and Washington, both of which have black mayors, as well as in several other urban areas, including Dallas, Pittsburgh and Seattle. Mayors, said TCI, get better view of how cable business works through discussions with top TCI executives and system managers.

Sanders resigns from Ampex

Mark L. Sanders, vice president and general manager of Ampex Corp.'s recording systems division, Redwood City, Calif., resigned last week due to what he said was a "strong disagreement" with the management style of Ampex's parent company, The Sherborne Group Inc., a New York investment firm. Max Mitchell, Ampex president and chief executive officer, is serving as acting head of recording systems. An Ampex press release said that Mitchell "asked for and received" Sanders's resignation. However, Sanders told BROADCASTING that he had informed Ampex two months before that he intended to leave. "Actually, I resigned before [the National Association of Broadcasters convention], and I was asked to stay through the NAB show," he said. An Ampex spokesman, Dave Detmers, confirmed Sanders's statement.

Sanders, who joined Ampex in 1969, said that his differences were not with Mitchell, but with Sherborne, which took control of the company in April 1986. Sanders referred to a speech he delivered at the 1986 Society of Motion Picture and Television Engineers Conference in which he said that companies should be willing to take the risks involved with new technologies and that "the biggest challenge is each of us as decision-makers...The more layers of management, the less likely new ideas will survive at the top" (BROADCASTING, Nov. 3, 1986). That approach "is totally discordant to the new management of Ampex," Sanders said last week.

With Sanders's departure, all of the Ampex executives with technical backgrounds that were officers at the time of the Sherborne purchase have departed. The most recent departure was Charles A. Steinberg, who resigned as Ampex chairman emeritus last March to become executive vice president, Sony Corp. of America.

Editorials

Obstructionist

Bradley Holmes, chief of the policy and rules division of the FCC's Mass Media Bureau, and Susan Wing, a respected member of the Washington law firm of Hogan & Hartson, have been waiting since last year to be considered for Senate confirmation of their appointments to be members of the FCC. The delay was at last explained last week by the man who glued shut their calendars. Senator Ernest Hollings (D-S.C.), chairman of the Senate Commerce Committee. Hollings doesn't like Holmes and Wing. So there.

Never mind that an FCC that is designed by law to function with five members is making do with three. If Hollings has his way, as will probably be granted to the chairman of the jurisdictional committee, an important agency of government will continue to make do at three-fifths of its legislated strength, until a new President is elected and submits two nominations more to Hollings's liking. Take that, Ronald Reagan, not to mention Dennis Patrick, the FCC chairman who dared to depart from the South Carolina senator's unreconstructed philosophy of broadcast regulation.

So much for two nominees chosen for their demonstrated competence, which they have been refused the chance to exhibit in any Senate hearing. Now to other things.

Hollings also let it be known last week that he still wants legislation he has previously been denied, including the imposition of a tax on sales of broadcast stations, to fund noncommercial broadcasting; the establishment by law of preferences for minorities in license grants; a prohibition against the sales of stations by owners who have held them less than three years, a law requiring cable systems to carry local broadcast signals. The last would be welcomed by commercial broadcasters who fear exclusion from cable as a consequence of the appellate court's rejection of FCC must-carry rules as unconstitutional, but that reaction would be incidental to Hollings's main aim—to assure cable carriage of noncommercial stations.

And when may we expect to see the details of the Hollings grand plan to revive the worst of broadcast regulation? Look to the Commerce chairman, wearing another hat as chairman of an Appropriations Committee subcommittee, as he smuggles his favorite reregulatory provisions into the FCC's budget bill. He has had practice, as party to the smuggling into larger budget bills of such other ambitions as a restoration of the fairness doctrine (vetoed by the President) and a prohibition against waiver of the FCC crossownership rules to permit acquisitions of co-located newspapers and television stations (ruled unconstitutional by the appellate court).

If at first you don't succeed...

The price of success

In September 1957, some residents of Bartlesville, Okla., paid a flat fee of \$9.50 a month to watch movies such as "Pajama Game" with Doris Day and "The Prince and the Showgirl" with Marilyn Monroe delivered to their small screens via coaxial cable. Toll TV, as it was dubbed, was born. But it was something of an unwanted child. A survey of Bartlesville residents found that 1,930 opposed pay television, while only 163 favored it. In a poll conducted by two California television stations on their viewer's receptiveness to pay TV, the results were even more definitive: 5,002 opposed, 4 favored.

A lot has changed in the 30-plus years since Video Independent Theatres introduced what BROADCASTING at the time

dubbed its "home box office" in Bartlesville. For one thing, the Home Box Office currently available to Bartlesville subscribers boasts 5,000-plus takers, with Cinemax and Disney each besting by several multiples the 163 brave souls of 1957 who saw a future in pay TV. The price hasn't changed much, however. HBO today costs \$9.85 1988 dollars, up 35¢ from the 1957 price tag.

The flowering of cable programing and the thorns that accompany that success are evident in this issue's look at the competition among cable services for access to the coaxial programing pipeline.

There are now so many pay, basic and broadcast channels—all pay services in the sense that it costs to get them into the home via cable—that cable systems are having to search for ways to make room, including sharing channels, upgrading systems to increase channel capacity and making the hard choices of bumping some to make room for others. There are signs of ingenuity and accommodation in those decisions that belie the image of cable operators as uniformly running roughshod over access channels or arbitrarily dropping signals. A cable system in Memphis has been able to add Arts & Entertainment and Discovery on evenings and weekends by sharing channels with those occupied by the public school system and the public library during the school day. Another system will poll its subscribers on their favorite channels when deciding which to drop in favor of a new service. Still others are spending the dollars necessary to increase channel capacity to make room for everyone.

You've come a long way, baby.

Paying off the piper. The FCC chose the reasonable and proper course last week in addressing some congressional concerns about the "reemergence of payola." (BROADCASTING, May 23). The commission voted to issue a warning to broadcasters about the consequences of taking money under the turntable, so to speak. It did not choose, however, to take up its time and other's money with a full investigation. FCC Chairman Dennis Patrick, in explaining that decision, pointed out that the most recent FCC investigation—conducted in 1976—turned up only a single offending station. The commission felt that an investigation now would be premature, as well as redundant, considering the current efforts of the Justice Department—there are currently grand jury investigations in six cities.

If broadcasters need a refresher course on what action can be prompted by the appearance or reality that broadcasters are not keeping their own house in order, they can turn to the pages of BROADCASTING circa 1959, when a payola scandal prompted investigations by the FCC, Federal Trade Commission, Congress and others. The result was proscriptions in the Communications Act against anyone offering or accepting payment for airing programing without the knowledge of the station management or ownership. Those should suffice to serve notice that anyone playing for unreported pay is playing with fire.



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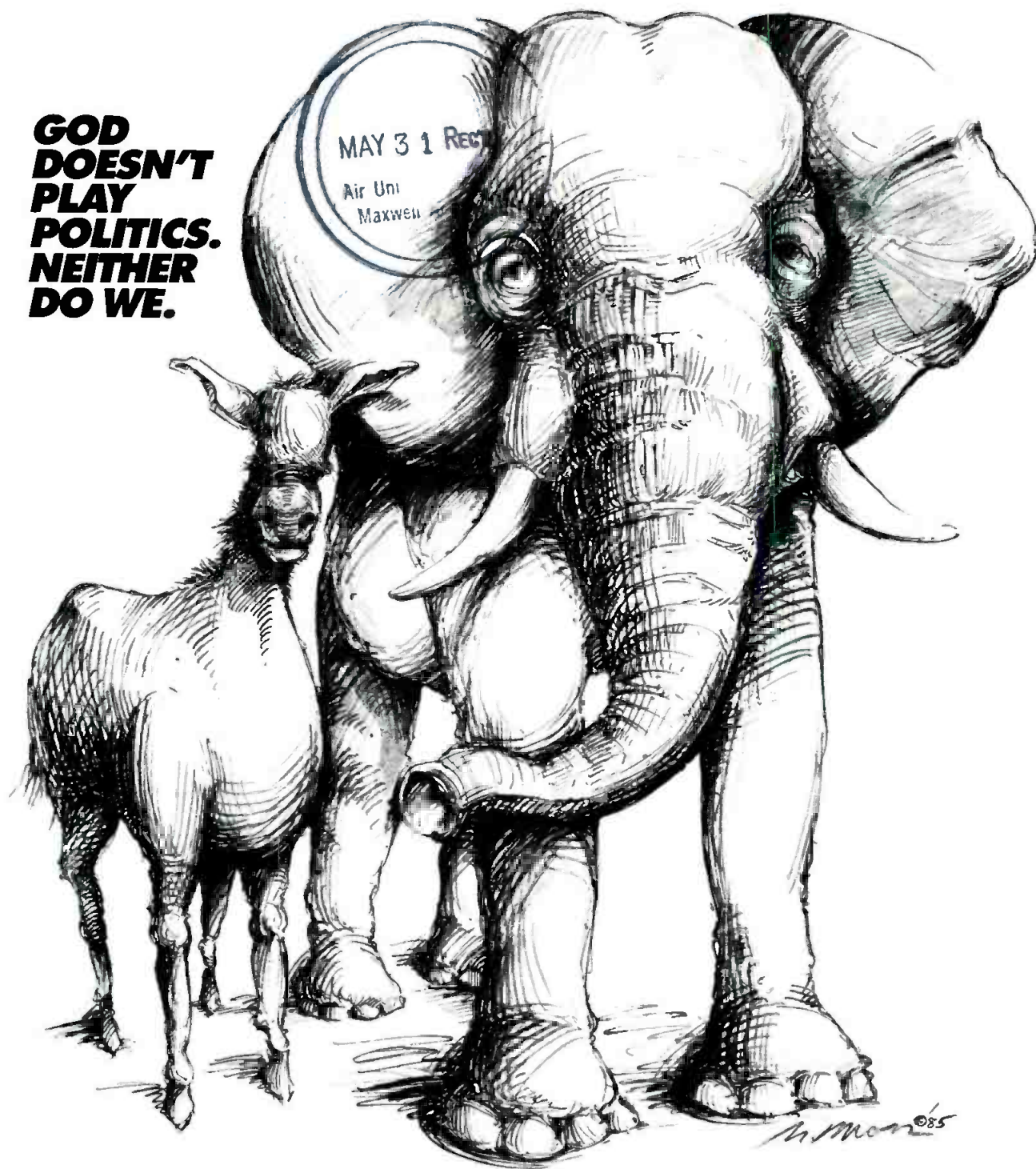
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